



QUANTUM EVENT EVALUATION REPORT

SportAccord

World Sport & Business Summit 2024

7-11 APRIL 2024

BIRMINGHAM & THE WEST MIDLANDS

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INTRODUCTION



SPORTACCORD HOSTS (2003-2024)

Year	City	Nation
2003	Madrid	Spain
2004	Lausanne	Switzerland
2005	Berlin	Germany
2006	Seoul	Korea
2007	Beijing	China
2008	Athens	Greece
2009	Denver	USA
2010	Dubai	United Arab Emirates
2011	London	United Kingdom
2012	Quebec City	Canada
2013	Saint Petersburg	Russia
2014	Belek	Turkey
2015	Sochi	Russia
2016	Lausanne	Switzerland
2017	Aarhus	Denmark
2018	Bangkok	Thailand
2019	Gold Coast	Australia
<i>The event in China (planned for 2020) was cancelled due to the COVID-19 pandemic and in Russia (originally planned for 2021 and then rescheduled for 2022 before being cancelled) due to the ongoing invasion of Ukraine</i>		
2024	Birmingham	United Kingdom

SPORTACCORD WORLD SPORT & BUSINESS SUMMIT

The SportAccord World Sport & Business Summit is the premier and most exclusive annual event dedicated to the service of sport and has taken place since its inception in Madrid in 2003. Over its 18 editions, held in 17 different cities across 14 countries, including the 2024 edition in Birmingham, West Midlands, SportAccord has consistently provided a unique platform for dialogue, innovation, and collaboration.

SportAccord is the only truly global event that brings together the entirety of the sports world. It facilitates critical decision-making that shapes the future of sport by enabling global business leaders and host cities to connect with all International Federations (IFs) and their stakeholders, as well as the International Olympic Committee (IOC), all in one location. This annual summit is often likened to the World Economic Forum, earning the nickname "the Davos of sport" because it condenses a year's worth of meetings into a single week.

Each year, the SportAccord World Sport & Business Summit gathers around 1,500 leaders and key decision makers from over 120 IFs, the IOC, and various organisations involved in the business of sport. The five-day event is a combination of official sports meetings, networking opportunities, a themed conference programme, and exhibition space. This comprehensive format allows International Federations, service providers to the sports industry, cities, and regions to showcase and advance discussions around their sport, destination, services, and facilities.

“This is a unique gathering of our family and the only place where all the International Federations (IFs) and the International Olympic Committee (IOC) meet.”

**Prof Dr Uğur Erdener,
President,
SportAccord**

ABOUT SPORTACCORD

SportAccord is a global sports event organisation based in the Olympic Capital of Lausanne, Switzerland, governed by stakeholders representing over 120 International Federations governing Olympic and non-Olympic sports.

In addition to the Summit, SportAccord hosts the annual International Federation (IF) Forum, a 3-day in-person event offering targeted thematic sessions specifically designed for IFs.

SPORTACCORD STAKEHOLDERS



INTRODUCTION

SPORTACCORD WORLD SPORT & BUSINESS SUMMIT EVENT HOSTING OBJECTIVES

The Birmingham 2022 Commonwealth Games were highly successful, selling over 1.5 million tickets and attracting over 5 million visitors to the West Midlands. Notably, it was one of the most equitable and sustainable Games, featuring the largest para-sport programme and more women's than men's medal events for the first time in a major multi-sport event. The Games contributed at least £870 million to the UK economy, with £453.7 million benefiting the West Midlands.

The success of the event, including its Business and Tourism Programme (BATP), demonstrated the broad impact of hosting major sporting events on business growth, investment, and job creation. Following the Games, £70 million of underspend was reinvested into the region, including £6 million dedicated to attracting more major events. SportAccord was identified as a strategic priority due to its potential to highlight the region's cultural and hosting capabilities, leading to a bid to host the SportAccord World Sport & Business Summit in April 2024.

OBJECTIVES - WEST MIDLANDS GROWTH COMPANY & BIRMINGHAM CITY COUNCIL

1. Deliver a 'Memorable and Meaningful' SportAccord

- Deliver a SportAccord in Birmingham and West Midlands which delivers an exceptional experience for delegates and provides a blueprint for future editions.
- Deliver an outstanding visitor experience for delegates across the city/region.
- Create a unique city-centre 'SportAccord village' environment to enhance collaboration and networking opportunities.
- Showcase Birmingham and West Midlands assets through a high-quality civic and cultural programme of activities and experiences.
- Quality policy content and expert speakers supported at regional and national government level.

2. Tell the West Midlands story

- Use SportAccord to showcase our unique history and heritage, young and diverse communities, our cultural, hospitality and tourism offer and celebrate the success of the Birmingham 2022 Commonwealth Games and the Business and Tourism Programme (BATP) Programme.

3. Enhance our reputation and networks

- To enhance Birmingham and West Midlands reputation across the global sports industry and build new international networks and relationships, becoming known as a leading City Region for hosting Major International Sporting and Business Events.

4. Develop our pipeline of sporting and business events

- Attract a pipeline of new opportunities by showcasing our unique assets and hosting credentials and attract Sporting and Business events which help to boost trade, tourism and investment for the benefit of our businesses and communities.

OBJECTIVES - SPORTACCORD

1. Bring back together the SportAccord community with a big 'boom'

- Bringing the SportAccord family together for a week of collaboration, networking, and knowledge-sharing through meetings, conferences, and exhibitions. SportAccord is where sport meets.

2. Provide a platform for global sports stakeholders and decision makers

- Deliver a compact city centre event facilitating interaction among International Sport Federations, the IOC, IPC, NOCs, host cities, and service providers.

3. Foster high-level networking opportunities

- Offer a premier global networking event where key sports rights holders, host cities and decision makers can conduct a year's worth of meetings in a single location over one week.

4. Drive the future of sports

- Serve as the primary event where the future of sport is shaped, and key decisions are made, via joint meetings with the IOC, general assemblies, and numerous associated social events.

5. Work in partnership with the host city and region to enable them to achieve their objectives

- Elevate host destination visibility by highlighting their sporting facilities, civic infrastructure, and thereby unlocking a pipeline of future opportunities while ensuring the destination meets its strategic goals.

