



BMTP6017

Festivals and Events Management

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Festivals, Conventions and Events

‘The live events industry plays a significant role in society, economically, socially and psychologically. The industry is normally worth several billion pounds to the UK economy each year’ (Drury, J., Rogers, M.B., Marteau, T.M., Yardley, L., Reicher, S. and Stott, C., 2021). Covid 19 impacted the events industry due to the pandemic that took place in 2019, which caused all events to be cancelled and postponed. The events industry was massively affected due to staff in the events industry losing their jobs, along with other workers having to find another job to earn money during the ‘lockdown’.

Linking with events, this assignment will focus on a ‘Royal Event’. The focus point will be on Kate’s and Prince William’s wedding’ and how the event impacted tourism along with looking at the economic side of it while also discussing the strategies they used for the ‘royal wedding’ event. The assignment will also focus on the tradition of royal events, legacy, key performance indicators, multiplier effect, and event planning. ‘Royal weddings have been fascinating commoners for generations. In 2011, Prince William and Kate Middleton captivated the world, with a gob smacking 2 billion global viewers’ (Vogue.com, 2019).

Kate Middleton’s and Prince William’s wedding happened on the 29th of April 2011 in Westminster Abbey in London. London is an iconic and popular location for the royal family. London brings many tourists in from around the world, and Buckingham Palace is a very popular tourist attraction as it’s well known because of the royal family.

Furthermore, linking with tourism, Kate’s and Prince William’s wedding managed to attract many tourists to watch the actual event, along with mass media coverage and camera footage held on live television for everyone across UK to watch the actual event take place. ‘According to the Office for National Statistics, an additional 350,000 tourists visited the UK in April 2011 at the time of the Duke and Duchess of Cambridge’s wedding, in comparison with April 2010. That is 350,000 more people spending on hotels, as well as in shops, pubs and restaurants’ (rpc.co.uk, 2018).

As many tourists flooded the streets to watch the royal wedding, the quote above said that tourists spent money on hotels, shops, restaurants etc., which shows a multiplier effect. The event caused a ripple effect, as the organizer of the event budgeted the primary expenditure of the mega event of the royal wedding while creating a secondary spend into the economy because tourists spent money on hotels as they attended the event and needed accommodation to stay in. Hotels and businesses were aware this major event was happening, and as a result, they could raise their prices because they knew people would buy a room. 'The multiplier effect is a concept in economics that describes how an injection into an economy, such as an increase in government spending, creates a ripple effect which increases employment and the output of goods and services in the economy' (romeconomics.com, 2017). So, not only did the royal wedding take advantage, but the local businesses around gained more income due to the number of tourists that traveled to London. 'The direct and short-term effects of royal families and indeed the direct effect of seminal events involving the royals on destination-level accommodations and tourism service providers are more somewhat obvious' (Raad, J., Sharma, A. and Nicolau, J.L., 2022). This can also be known as the total economic impact, as tourists have spent additional expenses on the royal event side in shops, restaurants and hotels.

Did the royal wedding help boost the economy? Yes, the royal wedding did help the British economy, but not as much as Prince Harry's and Meghan Markle's royal wedding. Although cnn.com stated 'PwC estimated William and Kate's wedding generated roughly £107 million (\$145 million) in extra spending' (2018). So why does the royal family attract tourists to London? Many people take part in attending royal events to be part of British history and to say, 'that they have experienced it', along with most tourists being royalists that support the British monarchy and follow royal events. 'A royalist is someone who supports their country's royal family or who believes that their country should have a king or queen' (collinsdictionary.com, 2022).

Since the royal family has a brand image, people live up to this expectation and want them to act like royalty, and they have this luxury, mannered, well-dressed brand image and etc., that people see in movies. With the royal wedding, tourists wanted that royalty

experience and that brand image to come through. However, throughout the years we have seen a change in how the royal family present themselves in public as mass media and television have become a huge part of society, which the royal has adapted too. 'Furthermore, the public views reputation on two levels: individual—in which the public applies the reputation of a single actor to the firm as a whole—and corporate, where reputation is judged within an industry-wide context (Roper & Fill, 2012). Thus, in the British Monarchy's case, both its global reputation as Europe's most storied and successful monarchy as well as the actions of the Monarchy's prominent figureheads contribute to perceived reputation' (Robert-Charreau, S.J., Vermeulen, M. and Creasey, C., 2020).

