

# **Sport and Adventure Tourism**

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Editor



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## Preface

Almost 700 million people traveled to a foreign country in 2000, spending an estimated US\$476 billion. Research clearly shows that the idea of holidays for rest and relaxation has shifted to more health-related and quality-of-life experiences, including active and sports-oriented trips. In industrialized countries, sport tourism contributes between 1 and 2 percent to the gross domestic product (GDP), and the contribution of tourism as a whole is between 4 and 6 percent. Although it is difficult to measure the impact of sport and tourism patterns worldwide, growth rates for the sport tourism industry are estimated at about 10 percent per annum.

In previous decades, academics and practitioners have treated sport and tourism as separate spheres of activity, and integration of the two disciplines has been rare. In terms of popular participation and many aspects of practice, however, they are inextricably linked. These links have been strengthened in recent years due to several new influences and trends. These include the common contribution of sport and tourism to economic regeneration; the heightened sense of the benefits of exercise for health; and the increased media profile of international sport and sporting events. Major sporting events have become important tourist attractions, and events such as the Olympic Games can bring long lasting benefits to a host city in terms of infrastructure improvements and increased tourism. Likewise, tourism has served as an incubator for new sports disciplines such as volleyball and snowboarding which have developed into competitive events as they have grown in popularity.

Sport tourism—sometimes referred to as “sports tourism”—refers to travel away from home to play sport, watch sport, or to visit a sports attraction, and includes both competitive and noncompetitive activities. For the purposes of this book, it consists of two broad categories of products: sports participation travel (travel for the purpose of participating in sports, recreation, leisure, or fitness activities); and

sports spectatorial travel (travel for the purpose of spectating sports, recreation, and leisure or fitness activities or events).

In the past few decades, sport and tourism professionals have realized the significant potential of sport tourism and are aggressively pursuing this market niche. To exploit sport tourism better, professionals must understand and appreciate the synergy of both the sport and tourism fields. For potential practitioners, degrees in sport tourism are now running at bachelor, master, and doctorate levels at colleges and universities in America, Canada, the United Kingdom, New Zealand, Australia, and Dubai, and certificate programs in sports tourism management are also available for practitioners worldwide.

The *Journal of Sport Tourism*, a quarterly publication, stimulates scholars, professionals, and academics to write and share sport tourism articles while providing further opportunities to develop the body of knowledge of the profession. Conferences dedicated to sport tourism have also started to appear. The Sports Tourism International Council initiated annual sport tourism conferences in 1993, and in February 2001, the World Tourism Organization hosted its first conference on the subject in Barcelona, Spain, attracting some 800 delegates.

Adventure tourism is increasingly recognized as a discipline in its own right. The adventure market is generally split into two categories: hard and soft. The first, sometimes called extreme, attracts “danger rangers,” as it involves strenuous physical exertion with risk to life and limb. This includes activities such as rock climbing, heliskiing, or white-water kayaking. The second, which includes activities such as snow-coach exploration of glaciers, aims at nonadrenaline addicts and families. In Canada alone, there are now forty colleges that run adventure programs for students. Conferences dedicated to adventure tourism are also increasingly common. In Canada, for example, Kamloops, British Columbia, has hosted two national conferences on the adventure tourism industry.

Despite this obvious increase in interest in the subject of sport and adventure tourism, surprisingly little literature exists that addresses the links between sport, adventure, and tourism, and it is hard to find data and quality case studies about individual sports tourism activities. We also have little understanding about the nature and extent of tourism generated by the staging and promotion of sporting events. This book, *Sport and Adventure Tourism*, is an attempt to fill this



void. It is written by experts from around the world; hence, it has an international dimension that makes it unique.

