

Flora London Marathon 2000 – the economic legacy

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Flora London Marathon 2000 - The Economic Legacy

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Since its inception in 1981 the London Marathon has developed into one of the largest mass participation events of its kind in the world. So much so, that for the Millennium Flora London Marathon (FLM) there were 32,620 starters. Apart from the mass participants, the FLM also attracts some of the top distance runners from around the world, making it a world class international event. Such major events can have potential benefits in the form of hidden economic impacts on a host city, local area and (in this case) even the UK economy as a whole. The current investigation utilises the robust methodology and model (developed by LIRC) for analysing the economic impact of major sport events (see UK Sport, 1999b), to produce an accurate estimate of the additional expenditure made in the UK (economic importance) and in London (economic impact) as a result of the FLM. The project utilised desk research and primary data collection, which amounted to 3,235 survey questionnaires completed by a variety of groups attending the FLM (e.g. runners, spectators & media), both prior to and during the event in April 2000. The total economic activity generated in the UK as a result of the FLM taking place was almost **£58.3m**. Spectators (£14.7m) and runners (£12.2m) accounted for 46% of this sum, with charity fund-raising £22.8m (39%), and sponsors £5.8m (10%) accounting for much of the remainder. London hotels and guesthouses enjoyed high occupancy levels with 115,267 commercial bed-nights generated, equivalent to additional expenditure of £8.4m, and the London catering industry benefited from £4.3m of additional expenditure on food & drink. In order to calculate the net increase in the London economy (the economic impact), the importance figure was reduced to include only the expenditure in London directly attributable to the FLM. Excluding charity fund-raising this figure amounted to **£27.4m** and represents the economic activity generated in London by non-residents, most notably by spectators (£13.8m) and runners (£7.7m) who accounted for almost 79% of the additional expenditure. Sports events involving either direct or indirect trade with other nations have an effect on the UK's balance of trade, and the FLM generated a net export effect of £1.2m, largely due to visitors from overseas, spending £2.5m in the London economy. This paper has demonstrated that one of the most prestigious and high profile events in the UK sporting calendar, leaves a hidden but significant economic legacy in its wake. Not only is the Flora London Marathon a great sporting spectacle and a celebration of the human spirit, it is also a successful business venture. Such information is likely to be of interest to authorities' formulating strategic plans around sports tourism.

Introduction

The London Marathon was the idea of Chris Brasher and was first run on 29 March 1981 with 7,747 runners accepted (from 20,000 applicants). The event has proved to be increasingly popular in the intervening years, so much so that for the Millennium Flora London Marathon (FLM) there were over 42,000 runners accepted (from 99,000 applicants), of which 32,620 started the race. The event is now such a major part of the UK sporting calendar that it is screened in over 100 countries around the world. In addition, up to and including the 1999 event, over 413,000 runners had completed the course; raising £110m for charities and (according to the exit poll at the 2000 FLM) 76% of starters ran for a good cause.

From its humble beginnings, the FLM has developed into one of the largest mass participation events of its kind in the world. Notwithstanding this, the FLM also attracts some of the top distance runners from around the world, making it a world class international event. Potentially there are many benefits of staging events of this kind in the UK. For example, according to UK Sport (1999a) they attract the public, media and sponsors, they can boost sport and inspire our youth. In addition, the Marathon is a fun day and acts as a catalyst to encourage people to take regular exercise. There are however, potential additional benefits in the form of hidden economic impacts that major sporting events can have on a host city, local area and (in this case) even the UK economy as a whole. For example, Euro '96 led to an injection of £120m into the UK economy as a result of the spending of 280,000 overseas visitors attending the event (Dobson *et al.*, 1997). Subsequent research undertaken by LIRC on behalf of the UK, English and Scottish Sports Councils (see Gratton *et al.*, 2000; Shibli, 2001) has succeeded in developing a robust methodology and model for analysing the economic impact of major sport events (see UK Sport, 1999b).

The London Marathon Limited made contact with LIRC having familiarised themselves with some of the previous economic impact studies that had been undertaken. Despite conducting their own research into the extent of charity fund-raising, they were interested in quantifying the amount of economic activity associated with the FLM. The event organisers were convinced that this would run into millions of pounds, and saw the outcome as being a value for money appraisal of what it cost to stage the event. This research utilised

LIRC's tried and trusted methodology for assessing the economic impact of major events in order to gauge the economic legacy associated with the staging of the FLM.

Literature Review

The extant literature relating to the economic impact of sports events has focussed almost exclusively on what might be termed elite or professional sport. Indeed, the majority of the work to date undertaken by LIRC has been of this nature. This has been largely a result of funding bodies such as UK Sport and local authorities wanting a value for money appraisal of what it has cost them to subsidise and host the event, in order to establish whether the investment required to attract the event was indeed worthwhile. This type of analysis has developed since the 1984 Los Angeles Olympics which made a surplus of £215m, and altered the way in which major sports events were perceived, such that fierce competition developed between cities to host such events (Gratton *et al.*, 2000).

The first such appraisal undertaken by LIRC reported on Euro '96 (Dobson *et al.*, 1997), an event third only to the Olympics and World Cup in status, and attracting hundreds of thousands of spectators. Furthermore, subsequent investigations in 1997 on behalf of the UK, English and Scottish Sport Councils analysed six events of various sizes and durations in order to compare their merits in economic impact terms (see Gratton *et al.*, 2000; Shibli, 2001). The findings from these six events and the model developed by LIRC on behalf of UK Sport (see UK Sport, 1999b) have led some local authorities in the UK to develop strategies around major sport events in order to bring the associated benefits to their local economies (for example, Sheffield has used events as a catalyst for economic regeneration following the demise of the steel industry). In addition, UK Sport now has a Major Events Steering Group which is charged with attracting high profile World Class events to the UK, and which is expected by Government to monitor the associated benefits (e.g. economic impact) of such events (Department for Culture, Media & Sport, 2001). The British Government now sees the staging of major events as a means to achieve wider policy objectives (for example, enthusing young people, social inclusion and urban regeneration) and tends to only back bids where there is a clear benefit to the UK in bidding for, and if successful, ultimately staging the event.

The work undertaken by Gratton *et al.* (2000) sought to provide an event typology in order to be better able to predict the likely economic impact of sports events. The event typology was based on the programme of events that are regularly staged in the UK, some of these events being of global significance. The typology used the 291 events that took place in 1997 in order to classify each one according to the likely economic impact on a host community that it might generate. In addition, Gratton *et al.* (2000) argued that the extensive array of events staged in Britain necessitates a more detailed understanding of the potential benefits available to host cities; the event typology was designed to assist this process. The event typology as defined by Gratton *et al.* (2000, p.26) is outlined in Table 1.

TABLE 1: EVENT TYPOLOGY

Event Type	Description	Examples
A	Irregular, one-off, major international spectator generating significant economic activity and media interest	Olympic Games Football World Cup European Football Championship
B	Major spectator events, generating significant economic activity, media interest and part of an annual domestic cycle of sports events	FA Cup Final Six Nations Rugby Union Test Match Cricket Open Golf Wimbledon Tennis
C	Irregular, one-off, major international spectator/competitor events generating limited economic activity	European Junior Boxing Championships European Junior Swimming Championships World Badminton Championships IAAF Grand Prix Athletics
D	Major competitor events generating limited economic activity and part of an annual cycle of sports events	National Championships in most sports

Gratton *et al.* (2000) use the word 'major' in the typology to describe the significance of the sporting outcomes associated with each event, rather than as reference to any likely economic impact. The noteworthy point being that not all events viewed as 'major' in a particular sport are necessarily so in economic terms. This was clearly demonstrated when analysing the six events from 1997. Notwithstanding such comments, the majority of the economic impact studies undertaken to date have focused on these 'major' sports events and particularly in Europe there has been a dearth of literature looking at events where the outcome is less significant.

One event where the outcome is of little significance to the majority of participants is the Flora London Marathon. As suggested previously, one might term the event world-class due to the top distance runners from around the world competing for the prize money on offer and to be able to say that they 'won London'. However, from a different perspective over 32,000 mass participants are likely to be happy completing the course, beating personal bests, enjoying the camaraderie and raising large sums of money for charity. The point being that the event is not necessarily 'major' in terms of its sporting significance in world terms, but as a personal challenge, the 26 miles is significant to the thousands of 'fun' runners, and their supporters who turn out to spectate. As a result the economic significance and legacy of the event is expected to be considerable, which in turn might encourage other cities to create similar mass participation events that could be staged annually and form part of a city's tourism strategy.

For the purpose of this study, any legacy is expressed in terms of;

- The economic importance to the UK, associated with staging of the FLM. This is the first time (since Euro '96) that an economic impact study has moved beyond the bounds of a local economy;
- The economic impact on London, based on additional expenditure in the city as a result of staging the FLM;
- The net export effect associated with the expenditure of overseas visitors to the FLM.

The economic impact model developed by LIRC is capable of producing an accurate estimate of the additional expenditure made in a given locality as a result of an event being staged. The model has shown that the extent of the economic impact is dependent upon the number of visitors (especially spectators and participants from outside the locality) attracted to the event (see Shibli, 2001). As suggested previously the scale of the FLM led to expectations of a major impact on London. Apart from the net economic change in the London economy as a result of staging the FLM (i.e. *economic impact*, see Turco & Kelsey, 1992), the total economic activity generated in the UK as a result of the FLM taking place was also estimated (*economic importance*). The net export effect from spending by overseas visitors provides an indication of the new money injected into the UK economy, a subset of the economic importance which is likely to be predominantly a recycling of money around the UK economy.

