

Assumptions

Visitor numbers (Source Torbay Council) 100,000

Deadweight is a calculation of spend that would have occurred in Torbay anyway i.e. if the Airshow had not taken place it would have been spent in Torbay anyway

To calculate deadweight the survey asked what visitors would have spent in Torbay on a comparable day without the Airshow and an assessment was made of the influence the Airshow had on the decision to visit by asking if the Airshow was the main purpose for the visit.

Torbay Airshow 2016 – Economic Impact Summary

	£
Total estimated spend excluding accommodation	3,923,928
Total estimated accommodation spend	3,171,285
Total organiser spend in Torbay	219,750
Total Overall Estimated Spend in Torbay	7,314,963
Less deadweight spend excluding accommodation	2,299,471
Less deadweight accommodation spend	715,028
Total Estimated Economic Impact in Torbay	4,300,464



Spirul: Commercial in Confidence
Prepared by: Anthony Phillips,
Director



Torbay Airshow 2016 – Visitor Residency Profile

