A study of the economic impact of the inaugural Brighton marathon

On behalf of the Grounded Event Company and Brighton & Hove City Council

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CONTENT

EXECUTIVE SUMMARY

Background to Study

Major sporting events represent a strong vehicle for public sector investment based on the potential returns. The methods used to derive the economic impact of the inaugural Brighton Marathon is based on the UK Sport approved *eventIMPACTS* model, a methodological framework developed by UK Sport and six other public sector partners (London Development Agency, EventScotland, Yorkshire Forward, VisitBritain, North West Development Agency and Glasgow City Marketing Bureau) to standardise the way in which the impacts of major events are measured.

Direct and Total Economic Impact

Economic impact is defined as the net change in the local economy which can be directly attributable to an event taking place. It focuses on the spending in the local economy of people from outside the local economy such as competitors, the media, spectators and the event organisers.

For the purpose of this report, we have assessed the economic impact on the Brighton & Hove economy as a result of hosting the 2010 inaugural Brighton Marathon and have primarily focused on the expenditure of race competitors and spectators.

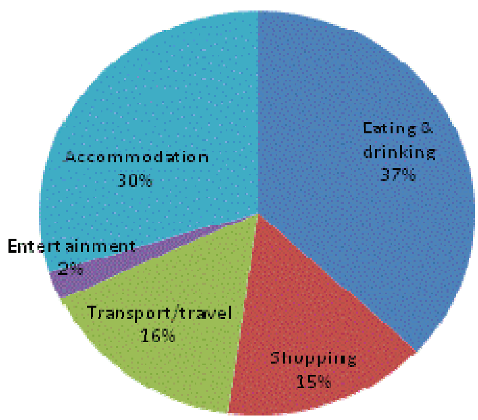
Based on the officially recommended research approach, the results of the study reveal a Direct Economic Impact of £2.6 million on Brighton & Hove (without accounting for multiplier effects). The principal drivers of the additional expenditure were spectators (57% of the direct impact) as they accounted for the largest group, followed by runners (28% of the direct impact). Spend in the local economy by the event organisers on the purchase or hire of local services and products and on local employee salaries accounts for 15% of the Direct Economic Impact.

An overview of the economic impact attributable to the event is presented in the table below.

Table (i) Direct economic impact outputs

	Expenditure	% of total
Non-resident spectator expenditure	£1,491,428	57%
Non-resident competitor expenditure	£734,511	28%
Sub-total	**£2,225,940**	**85%**
Organisational expenditure	£400,000	15%
Total expenditure	**£2,625,940**	**100%**
With composite multiplier 1.38	**£3,623,797**	

Figure (i) Distribution of direct impact



The largest single area of expenditure was on eating and drinking which accounted for 37% of total trip expenditure among non-resident spectators and race competitors (approx £823,600), followed closely by accommodation (accounting for 30% of total trip expenditure, or £662,200) with the event generating in excess of 1,000 additional commercial rooms sold in Brighton & Hove.

Many large events generate further expenditure in the local area as a result of knock-on effects arising from employees spending a proportion of their salaries in the local area and local supplier purchases known as the ‘multiplier effects’. Based on HM Treasury’s Guide to project appraisals and evaluations a composite multiplier of 1.38 is recommended for recreational projects. Applying this multiplier to the Brighton Marathon Direct Economic Impact figure generates a **Total Economic Impact figure of £3,624,000.**

Spectator Volume & Value

The inaugural Brighton Marathon attracted approximately 80,000 spectators. Of these 42% were local residents (33,600) and 58% (46,400) travelled from home locations outside Brighton & Hove.

The vast majority of non-resident spectators visited the city centre location that day specifically to watch the marathon (88%, representing a population of 40,976 people). The vast majority were in Brighton & Hove on a day trip, either travelling from home that day and returning to their home of the same day, or were on an overnight trip but staying in accommodation outside Brighton & Hove. Sixteen percent were staying overnight in Brighton & Hove, spending an average of 1.44 nights in the area.

Non-resident spectators who had come specifically to watch the Brighton Marathon spent just under £**1.5 million** during their visit based on an average spend per head (per trip) of £13.38 for those visiting for the day to £120.17 for those staying overnight in Brighton & Hove (based on a trip length of 1.44 nights).

Overall spectators generated 57% of the event's total economic impact.

Competitor Volume & Value

The total number of Brighton Marathon entries was 11,700, but in line with other UK marathons of this status, a 35% "no-show" dropped the number of actual runners starting the race on the day to 7,600.

Of these runners, approximately 20% (1,520) were local residents. The remaining 6,080 runners were broken down according to whether they were staying overnight in Brighton & Hove or were in Brighton for the race just for the day either staying overnight in a neighbouring town/city or as a ‘same-day’ visitor, travelling from their home and returning to their home on the same day.

The total economic impact attributable to runners who spent an overnight trip in Brighton & Hove was £590,724 based on an average trip expenditure of £225.95 per person. This expenditure covered an average trip length of 1.73 nights, providing an average expenditure of £130.60 per person per 24 hours.

The total economic impact attributable to runners who travelled to Brighton & Hove for the day either as a same-day visitor or as a visitor on an overnight trip but staying outside Brighton & Hove was £143,788 based on an average day expenditure of £41.49 per person.

The total economic impact attributable to Brighton marathon runners is **£734,511**. Overall runners generated 28% of the event's total direct economic impact.

1. INTRODUCTION

1.1 Study aims & objectives

This report presents the findings of a research study designed to assess the economic impact of the inaugural Brighton Marathon which took take place on Sunday 18th April 2010. The study was carried out by the Research Unit at Tourism South East (TSE) on behalf of the Grounded Event Company and Brighton & Hove City Council.

The aim of this study was to conduct a programme of primary research in order to arrive at an estimate for the total amount of additional expenditure generated in Brighton & Hove as a result of the Brighton Marathon taking place. This aim would be met by achieving the following objectives:

1. Conducting a face-to-face interview survey on a total sample of 300 spectators;
2. Conduct an online post-event follow-up survey with runners, setting the target response at 25% of the total survey population;
3. Creating a database of the responses received using a statistical survey package so that the relevant analysis could be conducted on the data;
4. Calculating the number of people attending the event who lived outside Brighton & Hove and who were in the area specifically to watch or take part in the Brighton Marathon;
5. Calculating the number of commercial bed- nights generated in Brighton & Hove in order to assess the impact made on commercial accommodation by non-residents;
6. Calculating the expenditure made by non- resident spectators and runners in Brighton & Hove;
7. Obtaining a record of all event-related expenditure in Brighton & Hove incurred by the organisers.

For clarity, it will be useful to establish what is meant by ‘economic impact’. In this study, we take this to mean the total amount of additional expenditure generated within the destination that can be directly or indirectly attributed to the staging of a major festival or event. It focuses on the spending in the local economy of people from outside the area. In this study we have included competitors and spectators.

