

EVENT MARKETING IMPACT ON DESTINATION

Central Asia Regional Economic
Cooperation (CAREC) Program

MAY
2024



01

IMPACTS OF EVENTS ON A DESTINATION

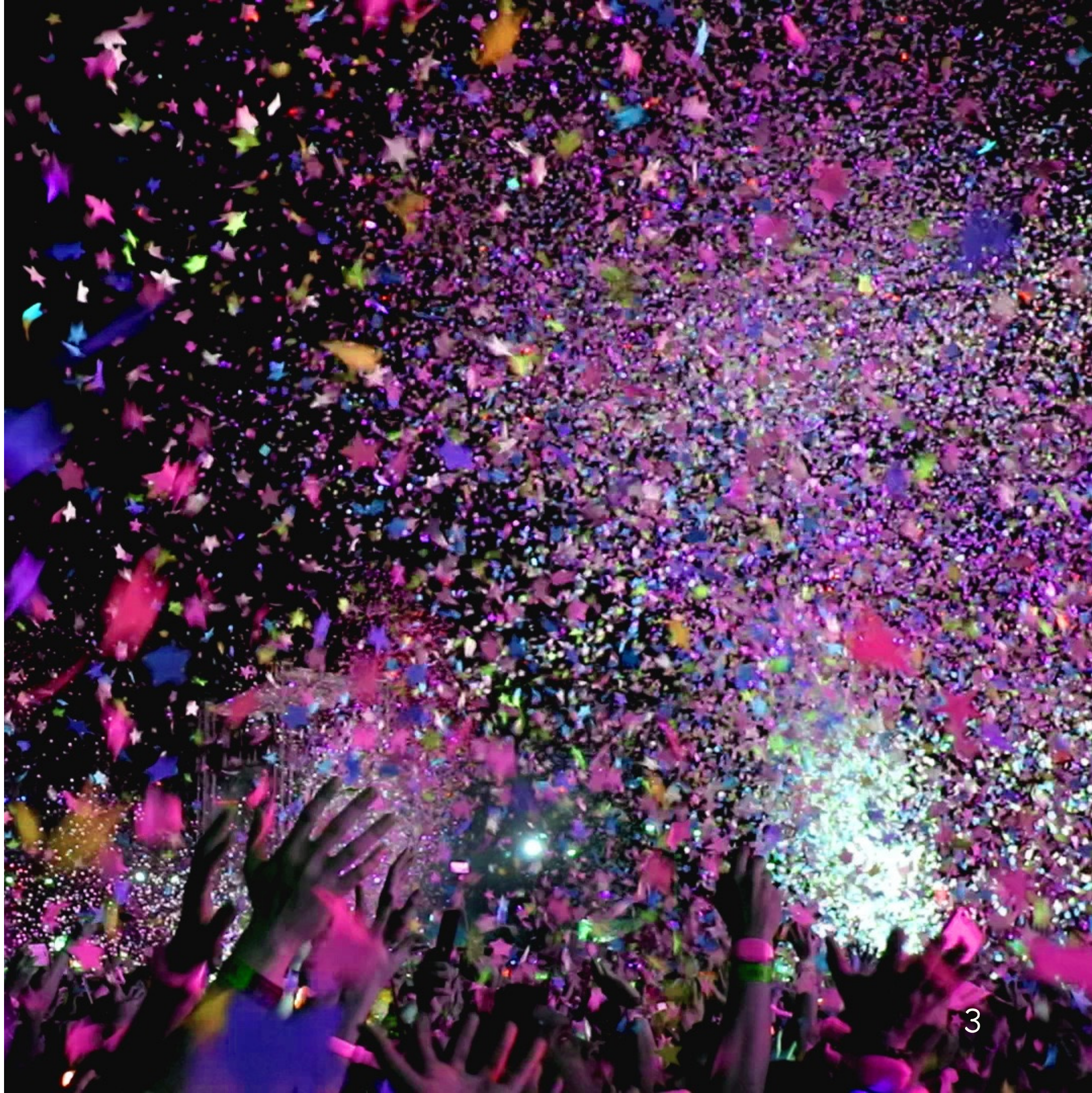
02

CASE STUDIES:

- GLASTONBURY
- TAYLOR SWIFT IN SINGAPORE
- NOZAWA FIRE FESTIVAL

03

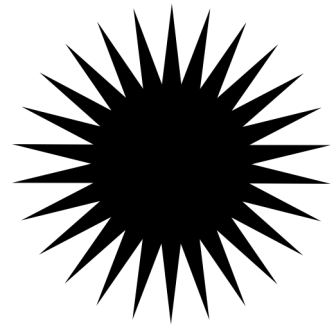
DEVELOPING THE RIGHT RESOURCES



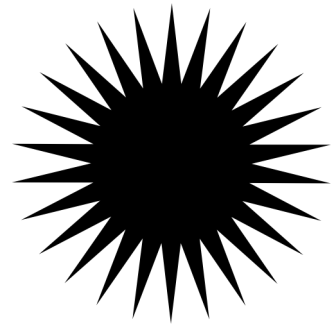


IMPACT OF EVENTS ON DESTINATION BRAND

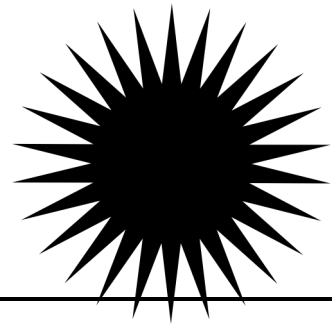
Raising Destination Awareness



Key events such as Coachella, Glastonbury, and the New York Marathon are synonymous with top music acts, celebrities, and iconic destinations. These events evoke strong mental imagery of the destination, contributing to increased awareness.



The New York Marathon, for instance, conjures up vivid images of the Manhattan skyline, thereby creating a strong association between the event and the destination.



Destinations that have developed a robust event program tend to experience greater awareness, as events serve as powerful platforms to showcase the unique offerings and attractions of a place.



DESTINATION BRAND

DESTINATION BRANDING SHOULD BE DEVELOPED WITH THE 5 PS IN MIND. THIS APPROACH ENSURES THAT THE BRAND MAINTAINS A CONSISTENT IDENTITY, EMPHASISING THE UNIQUE ATTRIBUTES OF THE DESTINATION THAT SET IT APART FROM OTHERS.

PURPOSE

A brand should have a clear mission that drives its actions

PERSONALITY

The character of the Brand should resonate with its audience.

POSITIONING

A well-defined place within the market is crucial

PERCEPTION

The Brand should be perceived as intended by its audience.

PROMOTION

Effective communication strategies are essential for visibility.

BRAND PERSONALITY

BRAND COMPETENCE

Competence is about delivering what is promised and matching consumer expectations with actual experiences.

BRAND SINCERITY

A destination must be transparent and genuine in its offerings, reflecting its values, such as sustainability, inclusivity, and ethical choices.

BRAND SOPHISTICATION

The Brand should evoke a sense of allure and exclusivity, offering unique, curated experiences that convey a sense of prestige.

BRAND TOUGHNESS

The resilience of a brand is tested by its ability to withstand challenges and maintain its strength in the face of adversity.

BRAND EXCITEMENT

A brand should be dynamic and engaging, using creativity, partnerships, and humour to connect with audiences



FESTIVALS AND EVENTS



TYPE OF EVENTS, FESTIVALS (EXCLUDING MICE)	EXAMPLES
MEGA EVENTS	<ul style="list-style-type: none"> • World Cup • Olympics • Mardi Gras • Glastonbury
CULTURAL	<ul style="list-style-type: none"> • Holi, Chinese New Year, Songkran • Balloon Festivals, Day of the Dead, Rwanda Gorilla Naming Day
SPORTS	<ul style="list-style-type: none"> • Local Races/competitions • Dragon Boat Festival
MUSIC	<ul style="list-style-type: none"> • Glastonbury, Burning Man, Coachella
FOOD	<ul style="list-style-type: none"> • Taste of London, Oktoberfest, HK Wine & Dine
ART	<ul style="list-style-type: none"> • Art Basel, Biennale Arte, Vivid

