

Event Self Evaluation Guide

Part 4 - Understanding Event Self Evaluation Results

This guide explains what information is used in an event evaluation and what the results mean, in non-technical terms.

Who the Evaluation is for

Event evaluations are often prepared for:

- + Local government
- + State government
- + Other funding bodies

The region of assessment (local, regional or state) generally depends on who needs the information. An event evaluation typically needs to answer the following question “What impact did this event create on the region of assessment?”. Therefore, it is important to define the region of assessment accurately.

Example:

- + You are wanting to prove the impact that an event has on the North West region.
- + Therefore, the survey must establish the following:
 - + The number of visitors to the North West region (who travelled because of the event)
 - + The number of visitor nights created in the North West region by those event motivated visitors
 - + The spending generated in the North West region by those event motivated day trip and overnight visitors
 - + The event organiser’s spending in the North West region using funds sourced from outside the North West region

Key Information used in Evaluations

Key Inputs	What it means
Attendance	How many people attended
Unique Individuals	How many different unique people attended
Visitor Origins	Where attendees came from
Visitor Type	Event motivated, extended stay, local and incidental
Length of stay	How many nights an event motivated or extended stay visitors spent in the region of assessment
Visitor spending	Money spent by event motivated and extended stay visitors whilst in the region of assessment
Event organiser spending	Money spent by the event organiser in running the event

Understanding Visitor Types

- + **Event motivated:** The event was a main reason for the visit and all spending during that visit can be attributed to the event.
- + **Extended stay:** In the region for some other reason but extended their planned length of stay in order to attend the event. Only the extended stay period of activity can be claimed by the event
- + **Local:** Local resident, to the region of assessment, who attended the event
- + **Incidental:** Visitor who was already in the region of assessment for other reasons, attended the event, but did not extend their planned length of stay to do so

These distinctions help avoid over-counting impacts.

Common Outputs Explained

Common Outputs	What it shows
In Scope visitors	The number of visitors that the event was responsible for bringing into the region of assessment (event motivated and extended stay)
Visitor nights	Total visitor nights generated in the region of assessment (can be in commercial or non-commercial accommodation)
In-Scope spending	The amount of spending in the region of assessment that can be linked to the event being held. Only counts spending coming into the region (excludes local or incidental visitor spending)
Total Expenditure Stimulus	Includes all spending generated in the region of assessment as a result of the event being held

What results should be used for

- + Reporting to funders
- + Demonstrating value
- + Improving future events

Final Takeaway

Event evaluation results are estimates, not exact counts. They are designed to inform decisions, not measure perfection. As long as you have the capacity to estimate attendances, unique individuals, event motivated status, day trip or overnight stay, length of stay and spend, you will be able to determine an economic impact associated with your event.