

Photo: Juhana Konttinen

WRC RALLY FINLAND; CUSTOMER SATISFACTION AND WILLINGNESS TO RECOMMEND THE EVENT RESEARCH FINDINGS 2011-2012



WRC RALLY FINLAND PROJECTS

- Customer satisfaction amongst visitors in the HQ area (2011)
- Customer satisfaction amongst participating rally team members (2011)
- Willingness to recommend the event (2011)
- Customer satisfaction amongst spectators in special stages (2012)
- Motorsport Fan values in Fan Zone (HQ area, 2012)
- Perceived brand image of Rally amongst Fans (HQ area, 2012)
- Motorsport Fan values amongst Special Stage viewers (2013)
- Perceived brand image of Rally amongst Special Stage viewers (2013)
- Partner and Sponsor satisfaction to collaboration with the Rally Event (2013)
- Social and Economic Impacts of Rally Event to the city of Jyväskylä and rural areas (2013)



MISSION OF THE RESEARCH PROJECTS

- Improve the overall quality of the rally event by establishing and further improving the strengths and minimizing the weaknesses
- Define the strategic strengths of the event from customer viewpoint
- Help the organizer in optimizing the resources and new investments
- Define the value structure of fans and spectators for organizers, sponsors and other stakeholders
- To utilize the expertise of international network of scholars from Europe, USA, South Africa, Turkey and China
- To host an international collaboratory for students and academics in field research and international sport event



THE EXPERIENCED QUALITY OF WRC RALLY EVENT FINDINGS FROM 2011 & 2012





SPECTATOR COMMENTS HQ 2011

Open ended questions;

- Men
 - International atmosphere, nice atmosphere
 - Interest in Motorsport
 - Cars and fast drivers
 - Friends and social interaction
 - Women
- First-timers
 - Friends inviting to participate
 - Atmosphere
 - Cars

Motivational factors for Spectating

- Women
 - Atmosphere and people/crowd
 - Rally, cars and drivers
 - Friends
 - Event area and party
- Rally Fans
 - Atmosphere
 - Rally, cars, motorsport
 - Tradition
 - Crowd and women

SPECTATOR COMMENTS, HARBOUR 2011



- Open ended questions;
- Men
 - Atmosphere in general
 - Interest in Motorsport
 - Cars and fast drivers
 - Event in general
- First-timers
 - Concert in the Harbour area
 - Atmosphere and Crowd
 - Location
- Motivational factors for Spectating
- Women
 - Event and performing artists
 - Rally, cars and drivers
 - Tradition
 - Location
- Rally Fans
 - Tradition. Form of habit
 - Rally, cars, motorsport
 - Atmosphere
 - Location



SPECTATOR COMMENTS SPECIAL STAGE 2012

• Open ended questions;

• Men (454)

- Rally & interest to motorsport, cars & drivers
- Atmosphere
- Being with friends & relatives
- First-timers (39)
 - Persuaded by friends & family
 - Interest to event – new experience
 - Interest to rally & motorsport
 - Vacation & entertainment

• Motivational factors for Spectating

• Women (197)

- Rally & interest to motorsport, cars & drivers
- Atmosphere
- Being with friends & relatives

• Rally Fans (457)

- Rally & interest to motorsport, cars & drivers
- Atmosphere
- Being with friends & relatives





SPECTATOR COMMENTS HQ 2011

Open ended questions; Satisfied with...

- Men
 - Atmosphere
 - The arrangements in general
 - Services for spectators
 - Cleanness
- First-timers
 - Atmosphere
 - Guidance for first-timers and overall informing
 - Food and services
- Women
 - Atmosphere
 - Services for children
 - Guidance
 - Cleanness
 - People
- Rally Fans
 - Atmosphere
 - The arrangements in general
 - Cleanness
 - Services for children

SPECTATOR COMMENTS, HARBOUR 2011



Open ended questions; Satisfied with...

