

# The nation-branding legacy of the 2010 FIFA World Cup™ & implications for future sport tourism events

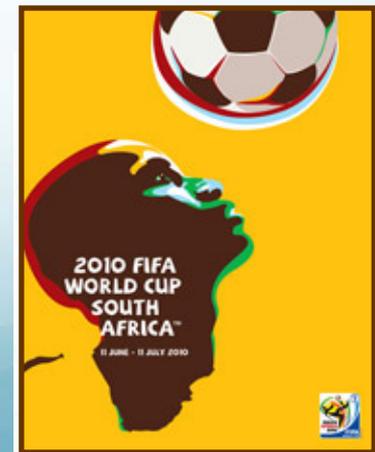
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# Background

- There has been a growing awareness of the potentially significant impact that hosting mega-events, such as the FIFA World Cup™, can have on a country's image (Gibson *et al.*, 2008).
- Mega-events represent a “unique publicity platform and opportunity for place marketing” (Essex & Chalkley, 2006), and sports can serve as a central platform for a branding initiative (Rein & Shields, 2006).
- In the struggle for competitive advantage among nations, a powerful, positive nation brand is imperative (Anholt, 2007).

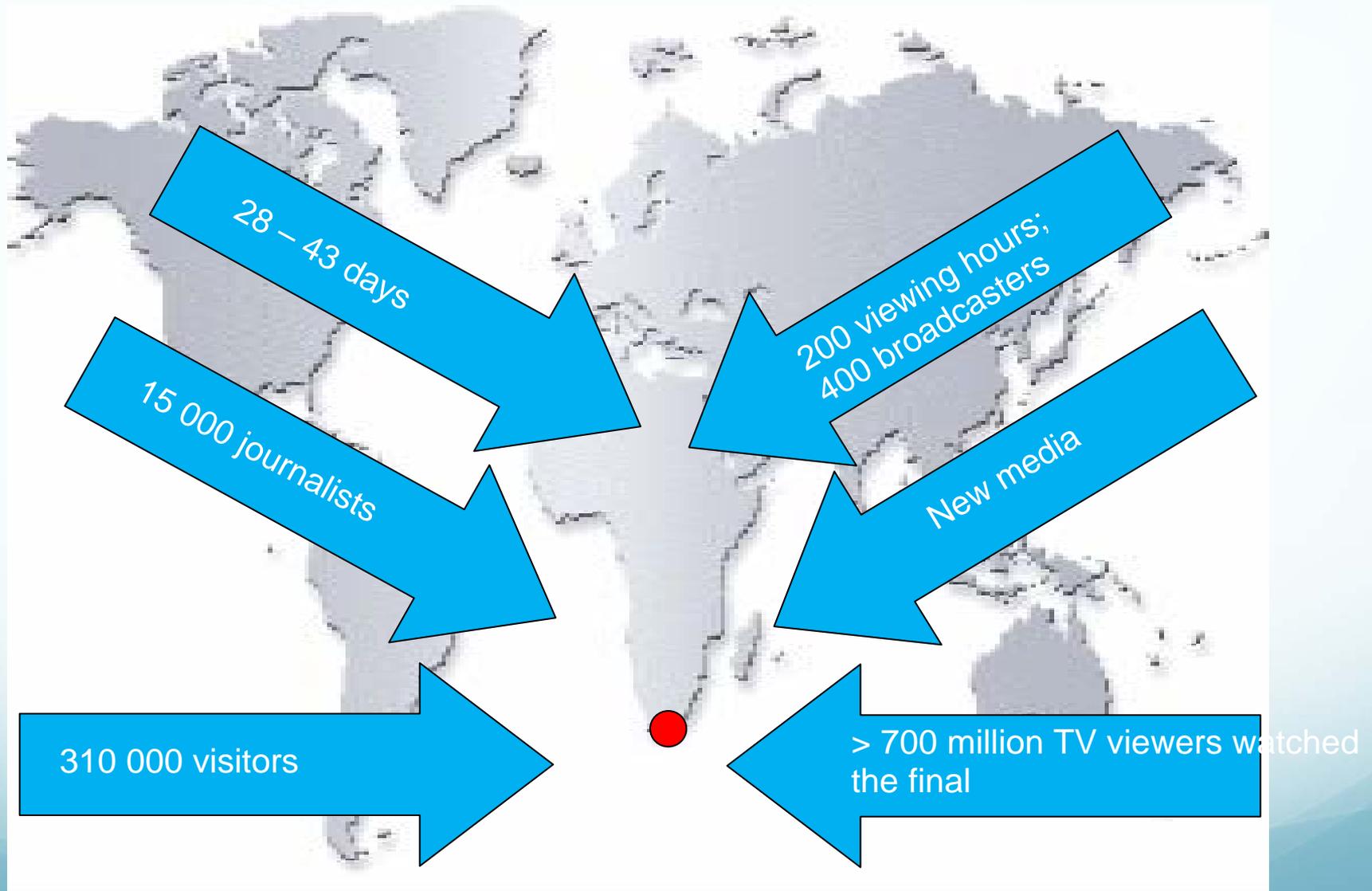


“It’s not about football – it’s about nation building (branding). South Africa has been chosen to not only stage the World Cup in 2010 but also to carry the hopes, dreams and aspirations of Africa and especially African football. This provides a golden opportunity to change perceptions about Africa and to influence public opinion around the globe.”



Dr. Danny Jordaan,  
CEO of South Africa’s  
2010 OC

## Focus of the world on South Africa:



**“Whatever the result of the match tonight, one thing is sure –  
England have never played in a more beautiful setting.”**

