



**Economic impact assessment and spectator profiling report**

SailGP | Season 2 | Plymouth  
PRIVATE & CONFIDENTIAL TO SAILGP

## Report contents

Executive Summary	3
Introduction	7
Direct economic impact	11
Economic impact by stakeholder	13
Indirect and induced economic impact	16
Spectator profiling	18
Appendices	26



## Executive Summary 3

Introduction 7

Direct economic impact 11

Economic impact by stakeholder 13

Indirect and induced economic impact 16

Spectator profiling 18

Appendices 26



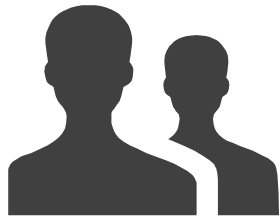
# Executive Summary | SailGP Season 2 | Plymouth July 2021

\$9.5m

Total economic impact to Plymouth

\$12.3m

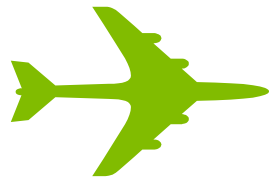
Total expenditure in Plymouth associated with the event



44% of spectators from elsewhere in the UK or abroad



Attended by an estimated 27,500 spectators



A minimum of ten different visiting spectator nationalities



Coverage available globally in 175 territories



97% positive spectator experience



97% of spectators believe hosting SailGP was positive for Plymouth

Note: Throughout this report monetary values are referred to in USD ("\$") unless stated otherwise. Values have been translated from GBP at an exchange rate of £1:\$1.39

# Executive Summary | SailGP Season 2 | Plymouth July 2021

The total economic impact of the Plymouth SailGP event was \$9.5m whilst gross expenditure amounted to \$12.3m

## Introduction

- This report evaluates the economic impact of the SailGP event which took place on 17th and 18th July 2021 in the host city of Plymouth. It also includes a section profiling the spectators who were present at the event.
- SailGP is an annual, global sailing championship featuring cutting-edge technology. Rival national teams compete for a \$1 million prize, in identical F50 catamarans that are engineered for intense racing.
- After a successful first season in 2019 featuring five events, the 2020 season was curtailed after the Sydney event due to the coronavirus pandemic.
- Following events in Bermuda and Taranto, Plymouth represented the third of nine events scheduled for the 2021/22 season, and encompassed a range of free and ticketed spectator experiences both on and off the water.

## Gross expenditure and economic impact

- This report focusses on two economic metrics to assess the impact of the SailGP event – **gross expenditure** and **economic impact**. The table indicates the total amounts of each (i.e. the report’s “headline” figures).

Terminology	Definition	Value (\$m)
<b>Gross expenditure</b>	<b>The total amount spent in Plymouth in relation to the SailGP event</b>	<b>12.3</b>
<b>Total economic impact on Plymouth</b>	<b>The sum of direct, indirect and induced economic impact</b>	<b>9.5</b>
Direct economic impact	Additional expenditure entering Plymouth’s economy as a result of the SailGP event	7.5
Indirect economic impact	Business-to-business transactions occurring as a result of the SailGP event (e.g. direct suppliers to the event making their own purchases)	1.6
Induced economic impact	Consumer spending as a result of the SailGP event (e.g. event staff spending their wages)	0.4

## Economic impact by stakeholder

- The gross expenditure of the event organisers and competing teams (i.e. the SailGP organisation, excluding spectators) totals \$6.8m and comprises all costs associated with the staging of the Plymouth SailGP event. The economic impact of the event organisers totals \$2.8m, this being that portion of the gross expenditure associated with the staging of the Plymouth SailGP event that flows through to Plymouth-based businesses and suppliers.
- Spectator expenditure is typically one of the major contributors to gross expenditure and economic impact of an event, representing the inflow of a large volume of individuals and their collective spending power into the host economy.
- Whilst the expenditure of all spectators at the event is included in the gross expenditure total of \$5.5m, only that of those spectators who have come from outside Plymouth specifically to attend the SailGP event is included in the economic impact total of \$4.7m.

## Indirect and induced economic impact

- The direct economic impact of the Plymouth SailGP event of \$7.5m, composed of the collective impact of the event’s various stakeholders, in turn, results in indirect and induced economic impact as the direct expenditure is recycled through the economy.
- The \$7.5m direct economic impact from the event is estimated to have generated induced and indirect economic impacts totalling \$2m, resulting in an overall impact of \$9.5m on the economy of Plymouth.
- The total Gross Value Added was \$5.3m, after accounting for non-economic leakage relating to production and other costs. This is a comparable economic measure to GDP.



## Impact of the COVID-19 pandemic

- *The economic impact of the Plymouth event was significantly reduced by the ongoing COVID-19 pandemic due to travel restrictions which limited the number of attendees from outside the Plymouth region.*
- *If the volume of visitors from elsewhere in the UK and overseas had reached the average level experienced during season 1 events, it is conservatively estimated that the total economic impact of the Plymouth event would have been in excess of \$14m.*

# Executive Summary | SailGP Season 2 | Plymouth July 2021

97% of attendees surveyed were positive when asked about their overall experience at Plymouth SailGP, whilst 97% thought that hosting the event was positive for Plymouth

## Spectator profiling | demographics

- 215 individual spectators were interviewed at the event. The 'modal' attendee (i.e. that with the characteristics of the mode group of demographic traits) was a male aged between 55 and 64, married or cohabiting, reporting household income under £65k, employed in a junior or intermediate managerial role.

## Spectator profiling | origin

- In addition, 414 individuals were asked only where they were from to give a more accurate indication of the number of attendees from Plymouth (56%), elsewhere in the UK (42%), and abroad (2%).
- Five different spectator nationalities (excluding British) were identified as being represented at the event from the sample of 414 individuals, with an additional five nationalities identified by SailGP staff. These are shown on p.22.

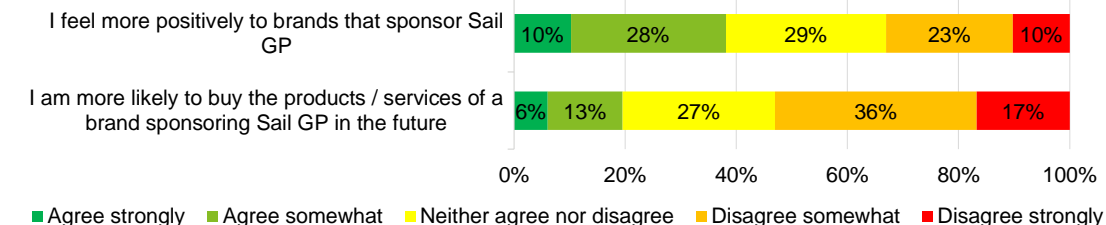
## Spectator profiling | satisfaction and perceptions

- Spectator satisfaction rates for the Plymouth SailGP event were exceptionally high. 97% of attendees surveyed were positive when asked about their overall experience (very good (80%) and good (17%)). There were minimal negative responses in relation to the overall experience.
- There was an overwhelmingly positive response to all questions in relation to the perception of the SailGP event, and of Plymouth and the UK as the host.
- 97% of respondents stated that hosting the SailGP event was a good thing for Plymouth, and 93% noted that hosting the event made them feel more positive about the city. Of the non-local attendees, 89% of those interviewed stated they would recommend Plymouth as a holiday destination, with 80% being more likely to return to Plymouth themselves as a result of attending.
- The SailGP event format received 85% positive feedback when asked if it was interesting, and 68% positive feedback in terms of its ease of understanding.

