



Response to RFI :Promotion and Management for International Cricket Events

BID #N2113482F1

Bidding company: CPL US OpCo Limited

Address: Attn: Barrie Corcoran, 701 NW 62nd Ave, Suite 450, Miami, FL 33126

Contact: Pete Russell (COO)
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Background:

CPL is a T20 professional cricket league and has been in place since 2013. It comprises of 6 franchise teams, that will be expanded in the coming years as the league expands. CPL is currently considering options in North America in terms of future franchise partners.

CPL's history at Central Broward Regional Park

In 2016, CPL played 6 games at the County's Central Broward Regional Park. The games were played over a four-day period with two double headers and comprised all six teams.

CPL added to the infrastructure at the park, bringing in lights, erecting a VIP pavilion and ensuring the wicket was of an international standard (It was regarded as the best pitch the teams played on during the tournament). The event was also broadcast live around the world – in total 101 broadcasters took the live feed with a combined audience of 134 million.

CPL also managed all operations – including ticketing, cricket operations, match day operations (including security), ticketing, parking, insurance, permits/licenses, vendor selection and marketing. There was a team of 15 key people that worked on the delivery of the event.

In total 24,596 spectators attended the games and importantly for the local economy -over 40% of those who attended the games came from outside of Florida, with 7% travelling from overseas.

CPL Limited

c/o Devmac Corporation Services Inc.
P.O.Box 189, Castries
St. Lucia





Whilst International matches had been held at the ground before, we are confident in our ability to advise on how to best develop the ground to make it a world class cricket venue over the coming years.

Our marketing for the 2016 event was seen to be very successful – people travelled from across the US to watch the games – all of which had a positive impact on the local economy (Economic impact study is attached)

Our Experience

The team that would manage this contract are well known to Dan West and his staff. We have worked across multiple events, from cricket to music – all major live productions, around the world. We pride ourselves on delivering safe, well managed events that deliver engaging experiences for the fans.

With regards to the CPL, we run 34 matches per season across six different countries in 39 days – logistically it is the most challenging tournament to run in the world cricket! CPL has been going for 4 years now.

From a cricketing perspective – We have excellent contacts with all the main cricketing associations, players and agents around the world. We would be able to deliver a range of different cricket tournaments, involving the top teams and players. There is also mention of a franchise team being based at Broward County Park and of course as owners of the league this is something we would look to facilitate. This is an exclusive right and no other entity would be able to offer a local franchise, unless another league is created or CPL gives express permission.

Local cricket development is also a very important part of managing a contract such as this and CPL has already invested \$200,000 in local initiatives via the ICC and would continue to do so. Creating a strong local fan base is something we have been very successful with across all the countries where CPL is played.

Conclusion

We feel we are very well positioned to take on this contract.

Even though there was some suspicion around CPL when discussions first began in terms of hosting the 2016 games, we delivered on every promise we made and ended up with a world class tournament that invigorated the discussion about bringing top class cricket to America.

In 2016, CPL invested over \$1.6m in 4 days of cricket with the intention of making sure it was a memorable occasion for all stakeholders. We delivered on that and believe that we now have the opportunity to consolidate the Central Broward Regional Park as the number one venue for first class cricket in America.

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CPLT20 2016 ECONOMIC IMPACT FORT LAUDERDALE



Hero
CPLT20
Caribbean Premier League

NOVEMBER 2016

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ABOUT SMG INSIGHT



1 ABOUT SMG INSIGHT

ABOUT SMG INSIGHT

LEADING EDGE SPORTS AND SPONSORSHIP RESEARCH

“Enabling world leading sports governing bodies and sports investors to meet their strategic goals and business objectives”



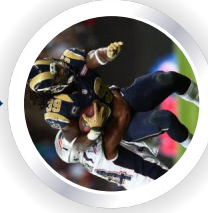
1 ABOUT SMG INSIGHT

ABOUT SMG INSIGHT: EXPERTISE IN 'EIA' ECONOMIC IMPACT ASSESSMENT RESEARCH

SMG Insight is the preferred Economic Impact Assessment research partner for sporting events and has undertaken and produced numerous economic impact studies over the past years, including ...



Ride London



NFL tournament
staged at Wembley



The Ryder Cup



ITU World Triathlon
Series Championship



The Open Championship



Formula E Championships
Mexico



Rugby World Cup
2015



Rugby Travel Hospitality
(RTH)

BACKGROUND & METHODOLOGY



2 BACKGROUND & METHODOLOGY

ABOUT THE TOURNAMENT



BACKGROUND TO ECONOMIC IMPACT ASSESSMENT OF THE HERO CPLT20 TOURNAMENT

BACKGROUND

6 TEAMS PARTICIPATED

TOURNAMENT HISTORY

- ▶ CPLT20 Tournament was created in 2013 and replaced the Caribbean Twenty20 as the premier Twenty20 competition in the Caribbean.

ECONOMIC IMPACT ASSESSMENT REPORT

- ▶ The Caribbean Premier League (CPL) commissioned SMG Insight/YouGov for the third year running to conduct an Economic Impact Assessment (EIA) of the Hero CPLT20 Tournament (2016) from 29 June – 7 August 2016.
- ▶ The purpose of the EIA was to assess the Total Economic Impact for the Caribbean economy of staging such a high-profile and successful event across six Caribbean Islands:

SIX CARIBBEAN ISLANDS AND SIX TEAMS

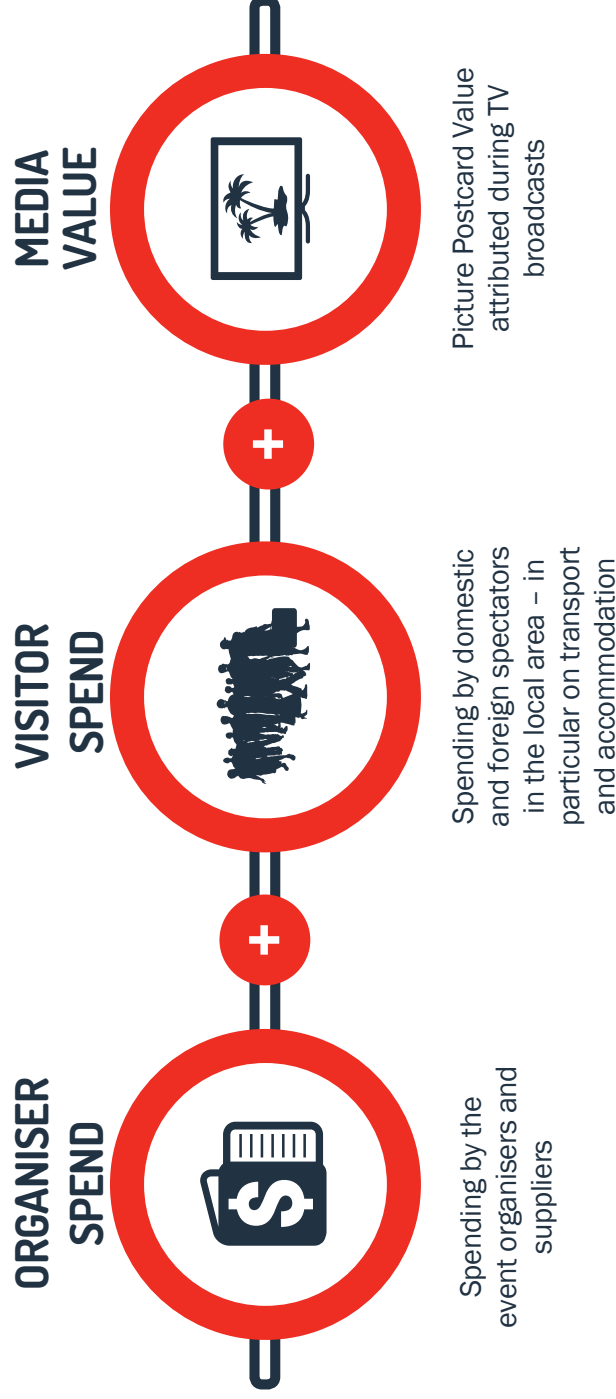
1) Barbados	Barbados Tridents
2) Guyana	Guyana Amazon Warriors
3) Jamaica	Jamaica Tallawahs
4) St Kitts	St Kitts & Nevis Patriots
5) St Lucia	St Lucia Zouks
6) Trinidad & Tobago	Trinbago Knight Riders



2 BACKGROUND & METHODOLOGY

HOW IS ECONOMIC IMPACT ASSESSED?