THE IMPORTANCE OF EVENTS, ATTRACTIONS & ACTIVITIES

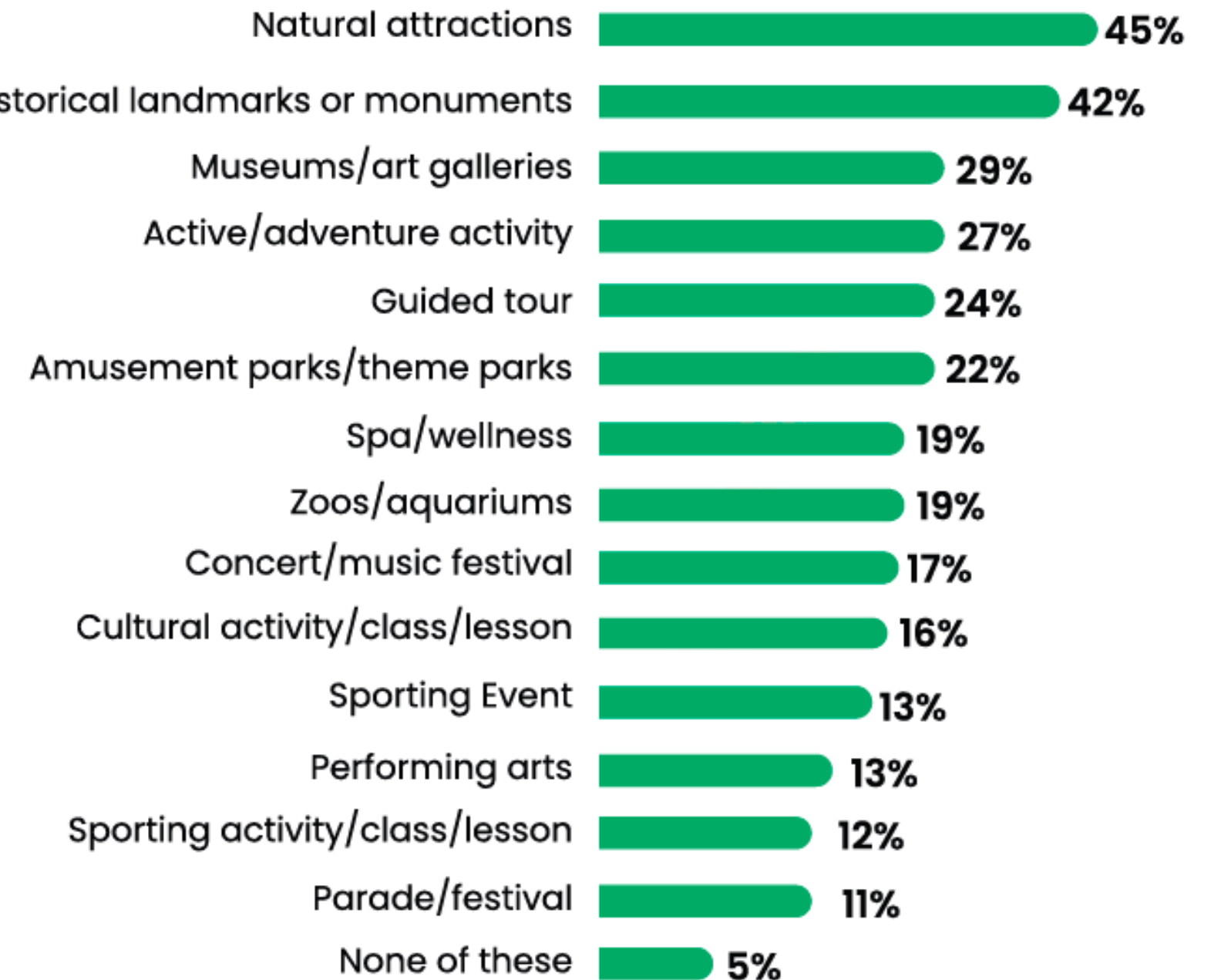
70 Gen Z

66% Millennials

48 boomers

Said that events/
attractions/activities
will be very/extremely important

Favorite Activities





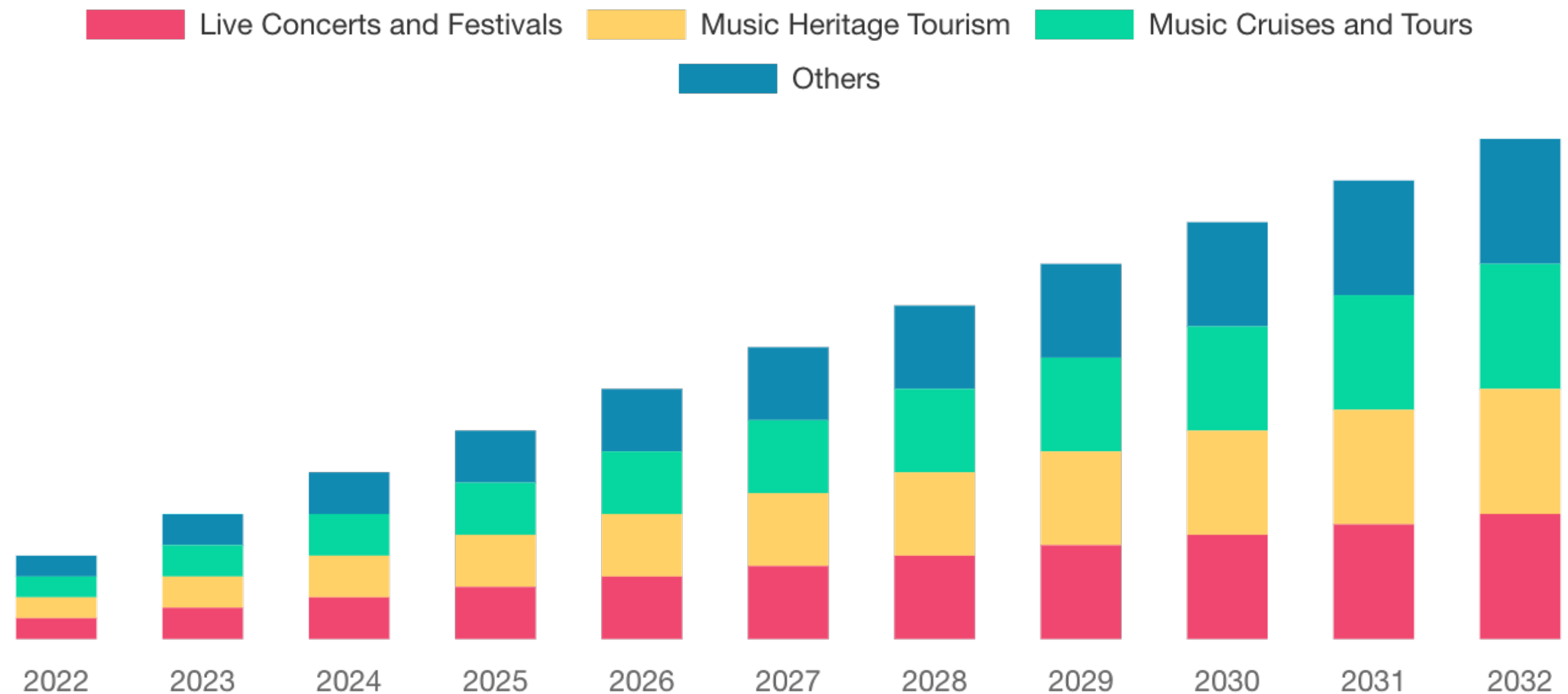
27%
of travelers are
likely to spend more
on events or
festivals

WYSE Travel Confederation

\$13.8B

By 2032, the valuation is anticipated to reach USD 13.8 Billion.

Global Music Tourism Market 2023–2032 (By Type)



1 IN 4

Expedia Research shows:

- More than half of travellers say they have researched a destination after seeing it on TV or movie
- 1 in 4 admit that more TV/films are even more influential than before
- More impact than Tik Tok, Instagram

NORTHERN IRELAND
THE REAL WESTEROS

Game of Thrones® features many stunning locations from across Northern Ireland, which is the perfect setting for the epic story, with its rugged coastlines, historic castles and breathtaking scenery.

discover northernireland.com

#GOTNI
discovernorthernireland.com/GameofThrones

1. DRAGONSTONE
DOWNHILL BEACH

2. THE STORMLANDS
LARRYBANE

