

Master Thesis

Football Teams and City Brand Awareness



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Preface

Although I have studied Economics and Business and I will shortly start my working career at Ahold N.V. it is no secret that both do not fulfill my ultimate goal; that of being a professional football player. However, it is safe to say that with my qualities such a career will always stay a dream. My interest in football is still very much present and therefore I am pleased to have gotten the possibility to combine football and economics. Sport and particularly football (in Europe) generates emotion. This emotion and high level of involvement triggers economists to investigate sport economics, as the real economic impact of sport is minimal. This level of attachment has also been my inspiration. The financial crisis and the mismanagement of many Dutch professional football teams have created substantial financial problems in Dutch professional football. This year FC Haarlem, VV Veendam went bankrupt, while Willem II, NAC Breda, Feyenoord, Fortuna Sittard, MVV and other were facing financial deficits. Those developments show the relevance and good timing of my research. Local governments are more frequently requested to financially support these football teams. As football teams do not contribute significantly in direct economic figures, intangible assets are often used by municipality leaders when explaining financial help paid by tax money.

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1 Introduction

1.1 Sports and Brand Awareness

The city of Barcelona is often used as an example of how a sports event can alter the (brand) image of a city (Kasimati, 2003; van den Berg, Braun & Otgaar, 2000; Foggia Di, 2008). Barcelona used its candidacy for the Olympic Games of 1992 for redevelopment and reimagining of the city (Smith, 2005). Infrastructure was improved, cultural aspects of the city were redeveloped and flagships were highlighted. Barcelona tried successfully to lose its industrial & political image and changed it into “the Modernista city, the Sporting City and the Monumental City” (Smith, 2005). Although the many changes had no direct link with The Olympic Games, the event had served as catalyst in the process.

Events like the Olympic Games or the World Football Championships automatically generate an enormous amount of attention. They also create possibilities to invest in urban and/or regional development, in both physical (infrastructure) and intangible (city image) ways. To a similar extent this does not only apply for large scale events but also for sport clubs and sport teams connected to a city or region. A well known example is the city of Indianapolis. Swindell and Rosentraub (1998) showed with their research that visitors saw the “sport clubs” Indianapolis Motor Speedway, The Indiana Colts and the Indiana Pacers (together with the museums) as the most important brands of the city. In Europe, where football is the only sport with relevant (international) impact, similar results were found for the city of Manchester, home of Manchester United Football Club.

The examples named above, all focus on global events or well established international sport teams. It is obvious that regional events or sport teams have considerable less impact. The professional football teams from the Netherlands, maybe with the exception of Ajax (Amsterdam); do not have a severe influence on the international image of their home city. But national attention for “De Eredivisie” (Dutch football league) is substantial. On a national scale Dutch cities might profit from the presence of a professional football team, as it could increase economic possibilities and city images. It is relatively easy to quantify the direct economical revenues gained from professional football for the respective cities (Although different methods have been used and no consensus is found within the scientific world (Carlino, G.A. & Coulson E.N. (2004)). The intangible assets however, are more difficult to quantify. What is the contribution of the teams with respect to the city image? In what way do the teams affect the city’s brand awareness?

1.2 Problem Statement

Based on the literature review and the references above I constructed the following research question:
“Do medium sized Dutch football teams contribute to the brand awareness of their home city?”

As I stated in the introduction, it is relatively easy to calculate the direct economic impact of football clubs. Although different methods can be used and the substitution effect (Keating, RJ 1995) often produces different outcomes, figures are present and hence quantification is possible. The intangible assets, however, are considered more difficult to quantify

1.3 Hypothesizes

In order to answer the main research question the following hypothesizes have been developed.

1.1 Cities mentioned at question 1 are selected on basis of the number of inhabitants, the scale of activities and the geographical location of the respective city.

2.1 The football teams performing well (active in De Eredivisie) are more likely to be chosen as a city association than those teams who are not performing well (not active on the highest level).

2.2 The football teams, which use the name of their home city in their team name, are more likely to be chosen as a football association than those teams who do not use the name of their home city.

2.3 The football teams which are located in a city which has a lot to offer are less likely to be chosen as a football association than those teams which are located in a quiet city.

2.4 The strength of football associations is influenced by gender, as men are more likely to relate and know football teams compared to women.

2.5 The strength of football associations is influenced by education, as higher educated respondents will have more knowledge about city associations.

3.1 Cities that offer potential tourist a historical centre, or specific attractions, will have a higher willingness to visit than those who do not accommodate touristic features.

4.1 There is a positive relation between the choice of a city at question 1 and the strength of a football association of the same city at question 2.

4.2 There is a positive relation between the choice of a city at question 1 and the willingness to visit the same city at question 3.

4.3 There is a significant relation between the strength of a football association at Question 2 and the willingness to visit the same city at Question 3.

2 Sport and Urban Economics

“For almost twenty years I owned and ran a National Football League team, the San Diego Chargers. When I bought the Chargers I believed I could apply to professional football the same principles of good business management that had enabled me to succeed in the corporate world. There was also a time when I believed in Santa Claus, the Easter Bunny, and the Tooth Fairy”.

