



northernireland
tourist board

**Perceptions of the benefits of the
World Police and Fire Games
2013**

Perceptions of the benefits of the World Police and Fire Games 2013

Northern Ireland hosted the World Police and Fire Games (WPFG) in August 2013, which attracted almost 8,000 participants from around the globe. In addition to the event being a great success on the ground, the event provided Northern Ireland with additional legacy opportunities which have perhaps yet to be fully realised. While not directly a tourism event, the extensive media coverage worldwide and the recommendations and possible return visits from the participants could have the potential to change the perceptions of Northern Ireland and generate future tourism.

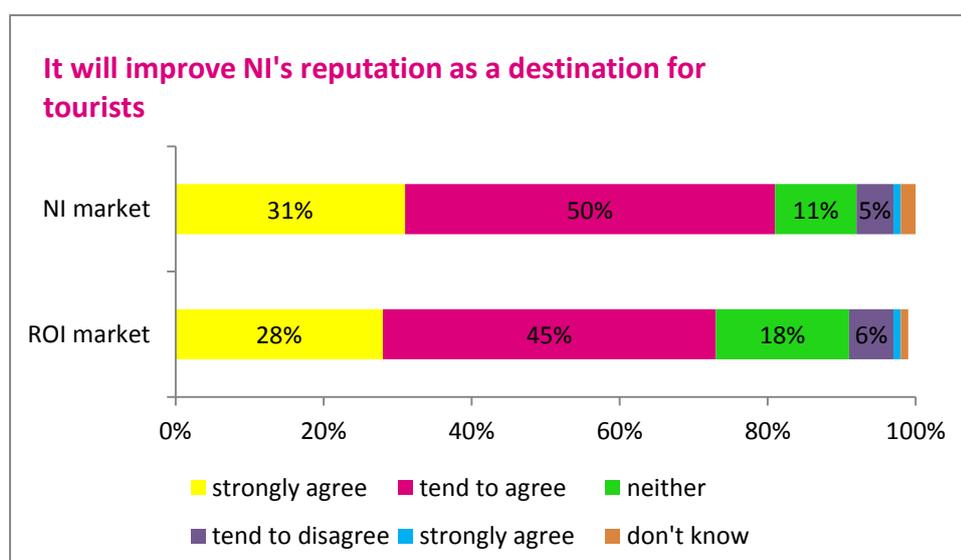
A formal evaluation of the event is being undertaken by WPFG/DCAL, based largely on economic impact measures. NITB has undertaken this research to understand the potential tourism benefits in terms of growing the tourism reputation, and the wider impacts of changing perceptions of NI, increasing civic pride and demonstrating the growing confidence that NI is moving on.

NITB included a number of questions regarding the perceived impact of the WPFG in two recent surveys:

- NITB's Leisure Consumer Barometer survey 2013 Wave 2 comprising a sample of 1,000 interviews in both NI and ROI, representative of the adult population in each respective market. Fieldwork was conducted between 15th and 29th August 2013.
- NITB's July Tourism Industry Barometer comprising 600 on-line interviews with tourism businesses across NI

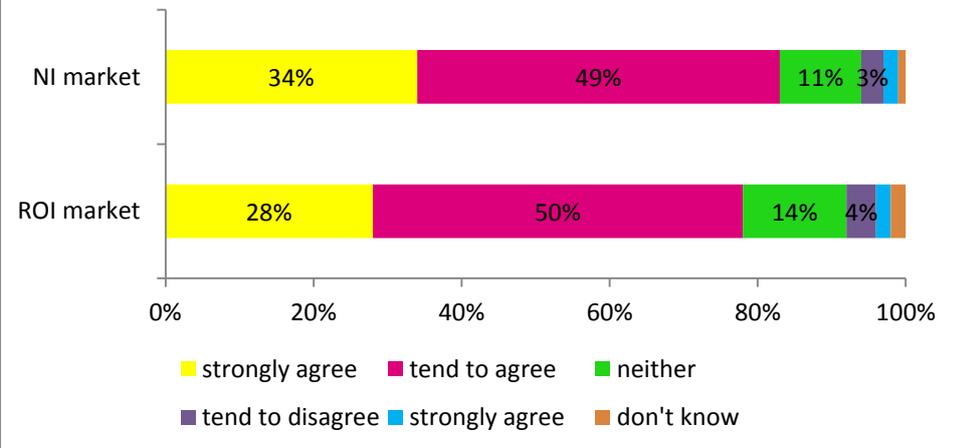
NI and ROI Consumer Views

Over three quarters (77%) of NI residents, but only around 18% of those interviewed from the ROI, were aware that the WPFG took place in Northern Ireland earlier this year. While the sample is small in ROI, both markets were positive regarding their perceived impact of the event. Over 80% of NI residents who were aware of the event felt that it would improve NI's reputation both as a destination for tourists and as a place that can host major events. While awareness of the event in the ROI was relatively low, those aware were also very positive about its benefit to tourism.



