

Economic Evaluation of Classic Fighters Omaka 2013

Prepared for

Marlborough District Council

Authorship

This document was written by Shane Vuletich
shane.vuletich@covec.co.nz | (09) 916 1961

© Covec Ltd, 2013. All rights reserved.

Disclaimer

Although every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented herein, Covec Ltd accepts no liability for any actions taken on the basis of its contents

Contents

Executive Summary	1
1 Introduction	2
1.1 Approach	2
1.2 Interpretation	3
2 Event footprint	4
2.1 Attendance profile	4
2.2 Economic footprint	5
3 Non-economic data	8
3.1 Spectator survey	8
3.2 Participant survey	10
Appendix	11

Executive Summary

The purpose of this study is to estimate the impact of Classic Fighters Omaka 2013 on the Marlborough economy. This involves assessing the extent to which the event grew the economy in terms of direct expenditure and Gross Domestic Product (GDP).

- Classic Fighters Omaka 2013 attracted 13,090 visitors to Marlborough. In aggregate these visitors generated 27,192 visitor nights at an average of 2.08 nights per visitor.
- Classic Fighters Omaka 2013 increased Marlborough's regional exports by \$3.21 million. This figure is exclusive of GST and comprises:
 - A net inflow of \$0.15 million caused by the operation of the event budget i.e. the amount spent in Marlborough to organise and deliver the event was \$0.15 million greater than the event income sourced from within Marlborough.
 - A net inflow of \$3.05 million through expenditure by visitors on general tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping.
- The increase in regional exports of \$3.21 million caused by Classic Fighters Omaka 2013 generated \$1.89 million of GDP in the Marlborough economy, comprising a direct impact of \$1.22 million and an indirect & induced impact of \$0.76 million.
- The return on regional investment in Classic Fighters Omaka 2013 was 631%, calculated as the GDP impact of \$1.89 million divided by Marlborough's investment in the event which was \$0.30 million. This is a high level of return for a major event - the average return on investment across Auckland's event portfolio was 95% in 2012/13.
- Average enjoyment levels among spectators were high at 4.6 out of 5.

	Value
Visitors to Marlborough	13,090
Visitor nights	27,192
Regional exports	\$3,207,732
Event operations	\$153,855
Tourism	\$3,053,878
Contribution to GDP	\$1,891,313
Direct	\$1,225,117
Indirect & induced	\$764,622
Regional investment	\$299,584
Return on regional investment	631%
Average enjoyment level	4.6 out of 5

1 Introduction

Classic Fighters Omaka air show is a major fundraising event for the Omaka Aviation Heritage Centre held over three days from Good Friday to Easter Sunday every alternate year. An entertainment programme is built around the air show including ground theatre, vehicles, pyrotechnics and set pieces to create a spectacle for people of all ages. In addition to these displays the event provides musical entertainment, locally produced wine and food, merchandise stalls, a kid's fun zone and an array of classic cars. Aircraft enthusiasts travel from across New Zealand and overseas to attend Classic Fighters Omaka.

The purpose of this study is to estimate the impact of Classic Fighters Omaka 2013 on the Marlborough economy. This involves assessing the extent to which the event contributed to the Marlborough economy in terms of direct expenditure and Gross Domestic Product (GDP).

1.1 Approach

Regional level economic impacts are driven by net changes in *regional* exports, measured as earnings from outside Marlborough (regional exports) less purchases of goods and services from outside Marlborough (regional imports). Classic Fighters Omaka generates regional exports and imports through two distinct channels:

1. The operation of the event budget – some of the event income is sourced from outside Marlborough (regional exports), and some of the operating expenses accrue to businesses outside Marlborough (regional imports)
2. Expenditure by domestic and international visitors on general tourism and event-specific goods and services

The economic impact of Classic Fighters Omaka 2013 has been informed by:

- Analysis of the operating budget for Classic Fighters Omaka 2013 to understand how the event was funded and where the money was spent.
- A face-to-face survey of 821 randomly selected attendees to understand the event population and collect email addresses for a post-event online survey of attendees.
- An online survey of 253 local attendees, 963 visiting attendees and 110 event participants to gather feedback about the event and understand the length of stay and expenditure behaviour of visitors. There were two main pathways in the survey – one for locals and one for visitors. Only visiting attendees were exposed to visitor-related questions within the survey.

