



**TOWNSVILLE400**  
JULY 9-11 



**RACE BY DAY  
ROCK ALL NIGHT!**

## V8 Supercars Sucrogen Townsville 400 2010

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## 2010 SNAPSHOT

### Net Economic Benefit

\$21.9 million net economic benefit was generated in the Townsville region.

### Attendance

Overall attendance was 152,074.

### Spectator Groups

Six spectator groups were identified.

### Intention to Return

75.3% of all 2010 spectators intend to return in 2011.

### Demographics

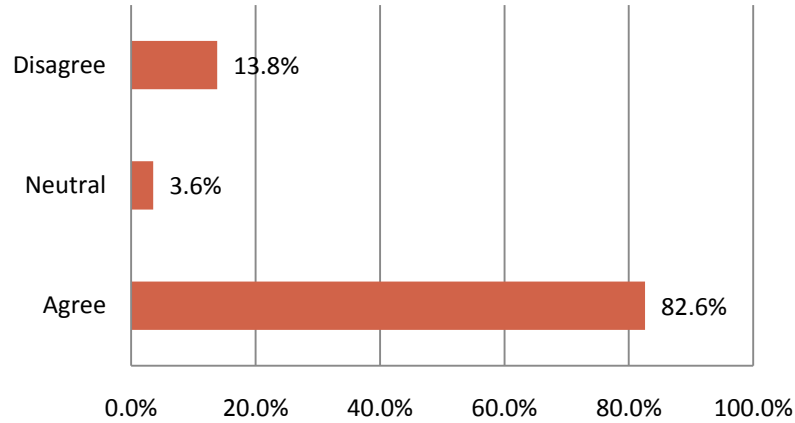
- Almost equal attendance by male and female spectators.
- The 30-59 age demographic is the most represented age group.
- The under 30's demographic is under represented.
- Family, family and friends are the biggest attending social demographic.

### Spectator Groups

- 87.7% of spectators are from Queensland.
- 53.5% of spectators are from Townsville and within one hour drive of Townsville.