Source: NITB's NI & ROI Leisure Consumer Barometer

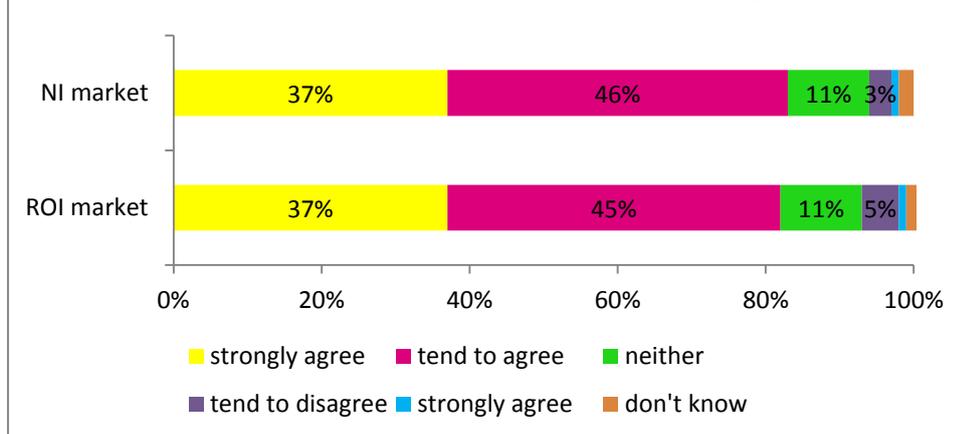
It will improve the reputation of NI as a place that can host major events



Source: NITB's NI & ROI Leisure Consumer Barometer

While the participants of the event are tourists, the event was not directly a tourism event. Perhaps this is why the respondees were more likely to perceive benefits beyond tourism. With regard to both markets, more than 80% of those aware of the event agreed that NI being chosen as the host country for the event demonstrates belief that NI is confidently moving on.

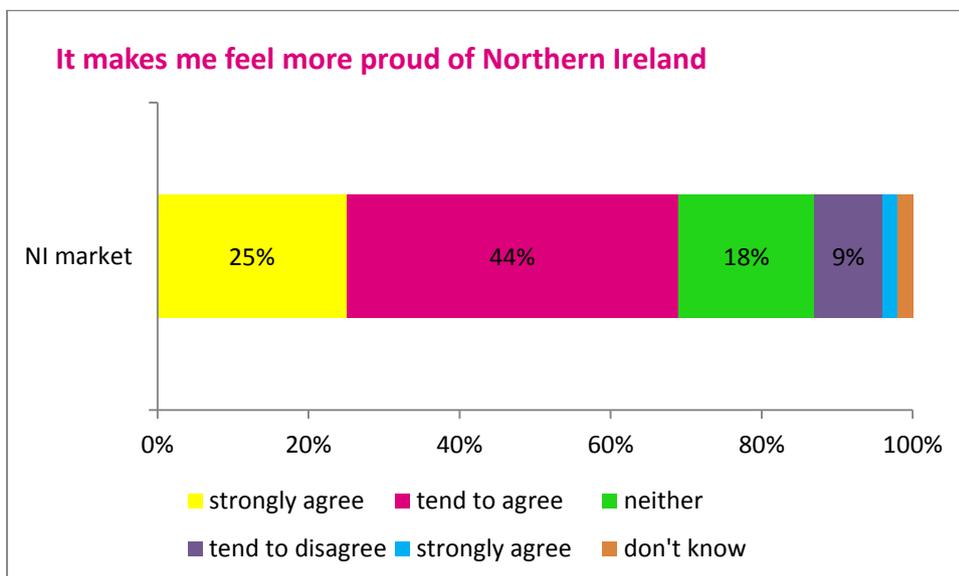
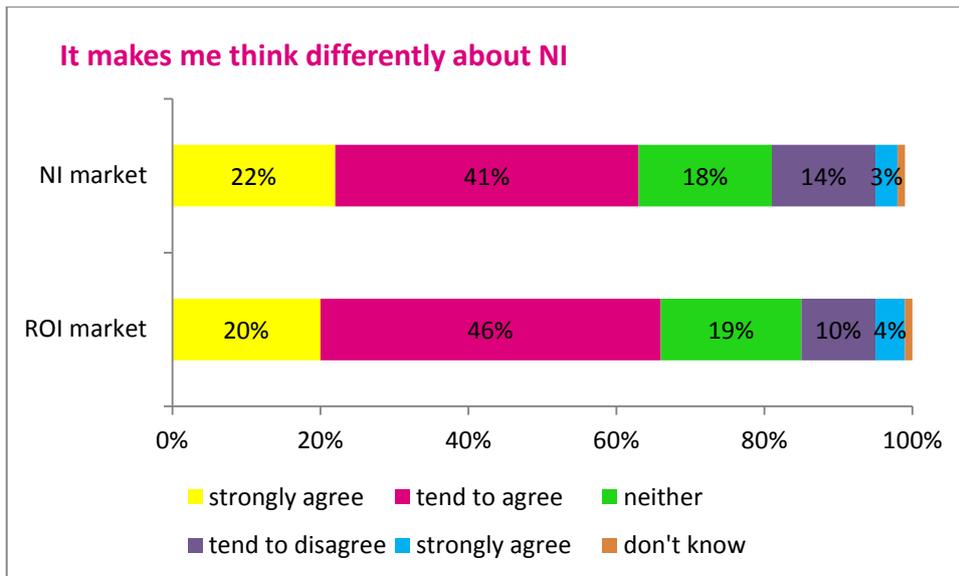
Choosing NI as the country to host the 2013 World Police and Fire Games demonstrates that people from outside NI feel that NI is confidently moving on



