

British Orienteering Championships 2014

EVENT IMPACT SURVEY

Interim Report

BRITISH
ORIENTEERING
CHAMPIONSHIPS

31ST MAY & 1ST JUNE 2014

British Orienteering and the North East Orienteering Association invite you to an exciting weekend of orienteering in the heart of Northumberland. Both areas are within 45 minutes of Newcastle and entries open in January 2014.

www.boc2014.org.uk

NE
British Orienteering

Northumbria University
June 2014

Overview

This interim report provides a summary of the economic effect of the British Orienteering Championships (Long and Relay) held in Northumberland from Saturday 31st May to Sunday 1st June 2014.

The annual British Orienteering Championships is held in a different part of the British Isles each year. In 2014, the event centre was across two locations in Northumberland: Thrunton Woods and Callaly for the Long Championships and Cragg Estate and Chesterhope Common for the Relay championships. The event attracted 1100 entries for Day 1 (Long) and 752 for Day 2 (Relay).



This report focuses specifically upon the spending patterns of participants across the Championships weekend. The final report (due end July 2014) will incorporate spending data for all other attendees to the event, plus satisfaction responses and sport participation information.

Specifically, this report determines:

1. Additional visitor (participant) expenditure into the Northumberland host region;
2. Average amount spent on accommodation and non-accommodation items;
3. Overall event satisfaction;
4. The degree to which the Championships inspired greater participation in orienteering and a commitment to enter the event next year.

Additional comments expressed by event participants will also be detailed. This will provide some interesting initial insight into the perceived reception to the quality of event experience and aid the planning cycle for the organizing committee of the Championships 2015.

Expenditure

The participants of the British Orienteering Championships (Long and Relay) 2014 provided an additional visitor expenditure to the Northumberland host region of **£147,393**.

£147,393

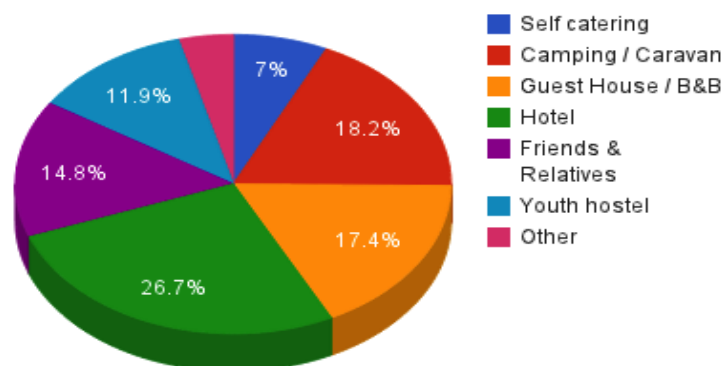


Average spending by survey respondents on accommodation was **£50.94** and on non-accommodation items was **£98.80**.

N.B. There were 365 total participant responses to the survey, however, where question responses were not provided, calculations have been adjusted accordingly.

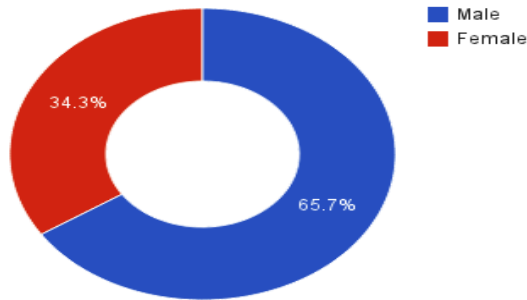
The breakdown of overnight accommodation type used by participants illuminates the £50.94 spent. **44.1%** stayed in either a hotel or guest house/B&B (26.7% and 17.4% respectively) whilst **44.9%** sought value-for-money (VFM) by utilizing a camping/caravan site (18.2%), youth hostel (11.9%) or friends and relatives (14.8%) – the latter, therefore, not undertaking a financial transaction with a service provider in the host region.