## Spectator profiling | sponsorship impact

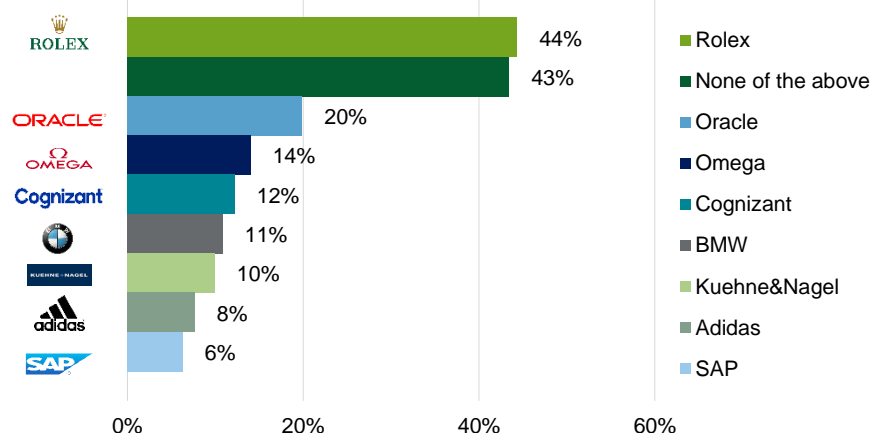
- Rolex (44%) and Oracle (20%) were the brands that spectators associated most with SailGP when prompted with a list of brands.
- In addition, 38% of those interviewed felt more positively towards brands that partner with SailGP, with 19% stating they would be more likely to buy from partners.

### Sponsor Impact on Spectators



Source: Aspect Market Research, Deloitte analysis. Base: 221 interviewees

## Brands that Spectators Associate with SailGP



Source: Aspect Market Research, Deloitte analysis. Note: Total counts from 221 interviews

Executive Summary	3
<b>Introduction</b>	<b>7</b>
Direct economic impact	11
Economic impact by stakeholder	13
Indirect and induced economic impact	16
Spectator profiling	18
Appendices	26



# Introduction

This report evaluates the economic impact of the Plymouth SailGP Season 2 event together with the gross expenditure attributable to it

## Objectives of report

- This report evaluates the economic impact of the SailGP event which took place from 17-18th July 2021 in the host city of Plymouth. It also includes a section profiling the spectators who were present at the event.
- For the purposes of this report we define economic impact as the total amount of additional expenditure flowing into Plymouth's economy from other areas (both domestic and international) as a result of the event, together with other intangible benefits that the event brings.
- This report also quantifies the gross expenditure attributable to the event, i.e. the total amount of expenditure that has occurred because of the event regardless of source.
- All expenditure is shown in US dollars (USD, \$) unless otherwise stated. Financial figures have been translated from GBP (£) to US dollars at the applicable exchange rate as July 2021 (£1 = \$1.39). Key terminology used throughout the report is defined in the table below:

Terminology	Definition
Gross expenditure	The total amount spent in Plymouth in relation to the SailGP event
Total economic impact on Plymouth	The sum of direct, indirect and induced economic impact
Direct economic impact	Additional expenditure entering Plymouth's economy as a result of the SailGP event
Indirect economic impact	Business-to-business transactions occurring as a result of the SailGP event (e.g. direct suppliers to the event making their own purchases)
Induced economic impact	Consumer spending as a result of the SailGP event (e.g. event staff spending their wages)

## Report overview

- The report describes how expenditure associated with the SailGP event resulted in increased economic activity in Plymouth (defined as the City of Plymouth). This economic activity is stimulated directly by the expenditure of the event organisers, spectators, participants and other stakeholders, which then flows through the Plymouth economy to contribute to Gross Domestic Product ("GDP").
- The report is composed of five main sections as outlined below:

### 1. Introduction

Details the report objectives and puts the SailGP event into context.

### 2. Total economic impact

Explains the report's 'headline' figures of gross expenditure and total economic impact.

### 3. Economic impact by stakeholder

Examines the contributions of each of the event's main stakeholders to gross expenditure and direct economic impact.

### 4. Indirect and induced economic impact

Estimates the "ripple effect" as direct expenditure flows through the economy generating indirect and induced impact.

### 5. Spectator profiling

Summarises information gleaned from the spectator surveys that took place at the event.

## Information sources

- SailGP Management provided budgetary information for the event which has been used to calculate the expenditure of the Event organisers.
- Information associated with spectators and media attendees was obtained from face-to-face interviews that were carried out by Aspect Market Research on both days of the event.



# Introduction

The organisational structure of the championship is expected to develop over time as it becomes more commercially viable, with the likely adoption of a franchise model

## SailGP in context

- SailGP is an annual global sailing championship sanctioned by World Sailing, the International Federation for the sport. It was established in 2018 and is headquartered in London and New York.
- SailGP is contested by rival national teams, which compete for a \$1 million prize in identical F50 catamarans that are engineered for intense racing.
- After a successful first Season in 2019, the 2020 season was disrupted by the COVID-19 pandemic, with only a single event taking place. Season 2 will be contested by eight national teams: Australia, Denmark, France, Great Britain, Japan, New Zealand, Spain, and the USA.
- The organisational structure of the championship is expected to develop over time as it becomes more commercially viable, with the likely adoption of a franchise model.
- SailGP utilises short-format, inshore 'stadium' racing to maximise the impact and excitement for spectators and viewers. Each grand prix will include two or three competition days featuring five fleet races leading to a final match race between the two leaders. Points will be accumulated in each race throughout the season, culminating with a final match race between the top two teams for the SailGP championship.
- SailGP is majority owned by Larry Ellison, co-founder of Oracle Corporation, who has been personally and financially committed to the growth and advancement of sailing for multiple decades. Endeavor purchased a minority stake in SailGP in early 2020.
- SailGP also runs the Inspire programme as well as significant sustainability focused initiatives. The Inspire programme provides opportunities for young people, regardless of background, in three areas; learning, careers and racing.



# Introduction

The second event of SailGP Season 2 took place in Plymouth Harbour between the 17th and 18th of July 2021, and involved both free and ticketed spectator experiences

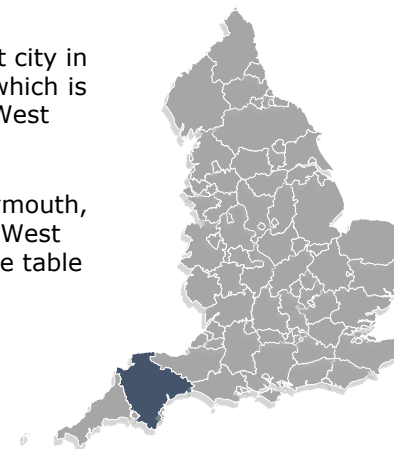
## Plymouth SailGP Season 2

- The Plymouth SailGP event took place in Plymouth Harbour and encompassed a range of free and ticketed spectator experiences both on and off the water. Due to the ongoing travel restrictions associated with the COVID-19 pandemic, international and non-local visitors were notably lower than would have been expected in pre-COVID times, although the event was very well supported by local spectators.
- The main spectator areas were as follows:
  - Off the water – Hoe Park and the Adrenaline Lounge (including free admission standing tickets, premium grandstand tickets, and lounge tickets)
  - On the water – SailGP delivered on water experiences (access, premium, and adrenaline lounge boats). In addition, spectators were able to 'bring their own boat'.
- The race area and spectator areas are indicated below:



## Plymouth overview

- Plymouth is the largest city in the county of Devon, which is situated in the South West region of England.
- Key information on Plymouth, Devon, and the South West region is outlined in the table below.



Category	
City	Plymouth
City Population	262k
County	Devon
County Population	811k
Region	South West
Regional Population	5.57m
Regional GDP	£164bn (\$228bn)
Regional GDP Per Capita	£29k (\$40k)

Source: Office of National Statistics, Summary of GDP for Regions, 2019; Census 2021, Plymouth; Devon County Council; Deloitte Analysis

Executive Summary	3
Introduction	7
<b>Direct economic impact</b>	<b>11</b>
Economic impact by stakeholder	13
Indirect and induced economic impact	16
Spectator profiling	18
Appendices	26



# Direct Economic Impact

Direct economic impact of \$7.5m was estimated, being additional expenditure entering Plymouth purely as a result of SailGP

## Direct economic impact of SailGP - Plymouth

- This report focusses on two economic metrics to assess the footprint of the SailGP event – gross expenditure and economic impact. The table indicates the total amounts of each (i.e. the report's "headline" figures).