3 KEY FACTORS



ADDITIONAL EXPENDITURE GENERATED WITHIN A DEFINED AREA, AS A DIRECT CONSEQUENCE OF STAGING AN EVENT

=

TOTAL ECONOMIC IMPACT

Income multiplier: measures the additional income (wages, salaries, rent, interest, profit) created in the economy as a result of increased visitor spending - estimated to be 1.96 for Fort Lauderdale (FSU Center for Economic Forecasting and Analysis)

2 BACKGROUND & METHODOLOGY

METHODOLOGY:

THREE KEY SOURCES



SMG INSIGHT DATA

Analysis of Primary Research:
Robust sample of **4,527** attendees that attended CPLT20 matches at the **Central Broward Stadium, Fort Lauderdale, Florida** in 2016

Key data points

1. Value of visitor spend
2. Length of stay
3. Number of visitors

EVENT ORGANISERS

Rights Holders:

The CPL organising committee has provided their detailed expenditure and investment for each island

In addition, IMG (media agency) has also provided SMG Insight with their detailed expenditure and investment

EXTERNAL SOURCES

Florida State University, Center for Economic Forecasting and Analysis

1. Economic multipliers

Florida Department of Transportation

2. Length of stay

VISIT Florida

3. Tourism data

2 BACKGROUND & METHODOLOGY

METHODOLOGY:

DATA CONSIDERATIONS



OFFICIAL SOURCES

All available official sources of data have been used



CONSERVATIVE OUTLOOK

SMG Insight's economic model has been created with a conservative outlook



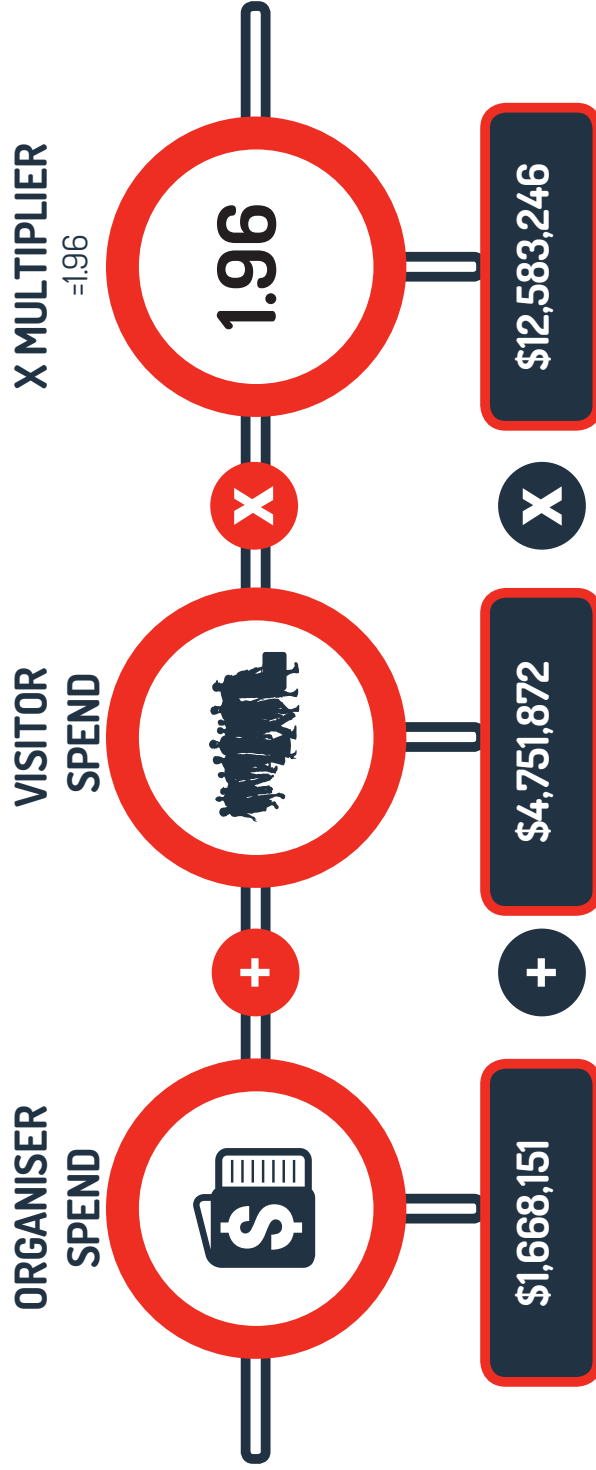
PROJECTIONS

Projections using current growth rates will be made to show expected benefits of hosting and investing into the CPLT20 tournament in future



3 EXECUTIVE SUMMARY

OVERALL ECONOMIC IMPACT FOR FORT LAUDERDALE



TOTAL ECONOMIC IMPACT

= \$12,583,246

Income multiplier: measures the additional income (wages, salaries, rent, interest, profit) created in the economy as a result of increased visitor spending - estimated to be 1.96 for Fort Lauderdale (FSU Center for Economic Forecasting and Analysis)

3 EXECUTIVE SUMMARY

OTHER BENEFITS

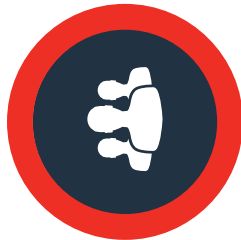
Hosting CPLT20 in Fort Lauderdale created 249 local jobs and filled 3,110 hotel room nights



TOTAL

24,596

Total number of spectators at matches in at Central Broward Stadium



JOB

249¹

Total contractual jobs created within Fort Lauderdale for CPLT20 2016



PAYROLL

US\$ 20,534¹

New payroll earnings generated by CPLT20 2016



TV AUDIENCE

12.7 million

Cumulative audience of matches held at Central Broward Stadium in Fort Lauderdale



ROOM NIGHTS

5,403

Total number of hotel rooms occupied in Fort Lauderdale by non-local spectators

¹: Data supplied by CPL

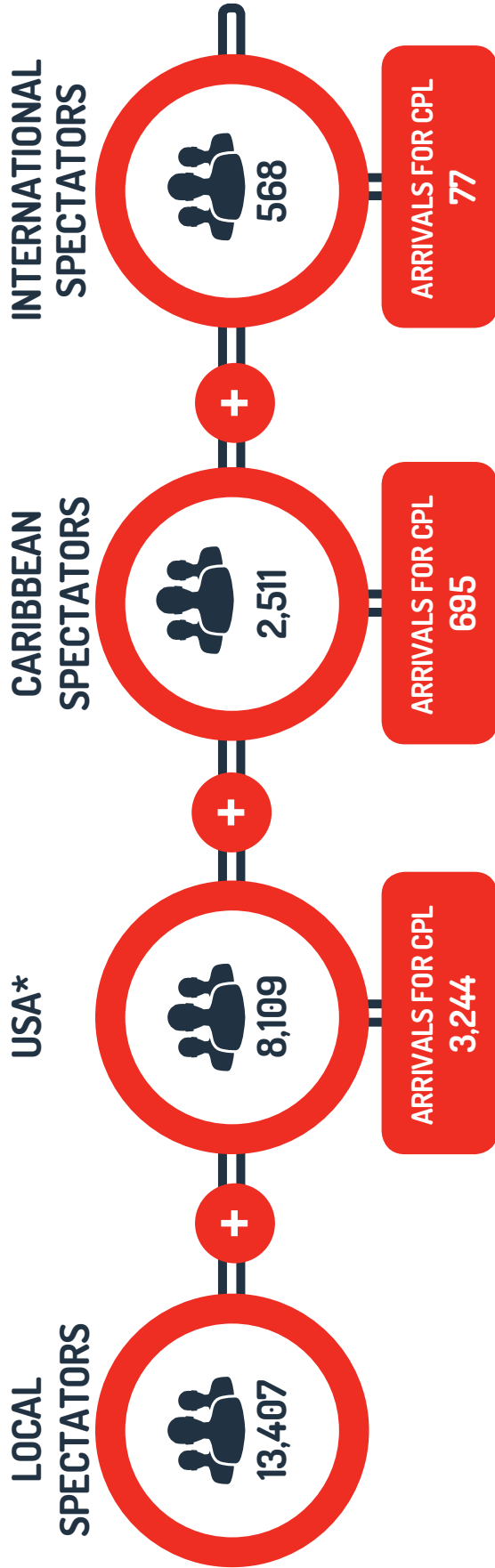
ECONOMIC RETURN ON INVESTMENT



4 ECONOMIC RETURN ON INVESTMENT

NUMBER OF SPECTATORS

In 2016 Central Broward Stadium in Fort Lauderdale hosted CPLT20 matches for the first time. 6 matches were played between 28-31 July 2016, seeing 24,596 cricket fans come through the gates to watch ‘cricket played louder’



