



**Isle of Man**  
**Government**

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# TT Survey 2010

Economic Affairs Division  
Isle of Man Treasury

## **TT SURVEY 2010**

### **Introduction**

This is the second in a series of three reports that will help to build up a picture of the nature and various impacts of motorsports in the Island. The research has been conducted by the Economic Affairs Division of Treasury (EAD) and partly funded by the Tourism Division of the Department of Economic Development (DED).

In 2009, it was agreed between EAD and the Tourism Division of DED that the absence of any robust figures on which to assess the value to the Island of motorsports left a major gap in our visitor statistics. It was further agreed that EAD would commence motorsport research by conducting a survey of visitors for the 2009 Manx Grand Prix, followed by similar research for the TT and Southern 100 Races in 2010. The surveys would concentrate on estimating the total numbers who come for the event and the expenditure of those visitors, and thus provide key data for use in a wider cost benefit analysis to be conducted by DED. A limited number of additional questions were included on important variables such as length of stay, area of residence and pattern of visits.

### **Main Findings**

The main findings of the study include:

- \*Almost 31,000 visitors came to the Island for the TT in 2010.
- \*On average, they spent £620 on the trip – a total of £19 million.
- \*The number in the Island on any one day reached a peak of 21,500 on 6<sup>th</sup> June ("Mad Sunday").
- \*72% were repeat visitors; 62% tend to visit at least once in every two years.

A full analysis of results is given in tabular form on pages 3 to 4. The charts on pages 5 and 6 detail the number of visitors in the Island and the numbers leaving the Island for each day throughout the TT period.

### **Sample Size**

A total of 6,550 interviews were conducted, of which 3,136 were with visitors to the Races. The response rate was 98.7%. Further details of the sample size and sampling error are given in Appendix 1.

### **Methodology**

Face to face interviews were conducted in the departure lounge and the vehicle loading areas at the Sea Terminal and in the departure lounge at Ronaldsway Airport. A copy of the questionnaire used can be found in Appendix 2.

### *Departures by Sea*

Interviews were conducted with departing passengers on each of the days between the Monday of Practice Week (31<sup>st</sup> May) and the Wednesday following Senior Race Day (16<sup>th</sup> June). Separate samples were taken of foot passengers, of those travelling with motorcycles, and of those travelling in other vehicles. Results were weighted by known totals travelling by these different means.

### *Departures by Air*

Each of the days during the same two week period was divided into two hour time intervals and a sample taken from each. Results were weighted by known totals passing through the departure lounge during the periods the survey was being conducted.

### **Further Analysis**

Further analysis of the database produced by this study may be provided on request (see below).

### **Acknowledgements**

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## RESULTS OF TT SURVEY 2010

**Table 1. Number of visitors for TT by mode of travel**

Air	7,781	25.3%
Sea	23,006	74.7%
of which:		
<i>Foot passenger</i>	4,743	20.6%
<i>With motorcycle</i>	11,709	50.9%
<i>With other type of vehicle</i>	6,554	28.5%
<b>Total</b>	<b>30,787</b>	<b>100.0%</b>

**Table 2. Visited for TT before**

Have visited previously for TT	22,013	71.5%
of which, tend to visit:		
<i>Every year</i>	14,022	63.7%
<i>Every couple of years</i>	4,953	22.5%
<i>Less frequently</i>	3,038	13.8%

**Table 3. Visits for other events**

Tend to visit for other events	7,420	24.1%
of which, tend to visit for:		
<i>Manx Grand Prix</i>	5,357	72.2%
<i>Southern 100</i>	1,387	18.7%
<i>Manx International Rally</i>	1,261	17.0%

**Table 4. Average number of nights spent in the Island by mode of travel**

Air	5.4
Sea	6.9
All	6.5

**Table 5. Area of residence**

England	19,303	62.7%
<i>of which:</i>		
<i>North West</i>	6,558	21.3%
<i>Midlands</i>	4,249	13.8%
<i>South East</i>	3,294	10.7%
<i>Yorkshire/Humber</i>	2,278	7.4%
<i>South West</i>	1,662	5.4%
<i>North East</i>	770	2.5%
<i>East Anglia</i>	493	1.6%
N.Ireland	2,832	9.2%
Republic of Ireland	1,478	4.8%
Scotland	1,231	4.0%
Wales	954	3.1%
Germany	677	2.2%
Australia	613	2.0%
Italy	619	2.0%
Other	3,079	10.0%
<b>Total</b>	<b>30,787</b>	<b>100.0%</b>