Gene Klein¹

2.1 Introduction

Although the sports industry only accounts for a very small percentage of the GDP, the link between sports and economics has often been subject in economic literature. The fact, that sports is a pervasive factor in how people feel about their communities and themselves (Leeds & von Allmen, 2008), explains the interest of sociologists in this field. However, the economic value combined with the social (community) aspects makes sports an interesting subject for economists as well. Considering my specific research question, I have chosen to focus on the relationship between sports and urban economics only. As this chapter will show, sporting activities, powerful enough to have a considerable effect on the economy, typically take place in an urban setting. The major sport teams (or franchises²) all belong to a certain city and large national or international events are mostly hosted by a city (with the clear exception of the FIFA³ World Cup, which is hosted by a country, although different cities are appointed to host several games). Still the most important economical principles in sports will be covered and will not be left out because of my specific focus on urban economics as it is crucial to develop a general understanding of sport economics in order to comprehend this research.

On first sight it may seem obvious in what ways sport contributes to a metropolitan economy. The presence of sporting activities, whether it is a home match of the local franchise, or whether it is an annual event, brings people together, who most likely will spend money. The venue, hosting the activities, has to be build, the players need to be paid, spectators need to purchase an entry ticket, food, drinks and merchandise articles are sold, fees are paid to gain the broadcasting rights and products are being advertised through sports. Just like Logistics, Consulting and Law, sport is an industry using basic economic principles as a specific labor market, utility maximization, diminishing profits etc. Although all these comparisons might create the perception that the sports industry is like any other, the economic impact of sports it far more complicated than one might think. Calculating costs and revenues in sports is more difficult than in many other industries as intangible assets play a more important role compared to several other industries. To support the previous statement, consider the fact that in 2004 the Journal

¹ Cited from First Down and a Billion: The Funny Business of Pro Football, p. 12

² Many Literary works on this topic refer to sport franchises instead of sport teams of sport clubs, as most literature originates from the US, where professional teams have been less loyal to their accommodating city. As my research focuses on the Dutch situation I will use the term sports (or football) teams rather than franchises.

³ Fédération Internationale de Football Association (FIFA), The Soccer World Championships.

of Sports Economics had already published over 1.000 related articles, although sport, as an industry, is relatively small. Sandy, Sloane & Rosentraub (2004) among others state that; *“In the USA revenues created by the sports industry are dwarfed by mundane industries such as meatpacking”*. The total revenue in professional sports is about 12 percent of the total revenue in meatpacking. And Siegfried and Zimbalist (2000) state that; *“Yearly average team revenues in 1999 are around \$55 million in the NHL, \$75 million in the NBA, \$85 million in MLB and \$100 million in the NFL. For a medium-size city like St. Louis, the baseball team accounts for less than 0.3 percent of local economic activity; for a large city like New York, a baseball team contributes less than 0.03 percent of economic output”*. The relatively small influence sports can exert on a metropolitan or national economy compared to the many journals and articles covering the subject explain the difficulty in the relationship between sports and (urban) economics. Over the years the sports literature has experienced enormous growth. Sandy, Sloane & Rosentraub (2004) reason this has to do with the burgeoning interest in the economics of sports by the economists, public officials, lawyers, business leaders and students. Public subsidies for new stadiums or for helping clubs in financial distress, billion-dollar contracts for broadcast rights, enormous player’s salaries all fill the pages of newspapers and magazines. Sport can be found on every corner, in every city in every country. Every newspaper has a least a few pages dedicated to the latest sport news. Every bookshop has numerous books and magazines covering a variety of sport topics. When turning on the television, it seems almost impossible to find a moment without sport broadcast. Sport provides jobs and income, but even more import; it creates emotional attachments like pride, identity and love. These intangible assets all have to be taken into account when determining the economic value of a sports team or event. Furthermore, Legal and regulatory decisions and new laws such as the EU Bosman Ruling⁴ and the US Congress Curt Flood Law⁵ reshaping the professional sports market, have also increased economist’s interest in the subject.

Before focusing on how local economies are influenced by sports, a clear distinction between professional and amateur sports has to be made. The European Council (1993) defines sports as: *“Sport affects all forms of physical activity – informal or organized – intended to preserve or improve the physical fitness and the psychological well-being, increasing social contacts and the accomplishment of results in competition on all different levels”*. This definition is much broader, then, when only focusing on the impact of professional sport teams on local economies. In this particular study I have chosen to

⁴ The **Bosman ruling** (*Union Royale Belge des Sociétés de Football Association ASBL & others v. Jean-Marc Bosman; Case C-415/93, ECR I-4921*) is a 1995 European Court of Justice decision concerning freedom of movement for workers, freedom of association and direct effect of article 39^[1] (formerly 48) of the EC Treaty. The case was an important decision on the free movement of labor and had a profound effect on the transfers of football players within the EU. The case banned restrictions of foreign EU members within the national leagues and allowed professional football players in the European Union (EU) to move freely to another club at the end of their term of contract with their present team (http://en.wikipedia.org/wiki/Bosman_arrest, Simmons, Robert (2008).

