Appendix 2

Etape Caledonia 2017 Economic Impact Assessment

Report for IMG

June 2017

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1. Introduction

This report provides an economic impact assessment of Etape Caledonia 2017 and projections for potential impacts in the period 2018 to 2020.

1.1 Background

Etape Caledonia is a closed road cycle race which took place on Sunday 21st May in 2017. The route is 81 miles in length, beginning and ending in Pitlochry, featuring steep climbs, rolling hills and forest-lined roads. The Event Village is located in Pitlochry. In 2017 there was the addition of 'Etape Talks' by three industry leading experts.

1.2 Objectives

The main aim of the study was to assess the economic impact of the event on the Perth & Kinross economy in 2017 and potential future impacts in 2018, 2019 and 2020.

1.3 Structure of the Report

The remainder of the report is structured as follows:

- Chapter 2: Participant and Spectator Survey;
- Chapter 3: Business Survey;
- Chapter 4: Economic Impact 2017;
- Chapter 5: Future Projections; and
- Chapter 6: Conclusions.

2. Participant and Spectator Survey

2.1 Introduction

A total of 363 visitor surveys were completed (242 participants and 121 spectators), giving a standard error of +/-5% (robust for economic impact purposes).

2.2 Profile

A total of 78% of participants were male and 22% female. For spectators it was 68% male, with 32% female. **Table 2.1** outlines the age range of adult participants and spectators, with 68% of participants and 69% of spectators between the ages of 35-54.

Table 2.1: Age Range of Participants and Spectators

	Participants	Spectators
16-24	2%	2%
25-34	16%	23%
35-44	34%	38%
45-54	34%	31%
55-64	12%	7%
65+	2%	0%
Total	**100%**	**100%**

As outlined in **Table 2.2,** the majority of participants (91%) and spectators (95%) were employed on either a full or a part-time basis.

Table 2.2: Employment Status of Participants

	Participants	Spectators
Full-time employment (30+ hours per week)	87%	94%
Part-time employment (less than 30 hours)	4%	1%
Looking after family / the home full-time	<1%	2%
Retired	5%	3%
Full-time education	3%	1%
Total	**100%**	**100%**

The occupation level of the participants and spectators is given in **Table 2.3**.

Table 2.3: Occupation Level

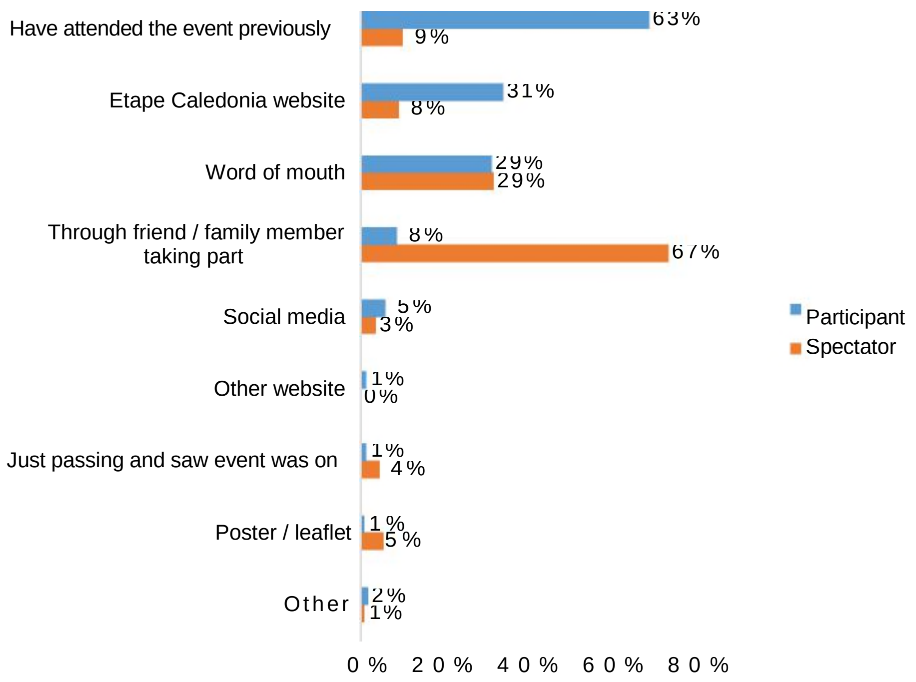
		Participants	Spectators
1.	Higher managerial and professional	11%	9%
2.	Lower managerial and professional	58%	66%
3.	Intermediate occupations (clerical, sales,	18%	11%
4.	Small employers and own account workers	1%	2%
5.	Lower supervisory and technical occupations	9%	5%
6.	Semi-routine occupations	1%	4%
7.	Routine occupations	3%	3%
Total		**100%**	**100%**

A high proportion of both participants (69%) and spectators (75%) were in the higher and lower managerial and professional occupations of the National Statistics Socio-economic Classification groups.