In this study we measure Direct Economic Impact sometimes called the 'first round' of spending. In basic terms, this means direct transactions between those outside the host economy and those inside the host economy - for example between a non-resident spectator and the owner of a local restaurant.

We also apply a multiplier to capture the Total Economic Impact. This step is designed to make adjustments to the Direct Economic Impact to capture the subsequent 'secondary impacts' of additional spending within the host economy. For example, additional spending might arise from hotels purchasing more linen from local suppliers as a result of increased business as well as employees of the hotel and linen supplier spending their wages in the local area, resulting in sales for other businesses.

Whilst the focus of this study is the economic impact of the Brighton Marathon, the survey tools were also used to gather additional data on the profile of spectators and runners and on key features of their trip to Brighton & Hove including their levels of satisfaction with the event.

1.2 Research methodology

1.2.1 Officially endorsed approach

It is possible to calculate the additional expenditure generated by the Marathon using the relatively simple research tools of face-to-face interviews, online self-completion surveys and desk research. This additional expenditure can then be used as the basis for estimating the additional local income that has been generated by the event, providing an objective, statistically reliable assessment of the effect on the local economy.

To ensure that the methods we adopted for the impact evaluation was as robust as possible, the Research Unit consulted the UK Sport and Partners recommended *eventIMPACTS Toolkit* which has been designed to provide organisers and supporters of public events with some key guidance and good practice principles for evaluating the economic, social, environmental and media-related impacts associated with their event. The *eventIMPACTS Toolkit* helped to validate the 'tried and tested' methods which the Research Unit has been using for almost two decades as the primary methods recommended by the UK Sport toolkit are drawn on those this Unit and other Tourist Board Research Units have been using for many years.

1.2.2 Primary research to gather expenditure data

Sport event impact tends to be "competitor driven", that is the majority of the economic impact is attributable to competitors. However, findings from studies of the London Marathon reveal that spectators also make a significant contribution to the economic impact. Spectators keen to watch family and friends negotiate the 26 miles make up a sizeable volume of people who spend money on catering, retail, petrol, and for many of those staying overnight, on accommodation.

This study focused on the expenditure of competitors and spectators. Using a survey approach to gather primary data, the assessment involved:

- quantifying the proportion of respondents who live in Brighton & Hove and those who are from elsewhere;
- establishing basic characteristics of spectators e.g. where they live and composition of the party;
- quantifying the number of spectators staying overnight in Brighton & Hove and the proportion of these making use of commercial accommodation;
- quantifying how many nights those using commercial accommodation will stay in Brighton & Hove and what this accommodation is costing per night;
- quantifying for those staying overnight (commercially or otherwise) and day spectators, the daily expenditure in Brighton & Hove;
- establishing the proportion of people whose main reason for being in Brighton & Hove is the Marathon;

- from the above, estimate the direct and indirect economic benefit of the marathon on the economy of Brighton & Hove.

In total 300 spectators were randomly approached to be interviewed. Spectators were interviewed by a 10 strong team of researchers at strategic points along the route around the city centre and the information was collected using a standard questionnaire.

In order to minimise disturbance to runners and intrusion on immediate post-event celebrations and recovery/recuperation, a post-event online survey was designed for competitors. In total 2,927 competitors participated in the post-event online survey providing a response rate of 39%.

1.3 Study outputs

Results are presented in graph and table form with commentary and interpretation. Spectator survey results are divided into four spectator groups. These are 'Residents', 'Day trip spectator', 'Overnight trip spectator (in B&H)' and 'Overnight trip spectator (outside B&H)'. The definitions are provided below.

The competitor survey was designed to be as simple as possible to maximise response rates and for this reason, results can only be tabulated by 'Resident' and 'Non-resident' competitor.

Definitions:
Resident spectator - resident of Brighton & Hove
Day trip spectator - visitors who had come from and were returning to their normal place of residence on the same day
Overnight trip spectator (in B&H) – visitors who are staying overnight in Brighton & Hove
Overnight trip spectator (outside B&H) - visitors who are staying overnight outside Brighton & Hove

Survey findings are presented under the following key headings:

- Profile
- Trip features
- Event satisfaction
- Economic impact

2. SPECTATOR SURVEY RESULTS

2.1 Spectator profile

2.1.1 Group size and composition

The vast majority of spectators were in parties of more than one person. The average party size was 2.93 people (2.49 adults and 0.43 children).

Over two thirds of all spectator parties consisted of two adults (39%); around a quarter (23%) contained children.

Table 1: Average group size – by visitor type

Average number of people per group			
	Adults	Children	Total
Brighton resident	1.94	0.46	2.40
Day trip spectator	2.96	0.50	3.46
Overnight trip spectator (in B&H)	2.67	0.17	2.83
Overnight trip spectator (outside B&H)	3.17	0.58	3.75
All spectators	2.49	0.43	2.93

Table 2: Group composition

Group composition – all spectators	Count	%
One Adult	52	17%
Two Adults	116	39%
Three Adults	20	7%
Four Adults	28	9%
Five + Adults	16	5%
Adults Only	232	77%
One adult and one child	9	3%
One adult and two or more children	3	1%
Two adults and one child	9	3%
Two adults and two or more children	23	8%
Three adults and one child	7	2%
Three adults and two or more children	2	1%
Four or more adults with one or more children	15	5%
Adults and Children	68	23%
Total	300	100

2.1.2 *Home origins*

The majority of spectators were from home locations within the UK (99%). During the survey only three spectator parties from overseas was encountered (1%).

Table 3a: Domestic spectator origin

	Count	%
East Sussex	143	48%
West Sussex	48	16%
Greater London	21	7%
Surrey	18	6%
Hampshire	14	5%
Kent	10	3%
Essex	9	3%
Hertfordshire	6	2%
Oxfordshire	5	2%
Devon	3	1%
Scotland	3	1%
Gloucestershire	2	1%
Somerset (inc. Bristol)	2	1%
South Yorkshire	2	1%
Bedfordshire	1	<1%
Berkshire	1	<1%
Cambridgeshire	1	<1%
Dorset	1	<1%
Leicestershire	1	<1%
Staffordshire	1	<1%
Suffolk	1	<1%
Tyne & Wear	1	<1%
West Midlands	1	<1%
Wiltshire	1	<1%

Table 3b: overseas spectators origin.

	Count	%
Brazil	1	<1%
Canada	1	<1%
Spain	1	<1%

Nearly half (48%) of all spectators came from home locations within East Sussex (88% of these spectators were Brighton & Hove residents). Smaller proportions were from West Sussex (16%), Greater London (7%) and Surrey (6%).