- Men
 - The arrangements in general
 - Atmosphere
 - Services for spectators
 - Transportation
 - Location
- First-timers
 - People
 - Atmosphere
 - Event itself and the arrangements in general
- Women
 - The arrangements in general
 - Atmosphere
 - People and Event
- Rally Fans
 - The arrangements in general
 - The "Rally" Atmosphere
 - New location in Lahti



SPECTATOR COMMENTS SPECIAL STAGE 2012

• Open ended questions;

• Men (380)

- Visibility, viewing areas
- Services and activities
- Atmosphere in general
- Parking, Organising

• First-timers (67)

- Services and activities
- Visibility, viewing areas
- Atmosphere in general
- Weather

• Satisfied with...

• Women (192)

- Visibility, viewing areas / Accessibility
- Services and activities
- Atmosphere in general
- Toilets

• Rally Fans (366)

- Visibility, viewing areas / Accessibility
- Services and activities
- Atmosphere in general
- Parking





SPECTATOR COMMENTS HQ 2011

Open ended questions; Dissatisfied with...

- Men
 - Lack of space and the renovations of the HQ -area
 - Lack of intensive atmosphere (Friday)
 - Pricing
 - Toilet facilities
 - Lack of additional program
- First-timers
 - Lack of additional program
 - Friday "brake" in Jyväskylä
- Women
 - Lack of additional program in HQ -area
 - Event was too short in time
 - Pricing of the tickets
- Rally Fans
 - Pricing of the tickets
 - Lack of intensive atmosphere
 - Lack of space and the renovations of the HQ -area
 - Lack of additional program

SPECTATOR COMMENTS, HARBOUR 2011



Open ended questions;

- Men
 - The pricing of the tickets and transportation
 - Communication and information in general
- First-timers
 - Weather
 - Information regarding tickets
 - Smoking

Dissatisfied with...

- Women
 - Guidance on the venues
 - Parking
- Rally Fans
 - The pricing in general
 - Parking



SPECTATOR COMMENTS SPECIAL STAGE 2012

- Open ended questions;
- Men (117)

- Food & beverages; quantity and quality
- Spectator guidance and communication
- Viewing areas and visibility
- First-timers (25)
 - Food & beverages; quantity and quality
 - Traffic & queues
 - Toilets & Sanitary services
 - Viewing areas and visibility

- Dissatisfied with...
- Women (58)
 - Toilets & Sanitary services
 - Parking
 - Spectator guidance and communication
 - Food & beverages; quantity and quality
- Rally Fans (101)
 - Parking
 - Spectator guidance and communication
 - Visibility and viewing areas





SPECTATOR COMMENTS HQ 2011

Recommending the event to friends



Recommendation	MEN n=102	WOMEN n=79	FIRST-TIMERS n=30	RALLY fFANS n=101
NEVER	0 %	1 %	3 %	0 %
2	1 %	1 %	3 %	0 %
3	11 %	10 %	27 %	8 %
4	19 %	29 %	23 %	20 %
ABSOLUTELY YES	70 %	58 %	43 %	72 %

SPECTATOR COMMENTS, HARBOUR 2011



Recommending the event to friends

Recommendation	MEN n=144	WOMEN n=63	FIRST-TIMERS n=62	RALLY FANS n=50
NEVER	1 %	0 %	2 %	0 %
2	0 %	2 %	0 %	0 %
3	6 %	5 %	15 %	2 %
4	27 %	46 %	47 %	20 %
ABSOLUTELY YES	65 %	48 %	37 %	78 %

SPECTATOR COMMENTS SPECIAL STAGE 2012



Recommending the event to friends

Recommendation	MEN n=222	WOMEN n=93	FIRST-TIMERS n=42	RALLY fFANS n=190
NEVER	0 %	0 %	0 %	0 %
2	0,5 %	0 %	0 %	0,5 %
3	2,7 %	2,2 %	4,8 %	2,7 %
4	22,1 %	17,2 %	31 %	16,3 %
ABSOLUTELY YES	74,7 %	80,6 %	64,2 %	80,5%



SPECTATOR COMMENTS HQ 2011

Information Channels / Groups (more than one media allowed)



