Events Tasmania Research Program

Hobart Baroque Festival

Research Report 2014

Prepared by

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Contents

Executive Summary **1**

Section One - Introduction **6**
1.1 Background 6
1.2 Aims and Objectives 6
1.3 Methodology 6
1.4 The People Interviewed 8

Section Two – Background Information on Hobart Baroque Attendees **9**
2.1 Respondents' Place of Residence 9
2.2 Number Accompanying Respondents to Hobart Baroque 11

Section Three – Interstate and International Hobart Baroque Attendees **13**
3.1 Number of Nights Spent in Tasmania Whilst Attending Hobart Baroque 13
3.2 Purpose of the Visit to Tasmania 15
3.3 Likelihood of a Return Visit to Tasmania 17
3.3.1 How Soon a Return Visit to Tasmania Will Be Likely 19

Section Four – Spending Patterns of the Hobart Baroque Attendees **21**
4.1 Spending Patterns of the Interstate and International Hobart Baroque Attendees 21
4.2 Spending Patterns of the Tasmanian Hobart Baroque Attendees 22
4.3 Total Average Spend of the Hobart Baroque Attendees 23

Section Five – Prior Experience and Awareness of Hobart Baroque **24**
5.1 Attendance at Previous Hobart Baroque Festival 24
5.2 Sources of Information about Hobart Baroque in 2014 26
5.3 Source of Email Information 29
5.4 Interstate and International Attendees' Prior Awareness of Hobart Baroque 30
5.4.1 Awareness of Hobart Baroque Prior to Booking Visit to Tasmania 30
5.4.2 Importance of Attending Hobart Baroque in the Decision to Visit Tasmania 32

Section Six – Attendees' Satisfaction with Events of Hobart Baroque in 2014 **34**

Section Seven – Visits to Other Tasmanian Events and Regions **36**
7.1 Attendance at Other Tasmanian Events in the Last 12 Months 36
7.2 Visits to Tasmanian Regions by Interstate and International Attendees 38

Section Eight – Future Attendance at Hobart Baroque **40**
8.1 Likelihood of Attendance at Hobart Baroque in 2015 40

Section Nine – Accommodation and Local Attractions **42**
9.1 Type of Accommodation 42
9.2 Local Attractions 44

Appendix – The Questionnaire **46**

Executive Summary

Events Tasmania

Events Tasmania works to build and sustain a strong events sector by promoting investment and support for the sector and maximising the value and return on investment of events funded by the State Government through our major event partnerships and grant programs.

We invest around $8 million a year in these major event partnerships and grant programs, providing funding to approximately 100 different event organisers around the state.

Our research shows that these events directly contribute about 100,000 visitors to the state, who on average stay 5 nights, and spend around $200 per day. That equates to $100 million of new expenditure into the Tasmanian economy.

Events Tasmania is a part of the Department of State Growth, and as well as providing financial assistance to maintain a balanced portfolio of events within the state, Events Tasmania works to leverage those events. Our team provides advice and access to resources to assist in the creation, staging, promotion and operation of events in Tasmania.

The key objectives of this work are to:

- Get people to Tasmania;
- Get people moving around the state; and
- Get people talking about Tasmania.

Tasmania stages many events funded by a variety of sources across state government, local government, industry bodies, community groups and the private sector.

Events also get people moving around the state, create job opportunities, and benefit communities through social inclusion as well as economic stimulus. They generate stories and amazing photos that are rapidly shared with friends, family and via social media to the world. Every time this happens Tasmania shines more brightly as a wonderful place to live, work and visit.

We work in close partnership with Tourism Tasmania and the state's Regional Tourism Organisations to ensure that Tasmania's major events are promoted and leveraged to the best advantage for the state. This includes major campaigns with airlines, visiting journalists and influencers, and broadcast through numerous online distribution channels such as newsletters, Facebook, Twitter and Instagram.

Instrumental to our work is investment in research to provide insights about the events we fund and the broader impact of events on Tasmania.

Events Tasmania has conducted online research with attendees to major events since 2008, prepared by Enterprise Marketing and Research Services since 2012. Included in this long-term study are events such as the Australian Wooden Boat Festival, MONA FOMA, Hobart Baroque, Festival of Voices and Dark Mofo.

Through our relationship with tourism we have also conducted research on the partnership between the State Government and Hawthorn Football Club for over ten years.

In addition to this, Events Tasmania conducts research projects with a range of key stakeholders measuring and seeking to understand the impact of events held in Tasmania on the social structure, economy and liveability of the state – particularly in relation to tourism outcomes.

Events Tasmania requires all funded events to measure and ideally conduct research with their participants and audiences to measure such benefits as visitation, regional dispersal and audience changes and growth.

The purpose of the research was to assist Events Tasmania to gather critical data as to the value – both real and perceived by consumers – that major Tasmanian events bring to the local community and the State as a whole.

As a part of the Events Tasmania Research Program, this report gathered feedback from Tasmanians as well as mainland and overseas visitors who had attended the 2014 Hobart Baroque festival.

Hobart Baroque

Hobart Baroque is a festival of early music (defined as mostly 17th and 18th century) for Tasmania, which had its first presentation in April 2013 primarily at the Theatre Royal in Hobart.

The Tasmanian Government through Events Tasmania provided funding of $200,000 to Hobart Baroque for the staging of the inaugural festival in 2013, and $400,000 for the staging of the 2014 festival.

The festival reported ticket sales data to Events Tasmania with overall sales of 7,300 tickets; 3,000 of these being purchased by interstate and overseas buyers. Weighted against other measures of festival attendees and purchasing patterns, we estimate that approximately 850 to 900 interstate visitors attended the festival in 2014. This is a notable increase on the previous festival.

Background Information on Hobart Baroque Attendees

The majority of respondents (61%) who had attended Hobart Baroque reported that they are a resident in Tasmania, with a further 38% of respondents stating mainland Australia. 1 respondent stated that their place of residence is overseas – namely New Zealand.

25% of the respondents stated they had attended Hobart Baroque alone, while the remaining 75% said they had attended as part of a group.

Almost two thirds of respondents who attended as part of a group stated that they had been accompanied to Hobart Baroque by "1 other" person (64%). 17% were accompanied by "2 others" while a further 16% said they were accompanied by "3 or more others".

Non-Tasmanian Hobart Baroque Attendees

Of those respondents who travelled to Tasmania to attend Hobart Baroque, 40% stated they had spent at least 5 nights in total in Tasmania. 44% spent "3 to 4 nights" while a further 13% had only stayed for "1 to 2 nights".

On average, the time spent in Tasmania by visitors was 4.8 nights.

93% of non-Tasmanian respondents answered that they visited Tasmanian on this occasion specifically for Hobart Baroque. The remaining 7% stated that they were already planning to visit regardless of the festival.

96% of interstate and international respondents affirmed that they were likely to return to Tasmania as a result of their recent visit and experience at Hobart Baroque. 86% of those mainland and international respondents who were likely to make a return visit to Tasmania indicated that they would do so within the next 12 months.

Spending Patterns of the Hobart Baroque Attendees

The categories on which the highest amounts were spent by non-Tasmanian Hobart Baroque attendees during their time in Tasmania were "accommodation" (with a total average spend of $715), "travel to Tasmania" ($463) and "meals and drinks" ($419). Respondents also recorded a total average spend of $361 on "entertainment", $277 on "shopping", $180 on "travel" while in the state, and $41 on "other expenditure".

The categories on which the highest amounts were spent by Tasmanian residents during their visit to Hobart Baroque were "entertainment" (a total average of $123 per respondent) and "meals and drinks" ($69). A total average of $13 was spent on "travel", $11 on "shopping", $10 on "accommodation", and $6 on "other expenditure".

In summary, the total average spend of interstate and international Hobart Baroque attendees was at a high level at $2,455 with that of Tasmanian attendees standing at $231. The total average spend of all the attendees combined was $1,376.

Attendance at Hobart Baroque in 2013

Two-fifths (40%) of all respondents attended the inaugural Hobart Baroque festival in 2013.

Sources of Information about Hobart Baroque

The most commonly mentioned source of information about this year's Hobart Baroque Festival was "word of mouth", with 38% of respondents identifying this.

34% cited "email" as a source of information while 28% had heard some information via the "radio". Other sources mentioned by at least one quarter of all respondents included a "newspaper advertisement" (29%) and via "online" (28%).

More than half of all respondents (52%) who had heard about Hobart Baroque via email stated that this email was via the Theatre Royal.

Awareness of Hobart Baroque Prior to Visiting Tasmania

91% of non-Tasmanian respondents stated they were aware of Hobart Baroque prior to booking their visit to Tasmania. 94% of non-Tasmanian respondents stated that attending Hobart Baroque was "very important" in their decision to visit Tasmania. A further 4% believed it was "somewhat important" in the decision to visit while the remaining 2% were of the opinion it was "not important at all".

Satisfaction with Events at the 2014 Hobart Baroque Festival

The satisfaction levels of attendees with Hobart Baroque events were generally high although a large number were unable to score most events having not attended them. The highest level of satisfaction was with "Orlando", with 80% of respondents stating that they were satisfied. 55% of these respondents stated they were "very satisfied".

The average satisfaction score for all events was over 80% however given the small number of respondents able to score many of the events having not attended these should be treated with some caution.

Future Attendance at Hobart Baroque

93% of all respondents stated that they are likely to attend Hobart Baroque in 2015. Only 1% said they were unlikely to attend, with the remaining 6% unable to give a definitive response

Attendance at other Tasmanian Events in Last 12 Months

More than one quarter of respondents reported that in the past 12 months they had attended the "Taste of Tasmania" (33%), "Ten Days on the Island" (31%) and "MONA FOMA" (30%). One half of all respondents (50%) stated they had not attended any of the other listed events.

Regions, Attractions and Accommodation used by Non-Tasmanian Attendees

31% of all non-Tasmanian respondents visited the "southern region" while attending Hobart Baroque. 7% visited the "northern region" while 5% went to the "east coast region". 62% of these respondents did not visit any other regions remaining in Hobart for the entire stay.

At least three quarters of non-Tasmanian respondents who attended Hobart Baroque experienced local attractions including a "restaurant" (90%), visiting "MONA" (79%) and the "Salamanca Market" (75%). 56% did some form of "shopping", 14% of these respondents visited "wineries" while other local attractions included "Bruny Island tours", "Mount Wellington" and various "museums and galleries".

Almost one half of non-Tasmanian respondents (46%) stayed in "hotel" accommodation while in Hobart for the Hobart Baroque festival. A further 33% opted for "serviced apartments" while 10% stayed with "friends or family".

Section One – Introduction

1.1 Background

Events Tasmania, the principal event-funding body within the Department of State Growth, commissioned EMRS to conduct research in 2014 so as to measure the ongoing value of this event to the Tasmanian economy and community, with the assistance of Hobart Baroque.

1.2 Aims and Objectives

Research Aim

The aim of the research was to gather feedback from the Tasmanian community and from visitors to the State about their awareness and perceptions of Hobart Baroque, as well as exploring travel, spending and attendance patterns.

Research Objectives

The key objectives of the research were to determine:

- The demographic profile of the visitors attending the festival;
- Travel and spending patterns of the festival attendees;
- Awareness of Hobart Baroque and its importance as an attraction;
- Levels of satisfaction with the festival in 2014;
- Past attendance at Tasmanian events and visits to other destinations in the State; and
- The potential for future visits to the festival.

1.3 Methodology

Research Methodology

EMRS used its online research capability to collect the data. The survey was emailed to a compiled database of approximately 640 visitors to Hobart Baroque, and the sample was comprised of local, interstate and overseas attendees. The data was collected, collated and analysed at EMRS' research facility in Moonah.

Hobart Baroque supplied a list of 640 contact email addresses, which was significantly lower than that supplied by previous festivals and events within the Events Tasmania Research Program. The festival had outsourced its ticket sales to various agencies which would only supply contacts for research purposes on an 'opt-in' basis.

The online questionnaire is included as an appendix to this report.

Sampling Error

As with all quantitative research, it must be remembered that all sample surveys are subject to sampling variation. The sampling variation depends largely on the number of responses to the online survey and the way the sample was selected. The survey was emailed to 640 people who attended the Hobart Baroque festival.

In theory, with an overall sample size of 325 respondents, in this research we can say with 95% certainty that the overall results have a maximum margin of error of +/- 3.82 percentage points of what they would be if all attendees to have received the link had completed the survey.