Type of Overnight Accommodation

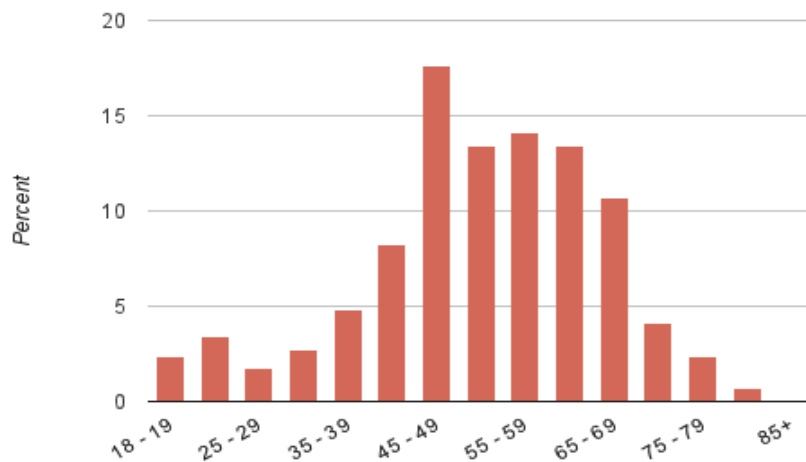


To give a little more context to the figures presented within this report, it is pertinent to note that the sample group of respondents was predominantly male (**65.7%** male and 34.3% female); **69.3%** aged between 45 and 69 years (17.6% 45–49; 13.5% 50-54; 14.1% 55-59; 13.5% 60-64 and 10.7% 65-69); and **64%** having a household income above £40,000 (25.2% £40,000-59,000; 19.3% £60,000-79,999 and 13.0% above £100,000).

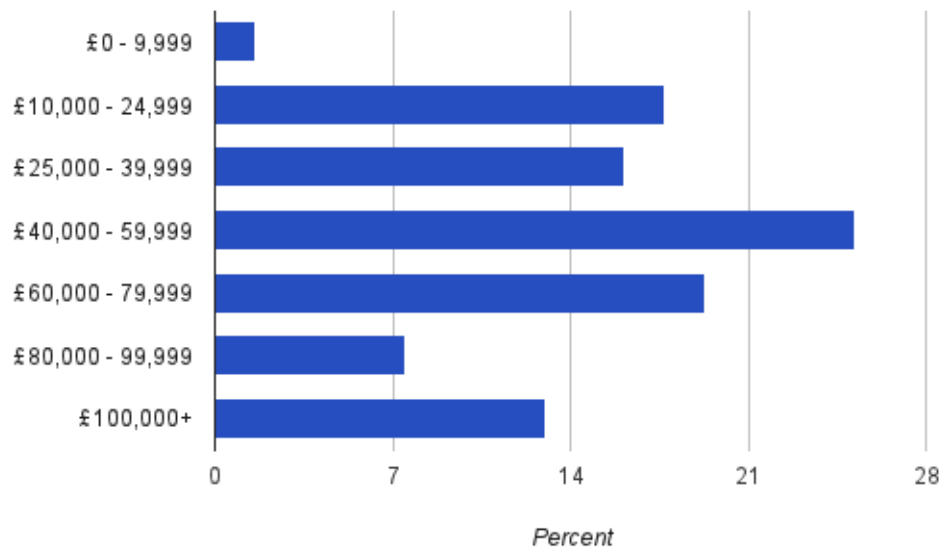
Gender



Age



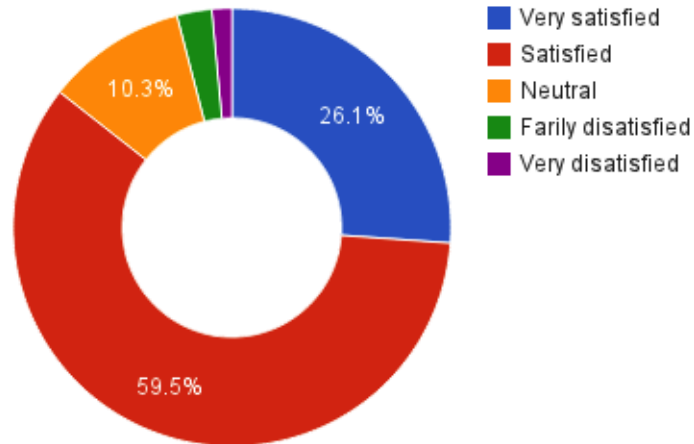
Household Income



Event Satisfaction

Overall event satisfaction was **79.66%** (24.14% very satisfied and 55.52% satisfied). 3.79% of survey respondents showed some overall dissatisfaction with the event.

