
Event Self Evaluation Guide

Part 5 - Glossary of Terms

Evaluation – The process of measuring attendance, visitor behaviour and impact

Event motivated visitor – Someone who travelled to the region of assessment mainly because of the event

Event organiser spending – Typically represents the money spent in the region of assessment (putting on the event) which is funded by money from outside the region of assessment

Extended stay visitor – Someone whose trip to the region of assessment was for some other reason (i.e. holiday, business) but who stayed longer in the region because of the event

In-scope visitor – The total of all event motivated and extended stay visitors. These visitors are the ones that create economic impact in the region being measured

In-scope visitor spending – Spending generated by in-scope visitors whilst in the region of assessment (includes spending before, during and after the event within the region of assessment)

Non In-scope visitor – These visitors do not form part of the economic impact analysis and can be further split into the following groups:

- + **Local Resident** – An attendee at your event who lives in the region of assessment
- + **Incidental Visitor** – A non-local attendee who attended the event but whose trip to the region of assessment was not motivated by the event

Region of Assessment – The geographic area being measured (for example, a local government area, tourism region or the whole state)

Sample – A smaller group of attendees who are surveyed as a representation of the whole audience

Survey – A set of questions used to collect information from attendees

Total Attendance – The total attendance at your event. For multiple day/venue events, it is the sum of all attendances at all days/venue

Total Expenditure Stimulus – The total amount of money spent in the region because the event was held. It includes:

- + Local Resident** – Spending associated with attending the event
- + In Scope Visitor** – All spending made whilst in the region of assessment
- + Out of Scope Visitor** – Spending associated with attending the event
- + Net Event Organiser Spend** – All spending in the region of assessment regardless of how it was funded

Unique individuals – The number of different people who attended your event. For multi-day events this should generally be lower than the total attendance because some people will have attended more than one part of the event

Visitor nights – The number of nights that an in-scope visitor stayed in the region of assessment