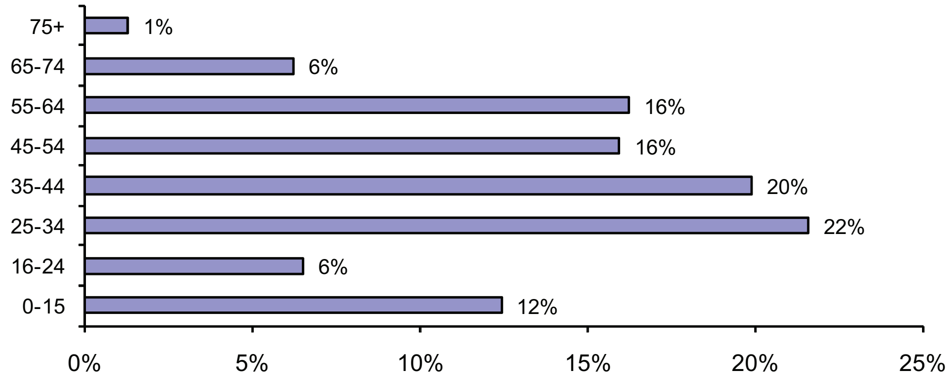
2.1.3 *Age profile*

When looking at the age distribution of spectators, there is a greater weight towards the younger age ranges, with 60% of all spectators being under 45 years of age.

The largest proportion of spectators fell into the 25 to 34 age category (22%), followed by the 35 to 44 (20%).

Overall, 88% of spectators were adults and 12% were children aged 15 or under.

Figure 1: Age Profile



2.2 Trip features

2.2.1 Type of trip

Out of the 300 spectators that were interviewed, 240 (80%) were day spectators. This was split relatively evenly between local residents (126, 42% of all spectators) and non-local day trip spectators (114, 38% of all spectators).

The remaining 20% of spectators were on an overnight trip. Of these 16% were staying overnight in Brighton & Hove, and the remaining 4% were staying outside the Brighton & Hove area.

Table 4: Sample by visitor type

	Count	%
Local resident	126	42%
Day trip spectator	114	38%
Overnight trip spectator (in B&H)	48	16%
Overnight trip spectator (outside B&H)	12	4%
Total	300	100%

2.2.2 First time visit

The vast majority of non-local spectators had visited Brighton & Hove previously.

A third (33%) of staying spectators outside Brighton & Hove were visiting for the first time, compared to 13% of staying spectators in Brighton & Hove and 7% of non-local day spectators.

2.2.3 *Main purpose for trip*

Spectators were asked whether the Brighton Marathon had been the main reason for their visit to Brighton & Hove. Overall, 83% replied it was their main reason and a further 2% said that it was part of the reason for their visit. For those spectators whose visit was not marathon related most had stopped to watch the marathon in passing by for other purposes, from taking a walk along the seafront, to meeting friends in town.

When split by visitor type, day trip spectators contained the highest majority (97%) of individuals who were in Brighton & Hove that day because of the Brighton Marathon. This compares with 75% of local resident spectators, 69% of overnight trip spectators staying in Brighton & Hove and 83% of overnight trip spectators staying outside Brighton & Hove.

Table 5: Whether marathon was the main reason for visit to Brighton & Hove – by visitor type

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Yes	248	83%	75%	97%	69%	83%
No	46	15%	23%	1%	29%	17%
Part of the reason	6	2%	2%	2%	2%	0%
Total	**300**	**100**	**100**	**100**	**100**	**100**

2.2.4 *Accommodation used for overnight trips*

Sixteen percent of non-resident spectators stayed overnight in Brighton & Hove during their visit. A further 4% stayed overnight in accommodation outside Brighton & Hove. Of these spectators, six were staying in West Sussex, four in East Sussex and two in Greater London. The four who were staying in East Sussex were asked to name the town in which they were staying. Each visitor named a different town – Seaford; Peacehaven; Hassocks; Herstmonceaux

Most overnight visitors stayed in the home of a friend of relative, or stayed in a hotel.

Table 6: Type of accommodation used

Base: 60	Overnight trip spectator (in B&H)		Overnight trip spectator (outside B&H)	
	Count	%	Count	%
Home of friend/relative	21	44%	6	50%
Hotel	19	40%	3	25%
B&B/Guest House	4	8%	1	8%
University accommodation	2	4%	1	8%
Self catering (cottage/apartment)	1	2%	1	8%
Other	1	2%	0	0%
Total	**48**	**80%**	**12**	**20%**

2.2.5 *Length of trip*

Spectators staying overnight in Brighton & Hove spent on average 1.44 nights on their trip. A similar length of trip was also spent by those staying outside Brighton & Hove (avg. of 1.38 nights).

Dwelling time at the event itself ranged from 3.41 hours for local residents to 6.17 hours for spectators staying overnight outside Brighton & Hove.

Table 7: Average duration of visit - Hours

Average length of day visit	Count	Average (hours)	Minimum	Maximum
Day trip spectator	125	3.41	1	8
Overnight trip spectator (in B&H)	114	5.89	1	12
Overnight trip spectator (outside B&H)	48	5.17	1	10
Day trip spectator	12	6.17	3	10
All spectators	299	4.75	1	12

2.2.6 *Main mode of transport*

The vast majority of local resident spectators had walked to watch the marathon (82%).

Half (51%) of all day trip spectators had travelled by private vehicle and nearly half (45%) had travelled by train.

Half of all spectators staying overnight in Brighton & Hove typically walked to watch the Brighton Marathon from their accommodation base, whilst a third (33%) used their car. Only 8% used some form of public transport.

The majority of overnight spectators staying outside Brighton & Hove travelled to watch the Brighton Marathon by train (67%). A quarter used their car.

Table 8: Main mode of transport used to travel

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Walked	127	42%	82%	0%	50%	0%
Car (incl. motorbike)	84	28%	6%	51%	33%	25%
Train	68	23%	5%	45%	6%	67%
Bus/coach service	11	4%	4%	4%	2%	8%
Bicycle	4	1%	2%	1%	0%	0%
Other	6	2%	2%	0%	8%	0%
Total	300	100%	100%	100%	100%	100%

2.2.7 Park & Ride scheme utilization

Thirty percent of all car users said that they had used the Park & Ride scheme. The use of the scheme was highest among spectators staying overnight outside Brighton & Hove.

Table 9: Use of Park & Ride scheme

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Yes	25	30%	14%	34%	13%	67%
No	59	70%	86%	66%	88%	33%
Total	84	100%	100%	100%	100%	100%

2.2.8 Information sources used

Most spectators found out about the event from the sheer fact that a friend or relative was participating in it (61% of all spectators).

A further 17% of all spectators said that it was local knowledge/word of mouth that had been their main source of information about the event and 11% had seen a newspaper ad or feature on the event.

Five or fewer spectators mentioned posters, banners, running magazines, magazine adverts or the Visitor Information Centre.

