



3<sup>rd</sup>-5<sup>th</sup> JUNE 2016

Bournemouth  
COASTAL BID



Jeep®

Bournemouth  
town centre bid



# Wheels Festival puts Bournemouth in pole position

**Bournemouth's third high energy Wheels Festival attracted an estimated 410,000 people over three action-packed days, featuring thrilling stunt shows, gleaming supercar parades and monster action on the resort's golden sands.**

The free family event, which is the biggest of its kind in the UK, brings in more than £15m turnover and, in its third year, has established itself as a high profile addition to Bournemouth's entertainment calendar. Wheels is now a credible sister event to the internationally-renowned and award-winning Air Festival and is growing at the same rate.



As well as attracting visitors from further afield to the UK's premier destination, the event benefits locals with around 60% of festival-goers coming from Bournemouth and the surrounding area. The remaining 40% lie within a 2-3 hour drive time. And provide a major early season boost to the visitor economy.



Since its inception in 2014, the festival's reputation has grown to the extent that it now draws in high profile and nationally celebrated participants including prominent female racing driver, Lorina Mclaughlin, TV stunt star, Paul Swift, and touring car champion, Tom Chilton. This year, for the first time, Wheels also welcomed the 2016 BXUK British Beachcross Championships—a beachcross motorcycle and quad bike race series that attracts competitive riders from across Europe.

Traders and exhibitors reported a busy weekend on site and the festival now sees global brand sponsors returning to take advantage of the exposure offered through the unrivalled footfall along Bournemouth's seafront. In particular, Jeep recorded a very successful second year and have asked to return in 2017 with an even bigger and better experiential offer.







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**Also keen to retain their title as Festival Partner in 2017, Bournemouth's Coastal BID came on board for the third year in a row and gave significant financial support to the main festival as well as Wheels in Southbourne. The event also attracted the Town Centre BID in an official capacity for the first time, enabling activity to spread further into the town than ever before—with pre-war and vintage cars on display in the town centre and the big wheel at the triangle proving to be popular attractions.**



Seeing the town centre realise the benefits of such a major event, Bournemouth's coastal villages have been keen to get a bigger slice of the action and Wheels returned to Southbourne for a second year, with help from Southbourne-on-Sea Business Association. Scores of locals flocked to Southbourne Grove, securing its position as the largest community event in the town's calendar—with views to the event's web page up 25% on last year.

In just three fast and furious years, Wheels has made its mark as another signature event for Bournemouth, capable of bringing millions of pounds to the economy.



Combining the unique appeal of a magnificent bay with a vast programme of attractions and high quality entertainment, these festivals are undoubtedly raising the profile of the resort in line with its vision to become an 'eventful' world class destination.

# Record crowds roll in for three days of Wheels action



“It’s fantastic to be back in Bournemouth again. Wheels is a great family event! It’s been great to do something so different from last year - who knows what we’ll come up with next!”

**Paul Swift, TV Stunt Driver**

**Local residents and visitors to Bournemouth Wheels Festival enjoyed sunny spells and mild temperatures across three days of non-stop displays and demonstrations. Highlights included British racing driver Tom Chilton and TV stunt star Paul Swift on the Demo Straight, monster trucks in the Coastal BID Arena with the addition of Aussie daredevil, the Kangaroo Kid, and a Wheels debut for the BXUK Championships. Saturday and Sunday saw a brand**



**new pop-up arena show from the Two Brothers Motorcycle Stunt Team.**

“Bournemouth wheels festival is the place to be. I want to move back down here. It’s such a cool place and full of life.”

**Tom Chilton, British Racing Driver**

Heading up the historic F1 cars was female racing driver dubbed the “Surrey Speed Queen”, Lorina McLaughlin who, along with her ex-Michael Schumacher Benetton B192, has been a major part of the festival since its inception. At the front of the supercar pack – a parade of vehicles worth over £16 million - was British racing legend, Tom Chilton in his Nissan Skyline GTR. A shining star in his field, Tom was also on hand to chat to fans in the supercar display marquee at the Waterfront in Pier



Approach.



Meanwhile, in the Coastal BID Arena, hundreds of families were entertained by monster trucks Big Pete, Grim Reaper, Slingshot and Swamp Thing as they raced side-by-side, bouncing and rolling over scrap cars. There were also combined shows with the Kangaroo Kid, Matt Coulter, as he tackled death-defying jumps over the sand.





At Boscombe Pier, there were the beach cross championships, military vehicles , car clubs on the prom and Sporting Bears who offered classic and supercar rides in return for charity donations. At Bournemouth Pier, festival-goers enjoyed funfair rides, displays at the interactive Jeep Beach Arena and took the opportunity to talk to local dealerships about the latest models from some of the biggest car brands at Motor Show in Motion. Children and adults alike also watched

the BMX riders and in-line skaters from Team Extreme, as well as motorcycle trials from the Xtreme Stunt Team.



“It was absolutely fantastic – we loved it! Wheels was everything we thought it would be and more. There was a really good crowd and everyone got behind us.”

**Ashley Mark, Two Brothers Motorcycle Stunt Team**



“We were delighted to be one of the Wheels Festival sponsors. It was a great weekend and we have had nothing but positive comments about the festival and the Big Wheel in The Triangle.

“Bournemouth knows how to put on a big event and it was good to see so many people in the town centre as well as on the seafront.”

**Bournemouth Town Centre BID**





Thanks to Bournemouth's Town Centre BID, the fun spread further than ever before. There were children's entertainers in the Lower Gardens and the pre-war and vintage cars in the square proved to be a very popular attraction in the middle of the town's main shopping district. The big wheel in the triangle was another well-liked festival first.

