

# FOREIGN VISITOR PROFILES OF FIFA WORLD CUP 2010 FAN PARK AND MATCH ATTENDEES: PRELIMINARY ANALYSIS OF A NATIONAL SURVEY

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## Abstract

### Introduction

The FIFA World Cup was held on the African continent for the first time in 2010. Nine cities including Johannesburg, Port Elizabeth, Cape Town and Durban co-hosted World Cup matches from 11 June to 11 July 2010. The historical hosting of Africa's first mega-event was deemed to be a key opportunity to initiate and promote social, economic, environmental and sport legacies in South Africa and the continent as a whole. The economic impacts of mega-events are a major aspect given the massive investments required to host this size of event. In particular, tourist impacts are given focus since this is regarded as a major source of revenue during the event and key to sustain positive destination imaging and marketing post the event. Thus, the tourism legacy impacts are deemed to be central in terms of positive spin-offs. In South Africa, initial estimates of expected visitor numbers gave way to more realistic and reduced figures given that for the key markets (Europe, North America and increasingly Asia) South Africa is a long-haul destination. In South Africa a significant proportion of attendees at both stadiums and Fan Parks were visitors. Fan Parks in particular were introduced in the 2006 Germany World Cup and have emerged as key spaces for residents and tourists to experience the event outside the stadiums.

## Purpose Statement and Research Methods

Several studies have profiled sport tourists at a range of events, from the Olympic Games to major automobile, yacht, and horse races (Cashman, 2003; Burns, Hatch & Mules, 1986; Soutar & McLeod, 1993; Rooney, 1988). These events have tended to be held in developed countries (Spain, Australia, USA). Few studies have examined sport tourists at mega-events in developing countries for the simple reason that few mega-events have ever been hosted in developing countries in the past quarter century. The purpose of this study was to ascertain the profiles of foreign visitors to the 2010 FIFA World Cup in South Africa. The main aspects under examination were demographic profiles of the attendees, types of attendees in relation to place of residence (in part examining source markets and changes from normal trends), travel behavior and spending patterns including accommodation types, factors influencing decision to attend event and previous attendance/visitation. For this study, visitors (non-locals) to three host cities (Durban, Cape Town and Port Elizabeth) were interviewed at Fan Parks and Stadium Precincts during the 2010 World Cup. A purposive, systematic sampling approach was adopted and face-to-face interviews were conducted on all match days. Eight thousand four hundred and forty nine (8 449) visitors were interviewed, 6 373 (75.4%) foreign visitors and 2 076 (24.6%) domestic visitors.

## Results/Discussion

Findings reveal that foreign visitors were mainly from Europe (specifically England, Germany, Netherlands and France) and the United States of America. Most of the respondents were male from middle and upper income categories. They participated in a range of activities while in South Africa and stayed in different types of accommodation facilities, including staying with friends and/or family. Foreign visitors travelled widely across South Africa, mainly attending matches in the key host cities: Johannesburg, Cape Town, Durban and Port Elizabeth. They attended both matches in the stadiums as well as fan parks. Study findings are compared to June-July 2008 and 2009 tourist data from these host cities, and later contextualised in relation to those from Germany 2006 to compose a World Cup tourist profile.

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