

EVENT ECONOMICS

ITM Auckland SuperSprint 2017 Research Plan

Segment	What we need to know	How we plan to do it	What we need Supercars to do	Timeline
V8SC Teams	Team name, # people, # nights, spend, extra people hosted e.g. VIPs, sponsors	Short post-event online survey	Distribute online survey to team managers immediately after the event	The week following the event
Support Category Teams	Team name, origin, # people, # nights, spend, extra people hosted e.g. VIPs, sponsors	Short post-event online survey	Distribute online survey to team managers immediately after the event	The week following the event
Suppliers & emergency services	Name, origin, # people, # nights, spend, extra people hosted e.g. VIPs, sponsors	Short post-event online survey	Distribute online survey to appropriate people immediately after the event	The week following the event
Corporate Spectators	Corporate buyers – name and origin of buyer, # people hosted, origin of people hosted, spend on hosting	Corporate buyers survey (conducted by Supercars), with origin of guest question included	Include Fresh Info's origin of guest question in the survey of corporate buyers, and provide Fresh Info with the survey data	Data to be provided to Fresh Info when its available
GA Spectators	Tickets sold x ticket type x origin of purchaser	Ticketek ticketing report as well as ticket scan data provided by Supercars	Provide sufficiently detailed report based on (a) issued; and (b) scanned tickets. Please ensure that the ticket category is included in all reports, to enable separation of comps from sales.	As soon as it's available
	Attributes of GA spectators (nights, spend, satisfaction etc) & reduction in leakage	Post event online survey of GA ticket purchasers		
Package Spectators	# people by origin, # nights, any spend info available	Get numbers from Supercars and as much info as possible from wholesalers	Provide Fresh Info with information about package sales, including details of relevant wholesalers if necessary	Immediately after the event



Segment	What we need to know	How we plan to do it	What we need Supercars to do	Timeline
Media	# people by origin # nights Any spend info available	Media accreditation data and any other info available	Provide Fresh Info with media accreditation data and estimates of length of stay	As soon as it's available
Race Officials/ Management	# people by origin # nights Any spend info available	Should all come through Supercars	Provide Fresh Info with as much information as possible about race officials/management	As soon as it's available
Stalls/Exhibitors	People, nights, spend, sales	Short phone calls	Provide list of stallholders and exhibitors, including contact details	Immediately after the event
Volunteers	# people by origin # nights Any spend info available	Volunteer info to be provided by Supercars	Provide Fresh Info with volunteer database, including where they live	As soon as it's available
Event P&L	Net cash flow to/from Auckland due to event budget	Analysis of event P&L	Provide detailed post-event P&L	As soon as it's available
Daily attendance data	Total admissions by day, segmented by ticket category	Database provided by Supercars	Send ticketing data to Fresh Info	As soon as it's available