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"I would like to say— on behalf of all the BXUK competitors, their families and friends—a big THANK YOU to the 2016 Bournemouth Wheels Festival team for including us in this fabulous event. It was a great opportunity for our sport and we feel we provided a welcomed extension to the festival. All the hard work was made worthwhile when the massive crowds lined the promenade and they were cheery, waving and getting behind the competitors and our sport. The local traders, hoteliers, cafes, bars and restaurants as well as all the BXUK competitors reported nothing but positive, enjoyable experiences.

"We would love the opportunity to build on this year involvement and continue to be a part of the festival for years to come – THANK YOU!"

**Tony Nash, Race Director for BXUK.co.uk**



## BOURNEMOUTH DAILY ECHO FESTIVAL COVERAGE:

**DAILY ECHO**

[http://www.bournemouthecho.co.uk/news/14537557.IN\\_PICTURES\\_Record\\_crowds\\_pack\\_third\\_Bournemouth\\_Wheels\\_Festival/?ref=mr&lp=11](http://www.bournemouthecho.co.uk/news/14537557.IN_PICTURES_Record_crowds_pack_third_Bournemouth_Wheels_Festival/?ref=mr&lp=11)

[http://www.bournemouthecho.co.uk/news/events/wheels/news/14533217.Bournemouth\\_Wheels\\_Festival\\_2016\\_what\\_s\\_happening\\_on\\_day\\_three/](http://www.bournemouthecho.co.uk/news/events/wheels/news/14533217.Bournemouth_Wheels_Festival_2016_what_s_happening_on_day_three/)

[http://www.bournemouthecho.co.uk/news/14532989.PICTURES\\_Thousands\\_turn\\_out\\_for\\_Super\\_Saturday\\_at\\_Wheels\\_Festival/](http://www.bournemouthecho.co.uk/news/14532989.PICTURES_Thousands_turn_out_for_Super_Saturday_at_Wheels_Festival/)

[http://www.bournemouthecho.co.uk/news/14536735.Bournemouth\\_Wheels\\_Festival\\_2016\\_All\\_the\\_action\\_from\\_day\\_two/](http://www.bournemouthecho.co.uk/news/14536735.Bournemouth_Wheels_Festival_2016_All_the_action_from_day_two/)

[http://www.bournemouthecho.co.uk/news/14534721.Wheels\\_Festival\\_Day\\_One\\_all\\_the\\_action/](http://www.bournemouthecho.co.uk/news/14534721.Wheels_Festival_Day_One_all_the_action/)

[http://www.bournemouthecho.co.uk/news/14532642.Bournemouth\\_Wheels\\_Festival\\_2016\\_Day\\_one\\_in\\_pictures/](http://www.bournemouthecho.co.uk/news/14532642.Bournemouth_Wheels_Festival_2016_Day_one_in_pictures/)

[http://www.bournemouthecho.co.uk/news/14351219.Bournemouth\\_Wheels\\_Festival\\_is\\_back\\_here\\_s\\_everything\\_you\\_need\\_to\\_know/](http://www.bournemouthecho.co.uk/news/14351219.Bournemouth_Wheels_Festival_is_back_here_s_everything_you_need_to_know/)

## WAVE 105 FESTIVAL COVERAGE:

Wave News Reporter, Michael Coombes visited the festival, posting live videos on social media throughout the day...

<https://www.facebook.com/Wave105/videos>



## OFFICIAL VIDEOS:

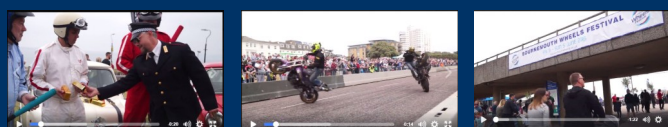
Festival daily highlights:

<https://www.facebook.com/bournemouthwheelsfestival/videos>

#Bourne4theJob viral campaign:

<http://bournemouthwheels.co.uk/bourne4thejob>

Launch video = 170,000 views





# SOCIAL

Here's a selection of some of the  
great things people said on  
Social Media



3rd-5th JUNE 2016

"Me and my boy loved it! Well done to all involved."

**Sarah Mcdermott**



"Had another brilliant day yesterday, been every year so far, just keeps getting better and better, looking forward to next years show."

**Nikki Hunt**

"Amazing day me and my family had yesterday.  
Many thanks. Well done Bournemouth."

**Neil Cozens**

"Had a great day at Wheels yesterday. The Italian job minis were awesome! Oh and the roar of the supercars as they went along the demonstration straight up on the cliff top. Will be back today to see stuff on the beach."

**Lisa Bolton**



"The show was totally awesome ! I'm heading down to the Southbourne part tonight and for the full day again tomorrow ."

**Paul 'Skilled' Grice**



"First class event. Thoroughly enjoyable with some great Marshalls and organisation."

**Mark Smith (Demo Straight participant)**

"My 4 year old son is sooo excited about coming tomorrow. Me too! Third year in a row. Cant wait. Best event in Dorset! "

**Nathan Hawker**

"We had a cracking day at the @BmthWheelsFest today! #wheelsfest"  
**@Dorsetmums**

"@2Bros\_stuntteam Oh dear. My son saw your show at @BmthWheelsFest today and is now hooked... "  
**@garyeaton182**



"Awesome weekend performing at @BmthWheelsFest with @Sean\_Barnes for Hyundai! Topped up my tan thats for sure"  
**@AshFreestyle**



13, 496 Likes



2034 Followers