

Consumption Patterns of multi sport event visitors – a case study of the Commonwealth Games Manchester 2002

Holger Preuss

Faculty of Sport Science, Johannes Gutenberg-University Mainz, Germany

Introduction

One of the main problems of calculating the economic impact of Multi Sport Events on a city or region is the lack of knowledge of the consumption pattern of tourists (Preuß/Weiss 2003). It is wrong to think that the consumption of visitors during the Olympic Games (Athens 2004), or Commonwealth Games (Manchester 2002), is the same as those of usual tourists that visit Athens or Manchester. Further more, it could be found that even the consumption patterns of the local citizens change during Games time - e.g. more money was spent for fast food and event related products (tickets, programs, merchandising) and less for visiting tourist attractions or restaurants. This was shown by data from the Olympic Games in Sydney 2000 (Preuss/Rivinder, 2000).

Method

This paper is based on the empirical data evaluated during the Commonwealth Games in Manchester in August 2002. The Commonwealth Games are the third largest sport event in the world. Athletes from 72 nations competed in 17 sports. The Cambridge Policy Research estimated an impact of £600 million on Manchester and the region without knowing the consumption behaviour of Commonwealth Games tourists and without knowledge on the shift of consumption patterns of local visitors.

The survey was run at 18 different locations and venue sites during the Commonwealth Games. The questioning took place between the 2nd and 5th of August 2002 collecting consumption patterns of 1,196 spectators of the Games.

Results

The main focus was put on the evaluation of the average spending of tourists during Games time for such expenses as accommodations, merchandise and tickets. Additional research examined if there was a significant shift of consumption patterns from local citizens. The questionnaire considered the following questions:

- How many nights do Multi Sport Event tourists stay in the region?
- Do they come alone or with family/friends etc.? (Preuss/Messing 2002)
- What means of transportation do visitors use during the Games?
- How significant are usual tourist patterns such as rest, relaxation and visits to cultural sights for Multi Sport Event tourists? (Müller/Messing 1997 and 2001)
- Is there at all an interest in visiting attractions other than sports during the Games?

Discussion

The representative sample of visitors to the Commonwealth Games in Manchester 2002 provides valuable information. This can be used e.g. for cost-benefit-analysis of Mega Sport Events by considering a shift from usual tourist and citizen consumption to event time consumption.

References

- Müller, N. and M. Messing (1997), Unpublished tables to report on the survey among German Olympic tourists in Atlanta 1996, Sports Faculty of the Johannes Gutenberg-University Mainz.
- Müller, N. and M. Messing (2001), Unpublished tables to report on the survey among international Olympic tourists in Sydney 2000, Sports Faculty of the Johannes Gutenberg-University Mainz.
- Preuß, H. and H. -J. Weiss (2003), "Torchholder value added. Der ökonomische Nutzen der Olympischen Spiele 2012 in Frankfurt Rhein/Main", Eschborn.
- Preuss, H. and M. Messing (2002), "Auslandstouristen bei den Olympischen Spielen in Sydney 2000", in A. Dreyer (ed.), "Tourismus im Sport", Wiesbaden, 223-241.
- Preuss, H. and R. Rivinder (2000): "The economic impact of Olympic Games on the tourist attractions of Sydney", unpublished working paper, Sydney.

Contact co-ordinates author

Faculty of Sport Science, Johannes Gutenberg-University Mainz, Germany ,Lilienweg 25, 55126 Mainz,
Germany
preuss@uni-mainz.de