The online survey sample of 1,326 was large for a study of this nature - a sample of 500 is generally considered to be statistically robust. The results from the online survey were used to estimate key ratios such as number of event days attended per person, nights spent in Marlborough per visitor, spend per visitor to Marlborough and spend

per visitor night. These ratios were then applied to the population of event attendees to estimate aggregates such as total visitor nights and expenditure caused by the event. The event population was estimated using attendee and participant counts provided by the event organiser, the split between local and visiting attendees from the face-to-face survey, and the number of event days attended per person from the online survey.

The results presented in this report are therefore all based on estimates derived from large-sample surveys and actual attendance figures. No major assumptions or imputations were required.

1.2 Interpretation

The outcomes presented in this report are measured against the counterfactual of the event not occurring and the investment in the event not being used for another purpose. **The outcomes therefore represent the gross returns to Marlborough and do not consider the returns that could be generated from investing the same amount of money in different ways.** The outcomes in this report should be compared with those delivered by other investment options to ensure that resources are being allocated in the most efficient manner.

2 Event footprint

2.1 Attendance profile

Events usually measure attendance in terms of tickets issued or gate movements. This is the most appropriate measure from a commercial perspective because it is observable, easy to measure, and ticket sales drive revenue.

To evaluate an event an estimate of unique attendance is also required. This involves counting each attendee only once, rather than counting the number of times that person passed through the gate. This is necessary because the results from the surveys are all stated in 'per person' terms and therefore need to be weighted up to an estimate of people rather than gate movements.

Classic Fighters Omaka 2013 issued the equivalent of 30,000 day tickets excluding those issued to participants and media. Results from the online survey show that each attendee spent an average of 1.49 days at the event. The number of unique spectators attending the event is therefore estimated as $30,000 / 1.49 = 20,137$. In addition to this a total of 1,293 participants and media attended the event, lifting total unique attendance to 21,430.

Of the 21,430 unique attendees, 6,540 lived within the Marlborough region and the remaining 14,890 were from outside the region.

Table 1 Unique attendee profile for Classic Fighters Omaka 2013

	Local	Visitors	Total
Participants & media	458	835	1,293
Spectators	6,082	14,055	20,137
Total	6,540	14,890	21,430

Demonstrating causality is an important part of event evaluation i.e. it must be shown that the event caused the costs and benefits attributed to the event. This is particularly relevant to tourism because a visitor that attends an event could be in the region for another reason, in which case it would not be valid to attribute their visitor nights or expenditure to the event. Attendees that are in the region for another reason are referred to as "incidental visitors".

Incidental visitation at Classic Fighters Omaka 2013 was measured through a question in the online survey which asked visiting respondents whether the event was the main reason for their visit to the region. The results showed that 1,799 of the 14,890 attendees from outside the Marlborough region were incidental and were in the region for another reason. The remaining 13,090 visitors were attracted to the region by the event and it is therefore valid to attribute the visitor nights and spend they generated to the event.

Around two thirds (8,570) of the 13,090 visitors attracted to Marlborough by the event stayed at least one night in the region. These people are referred to as “overnight visitors”.

On average each overnight visitor spent 3.17 nights in Marlborough generating a total of 27,192 visitor nights. The remaining 4,520 visitors were day trippers travelling mainly from the Canterbury, Nelson and Tasman regions.