6. Maximise value for partners and stakeholders

- Ensure that SportAccord partners and stakeholders receive significant visibility and tailored engagement opportunities within the global sports community.

SPORT ACCORD BIRMINGHAM WEST MIDLANDS 2024



EXECUTIVE SUMMARY

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COMMERCIAL & MEDIA

70%

Delegates of decision-making level

1.47bn

Cumulative global media article reach

1.47m

Social media impressions

107

Broadcast content territories

2.01bn

Digital reach (potential)



IMAGE & PERCEPTION

75%

Delegates stating they feel positive about the West Midlands hosting sports events*

49%

Delegates visiting Birmingham for the first time

1 in 3

Visiting delegates likely to start business relations with local organisations

*% score based upon delegates stating they felt either positive or very positive about the West Midlands hosting sporting events



COMMERCIAL & MEDIA

- SportAccord 2024 was supported by 19 official partners across a range of partnership categories; host city partner, gold partner, silver partners, bronze partner, official supplier, principal media partner and media partner. Each received specific access and benefits based upon their partnership.
- More than 70% of all delegates were of decision-making level within their respective organisations.
- Media content relating to SportAccord 2024 and monitored by SportAccord and West Midlands Growth Company (WMGC) achieved a global cumulative reach of 1.47 billion.
- Since the award of the event to Birmingham and the West Midlands in August 2023, SportAccord's social media posts received 1.47 million impressions.
- Broadcast coverage of the event was featured in a magazine show which aired in 107 territories worldwide. Event content had a potential digital reach of more than 2 billion users according to data provided by sports media company, Icarus Sports.



IMAGE & PERCEPTION

- When asked about perceptions towards Birmingham and the West Midlands hosting major sports events, 75% felt positively about this statement.
- 49% of delegates attending SportAccord 2024 were visiting Birmingham for the first time.
- 77% of delegates surveyed believed that they would start business relations with contacts made during SportAccord 2024.

One third of visiting delegates stated that they would be likely to start business relations with organisations in the host destination as a result of attending the event.

“We couldn't have invested in a more effective way to extend our influence in international sport, forging new relationships with International Federations and Rights Holders, developing a phenomenal pipeline of Major Event Hosting opportunities as a result of hosting SportAccord.”

Joel Lavery,
Strategic Lead of Major Sporting Events,
West Midlands Growth Company

EXECUTIVE SUMMARY



DELEGATE EXPERIENCE

9 / 10

Overall delegate event satisfaction

85%

Delegates stating it was the same or better than past editions attended

Score out of 10 reflects a scale of 1 = very poor to 10 = excellent
% score based upon delegates with past experience at SportAccord



ECONOMIC & TOURISM

£2.71m

Direct economic impact

1,857

Total attendance

58.7%

% overseas attendance

5,058

Bed nights generated



DELEGATE EXPERIENCE

- Delegates replying to the post-event survey gave the event an overall satisfaction score of 9 out of 10.
- Of those delegates who had attended a previous edition of SportAccord, 85% believed that the event in Birmingham and the West Midlands was either the same or better than past editions.
- The location of the event venue, the onsite check-in process and self-printing kiosks, as well as the quality of the exhibition area were all highly rated aspects of the event amongst delegates.
- 79% of delegates using the official SportAccord Mobile App found it to be a useful event resource. 75% found it either 'easy' or 'very easy' to use and navigate.
- Accessing the official schedule, the full event agenda and the messaging functionality were the three most-used features of the mobile app.



ECONOMIC & TOURISM

- The direct economic impact of the SportAccord World Sport & Business Summit 2024 in Birmingham and the West Midlands, taking place from 7-11 April, is estimated to be in the region of £2.71m (\$3.40m).
- Significant further mid- to long-term value for the local economy is anticipated with West Midlands Growth Company establishing relations with 140 organisations and rightsholders, developing 200 new event hosting opportunities which have a combined value of £250 million, a direct result of hosting SportAccord 2024 in Birmingham.
- The Summit brought 1,580 registered delegates together as well as an additional 277 invited guests, giving a total attendance of 1,857.
- 9.7% of delegates came from the West Midlands region, 31.6% came from elsewhere in the United Kingdom and 58.7% came from overseas to attend. The largest number of overseas delegates by country came from Denmark, Germany, Italy, Japan, Switzerland and USA.
- Visitors generated more than 5,000 bed nights in Birmingham and the West Midlands region.



"It was a great event and I really enjoyed my time in Birmingham. Thank you so much for having me. I wouldn't hesitate for even a second to recommend Birmingham & West Midlands to esports and sports organisers in the future!"

Mark Rein,
Vice President & Co-Founder,
Epic Games

EXECUTIVE SUMMARY



LEGACY OF SPORTACCORD

140+

New relationships developed with rightsholders and event hosts

200+

Event hosting opportunities unlocked

£250m

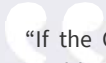
Combined value of potential hosting opportunities for the West Midlands Region

Combined value calculated by West Midlands Growth Company



LEGACY OF SPORTACCORD

- As the Host City partner, West Midlands Growth Company aimed to utilise SportAccord 2024 to showcase the city of Birmingham and the West Midlands Region, building on its growing reputation for hosting major sporting events.
- Analysis conducted by WMGC following SportAccord demonstrates the benefits of hosting the event in the region, including, but not limited to:
 - 140+ new relationships developed
 - More than 200 different opportunities unlocked
 - £250 million combined value of event hosting opportunities for the West Midlands Region



“If the Commonwealth Games was our TV advert to the world, SportAccord was our opportunity to welcome and host 1,700 of the worlds sporting leaders in our city and region and showcase our world class infrastructure and hosting credentials. It has already led to over 200 different Major Event Hosting opportunities from over 140 different Federations and Rights Holders with a combined value of over £250m.

Hosting all these decision makers, including presidents and senior executives of International Federations, the IOC and other Rights Holders for nearly a week enabled us to showcase the best of the regions hospitality, heritage and cultural offer as well as our world class sporting venues and conference facilities which are all essential ingredients in hosting Major Sporting and Business Events.