3. PYKE, THE IRON ISLANDS
BALLINTOY

4. STORM'S END
MURLOUGH BAY

5. THE STORMLANDS
CUSHENDUN CAVES

6. THE KING'S ROAD
DARK HEDGES

7. NORTH OF WINTERFELL
CAIRNCASTLE

8. DOTHRAKI GRASSLANDS
SLEMISH

9. CASTLE WARD
QUOLE RIVER

10. AUDLEY'S FIELD
CASTLE WARD

11
GOSFORD CASTLE

KEY COMPONENTS OF MARKETING EVENTS





EXAMPLES OF EVENTS IMPACTING A DESTINATION

GLASTONBURY

- Started in 1970
- 1,500 people attended
- In the 80s ticket prices were at £38 - up to 70,000 pax
- 1999 - Coldplay made first appearance ticket prices £83, 100,500 pax
- Due to growth - the area surrounding the festival has grown and is now where most people stay for 5 days.
- Impact to local economy £100M

MUSIC

**VAN MORRISON
JACKSON BROWNE
RICHIE HAVENS ASWAD
JUDY TZUKE STEEL PULSE
JOHN COOPER CLARKE
CLIMAX BLUES BAND
THOMPSON TWINS U2
THE BLUES BAND TALISMAN
A CERTAIN RATIO**

THEATRE

ALEXEI SAYLE DAVID RAPPAPORT INCUBUS
GREATEST SHOW ON LEGS ATTIC THEATRE EKOME
FREEFORM THEATRE TRUST FORKBEARD FANTASY

FILMS

Dr STRANGELOVE BEING THERE AIRPLANE
DERECK JARMONE & TOYAH in THE TEMPEST
SECRET POLICEMANS BALL CHINA SYNDROME
MY BRILLIANT CAREER