Methodology

The London Marathon Limited commissioned the research following similar economic impact studies undertaken by the Leisure Industries Research Centre for the UK, English and Scottish Sports Councils in 1997, 1998 and 1999. The project utilised desk research and primary data collection from a variety of groups attending the event.

The desk research made use of the latest published accounts, and in particular the budgets allocated to the 2000 event based on the experiences of previous years. In addition, data collected from previous research commissioned by the London Marathon Limited was utilised (e.g. estimates of charity fund-raising and also of the number of volunteers). The primary data collection made use of questionnaire surveys amongst the key interest groups, in addition to structured telephone interviews with sponsors and volunteers.

The primary research instrument, a questionnaire survey, has been developed and refined over numerous previous events (e.g. Euro '96; IAAF Grand Prix 1 '97; European Short Course Swimming Championships '97; World Indoor Climbing and World Judo Championships '99 to name five). The questionnaire has been designed to collect primary data from key interest groups (e.g. competitors, spectators, and media). It provides information in order to be able to calculate;

- The proportion of "dead-weight" to eligible expenditure in the host community;
- The number of commercial stayers, non-commercial stayers or day-visitors;
- Length of stay and cost per night, or number of days attended;
- Expenditure in the host community while at the event.

The questionnaire was modified to obtain data from the different groups detailed in the following sub-sections.

Runners

A postal survey of 5,500 runners was conducted, which included 10% who entered from overseas. The overseas athletes had the option of receiving an electronic version of the questionnaire for return via e-mail. Runners provided data in order that the sample could be sub-divided according to whether someone was a London resident (i.e. resided inside the M25 motorway boundary), lived elsewhere in the UK, or resided overseas. Runners were asked whether or not they stayed in commercial accommodation during the event and if so how much was the cost per night. They also detailed their spending in London regardless of whether they stayed overnight or not.

Given that considerable training and preparation is necessary before attempting to run a marathon, modifications were made to the questionnaire to assess a runner's spending in preparation for the FLM. The questions were designed to provide invaluable information relative to the wider economic importance of the event and were developed in conjunction with the London Marathon Limited. They included details of expenditure on (for example), running shoes and kit, food supplements/vitamins, fitness training and equipment, running magazines and expenditure at other races in preparation for the FLM.

The final analysis of runners' expenditure was based on 2,024 completed questionnaires (including 50 from overseas residents), a response rate of 37%.

Spectators

Primary research on race day resulted in a sample of 1,005 spectators being surveyed. They were asked for a variety of demographic data in order that the sample could be split according to whether someone was a London resident (i.e. resided inside the M25 motorway boundary), lived elsewhere in the UK or overseas. Spectators were asked to detail their spending while in London. In particular spending on accommodation, food & drink, programmes/merchandise, entertainment, shopping/souvenirs, travel, and other items.

Research teams were assigned locations along the marathon route, paying particular attention to the so-called 'honey-pot' areas (Cutty Sark, Tower Bridge/Tower of London, City Pride, Embankment, Birdcage Walk and The Mall). A simple selection system was employed to ensure that interviews were conducted randomly and that the sample was representative of the population of spectators at the event. The selection method used when interviewing a group of people was to ask the person with the next birthday to complete the questionnaire as recommended in the former Sports Council's "Model Survey Packages". Refusal rates were insignificant though perhaps slightly higher than at events in sport stadia or with fixed seating areas.

Estimating the total spectator attendance at the Marathon was not an easy task. Unlike previous research undertaken by LIRC, where ticket sales and turnstile admissions were used to calculate the number of spectators, the FLM is a mass participation event, not held in an arena or stadium and there are no ticket sales. In addition, business proprietors along the route suggested that the attendance was very much weather dependant. According to the organisers, for there to be 1 million people watching the race (as TV commentary occasionally suggests), spectators would need to be about 5 deep on either side of the course along the entire 26 miles. Having studied the race video for both 1999 and 2000 this was clearly not the case and the 1 million estimate appears to be optimistic. The experience of the research team (which found that spectators migrate around the course), plus further consultations with the organising committee and the Metropolitan Police (who have 20 years experience to draw upon) led to an estimate of spectator numbers in the range of 300,000 to 500,000 people. For the purpose of this research and the interests of prudence the lower end of spectator estimates (300,000) has been utilised. The questionnaire was then used to establish the proportion of spectators in London specifically as a result of the FLM taking place, rather than those who were in the city coincidentally.

Media

The race attracted significant media attention across Europe and the rest of the world, with the television pictures being sold to over 100 countries. A researcher had access to the areas frequented by media personnel in order to administer the same questionnaire allocated to spectators. Once again, the idea was to assess the spending of the media while covering the FLM. Again, data was collected in order to split the sample according to whether they lived in London, elsewhere in the UK or overseas. Most interviews were conducted in the media centre prior to and at the end of the race. Given the tight deadlines that journalists tend to work to only 37 of 241 accredited media personnel were interviewed.

In previous studies undertaken by LIRC the economic impact of an event has been established by interviewing competitors, officials, media and spectators. However, in order to reflect the scale and complexity of an event such as the FLM, it was necessary to broaden the remit to include other relevant groups. In particular, exhibitors, sponsors, charities and businesses on the course.

Sponsors

Given the sensitivity of sponsors to releasing confidential financial information, the initial approach to ask them to co-operate with the research effort was made by David Bedford (Race Director). Structured telephone interviews were utilised as sponsors were asked to provide as much detail as they could in relation to their financial commitment to the 2000 event. This commitment included direct spending to be associated with the event, in kind sponsorship (e.g. merchandising contracts, official supplier status), marketing and promotion, branding, subsistence costs for staff, costs of space at the Marathon Exhibition and any other items that could fall within an organisation's budget for the 2000 event.

The official sponsors/suppliers were;

- Flora - Title sponsor
- Adidas - Official merchandise/apparel supplier
- Perrier Vittel - Official water supplier
- UK Time (Timex) - Official timekeeper
- EDS - Official supplier of information and communication technology
- Renault - Official vehicle supplier
- TNT - Official supplier of logistics
- The Times - Title sponsor of mini-marathon.
- BBC - Official broadcaster/television rights

Having spoken to all sponsors (suppliers) most provided 'ball-park' figures for their total budget for the year 2000. Unfortunately, it is difficult to state with any great certainty where the majority of this economic activity occurred, hence, the impact on London is based on inferences from both the data provided by, and the geographic location of the sponsors.

Exhibitors

A research team had access to the London Marathon Exhibition at the London Arena. Organisations were asked the extent of their financial contribution to be associated with the 2000 Flora London Marathon and Exhibition (to include the cost of exhibition space, erecting the stand and associated costs). Organisations were also asked to detail the cost of accommodation and subsistence for staff working at the exhibition. In addition, staff working at the exhibition were asked to provide details of their own spending while in London. The exhibition was exceptionally busy with people registering for the FLM and then browsing the trade stands and it was not possible to establish the extent of takings on the retail stands. However, such takings were accounted for in the spending detailed in the runner and spectator surveys. In total 61 exhibitors agreed to take part in the research and provide relevant information.

The event management company who organised the exhibition also provided data on which organisations had paid for space, erecting stands and accommodation while in London. The information provided, covered 77 organisations. The costs of space/erecting stands to the exhibitors were paid to the event management company. This company is based in Sheffield, hence, such expenditure does not impact directly upon London. The breakdown of exhibitors' expenditure has been utilised to provide a more accurate indication of spending in London and hence economic impact.

Volunteers/Officials

The London Marathon Limited did not want volunteers to be approached by researchers on race day, because it was felt that they would be far too busy to answer questions which may interfere with the smooth running of the race. This was not anticipated to be a problem, because despite the estimated 7,000 volunteers working on race day, (based on experiences from previous economic impact studies) the economic activity resulting from volunteer spend was anticipated to be negligible.

A database of volunteers was provided by the London Marathon Limited. This was made up of volunteer leaders responsible for Water Stations, Liquid Power Stations, Spotters, and Race Marshalls etc. A small

sample (10) of volunteer leaders was contacted by telephone in order to gauge their spending and the spending of the volunteers in their charge. In addition, they provided an indication of the hours worked and whether or not the volunteers came from London.

The majority of the officials connected with the event were employed by the London Marathon Limited and lived in London, hence they contributed little additional expenditure. Apart from when they stayed in the official marathon hotel in the days preceding the race, and even these subsistence costs were picked up by the London Marathon Limited and are therefore included within the organisational spend figure (see later).

Local Businesses

In order to provide some meaningful qualitative data, proprietors of businesses on the marathon route were interviewed to assess how the race affected their takings compared to a normal Sunday. Proprietors were asked whether they were busier than normal and were takings greater than normal? If so by how much approximately? In addition, they were asked to quantify the extra staff hours incurred as a result of the Marathon (if any). Businesses were also asked, whether the Marathon had a positive or negative effect and relative to other busy days of the year how does Marathon Sunday compare?

A team of researchers walked the route and spoke to 91 businesses. These were predominantly made up of pubs, cafes, restaurants, newsagents and convenience stores. Asking people to put a figure on how takings increased or decreased was expected to be problematic given the often quite sensitive nature of the information, and also because there was the chance of double counting given that spending was likely to be by spectators who were being surveyed separately. Notwithstanding such problems, surveying local businesses was felt to be a worthwhile exercise because local people could indicate the extra staff hours (if any) as a direct result of the Marathon (which would not be detailed elsewhere). Furthermore, the qualitative data relating to how busy and whether or not the Marathon had a positive effect would also provide some useful information to the event organisers.

Charities

The London Marathon Limited commissioned research into the charity activity generated by the race. Based on estimates from the 1998 Charity Survey, a figure of £20m was predicted by the event organisers for charity fund-raising. However, the 2000 Charity Survey revealed the fund raising figure to be £25m (including the 'golden bond' entries), which is the figure utilised in this study.