Most importantly we were able to make personal connections with senior delegates and decision makers from across the International Sporting Community. So not only was SportAccord a good return on investment in terms of developing a pipeline of new event hosting opportunities, the investment is also ensuring significant return on influence, in helping to raise our profile internationally and helping forge many new relationships and connections which will last well into the future.”

Joel Lavery,
Strategic Lead of Major Sporting Events,
West Midlands Growth Company



SPORT ACCORD



EVENT OVERVIEW

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The SportAccord World Sport & Business Summit 2024 in Birmingham and the West Midlands was the first edition of the event since 2019 due to the COVID-19 pandemic and geopolitical factors.

The event took place at the International Convention Centre (ICC) in Birmingham, West Midlands, a purpose-built exhibition centre with 10 conference halls, 10 executive meeting rooms, the Symphony Hall concert venue, an interconnecting hotel, and convenient transport facilities.

The SportAccord World Sport & Business Summit 2024 delivered a wide-ranging conference programme incorporating a Plenary Conference, as well as themed programming relating to important aspects of the sports industry, including;

- HealthAccord
- CityAccord
- LawAccord
- MediaAccord

In addition to the conference programme, partners and exhibitors delivered industry-specific workshops, offering delegates an opportunity to learn about the latest technology, innovations and thought leadership.

There was also a “Speakers’ Corner” which provided a spotlight for speakers to present content to conference delegates, providing expert insights and stimulating discussion.

The event also included wider knowledge sharing and networking opportunities with The Pulse, Recharge Zone, Media Zone and a dedicated programme of morning and cultural activities.



“SportAccord has been a triumph for the West Midlands – this is about return on influence for us, as well as return on investment. This was the natural next step from the success of the Commonwealth Games, as we brought world leaders of sport together in Birmingham at SportAccord to enhance our reputation across the global sports industry and forge crucial relationships with sporting federations.

Significant announcements made at SportAccord included the release of the government’s official report of £1.2 billion economic impact of the Commonwealth Games, to Tom Wagner’s investment in Birmingham City Football Club and the purchase of Bordesley Park, as well as the creation of the Sports Quarter which is expected to generate 3,000 local jobs.

There’s been no better endorsement than when SportAccord President Prof Dr Uğur Erdener has congratulated us and hailed Birmingham as the best SportAccord ever.”

Neil Rami,
Chief Executive,
West Midlands Growth Company

EVENT OVERVIEW

SPORTACCORD WORLD SPORT & BUSINESS SUMMIT 2024 | OFFICIAL EVENT SCHEDULE

SUNDAY 7 APRIL	MONDAY 8 APRIL	TUESDAY 9 APRIL	WEDNESDAY 10 APRIL	THURSDAY 11 APRIL														
<p>15:30 - 17:30 SPORTACCORD - Executive Committee Meeting Hall 7B - ICC Level 4. 1</p> <p>18:30 - 20:30 ARISF - Executive Board Meeting Hall 7A - ICC Level 4. 2</p> <p>19:00 - 23:30 SportAccord - After Hours Social Madeleine Bar at The Grand Hotel. 3</p> <p>19:30 - 22:30 ASOIF - Council Dinner (by invitation only). 4</p>	<p>08:30 - 13:00 WOF - General Assembly Hall 7A - ICC Level 4. EXHIBITION: Hall 3 08:30 - 18:30 23 1</p> <p>10:00 - 12:00 ARISF Sustainability - Workshop Presented by Alibaba Cloud & Green Future Projects Hall 9 - ICC Level 2. 13 2</p> <p>10:00 - 12:00 ASOIF - Council Meeting Hall 7B - ICC Level 4. 12 3</p> <p>11:00 - 11:30 SportAccord Welcome Hall 3 - ICC Level 4. 125 4</p> <p>12:00 - 14:00 Lunch Exhibition Area, Hall 3 - ICC Level 4. 5</p> <p>14:00 - 17:00 HealthAccord Hall 1 - ICC Level 4. 78,900 6</p> <p>14:00 - 15:30 WOF - General Assembly Hall 7A - ICC Level 4. 8,850 7</p> <p>14:00 - 16:00 AIMS - Council Meeting Hall 7B - ICC Level 4. 6,235 8</p> <p>14:00 - 15:00 IOC/ASOIF - Joint Meeting Hall 8 - ICC Level 5. 872 9</p> <p>14:30 - 16:30 ARISF / WADA - Clean Sport Workshop Presented by WADA Hall 9 - ICC Level 2. 8,911 10</p> <p>15:00 - 16:00 IOC/ARISF - Joint Meeting Exec Room 8 - ICC Level 5A. 10 11</p> <p>15:15 - 16:15 ASOIF - Working Meeting Hall 8 - ICC Level 5. 15 12</p> <p>16:00 - 17:00 IOC/WOF - Joint Meeting Hall 7A - ICC Level 4. 302 13</p> <p>17:00 - 19:00 SportAccord - Opening Ceremony Symphony Hall ICC Level 3. 14</p> <p>19:00 - 22:30 ASOIF - Annual Dinner (by invitation only). 157 15</p> <p>19:00 - 21:30 AIMS / ARISF - Welcome Dinner (by invitation only). 157 16</p> <p>19:00 - 23:30 SportAccord - After Hours Social Madeleine Bar at The Grand Hotel. 153 17</p>	<p>09:00 - 13:00 ASOIF - General Assembly Hall 4 - ICC Level 5. 2,345 1</p> <p>09:30 - 12:00 CityAccord Hall 1 - ICC Level 4. 1,314 2</p> <p>09:30 - 12:10 LawAccord Hall 9 - ICC Level 2. 12,445 3</p> <p>12:00 - 13:15 Media Workshop - How to Use Disruptive Technology NOW Hall 10 B - ICC Level 2. 35 4</p> <p>12:00 - 14:00 Lunch Exhibition Area, Hall 3 - ICC Level 4. 46 5</p> <p>13:10 - 16:20 LawAccord Hall 9 - ICC Level 2. 3,763 6</p> <p>14:00 - 17:00 AIMS - Meeting Hall 8 - ICC Level 5. 6,835 7</p> <p>14:00 - 16:00 ASOIF - General Assembly Hall 4 - ICC Level 5. 730 8</p> <p>16:20 - 17:30 LawAccord - Reception Hall 9 - ICC Level 2. 8,000 9</p> <p>16:30 - 17:00 ASOIF - Media Briefing Hall 4 - ICC Level 5. 1000 10</p> <p>17:00 - 18:30 Exhibition Reception Exhibition Area, Hall 3 - ICC Level 4. 11 11</p> <p>19:00 - 23:30 SportAccord - After Hours Social Madeleine Bar at The Grand Hotel. 12 12</p>	<p>08:00 - 09:30 Sustainability Workshop : From Vision to Victory Hall 10B - ICC Level 2. 1</p> <p>09:30 - 12:00 SportAccord Summit Hall 1 - ICC Level 4. 2</p> <p>10:00 - 12:00 ARISF / IPACS - Good Governance Workshop Presented by IPACS. Hall 9 - ICC Level 2. 24 3</p> <p>12:00 - 13:15 Media Workshop - Optimising Federations Operations Hall 10B - ICC Level 2. 5 4</p> <p>12:00 - 14:00 Lunch Exhibition Area, Hall 3 - ICC Level 4. 46 5</p> <p>13:00 - 15:30 IWGA - Executive Meeting Hall 7B - ICC Level 4. 17 6</p> <p>14:00 - 16:30 SportAccord Summit Hall 1 - ICC Level 4. 7</p> <p>17:00 - 18:30 Exhibition Reception Exhibition Area, Hall 3 - ICC Level 4. 8</p> <p>19:00 - 23:30 SportAccord - After Hours Social Madeleine Bar at The Grand Hotel. 10 9</p> <p>19:00 - 22:00 Host City Official Dinner (by invitation only). 8 10</p>	<p>08:00 - 09:30 IPACS Workshop Hall 10B - ICC Level 2. 2</p> <p>09:30 - 12:15 SportAccord Summit Hall 1 - ICC Level 4. 3</p> <p>12:00 - 14:00 Lunch Exhibition Area, Hall 3 - ICC Level 4. 4</p> <p>14:00 - 16:15 MediaAccord Hall 1 - ICC Level 4. 5</p> <p>16:00 - 18:00 SportAccord - Closing Event Hall 4 - ICC Level 5. 6</p> <p>19:00 - 23:30 SportAccord - After Hours Social Madeleine Bar at The Grand Hotel. 6</p>														
<table border="0"> <tr> <td>OFFICIAL MEETINGS</td> <td>WORKSHOP</td> <td>SOCIAL NETWORKING ACTIVITIES / CULTURAL PROGRAMME</td> <td>EXHIBITION</td> </tr> <tr> <td>CONFERENCE PROGRAMME</td> <td>PRESS CONFERENCE</td> <td></td> <td>EVENT OVERLAPPING</td> </tr> </table>					OFFICIAL MEETINGS	WORKSHOP	SOCIAL NETWORKING ACTIVITIES / CULTURAL PROGRAMME	EXHIBITION	CONFERENCE PROGRAMME	PRESS CONFERENCE		EVENT OVERLAPPING						
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EVENT OVERVIEW