TOTAL NUMBER OF SPECTATORS

= 24,596

ARRIVALS:
Arrivals are based on spectators who came to Fort Lauderdale specifically for the CPLT20 tournament, further calculations are based on arrivals

*USA includes all those 2 hours drive outside of ground venue. Attendee regional data taken from ticket buyer database provided by CPL

4 ECONOMIC RETURN ON INVESTMENT

GEOGRAPHIC SPREAD OF SPECTATORS

Using the ticket buyer database, we are able to analyse the geographic spread of visitors to the Fort Lauderdale match, this includes a large number travelling outside the region, throughout the US and internationally



USA

- ▶ Florida - 7.1%
 - ▶ Within 2 hours drive of Fort Lauderdale - 60.0% (**Local***)
 - ▶ Outside 2 hours drive - 11.1% (**USA**)
- ▶ Rest of US States - 21.9% (**USA**)
 - ▶ New York - 12.2%
 - ▶ New Jersey - 1.8%
 - ▶ Georgia - 1.3%
 - ▶ Texas - 1.0%
 - ▶ Other States - 5.6%



OUTSIDE OF US

- ▶ Caribbean - 4.9% (**Caribbean**)
 - ▶ Trinidad & Tobago - 3.9%
 - ▶ Guyana - 0.5%
 - ▶ Other islands - 0.5%
- ▶ International - 2.2% (**International**)
 - ▶ Canada - 1.6%
 - ▶ Other countries - 0.6%

*Areas within 2 hours drive of Fort Lauderdale (i.e. 'Local'): Belle Glade, Boca Del Mar, Boca Raton, Boynton Beach, Clewiston, Coral Gables, Dania Beach, Deerfield Beach, Delray Beach, Fort Lauderdale, Hallandale, Hialeah, Hollywood, Homestead, Jensen Beach, Jupiter, Lake Worth, Loxahatchee Groves, Medley, Miami, Miami Beach, Opa-locka, Palm Beach Gardens, Pompano Beach, Port Saint Lucie, Stuart, Sunrise, West Palm Beach. Figure also includes those whose IP address was 'hidden' or unavailable (5.4%)

4 ECONOMIC RETURN ON INVESTMENT

FLORIDA TOURISM GROWTH

Over the CPL period Florida saw an increase in the number of overseas and domestic tourist arrivals, this may be due to fans visiting Florida for the CPLT20 tournament

2016 ESTIMATES OF VISITORS TO FLORIDA BY QUARTER¹

	Domestic	Overseas	Canadian	Total
Quarter 1 % change from 2015	25,728 +7.4%	2,753 -5.8%	1,600 -2.4%	30,080 +5.5%
Quarter 2 % change from 2015	24,384 +7.9%	2,593 -5.5%	1,067 -5.1%	28,043 +5.9%
Quarter 3 % change from 2015	23,663 +5.9%	2,835 +0.9%	414 -5.7%	26,612 +5.1%
YTD Total % change from 2015	73,775 +7.0%	8,180 -3.5%	3,081 -3.8%	85,036 +5.5%



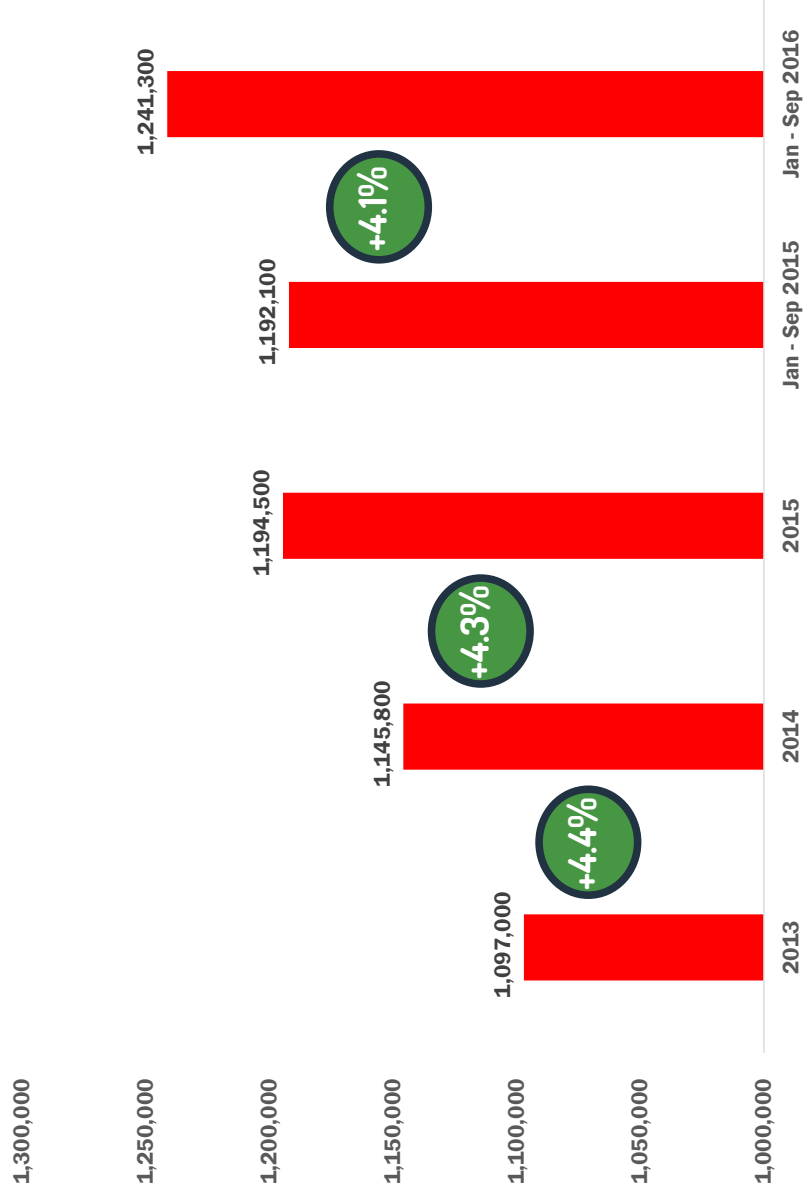
1 - Source: Visit Florida - <http://www.visitflorida.org/resources/research/> - Quarter are calendar quarters

4 ECONOMIC RETURN ON INVESTMENT

FLORIDA TOURISM RELATED EMPLOYMENT

The increase in number of visitors arriving in Florida is having a direct effect on increasing the number of employment opportunities within the tourism sector