Elite Runners

Athletes from this group were not interviewed, on the basis that the majority of their costs were picked up by the London Marathon Limited, and as a result to avoid double counting they were included only in the organisational spend section derived from the accounts.

The nature of the sample

Table 2 indicates that responses were received from 3,235 people either in the run up to the race or on race day itself. The majority of responses were from runners and spectators given that such large numbers of each are associated with the race (32,620 and approximately 300,000 respectively), and LIRC's previous research indicates that such groups (i.e. competitors and spectators) are responsible for significant proportions of any economic impact.

TABLE 2: RESPONSES FROM EACH GROUP

Group	Responses
Spectators	1,005
Volunteers	10
Media	37
Runners	2,024
Sponsors	7
Exhibitors	61
Businesses	91
TOTAL	3,235

With the exception of the spectators' sub-sample, it has been assumed that the Marathon was the main reason for respondents being in London and that therefore 100% of their additional expenditure can be attributed to the event. In the case of spectators, 5.8% were in London and the FLM just happened to be on.

Consequently the expenditure made by these spectators cannot be attributed to the event and hence the total expenditure of this group has been down weighted accordingly.

The total of 3,235 questionnaires completed by all respondent groups, was divided into the respective sub-samples from which additional expenditure estimates could be calculated. For example, people staying overnight in commercial accommodation, those using non-commercial accommodation and those who were day-visitors.

Economic Impact v Economic Importance

The terms of reference used for this research define economic impact as the expenditure made in London by non-residents of London that can be directly attributable to the Flora London Marathon. This meant that the research was concerned with the additional flow of funds into the London economy (as stated previously an area inside the M25 orbital motorway). In order to calculate the economic impact, the research identified the expenditure of non-residents and then aggregated all the expenditure made by relevant non-resident groups such as runners, spectators and media representatives. When calculating the economic impact, the aim was to exclude the expenditure of local (London) residents; a generally accepted principle given that expenditure by local residents is not an inflow into the local economy. The central tenet to this argument being that local people would have made the expenditure attributable to them regardless of an event taking place. That is, if the local residents had not spent money on taking part in, watching, reporting and making purchases associated with their interest in the Marathon they would have spent their money on other leisure activities in London.

The counter argument to this point is that some people might save their money specifically for an event and that the expenditure associated with the Marathon is made with money that would otherwise have been saved i.e. temporarily taken out of the local economy. Methodologically, this is a very difficult piece of research to conduct with any reasonable degree of reliability. Therefore in the interests of taking a prudent view, LIRC have traditionally excluded all of the expenditure of local residents when examining the economic impact of major events on a given location. However, in the case of the Flora London Marathon, because of the other major aim to assess the event's overall economic importance, it is worth exploring the issue in slightly greater depth. To estimate the economic importance, involves quantifying in financial terms the total economic activity attributable to the Marathon. This economic activity need not necessarily occur in London (or even in the UK). Indeed, the questionnaire survey employed to assess the expenditure of runners, required respondents to estimate their expenditure in preparation for the Marathon. Clearly for runners who live outside London, this spending is likely to have taken place where they live i.e. in another town or city in the UK, or in the case of overseas runners, in a different country. Given the challenge posed by taking part in a marathon and the expected preparatory spending associated with such an event, one might reasonably argue that the event's attraction (both in terms of fun and for its ability to raise money for charity) does have the effect of causing money that would otherwise be saved, to be spent or 'levered out'.

For example, the Marathon Exhibition runs for 4 days prior to the event and doubles as the athletes' registration. Hence, it is sustained by the participants, which suggests that it does 'lever out' some expenditure (that would otherwise be saved) or it would not be able to attract almost 80 exhibitors. The trade stands sell a range and quality of (athletic related) goods at a price that may not normally be available locally. Given that some of the participants are from London it could be argued that the exhibitors attract and 'lever out' expenditure from local runners that may otherwise not occur. Therefore, contrary to the accepted procedure of excluding the expenditure of local people, because the preparatory spend of local runners is a direct result of their participation in the Marathon, such expenditure is included in the economic impact calculations.

Results

This section provides a detailed overview of the key findings. However, in order to put these in to context the key assumptions on which they are based are now summarised.

Assumptions and guide to results calculations

- There were 300,000 spectators at the FLM (*Source: estimate based on video analysis and consultations with other agencies*).
- 5.8% of spectators did not visit London specifically to watch the Marathon (*Source: primary data collection and analysis*).
- 32,620 started the FLM 2000 (*Source: London Marathon Limited*).

- 9,323 of those accepted did not start. It was assumed that they each spent 50% (£99) of the £198 per person on preparations for the Marathon (*Source: primary data collection and analysis*).
- 26% of runners were from London. This percentage was used to calculate preparatory expenditure in London (*Source: secondary analysis of runners' database provided by London Marathon Limited*).
- 7,000 volunteers and officials fulfilled a variety of roles (*Source: London Marathon Limited*).
- 241 media personnel covered the race (*Source: Media accreditation list, London Marathon Limited*).
- Charity fund-raising amounted to £25m including £2.2m Golden Bond (*Source: London Marathon Limited, Exit Poll and Charity Survey 2000*).
- For the purpose of this research London is defined as the area inside the M25 orbital motorway.

Summary

The economic activity generated by and attributable to the FLM (i.e. the economic importance) based on the primary research, analysis of the event's accounts and information provided by other agencies was £58,272,797. The amount attributable to each group and the additional organisational expenditure is shown in Table 3.

TABLE 3: THE ECONOMIC IMPORTANCE TO THE UK & ECONOMIC IMPACT ON LONDON OF THE FLM

Category	Economic Importance to UK	Economic Impact on London
Spectators	£ 14,684,230	£ 13,813,578
Volunteers	£ 18,690	£ 8,966
Media	£ 52,613	£ 51,893
Runners	£ 12,251,876	£ 7,737,286
Sponsors	£ 5,803,500	£ 3,951,000
Exhibition	£ 948,388	£ 141,687
Charity Fund-raising	£ 22,768,000	-
Organisational Spend	£ 1,745,500	£ 1,745,500
TOTAL	£ 58,272,797	£ 27,449,910

Table 3 indicates that the economic importance attributable to the Marathon is predominantly made up by spectators, runners and charities. Collectively they account for over 85% of the total economic activity. Such a finding is not surprising if one considers that the estimated spectator attendance was 300,000; there were almost 42,000 runners accepted, and of the 32,620 who started the race over 76% (based on the 2000 exit poll) ran for charity. The runners' figure included preparatory spending in the UK of £6,445,265, which was over 11% of the total economic activity and entry fees of almost £3.5m.

The additional expenditure generated in London as a result of the Marathon taking place (i.e. the economic impact) was £27,449,910 of which spectators accounted for over 50%. The economic impact figure includes all the additional expenditure in London. "Dead-weight" expenditure (i.e. that by London residents) is not included, apart from in the case of the preparatory spend of runners from London which amounted to £1,991,725 (7.3%), and also their entry fees. The Charity figure was not included, as it was not clear where the money raised would be spent.

Detailed results now follow and are presented in three sections:

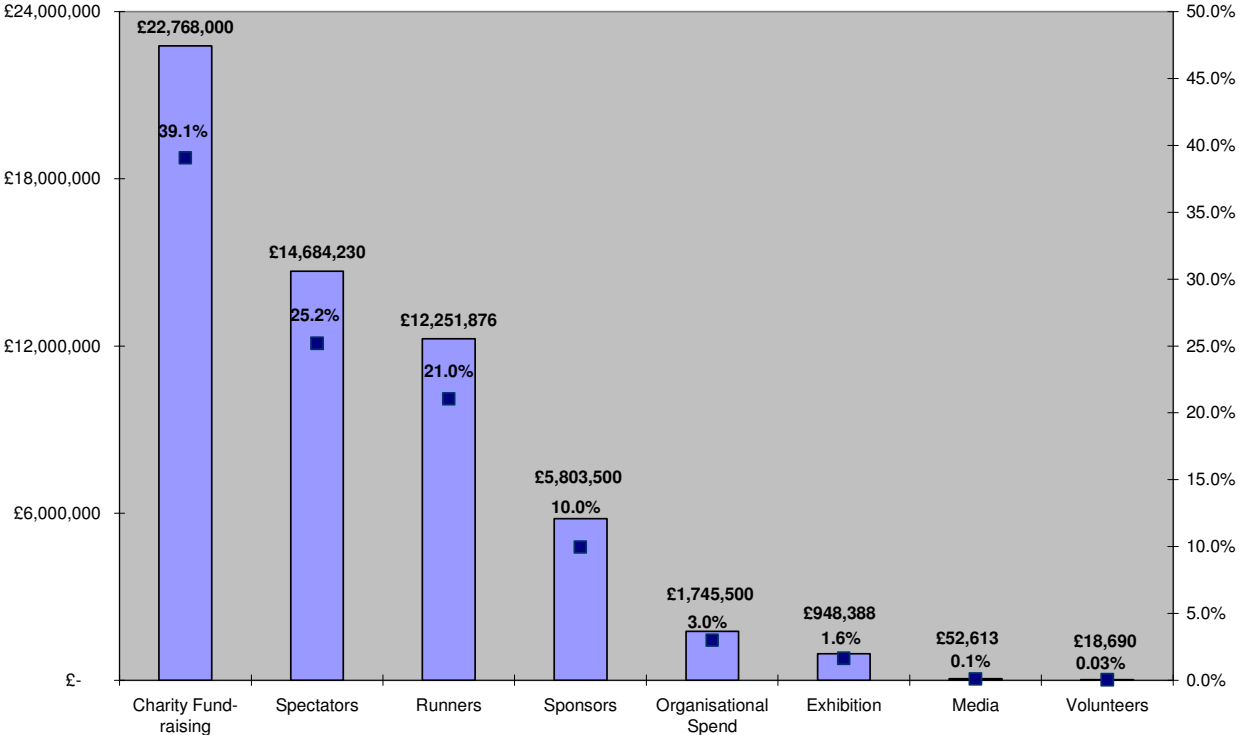
1. Economic importance to the UK – i.e. the total economic activity generated and directly attributable to the Flora London Marathon;
2. Economic impact on London – i.e. the net economic change in the local economy resulting from the staging of the event;
3. The net export effect.