The book begins with an introduction to sport and adventure tourism written by Lisa Delpy Neirotti from The George Washington University. The second chapter, contributed by John Zauhar of the Sports Tourism International Council, takes a fascinating and unique look at the history of sport tourism. Chapter 3 is written by Donald Getz from the University of Calgary and covers sport event tourism, perhaps the largest component of sport tourism in terms of tourism numbers and economic impact. In Chapter 4, Simon Hudson from the University of Calgary provides an in-depth analysis of winter sport tourism, and Chapter 5, written by Gayle Jennings of Central Queensland University, examines marine tourism. Chapter 6 is devoted to world golf tourism written by Mark Readman of Buckinghamshire University, England. Chapters 7 and 8 are dedicated to the rapidly growing area of adventure tourism. Paul Beedie of De Montfort University in the United Kingdom writes about the growth of adventure tourism, while Ross Cloutier from the University College of the Cariboo focuses on the business of adventure tourism. Chapter 9 describes the growing area of health and spa tourism, contributed by Michael Hall of Otago University, New Zealand. Chapter 10 is written by Joseph Kurtzman and John Zauhar of the Sports Tourism International Council, and explores the future by examining and analyzing the development of sport tourism in terms of virtual reality.

Nine chapters end with a list of references, some have related Web sites, and the book includes eight quality case studies. I hope readers will enjoy the book as much as I enjoyed collating it. I am sure it will not be the last book dedicated to this rapidly growing area of tourism, but I intend it to be the most readable.

## Chapter 1

# An Introduction to Sport and Adventure Tourism

Lisa Delpy Neirotti

World tourism arrivals are projected to grow at 4.3 percent per year and to reach 1.6 billion by 2020. In this same period, worldwide tourist spending is expected to grow at 6.7 percent per year and to reach US \$2 trillion (WTO, 2001). One of the fastest-growing areas contributing to these staggering statistics is sport tourism.

Although sport tourism is a relatively new concept in terms of contemporary vernacular, its scope of activity is far from a recent phenomenon. The notion of people traveling to participate and watch sport dates back to the ancient Olympic Games, and the practice of stimulating tourism through sport has existed for over a century. Within the past five years, however, sport and tourism professionals have begun to realize the significant potential of sport tourism and are aggressively pursuing this market niche.

This sparks the question of whether sport tourism is a new, re-created, or agglomerated field. For many tourism entities, a travel market focused entirely on participating or watching sport is a unique and exciting concept. For recreational managers, the opportunities and impacts related to noncompetitive sport participation have been recognized for years. Thus sport tourism is considered a redesigned marketing tool. In the sport industry, sport tourism is seen as a way to capitalize on the growth and interest in both noncompetitive and competitive sport by aligning forces with sport, recreation and tourism professionals, and organizations. For instance, the more people that participate at a recreational level, the more sport equipment they tend to purchase, the more likely they are to continue to participate at a competitive level, and their propensity to watch sport may also increase. Ultimately, all of these increases related to participating,

competing, and watching sport impact the tourism industry in one way or another.

The purpose of this chapter is to identify and define the different facets of sport tourism and to illustrate how influential this market segment can be, not only for the tourism and sport industries but for local, regional, and national economies.

### ***DEFINING SPORT TOURISM***

Broadly defined, sport tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park (Gibson, Attle, and Yiannakis, 1997).

Sport, in itself, is defined in various ways and from different perspectives. For example, in North America, the terminology of sport is often narrowly associated with competitive play involving concepts of time, space, and formalized rules (Mullin, Hardy, and Sutton, 1993). Other definitions (Brooks, 1994; Goldstein, 1989; Zeigler, 1984; Chu, 1982), however, provide more comprehensive interpretations incorporating noncompetitive elements such as recreation and health. The popular international slogan "Sport for All" refers to one's personal engagement in any physical activity, be it passive, such as walking, or highly active, such as playing competitive basketball (Palm, 1991). The word *sport* is, in fact, a derivative of *disport*, which means to divert oneself. The word *sport* carries the original implication of people diverting their attention from the rigors and pressures of everyday life (Edwards, 1973). Although escape for diversion purposes may still be a motivation for a sport activity, sport today employs a far more engaging concept, encompassing both spectators and participants who seek fulfillment of a wide variety of human needs and wants.