Table 2 Tourism activity in Marlborough caused by Classic Fighters Omaka 2013

	Overnight visitors	Day visitors	Incidental visitors	Total
Event attendance (unique attendees)	8,570	4,520	1,799	14,890
Visitation caused by event (unique attendees)	8,570	4,520	0	13,090
Visitor nights caused by event	27,192	0	0	27,192
Nights per visitor caused by event	3.17	0.00	0.00	2.08

2.2 Economic footprint

It is estimated that Classic Fighters Omaka 2013 caused \$3.21 million of externally sourced (non-local) expenditure in the Marlborough economy (regional exports). This figure is exclusive of GST and comprises:

- A net inflow of \$0.15 million caused by the operation of the event budget i.e. the amount spent in Marlborough to organise and deliver the event was \$0.15 million greater than the event income sourced from within Marlborough.
- A net inflow of \$3.05 million through expenditure by visitors on general tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping. This figure excludes spend on Airshow tickets which is counted in the event budget analysis.

Table 3 Regional exports generated by Classic Fighters Omaka 2013 (excl. GST)

	Regional exports
Event operations	\$153,855
Tourism	\$3,053,878
Total	\$3,207,732

More detailed breakdowns of the regional exports generated by Classic Fighters Omaka 2013 are provided in the following sections.

2.2.1 Event operations

A total of \$0.89 million (excluding GST) was spent delivering Classic Fighters Omaka 2013 of which \$0.30 million was sourced from within Marlborough, mainly through ticket sales. The largest expenditure items were:

- Aircraft procurement
- Hire equipment
- Pyrotechnics
- Advertising
- Event management expenses
- Toilet hire

Around \$0.45 million of the operating expenditure accrued to Marlborough-based businesses and organisations. This exceeds the \$0.30 million of income sourced from within Marlborough by \$0.15 million; hence Classic Fighters Omaka 2013 generated a net inflow of cash into the Marlborough economy of \$0.15 million through the event budget.

Table 4 Cashflows generated by event operations (\$m excl. GST)

	Marlborough	Outside Marlborough	Total
Origin of income	\$299,584	\$589,793	\$889,377
Destination of expenditure	\$453,439	\$435,938	\$889,377
Net inflow of cash	\$153,855	-\$153,855	\$0

2.2.2 Tourism

Visitors to Marlborough spent \$3.05 million (excluding GST) on tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping. This represents average expenditure of \$233 per visitor or \$112 per visitor night and excludes spend on Airshow tickets which is counted in the event budget analysis. Overnight visitors spent \$2.95 million at an average of \$344 per visitor and day visitors spent \$0.10 million at an average of \$23 per visitor.

Table 5 Expenditure by visitors to Marlborough caused by the event (excl. GST)*

	Overnight visitors	Day visitors	Total
Total spend by visitors	\$2,951,457	\$102,420	\$3,053,878
Spend per visitor	\$344	\$23	\$233
Spend per visitor night	\$109	n/a	\$112

*Excludes spend on Airshow tickets which is counted in the event budget analysis

These figures are averaged across all visits to Marlborough caused by the event, including children. Figures from the Domestic Travel Survey (MBIE) show that, on average, domestic overnight travellers spend around \$110 per adult night excluding GST. This includes expenditure on all items associated with the trip, including airfares.

If the Domestic Travel Survey figure was adjusted to include children it would probably fall to around \$90 per visitor night. It is also worth noting that the \$112 per night attributed to the Classic Fighters Omaka 2013 excludes ticket purchases as this money is counted elsewhere, and it only counts money spent directly in the Marlborough economy. Adding in expenditure on tickets as well as other trip-related expenses would raise spend per visitor night well beyond the national average.

2.2.3 GDP impact & return on regional investment

The increase in regional exports of \$3.21 million caused by Classic Fighters Omaka 2013 generated \$1.89 million of GDP in the Marlborough economy, comprising a direct impact of \$1.23 million and an indirect & induced impact of \$0.76 million. This represents the return on Marlborough's investment in the event. The regional exports figure is converted to an estimate of regional GDP using economic multipliers provided by Butcher and Associates.

Around \$0.30 million of the \$0.89 million operating budget was sourced from within Marlborough, mainly through ticket purchases by Marlborough residents. This represents Marlborough's investment in the event.