Since this event is a royal event, it is classed as a legacy event. 'The general idea is that the legacy of an event is the long-term positive impact it has on the host area culturally, economically and physically (such as the improvement of infrastructure), (Brandbrewery.co.uk, 2017). As it was a royal event, the event will be part of British history as Prince William would be in line to be the next king of the United Kingdom in future years and as part of this, the event was a huge tourism attraction. The event organizers, which included Lady Elizabeth Anson, who helped plan the royal wedding reception, had to make sure that the right strategies were used to make the event memorable, as after all this is a part of history. Even though the royal wedding isn't a reoccurring event, it's still tradition as there have been other big royal weddings such as Prince Harry and Meghan Markle, and Prince Charles and Princess Diana, which had loads of controversy and probably one of the most well-known royal weddings in British history. 'On 29th April 2011, William and Kate were married at Westminster Abbey, in a ceremony thought to have been watched by as many as two billion people in more than 180 countries around the world. For her princess moment, Kate opted to wear a bespoke gown designed by Alexander McQueen's Sarah Burton, which rapidly became one of the most iconic (and most copied) wedding dresses of all time' (graziadaily.co.uk).

So, looking at the key performance indicators of the event, the crowd management was controlled by security, making sure everyone kept from the roads with a barrier in place

to stop people from going onto the road. Even though London was overcrowded on the day of the event, dailymail.co.uk stated 'Westminster City Council said the Royal wedding was the capital's largest ever event. Paul Reid, head of operations, said he estimated nearly a million people were on the streets of London despite the huge crowds' police made just 52 arrests among the crowd during the event' (2011). Out of millions who attended, 52 arrests are a low figure, so they controlled crime well on the day of the event. Some fans even camped around St James's Park to witness the happy married couple. Most people wanted to witness this event to be part of history.



The crowd management could have been handled better as there wasn't much space for tourists, and it was overcrowded in certain areas as this photo shows. Previous experiences such as the Hillsborough disaster caused many deaths from overcrowding, which occurred from poor management of the stadium. 'Hillsborough disaster, incident in which a crush of football (soccer) fans ultimately resulted in 97 deaths and hundreds of injuries. The crushing occurred during a match at Hillsborough Stadium in Sheffield, England, on April 15, 1989. The tragedy was largely attributed to mistakes made by the police' (Brittanica.com, 2022). The event organizers and the government should have taken more health and safety precautions when handling the event.

Linking in with security, the event had to have security for all the royal family members attending Westminster Abbey, as they are vulnerable during a mega-event like that. Daily Mail also stated that 'Police have launched one of the biggest security operations the country has ever seen - estimated to cost £20 million - to protect William and Kate and world leaders' (2011). Safety precautions were high, as police were also located to work on the day of the event, along with a bomb squad team to make sure the event ran smoothly without any major safety hazards.



Fingertip search: Drains have been lifted along the mall, leading up to Buckingham Palace, as police search for explosives (dailymail.co.uk, 2011).

Another KPI is economic growth for London, as mentioned the event brought in millions of tourists. 'The tourist authority VisitBritain predicts the wedding, a worldwide TV event, will trigger a tourism boom that will last several years, eventually pulling in an extra 4m visitors and some £2bn for the country's coffers' (theguardian.com, 2011). Along with this, the royal wedding made merchandise for people to remember the event, and that made a huge profit as sales were high from people purchasing mugs, etc., along with people buying food and drinks to celebrate the wedded couple. The branding of the merchandise was also a good marketing strategy, to interest people in following the event and gives the royal family a good brand image. 'The British Retail Consortium

forecast that shops and pubs will benefit by nearly £500m. With 5,500 street parties in full swing the biggest beneficiaries were the supermarkets, as people piled their tables with patriotic nosh such as sausage rolls, Coronation chicken and Victoria sponge. Sales of Wills and Kate merchandise, which ranged from mugs and tea towels to union flag contact lenses, were put at £26m' (theguardian.com, 2011).

