ENGAGING BUSINESS IN REGIONAL SPORT EVENTS

More than 1,000 regional sport events are held in Australia each year, ranging from small contests with 100 competitors to national championships attracting thousands. One event can contribute $12 million to the local economy.

RESEARCH LOCATIONS

- Townsville Running Festival 2013
- Kingscliff Triathlon 2012
- Sail Port Stephens 2013

745 businesses, 2,000 competitors, 1,100 spectators
AUS $484,000 visitor spend.

395 businesses, 800 competitors, 1,200 spectators
AUS $434,000 visitor spend.

650 businesses, 1,050 competitors, 800 spectators
AUS $1,200,000 visitor spend.

RESEARCH FINDINGS

Competitor profile

- 80% of competitors from outside region
- High average visitor spend
- 2.5 supporters attend with a competitor
- Social opportunities also valued

Collaboration between stakeholders and event organiser not optimised

Small businesses balancing their lifestyle with needs of visitors

Promotional opportunities utilised by only 20% of businesses

Strategic direction influenced business engagement with the event

Knowledge and skills in event leverage technique was low

Communication from the event organiser was critical to success

Opportunities to leverage economic benefits

- RESEARCH event and competitor profiles each year
- Place prominent links on EVENT WEBSITES
- SPONSOR key events which best match your business
- Cooperate in REGIONAL TOURISM PROMOTION to be included in event marketing materials
- Create special menus or PROMOTIONS to attract key markets
- THEME shop windows or staff with banners or clothing
- Place BRANDING on competitor apparel
- Create event friendly SIGNAGE to welcome visitors

Griffith Institute for Tourism (GIFT) analysed survey and interview data collected from the 2013 Townsville Running Festival, 2012 Kingscliff Triathlon and 2013 Sail Port Stephens regional sport events. GIFT would like to thank all event organisers for their support.

Contact k.stinson@griffith.edu.au | www.griffith.edu.au/griffith-institute-tourism | June 2014