Table 10: Information sources used to find out about event

	All Spectators *Base: 300*		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Friend or relative competing	184	61%	40%	82%	60%	83%
Local knowledge	60	20%	35%	5%	21%	0%
Newspaper ad (etc)	33	11%	18%	5%	6%	8%
Radio feature	23	8%	14%	3%	4%	0%
Leaflet or brochure	19	6%	13%	2%	2%	0%
Internet/website	13	4%	5%	4%	4%	0%
Television feature	10	3%	6%	3%	0%	0%
Passing by	6	2%	0%	2%	6%	8%
Poster	5	2%	3%	0%	2%	0%
Signs/banners	5	2%	3%	0%	2%	0%
Running magazine	4	1%	0%	2%	4%	0%
Magazine ad (etc)	2	1%	1%	0%	2%	0%
Visitor Info. Centre	2	1%	0%	0%	4%	0%
Other	4	1%	1%	1%	4%	0%

The four spectators that had mentioned other sources of information were asked to specify them. These were: running club (2 spectators); running shop (1 visitor); and charity (1 visitor).

Of the thirteen spectators that had used the internet as a source of information, eight named the website that they had visited. They were: Brighton Marathon (3 spectators); Visit Brighton (2 spectators); Brighton & Hove – What's going on? (1 visitor); and Runners World (1 visitor).

2.2.9 *When decided to visit*

Overall, the largest proportion of all spectators (57%) had decided to attend the Brighton Marathon more than a month before the date of the event.

Table 11: When trip decision made

	All Spectators *Base: 300*		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Whilst passing through		3%	5%	1%	4%	0%
Earlier today		11%	17%	5%	13%	8%
This week		16%	19%	14%	13%	8%
Within last month		13%	13%	16%	4%	8%
More than a month ago		57%	46%	64%	65%	75%

Only 3% of all spectators had decided to visit whilst passing through and 11% had decided to visit that day.

2.2.10 *Other events attended in Brighton & Hove*

Spectators were asked to name any other events that they had visited in Brighton & Hove previously. In total 158 spectators mentioned 20 different events. Forty-three percent of local residents mentioned other events, compared with 30% of day trip spectators, 21% of overnight trip spectators staying in Brighton & Hove and 25% of overnight trip spectators staying outside Brighton & Hove. All events mentioned are listed below:

- Brighton Festival (54 spectators, 34%)
- Concerts/Theatre (27 spectators, 17%)
- Pride Rally (24 spectators, 15%)
- Brighton Half Marathon (19 spectators, 12%)
- Other running events (12 spectators, 8%)
- Veteran Car Rally (11 spectators, 7%)
- Brighton Carnival (9 spectators, 6%)
- London to Brighton Bike Ride (8 spectators, 5%)
- Fat Boy Slim on the beach (7 spectators, 4%)
- Football (6 spectators, 4%)
- Political conferences (5 spectators, 3%)
- Brighton Fringe (4 spectators, 3%)
- Cricket (3 spectators, 2%)
- Chilli Festival (3 spectators, 2%)
- Charity motorbike event (3 spectators, 2%)
- Holiday on Ice (3 spectators, 2%)
- Other London to Brighton events (3 spectators, 2%)

- Burning the Clocks (2 spectators, 1%)
- Paddle around the Pier (2 spectators, 1%)
- Tour de France (1 visitor, 1%)

2.3 Event satisfaction

The survey sought to obtain the opinions of spectators on a range of indicators which together comprise the 'visitor experience'. Each indicator was rated on a scale of one to five, where 1='very poor' (or the most negative response) and 5='very good' (or the most positive response', allowing satisfaction scores (out of 5) to be calculated.

2.3.1 Signposting to the event

Three-quarters of all spectators rated the signposting to the event as 'good' or 'very good', with a further 18% rating it as 'average'. The mean score for signposting was 4.03.

Table 12: Opinions on signposting to the event

Signposting	
Base	191
Very poor (1)	3%
Poor (2)	6%
Average (3)	18%
Good (4)	32%
Very good (5)	41%
Mean	4.03

2.3.2 Park & Ride System

Only 33 spectators were able to comment on marathon Park & Ride System. The spectators who did respond gave an average score of 4.43 for the availability or ease of parking, with 73% rating it as 'very good'. The average score given for charges and value for money was 4.61, with 70% rating this aspect as 'very good'.

Table 13: Opinions on the Park & Ride System

Park & Ride	Availability & Ease	Charges/value
Base	33	33
Very poor (1)	3%	0%
Poor (2)	7%	0%
Average (3)	7%	9%
Good (4)	10%	21%
Very good (5)	73%	70%
Mean	4.43	4.61

2.3.3 *Publicity for the event*

Around three-quarters of spectators rated the availability and usefulness of information about the marathon as either 'good' or 'very good'.

The mean score for the availability of information for the event was 4.09. In terms of the usefulness of the information, the mean score was 4.12.

Table 14: Availability and usefulness of event publicity

	Availability of info	Usefulness of info
Base	253	243
Very poor (1)	2%	1%
Poor (2)	5%	5%
Average (3)	19%	18%
Good (4)	30%	33%
Very good (5)	44%	43%
Mean	4.09	4.12

2.3.4 *Provision of public convenience*

The mean score for the availability of public toilets was 3.67. Sixty-four percent of spectators rated this aspect as 'good' or 'very good'.

The rating for the cleanliness of toilets was a little higher at a mean score of 3.88.

Table 15: Opinions on toilets

	Availability	Cleanliness
Base	104	104
Very poor (1)	4%	1%
Poor (2)	18%	12%
Average (3)	14%	17%
Good (4)	34%	37%
Very good (5)	30%	33%
Mean	3.67	3.88

2.3.5 *Entertainment*

Half of all spectators rated the range of entertainment at the marathon as 'very good' and a further 35% rated it as 'good', providing an average score of 4.33.

The quality of the entertainment provided was also rated highly by all spectators with 86% rating it as 'good' or 'very good'. This aspect scored a mean of 4.31 by all spectators.

Table 16: Opinions on entertainment

	Range	Quality
Base	164	164
Very poor (1)	0%	0%
Poor (2)	2%	4%
Average (3)	12%	10%
Good (4)	35%	36%
Very good (5)	50%	50%
Mean	4.33	4.31

2.3.6 Catering

Spectators gave both the range of catering and the quality available an average score of 4.17. Seventy-eight percent of spectators considered the range of catering available to be 'good' or 'very good', whilst 76% considered the quality to be 'good' or 'very good'.

The rating for the value for money of the catering facilities was slightly lower at 4.06 for all spectators (ranging from 3.76 to 4.80). Seventy percent of all spectators considered the value for money of the catering provided as 'good' or 'very good'.

