

SLT Spectator Research



Jersey

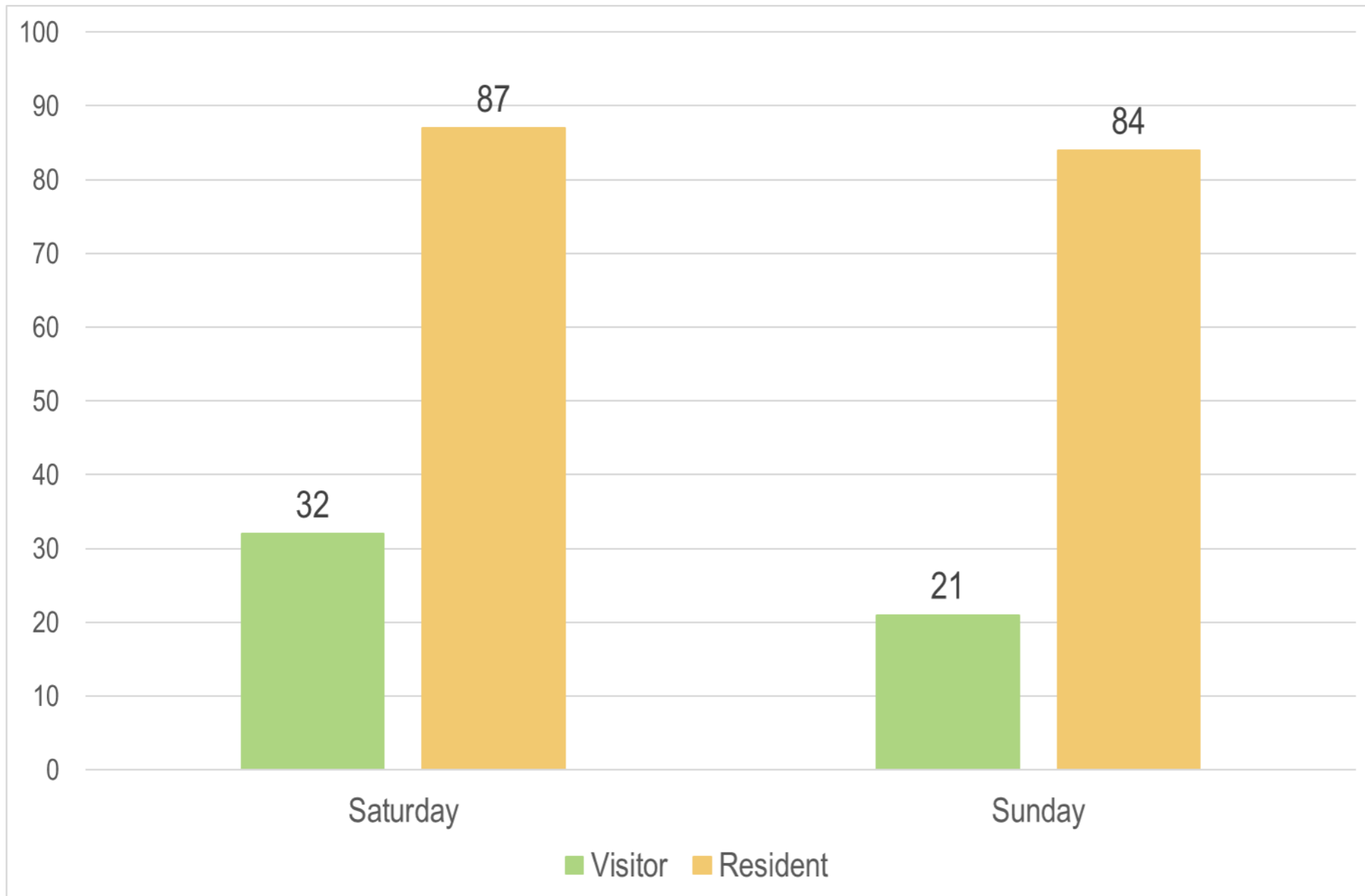
Context

- This research is limited in focus – covering the views and attitudes of spectators at SLT
- It does not represent the overall economic or awareness benefits derived by the island through hosting SLT
- It should be recognised that as a concept SLT is very much in its infancy
- There was very limited lead-time to promote the event to non-residents

Sample

- The aim was to achieve 150 interviews across the two days
- Actually gathered data from 224 respondents – could potentially have been more, but difficult to interview due to weather from 3.30pm on Sunday
- No attendee could be interviewed more than once regardless of whether this was on separate days
- 48 resident refusals and 18 visitor refusals
- 26 ineligible (6 not spectating, 17 interviewed already, 3 organisers)
- A tri-suit was on offer as an incentive prize

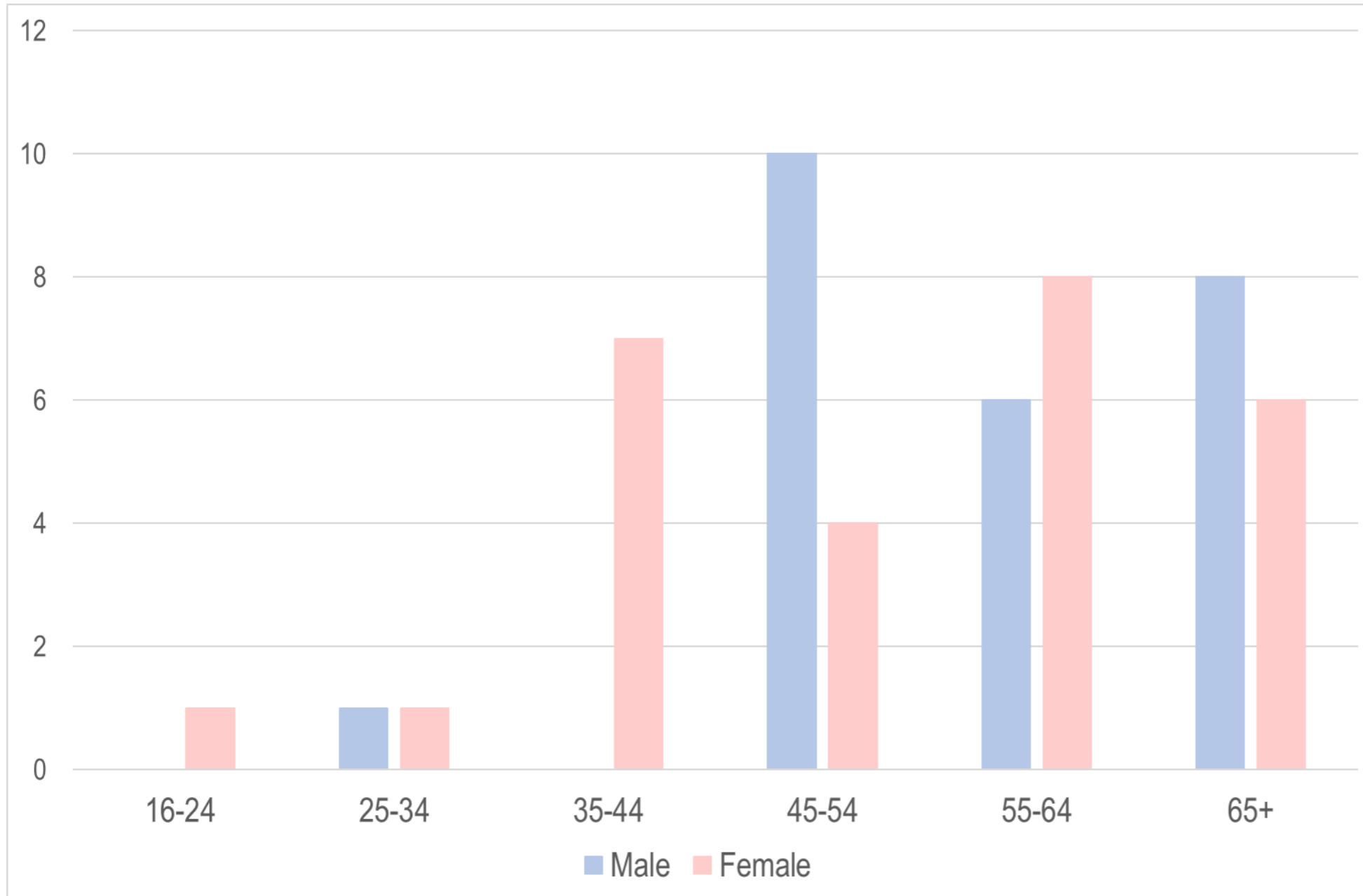
Sample profile



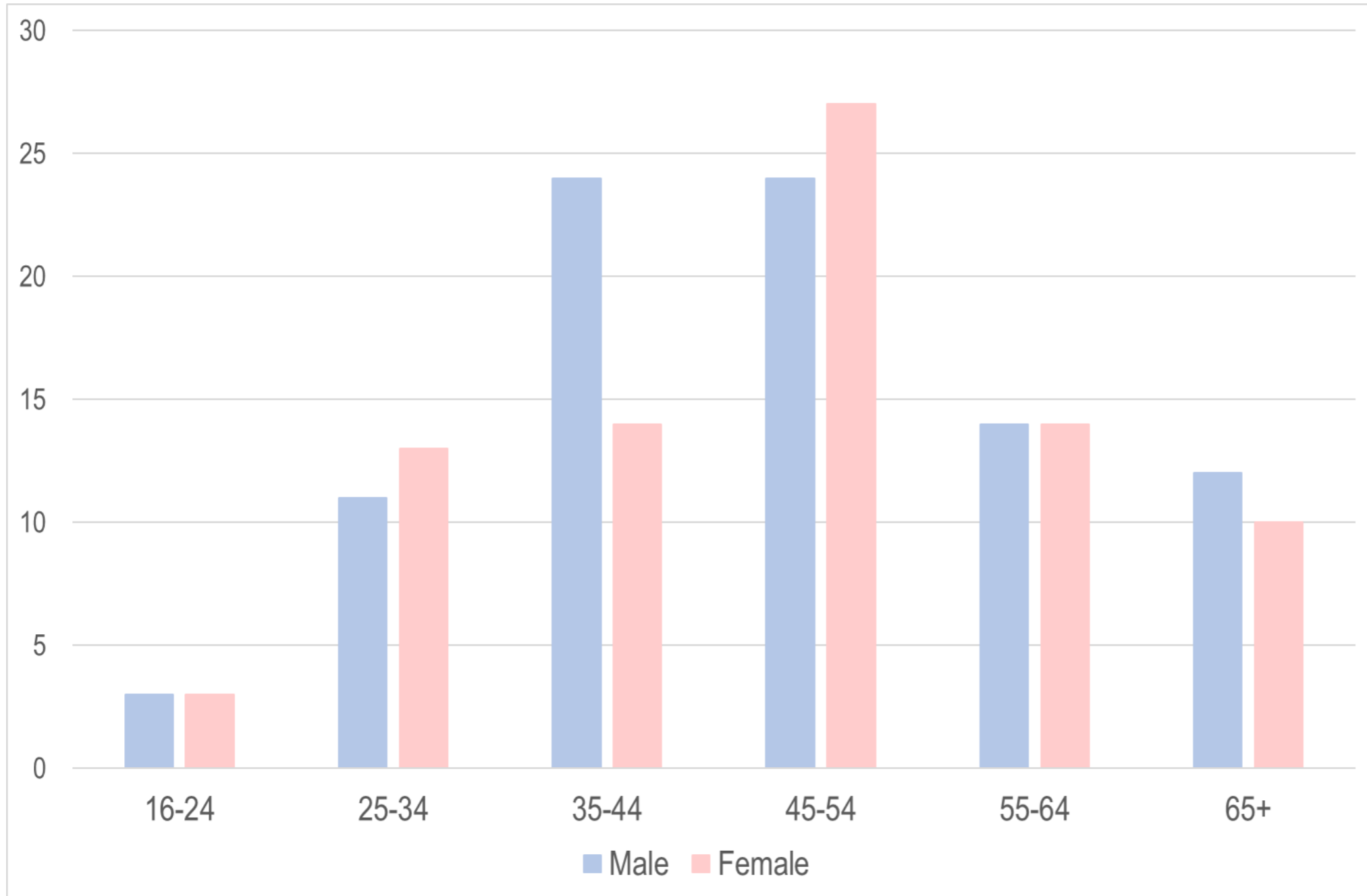
Overall 76% of respondents were residents, 24% were visitors