2.3 Awareness of the Event

The most common ways in which participants accessed information about the event were through having attended previously (63%), the Etape Caledonia website (31%) and word of mouth (29%). For spectators, the most common ways were through a friend/family member taking part (67%) and word of mouth (29%) – **Figure 2.1**.

Figure 2.1: Sources of Information about Etape Caledonia



N= 242 (participants) and 141 (spectators)

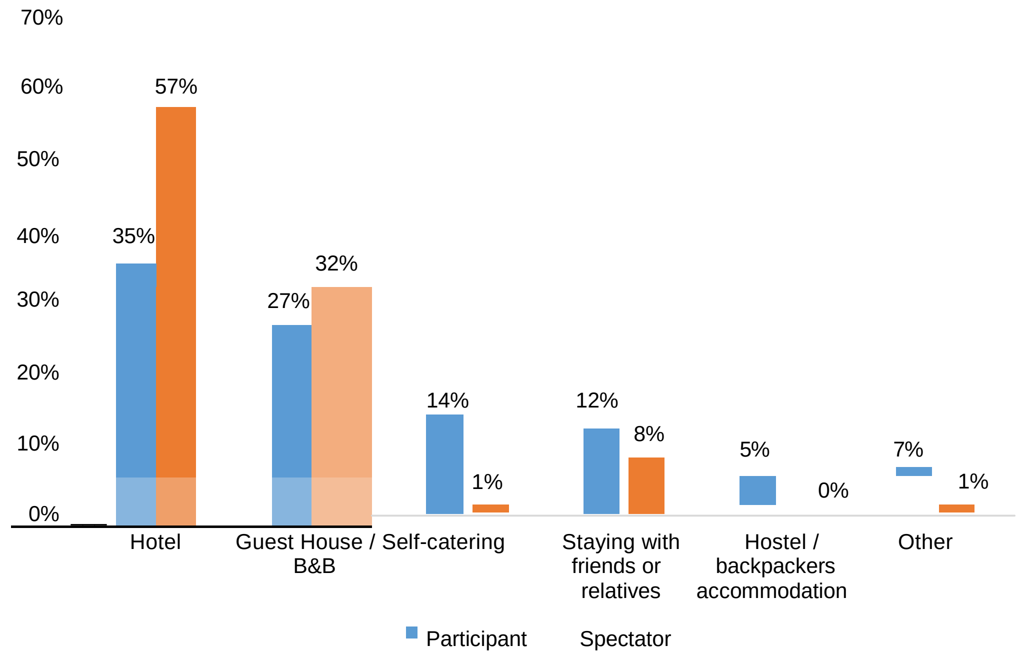
Note: multiple responses possible

Responses under 'other' for participants included through a club (1%) and mailing list (<1%), and for spectators through a mailing list (<1%).

2.4 Accommodation

Of participants who required an overnight stay, 35% stayed in a hotel and 27% in a guest house / bed and breakfast – **Figure 2.2**. Of spectators, 57% stayed in a hotel and 32% in a guest house / bed and breakfast

Figure 2.2: Types of accommodation used by overnight visitors



N= 150 (participants) and 75 (spectators)

Responses under 'other' were, for participants - camping (4%) and campervan or caravan (3%), and for spectators - camping (1%).

2.5 Rating of the Event

All of the participants and spectators rated the overall experience and location as very good/good. Almost all participants (99.6%) and all spectators rated the quality of the event as very good/good – **Table 2.4**.

Table 2.4: Visitor rating of event

	Very Good	Good	Average	Poor	Very Poor
Participants					
Quality of the event	79%	21%	<1%	0%	0%
Location	84%	16%	0%	0%	0%
Event Village	62%	33%	4%	1%	0%
Other activities before/after the event	59%	34%	7%	0%	0%
Overall Experience	78%	22%	0%	0%	0%
Spectators					
Quality of the event	77%	23%	0%	0%	0%
Location	74%	26%	0%	0%	0%
Event Village	34%	50%	13%	3%	0%
Other activities before/after the event	47%	47%	4%	2%	0%
Overall Experience	67%	33%	0%	0%	0%

They also rated other aspects highly – the event village (95% participants; 84% spectators) and other activities before/after the event (93% participants; 94% spectators). Those who provided ratings of poor or very poor were asked to provide further reasons. For participants, individual respondents stated that there should be more food and drink stalls, that there was nowhere to buy a coffee early on, and that there was a lack of things for spectators to do. For spectators, the reasons provided were that there should be more to do (two) and there was not enough food stalls (one).

All respondents were invited to suggest any improvements which could be made to the event for the future – the most commonly suggested improvements from participants were:

- clearer signage on the route (5%);
- improved road surfaces (5%);
- more food and drink stalls (5%);
- a larger events village / more stalls (5%);
- more entertainment (2%); and
- better parking (2%).

From spectators, suggestions were:

- more for spectators to do (8%);
- a larger events village / more stalls (6%); and
- more entertainment (2%).

