

EHF Beach Handball Brainstorming Clinic Sports & Tourism



Gran Canaria, 30rd October 2014

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Sport, a unique phenomenon



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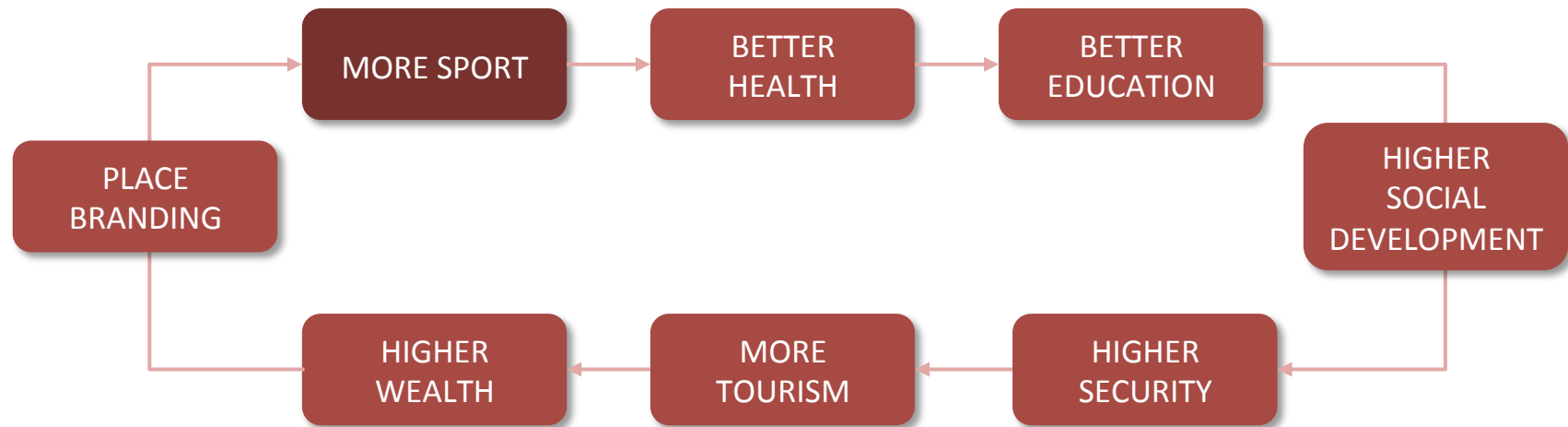


