



Isle of Man
Government

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MGP Survey 2009

Economic Affairs Division
Isle of Man Treasury

MGP SURVEY 2009

Introduction

This is the first in a series of studies that will attempt to build up a picture of the nature and various impacts of Motorsports in the Island. The research has been commissioned and funded by the Department of Tourism and Leisure (DoT&L).

At a meeting between the Economic Affairs Division of Treasury (EAD) and DoT&L, in May 2009, it was agreed that EAD would commence Motorsport research by conducting a survey of visitors for the 2009 Manx Grand Prix (MGP). The survey would concentrate on estimating the total numbers who come for the event and the expenditure of those visitors. A limited number of additional questions were included on key variables such as length of stay, area of residence and pattern of visits.

Main Findings

The main findings of the study include:

- *An estimated 8,915 visitors came for the MGP in 2009.
- *On average, they spent £551 on the trip – a total of £4.9 million.
- *Around half come for the event every year.

A full analysis of results is given on pages 3 and 4.

Sample Size

A total of 4,537 interviews were conducted, of which 1,090 were with visitors to the MGP. The response rate was 95%. Further details of the sample size are given on page 5.

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 on page 6.

Departures by Sea

Interviews were conducted with travellers on all scheduled passenger sailings leaving the Island between Monday 24th August and Tuesday 8th September. 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

A random sample of two hour time intervals was selected for interviews at the Airport over the same two week period. Coverage was increased to cover all departing flights between Thursday 3rd September and Monday 7th September, when most visitors who had travelled by air were leaving the Island. 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. All such requests should be made to:

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September 2009

RESULTS OF MGP SURVEY 2009

Table 1. Number of visitors for MGP by mode of travel

	No.	%
Air	860	9.6
Sea - Foot Passenger	1,003	11.3
Sea - With Motorcycle	2,818	31.6
Sea - With other type of vehicle	4,234	47.5
Total	8,915	100.0

Table 2. Reason for visit

	No.	%
Nothing in particular/whole event	3,896	43.7
Here for particular event	5,019	56.3
<i>of which, here for:</i>		
Practices	2,212	44.1
Senior Classic	1,782	35.5
Newcomers & Post Classic	1,615	32.2
Junior & Lightweight Classic	1,379	27.5
Senior races	964	19.2
Junior race	937	18.7
Lightweight / Ultra Lightweight	793	15.8
Two Day Trial	733	14.6
Classic Trial	651	13.0

Table 3. Visited for MGP before

	No.	%
Have visited previously for MGP	6,535	73.3

Table 4. Frequency of visits

	No.	%
Every year	6,278	70.4
Every couple of years	1,564	17.5
Less frequently	1,073	12.0

Table 5. Average number of nights spent in the Island by mode of travel

Air	6.9
Sea	7.3
All	7.3

Table 6. Area of residence

	No.	%
England	7,080	79.4
<i>of which:</i>		
<i>North West</i>	<i>1,970</i>	<i>22.1</i>
<i>Midlands</i>	<i>1,592</i>	<i>17.9</i>
<i>South East</i>	<i>1,353</i>	<i>15.2</i>
<i>Yorkshire/Humber</i>	<i>835</i>	<i>9.4</i>
<i>North East</i>	<i>574</i>	<i>6.4</i>
<i>South West</i>	<i>386</i>	<i>4.3</i>
<i>East Anglia</i>	<i>371</i>	<i>4.2</i>
Wales	512	5.7
N.Ireland	266	3.0
Republic of Ireland	260	2.9
Scotland	196	2.2
Australia	124	1.4
Germany	113	1.3
Other	363	4.1
Total	8,915	100.0

Table 7. Average expenditure (£)

	Air	Sea	Total
Travel to/from the Island	116	169	164
Accommodation	130	138	137
Expenditure whilst in the Island	307	244	250
Total	553	551	551

Table 8. Total expenditure (£ millions)

	Air	Sea	Total
Travel to/from the Island	0.1	1.4	1.5
Accommodation	0.1	1.1	1.2
Expenditure whilst in the Island	0.3	2.0	2.2
Total	0.5	4.4	4.9

SAMPLE SIZE BY TYPE OF RESPONDENT AND MODE OF TRAVEL

	IOM Resident	MGP Visitor	Other Visitor	Total
Air	597	151	386	1,134
Sea - Foot Passenger	1,132	169	621	1,922
Sea - With Motorcycle	25	409	22	456
Sea - With other type of vehicle	407	361	257	1,025
Total	2,161	1,090	1,286	4,537

QUESTIONNAIRE USED FOR MGP SURVEY 2009

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-Foot passenger 2-With motorcycle 3-With other vehicle 4-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 Manx Grand Prix?

1-Yes 2-No (If "No", finish interview)

Q5. Which events did you primarily come for?

- | | |
|---|--|
| 1. Practices | 6. Junior and Lightweight Classic Race |
| 2. Senior Race | 7. Newcomers and Post Classic Race |
| 3. Junior Race | 8. Two Day Trial |
| 4. Lightweight & Ultra Lightweight Race | 9. Classic Trial |
| 5. Senior Classic Race | 10. Other (specify)..... |

Q6. Have you visited the Island for the MGP before?

1-Yes 2-No (If "No", go to Q8)

Q7. How often do you tend to visit for the MGP?

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

Q8. How many nights have you spent in the Island?

Q9. Where do you live? (If England specify county)

Q10. How much have you spent on:

- | | | |
|-----------------------------------|------------|--------------------------------|
| (a) Travel to / from the Island | (i) £..... | (ii) For how many people |
| (b) Accommodation | (i) £..... | (ii) For how many people |
| (c) Other expenditure whilst here | (i) £..... | (ii) For how many people |



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