

Appendix 1: Industry Standard Classification of Events

MEGA EVENTS

- Peripatetic events with global reach
- Major bidding effort
- High level of government resource and support
- Come with broadcast partners
- E.g. Olympic, World Cup

MAJOR EVENTS

- Peripatetic and one off events
- Required to be bid for
- Rights owned by a third party
- International reach through media coverage
- Significant national (out of area) and some international attendance
- Significant economic impact
- Partnership bidding effort
- Mostly sporting, sometimes cultural
- E.g. Grand Depart Tour de France, MTV awards

SIGNATURE EVENTS

- Recurring event - annually or periodically
- Home produced or commissioned
- Distinctive to the location
- Enhance senses of place and visitor experience
- National reach through media coverage
- Local, regional and international attendance
- Economic, social and cultural impact
- Often require public funding
- E.g. Edinburgh Festivals, London Marathon

GROWTH EVENTS

- Recurring events; occasionally peripatetic
- Regional or sectorial event or new local events ambitions to become signature events
- Distinctive to the location
- Grow the capacity of the place and visitor experience
- Regional reach through media coverage
- Mainly local attendance but with potential to attract visitors
- Economic, social and cultural impact
- Mostly cultural events, sometimes sporting
- E.g. White Night, mixed arts festivals

LOCAL EVENTS

- Recurring events; occasionally on-off
- General interest but aimed mainly at residents
- Citywide interest
- Local media coverage
- Local attendance
- Limited economic impact, often significant social impact
- E.g. Civic Events

NEIGHBOURHOOD EVENTS

- Recurring events; occasionally on-off
- Aimed at single community / community of interest
- Of limited citywide interest
- Low or no local media coverage
- Local attendance usually from one community
- No economic impact, often significant social impact
- E.g. Bonfire Parties, Party in the Park

With appropriate investment, Growth Events can become Signature

With appropriate investment, Local Events can become Growth Event