1.4 The People Interviewed

325 respondents who had attended the Hobart Baroque festival in March and April 2014 participated in the online survey. The following table shows the number and percentage of each demographic group involved in the survey.

Table 1 – The People Interviewed Online
(Number and percentage of those in each demographic group)*†

Demographic	March / April 2014	
	Number	Percentage
Total	325	100
Gender		
Male	102	31
Female	220	68
Declined to answer	3	1
Age		
Under 18 years	1	0
18-24	1	0
25-34	1	0
35-44	20	6
45-54	48	15
55-69	170	52
70 years and over	82	25
Declined to answer	2	1
Usual Place of Residence		
Tasmania	199	61
Mainland Australia	125	38
Overseas	1	0
Tasmania		
South	190	58
North and North East	7	2
North West and West	2	1
Mainland Australia		
ACT	4	1
New South Wales	68	21
Northern Territory	-	-
Queensland	7	2
South Australia	7	2
Victoria	35	11
Western Australia	4	1

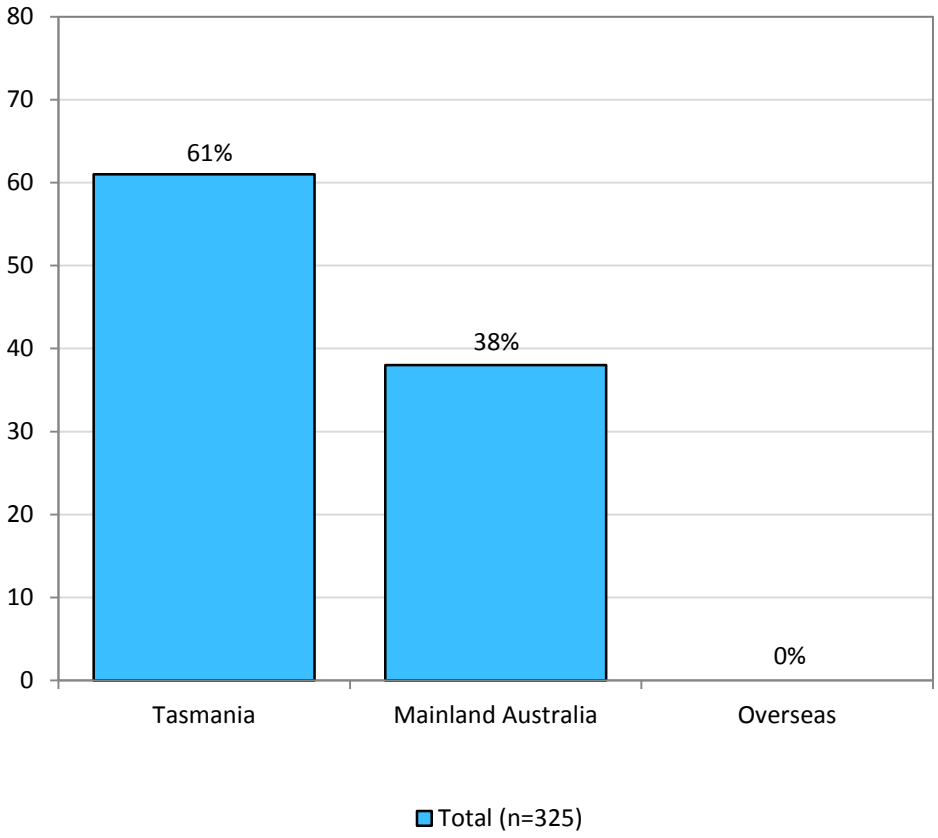
*Percentages may not sum to 100 due to rounding.
†Numbers and percentages are unweighted.

Section Two – Background Information on Hobart Baroque Attendees

2.1 Respondents' Place of Residence

All respondents were asked whether they were a Tasmanian resident, a resident elsewhere in Australia, or an international visitor.

Chart 1 – Respondents' Place of Residence (Percentage of respondents)



The majority of respondents (61%) who had attended Hobart Baroque reported that they are a resident in Tasmania, with a further 38% of respondents stating mainland Australia.

1 respondent stated that their place of residence is overseas – namely New Zealand.

Table 2 – Respondents' Place of Residence
(Percentage of respondents by demographic group)*

Demographic Group	Place of Residence (n=325)		
	Tasmania	Mainland Australia	Overseas
Total	**61**	**38**	**0**
Gender			
Male	58	41	1
Female	62	38	-
Age			
Under 55 years	66	34	-
55-69 years	58	42	1
70 years and over	65	35	-

*Percentages may not sum to 100 due to rounding.

2.2 Number Accompanying Respondents to Hobart Baroque

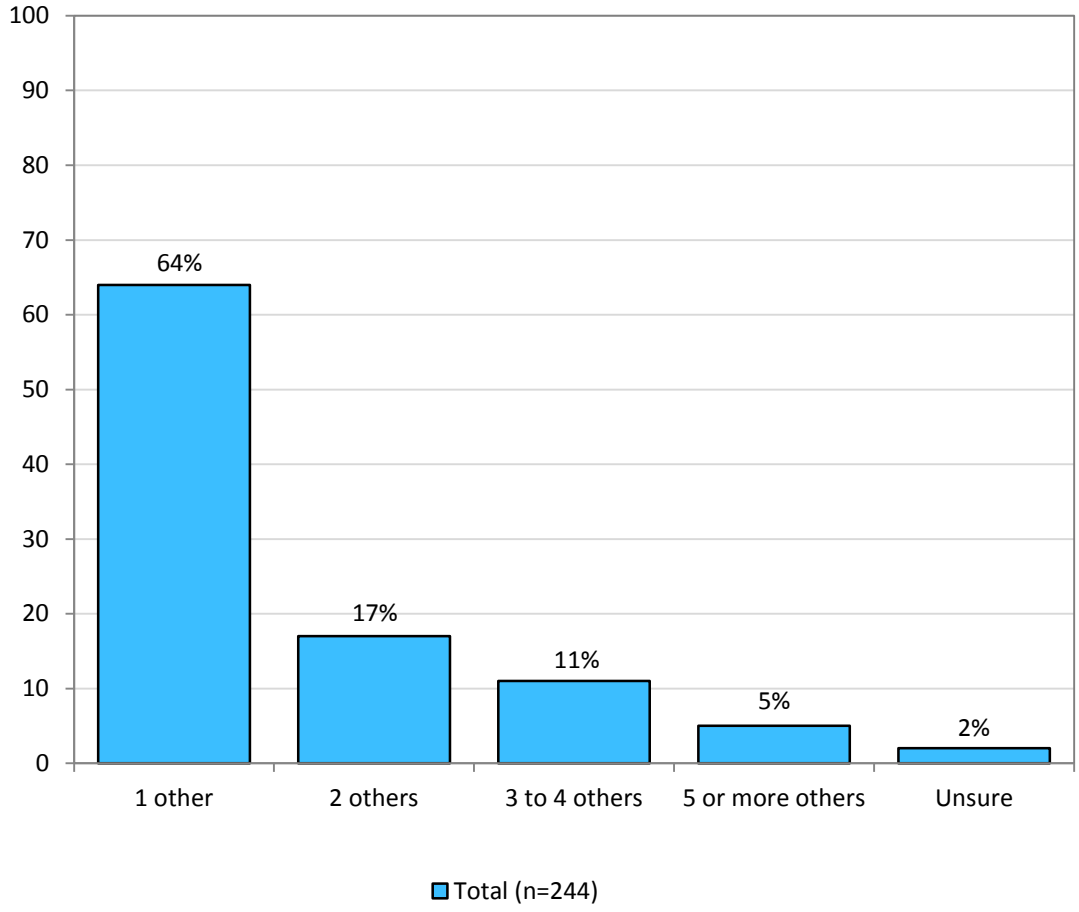
All respondents were asked whether they had attended the festival alone or as part of a group.

25% of the respondents stated they had attended Hobart Baroque alone, while the remaining 75% said they had attended as part of a group.

The 244 respondents who had attended the festival as part of a group were then asked:

How many people, excluding yourself, attended Hobart Baroque with you?

Chart 2 – Number Accompanying Respondents to Hobart Baroque (Percentage of respondents accompanied by others)*



*Percentages do not sum to 100 due to rounding.

Almost two thirds of respondents who attended as part of a group stated that they had been accompanied to Hobart Baroque by "1 other" person (64%).

17% were accompanied by "2 others" while a further 16% said they were accompanied by "3 or more others".

Table 3 – Number Accompanying Respondents to Hobart Baroque
(Percentage of respondents accompanied by others by demographic group)*

Demographic Group	(n=244)				
	1 other	2 others	3 to 4 others	5 or more others	Unsure
Total	**64**	**17**	**11**	**5**	**2**
Gender					
Male	71	12	8	6	2
Female	61	19	13	5	3
Age					
Under 55 years	67	13	6	9	6
55-69 years	62	19	12	5	2
70 years and over	66	16	14	2	2
Place of Residence					
Tasmania	68	15	11	2	3
Non-Tasmanian	59	19	11	10	1

* Percentages do not sum to 100 due to rounding.

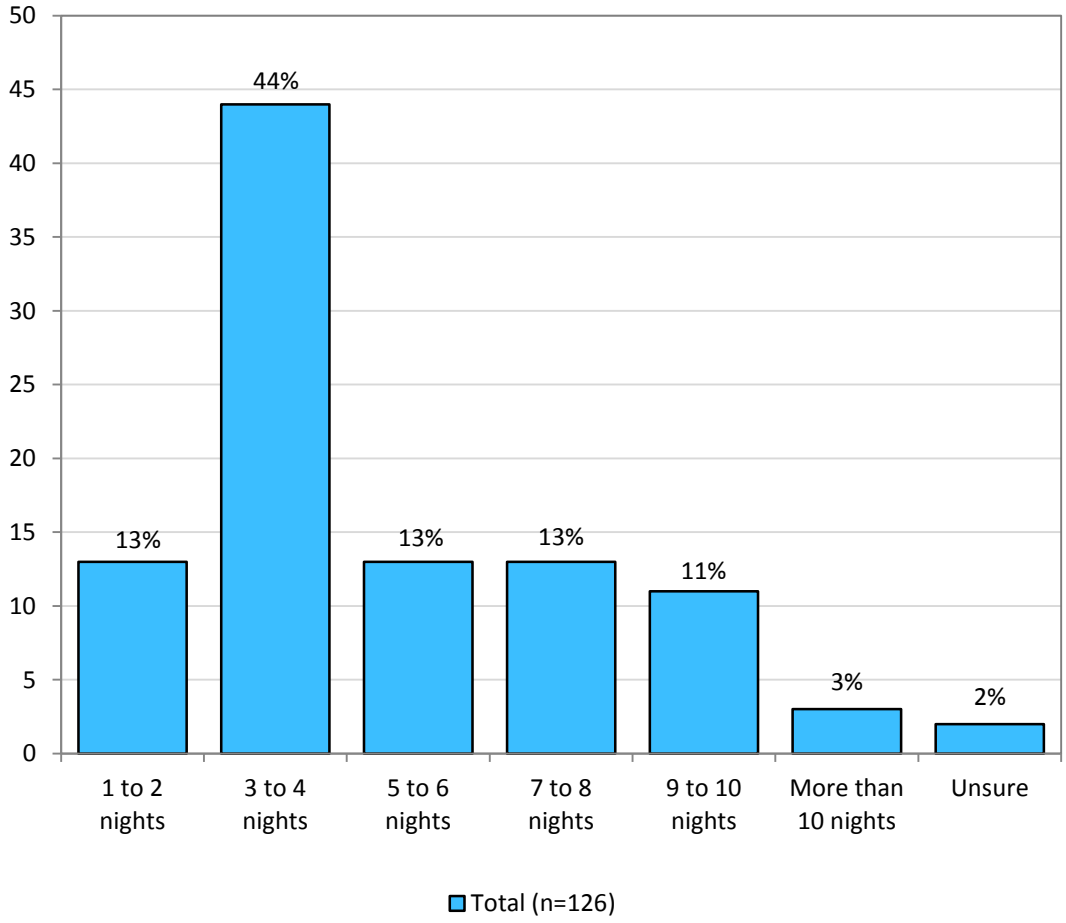
Section Three – Interstate and International Hobart Baroque Attendees

3.1 Number of Nights Spent in Tasmania Whilst Attending Hobart Baroque

Those respondents who had stated that they reside on the mainland of Australia or who were international visitors were asked:

How many nights did you spend in Tasmania on this trip?