Economic Importance in Detail

Each key interest group (i.e. spectators, media, runners etc.) involved in the event has its own particular expenditure patterns, as detailed in Graph 1. Consistent with the methodology employed in previous impact studies undertaken by LIRC, on some occasions it has been necessary to divide these expenditure patterns according to those who stayed overnight in commercial accommodation; those who stayed in non-commercial accommodation (i.e. with friends/relatives); and those who were day-visitors. For each key

interest group the expenditure of any constituent sub-groups and an aggregate of the total expenditure attributable to the group as a whole is detailed.

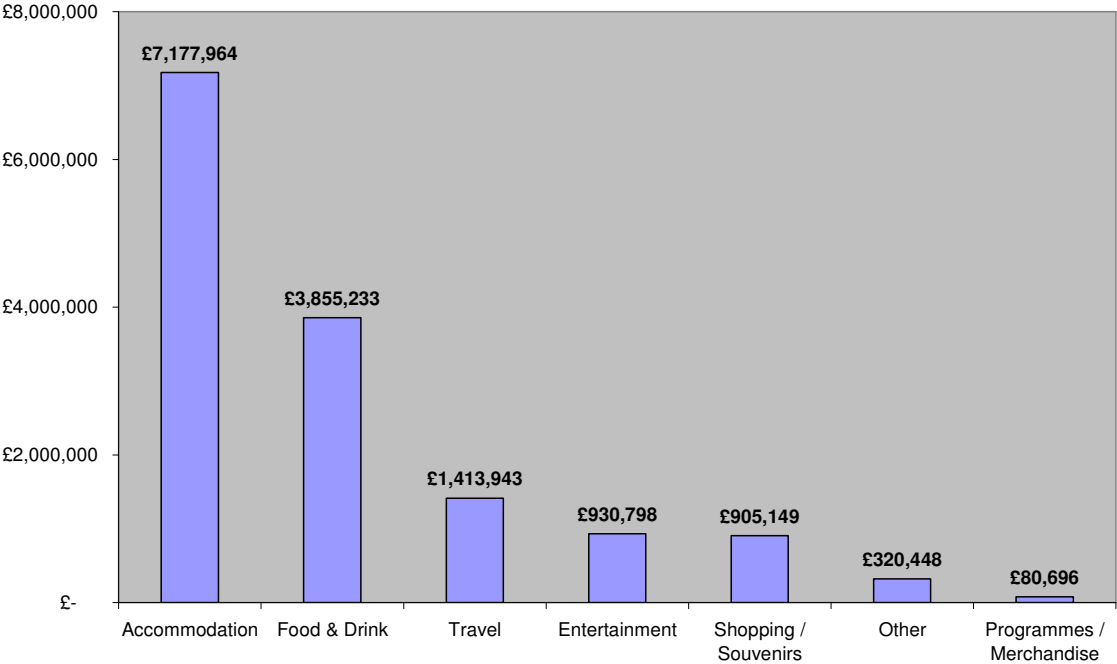
GRAPH 1: BREAKDOWN OF THE ECONOMIC IMPORTANCE OF THE FLORA LONDON MARATHON



Spectators

As suggested previously the total number of spectators watching the FLM in London was estimated at 300,000. Of these, 5.8% were in the city coincidentally as the FLM just happened to be on. Hence, the calculations herein relate to 282,600 spectators in order to provide a more accurate assessment of their economic activity as a result of attending the FLM. The breakdown of the £14.7m of spectator expenditure is detailed in Graph 2.

GRAPH 2: BREAKDOWN OF THE ECONOMIC IMPORTANCE ATTRIBUTABLE TO SPECTATORS



According to Graph 2, accommodation is the major item of expenditure (over £7m), and impacts directly on the hotels and guest houses of London; being a significant source of additional economic activity attributable

to the FLM taking place. This finding is consistent with numerous other economic impact studies undertaken by LIRC (e.g. Euro'96 (Dobson *et al.*, 1997); the six events studied in Gratton *et al.*, (2000); the World Half Marathon (LIRC, 2002); World Snooker (LIRC, 2002a) and the Senior British Open Golf (LIRC, 2002b)), which, apart from accommodation have also indicated that expenditure on food & drink is the other major area of expenditure by spectators at sport events. In this instance such spending accounted for almost £3.9m of the economic activity attributable to spectators. The remainder of the spectators' expenditure was predominantly on travel, entertainment and shopping while in London; collectively accounting for over £3.2m of the additional expenditure attributable to spectators at the FLM.

In order to arrive at the £14.7m additional expenditure attributable to spectators, the data was sub-analysed according to whether people stayed commercially, non-commercially or were day-visitors. Consistent with the analyses of previous events undertaken by LIRC, the commercial stayers (13.8% of all spectators) made the most significant contribution. Their additional expenditure amounted to £10.8m; equivalent to 74% of the importance attributable to spectators and 19% of the overall economic importance. Furthermore, spectators stayed for an average of 2.5 nights and in total the 97,398 commercial bed-nights generated, resulted in additional expenditure of £7.2m in London hotels and guesthouses (or almost £74 per person per night). Spectators who made use of non-commercial accommodation (13.5%) accounted for £1.8m (or 12%) of the importance attributable to all spectators. Expenditure on food & drink was their major outlay and amounted to £0.9m, compared to the £1.8m spent on food & drink by commercial stayers. This might be expected given that those staying with friends and family are likely to have some meals provided and hence less expense. The most visits to the Marathon can be attributed to day-visitors i.e. people who travel to London to watch the race and then return home in the day. Day-visitors accounted for 72.7% of spectators and generated £2.1m (or 14%) of the importance attributable to all spectators. Food & drink was again the major item of expenditure accounting for £1.3m (or 60%) of the economic activity attributable to spectators who visited for the day.

Collectively these points highlight the importance of attracting significant numbers of visiting spectators to the local economy and then trying to ensure that they make use of commercial accommodation. Events such as a mass participation event like a major marathon are well placed to do this, because the decision to undertake the largest physical challenge that the majority of people are ever likely to attempt is not one to be taken lightly. As a result friends and family are likely to want to be a part of the day by offering their support.

Having detailed the additional expenditure attributable to spectators, this paper now examines the expenditure patterns of other stakeholders at the event, beginning with the volunteers.

Volunteers

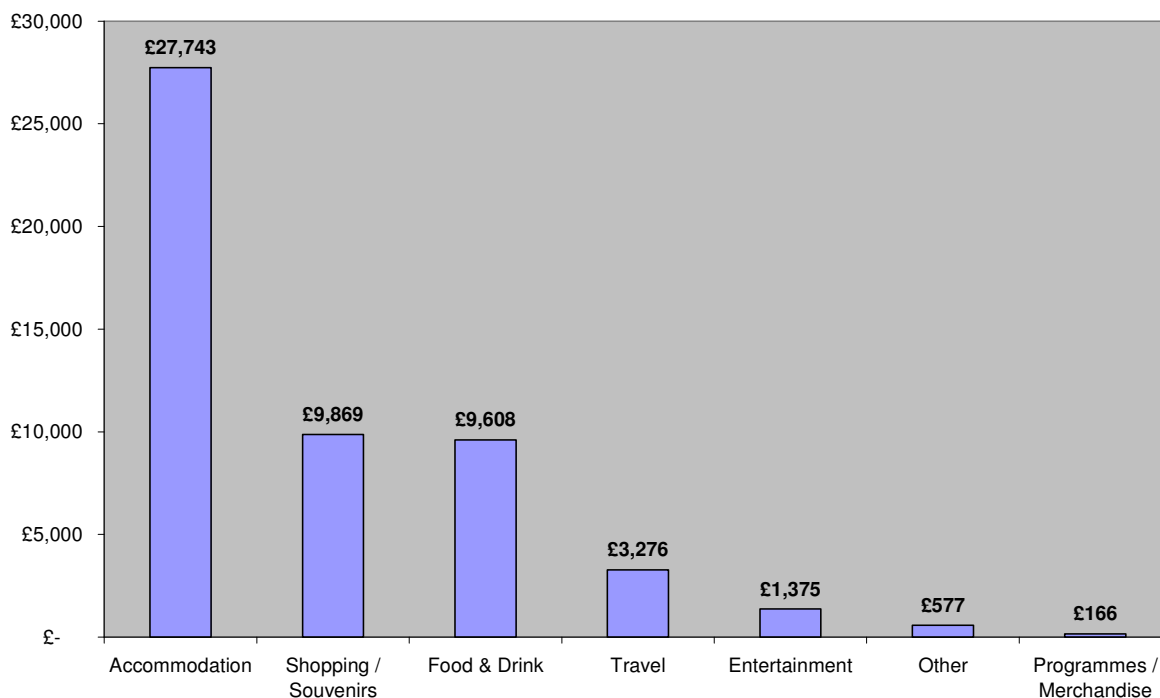
The majority of the estimated 7,000 volunteers came from running or athletic clubs from London and beyond and all worked for little more than the kudos of being associated with such a prestigious event, the chance for a day out and an official FLM T-shirt for their efforts during the day. The primary research (as expected) revealed volunteers working long hours (an average 8-hour day) which left little time for much expenditure. Many brought their own food & drink in anticipation that it would be difficult to get away from their assigned duties and because food & drink would be difficult to access due to road closures and crash barriers making it problematic to get around. All volunteers were day-visitors and hence there were no accommodation costs. There was little or no spending on travel or transport as people travelled in by coach, with the costs covered by the London Marathon Limited and accounted for in the organisational spend. In addition, volunteers used London Underground free of charge on race day. Overall the research revealed the importance attributable to volunteers of £18,690, or only 0.03% of the overall economic importance.

