

JAPANESE INTERNATIONAL RUGBY FANS' INTENTIONS FOR ATTENDING RUGBY WORLD CUP 2011

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Keywords: rugby fan, sports events, destination marketing

Introduction

The aim of this paper is to examine the demographic features of spectators at the Bledisloe Cup 2009' in Japan, and their intentions for attending the Rugby World Cup (RWC) 2011. The Bledisloe Cup is a rugby match involving the New Zealand Rugby team, the All Blacks and the Australian Rugby Team, the Wallabies. The Bledisloe Cup 2009 was the first international match by world top ranking teams to take place in Japan. It attracted a crowd of 44,000 spectators. The RWC will be held in 2011 in New Zealand, and the Bledisloe Cup 2009 was used as tool with regard to destination marketing for the New Zealand event. Tourism New Zealand collaborated with the "Giant Rugby Ball Event" under the Tokyo Tower as a means of promoting it (Tourism NZ Annual Report 2010). A few researchers have examined the attributions and motivations of rugby fans (Garland 2004; Davies & Williment 2008).

In this study, three main aims:

- (1) Profile of Japanese international rugby fan
- (2) Examine of Japanese rugby fans intentions to attend the RWC2011
- (3) Trace the impact of Tourism NZ's promotion around Bledisloe Cup 2009

Methods

Data were collected at the National Stadium before the Bledisloe Cup on 31st October 2009. The sample consisted of 323 spectators. Spectators were given a questionnaire that included (1) demographic factors (2) previous spectator experiences in foreign countries (3) preference factors of the RWC 2011 (4) marketing factors.

Results and Conclusion

The preliminary results indicate that 26% of the Bledisloe Cup spectators experienced watching rugby games (The RWC 16% and other international matches 10%) in foreign countries, while 72% of the spectators have an interest in going to the RWC 2011. The results show that demographic trends of the international rugby spectator and Japanese rugby fan's intentions for the RWC 2011. Many spectators have an interest in marketing event by Tourism NZ. Attractiveness of destination is also important factors for potential rugby fan tourists.

References

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