Chart 3 – Nights Spent in Tasmania Whilst Attending Hobart Baroque (Percentage of interstate and international respondents)



Of those respondents who travelled to Tasmania to attend Hobart Baroque, 40% stated they had spent at least 5 nights in total in Tasmania. 44% spent "3 to 4 nights" while a further 13% had only stayed for "1 to 2 nights".

On average, the time spent in Tasmania by visitors was 4.8 nights.

Table 4 –Nights Spent in Tasmania Whilst Attending Hobart Baroque (Percentage of interstate and international respondents by demographic group)*

Demographic Group	Number of Nights (n=126)					
	1 to 2 nights	3 to 4 nights	5 to 6 nights	7 to 8 nights	9 to 10 nights	More than 10 nights
Total	**13**	**44**	**13**	**13**	**11**	**3**
Gender						
Male	14	49	12	7	12	5
Female	13	42	13	17	11	2
Age						
Under 55 years**	21	50	8	8	-	8
55-69 years	10	47	11	13	17	1
70 years and over**	14	34	21	21	7	3

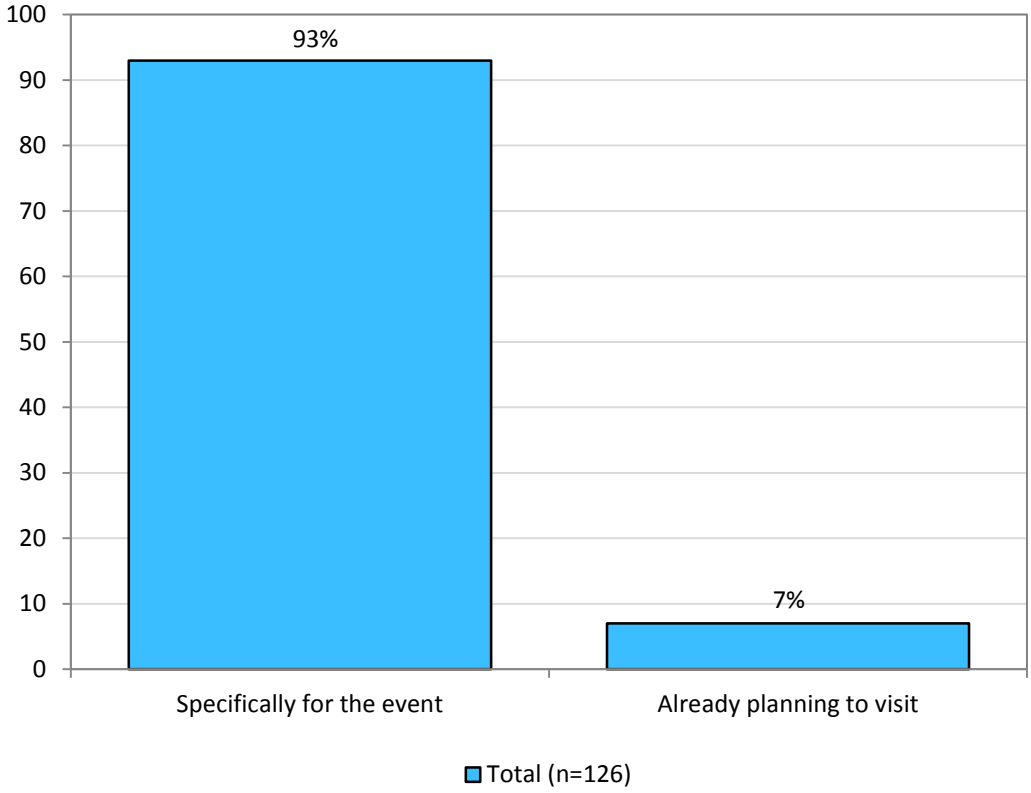
*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

3.2 Purpose of the Visit to Tasmania

Interstate and international visitors who had attended Hobart Baroque in 2014 were next asked:

Did you visit Tasmania specifically for Hobart Baroque or were you already planning to visit at this time?

Chart 4 – Purpose of the Visit to Tasmania
(Percentage of interstate and international respondents)*



93% of non-Tasmanian respondents answered that they visited Tasmanian on this occasion specifically for Hobart Baroque. The remaining 7% stated that they were already planning to visit regardless of the festival.

Table 5 – Purpose of the Visit to Tasmania
(Percentage of interstate and international visitors by demographic group)*

Demographic Group	Purpose of the Visit (n=126)	
	Specifically for the event	Already planning to visit
Total	**93**	**7**
Gender		
Male	88	12
Female	95	5
Age		
Under 55 years**	92	8
55-69 years	92	8
70 years and over**	97	3

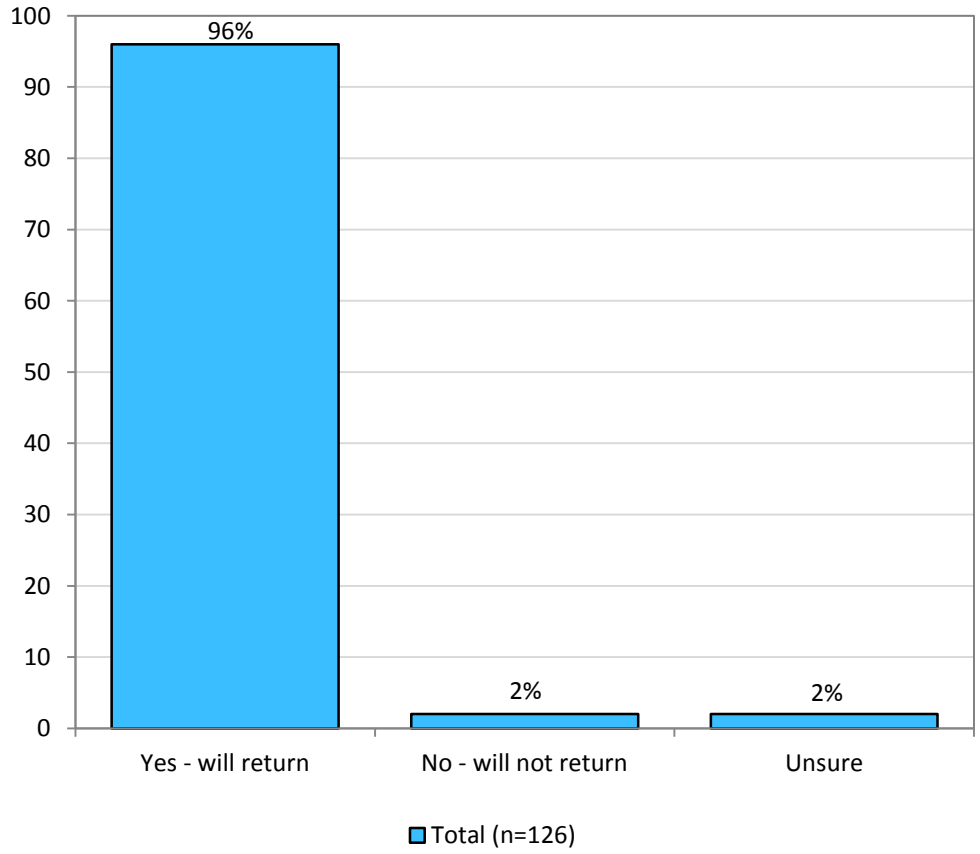
*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

3.3 Likelihood of a Return Visit to Tasmania

The interstate and international festival attendees were asked:

> *Do you think you will return to Tasmania as a result of your recent visit and experience at Hobart Baroque?*

Chart 5 – Likelihood of a Return Visit to Tasmania
(Percentage of interstate and international respondents)*



*Percentages do not sum to 100 due to rounding.

96% of interstate and international respondents affirmed that they were likely to return to Tasmania as a result of their recent visit and experience at Hobart Baroque.

2% stated they would not return, while a further 2% remained “unsure”.

Table 6 – Likelihood of a Return Visit to Tasmania
(Percentage of interstate and international respondents by demographic group)*

Demographic Group	Likelihood of a Return Visit (n=126)		
	Yes will return	No will not return	Unsure
Total	**96**	**2**	**2**
Gender			
Male	98	2	-
Female	95	1	4
Age			
Under 55 years**	96	4	-
55-69 years	96	1	3
70 years and over**	97	-	3

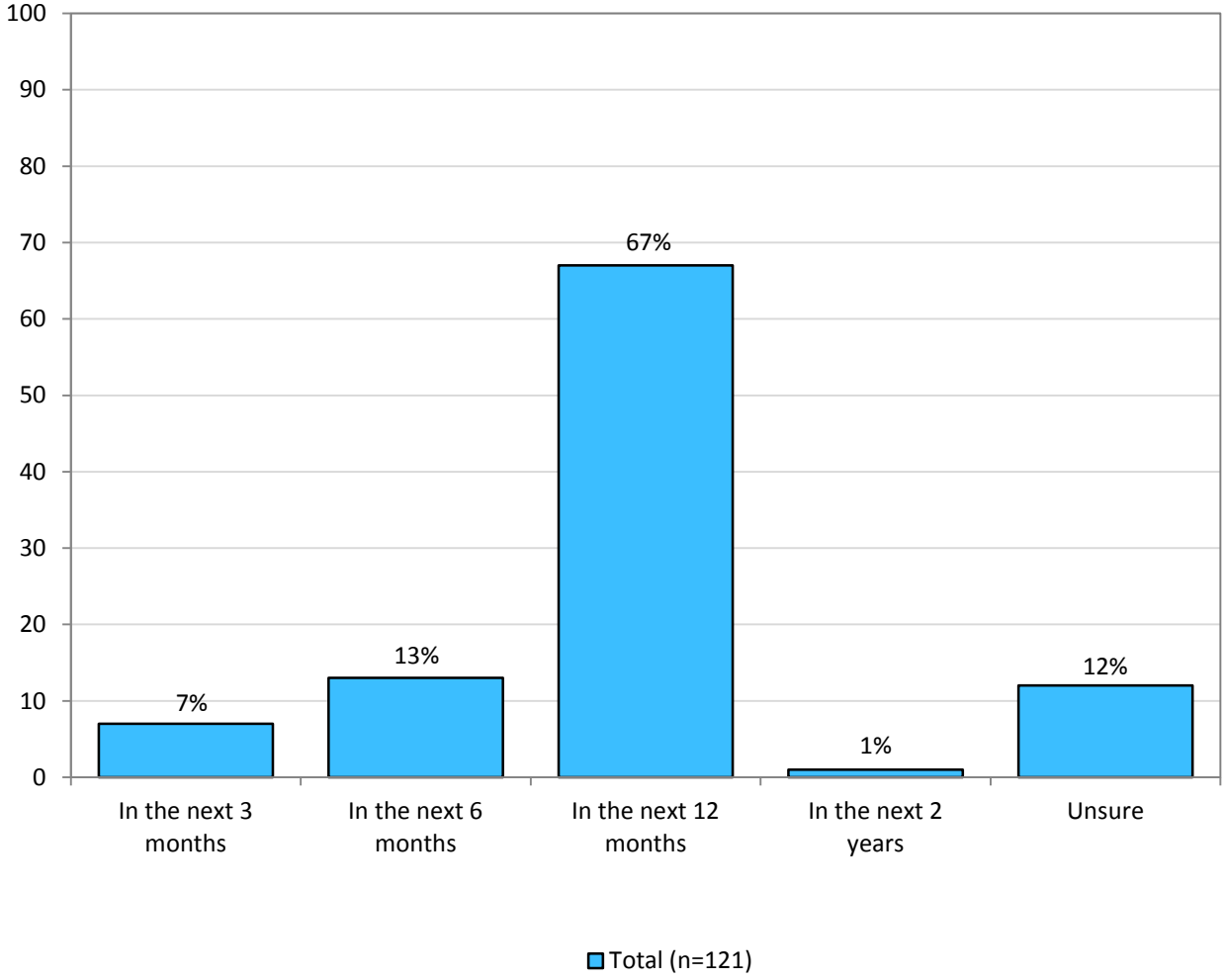
*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

3.3.1 How Soon a Return Visit to Tasmania Will Be Likely

Those respondents who stated they will make a return visit to Tasmania were then asked:

How soon do you think you will return?

Chart 6 – How Soon a Return Visit to Tasmania Will Be Likely
(Percentage of interstate and international respondents planning a return visit)



86% of those mainland and international respondents who were likely to make a return visit to Tasmania indicated that they would do so within the next 12 months.