Terminology	Definition	Value (\$m)
<b>Gross expenditure</b>	<b>The total amount spent in Plymouth in relation to the SailGP event</b>	<b>12.3</b>
<b>Total economic impact on Plymouth</b>	<b>The sum of direct, indirect and induced economic impact</b>	<b>9.5</b>
Direct economic impact	Additional expenditure entering Plymouth's economy as a result of the SailGP event	7.5
Indirect economic impact	Business-to-business transactions occurring as a result of the SailGP event (e.g. direct suppliers to the event making their own purchases)	1.6
Induced economic impact	Consumer spending as a result of the SailGP event (e.g. event staff spending their wages)	0.4

- Both gross expenditure and direct economic impact figures are the collective total of the economic contributions of a number of event stakeholders. The adjacent charts demonstrate the proportion of each of these metrics attributable to each stakeholder.
- Explanations of the Indirect and Induced economic impact figures, which flow from the direct economic impact, are discussed further on p.17.



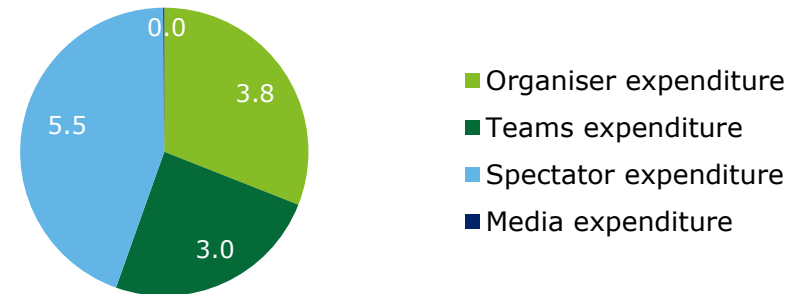
### Impact of the COVID-19 pandemic

- If the volume of visitors from elsewhere in the UK and overseas had reached the average level experienced during season 1 events, it is conservatively estimated that the direct economic impact of the Plymouth event would have been almost \$11m.

- Gross expenditure attributable to the event comes from three primary sources - spectators (44%), representing the total amount spent in Plymouth by all spectators attending the event (c.27,500 across both days), event organiser expenditure (31%) and Teams expenditure (24%).
- The direct economic impact of the event attributable to the event is largely split into the same source, being – spectators (62%), event organisers (21%), and Teams (17%).

## Gross expenditure | Plymouth Season 2 | \$m

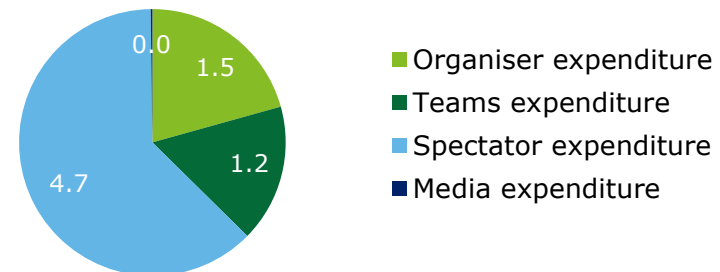
\$12.3m Total gross expenditure



Source: SailGP, Aspect Market Research, Deloitte analysis  
Note: figures may not add precisely due to rounding

## Direct economic impact | Plymouth Season | \$m

\$7.5m Total direct economic impact



Source: SailGP, Aspect Market Research, Deloitte analysis  
Note: figures may not add precisely due to rounding

Executive Summary	3
Introduction	7
Direct economic impact	11
<b>Economic impact by stakeholder</b>	<b>13</b>
Indirect and induced economic impact	16
Spectator profiling	18
Appendices	26

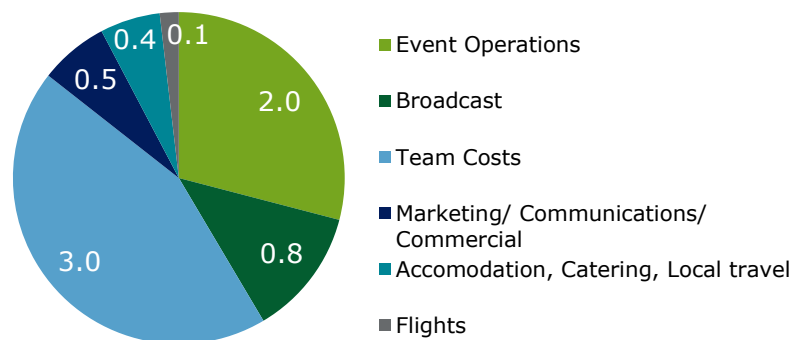


# Economic Impact by Stakeholder | Event Organiser and Teams

Event Organiser and Teams gross expenditure of \$6.8m resulted in a direct economic impact of \$2.8m on the Plymouth economy

## Event Organiser and Teams | Gross Expenditure | \$m

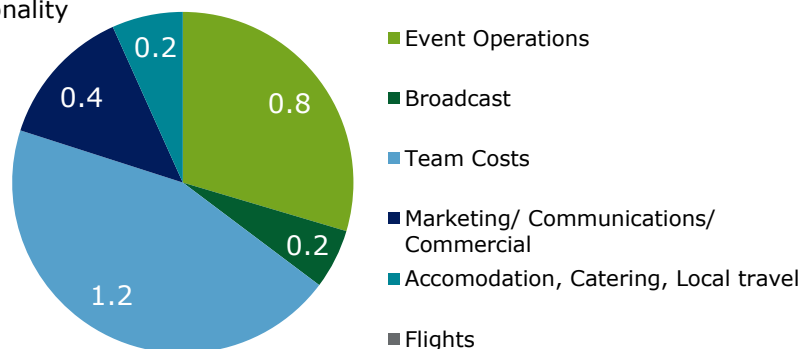
**\$6.8m**  
Total Gross Expenditure



Source: SailGP, Deloitte analysis  
Note: Figures may not add precisely due to rounding

## Event Organiser and Teams | Economic Impact | \$m

**\$2.8m**  
Total Additionality



Source: SailGP, Deloitte analysis  
Note: Figures may not add precisely due to rounding

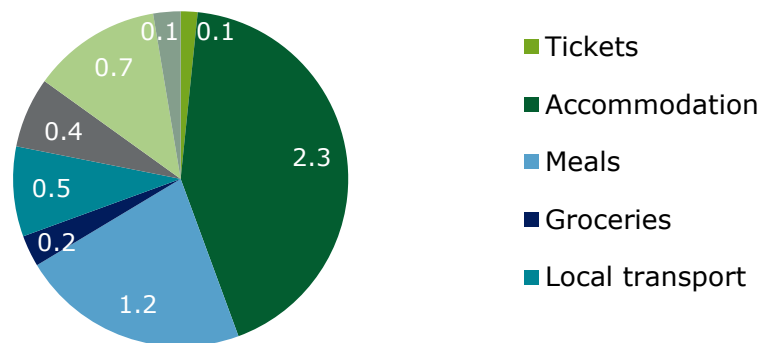
- The **gross expenditure** of the event organisers and competing teams (i.e. the SailGP organisation) totals **\$6.8m** and comprises all costs incurred in Plymouth associated with the staging of the event, whether flowing through to Plymouth based businesses and suppliers or not.
- The **economic impact** of the event organisers totals **\$2.8m**, this being that portion of the gross expenditure associated with the staging of the Plymouth SailGP event that flows through to Plymouth based businesses and suppliers.
- The proportion of gross expenditure flowing through to the local Plymouth economy, and thus contributing to economic impact, varies depending on the type of expenditure. For example a high proportion of Accommodation costs incurred will flow through to Plymouth based businesses, whilst the equivalent proportions of Broadcast costs are lower due to the need to use non-Plymouth based suppliers for this specialist area.
- Team costs represent the largest proportion of gross expenditure (\$3m, 44%). These are formed of the direct costs of the teams, plus those attributable to the Shore Crew and the facilities and equipment they require to ensure the race infrastructure, including the cutting-edge F50 catamarans, is prepared to the highest standards.
- Event Operations forms the next largest proportion of gross expenditure (\$2m, 29%), comprising the provision of numerous goods and services essential for the event to be staged and including 'pure' event operations costs such as Site fees/Permits and Security through to Venue Infrastructure, Hospitality and Branding and COVID precautions.
- The greatest proportion of Organiser economic impact also comes from Team costs and Event Operations. Marketing, Communications and Commercial form a significantly greater percentage of economic impact than gross expenditure since a high proportion of these services – notably Hospitality contractors and Host Costs - were provided by local businesses, thus providing additional expenditure in the Plymouth economy.
- Accommodation, Catering and Local Travel make up 6% and 7% of gross expenditure and economic impact respectively, with the vast majority of Accommodation and Local Travel spend with Plymouth based businesses for economic impact purposes.

