

**Mountain Bike World Cup 2002 - Fort William:
Economic Impact Study**

Research Report no. 88

by

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- Finally, to Alex Major at **sportscotland** for providing maps of the local area for use by fieldworkers.

1 Introduction

This report presents the findings of an economic impact study of the Mountain Bike World Cup 2002 held at the Nevis Range mountain bike course near Fort William, on 1-2 June 2002.

The event was organised by Rare Management, who were appointed as the event organisers by British Cycling.

1.1 Purpose

The purpose of this report is to provide financial information about the cost of hosting the Mountain Bike World Cup and to establish the impact of the event on the economy of the local area.

1.2 Background

The Mountain Bike World Cup held at Fort William was a UCI (International Cycle Union) World Cup level event, which is part of an eight venue series that determines overall World Cup rankings. It is the most prestigious mountain bike series in the world and this was the first time that this event has been held in the UK.

The event, which saw 205 of the world's top mountain bike riders compete in downhill and 4-cross¹ events, attracted over 8,000 spectators to the downhill mountain bike course on the slopes of Aonach Mor beside the UK's highest mountain, Ben Nevis.

The focal point for the action, atmosphere and side events was around the World Cup Village, which occupied most of the Nevis Range car park and the finish arena. Included in the World Cup Village were a range of Expo stands offering the latest mountain bike equipment and there were also demonstrations, competitions, food and drink, live music and other entertainment.

The Fort William Mountain Bike World Cup was a ticketed event, where spectators were able to purchase tickets in advance that permitted holders to use the Gondola to access the higher levels of the course. The tickets also provided access to the shuttle buses that operated between Fort William and the Nevis Range.

In support of the application for funding from the **sportscotland** Major Event Programme, Rare Management projected that expenditure on the event, and by visitors, would likely benefit the local economy by £378,750 (Table 1). This was based on the event attracting 1,000 event officials and competitors, and 5,000 spectators.

¹ 4-cross is a new event to the World Cup. This new racing format brings the key features of downhill mountain biking into a short head to head race. Four riders start together and race down a custom built course. The two fastest proceed to the next round until the ultimate winner is crowned.

Table 1: Projected summary of economic impact

Summary of impact	Minimum*	Likely**
Accommodation	£56,250	£93,750
Daily spend	£150,000	£210,000
Local spend of overall event budget	£75,000	£75,000
Total	£281,250	£378,750

Notes: *Estimate based on 1,000 competitors/officials and 3,000 spectators.
**Estimate based on 1,000 competitors/officials and 5,000 spectators.
Source: Major Events Programme Application: Supplementary Information

4 Economic Impact Study

The aim of the study was to establish the economic impact of the event to the local area (defined as the Lochaber Enterprise area – See Appendix III). For the purposes of this report, the Lochaber Enterprise area will hereon be referred to as the local area.

4.1 Study Approach

Using the UK Sport model for undertaking the economic impact study (detailed in the publication by UK Sport - *Major Events: The Economics - A Guide*), the objectives of the study were to establish the amount of additional expenditure generated to the local area that can be directly attributable to the event. The economic impact was established through:

- A survey of all visitors to the Mountain Bike World Cup event (including spectators, competitors, coaches, officials and media persons).
- Interviews with local businesses and services suppliers.
- An analysis of the event organiser's income and expenditure records.

4.2 Study Findings

This report will review two financial aspects of the event:

- Event income and expenditure.
- Expenditure by visitors to the event.

5 Event Income and Expenditure

5.1 Expenditure

The total cost of organising and hosting the Mountain Bike World Cup 2002 was £277,000. See Appendix I for a breakdown of expenditure on the Mountain Bike World Cup.

5.1.1 Event Organiser's Expenditure in the Local Area

Rare Management's accounts show that £70,000 was spent on services and materials in and around the local area. If the additional income to the Nevis Range of £27,000 is included (section 5.2.3), the total expenditure by the event organisers to the local economy was £97,000.

5.1.2 Additional Event Costs (Hidden)

The study found that the income/expenditure records for the Mountain Bike World Cup had not accounted for all the costs associated with hosting the event. A number of service providers absorbed the cost of the services they provided and regarded these costs as their contribution to the event. For example, Forest Enterprise Lochaber estimated that their contribution to the event amounted to £4,457. This included contractor's costs for tree felling, chipping and staff time allocated to the event.