⁵ *Flood v. Kuhn* (407 U.S. 258) was a 1972 United States Supreme Court decision upholding, by a 5–3 margin, the antitrust exemption first granted to Major League Baseball (MLB) in Federal Baseball Club v. National League. It arose from a challenge by St. Louis Cardinals' outfielder Curt Flood when he refused to be traded to the Philadelphia Phillies after the 1969 season. He sought injunctive relief from the reserve clause, which prevented him from negotiating with another team for a year after his contract expired. Named as initial respondents were baseball commissioner Bowie Kuhn, MLB and all of its then-24 member clubs (http://en.wikipedia.org/wiki/Flood_v._Kuhn).

focus primarily on professional sports. On an urban level, economic developments caused by amateur sports are comparable with professional sports (facilities are constructed, tickets might have to be bought, newspapers have to be filled). The main differences can be found in the size of economic influence and attention from media and fans. Hence, the economic reasoning behind amateur sports can also be found by examining primarily professional sports. However, an important difference between amateur and professional sports which may not be neglected is the way the sport is practiced by consumers. In professional sports, the minority is actually participating in the sport, while the majority is watching. In amateur sports this is the other way around (especially in the Netherlands). Actively participating in amateur sports probably does not influence local economy, but the possibility to participate in sports may increase the quality of life, influencing a city's competitive position (Kress, 1995) and ultimately the urban economy. Therefore I will pay attention to amateur sports only in its connection with the quality of life, while on all other aspects I only take professional sports into account.

When considering the ways in which sport can influence the urban economies many different aspects can be found in recent literature. For example, much can be found on the relationship between the development of stadiums and arenas and urban development (Baade, 1987; Swindell & Rosentraub, 1998; Cromton, 1995) and on the connection between the presence of a professional sports team or event and urban development (Baade, 1996; Gelan, 2003). The problem however, with respect to my study is that in this chapter I am trying to create a simple and understandable overview of the relationship between sports and urban economics. Because I do not want to focus on a certain specific relationship between an aspect of sports and its influence on the metropolitan area, I have decided to allocate the aspects through which sports can influence an urban economy into three parts. Before I introduce the three aspects it is important to note, that in the literature, covering the link between sports and economics, two different approaches are most common. There are professional teams on the one hand, located in a certain city for a longer period of time, and on the other hand there are events, which do not belong to a certain city and hence do not have a home base. Economical impact is created either by franchises or by sporting events. Certain cities do not gain much from hosting a sports team, while hosting special events, like the World Championships Football or the Olympics may increase their economical relationship with sports. Of course, there are quite a few differences in the ways a sporting event has impact on the local community compared to a local sports franchise. A special event, especially those mentioned above, do not appeal specifically to local fans. Fans from all over the world will enter the city, in order to support their country or favorite athlete. Large sport events create an inflow of people from outside the region or municipality who spend "new" money in the hosting region (Porter, 1999). Although the economical differences between events and local teams are considerable (in the sense that large events, can attract enormous amounts of visitors, a lot of extra exposure etc, while teams have a continuous impact on the local economy and can serve as flagships for the city or region), I have chosen for one approach, as the standard urban economical principles are the same for both. As my study wants to examine the influence of local teams, my theoretical framework will be based on the economical impact created by teams, rather than sporting events.

In paragraph 2.2 I will discuss the direct economical impact of sports on a city's economy. What does the presence of a large sports team contribute to the local labor market, ticketing, consumption,

economical development and more. I will explain the, most obvious, relation between sports and the direct economical return it creates. In 2.3 I will focus on the way in which sports can be used as a catalyst in urban spatial development. How could the presence of a sports team be used in order to (re)develop a district or city centre?

2.2 Direct Economical Impacts of Sport

In 1994, The US House of Representatives held hearings because of the labor-management tensions that led to the Major League Baseball (MLB) strike of that year. Not everybody agreed with the amount of time and effort what was inserted in this specific subject. Brookings Institution economics Henry Aaron argued that the economic impact of the MLB was negligible⁶ (Fort, 2003). As I showed before, the direct economic impact of the sports industry is small, but still it accounts for numerous jobs and provides employment. Hence, in my opinion the direct economical value of sports may not be neglected. The Dutch Ministry of Public Health, Welfare and Sports⁷ argues that several hundreds of million Euros are flowing through sports in the Netherlands annually. What I want to show with the previous anecdote is that in spite of the fact that sport only accounts for a very small percentage of a national or local economy, it still functions as a normal industry, regarding the direct economic impulses only. Like in every industry there is a product, there is demand and supply, the sports team tries to be profit-maximizing, there are diminishing costs and I could go on for quite a while. I find it not interesting to take a more specific look at these economical principles with respect to the sports industry, as it will not offer any new insights. Although emotions often play an important role, in ticket pricing and merchandise, this still is not exceptional, as it all has to do with certain trends and scarcity⁸. I find it more interesting to show, how sports creates employment, consumption and economical traffic.

2.2.1 Employment

Sport creates employment in two different ways. Sport clubs have several different types of employees. Obviously there are players (athletes), trainers, administrative staff, board members, grounds men and so forth. On match days, extra staff is recruited to guide the spectators, to ensure safety, to sell consumption articles (food & beverages, but merchandise as well) and to organize extra transport facilities. These people all are directly employed by the club (or event), and are all 100 percent reliant on the club's existence. A.F.C. Ajax had 221 full time employees, while on match days another 500 employees per day were recruited (*Annual Report A.F.C. Ajax, 2007-2008*). On the other hand sport

⁶ Aaron argued that as the MLB was about a \$2 billion industry, regarding the total revenue, and any franchise represented only a fraction of 1 percent of the economic activity in its metropolitan area (Fort, 2003).