# Economic Impact by Stakeholder | Spectators

Spectators specifically in Plymouth to attend SailGP are estimated to have contributed \$4.7m of economic impact

## Spectators | Gross Expenditure | \$m

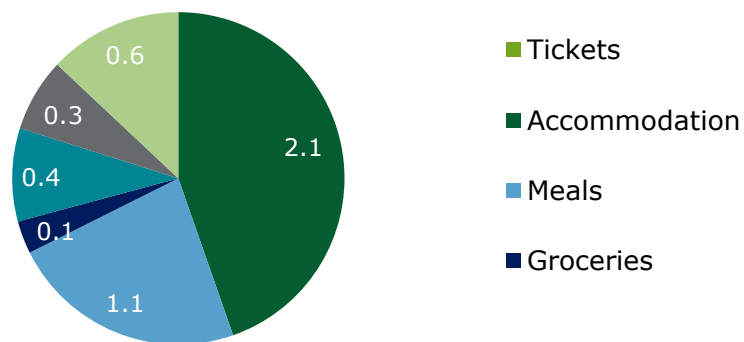
**\$5.5m**  
Total Gross Expenditure



Source: Aspect Market Research, Deloitte analysis  
Note: 'Tickets' also includes hospitality expenditure; Note: Figures may not add precisely due to rounding

## Spectators | Economic Impact | \$m

**\$4.7m**  
Total Additionality



Source: Aspect Market Research, Deloitte analysis  
Note: Figures may not add precisely due to rounding

- Spectator expenditure is typically one of the major contributors to gross expenditure and economic impact of an event, representing the inflow of a large volume of individuals and their collective spending power into the host economy, in this case Plymouth.
- Further detail on the background of spectators can be found in the 'Spectator profiling' section later in the report. This section specifically analyses the estimated expenditure of spectators based on the following breakdown of attendees:

Category	Total spectators (across both days)
Ticketed attendees	6,733
Non-ticketed attendees*	20,740
<b>TOTAL (both days)</b>	<b>27,473</b>

\*On-water and in official viewing areas. On-water estimate based on number of registered boats, official viewing area estimate as provided by SailGP Management.

- Whilst the expenditure of all spectators at the event is included in the **gross expenditure** total of **\$5.5m**, in line with commonly accepted economic impact reporting practice only that of those spectators that have come from outside Plymouth specifically to attend the SailGP event is included in the **economic impact** total of **\$4.7m**.
- The largest proportion of expenditure, both gross expenditure (\$3.53m, 65%) and economic impact (\$3.15m, 68%), comes from Accommodation and Meals in local bars and restaurants. The third largest component of both spectator gross expenditure and economic impact was other leisure spending.
- Whilst significantly more than \$355,000 will have been spent on air travel to the event per se, it is only the portion of that spent in Plymouth (i.e. on locally based airlines and on airport taxes etc.) that can be said to comprise gross expenditure in the Plymouth area. Likewise for economic impact only the portion of that gross expenditure associated with spectators specifically travelling to Plymouth for the SailGP event is included.

Executive Summary	3
Introduction	7
Direct economic impact	11
Economic impact by stakeholder	13
<b>Indirect and induced economic impact</b>	<b>16</b>
Spectator profiling	18
Appendices	26

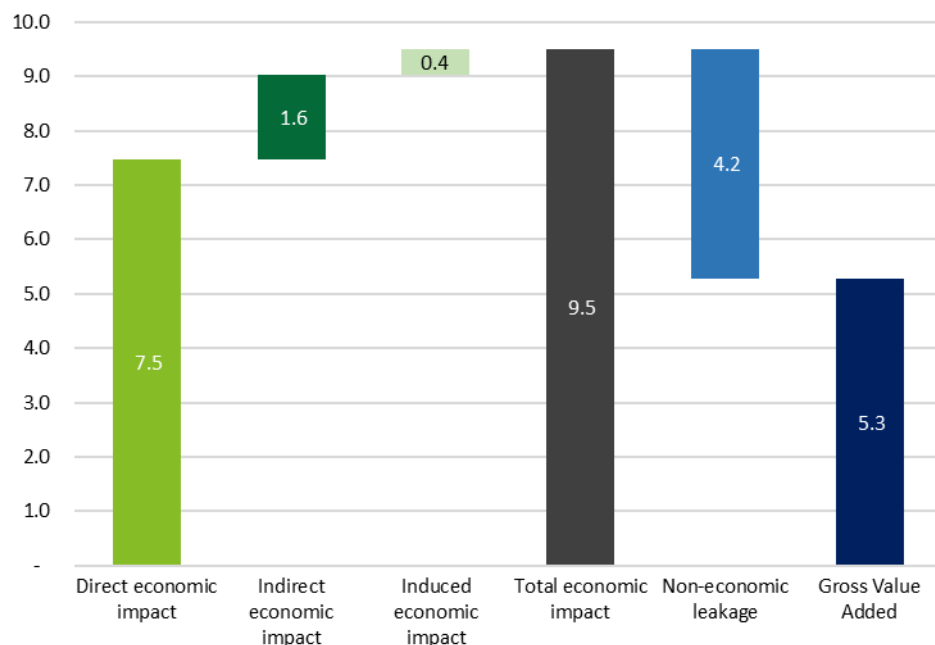




# Indirect and induced economic impact

The \$7.5m direct economic impact from the event is estimated to have generated induced and indirect economic impacts totalling \$2m, resulting in a total economic impact of \$9.5m

Total economic impact and GVA of SailGP Plymouth 2021 (\$m)



Source: Deloitte analysis

- The direct economic impact of the Plymouth SailGP event of \$7.5m, composed of the collective impact of the event’s various stakeholders, in turn results in indirect and induced economic impact. These are also known as the ‘ripple effect’ as the direct expenditure is recycled through the economy via business-to-business purchases (e.g. reinvestment by hotels, restaurants and so forth) and consumer spending effects. Pages 27 and 28 in the Appendix contain further information on the economic impact methodology that has been applied.
- The \$7.5m direct economic impact from the event is estimated to have generated induced and indirect economic impacts totalling \$2m, resulting in an **overall impact of \$9.5m** on the economy of Plymouth.
- The collective impact of indirect and induced elements depends on the structure of the relevant economy, its level of interdependence with external sources (and hence the level of leakage), and the profile of expenditure associated with the event (i.e. across stakeholders and industries).
- The total **Gross Value Added** was **\$5.3m**, after accounting for non-economic leakage relating to production and other costs. This is a comparable economic measure to GDP. NB - Non-economic leakage is the difference between the expenditure value of an industry sector (a financial measure) and the GVA value of an industry sector (an economic measure). This equates to all intermediate inputs to production at each stage of the industry sector, where no value is added.
- The industry sectors likely to have benefitted most from the event were accommodation (i.e. hotels), food and beverage plus hire of machinery and equipment, construction and other business activities.