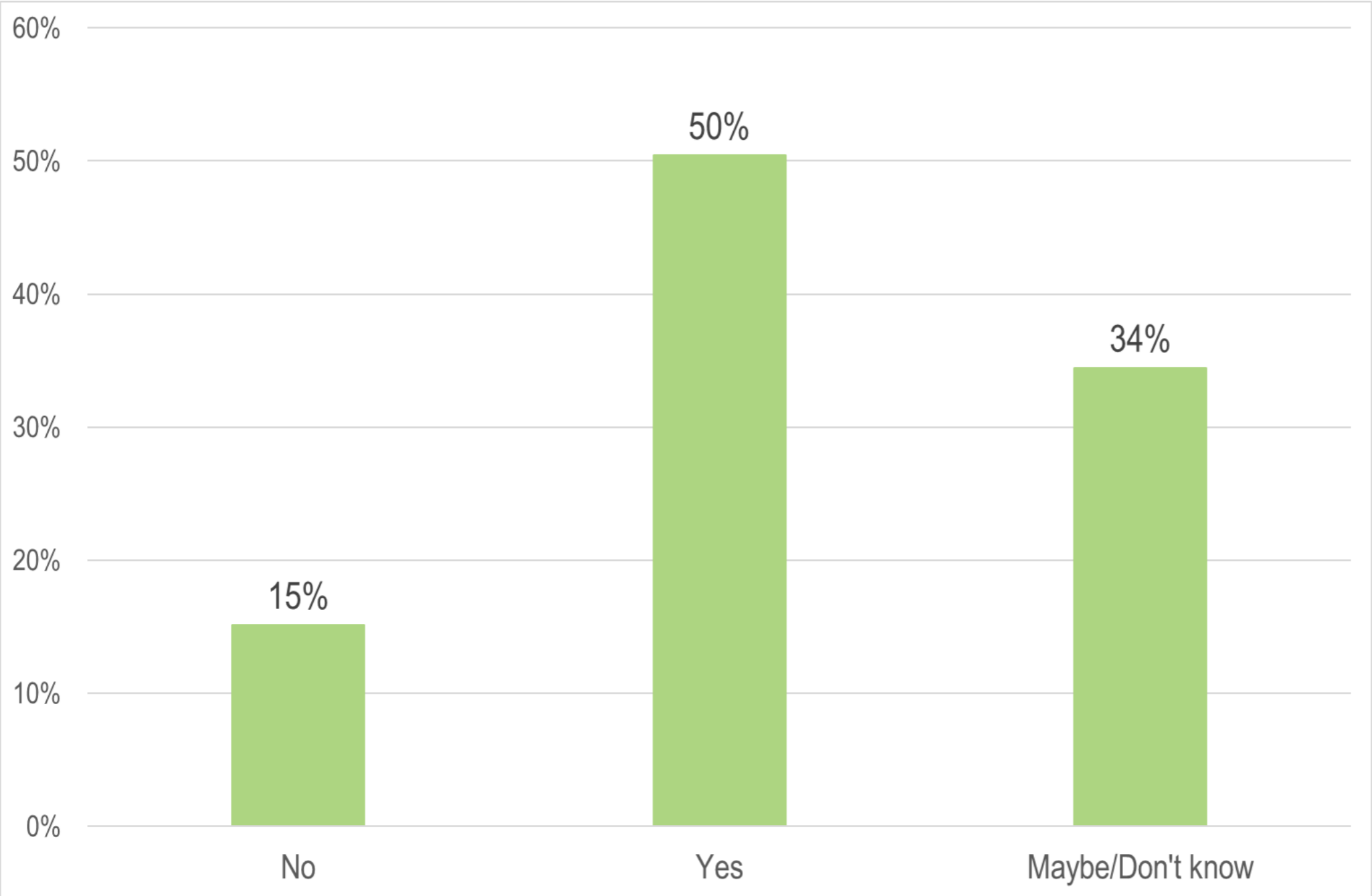
Visitor demographics



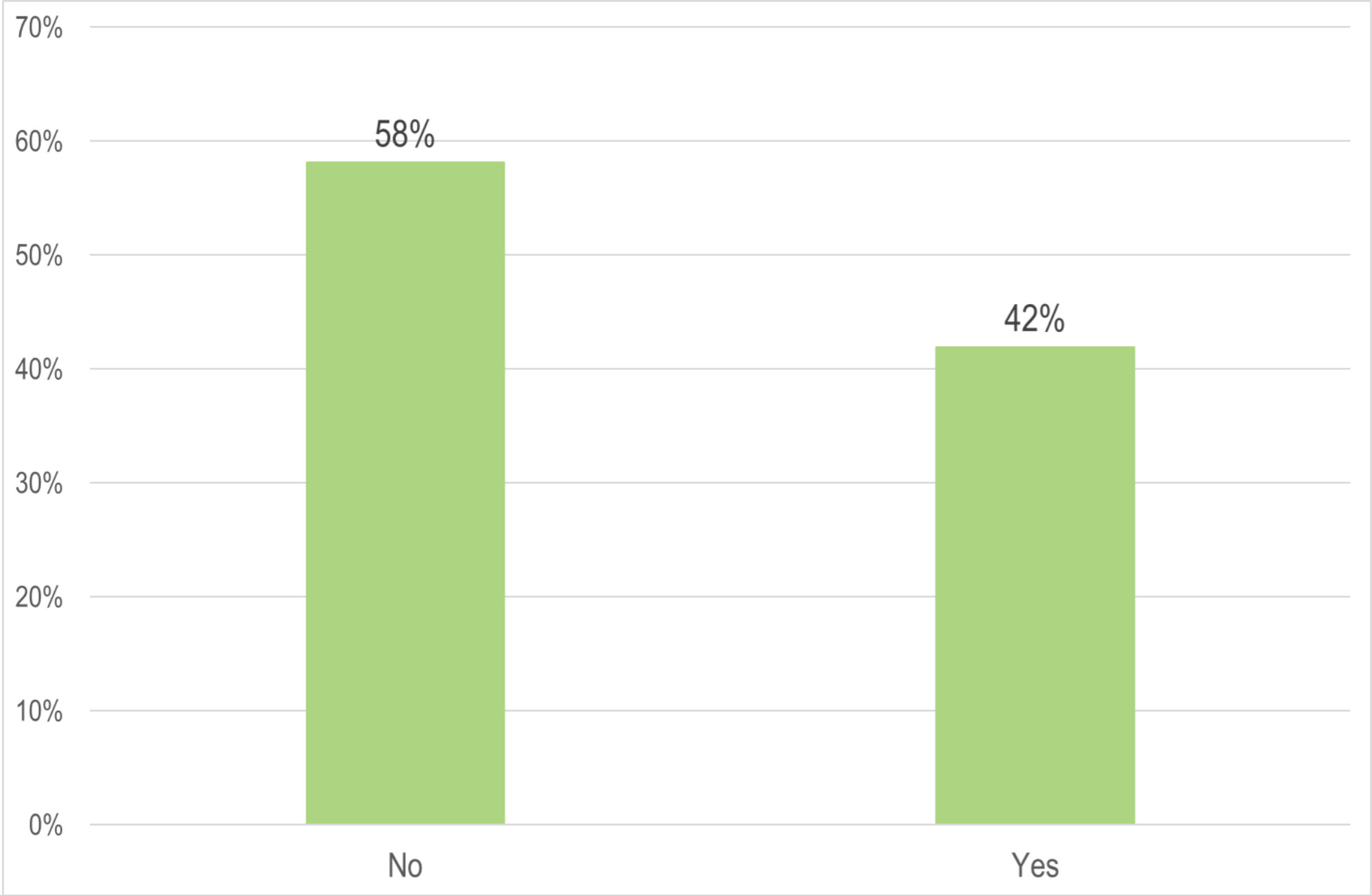
Resident demographics



Did Saturday attendees expect to attend on Sunday?



Had Sunday attendees attended on Saturday?



