

**Summary on the Recommendations made by Hong Kong Polytechnic University  
for the Study on the Economic Benefits of Major Sports Events**

<i>“M” Mark events Items</i>	<b>Cathay Pacific/Credit Suisse Hong Kong Sevens 2006 (31 Mar 06 – 2 Apr 06)</b>	<b>UBS Hong Kong Open Championship 2005 (1-4 Dec 05)</b>	<b>Cathay Pacific Credit Suisse Privilege World Squash Open 2005 (27 Nov 05 – 4 Dec 05)</b>
<i>Overseas Market</i>	<ul style="list-style-type: none"> <li>➤ About one-third of the attendees came from overseas</li> <li>➤ Reasonably strong overseas market</li> <li>➤ Almost half of the overseas attendees indicated their primary purpose of visiting Hong Kong was to attend the event</li> <li>➤ At least half of attendees watched ALL the matches on the three days</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Very worthwhile to spend additional marketing dollars (and effort) on the overseas promotion</li> <li>2. Collaborative marketing efforts between the sponsors and local beneficiaries (agents) should be strategically worked out</li> </ol>	<ul style="list-style-type: none"> <li>➤ Slightly less than quarter of the attendees came from overseas</li> <li>➤ Did not attract strong overseas market</li> <li>➤ Slightly less than a quarter of the overseas attendees indicated their primary purpose of visiting Hong Kong was to attend the event</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Worthwhile to spend additional marketing dollars (and effort) on the overseas promotion</li> </ol>	<ul style="list-style-type: none"> <li>➤ The lowest attendance by overseas residents (around 16%)</li> <li>➤ Weak overseas market</li> <li>➤ About half of the overseas attendees indicated their primary purpose of visiting Hong Kong was to attend the event</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Worthwhile to spend additional marketing dollars (and effort) on the overseas promotion</li> </ol>

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<p style="text-align: center;"><i>Characteristics of the Travel</i></p>	<ul style="list-style-type: none"> <li>➤ In average, 10 other persons accompanied each attendee</li> <li>➤ Duration of Stay: 7.5 days</li> <li>➤ Most attendees bought their own tickets which suggests a strong interest in the event</li> <li>➤ Low interest in flying Cathay Pacific and Dragon Airlines</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Implying a greater amount of spending on hotels, meals, entertainment, transportation and shopping as tourists after the event</li> <li>2. A need for post-event planning, e.g. post-event tours of Hong Kong, sports-related activity, a discovery and/or outing type activity, nature-trail hiking, shopping, sight-seeing tours, etc.</li> <li>3. More attractive travel packages, including the event tickets, air fare and hotel accommodation could be arranged to promote the selection of the Asian airlines</li> </ol>	<ul style="list-style-type: none"> <li>➤ In average, 3 other persons accompanied each attendee</li> <li>➤ Duration of Stay: 10 days</li> <li>➤ Most attendees bought their own tickets which suggests a strong interest in the event</li> <li>➤ Low interest in flying Cathay Pacific and Dragon Airlines</li> </ul> <p><u>Recommendation(s):</u> Same as Hong Kong Sevens</p>	<ul style="list-style-type: none"> <li>➤ In average, 3 other persons accompanied each attendee</li> <li>➤ Duration of Stay: 7.4 days</li> <li>➤ Most attendees bought their own tickets which suggests a strong interest in the event</li> <li>➤ Low interest in flying Cathay Pacific and Dragon Airlines</li> </ul> <p><u>Recommendation(s):</u> Same as Hong Kong Sevens</p>

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<p><i>Direct Expenditure (e.g. food, drinks, event programmes, merchandises, souvenirs, etc.)</i></p>	<ul style="list-style-type: none"> <li>➤ Almost 90% of the attendees spent an average of \$653 on food and drinks</li> <li>➤ Male attendees spent more than females, such as beers and fast food</li> <li>➤ For other direct expenditure, foreign visitors spent more than local residents while non-Asian foreigners spent more than Asian foreigners</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. More attention be paid to the serving of food and drinks to maximize revenue generation</li> <li>2. A greater variety of food and drinks as well as more attractive memorabilia be offered for sale</li> <li>3. A more detailed study is needed to investigate visitors’ preference</li> </ol>	<ul style="list-style-type: none"> <li>➤ Average spending on food and drinks was only \$154</li> <li>➤ For other direct expenditure, foreign visitors spent more than local residents</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Effort to raise the interest in food and drinks consumption is needed</li> <li>2. A greater variety of food and drinks as well as more attractive memorabilia be offered for sale</li> <li>3. A more detailed study is needed to investigate visitors’ preference</li> </ol>	<ul style="list-style-type: none"> <li>➤ Food and drink items hardly brought in any revenue</li> <li>➤ For other direct expenditure, there is much smaller difference between local and overseas attendees</li> <li>➤ Average spending on souvenirs and other merchandise was about \$160</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Marketing or product development efforts needed for the local and overseas segments</li> <li>2. Effort to raise the interest in purchase of souvenirs and other merchandise is needed</li> </ol>

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<p><i>Indirect Expenditure (all tourism-related expenditure, such as travel packages, hotel accommodation, shopping and entertainment expenditures)</i></p>	<ul style="list-style-type: none"> <li>➤ Both males and females tended to spent more or less the same amounts</li> <li>➤ Younger age group (24-29 years old) spent a significant amount</li> <li>➤ The highest amount spent was on “Entertainment”</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. More effort should be invested in making available a greater diversity of “Entertainment”</li> </ol>	<ul style="list-style-type: none"> <li>➤ Females spent substantially more than males</li> <li>➤ The highest amount spent was on “Shopping”</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. Very worthwhile to plan post-event shopping trips</li> <li>2. The sponsors should work closely with the appropriate agencies and tourism authorities to maximize the benefits</li> </ol>	<p>Same as Hong Kong Golf Open</p>
<p><i>Dominant countries of spectators</i></p>	<ul style="list-style-type: none"> <li>➤ United Kingdom and New Zealand</li> </ul>	<ul style="list-style-type: none"> <li>➤ United States and Canada</li> </ul>	<ul style="list-style-type: none"> <li>➤ Australia and United Kingdom</li> <li>➤ Followed by Malaysia and Japan</li> </ul>

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<p><i>Highest spending group</i></p>	<ul style="list-style-type: none"> <li>➤ Married with no kids</li> <li>➤ Middle-aged group (early baby boomers)</li> <li>➤ Those with University degrees</li> <li>➤ Professionals and senior managers</li> <li>➤ The high income bracket attendees</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. More marketing efforts to be targeted on these groups</li> </ol>	<ul style="list-style-type: none"> <li>➤ Married with or with no kids</li> <li>➤ The baby boomers (age-wise)</li> <li>➤ The self-employed</li> <li>➤ Retirees and housewives are the big spenders overall</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. More marketing efforts to be targeted on these groups</li> <li>2. Worthwhile investing additional marketing dollars and planning efforts in designing and making available up-market hospitality products and services suited to the targeted groups</li> </ol>	<ul style="list-style-type: none"> <li>➤ Married with or with no kids</li> <li>➤ Middle-aged group (42-47 years old)</li> <li>➤ Those with very high personal incomes of more than \$70,000 per month</li> </ul> <p><u>Recommendation(s):</u></p> <ol style="list-style-type: none"> <li>1. More marketing efforts to be targeted on these groups</li> </ol>