Executive Summary	3
Introduction	7
Direct economic impact	11
Economic impact by stakeholder	13
Indirect and induced economic impact	16
<b>Spectator profiling</b>	<b>18</b>
Appendices	26



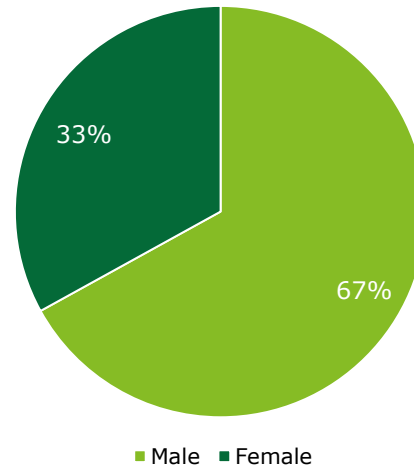
# Spectator profiling | age and gender

215 spectators were interviewed during the Plymouth event. Based on this sample 67% were male and the most represented age range was 55 to 64 years

## Spectator profiling overview

- A total of 215 spectator interviews were carried out at the Plymouth SailGP event.
- These interviews were conducted by Aspect Market Research, and were spread across both days of the event.
- Interviews took place at ticketed areas (including spectator boats) and public viewing areas.

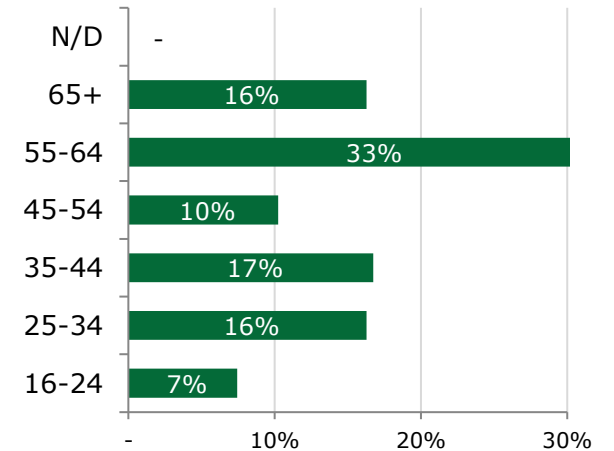
## Spectator gender split



Source: Aspect Market Research, Deloitte analysis  
Base: 215 interviewees

- Of the 215 individuals interviewed 67% were male and 33% were female.
- Most sports events have a more significant male spectator bias so this represents a more equitable spread than may be expected.

## Spectator Age Profile



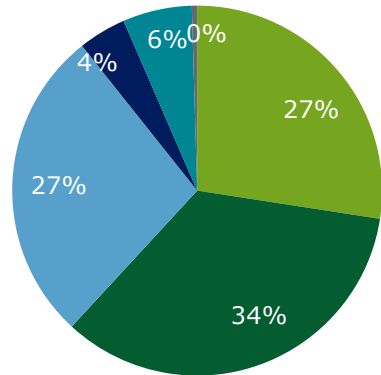
Source: Aspect Market Research, Deloitte analysis  
Base: 215 interviewees

- The age bracket with the highest % of attendees was those aged 55 to 64 (33% of respondents).
- Less than a quarter of attendees (23%) were under the age of 35, with nearly half of attendees (49%) aged 55 or over.
- Overall this represents a broad age spread, with a higher proportion of older spectators generally meaning higher disposable income and attractiveness for sponsors.

# Spectator profiling | relationship, income, and employment status

The Plymouth audience was typically married or cohabiting, with lower household income, and employed in managerial roles

## Spectator Relationship Status

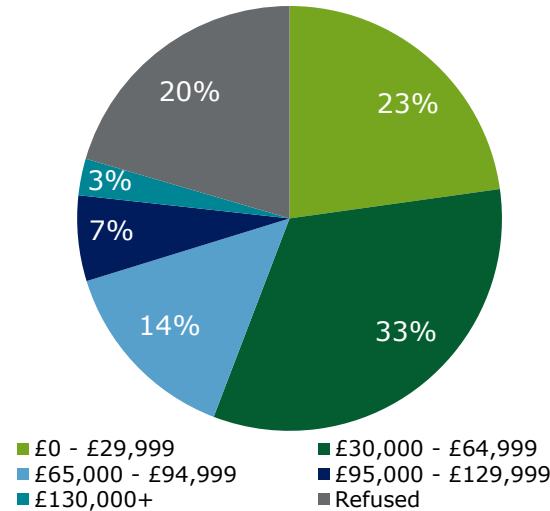


- Single
- Married / co-habiting without children
- Married / co-habiting with children
- Widowed
- Divorced / Separated
- Rather not say

Source: Aspect Market Research, Deloitte analysis  
Base: 215 interviewees

- Three out of five attendees (61%) were married or co-habiting (either with or without children).
- 27% of attendees surveyed were single.

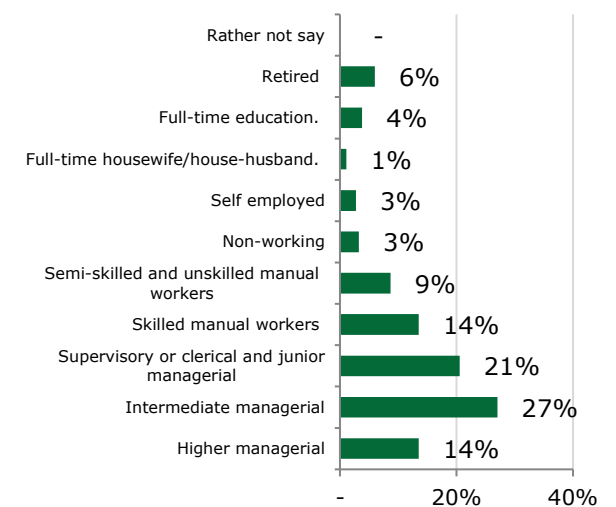
## Spectator Household Income



Source: Aspect Market Research, Deloitte analysis  
Base: 221 interviewees

- 33% of those interviewed reported a household income of £30,000-£64,999 with an additional 23% reporting income of under £29,999. 56% therefore earn household income of less than £65,000 p.a.
- Of total interviewees, only 24% declared an income of £65,000 more.

## Spectator Employment Profile



Source: Aspect Market Research, Deloitte analysis  
Base: 185 interviewees

- Of 185 people surveyed, 62% of respondents were in managerial roles – junior, intermediate or higher.
- Skilled manual workers (14%) and semi-skilled & unskilled manual workers (9%) represented the next largest group.

# Spectator profiling | modal attendee

The modal attendee was a male aged between 55-64, married or cohabiting, reporting household income under £65k, employed in a supervisory or intermediate managerial role

**The modal attendee at the Plymouth SailGP event held in July 2021 was >**



**Male**

- 67% of those interviewed were male



**Aged between 55-64 years old**

- 33% of those interviewed were aged between 55 and 64 years old



**Married or cohabiting**

- 61% of those interviewed were married or cohabiting (with (34%) or without children (27%))



**Reported household income under £65k**

- 56% of attendees reported household income under £65,000



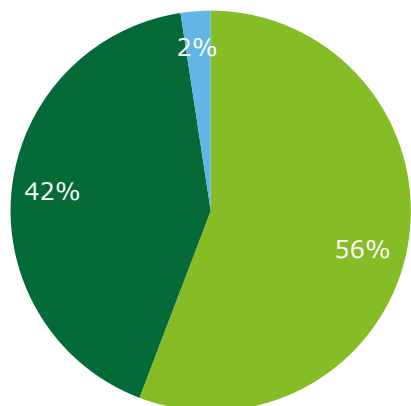
**Employed in a supervisory or intermediate managerial role**

- 48% of those interviewed were employed in a junior managerial, clerical, or supervisory role (21%) or intermediate managerial role (27%)

# Spectator profiling | home location

COVID related travel restrictions resulted in an atypically local audience for a SailGP event. Of those interviewed, 56% were from Plymouth, 42% elsewhere in the UK, and 2% from abroad

## Origin of spectators



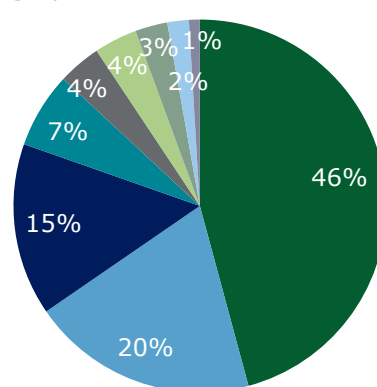
■ Plymouth ■ Elsewhere in UK ■ Abroad

Source: Aspect Market Research, Deloitte analysis  
Base: 414 responses

- 414 spectators were asked where they were from to provide an indicative view of the total audience.
- This audience was atypically local for a SailGP event, with 56% emanating from Plymouth and a further 42% from the UK.
- International attendance was minimal due to global travel restrictions, with only 2% travelling from abroad.

