

International FIFA Fan Fest™ – a big hit with the fans



From the Copacabana to the Eiffel Tower, FIFA's International Fan Fest™ activities have been given a huge thumbs-up from those people who made the event a huge success – the fans!

This was the key finding from newly released research by international agency Sport+Markt, who interviewed visitors at all of the International Fan Fest™ cities with the aim of gaining insights into the fans' experience of the events.

The International FIFA Fan Fest™ was clearly an event to enjoy together with friends and family, with fans attending the event with an average of four other people. Over two-thirds of visitors chose to attend the event with friends, but the International FIFA Fan Fest™ also appealed to the whole family, with one-fifth (20%) of all spectators going together with relatives, rising to 40% in Brazil.

Whilst the events were predominantly attended by residents of the Fan Fest cities (83%), the iconic locations of the events were able to pull in a wide selection of tourists, particularly in Berlin and Rome where over 10% of attendees were overseas tourists who fitted a visit to the International FIFA Fan Fest™ into their holiday schedules.

Why did you attend the International FIFA Fan Fest™?

I attended the International FIFA Fan Fest™ because I wanted to experience the atmosphere. **86**

I attended the International FIFA Fan Fest™ because I wanted to support my national team. **81**

The International FIFA Fan Fest™ is the next best place to watch a FIFA World Cup™ match. **73**

TOTAL (n=1198)

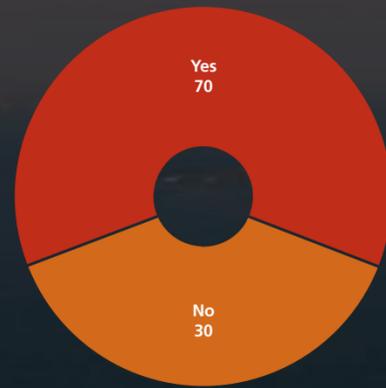
The International FIFA Fan Fest™ should become a permanent part of future FIFA World Cups.



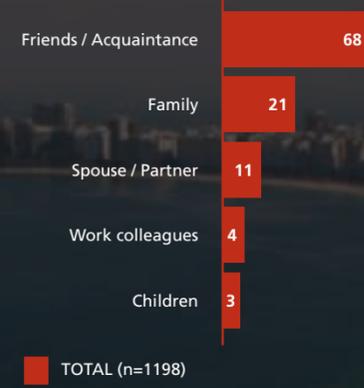
Intention to visit the International FIFA Fan Fest™ again at the next 2014 World Cup.



Did you feel part of a larger global event when you attended the Fan Fest™ in include venue?



What connection or relationship do you have with the person/people you attended with?



TOTAL (n=1198)
No answer / Don't know = 10%

"94% of visitors will be back in 2014"



99% of the over 3.5 million visitors believed that the event should remain a permanent part of the FIFA World Cup™. Brazil's FIFA Fan Fest™ programme will grow even further in 2014, when events are expected to be staged in at least all of the Brazilian Host Cities. With over 83,000 visitors at times attending this year's event on the Copacabana beach, it seems that Brazil is fertile ground for future Fan Fests. The special nature of the Brazilian event was reflected with 91% of visitors describing their experience as "unique" and 95% enjoying the "emotional" atmosphere.

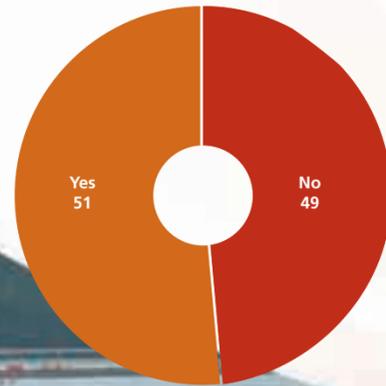
The message coming from the fans is clear – "We'll be back". 94% of attendees intend to return to the event should it be staged for the 2014 FIFA World Cup™ in Brazil.

"The results of the research are emphatic in highlighting the success of the first-ever International FIFA Fan Fest," said FIFA Marketing Director Thierry Weil. "I am delighted to see that our key target group, the fans, thoroughly enjoyed their FIFA World Cup experience all around the world. We are looking forward to exploring the possibilities to continue this event in 2014."



FIFA Fan Fest™

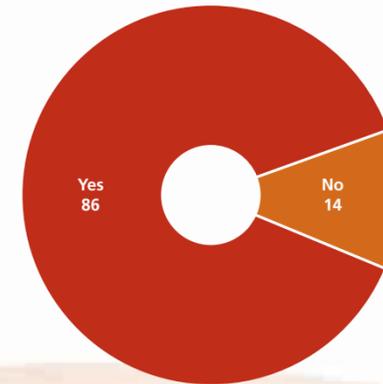
Did you attend an official FIFA Fan Fest™ during your trip to South Africa?



How did you find out about the FIFA Fan Fest™?



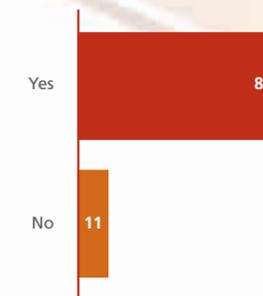
Did you recommend the FIFA Fan Fest™ to others?



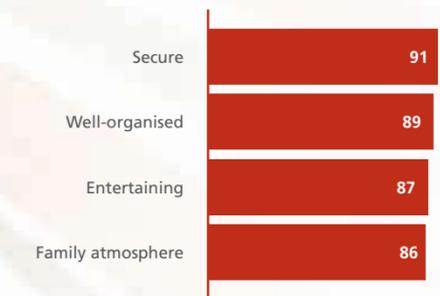
51% of the fans who attended matches also chose to visit the official FIFA Fan Fest™ in the respective host cities. Most local fans were made aware of the event by advertising in the media, with word of mouth and "walking past" the second and third most important factors. It appears that the fans enjoyed their time at the FIFA Fan Fests™, with 86% of attendees recommending the event further to their friends and family.

"86% recommended the FIFA Fan Fest™ to family and friends."

The next best place to be?



Was the FIFA Fan Fest™....



At the heart of the FIFA Fan Fest™ concept is the aim to provide fans with an entertaining, fun and secure place to watch a FIFA World Cup™ match if they are unable to attend the match in the stadium.

Findings from the research highlight the success of the event in South Africa, with 88% stating that the FIFA Fan Fest™ is the next best place to watch a match from the tournament and items such as "secure", "well organised" and "entertaining" scoring very well in the investigation into the event's image. 86% believed the FIFA Fan Fest™ to be a great place to take the whole family, praising the family atmosphere at the event.