Tourism, like sport, lacks a common definition. International organizations, such as the World Tourism Organization (WTO), the World Travel and Tourism Council (WTTC), and the Organization of Cooperation and Development (OECD), have long labored over the task of developing both supply-and-demand-side definitions of tourism. From a demand side, tourists are generally defined according to one or more of the following categories: purpose of trip, time away from

home, distance traveled, mode of travel, or geography (domestic, regional, or international travel). From a supply side, both the WTTC and WTO have developed systems for categorizing businesses and organizations depending on whether their revenues are totally or partially derived from tourist spending. Central to all discussions, though, is the acknowledgment that tourism represents an amalgamation of services and goods for a human activity that takes place beyond a specific distance from one's home or place of permanent residence (Heath and Wall, 1992; Inskip, 1991; Lavery, 1989; Mill, Alstar, and Morrison, 1985; Theobald, 1984; Weiler and Hall, 1992).

Due to its universal appeal (McPherson and Curtis, 1989), sport is regarded as the world's largest social phenomenon. Similarly, tourism has been suggested by the WTO, the WTTC (1996), other research organizations, and scholars to be the largest economic activity in the world. The research problem is not which is larger, bigger or greater, but rather to gauge the extent to which they interact and facilitate each other's growth and dimension.

Within the context of this book, sport tourism is presented as a subset of overall tourism, incorporating several tourism subcategories. The contributing categories include adventure tourism, health tourism, nature tourism, spectator tourism, competitive tourism, recreational or leisure tourism, educational tourism, and business tourism.

### ***SPORT TOURISM: THE SUPPLY SIDE***

To better understand the supply-side development of sport tourism Kurtzman and Zauhar (1997) have identified five major areas: attractions, resorts, cruises, tours, and events. Following is a discussion of each of these areas.

#### ***Attractions***

Sport tourism attractions are destinations that provide the tourist with things to see and do related to sport. Attractions can be natural (parks, mountains, wildlife) or human-made (museums, stadiums, stores). General characteristics represented in this core area of sport tourism include visitations to: (a) state-of-the-art sport facilities and/or unique sports facilities that generally house sports events, such as

stadiums, arenas, and domes; (b) sport museums and hall/walls of fame dedicated to sport heritage and to honoring sport heroes and leaders; (c) sport theme parks including water parks, summer ski jumps, bungee jumping; (d) hiking trails developed for exploring nature; and (e) sport retail stores.

Aside from the attraction of Broadway shows and shopping on Madison Avenue, over 50,000 New York City visitors tour Madison Square Garden (Goldwater, 1997). Likewise, the MCI Center in Washington, DC, is positioned as a year-round tourist destination complete with 100,000 square feet of adjoining shopping, entertainment, and dining facilities, a National Sport Gallery, and the Sportcasters Hall of Fame and Museum (Kaetzel, 1997).

There are currently 135 members of the International Association of Sports Museums and Halls of Fame ranging from local museums such as the San Diego Hall of Champions Sports Museum to the International Olympic Museum, Library, and Study Center. The National Baseball Hall of Fame and Museum in Cooperstown, New York, the International Hockey Hall of Fame and Museum in Toronto, Canada, and the Japanese Baseball Hall of Fame and Museum in Tokyo, Japan, attract the most visitors—each reporting over 300,000 per year (Cober, 1997).

Although retail stores are not frequently considered sport tourism attractions, the Bass Pro Shop in Springfield, Missouri, is recognized as the number one tourist attraction in Missouri, accounting for 3.5 million visitors per year. This outdoor sport retail outlet measures 350,000 square feet. Visitors travel from across the globe to explore the vast array of sporting goods as well as a thirty-four-feet high waterfall and four massive aquariums, the largest being 30,000 gallons complete with bass and other freshwater fish (Bass Pro Shop, 2002).

### ***Resorts***

Sport tourism resorts represent well-planned and integrated resort complexes with sports or health as their primary focus and marketing strategy. In many situations, these vacation centers have high standard facilities and services available to the sport tourist. This is one of the main industries for small countries such as Belize.

The sport tourism resort category includes amenity and destination spas (Spivak, 1997); golf and tennis resorts; water and snow sport re-

sorts (Packer, 1997); and nature retreats with a focus on outdoor adventure and exploration. Generally speaking, these resorts are furnished with state-of-the-art sport equipment and facilities and offer visitors various levels of activity opportunities and educational programs lead by instructors with a great deal of expertise and personal visibility. These resorts do vary, however, extending from high level international standards specializing in specific and highly developed skills to campground services focusing on recreational sporting activities.

