

Economic Impact of the Southampton International Boat Show



Southampton City Council

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Executive summary

1. The Southampton International Boat Show (SIBS) is the largest water based Boat Show in Europe. It is an internationally-renowned event held in Southampton and accommodates nearly 600 exhibitors and attracts around 120,000 visitors each year. It takes place every September, for a period of 10 days. In 2006 the event occurred between 15-24 September.
2. The event is located on vacant land to the south of West Quay Shopping Centre and Mayflower Park and a temporary agreement has been negotiated to use land at Berth 101 (the current location) to accommodate the SIBS until 2013.

THE RESEARCH

3. In August 2006, Experian's Business Strategies Division was commissioned by Southampton City Council to undertake an economic impact assessment of the Southampton International Boat Show.
4. The research draws on a combination of primary data sources from surveys with exhibiting businesses and visitors at the SIBS, consultations with key stakeholders, attractions, transport providers; and an analysis of other secondary data.

SOURCES OF ECONOMIC IMPACT

5. The sources of economic benefits are: impacts from visitors to the City, impacts generated from participating businesses attending the Show, their sales at the show, and impacts as a result of expenditure by organisers of the Show.

FINDINGS

Income Retention in Southampton

6. In 2006 the event attracted 118,000 people and around 85 per cent of these visitors would not have visited Southampton in the absence of the Boat Show.
7. The benefits could be more widely felt within the City Centre - just 24 per cent of visitors considered that the event had encouraged them to visit areas outside of the SIBS;
8. On this basis it is important that the event continues to expand and becomes recognised as the ***Southampton*** International Boat Show. The development of supporting activity will require partnerships probably led by the City Council.
9. It appears that there is potential to expand and increase the size of the SIBS. This should include (if facilities exist) a fuller programme of events, conferences or seminars around, and over the period of the SIBS.

Accommodation and Hospitality

10. 40 per cent of businesses and 53 per cent of visitors are more likely to visit Southampton as a tourist because of the SIBS.

Transport

11. There is little impact on transport providers during the Southampton International Boat Show. This is not surprising given that 68 per cent of visitors and 93 per cent of businesses travelled to the event by car.

Reputation

12. 93 per cent of businesses report that the Show has improved the image of their business;
13. 80 per cent of businesses and 89 per cent of visitors considered the event improved the tourism offering in Southampton.

Gross Economic Impact (Financial)

14. £4.5 million was spent on-site at the Show itself, excluding any expenditure on actual boating equipment.
15. £4.1 million was spent off-site within the Southampton City Council area.
16. Participating businesses spent £1.9 million within the Southampton City Council area on costs associated with attending the Show.
17. In terms of sales attributable to attendance at the Event we estimate that businesses generated £50.3 to £97.7 million turnover either at the Show or in the post-Show period.

Equivalent Economic Impact (Employment)

18. The Show supports 284 net jobs in Southampton and the South East (excluding sales impacts). This is summarised in the table below.

Table 1: Employment Supported by SIBS

Employment Supported	Southampton			South East			Total Employment
	Direct	Indirect and Induced	Total	Direct	Indirect and Induced	Total	
FTE (Seasonal Staff)	12	6	18	7	3	10	27
SIBS Ltd	0	0	0	18	9	27	27
SIBS Organisation	Included in South East			22	11	33	33
Visitor Expenditure	38	17	55	12	6	18	73
Business Expenditure	32	14	46	52	26	78	124
Total	82	36	118	110	55	166	284

Source: Experian (figures rounded)

19. In addition to these employment benefits the Show generates between nine and 18 per cent of businesses turnover for SIBS exhibitors, many of which are based in the South East (13 per cent in Southampton and 31 per cent in the rest of the South East). This is equivalent to between 201 and 391 gross direct FTE supported jobs as a result of sales attributable to the SIBS. This is estimated to be equivalent of between 1.77 per cent and 3.43 per cent of the defined regional sectoral output.

This analysis could underestimate the impact of the importance of SIBS to marine businesses as benefits from familiarisation visits and exhibitor visits to non-SIBS exhibitor sites will be excluded.

The Boat Show's Wider Contribution

20. Through the financial arrangement between SIBS Ltd and the British Marine Federation (the parent company of SIBS Ltd), the Show supports marine innovation and R&D projects. Indirectly, funding from SIBS offers the opportunity to attract partner funding for initiatives and research included projects such as:
 - Green Blue;
 - The Environmental Code of Practice; and
 - The Schools Marine Challenge.
21. Footfall data from the West Quay Shopping Centre during the Show's duration suggests above average footfall, although some of this could be attributable to use of car parking facilities by the SIBS.
22. While there was no data available to assess the correlation between the Show and attendance at museums, the Maritime Museum did report increased attendance during the Show.
23. Data from the Southampton TIC indicates that Southampton experiences 11 per cent of its total annual footfall (2005) occurs during September suggesting increased visitor activity during the SIBS.
24. The Show receives significant media coverage, and based on this estimated 'advertising value equivalent' was £184,500 (radio), £988,800 (TV) and £306,000 (print media). In turn this could equate to a PR coverage value of £4.4 million.

Actions

25. The research has indicated a number of actions to be undertaken by Southampton CC and its partners:
 - Promotion development by businesses across the retail, accommodation and catering sectors;
 - Discounting deals to return visitors that have attended the previous Boat Show;
 - Repackage and develop themed programmes around the Show to increase off-site impact;
 - Develop joint branding/ marketing to 'attract and disperse' Boat Show visitors to wider attractions.