A total of 23% of participants and 3% of spectators considered that an extension to the route would be appealing. The most commonly cited extended length was 100 miles, suggested by 11% of participants.

Table 2.5: Suggested length of route

	Participants	Spectators
No route extension	77%	97%
82-89 miles	1%	-
90-99 miles	2%	-
100 miles	11%	<1%
101-109 miles	3%	2%
110-119 miles	-	<1%
120+ miles	2%	-
Route extension – unspecified length	3%	-
Total	**100%**	**100%**

2.6 Visitor Attendance at the Event

The most common day for participants to arrive was on the day of the event (40%), although for the spectators, it was the day before (48%). The most common day to leave was Sunday for both participants (73%) and spectators (80%) – **Table 2.6.**

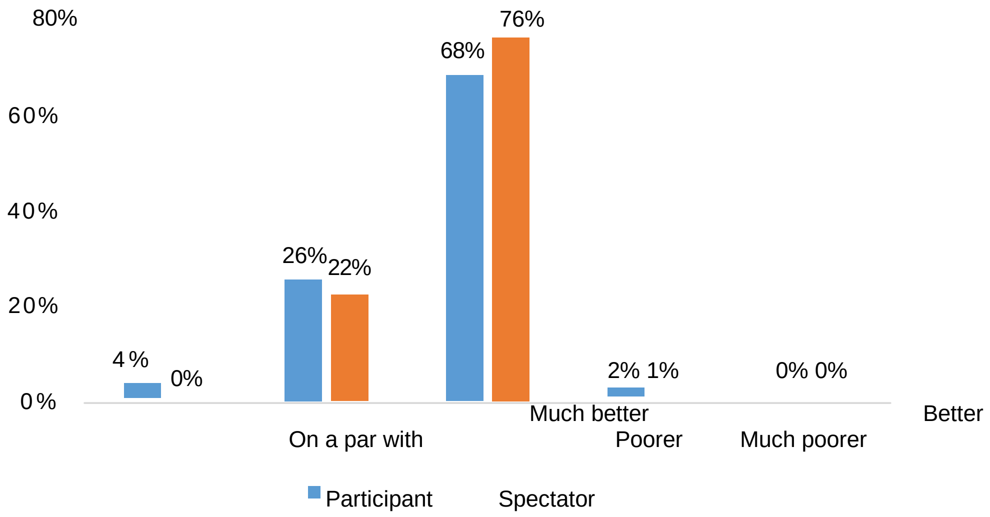
Table 2.6: Day Arrived and Day Left

	Participants	Spectators
Day Arrived		
Saturday (13th)	0%	<1%
Sunday (14th)	0%	<1%
Thursday	1%	3%
Friday	20%	8%
Saturday	38%	48%
Sunday – day of the event	40%	41%
Day Left		
Sunday – day of the event	73%	80%
Monday	27%	20%
Friday (26th)	<1%	0%

A total of 19% of participants and 12% of spectators said that if there were more activities on offer over the weekend they would spend longer in the area.

Just under three quarters of participants (74%) and 55% of spectators had attended the event in previous years. Of returning visitors, 68% of participants and 76% of spectators considered this year's event as of the same quality as in previous years, with 30% of participants and 22% of spectators indicating it was much better/better – **Figure 2.3**.

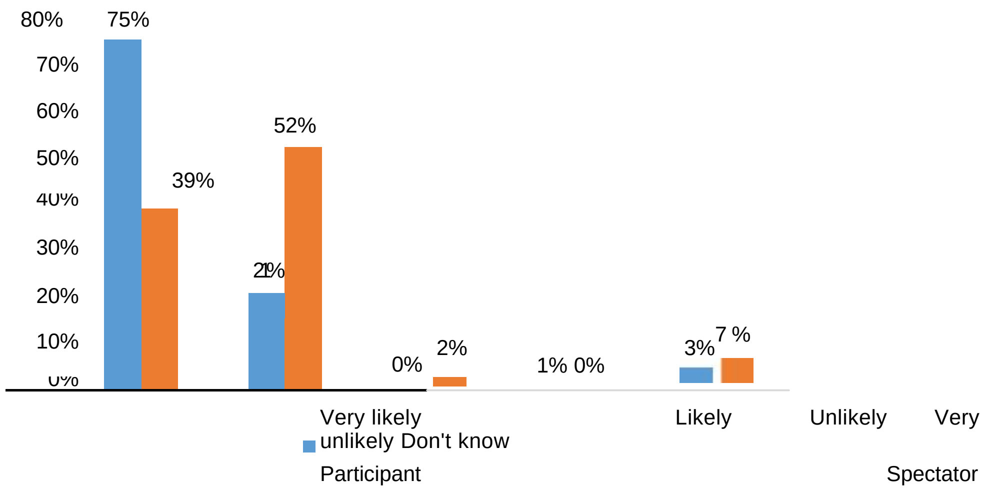
Figure 2.3: Rating of this year's event against previous years



N= 180 (participants) and 67 (spectators)

The majority of participants (96%) and spectators (91%) indicated that they are very likely/likely to return to the event next year – **Figure 2.4**.