Table 17: Opinions on catering

	Range	Quality	Value
Base	112	109	109
Very poor (1)	1%	0%	1%
Poor (2)	3%	0%	3%
Average (3)	19%	24%	26%
Good (4)	34%	35%	31%
Very good (5)	44%	41%	39%
Mean	4.17	4.17	4.06

2.3.7 Overall enjoyment of event

Overall enjoyment was high with 96% rating their overall enjoyment of the event as 'good' or 'very good', providing an average score of 4.46.

Table 18: Overall enjoyment level

Overall enjoyment	
Base	293
Very poor (1)	0%
Poor (2)	0%
Average (3)	4%
Good (4)	45%
Very good (5)	51%
Mean	4.46

2.3.8 Likes and dislikes

Spectators were invited to comment on what they most liked or enjoyed about their visit to watch the marathon in Brighton & Hove. In total 284 spectators commented on 14 different aspects. These are presented below:

Things like most about Brighton Marathon (Base: 284 spectators)

- Atmosphere (150 spectators, 53%)
- All ages and abilities of competitors (70 spectators, 25%)
- Community event (66 spectators, 23%)
- Ideal location (30 spectators, 11%)
- Good for charities (22 spectators, 8%)
- Well organised/Well laid out (18 spectators, 6%)
- Something different for Brighton & Hove (13 spectators, 5%)
- Good family entertainment (7 spectators, 2%)
- Costumes (6 spectators, 2%)
- Inspirational (3 spectators, 1%)
- Children's event (2 spectators, 1%)
- Celebrities (1 visitor, <1%)

Spectators were also invited to comment on anything that may have disappointed them about their visit or that they felt need improvement. In total only 67 spectators responded to this question. Twenty-five different comments were given in total. These comments are listed below:

Things that disappointed or feel need improvement (Base 67)

- Poor signposting to/from Park & Ride (11 spectators, 16%)
- Marshalling/security (8 spectators, 12%)
- Route information not easy to get/'Argus' map was poor (8 spectators, 12%)
- Needs more advertising/website needs more information (7 spectators, 10%)
- Not enough mile markers (6 spectators, 9%)
- Not enough toilets in spectator areas (6 spectators, 9%)
- Poor barrier/fencing system (5 spectators, 7%)
- Not enough toilets at Preston Park (5 spectators, 7%)
- Too much traffic – including buses (3 spectators, 4%)
- Too spread out (3 spectators, 4%)
- Not enough crossing points (2 spectators, 3%)
- More radio station locations (2 spectators, 3%)
- More water points for runners (2 spectators, 3%)
- More buses/timetables confusing (2 spectators, 3%)
- Park & ride was poorly organised/none for children's event (2 spectators, 3%)
- Needs to be better organised at Hove (2 spectators, 3%)
- Accommodation is expensive (2 spectators, 3%)
- Parking is expensive (1 visitor, 1%)
- Cyclists on promenade (1 visitor, 1%)
- Shops should open earlier (1 visitor, 1%)
- Live webcasts would be a good idea (1 visitor, 1%)
- Music was too loud (1 visitor, 1%)

3. COMPETITOR SURVEY RESULTS

3.1 Competitor profile

3.1.1 Home origin

Of the 2,927 competitors who responded to the survey, three-quarters (73%) were from home locations outside Brighton & Hove; residents made up the remaining quarter (those with BN1, BN2 and BN3 postcodes). In fact on the day of the Brighton Marathon residents represented 20% of all runners. The economic impact calculation presented in Section 4 of this report uses the 20% figure to arrive at the total eligible population to be included in the economic impact.

Table 19a: UK competitor origin by county

	Count	%			
West Sussex	452	22%	Cornwall (and Scilly Isles)	8	<1%
Greater London	365	17%	Derbyshire	8	<1%
Surrey	187	9%	Lancashire	8	<1%
Kent	168	8%	Yorkshire - North	8	<1%
East Sussex	157	8%	Scotland	8	<1%
Hampshire	120	6%	Leicestershire	6	<1%
Essex	87	4%	Yorkshire - South	6	<1%
Hertfordshire	49	2%	Channel Islands	5	<1%
Berkshire	48	2%	Cheshire	5	<1%
Buckinghamshire	37	2%	Durham	5	<1%
Bedfordshire	31	2%	Herefordshire	5	<1%
Cambridgeshire	26	1%	Lincolnshire	5	<1%
Dorset	26	1%	Merseyside	5	<1%
Somerset (including Bristol)	25	1%	Staffs	5	<1%
Wales – South	25	1%	Tyne & Wear	5	<1%
Wiltshire	21	1%	Worcestershire	5	<1%
Northamptonshire	20	1%	I.O.W.	4	<1%
Oxfordshire	19	1%	Nottinghamshire	4	<1%
Devon	18	1%	Wales – Mid	3	<1%
Suffolk	16	1%	Cumbria	2	<1%
Gloucestershire	15	1%	Rutland	2	<1%
Norfolk	15	1%	Shropshire	2	<1%
Warwickshire	13	1%	Yorkshire – East	2	<1%
West Midlands	13	1%	Cleveland (Tees Valley)	1	<1%
Yorkshire - West	12	1%	Isle of Man	1	<1%
Greater Manchester	11	1%	Wales - North	1	<1%
Total	**2,095**				**100%**

The sample represented a wide variety of towns and cities across the UK with a strong concentration of runners from West Sussex and the Greater London area. Fifty survey competitors were from overseas (see Table 19b).

Table 19b: Overseas competitor origin by country

	Count	%
United States of America	4	8%
France	3	6%
Republic of Ireland	3	6%
Uganda	3	6%
Australia	2	4%
Ecuador	2	4%
Hong Kong	2	4%
Netherlands	2	4%
Yemen	2	4%
Albania	1	2%
Bahamas	1	2%
Belgium	1	2%
Combined states of former USSR	1	2%
Denmark	1	2%
Germany	1	2%
Greece	1	2%
Luxembourg	1	2%
Singapore	1	2%
Switzerland	1	2%
Zimbabwe	1	2%
Total	50	100%

3.1.2 Age profile & Gender

The age range '35-45' was most common among the sample (representing 41% of the sample) and the majority (63%) were male.

Table 20: Age category

	Count	%
16-24	147	5%
25-34	818	28%
35-44	1,183	41%
45-54	633	22%
55-64	121	4%
65-74	19	1%
75+	1	<1%
Total	**2,922**	**100%**

Table 21: Gender

	Count	%
Male	1,830	63%
Female	1,062	37%
Total	2,892	100%

3.2 Trip features

3.2.1 Knowledge of event

Among residents local knowledge was the main means by which runners become aware of the event, followed by knowing a friend or relative taking part. For non-resident runners, the most common answers were: 'Friend or relative participating' followed by the 'Internet/website'.