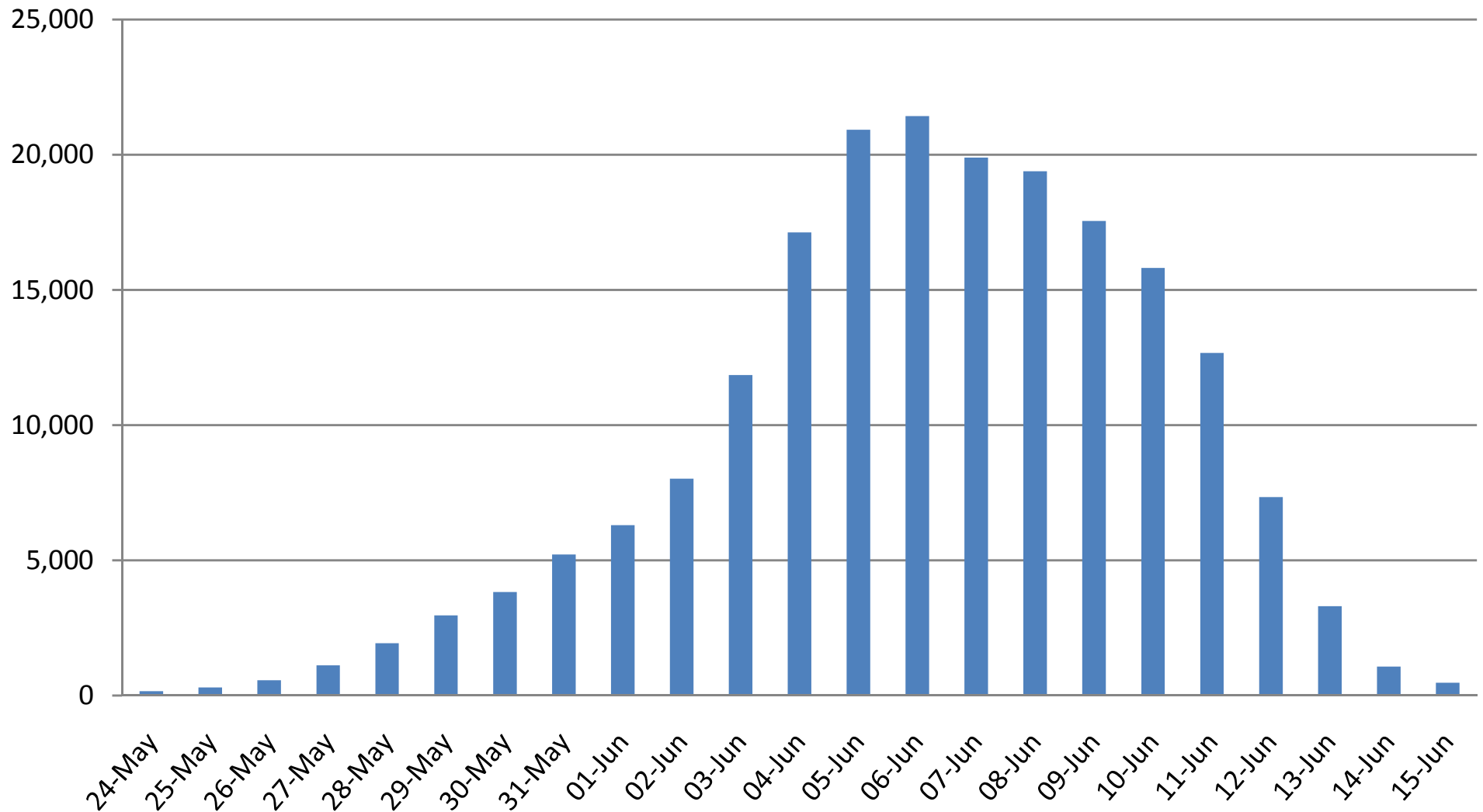
**Table 6. Average expenditure (£)**

	Air	Sea	Total
Travel to/from the Island	154	162	160
Accommodation	113	144	136
<b>Expenditure whilst in the Island</b>	<b>239</b>	<b>349</b>	<b>324</b>
<b>Total</b>	<b>506</b>	<b>656</b>	<b>620</b>