Table 7 – How Soon a Return Visit to Tasmania Will Be Likely (Percentage of interstate respondents planning a return visit – by demographic group)*

Demographic Group	How Soon a Return Visit Will be Likely (n=121)				
	In the next 3 months	In the next 6 months	In the next 12 months	In the next 2 years	Unsure
Total	**7**	**13**	**67**	**1**	**12**
Gender					
Male	7	21	52	2	17
Female	6	9	75	-	10
Age					
Under 55 years**	9	26	52	-	13
55-69 years	4	13	70	1	12
70 years and over**	11	4	71	-	14

*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

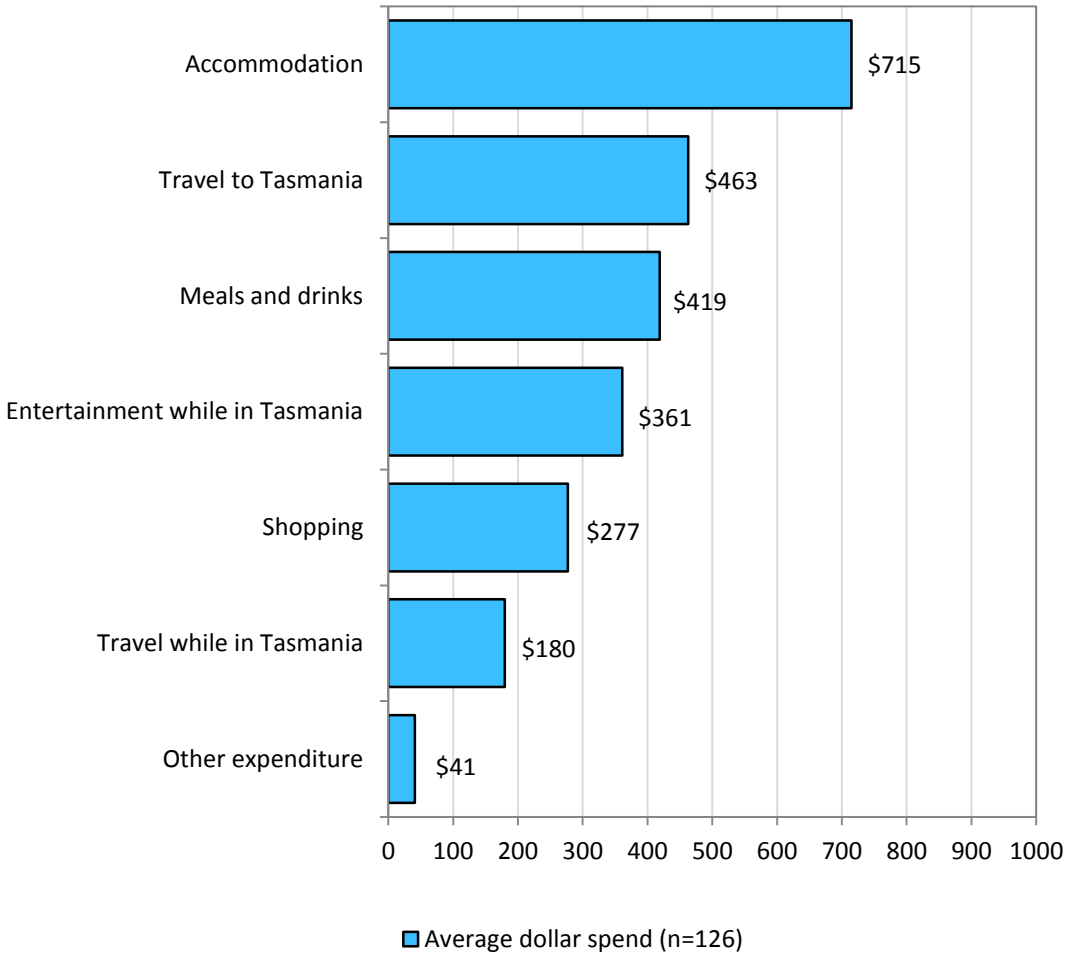
Section Four – Spending Patterns of the Hobart Baroque Attendees

4.1 Spending Patterns of the Interstate and International Hobart Baroque Attendees

The respondents who had reported that they reside interstate or overseas were asked:

> *For each of the following categories, can you please estimate the Total Amount Spent during your time in Tasmania for yourself and any other members of your group?*

Chart 7 – Average Amount Spent by Interstate and International Respondents On Each Category During their Visit to Tasmania (Average dollar spend by interstate and international respondents)



The categories on which the highest amounts were spent by non-Tasmanian Hobart Baroque attendees during their time in Tasmania were "accommodation" (with a total average spend of $715), "travel to Tasmania" ($463) and "meals and drinks" ($419).

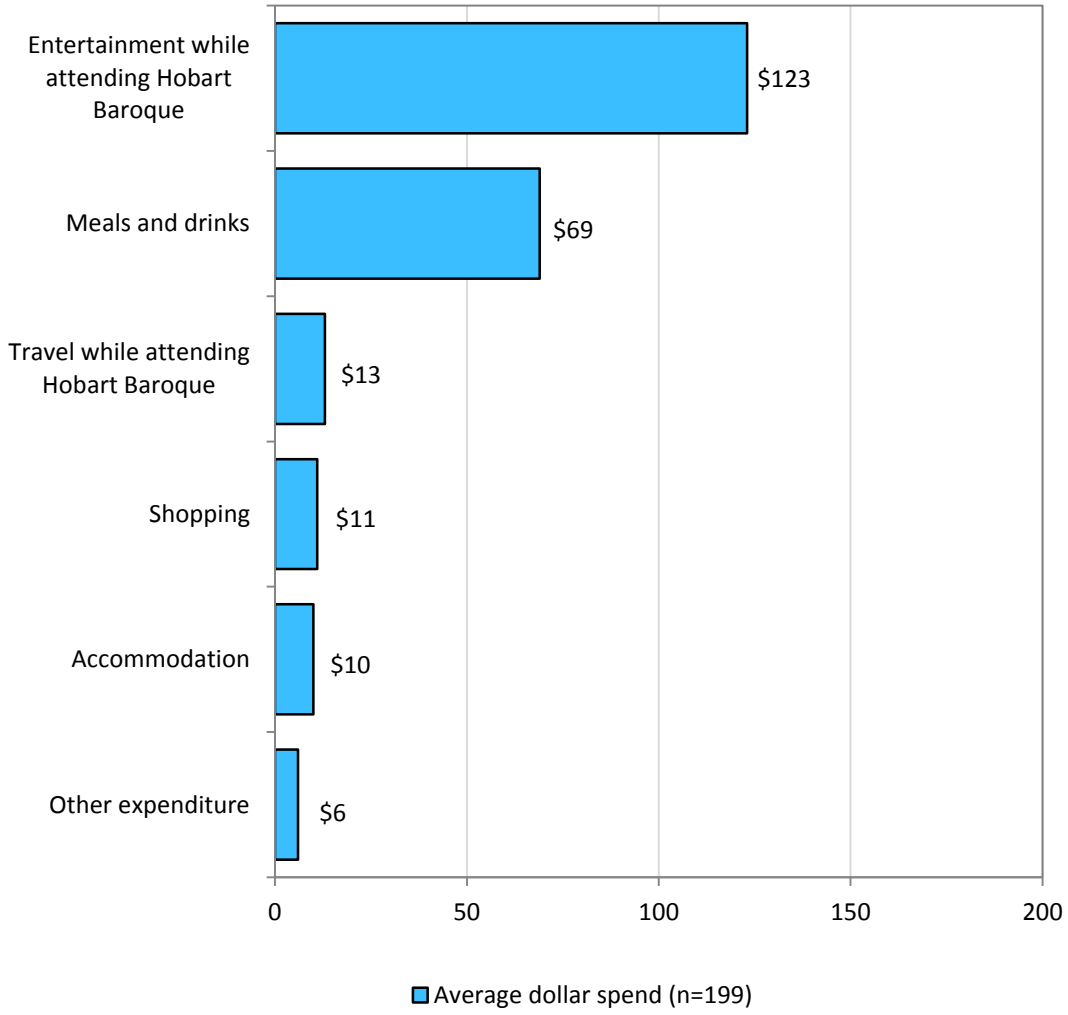
Respondents also recorded a total average spend of $361 on "entertainment", $277 on "shopping", $180 on "travel" while in the state, and $41 on "other expenditure".

4.2 Spending Patterns of the Tasmanian Hobart Baroque Attendees

The respondents who had reported that they reside in Tasmania were asked:

> *For each of the following categories, can you please estimate the Total Amount Spent during your visit to Hobart Baroque for yourself and any other members of your group?*

Chart 8 – Average Amount Spent by Tasmanian Respondents On Each Category During their Visit to Hobart Baroque (Average dollar spend by Tasmanian respondents)



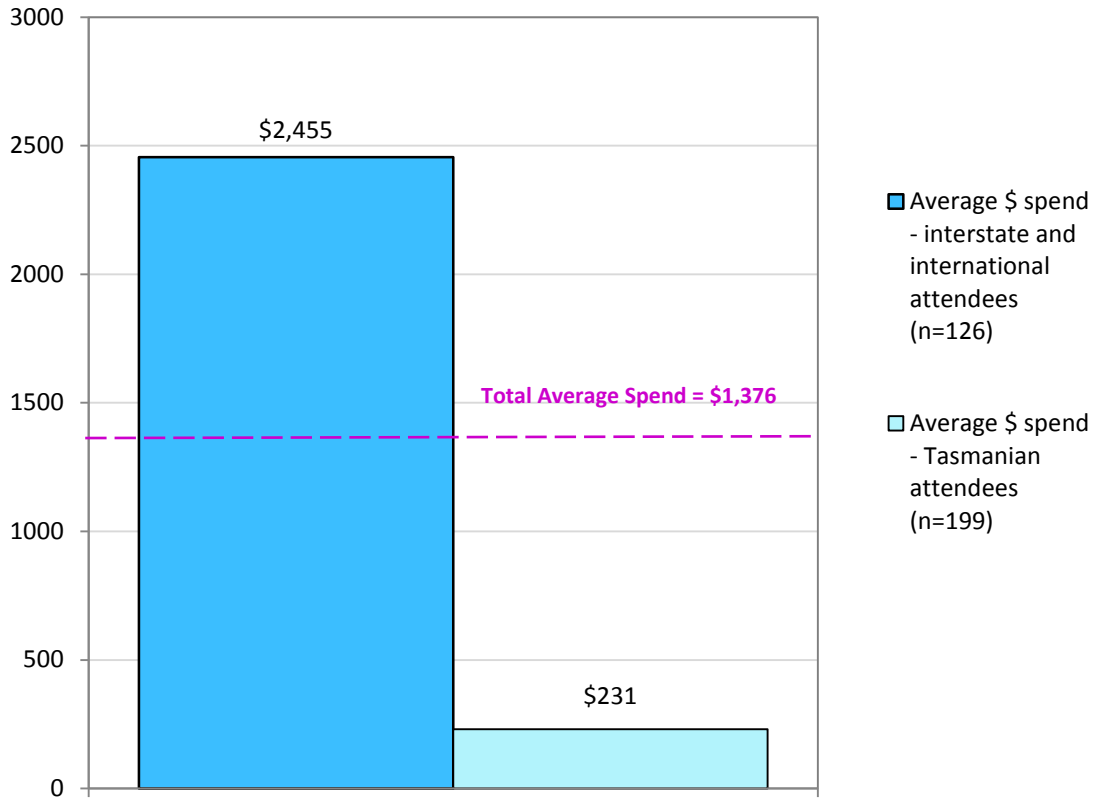
The categories on which the highest amounts were spent by Tasmanian residents during their visit to Hobart Baroque were "entertainment" (a total average of $123 per respondent) and "meals and drinks" ($69).

A total average of $13 was spent on "travel", $11 on "shopping", $10 on "accommodation", and $6 on "other expenditure".

4.3 Total Average Spend of the Hobart Baroque Attendees

The chart below shows the total average spend of all respondents during their time attending the 2014 Hobart Baroque, as well as a comparison of the total average spend of interstate and international respondents with that of the respondents residing in Tasmania.

Chart 9 – Total Average Spend of Hobart Baroque Attendees (Average dollar spend of all respondents)



The total average spend of interstate and international Hobart Baroque attendees was at a high level at $2,455 with that of Tasmanian attendees standing at $231.

The total average spend of all the attendees combined was $1,376.

