



ITS YOUR TURN! WHAT WILL YOU DO TO DRIVE PROSPERITY?

Sports: A game changer for Africa!

8 December 2022

13.00-14.30 GMT /16.00-17.30 EAT

CONCEPT NOTE

Background

Growth is an imperative to come out of this crisis and build forward better. The complex challenges facing Africa means that everyone everywhere has a role to play. ECA launched the 'It's your turn!' talk series as a platform to generate innovative and disruptive ideas for growth that translate into actions for positive and lasting change.

The sports industry has an immense socio-economic and cultural impact on the communities in which they operate. The industry provides avenues for innovative partnerships between African markets and global industries, in addition to the immediate economic benefits, including new infrastructure projects and media deals.

Over past two decades there has been growing focus on sports and sports tourism. Sports tourism is defined as, *leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities [Active Sport Tourism], to watch physical activities [Event Sport Tourism], or to venerate attractions associated with physical activities [Nostalgia Sport Tourism]*' (Gibson, 2005). Accordingly, sports tourism can be categorised as: **Sporting event tourism** –travel for purposes of watching domestic, regional or international sports events e.g. football competitions, formula 1, open golf tournaments etc; **Active sport tourism** - travel to participate in sporting events and can be part of competitions or just for leisure purposes; and **Nostalgia sport tourism** - involves traveling to famous sport-related attractions e.g. Old Trafford (Manchester United Stadium, UK), the Bird's Nest (China), Santiago Bernabeu (Real Madrid football stadium) etc.

Valued at over USD 458 billion in 2019 and USD 323 billion in 2020 (decline due to Covid-19 pandemic), sports tourism is one the fastest growing tourism segments¹. With the Covid-19 pandemic almost coming to end, this segment is projected to grow at a compound annual growth rate of of 16.1% from 2021, with its value estimated to reach over USD 1.8 trillion by 2030. The growth of sports tourism has been driven by a number of factors from both the supply and demand sides. From the supply side, there has been increased investments in sports facilities, events, and the marketing and promotion of these, while from the demand side, there has been the general increased affluence of the populace, coupled with increased leisure times and growing special

¹ See <https://www.alliedmarketresearch.com/sports-tourism-market-A13076>

interests, majorly in sports tourism, to name but a few. Tourist destinations have stepped up their respective sports tourism and promotion activities, with sports tourists spending more than their non-sporting counterparts. In 2019, for instance, with over 1.5 million inbound football tourists, their average spend per visit was in the UK was GBP 909 compared to GBP 696 of the other non-sporting tourists².

Likewise, investment in sports development in Africa has the potential to transform economies as illustrated by a number of countries. South Africa, for instance, invested USD 3.12 billion to become the first African country to host the FIFA World Cup in 2010. This investment contributed USD 509 million to the country's GDP in 2010 alone, an additional USD 769 million in benefits accruing to households, with USD 228 million allocated in low-income households. In addition, 130,000 direct jobs were created to support the construction of stadia and hospitality facilities³. The country further received over 300,000 tourists that came to watch the games, generating over ZAR 3.6 billion in receipts with increased spend per tourists of ZAR 11,000 compared to ZAR 9,500 and ZAR 8,400 in 2009 and 2008 respectively. More recently in 2022, Cameroon hosted the African Cup of Nations investing USD 885 million in upgrading sports facilities, transport infrastructure including roads and airports, and hospitality facilities⁴. Though impacted by the Covid-19 pandemic, the event brought football enthusiasts to country having positive impacts on businesses⁵.

The continent has also been hosting other major sporting events which have been having positive economic impacts. Kenya has, for instance, over the past few years been hosting the World Rally Championships. A study conducted on the events impacts in 2021, revealed that the total tourism internal demand expenditure was over KSH 8 billion between June and July 2021 generating 24,758 jobs with a labour income of KSH 3.6 billion. The country further earned KSH 9.6 billion in value addition and KSH 15.8 billion as output⁶.

Sports, sporting events and sports tourism can have significant impacts on Africa's economic growth and development. However, as per lessons on sports development and tourism drawn from the continent and from across the world, for the full potential to be realized, significant investments will have to be made. This could be directed at nurturing sporting talent and investing in related infrastructure including sporting facilities.

The 2030 Agenda for Sustainable Development recognizes sport as an important enabler of sustainable development. As countries continue to grapple with the fallouts from the COVID-19 pandemic, the sport community can redouble its efforts to contribute to accelerating the achievement of the SDGs. It can be particularly impactful in the areas of health and wellbeing, quality education, gender equality, decent work and employment, reducing inequalities, sustainable cities and communities, responsible production and consumption, climate action and peace, justice and strong institutions, all with attention to building strong and inclusive partnerships for the goals.

² See <https://www.visitbritain.org/inbound-football-tourism-research>

³ See <https://www.gov.za/documents/2010-fifa-world-cup-country-report>

⁴ See <https://www.oecd-forum.org/posts/owning-the-goal-how-sport-can-be-an-engine-for-massive-economic-growth-in-africa>

⁵ See <https://www.dw.com/en/afcon-cameroon-businesses-hope-for-boost-amid-security-fears/a-60330905>

⁶ See https://tri.go.ke/wp-content/uploads/2022/05/WRC-SURVEY-REPORT-2021_220509_214455.pdf

Objectives

The event will discuss the role of sports as an active contributor to economic growth in Africa. In particular, the meeting will: it will discuss main objectives of the event are to:

- Provide a platform to showcase Africa’s sports potential and discuss the opportunities that sports create to drive a prosperous and sustainable Africa.
- Reflect on opportunities to nurture talent for meaningful contribution to economic development and the role of the sports industry, government and policy makers
- Gather leaders in the sports industry to share best practices, experiences, and challenges in finding innovative ways to support the ambitions of young people to thrive in sports.

Programme

| Time [EAT/GMT+3] | Agenda (tentative) |
|-----------------------------|--|
| 15.45 | Opening of conference platform |
| 16.00 | Introduction and context by the Director of the African Sports and Creative Institute, Will Mbiakop |
| 16.03 | Opening remarks by Antonio Pedro, Acting Executive Secretary of the Economic Commission for Africa |
| 16.10 | Panel discussion on the theme of “ <i>Sports: A game changer for Africa!</i> ” Moderator: Will Mbiakop, the Director of the African Sports and Creative Institute Panel: <ul style="list-style-type: none">• Antonio Pedro, Acting Executive Secretary of the Economic Commission for Africa• Oumou Kane, Head of Women’s Football, Mauritian Football Federation• Nqobile Ndlovu, Director, Cash and Sports Research• Navalayo Osembo, Co-founder and Chief Executive Officer, Enda Athletic |
| 17.00 | Question and answer session |
| 17.20 | Closing remarks |

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