## Origin UK spectators

Excluding Plymouth



■ National ■ South West ■ South East  
 ■ London ■ West Midlands ■ North West  
 ■ East Midlands ■ Scotland ■ East of England  
 ■ Northern Ireland

Source: Aspect Market Research, Deloitte analysis  
Base: 107 responses

- 107 UK spectators from outside Plymouth were asked where they lived.
- Attendance was correlated to distance from Plymouth, with 46% of these attendees emanating from the surrounding South West region and 35% from the South East and London.
- This is likely due to continued COVID related travel difficulties, as attendance declined in line with ease of travel to Plymouth.

## International spectator overview

Nation	Percentage of Global Attendees	Percentage of Total Attendees
Denmark	30%	c.1%
Spain	30%	
Bermuda	20%	
Qatar	10%	< 1%
Canada	10%	
<b>Total</b>	<b>100%</b>	<b>2%</b>

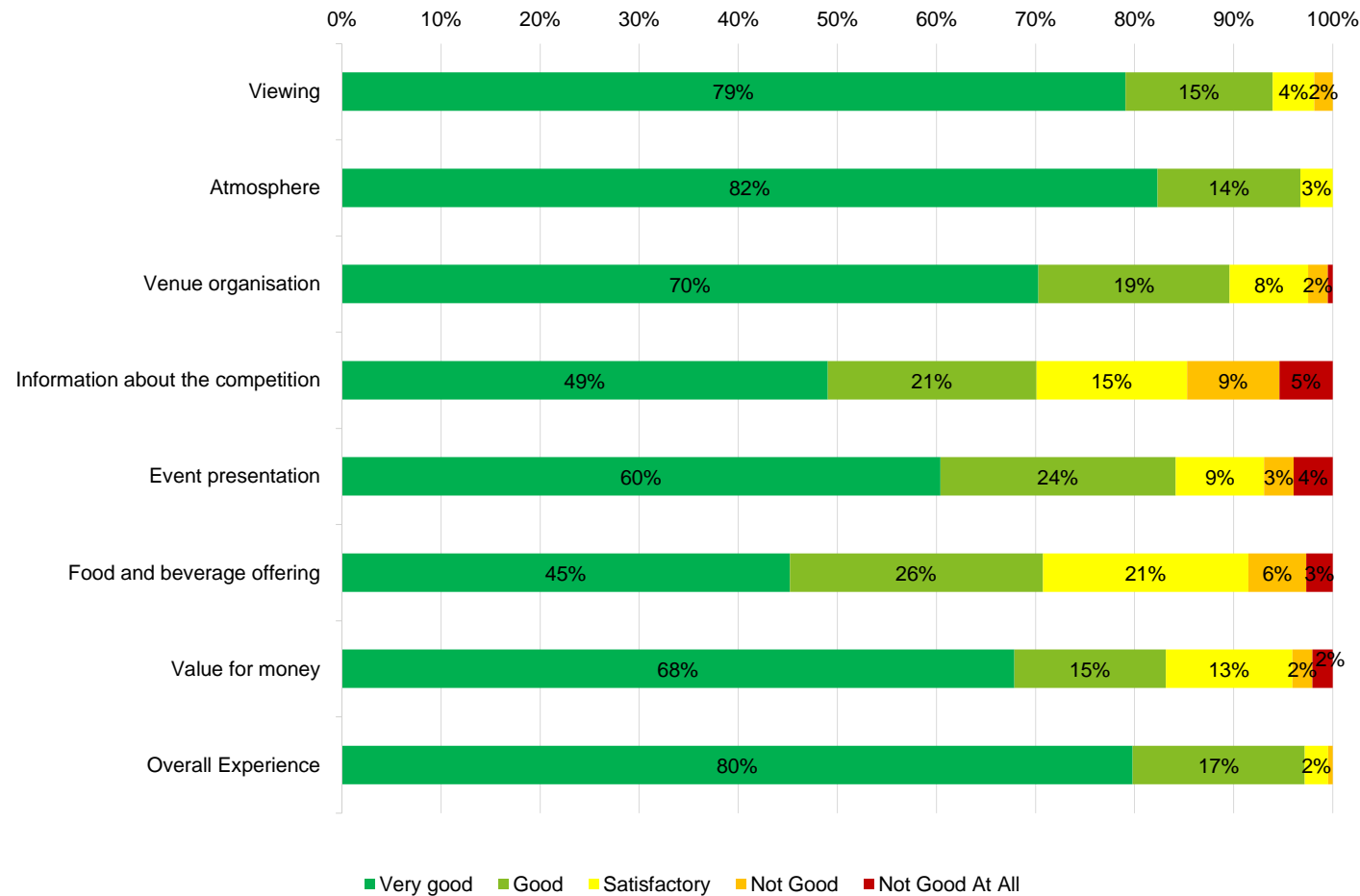
Source: Aspect Market Research, SailGP, Deloitte analysis  
Note: %s may not sum to 100% due to rounding  
Base: 10 responses

- Based on the 414 'where from' interviews that were conducted only 2% of attendees were from abroad, as COVID related travel restrictions limited international attendees.
- For context, at the last pre-COVID SailGP event in Sydney in February 2020 17% of spectators were from outside Australia.
- In addition, SailGP staff noted international spectators from the USA, France, Germany, Ireland, and Singapore.

# Spectator profiling | spectator satisfaction

97% of attendees surveyed were positive when asked about their overall experience

## Spectator Event Satisfaction



Source: Aspect Market Research, Deloitte analysis  
Base: 221 interviewees

**Note:** the figures in the chart above have been rounded to the nearest whole number. As such, the totals may not all sum to 100%

## Strong satisfaction ratings

- Spectator satisfaction rates for all aspects of the Plymouth SailGP event were high. 97% of attendees surveyed were positive when asked about their overall experience (very good (80%) and good (17%)).
- The most positive specific aspects of the event were – based on 'very good' responses - atmosphere (82%) and viewing (79%), closely followed by venue organisation (70%), value for money (68%), and event presentation (60%).