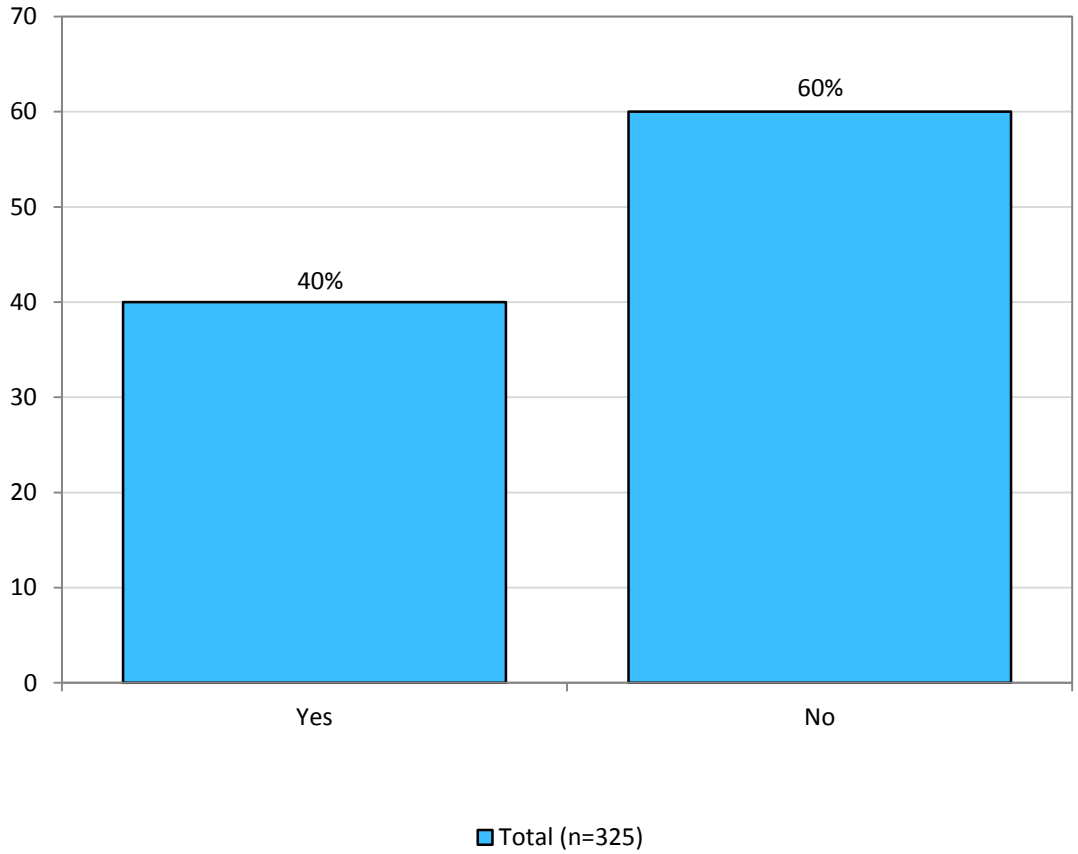
Section Five – Prior Experience and Awareness of Hobart Baroque

5.1 Attendance at Previous Hobart Baroque Festival

All respondents were asked:

Did you attend the inaugural Hobart Baroque festival in 2013?

Chart 10 – Attendance at Hobart Baroque in 2013 (Percentage of respondents)*



*Percentages do not sum to 100 due to respondents giving multiple responses.

Two-fifths (40%) of all respondents attended the inaugural Hobart Baroque festival in 2013.

Table 8 – Attendance at Hobart Baroque in 2013
(Percentage of respondents by demographic group)*

Demographic Group	Year Attended (n=325)	
	Yes	No
Total	**40**	**60**
Gender		
Male	40	60
Female	40	60
Age		
Under 55 years	41	59
55-69 years	35	65
70 years and over	49	51
Place of Residence		
Tasmanian	53	47
Non-Tasmanian	20	80

*Percentages may not sum to 100 due to rounding.

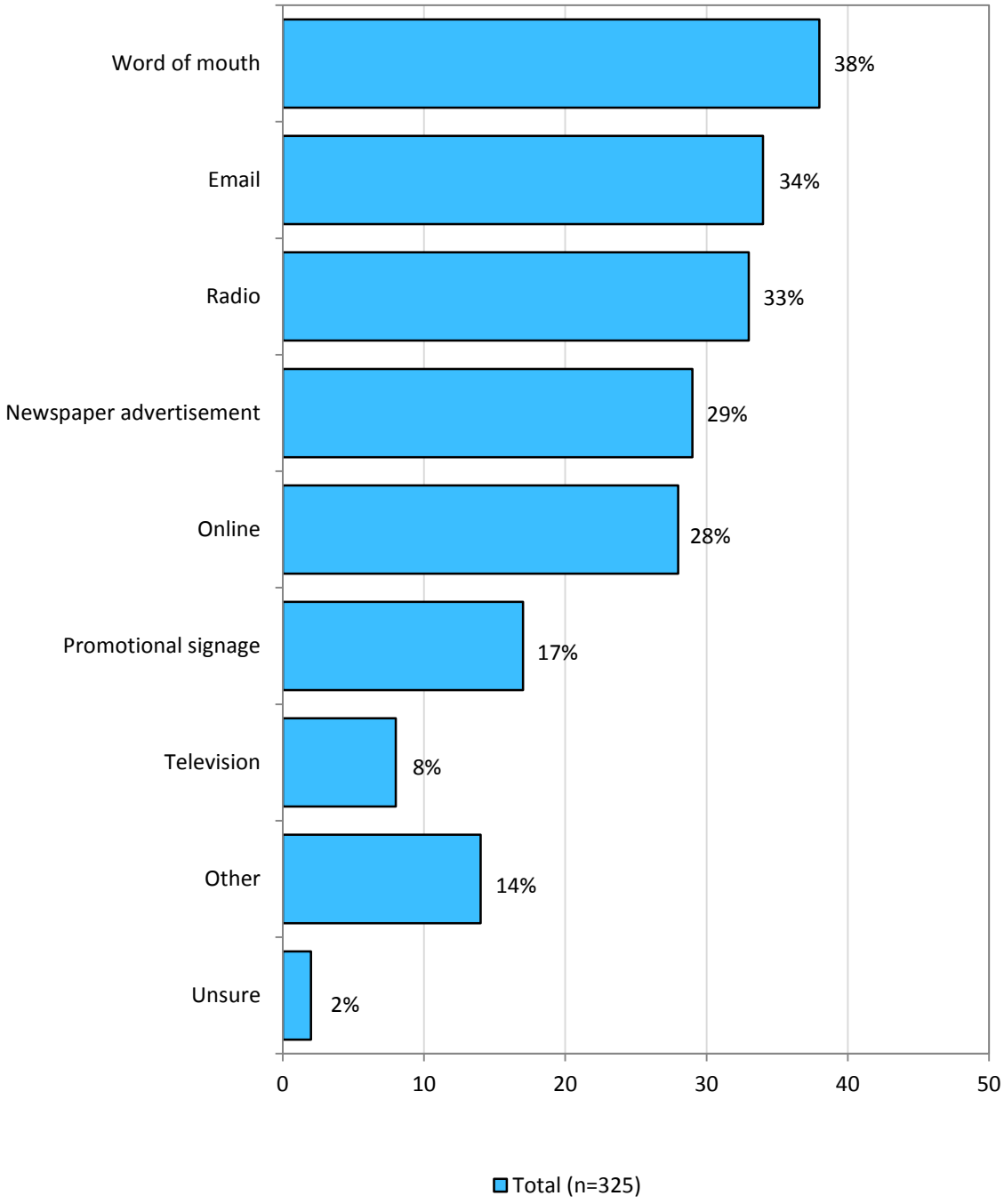
Tasmanian respondents were significantly more likely to have attended Hobart Baroque in 2013 (53%, compared with just 20% of non-Tasmanians).

5.2 Sources of Information about Hobart Baroque in 2014

All respondents were asked:

How did you hear about this year's Hobart Baroque Festival?

Chart 11 – Sources of Information about Hobart Baroque in 2014 (Percentage of respondents)*



*Percentages do not sum to 100 due to multiple responses given.

The most commonly mentioned source of information about this year's Hobart Baroque Festival was "word of mouth", with 38% of respondents identifying this.

34% cited "email" as a source of information while 28% had heard some information via the "radio". Other sources mentioned by at least one quarter of all respondents included a "newspaper advertisement" (29%) and via "online" (28%).

Other initial sources of information mentioned by at least 5% of respondents were "promotional signage" (17%) and the "television" (8%).

Table 9 –Sources of Information about Hobart Baroque in 2014 (Percentage of respondents by demographic group)*

	Initial Source of Information (n=325)				
	Word of mouth	Email	Radio	Newspaper advertisement	Online
Total	**38**	**34**	**33**	**29**	**28**
Gender					
Male	35	29	30	22	25
Female	38	36	33	32	30
Age					
Under 55 years	39	35	28	21	27
55-69 years	41	31	35	29	28
70 years and over	30	39	30	34	32
Place of Residence					
Tasmanian	38	42	29	39	27
Non-Tasmanian	37	21	38	13	31

*Percentages do not sum to 100 due to multiple responses given.

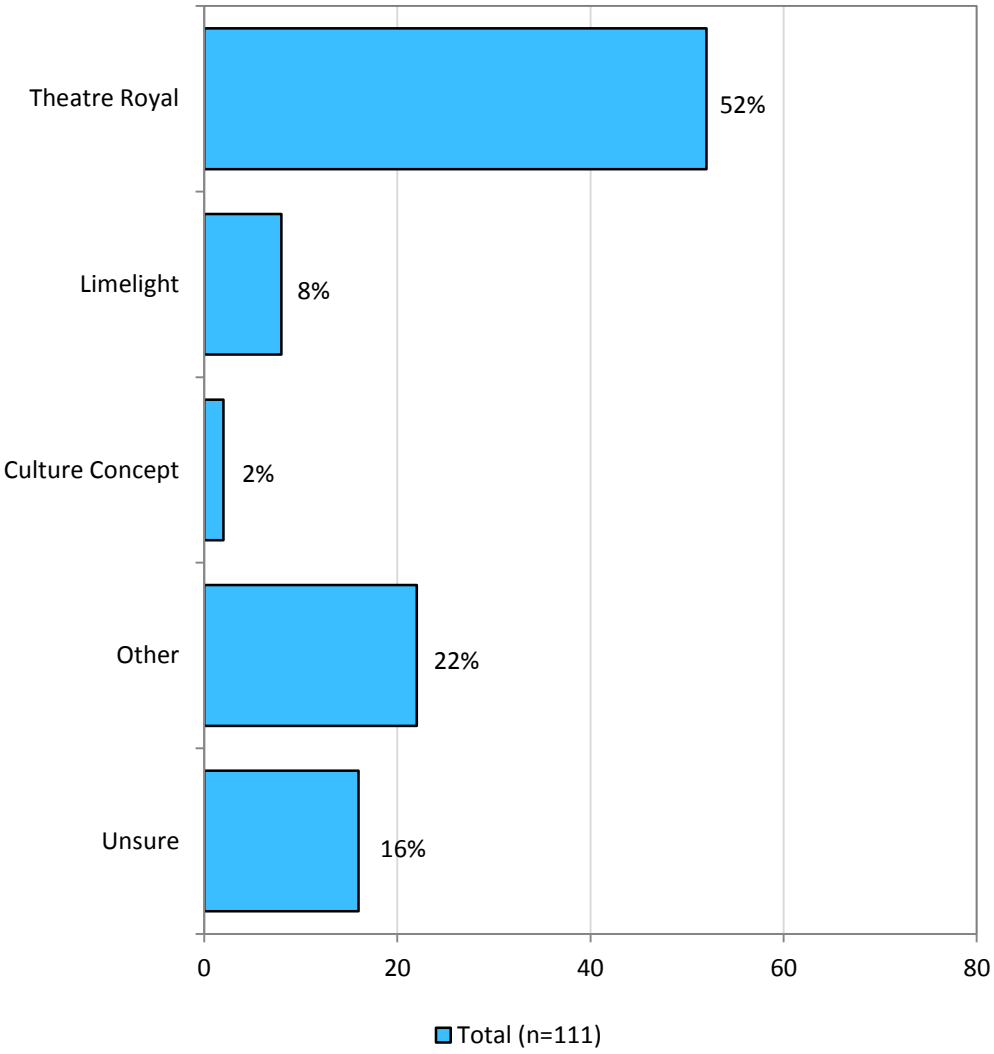
As is perhaps to be expected, Tasmanian respondents were significantly more likely to mention a "newspaper advertisement" as a source of information than those non-Tasmanian respondents (39%, compared to just 13%).

