

Comparison between the economic impacts on local events and mega events within host cities

Economic impacts on local events

- Research in the UK acknowledges that the economic and social benefits that major events can greatly generate in a host community.
- The events emphasised that major sports events can bring in big business, which will lead to a higher demand in sport events such as football events and amateur swimming competitions to local areas throughout the UK.
- Different sized events can generate additional expenditure with events in cities and towns.
- Food and beverages are a large part of expenditure while local events and major events are taking place. This can help bring in money to local economies

Similarities

- Overseas visitors are more likely to contribute to the economy compared to local participants
- Both amateur swimming competition and FIFA World Cup bring in recognition within host cities
- The hosting city of the sport brings in pride for the locals
- Both have increased sport participation as it motivates and advertises



Sport tourism and mega events impacts on host cities

- Economic benefits
- Increased city visibility
- Increased tourism revenue
- Increased pride in the city
- Sport tourism has become a central platform for development
- Media coverage
- Increased sport participation
- Global recognition
- World tourism patterns have transformed with the hosting of such events putting the spotlight on a new tourism destination