The cost for policing the event was not passed on to Rare Management. Northern Constabulary estimated that additional police time for two motorcyclists and increased policing in Fort William to deal with increased visitor numbers amounted to £3,200.

If these hidden costs are included, the total cost of hosting the event was £285,000.

5.2 Income

The total income was £275,000. This included income from sponsorship, grant aid, ticket sales, race entries, merchandising, Expo sales and goods in kind. See Appendix I for a breakdown of income on the Mountain Bike World Cup.

5.2.1 Grant Aid and Sponsorship

A substantial amount of the cost of hosting the event was covered by grant aid and sponsorship from a number of organisations. **sportscotland** (£100,000), Visit Scotland (£50,000), Lochaber Enterprise (£27,600) and Highland Council (£12,000) all provided grant aid to the event – a total contribution from these four organisations of £189,600.

5.2.2 Ticket Sales

Income of £54,317 was also generated through ticket sales for the event, with £32,644 being generated through advance ticket sales.

5.2.3 Advance Ticket Sales

In total, 2,188 people (adults and children) purchased multi-day or single-day passes in advance of the event. Due to the success of the advance sales, tickets for the Gondola were sold out in advance of the event.

Nevis Range's (the Gondola operator) share of the ticket income for the event was £34,648. If the income for Gondola ticket sales for the equivalent weekend in the previous year, Whit Weekend 2001, is taken into account (£7,530), it is estimated that £27,000 of ticket sales represented additional income to the local economy.

5.2.4 Impact on Local Businesses

It is worth noting that many of the local businesses that were contacted during the study were positive about the impact of the event. One campsite owner indicated that income for the weekend was £3,500, substantially higher than the £300 income the owner would normally expect for a typical June weekend.

In addition, the manager of the local cycle retailer reported that, compared to a typical June weekend, sales of merchandise and cycle equipment over the event weekend had increased by 200-300 per cent.

Local business people spoken to described the Mountain Bike World Cup as a “great event” and a “roaring success” that had helped promote the area as a “Mecca for extreme sport”. However, one campsite manager described the experience as “awful”, due to the rowdiness of visitors to the event. They expressed concern that the behaviour of some visitors to the Mountain Bike World Cup may have an adverse effect on the return rate of their regular customers. Consequently, this campsite manager would not welcome the return of this event.

6 Expenditure by Visitors to the Mountain Bike World Cup

To calculate expenditure by visitors to the Mountain Bike World Cup 2002, a survey of all visitors to the event was undertaken. This section:

- Briefly describes the survey approach used to gather visitor expenditure.
- Presents total expenditure in the local area by all visitors to the Mountain Bike World Cup 2002.

For the purposes of this study, ‘visitors’ include: spectators, competitors, coaches, officials and media persons.

6.1 Survey Approach

The survey was based on the approach suggested by UK Sport (UK Sport, 1999a), although a number of amendments were made to the questionnaire used in the survey (see the final questionnaire at Appendix II).

System Three undertook the survey fieldwork and processed the survey data. Three interviewers worked six-hour shifts on the Saturday and Sunday distributing and collecting self-completion questionnaires from spectators, competitors, coaches, officials and media persons. Although the questionnaires were self-completion, the interviewers were on hand to assist respondents should they have any queries about completing the questionnaires.

The interviewers approached 927 visitors to the event. The interviewers collected completed questionnaires from 671 people at the event – 354 on Saturday, 317 on Sunday. Eighty-seven people were ineligible for the survey as they were residents of the local area, and 169 refused to be interviewed.

Expenditure by those who lived in the local area (the Lochaber Enterprise area) has been excluded from the expenditure figures presented in this report. It is assumed that local residents would have spent their money locally, regardless of whether the event had take place, therefore this does not represent additional expenditure to the local area.

6.2 Visitor Profile

The survey found that almost three-quarters (73%) of respondents were male. Thirteen per cent were local residents, 48 per cent were resident in other areas of Scotland, and 35 per cent were residents of other areas of the UK. Only 3 per cent of respondents were from outside the UK.

Six per cent of respondents were on their own and the average size of group was 4.0. Fifteen per cent of visitors were under 16 years of age.

From the survey data (see Table 2), it was established that 12 per cent of visitors to the event were day visitors from home (local residents), 19 per cent were *day visitors from home* (residents from outside the local area) while 70 per cent of visitors were *visitors staying away from home*.