TOURISM RELATED EMPLOYMENT IN FLORIDA¹

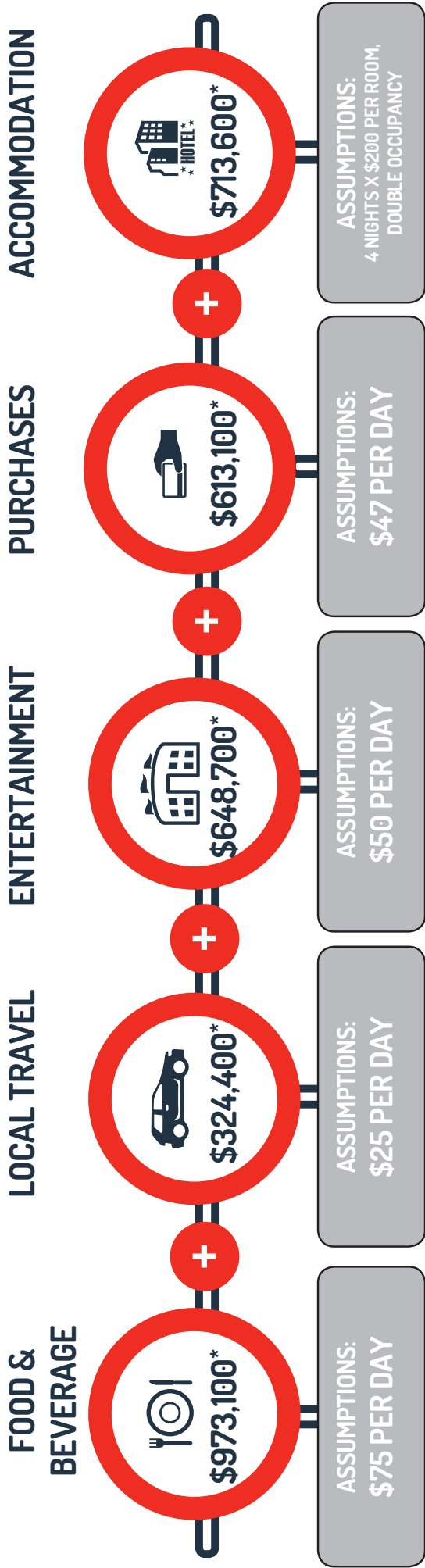


1 - Source: Visit Florida - <http://www.visitflorida.org/resources/research/>

4 ECONOMIC RETURN ON INVESTMENT

USA SPECTATOR SPEND

3,244 visitors from the United States arrived in Fort Lauderdale specifically for the cricket, spending \$3,272,900 during their stay



*Slight deviations are due to rounding and extrapolations

INTERNATIONAL SPECTATOR SPEND

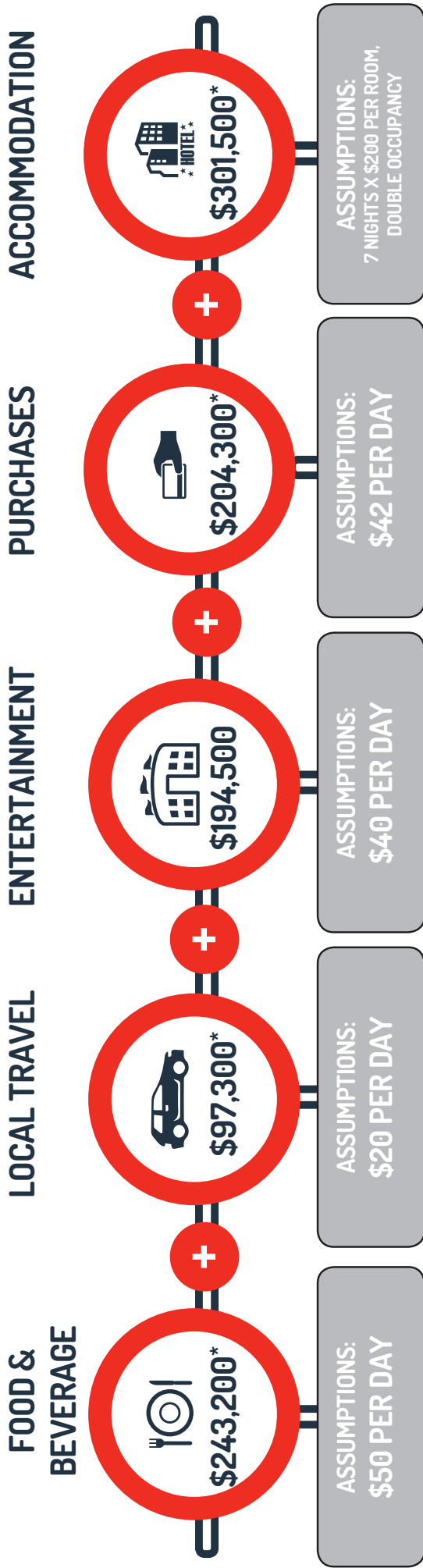
= \$3,272,900

Assumptions: based on arrivals for the cricket of 3244 Food & Bev - length of stay x \$75 per day ; Local travel - length of stay x \$25 per day; Entertainment - length of stay x \$50 per day; Purchases - length of stay x \$47 per day; Accommodation - [length of stay / 2 (double occupancy) less 45% staying with family or friends] x \$200 per night; Please see appendix for inclusions for each spend category

4 ECONOMIC RETURN ON INVESTMENT

CARIBBEAN SPECTATOR SPEND

695 Caribbean visitors arrived in Fort Lauderdale specifically for the cricket, spending \$1,040,800 during their stay



*Slight deviations are due to rounding and extrapolations

CARIBBEAN SPECTATOR SPEND

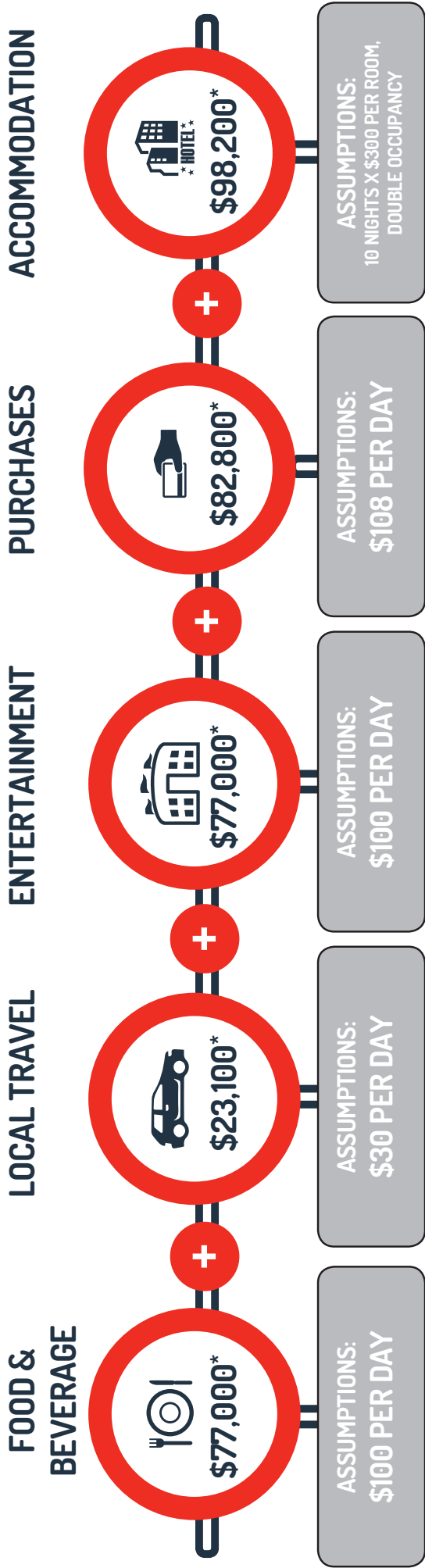
= \$1,040,800

Assumptions: based on arrivals for the cricket of 1,053; Food & Bev - length of stay x \$50 per day ; Local travel - length of stay x \$20 per day; Entertainment - length of stay x \$40 per day; Purchases - length of stay x \$42 per day; Accommodation - [length of stay / 2 (double occupancy) less 38% staying with family or friends] x \$200 per night. Please see appendix for inclusions for each spend category

4 ECONOMIC RETURN ON INVESTMENT

INTERNATIONAL SPECTATOR SPEND

77 international visitors arrived in Fort Lauderdale specifically for the cricket, spending \$358,200 during their stay



*Slight deviations are due to rounding and extrapolations

INTERNATIONAL SPECTATOR SPEND

=

\$358,200

Assumptions: based on arrivals for the cricket of 194 Food & Bev - length of stay x \$100 per day ; Local travel - length of stay x \$30 per day; Entertainment - length of stay x \$100 per day; Purchases - length of stay x \$108 per day; Accommodation - [length of stay / 2 (double occupancy) less 15% staying with family or friends] x \$300 per night; Please see appendix for inclusions for each spend category

