

**Event Name: Ramblin Man**

**Event Year: 2016**

**Host Economy: Maidstone**

**Event Region: England excl London**

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**Spectator spending £1,709,630**

Based on 16,762 spectator admissions

- **Total Spectator Admissions 16,762**

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- **Average number of days attended 2**

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- **% of Spectators resident in the host economy 15**

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- **% of non-local spectators who are casual visitors 0**

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- **Number of Commercial stayers 2,922**

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- **Number of Non-Commercial stayers 0**

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- **Number of Day visitors 4,202**

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- **Average number of nights spent in the host economy 3**

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- **Average cost per bed-night (per person) £65**

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- **Average daily spend on non-accommodation items £80**

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**Attendee spending £665,745**

Based on 2,700 attendee admissions

- **Total Attendees 2,700**
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- **Average number of days attended 20**
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- **% of Attendees resident in the host economy 85**
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- **Number of Commercial stayers 13**
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- **Number of Non-Commercial stayers 0**
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- **Number of Day visitors 392**
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- **Average number of nights spent in the host economy 21**
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- **Average cost per bed-night (per person) £65**
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- **Average daily spend on non-accommodation items £80**
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**Direct leakages £220,000**

- **Spectator and Attendee Spending with Non-local Vendors £220,000**
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**Direct spending £420,000**

- **Organiser spend in Host Economy £420,000**
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**Direct Economic Impact £2,575,375**

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## GVA

- **Spending to GVA Ratio 44.7%**
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- **GVA Impact £1151192.625**
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- **GVA per Workforce Job £26806**
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- **Jobs Supported 43**
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