



# Beach Handball

Beach handball, sport tourism  
and destination marketing

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Las Palmas, 03 Nov 15



# Evaluation of the ebt Finals THESSALONIKI 2014 and its impact on the city of Thessaloniki

THE  
SSA  
LON  
IKI

ebt FINALS  
30 MAY - 1 JUNE  
2014

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# Topics

- Introduction
- Event
- Sport tourism
- Destination marketing
- Methodology
- Research goals
- Results
- Discussion

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# Introduction



# Introduction

- The sand version of the mainstream sport
- One goalkeeper and three court players
- Increasing popularity
- Competition
- Spectacle - Speed
- Entertainment





# Event



# Event



- Successful bid from Greece
- The European Beach Handball Tour (ebt) Finals
- Participants: Top-10 men's and top-10 women's (club) teams
- Venue: "Irini's Village"
- Event period: 30 May – 01 June 2014





# Sport tourism



# Sport tourism

Excursions, trips and vacations, of individuals or groups, including a minimum of one overnight stay at the trip destination, with the purpose of:

1. Participation in organized sport leisure activities;
2. Attendance or participation in sporting events;
3. Participation in training programs and camps.





## Sport tourism (cont.)

Sport tourism is a fast-growing sector of the global travel industry, largely contributing to the financial growth and development of:





## Sport tourism (cont.)

Sport tourism is any activity in which people are attracted to a particular location as:

Sport event participants

Event spectators

Attend sport attractions

Participate in business meetings





# Sport tourism providers

1. Travel agencies and tour operators
2. Special thematic sports travel agencies
3. Adventure travel agencies
4. Sport leisure holidays agencies
5. Sporting events spectators and open events participants travel agencies
6. Companies promoting outdoor activities
7. Sport management companies, sporting tournaments organizing companies





## Sport tourism providers (cont.)

8. Internet websites, sports community sites, portals selling sport products and sport travel packages
9. Local communities





# The rapid growth of sport tourism

Increased publicity of international and national sporting events

Added value of the sport participation as health inducing means

Acceptance of the national governments of sports' role as a means of international relations

Large and well organized offer of international sporting events



# The profile of the sport tourist

Person involved in sports (amateurs or professionals)

Needs expensive equipment

Attends sporting events regularly

Enjoys trips

Values service

Concerned about his/her conditioning, health, nutrition

Middle or upper economic status

Looking for 5\* star hotels and wellness services



# Criteria for organizing sport tourism events



Sport's popularity

Number of participants

Marketability of the sport

Sport's dynamic, potential and international tendencies

Local sporting event organization culture

Sporting facilities availability and infrastructure

Service provision know-how and availability

Demand



# The sport tourism model



Entertainment

Culture





# Destination marketing



# Destination marketing

Destination marketing is the organized promotion of a respective destination to attract visitors and/or to solicit and service conventions or sporting events. Such campaigns focus on attracting visitors, on expenditure impact and return on investment.





# Methodology



# Methodology

- Study participants: 127
  - Men: 53
  - Women: 74
- Questionnaire: Tzetzis, Alexandris & Kapsampeli, 2014





## Research goals



## Research goals

- Event services evaluation
- Investigation of the impact on Thessaloniki's image by the services provided
- Assessment of the event's financial impact on the city



# Results





# Results (I)

## Financial impact:

- Overall 50,000 Euros was the expenditure impact of the event
- Each participant ( $x = 200$ ) spent an average amount of 238 Euros