BBC News, Friday 18 June, 8am.



17.5 million British viewers tuned into the BBC to watch their country go up against Germany in their second round match (Cape Town Tourism 2010)

# Nation Branding

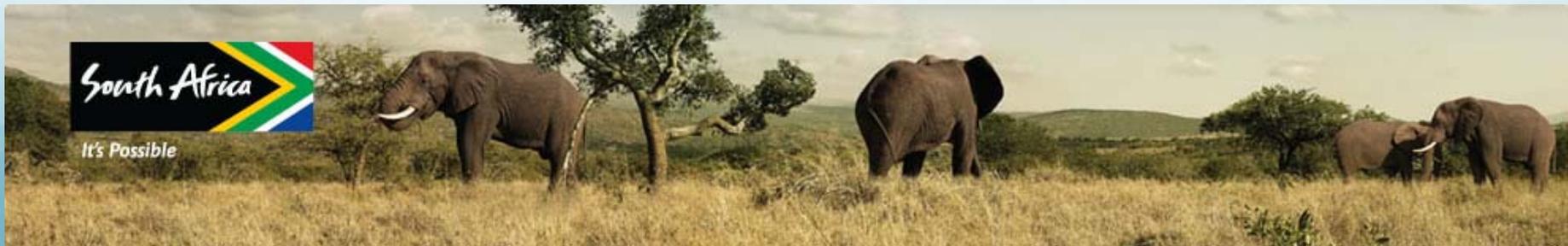
- Nations and destinations have a brand image, made up of: images, symbols, history, perceptions, media, experiences, observations, stereotypes etc.
- Countries compete for attention, respect & trust of investors, tourists, consumers, donors, immigrants, media and governments
- The creation of a positive brand image requires marketing efforts that link “strong, favourable and unique” associations to the brand in the memory of the consumer (Keller, 2008)

## Why sport?

- Sports events provide opportunity to create/ promote an image and/ or re-brand a destination (Anholt, 2007)
- Sport also stimulates an **emotional heat** between the participants and the audiences that can symbolise the energy, vigour, and strength of an emerging nation in ways that eco-branding, museums, and other cultural attractions cannot (Rein & Shields, 2006)

# Brand South Africa

- SA has weak or incorrect image (Beijing 2008 study): Apartheid, “Brand Africa”, wildlife
- Perceptions don’t change easily. Need large event/ experience to shift (Anholt, 2009).
- World cup: many visitors from new tourist/ business markets e.g. S America, Asia.