Media

The additional expenditure by media personnel at the FLM was £52,613; a relatively small contribution by the media compared to other major events studied by LIRC. This figure reflects the fact that the FLM is a 1-day event and hence expenditure on accommodation is not what it might have been for events of longer duration. In addition, 38% of media personnel were London based and as such they spent very little, as there was no need to stay away from home and pay for accommodation. In addition, the media who stayed in non-commercial accommodation may have been freelance (rather than directly employed staff), seeking to minimise expenditure in order to maintain or maximise their profit. A detailed breakdown of the media's expenditure can be found in Graph 3.

According to Graph 3, once again spending on accommodation £27,743 (53%) and food & drink £9,608 (18%) were the major items of expenditure. However, spending on shopping and souvenirs £9,869 (19%) was also popular with the media.

GRAPH 3: BREAKDOWN OF THE ECONOMIC IMPORTANCE ATTRIBUTABLE TO MEDIA PERSONNEL



According to the findings herein, it cannot be assumed that media personnel are necessarily high spenders. It is however, reasonable to assume that the 43% who stayed commercially are high spenders as they accounted for over 94% (£49,545) of the economic importance attributable to the media. Over half of this expenditure was on accommodation £27,743 (56%) equivalent to 292 commercial bed-nights, with food & drink £7,763 (16%) and shopping/souvenirs £9,269 (19%) also making significant contributions. Notwithstanding such comments, overall media expenditure represents less than 0.1% of the economic importance directly attributable to the FLM. The paper now examines the expenditure of the race participants.

Runners

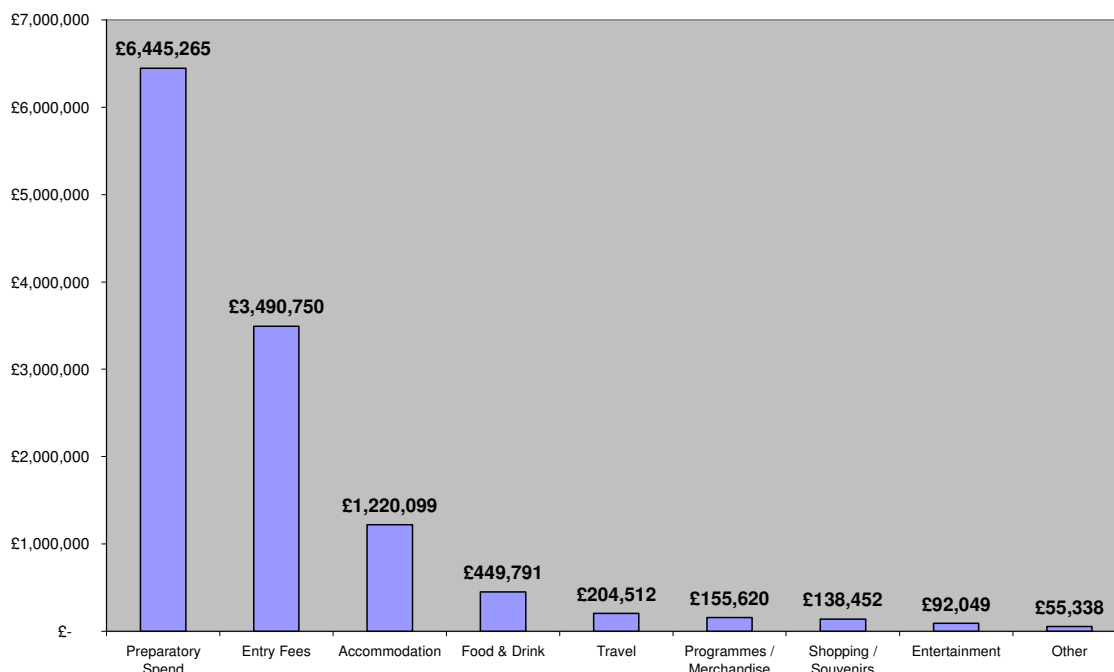
To reiterate a previous point, this section does not include any data from the 70 elite runners, on the basis that the London Marathon Limited paid appearance money to and the subsistence of such people, both of which are accounted for in the organisational spend section of this paper.

Previous LIRC research had suggested that the majority of the economic activity attributable to competitors is spent on accommodation, and this event was expected to be no different. However, given that on this occasion the aim was to assess all the economic activity associated with the Marathon (its economic importance), the runners were asked about their spending in preparation for the race. Such preparation included spending on running shoes, running kit, food supplements/vitamins, fitness training and spending at other events.

Graph 4 provides a breakdown of the near £12.3m of expenditure attributable to runners at the FLM. Ignoring the preparatory spending of such people (£6.4m) and the entry fees to secure a place (£3.5m), once again accommodation represents a significant proportion of such expenditure (£1.2m), followed by food & drink (£0.4m).

Once again the runners staying commercially (33.5%) accounted for the bulk of the additional expenditure, almost £2m (or 85%) of the overall importance attributable to runners (ignoring preparatory spend and entry fees). They generated 17,577 commercial bed-nights, equivalent to additional expenditure in London of £1.2m or £69 per runner per night. Runners staying non-commercially (21.8%) accounted for a further £0.2m of additional expenditure, with over £77,000 (40%) attributable to spending on food & drink, which compares with the £0.3m spent by commercial stayers on food & drink. Runners who were day-visitors (44.7%) contributed £0.16m in additional expenditure with food & drink responsible for 39% of this.

GRAPH 4: BREAKDOWN OF THE ECONOMIC IMPORTANCE ATTRIBUTABLE TO RUNNERS

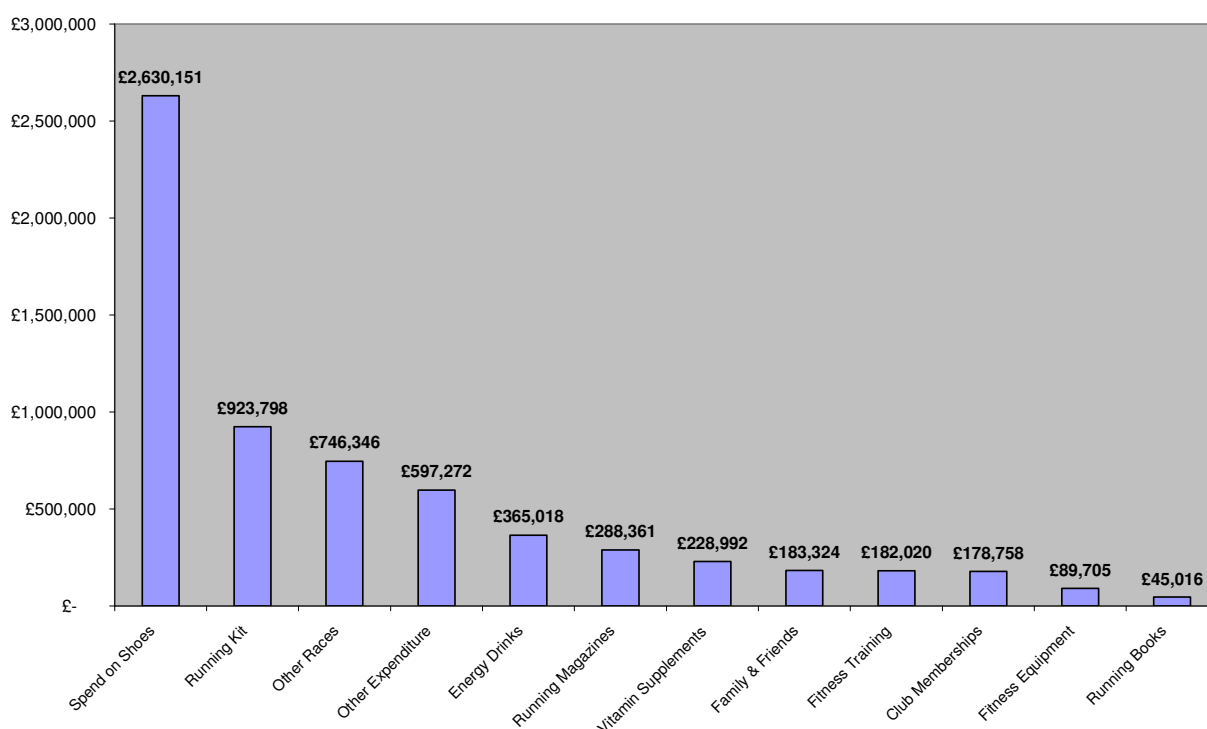


Consistent with the findings revealed by spectators and the media, the breakdown of the expenditure of runners once again highlights the major impact attributable to people staying commercially, compared to those staying non-commercially or visiting for the day. This can be attributed to the accommodation costs and the need to buy more food & drink than other sub-groups.