Table 22: Source of knowledge of event

	Resident		Non Resident	
	Count	%	Count	%
Local knowledge	326	41%	221	10%
Friend or relative participating	236	30%	726	34%
Newspaper advert/ feature	163	21%	62	3%
Internet/website	61	8%	474	22%
Radio feature/editorial	39	5%	63	3%
Leaflet or brochure	18	2%	36	2%
Television feature/editorial	12	2%	28	1%
Running magazine	10	1%	382	18%
Magazine advert/feature/editorial	8	1%	41	2%
Poster	6	1%	5	<1%
Signs/banners	3	<1%	6	<1%
Visitor Information Centre	1	<1%	1	<1%
Passing by	-	-	3	<1%
Other	46	6%	254	12%
Total	929		2,302	

Multiple responses permitted

3.2.2 Overnight trips

Forty-three percent of non-resident runners stayed in Brighton & Hove; just over a quarter (27%) stayed overnight in locations outside Brighton & Hove. The remaining third had visited just for the day, returning home on the same day.

Table 23: Overnight trips

	Count	%
Stayed in Brighton & Hove	917	43%
Stayed outside Brighton & Hove	576	27%
Visited for the day only	640	30%
Total	2,133	100%

Around half of all runners staying overnight in Brighton & Hove stayed in a hotel (53%). Just over a quarter stayed in the home of a friend or relative (27%).

Table 24: Type of accommodation used

	Count	%
Hotel	489	53%
Home of friend or relative	247	27%
B&B/Guest house	123	13%
Self catering (Cottage/Apartment)	17	2%
Caravan/Camping	12	1%
Pub/Inn	10	1%
Youth hostel	9	1%
Boat/Yacht	2	<1%
Self catering (Holiday complex/Village)	1	<1%
University accommodation	1	<1%
Other	8	1%
Total	919	100%

3.2.3 Length of overnight trip

Runners who stayed overnight in Brighton & Hove during their trip spent on average 1.73 nights in the area. Half stayed for one night and 38% stayed for two nights.

Table 25: Length of overnight trip

	Count	%
1 Night	465	51%
2 Nights	345	38%
3 Nights	69	8%
4 Nights	16	2%
5 Nights	8	1%
6 Nights	5	1%
7 Nights	3	<1%
8 Nights	1	<1%
9 Nights	-	-
10+ Nights	3	<1%
Total	915	100%

Runners spent on average just over 8 hours on the day of the marathon in the City.

3.2.4 Mode of transport

Half of all local resident runners walked from home to reach the venue location, whereas 60% of non-local runners arrived by private motor vehicle.

Table 26: Main mode of transport

	All Respondents		Brighton Resident		Non Brighton Resident	
Car/Van/Motorcycle	1,564	53%	276	35%	1,288	60%
Train	797	27%	47	6%	749	35%
Walked	445	15%	405	51%	40	2%
Bus Service	60	2%	24	3%	36	2%
Bicycle	18	1%	17	2%	1	<1%
Coach tour	9	<1%	-	-	9	<1%
Yacht/Boat	2	<1%	-	-	2	<1%
Other	33	1%	25	3%	8	<1%
Total	2,928	100%	794	100%	2,133	100%

Over a third (36%) of all non-resident runners arriving by private motor vehicle used the park & Ride scheme. Use the scheme by residents was low in comparison (only 3%).

Table 27: Use of Park & Ride scheme

	Brighton Resident		Non Brighton Resident	
	Count	**%**	**Count**	**%**
Yes	9	3%	452	36%
No	263	97%	821	64%
Total	272	100%	1273	100%

3.2.5 Leisure time spent in City

The majority of non-resident runners (74%) combined their trip with some leisure time in Brighton & Hove.

Table 28: Leisure time

	Count	%
Yes	680	74%
No	238	26%
Total	918	100%

3.3 Event satisfaction

3.3.1 Signposting

Seventy-six percent of residents and 71% of runners from outside Brighton & Hove rated the signposting to the event as either 'good' or 'very good', providing an average satisfaction score of 4.03 and 3.91 respectively.

Table 29: Signposting

	Resident		Non-Resident	
Base	522		1,925	
Mean	4.03		3.91	
Very poor (1)	1	<1%	23	1%
Poor (2)	15	3%	121	6%
Average (3)	109	21%	419	22%
Good (4)	239	46%	808	42%
Very good (5)	158	30%	554	29%

3.3.2 Event publicity

Satisfaction on the availability of information on the marathon and its usefulness was rated highly among runners. Residents provided an average score of 4.39 for availability of information and 4.42 for usefulness of information. Non-resident runners provided an average score of 4.27 for availability of information and 4.31 for usefulness of information.

Table 30a: Availability of information

	Resident		Non-Resident	
Base	781		2,090	
Mean	4.39		4.27	
Very poor (1)	2	<1%	2	<1%
Poor (2)	3	<1%	30	1%
Average (3)	73	9%	239	11%
Good (4)	310	40%	945	45%
Very good (5)	393	50%	874	42%

Table 30b: Usefulness of information

	Resident		Non-Resident	
Base	780		2,088	
Mean	4.42		4.31	
Very poor (1)	1	<1%	1	<1%
Poor (2)	5	1%	20	1%
Average (3)	65	8%	217	10%
Good (4)	301	39%	940	45%
Very good (5)	408	52%	910	44%

3.3.3 Provision of public convenience

The availability of toilets was rated much lower in comparison to many of the other aspects of the trip. Overall only 26% of residents and 27% of non-resident runners rated the availability of toilets as either 'good' or 'very good'. The average score was 2.79 and 2.80 respectively. Most however were generally satisfied with the cleanliness of public toilets.

Table 31a: Availability of toilets

	Resident		Non-Resident	
Base	711		2,049	
Mean	2.79		2.80	
Very poor (1)	90	13%	271	13%
Poor (2)	218	31%	624	31%
Average (3)	218	31%	591	29%
Good (4)	121	17%	372	18%
Very good (5)	64	9%	191	9%

Table 31b: Cleanliness of toilets

	Resident		Non-Resident	
Base	643		1,938	
Mean	3.64		3.68	
Very poor (1)	14	2%	23	1%
Poor (2)	42	7%	79	4%
Average (3)	206	32%	726	38%
Good (4)	279	43%	783	40%
Very good (5)	102	16%	327	17%

3.3.4 Parking provision

Only 9 resident visitors commented on the parking; of these there were strong differences of views on availability and ease of parking from 'very poor' to 'very good' leading to an average score of 3 points. There were strong differences of opinion on this subject among non-resident runners. The average score among the latter group was 4.04 points.

Residents provided an average score of 3.75 out of 5 for the value of money for parking whereas non-resident runners provided an average score of 4.25.

