



Global Major Events – 2012 & Beyond Survey

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London

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Who has commissioned this report?

London & Partners is the official promotional agency for London attracting and delivering value to businesses, students and visitors.

The Major Events team at London & partners promote London as the most diverse and exciting events destination in the world.

The team work with major event organisers and commercial brands to bring their events to London. They act as a central point of co-ordination between organisers, rights holders and local agencies to unlock the city and push the boundaries in putting on spectacular events with London as their backdrop.

Why has London & Partners commissioned this report?

London is planning the legacy of the Games, including ongoing major events. Major events take years to develop or secure therefore London & Partners has sought real insight from consumers and key decision makers to understand what opportunities the city should pursue, what other cities are seen as competition and what strengths London can draw on to deliver the right major event opportunities.

Who carried out the surveys?

London & Partners has joined together with two of the UK's leading research companies to carry out two separate surveys into major events across the world.



The first survey, produced with SMG / YouGov, was created in order to research public opinion for major events in international cities and identify what major events Londoners and visitors to the capital want to see in to London both now and in the future.



The second survey, produced with IFM Sports Marketing Surveys, is a business facing study which focuses on the appeal of international destinations to investors in major events across the world. This survey included brands, sponsorship agencies, media, sports federations and event rights owners that potentially invest in major events or sport in London after 2012.

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Executive Summary

The View of Consumers – Survey by SMG/YouGov

- Major events are a significant draw to attract visitors to major international cities (one in three people would be attracted to travel to an international city because of a major event)
- London is the world's favourite major events destination (nearly half of all people surveyed say they would be likely to attend London for a major event – three times more than Beijing, Moscow and Singapore)
- When asked what major event would attract them to London a World Athletics Championships was voted as the most popular sporting event after the Olympic Games
- When asked what type of event would entice them to a city – music and cultural events rated highest, demonstrating that sports should therefore recognise the wider appeal of music and culture in developing major events
- Major events organisers should package accommodation and discounts to other attractions with ticket deals in order to attract the widest audience

The View of Business – Survey by IFM Sports Marketing Surveys

- Industry leaders in major events rank London as the world's top destination for providing excellent return on investment (London is 20 percentage points more popular than its closest competitor, Sydney)
- Industry leaders in major events say London can generate the highest media profile of all global cities surveyed (ahead of second placed New York and third placed Beijing)
- London remains the UK's most significant and internationally recognised destination for investors in major events (87% agreeing it offers the greatest return on investment to commercial partners)
- Industry leaders agree that the top reasons for London's attractiveness are due to the presence of global commercial partners in the city and the associated media platform (84% of industry leaders agree)
- The majority of industry leaders surveyed are interested in partnering with London to create new, annual, signature sports events in the city in the future (72%)

Conclusion

These results show London's strength as a major events destination and provide the city with evidence to plan for the future and learn lessons from other Olympic host cities. London has a unique opportunity now to secure and host more major events for beyond 2012.

The London & Partners Major Events team will use these findings to support the development of new major events opportunities with city, sporting and commercial partners over coming months.