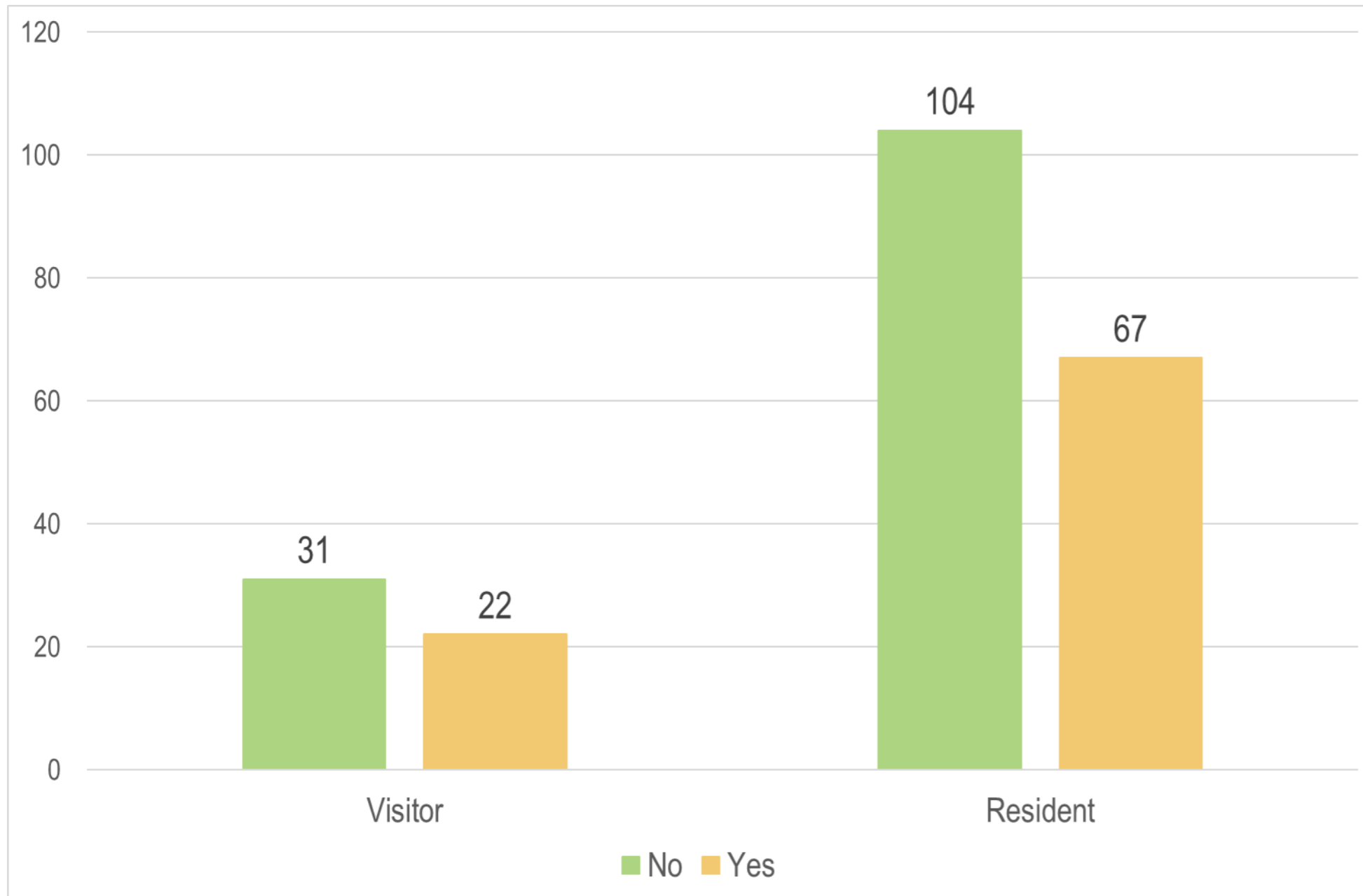
Estimating the number of unique spectators

- Established length of course next to which individuals could spectate (allowing for whether this was on one or both sides)
- Estimate depth of spectating crowd
- Use industry-standard metrics for number of spectators per metre of spectating multiplied by depth of crowd
- Add together results for Saturday and Sunday
- Allow for Sunday attendees who had attended on Saturday (42%)
- Use survey results to estimate proportion of these who were visitors (24%)

Estimating the number of unique spectators

- From all this we estimate the number of spectators on Saturday as being 6,000
- The number of spectators on Sunday as being 4,000
- The number of unique spectators (allowing for attendance on both days) as being 8,500
- Of which 2,000 are estimated to have been visitors to the island, either primarily for the SLT, or for other reasons and who happened to spectate at the SLT

Had attendees watched a triathlon before?



Overall 40% of respondents had spectated at a triathlon in the past

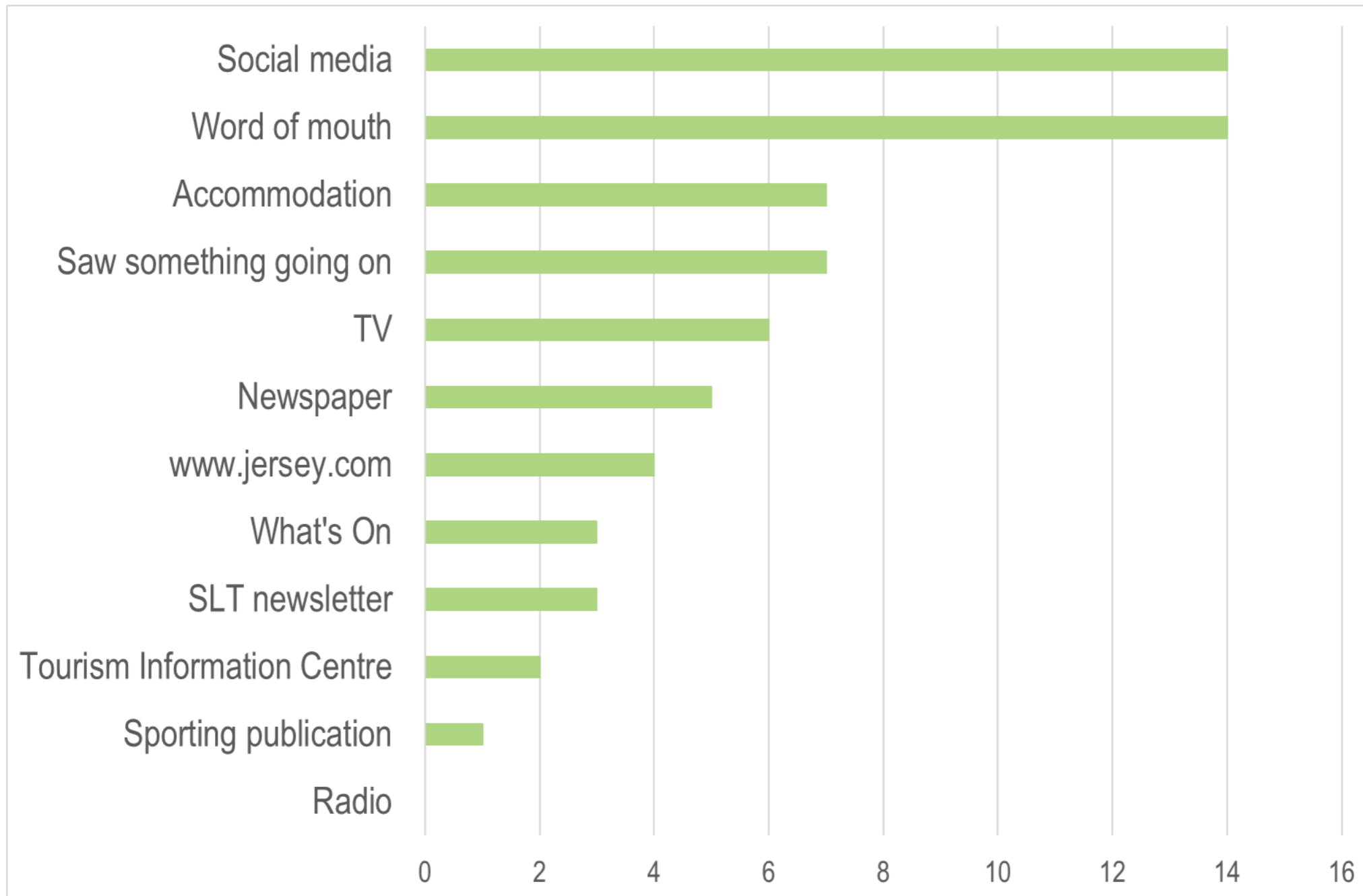
This suggests a significant proportion of attendees were fans of triathlons



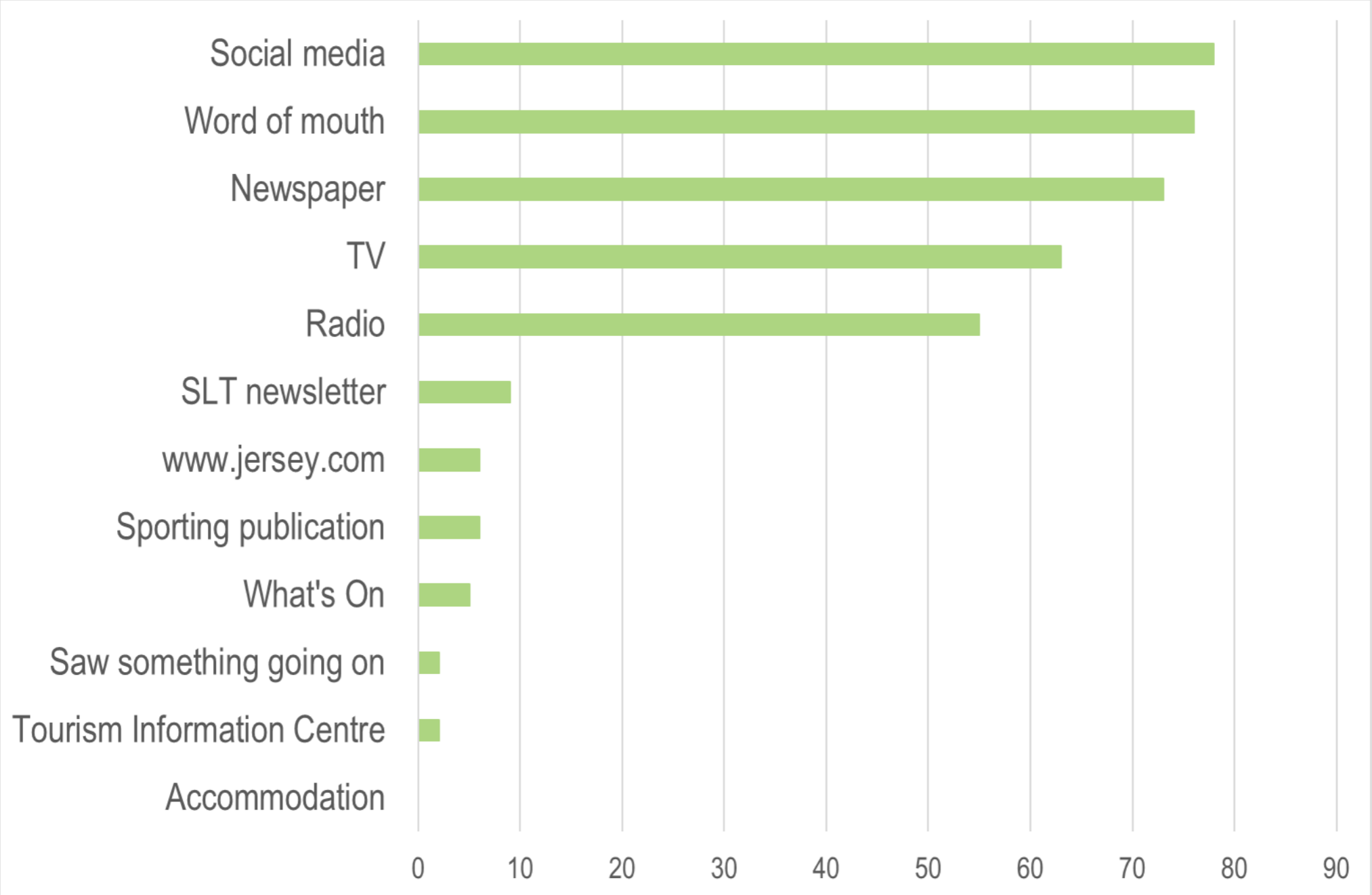
How respondents found out about event (multi-response)

