

STATISTICS

Economic Benefits at a Glance

RALLY OF THE BAY



ECONOMIC

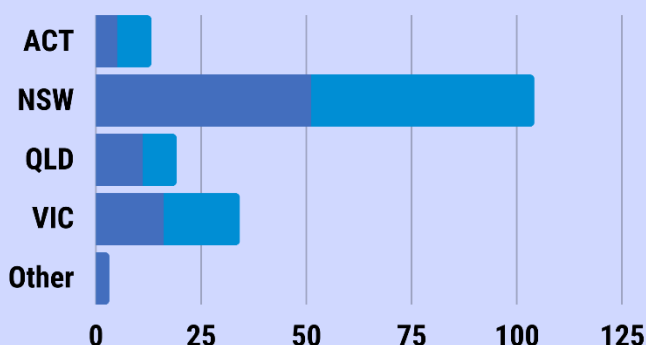
800+ BED NIGHTS
500+ VISITORS
2 NIGHTS AVERAGE STAY
\$725,000 ECONOMIC BENEFIT

MEDIA

\$20,000+ EQUIVALENT
MEDIA SPEND
720+ INDIVIDUAL MEDIA
ITEMS ACROSS 30+ PLATFORMS



DRIVER/CODRIVER ORIGIN



COMMUNITY

CAR DONATION TO
'THE BAY TEAM'

150+ LOCAL VOLUNTEERS
3 MAJOR LOCAL BUSINESS PARTNERS
COVID SAFE EVENT ASSISTS ECONOMY
RALLY PROMOTES HOLIDAY DESTINATION



The 2020 AMH Rally of the Bay is proud to present the data and statistics from the 2020 running of the event. The Rally of the Bay cannot run without the support of the local community, businesses and our many partners. The 2020 goals were:

- Run the competitors' choice 'best' round of the NSW State Rally Championship.
- Attract a full field of 90 cars and crews (average 4 persons/team with COVID restrictions) to the Eurobodalla area and generate a minimum of 750 bed nights accommodation.
- Generate an average local spend of \$2000 per competitor.
- Donate to the community in a usable way for bushfire relief.
- Lift community spirit by engaging and involving as many local residents as possible.
- Further promote the region as a premier tourist destination.

The goals set by the organising team were exceeded and the team looks forward to continuing community and business support for the 2021 event scheduled for the weekend of July 17.

STATISTICS

Media Statistics at a Glance

RALLY OF THE BAY



VIDEOS



24 VIDEOS POSTED
92,000 VIDEO VIEWS
62% VIEWER RETENTION
1,150 HOURS WATCHED

FACEBOOK

357 POSTS
10,848 POST LIKES
722 COMMENTS
646 POST SHARES



INSTAGRAM



168 POSTS
4,318 POST LIKES
28% FOLLOWER GROWTH

NEWS

142+ WEB STORIES
15+ RADIO SEGMENTS
20+ NEWS OUTLETS
25 TEAM RELEASES



For more information contact:

Nigel Bland
Event Manager
0411 644 193

Brett Middleton
NSSCC President
president@nsscc.com.au

nsscc.com.au
Instagram: [nsscc_au](https://www.instagram.com/nsscc_au)
[facebook.com/NorthShoreSportingCarClub](https://www.facebook.com/NorthShoreSportingCarClub)
[facebook.com/rallyofthebay](https://www.facebook.com/rallyofthebay)



PHOTO: Roy Meuronen