The primary expenses of the event came from the taxpayers, although the Middleton's did help pay for the venue, flowers, the dinner etc. 'While the royal household and to a lesser extent the Middletons paid for the fun parts – the abbey service, flowers, dresses, carriage procession, dinner, and wedding breakfast for 600 at Buckingham Palace paid for by the Queen – the rest of us paid for the £7m security operation. No new money was provided by the government and the police had to pay for the extra manpower out of existing budgets' (theguardian.com, 2011). An expensive amount of money went into security for the event, while it's estimated that '£10 million' went into the feast, and another '£3 million' went on media, culture ministry and the props for the event, which was stated by (theguardian, 2011).

'PEST is an acronym for four sources of change: political, economic, social, and technological. PEST analysis is a powerful and widely used tool for understanding strategic risk. It identifies the changes and the effects of the external macro environment on a firm's competitive position' (Sammot-Bonnici, T. and Galea, D., 2014).

Political	Economic	Social	Technology	Environmental	Legal
Government help and link in with the royal family. Taxpayers help fund the royal wedding. Mixed controversy	Economic growth for London, as the event brought in tourism. Multiplier effect helped local businesses and hotels in London, which helped	The community came together and celebrated the event. After celebrations on streets in London, and social gatherings.	Media press and news coverage on the event. Live TV footage, aired on the day so members of the public	Aftermath of the event, 'The department also faces costs for tidying up afterwards, as much of the procession took place in royal parks which are within its remit. Westminster city council said its share of the	Security and Police attended the event, for health and safety regulations.

about the royal family.	secondary spend and more money into the economy. Merchandise had high sale profits, giving money back into the economy. London is now a popular tourist attraction, especially Buckingham Palace.	Tourists travelling to London and proceeding to explore London.	could watch. Captured a legacy event, which will be shown in future for historical purposes.	clean-up bill was £30,000-£40,000' (Theguardian.com, 2011). A huge bill on the cleaning process after the event, making the economy lose money.	
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Another impact of the event was the event not being fully sustainable and how much the royal wedding impacted the environment due to the number of tourists traveling in and using the tube or any form of transport to attend the royal wedding. This has led to an increase in the amount of CO₂ as a result in the total number of tourists who visited London. 'Based upon estimates unearthed by the Telegraph, the wedding produced nearly 7,000 tons of carbon dioxide (CO₂) — in a year, Buckingham Palace typically has a carbon output of 670 tons of CO₂, and the average UK household approximately 5.5 tons. Landcare research reported that the 400,000 people traveling on the London Underground produced almost 4,000 tons of CO₂ today' (news.climate.columbia.edu, 2022). This has a huge impact on the environment, especially as climate change has become a huge crisis in society. London is a busy environment that does not have the best record for reduced emissions because transport is used every day.

Although, some of the event did have sustainable options and planning, such as "Some of the wedding's eco-friendly highlights include: Wedding invitations for the couple's 1,500 guests printed on recycled paper; scaffolding and media stands constructed of

FSC-certified wood; seasonal and sustainably-grown food and flowers (also supposedly local, from around the British Isles); and some of the power consumed was from renewable sources. Officials noted that although the royal Rolls Royce produced some CO₂, the open-topped carriage in which William and Kate rode to Buckingham Palace after the ceremony was carbon-neutral (although the methane produced by the horses, as well as the water used to raise them, could be considered impacts' (news.climate.columbia.edu, 2022). The source mentions some of the sustainable options used at the event, but the event organizers should have planned more efficiently about the impacts of not using sustainable options and should consider the risk of climate change. New sustainable programmers have been introduced since 2011, and the government has held conferences such as 'COP26' and 'COP27', which is an upcoming conference to deal with climate change.

Overall, the event had a successful brand image and promotion, due to the media coverage and high profits in merchandising and secondary spends on businesses in London, which helped the economy financially. There were negative and positive impacts from this event, such as economic growth for London, tourism growth and attraction for London, as well as the event running smoothly and making history with unforgettable memories of people who attended, while negative impacts were harm to the environment, some loss of money in the economy, overcrowding of attendees at the event with no crowd management, and huge cost from taxpayers.

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