Accommodation
Newspaper
Radio
Saw something going on
SLT newsletter
Social media
Sporting publication
Tourism Information Centre
TV
What's On
Word of mouth
www.jersey.com

Visitors



Residents



'Other' ways found out about event

Visitors

Advertising - then checked on google

Airport poster

Daughter is an entrant

Internet in France

Online

Roadside poster

Signage

TRI Club Guernsey

Residents

Work (2)

Advertising poster

Corporate team

Notices in Millais House - Waterfront

Signage

Visit to school

Work - sponsors

Why respondent was at event A-Z options

Enjoy watching sport

Happened to be passing

It is a nice day

It was free to enter

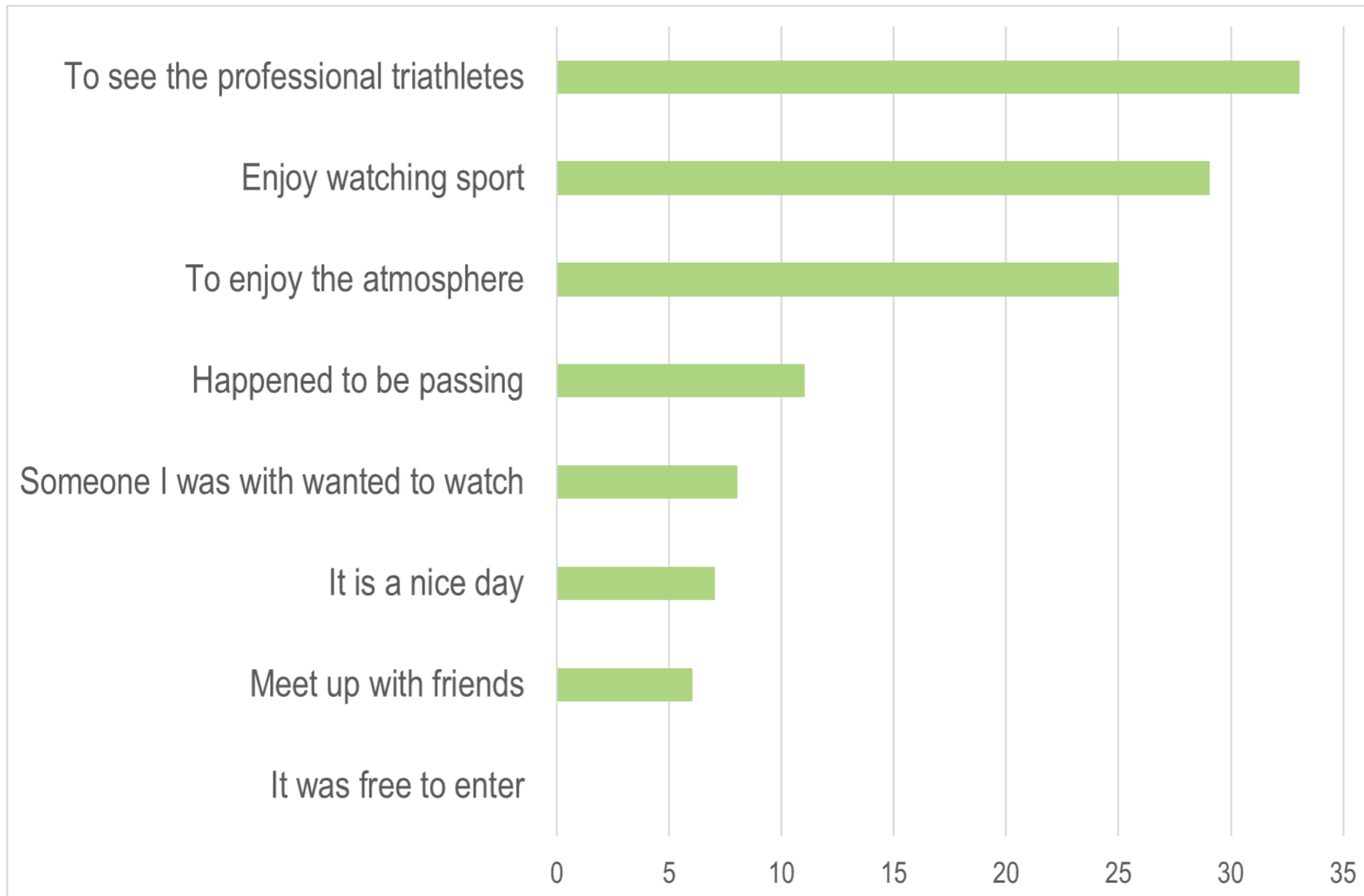
Meet up with friends

Someone I was with wanted to watch