Figure 2.4: Likelihood of attendance at next year's Etape Caledonia



N= 180 (participants) and 67 (spectators)

Of the small number who stated they are unlikely/very likely to return in a future year, the reasons given by individual participants were that it is a long way to travel, and that they were only there due to a family member.

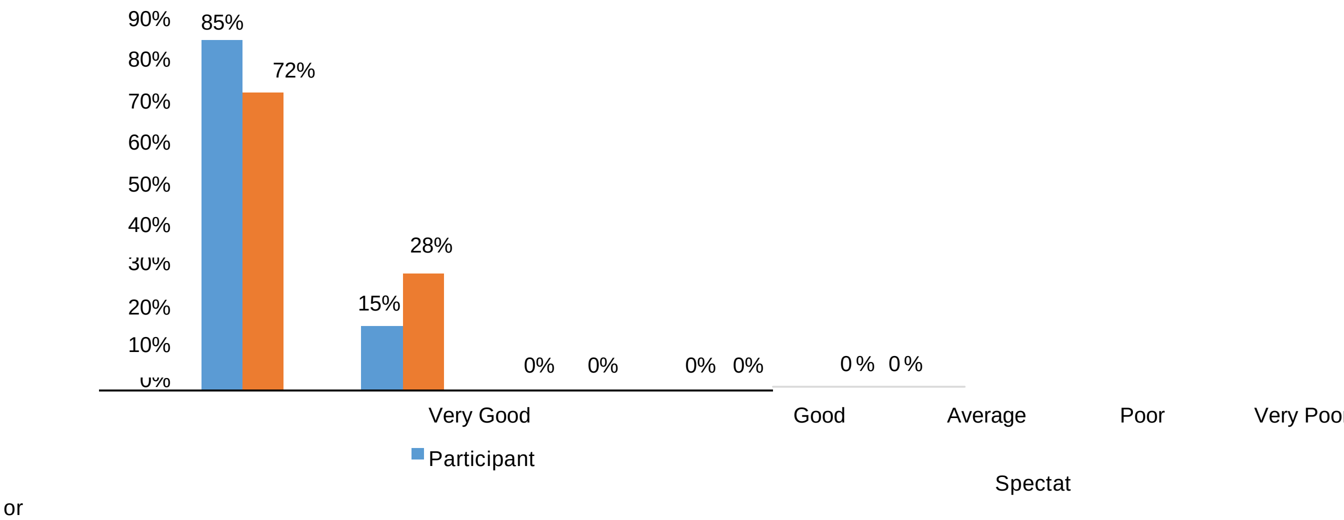
Among spectators, reasons given were that they were in the area for reasons other than just the event, that they may come back in 2019, and that they are not really a cyclist.

2.7 Visit to Perth & Kinross

A total of 89% of participants and 71% of spectators had visited Perth & Kinross before.

All of the participants and spectators from outside Perth & Kinross rated their overall visit to Perth & Kinross as very good/good, with 85% of participants and 72% of spectators rating their trip as very good – **Figure 2.5**.