5.3 Source of Email Information

All respondents to have specified "email" in the previous question were then asked:

What was the source of the email?

Chart 12 – Source of Email Information
(Percentage of respondents to have received email)



More than half of all respondents (52%) who had heard about Hobart Baroque via email stated that this email was via the Theatre Royal.

Other email sources to be mentioned were "Limelight" (8%) and "Culture Concept" (2%) while 22% stated some other email source and the remaining 16% could not offer a definitive response.

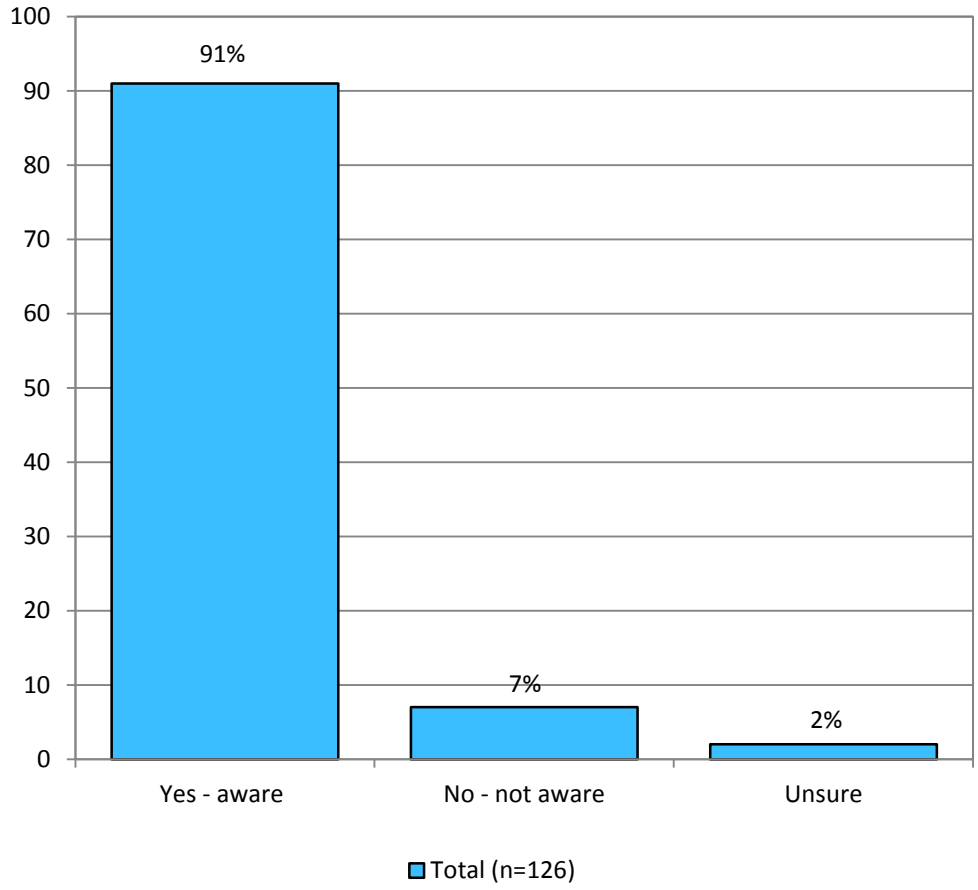
5.4 Interstate and International Attendees' Prior Awareness of Hobart Baroque

5.4.1 Awareness of Hobart Baroque Prior to Booking Visit to Tasmania

Respondents resident interstate or overseas were asked:

Were you aware of the Hobart Baroque festival prior to booking your visit to Tasmania?

Chart 13 – Awareness of Hobart Baroque Prior to Booking Visit to Tasmania (Percentage of interstate and international respondents)



91% of non-Tasmanian respondents stated they were aware of Hobart Baroque prior to booking their visit to Tasmania.

7% of respondents were unaware of Hobart Baroque prior to booking their visit, and 2 respondents were unable to give a definitive answer.

Table 10 – Awareness of Hobart Baroque Prior to Booking Visit to Tasmania (Percentage of interstate and international respondents by demographic group)*

Demographic Group	Awareness of Hobart Baroque Prior to Booking Visit (n=126)		
	Yes aware	No not aware	Unsure
Total	**91**	**7**	**2**
Gender			
Male	91	9	-
Female	92	6	2
Age			
Under 55 years**	88	8	4
55-69 years	92	7	1
70 years and over**	93	7	-

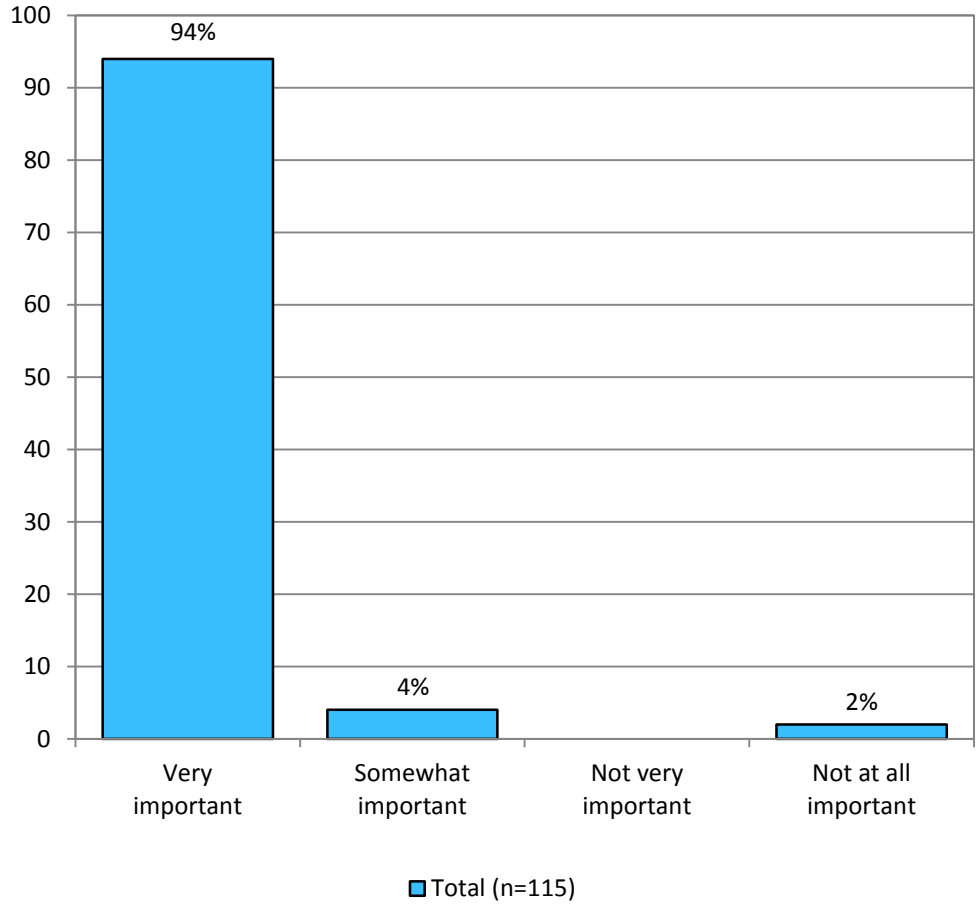
*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

5.4.2 Importance of Attending Hobart Baroque in the Decision to Visit Tasmania

Respondents residing interstate or overseas were then asked:

How important was attending Hobart Baroque in your decision to visit Tasmania?

Chart 14 – Importance of Attending Hobart Baroque in the Decision to Visit Tasmania (Percentage of interstate and international respondents)*



*Percentages do not sum to 100 due to rounding.

94% of non-Tasmanian respondents stated that attending Hobart Baroque was “very important” in their decision to visit Tasmania. A further 4% believed it was “somewhat important” in the decision to visit while the remaining 2% were of the opinion it was “not important at all”.

Table 11 – Importance of Attending Hobart Baroque in the Decision to Visit Tasmania (Percentage of interstate and international respondents by demographic group)*

Demographic Group	Importance of Hobart Baroque in the Decision to Visit (n=115)		
	Very important	Somewhat important	Not important at all
Total	**94**	**4**	**2**
Gender			
Male	92	5	3
Female	95	4	1
Age			
Under 55 years**	90	5	5
55-69 years	94	5	2
70 years and over**	96	4	-

*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

Section Six – Attendees' Satisfaction with Events of Hobart Baroque in 2014

All respondents who had attended the 2014 Hobart Baroque festival were asked:

How satisfied were you with the following performances and events at this year's Hobart Baroque festival? For each that you attended, could you please give a score out of 10 where 1 is "very dissatisfied" and 10 is "very satisfied"?

Table 12 – Attendees' Satisfaction with Events of Hobart Baroque in 2014 (Percentage of respondents)*

Hobart Baroque Events	Level of Satisfaction (n=325)			
	TOTAL SATISFIED	TOTAL DISSATISFIED	Average Satisfaction Score	Not applicable
Orlando	80	2	**94**	19
Julia Lezhneva	50	0	**97**	50
Town Hall Series – 8pm concert	39	1	**92**	60
Xavier Sabata	38	1	**92**	61
Town Hall Series – 5pm concert	26	1	**90**	73
Free Public Talks	14	0	**92**	85
An Ottoman Feast	8	1	**82**	91
Masterclass at Government House	5	-	**96**	95

*Percentages may not sum to 100 due to rounding.

The satisfaction levels of attendees with Hobart Baroque events were generally high although a large number were unable to score most events having not attended them.

The highest level of satisfaction was with “Orlando”, with 80% of respondents stating that they were satisfied. 55% of these respondents stated they were “very satisfied”.

The average satisfaction score for all events was over 80% however given the small number of respondents able to score many of the events having not attended these should be treated with some caution.

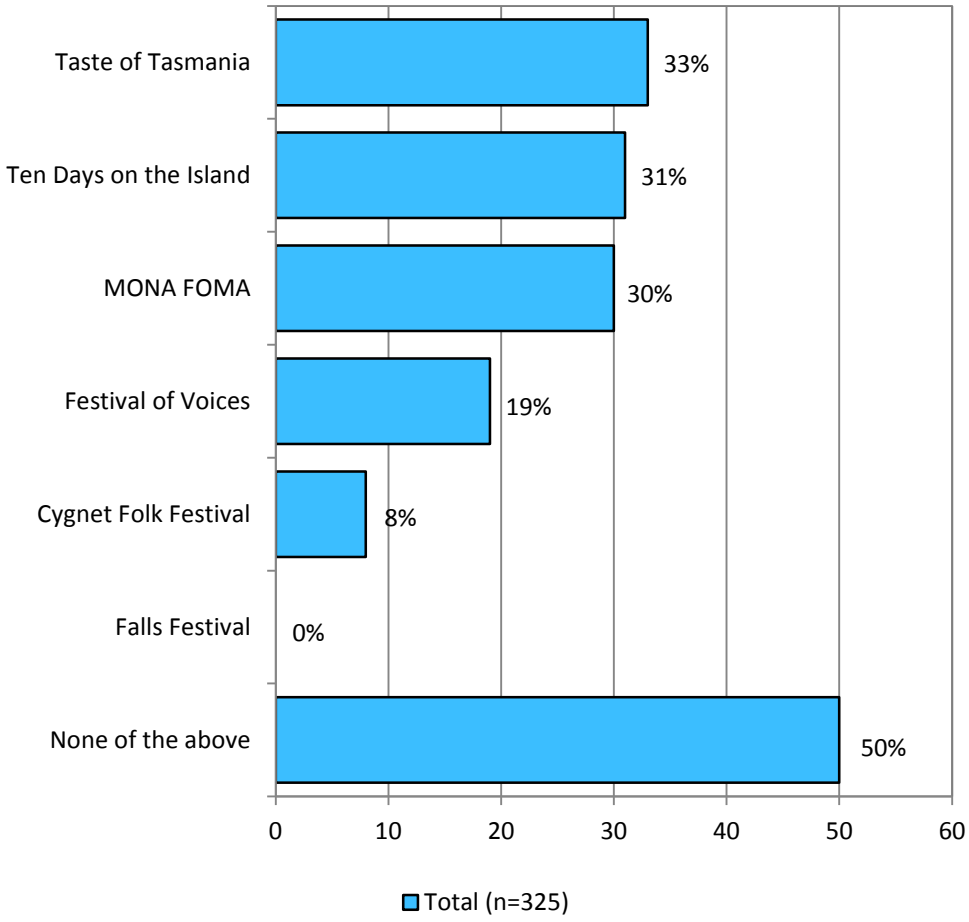
Section Seven – Visits to Other Tasmanian Events and Regions

7.1 Attendance at Other Tasmanian Events in the Last 12 Months

All respondents were asked:

Which of the following Tasmanian ticketed events did you attend in the last 12 months?