Preparatory Spend

Unlike previous economic impact studies undertaken by LIRC, this research attempted to quantify the overall economic activity attributable to the Flora London Marathon (rather than that just in London). As stated previously, the decision to run a marathon is unlikely to be one that is taken lightly, especially as it is not something that people can just turn up and undertake without some preparation. Consequently, runners were asked to estimate their expenditure on a variety of items upon which they may have spent money in preparing to take part in the FLM. A summary of the expenditure by runners in preparation for the FLM is detailed in Graph 5.

GRAPH 5: THE PREPARATORY SPEND OF FLM RUNNERS



The figures in Graph 5 are based on the 32,620 starters. Additional to these figures is the expenditure of 9,267 people who were accepted but did not start the race (usually) due to injury or illness. Assuming that such people may well have undertaken some training and preparation for the event, an arbitrary figure of 50% (£99) of the average runners preparatory spend was used to calculate an aggregate figure for non-starters of £917,433. Including this figure with the data in Graph 5 indicates that the preparatory spend by runners for the Flora London Marathon was over £7.3m. However, when considering the economic importance to the UK, it is necessary to remove the preparatory spend of overseas runners (£930,928) which is unlikely to have occurred in the UK economy. This reduces the preparatory spend by runners in the UK to £6,445,265; equivalent to £198 each or 11.1% of the total economic importance of the FLM and 52.6% of the economic activity attributable to runners (including entry fees).

The major preparatory expenditure for runners can be attributed to spending on the 43,611 pairs of running shoes of £2.6m (1.34 pairs per runner at £60 per pair) and almost £1m on running kit. Together these two items accounted for 48% of the preparatory spend (before the deduction of expenditure overseas).

The £12.3m of economic activity from a combination of expenditure by runners in London, their entry fees (£3.5m) and their preparatory spend, represents 21% of the total economic importance of the FLM. This figure combined with the equivalent figure from spectators, accounts for 46% of the economic activity attributable to the event. Notwithstanding such comments, it is a reasonable assumption that the runners were also responsible for the majority of the near £23m charity fund-raising associated with the event. Including this figure suggests that spectators and runners are actually responsible for over 85% of the economic importance.

Sponsors

Official sponsors and suppliers provided their estimated budget figures for the 2000 race, which were greater than the direct financial contributions made to the London Marathon Limited to gain 'official' sponsor/supplier status. Collectively the estimated economic importance attributable to sponsors was £5,803,500. This figure included income from television rights (taken from the accounts), and also the cost to the host broadcaster to film the event plus the budget for an ambush marketing campaign by Nike which involved using billboard messages pre and during the event. Although Nike was not an 'official' sponsor, the campaign was a direct result of the Marathon taking place and in particular the fact that the official apparel supplier was adidas.

Exhibitors

Exhibitors were asked to consider not only the costs of space and erecting stands, but also promotional and planning costs, and associated spending attributable to their presence at the exhibition. According to the primary research and the accommodation costs provided by the event management company, the total activity attributable to exhibitors was £921,548 plus £26,840 staff expenditure; a total economic importance of £948,388 or 1.6% of the full economic importance attributable to the FLM.

Charity Fund-raising

The 2000 Charity Survey commissioned by the London Marathon Limited, revealed fund-raising to be at an all time high of £25m. In order to avoid 'double counting' this figure was reduced by the amount of the Golden Bond¹, making the charity fund-raising in this research £22.8m, which was over 39% of the economic importance attributable to the event. According to the exit poll at the 2000 event, over 76% of runners ran for charity, which coupled with the charity income equates to 24,824 runners each raising £1007.

Organisational Spend

This figure is based on the income figure from the accounts (£6.8m), less economic activity already included elsewhere in these analyses, in order to prevent double counting (e.g. the fees from the title sponsor and other official suppliers plus entry fees). The final figure of £1,745,500 is equivalent to 3% of the full economic importance (£58.3m) of the Flora London Marathon, and includes the retained profit figure of £1.5m which is transferred to the London Marathon Charitable Trust to be spent on projects in London.

Businesses

Although not included in the importance calculations, of 91 local service sector businesses surveyed (pubs, fast food outlets, newsagents, confectioners and off licences), 63% thought that the FLM had a positive effect on business and 56% confirmed this by reporting takings being up on an average Sunday. A quarter of

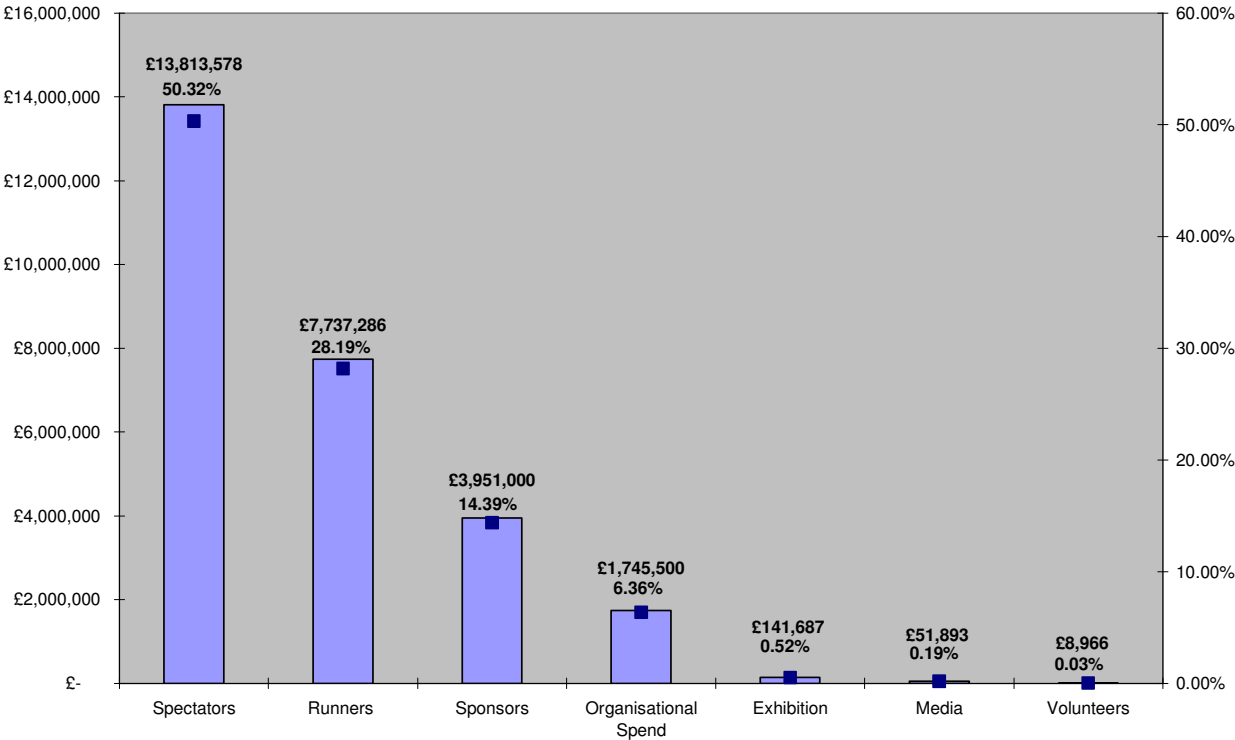
¹ The 'Golden Bond' of £2.2m is the guaranteed income from some charity runners, who (prior to the race) agreed to raise £250 each and which was already included in the entry fees of £3.5m.)

the 38 publicans interviewed said that Marathon Sunday was their busiest day of the year, with an average of 20 extra staff hours incurred per pub.

Economic Impact in Detail

Having successfully calculated the economic importance of the Flora London Marathon at almost £58.3m, the research now assesses the economic impact of the event. Such a calculation reduces the economic activity to that which occurs in London, and in so doing provides an estimate of the net economic change in the local economy resulting from the staging of the event. In short, the economic impact calculation will show what the Flora London Marathon meant to London in economic terms. The economic impact was derived from the importance figures, mainly by removing the expenditure of London residents. This was not additional to the London economy as it would have been spent on other items whether the FLM had taken place or not and hence was deemed to be "dead-weight" expenditure. Having reanalysed all the economic importance data, the additional expenditure in London was calculated at £27,449,910. This figure is broken down in Graph 6 and subsequent sections.

GRAPH 6: BREAKDOWN OF THE ECONOMIC IMPACT OF THE FLORA LONDON MARATHON



Spectators

The expenditure in London of non-London residents immediately prior to and during the FLM was £13,813,578. This equates to the importance figure less almost £0.9m spent by the 39% of spectators resident in London, and represents over 50% of the overall economic impact. The major items of expenditure were once again accommodation (£7.2m) and food & drink (£3.2m) which together accounted for over 75% of spectators' economic activity in London, with the combined expenditure on entertainment (£0.9m), shopping (£0.9m) and travel (£1.2m) responsible for a further 22%.

Volunteers

Analyses of the volunteer/official database provided by the London Marathon Limited, revealed that 52% were London residents and hence any expenditure by such people was "dead-weight". The remaining 48% of volunteers/officials contributed £8,966 of economic activity to the London economy and this was generated by expenditure on food & drink.

Media

Of the media personnel covering the event, 82% of day-visitors were from London, hence the economic impact of those residing outside London was negligible, amounting to only £267. This figure plus the economic activity attributable to non-London residents who stayed overnight in the city resulted in a media

economic impact of £51,893. Accommodation costs (£27,743) represented almost 54% of this impact, with food & drink (£9,028) and shopping (£9,869) together accounting for a further 36%.

Runners

The economic importance figure was reduced by the 20% of runners who were day-visitors living in London. As a result, the primary research revealed that the combined impact of runners staying overnight in London plus non-resident day-visitors was £2,254,811. Once again accommodation (£1.2m) and food & drink (£0.4m) were the major items of expenditure.