⁷ Het Ministerie van Volksgezondheid, Welzijn en Sport.

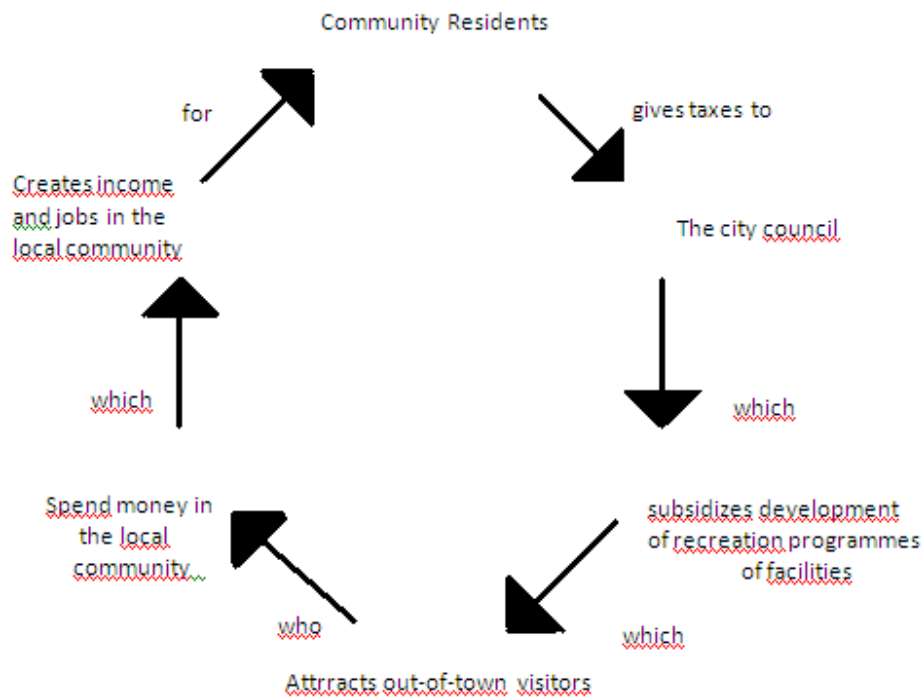
⁸ You could compare the run on I-phones, two years ago, with an emotional rage, which has no direct connection with rationality. When you want to buy a ticket for the Old Firm, the classic football derby of Glasgow, Scotland, prices on the black market are sometimes five times higher than the original price, but because of the uniqueness and the demand these prices are paid easily.

creates indirect employment. People who are not on the club's payroll, but whose jobs only exist because of the presence of a professional sports team. Here we need to consider, municipality workers as the sports councilor, law enforcers, journalists following the local club or franchise, several different suppliers from manufacturing, real estate, construction, services et cetera. They all have jobs, which core business is not connected to a local sport clubs, but in reality turns out to be mainly focused on the local sports team. A stadium or arena probably has a regular maintenance team which is employed by external construction or contracting firm. These workers all work for the this external firm, but exert their work at the sport facility. The same applies for journalists, who are employed by a (local) newspaper, magazine, TV station or radio station, but whose working activities only have meaning because of the presence of certain sport clubs / franchises.

2.2.2. Consumption

Consumption created by sport can also be divided into different aspects. The most obvious form is direct consumption at the sports facility. Examples are spectators who purchase a season ticket, who are buying a drink, or buying a scarf of their favorite team. These expenditures are all directly linked to the club. Whether you buy a scarf of Manchester United in Amsterdam, Beijing or Manchester itself, revenues are divided between the firm who is producing the scarf and Manchester United. Hence, although (especially in the Netherlands, where sport teams do not have a massive international fan base), these club based expenditures are mostly placed in the direct proximity of the club, they could be made anywhere. Revenues are mostly for the club, manufacturing firms, or special companies licensed by the club (in e.g. small food cars). This type of consumption does not have a big economical impact on the near surrounding. A second type of consumption has significant more influence on the direct surrounding of the sports franchise. The presence of a professional sports franchise often realizes the gathering of many spectators. The surrounding bars, restaurants, hotels, parking lots etc. may profit from these large numbers. On match days, fans swarm through cities spending their money on food, drinks and maybe even do some shopping. These expenditures are mostly made on a match day, hence are thus created by the presence of a sports franchise. However, it is important to consider the substitution effect. The money which is spend at or because of a franchise is not necessarily new money for a municipality. In most cases spectators of a franchise are from the same region, meaning that their spending will simply be a transfer from other forms of recreation. In the absence of this franchise people may spend their money on other forms of entertainment (Cinema, museum, the Zoo etc.). In this case the money is spend at the franchise is only substituting other forms of (recreational) consumption. However, the substitution effect may work the other way around as well. When a city does not have a local sports team citizens might travel to another city to still see some professional sports, this effect is known as the export effect. This also means that the presence of a professional sports team could attract supporters from outside the region, which results in new money. Figure 2.1 is an simple overview conceptualizing some of the stated above.