Chart 15 – Attendance at Other Tasmanian Events in the Last 12 Months (Percentage of respondents)*



*Percentages do not sum to 100 due to respondents giving multiple responses.

More than one quarter of respondents reported that in the past 12 months they had attended the "Taste of Tasmania" (33%), "Ten Days on the Island" (31%) and "MONA FOMA" (30%).

One half of all respondents (50%) stated they had not attended any of the other listed events.

Table 13 – Attendance at Other Tasmanian Events in the Last 12 Months (Percentage of respondents by demographic group)*

Demographic Group	Attendance at Other Events (n=325)						
	Taste of Tasmania	Ten Days on the Island	MONA FOMA	Festival of Voices	Cygnet Folk Festival	Falls Festival	None of the above
Total	**33**	**31**	**30**	**19**	**8**	**0**	**50**
Gender							
Male	25	24	27	10	8	-	53
Female	36	34	31	24	8	0	49
Age							
Under 55 years	32	41	41	27	11	-	39
55-69 years	32	28	28	19	8	1	52
70 years and over	37	28	26	13	6	-	52
Place of Residence							
Tasmanian	54	50	47	32	13	1	20
Non-Tasmanian	-	1	4	-	-	-	96

*Percentages do not sum to 100 due to respondents giving multiple responses.
** Care must be taken when interpreting the results due to the small sample size.

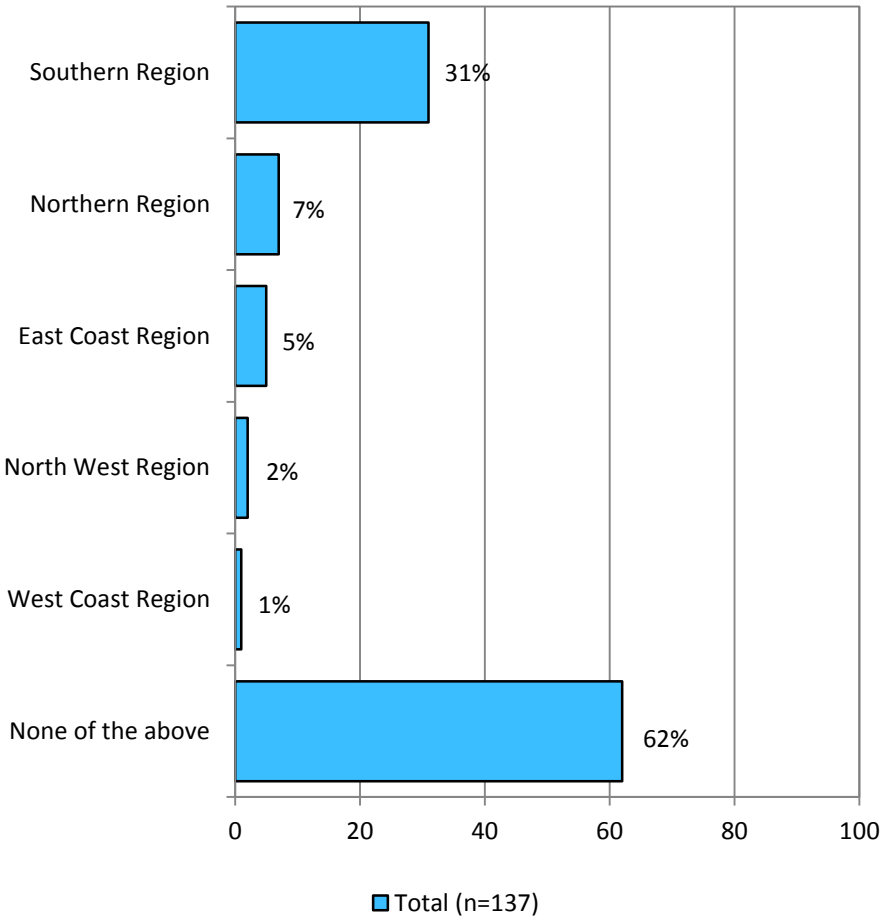
Tasmanian respondents were significantly more likely to attend all of the listed events given their proximity to them while those aged "under 55 years" were somewhat more likely to attend these events generally.

7.2 Visits to Tasmanian Regions by Interstate and International Attendees

Those respondents residing interstate or overseas were asked:

During this recent trip to Tasmania, which of the following regions did you visit?

Chart 16 – Visits to Tasmanian Regions During the Trip
(Percentage of interstate and international respondents)*



*Percentages do not sum to 100 due to respondents giving multiple responses.

31% of all non-Tasmanian respondents visited the "southern region" while attending Hobart Baroque. 7% visited the "northern region" while 5% went to the "east coast region".

62% of these respondents did not visit any other regions remaining in Hobart for the entire stay.

Table 14 – Visits to Tasmanian Regions During the Trip
(Percentage of interstate and international respondents by demographic group)*

Demographic Group	Visits to Regions in Tasmania (n=137)				
	Southern Region	Northern Region	East Coast Region	North West Region	West Coast Region
Total	**31**	**7**	**5**	**2**	**1**
Gender					
Male	39	7	2	2	-
Female	27	7	7	2	2
Age					
Under 55 years**	36	4	-	4	4
55-69 years	37	9	8	3	-
70 years and over**	16	3	3	-	3

*Percentages do not sum to 100 due to respondents giving multiple responses.
** Care must be taken when interpreting the results due to the small sample size.

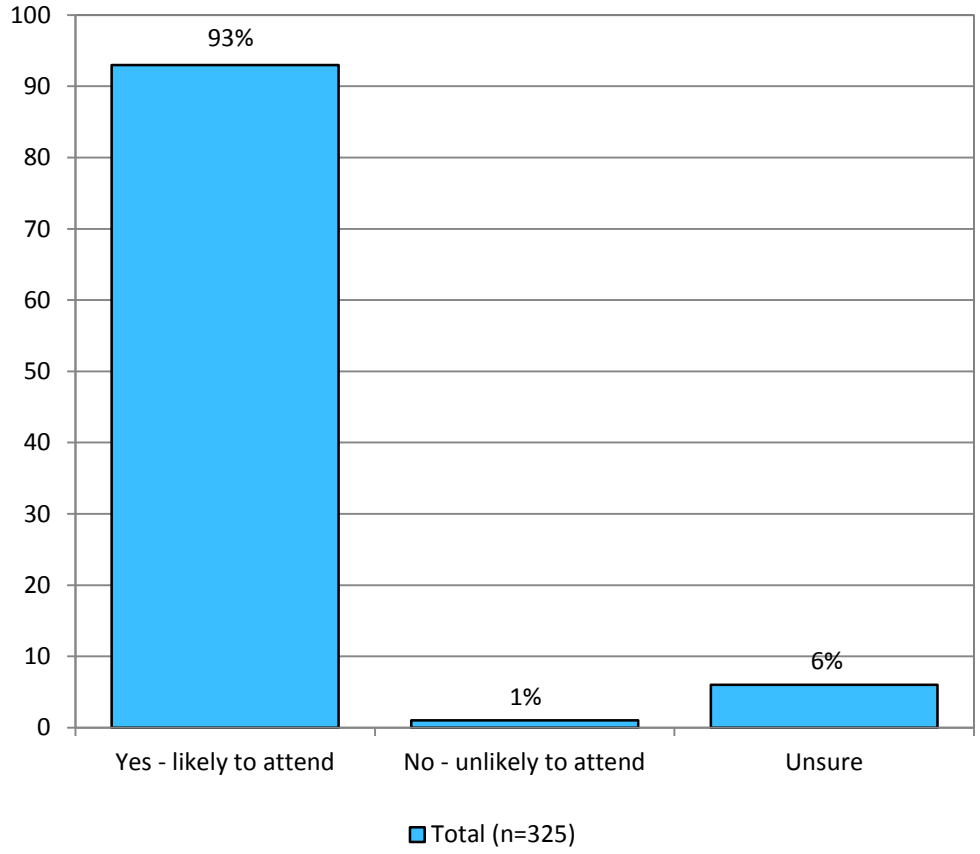
Section Eight – Future Attendance at Hobart Baroque

8.1 Likelihood of Attendance at Hobart Baroque in 2015

All respondents were asked:

Are you likely to attend the next Hobart Baroque festival in 2015?

Chart 17 – Likelihood of Attendance at Hobart Baroque Festival in 2015 (Percentage of respondents)



93% of all respondents stated that they are likely to attend Hobart Baroque in 2015. Only 1% said they were unlikely to attend, with the remaining 6% unable to give a definitive response.

Table 15 – Likelihood of Attendance at Hobart Baroque Festival in 2015 (Percentage of respondents by demographic group)*

Demographic Group	Likelihood of Attendance (n=325)		
	Yes - likely to attend	No - unlikely to attend	Unsure
Total	**93**	**1**	**6**
Gender			
Male	93	-	7
Female	93	1	6
Age			
Under 55 years	90	-	10
55-69 years	94	1	6
70 years and over	95	1	4
Place of Residence			
Tasmanian	97	1	2
Non-Tasmanian	87	1	13

*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

Tasmanian residents were more likely to say they will attend Hobart Baroque in 2015 than non-Tasmanian respondents (97% and 87% respectively).

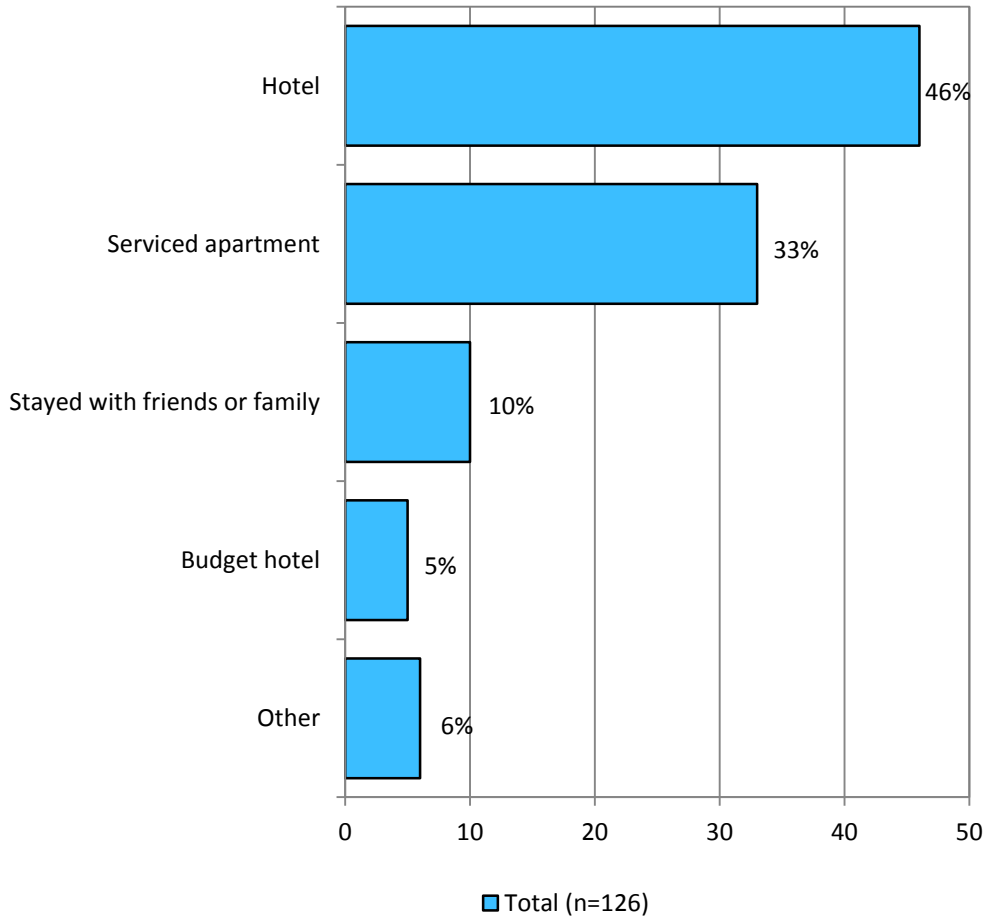
Section Nine – Accommodation and Local Attractions

9.1 Type of Accommodation

Those respondents from interstate or overseas were asked:

> *What type of accommodation best describes where you stayed in Hobart whilst attending Hobart Baroque?*

Chart 18 – Type of Accommodation in Hobart
(Percentage of interstate and international respondents)



Almost one half of non-Tasmanian respondents (46%) stayed in "hotel" accommodation while in Hobart for the Hobart Baroque festival. A further 33% opted for "serviced apartments" while 10% stayed with "friends or family".