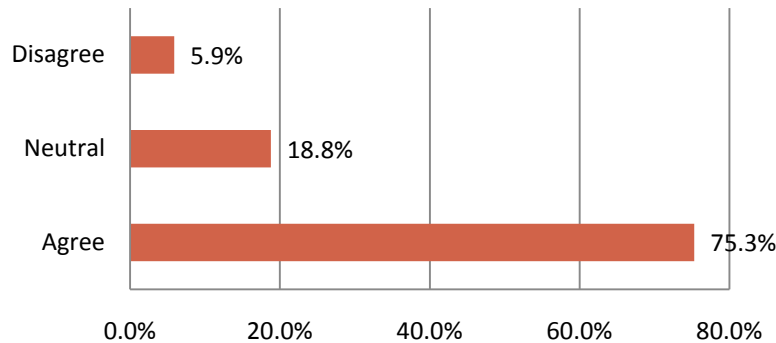
## Spectator Satisfaction

### Overall Satisfaction

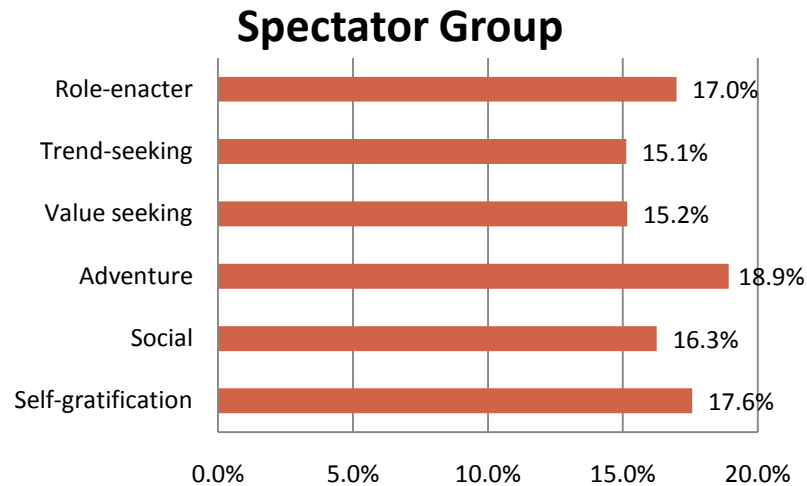


## Spectator Return Intention

### Will Return 2011



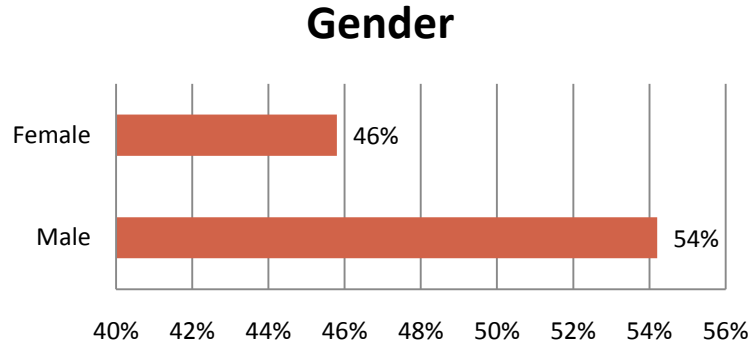
## Spectator Group



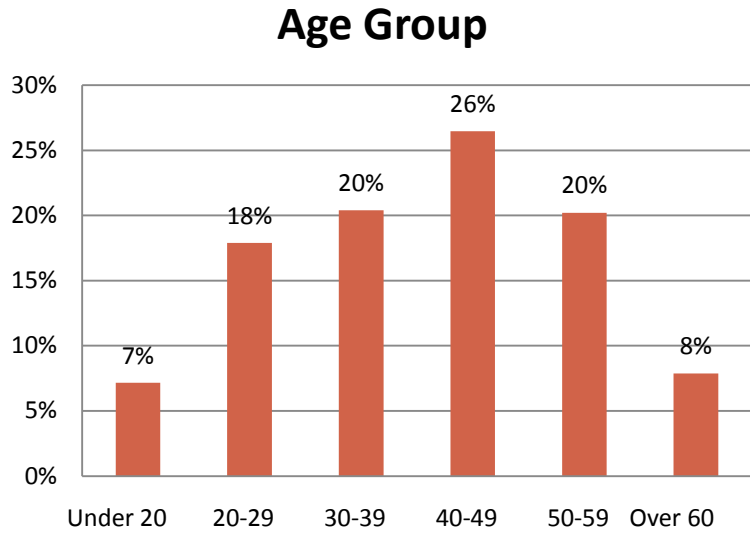
## Explanation

Spectator Group	Explanation of Attendance
<i>Role-enacter</i>	Spectators delight in attending to 'brag' of past learned experiences, past roles, and their unique race experiences .
<i>Trend-setting</i>	Spectators keep 'up-to-date' with latest value-adding items eg. chosen race team's latest product innovations and detailed explanations from their chosen race team experts.
<i>Value-seeking</i>	Spectators believe the event, its locality and services all offer good value.
<i>Adventure</i>	Spectators attend to feel-the-experience. They seek adventure with exciting/thrills/stimulating/satisfying times experienced.
<i>Social</i>	Spectators seek collaborative, 'chatty', convivial experiences with family/friends/acquaintances.
<i>Self-gratification</i>	Spectators treat themselves to a special occasion, and satisfy their perceived agendas eg. being seen to participate in the event ,or to forget their problems

