

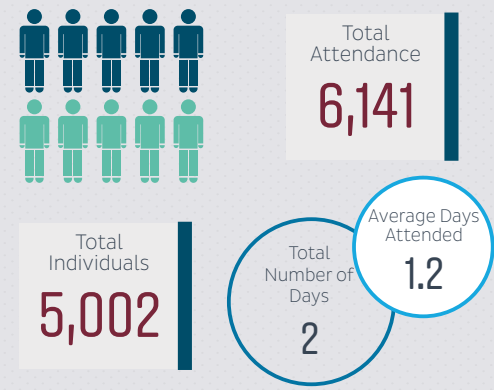
Bunbury Cup Carnival | ECONOMIC IMPACT STATEMENT

AMELIA PARK BUNBURY STAKES DAY WEDNESDAY 21ST MARCH 2018 AND XXXX GOLD BUNBURY CUP CARNIVAL SUNDAY 25TH MARCH 2018



KEY STATISTICS

ATTENDANCES



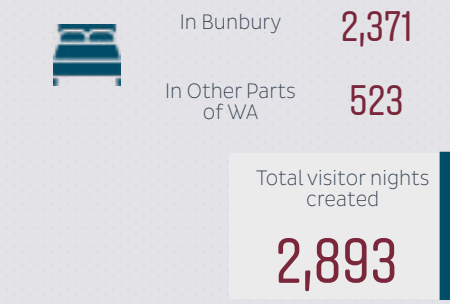
EVENT MOTIVATED VISITORS TO BUNBURY

Non-locals who came to Bunbury primarily to attend, or extended their stay to attend, Bunbury Cup Carnival



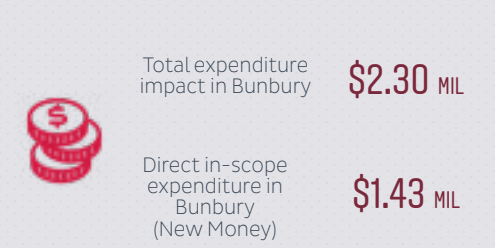
VISITOR NIGHTS GENERATED

Visitor nights generated (both in Bunbury and in other parts of WA) by event motivated visitors to Bunbury

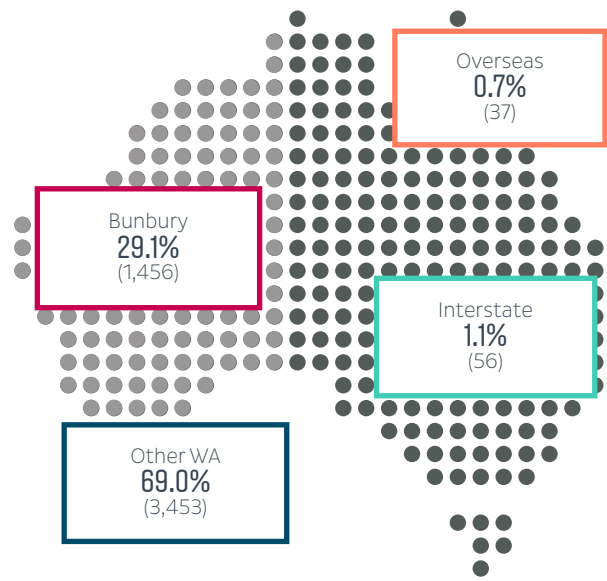


DIRECT EXPENDITURE GENERATED

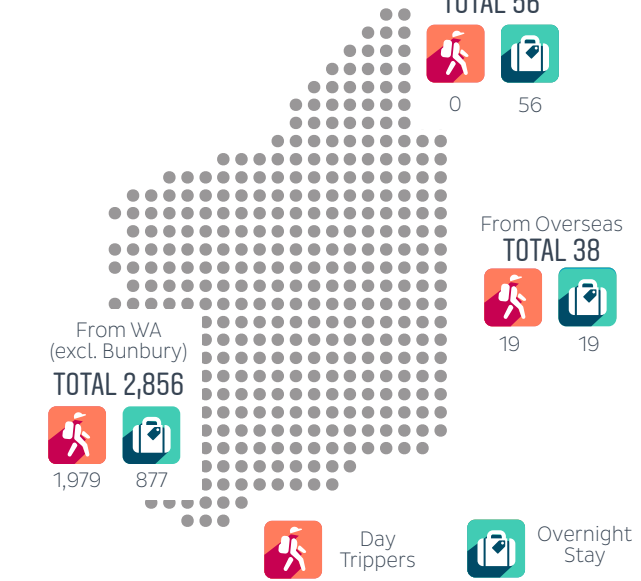
Direct Expenditure generated by the Bunbury Cup Carnival in Bunbury



VISITOR ORIGINS AND NUMBERS



PRIMARY PURPOSE & EXTENDED STAY VISITORS TO BUNBURY



VISITOR NIGHTS IN BUNBURY & OTHER PARTS OF WA

	Visitors from WA (excl. Bunbury)	Visitors from Interstate	Visitors from Overseas	Total
Overnight Visitors	877	56	19	
Avg. Visitor Nights in Bunbury	2.5	5.7	1.0	
Total Visitor Nights in Bunbury	2,053	299	19	2,371
Visitor Nights in Other parts of WA	485	37	0	523