Figure 2.1: Conceptualization of the economic investment and return made by residents in communities that subsidise sports events or facilities (Gratton & Henry, 2001)



2.2.3 Economic Traffic

Besides the creation of jobs and extra consumption, sports may also enhance the economic traffic in a metropolitan area. It is apparent that all three aspects (jobs, consumption and economic traffic) are severely intertwined, but in my opinion it is still interesting to highlight them separately. Financing a large sporting event, the battle over broadcasting rights, building and or preserving arenas and facilities all generate cash flows within the community. The influence on the economic traffic shows that sport does not only influence a few jobs and some consumption, but is active on a higher economical level as well. All these financial flows are directly influenced by the presence of a sports facility. Of course, we could argue that all these expenses are funded through standard budgets, and will be spend anyways. Televisions stations might allocate their sports money, in order to attract the newest movies or game shows. But here the same applies as with the consumption patterns, the presence of a sports franchise increases the inflow of money from outside the metropolitan area, while this is not the case with game shows or movies. To a certain extent, the same affects public expenditures or manufacturing expenditures concerning arenas and facilities.

Box 2.1: Direct Economical Impact of Willem II on Tilburg

Example: **the direct economical impact of Willem II (medium seized professional football club of the Dutch First Division) on its home city Tilburg (204.000 inhabitants):** a part of the economic revenue created by Willem II is gained by the city of Tilburg (Income, rent and profit or the total of added value). Total amount in 2001 accounted for €6.686.000. A significant share of this amount can be found in the expenses which would probably have stayed outside the region of Tilburg, if Willem II was not present. These incomes mostly cover television and naming (€ 2.120.000), match incomes (€ 1.663.000) and sponsoring (€ 5.779.000). These forms of income cannot be considered as public income yet. Most of it comes back at only a small group of civilians, Willem II's football players, who will spend only a small amount in Tilburg. Income becomes public, if they contribute to additional employment in the region, which is difficult to measure. For the public sector these incomes attribute to income taxes, states taxes and profit taxes. These taxes have an indirect and limited influence on the city of Tilburg. Local taxes, on the other hand do directly contribute to the city of Tilburg (Bottenburg, Oldenboom & de Knop, 2003).

2.3 Sports as a catalyst in spatial urban planning

Sports facilities are considered signs of economic development in North American cities (*Robertson, 1995; Chapin, 2000*). Often new facilities are seen as signs of progress and are “proof” that the city centre is active and vital. The facilities provide evidence that the municipality is purchasing growth strategies for the redevelopment and revitalization of centre city areas (*Chapin, 2002*). It for these reasons that sport facilities have become popular economic development tools for cities. As the literature shows, much can be found on the relation between the sports facilities and economic development. And although, sport facilities are often the main focus points in literature on spatial development of cities, I take sports in general as a starting point, as it is more relevant concerning my studies.

Many scientists consider sports as a catalyst in urban development, spatial planning is considered only a part of the whole process. I have to agree with this assumption, but I have chosen to break the assumption in two separate assumptions, which are strongly intertwined with each other. First; sport can certainly influence urban development; it can accomplish this development in two different ways. One, it can be used as a catalyst to adapt the hardware of the city (*Braun, 2002*), in which I place spatial planning, and two it can be used as catalyst to adapt the software of the city, focusing more on the city's image. The second function of sports in urban development focuses more on the Quality of Life, attributing to an attractive city in order to establish businesses and maybe a tourism image. I will discuss this in chapter 3. I have made this distinction, because I do not regard a city's image and a city's quality

of life as direct economical impacts, they definitely attribute to a city's economic attractiveness but this impact is only seen in a later stage. While the decision to build or the relocate a sports facility has direct economic impact.

Sports can serve as a catalyst in spatial planning in two ways. Firstly, spatial planning can be created from a sports view. The presumed new football stadium for Feyenoord⁹ is an example according this view. A few years ago, it was diagnosed that Feyenoord's current facility (De Kuip) has to be replaced, as it no longer met the standards for a professional sports facility. Although, no official authorization has been given yet, all potential plans do not only consider a new sports facility, but focus on the direct surroundings as well. The Rotterdam alderman of sports and finance, Lucas Bolsius already typified the project as; *"Living, Working and Leisure are the three key ingredients complementing this project"*¹⁰. In this particular case, a necessary change in a sports facility could be used as a starting point for spatial development.