## Spectator Attendance by Gender

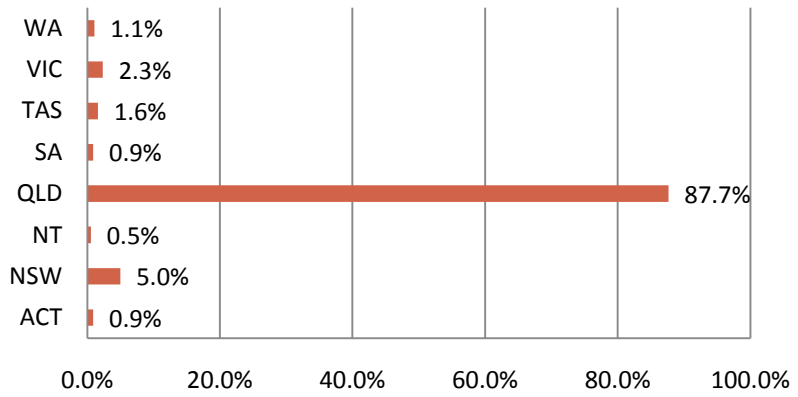


## Spectator Attendance by Age



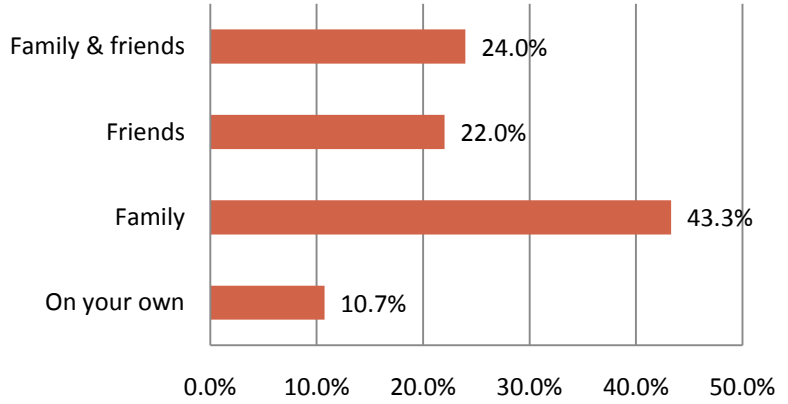
## Spectator Attendance by State - 2010

State



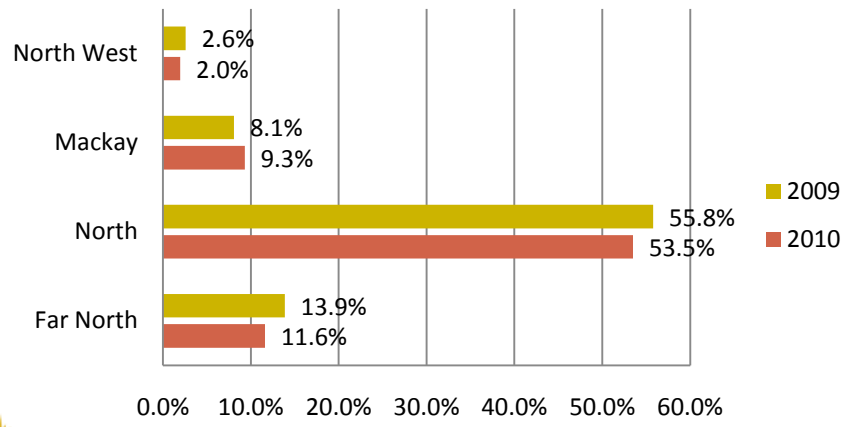
## Spectator Groups - 2010

Attend With?