MEDIA used	MEN n=117	WOMEN n=85	FIRST-TIMERS n=28	RALLY FANS n=100
Official Websites	29 %	31 %	25 %	43 %
Facebook / Twitter	6 %	7 %	21 %	3 %
Radio	14 %	12 %	4 %	18 %
VM Motor Magazine	12 %	2 %	0 %	13 %
VM Motor Magazine Special Ed,	11 %	7 %	4 %	13 %
Other Magazines	1 %	2 %	4 %	2 %
Newspapers	18 %	25 %	21 %	28 %
TV	18 %	24 %	21 %	21 %
Neste Oil Service Stations	5 %	1 %	7 %	3 %
Friends	12 %	31 %	54 %	10 %
Other Media	14 %	6 %	7 %	13 %



SPECTATOR COMMENTS, HARBOUR 2011



Information Channels / Groups (more than one media allowed)



MEDIA used	MEN n=117	WOMEN n=85	FIRST-TIMERS n=28	RALLY FANS n=100
Official Websites	21 %	19 %	22 %	20 %
Facebook / Twitter	6 %	2 %	6 %	0 %
Radio	16 %	23 %	21 %	14 %
VM Motor Magazine	4 %	3 %	0 %	10 %
VM Motor Magazine Special Ed.	6 %	5 %	3 %	12 %
Other Magazines	0 %	0 %	0 %	0 %
Newspapers	33 %	42 %	40 %	40 %
TV	17 %	10 %	21 %	12 %
Neste Oil Service Stations	6 %	2 %	0 %	6 %
Friends	13 %	18 %	24 %	12 %
Other Media	8 %	6 %	8 %	14 %



SPECTATOR COMMENTS SPECIAL STAGE 2012

Information Channels / Groups (more than one media allowed)



MEDIA used	MEN n=227	WOMEN n=93	FIRST-TIMERS n=45	RALLY FANS n=190
Official Websites	52 %	45 %	40 %	55 %
Facebook / Twitter	6 %	5 %	2 %	5 %
Radio	21 %	16 %	27 %	20 %
Motorsport Magazine	13 %	13 %	11 %	17 %
Tuulilasi. Spect. Guide	26 %	26 %	20 %	28 %
Other Magazines	0 %	0 %	0 %	0 %
Newspapers	4 %	9 %	7 %	4 %
TV	14 %	12 %	11 %	14 %
Neste Oil Service Stations	2 %	2 %	2 %	2 %
Friends	23 %	40 %	40 %	21 %
Other Media	8 %	5 %	2 %	8 %





SPECTATOR COMMENTS...



4 most significant factors for recommending the Event

- Men
 - Atmosphere 0,53
 - The overall quality 0,43
 - The quality of additional program 0,31
 - Spectator guidance 0,31
- First-timers
 - The overall quality 0,64
 - Atmosphere 0,48
 - Spectator management 0,43
 - Safety of the Event 0,35
- Women
 - Spectator management 0,57
 - The overall quality 0,42
 - The quantity of toilet facilities on the venue 0,38
 - The quality (and quantity) of additional program 0,37
- Rally Fans
 - Atmosphere 0,50
 - The overall quality 0,43
 - The quality of additional program 0,32
 - Spectator management 0,3



SPECTATOR COMMENTS...

4 most significant factors for recommending the Event

- MEN
 - Spectator guidance in the Stage area 0.26
 - Traffic arrangements when arriving Stage 0.23
 - Moving around at the Stage 0.20
- FIRST TIMERS
 - Quantity of non-racing programs in the Stage area 0.77
 - Spectator guidance in the Stage area 0.56
 - Food selection for sale in the Stage 0.44
 - Atmosphere in the Stage 0.34
- WOMEN
 - SS staff members' quality of services 0.31
 - Parking awareness and efficiency 0.18
 - Atmosphere in the Stage 0.17
- Rally Fans
 - SS staff members' quality of services 0.18
 - Spectator guidance in the Stage area 0.17
 - Traffic arrangements when arriving Stage 0.16



CONCLUSIONS

- These research findings are of great value in developing an event further
- Strategic approach is to strengthen and maximize the perceived, existing strengths and to minimize the perceived weaknesses
- The next step is to analyze the value structures of the customers and thereby define the most meaningful strategic goals of event management and marketing
- The long term success of WRC Rally Finland will be based on customer relationship management and business intelligence applied
- SBS will be a strategic partner of AKK in this process



Photo: Pierre Arriès 2011

Thank you very much for your attention.



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