Table 2: Proportion of day visitors (local and non-local) and visitors staying away from home

	Number	Percentage
Day visitors from home (local)	87	11.5
Day visitors from home (outside area)	141	18.7
Visitors staying away from home	527	69.8
Total	755	

Note: Visitors includes: spectators, competitors, coaches, officials and media persons.

Using the findings shown in Table 2, and the estimates of the total number of visitors to the Mountain Bike World Cup (n=7,778, see Table 3 below), it was possible to establish the total number of day visitors from home and the total number of visitors staying away from home.

Rare Management estimated that 7,778 people in total attended the event on the Saturday and the Sunday (Table 3). It was estimated that 896 of these visitors were local residents (11.5% of 7,778), 1,453 visitors were day visitors from home from outside the local area (18.7% of 7,778), and 5,429 were staying away from home while at the event (69.8% of 7,778).

Expenditure by visitors to the Mountain Bike World Cup were calculated using the estimated total number of day visitors from home (n=1,453) and visitors staying away from home (n=5,429).

Table 3: Number and proportion of visitors surveyed and at the event

	Survey sample	Percentage	Population*	Percentage
Spectators	622	93	6,887**	86
Competitors	13	2	205	3
Coaches	4	1	350	4
Officials	10	1	200	3
Media	9	1	136	2
Other	13	2	200	2
Total	671		7,778	

Notes:

*Event organiser's estimate of the number of visitors at the Mountain Bike World Cup

**8,504 visitors in total were estimated to be at the event on the Saturday and Sunday. However, 1,617 visitors had multi day passes and had been counted twice in the total, therefore this number has been removed from the total number of spectators to avoid doubling expenditure from these visitors.

The survey over-represented spectators to the event, while competitors, coaches, officials and media persons were under-represented in the survey. Due to the low number of respondents from competitors, coaches, officials and media persons, the estimates for total expenditure for the event has been based upon mean expenditure from 'all visitors' to the event (ie, mean expenditure from spectators, competitors, coaches, officials and media persons combined). Given that previous economic impact studies from other major sports events suggest that average accommodation and daily expenditure from competitors, coaches, officials and media persons are generally higher than spectators (UK Sport, 1999b), the estimated expenditure figures presented in this report may under-estimate the actual expenditure in the local area.

7 Total Expenditure by Visitors to the Mountain Bike World Cup

In total, it was estimated that all visitors to the Mountain Bike World Cup 2002 generated over £0.5 million additional expenditure to the local area.

It was estimated that expenditure by *day visitors from home* was £16,000, expenditure on accommodation by *visitors staying away from home* was £167,000, and daily expenditure by *visitors staying away from home* was £333,000. In total, expenditure by visitors to the local area as a result of the Mountain Bike World Cup was estimated at £516,000.

Table 4: Total visitor expenditure to the local area

	Expenditure (£)
Daily expenditure of <i>day visitors from home</i>	£16,000
Expenditure on accommodation by <i>visitors staying away from home</i>	£167,000
Daily expenditure of <i>visitors staying away from home</i>	£333,000
Total visitor expenditure to the local area	£516,000

A more detailed breakdown of this expenditure by visitor type is presented below.

7.1 Expenditure by Day Visitors from Home

The mean average expenditure by *day visitors from home* to the Mountain Bike World Cup was £12.21 per person. The greatest single item of expenditure for day visitors from home was for food and drink, with each spending on average £4.65.

Day visitors from home spent on average £3.05 per head on merchandise and cycle equipment at the event. However, care should be taken when assessing the impact of this expenditure on the local area. Many of the trade stands at the event were from organisations from outside the local area (eg, Ride On, Shimano, Fast Rider, Alpine Bikes) and as a result this expenditure will not remain in the local area. Unfortunately, it was not possible to ascertain how much of the expenditure at the trade stands was retained within the local economy, consequently, this expenditure has not been included in the estimated total daily expenditure by day visitors from home.

Table 5: Mean daily expenditure of day visitors from home

Number of day visitors from home*	1,314	
	Per day, per head (£)	Gross expenditure (£)
Food / drink	4.65	6,110
Shopping	2.78	3,653
Entertainment	1.11	1,459
Travel***	0.42	552
Other	3.25	4,270
Mean daily expenditure of day visitors from home	£12.21	£16,043
Event merchandise / cycle equipment**	£3.05	£4,008
Notes:		
*The number of day visitors excludes those that indicated that the event was not the main reason for their visit to the local area (9.6%).		
** It is not known how much of the expenditure on merchandise and cycle equipment will be retained in the local economy. Therefore, this expenditure has been removed from the estimates of total expenditure to the local economy.		
***This includes only expenditure on travel (eg petrol, tickets) purchased in the local area.		