Table 32a: Availability/ease of parking

	Brighton Resident		Non Brighton Resident	
Base	9		450	
Mean	3.00		4.04	
Very poor (1)	3	33%	31	7%
Poor (2)	-	-	50	11%
Average (3)	1	11%	28	6%
Good (4)	4	44%	103	23%
Very good (5)	1	11%	238	53%

Table 32b: Charges/Value for Money

	Brighton Resident		Non Brighton Resident	
Base	8		418	
Mean	3.75		4.25	
Very poor (1)	-	-	3	<1%
Poor (2)	1	13%	12	3%
Average (3)	2	25%	69	17%
Good (4)	3	38%	113	27%
Very good (5)	2	25%	221	53%

3.3.5 Entertainment

The most common response among resident and non-resident runners with regard to the provision of entertainment was 'Average'. The average score was similar among both groups of runners – 3.38 and 3.37 respectively. Most responded 'Average' or 'Good' with regard to the quality of the entertainment.

Table 33a: Range of Entertainment

	Resident		Non-Resident	
Base	742		1,979	
Mean	3.38		3.37	
Very poor (1)	17	2%	35	2%
Poor (2)	87	12%	260	13%
Average (3)	311	42%	793	40%
Good (4)	251	34%	719	36%
Very good (5)	76	10%	172	9%

Table 33b: Quality of Entertainment

	Resident		Non-Resident	
Base	735		1,977	
Mean	3.51		3.51	
Very poor (1)	14	2%	30	2%
Poor (2)	59	8%	169	9%
Average (3)	283	39%	755	38%
Good (4)	296	40%	816	41%
Very good (5)	83	11%	207	11%

3.3.6 *Catering*

Among resident and non-resident runners, the range of catering scored a little better than the quality and value of catering.

Table 34a: Range of Catering

	Resident		Non-Resident	
Base	300		1,067	
Mean	4.03		3.91	
Very poor (1)	1	<1%	23	1%
Poor (2)	15	3%	121	6%
Average (3)	109	21%	419	22%
Good (4)	239	46%	808	42%
Very good (5)	158	30%	554	29%

Table 34b: Quality of Catering

	Resident		Non-Resident	
Base	290		1,037	
Mean	3.53		3.56	
Very poor (1)	6	2%	11	1%
Poor (2)	15	5%	68	7%
Average (3)	124	43%	411	40%
Good (4)	109	38%	425	41%
Very good (5)	36	12%	122	12%

Table 34c: Value for money of Catering

	Resident		Non-Resident	
Base	279		1,028	
Mean	3.46		3.48	
Very poor (1)	6	2%	13	1%
Poor (2)	17	6%	81	8%
Average (3)	134	48%	444	43%
Good (4)	88	32%	375	37%
Very good (5)	34	12%	115	11%

3.3.7 *Overall enjoyment*

Overall enjoyment of the event was high among all runners.

Table 35: Overall enjoyment of Brighton Marathon

	Resident		Non-Resident	
Base	794		2,131	
Mean	4.61		4.47	
Very poor (1)	1	<1%	3	<1%
Poor (2)	1	<1%	14	1%
Average (3)	22	3%	109	5%
Good (4)	261	33%	857	40%
Very good (5)	509	64%	1148	54%

4. ECONOMIC IMPACT

4.1 Event related expenditure

With the exception of overnight visitors from outside the area staying in Brighton & Hove, the average expenditure data presented in Table 36 and Table 37 refers to expenditure made during the hours spent at the Brighton Marathon. Overnight expenditure is multiplied by length of stay. For spectators the average length of stay was found to be 1.44 nights, whereas for runners, the average length of stay was 1.73 nights.

4.1.1 Spectator volume & value

According to police estimates, approximately 80,000 people came to watch the marathon on the 18 April. These people are made up of friends and relatives of fun runners and elite runners in the race, plus people who just happen to be out and about when the race was taking place.

On average residents spent £8.76 per person at the race. The greatest proportion of expenditure went towards the purchase of food and drink on the day (representing 79% of total expenditure). Spectators coming over for the day only (this includes both day visitors from home and visitors staying overnight in locations outside Brighton & Hove) spent on average £13.38 per person in Brighton & Hove during their trip.

Unsurprisingly, the level of expenditure was highest among spectators staying overnight in Brighton & Hove. With an average spend of £75.18 on accommodation, total trip expenditure (multiplied by 1.44) per person came to £120.17 with accommodation spend representing 79% of the total.

Table 36: Expenditure per person over duration of visit

	Residents		Overnight (x 1.44 nights)		Day	
Eating & drinking	£6.89	79%	£27.85	11%	£8.56	53%
Shopping	£1.55	18%	£8.61	5%	£2.47	23%
Transport/travel	£0.32	4%	£6.49	5%	£2.17	22%
Entertainment	£0.00	0%	£2.03	0%	£0.18	2%
Accommodation*	-	0%	£75.18	79%	-	0%
Total average spend	**£8.76**	100%	**£120.17**	100%	**£13.38**	100%

**Accommodation expenditure is based on an average of those staying in commercial and non-commercial accommodation.*

It is important to remember that Brighton & Hove residents are not included in the additional expenditure calculations, on the basis that this expenditure is "dead-weight" and likely to have been made anyway on other items had the events not been taking place.

Furthermore, the calculation needs to remove those spectators for whom the Brighton Marathon was not the main purpose for being in the area, e.g. those already on holiday or day leisure visit in the area.

4.1.2 Competitor expenditure

Registration data revealed that 20% of the 7,600 Brighton Marathon runners were resident in areas covered by Brighton & Hove City Council post codes, hence these people were "dead-weight" and not eligible for the economic impact calculations. Their expenditure data is presented in the table below as illustrative data only.

The expenditure per person per trip for non-resident runners staying overnight in Brighton & Hove of £225.95 is based on an average stay of 1.73 nights. The major category of expenditure for those staying overnight was unsurprisingly accommodation, accounting for 40% of total trip spend. The other large area of expenditure was on eating and drinking which accounted for 31% of total trip spend.

The average expenditure per person per trip for non-resident same-day trip runners was £41.49. Over half of the total trip spend among this group went towards the purchase of food and drink (54%).

Table 36: Expenditure per person over duration of visit

	Residents		Overnight (x 1.73 nights)		Day	
Eating & drinking	£23.78	66%	£69.96	31%	£22.32	54%
Shopping	£6.70	19%	£34.03	15%	£7.29	18%
Transport/travel	£4.33	12%	£23.96	11%	£10.55	25%
Entertainment	£0.99	3%	£8.33	4%	£1.33	3%
Accommodation*	-	0%	£89.67	40%	-	0%
Total average spend	**£35.80**	100%	**£225.95**	100%	**£41.49**	100%

**Accommodation expenditure is based on an average of those staying in commercial and non-commercial accommodation.*

4.1.3 Additional commercial bednights

To assess the impact of the Brighton Marathon on hotels in the area and to corroborate the non-resident accommodation expenditure data, an occupancy survey was carried out to gather data from a sample of 18 hotels which are listed in Table 37 overleaf. In addition to average occupancy, information on two other key measures of performance was also obtained. These were Average Daily Rate (ADR) which measures room revenue divided by rooms sold and Revenue Per Available Room (RevPAR) which is room revenue divided by rooms available.