Secondly, sports can be used in order to conduct spatial planning. The city of Indianapolis used a redevelopment program anchored in a sports strategy that focused on sporting events and sport teams (Rosentraub, 1999). In the mid-1970's Indianapolis was dominated by its heavy manufacturing industry, it faced many economic and social challenges. The city was dependant on capital disinvestment and firm mobility spurred by national economic downturns and foreign competition. The civic leaders wanted to alter the dependency and the consequences with came with it. Local growth advocates wanted to transform the city into an attractive base for white-collar tourism and into a corporate headquarters centre (Schimmel, 2001). Public officials and entrepreneurs chose sport as a foundation to redevelop the city centre. "The 'sports strategy' would, argued by the growth advocates, bring national reputation, capital investments, and jobs" (Schimmel, 2001). Over the years (between 1974 and 1991) over \$168.05 million (in 1991 dollars) was invested in downtown sports facilities, they induced the professional basketball team The Indiana Pacers to keep its city centre location and the American football team The Indiana Colts were relocated towards the city centre. New (sports) infrastructure was developed which today still holds an important position in the city. It is obvious that sport was used in order to develop the city centre and it is safe to state that this was partly accomplished. The question which remains is, whether the total effect of all the costly investments was positive. As the new buildings provided some new jobs and some new infrastructure, still many inhabitants of Indianapolis had never seen any of it¹¹. Therefore it is important to note that a powerful symbol of common interest may also hide less dramatic problems such as city housing, health care, schools or job training.

⁹ Feyenoord is the biggest football club of Rotterdam and one of the three biggest in The Netherlands.

¹⁰ Alderman Lucas Bolsius in Gebiedsvisie Stadionpark Rotterdam, 2008.

¹¹ "I don't know what I'll do", said Tim Fout, 33 'The only thing I know is that I don't want my son working here'. To many workers the downtown development is like mirage in the desert. 'Who are they bringing the city back for? Not for us', said Ted French, 42, a job setter, 'I pay tax on restaurant food and beverage sin the city to help finance the Hoosier Dome, but I've never been in it' (Schimmel, 2001).

Conclusion:

Chapter 2 shows that, as any other type of industry, (professional) sports can have direct or indirect impacts on local economies. Surrounding the sporting activities sport creates jobs and may increase the level of local consumption. But also, sport can serve as a catalyst in influencing projects in the near vicinity of the team or event. The construction of a stadium or arena is often accompanied with spatial urban planning activities. Although the sports industry is relatively small and does not significantly influence a city's economy; it does attract enormous amounts of attention. Sport is emotion, and broadcasting games or other sporting activities generates affiliation among local residents. Here it differs from other industries, as the attention span is in sports is significantly higher. This also explains the interest of economist in the field of sports

3 City Image and Sports

"The pride and presence of a professional football team is far more important than 30 libraries, and I say that with all due respect to the learning process."

- Art Modell¹²

3.1 The City Image defined

Every person, product or city is perceived in a certain way. And although every person has its own subjective perception, in most cases a more general perception exists, which can be typified as the image. Kevin Lynch, author of *The Image of the City* (Lynch, 1963) and one of the first to explore this topic, defines imageability as; *"that quality in a physical object which gives it a high probability of evoking a strong image in any given observer. ... It might also be called legibility."* He argued that legibility and the image are intertwined in a strong way. It is difficult to compare the city with consumer goods or individuals but an image is also very relevant for a city, simply put; a city image is determined by its history, personalities, architecture, companies, leisure possibilities etc. (Jansson, 2003). A city's image consists of two, highly connected, factors; Location and Content. The location of the city, maybe near the sea, in the mountains etc., influences the general view of a city. While the city's content further influences the perception its perception. Both factors are in many cases dependant of each other. Take the city of Rotterdam; it is located strategically at the sea, with the possibility to reach most parts of Western Europe. These location assets were the base of the Port of Rotterdam, which nowadays is one of the key characteristics of Rotterdam. As Zukin (1991) argues; *"the urban landscape gives both material and symbolic form to the opposition between market and place. The market's contrast pressure to reproduce variety contradicts the constant pressure on place to reproduce stability."* Morgan & Pritchard (1998) describe an image as *"the currency of cultures reflecting and reinforcing particular shard meaning and believes and particular value systems"*. More definitions of city images can be found (Lynch, 1963; Kotler, 1987; Dalton & Bafna, 2003, etc.) and they all have a certain truth. However, it is important to see that these images mostly apply to a specific group. Some focus on tourist perception, while others focus on businesses or inhabitants of the city. Regarding the objectives of my study no distinction between factors can made, as all are important. Therefore I have chosen not to use one solid definition of a city image, but rather work with the city characteristics which form this image. A city image is formed through the presence or the lack of certain city characteristics (Baloglu & McCleary, 1999; Chalip & Green, 2003). These characteristics differ in relevance and impact but all influence the general perception of a city. In my opinion the following characteristics are the most important in forming a city image¹³; developed environment, natural environment, cultural environment, historical value, sightseeing opportunities, hallmark events, climate, location, safety, novelty and family environment. They all address different target groups, but are part of the general city image. Important to note is that inhabitants may use a different image than 'outsiders' do. Therefore I like to speak of internal and external images. The way in which the characteristics influence a city image is different for

¹² Art Modell was the former owner of the Baltimore Ravens, a NFL team. Quoted in *Taxpayers Prop Up Sports Profits*, by Ronald D. Utt.

¹³ With this assumption I do not want to rule out other characteristics in influencing a city's image, but as this chapter only wants to introduce the reader to a understanding of the concept "city image" I have chosen for a more obvious and simple method.

every characteristic and interesting to discuss. But I do not find it necessary to elaborate on this topic, as it has no direct relevance for my study. It is more important that one understands the principle of the image formation and how a characteristic can influence the general image¹⁴ than to consider the specific influences.

