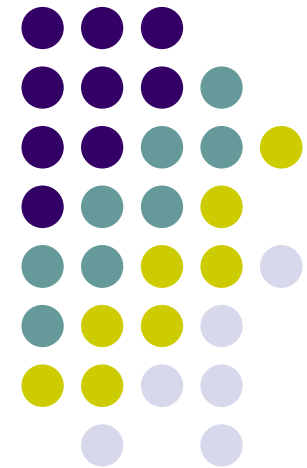




Mega-events and the spatial (re)distribution of tourism: Implications for 2012



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My presentation

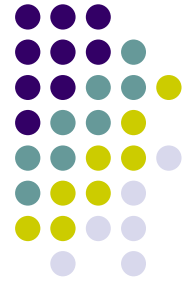
- Past experiences of national dissemination
- Current (English) regional 2012 strategies

Conceptual framework

- Incidental effects
- Partial dislocation
- Event leverage



Salt Lake City 2002 (Leeds, 2008)



- *'Olympics can have significant spillover effects on surrounding communities if those communities provide amenities that are close substitutes for those found in the host city' (p.460)*

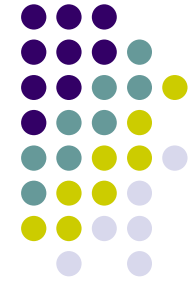


Lillehammer 1994 (Tiegland, 1999)

- Demand heavily concentrated
- Positive effects concentrated in destinations with improved facilities
- Decline in regional periphery
- Growth well below forecasts
- Tourism peaked year before
- Increases in domestic demand
- Traffic from future hosts



Sydney 2000 (Jennings, 2008)



IOC: *'acknowledged that Australia was really the first Olympic host nation to take full advantage of the Games in vigorously pursuing tourism for the benefit of the host country'* (Morse, 2001, p.106).

Queensland:

- Visiting media programmes
- Collaboration with ATC/host
- Consistent messages
- Hosting other events
- Avoiding displacement
 - Maintaining existing markets
 - Managing expectations
 - Offering full packages

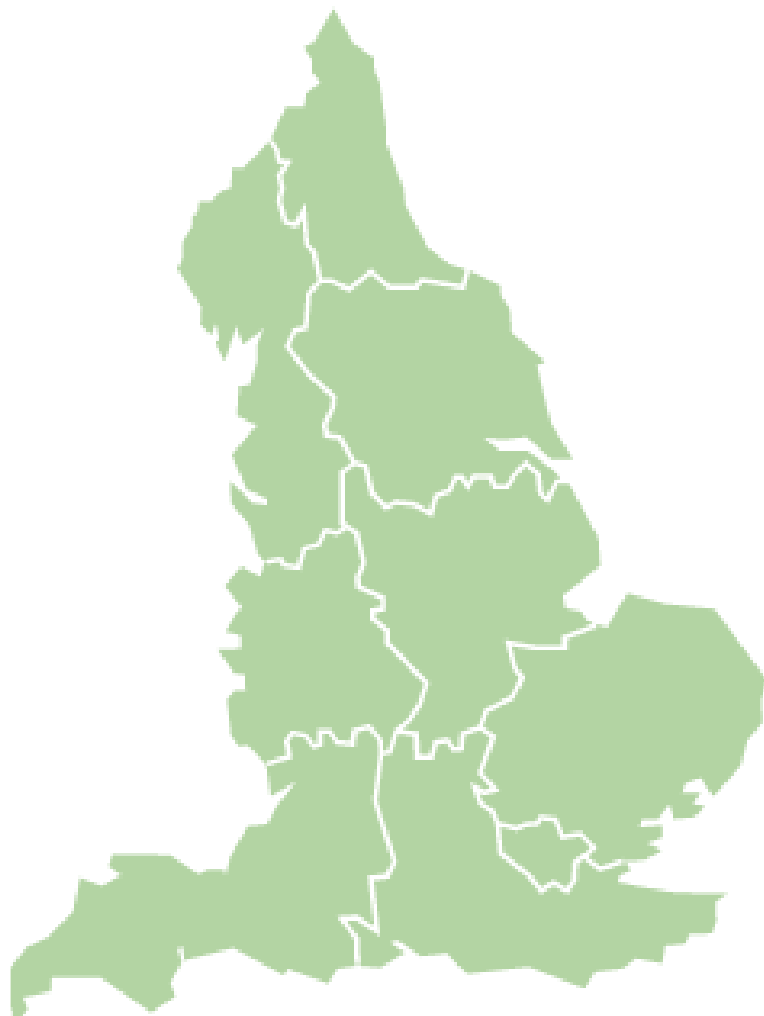


London 2012

- ‘Opportunity to generate £2.1 billion in additional tourism benefits for the UK’ (DCMS, 2007, p.17).
- ‘The main tangible economic legacy’ of the Games will be; ‘an increase in the number of visitors and their spending’ (DCMS, 2007, p. 20).
- ‘Between 50-70% of the net economic benefit of staging the Games measured over a 7-10 year period will accrue through tourism’ (Visit Britain 2006, p. 5).
- Blake (2005): three estimates of its likely effects. According to Blake’s “central case” the most likely outcome is an increase in tourism to the U.K. of 1.5% between 2012 and 2016. However, he also suggests that the effects could range between a reduction of 4% and an increase of 7%.



Regional plans



- **North East** England's Plan for the London 2012 Olympics and Paralympic Games
- be inspired: **Northwest** Legacy Framework for the 2012 Games
- **Yorkshire** Gold: Yorkshire and Humber's Strategy for Seizing the Opportunities of the London 2012 Olympic Games and Paralympic Games
- Rising to the Challenge Nations And Regions East: **East** of England Regional Business Plan for the London 2012 Olympic Games and Paralympic Games
- Prepare for 2012: Priorities for the **West Midlands**
- Championing The **East Midlands**: The East Midlands Strategy for the 2012 Games
- On Your Marks...Get Set...Go! Optimising the 2012 Games Opportunity for the **South East**
- Team South West: **South West** England Legacy Strategy For The 2012 Games

Regions: existing objectives



- Stage more events
- Gain more overseas visitors
- Improve service / quality
- Improve skills
- Greater online presence
- Promotion of existing attractions
- Improve welcome
- Maximise stay / spend
- Improve destination management
- New strategy / organisation



Initiatives planned by English regions to lever tourism benefits from the 2012 Games

	Themed promotions	Utilise local 2012 venues	Role as training camps	Cultural Olympiad	2012 access point + connectivity	Highlight other events	Paralympics disability access	Base for spectators	Promote sports / activity tourism	Capitalise on displacement	Attract extenders	Provide bespoke packages	New conference / hotel capacity	Representation within Olympic Park	Olympic torch	Managing Expectations	
NW		✓	✓	✓	✓	✓						✓					6
NE	✓	✓	✓						✓	✓							5
York			✓			✓		✓									3
East	✓	✓							✓				✓				4
EMid	✓			✓				✓			✓			✓			5
WMid	✓	✓	✓		✓	✓	✓										6
SE	✓	✓		✓	✓		✓	✓							✓		7
SW				✓	✓		✓			✓						✓	5
Total	5	5	4	4	4	3	3	3	2	2	1	1	1	1	1	1	



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