Managing Sport Events to Maximize Positive Impacts

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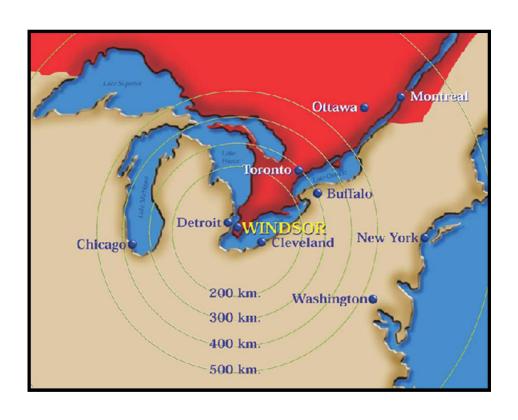


Objectives

- 1. Inspire a desire to participate in sport
- 2. Attract new sport participants
- 3. Make host residents happy
- 4. Host valued events
- 5. Help local businesses leverage



Context and Methods



- FINA Swimming Championships
- Le Chocolat Running Event
- Ontario Summer Games
- 55+ Summer Games
- International Children's Games



1. Inspire a desire to participate in sport

Key Results:

- Inspiration can develop despite constraints
- Event experience and inspiration shape intentions

Key Implications:

- Stimulate spectators to fantasize and highlight aesthetics of sport and event
- Leverage interest to attract participants









2. Attract new sport participants

Key Results:

- First time some runners had participated in an organized event (16%)
- Interest in expanding running knowledge and socializing

Key Implication:

 Events with a "fun" theme can attract new sport participants and should be supported by city officials





3. Make host residents happy

Key Result:

 Residents who did not attend the event reported being happier when they were aware event was being hosted

Key Implication:

 Effective communication of the event being hosted should include feelings of pride and belonging





Littlejohn, M., Taks, M., Wood, L., & Snelgrove, R. (2016). Sport events and happiness: Towards the development of a measuring instrument. *World Leisure Journal*, *58*, 255-266.

Taks, M., Littlejohn, M., Snelgrove, R., & Wood, L. (2016). Sport events and residential happiness: The case of two non-mega sport events. *Journal of Global Sport Management, 3/4,* 90-109.



4. Host valued events

Key Result:

 Sports fans viewed the event as valuable when they also viewed it as unique

Key Implication:

 Attracting sports fans to events requires designing and hosting unique events and promoting the event's unique qualities







5. Help local businesses leverage

Key Results:

- Restaurants: Lack of belief in benefits, inconvenient proximity to event, and not prepared
- DMO: Unaware of events being hosted, disengagement by businesses, and limited resources

Key Implication:

Need to create stronger working relationships