Table 16 – Type of Accommodation in Hobart
(Percentage of interstate and international respondents by demographic group)*

Demographic Group	Type of Accommodation in Hobart (n=126)				
	Hotel	Serviced apartment	Stayed with friends or family	Budget hotel	Other
Total	**46**	**33**	**10**	**5**	**6**
Gender					
Male	40	40	12	2	7
Female	49	30	8	6	6
Age					
Under 55 years**	50	25	13	8	4
55-69 years	47	38	8	4	3
70 years and over**	38	31	10	3	17

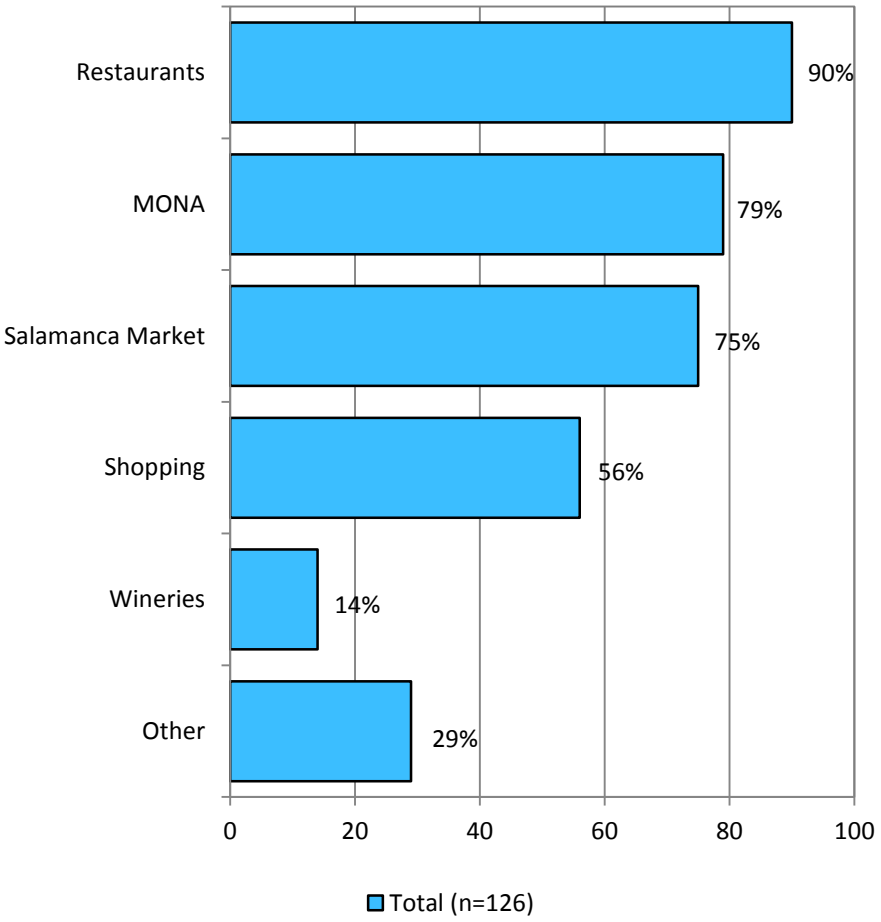
*Percentages may not sum to 100 due to rounding.
** Care must be taken when interpreting the results due to the small sample size.

9.2 Local Attractions

Those respondents from interstate or overseas were also asked:

Which of the following local attractions did you experience on this trip?

Chart 19 – Local Attractions During the Trip
(Percentage of interstate and international respondents)*



*Percentages do not sum to 100 due to respondents giving multiple responses.

At least three quarters of non-Tasmanian respondents who attended Hobart Baroque experienced local attractions including a "restaurant" (90%), visiting "MONA" (79%) and the "Salamanca Market" (75%).

56% did some form of "shopping", 14% of these respondents visited "wineries" while other local attractions included "Bruny Island tours", "Mount Wellington" and various "museums and galleries".

Table 17 – Local Attractions During the Trip
(Percentage of interstate and international respondents by demographic group)*

Demographic Group	Local Attractions During the Trip (n=126)					
	Restaurants	MONA	Salamanca Market	Shopping	Wineries	Other
Total	**90**	**79**	**75**	**56**	**14**	**29**
Gender						
Male	93	81	70	49	16	21
Female	89	77	77	60	13	34
Age						
Under 55 years**	83	71	75	63	4	33
55-69 years	90	86	78	58	15	29
70 years and over**	97	69	69	48	21	28

*Percentages do not sum to 100 due to respondents giving multiple responses.
** Care must be taken when interpreting the results due to the small sample size.

Appendix – The Questionnaire

Events Tasmania
Hobart Baroque Research

[INSERT NAME],

Recently you attended the Hobart Baroque festival in Tasmania. Events Tasmania along with Hobart Baroque organisers have commissioned an independent Tasmanian research company, EMRS, to undertake an online survey to understand the value of such events to the Tasmanian economy and community. The survey will take approximately 10 minutes and all answers will remain confidential to the research team.

Section A – Background/ Demographic Information

1. Firstly, please specify which age category best represents you.	1. Under 18 years 2. 18 to 24 3. 25 to 34 4. 35 to 44 5. 45 to 54 6. 55 to 69 7. 70 or over 8. Declined to answer
2. Please select your gender.	1. Male 2. Female 3. Declined to answer
3. And which of the following best describes your current USUAL PLACE OF RESIDENCE?	1. Tasmania – GO TO 3a 2. Mainland Australia – GO TO 3b 3. Overseas - GO TO 3d
3a. And what is the suburb of your usual place of residence in Tasmania?	RECORD SUBURB
3b. In which State or Territory of Australia do you live?	1. ACT 2. Northern Territory 3. Queensland 4. South Australia 5. Victoria 6. Western Australia 7. New South Wales
3c. And what is the postcode of your usual place of residence?	RECORD POSTCODE
3d. In which country do you currently live?	RECORD COUNTRY
4. Did you attend Hobart Baroque alone or were you accompanied by others?	1. Alone – GO TO Q6 2. As part of a group 3. Can't recall – GO TO Q6

5. How many people, EXCLUDING YOURSELF, attended Hobart Baroque with you?	RECORD NUMBER OF PEOPLE WHO ACCOMPANIED YOU TO THIS EVENT

Section B – Interstate and Overseas Attendees

6. Can you specify how many nights IN TOTAL you spent in Tasmania when you attended Hobart Baroque?	RECORD NUMBER OF NIGHTS
7. Did you visit Tasmania specifically for Hobart Baroque or were you already planning to visit at this time?	1. Specifically for the event 2. Already planning to visit 3. Unsure
8. Do you think you will return to Tasmania as a result of your recent visit and experience at Hobart Baroque?	1. Yes 2. No – GO TO Q10 3. Unsure – GO TO Q10
9. How soon do you think you will return?	RECORD IN YEARS AND/OR MONTHS

Section C – Spending Patterns – NON TASMANIANS

10. The next question is designed to help us understand the value of events like Hobart Baroque to the Tasmanian economy and tourism sector. While we understand this is personal information, be assured that your responses to these questions along with your entire survey remain anonymous and confidential.

For each of the following categories, can you please estimate the Total Amount Spent during your time in Tasmania for yourself and any other members of your group.

If you do not wish to provide this information, simply move on to the next question.

	Amount (RECORD TO THE NEAREST DOLLAR)
Travel to Tasmania	
Accommodation	
Travel while in Tasmania	
Meals and drinks	
Entertainment while in Tasmania	
Shopping	
Other expenditure	

Section D – Spending Patterns – TASMANIANS

11. The next question is designed to help us understand the value of events like Hobart Baroque to the Tasmanian economy and tourism sector. While we understand this is personal information, be assured that your responses to these questions along with your entire survey remain anonymous and confidential.

For each of the following categories, can you please estimate the Total Amount Spent during your visit to Hobart Baroque for yourself and any other members of your group.

If you do not wish to provide this information, simply move on to the next question.

Some of these elements may not be relevant to you. Please simply answer any elements that are applicable to you, and record a zero value for elements where no money was outlaid.

	Amount (RECORD TO THE NEAREST DOLLAR)
Accommodation	
Travel while attending Hobart Baroque	
Meals and drinks	
Entertainment while attending Hobart Baroque	
Shopping	
Other expenditure	

Section E – Hobart Baroque

12. Did you attend the inaugural Hobart Baroque festival in 2013?	1. Yes 2. No
13. How did you hear about this year's Hobart Baroque festival? **MULTIPLE RESPONSE POSSIBLE**	1. Email – GO TO Q13a 2. Newspaper advertisement 3. Radio 4. Television 5. Online 6. Promotional signage 7. Word of mouth 8. Other (SPECIFY)
13a. What was the source of the email?	1. Limelight 2. Culture Concept 3. Theatre Royal 4. Other (SPECIFY) 5. Unsure

14. How satisfied were you with the following performances and events at this year's Hobart Baroque festival?

For each that you attended, could you please give a score out of 10 where 1 is "very dissatisfied" and 10 is "very satisfied".

For any that you did not experience, please select "not applicable".

14a. Orlando	1	2	3	4	5	6	7	8	9	10	Not Applicable
14b. Xavier Sabata	1	2	3	4	5	6	7	8	9	10	Not Applicable
14c. Julia Lezhneva	1	2	3	4	5	6	7	8	9	10	Not Applicable
14d. Town Hall Series – 5pm concert	1	2	3	4	5	6	7	8	9	10	Not Applicable
14e. Town Hall Series – 8pm concert	1	2	3	4	5	6	7	8	9	10	Not Applicable
14f. An Ottoman Feast	1	2	3	4	5	6	7	8	9	10	Not Applicable
14g. Free Public Talks	1	2	3	4	5	6	7	8	9	10	Not Applicable
14h. Masterclass at Government House	1	2	3	4	5	6	7	8	9	10	Not Applicable

15. Were you aware of the Hobart Baroque festival prior to booking your visit to Tasmania? **ASK NON-TASMANIAN RESPONDENTS ONLY**	1. Yes 2. No – GO TO Q17 3. Unsure – GO TO Q17
16. How important was attending Hobart Baroque in your decision to visit Tasmania? **ASK NON-TASMANIAN RESPONDENTS ONLY**	1. Very important 2. Somewhat important 3. Not very important 4. Not important at all 5. Unsure
17. Are you likely to attend the Hobart Baroque festival in 2015?	1. Yes 2. No – GO TO Q18 3. Unsure
18. Why are you unlikely to attend the next Hobart Baroque festival in 2015?	RECORD COMMENTS
19. What type of accommodation best describes where you stayed in Hobart whilst attending Hobart Baroque?	1. Serviced apartment 2. Hotel 3. Budget hotel 4. Stayed with friends or family 5. Other (SPECIFY) 6. Not applicable – stayed at home

Section F – Visits to Other Tasmanian Regions, Events and Attractions

20. During this recent trip to Tasmania, which of the following regions did you visit? **ASK NON-TASMANIAN RESPONDENTS ONLY**	1. Southern Region (eg. Huon Valley, Port Arthur, Mt Field) 2. East Coast Region (eg. Swansea, Freycinet, St Helens) 3. Northern Region (eg. Launceston, Tamar Valley) 4. North West Region (eg. Devonport, Burnie, Stanley) 5. West Coast Region (eg. Lake St Clair, Strahan, Cradle Mountain)
21. Which of the following local attractions did you experience on this trip? **ASK NON-TASMANIAN RESPONDENTS ONLY**	1. MONA 2. Salamanca Market 3. Restaurants 4. Wineries 5. Shopping 6. Other (SPECIFY)
22. Which of the following Tasmanian ticketed events did you also attend in the last 12 months?	1. Cygnet Folk Festival 2. Falls Festival 3. Taste of Tasmania 4. Festival of Voices 5. Ten Days on the Island 6. MONA FOMA 7. None of the above
Thank you for helping us. This survey has been conducted by EMRS on behalf of Events Tasmania and Hobart Baroque. As this is market research, it is conducted in accordance with national privacy laws. If you have any questions about this survey you can contact EMRS on (03) 6211 1222.	