4 ECONOMIC RETURN ON INVESTMENT

HOSPITALITY SPECTATOR SPEND

1,600 watched the CPLT20 tournament as hospitality guests, with suite owners spending \$80,000 to host the hospitality guests



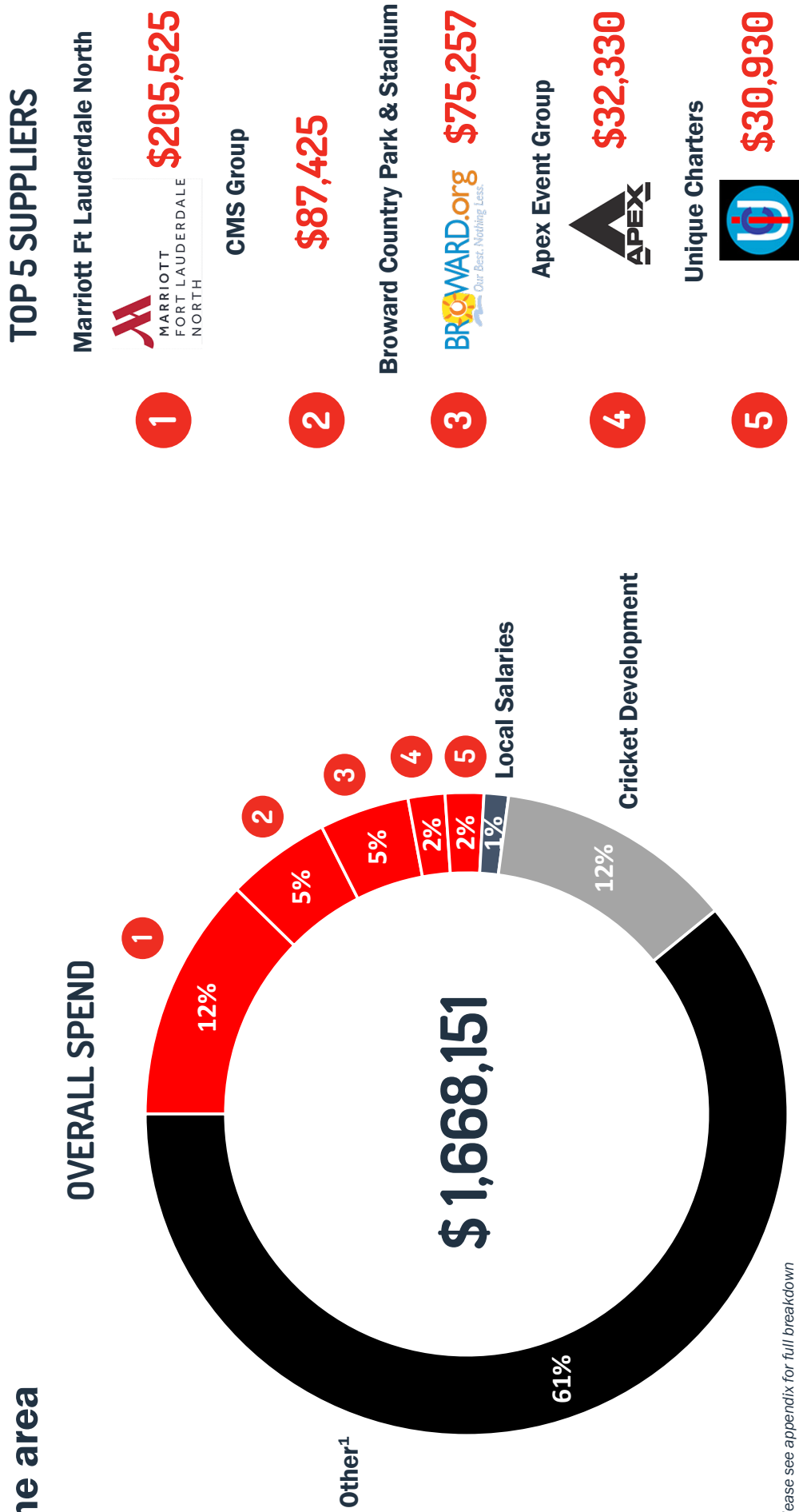
HOSPITALITY SPECTATOR SPEND

= \$80,000

4 ECONOMIC RETURN ON INVESTMENT

ORGANISER SPEND

CPL organisers spent and invested \$1,668,151 into Fort Lauderdale to host the 6 CPLT20 matches. 12% (\$200,000) was invested directly into cricket development in the area



¹: Please see appendix for full breakdown

4 ECONOMIC RETURN ON INVESTMENT

MEDIA VALUE/TOURIST BOARD EXPOSURE

IN 2016 FORT LAUDERDALE/BROWARD COUNTY DID NOT HAVE ANY TOURIST BOARD EXPOSURE, THE NEXT SECTION WILL USE ESTIMATIONS TO INDICATE THE POSSIBLE FUTURE RETURN SHOULD FORT LAUDERDALE/BROWARD COUNTY HAVE TOURIST BOARDS IN FUTURE

WHAT WE MEASURE



TV & DIGITAL BRAND EXPOSURE

Exposure of the tourism logo on TV and other digital channels



POST CARD VIEWS

Tourism imagery shown throughout the broadcast showcasing what the islands have to offer



VERBAL MENTIONS

Verbal mentions of the islands as a tourist destination

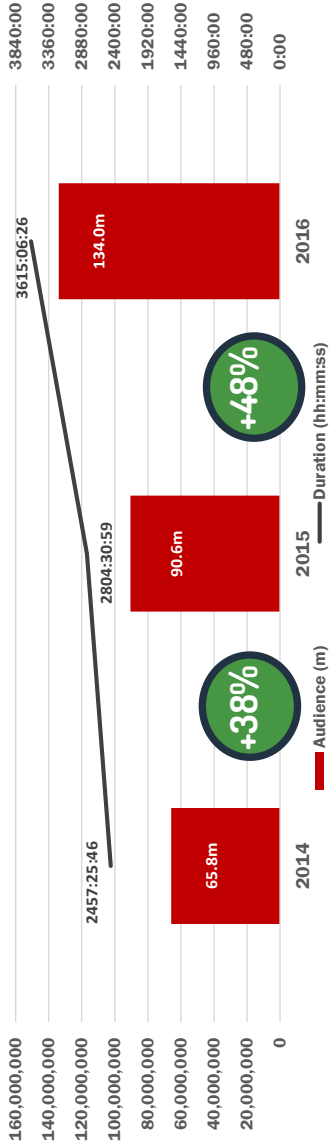
4 ECONOMIC RETURN ON INVESTMENT

GROWTH IN AUDIENCES AND BROADCAST DURATIONS

+40% year-on-year growth in media values

- In 2016, overall audiences increased by 43.4 million (+48%) with broadcast coverage rising by 810 hours (+29%).
- India delivered the highest global audience with 82.4 million viewers watching the event. This was an increase of 38.8 million (+89%) as a result of tournament footage rising by 524 hours (+109%).
- Audiences increased by 6% within host markets the Pan Caribbean and United States. This increase was delivered through an additional 178 hours (+50%) of broadcast coverage.
- The United Kingdom also generated substantial viewership, with an audience of 2.5 million being generated from 134 hours of broadcast coverage. The introduction of coverage on Free-to-Air broadcaster Dave facilitated the 356% uplift in viewership in the United Kingdom.