OFFICIAL ACTIVITIES DURING SPORTACCORD WORLD SPORT & BUSINESS SUMMIT 2024

OFFICIAL MEETINGS & ANNOUNCEMENTS



- **95% of all International Federations** attended SportAccord 2024, demonstrating the continued attraction and desire for a global meeting space amongst federations.
- 16 official meetings were held during SportAccord 2024, including the **ASOIF General Assembly** which elected **Ingmar de Vos** as its new President.
- Further notable announcements included a discussion around the **IOC's AI Agenda** which was introduced to delegates, with **IOC President Thomas Bach** also in attendance at SportAccord.
- **Tom Wagner** also revealed the timeline and finances involved in Knighthead Capital Management's **investment in Birmingham City FC**, including plans for a new stadium, to cost between £2-3bn, at the 48-acre Birmingham Wheels site.

OFFICIAL WORKSHOPS



- There were **seven official workshops** delivered by partners and experts during SportAccord 2024, covering a range of topics:
 - **ARISF Sustainability Workshop** - Presented by Alibaba Cloud & Green
 - **ARISF / WADA Clean Sport Workshop** - Presented by WADA
 - **Media Workshop** - How To Use Disruptive Technology Now - Presented by iSportConnect
 - **Sustainability Workshop** - From Vision to Victory: Glasgow 2024 World Indoor Championships - Presented by ThinkBeyond
 - **ARISF / IPACS Good Governance Workshop** - Presented by IPACS
 - **Media Workshop** - Optimising Federations Operations - Presented by iSportConnect
 - **IPACS Workshop** - Future Frontiers: AI

SPEAKERS' CORNER SESSIONS



- There were **10 presentations** at Speakers' Corner which offered additional insight and knowledge-sharing across specific sectors within sport:
 - **Sports Authority of Thailand** - Your Utmost Sports Destination
 - **Trivandi** - Why Event Readiness Matters
 - **Iventis**
 - **OnePlan** - Revolutionizing Your Event & Venue Planning
 - **Yutang Sports**
 - **Explore Edmonton** - Exponential Growth of Women's Sports
 - **Healthy Sports Organisations**
 - **International Committee of Sports for the Deaf (ICSD)**
 - **Trivandi** - Professionalising the Industry
 - **Sport Liverpool**

EVENT OVERVIEW

ACTIVITIES SURROUNDING SPORTACCORD WORLD SPORT & BUSINESS SUMMIT 2024

OPENING CEREMONY



- An estimated **700 guests** attended the Opening Ceremony of SportAccord 2024, which was hosted by **Katharine Merry**, Olympic Bronze medallist and deputy Lieutenant of West Midlands.
- Guests were welcomed by the host city with performances from Birmingham-based Motion House and Black Voices Choir, showcasing the cultural talents of the region.
- Speakers at the Opening Ceremony included **Prof. Dr Uğur Erdener**, President, SportAccord, **Rt Hon Stuart Andrew**, MP Parliamentary Under Secretary of State for Sport, Gambling and Civil Society, and Minister for Equalities and Parliamentary Under Secretary of State (Minister for Equalities) and **Clr John Cotton**, Leader of Birmingham City Council.

