Mega Events: A Unique Opportunity to Capitalise on Global Attention

Creating a Positive Image, Regenerating the Destination and Enhancing the Economic Impact

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Focus

This presentation aims at demonstrating the impacts of Sport Mega-Events (SME) with a focus on the 1998 Nagano Winter Olympics.
Measuring Impacts

The impacts of SME can be measured as:

- tangible/intangible;
- positive/negative;
- planned/unplanned.

The Nagano Games were the 18th Winter Olympic Games.
Facilities built for the 1998 Games

- The ski competition areas - Hakuba Ski Jumps and Spiral (Bobsled/Luge) are still used as is;
- Aqua Wing, used for ice hockey, is now a swimming pool;
- Big Hat was also used for ice hockey and is now an ice-skating rink, event centre and gym;
- M-Wave was used for speed-skating, and is now used for ice-skating in winter and as a gym in summer;
- White Ring, used for figure skating, is now a gym;
- Kazakoshi Arena was used for curling, is now an ice-skating rink;
- Nagano Olympic Stadium was originally Nagano City's baseball stadium, but was remodelled for the Olympics. It is now once again being used for baseball (but no Pro-team).
Infrastructure built for the Games

• Extension of the Shinkansen Bullet Train from Takasaki to Nagano;
• The city's main railway hub, Nagano Station, and the smaller Shinonoi Station, were expanded; with the line carrying up to 60,000 passengers per day during the Games.
• Two main expressways - the Nagano expressway and the Joshinetsu expressway - were built;
• A local road network linking the Olympic venues was also created, with another 115km of road improved ahead of the Games.
Spending & Visitors

Money spent in the Nagano tourism sector plus the number of visitors (domestic and international) from the year 1978 to 2014. Spending reached its peak in 1998.
So how much did the games cost?

The cost of luring the games to Nagano and running them actually remains unknown. Estimates have been:

$9.4 billion;
$12.5 billion;
$17 billion;
$30 billion.
What happened?
Skier numbers

Visitors (domestic and international) to Nagano ski resorts 1985-2015

Peak year is 1991, and skier/snowboarder numbers have steadily fallen since then to even below the numbers from 1985
Whilst the numbers of total visitors has declined over the years, the number of foreign visitors has steadily increased.
Japan seems to hold an overall positive view of the Olympics, with most officials believing that the Olympics helped Nagano become known worldwide.

The struggle for us now is what are the deficits in current tourism promotion and what can be improved to maintain Nagano competitiveness and further attract foreign visitors?
New initiatives, Old attractions Part I

Media impact of the Games on local tourism
New initiatives, Old attractions Part II

Government initiatives

• Snow Resort Revitalization Committee of JTA.

• Niigata-Nagano Snow Alliance / Classic Resorts
New initiatives, Old attractions Part III

• Go Nagano site;
• UniqueNagano app;
• Ninja Project;
• Nagano Transport Pass;
• Joint ski area passes.

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Thanks for your time