Meeting and convention planners have also found sport tourism resorts to be ideal locations. Not only are these resorts attractive to attendees (meeting attendance becomes a sort of reward) but the environment also serves a purpose. For many groups, sport activities have become a very important component of the meeting agenda as they help build camaraderie and team spirit, and offer excellent networking opportunities. Others believe that the relaxed atmosphere of a resort keeps delegates from getting bogged down or frustrated with the meeting and even allows for more open thinking—bad news or change tends to be accepted more readily. “People come here for a meeting and they walk away feeling rejuvenated,” exclaims Andrea Cook, Human Development Manager at Chateau Elan Winery and Resort in Raselton, Georgia (Farris, 1997, p. 13).

The variety of sports offered at a resort also reduces the stress of a meeting planner in terms of planning free-time activities or events for accompanying family members. In fact, some resorts such as the Marriott’s Griffin Gate Resort in Lexington, Kentucky, employ an entire recreational department responsible for customizing sports-based events for meetings of all types. Other resorts such as Saddlebrook Resort in Tampa, Florida, have built extravagant sport facilities. The Saddlebrook Sports Village is centered around a 3,300 square-foot, glass-enclosed state-of-the-art fitness center, around which there are soccer and softball fields, one sand and two grass volleyball courts, a regulation-size basketball court, a bocce ball court, and an open-air pavilion that can be used for classes and group activities (Farris, 1997).

An extension of the sport resort category is sport camps. The American Camping Association estimates that there are more than 8,500 day and resident camps in the United States which serve a total of 6 million campers per year. In terms of economic impact, approxi-

mately 65 to 70 percent of campers remain in residence and over 500,000 adults are employed by summer camps alone (Coutellier, 1997).

Currently there are over 2,800 youth sport camps and 2,000 adult camps listed on the Kids Camps and Grown Up Camps World Wide Web sites (<<http://www.kidcamps.com>> and <<http://www.growncamps.com>>). These Web sites as well as others (<<http://www.peter-sons.com>>, and <<http://www.us-sportscamps.com>>) provide an excellent overview of the various types of sport camps available. In the summer of 2002, a total of 45,000 campers registered for 450 Nike Junior sport camps. The greatest increase in interest was for field hockey camps. Nike also sponsored twenty-six adult tennis camps, eight adult golf camps, and thirty family golf camps (Nike Sport Camps, 2002).

Sport camps are hosted at resorts, universities, and in the wilderness, and offer organized, intensive training sessions in just about every sport imaginable. There are camps for traditional sports such as baseball, basketball, golf, soccer, tennis, volleyball, figure skating, swimming, gymnastics, hockey, sailing, as well as more adventurous camps that lead participants down white-water rapids, over rugged canyons, or off steep cliffs (hiking, biking, paddling, horseback riding, or climbing). There are also multisport camps such as the Nike sports camps in the United States. Although sport camps are commonly considered an activity for youth, in recent years the number of family and adult camps has been increasing. Fantasy sport camps have been especially successful in capturing the adult market.

Fantasy sport camps provide an opportunity for adults to train with their favorite sport stars, with the coach of a popular team, and/or at a famous sport locale. For example, Major League Baseball runs a one-week camp in Huntington Valley, Pennsylvania, at which participants can play alongside famous players (Schlossberg, 1996). The price tag for the week: \$4,500. Upper Deck, a corporation that produces baseball cards, ran a weekend camp at the Iowa site of the film *Field of Dreams*. Participants paid \$2,400 for the weekend. The Los Angeles Dodgers Baseball Fantasy Camp, held at their 450-acre Dodgertown Complex in Vero Beach, Florida, includes six nights lodging, five days of instruction, three meals a day, use of all recreational facilities including twenty-seven holes of championship golf at Dodgertown's two golf courses, a welcome cocktail party, and an instructors versus

campers finale game under the lights in Holman Stadium, all for \$3,995. For sample listing of baseball fantasy camps visit <<http://www.HiHard1.com>>.