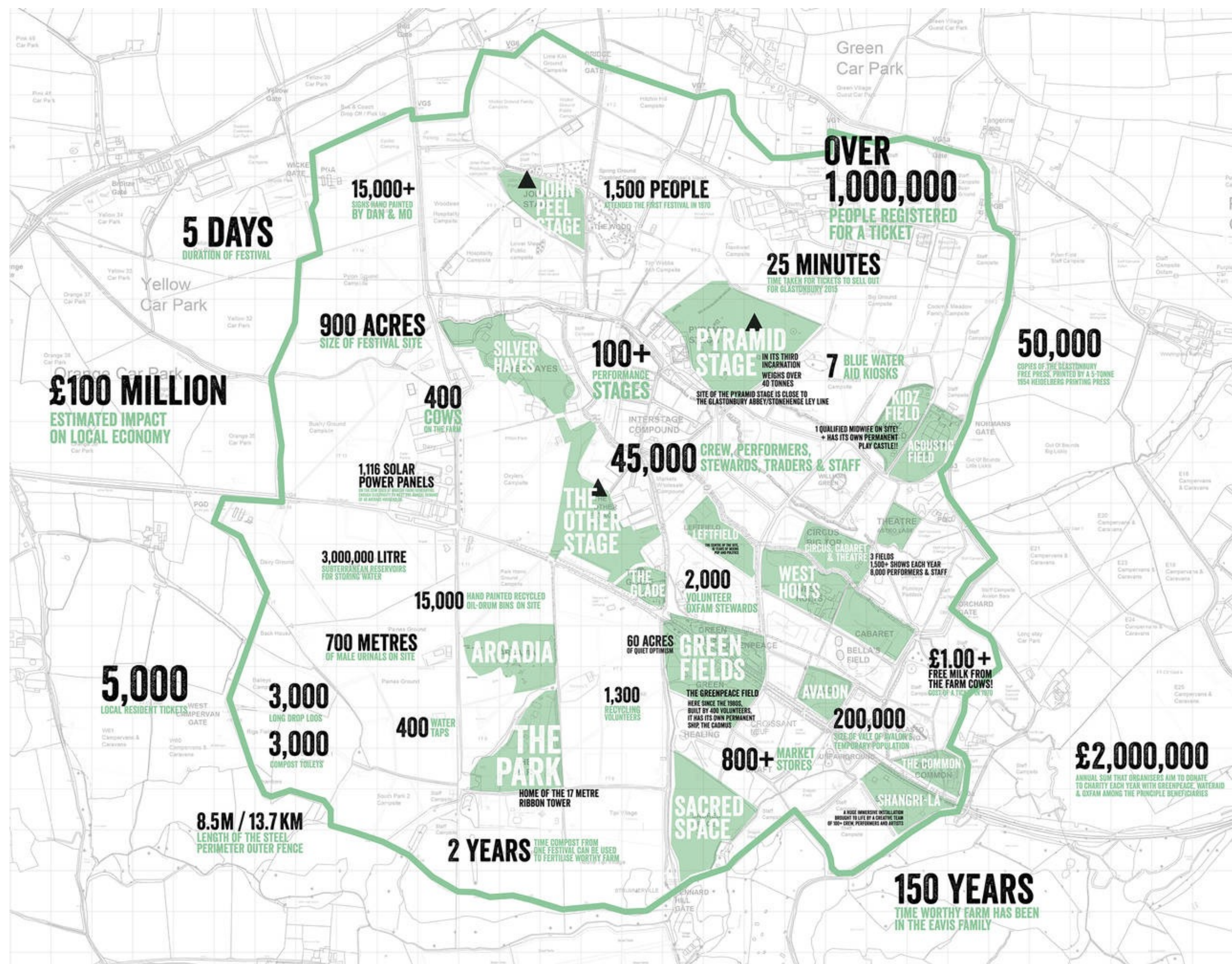
**SPEAKERS LASERS FOOD
CHILDRENSWORLD CAMPING**

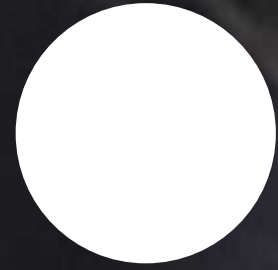
GLASTONBURY

CND FESTIVAL 1982

FRIDAY 18th SATURDAY 19th & SUNDAY 20th of JUNE, Worthy Farm, Pilton, Somerset.
Advance Tickets £8 from CND (Festival) 227 SEVEN SISTERS ROAD, LONDON, N4.
All Cheques and P.O.s to be made payable to Glastonbury CND Festival. Children under 14 admitted FREE.

