
Qrious

How unleashing data
insights is changing public
events in Auckland.



Auckland Tourism, Events and Economic Development (ATEED), has optimised event management and is saving precious resources by using smart data insights to understand their audience.

ATEED is one of the city's busiest organisations and the ability to understand visitors has a material impact on a wide range of resources and decisions. Until they engaged with data analytics innovator Qrious, ATEED had limited insights through traditional methods and had to make do with projections and estimations.

ATEED needed to understand their event visitors so they could provision resources effectively and deliver an outstanding event experience for attendees. For the Lantern Festival and the Volvo Ocean Race, Qrious provided ATEED with location insights about their audience numbers, what area they came from, where they stayed, and for how long.

1 — The Challenge

ATEED is the economic growth agency for the Auckland region. They are tasked with driving innovation and transforming the local economy so that Auckland is a desirable place to visit, live, work, play, invest and do business.

ATEED funds up to 40 major events per year and were immediately intrigued by Qrious' Location Insights offering, and its ability to lift the veil on what was really happening at events. Up until this point, ATEED had been relying on manually gathered data through 'pen and paper' surveys and methods such as crowd counts to assess and forecast audiences.

"The difficulty we've always had is knowing just how much any one event requires: overprovision, and you're spending too much while tying up resources which could be used elsewhere. Under-provision, and the experience you're delivering won't be satisfactory for event attendees." Brett O'Riley, CEO, ATEED



Auckland Lantern Festival

2 — The Solution

By leveraging the power of publicly available data stores, aggregated anonymised Spark mobile location data and other commercial data sources, Qrious was able to deliver a transformative solution with actionable insights.

Qrious used proprietary algorithms to identify points of interest and filter out background noise that did not relate to the events. A team of data scientists then produced a range of insights into visitor volumes, dwell times, originating suburbs and inferred audience profiles. These insights were presented in a comprehensive report.

"With the power of data analysis we can manage our growth, manage our resources and be a world class city. The power to know is crucial to that."

— Brett O'Riley, CEO, ATEED

3 — The Result

Myths dispelled

Rich insights provided by Qrious dispelled a range of myths about the types of people who attended different ATEED events.

Delivering better events

Not only did ATEED get a far more accurate picture of the numbers attending, but also insights into the demographics of attendees enabling them to improve the quality of their events and deliver excellent value for money.

Informed decision-making

Understanding the catchment of the Lantern Festival most attendees came from inner-city neighbourhoods this meant that ATEED reconsidered a proposal to move the event out of the central city, instead opting for a larger venue at The Domain that would appeal to the largest component of the audience.

Sponsorship information

Having the ability to talk to the demographics events are reaching, and backing this up with real information provided a powerful message for sponsors.



Volvo Ocean Race

Audience insights powers Auckland's events and delivers improved resource allocation.



Challenge

Transport, policing, emergency services, accommodation, health and safety.

- > Under-provision and risk an unsatisfactory experience
- > Over-provision and risk ratepayer dollars and tying up resources.



Lantern Festival



Volvo Ocean Race

Qrious data sources



Anonymised Mobile
Location Data



Roy Morgan
Helix Personas



Actionable insights

Visitor details and demographics

- > How many visitors?
- > Where they come from?
- > Where they stay?
- > How long they spend?

Inform decision making around

- > Provisioning resources
- > Sponsorship opportunities
- > Event planning