
ECONOMIC IMPACT OF THE FIVB BEACH VOLLEYBALL WORLD CHAMPIONSHIPS 2015 - PREDICTION VS OUTCOME

Abstract ID: EASM-2015-159/R1 - (682)

All authors:

Noud van Herpen, Dewi Asselman, Gitte Kloek

Date submitted: 2015-03-20

Date accepted: 2015-05-12

Type: Scientific

Keywords: Mega sport event
Economic Impact
Beach Volleybal
Measurement Tool

Category: H: Impacts and outcomes of sport events: Streamlining tools

Synopsis:

What is the best way to predict the economic impact of a sport event? The FIVB Beach Volleyball World Championships 2015 will tell us. This because economic impact is predicted and measured for this event as well as the World Cup Field Hockey 2014. Which were both hosted in The Hague.

Abstract:

Aim of abstract

In 2015, The Netherlands will be hosting the FIVB Beach Volleyball World Championships. The tournament will be held in four cities of which The Hague is the main venue with the opening, semi-finals and finals. A temporary stadium, which will have the city's parliament building as its backdrop, will be constructed for the duration of the World Championships - a floating stadium on the garden pond. The stadium will seat 5,260 spectators and is the largest of the four World Championship venues (Amsterdam, Rotterdam, Apeldoorn and The Hague). The City of The Hague supports the organization of this event with 850 thousands euros.

One of the reasons the City of The Hague is investing in this event is the expectation that hosting 'mega sporting events' brings a major number of short-term and long-term economic benefits to the hosting area. This expectation of a positive economic impact from hosting mega sport events is based on a number of studies conducted for previous Olympic Games, World Championships and other mega sport events. Nevertheless, economic impact is difficult to predict and to evaluate before the sporting competition (Preuss, 2007).

The aim of the abstract is to improve the predictions made of the economic impact prior to the sport events. In order to make the improvements, ex-ante studies will be compared to ex-post studies.

Theoretical background

The actual economic impact is caused by different groups of people who spend additional money in a certain area which would not have occurred without the event. The five groups that spend money are regular visitors, VIP's, media professionals, competitors and their coaches and the organization itself. Regular visitors could be divided further into more specified groups, eg. Preuss et al. (2007) who identified 8 different groups to be taken into account when measuring event impact on the hosting city (Preuss, Sequin, & O'Reilly, 2007).

Methodology, research design and data analysis

As it is difficult to predict the economic impact of an event such as the FIVB Beach Volleyball World Championships 2015 the City of The Hague asked the Hague University of Applied Sciences to conduct an ex-ante and an ex-post study. The studies are done according to the national guidelines provided by the committee responsible for evaluating almost all mega sport events hosted in the Netherlands. Furthermore, earlier results obtained at the Rabobank Hockey World Championships 2014 will be re-analyzed.

Results, discussion and implication/conclusion

The ex-ante study has already been conducted and based on the information obtained from the municipality, TIG Sports (organization of the World Cup), the Dutch Volleyball Association and reports of other comparable events the economic impact was predicted. It is predicted that regular visitors (not VIP's) provide the biggest part of the total estimated economic impact, being more than €1 million euros.

VIP's, media professionals, players/coaches/officials and the organization will contribute approximately €0.5 million euros. The estimate of the total economic impact of the FIVB Beach Volleyball World Championships 2015 for the municipality of The Hague then adds up to €1.5 million euros (Herpen & Asselman, 2015).

Will it indeed be the case that the economic impact is €1.5 million euros?

As the FIVB Beach Volleyball World Championships 2015 is from the 26th June to the 6th July no results are known yet but the authors guarantee that the measured economic impact will be presented at the EASM conference.

Furthermore, the authors will also compare it to the predictions made prior to the event. This should help other researchers to make better predictions of the economic impact in the future.

Not only will the FIVB Beach Volleyball World Championships 2015 give the authors insights on how better prediction of economic impact can be done the economic impact can be predicted more accurately. In 2014 similar studies were done for the Rabobank Hockey World Championships 2014 which were also hosted in The Hague. The Mulier research institute predicted that The Hague would gain up to 9 million euros by hosting the Hockey World Championships (Hover, Oldenboom, Straatmeijer, & Kock, 2013). The actual evaluation was done by the Hague University of Applied Sciences and the data showed that the measured economic impact was actually 12.8 million (Herpen, Kloek, Joosse, & Verheem, 2014).

This study has already given us some clues about how to improve economic impact predictions and measurements but it is hoped that together with the data collected at the FIVB Beach Volleyball World Championships 2015 the authors will be able to provide critical drivers in predicting the economic impact.

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