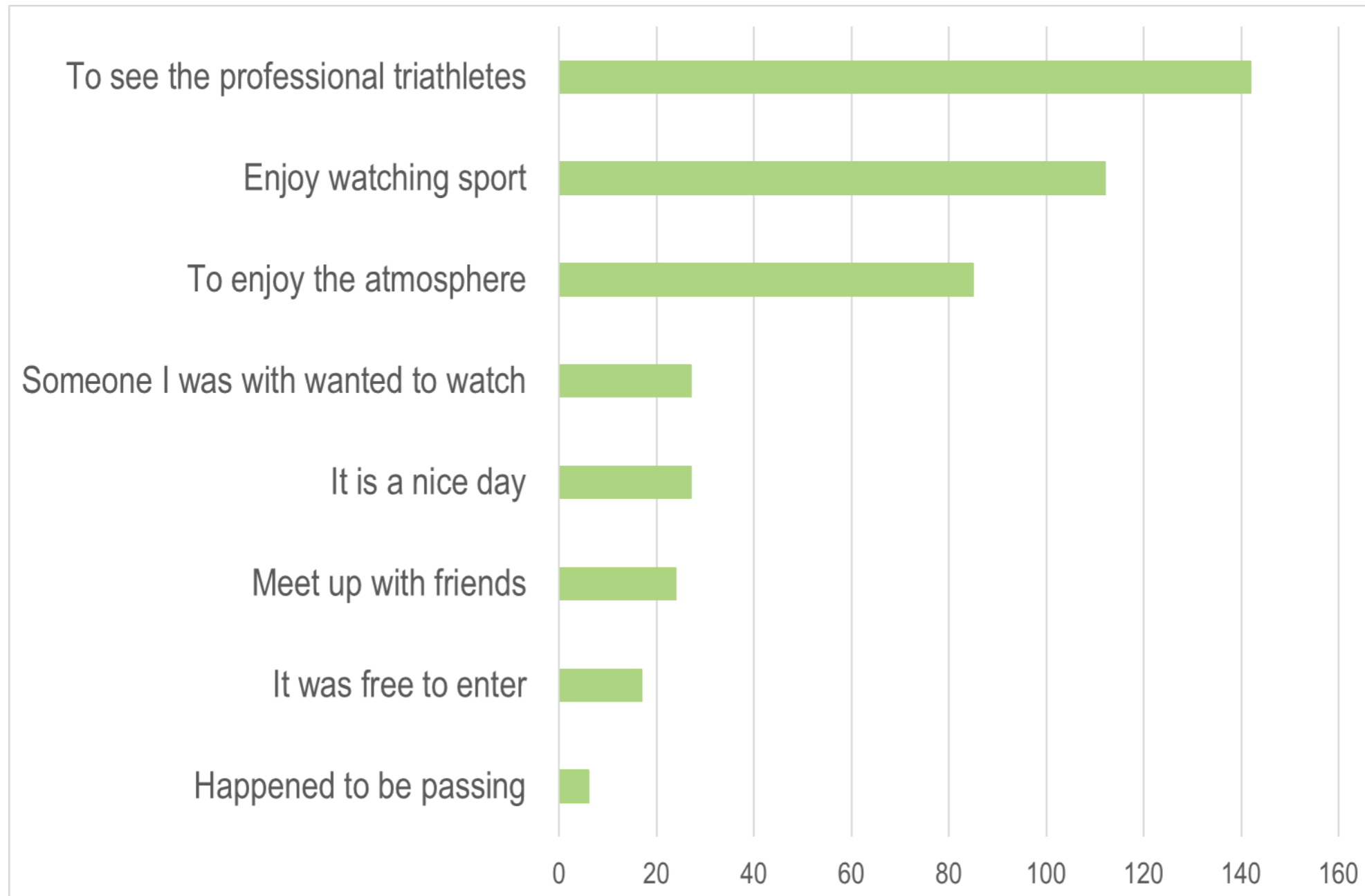
To enjoy the atmosphere

To see the professional triathletes

Why respondent was at event: Visitors



Why respondent was at event: Residents



Opinion: “Extremely poor” to “Excellent” A-Z options

Atmosphere at the event

Catering facilities

Ease of watching the SLT

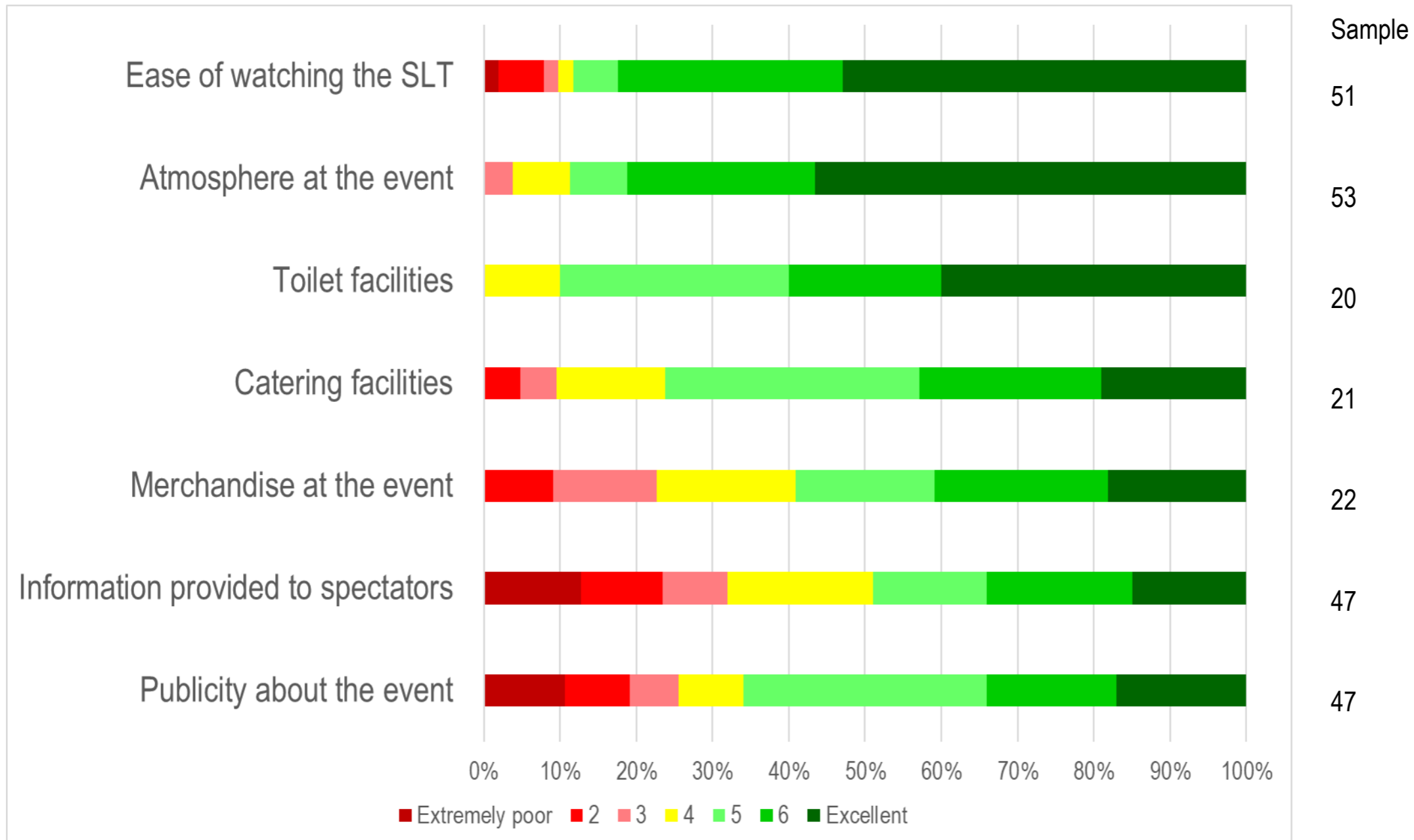
Information provided to spectators

Merchandise at the event

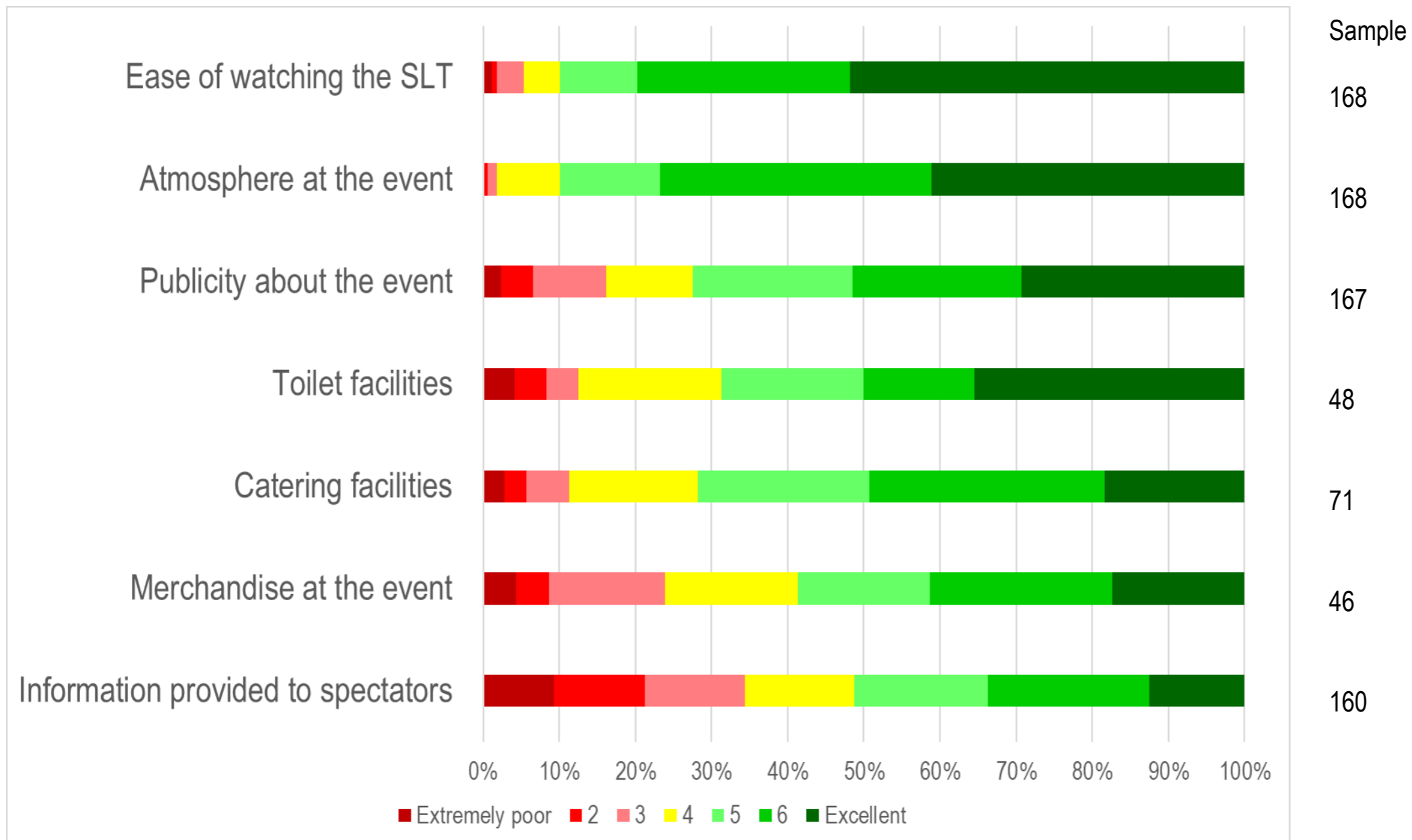
Publicity about the event

Toilet facilities

Visitors



Residents



Resident attitudes: “Totally disagree” to “Totally Agree”

Had there been a £5 entry fee I would still have attended

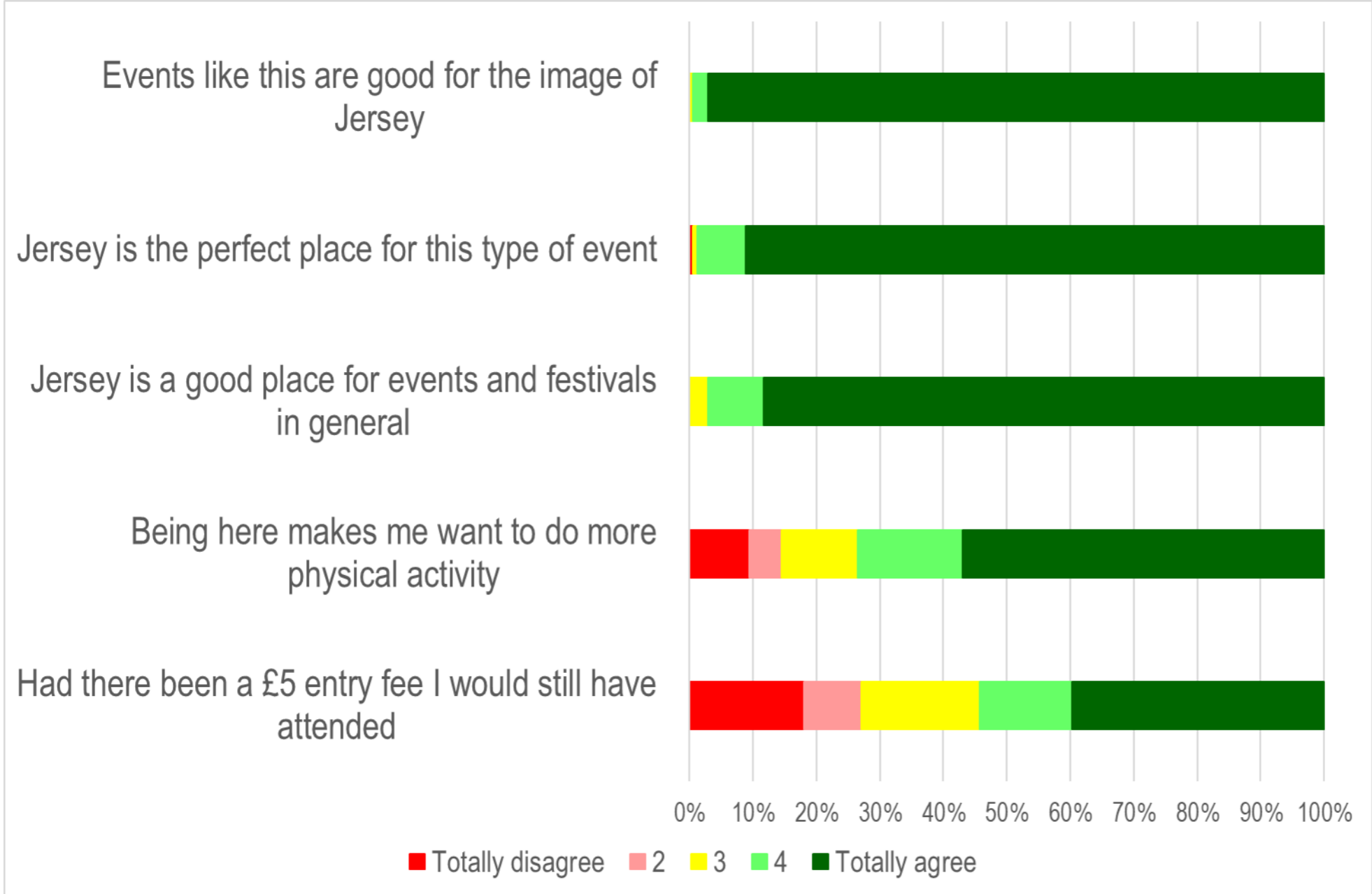
Being here makes me want to do more physical activity