It was estimated that daily expenditure by day visitors from home generated an additional £16,000 to the local economy.

Although the average daily expenditure for day visitors was calculated to be £12.21 (plus £3.05 on merchandise), day visitors indicated that they had budgeted to spend up to £33.08 in total while in the local area. This may highlight a limitation of the survey approach, where survey respondents are asked to provide details of expenditure on the day of the survey, before the day has ended. Consequently, the actual average expenditure by day visitors may have been higher than £12.21.

7.2 Expenditure by Visitors Staying Away from Home

In addition to daily expenditure for items such as food and drink, shopping, travel etc, most visitors staying away from home had the added expense of paying for accommodation. Expenditure for accommodation was calculated separately from daily expenditure.

7.2.1 Type of Accommodation Used by Visitors Staying Away from Home

Visitors staying away from home stayed in a range of different types of accommodation (see Table 6). The most popular accommodation types were at camping/caravan sites (39%) and at Hotels/B&Bs/Guest houses (37%). Some visitors did not pay for accommodation because they stayed at a bothy or wild camping (5%), or stayed with friends and relatives (5%).

Table 6: Type of accommodation used by visitors staying away from home

	Percentage
Camping / caravan	39
Hotel / B&B / Guest house	37
Bothy / wild camping	5
With friends and relatives	5
Hostel / Bunkhouse	4
Self-catering accommodation	3
Holiday/second home	1
Other	<1
Refused / not stated	6
<i>Base number</i>	<i>527</i>

7.2.2 Expenditure on Accommodation

On average, visitors staying away from home spent £10.59 per head per night on accommodation in the local area. Those staying in Hotels/B&Bs/Guest houses spent the most per head, per night, on accommodation (£20.56), followed by those in self-catering accommodation (£14.82), in a hostel/bunkhouse (£6.68), and camping/caravanning (£5.49).

Table 7: Mean expenditure on accommodation by visitors staying away from home

Number of visitors staying away from home*	4,935	
	Per head, per night (£)	Gross expenditure (£)
Accommodation	10.59	£52,262
Average number of nights away from home	3.2	£167,238
Notes:		
*The number of day visitors excludes those that indicated that the event was not the main reason for their visit to the local area (9.1%).		

The survey data showed that competitors/coaches spent the most per night on accommodation (£23.44), compared to spectators who spent the least (£10.13). It should be noted however, that the low response rate and incomplete data from some respondents (particularly media persons) means that the findings for the low response sub-groups are subject to wide margins of error.

On average, visitors spent 3.2 nights away from home in the local area whilst at the Mountain Bike World Cup. Consequently, it was estimated that total expenditure on accommodation by visitors staying away from home generated an additional £167,000 to the local economy.

7.2.3 Daily Expenditure by Visitors Staying Away from Home

The mean average expenditure by visitors staying away from home to the Mountain Bike World Cup was £21.08 per person per head. The greatest single item of expenditure for visitors staying away from home was food and drink, with each spending an average of £10.31 per head per day. This is over twice the amount of day visitors from home.

Visitors staying away from home also spent, on average, more on all other categories of expenditure that those on a day visit from home.

Visitors staying away from home spent on average £7.92 on merchandise/cycle equipment while at the event, with one couple alone spending £800. As with the analysis for day visitors from home, the expenditure on merchandise/cycle equipment has been excluded from the estimated total daily expenditure, because most of this expenditure will not be retained in the local economy.

The survey data revealed that visitors stayed in the local area for the Mountain Bike World Cup for an average of 3.2 nights. On the assumption that visitors staying away from home would incur the same level of expenditure each day over the duration of their visit, it was estimated that total daily expenditure by visitors staying away from home generated an additional £333,000 to the local economy (excluding expenditure on merchandise and cycle equipment).

Table 8: Mean daily expenditure of visitors staying away from home

Number of visitors staying away from home*	4,935	
Category	Per day, per head (£)	Gross expenditure
Food / drink	£10.31	£50,880
Shopping	£3.26	£16,088
Entertainment	£2.36	£11,647
Travel	£1.06	£5,231
Other	£4.09	£20,184
Mean daily expenditure of visitors staying away from home	£21.08	£104,030
Average number of nights away from home	3.2	£332,896
Event merchandise / cycle equipment**	£7.92	£39,085
Notes:		
*The number of day visitors excludes those that indicated that the event was not the main reason for their visit to the local area (9.1%).		
** It is not known how much of the expenditure on merchandise and cycle equipment will be retained in the local economy. Therefore, this expenditure has been removed from the estimates of total expenditure to the local economy.		

