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## THE ANALYSIS OF ECONOMIC AND TOURISM IMPACTS OF PUBLIC VIEWING EVENTS IN BERLIN DURING THE FIFA WORLD CUP 2014

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Synopsis:

The presentation will focus on the public viewing visitor's consumption at public viewing events in Berlin during the FIFA World Cup 2014 and its Impacts for the city of Berlin

Abstract:

### AIM OF PAPER AND RESEARCH QUESTION

The analysis of the economic impact of sporting mega-events is always a very controversial debate amongst economists. Hosting events can cause positive effects regarding tourism and economic impacts. The demand from tourists can subsidize the production of goods and services, by the advantages of economics of scale. Events are considered as an important tool for the destination marketing (event signaling). Therefore, Investments must fit in the city's long-term plan to make the event economically successful. This study analyzes the economic and tourism impact of sport events, paying special attention to a relatively new phenomenon, public viewing events, which take part away from the hosting cities of the real sporting event. A proportionally important but very difficult of the autonomous expenditures spent in the city is the consumption of the event visitors. Increasing expenditures come from the shift of supply. Therefore, the aim of the study was to identify event legacies for Berlin caused by event visitor's expenditures. Interesting research questions in this context are: what consumer spending is executed by public viewing event visitors? What demographic segmentation do public viewing event visitors have? In how far do public viewing events influence the travel behavior to Berlin as a destination? What overall development lead back to the city of Berlin due to increasing expenditures of public viewing event visitors?

### THEORETICAL BACKGROUND AND LITERATURE REVIEW

The present paper addresses a gap in the existing literature because very little attention has been given to Public Viewing Event Visitors yet. Event Impact studies

focus on event legacies of the event in special and different methods to evaluate them. It remains that increasing expenditures of event visitors can be considered as event induced demand. Theoretical roots to ascertain consumption patterns draw back to the study from Preuss, Kurscheidt and Schuette (2009), Preuss (2007) and Gratton, Dobson and Shibli (2000).

#### METHODOLOGY

The data collection is based on event visitor's data as socio demographic data like income, age, sex etc., data of event visitor's expenditure, motives to visit public viewing events etc. Data was conducted with a questionnaire. The survey was conducted personally and consists of 150 variables collected at public viewing events in Berlin (n = 880) during the period of the soccer world cup in Brazil 2014 (June 12 to July 13 2014). The research design is based on very similar surveys done at the FIFA World Cup 2006 and 2010. The analysis of data based on total consumption of the event visitors and the released economic effects to the city of Berlin.

#### DISCUSSION AND RESULTS

The presentation will focus on the public viewing visitor's consumption at public viewing events in Berlin during the FIFA World Cup 2014. It will show the visitor's consumption as a significant contribution to the economic success for the city of Berlin. Furthermore, the study gives an overview about the most important socio-demographic data of public viewing event visitors. Finally the presentation shows overall economic impact of public viewing events 2014 caused by its visitors. The results convey three types of event visitors: (1) local residents (2) casuals, tourists who would have visited the city even without the public viewing event (3) public viewing tourists, persons who travel to the destination because of the public viewing event. Those public viewing event visitors' typologies should be evaluated differentially yet.

It is a fact, that different events have different effects for the host cities (Kurscheidt, 2009; Hall, 1992). It will become clear, that all events have different visitors consuming differently as well as that it is not possible to predict event-legacies without any information on the consumption and other data of visitors. Therefore, a prediction of any economic impact for future events should be done with great care. In the light of the general lack of literature as well as the absence of event visitors surveys the results of event visitor's expenditures illustrate a prediction of public viewing event legacies and contributions to the concrete organizational planning for the management practice of public viewing events. Besides, the research design and results are revealing questions in dispute about hosting public viewing events during major sport events as a government funding action for the destination management (event signaling). Insofar public viewing events should be considered as destination marketing investment for the hosting city.

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