- 5 days
- 800+ market stores
- £100M local economy
- £2M donated to charities





SWIFTONOMICS

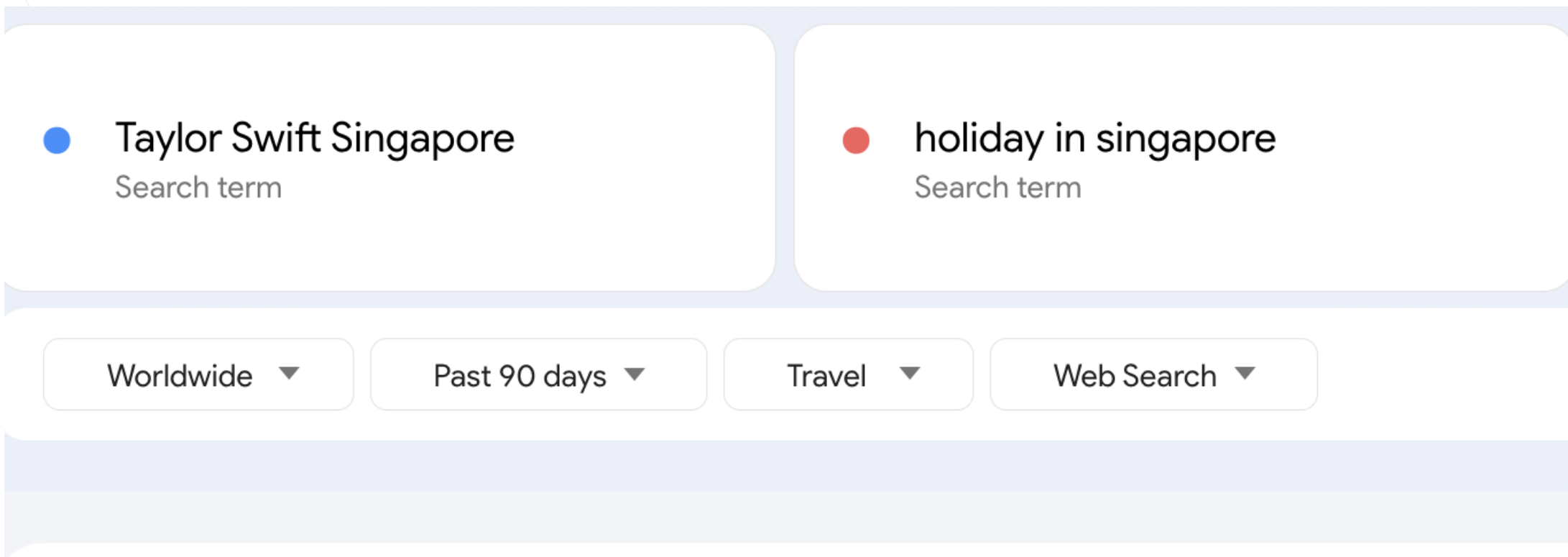


70%

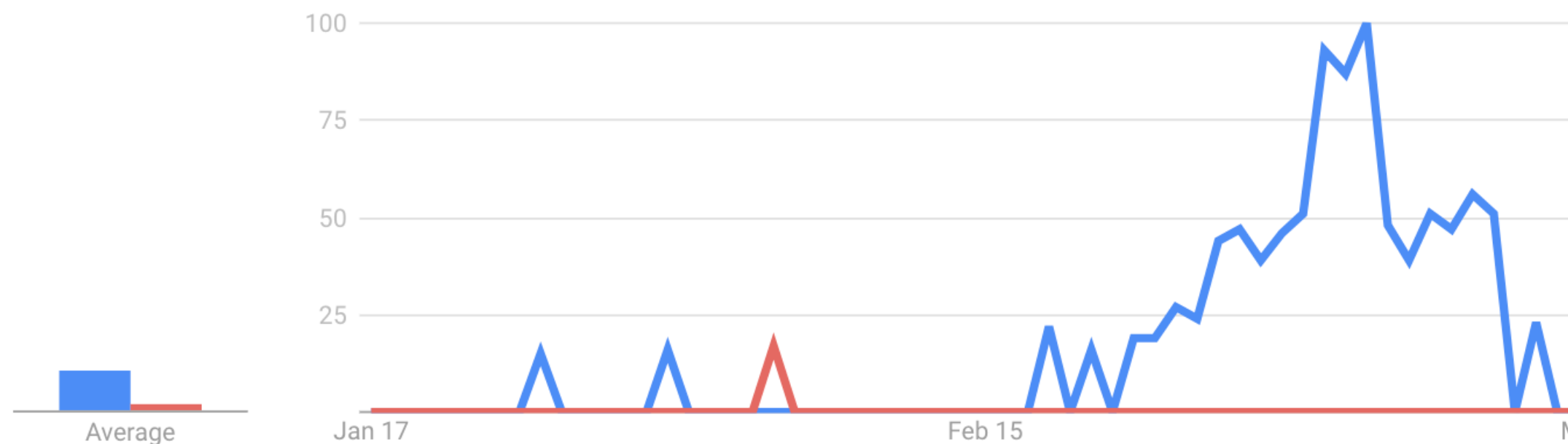
SWIFT IS PLAYING SIX, SOLD-
OUT NIGHTS TO 300,000
FANS IN SINGAPORE, WHERE
70% OF THE CONCERTGOERS
ARE FLYING FROM OVERSEAS



