

**Freedom of Information Request Reference: 388/2010**

**Date received: 22 July 2010**

**Date response provided: 23 July 2010**

**Information requested and answers:**

**Information requested in relation to how the economic impact value was determined in relation to the Antony Gormley exhibition:**

**1. How old is the programme you use?**

We don't use a programme as such. The figure is calculated by first identifying via the postcode data capture how many people came on day trips. The number of visitors in this category (8.5k) is then multiplied by the average spend per person per day visit as identified by Visit Britain.

**2. Who provided it?**

Visit Britain

**3. Was it free?**

Yes

**4. Is it an unbiased supplier e.g. was it supplied by a newspaper?**

Yes as the figures are taken from Visit Britain: The industry standard

**5. Do you think that the value of £272000 for overnight stays in the Bay is realistic? That equates to 5,440 people at £50 a night!**

We issued a follow up survey that 545 people completed. Of these people, 179 made a special trip to see 'Field' (both day trip and over night). We asked them how long they stayed and the result was:

From a sample of 545

- 179 came especially to see 'Field'
- Some came for the day and some stayed overnight
- The over nighters stayed a combined total of 89 nights (not all were 1 night visit)

If we model up the figure to over the whole attendance of 'Field' (minus the visitors from Torbay (14595) and international visitors (2887) who do not count) we can say with an accuracy of \*see below:

- The total remainder is 20825
- $545 \text{ (sample)} \times 70 = \text{the total visitor number of } 38307$

- We can therefore multiple the nights spent by the sample (89) by 70 to find the total nights spent in Torbay by visitors who's primary reason for coming was to see 'Field'
- This equates to visitor nights 6230
- This equates to £43 per person per night

$$*.96 \pm \sqrt{((1-R/n)*R/n) / n} \times 100$$

**Where R is the number of responses and n is the total number of surveys distributed.**

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