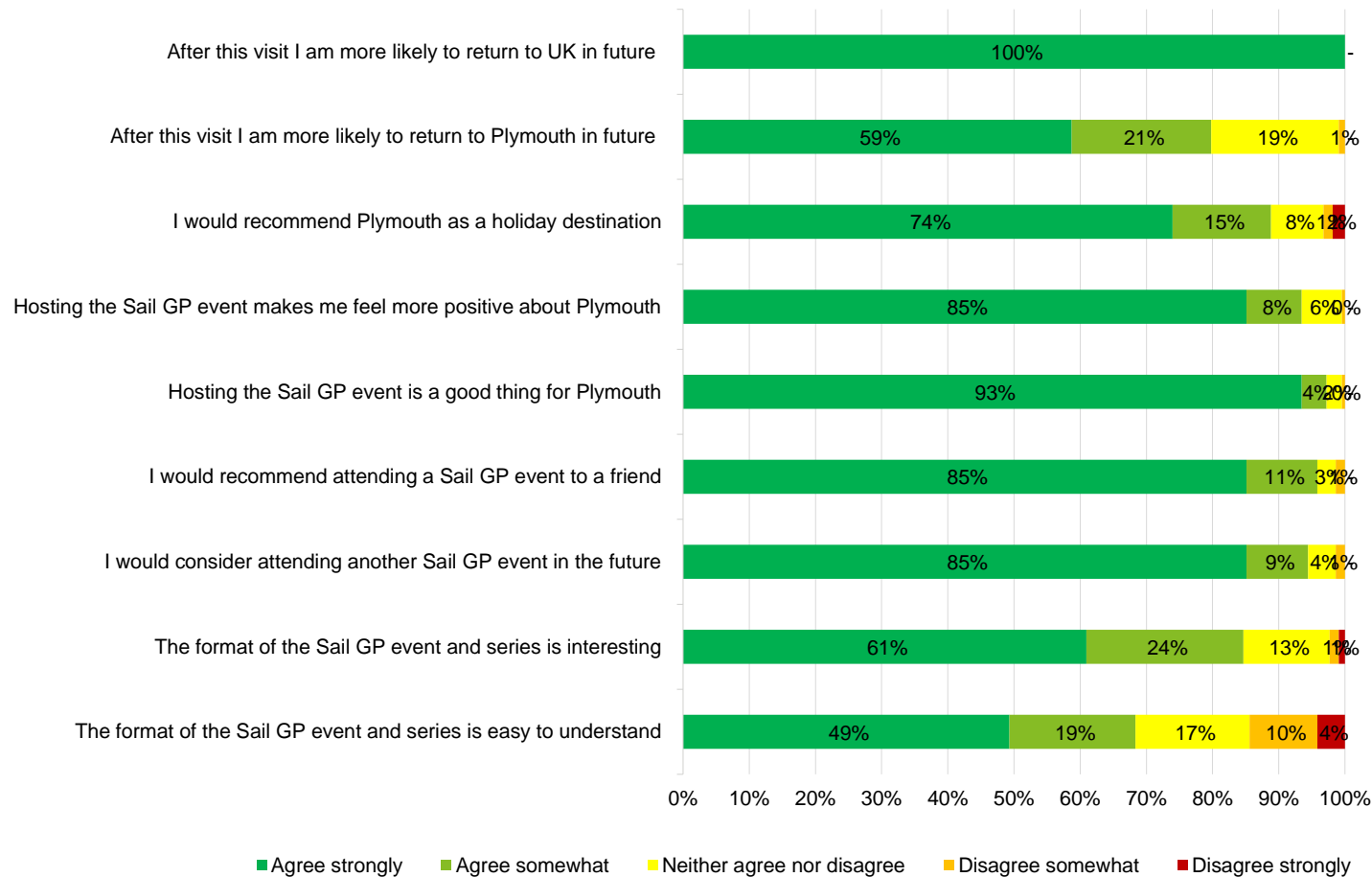
## Limited negative responses

- The category which received the most negative responses was 'Information about the competition', with 14% negative responses (9% not good, 5% not good at all).
- The food and beverage offering received the next most negative responses (9% in total).

# Spectator profiling | spectator perception

94% of attendees surveyed stated that they would consider attending another SailGP event in future, and 97% thought that hosting the event was a good thing for Plymouth

## Spectator Event Perception



Source: Aspect Market Research, Deloitte analysis  
Base: 221 interviewees

**Note:** the figures in the chart above have been rounded to the nearest whole number. As such, the totals may not all sum to 100%

## Overarching spectator perception

- There was an overwhelmingly positive response to all questions in relation to the perception of the SailGP event, and of Plymouth and the UK as its host.

## SailGP specific questions

- 94% of attendees surveyed stated that they would consider attending another SailGP event in future, with 96% also saying they would recommend attending to a friend.
- The SailGP event format received 85% positive feedback when asked if it was interesting, and 68% positive feedback in terms of its ease of understanding.

## Plymouth specific questions

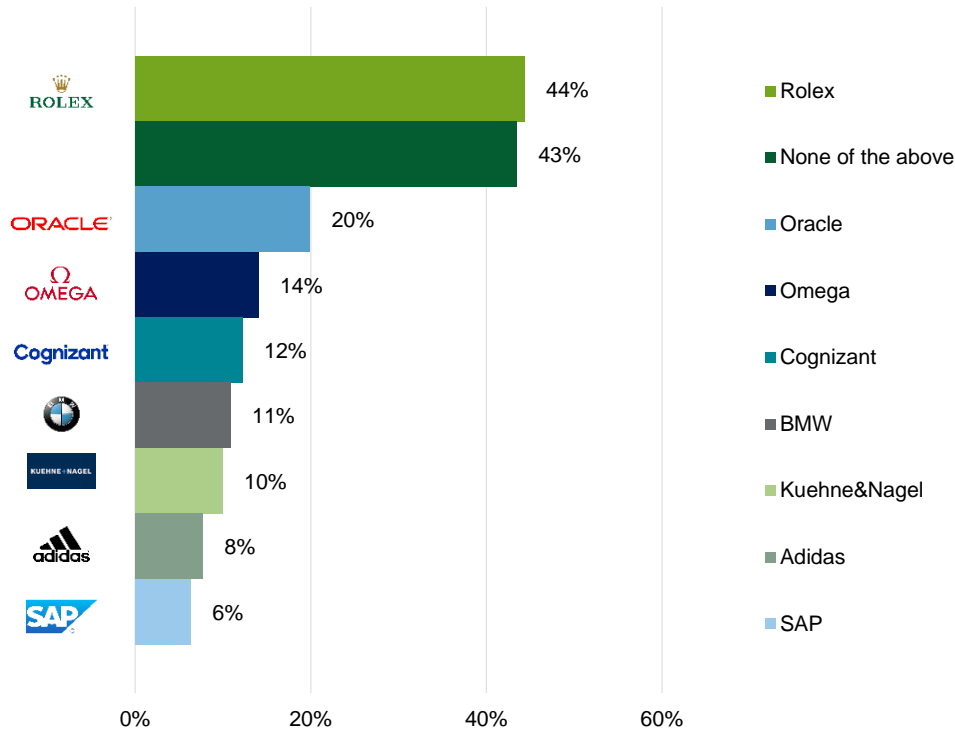
- 97% of respondents stated that hosting the SailGP event was a good thing for Plymouth. In addition 93% noted that hosting the event made them feel more positive about the city.
- Of the non-local attendees 89% of those interviewed stated they would recommend Plymouth as a holiday destination, with 80% being more likely to return to Plymouth themselves as a result of attending.
- Of international attendees 100% considered themselves more likely to return to the UK in future as a result of attending the event.



# Spectator profiling | sponsor association and impact

Rolex & Oracle were the brands that spectators associated most with SailGP, whilst 38% of spectators felt more positive towards brands that sponsored SailGP

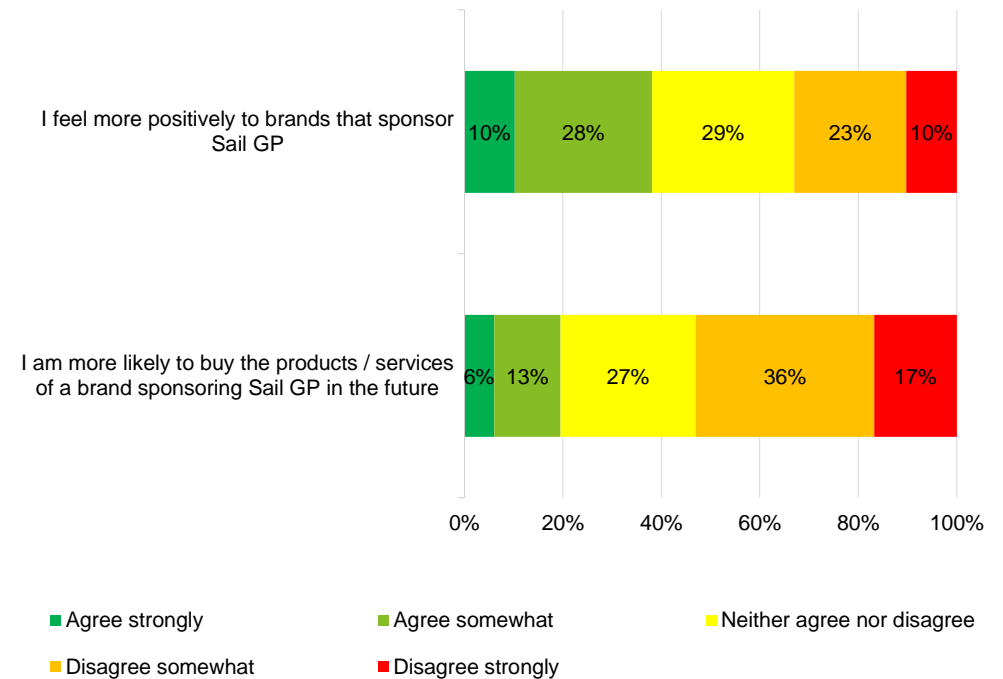
## Brands that Spectators Associate with SailGP



Source: Aspect Market Research, Deloitte analysis  
Note: Total counts from 221 interviews

- Rolex (SailGP Presenting Partner) and Oracle (Global Partner) were the brands most associated with SailGP when prompted with a list of brands (some actual partners, some not).
- Rolex was associated with SailGP by 44% over those interviewed, with Oracle by 20%.

