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TSE Consulting publishes first ever report on host cities and esports events

Lausanne, Switzerland, Wednesday 6th September, 2017 – To assess the perception and ambition of cities towards hosting esports events, TSE Consulting conducted an online survey with its database of more than 500 cities earlier this year. The results of this survey have been compiled into a host cities and esports report – the first of its kind. To access to report, click [here](#).

Key results from the survey show that cities involved in hosting traditional sports events are much more ready to host esports events than initially expected. More than 55% of the surveyed cities said they are already in contact with the esports industry, and almost 75% reported that it will be less than three years before they host an esports event.

Cities view esports as the opportunity to connect with a young audience and develop the brand of their city. Impressively, 84% of the surveyed cities said that hosting esports events can be used as a driver to reach out to the youth segment of their population, including young adults. Most cities (56%) felt that hosting esports events, compared to traditional sports events, could provide less well-known cities with a ‘shortcut’ to increase the awareness of their city in the international sports event market.

Finally, whilst it is commonly argued that hosting esports events could create a shift in cities’ budget, with less being spent by cities on hosting traditional sports events, the majority of cities surveyed (61%) did not perceive esports events to be a direct competitor to traditional sports events from a budgetary point of view.

Esports activities in TSE Consulting are led by Senior Consultant & Partner Ronnie Hansen: *“The report shows how cities are catching up with the massive interest in esports. Esports events have substantial appeal to cities with a strong technology profile, as well as those with a specific interest in communicating to their youth population. I am convinced that as the esports industry continues to grow, the hosting of esports events will play a major role in many cities’ event portfolio.”*

The research project was coordinated by consultant Heloise Signe, lead of quantitative analysis at TSE Consulting: *“I hope this report will act as a real eye opener to the public sector, the esports industry, and the sports world as a whole. The input received from cities across the world is a clear indication of esports’ increasing relevance and its potential for further growth. It will be interesting to see how host cities integrate esports into their long-term sports events strategy.”*

For more information, please contact Heloise Signe, Consultant at TSE Consulting: hsigne@tseconsulting.com or go to www.tseconsulting.com