## Results (II)



72.8% Good organization



84.4% Good competition level



78.8% Good competition courts





## Results (III)



76.2% Friendly

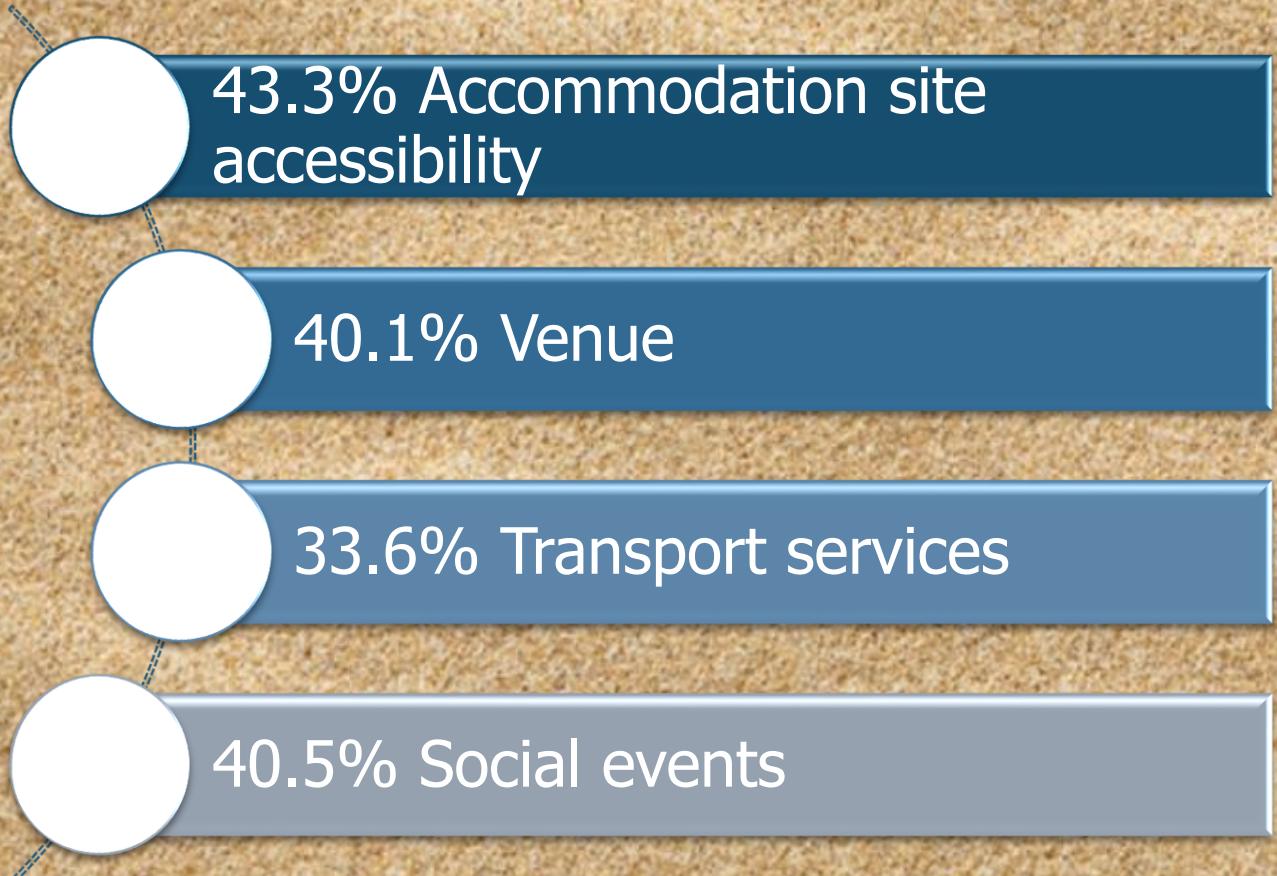
72.2% Kind

57.1% Well informed

Event staff



## Results (IV)





## Results (V)

78.3% Sense of security during the event

63.4% Thessaloniki is a city with friendly people

Important



SPORTS ART PHOTOGRAPHY photo@spartphoto.com



## Results (VI)



Thessaloniki...

33.6% Interesting city

33% Strong culture

34% Tourist information



## Results (VII)



Intend to...

35.7% Visit Thessaloniki again

65.3% Visit Greece again



## Conclusions



# Conclusions (I)

- The event was successful in terms of sport issues, as it was stated by the participating foreign athletes.
- The event was unsuccessful in promoting the city properly to the participants, that were left with a not so positive view on the city.





## Conclusions (II)

- Consequently, all sporting event organizers must place equal emphasis to the event's sport elements as well as the proper promotion of the hosting city.





Thank you!