The return on regional investment in Classic Fighters Omaka 2013 was therefore 631%, calculated as \$1.89 million divided by \$0.30 million. This means that Marlborough recovered each dollar it invested in the event plus an additional \$6.31 per dollar invested, which is a high level of return for a major event. The average return on investment across Auckland's event portfolio was 95% in 2012/13, and some specific examples include:

- ITM400 (V8 Supercars) – 147%
- ASB Classic & Heineken Open – 65%
- World Softball Championships – 151%
- Auckland Marathon – 123%
- ITU Grand Final – 310%

Table 6 Economic impact of Classic Fighters Omaka 2013 & return on regional investment

	Impact on Marlborough
Regional exports	\$3,207,732
Event operations	\$153,855
Tourism	\$3,053,878
Contribution to GDP	\$1,891,313
Direct	\$1,225,117
Indirect & induced	\$764,622
Regional investment	\$299,584
Return on regional investment	631%

3 Non-economic data

3.1 Spectator survey

The majority of spectators were over the age of 45 and the average age of adult spectators was 52. More than two thirds of the spectators were male.

Table 7 Age distribution of adult Classic Fighters Omaka 2013 spectators

Age		
15-24	<input type="text" value="4"/>	4%
25-34	<input type="text" value="9"/>	9%
35-44	<input type="text" value="16"/>	16%
45-54	<input type="text" value="25"/>	25%
55-64	<input type="text" value="24"/>	24%
65+	<input type="text" value="23"/>	23%
Total		100%
Average		52

Table 8 Gender distribution of adult Classic Fighters Omaka 2013 spectators

Male	<input type="text" value="69"/>	69%
Female	<input type="text" value="31"/>	31%

Word of mouth was the most common promoter of the event, followed by newspapers and the event website. The majority of those selecting “other” stated that they had been to the event before.

Table 9 How did you hear about the Omaka Classic Fighters Airshow?

Word of mouth	<input type="text" value="41"/>	41%
Newspaper	<input type="text" value="26"/>	26%
Event website	<input type="text" value="25"/>	25%
Classic Wings magazine	<input type="text" value="12"/>	12%
Radio	<input type="text" value="10"/>	10%
Participants	<input type="text" value="6"/>	6%
Social media e.g. facebook, twitter	<input type="text" value="4"/>	4%
Sponsors	<input type="text" value="2"/>	2%
iSite	<input type="text" value="1"/>	1%
Other	<input type="text" value="21"/>	21%
Don't know/Can't remember	<input type="text" value="3"/>	3%

The majority of visiting spectators arrived in Marlborough using private vehicles (72%).

Table 10 Visitor mode of arrival into Marlborough

Private vehicle	72%
Domestic flight	11%
Ferry	10%
Rental vehicle	7%
Private aircraft	4%
Bus	1%
Train	0%

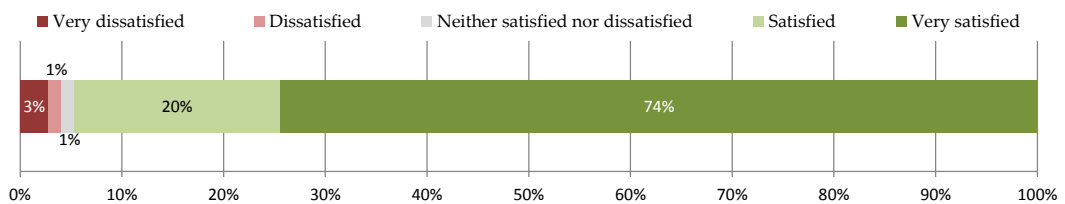
Blenheim town centre was the most visited destination (50% of visiting spectators). 28% of spectators did not go to any of the listed Marlborough destinations during their visit.

Table 11 Share of visiting spectators visiting Marlborough destinations

Blenheim Town Centre	50%
Picton	35%
Renwick	23%
Havelock	22%
Marlborough Sounds	16%
Seddon	8%
None of the above	28%

Spectators were generally very satisfied with the event. The average overall satisfaction score was 4.6 out of 5 and 94% of respondents were either satisfied or very satisfied with the event.

