

BY DEE LEE JONES & ALICIA HILES COMMISSION BID

GLOBAL SPORTS TOURISM EVENT MANAGEMENT- (BMTH6002)
9TH DECEMBER 2019.

FFOS LAS RACE COURSE



CURRENTLY..

Thu Jan 30 2020	Ffos Las	Jump - Afternoon - Turf
Fri Mar 6 2020	Ffos Las	Jump - Afternoon - Turf
Thu Mar 26 2020	Ffos Las	Jump - Afternoon - Turf
Sun Apr 5 2020	Ffos Las	Jump - Afternoon - Turf
Sun Apr 12 2020	Ffos Las	Jump - Afternoon - Turf
Mon May 18 2020	Ffos Las	Jump - Afternoon - Turf
Sat May 23 2020	Ffos Las	Jump - Evening - Turf
Thu Jun 4 2020	Ffos Las	Jump - Afternoon - Turf
Thu Jun 18 2020	Ffos Las	Jump - Evening - Turf
Mon Jun 29 2020	Ffos Las	Jump - Afternoon - Turf
Fri Jul 10 2020	Ffos Las	Jump - Evening - Turf

Thu Jul 30 2020	Ffos Las	Flat - Evening - Turf
Tue Aug 4 2020	Ffos Las	Flat - Afternoon - Turf
Thu Aug 13 2020	Ffos Las	Flat - Evening - Turf
Thu Aug 27 2020	Ffos Las	Flat - Afternoon - Turf
Fri Aug 28 2020	Ffos Las	Flat - Afternoon - Turf
Sun Sep 13 2020	Ffos Las	Flat - Afternoon - Turf
Sat Oct 17 2020	Ffos Las	Jump - Afternoon - Turf
Sun Nov 8 2020	Ffos Las	Jump - Afternoon - Turf
Wed Nov 18 2020	Ffos Las	Jump - Afternoon - Turf
Mon Dec 14 2020	Ffos Las	Jump - Afternoon - Turf

(Racing Fixtures,
2019)



- ▶ 2,300 attendees (500 in hospitality)
 - ▶ Pre-paid = £10
 - ▶ On the day = £15
 - ▶ 30 stands in the McCoys
- ▶ 7 races sponsored on the day with local companies
(Kevin Hire, Business Relationship Manager, 2019)

OUR IDEA...

Food and Drink Festival..

NOT ON RACE DAY



(Alicia Hiles, 2019)

SWOT ANALYSIS

STRENGTHS

- Great venue
- Variety of advertisement methods
- Promoting local businesses/suppliers
- A Prosperous Society
- Engagement of communities
- Sustainable development
- A rich diverse and culture
- Sustainable legacy
- Fun day out

WEAKNESSES

- Visiting other attractions (Pembrey Country Park, WWT Llanelli Wetland Centre, Stradey Castle)

OPPORTUNITIES

- Open more than 21 days of the year
- Generate income
- Build connections with local businesses/suppliers
- Generate visitors

THREATS

- Weather
- Other competitors (National Botanic Gardens)
- Limited stands

The Importance of a Food & Drink Festival

- One of the fastest growing types of tourism attractions
- Creating destination image and revitalizing economy, culture and tourism itself
- “Food festivals play a key role in promoting a destination and attracting visitors. Therefore, local cuisine has become increasingly important in promoting tourist destinations.” (Cohen and Avieli, 2004)
 - A range of motivations to visit

(Markovic, Dorcic & Krnetic, 2015, pp.183-196)

STATISTICS

- ▶ PRIMARY DEMAND - 600,000 TRIPS EACH YEAR
- ▶ SECONDARY DEMAND- 20 MILLION ANNUAL TRIPS
- ▶ EXPECTED TO GROW BETWEEN 7% AND 12% PER YEAR

(World Tourism Organization, 2019)



(Owen Howells, 2015)

When? Winter Spring Summer Autumn Bank Holidays



(Inspirock, 2019)



(Ffos Las Racecourse, 2019)



(Nutrition For The Health of it, 2019)



(Picniq, 2017)

WHY AT FFOS LAS?

- “This is a long-term plan, but within 10 years Mr Bell hopes the course will host an event attracting up to 10,000 people every year.” (Wales Online, 2019)
- "We are delighted to welcome local food producers and suppliers as part of a race day. Its a great attraction alongside the seven races on the day." Simon Rowlands, General Manager at Ffos Las. (Entirely Wales, 2019)
 - Non-race day events: Welsh Wedding Fayre, Welsh Business Show

WHAT IS GOING TO DO FOR FFOS LAS?

- ▶ Positive economic and social impacts - 'It attracted foodies who wouldn't normally go racing' (Kevin Hire, Business Relationship Manager, 2019)
 - ▶ Bring communities together - groups of people and local suppliers
 - ▶ Potential customers to attend race days
 - ▶ Generate income
- ▶ **Not just a race course!**

WHY INVEST IN OUR BID?