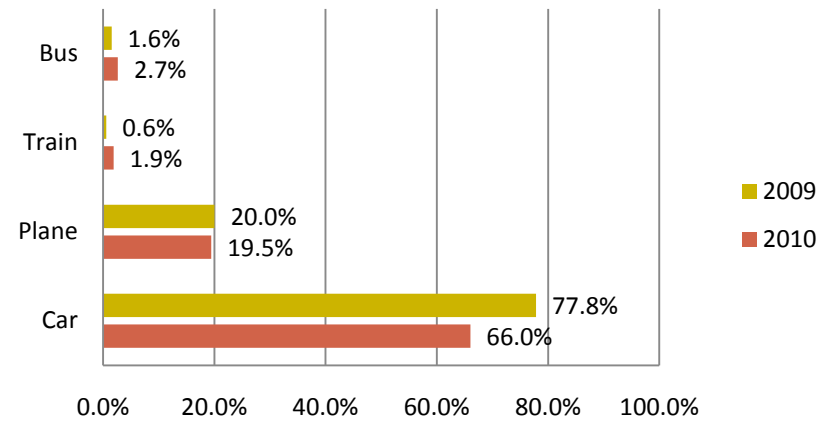
## Spectator Attendance

Within 4 Hour Drive



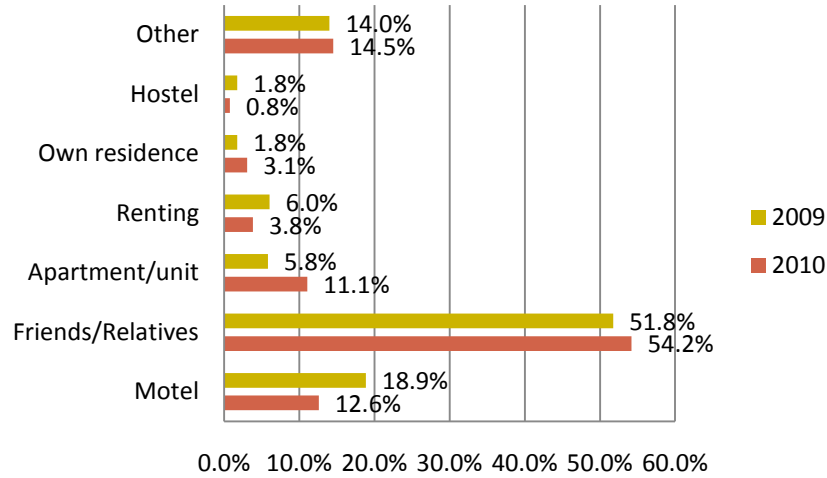
## Spectator Attendance

How They Came



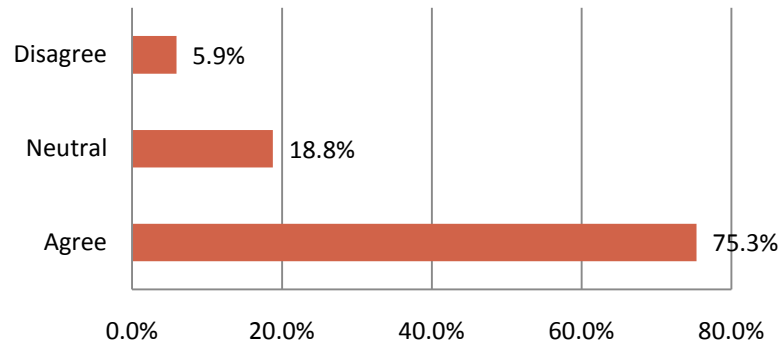
# Tourist Spectator Accommodation

## Accommodation

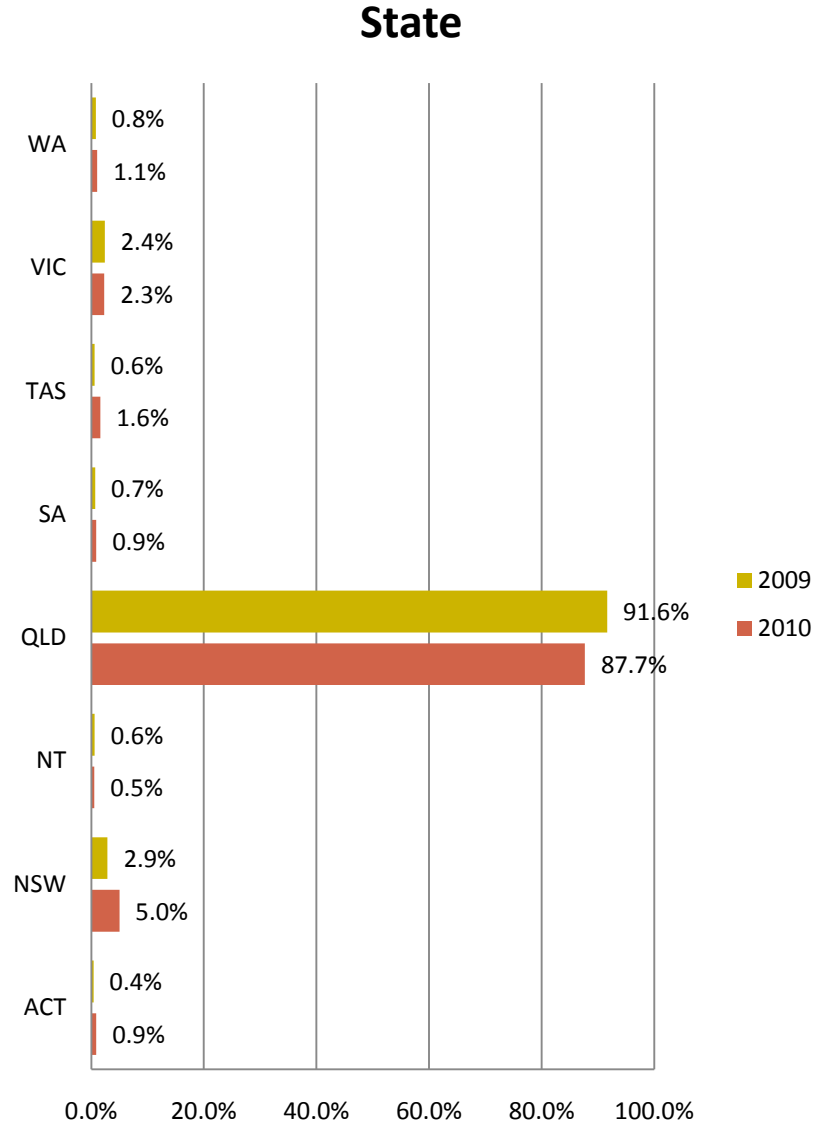


# Intention to Return in 2011

## Will Return 2011

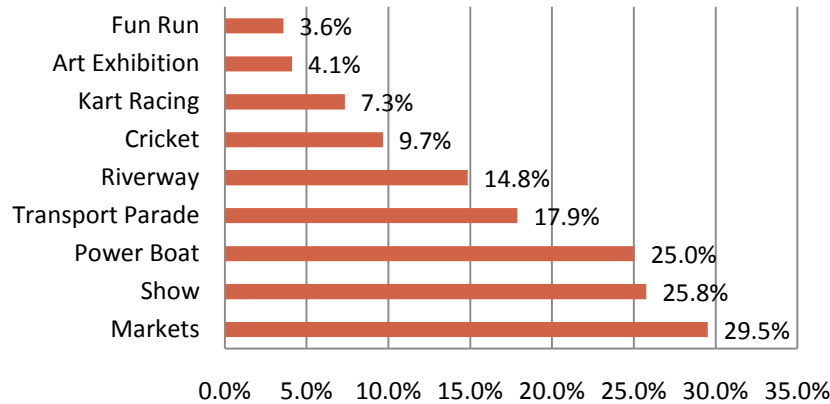


# Spectator Attendance by State



# Spectator Festival 400 Attendance

## Festival 400 Events Attended



## How they find out about the Event?

### How spectators find out about the event

