

Major Sporting Events - UK - January 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Major events must reach beyond their core support
- Time for a shift in sports tourism focus

Major international sporting events were followed by 55% of online adults during 2019, with broadcast coverage continuing to dominate their experience of them.

Free-to-air television exposure enables these events to reach mass media audiences but they need also to diversify their demographics to expand interest within younger age groups and amongst women.

Improving the engagement of these groups would also benefit sponsors, as positive views of major events' commercial partnerships are most common within them.



"Strong public interest in major sporting events will take on a wider significance in the coming decade as the UK seeks to use its status as a top tier sports host to promote post-Brexit Britain on the global stage."

– David Walmsley, Senior Leisure Analyst

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