TAYLOR SWIFT IMPACT TO SINGAPORE



Interest over time [?](#)



Swift 6 sold out
concerts estimated
to bring in **\$260-
\$375 Million** in
tourism receipts

Erica Tay - Maybank
Director of Macro Research
Washington Post



NOZAWA FIRE FESTIVAL

- Traditional Dosojin, a deity in the Hokuriku Shinetsu region
- Dating back to 1836
- Involves the local community
- Held in town of Nozawa
- Population of the town is less 4,000
- Takes advantage of Skiers due to the nearby Ski-resort
- Held annually 15th January
- Hotels & Ryokans booked one year in advance





CVB



US\$1.8 B

Global MICE industry is expected to generated US\$1.8 billion by 2030

Statista

CONVENTION BUREAU (CVB)

- Not for Profit
- Government Funded
- Part of the NTO
- Key objectives:
 - Grow awareness of destination for MICE
 - Help support Event companies
 - Bid for International events
 - Provide relevant information about MICE facilities
 - Work with local industry on facility development

DM
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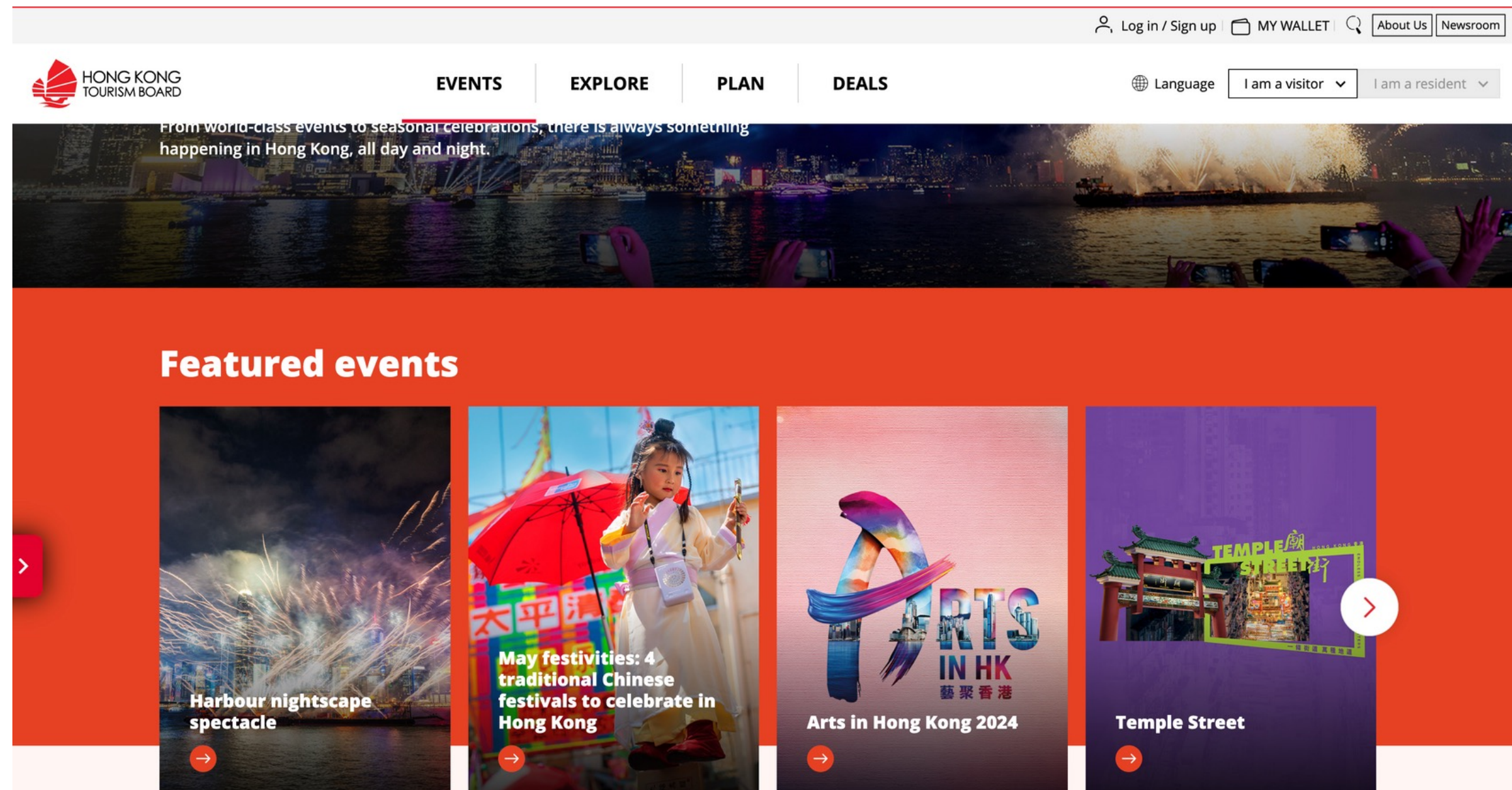


