Olympic Tourism: Understanding Flows & Developing Strategies

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Olympic Tourism

“Tourism behaviour motivated or generated by Olympic-related activities”
(Weed, 2008)

May comprise:

- Tourism with Sports Content
- Sports Participation Tourism
- Sports Training
- Sports Event Tourism
- Luxury Sports Tourism
- Generic Tourism

...in the PRE-, DURING & POST-Games periods
“Leveraging”

“Unlike impact assessments, the study of leverage has a **strategic and tactical focus**. The objective is to identify strategies and tactics that can be implemented prior to and during an event in order to generate particular outcomes. Consequently, leveraging implies a much more **pro-active approach** to **capitalising on opportunities**, rather than impacts research which simply measures outcomes.”

(Chalip, 2004)
“Undoubtedly, there is a clear link between behaviours, impacts, policy and management in sports tourism, and it is...leveraging [that acts as a] ‘bridging concept’. A leveraging approach assumes that policies and management strategies can be put in place derived from an understanding of behaviours to maximise positive impacts”

(Weed, 2008)
Olympic Tourism Flows

- May have positive, negative or neutral effects

“Tourism behaviour motivated or generated by Olympic-related activities”

(Weed, 2008)
Olympic Tourism Flows

HOST COUNTRY

HOST CITY OR REGION

NEIGHBOURING COUNTRIES

REST OF THE WORLD
Olympic Tourism Flows

- May have positive, negative or neutral effects
- Level of analysis (e.g., city, region, country) can change effect of flows
- Understanding flows is crucial to effective *Leveraging* strategies
- Minimising negative flows can be as important as maximising positive flows.
Olympic Tourism Flows

Pre-Games

During-Games

Post-Games

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Canterbury Christ Church University
Tourism Flows in London During the Games

- **'Runaways'**
  Residents who leave the city and take a holiday out of the region

- **'Changers'**
  Residents who leave the city/region and take their holidays at the time of the event rather than at some other time in the year

- **'Home stayers'**
  Residents who opt to stay in the city and spend their money at home rather than on a vacation out of the region at some other time in the year

- **'Casuals'**
  Tourists who would have visited the city/region even without the event

- **'Extensioners'**
  Tourists who would have come anyway but stay longer because of the event

- **'Residents'**
  Residents who would have been in the city/region without the event

- **'Time switchers'**
  Tourists who wanted to travel to the city/region but at another time

- **'Avoiders'**
  Tourists who stay away but would have come without the event

- **'Event visitors'**
  Persons who travel to the host city because of the event

- **'Pre/Post Switchers'**
  Tourists that will come later or came earlier

- **'Cancellers'**
  Tourists that totally cancelled their trip

**SOURCE:** Weed (2008) - adapted from Preuss (2005)
Tourism Flows in London Before and After the Games

Business Tourism

- Opportunities in the regions 2010-2012
  - Effective leveraging may extend this period
- Potential Boost for London 2013+
  - Similar leveraging process to that for generic tourism
  - Potential to develop relationships through the Games

Generic Tourism

- Leveraging largely focuses on media…
Media Exposure / Impact: Background

- Media coverage is claimed to enhance the tourism image of a destination resulting in long-term positive effects of tourism on the economy.

- Need to get a destination into “consideration set” of potential tourists.

- Olympic Games – research showed that Calgary Winter Olympics media coverage:

  “enhanced the saliency and attractiveness of Calgary as a destination” (Ritchie, 1990)
Media Exposure / Impact: Issues

- Many events contain little coverage of host city
- City-related messages/images rarely targeted
- Broadcasters use of city related messages/images is often haphazard
- Iconographic images and place names most effective
- Iconographic *experiences* are very difficult to portray
- Urban backdrops can often be indistinct
Cultural Olympiad: I

1. Events to attract tourism
2. Tourism events to engage local residents

➢ Three key levels across 2008-2012
  • **Mandatory Ceremonial**
    ▪ Extraordinary live spectacles for stadium audiences, and international television events, watched by an estimated 1 in 3 people globally. They pull the world’s focus towards London and setting the tone for the competition, in a festival of celebration.
  
  • **Bid Projects and Signature Events**
    ▪ Forming part of the IOC contract with London, working with key partners to deliver. Also a series of world standard cultural events representing our invitation to the world to join in the celebrations.
  
  • **UK Cultural Festival**
    ▪ Adding value to the myriad cultural events which will take place across the UK over a four-year period
Cultural Olympiad: II

- Cultural Olympiad key part of community engagement in the regions
- Can offset economic issues:

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