Including expenditure on accommodation, visitors staying away from home spent on average £31.67 per head per day at the Mountain Bike World Cup (excluding merchandise/cycle equipment). This represents a total trip expenditure of £101.34 for each visitor staying away from home.

Although the average total trip expenditure for visitors staying away from home was £101.34, the amount these visitors indicated they had budgeted for the total trip was £79.84. This may highlight a problem with multiplying survey day expenditure by the total length of trip, or it may highlight the difficulties survey respondents encounter in accurately recalling information over a few days.

7.3 Additional Expenditure by People on an Extended Holiday in Scotland

Visitors were asked if they were combining their visit to the Mountain Bike World Cup with a longer holiday in Scotland and whether their reason for taking this extended holiday was because of the event. One fifth (20%) of those staying away from home indicated that they were combining their visit to the Mountain Bike World Cup with a longer holiday in Scotland, with around a tenth (11%) indicating that the event was the reason for taking a longer holiday in Scotland.

It is estimated that the Mountain Bike World Cup has generated further expenditure of £59,000 for holidays taken outside the local area. This additional expenditure has not been included in the total shown in Table 4.

8 Summary and Conclusions

The total cost of hosting the Mountain Bike World Cup was £277,000. With income for the event totalling £275,000 (including grant aid), this means that there was a funding shortfall of £2,000 (as at 16 July 2002).

Total additional expenditure to the local economy as a result of the Mountain Bike World Cup was £613,000. This included event expenditure of £97,000 and visitor expenditure totalling £516,000.

It was also estimated that as a result of visitors taking a longer holiday in Scotland because of the Mountain Bike World Cup, additional expenditure of £59,000 was generated outside the local area as a direct result of the event.

In terms of expenditure to the local area, the event was more successful than was originally anticipated (Rare Management projected that expenditure of visitors to the Mountain Bike World Cup would likely benefit the local economy by £378,750). However, it should be remembered that the event was held on the Jubilee Holiday Weekend, which may have provided visitors with the opportunity to spend more time away from home, and consequently would result in greater expenditure in the local area.

References

UK Sport (1999a) *Major Events – Guidance Document*, London, UK Sport

UK Sport (1999b) *Major Events – Measuring Success*, London, UK Sport

Appendix I

Mountain Bike World Cup 2002 – Event Expenditure and Income

Mountain Bike World Cup, Fort William - Event income and expenditure

EXPENDITURE	Amount (£)
Transport	8,391
Accommodation	8,655
Promotion / marketing	37,624
Facility hire and construction	56,517
Equipment hire	30,291
Staffing	19,908
Publications	15,540
Communications / media	23,000
Medals / trophies	790
Medical services	1,266
Insurance and sanction fee	2,773
Ceremonies	2,158
Catering	4,964
Entertainment	15,146
Sports development	3,428
Event management	20,000
Prize money	13,756
Others	9,765
Economic impact survey costs	3,100
Total	277,071
INCOME	
Sponsorship	51,500
Grant aid	139,600
Ticket sales	54,317
Race entries	4,885
Merchandising	2,942
Expo sales	8,820
Goods in kind	13,000
Total	275,064
Funding shortfall (as at 16 July 2002)	2,008

Appendix II

Mountain Bike World Cup 2002 – Survey Questionnaire

Thank you for agreeing to complete this short questionnaire. All of your answers will remain strictly confidential. Answer the questions by either ticking the boxes or writing in the spaces provided. If you have any questions please ask the researcher for assistance.

