

Notes to editors:

About Stoneleigh Park:

- Stoneleigh Park spans 800 acres of picturesque Warwickshire countryside and is one of the UK's longest established venues
- It caters for up to 2,000 conference delegates and up to 40,000 event visitors per day
- In addition to offering four star hotel accommodation, Stoneleigh Park also boasts two 4 x 4 tracks, two purpose built equine arenas, several exhibition halls and wedding venues on site
- The venue has a strong Royal heritage and owns the rights to The Royal Show - having hosted the event for many years
- Ex-Little Chef chief executive, Ian Pegler was recently appointed to spearhead a new strategy and investment programme for Stoneleigh Park

a_1 = comfort of the surroundings, the general 'ambience' that the organisers have helped to create

a_2 = value for money

a_3 = pleasure/enjoyment from interacting with other people/attendees

a_4 = helpfulness of people working on behalf of the event

The formula uses the 'sigma' sign which means 'the sum of' and therefore:

$$\sum a_n = a_1 + a_2 + a_3 + a_4$$

Represents the quality/type of the food and its impact on participant's enjoyment of the event, where $1 \leq F_0 \leq 5$

NOTE: The closer to 5, the greater the positive impact

Represents the number of hours to travel to the event, where $1 \leq t_1 \leq 5$

Represents the number of hours spent at the event, where $1 \leq t_2 \leq 5$

Represents the month of the year of the event, where $1 \leq Y_t \leq 12$

NOTE: Y_1 = January, Y_2 = February, etc

β is a factor that represents the degree of success that the organisers have in reducing the likelihood of participants being bored at the event, where $0 < \beta \leq 1$

NOTE: The closer to 1, the more successful

Represents the average amount spent (per head) at the event not including 'entrance fee' since this could be judged by the variable a_2 , i.e. value for money

This variable considers whether the participant is accompanied to the event and if so who they attend with. Given the research questions, we suggest the following:

p_1 = proportion of people who go with a partner or spouse

p_2 = proportion of people who go with a friend or colleague

p_3 = proportion of people who go unaccompanied

p_4 = proportion of people who go with a child or children

p_5 = proportion of people who go with a parent or parents.

NOTE: These proportions would be expressed as decimals and therefore $p_1 + p_2 + p_3 + p_4 + p_5 = 1$