Sport, a unique phenomenon



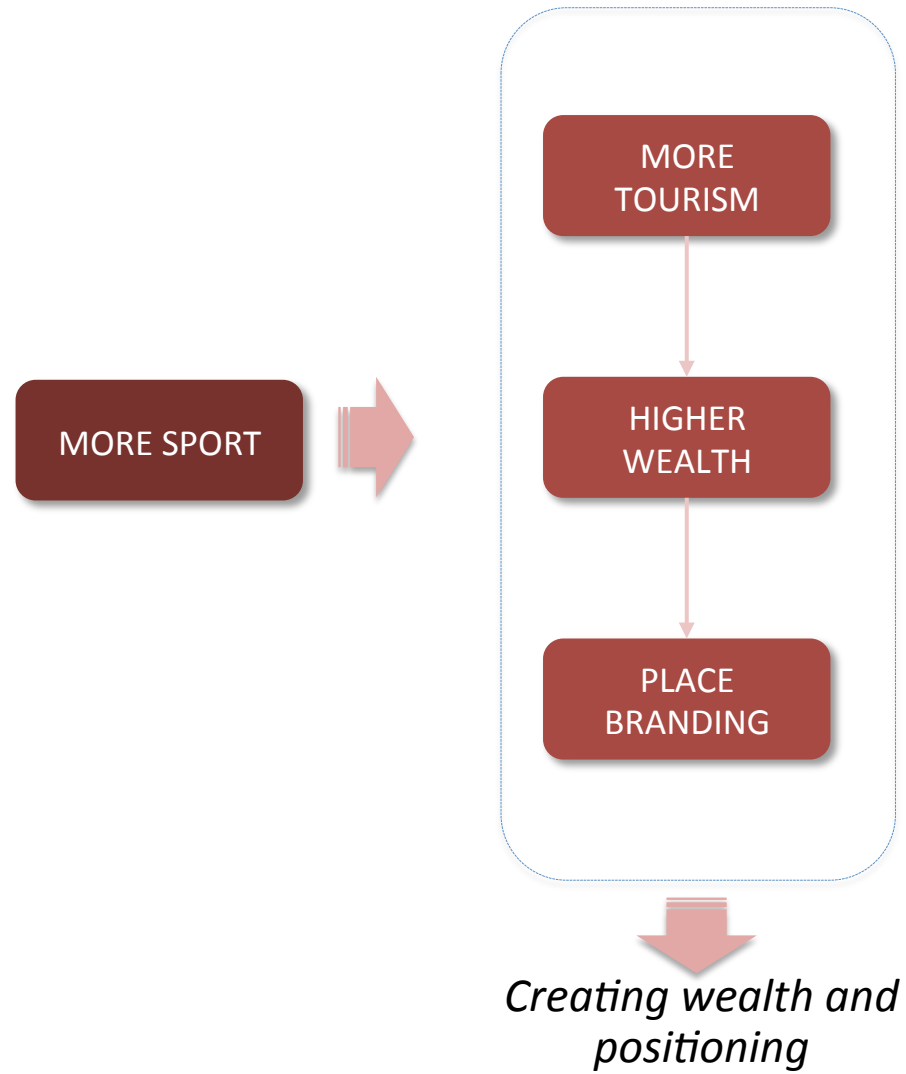
Sport & Tourism

A virtuous cycle



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A virtuous cycle



Sport & Tourism

Sport Practice Tourism



Sport Event Tourism



Sport for Tourists



Professional activities



Sport & Tourism

Sport Practice Tourism

Agent	Motivation	Decision	Resources	Destiny Actions
Non-professional sport people	Spending their leisure time	Individual	Accessible sporting spaces	<ul style="list-style-type: none">• Spaces inventory set up• Communication & promotion
Professional sport people	Training	Clubs, Federations, Individual	High performance venues or natural spaces	<ul style="list-style-type: none">• High performance spaces inventory set up• Availability for professionals• Communication and promotion

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Sport Event Tourism

Agent	Motivation	Decision	Resources	Destiny Actions
Participants in the event	Competing in the event to obtain a result	Clubs, Federations, Individual	Attractiveness of the event	<ul style="list-style-type: none">• Top events organization• Promotion among participants
Spectators of the event	Enjoying the event	Individual	Event services and complements to the event	<ul style="list-style-type: none">• Top events organization• Promotion in different markets

Sport & Tourism

Holland Sports & Industry ●●●

SPORT EVENT
DENMARK



MELBOURNE
AUSTRALIA

- 900.000 tourists
- 706 M Pounds

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Sport for Tourists

Agent	Motivation	Decision	Resources	Destiny Actions
Tourists	Other different than sport	Individual	Accessible sporting spaces	<ul style="list-style-type: none"> • Spaces inventory set up • Communication & promotion

Professional activities

Agent	Motivation	Decision	Resources	Destiny Actions
MICE	Business development	Sector or corporate decisions	Services related to business	<ul style="list-style-type: none"> • Inventory of main business activities set up • Attraction of relevant events

Stakeholders analysis

OFFER



DEMAND

- Infrastructure owners
- Public Administrations
- Event promoters
- Touristic sector
- Others (University)

- Sporting entities
- Sector companies
- Individuals

STRATEGIC PLAN

- Sporting resources utilization
- Income
- Brand development
- Seasonality

- Number of visitors (purpose, market, repetition)
- Expense by visitor
- Average stay

The Champions Cup



Different stakeholders involved making
diverse interests compatible

The Champions Cup



EUROPEAN HANDBALL
FEDERATION

+



UNIVERSIDAD DE LAS PALMAS
DE GRAN CANARIA

- Beach Handball top event consolidation
- Sport development
- Innovation & knowledge management

- Gran Canaria promotion
- Students involvement & professional experience
- EHF strategic alliance consolidation