Jersey is a good place for events and festivals in general

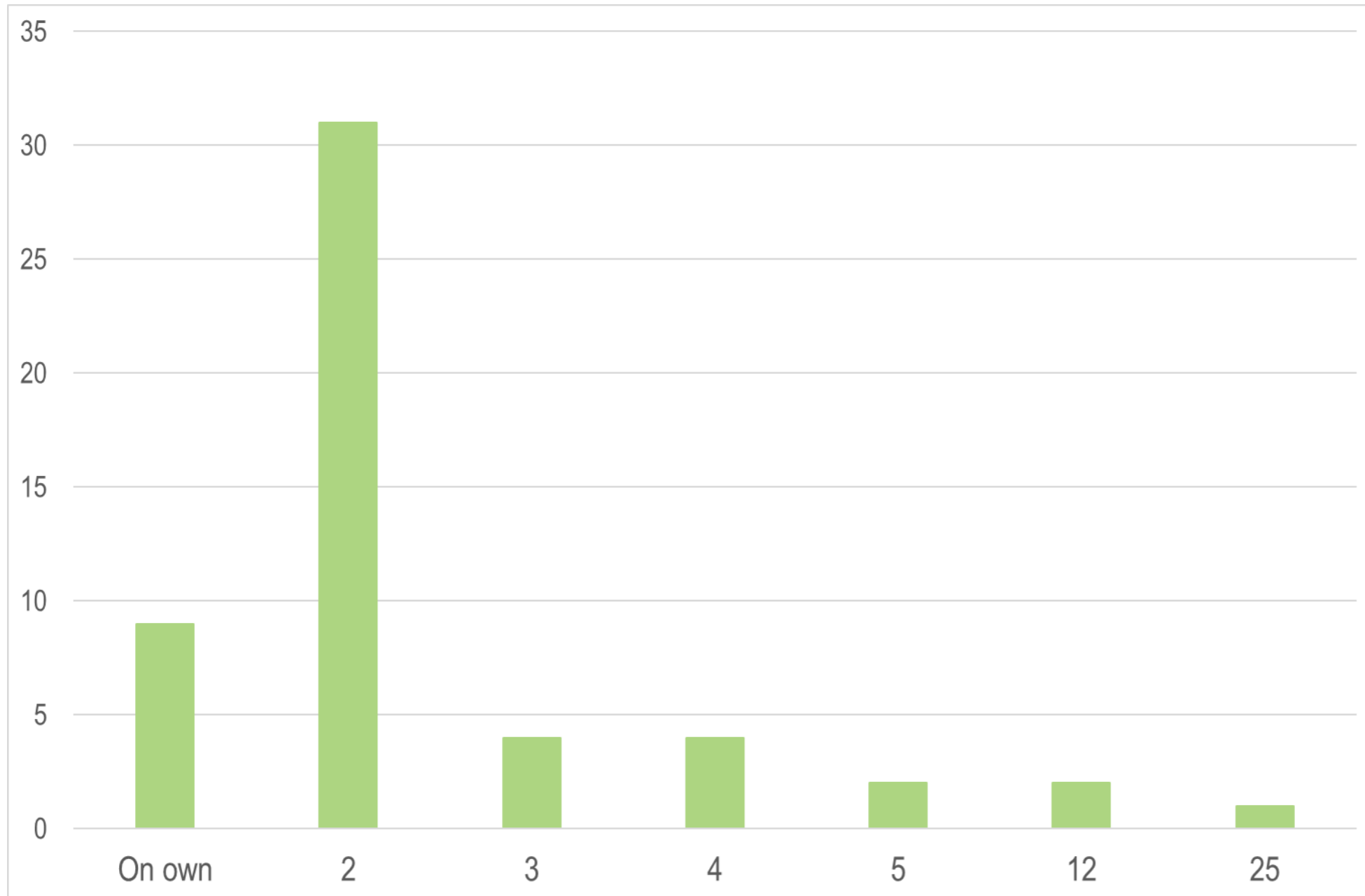
Jersey is the perfect place for this type of event

Events like this are good for the image of Jersey

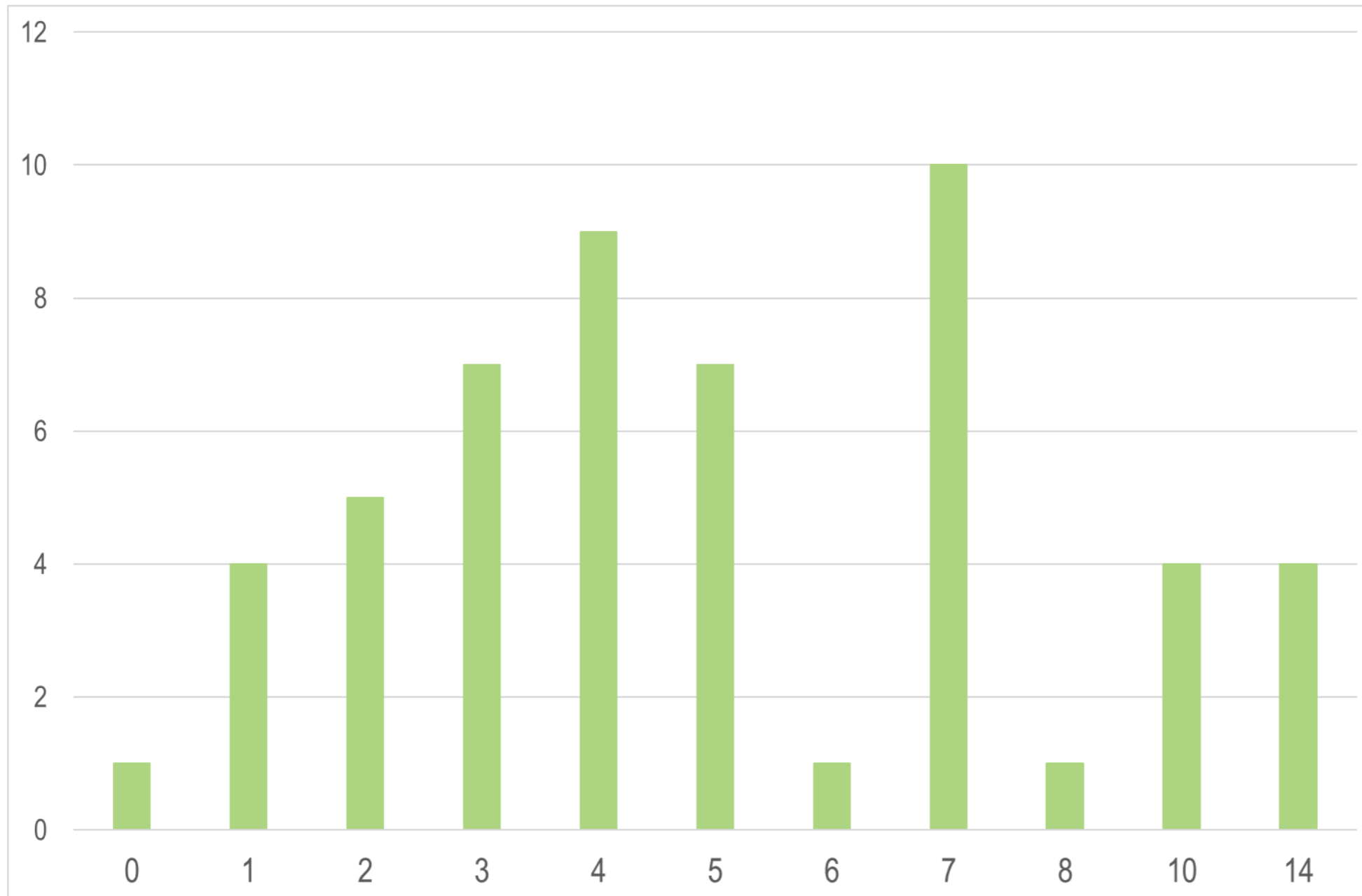
Resident attitudes



Visitor travel group size



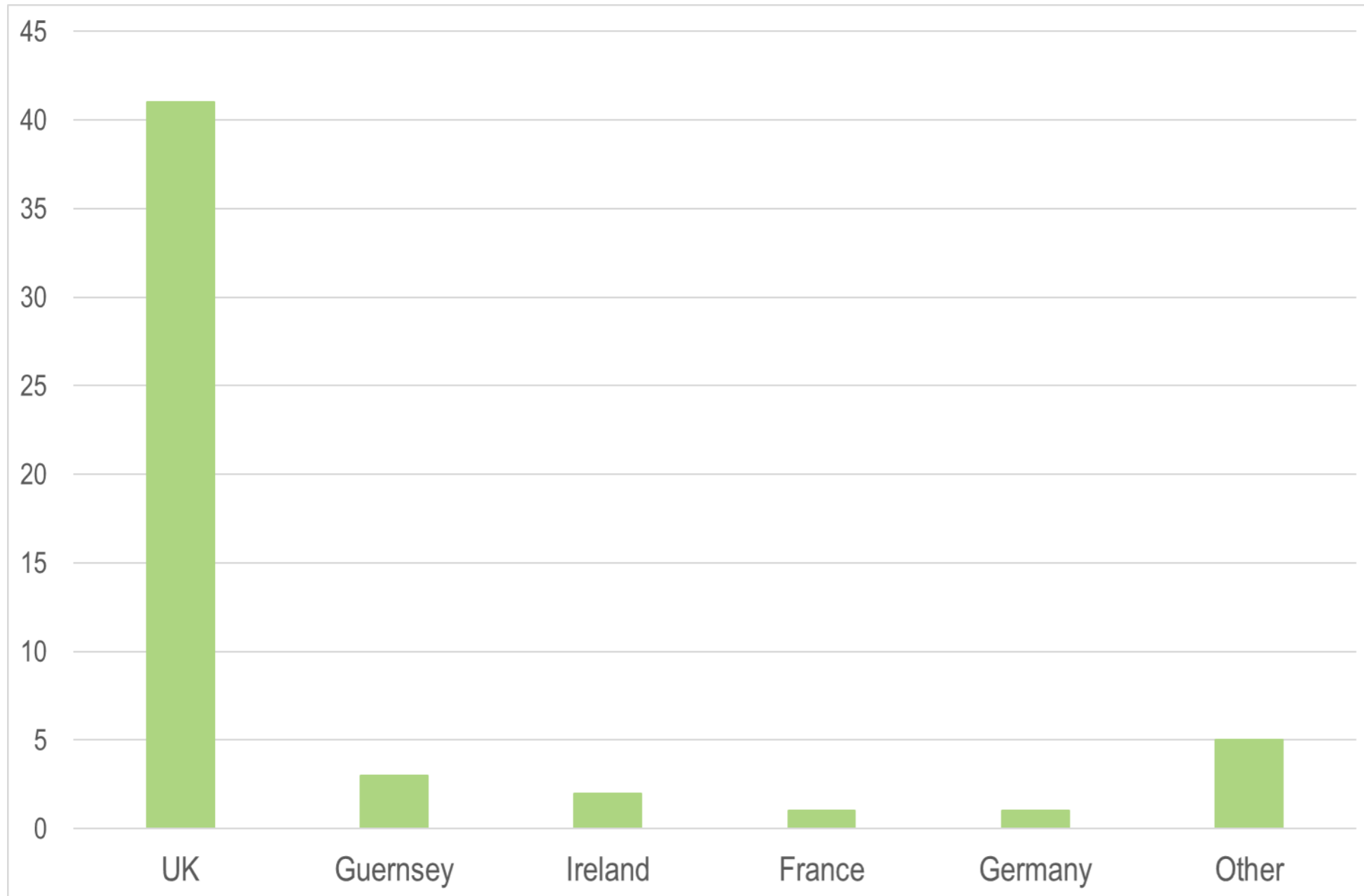
Visitor average length of stay (nights)