3.2 Why is a city image important?

Cities compete with each other over residents, business and visitors. This increased competition in a field of images force cities to adopt branding strategies to alter or reinforce their image (*Evans, 2003; Meurs & Verheijen, 2003*). Globalization, information and telecommunication developments, faster and more affordable transport connections between cities in Europe, the more critical consumer et cetera (*Van den Berg, 1987; Hall, 1995; Castells, 1996*) all influence the competitive market in which cities are active. Another important change are the growing possibilities for people to gather information and hence to create a better and more informative perception of a certain city. The previous examples show the urging need for cities to seriously consider their current competitive position, which is determined by the quality of hardware and software¹⁵ of the establishment place. The concept 'city marketing' has become a more used and more popular term in urban policy making. Cities understand that their competitive position can be strengthened by a successful city marketing strategy, ultimately attributing to a new image. Although a city image is, in scientific literature, mostly is connected with the Tourism industry, it also influences the city as a residential destination and as a business destination. All different stakeholders, when facing a certain relationship with a city, behave on what they know en and what they expect. All the made assumptions are based on personal experience and on image. In major decision making whether or not to relocate business to a new metropolitan region, the city image (is there a business environment which is sufficient, is the region attractive for potential high skilled employees etc.), together with the facts and figures, plays a crucial role. Box 3.1 shows a simple example of how a city image can influence the decision making process leading to an action.

¹⁴ For further reading on the formation of images see; *The Image of the City* (Lynch, 1963); *Image formation Proces* (Gartner, 1993), in *Communication and Channel Systems in Tourism Marketing*, pp. 191-215 (Uysal & Fesenmaier, 1993); *Marketing Places in Europe: How to attract investments, industries, residents and visitors to cities, communities, regions and nations in Europe* (Kotler, 1999); *The Impact of Cultural Events on City Image: Rotterdam, Cultural Capital of Europe 2001* (Richards, Greg & Wilson, Julie 2004) etc.

¹⁵ Hardware refers to the quality of the establishment's environment, while software focuses on the quality of the living environment (Van der Berg, Braun & Van der Meer, 1997).

Box 3.1: example of urban image effect

A simple example in how a city image influences a tourist destination. A couple wants to visit a large city to celebrate their fifth anniversary. They want to spend a romantic weekend with nice dinners, good food and a nice hotel. Furthermore they want to visit some art museums and do they both like ancient architecture. They have set the boundaries and now their image of several cities will determine their choice. For simplicity we only consider Western Europe. London has many art museums (National Gallery, Tate Modern and Tate Britain) and ancient architecture (The Tower, Westminster Abbey, The Big Ben etc.), but so does Paris (Louvre, Eiffel Tower, Notre Dame respectively). And Paris even has the nickname; 'City of Love' which is very relevant for our couple. Based on these dimensions they would most likely choose for Paris. Obviously this is a very simplistic example as factors as budget, travel time and earlier visits have not been taken into account. Purpose of this example is to show how a general image can contribute to attract tourists.

3.3 Sport influencing a City Image

I have not mentioned sports as a specific characteristic influencing the city image. None the less, sport can play an influential role in urban image forming. A place image is formed through personal direct experiences and important secondary sources, such as press, promotional material, television, radio, film and literature (Gartner 1993; Gunn, 1998). One of the most important secondary sources, noted by Gartner is that of autonomous image formation agents, which normally consist of objective reports, documentaries and news articles. The relevance for sport is that the transmitting of sporting activities is foremost through factual reporting and unbiased news transmissions (Gartner, 1993; Smith, 2001). This may result in reliable and hence effective means of an enhanced city image created by sport. In another way sport is even frequently used as a city attraction. Multiple cities describe themselves as "sporting cities" or "City of Sports". They use sport teams and sport events to (re)imagine their city image (this is in line with the findings of Gartner (1993)). The city of Manchester is a well know example. Manchester is known all over the world as the home base of Manchester United Football Club, one of the most successful and valuable football clubs around the globe (Van den Berg, Braun & Otgaar, 2000). The city of Manchester's international reputation is mainly how it is, because of its football club Manchester United. As the previous examples show sports can enhance a city image, as sports attracts attention and historical sport teams, events or results may focus attention to the location where it took place. A 'sporty city' could exploit its competitive position and increase its number of tourists. The 1992 Olympics in Barcelona formed the basis for completely altering the image of Barcelona, from its industrial and political image towards a modern city, with cultural, architectural and sporting highlights. The 'new' Barcelona was not presented through several marketing channels, but by coveting independent communication channels (Smith, 2005). The sporting image¹⁶ has increased the brand name Barcelona

¹⁶ The Olympics of '92 formed the starting point for altering Barcelona's image. Smith (2005) stated that three simultaneous approaches altered the image, Sporting, Heritage and Architecture. In this chapter I merely focus on influence by the sporting activities. But the heritage and architecture influences are, especially in present times, equally important in tourism attraction at the least.

and the number of tourist in Barcelona considerably. The '92 Olympics and Manchester United are two examples how successful sport teams or events can directly influence the (destination) image of its hosting city. However, not only the destination image can be influenced by sports, another important aspect which can be influenced by sporting activities is a city's social environment.