Overall Event Satisfaction

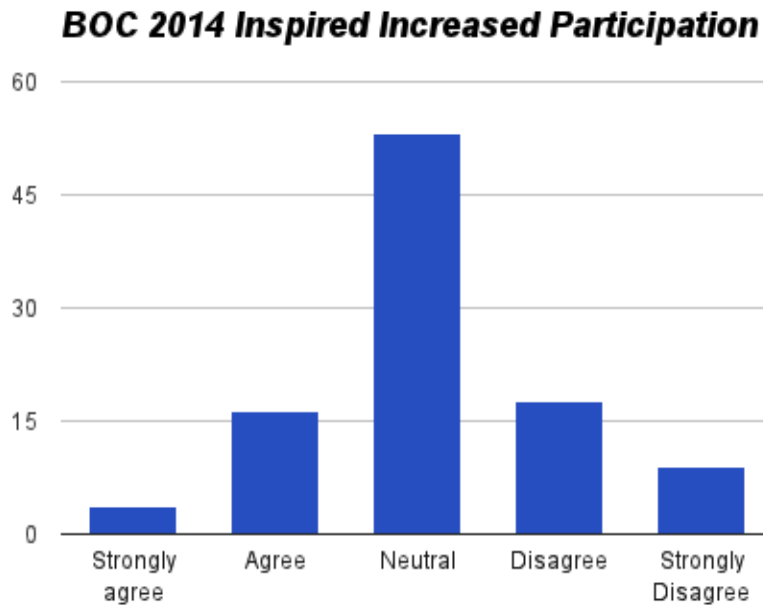


80% overall satisfaction

The final report will provide an analysis of the key components to event satisfaction for participants.

Inspiration

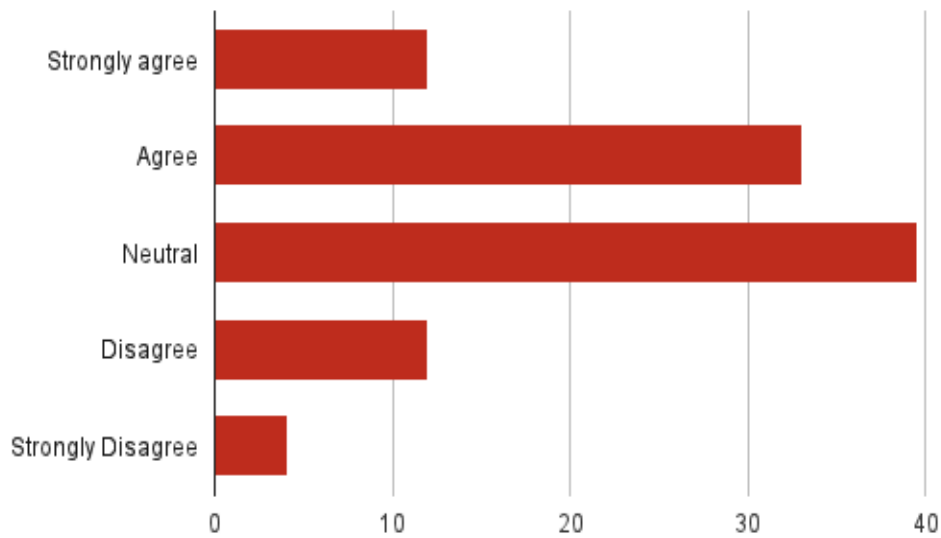
The British Orienteering Championships (Long and Relay) 2014 inspired **20.13%** of respondents to increase their participation in orienteering. 53.24% were neutral to increased participation and 26.62% were not inclined to participate more.



Analysis of current participation commitment to orienteering will be available in the final report. At this juncture it is speculated that many participants are happy with their current level of involvement with the sport of orienteering and may not have the capacity to increase. The Championships is not deemed an isolated cause factor in stimulating further commitment to the sport.

Nevertheless, **45.06%** of respondents identified the ability of the Championships to inspire commitment to the event next year. 16.05% were inclined not to participate next year.

BOC 2014 Inspired Participation at next year's event



Additional comments

Unprompted comments focused upon two mildly negative themes:

1. The event entry fee and generally expensive weekend;
2. The difficulty of the course (Saturday in particular).

As suggested earlier, the final report will determine satisfaction of the key components of BOC 2014.

To add balance, however, many respondents were extremely complimentary of the event, enjoying the weekend, and especially the weather.