CVB



PROMOTING YOUR EVENTS

- Website
 - Ensuring your events are searchable
 - Most tourism boards have Events page, along with their own CVB that showcase MICE Events
 - Singapore, HK and Australia have dedicated pages related to Mega Events these include MICE events
- SEO and SEM work with event provider to understand their investment into search and what key words they will utilize
- Ensure that tickets and information is online and bookable online
- Share across social media channels
 - Localising content by market - example is for Japan market make sure content is in Japanese and on Line
- Work with journalists and Influencers to drive greater awareness in particular snackable video content that can be owned media and shared broadly
- Work with local industry partners to amplify the event with potential upsell for consumers



MICE CLIENTS

Anyone who is
looking to run an
event



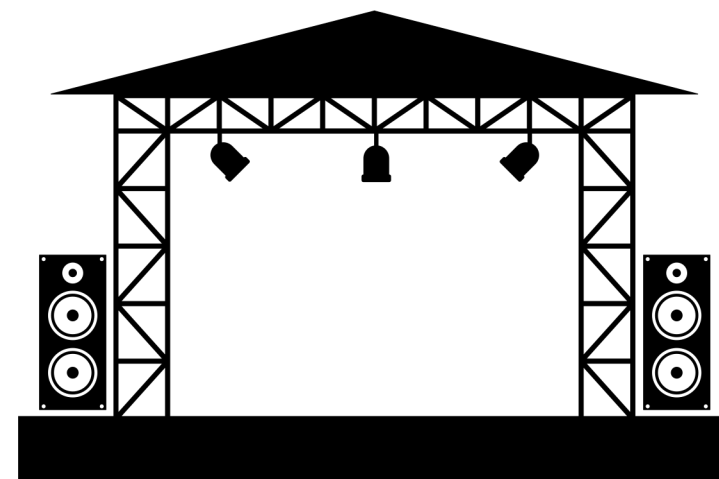
Associations & Organisations

Carlson Wagonlit
BCD Travel
Informa
ICCA



Agencies & Client Direct

American Express
Amway
Visa
Car Companies



Entertainment

Film Production & Production companies
Music Companies
Celebrity Trips
Weddings

SECB - SINGAPORE EXHIBITION & CONVENTION BUREAU



- SSECB - Singapore Exhibition and Convention Bureau has a strong funding programme
- Approved International Fair - gives you a tax break
- Special tailor made programmes - for their Incentives and Rewards - working with local host partners
- Clear working programmes from Business Events in SG BEiS or SG Incentives and Rewards (Insire) Includes Financial grants
- Sustainability focused grants
- Visa facilitation for delegates
- Intro to relevant agencies
- Singapore Airlines - discount or complimentary tickets for site inspection
- Complimentary tickets on SIA - subject to spend
- Excess Baggage
- Complimentary welcome desk at airport
- Discounts on Grab

TAKE AWAYS

1

**ALIGNMENT WITH
DESTINATION BRAND**

2

**WORK WITH LOCAL
COMMUNITY &
INDUSTRY**

3

**DEVELOP THE RIGHT
RESOURCES**

THANK YOU



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