CLOSING CEREMONY



- It is estimated that **500 guests attended** the Closing Ceremony on Thursday 11 April, hosted by Chair of West Midlands Growth Company, **Matt Hammond**.
- Speeches and messages of thanks were delivered by **Martin Gibbs**, Managing Director at SportAccord and **Ian Metcalfe**, Chair, Executive Steering Committee, SportAccord 2024 during the event.
- A local band performed to close out the event.

OFFICIAL ORGANISATION DINNERS



- On Wednesday 10 April, a host city dinner was held at The Grand Hotel. **The Birmingham and the West Midlands VIP Dinner welcomed 175 guests**, including Summit delegates, UK national governing bodies and local VIPs. Guests were welcomed with local music and a local Peaky Blinders performance.
- Dinner events were also organised by **ASOIF**, which hosted its annual dinner in Birmingham following the Opening Ceremony on Monday 8 April.
- A joint welcome dinner was hosted by **ARISF** and **AIMS** on Tuesday 9 April.
- After-hours **social events** were organised for delegates throughout the week, offering further opportunity to network and connect.



**ECONOMIC
& TOURISM**



ECONOMIC & TOURISM

TOTAL DELEGATE & GUEST ATTENDANCE

1,857

Total attendance at the SportAccord World Sport & Business Summit 2024



ATTENDANCE

The attendance at the SportAccord World Sport & Business Summit 2024 totalled 1,857 which exceeds previous editions of the event. 1,580 delegates were registered, with an additional 277 invited guests attending supporting events and activities such as the opening and closing ceremonies and civic dinner hosted by Birmingham City Council and West Midlands Growth Company.

- Being the first edition of the event in five years, the attendance at SportAccord 2024 remained in line with expectations.
- International Federation delegates accounted for 20% of all accreditations issued.
- Cities and regions were represented by 11% of all attendees whilst National Olympic Committees and National Sports Associations accounted for 9%.
- Industry sectors such as media and broadcasting, event management and ticketing, event organising committees, professional leagues and teams, marketing and sponsorship, sports technology and facilities and venues were also well-represented, demonstrating the wide-ranging appeal of the event across the sports industry.
- ‘Other sector of activity’ represents areas such as the charity sector, communications and public relations, consultancy, data, finance and logistics.
- A total of 106 complimentary passes were issued to accredited media that attended the event. This figure is captured within the ‘Media and broadcasting’ and ‘Other sector of activity’ categories in the table opposite.
- The event was supported by 55 event supplier staff (excluding venue staff), however, further event supplier staff were also captured within the ‘Other sector of activity’ category.
- 144 volunteers were accredited with 113 supporting the delivery of the event with the local charity, United by 2022, providing volunteer recruitment and management. United by 2022 is a legacy charity of the Birmingham 2022 Commonwealth Games.
- Each of the themed programming sessions were well-attended, with the SportAccord Summit Plenary Conference being the most popular amongst delegates. Special discounted day passes were available to delegates with a specific focus on sports governance and law to attend LawAccord.

ECONOMIC & TOURISM

AVERAGE DAYS ATTENDED

4.4

Average number of days spent in Birmingham and the West Midlands to attend SportAccord 2024

GENDER PROFILE



65%

Male



35%

Female

AGE PROFILE

18-24

2%

25-34

7%

35-44

21%

45-54

35%

55-64

26%

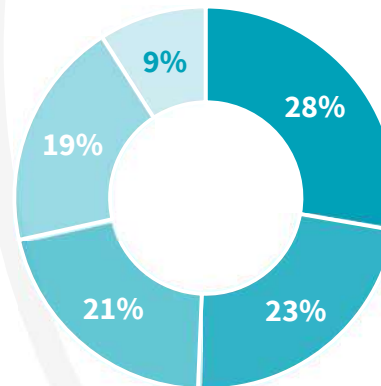
65+

9%

Age and gender profile is based upon survey findings as these characteristics were not captured during the registration process
N = 170

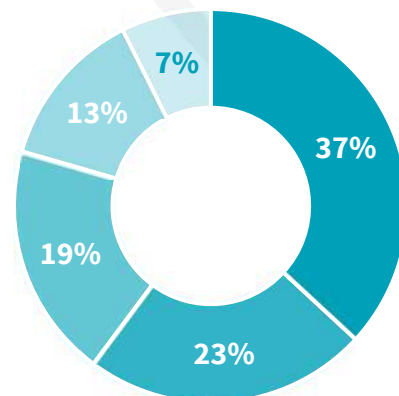
ATTENDANCE

DELEGATE PROFILE | ROLE WITHIN THEIR ORGANISATION



- Executive/C-Level/President/SVP
- Director/VP/General Secretary
- Head/Senior Manager
- Manager/Coordinator/Operational
- Consulting/advising

DELEGATE PROFILE | ORGANISATION TYPE



- Sport Organisations (IOC, IF, NF, NOC, NSA)
- Other Organisation Type
- Service Providers
- Cities and regions
- Media / Press

ECONOMIC & TOURISM

VISITING DELEGATES

1,297

Out-of-town delegates visiting Birmingham and the West Midlands

AVERAGE STAY

3.9 nights

Average length of stay in paid accommodation by out-of-town visitors

BED NIGHTS

5,058

Number of bed nights generated by out-of-town visitors in Birmingham

TOURISM | ORIGIN & BED NIGHTS

HIGHLIGHTS

- Delegates attending the event in Birmingham came from more than 65 countries representing six continents according to data gathered at the time of registration and the delegate survey results.
- Of those coming from overseas, 38.8% came from Switzerland, 7.7% came from USA, 5.6% from Germany, 4.5% from Japan and 4.1% from Denmark.
- 1,297 delegates came from outside of the Birmingham and West Midlands region to attend the event.
- More than 5,000 bed nights were generated in the local region. The average length of stay in Birmingham amongst domestic and overseas visitors was 3.9 nights.
- 87% of out-of-town visitors stayed for at least one night in Birmingham when attending SportAccord 2024 according to registrations and survey data.
- Overseas visitors stayed 4.2 nights on average whilst domestic visitors stayed for 3.2 nights on average.
- 41.3% of delegates came from the United Kingdom, with 58.7% coming from overseas.

