

BOARDMASTERS 2022 ECONOMIC IMPACT REPORT

SUMMARY

This document relates to key findings from the Boardmasters Economic Impact Report produced for Vision Nine by the Southwest Research Company Ltd (the **Report**).

The key findings are based on the following:

- **Attendee Surveys** – 500 face-to-face interviews at Fistral Beach and 2,032 post-event online survey responses received from Boardmasters ticket purchasers who attended events at the Watergate Bay site.
- **Supplier/Trader Survey** – online survey receiving a 15% response rate from suppliers/traders who attended the festival.
- **Attendee estimates** – achieved through counts of attendees through the main entrance points to Fistral Beach site (TSWRC) and from details of attendance at ticketed events at the main Watergate Bay arena and camping on site (provided by Vision Nine).
- **Economic Modelling** – applying survey data to attendee numbers to estimate economic outputs using the Cambridge Model.

KEY FINDINGS

- Approximately 73,200 unique attendees to the event across the weekend (Watergate& Fistral beach sites), which generated approximately 265,000 visitor days in Newquay over the five-day event period.
- Approximately £39.9 million total event expenditure to the local and wider economy of Cornwall.
- £105,000 of donations to 38+ charities, organisations and local community groups in the Newquay and Cornwall area raised by the Boardmasters Foundation.
- £1.5m spent with Cornish suppliers by Vision Nine.
- 85% of festival attendees staying overnight in Cornwall said that Boardmasters was their main reason for visiting the county.
- 28% of suppliers and traders at Boardmasters described themselves as an independent business based in Cornwall.
- 40% of businesses indicated that they had increased their levels of staff during the festival with 67% of these additional staff employed from Cornwall.
- 53% of businesses used Cornish based contractors or suppliers in their operations at Boardmasters 2022. The average approximate total value of the Cornish subcontractors/suppliers work per business was £15,753 equating to a total spend with Cornish suppliers of £2,120,669.
- 60% of businesses felt their involvement with Boardmasters was of great importance to their business and to the local Cornish economy.
- The map below displays the main concentrations of visitor origins for Boardmasters including 30-minute drive time bands of the festival up to 2 hours. The map clearly shows the high concentration of

visitors to the event from within Cornwall itself and the linkage between the major urban areas and motorway routes.

