

The Economic Impacts of Two Christchurch Concerts and Residents' Perceptions of the Greater SummerTimes Festival.

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Abstract

Events are increasingly being utilised as generators of tourist spending. As budgets for community events grow it is becoming necessary to quantify their economic impacts. Events must be made to justify themselves to the ones providing the funding. As well events must achieve what should be their ultimate aim, to enhance residents' quality of life. The current study measures the economic impacts of two largely ratepayer funded open air concerts. Major findings were that the rock concert boosted local income by \$98,422 and the classical concert by \$319,245. Major spending was in the shopping and food sectors and also on alcohol in the case of the rock concert. Very little spending occurred in the accommodation sector. When the social perceptions of residents to the greater SummerTimes Festival were measured; overwhelming support was found in the community. Nearly 90% were positive towards the festival with a variety of benefits felt by most, such as increased civic pride. The most important negative finding was that the majority are upset that alcohol is allowed at the events and concerns over underage drinking. Also several small but important groups were concerned about noise, crime and traffic problems related to the events. Overall, the events were found to meet what should be their primary objective, to satisfy residents; whilst at the same time they were able to generate a worthwhile economic impact.