- ▶ A Prosperous Society
- ▶ Living communities
- ▶ Sustainable development
- ▶ A rich diverse and culture
- ▶ Positive economic and social impacts

(Welsh Assembly Government, 2010)

Pembrokeshire Fish Week Festival

- ▶ “Named as the UK’s number one food festival- which nets almost £3m for the local economy and is a huge tourism boost”
(Wales Online, 2016)
- ▶ “Our mission is to help promote, develop and sustain Carmarthenshire significant local food industries, culture and heritage by offering an innovative and exciting tourism event for both locals and visitors”
- ▶ Increase of 6% in visitors to the area during the festival
- ▶ 94% of attendees enjoyed or really enjoyed the festival
- ▶ 98% - beneficial to Pembrokeshire
- ▶ £83 per person

(Pembrokeshire Fish Festival, 2013)



(Wales Online, 2016)

Our visit to National Botanic Gardens

- 9TH -10TH November 2019
 - 10:00AM- 16:30PM
 - £10.45 for entry
- Food stalls included: Thai, Chinese, Malaysian, Indian, British, Cakes, Cheese ,Mexican
- Other stalls included: hand-made crafts/products, personalised gifts

OUR DAY OUT IN NATIONAL BOTANIC GARDENS



Filmmaker Pro

Q1

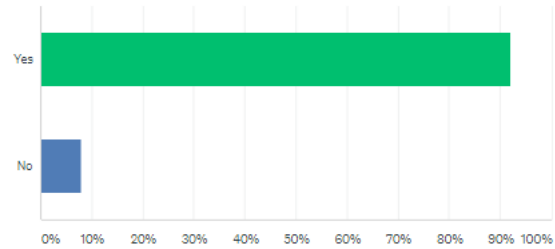


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Would a Food and Drink Festival interest you?

Answered: 100 Skipped: 0



ANSWER CHOICES

RESPONSES

▼ Yes

92.00%

92

▼ No

8.00%

8

TOTAL

100

Q2

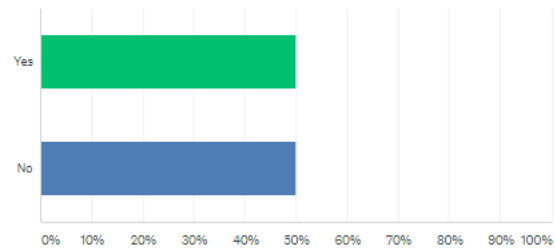


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Have you ever been to a Food and Drink Festival before?

Answered: 100 Skipped: 0



ANSWER CHOICES

RESPONSES

▼ Yes

50.00%

50

▼ No

50.00%

50

TOTAL

100

Q3

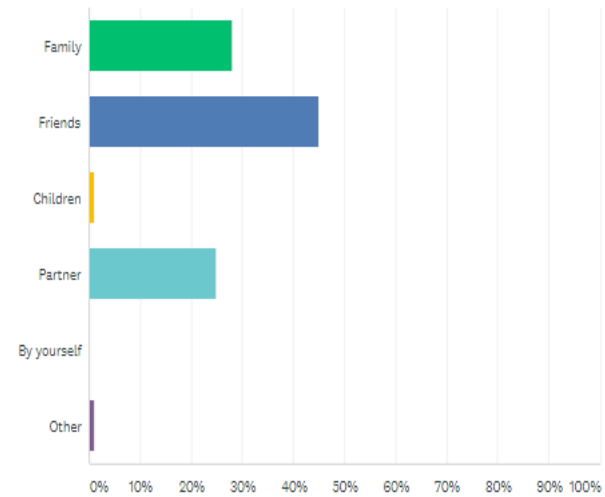


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Who would you attend a Food and Drink Festival with?

Answered: 100 Skipped: 0



ANSWER CHOICES

RESPONSES

▼ Family

28.00%

28

▼ Friends

45.00%

45

▼ Children

1.00%

1

▼ Partner

25.00%

25

▼ By yourself

0.00%

0

▼ Other

1.00%

1

TOTAL

100

Q5

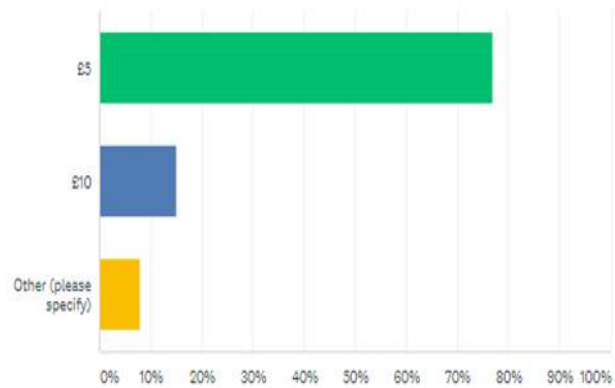


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How much would you pay to enter the Food and Drink Festival on non-race day?

Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ £5	77.00% 77
▼ £10	15.00% 15
▼ Other (please specify)	Responses 8.00% 8
TOTAL	100

Q4

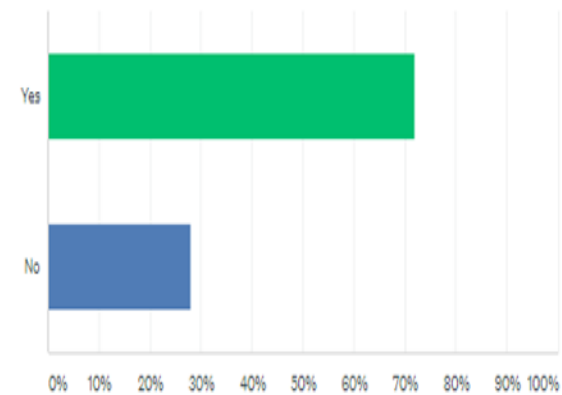


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Would you attend a Food and Drink Festival at Ffos Las on a non-race day?

Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes	72.00% 72
▼ No	28.00% 28
TOTAL	100

11:00-16:00

KIDS GO FREE

£10

VOUCHER INCLUDED
LOCAL SUPPLIERS



WHAT 3 WORDS?



THANKYOU FOR LISTENING!

ANY QUESTIONS?

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