

PRESS RELEASE

YOUNG PEOPLE IN THE UAE FORECAST FUTURE OF MAJOR EVENTS AHEAD OF HOST CITIES SUMMIT

Young people in the UAE have revealed what they want for, and from, the future of major events in an international study launched ahead of the Host Cities 2015 summit at Fairmont the Palm, Dubai.

It finds young people in Dubai are most confident globally in their city's readiness to host a major event and will overwhelmingly back a 'home bid' – with the FIFA World Cup their first choice. 92% of young people in the UAE want to see more established major events expand into emerging markets and new territories.

The 'Next Generation Events' report identifies the top ten trends for the future of events, drawing on YouGov research into the behaviours and attitudes of more than 2,000 young men and women, across 10 countries.

The report also points to huge growth in mass participation events, extreme sports, and the convergence of sport and entertainment – with culture and music festivals revolving around traditional sporting occasions. Game-changing technology will radically alter how young people engage with events – and vice versa – and keeping pace with innovation will be vital to an event's success. Yet nothing will ever beat the 'live' experience.

Demand for extreme sports events is particularly high in Dubai, with 81% wanting more (78% in UAE and 66% global average). In the home of Skydive Dubai – hosts of next month's FAI World Air Games 2015 – one in four want to see skydiving made an Olympic sport. Skateboarding gets the global vote, a sport currently being considered for inclusion at Tokyo 2020.

Asked to name a major event, Expo 2020 Dubai is top of mind for most young people in the UAE. It is five years until the United Arab Emirates (UAE) welcomes the World Expo, one of the largest and most enduring events in the global calendar, in a first for the Middle East, North Africa and South Asia (MENASA) region. With Expo 2020 Dubai expected to attract 25 million visits, 57% of young people in Dubai believe hosting major events can boost tourism.

Zafar Shah, Research Manager, You Gov commented: *"Major events live long in the memory and provide moments we never forget. They entertain, educate and inspire us – and they bring us together. What this study shows is that in the future, what sets them apart will be their ability to win over a more switched-on and demanding audience. Dubai is building an international reputation as a perfect host for major events. This research shows young people here are looking forward to attending even more, with more engaging formats, driving positive legacies, in and for the future."*

Key UAE findings in brief/...

- When asked to name any major event, young people in the UAE are most likely to say Expo
- Young people in the UAE are the most confident in their readiness to host: 54% vs. 32% global average
- 88% of young people in the UAE believe major events inspire young people and 54% of young people in the UAE believe hosting events can boost tourism
- 92% would like to see more major events expand into emerging markets and new territories
- 48% think social media will be the most effective way for events to engage with them in the future
- Mass participation events such as the Standard Chartered Marathon and Colour Run will grow
- 81% in Dubai (78% in UAE) want to see more extreme sports, with 39% (36% UAE) voting for skydiving to be made an Olympic sport

Host Cities, presented by Emirates Airline, promises to identify trends in strategies for bids, engagement, sponsorship and funding that can be applied to different event types, budgets, cultures and geographies.

High-profile speakers include senior representatives from Facebook, Tokyo 2020, Barclays, the Los Angeles Sports Council, PGA European Tour and the International Olympic Committee (IOC); prominent local figures from the Dubai Sports Council and Dubai's Department of Tourism and Commerce; and sports personalities.

Find the full report here: <http://host-cities.com/Resources.html>

For information about Host Cities 2015 visit www.host-cities.com and follow @HostCitiesDubai

-ENDS-

Top 10 global findings in detail...