DELEGATE ORIGIN | PLACE OF RESIDENCE

9.7%
BIRMINGHAM
& THE WEST MIDLANDS

31.6%
ELSEWHERE
IN UNITED KINGDOM

58.7%
OVERSEAS

ECONOMIC & TOURISM

DIRECT ECONOMIC IMPACT

£2.71m
USD \$3.40m

Direct economic impact estimated for Birmingham and the West Midlands from hosting SportAccord 2024

METHODOLOGY

The total direct economic impact is calculated using 1) delegate expenditure and 2) expenditure and revenues generated by SportAccord and its host city partners.

Expenditure included within the direct economic impact calculation have been generated because of the event taking place within the host economy, measured as net additional benefit.

The host economy has been defined as the city of Birmingham and the West Midlands Region.

A delegate survey was conducted by Quantum to establish expenditure made within the host economy. Delegate expenditure was captured across the following categories:

- Accommodation
- Food and drink
- Transport (Birmingham and the West Midlands)
- Retail
- Recreation
- Other expenditure otherwise not listed

N = 172

DIRECT ECONOMIC IMPACT & POTENTIAL FUTURE EVENT HOSTING OPPORTUNITIES

HIGHLIGHTS

- The direct economic impact of the SportAccord World Sport & Business Summit 2024 in Birmingham and the West Midlands is estimated to be in the region of £2.71m (\$3.40m).
- Significant further mid- to long-term value for the local economy is anticipated with West Midlands Growth Company establishing relations with 140 organisations and rightsholders, developing 200 new event hosting opportunities.
- According to WMGC research, these potential hosting opportunities have an estimated combined value of £250 million.
- The direct economic impact and potential future opportunities have come as a direct result of hosting SportAccord 2024 in Birmingham and the West Midlands.

£2.71m
USD \$3.40m

DIRECT ECONOMIC IMPACT

140

New relationships established with sports organisations and event rightsholders

200

New hosting opportunities developed as a direct result of hosting the event

£250m

Combined value of potential event hosting opportunities for West Midlands Region

INFLUENCE, RELATIONS & POTENTIAL FUTURE EVENT HOSTING OPPORTUNITIES



**DELEGATE
EXPERIENCE**



DELEGATE EXPERIENCE

OVERALL DELEGATE EXPERIENCE

9 / 10

Overall delegate event experience score
(1 = very poor to 10 = excellent)

EVENT COMPARISON (PAST EXPERIENCE)

85%

Delegates stating it was the same or better than past editions attended

Reconnecting with contacts in global sports business after such a long time (due to the global pandemic, etc.) was excellent.
Delegate Feedback

Meeting formally with our key partner organisations and stakeholders in one place at one time is invaluable to us.
Delegate Feedback

Great to get this many world sport leaders in one location.
Delegate Feedback

I could not join many conference sessions because I was too busy with meetings at the exhibition booth.
Delegate Feedback

DELEGATE EXPERIENCE

- Delegates reported very high experience scores across several areas, including the location of the event venue, for which 93% of respondents stated this was either 'good' or 'excellent', and the on-site check-in process which scored 92%.
- All event experience areas included within the post-event survey scored more than 80%, demonstrating a very positive event experience amongst delegates.
- Delegate feedback highlighted the need for more diversity amongst conference speakers and as an industry overall.
- In terms of the themed programming, respondents were asked to rate each session they attended on a scale of 1 – very poor to 5 – excellent. LawAccord received the most positive score, with 89% of attendees responding to the survey stating this was either 'good' or 'excellent'.
- Sessions are believed to have been diverse and relevant as well as being timed appropriately. Delegates found the speakers knowledgeable and engaging. Further delegate feedback has offered several means of improving the conference format.

DELEGATE EVENT EXPERIENCE SCORES (% RESPONSES = GOOD + EXCELLENT)

Location of the event venue	93%
Onsite check-in for delegate pass via the self-printing kiosks	92%
Quality of the exhibition area	87%
Communication leading up to the event	85%
Quality of venue information / signage	84%
Communication during the event	84%
Online registration process	80%

THEMED PROGRAMMING EXPERIENCE SCORES (% RESPONSES = AGREE + STRONGLY AGREE)

Speakers were knowledgeable & engaging	85%
Topics covered were diverse and relevant	80%
The sessions were timed appropriately	77%

DELEGATE EXPERIENCE

MOBILE APP EXPERIENCE

79%

Found the SportAccord Mobile App useful
(% = useful + very useful responses)

MOBILE APP USERS

1,100

Delegates using the official SportAccord Mobile App



SPORTACCORD MOBILE APP EXPERIENCE

MOBILE APP | HIGHLIGHTS

- The SportAccord Mobile App was generally well-received by delegates, with the vast majority finding it useful, easy to navigate and to use before and during the event.

MOBILE APP | EASE OF USE

How easy was it to...

