

Commercial Impact of the Tall Ships' Races for Turku, Finland



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We follow ISO 9001:2000 quality management system and international market research quality standard ISO 20252:2006. We also follow the ESOMAR codes and guidelines.



ISO 9001:2000

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Eccu Finland Ltd.
Company Presentation

What we do?

We help our clients to make better business and marketing decisions in global markets. Our services include:

Eccu Research™

- Marketing Research
- Customer Surveys
- Brand Research
- Visitor studies and economic impact studies



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Some of our customers



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Tall Ships' Races in Turku, Finland

- Turku has hosted Tall Ships' Races three times
- Tall Ships' Races 2009 was the main event of Turku
- It was biggest public event in Finland 2009
- Commercial impact needs to be calculated



Statistics

- 530 000 visitors of which 304 000 unique visitors
- 144 000 from Turku and 160 000 from other cities
- 70 % of visitors has experiences from other TSR events
- People stay typically from 1 to 3 nights in the area

Visitor survey of Turku 2009

- Interviewing /data collection from visitors need to be done in cost-effective way
- Eccu gave cards which included Web-link to the questionnaire
- Also phone numbers were collected
- All the interviewing were done within a week after the event
- N=487

Visitor survey - main topics

- Sociodemographic backgrounds (visitor profiles)
- Marketing channels (where did they hear about the event, how did they found out all the information they needed etc.)
- Noticing sponsors /advertisers
- Points of interest
- Usage rate of different services available
- Satisfaction (towards service, organizational things, food, ships, activities for children, traffic and parking etc.)
- Usage of money /commercial impact

Usage of money (during the stay in Turku)

	Local resident (differing from everyday use of money)	People coming outside Turku
Food and beverage	EUR 31.65	EUR 63.75
Accommodation		EUR 11.98
Concerts	EUR 4.07	EUR 3.77
Shopping /souvenir	EUR 15.85	EUR 20.37
Other		EUR 15.51

Commercial Impact

- One visitor which comes from outside of Turku uses approximately 115 EUR during the stay
- Even local resident uses over 50 EUR extra during the event
- People outside from Turku bring over 18 million euros
- Local residents spend over 7 million euros extra
- Costs organizing the event were approximately 1.5 million euros
- Total turnover was close to 26 million euros