Table 2: YoY Audience and Broadcast Duration



4 ECONOMIC RETURN ON INVESTMENT

GROWTH IN SOCIAL MEDIA ENGAGEMENT WITH CPLT20

CPLT20 related social media mentions have more than doubled from 2015

MENTIONS*



SOCIAL MEDIA MENTIONS

2016 390,138
2015 187,614

+107%

CPLT20 2016 saw an increase of 207% in social media mentions

TWITTER MENTIONS

92%
96%

Twitter accounted for 92% of mentions, with 173,550 retweets, representing a 34% increases from 2015

TWITTER RETWEETS

173,550
130,000

+34%

PEAK ENGAGEMENT

22,767
19,216

+18%

Social media engagement peaked on 27 June 2016, in the run up to the opening game between Trinbago Knight Riders vs St Lucia Zouks

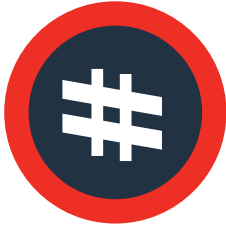
TOP 5 RETWEETS



#	TWITTER HANDLE	RETWEETS
1	Shah Rukh Khan (@iamsrk) ¹	3,568
2	Shah Rukh Khan (@iamsrk) ¹	1,941
3	Ahmad Shahzad (@iamAhmadshahzad)	1,328
4	Shoaib Malik (@realshoibmalik) ¹	707
5	Shoaib Malik (@realshoibmalik) ¹	627

¹These represent different tweets by the same accounts

TOP 5 HASHTAGS



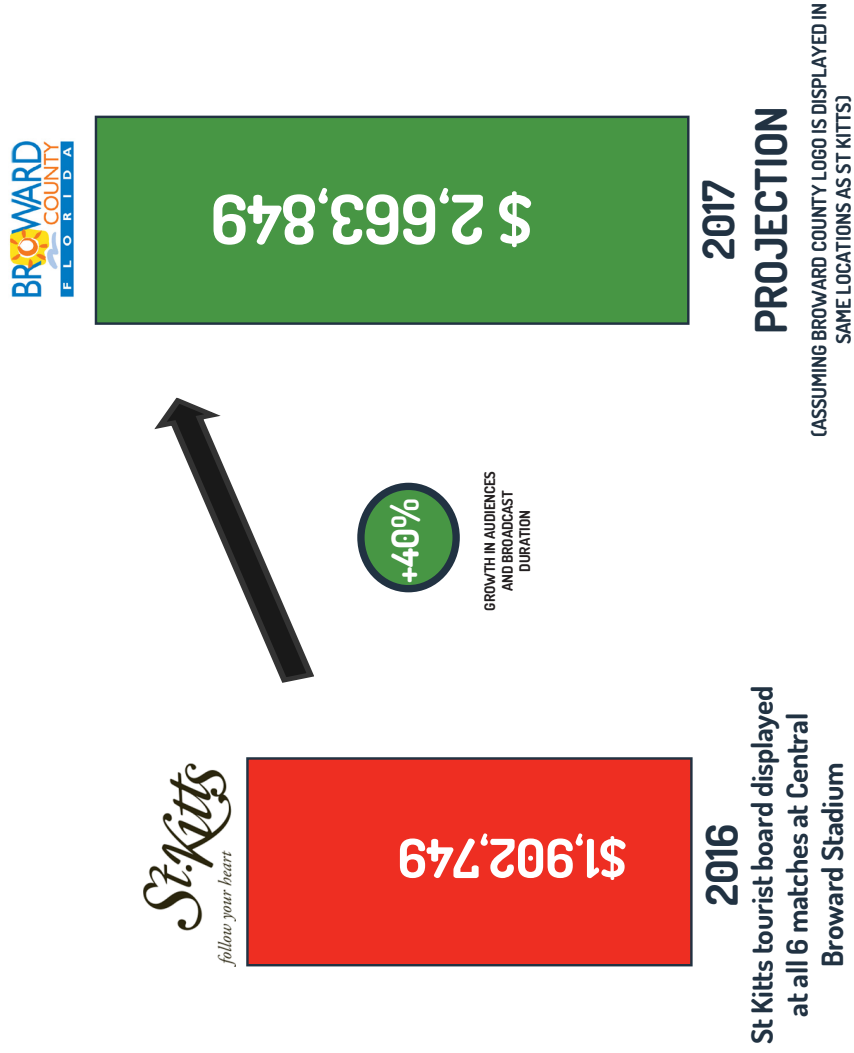
#	HASHTAG	USED	%
1	#cpl16	75,322	20.89%
2	#playfightwin	31,535	8.75%
3	#cpl	13,272	3.68%
4	#cplt20	11,305	3.14%
5	#cricket	10,133	2.81%

*Overall 2016 CPL T20 social media figures as Fort Lauderdale mentions in connection with the CPL are minimal, due to no home team

4 ECONOMIC RETURN ON INVESTMENT

MEDIA VALUE/TOURIST BOARD EXPOSURE PROJECTION

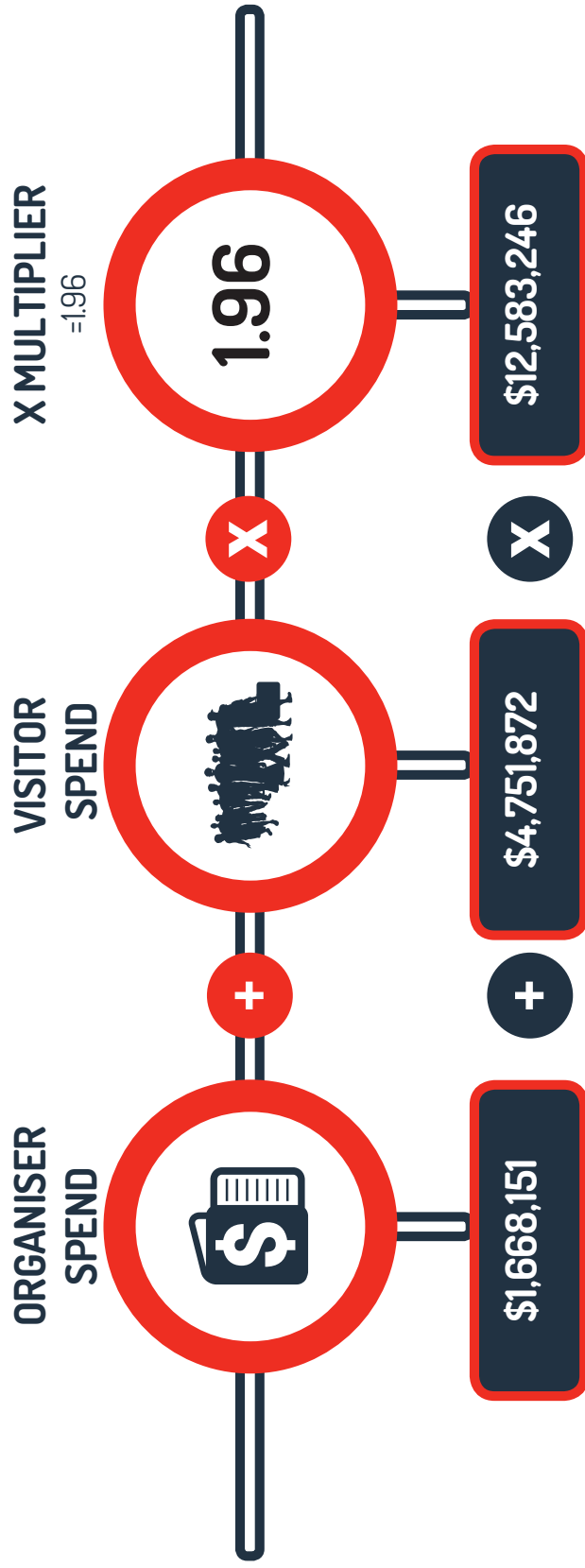
The St Kitts tourist board was displayed at each of the 6 matches held at Central Broward Stadium, earning \$1,902,749 in media value exposure. Should the Broward County tourist board be used in 2017, the logo could add \$2,663,848 in value