Figure 2.5: Overall rating of visit to Perth & Kinross

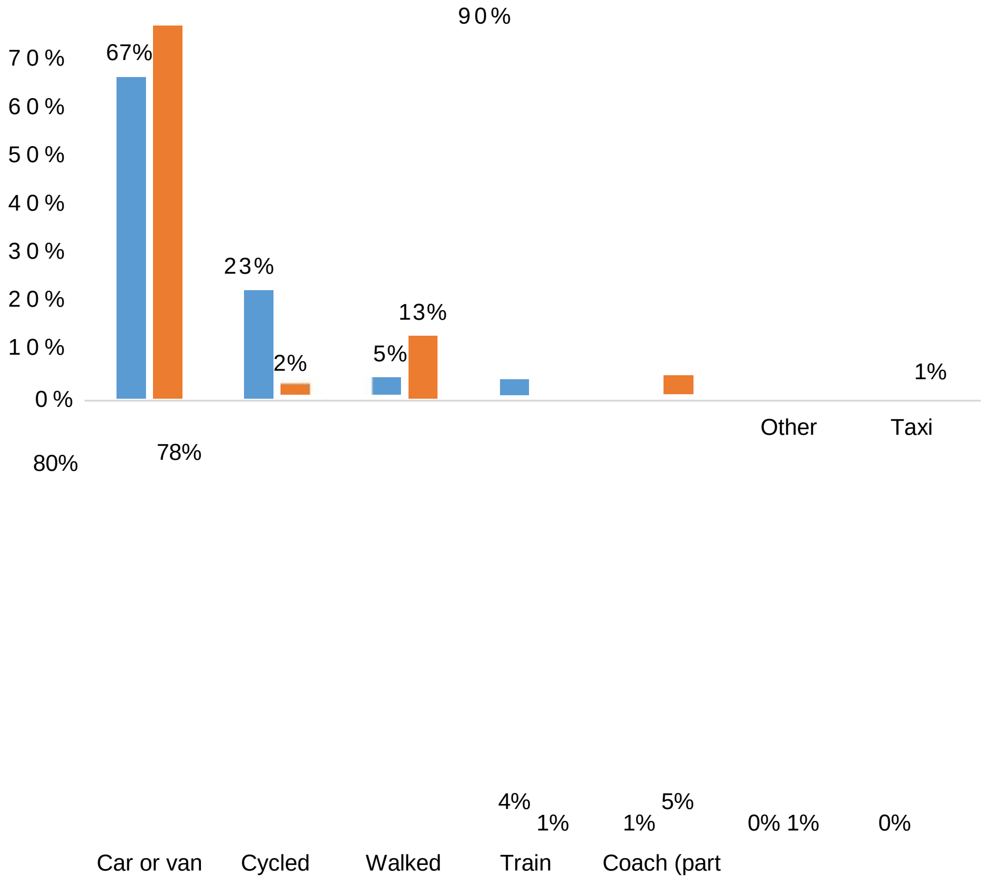


N=195 (participants) and 96 (spectators)

2.8 Transport Use

A majority of both participants (67%) and spectators (78%) travelled to the event by car or van – **Figure 2.6**.

Figure 2.6: Transport used to attend event



of coach trip)

Participant Spectator

N=242 (participants) and 121 (spectators)

Responses under ‘other’ were a campervan (one) and minibus (one).

2.9 Other Comments

Participants and spectators were invited to offer any additional comments about the event. The majority (78%) of comments from participants offered general praise of the event and its organisers, with other comments being that the road surface should be improved (two responses), that there should be more overnight parking for campervans, registration packs should be posted out, there should be covered seating at the event village, an event marshal at the final hilly section of the route, and that they would prefer to receive a cycle shirt rather than a medal (one response each).

One spectator left an additional comment, praising the event.

3. Business Survey

3.1 Introduction

For economic impact assessments of events we would not normally conduct business surveys as they cannot provide a robust assessment beyond the impact on their own business. However, in the case of this event there was concern that some of the businesses are experiencing negative impacts. Therefore, a business survey was undertaken in order to attempt to provide a scale for the businesses negatively affected. An online and postal survey was undertaken with local businesses in and around the route. This was sent to 482 businesses with a total of 62 responses (a 13% response rate).

The survey was split between businesses and self-catering accommodation providers although there was some crossover between the two. A number of questions were identical on both surveys and these are analysed together where appropriate.

The positive impacts are already captured through the participant/spectator survey: these are not reported here to avoid double-counting of the positive impacts. Those that said that it had no impact are excluded as the impact is neutral. We thus focus the analysis on those that had a negative impact to understand why and whether there are changes that could be made to the event to mitigate against these. The scale of the negative impact is reported in **Chapter 4**.

3.2 Sample Profile

A total of 22 businesses reported that they had been negatively affected by the event. The type of businesses that were negatively affected is shown in **Table 3.1**.

Table 3.1: Business Type Negatively Affected

	Number	%
Retail	6	30%
Attraction/Activities Provider	5	25%
Accommodation	5	25%
Eaterie	2	10%
Contracting	1	5%
Farming	1	5%
Total	**20**	**100%**

Note – two respondents did not specify

The highest proportion was retail at 30% with the same proportion (25%) of attractions/activities providers and accommodation providers negatively affected.

3.3 Impacts on the Day of the Event

The businesses were asked about the impact of the event on the day it took place and then separately for the days before/after the event. The exception to this is the self-catering establishments. They are likely to rent out their accommodation on a weekly basis so the impact on them is considered separately in Section 3.5. A total of 20 businesses identified that the Etape Caledonia event had a negative impact on the sales and/or income of their business on the day of the event.

The businesses were asked if they thought the Etape Caledonia event discouraged local residents and/or visitors to the area.

Table 3.2: Did the Etape Caledonia Event discourage local people or visitors to the area from using your business?

Number		%
Both local residents and visitors	12	71%
Visitors to area	3	18%
Local Residents	2	12%
Total	**17**	**100%**

For those businesses that felt that the event discouraged customers from using their business, 71% judged this to be a combination of both local residents and visitors to the area.

When asked for a percentage breakdown for how much expenditure each group would account for, this gave an average of 75% for visitors and 25% for locals.

3.4 Impacts on Days Before and After Event

Businesses were asked what impact, if any, the event had on the days before/after it took place. A total of 11 businesses stated that it had a negative impact.

3.5 Impacts on Self-Catering Accommodation

Self-catering accommodation is often booked for a minimum of one week, and, therefore, the impact for the week of the event is considered below.

In total, 27 self-catering properties were available across the 13 providers. From the information provided a total of 22 out of the 27 properties were occupied during the Etape Caledonian event providing an occupancy rate of 81%.