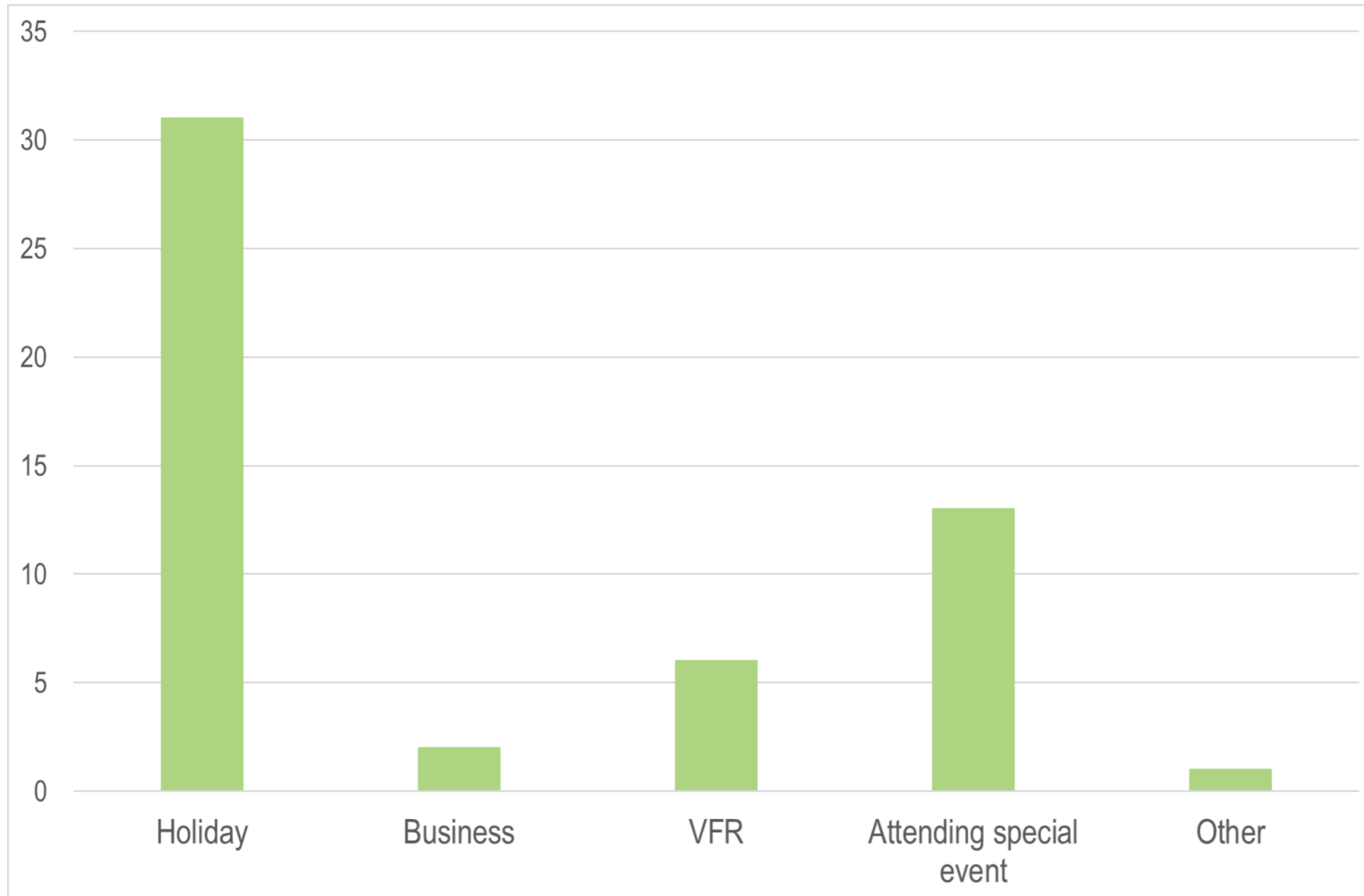
**Average for all
spectating visitors
= 5.3 nights**



Visitor country of residence



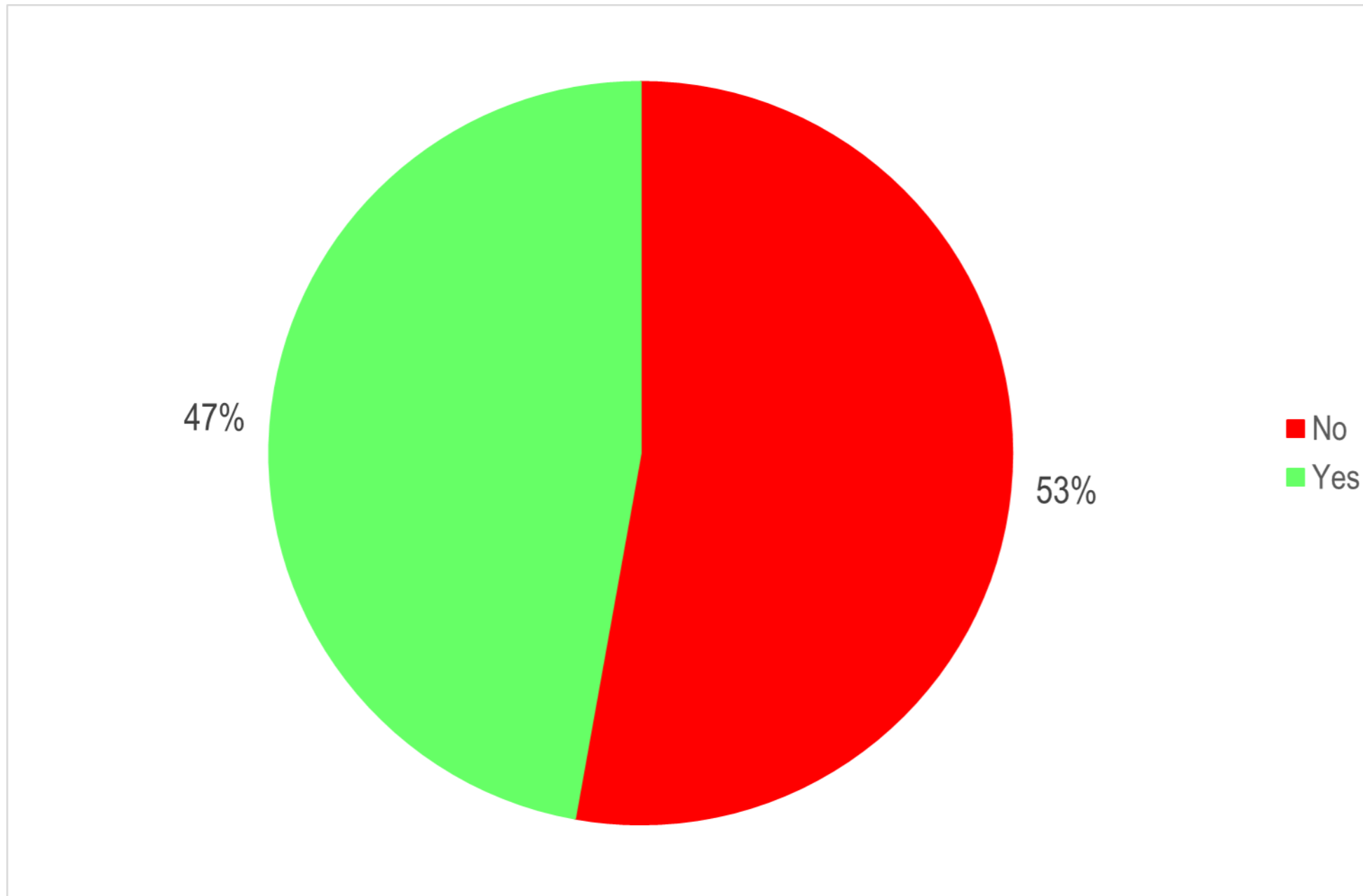
Visitor journey purpose



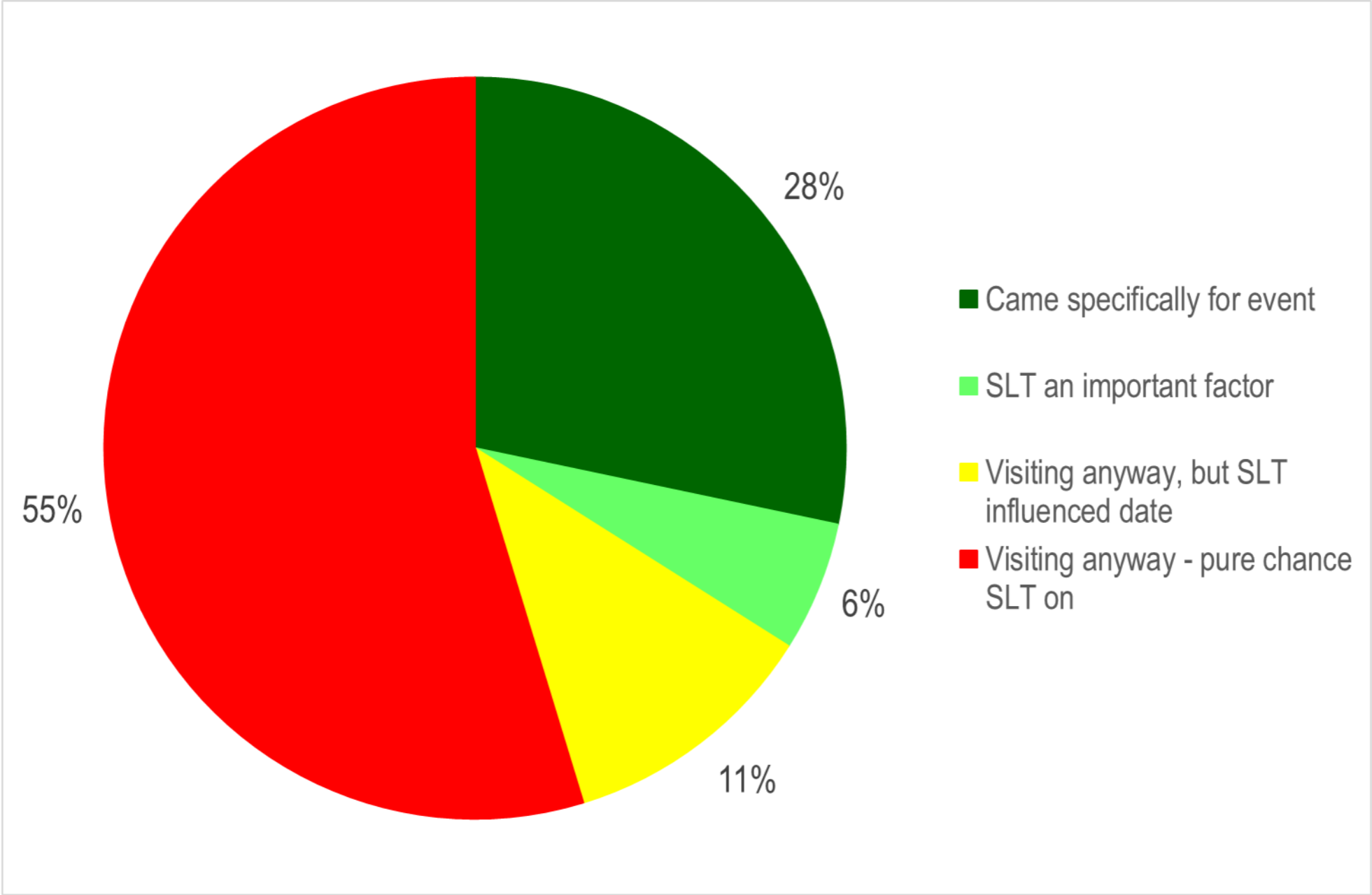
Repeat or first-time visitor?