The View of Consumers – Survey by SMG/YouGov

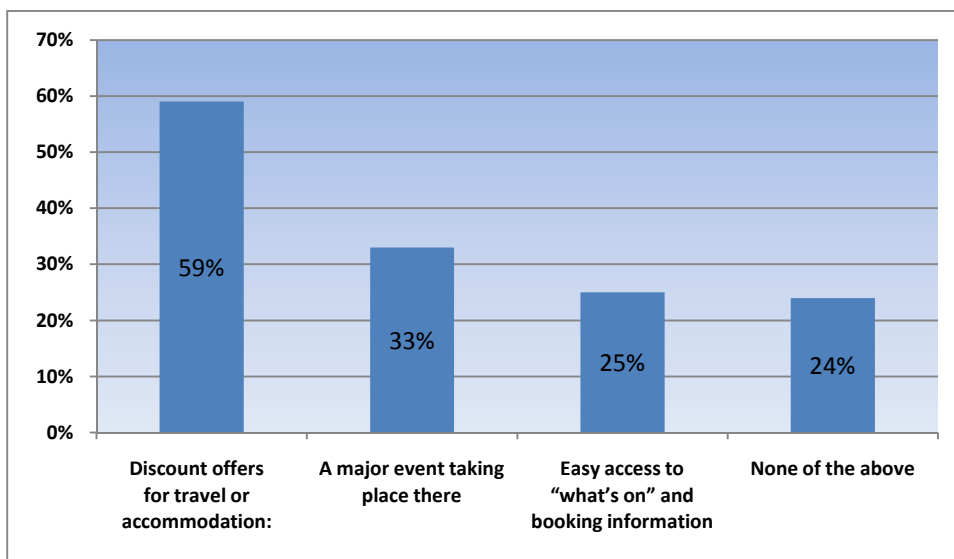
Methodology

- 4,684 consumers surveyed online across London, UK, USA, Germany and China

Results in detail

1. Which, if any, of the following would make you more likely to book a visit to a major international city?

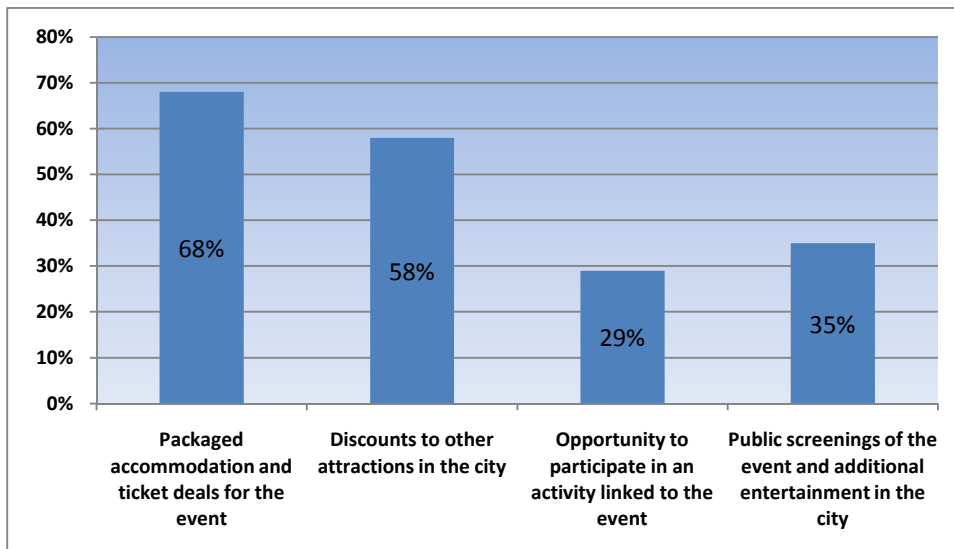
- Discount offers for travel or accommodation
- A major event taking place there
- Easy access to “what’s on” and booking information
- None of the above



2. Which, if any, of the following additional activities would make you visit a major event in an international city?

Of those expressing a preference;

- Packaged accommodation and ticket deals for the event
- Discounts to other attractions in the city
- Opportunity to participate in an activity linked to the event
- Public screenings of the event and additional entertainment in the city



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3. Which, if any, of the following international cities would you be likely to visit for a major event?