The hotel survey found that on Sunday 18 April, average occupancy increased by a significant 37.2% and RevPar increased by 52.4%. It is reasonable to assume that the increase on this date was largely generated by the Brighton Marathon as the surveys found that a sizeable volume of non-resident spectators and runners stayed overnight in Brighton & Hove spending at least one night in the area (average of 1.44 nights for spectators and 1.73 nights for runners). One can infer from the findings that most visiting parties would have stayed over on the Sunday; for runners this would provide time to rest before heading back home on the following Monday. Subsequently occupancy drops on the Monday, staying comparable to the level achieved last year (see Table 38a).

To assess the additional bednights generated in Brighton & Hove, we have drawn on our own Regional Tourist Board database of commercial accommodation stock to establish total bedrooms available. Our database indicates that there are approximately 4,782 bedrooms available among mid to large hotels in Brighton & Hove.

Applying the average occupancy on the Sunday (37.2%) to the total stock reveals that around 3,773 bedrooms were occupied on Sunday 18 April 2010, 1,023 above that occupied on the same date in 2009.

Table 37: Commercial room capacity (mid to large hotels)

Name of Hotel	Room capacity
Hotel Du Vin Brighton	49
Myhotel Brighton	80
Belgrave Hotel	63
Radisson Blu Hotel Brighton	59
Barcelo Brighton Old Ship	152
Queens Hotel Brighton	98
Hilton Brighton Metropole Hotel	334
De Vere The Grand Brighton	201
Thistle Brighton	208
Holiday Inn Brighton Seafront	131
The Kings Hotel	85
Ramada Brighton	117
Best Western Brighton Hotel	52
Travelodge Brighton Seafront	140
Jurys Inn Brighton	234
Travelodge Brighton Hotel	94
Innkeeper`s Lodge Harvester Black Lion Brighton	17
Hotel Seattle	71
Capacity among sample	2185
Total capacity among total mid to large hotels in Brighton & Hove	4,782

Table 38a: Average room occupancy

Date		This Year	Last Year	% Chg
04/16/2010	Fri	79.5%	76.3%	4.3%
04/17/2010	Sat	96.6%	89.3%	8.2%
04/18/2010	Sun	78.9%	57.5%	37.2%
04/19/2010	Mon	74.9%	75.6%	-0.8%
Average		**82.5%**	**74.7%**	**10.5%**

Table 38b: ADR

Date		This Year	Last Year	% Chg
04/16/2010	Fri	£81.18	£83.35	-2.6%
04/17/2010	Sat	£102.53	£93.86	9.2%
04/18/2010	Sun	£89.00	£80.14	11.1%
04/19/2010	Mon	£87.94	£82.25	6.9%
Average		£90.84	£85.60	6.1%

Table 38c: RevPAR

Date		This Year	Last Year	% Chg
04/16/2010	Fri	£64.57	£63.58	1.6%
04/17/2010	Sat	£99.08	£83.82	18.2%
04/18/2010	Sun	£70.21	£46.08	52.4%
04/19/2010	Mon	£65.90	£62.17	6.0%
Average		£74.94	£63.91	17.3%

4.2 Direct economic impact

Having established the average expenditure, the figures are multiplied by the total number of spectators and runners. Prior to the process of calculating impact, it is necessary to exclude residents from the calculations as they represent "dead weight" in addition to removing those spectators whose main purpose of being in Brighton & Hove was not the Brighton Marathon.

Based on the survey data we can establish the following:

Table 39 Spectator Direct Economic Impact

Total spectators	80,000
Of which residents	33,600
Of which non-residents	**46,400**
• of which day visitors	30,400
• of which overnight visitors in B&H	12,800
• of which overnight visitors outside B&H	3,200
Non-residents of which marathon main purpose	**40,976**
• of which day visitors	29,488
• of which overnight visitors in B&H	8,832
• of which overnight visitors outside B&H	2,656
Total on-residents expenditure	**£ 1,491,339**
• of which day visitors	£ 394,549
• of which overnight visitors in B&H	£ 1,061,253
• of which overnight visitors outside B&H	£ 35,537

In total, non-resident spectators spent approximately £1.5 million during their trip to Brighton & Hove to watch the Brighton Marathon.

Non-resident runners spent approximately £734,500 during their trip to Brighton & Hove to take part in the race.

Table 40: Race Competitor Direct Economic Impact

Total marathon runners	7,600
Of which residents	1,520
Of which non-residents	**6,080**
• of which day visitors	1,824
• of which overnight visitors in B&H	2,614
• of which overnight visitors outside B&H	1,642
Total on-resident expenditure	**£734,511**
• of which day visitors	£75,678
• of which overnight visitors in B&H	£590,724
• of which overnight visitors outside B&H	£68,110

In total the Direct Economic impact associated with the Brighton Marathon is £2,225,940.

By averaging out total trip expenditure among all non-residents (both spectators and runners), the distribution of expenditure is spread is follows:

Table 41: Distribution of total trip expenditure

Area of expenditure		
Eating & drinking	£823,598	37%
Shopping	£339,456	15%
Transport/travel	£350,585	16%
Entertainment	£50,084	2%
Accommodation	£662,217	30%
Total	**£2,225,940**	**100%**

In addition to expenditure incurred by spectators and runners, we need to add all the money spent in Brighton & Hove by the event organiser. Approximately £200,000 was spent by the event organiser on the purchase and hire of services and goods from local businesses. A further £200,000 was spent on the salaries of employees/consultants involved in the event who live locally. **The addition of this organisational spend, brings the Direct Economic Impact to £2,625,940.**

4.3 Total economic impact

Direct Economic Impact measures what is sometimes called the 'first round' of spending. In basic terms, this means direct transactions between those outside the host economy and those inside the host economy - for example between a visitor and the owner of a local restaurant.

Many event organisers and funders also wish to capture the Total Economic Impact. The latter involves adjustments to the Direct Economic Impact to capture the subsequent 'secondary impacts' of additional spending within the host economy. Effective calculation of the Total Economic Impact requires previous studies to have been carried out which analyse detailed interactions and interdependencies within the host economy itself, e.g. detailed studies on supply chains. Where such detailed information is not available standard multipliers are routinely used to calculate Total Economic Impact.

Based on HM Treasury's Guide to project appraisals and evaluations a composite multiplier of 1.38 is recommended for recreational projects. Applying this multiplier to the Brighton Marathon Direct Economic Impact figure generates a **Total Economic Impact figure of £3,624,000**.