Source: NITB's NI & ROI Leisure Consumer Barometer

The event also appears to have had a direct influence on those who were aware of it, reportedly making them think differently about Northern Ireland, again, potentially going beyond tourism. Almost two thirds of respondents in both markets reported that it has made them think differently about Northern Ireland.

As a result, the event created an increased sense of civic pride among Northern Ireland residents, with over two thirds (69%) agreeing that the event made them feel more proud of Northern Ireland.

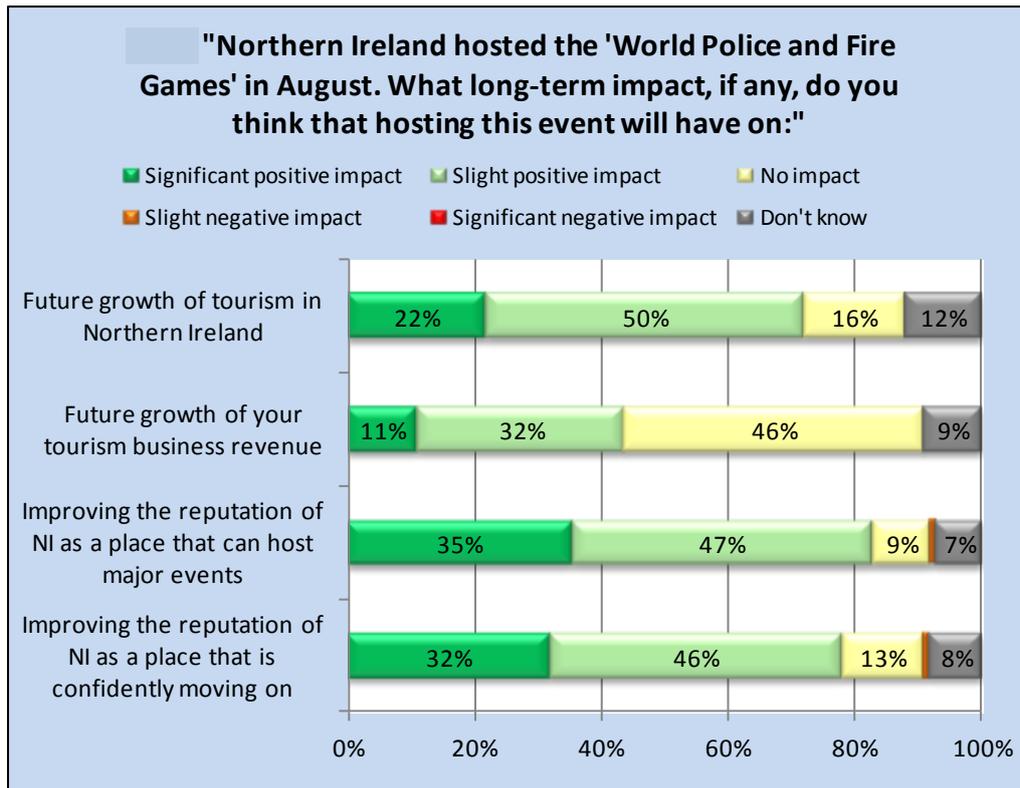


Source: NITB's NI & ROI Leisure Consumer Barometer

Northern Ireland Tourism Industry View

The Northern Ireland tourism industry was largely encouraged that the hosting of the World Police and Fire Games could potentially deliver future benefit to NI tourism and, for some, their own business. While largely hosted in and around Belfast, the event spread as far as the North Coast and Newry, for example.

Almost three quarters of industry respondents (72%) across recognise a legacy effect from the hosting of the WPF, in that it will deliver a positive impact on the future growth of tourism in NI. A smaller proportion anticipate a long term positive impact for their own business, believing that the impact seen as more of a benefit for Northern Ireland as a whole, potentially by changing perceptions of event participants and the showcasing of NI through the extensive global coverage.



Source: NITB's Industry Tourism Barometer September 2013

This confirmation from the tourism industry of the positive impact of the WPFPG over the long term is also reflected in their recognition that the legacy impacts both on Northern Ireland's reputation as a place that can host major events and as a place that is seen as confidently moving on.