# Study Aim

- To identify the current perceptions of the South African brand and any changes to perceptions of the brand, among international sport tourists.

# Method

- During event: (June-July 2010)
- 561 international visitors interviewed in Cape Town & Durban
- Face-to-face interviews
- Spatially-based purposive sampling approach in Fan Parks and Stadium precinct (Fan Walk)

# Grand Parade – FIFA Fan Fest, Cape Town



# Surveying

Fieldworkers at FIFA Fan Fest, Cape Town



International Visitor Profile	(n=561)
Nationality: - UK - USA - Netherlands - Germany - African nations (similar to ticket sales profile: USA, UK, Germany)	27% 15% 11% 10% 7%
Ethnic origin: - White/ Caucasian - Black - Latino / Hispanic - Asian/ Indian	79% 7% 5% 5%
Gender: male Age: <40 years (mean 32 years)	77% 77%
Travel profile: - Have travelled to previous WC finals (Germany 2006: 28%) - Would not have travelled to SA if no WC event - First-time visitors to SA - World Cup was primary reason for travel	37% 51% 75% 77%

International Visitor Perceptions	(n=561)
Limited clear perceptions prior to visiting SA, and mostly related to “natural beauty”, “crime/ security concerns”	
Most significant influence of prior perceptions is: <ul style="list-style-type: none"> <li>- international media</li> <li>- friends/ relatives experiences</li> <li>- previous sport events in SA</li> </ul>	Mean: 3.8 3.3 3.1
First-time visitors: change in perceptions	74% (n=410)
Perception changes: <ul style="list-style-type: none"> <li>- beautiful scenery and natural attractions</li> <li>- many friendly, welcoming people</li> <li>- a good climate for tourism and sport</li> <li>- many diverse/ different cultures</li> </ul>	Mean: 4.8 4.6 4.5 4.49
South Africa is a “safe place to visit”	67%

# International Visitor Perceptions...

(n=561)

Most significant reason for change of perceptions appears to be:  
- “travelling in South Africa”; and  
- “interacting with South Africans”

Strong support for SA as World Cup host; and  
strong support for future events to be hosted in SA

92%  
85%

Many more visitors know the name “Rainbow Nation”  
than official marketing slogan “Alive with Possibility”

75%  
33%



# Perceptions: Behaviour change

(n=561)

“My visit to SA has encouraged me to:”

Mean:

- Visit SA again	4.54
- Encourage others to visit SA	4.54
- Become friends with South African people	4.27
- Appreciate SA food, music, art and dance	4.21
- Visit other African countries	3.96
- Return to SA to watch or participate in sport events	3.94
- Pay more attention to news or media relating to SA	3.85
- Buy SA products more easily	3.44
- Do business or invest in SA	2.93
- Emigrate to SA	2.55

“We have been able to show the world that we have what it takes to compete with the best, united in our diversity. It truly is an emotional moment for a nation that had doomsayers warning football fans to avoid coming to South Africa. The world had been told to expect high levels of crime, unfinished stadiums and other infrastructure as well as lack of accommodation. They came and discovered that we are a **winning nation** of very **humble, hospitable people**. They learned too that we are very **efficient organisers and planners**.”