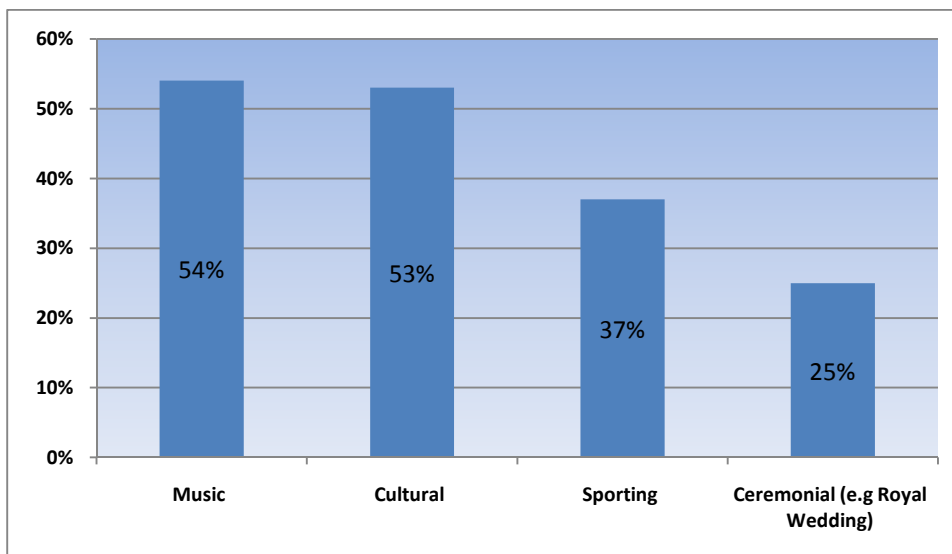
	All Markets		Non-UK	
1 st	London	47%	London	47%
2 nd	Barcelona	40%	New York	44%
3 rd	Paris	40%	Paris	43%
4 th	Rome	39%	Rome	41%
5 th	New York	37%	Sydney	41%
6 th	Sydney	32%	Barcelona	38%
7 th	Berlin	31%	Berlin	35%
8 th	Melbourne	23%	Melbourne	30%
9 th	Rio de Janeiro	18%	Rio de Janeiro	23%
10 th	Dubai	16%	Dubai	21%
11 th	Beijing	15%	Beijing	20%
12 th	Singapore	15%	Singapore	18%
13 th	Moscow	13%	Moscow	16%
14 th	Doha	5%	Doha	7%

Note: The Non-UK responses remove any UK bias towards London

4. Which, if any, type of major events would make you more likely to visit London after 2012?

Of those expressing a preference;

- Music
- Cultural
- Sporting
- Ceremonial (e.g Royal Wedding)



5. Which, if any, of the following events would you be interested in attending in London?

Sample of responses for sport events;

	London & UK	Non UK
1 st	Olympic Games	Olympic Games
2 nd	World Athletics Championships	World Athletics Championships
3 rd	Paralympic Games	NFL American Football
4 th	Road Cycling Event	International Basketball
5 th	Extreme Sport Event	International Swimming Event
6 th	NFL American Football	Extreme Sport Event
7 th	International Swimming Event	Paralympic Games
8 th	International Basketball	Road Cycling Event

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The View of Business – survey by IFM Sports Marketing Surveys

Methodology

- 110 global industry leaders in the business of major events
- Respondents included brands, agencies (eg sponsorship/communications), media (TV, print, internet, radio), sports federations and event rights owners
- 49% UK, 51% non-UK

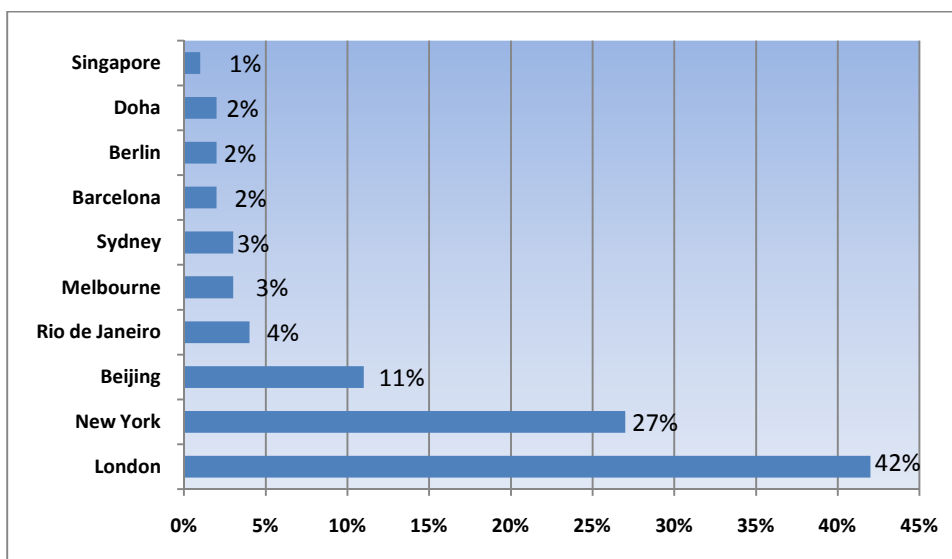
Results in detail

1. Which, if any, of the following international cities do you think provides funding or commercial partners of major events with excellent return on investment?

