BASIC SPECTATOR PROFILES AS PLANNING DATA FOR FUTURE FIFA WORLD CUPS

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Synopsis:
In order to predict impacts of future World Cups we examined spectator data from 3 World Cups (n=25,000) and found similarities but also differences to describe the spectatorship at FIFA World Cups.

Abstract:
Aim of abstract/paper - research question
Managing a FIFA World Cup requires an understanding of the consumption and travel patterns of spectators. These patterns, however, are subject to the location (host nation) and FIFA regulations (e.g. ticket contingencies, ticket prices). Russia 2016 and Qatar 2022 are currently preparing their spectator management models to better size their Fan Fests and coordinate transportation and hotels for the visitors. The efficient use of information from previous World Cups demands to clarify whether there is a common pattern among the spectators of different FIFA World Cups or whether they change from host to host. We examined spectator data from three FIFA World Cups (n=25,000) to predict likely impacts of future events. We found both similarities and differences that describe the spectatorship at the World Cups.
Theoretical background or literature review
The presentation focuses on the diversity of travel and consumption patterns from spectators of three World Cups (2006, 2010, 2014). Consumption patterns provide basic information to understand the visitors' desire to do shopping or visit restaurants as well as to calculate economic impacts (Schütte 2014). Travel patterns are basic data to plan hotel capacities, public transportation and Fan Fests (Preuß et al., 2009). As the research is explorative and investigates a field for which data has never been gathered before, we do not build on a particular theory. Theiory comes in when the data are used for particular use of the data (e.g. impact studies)
Methodology, research design and data analysis
The data is based on surveys conducted during the FIFA World Cup in Germany 2006 (n=9,456), South Africa 2010 (n=9,192) and Brazil 2014

(n=5,300). Surveys were distributed in front of stadiums and at Fan Fests by trained agents (students of partner universities). The data was gathered by using a randomized multistage cluster sampling, which was introduced due to a lack of information about the population of the Fan Fests and stadium visitors. Different languages were used to increase the participation rate. The interviews were conducted approximately during the four hours before the match but ended thirty minutes before kick-off. The response rate was highly satisfactory. Results, discussion and implications/conclusions

The socio-demographics of the three samples show great similarities regarding age, gender, education and income. Spectators are rather young, male, educated and have a reasonable income. Most of the foreign spectators come from Europe but about 60-70% of all tickets are sold to persons living in the host country. FIFA World Cup visitors do not seem to be highly attached football fans. They rather appear to be a kind of football, travel and event interested people.

A classification of four fan-groups will be introduced. The composition of spectators that contribute to the economic impact (autonomous money) shows some common patterns among the three World Cups investigated. As a business implication, this helps to make better predictions on economic impacts for future World Cups (Preuß et al., 2009). The consumption was relatively similar in 2010 and 2014, while prizes were much cheaper for spectators in Germany 2006. Finally, the travel patterns show that many foreign visitors stay in private accommodation, while nationals tend to stay in hotels. This helps future hosts to better plan their transport and accommodation provisions.

References:
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