4 ECONOMIC RETURN ON INVESTMENT

ECONOMIC IMPACT

\$12,583,246 = total economic boost CPL contributed to Fort Lauderdale



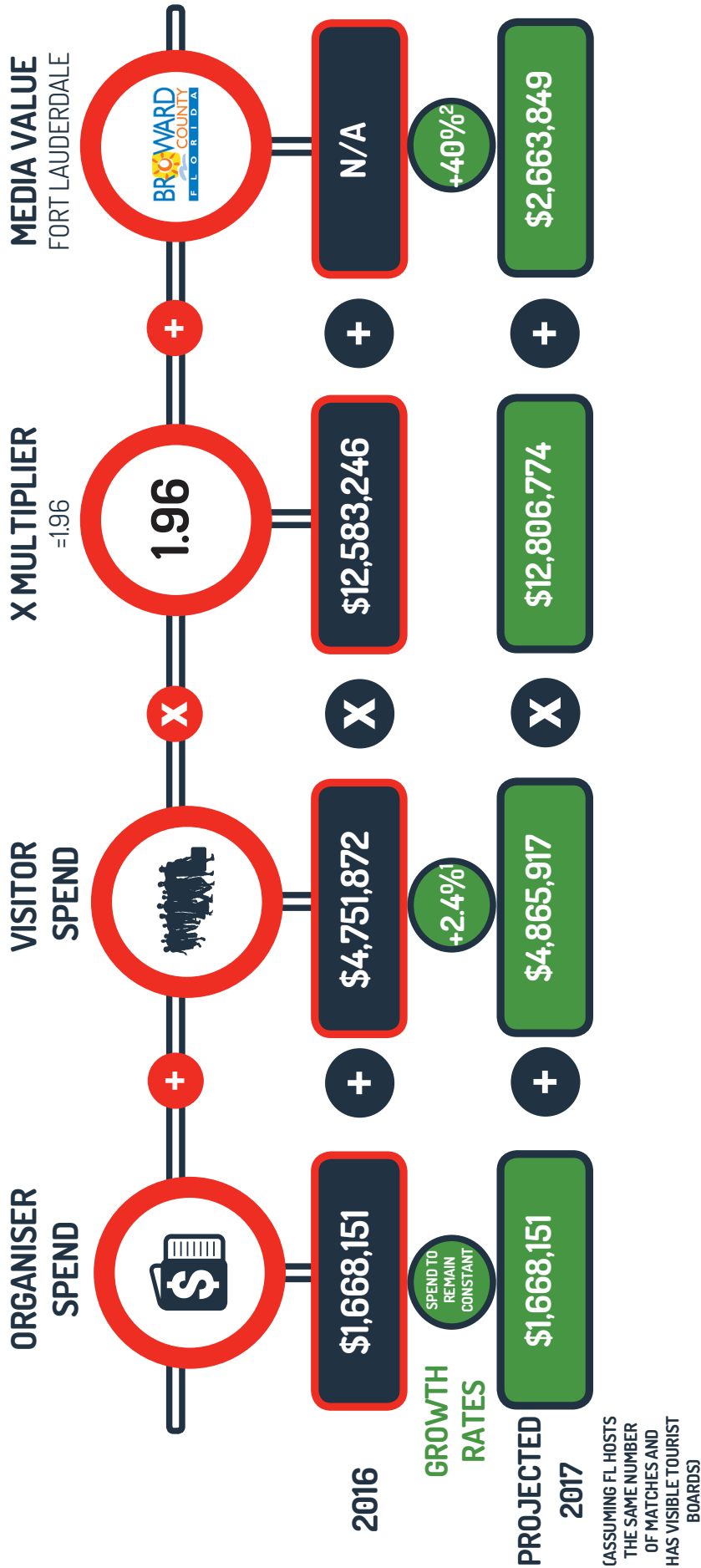
TOTAL ECONOMIC IMPACT

= \$12,583,246

Income multiplier: measures the additional income (wages, salaries, rent, interest, profit) created in the economy as a result of increased visitor spending - estimated to be 1.96 for Fort Lauderdale (FSU Center for Economic Forecasting and Analysis)

4 ECONOMIC RETURN ON INVESTMENT

PROJECTED ECONOMIC IMPACT FOR 2017



PROJECTED ECONOMIC IMPACT FOR 2017

= \$15,470,623 (+22.9% INCREASE)

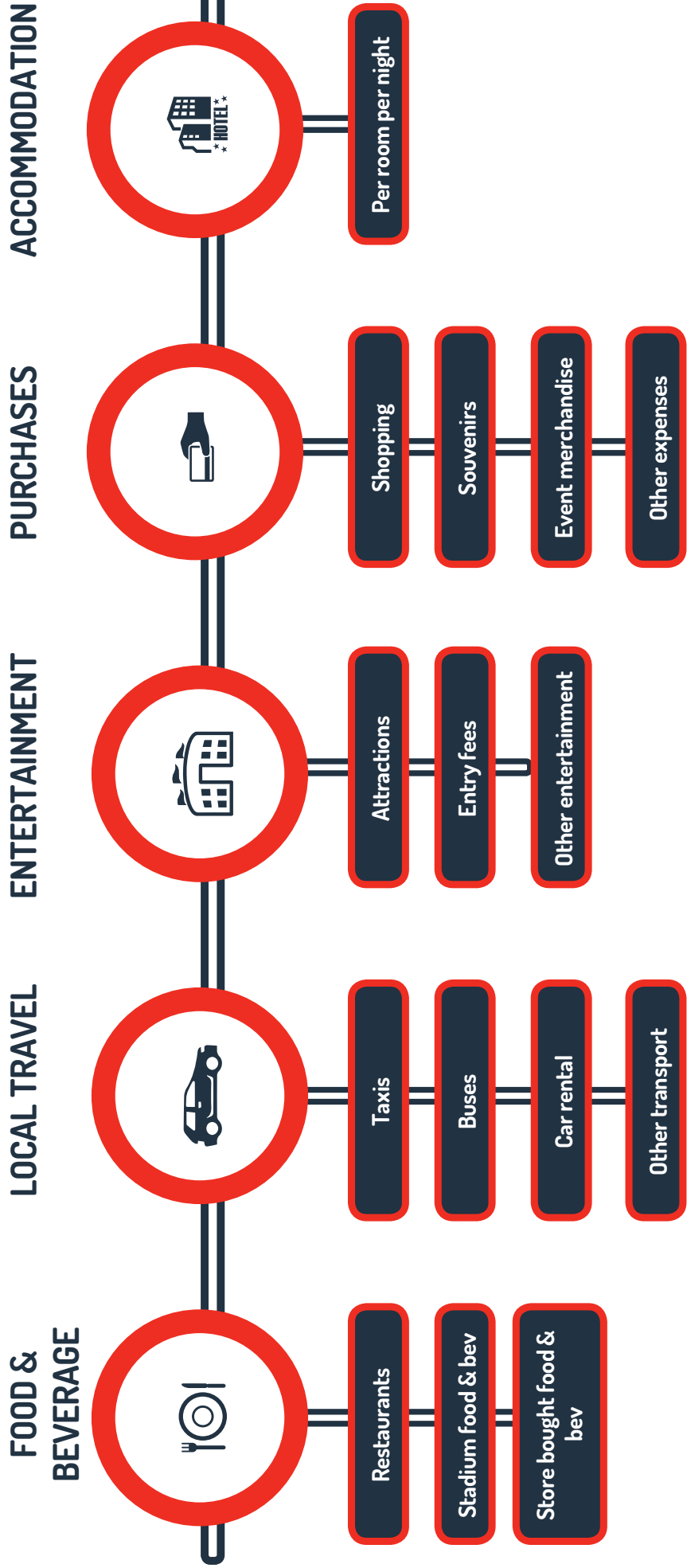
1 - Source: http://tinet.ita.doc.gov/view/fi-2000-99-001/forecast/Forecast_Summary.pdf - USA tourism growth rate for 2017

2 - Source: Current (conservative) audience and broadcast growth rates



A APPENDIX

SPECTATOR SPEND SPEND DEFINITIONS



ORGANISER SPEND/INVESTMENT

DETAILED BREAKDOWN

SPEND ITEMS:	AMOUNT
Local Vendors / Purchases	\$521,786
Hotel Spend (CPL + Teams)	\$205,525
Cricket Ground Rental & Running Costs	\$78,779
Travel & Subsistance	\$71,000
Cricket Assoc MOU	\$115,047
Local Media & Advertising Spend -	\$74,861
CPL Local payroll expense	\$20,534
Entertainment on match day	\$57,319
Sponsors Local Activations	\$60,000
IMG	\$209,300
ICC Americas Cricket Development	\$170,000
Grass Roots Cricket Support & Development	\$30,000
VAT/Tax	\$54,000
TOTAL SPEND IN FORT LAUDERDALE	
US\$1,668,151	