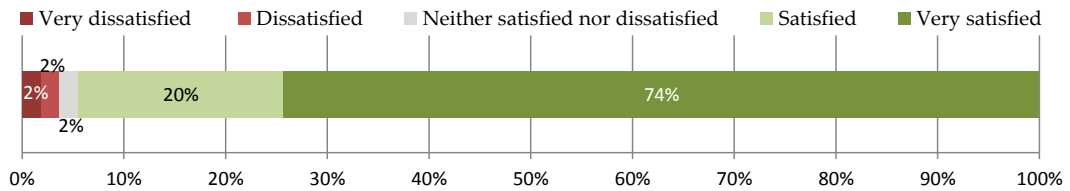
Figure 1 Spectator satisfaction



3.2 Participant survey

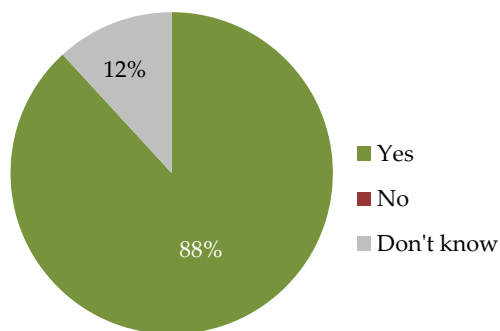
Participants were generally very satisfied with the event. The average overall satisfaction score was 4.6 out of 5 and 94% of respondents were either satisfied or very satisfied with the event.

Figure 2 Participant satisfaction



The majority of participants stated that they would participate in future events (88%). No participants stated that they would not participate but 12% were unsure.

Figure 3 Share of participants who would participate in future events



Appendix

Spectator field survey



Interviewer: I'd like to ask you a few questions about the Omaka Classic Fighters Airshow 2013. Would that be okay?

● Where do you usually live? (circle)

Marlborough region
(Go to Q2)

Other NZ

Overseas

1a. Is the Omaka Classic Fighters Airshow 2013 the main reason you're visiting the Marlborough region? (circle)

Yes

No
(Go to Q2)

Don't know
(Go to Q2)

1b. How many nights will you stay in the Marlborough region during this trip? →

2. How old are you?

15-24
25-34
35-44
45-54
55-64
65+

3. Gender

Female

Male

4. Can we email you a short survey next week to ask you about your event experience?

Yes

No
(Thank and close)

4a. Great! Please enter your email address below.

Spectator online survey



Thank you for agreeing to answer a few questions about your experience at the Omaka Classic Fighters Airshow 2013.

The information you provide will remain confidential and will help us understand the impact the event had on the Marlborough region.

The survey should take approximately 10 minutes to complete.

If you experience problems accessing the survey, please [contact Covec Ltd.](#)

Are you aged 15+? *

- Yes
 No

1. Which country do you usually live in? *

NEW ZEALAND

Where in New Zealand do you usually live? *

-- Please Select --

2. How did you hear about the Omaka Classic Fighters Airshow? *

- | | |
|--|--|
| <input type="checkbox"/> Event website (www.classicfighters.co.nz) | <input type="checkbox"/> Classic Wings magazine |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Word of mouth |
| <input checked="" type="checkbox"/> Newspaper | <input type="checkbox"/> Social media e.g. facebook, twitter |
| <input type="checkbox"/> iSite | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Sponsors | <input type="text"/> |
| <input type="checkbox"/> Participants | <input type="checkbox"/> Don't know/Can't remember |

3. Which days did you attend the Omaka Classic Fighters Airshow 2013? *

- Friday, 29th March
 Saturday, 30th March
 Sunday, 31st March

Was the Omaka Classic Fighters Airshow the main reason you visited Marlborough? *

