

A case study report on Autobacs Super GT
Round 3 Series held on 9th & 10th June 2012
at Sepang International Circuit.

A Case Study

Autobacs Super GT Round 3
Series

Marketing, IEU

Measuring the success

of AUTOBACS SUPER GT INTERNATIONAL SERIES



JPM Motorsport, organisers of Autobacs SUPER GT International Series 2012, conducted a post event report in line with MyCEB post event guidelines, across five different event impacts. This case study provides the results of this work.

TO ASSESS and measure the impact and benefits of hosting major events in Malaysia; an event tracking mechanism was developed to track five major impacts namely Attendance, Economic, Environmental, Social and Media.

Through these areas, event tracking mechanism is enabling the events industry to better understand and harness the benefits created by major cultural and sporting events and further assess their long term benefits. This year, event organisers that received event and bid support from MyCEB are using this model to assess their events.

Race introduction

An iconic car racing event presented by the GT association of Japan and organized by JPM Motorsport; Autobacs Super GT is an annual race event that inaugurated in Japan eventually became a coup for Malaysia in year 2000 when the association extended exclusivity to Malaysia, the only country to organise the race outside of Japan



The event industry better understands and harness the benefits created by major cultural and sporting events in the long run.

The Malaysian leg of the series, held at Sepang International Circuit was made an official race from 2002 and counted in the points. The baton was passed on to JPM to carry the Super GT tradition in Malaysia with hopes of producing an even more electrifying event.

Ever since, the event attracted around 50 thousand of spectatorship from Japan, Singapore, Indonesia and other neighboring as the event manage to present their patrons the same caliber racers as its parent in Japan. The event ran by GT Association and JPM Motorsport and supported by MyCEB was held on 9 and 10 June 2012 at the Sepang International Circuit.

Attendance and economic impact

Measuring the economic impact was critical, and so an independent study was commissioned. The report produced the following information;

A total of 1,500 fans took part in the study and was conducted by 60 trained individual volunteers. Based on ticket registration and survey analysis the total numbers of attendees are 76,783 of which domestic tourists are 70,251 and international attendees are 6,532.

Further to this it was reported that out of 6,532 attendees, 2,555 are from Japan, 2,100 are from Singapore, and 1,432 are from Indonesia, while 445 are from other countries.

Using the total of 6,532 international visitors that the event attracted, the key factors in relation to the economic impact analysis are that 40 percent of the international visitors

stayed for an average of four nights while the remaining 60 percent stayed for one night.

The visitors that stayed for four nights attended another event; 25th World Gas Conference. It took place few days prior to the motor race. Some of the visitors were invited by the corporate car sponsors like Subaru and Honda to their private events which also took place few days prior and/or after the event. Hence this brought to the extension of stay and further contributed to the nations tourist expenditure. The average international tourists that attended the event spent an average of RM661 (US\$ 217) per day. Average domestic tourists spent an average of RM 382 (US\$ 125).

The net additional economic impact from the event at a national level estimated at RM 13,814,900 (US\$ 4.53mil) of expenditure by international tourist. The domestic tourists contributed net economic impact of RM 53, 073,552 (US\$ 17.4mil). This total combined tourist expenditure is RM 66,888,452 (US\$ 21.9mil), which exceeded the initial prognosis of RM 20,793,640 (US\$ 6.82mil).

Environmental

MyCEB has an established objective to encourage event participants towards contributing to a greener nation. Autobacs Super GT Round 3 Series gave us an opportunity to demonstrate MyCEB's environmental commitment, working in partnership with venue providers and the state government with similar organizational agendas.





The event organisers ensured that the food kiosks used recycled paper for food and beverages since usage of polystyrene was prohibited. Waste container management was incorporated to ensure that every 50 meters within the event compound, a waste container was installed. In between the race, volunteers made constant checks and reminded attendees to recycle any rubbish generated at the event.

For those going for the event, a shuttle service was provided to and from the nearest train station and the city centre. Volunteers were recruited locally where possible car sharing and usage of shuttle coaches were encouraged. Complimentary taxis were available throughout the event days from the VIP parking area to the event entrance and vice versa.

For those at the event one of the key areas where the carbon footprint was minimized at the food village, event stages, merchandise pavilions, VIP lounge, cash withdrawal kiosks were all within walking distance.

Social

Significant social impact was delivered by the event, with a particular success in volunteering and local racers participation.

The event secured 120 volunteers on the event day that were mainly university students majoring in Sports and other event related disciplines. Almost 60 percent of the volunteers had minimal event volunteer experience which demonstrates the success of word-of-mouth advertising undertaken to promote volunteering for the race.

Five hundred local university students also took part in cultural performances which also promoted cultural exchange.

The motor race provided a range of opportunities for local racers. The event organised a competition for locals that the winners partake in the actual race. This participation ignited the national pride and the privilege to share the track with some of the world renowned motor racers, network with international racers and a platform to showcase their car collection during the fringe events—"Biggest Super Car Gathering / Performance Car Gathering". The car gathering attracted 608 race cars from hundreds of car enthusiasts from Singapore Thailand, locally and interstates.

Media

The event generated a combined international advertising and PR value worth RM 9,879,649 (US\$3.24m). Pre promotion medium were dailies, magazines, print, online news, sites, blogs and broadcast. Print and dailies produced the highest advertising and PR value.

Tickets were sold during PR activation and roadshows to the main event conducted at regional countries namely Japan, Indonesia and Singapore. The activity assisted in bringing high number of international attendees going for the event.

Conclusion

The event was a success in attracting international attendees and providing a platform for local racers to grow. It also delivered a range of impacts successfully.

However, it must be recognised that the impacts does not happen spontaneously. They happen because of hard work and prior planning between the event organisers, sponsors, government agencies and other stakeholders.

Results at a glance

Attendance

Attracted 6,532 international attendees.

Economic Impact

Generated US\$ 21.9m additional expenditure to Malaysia

Environmental

Delivered the event at a basic level of environmental management planning

Social

The festival has a database of 120 registered volunteers worked on the event, 60% of these were new to event volunteering

Media

Generated advertising & PR value worth US\$ 3.24m