## Sponsor Impact on Spectators



Source: Aspect Market Research, Deloitte analysis  
Base: 221 interviewees

- 38% of spectators felt more positively towards brands that partnered with SailGP, with 29% stating they neither agreed nor disagreed.
- 19% of attendees interviewed stated that they were more likely to buy products/services of brands sponsoring SailGP in future, although over half (53%) disagreed with this statement.

Executive Summary	3
Introduction	7
Direct economic impact	11
Economic impact by stakeholder	13
Indirect and induced economic impact	16
Spectator profiling	18

## Appendices 26



# Appendix

## Economic impact methodology

### Components of economic impact

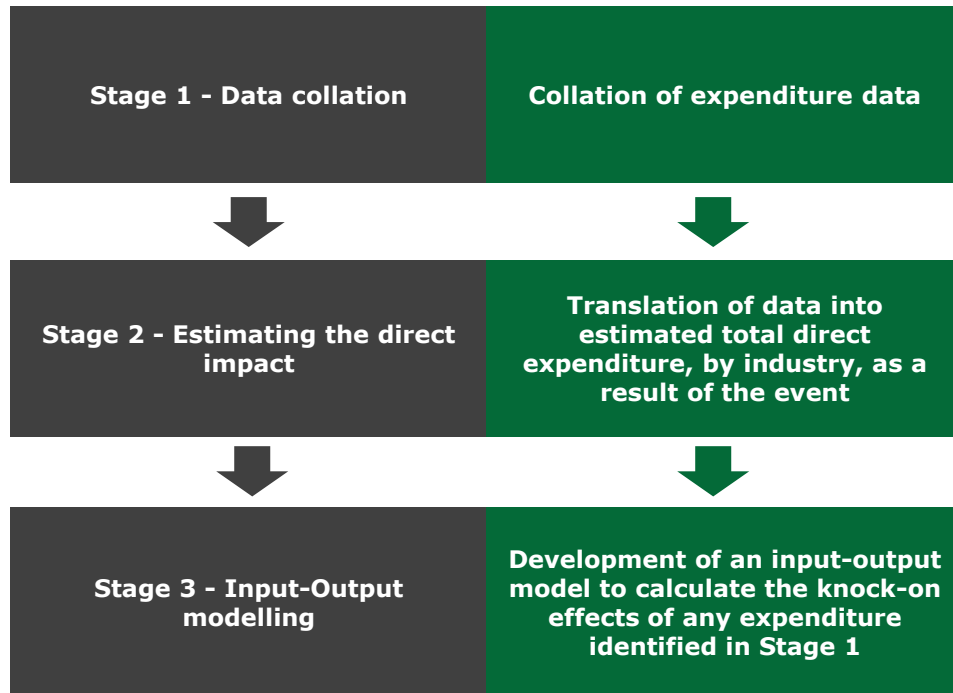


### Economic impact methodology

- The diagram illustrates the key components of economic impact. There are three broad areas in which impact will occur, as outlined below:
  - **Core impacts** – represent the direct impacts from additional spending by event organisers, sponsors and media present at the event;
  - **Other direct impacts** – comprise estimated spending by spectators attending the event (including hospitality expenditure), as well as any activation and marketing spend by sponsors and event organisers; and
  - **Indirect and induced impacts** – quantify the 'ripple effect' as the direct investment is recycled through the economy via reinvestment by hotels, restaurants, etc. We have estimated this indirect and induced impact based on previous economic impact analyses, as well as our understanding of economic impact multipliers specific to the Plymouth economy. The primary components of these impacts comprise business-to-business impacts – achieved largely by businesses investing in suppliers – and consumer impacts, as recipients reinvest money in the economy themselves.

# Appendix

## Economic impact methodology



- The input-output methodology involves approximating an input-output table for Plymouth. To achieve this adjustments are made to generic input-output tables to take into account key differences for the Plymouth economy using national employment data. These can be summarised as:
  - an adjustment for the relative national presence of an industry type using location quotients;
  - an adjustment for the relative presence of each industry with respect to all other industries using cross-location quotients; and
  - an adjustment for the size of the local economy relative to the national one.
- The input-output methodology recreates the local economy in terms of who might be expected to buy what from whom, who might be expected to pay whom for their work, and what is likely to leak outside the region because the necessary local suppliers are not available.
- A feature of the model is round effects - this means that for every pound spent locally some proportion of it will go towards purchasing inputs from suppliers, some will go into people's pockets and some will leave the region. Of the proportion that remains in the region those suppliers who benefited from the initial spending will themselves have to source further inputs locally. Equally the people with additional money to spend will spend some of it on goods and services produced in the region.
- This process carries on until the effects have filtered out of the system, and are known as multiplier effects. The results from the model are given in expenditure terms, but can be related to Value Added by using industry average profitability.

# Limitations

- We refer you to the engagement letter dated 26 August 2018 and subsequent change order dated 6 December 2019 for details of the scope and limitations of our work and other important terms of business agreed between us. Our work, which is summarised in this report, has been limited to matters which we have identified that would appear to us to be of significance within the context of our scope.
- This report is confidential to Oracle Racing Inc. and prepared solely for the purpose set out in our engagement letter. In preparing this report our only responsibility and duty of care is to Oracle Racing Inc.
- Some of the matters covered in this report are by their nature technical. The intended recipient of the report, Oracle Racing Inc., is familiar with the issues, facts and other matters addressed and the report was written with that in mind.
- We understand Oracle Racing Inc. may wish to make this report available to other parties. We have agreed to this on the following conditions:
  - The report may not be suitable for the use of any person other than Oracle Racing Inc. Accordingly, publication of this report to persons other than Oracle Racing Inc. is for information purposes only and no person other than Oracle Racing Inc. should place any reliance on this Report; and
  - We do not assume or accept or owe any responsibility or duty of care to any person other than Oracle Racing Inc. Accordingly, any person other than Oracle Racing Inc. who, contrary to the above, chooses to rely on this Report, does so at their own risk and we will not be responsible for any losses of any such persons caused by their reliance on this Report.
- The report has been prepared principally from information supplied by and obtained from discussions with Oracle Racing Inc. Management, documents provided by Oracle Racing Inc., from a survey of event spectators and media or from publicly available sources, pursuant to the scope of the work agreed in the engagement letter.
- As agreed in our engagement letter, unless otherwise stated in our report, we have not sought to verify the information contained herein nor to perform the procedures necessary to enable us to express an audit opinion on any of the financial or non-financial information contained in this report. Indeed, as you will appreciate, much of the additional, non-financial information contained in this report cannot be subjected to audit or otherwise independently verified.
- We have assumed that Oracle Racing Inc. has drawn to our attention all matters of which you are aware concerning the project and which may have an impact on our work and the report. Accordingly, we accept no liability howsoever arising, directly or indirectly, from any error or incompleteness of fact or opinion in this report to the extent caused by inaccuracies or incompleteness in the information on which we have relied.



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