Apart from these calculations runners resident in London were also likely to have spent money in preparation for the FLM. According to the methodology utilised throughout this research, the expenditure of such people would be "dead-weight." However, there is an argument to suggest that as a result of the status and prestige of the event, money has been "levered out" of London residents during their preparations. Consequently the preparatory expenditure of non-London residents has been removed from the analysis in this instance. This leaves almost £2m spent by London residents, of which expenditure on running shoes and kit accounted for almost 47%. The same "levering" argument has been used in relation to the entry fees of London residents.

The expenditure in London close to the race, the preparatory spend of London residents and the near £3.5m in entry fees resulted in an economic impact attributable to runners of £7,737,286 or over 28% of the overall economic impact on London. This figure coupled with the spectator spend in London, represents almost £21.6m of additional economic activity, equivalent to over 78% of the total economic impact of the Flora London Marathon.

Other expenditure categories

The remainder of the economic impact activity was divided between exhibitors, sponsors and organisational spend. In each instance, only expenditure made in London has been included in the calculations. Based on the information provided by the official sponsors and suppliers, an estimate was made of the economic activity attributable to sponsors that occurred outside London and this was deducted from the economic importance of sponsors to leave £3,951,000, equivalent to over 14.4% of the economic impact on London. The event management company responsible for the exhibition was based in Sheffield; hence payments for space and the erection of stands were deducted from the economic importance figure. Accommodation and subsistence costs were included as were parking costs and the expenditure of staff using their own money. As a result the economic impact of the exhibition on London was estimated at £141,687. The organisational spend figure remains the same on the basis that the £1.5m in retained profit was transferred to the London Marathon Charitable Trust for use on recreational projects in the City, thus impacting directly upon London. The remaining £0.2m was operational expenditure and assumed to be spent in London. Because no charity fund raising has been included, the overall economic impact figure should be qualified with a statement such as 'plus a proportion of the income from charity fund-raising' as numerous charities that benefit are based in London.

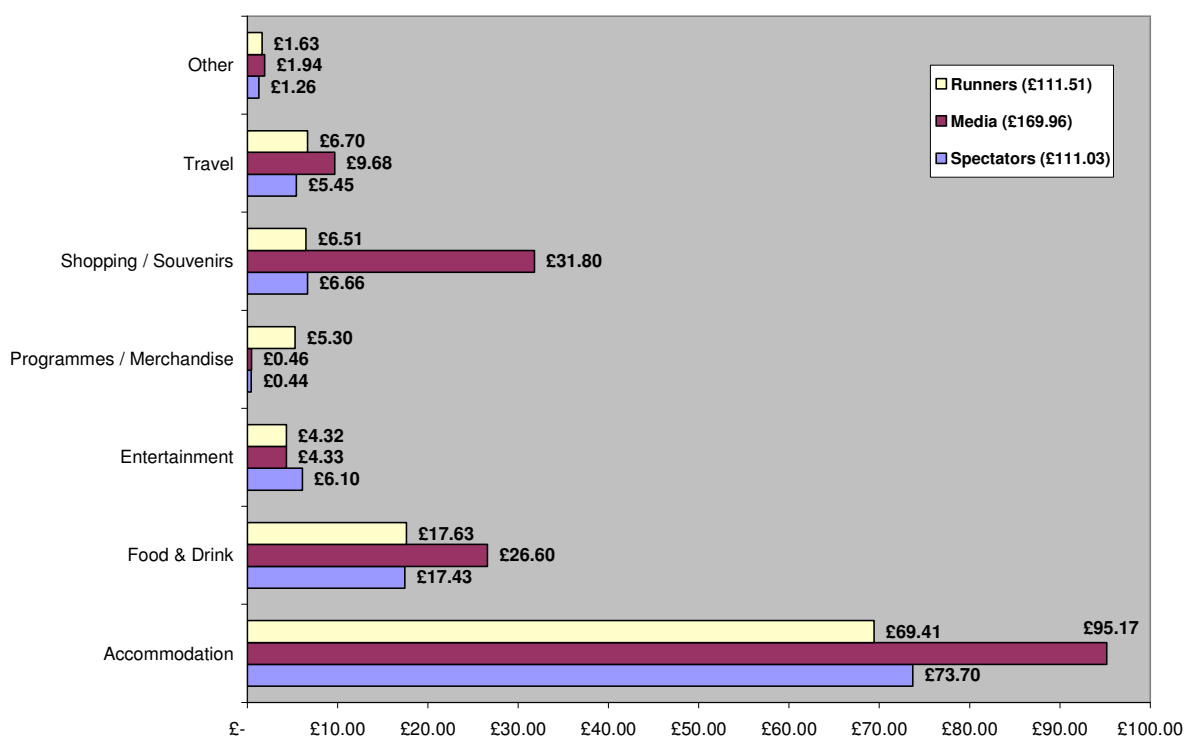
Other Issues

Daily Expenditure

The best way to compare the expenditure of the key interest groups on a like for like basis is to convert expenditure to a daily rate. Such information coupled with numbers attending, provides event organisers with the evidence necessary in order to make informed decisions about where any likely economic impact will occur. The following graphs highlight the different expenditure patterns of visitors to London (spectators, runners and the media), based on whether they stayed commercially, non-commercially or whether they were day-visitors.

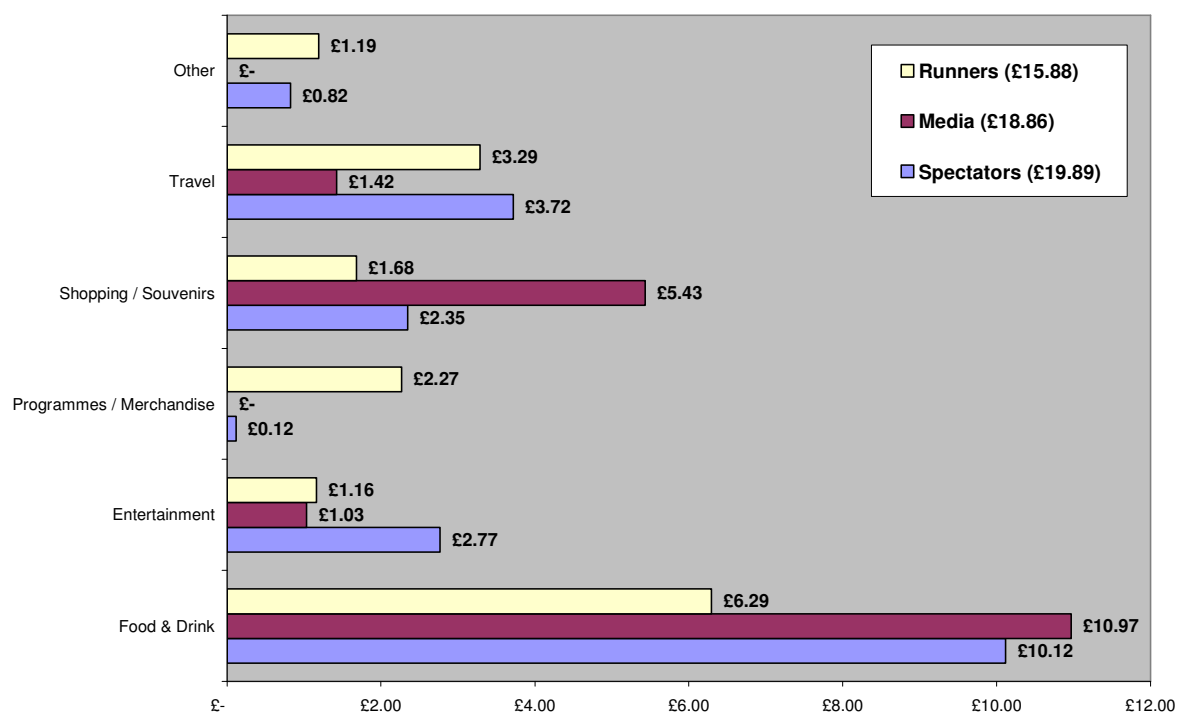
Graph 7 indicates that media personnel staying commercially spend more per day (£169.96) than spectators (£111.03) and runners (£111.51). However, this should be offset against the fact that far more spectators and runners attend the event than do media personnel. Consequently, should someone be looking to stage a Marathon, the major proportion of any additional expenditure is likely to come from attracting significant numbers of spectators or competitors from outside the local economy. If such people can be persuaded to stay overnight and there are enough commercial beds available, then clearly for mass participation events (such as the FLM), this is where the major impact is likely to occur.