### ***Cruises***

The sport tourism cruise category incorporates all boat-related trips that have sports or sporting activities as their principal market strategy. Many ships built today resemble hotels and resorts and have unique sports installations. They also utilize guest sports celebrities as a marketing tool. To further satisfy the sport tourist, cruise ships often arrange special transportation to provide guests opportunities for golf, tennis, snorkeling, waterskiing, etc., in unique and varied water environments. Other planned activities include provision of on-board sport competitions and/or modified games (e.g., a golf driving range on deck), and special presentations or clinics from invited sport celebrities. Cruise-and-drive programs also exist, whereby tourists board private vehicles and are taken to desired sports destinations. Private yachts that sail directly to the sport destination of your choice can also be chartered. The use of watercraft for sporting activities (e.g., recreational and competitive sailing, jet skiing) is another important dimension in this category.

### ***Tours***

Sport tourism tours bring visitors to their favorite sport event, facility, or destination throughout the world. These tours may be self-guided or organized depending upon access, location, and nature of the activity. For example, many ski tour packages provide air travel, accommodation, local transportation, and ski lift tickets with no special guide or amenities. In contrast, some companies specialize in travel packages that fly fans to an away game, put them up in a hotel for a few nights, provide tickets to the contest, arrange for a cocktail party and pregame briefing with media, schedule a postgame reception with players and coaches, and then return fans safely home. This type of tour is especially appealing to sport aficionados who want to follow their team on the road, take in a major event such as the Super Bowl or Indianapolis 500, and for those who dream of walking the fairways of Augusta National during the Masters golf tournament.



Sport tours may include visitations to sport museums and stadiums as well as events or games in multiple locations lasting anywhere from one to two weeks. Some sport tour companies cater to common interest groups while others specialize in corporate incentive programs, educational tours to a specific conference or location, or outdoor adventure challenges. Some of the more established sport tour companies include Roadtrips, Sports Travel and Tours, Benchwarmer Sports, Broach Tours, and Golden World Travel. Since most of these companies are privately held, business statistics are difficult to gather. However, one company stated that they serve over 5,000 customers and average \$2.5 million dollars in revenue per year (Wilson, 1997).

Also included in this category are companies that serve youth teams and professional sports teams, arranging for all their travel and accommodation needs. On average, parents of an elite youth sports participant spend between \$1,500 to \$5,000 per year on related sport travel (Delpy, 1997b). The National Collegiate Athletic Association (NCAA) spends \$33.4 million on travel per year (\$29.3 million related to sport championships and \$4.1 million for business purposes) (Renfro, 1997). Each major league baseball team spends approximately \$2 million on travel per year (Smith, 1997).

### *Events*

The sport tourism event category refers to those sports activities that attract a sizable number of visiting participants and/or spectators. Visitor types vary depending on the sport event, and some are obviously more spectator driven than others (e.g., Olympic Games versus the National Amateur Shuffleboard Championship). Furthermore, these sport tourism events have the potential to attract nonresident media and technical personnel such as coaches and other sports officials. High-profile sport events such as the Super Bowl, Olympic Games, or World Cup are often referred to in the literature as tourism hallmark events (Ritchie, 1984) and mega events (Getz, 1991).

In some instances, such as the Hong Kong Dragon Boat Festival, sports tourism events may have a cultural, religious, or even ritual association (Sofield and Sivan, 1994). According to professor Robert Rinehart, the Super Bowl is “a modern ritual of pilgrimage in which people attend to reunite with their friends and experience the event in concert with others of similar interest” (Rinehart, 1992). Further-

more, Rinehart's study of the 1992 Super Bowl in Minneapolis, Minnesota, found that individuals attended the game "to be seen, to enjoy the hoopla, to support the team, and to continue a ritual." For many, the sport event experience is a recurring, life-shaping experience.