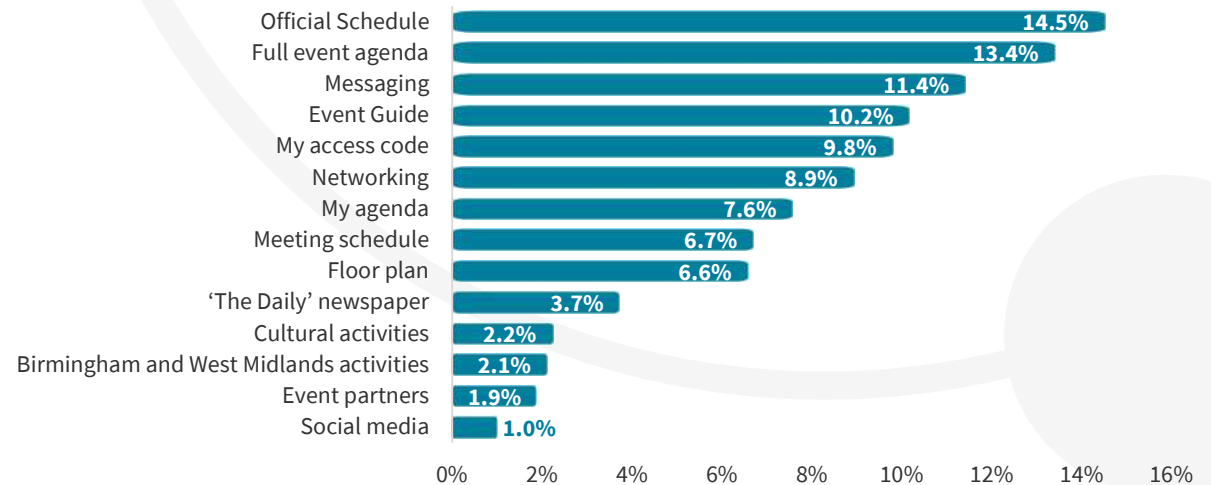
75%

...navigate and find information on the Mobile App?

74%

...use the Mobile App before and during the event?

MOBILE APP | FEATURES USED BY DELEGATES AS A PROPORTION OF ALL SELECTIONS MADE



DELEGATE EXPERIENCE

SPORTACCORD OFFICIAL PARTNER & EXHIBITOR EXPERIENCE

WEST MIDLANDS GROWTH COMPANY
(HOST PARTNER)



“Hosting SportAccord proved to be tremendously powerful for us, both in terms of the influence it gave us at the very top table of international sports and on a purely practical level, by bolstering our major sporting events strategy.”

Neil Rami, Chief Executive, WMGC

SPORT EVENT DENMARK
(GOLD PARTNER)



“It has been a fantastic journey through the years, after a break of five years we have missed it. It is a very unique event as you can gather International Federations and other high-level sports politicians with a huge number of destinations worldwide.

This fantastic combination where you can unite those rights holders with upcoming hosts is unique.”

Lars Lundov, Chief Executive, Sport Event Denmark

VISITSCOTLAND | EVENTSCOTLAND
(SILVER PARTNER)



“Having the first SportAccord in the UK after a few years out and for the first time since 2011, is a great opportunity to further showcase the great work that has been done across the whole country on major events.

The most important aspect for me is the opportunity to continue to build and maintain our positive relationships with rights holders and international federations.”

Paul Bush OBE, Director of Events, VisitScotland

DELEGATE EXPERIENCE

SPORTACCORD OFFICIAL PARTNER & EXHIBITOR EXPERIENCE

**TOURISM & EVENTS QUEENSLAND
(SILVER PARTNER)**



“There is no other opportunity like this to get connected with so many other cities that we partner with. Years – that’s the amount of work and connecting we would have to do if SportAccord would not exist - you just couldn’t do it.”

**Richard Clarke, Group Executive Events,
Tourism & Events Queensland**

**EXPLORE EDMONTON
(SILVER PARTNER)**



“It has been great, I am positively surprised that it has been back with a big ‘bang’. SportAccord is a staple in this industry and we are so happy to be part of it – it has been a really great show so far.

The biggest thing for us is the exposure as a host city, as a destination that is a top leisure destination and we really rely on our sports markets to attract events and to make sure we are bringing in really unique, amazing experiences to the city, meeting with international federations and getting exposure is key for us here.”

**Cindy Medynski, Director, Sport & Cultural Events,
Explore Edmonton**

**CSIT – INTERNATIONAL WORKERS & AMATEURS IN
SPORTS CONFEDERATION (EXHIBITOR)**



“Finally, we are here! We were thinking of going there (to SportAccord) anyway and it was the right decision because the world of sports was really looking forward to coming back to the SportAccord event – we have met so many partners and friends and sports confederations, and we are really fine with the situation here.”

Wolfgang Burghardt, General Secretary, CSIT



**IMAGE
& PERCEPTION**



IMAGE & PERCEPTION

DESTINATION PERCEPTION

75%

Delegates who stated they feel positive about the West Midlands hosting sports events

% score based upon delegates stating they felt either positive or very positive about the West Midlands hosting sporting events

CULTURAL ACTIVITY EXPERIENCE

76%

% of delegates that thought the cultural activities they attended were either 'good' or 'excellent'

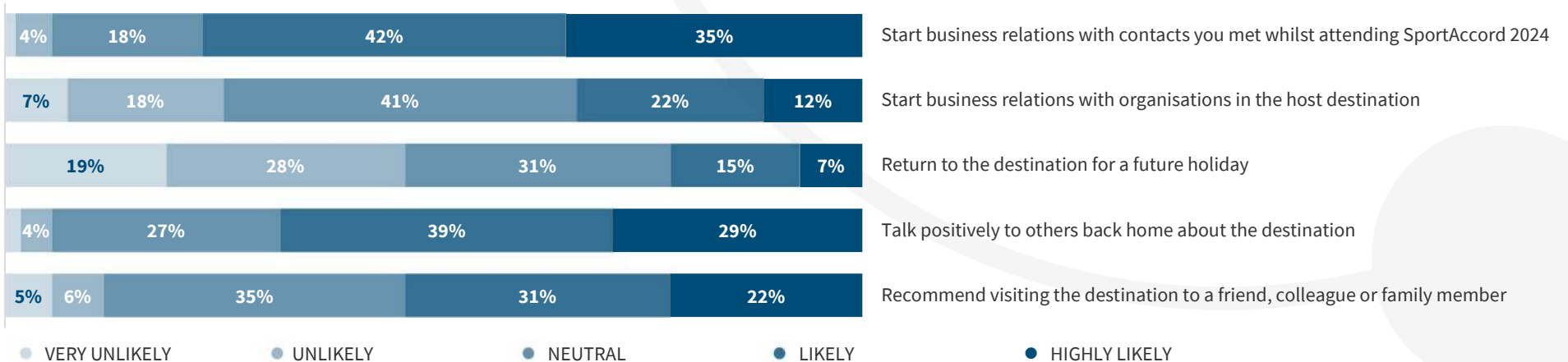
DESTINATION IMAGE & PERCEPTION

HIGHLIGHTS

- For 49% of delegates attending SportAccord 2024 it was their first time visiting Birmingham and the West Midlands.
- When it comes to events, almost three-quarters of delegates felt positively about the West Midlands hosting sports events.
- Friendly, hospitality and diversity were three words used by delegates to sum up their time in Birmingham.
- 77% of delegates either agreed or strongly agreed that they would start business relations with contacts they had met during SportAccord 2024.
- Specific to local businesses, 33% of delegates stated they would start business relations with organisations in Birmingham and the West Midlands as a result of attending SportAccord 2024. Amongst delegates from elsewhere in the United Kingdom this figure was 51% and amongst delegates from overseas, 24%.

