

Esport, City Branding and sustainability



Why?

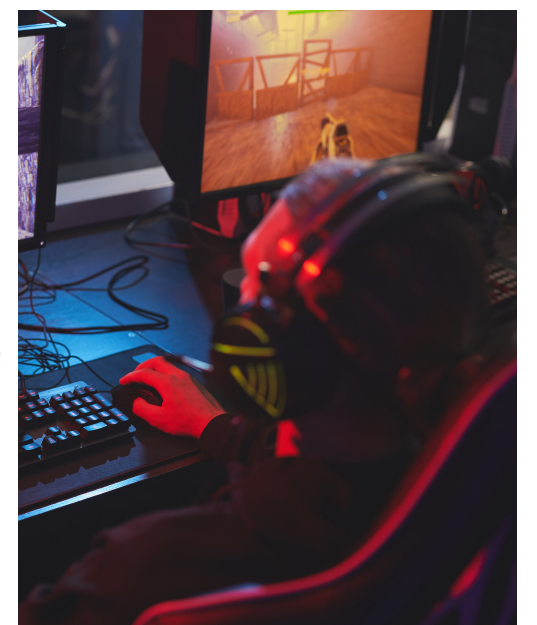
Based on a literature review we found a need for more research into esports events as a primary motivator for people to travel to destinations branding themselves through esports events.

Esports events - in many aspects comparable to “real” sports - have a great potential as a tourism motivator. This is a potential new market for tourism destinations to explore and utilize for attracting tourists and improved city branding.

How?

By conducting interviews with international experts on esports events and city branding and by including in-house experts on sustainable energy into the project.

A trial event will be part of the project to test and improve the strategy / manual.



What?

The aim of the project is to formulate a strategy / manual to help destinations improve their brand and attract more tourists by conducting sustainable esports event

- 1 Analyze international esports events with various focus areas - Autumn 2021
- 2 Develop a preliminary handbook/set of guidelines on conducting sustainable esports events - Spring 2022
- 3 Conducting sustainable esports event in collaboration with the Municipality of Randers - Autumn 2022
- 4 Measuring the effect of and analyzing the learnings from the event and integrating them into the handbook - Spring 2023
- 5 Overall analysis of the findings and completing the handbook - Autumn 2023

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TIMELINE