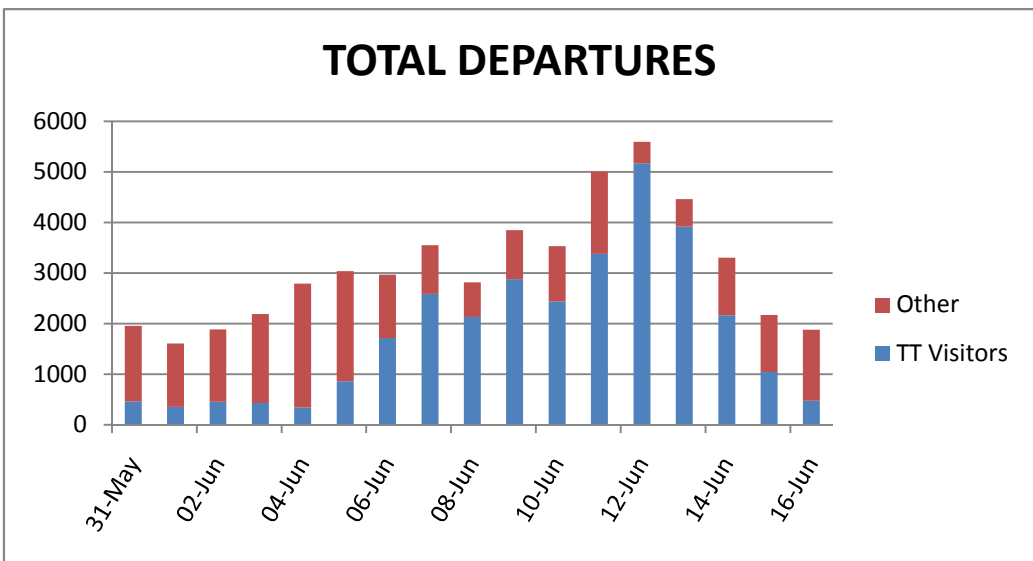
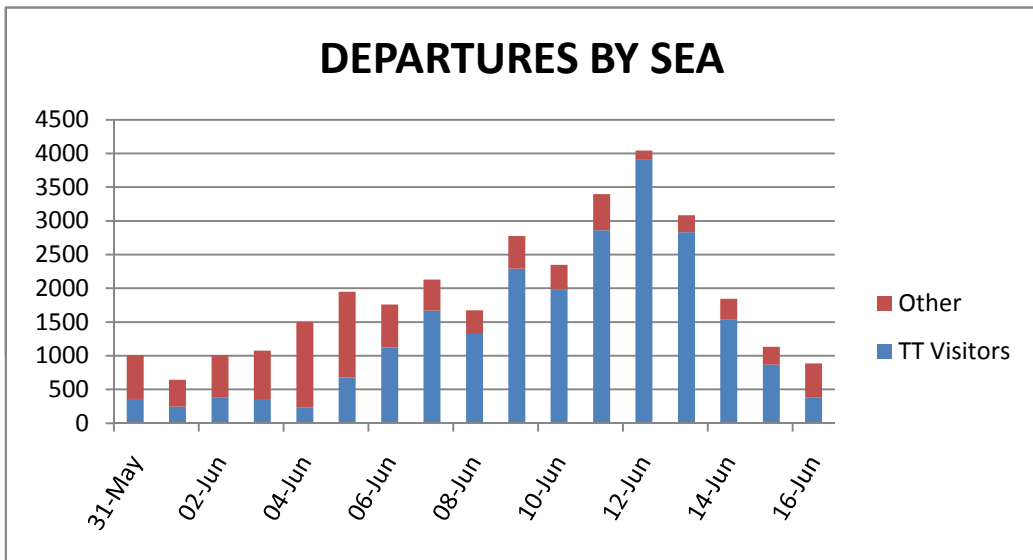
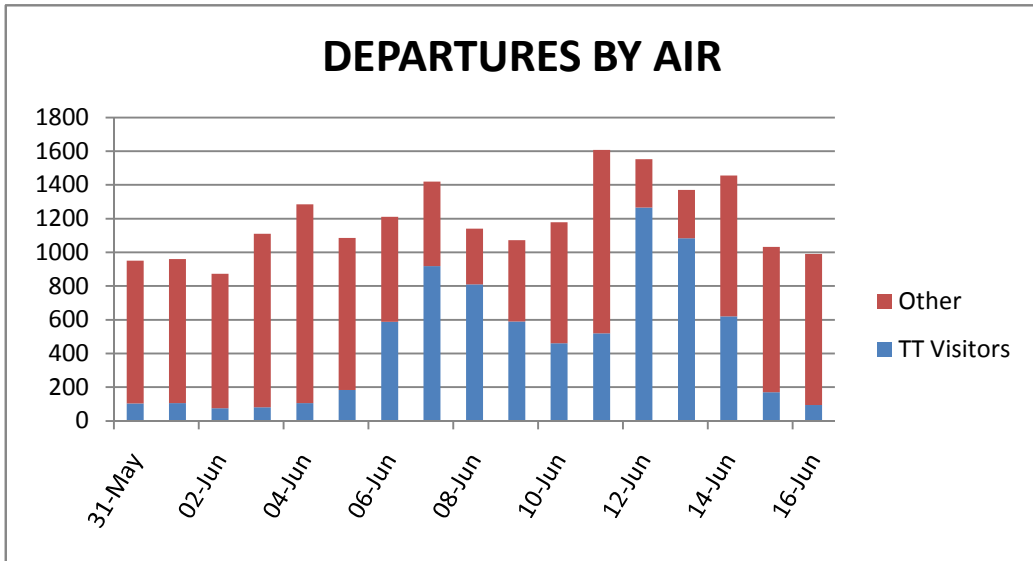
**Table 7. Total expenditure (£ millions)**