- Yes
 No
-

Did you stay any nights in Marlborough during your visit? *

- Yes
 No
-

How many nights did you stay in Marlborough? *

nights

How did you arrive in Marlborough? *

Please tick all that apply

- | | |
|--|--|
| <input type="checkbox"/> Domestic flight | <input checked="" type="checkbox"/> Rental vehicle |
| <input type="checkbox"/> Domestic flight via an international flight | <input type="checkbox"/> Train |
| <input type="checkbox"/> Private aircraft | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Private vehicle | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Ferry | <input type="text" value=""/> |
- *
-

4. Which of the following items did you spend money on during your visit to Marlborough? *

- Tickets to the Omaka Classic Fighters Airshow 2013
 Food & drink (including alcohol) in Marlborough
 Accommodation in Marlborough
 Shopping in Marlborough
 Tourism attractions & activities in Marlborough (including vineyard tours)
 Transport & parking within Marlborough e.g. bus, taxi, vehicle hired in Marlborough
 Fuel purchased in Marlborough
 Other spend in Marlborough (please specify) *
 None of the above
-

How much money was spent on the following during your visit to Marlborough?

Tickets to the Omaka Classic Fighters Airshow 2018 * How many adults does this amount cover? *

Don't know

Amount (NZ\$): *

adults

Food & drink (including alcohol) in Marlborough * How many adults does this amount cover? *

Don't know

Amount (NZ\$): *

adults

Accommodation in Marlborough * How many adults does this amount cover? *

Don't know

Amount (NZ\$): *

adults

Shopping in Marlborough * How many adults does this amount cover? *

Don't know

Amount (NZ\$): *

adults

Tourism attractions & activities in Marlborough *

- Don't know
 Amount (NZ\$): *

How many adults does this amount cover? *

adults

Transport & parking in Marlborough *

- Don't know
 Amount (NZ\$): *

How many adults does this amount cover? *

adults

Fuel purchased in Marlborough *

- Don't know
 Amount (NZ\$): *

How many adults does this amount cover? *

adults

Was any of this money spent in: *

Restaurants in Marlborough?

- Yes
 No
 Don't know/Can't remember

Wineries in Marlborough?

- Yes
 No
 Don't know/Can't remember

During your trip to Marlborough, which of the following locations did you visit? *

- Picton
 Seddon
 Renwick
 Havelock

- Marlborough Sounds
 Blenheim Town Centre
 Don't know
 None of the above
-

Overall, how satisfied were you with the Omaka Classic Fighters Airshow 2013? *

Very dissatisfied 1	Dissatisfied 2	Neither satisfied nor dissatisfied 3	Satisfied 4	Very satisfied 5	Not applicable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How old are you? *

-- Please Select --

Gender: *

Female
 Male

Please add any further comments on the event.

Participant online survey



Thank you for agreeing to answer a few questions about your experience at the Omaka Classic Fighters Airshow 2013.

The information you provide will remain confidential and will help us understand the impact the event had on the Marlborough region.

The survey should take approximately 10 minutes to complete.

If you experience problems accessing the survey, please [contact Covec Ltd.](#)

Are you aged 15+? *

Yes

No

1. Which of the following best describes your role at the Omaka Classic Fighters Airshow 2013? *

- Media
 - Trade/Food stallholder
 - Pilot
 - Re-enactor
 - Classic car owner
 - Musician
 - Other (please specify) *
-

2. Is your company based in Marlborough? *

- Yes
- No
- I participated at the Omaka Classic Fighters Airshow as a private individual

Comments

Where do you usually live? *

- Marlborough
- Elsewhere in New Zealand
- Overseas

Comments

How did you arrive in Marlborough?*

Please tick all that apply

- | | |
|---|---|
| <input checked="" type="checkbox"/> Domestic flight | <input type="checkbox"/> Rental vehicle |
| <input type="checkbox"/> Private aircraft | <input type="checkbox"/> Train |
| <input type="checkbox"/> Private vehicle | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Ferry | <input type="checkbox"/> Other (please specify) |
| | <input type="text"/> |