As far as economic impact, the sport event category of sport tourism receives the most notoriety as it is increasingly common for organizers to calculate the amount of new dollars or hotel room nights an event generates. According to Martha Mitchell of the Rockford Convention and Visitor's Bureau in Illinois, "Sports is the largest growth area as far as hotel room nights for Rockford. In 1987, 3,600 room nights were attributed to sporting events and by 1994 there were 49,287. We've only reached the tip of the iceberg. Every day we uncover new potential" (Sheahan, 1995, p. 5). Although there are numerous examples of the economic impact of various sport events (as provided in Table 1.1), a lack of consistent methodology makes many of these figures suspect.

Events designed to attract large numbers of spectators can bring thousands, even millions, of dollars into a local economy (Mules and Faulkner, 1996). However, smaller participatory events, such as tournaments or marathons, can also be advantageous, particularly for smaller cities or less populated regions. Since participatory events often make use of existing infrastructure and volunteer labor, they can be relatively inexpensive to host, thereby yielding high benefit-to-cost ratios (Allen, 1993). Furthermore, participatory sport events have been shown to be an effective way to attract new visitors and to generate return visits. This is because participatory sport events, similar to sport resorts, target consumers who seek opportunities to share their holidays with others who share an interest in a particular sport (Green and Chalip, 1998).

In terms of scope, an analysis of twenty-two tourism event schedules from seven world geographic regions indicated that sports tourism activities in 1994 represented 34 percent of all scheduled tourism events. This same study also showed that 42 percent of scheduled event days were sports tourism related (Research Unit, Sports Tourism International Council, 1994). Soar International, a Vancouver-based firm specializing in sport information and event management, estimated that there are more than 150,000 sport events in Canada every year (Gaudreault, 1997). The National Association of Sport Commissions (NASC) in the United States has over 200 cities or regions

TABLE 1.1. Economic Impact of Sport Events

Event	Impact (\$)	No. Visitors (participants/ spectators)	Misc. Info
Natl. Girls 12/Under Soccer	750,000	3,500	—
YMCA Age Group Swim	1.0+ million	1,200	1,000 room nights
Junior Natl. Women's Volleyball	4.9 million	6,240 (249 teams)	3 days, 4,462 room nights
FL State HS Girls' Basketball	1.0 million	—	4 days
NY State HS Swim	343,200	400	475 room nights
Atlantic 10 Swim	772,200	900	750 room nights
Natl. Jr. Olympic Wrestling	1.0 million	8,000 (2,000/6,000)	4 days
Natl. Indoor Champ. Archery	400,000	2,500 (700/1,800)	3 days
ASA Women's Champ. Slow Pitch	450,000	3,800 (300/3,500)	3 days
Super Series Skeet and Trap Shooting	—	400	Avg. spent/person \$500
Sr. World Series Softball	1.8 million	—	4,907 rooms, minimum 1 night
U.S. Natl. Champ. Croquet	35,000	300 (50/250)	3 days
U.S. Fed. Natl. Champ. Cycling	400,000	2,700 (700/2,000)	4 days
U.S. Natl. Champ. Volleyball	800,000	4,000 (1,200/2,800)	3 days
U.S. Classic Field Hockey	1.65 million	11,200 (1,200/10,000)	3 days
U.S. Champ. Figure Skating	3.0 million	20,020 (20/20,000)	4 days
U.S. Champ. Gymnastics	5.0 million	8,000	5 days
U.S. Nationals Swim	800,000	1,000	2,200 room nights

Event	Impact (\$)	No. Visitors (participants/ spectators)	Misc. Info
U.S. Olympic Trials Boxing	1.2 million	3,150 (150/3,000)	7 days
U.S. Champ. Shuffleboard	25,000	242 (142/100)	—
National Masters Swim	640,000	800	1,200 room nights
National Masters Track and Field	—	1,200	—
Nike World Masters Games	100 million	55-75,000 (25K/30-50K)	100 countries
IHRA Series Drag Racing	—	600 teams	4 days
CA Rodeo	6.1 million	53,172	100 percent hotel occupancy
Arizona Golf	1.0 billion	—	—
FL Spring Training Baseball	350 billion	1.8 million	—
Paintball World Cup Tournament	—	1,500+	ESPN
Police Olympic Games	7-10 million	10,800 (5,400/5,400)	6 days
German Sport Holiday	5.1 million DM (3.3 million U.S.)	—	30 percent domestic
U.S. Olympic Congress	3.2 million	1,400	—