A ECONOMIC RETURN ON INVESTMENT MEDIA VALUE -METHODLOGY

Once the brand exposure of the tourist boards has been ascertained, SMG Insight has applied an industry standard advertising rate on a broadcaster by broadcaster, market by market basis using the following formula:

GROSS ADVERTISING VALUE

=

30 SECOND ADVERTISING RATE

×

SECONDS OF BRAND EXPOSURE

=

30

Once the Gross Advertising Value has been calculated, the Brand Impact Score methodology is then applied to create the Net Sponsorship Value (outlined below):

CATEGORY	SUB-CATEGORY	FACTOR
SOLUS	ONLY BRAND ON SCREEN	1.2
	CENTRE 50% OF SCREEN	1.1
LOCATION OF BRAND ON SCREEN	ANYWHERE ELSE	1
	< 1%	1
	1-5%	1
	5-10%	1.1
	> 10%	1.2
SIZE OF BRAND ON SCREEN	1 SECOND	1
	2-5 SECONDS	1.05
	6-10 SECONDS	1.1
	> 10 SECONDS	1.15
DURATION OF EXPOSURE	1	1
	2	1.05
	3	1.1
	4	1.15
	5	1.2
MULTIPLE INSTANCES OF BRAND PER FRAME		

Brand impact scoring is calculated in decimal places ranging between 1.0 and 1.5 due to the multiplication of factors needed in order to get the final BIS score. Once this is calculated, it is subtracted by 1 and multiplied by 10, for example the exposure below would have a BIS score of 2.13. Brand impact scoring is measured on an exposure-by-exposure basis per location and then averaged out across the whole event. Each location has an individual BIS which defines the discount percentage of gross advertising value that equates to the net sponsorship value.



Brand is not 'Solus' Factor = 1.0
Centre of brand is in the centre 50% Factor = 1.1
Brand covers over 1-5% of the screen Factor = 1.0
Brand is on screen for five seconds Factor = 1.05
One instance of the brand is visible Factor = 1.05
Total factor = 1.0 x 1.1 x 1.0 x 1.05 x 1.05 = 1.213

Each factor score is then multiplied to create a brand impact score which is directly related to a percentage of gross advertising value. These criteria are as follows:

<1: 5.00% - 17.05% **1-2:** 17.05% - 30.29% **2-3:** 30.29% - 43.53% **3-4:** 43.53% - 56.77% **4-5:** 56.77% - 70.00%

A APPENDIX

QUESTIONNAIRE



CPL T20 2016 FAN ATTENDEE / SPECTATOR QUESTIONNAIRE

Hosted on: <http://www.cplt20cricket.com/>

- ▶ Attendees are those attending the event who are not spectators, e.g. participants, volunteers, officials, media, coaches etc
- ▶ Spectators are those whose primary reason for visiting the venue was to watch the CPL match

QUESTIONNAIRE OBJECTIVE

- ▶ To gather information attendee / spectator interest on the tournament, as well as their spending behaviour relating to the Economic Impact Assessment (direct impact figure)

Intro

Thank you for taking part in this survey. By completing this survey and entering your email address you will be entered into a draw with a chance to win one of 10 signed West Indies shirts. The survey will take approximately 10-15 minutes to complete.

Please answer the questions as accurately as you can.

Base: All – single

[Q1] Have you or do you plan to attend any of the CPL T20 tournament matches in 2016?

- Yes, I have attended matches
- Yes, I plan to attend matches
- No, and I don't plan to attend

Base: All – single

[Q2] In which of the following regions do you currently live?

- Antigua and Barbuda
- Barbados
- Cayman Islands (attached to Jamaica)
- Dominica
- Grenada
- Jamaica
- Montserrat
- Saint Christopher-Nevis-Anguilla
- Saint Lucia
- Saint Vincent and the Grenadines
- Trinidad and Tobago
- Outside of the Caribbean
- Other, please specify

Base: 'Outside of the Caribbean' – dropdown

[Q3] Which country do you currently live?

- Country list

A APPENDIX

QUESTIONNAIRE CONTINUED

Base: those who plan to / attended CPL T20 – single

[Q4] Which one of the following applies to you in regards to attending the CPL T20 tournament?

- Visited the island CPL T20 tournament
- Business trip
- Leisure trip
- Family holiday
- None of the above

Base: All – multiple

[Q5] In which years did you previously attend any CPL T20 matches? Please select all that apply.

- 2015
- 2014
- 2013
- I have never been to a CPL T20 match before this year

Base: All – single

[Q6] Why were you present at the CPL T20 tournament?

(Please tick all that apply)

- As a fan of the game
- In another capacity, e.g. coach, delegate, media, officials, volunteer

Base: All – multiple

[Q7] Which of the following teams, if any, will you be following in the upcoming in the CPL T20 tournament? (please tick all that apply)

- Barbados Tridents
- Guyana Amazon Warriors
- Jamaica Tallawahs
- St. Lucia Zouks
- St. Kitts & Nevis Patriots
- Trinidad & Tobago Red Steel
- Don't know

Base: All – single

[Q8] How many CPL T20 matches do you plan to / or have attended during the 2015 tournament? (please select one)

- 0
- 1
- 2...9
- 10 or more
- Don't know

Base: All – single

[Q9] How many people are/were you traveling with to the CPL T20 tournament?

- 0 – I travelled by myself
- 1 person
- 2 people
- 3 people
- 4 people
- 5 people
- 6 people
- 7 people
- 8 people
- 9 people
- 10 or more people
- Don't know

A APPENDIX

QUESTIONNAIRE CONTINUED

Base: Those that attended with one or more people – multiple

- [Q10] What is your relationship to the people you attended the tournament with? (please tick all that apply)
- Immediate family
 - Friends
 - Work colleague
 - Guests
 - Prospective customer/client
 - Other (please specify)
 - Don't know

Base: All – multiple
[Q11]

Which, if any, of the following venue(s) did you attend (please tick all that apply)

- National Cricket Stadium, Grenada
- Sir Vivian Richards Stadium, Antigua
- Providence Stadium, Guyana
- Kensington Oval, Barbados
- Queen's Park Oval, Trinidad
- Sabina Park, Jamaica
- Beausejour Stadium, St Lucia
- Central Broward Stadium, Fort Lauderdale, US
- Warner Park, St Kitts
- None of the above
- Don't know

Base: All – multiple

[Q12] If you stayed away from home when visiting CPL T20 tournament, which of these forms of accommodation, if any, did you stay in overnight?

- With friends / relatives
- In paid accommodation
- Other please state
- None of the above – I didn't stay overnight
- Don't know

Base: Those that stayed in paid for accommodation – single

[Q13] How many nights do you plan to stayed / have stayed at the venue location?

- 0
- 1
- 2...13
- 14 or more
- Don't know

QUESTIONNAIRE CONTINUED

Base: Those that stayed in paid for accommodation – single

- [Q14] How satisfied were you with the quality of this overnight accommodation?
- Very Satisfied
 - Quite Satisfied
 - Neither satisfied or unsatisfied
 - Not very satisfied
 - Not at all satisfied
 - Don't know

Base: All – Open grid

- [Q15] How much money (per day) have you, or do you expect to spend in [xxx] on yourself and others? Please note this should not include any ticket or entry price to the event.
- US\$xxx on local travel (in [xxx] only)
 - US\$xx at the event itself (eg. on food, drink, merchandise/shopping etc)
 - US\$xxx on accommodation (if you stayed away from home)
 - US\$xxx on food, drink, shopping etc outside the event
 - US\$xxx on other purchases – what other purchases? (please specify)

Base: All – single

- [Q16] Is this expenditure just for you, or does it also cover other people (friends, partner, colleagues, family members etc.)?
- Just me
 - Me and Others – how many others (please specify)
 - Don't know

Demo questions:

- Age
- Gender
- Region
- Income
- Email address – for competition participation

ABOUT SMG INSIGHT

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