For those with unoccupied space the providers were asked if anyone had made an enquiry but did not proceed or cancelled due to the event taking place. One of the providers said that people had made an enquiry but did not proceed as the event was taking place.

3.6 Impacts of Planned Extension to the Route

Businesses were asked what impact a potential route extension (Glen Lyon and the hill road over Ben Lawers to the A827) would have on their business.

A total of 17 felt that an extension to the route would have a negative impact on their business.

3.7 Views on Event

Businesses were asked if any of their customers provided any feedback on the Etape Caledonia event. Just under half (48%) received some form of feedback.

Businesses were asked if they could provide further detail on whether customer's feedback was positive or negative. The most common positive comments are listed in **Table 3.3**.

Table 3.3: Positive Feedback

	Number of businesses
Good event	6
Great scenery/route	5
Well organised	5
Good for area	4

The main positive comments were regarding the great scenery/route and the quality of the event.

Table 3.4 shows the most common negative feedback comments.

Table 3.4: Negative Feedback

	Number of businesses
Road closures restricting access	8
Helps Pitlochry but not Aberfeldy/other areas	4
No parking days before event	2

The main negative feedback was regarding the restrictions to access caused by the road closures.

3.8 Suggested Improvements

Businesses were asked what improvements could be made in the future to increase the positive impact or to reduce the negative impacts. **Table 3.5** shows the most commonly cited responses.

Table 3.5: Suggested Improvements

Number		%
No road closures	6	10%
Promotion of area	4	7%
Free advertising on Etape website/to participants	3	5%
Add additional day of events to encourage longer stays	3	5%

One business said that they would be interested in getting involved further in the event and two said possibly.

3.9 Other Comments

The respondents were asked if there were any other comments they would like to make, with the most common being:

- Of benefit to the local economy (13%);
- Road closures makes moving around difficult (8%).

4. Economic Impact 2017

4.1 Introduction

This chapter provides an assessment of the economic impact of the event in 2017.

4.2 Gross Impacts

4.2.1 Visitor Numbers and Origin

A total of 3,408[1] people took part in the Etape Caledonia event. It has been estimated that 2,110 friends and relatives of participants came to see them take part. A further 272 spectators that did not have a friend or relative taking part also came to watch the event - **Table 4.1.**

Table 4.1: Type of Visitors

Type of Visit	Number	%
Participant	3,408	59%
Spectator (friend/relative)	2,110	36%
Spectator (other)	272	5%
Total	**5,789**	**100%**

The pattern of visitor behaviour varies by origin and type of visit i.e. day and overnight, therefore, these have been analysed separately in order to derive the economic impact. **Table 4.2** gives a breakdown of type of visit by origin.

1 Figures provided by the event organisers – IMG.

Table 4.2: Visitors by Origin (%)

Origin of Visitor	Participant	Spectator (friend/ relative)	Spectator (other)	Total
Perth and Kinross	2.7%	4.5%	23.3%	4.3%
Elsewhere in Scotland	67.6%	74.7%	54.6%	69.6%
Elsewhere in UK	29.0%	20.3%	21.5%	25.5%
Overseas	0.7%	0.5%	0.5%	0.6%
Total	100.0%	100.0%	100.0%	100.0%

4.2.2 Expenditure

The level of expenditure also varies by origin, and day and overnight visitors. The estimated average daily expenditure for visitors is shown in **Table 4.3**.

Table 4.3: Average Daily Expenditure

	Day			Overnight		
Origin of Visitor	Participant	Spectator (friend/ relative)	Spectator (other)	Participant	Spectator (friend/ relative)	Spectator (other)
Perth and Kinross	£12.15	-	£21.77	-	£9.90	-
Elsewhere in Scotland	£18.73	£91.21	£30.89	£99.61	-	£95.50
Elsewhere in UK	-	£101.25	-	£103.53	-	£75.79
Overseas	-	£101.25	-	£103.53	-	£75.79

The average length of stay for overnight visitors is given in **Table 4.4**.

Table 4.4: Average Length of Stay

	Perth & Kinross		
Origin of Visitor	Participant	Spectator (friend/ relative)	Spectator (other)
Elsewhere in Scotland	1.6	1.5	1.0
Elsewhere in UK	2.0	1.6	1.7
Overseas	2.0	1.6	1.7

Gross expenditure is calculated as follows:

$$GE = dv.ndv + ov.l.nov$$

Where	GE	gross expenditure
	dv	average daily expenditure of day visitors
	ndv	number of day visitors
	ov	average daily expenditure of overnight visitors
	l	average length of stay
	nov	number of overnight visitors

Applying the formula gives gross expenditure of £702,904.

4.2.3 Gross to Net

To calculate the net impact of the event, which is the true measure of the economic benefit to Perth & Kinross and Scotland, it is necessary to take account of:

- leakage;
- displacement; and
- multiplier effects.