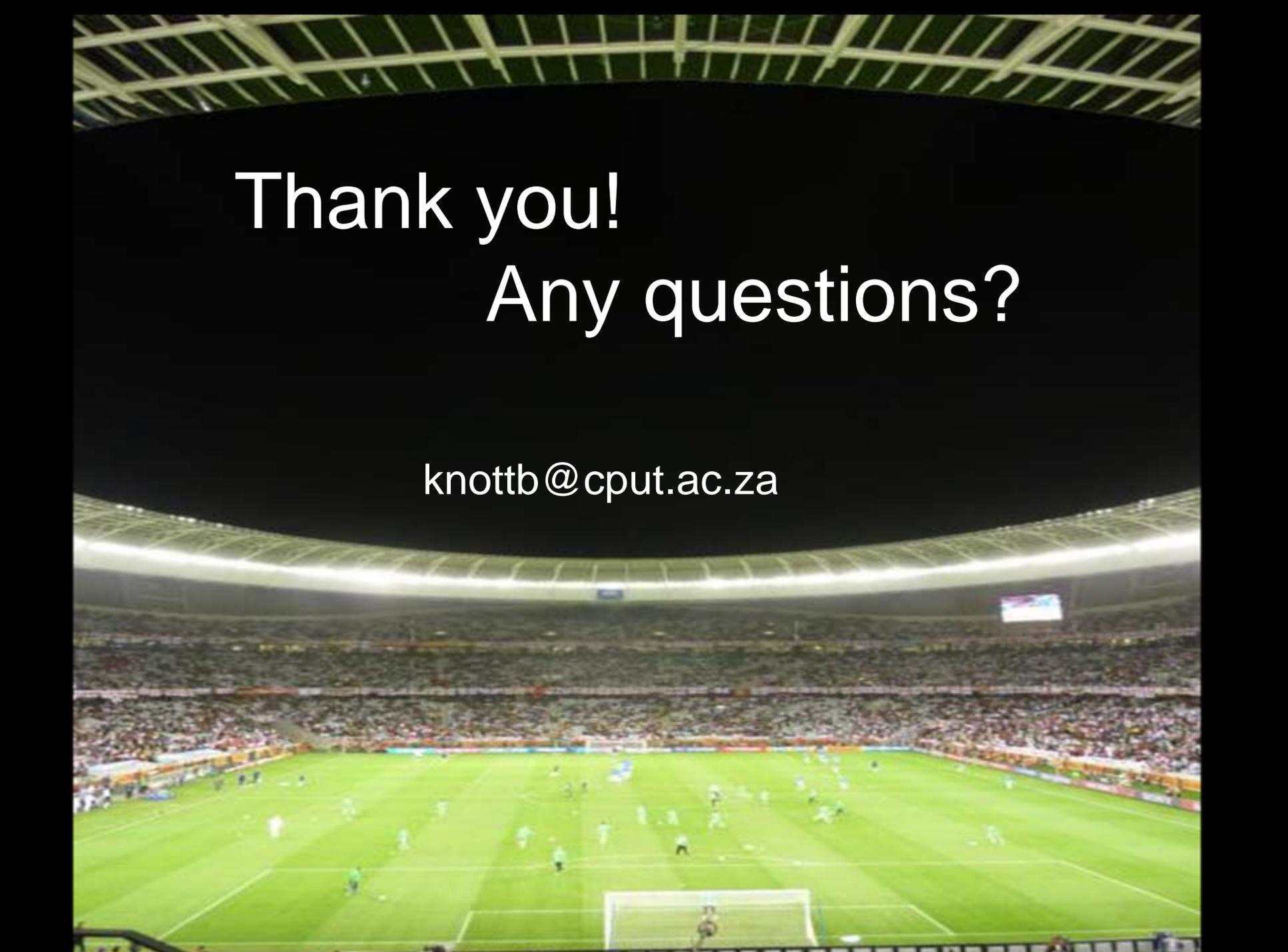


Jacob Zuma, South Africa President

# Beyond 2010

- Importance of sport as a platform for nation/ destination branding
- Bid/ host future mega-events: capitalise on human capital, facilities, global sentiment
- Smaller & home-grown events also play a role
- Not just events, but also through...
  - teams (e.g. New York, Manchester, Brazil)
  - venues (new stadia)





Thank you!  
Any questions?

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