HOST DESTINATION | VISITATION IMPACTS

Having visited Birmingham and the West Midlands (the destination) for SportAccord, how likely are you to do the following?





COMMERCIAL &
MEDIA



COMMERCIAL & MEDIA

GLOBAL MEDIA ENGAGEMENT

PRESS ENGAGEMENT

130+

PRESS ARTICLES
PUBLISHED

1.47bn

CUMULATIVE REACH OF
PRESS ARTICLES

SportAccord, WMGC figures.

SOCIAL MEDIA ENGAGEMENT



612

TOTAL POSTS

1.47m

TOTAL IMPRESSIONS

SportAccord owned accounts only. Monitoring period of 23 August 2023 (date of announcement as Birmingham and the West Midlands as event host) to 30 June 2024.

BROADCAST CONTENT COVERAGE

74

BROADCAST MEDIA
OUTLETS

107

BROADCAST
TERRITORIES

1bn

POTENTIAL BROADCAST
REACH (HOUSEHOLDS)

2bn

POTENTIAL REACH
(VIEWERS)

Icarus Sports figures.

“Every encounter, every dialogue has been very rich and what I have really noticed is that people are keen to talk to each other and that's what is very important for me.”

Pierre Galy
Head of Sports, Agence France-Presse

COMMERCIAL & MEDIA

SPORTACCORD OFFICIAL PARTNERS & STAKEHOLDERS

HOST CITY PARTNER

The West Midlands
One region, many worlds

STAKEHOLDERS



GOLD PARTNER

SPORT EVENT DENMARK
Uniting People

SILVER PARTNERS



EXPLORE EDMONTON



BRONZE PARTNERS

SPORT LIVERPOOL



OFFICIAL SUPPLIERS



PRINCIPAL MEDIA PARTNERS



YUTANG SPORTS
禹唐体育

MEDIA PARTNERS



COMMERCIAL & MEDIA

SPORTACCORD EXHIBITORS

44

SPORTACCORD 2024
EXHIBITORS

18

DESTINATIONS
& VENUES

13

INDUSTRY SUPPLIERS &
ORGANISATIONS

13

SPORTS FEDERATIONS &
RIGHTSHOLDER ORGANISATIONS



The West Midlands
One region, many worlds



EXPLORE
EDMONTON



MANCHESTER





COMMUNITY & CULTURAL ENGAGEMENT



COMMUNITY & CULTURAL ENGAGEMENT

TOTAL NUMBER OF VOLUNTEERS

113

Total number of volunteers supporting the delivery of SportAccord 2024

BREAKDOWN BY ORGANISATION

386 **5.9h** **2,289h**
 SHIFTS AVERAGE CONTRIBUTED
 ALLOCATED SHIFT LENGTH TO EVENT

Based on volunteer data provided by event organisers

Coming out of my comfort zone, meeting wonderful delegates from all around the world, and connecting with other volunteers has been amazing, thank you SportAccord.
Volunteer Feedback

Being involved in SportAccord has been a great experience... All of our team leaders have been very helpful and a joy to work with!
Volunteer Feedback

VOLUNTEER PROGRAMME

HIGHLIGHTS

- United By 2022 is an official charity of the Birmingham 2022 Commonwealth Games, and was purpose built to maximise the legacy of the Games.
- United By 2022 now supports communities across the West Midlands through youth projects, volunteering initiatives, a dance collective of disabled and non-disabled young people, and community focused projects to increase social value for the region.



- The delivery of SportAccord 2024 was supported by United By 2022 which provided opportunities to volunteers to be involved in the international event.
- In total, 2,289 hours of time was contributed to the event by a diverse volunteer group.
- Feedback provided by volunteers suggested that the experience was rewarding and that welcoming international visitors from around the world to the West Midlands was a highlight.

VOLUNTEER ROLES FULFILLED

Role		
Conference and Meeting Room	Operations & Wayfinding	Media & Communications
Exhibition and Speaker Room	Registrations & Information	Travel & Transport



COMMUNITY & CULTURAL ENGAGEMENT

COMMUNITY & CULTURAL ENGAGEMENT

CULTURAL ACTIVITY PROGRAMME



- The host destination of SportAccord 2024 wanted to maximise opportunities for visitors to the West Midlands to experience the local culture. A programme of activities was created which provided delegates with morning and afternoon cultural and experiential sessions across the West Midlands region.
- Approximately 150 delegates participated in the 10 excursions and activities organised by West Midlands Growth Company over eight days.
- The morning run, pilates session and F1 Arcade experience were most popular amongst delegates.

MORNING SESSIONS



- The morning cultural activities offered the following sessions for delegates to participate in:
 - Run of a Kind
 - Positively Birmingham Walking Tour
 - Roundhouse Kayak Tour
 - Pilates with Ellie Downie
- Further sessions were organised such the Good Morning Birmingham Muaythai session hosted by AIMS, supported by local clubs. More than 70 participants took part making it one of the most popular activities.

AFTERNOON SESSIONS



- The afternoon cultural activities offered the following sessions for delegates to participate in:
 - F1 Arcade
 - Jewellery Quarter Walking Tour
 - Guided tour of Villa Park
 - Golf at The Belfry
 - Black Country Living Museum/ Iron Bridge
 - Shakespeare's England

SPORTACCORD



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