

PRESS RELEASE

YOUNG PEOPLE FORECAST FUTURE OF MAJOR EVENTS AHEAD OF HOST CITIES SUMMIT

Young people around the world have revealed what they want for, and from, the future of major events in a study launched today ahead of the Host Cities 2015 summit in Dubai, to ignite and inform discussion and debate throughout the event.

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 research points towards future growth in mass participation events, extreme sports, and the convergence of sport and entertainment – with culture and music festivals revolving around traditional sporting occasions.

Whilst, the Olympic Games and FIFA World Cup have made the biggest impression in the past four years, young people are in fact more interested in arts and culture events (six in 10) than sporting occasions (four in 10). Nor are they content to stick with tried and tested formats, two thirds call for more extreme sports in the lineup and a third (34%) support the mooted inclusion of skateboarding in the Tokyo 2020 Olympic Games.

Game-changing technology will radically alter how young people engage with events – and vice versa. Keeping pace with innovation will therefore be vital to an event's success. Yet nothing, young people assert, beats the 'live' experience of 'being there' in person, if you can afford it. Cost is the primary barrier to attending events, with six in 10 saying major events are out of reach for most young people.

The majority of young people believe that events create positive social and economic legacies as well as driving tourism, and the majority would back a 'home bid', but not at any cost. Events are expected to deliver not just entertainment but also new job opportunities, infrastructure improvements and social legacies. Young people in Dubai and the United Arab Emirates are most certain of their readiness to do so successfully, and those in Japan the least confident.

Major events are here to stay, with seven in 10 young people believing that the number of events they engage with will increase in the future. The majority also want to see more emerging markets given the chance to host in fair a bidding process and say they are more likely to travel to a city if they see it hosting a major event.

Zafar Shah, Research Manager, comments: *"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 events apart will be their ability to embrace emerging trends in preference, utilise new technology and envisage different, more engaging formats that win over a more switched-on and demanding audience."*

The findings were published ahead of Host Cities 2015 in Dubai. The summit runs from Wednesday 18 to Thursday 19 November and sees industry experts gather at Fairmont the Palm under the theme 'Embracing Future Events' 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.

The full report can be found at: <http://host-cities.com/Resources.html>

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

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Top 10 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**
 - Seven in 10 attend at least one major event a year, 49% watch more than 10 per annum
 - Three quarters of young people think the number of events they will engage with will grow
 - 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
 - Most vote for skateboarding to be an Olympic sport, it is among five currently shortlisted for Tokyo 2020
 - 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 (84% in Brazil, 80% in South Africa and India) warn events must keep pace to succeed
 - 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
 - 7 in 10 feel events can foster community spirit and cultural understanding
 - 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 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 and the UAE are the most certain of 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
- In the UK most (50%) young people say events should focus on infrastructure to have the greatest impact
- In the South Africa 69% consider the ability to provide skills development and job creation most important
- In France most (47%) say events inspire youth participation, in the USA, 49% thought that events should contribute to economic growth to have greater positive impact
- 57% of young people in China feel events should focus on promoting the image of the host city.

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Notes to editors

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

It 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