	All Markets		Non-UK	
1 st	London	68%	London	67%
2 nd	Sydney	48%	Sydney	46%
3 rd	Melbourne	47%	Beijing	46%
4 th	Dubai	45%	Dubai	44%
5 th	Beijing	44%	Singapore	39%
6 th	Singapore	44%	Paris	39%
7 th	Barcelona	36%	Melbourne	37%
8 th	Paris	36%	Berlin	37%
9 th	New York	35%	New York	35%
10 th	Rio de Janeiro	32%	Doha	33%
11 th	Berlin	31%	Moscow	33%
12 th	Doha	29%	Barcelona	30%
13 th	Moscow	23%	Rio de Janeiro	30%
14 th	Rome	16%	Rome	15%

Note: The Non-UK responses remove any UK bias towards London

2. Which ONE of the following international cities do you think has the ability to generate the highest media profile for a major event?



Note: Dubai, Moscow, Paris and Rome = 0%

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3. Which ONE of the following UK cities do you think offers funding or commercial partners of major events the greatest return on investment?

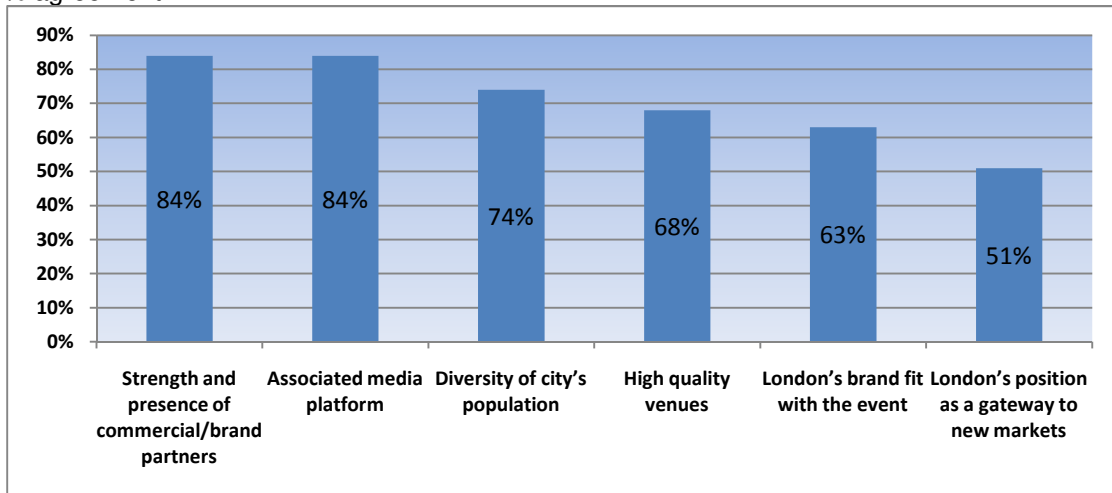
	All Markets		Non-UK	
1 st	London	71%	London	87%
2 nd	Manchester	10%	Manchester	7%
3 rd	Birmingham	4%	Birmingham	2%
4 th	Glasgow	4%	Glasgow	2%
5 th	Cardiff	2%	Liverpool	2%
6 th	Edinburgh	2%	Cardiff	0%
7 th	Liverpool	2%	Edinburgh	0%
8 th	Newcastle	1%	Newcastle	0%

Note: The Non-UK responses show perspective of international investors

4. Why is investing in a major event in London attractive?

- Strength and presence of commercial/brand partners
- Associated media platform
- Diversity of city's population
- High quality venues
- London's brand fit with the event
- London's position as a gateway to new markets

% agreement



5. Are you interested in partnering with London in creating a new, annual, signature sport event in London the future?

% interested