*Note:* Data were collected from a number of different sources. Methodologies vary greatly.

as members and maintains a database of various sport events complete with information on the length of events, number of hotel/motel room nights for the last two events, number of participants, facility specifications, and bid application information such as decision schedule, contact person, and rotation pattern if applicable. The purpose of the NASC is to promote information sharing and cooperation among America's public and private sector sports commissions. In addition to the database, NASC organizes an annual convention and publishes a newsletter. For many cities, sport is seen as a new niche market, and

they receive encouragement to obtain major sport events, particularly from hotels, as they see a major impact from such events on their off-season and weekend business.

An excellent example of how a city, or in this case a country, can maximize exposure through a sport event is in the case of Sydney, Australia, and its hosting of the 2000 Summer Olympic Games. Shortly after Sydney was awarded the right to host the 2000 Summer Games, the Australian Tourist Commission (ATC) prepared the Olympic Games tourism strategy and worked tirelessly to ensure that every possible opportunity was maximized. Over 1,000 individual projects were implemented, beginning in 1994, that resulted in tremendous returns for Australian tourism, the ATC, and Australia as a whole. A few of these programs and benefits include:

1. The ATC's media relations program included hosting more than 5,000 international journalists and generated an additional US\$2.1 billion in publicity for Australia between 1997 and 2000.
2. The ATC's partnerships with major Olympic sponsors, such as Visa, McDonalds, Kodak, and Coca-Cola generated an additional US\$170 million in publicity for Australia.
3. An additional \$A96.3 million of new business was generated in 2001 by the ATC's "New Century. New World. Australia 2001" campaign to capture meetings, incentive, convention, and exhibition (MICE) business for Australia as a result of hosting the Summer Games. In terms of hosting meetings, Australia moved from seventh in 1999 with a 3.8 percent market share to fourth in 2000 with a 5.3 percent share, pushing down France and Italy. In the three months following the Games, Sydney attracted eleven events, double the number of events won in the same period the previous year, and the Sydney Convention and Visitor's Bureau 2000/2001 calendar of meetings and events showed a 10 percent growth in number of events over the previous year.
4. Research indicates that 88 percent of the 110,000 international visitors who came to Australia for the Olympic Games are likely to return to Sydney as tourists. In addition, research in the United States after the Games reveals that the event has increased the likelihood of Americans spending their next holiday in Australia. Approximately 50 percent of Americans surveyed said media coverage during the Games had increased their inter-

est in vacationing in Australia. During the Games there was a 600 percent increase in traffic to the ATC's Web site. In December 2000, tourism was up 23 percent over 1999, with a record 565,000 international visitors. This was the highest figure ever for any month.

Overall, it is estimated that the Games will have injected \$A6.1 billion into the Australian economy and will be responsible for attracting an additional 1.7 million visitors to the country between 1997 and 2004. The ATC recognizes, however, that there is a twelve-month window of opportunity to capitalize on the Games and has implemented an extensive post-Games strategy focused on converting the enormous interest in Australia into visitor arrivals.

### ***A PROFILE OF THE SPORT TOURISM INDUSTRY***

Based on the readership of *SportsTravel Magazine*, Schneider Publishing estimates that sports-related travel and tourism accounts for at least \$118.3 billion in the United States alone. The breakdown includes:

- Team and participant travel at \$6.1 billion
- Corporate incentive travel at \$2.1 billion
- Family and spectator travel at \$47.3 billion
- Adventure and fantasy travel at \$62.8 billion

Furthermore, the readers of *SportsTravel* book 12.1 million sports-related hotel room nights annually, with each of its reader's organizations spending an average of \$852,037 on travel each year. Nearly all subscribers (99 percent) expect their volume of travel to either stay the same or increase during the next year (Schneider Publishing, 1999).

In 1999, Travel Industries Association of America (TIA) profiled travelers who attend sport events and found that two-fifths (38 percent) of U.S. adults are sports event travelers.

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