Leakage

Leakage is expenditure that takes place outside the geographic area at which the economic impact is being assessed. This has been based on where the expenditure of visitors and the event organisers has taken place.

Displacement

Displacement is a measure of the extent to which the event has simply moved expenditure from one part of the economy to another.

So for example if a visitor would have been in Perth and Kinross anyway their expenditure would not be additional expenditure that is brought in so is displaced. Similarly where someone would have been in Scotland anyway their expenditure would be displaced at the Scottish level.

The levels of displacement are set out in Table 4.5.

Table 4.5: Displacement (%)

	Participant	Spectator (friend/relative)	Spectator (other)
Day			
Perth and Kinross	98	98	100
Elsewhere in Scotland	0	0	-
Overnight			
Elsewhere in Scotland	1	1	14
Elsewhere in UK	0	0	0
Overseas	0	0	0

Taking account of this form of displacement reduces the gross expenditure by £23,979.

The second form of displacement relates to non-attendees. It relates to the expenditure that is lost to the area as a result of those that would have visited the area deciding not to visit as a result of the event taking place e.g. due to lack of accommodation, road closures, traffic congestion, etc. This expenditure needs to be deducted from the expenditure created by visitors brought to the area by the event.

Although this is a relatively straightforward concept it is a difficult thing to measure in practice. However, in order to provide some scale for this effect we undertook a survey of local businesses to access details on the scale of negative impact that they experienced during the event.

Analysis of the results from this survey suggests that this form of displacement equated to approximately £16,141. It may be that some of the expenditure lost by the business affected may have accrued to other businesses within the local area. However, it is very difficult to establish if this was the case, therefore for the purposes of the impact assessment we have assumed that this expenditure was lost to the local area.

Taking account of leakage and both forms of displacement gives net direct additional expenditure of £662,783.

4.3 Volunteers, Media and Traders

There will also be some expenditure from volunteers, media and traders[2]. Following the same processes as set out above gives net additional expenditure of £4,988.

4.4 Organiser's Expenditure

The event organiser's expenditure has been assessed on the basis of:

- the total income generated by the event and where it came from;
- where that money was spent geographically; and
- the net effect of that expenditure on the economy.

This is based on data provided by the event organisers. The net organiser's expenditure in Perth and Kinross is positive at £86,507.

4.5 Total Net Additional Direct Expenditure

The total net direct additional expenditure is £754,279 at the Perth & Kinross level (**Table 4.6**).

Table 4.6: Net Additional Direct Expenditure

	Perth and Kinross
Spectators	£662,783
Volunteers, Media and Traders	£4,988
Event Organisers	£86,507
Total	**£754,279**

4.6 Output, GVA and Employment

The following factors were used to translate this expenditure into output (to take account of multiplier effects), GVA and employment (**Table 4.7**).

2 We have excluded expenditure made on behalf of these groups by the event organisers as this is covered later.

Table 4.7: Conversion Factors

	Perth & Kinross
Output	1.42
GVA (per FTE)	£27,000
Employment	£47,500

This gives net additional impacts as set out in Table 4.8.

Table 4.8: Net Additional Impacts

	Perth and Kinross
Output	£1,071,076
GVA	£428,748
Employment (aFTEs)3	15.9

3 aFTE – annual Full Time Equivalent.

5. Future Projections

5.1 Introduction

The event organisers are planning to expand the event over the next few years and have asked for projections of the potential future economic impacts of the event, which are provided in this chapter.

5.2 Gross Impacts

5.2.1 Visitor Numbers and Origin

The anticipated number of participants and spectators in each year is given in **Table 5.1.**

Table 5.1: Type of Visitors

Type of Visit	Participant	Spectator (friend/relative)	Spectator (other)	Total
2018	3,600	2,228	287	6,115
2019	3,966	2,455	324	6,744
2020	4,057	2,511	324	6,892

Following the processes set out previously in Chapter 4 gives gross expenditure as shown in **Table 5.2**.

Table 5.2: Gross Expenditure

	Perth and Kinross
2018	£783,083
2019	£817,915
2020	£836,790

5.2.2 Displacement

We need to take account of two forms of displacement:

- Where the event has simply moved expenditure from one part of the economy to another; and

- Expenditure that is lost to the area as a result of those that would have visited the area deciding not to visit as a result of the event taking place.

Applying these two forms of displacement gives net direct expenditure as set out in **Table 5.3**.

Table 5.3: Net Direct Expenditure

	Perth and Kinross
2018	£691,588
2019	£764,512
2020	£782,743

5.3 Volunteers, Media and Traders

There will also be some expenditure from volunteers, media and traders. We have assumed that this remains stable over the period at £5,000.

5.4 Organiser's Expenditure

Applying the same processes as those set out earlier in Chapter 5, gives net event organiser's expenditure in **Table 5.4**.

