

Breakout Session

**‘The Importance of
Small(er) Events’**

Andy Preece

The Importance of Smaller Events

I am going to cover ...

- what do we mean by small(er) events
- what are the benefits?
- some examples
- four key steps to effective planning
- lessons and tools

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The events landscape

- **occasional mega events**
- **periodic hallmark events**
- **regional events**
- **local events**

(Donald Getz, University of Calgary)

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An alternative typology ...

- **trade fairs and exhibitions**
- **cultural events**
- **sports events**
- **political summits and conferences**

(Greg Clark, 2007)

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What are mega events?

- **events so large that they affect whole economies**
- **are reported in the global media**
- **highly prestigious**
- **usually require a competitive bidding process**
- **can have positive and negative major impacts**
- **almost always occur only once in a destination**

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Examples of mega events conclusion

- **Olympic and Paralympic Games**
- **Commonwealth Games**
- **FIFA World Cup**
- **IAAF World Championships**
- **Super Bowl**
- **World Fairs and Expo's**



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What are hallmark events?

- **periodic events that come to be closely associated with a particular place so large that they affect whole economies**
- **destination and event are effectively co-branded**
- **permanent attractions and image-makers**
- **potential to generate large numbers of repeat visitors**

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Examples of hallmark events

- Dubai Rugby Sevens
- Calgary Stampede
- Wimbledon
- Hong Kong Rugby Sevens
- Great North Run
- Edinburgh Military Tattoo



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Examples of regional events

- East Asian Games
- South Pacific Games
- CARIFTA Games
- Island Games
- Mediterranean Games



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What are local events?

- **community focus**
- **often rural emphasis**
- **a local or regional audience**
- **lower levels of public investment**

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Mega events

- **benefits often overstated**
- **used to further personal political ambitions**
- **benefits usually accrue to commercial business interests**
- **expensive bidding process**
- **displaced tourism**

UK tourism 'may not benefit from London Olympics'



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Mega events

‘With increasing scale, the potential for sporting events to create negative impacts increases’

Olds 1998, Shapcott 1998

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Smaller events

- require lower levels of public investment
- generate positive travel flows and traveller awareness
- generate large numbers of repeat visitors



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Smaller events

- generate locally significant economic, social and other impacts
- can provide better returns on investment (public and private sector)
- put an emerging destination 'on the map'
- contribute to a more rounded event programme

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Tourism impact: Masters Games, Dunedin

- biennial event
- owned and administered by the City Council
- approx 8,000 high-yielding sports tourists
- mitigates low domestic tourist activity
- visitors spend NZ\$5 million



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Social Impact: Homeless World Cup, Cape Town

- 48 nations
- 17,000 people in pre-tournament training and trials around world
- significant impact on the lives of the participants
 - 73% of players reported a significant life change
 - 92% had new motivation for life



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Economic impact: Hockey Tournament, Hamilton

- 50 mens and womens teams (mainly from outside region)
- week-long tournament
- 840 participants
- generated US\$750,000 of expenditure in the city
- 11 FTE new jobs created in the region

hamilton 



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Tourism & economic impact: South Pacific Games, Fiji

- Improved 'real' national welfare of Fijians by around 0.5%
- 10,000 increase in visitor arrivals
- resulting tourism growth enhanced welfare and mitigated declining traditional exports

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Return on investment: EventScotland

- regional events programme to showcase towns and regions outside major cities
- invests in smaller events (max \$50,000) with capacity to grow
- expectation of economic return
- KPI's linked to increasing visitor numbers and maximising media coverage



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Destination branding: Hamilton, New Zealand

- City invests circa US\$500,000 pa on 35 events
- positioning itself as New Zealand's premier event destination
- event sponsorship fund
- events range from V8 supercars to extreme wakeboarding



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Destination branding: Cayman Islands

- population 50,000
- fledgling events sector
- reinforces attractiveness as key financial services destination
- integral part of new national sports strategy



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Destination branding: Charlottetown, Canada

- population 32,000
- partnership between city and tourist authority
- dedicated events development officer
- annual contribution to the economy of \$25m



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Destination branding: Abbotsford, Canada



- **Tourism Abbotsford developed Sport Host Plan**
- **dedicated brand, strategy and web site**
- **town hosts more than 100 sporting events annually up to and including Canada Summer Games**

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Planning for smaller events: the benefits

- **build capacity to host future events**
- **create legacies from future events**
- **develop a coordinated approach between all stakeholders to bidding and hosting events**
- **provide opportunities to leverage events for social and economic benefits**

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Four key stages

1. benchmark your community
2. assess community capacity
3. develop a vision, mission and strategies
4. build a strategic approach

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Benchmark your community

- **which sports / events are attracting visitors?**
- **what facilities do we have?**
- **which sports have development potential?**
- **who are the key organisations and people?**
- **who are our competitors?**
- **create an event resume**

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Assess community capacity

- **identify which agencies need to be involved**
- **get a clear, realistic assessment of strengths and weaknesses**
- **key factors include city image, geography, people, systems, facilities and tourism infrastructure**

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Develop vision, mission and strategies

- **identify how sport tourism can deliver existing vision and strategy (City and other organisations)**
- **describe where you want to be = vision**
- **define and describe the steps you need to take**

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Build a strategic approach

- event selection and bidding
- event marketing
- enhancing community programming
- overall system improvement

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Benefits can be increased by ... events

- **hosting the ‘right’ events in the town, city or region**
- **developing events which are sufficiently ‘special’ to attract visitors from outside the town, city or region**
- **developing the supply chain to ensure that expenditure benefits the town, city or region**

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Tools and resources

- **dedicated, core team**
- **sports tourism forum**
- **major events strategy**
- **sports tourism marketing strategy**
- **internet based one stop shop**
- **supply side initiatives**

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In conclusion ...

- bigger is not necessarily better
- smaller towns and cities can be major players
- a competitive business but a rich vein of opportunities
- make the most of what you have
- be clear about ‘which events, why and for who’

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Thank You!

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After the Event:
Culture and Sport -
Access and Legacies

pmpLEGACY
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Group discussion

- Do you agree that smaller events can have a more significant impact?
- What good practice examples can you share?
- How would you define a small event?
- What could you do to maximise the benefits of hosting smaller events?