



2009 CLIPSAL 500 ADELAIDE – ECONOMIC BENEFIT

The remarkable attendance growth for the Clipsal 500 Adelaide continued in 2009 with the figure of 272,800, representing a 6.4% down on the record 291,400 achieved in 2008 (our 10th Birthday Celebrations).

An independent analysis undertaken by Economic Research Consultants calculated the economic benefit to the State of South Australia derived from the 2009 event was \$33.5 million, an increase of \$2.18 million from 2008.

Approximately 13,600 interstate and international visitors to South Australia experienced the 2009 event, generating a total of 64,900 visitor bed nights.

Full time job equivalents created by the 2009 Clipsal 500 Adelaide was 420 in 2009, compared with 410 in 2008.

In its ten year history the event has now contributed a total of \$251.4 million to the economy of South Australia.

In 2009, over 1.4 million Australian viewers watched the telecast of the Clipsal 500 Adelaide on the Seven Network. In total, the event was telecast into 853 million homes in 130 countries worldwide.

A media audit is currently being collated of the value of national and international television, radio and print coverage of the 2009 event, however, the coverage is expected reach approximately \$120 million.

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<i>Economic Benefit</i>	\$13.7m	\$16.9m	\$14.3m	\$16.2m	\$19.7m	\$23.1m	\$26.0m	\$26.9m	\$30.08m	\$31.32m	\$33.5m
<i>Job Creation (full time equivalents)</i>	250 fte	275 fte	290 fte	260 fte	320 fte	340 fte	360fte	380fte	408fte	410fte	420fte
<i>Media Benefit</i>	\$24.7m	\$30.47m	\$32.5m	\$35m	\$48.9m	\$54.3m	\$71.1m	\$80m	\$108m	\$114m	tbc
<i>Event Attendance</i>	162,000	164,000	166,800	171,200	213,600	237,400	255,600	270,300	276,900	291,400	272,800