Table 5.4: Event Organiser's Net Expenditure

Area	Perth & Kinross
2018	£90,266
2019	£97,448
2020	£99,244

5.5 Total Net Additional Direct Expenditure

The total net direct additional expenditure is given in **Table 5.5**.

Table 5.5: Net Additional Direct Expenditure

	Perth and Kinross
2018	£786,854
2019	£866,960
2020	£886,987

5.6 Output, GVA and Employment

The net additional output, GVA and employment are set out in **Table 5.6**.

Table 5.6: Net Additional Impacts

	2018	2019	2020
Output	£1,117,333	£1,231,084	£1,259,521
GVA	£447,264	£492,799	£504,182
Employment (aFTEs)	16.6	18.3	18.7

6. Conclusions

6.1 Introduction

This Chapter brings together the analysis from the previous chapters to provide a summary and conclusions.

6.2 Visitor Profile

A total of 91% of participants and 95% of spectators are in employment (full or part time), with 69% of participants and 75% of spectators in managerial or professional occupations.

A total of 78% of participants and 68% of spectators were male, with 22% and 32% female, respectively. The most common age groups for both participants and spectators were 35-44 and 45-54 (68% participants, 69% spectators).

The most common ways that participants found information about the event were from having attended previously (63%), the Etape Caledonia website (31%) and word of mouth (29%). For spectators the most common were friend/family member taking part (67%) and word of mouth (29%).

Of participants that stayed overnight, 35% stayed in a hotel and 27% in a guest house/B&B. For spectators 57% stayed in a hotel and 32% in a guest house/B&B.

A total of 67% of participants and 78% of spectators travelled to the event by car/van.

6.3 Views on the Event

The event was highly thought of by both participants and spectators with almost all (participants – 99.6%; spectators 100%) rating the overall experience as very good/good. All of the participants and spectators rated the quality of the event and location as very good/good.

Other factors were also highly rated – event village (95% participants, 84% spectators) and other activities to do before/after the event (93% participants, 94% spectators).

The most commonly suggested improvements from participants were clearer signage on the route, improved road surfaces, more food and drink stalls, and a larger events village/more stalls (all 5%). From spectators they were more for spectators to do (8%) and larger events village/more stalls (6%).

The most common day for arriving was Sunday for participants (40%) and Saturday for spectators (48%) and leaving was Sunday for both (73% participants, 80% spectators).

A total of 19% of participants and 12% of spectators would spend longer in the area if there were more activities on offer over the weekend.

Just under three quarters (74%) of participants and 55% of spectators were making a return visit to the event. Most participants (68%) and spectators (75%) felt that this year's event was on a par with previous years, with 30% of participants and 22% of spectators thinking it was much better/better.

The majority of participants and spectators (96% and 91%, respectively) are very likely/likely to attend the event next year.

For 23% of participants and 3% of spectators an extension to the route would be appealing. The most commonly cited length for an extended route was 100 miles (11% of participants).

6.4 Views on Local Area

For 11% of participants and 29% of spectators this was their first visit to Perth & Kinross. All of participants and spectators rated their visited to Perth and Kinross as very good/good (very good – 85% participants, 72% spectators).

6.5 Local Businesses

A total of 22 businesses reported a negative impact on their business. A total of 11 stated that the event had a negative impact on their business on the day it took place and on the days before and after, 10 on the day of the event (but not before/after) and one on the days before/after (but not on the day of the event).

A total of 30 businesses had received feedback from customers on the event.

The main positive feedback was regarding the great scenery/route and the quality of the event. The main negative related to the road closures restricting access and the event benefitting Pitlochry but not Aberfeldy/other areas.

The most commonly cited changes that would increase the positive/reduce the negative impact on businesses were no road closures, promotion of the area, free advertising on the Etape website/to participants and having an additional day of activities to encourage longer stays.

In terms of the planned extension to the route, a total of 17 businesses stated that this would have a negative impact on their business.

6.6 Economic Impact

The event attracted a total of 3,408 participants and 2,381 spectators. A total of 96% were from outside Perth & Kinross and 26% from outside Scotland. A total of 70% stayed overnight. The event generated the following net additional economic impacts as set out in **Table 6.1**.

Table 6.1: Net Additional Impacts

	Perth & Kinross
Net Direct Expenditure	£754,279
Output	£1,071,076
GVA	£428,748
Employment (aFTEs)	15.9

6.7 Future Projections

The number of participants and spectators anticipated in future years is given in **Table 6.2**.

Table 6.2: Anticipated Participants and Spectators in Future Years

2018		2019	2020
Participants	3,600	3,966	4,057
Spectators	2,515	2,771	2,835
Total	6,115	6,737	6,892

The projected future economic impacts are given in **Table 6.3**.

Table 6.3: Projected Economic Impacts

	2018	2019	2020
Net Direct Expenditure	£786,854	£866,960	£886,987
Output	£1,117,333	£1,231,084	£1,259,521
GVA	£447,264	£492,799	£504,182
Employment (aFTEs)	16.6	18.3	18.7