- 1. Sport showstoppers make the biggest impression but young people are most interested in arts and cultural events**
 - Almost 9 in 10 say the Olympics or FIFA World Cup made the biggest impression in the past four years
 - Votes would see the FIFA World Cup return to South Africa, with the UAE and India next
 - More young people are most interested in arts, culture and music (6 in 10) than sport (4 in 10) events.
- 2. Non-elite, mass participation events are just as important as spectator events**
 - 8 in 10 think mass participation events such as marathons are now as important as elite spectator events
 - They are more popular among those in Brazil, South Africa, India and China (9 in 10) than Japan (6 in 10)
 - Females are more likely than males to rate them as important (83% vs. 75%).
- 3. Demand is growing – young people expect to engage with more events in the future**
 - 68% attend at least one major event a year (UAE 66%), 49% watch more than 10 per annum (UAE 48%)
 - Three quarters of young people think the number of events they will engage with will grow (UAE 77%)
 - Reasons include more disposable income, more appealing formats and new technology.
- 4. Extreme and adrenalin sports are on the up and young people want to see skateboarding in Tokyo 2020**
 - Two thirds of young people crave more extreme and adrenalin sports (UAE 78%)
 - Most vote for skateboarding to be an Olympic sport (young people in the UAE vote for skydiving)
 - Most young people in France – home of 'French Spider-man' Alain Robert, instead vote for free-climbing.
- 5. Technology will continue to change the way young people engage with events and sponsors**
 - Seven in 10 say the way they engage with major events has changed even in the last few years
 - Four in 10 plan to watch the 2024 Olympics online and 1 in 10 by technology yet to be invented
 - Seven in 10 warn events must keep pace to succeed(84% in Brazil, 80% in South Africa and India)
 - 46% of young people are more likely to try products from sponsors of events, teams or individuals they like.
- 6. The importance of 'live' prevails but expense remains a costly barrier**
 - Seven in 10 young people agree nothing will ever beat the experience of 'being there'
 - High costs – for tickets and travel – is the main barrier to going more often
 - Six in 10 (more in Brazil and India) feel going to major events is 'out of reach' for most.
- 7. Whilst cost is a concern, most young people believe events create positive social and economic legacies for cities**
 - Almost 9 in 10 believe events can inspire young people (UAE 88%)
 - 7 in 10 feel events can foster community spirit and cultural understanding (UAE 73%)
 - Half agree events help build infrastructure, 45% felt events create job opportunities and over a third agreed that educational and social benefits accompany major events.
 - 6 in 10 think hosting a major event can promote a city's reputation to the outside world and 53% think that events help boost tourism.
- 8. Young people want to see more established events hosted in new markets**
 - Most believe a major event should not go to a city simply because it is deemed a 'safe pair of hands'

- 9 in 10 (100% in Brazil, 97% China, 96% India, 92% UAE) want more major events in new territories
 - London and New York are named the leading host cities, followed by Paris, Beijing and Tokyo.
- 9. Half think their city is ready to host a major event, with infrastructure the most pressing need for cities not ready**
- Seven in 10 would 'back the bid' in their home city and over half consider their city is ready to play host
 - Young people in Dubai are the most confident globally in their city's readiness to host a major event
 - Those not ready say their city needs better infrastructure, venues, and financial, public and political support
 - 96% of young people in Brazil say their cities needs better infrastructure before hosting a major event.
- 10. Future events must innovate, entertain, and deliver socio-economic value if they are to win youth support**
- Inspiring participation, skills/job creation, and contribution to economic growth are considered important
 - 49% of young people in the UAE think events should focus on inspiring youth participation.

###

Notes to editors

The Host Cities 2015 'Next Generation Events' report is available at <http://host-cities.com/Resources.html>

The report presents the results of YouGov research which surveyed 2,129 young people aged 18-24 (48:52% male/female) in 10 countries: Australia, Brazil, China, France, India, Japan, South Africa, United Arab Emirates (UAE), United Kingdom (UK), and USA. Research was conducted 2-16 September 2015.

About Host Cities

Host Cities, presented by Emirates Airline, is the largest industry summit to be held in the Middle East. Each year the summit brings an international community of experts together in Dubai to explore the future of events. The summit identifies trends in city strategies for bids, engagement, sponsorship and funding to share knowledge that can be applied to different event types, budgets, cultures and geographies.

The forward-thinking agenda reflects Dubai's own ambitions and those of the United Arab Emirates (UAE) as it looks to welcome the World Expo in 2020, a first for the Middle East, North Africa and South Asia (MENASA) region, under the theme 'Connecting Minds, Creating the Future'. For more information about Host Cities 2015 visit www.host-cities.com