GRAPH 7: COMMERCIAL STAYERS' DAILY EXPENDITURE COMPARISON



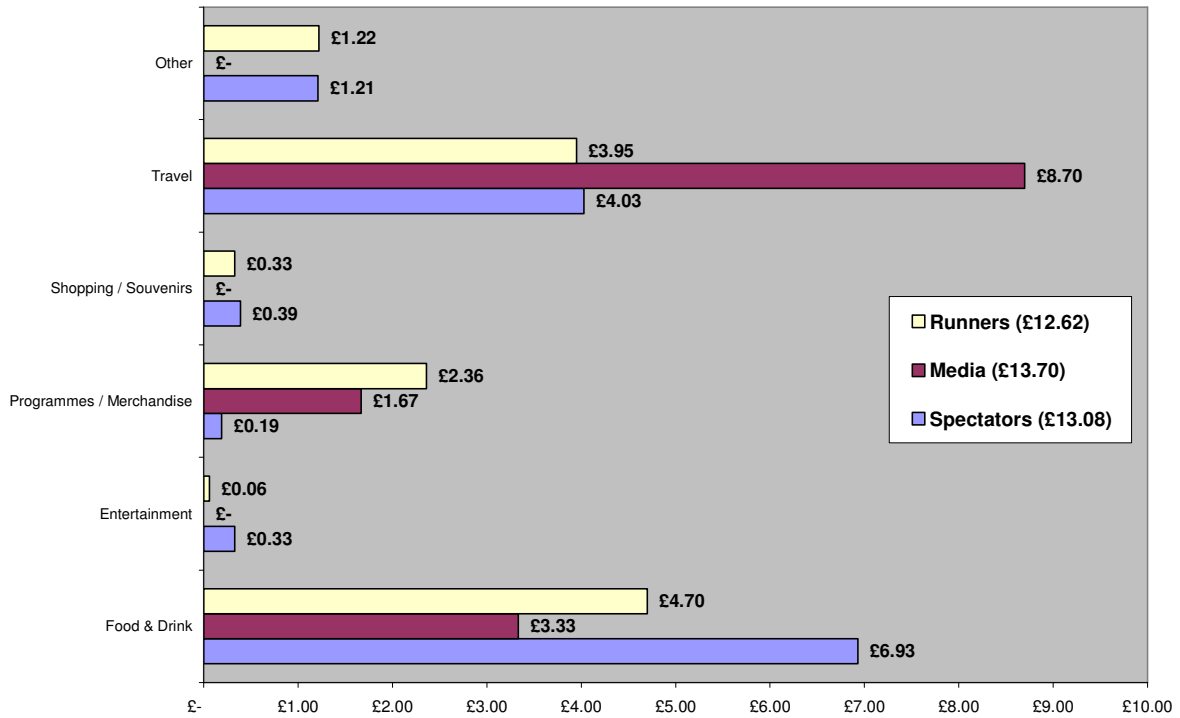
The expenditure of people staying non-commercially (i.e. with friends or relatives) was considerably lower than the corresponding figures for commercial stayers due to there being no accommodation costs. However, as indicated in Graph 8, the relative spending on food & drink (the other major item of expenditure) was less than the corresponding figure for people who stayed in commercial accommodation. As suggested previously, this might be expected given that the friends or relatives providing the accommodation are likely to prepare meals for people staying with them.

GRAPH 8: NON-COMMERCIAL STAYERS' DAILY EXPENDITURE COMPARISON



The daily expenditure of day-visitors to London for the FLM is detailed in Graph 9. Once again spending on food & drink figures prominently, especially amongst the spectators who spend on average almost £7 each. If such people could be encouraged to increase their dwell time in London then their impact on the local economy could be greater still, perhaps by increasing expenditure on shopping and souvenirs.

GRAPH 9: DAY-VISITORS' DAILY EXPENDITURE COMPARISON

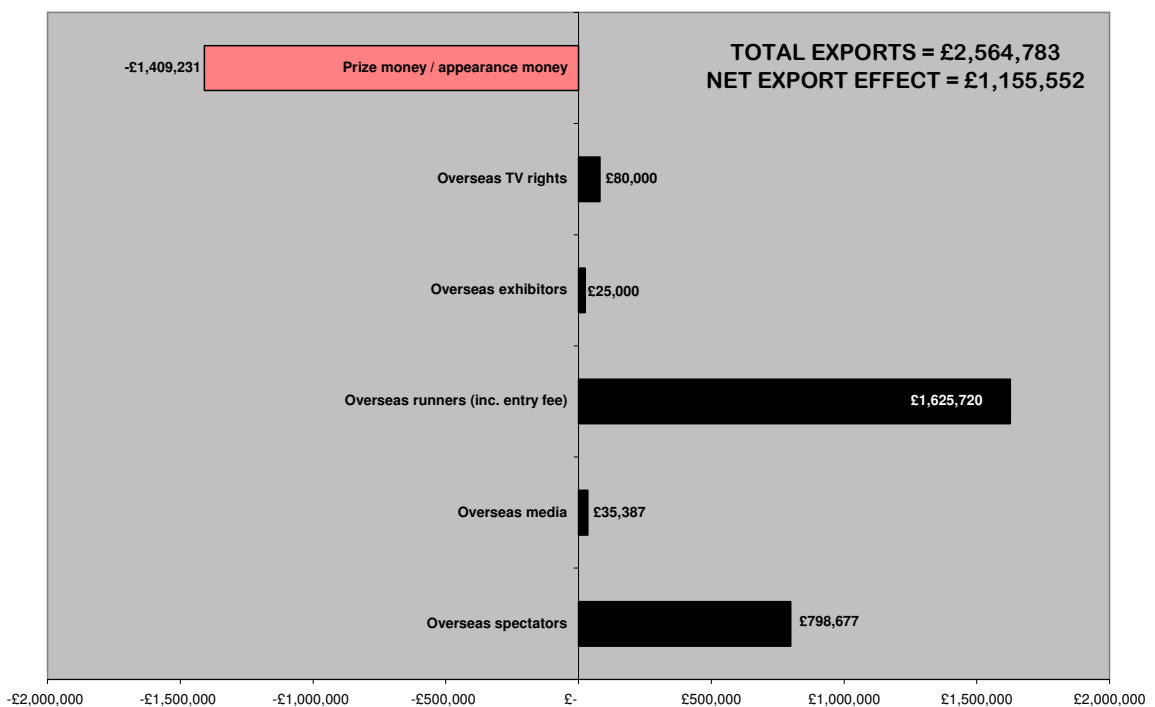


Exports v Imports

Major events involving either direct or indirect trade with other nations have an effect on the UK's balance of trade. In the context of the UK economy the effect will generally be insignificant, however, the Euro '96 football championship is credited with adding 0.1% to GDP for the second quarter of 1996, which represents 25% of the total GDP growth in that quarter. Therefore, in addition to using the economic impact assessment, an event organiser might justify the staging of an event by making an estimate of the net export effect that an event will create.

In the case of the FLM the imports attributable to the event are relatively few and are easily identifiable from the accounts and information provided by the organisers. These imports are mainly payments to international runners in the form of prize money, appearance fees and air-fares, the sum total being £1,409,231, see Graph 12.

GRAPH 12: THE NET EXPORT EFFECT



The exports linked to the event, i.e. spending in the UK by people from overseas, have to be estimated from the data collected about each group involved (e.g. spectators, media, runners and exhibitors) plus other expenditure identifiable from the accounts. The exports attributable to people from overseas are also detailed in Graph 12.

The net change on London and hence the UK (i.e. net export effect) generated by people and organisations from overseas is £1,155,552. The total net exports are equivalent to 4.2% of the total economic impact (£27,449,910) on London. It can be argued that because exports represent a genuine inflow of funds into the UK, the “quality” of an economic impact that is driven by exports is higher than instances where the economic impact is generated solely within a given country. The reason for this assertion being, that events relying on domestic generation of economic impact do not affect GDP, they simply divert spending from one area of the country to another (i.e. the majority of the economic activity attributable to the Marathon). Whilst this might be beneficial for a host town or city there is no benefit to the country as a whole. Therefore, the ability of an event to generate exports should also be seen as an indicator of ‘added value’.

A final point worth noting relates to the economic importance figure of £58,272,797. This is the economic importance of the Marathon to the UK and is net of the preparatory expenditure of overseas runners (£930,928), which it is reasonable to assume, occurred outside the UK. Although the focus of this research was the UK, the Flora London Marathon also generated economic activity overseas. The combined overseas and UK importance being equivalent to a sum of £59,203,725.

Conclusion

This paper has demonstrated that one of the most prestigious and high profile events in the UK sporting calendar, leaves a hidden but significant economic legacy in its wake. Not only is the Flora London Marathon a great sporting spectacle and a celebration of the human spirit, it is also a successful business venture that generates in excess of £58m in associated expenditure, of which at least £27m impacts directly upon London. Such information contributes to the growing body of knowledge linked to major sport events and is likely to be of interest to authorities that are formulating strategic plans around sports tourism. In particular, the secondary spend in London on accommodation (£8.4m) and subsistence (£3.7m,) coupled with the net export effect from overseas trade (£1.2m) are likely to be of the most interest. In summary, this research has demonstrated that;

1. To make a significant economic impact requires large numbers of visitors staying overnight in commercial accommodation in order to increase their dwell time in the local economy.
2. The economic activity associated with the FLM was driven by the numbers of and spending of both spectators and competitors (runners), mainly on accommodation and food & drink.
3. The net export effect represents an inflow of new money to the economy, and the higher this figure the 'better quality' the impact.
4. Economic impact appraisals such as this are able to provide value for money appraisals of the cost of staging events (in this instance of the £6.8m it cost the London Marathon Limited).
5. An event need not necessarily be 'major' in terms of its sporting outcomes to have a significant economic impact.
6. Mass participation events such as a marathon have the potential to play a key role in a city's sport tourism strategy.

Although it has taken over 20 years for the FLM to achieve its current status and high profile, even smaller events can have significant (if more modest) impacts. For example, research undertaken by LIRC for UK Sport and Bristol City Council found that a combination of the IAAF World Half Marathon and BUPA Bristol Half Marathon had an economic impact of almost £600,000 on the Bristol economy plus the associated value of TV exposure for Bristol around the world (LIRC, 2002).

Future Research

Placing a value on the UK and international television exposure received by the Flora London Marathon, plus analysis of any sports development effects associated with the London Mini-Marathon would be the next step for research such as this. This would move closer to the 'balanced scorecard' approach to the evaluation of major sports events as proposed by Shibli (2002). In addition, displacement effects associated with normal hotel occupancy levels and with businesses that may close are also worth investigating. Finally, further research on the impacts of less prestigious mass participation races is required before arriving at any definitive conclusions.

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