Total visitor nights created in Bunbury	2,371
Total visitor nights created in WA	2,893

Nights in Commercial Accommodation 75%

Bunbury Cup Carnival | ECONOMIC IMPACT STATEMENT

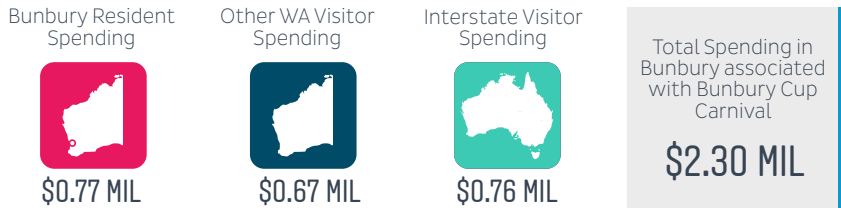
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EXPENDITURE IMPACTS

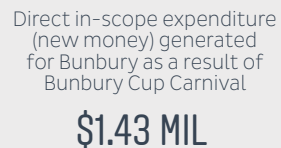
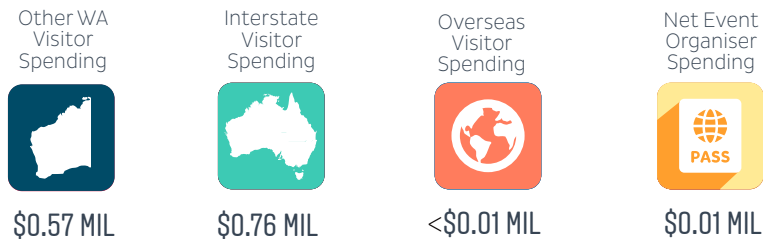
Total Expenditure Generated in Bunbury

All spending generated as a result of Bunbury Cup Carnival irrespective of the source of that spending (including local resident attendees)

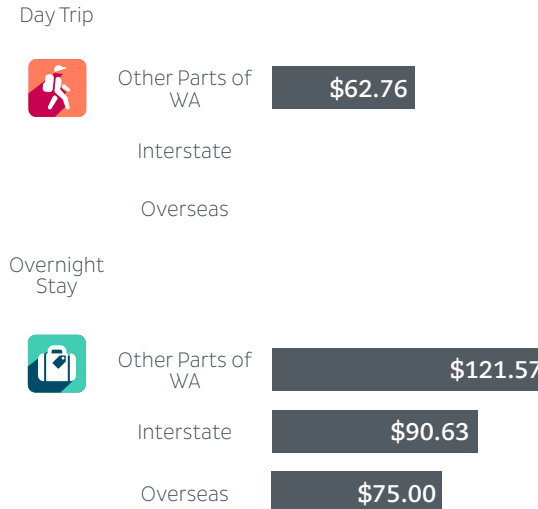


Direct in-scope expenditure impact for Bunbury

New money into the Bunbury economy as a result of Bunbury Cup Carnival (only non local attendees whose main reason for travelling to Bunbury, or reason for extending their stay, was to attend the Bunbury Cup Carnival)



AVERAGE DAILY SPEND



DEFINITIONS

Event Motivated & Extended Stay Visitors	Attendees who reside outside Bunbury and whose trip to Bunbury was specifically made, or extended, in order to attend Bunbury Cup Carnival
Total expenditure impact in Bunbury	Spending by all attendees at the Bunbury Cup Carnival, including local residents. Includes on-course and off-course spending associated with attending the event
Total expenditure impact in Other WA	Spending outside Bunbury by event motivated visitors (i.e. accommodation/tourist activities in other parts of the state)
Direct in-scope expenditure (New Money)	Spending in Bunbury by event motivated or extended stay visitors only. Represents the injection of new money into the Bunbury economy
Net event organiser spending	The amount of money spent by the event organiser, in Bunbury, using funds sourced from outside Bunbury.
Visitor nights generated	The number of bed nights generated by attendees at the event. Split into commercial and non-commercial bed nights.

AT A GLANCE

- + Bunbury Cup Carnival attracted just over 6,141 attendances in 2018. Over 70% of all attendees at Bunbury Cup Carnival were visitors to Bunbury. WA residents, from outside the Bunbury region made up 69% of attendances.
- + Bunbury Cup Carnival was responsible for bringing 2,949 individuals into the region who otherwise may not have visited. Of these event motivated visitors, 952 stayed at least one night in Bunbury whilst the remainder were day trip visitors. Overall, 2,893 visitor nights were created in Western Australia, with Bunbury being the beneficiary of close to 82% of these nights.
- + Bunbury Cup Carnival generated a total expenditure impact of \$2.30 million in Bunbury. Of this expenditure, \$1.43 million was new money, brought to Bunbury directly as a result of hosting the Bunbury Cup Carnival.