	Air	Sea	Total
Travel to/from the Island	1.2	3.7	4.9
Accommodation	0.9	3.3	4.2
<b>Expenditure whilst in the Island</b>	<b>1.9</b>	<b>8.0</b>	<b>9.9</b>
<b>Total</b>	<b>3.9</b>	<b>15.1</b>	<b>19.0</b>

# Number of TT Visitors in the Island Each Night



**PASSENGER DEPARTURES BY MODE OF TRAVEL - 31ST MAY TO 16TH JUNE**



## **APPENDIX 1. SAMPLE SIZE AND SAMPLING ERROR**

### **Sample size by type of passenger and mode of travel**

	IOM Resident	TT Visitor	Other Visitor	Total
Air	1,278	870	617	2,765
Sea - Foot Passenger	552	630	275	1,457
Sea - With Motorcycle	18	837	17	872
Sea - With other type of vehicle	519	799	138	1,456
Total	2,367	3,136	1,047	6,550

### **Sampling Error**

As with any sample survey, the results will be subject to random error variation. However, with a sample size as large as 6,550, the error will be relatively small.

In order to assess the accuracy of a sample statistic, it is usual to work out the standard error and to use this to construct a 95% confidence interval around the estimate. For example, the estimated standard error\* of the result for TT visitors as a proportion of total passengers is 0.005 and this enables us to calculate that the 95% confidence interval for the number of TT visitors is (30,300 , 31,275).

This means that we can be 95% confident that, had all departing passengers been interviewed, the true number of TT visitors would have been found to be between 30,300 and 31,275.

The standard errors for the other estimates will vary and generally will be greater as they will be based on smaller sample sizes (maximum sample size for these = 3,136).

$$*e.s.e. (p_{strat}) = \{ \sum [ N_h^2 * (1 - n_h / N_h) * p_h * (1 - p_h) / n_h ] / N^2 \}^{1/2}$$

*The sample was stratified by mode of travel*

*N = total number of passengers*

*N<sub>h</sub> = number of passengers in stratum h*

*p<sub>h</sub> = estimate of TT visitors as a proportion of total passengers in stratum h*

*n<sub>h</sub> = sample size in stratum h*



## APPENDIX 2. QUESTIONNAIRE

### TT SURVEY 2010

Date..... Code..... Destination.....

Q1. How many are travelling together in your group? .....

Q2. Are you travelling on foot or as the driver or passenger of a vehicle?

1-On foot 2-With motorcycle 3-In coach 4-With other vehicle 5-NA (Airport)

Q3. Are you an Isle of Man Resident? 1-Yes 2-No (If "Yes", finish interview)

Q4. Is your trip connected with the TT? 1-Yes 2-No (If "No", finish interview)

Q5. Have you visited the Island for the TT before? 1-Yes 2-No (If "No", go to Q7)

Q6. How often do you tend to visit for the TT?

1-Every Year 2-Every couple of years 3-Less often

Q7. Do you visit the Island for any other motorsport events? 1-Yes 2-No (If "No", go to Q9)

Q8. Which events? 1. MGP 2. Manx International Rally 3. Manx National Rally

4. Southern 100 5. Other(Specify).....

Q9. Did you stay in: 1. Paid accommodation 2. With friends/relatives (If "2" go to Q11)

Q10. Was the accommodation: 1. Serviced 2. Non-serviced 3. Campsite 4. Homestay

5. Other (Specify).....

Q11. How many nights have you spent in the Island during this visit? .....

Q12. Where do you live? ..... (Region if England, else country)

Q13. How much have you spent on:

(a) Travel to / from the Island (i) £..... (ii) Covers how many people.....

(b) Accommodation (i) £..... (ii) Covers how many people.....

(c) Other expenditure whilst here (i) £..... (ii) Covers how many people.....



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