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7-10

1. Which of the following are you? (11)

- | | | | | | |
|-----------|--------------------------|---|------------------------|--------------------------|---|
| Spectator | <input type="checkbox"/> | 1 | Official | <input type="checkbox"/> | 4 |
| Athlete | <input type="checkbox"/> | 2 | Journalist/ media | <input type="checkbox"/> | 5 |
| Coach | <input type="checkbox"/> | 3 | Other (write in below) | <input type="checkbox"/> | X |

2. Are you.. (12)

- | | | | | | |
|------|--------------------------|---|--------|--------------------------|---|
| Male | <input type="checkbox"/> | 1 | Female | <input type="checkbox"/> | 2 |
|------|--------------------------|---|--------|--------------------------|---|

3. Where do you live? (13)

- | | | | | | |
|----------------|--------------------------|---|-------------------|--------------------------|---|
| Highlands | <input type="checkbox"/> | 1 | Europe | <input type="checkbox"/> | 4 |
| Other Scotland | <input type="checkbox"/> | 2 | Rest of the World | <input type="checkbox"/> | 5 |
| Other UK | <input type="checkbox"/> | 3 | | | |

4. Are you attending the Fort William Mountain Bike World Cup alone? (14)

- | | | | | | |
|-----|--------------------------|---|----|--------------------------|---|
| Yes | <input type="checkbox"/> | 1 | No | <input type="checkbox"/> | 2 |
|-----|--------------------------|---|----|--------------------------|---|

If YES go to Question 5

How many other ADULTS (16 years or over) are there in your party today?

(15-16)

And, how many CHILDREN (under 16) are there in your party today?

(17-18)

5. Is the Fort William Mountain Bike Cup the main reason for your trip to the Fort William area? (19)

- | | | | | | |
|-----|--------------------------|---|----|--------------------------|---|
| Yes | <input type="checkbox"/> | 1 | No | <input type="checkbox"/> | 2 |
|-----|--------------------------|---|----|--------------------------|---|

6. Are you on a: (20)

- | | | | | | |
|--------------------|--------------------------|---|--|--------------------------|---|
| Day trip from home | <input type="checkbox"/> | 1 | Trip involving an overnight stay from home | <input type="checkbox"/> | 2 |
|--------------------|--------------------------|---|--|--------------------------|---|

If you are on a day trip go to Question 13

7. How many nights will you stay away from home in total?

Nights (21-22)

8. What is the name of the town/ village you are staying in while at the Fort William Mountain Bike cup? (write in name)

(23-24)

9. Approximately how far from Fort William is this town/ village?

Miles (25-26)

10. How many nights will you stay there on this trip?

Nights (27-28)

11. What type of accommodation are you staying in?

(29)

- | | | | | | |
|-----------------------------|--------------------------|---|------------------------|--------------------------|---|
| With friends or relatives | <input type="checkbox"/> | 1 | Hotel/ B&B/ Guesthouse | <input type="checkbox"/> | 5 |
| Holiday/ second home | <input type="checkbox"/> | 2 | Hostel/ bunkhouse | <input type="checkbox"/> | 6 |
| Self-catering accommodation | <input type="checkbox"/> | 3 | Camping/ caravan site | <input type="checkbox"/> | 7 |
| Bothy/ wild camping | <input type="checkbox"/> | 4 | Other (write in below) | <input type="checkbox"/> | X |

12. How much are you personally spending on ACCOMMODATION PER NIGHT while staying away from home?

£

(30-32)

How many people is this expenditure for? (including yourself)

(33-34)

13. How much will you personally spend on the following items while in the Fort William area TODAY? See map on back of clipboard, do not include expenditure taking place outside of this area.

	AMOUNT		How many people is this spend for? (including yourself)	
Food and drink	£ <input type="text"/> (35-37)		<input type="text"/> People	(38-39)
Programmes/ merchandise/ cycle equipment bought at MTB world cup	£ <input type="text"/> (40-42)		<input type="text"/> People	(43-44)
Shopping/ souvenirs	£ <input type="text"/> (45-47)		<input type="text"/> People	(48-49)
Entertainment	£ <input type="text"/> (50-52)		<input type="text"/> People	(53-54)
Travel (bus, train, taxi)	£ <input type="text"/> (55-57)		<input type="text"/> People	(58-59)
Other (parking, petrol)	£ <input type="text"/> (60-62)		<input type="text"/> People	(63-64)

14. How much have you budgeted to spend in TOTAL while in the Fort William area? (see map attached)

£

(65-67)

How many people is this expenditure for? (including yourself)

(68-69)

15. Are you combining your visit to the Mountain Bike World Cup with a longer holiday in Scotland?

(70)

- Yes 1 No 5

If NO please return the questionnaire now

IF YES: What places are you visiting?

(71-72)

Roughly, how much have you budgeted to spend in TOTAL during this part of your trip?

£

(73-75)

16. Would you have taken this holiday in Scotland even if the Mountain Bike World Cup was not being held in Fort William?

(76)

- Yes 1 No 2

***Thank you very much for your co-operation.
Please return this form to the research steward.***