*

3. Did you or your company hire any extra people from Marlborough to work at the Omaka Classic Fighters Airshow 2013?*

- Yes
 No
 Don't know

How many extra people from Marlborough did you hire?*

- Number of extra people: *
 Don't know

How much money in total was spent on their wages?*

- Amount (NZ\$): *
 Don't know

4. Which of the following items did you or your company spend money on during your visit to Marlborough?*

- Fees/costs paid to the Omaka Classic Fighters Airshow organisers
 Food & drink (including alcohol) in Marlborough
 Accommodation in Marlborough
 Shopping in Marlborough
 Tourism attractions & activities in Marlborough (including vineyard tours)
 Transport & parking in Marlborough e.g. bus, taxi, vehicle hired in Marlborough
 Fuel purchased in Marlborough
 Other spend in Marlborough (please specify) *
 None of the above

How much money was spent on the following during your visit to Marlborough?

Fees/costs paid to the Omaka Classic Fighters
Airshow organisers *

- Amount (NZ\$): *
- Don't know

Food & drink (including alcohol) in Marlborough *

- Amount (NZ\$): *
- Don't know

Accommodation in Marlborough *

- Amount (NZ\$): *
- Don't know

Shopping in Marlborough *

- Amount (NZ\$): *
- Don't know

Tourism attractions & activities in Marlborough
(including vineyard tours) *

- Amount (NZ\$): *
- Don't know

Transport & parking in Marlborough *

- Amount (NZ\$): *
- Don't know

Fuel purchased in Marlborough *

- Amount (NZ\$): *
- Don't know

Was any of this money spent in: *

Restaurants in Marlborough?

- Yes
- No
- Don't know/Can't remember

Wineries in Marlborough?

- Yes
- No
- Don't know/Can't remember

During your trip to Marlborough, which of the following locations did you visit? *

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Picton | <input type="checkbox"/> Marlborough Sounds |
| <input type="checkbox"/> Seddon | <input type="checkbox"/> Blenheim Town Centre |
| <input type="checkbox"/> Renwick | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Havelock | <input type="checkbox"/> None of the above |

How much money did you or your company spend on the following?

Fees/costs paid to the Omaka Classic Fighters Airshow organisers *

- Amount (NZ\$) * Don't know Nothing

All other event-related costs *

- Amount (NZ\$) * Don't know Nothing

4. How many sales leads do you feel you generated at Omaka Classic Fighters Airshow? *

- None 251-500
 Less than 25 501-1000
 26-50 More than 1,000
 51-100 Don't know
 101-250 Not applicable to my company

You've told us you generated more than 1,000 sales leads at Omaka Classic Fighters Airshow. Are you able to be more exact? *

- Number of sales leads: *
 Don't know

What do you estimate is the potential value of the sales leads you generated at Omaka Classic Fighters Airshow? *

- Less than \$1,000 \$20,001-\$35,000
 \$1,001-\$2,500 \$35,001-\$50,000
 \$2,501-\$5,000 More than \$50,000
 \$5,001-\$10,000 Don't know
 \$10,001-\$20,000

You've told us the potential value of the sales leads you generated at Omaka Classic Fighters Airshow is more than \$50,000. Are you able to be more exact? *

- Amount (NZ\$) *
 Don't know

5. What was the total value of actual sales you made at Omaka Classic Fighters Airshow? *

- Did not make any sales \$10,001-\$20,000
 Less than \$1,000 More than \$20,000
 \$1,001-\$2,500 Don't know
 \$2,501-\$5,000 Not applicable to my company
 \$5,001-\$10,000

You've told us the value of actual sales you made at Omaka Classic Fighters Airshow is more than \$20,000. Are you able to be more exact? *

- Amount (NZ\$) *
 Don't know

Overall, how satisfied were you with the Omaka Classic Fighters Airshow 2013? *

Very dissatisfied 1	Dissatisfied 2	Neither satisfied nor dissatisfied 3	Satisfied 4	Very satisfied 5	Not applicable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you participate again in a future Omaka Classic Fighters Airshow? *

- Yes
- Maybe
- No
- Don't know
- Not applicable

Please add any further comments about the event here.