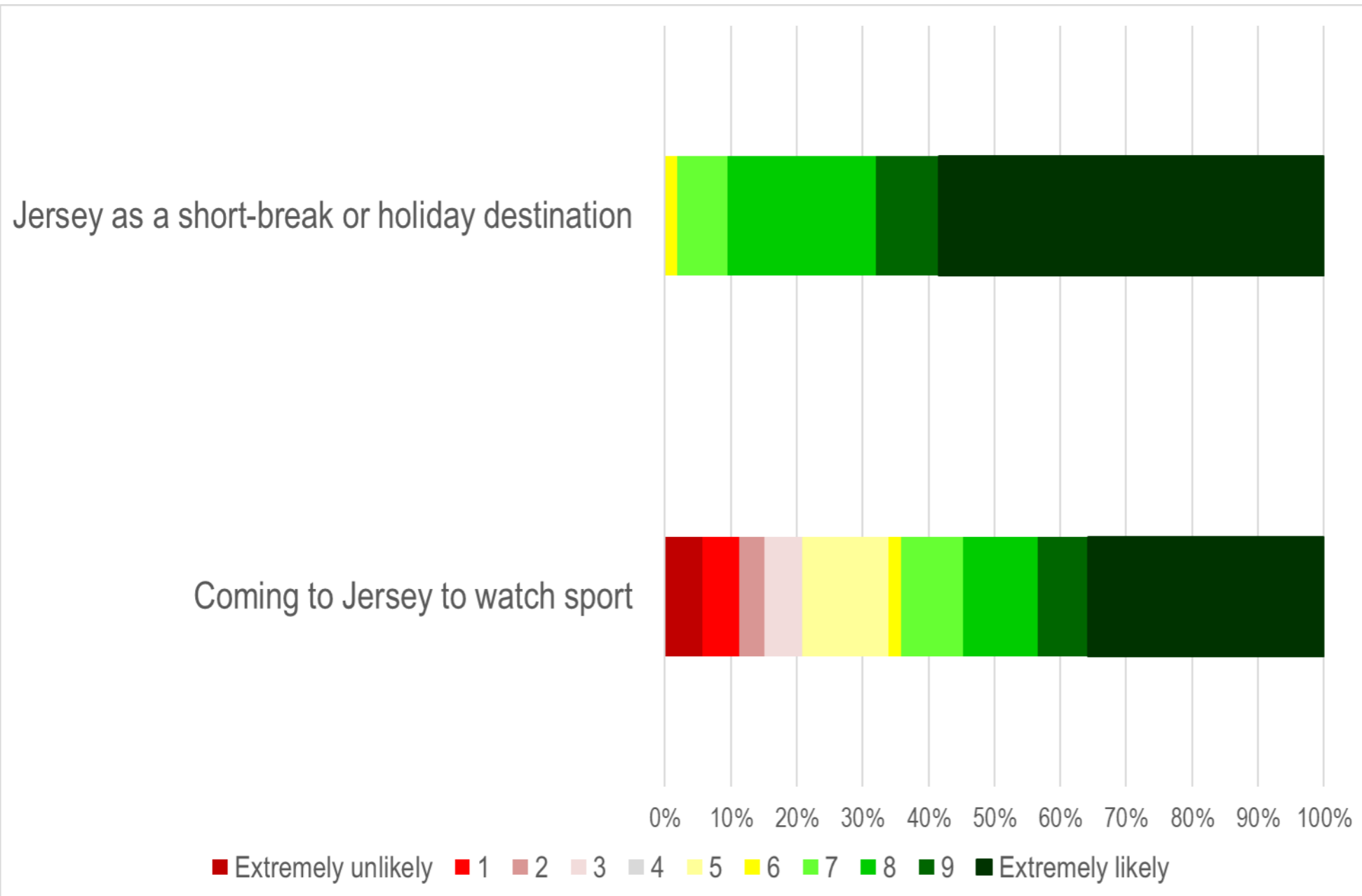
Was visitor aware of SLT before arrival?



Influence of SLT on decision to visit Jersey



Visitor likelihood to recommend...

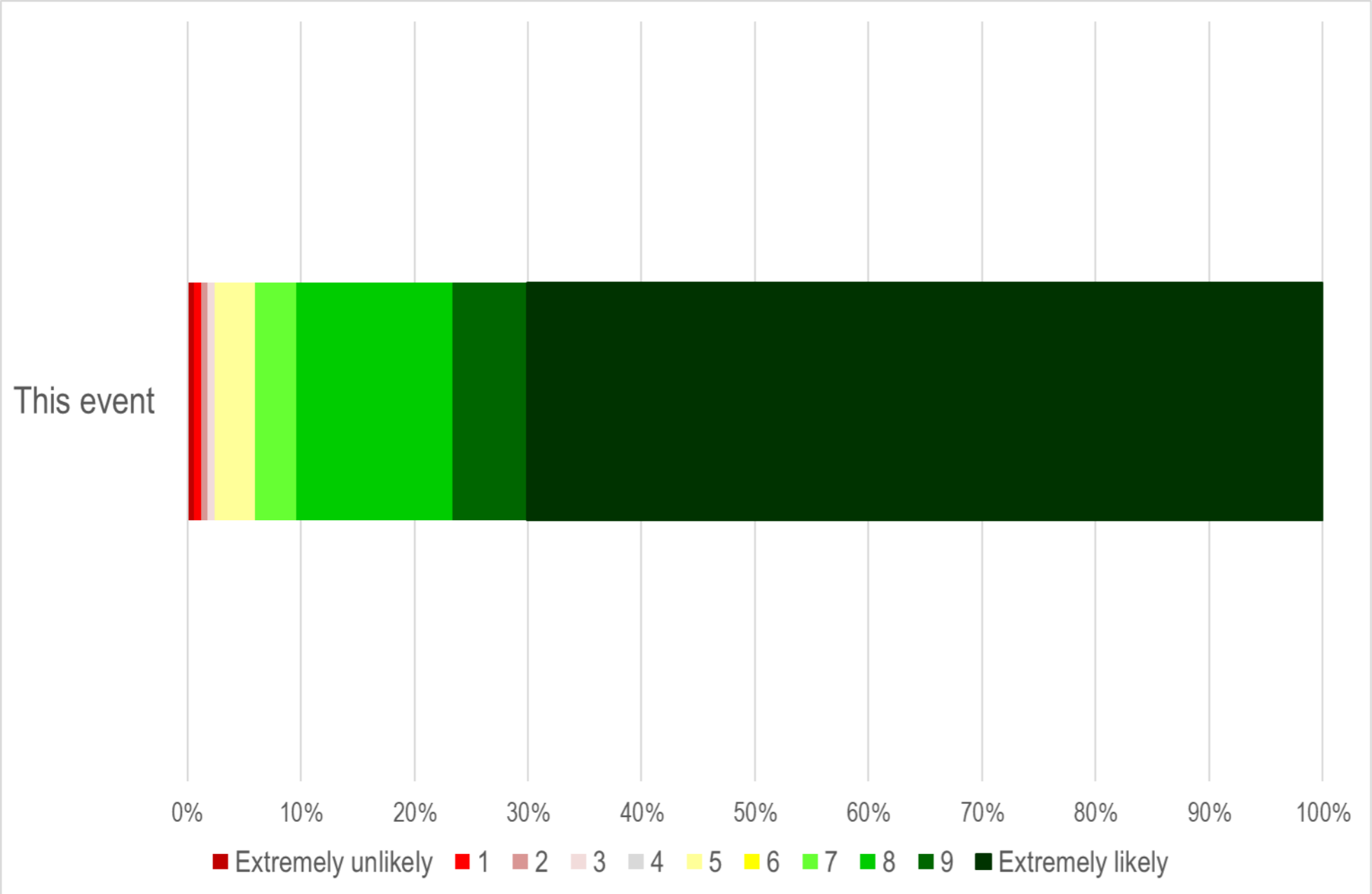


**Net Promoter Score
= +66**

**Net Promoter Score
= +8**



Resident likelihood to recommend...



**Net Promoter Score
= +71**



Estimating visitor spend attributable to SLT

- Based on the number of unique visitor spectators
- Allowing for degree of influence SLT had on their visit, whereby we count 100% of those saying “Came specifically for event” and 50% of those who said “SLT an important factor”
- This suggests the number of attributable visits as 630
- The average length of stay for **influenced** visitors was 2.7 nights
- Giving an attributable visitor nights tally of 1,700
- Allowing for typical spend per visitor night this equates to attributable visitor spend of £185,000

Additional direct on-island spend benefits

- Expenditure on accommodation by Athletes, Management, TV Crew, SLT Team and other groups amounted to **£121,313**
- Expenditure on Day VIP packages, Food & Beverages amounted to an additional **£78,782**
- Adding these items to estimated visitor expenditure attributable to SLT means that on-island additional expenditure directly attributable to SLT is at least **£385,000**