



Isle of Man
Government

Reillys Ellan Vannin



Isle of Man Festival of Motorcycling Survey 2013

Economic Affairs Division
Isle of Man Treasury

ISLE OF MAN FESTIVAL OF MOTORCYCLING SURVEY 2013

Introduction

This is the latest in a series of studies aimed at building 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 Economic Development (DED) and carried out by the Economic Affairs Division of Treasury (EAD).

The first in the series looked at the MGP in 2009. These results, therefore, allow a comparison of results between then and 2013, the first year in which the event was rebranded as part of the Isle of Man Festival of Motorcycling.

Sample Size and Methodology

A total of 8,269 interviews were conducted, of which 1,953 were with visitors to the Festival. The response rate was 93%.

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 5.

Departures by Sea

Interviews were conducted with travellers on all scheduled passenger sailings leaving the Island between Monday 19th August and Wednesday 4th 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 sample of passengers was taken from all time intervals during which the Airport was open over the same two week period. Results were weighted by known totals passing through the departure lounge during the periods the survey was being conducted.

Main Findings

The main findings of the study include:

*An estimated 13,407 visitors came to the Island for the Festival in 2013, an increase of 50% on the estimate of 8,915 who came for the MGP in 2009.

*On average, they stayed in the Island for 7 nights and spent £624 per head on the trip – a total of £8.4 million.

*More stayed on a campsite (32%) than in any other single type of accommodation.

*Around half come for the event every year.

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

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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RESULTS OF FESTIVAL OF MOTORCYCLING SURVEY 2013

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

	2009	2013
Air	860	2,346
Sea	8,055	11,061
<i>Of which:</i>		
<i>Foot Passenger</i>	1,003	1,879
<i>With Motorcycle</i>	2,818	3,562
<i>With other type of vehicle</i>	4,234	5,620
Total	8,915	13,407

Table 2. Main reason for visit

	No.	%
Classic TT	4,049	30.2
Classic TT/MGP equally	3,700	27.6
MGP	2,990	22.3
All/Nothing in particular	2,293	17.1
Other (includes Trials and VMCC events)	375	2.8

Table 3. Visited for MGP/Festival events before (%)

	2009	2013
Have visited previously for MGP	73.3	74.4
<i>If so, tend to visit:</i>		
<i>Every year</i>	70.4	66.2
<i>Every couple of years</i>	17.5	19.0
<i>Less frequently</i>	12.0	14.7

Table 4. Tendency to visit for other events

Tend to visit for other events	64.1
<i>Of which, tend to visit for:</i>	
<i>TT</i>	95.5
<i>Southern 100</i>	27.8
<i>Other</i>	3.2

Table 5. Country of residence (%)

	2009	2013
England	79.4	80.1
Wales	5.7	2.9
N.Ireland	3.0	2.9
Germany	1.3	2.8
Scotland	2.2	2.6
Republic of Ireland	2.9	1.6
Other	5.5	7.1
Total	100.0	100.0

Table 6. Average number of nights spent in the Island by mode of travel

	2009	2013
Air	6.9	5.9
Sea	7.3	7.5
All	7.3	7.2

Table 7. Type and cost of accommodation

	%	Avg. Cost (£) per person
Campsite	31.8	48
Hotel	20.1	321
With friends or relatives	16.7	4
Guest House	13.3	224
Flat/apartment	8.5	265
Homestay	6.9	175
Other	2.6	61
Total	100.0	147

Table 8. Average expenditure (£)

	Air	Sea	Total
Travel to/from the Island	128	163	157
Accommodation	131	150	147
Expenditure whilst in the Island	234	338	320
Total	493	651	624

Table 9. Total expenditure, Value Added and Exchequer Benefit (£ millions)

	Air	Sea	Total
Travel to/from the Island	0.3	1.8	2.1
Accommodation	0.3	1.7	2.0
Expenditure whilst in the Island	0.5	3.7	4.3
Total Expenditure	1.2	7.2	8.4
Value Added*	0.8	5.2	6.0
Exchequer Benefit**	0.1	0.8	1.0

**Direct and indirect impacts of expenditure after allowing for leakages and multiplier effects.*

***Treasury revenue excluding port fees and charges and NI contributions.*

ISLE OF MAN FESTIVAL OF MOTORCYCLING SURVEY 2013

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

Q1. How many are travelling together in your group?

Q2. (Sea passengers only) Are you travelling on foot or as the driver or passenger of a vehicle?

1-On foot 2-With motorcycle/sidecar

3-With other type of vehicle – If so, do you have a motorcycle in/on the vehicle? 1. Yes 2. No

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

Q4. Is your trip connected with the Festival of Motorcycling/MGP? 1-Yes 2-No (If "No", finish)

Q5. How many nights have you spent in the Island? (If "0", go to Q7)

Q6. Did you stay in: 1. Hotel 2. Guest House 3. Rented flat/apartment 4. Campsite

5. With friends/relatives 6. Homestay 7. Other (Please specify.....)

Q7. Did you primarily come for:- 1. Classic TT 2. MGP 3. Classic TT/MGP Equally

4. NA – Nothing in particular etc. 5. Other Event (Please specify))

Q8. Have you visited for the Festival of Motorcycling/MGP before? 1-Yes 2-No (If "No", go to Q10)

Q9. How often do you tend to visit for the Festival of Motorcycling/MGP?

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

Q10. Do you tend to visit the Island for any other motorsport events? 1-Yes 2-No (If "No", Q12)

Q11. Which events? 1-TT 2- Southern 100 3-Other (Please specify.....)

Q12. Where do you live? (Country)

Q13. How much have you spent on:

(a) Travel between the Island and UK/Eire (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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