The significance of "social sport" has increased enormously. Sport is often seen a part of the society, as it could attribute positively to numerous aspects of city life, like enhanced confidence and self-esteem, empowering disadvantaged groups, improving the capacity of the community to take initiatives, improving employment prospects, generating employment and income, improving health, environmental improvements et cetera (Long & Sanderson, 2001). The presence of sporting facilities may also diminish the chance of negative behavior, like vandalism (Serail 1993). Sport creates 'meeting points' for people to contact each other (Van den Berg, Braun & Otgaar, 2000). Participating in sports stimulates physical and social development. In the United States, but in Western Europe as well, sports are an integral part of education, as regular exercise proves to be positive for a human being. Creating a sporty environment may result in an active community which enjoys its living surroundings more because of the offered sport possibilities. Above, is primarily focusing on the role played by amateur sports, as active participation should be possible for every resident. But the impact of professional sport on local social aspects may not be neglected.

Economists have noted that professional sports teams contribute to the quality of life in an area by increasing the satisfaction or happiness and pride of residents in general and not just for those who attend games. The possibility to cheer for your team or to see your residential city winning or hosting a major sports event creates happiness and pride within the local community¹⁷. Hence we could conclude that the availability of sporting facilities and the presence of professional sport franchises and events could contribute to the quality of living. And a high quality of living positively influences the city image.

Whether, actively sporting on an amateur base, or enjoying the benefits of professional sports, both attribute to the quality of life in the area.

It has not my objection to persuade the reader that sports purely has positive effects on a community. In literature the social benefits created by sports are frequently questioned (Allison & Coalter, 1996; Maxwell, 1998; Long & Sanderson, 2001). Long & Sanderson (2001) for example state that; "*On the basis of our research we are persuaded that there is sufficient cause to believe that community benefits can be obtained from sport and leisure initiatives. However, these may appear small scale, many or most of the population or target group are still likely to be left out, and here are plenty of reason why individual projects may not deliver the benefits associated with the trumpeted successes*". However, regarding my study it is important to understand in what sort of way sport may influence the social aspects of a metropolitan society, rather than comparing the effectual results.

¹⁷ It should be noted, that not every resident enjoys professional sports, as some only consider sports a waste of public money and think of sports as nothing more than nuisance. Opponents of certain city aspects are inherent to a diverse population and it is important to realize this, as I only tend to discuss the positive relation between sport and city imaging.

Conclusion:

Chapter 3 tries to show the importance of a city image. A city image is personal and perceived by (potential) residents, visitors, investors and many more. A city image influences decision making processes of the stakeholders mentioned above. Because of globalization, cities need to adapt themselves in order to prevent businesses and residents from moving elsewhere but also to attract new businesses and residents. Internet and communications modes are constantly improving, and hence it becomes easier to know more about certain cities before making any decisions. City images become more reliable, as internet provides potential visitors with all the necessary information or opinions. Cities therefore need to carefully work on their image. Sport has several ways in which it can influence a city image. It can create an attractive destination image, but may also influence the city as an alluring place for living and business. However, I need to be critical in my approach as a city needs more than sporting opportunities in order to attain a competitive image; a sole sporting strategy is not sufficient in order to alter or reinforce an entire image. Furthermore it is often questioned whether a major sports events always has a positive influence on the number of tourists, as the substitution effect is not always mentioned. But all together, this chapter does show that combining sports with other city facets undoubtedly affects a city image.

4 Brand Awareness

A lady, sitting next to Raymond Loewy at dinner, struck up a conversation. 'Why', she asked 'did you put tow Xs in the brand name of Exxon?' 'Why do you ask' he asked 'Because', she said, 'I couldn't help noticing?' 'Well', he responded, 'that's the answer'.

- Alan Fletcher¹⁸

4.1 What is a brand?

Much literature can be found on the relationship between sport and branding (*Bobby, 2002; Gladden & Funk, 2004; Couvelaere & Richelieu, 2005*). The same applies to the relationship between cities and branding. However, almost no significant contribution can be found on the subtopic how sport may influence or affect a city brand. In order to fully understand the potential impact of sport and more specifically of a football team on a city' brand, first the basic assumptions of branding have to be examined.

The first question one might ask oneself is; how a brand can be defined. In literature many different definitions can be found and although different they all focus on the same aspects. Kotler et al. (2000) define a brand as; *"a name, a word, a sing, a symbol, a drawing, or a combination of these, which aims at identifying the goods and services of a company and differentiates them from the competitors"*. Moilanen & Ranisto (2009) use a more general definition; *"A brand is an impression perceived in a client's mind of a product or a service. It is the sum of all tangible and intangible elements, which makes the selection unique"*. Keller's (1993) definition can be seen as some sort of combination of the definitions of Kotler et al. and Moilanen & Ranisto; *"a brand is a network of associations in consumers' minds"*. Although no definition can be seen as right or wrong, and many more definitions can be found I have chosen to use the definition of Keller, as it links the brand directly to the brand awareness as becomes clear in 3.2, which supports my research in the best possible way. From all elements described in the definitions above, the name of a brand is the most relevant (*Clifton, 2003*), as it provides a universal reference point. Furthermore, the name of the brand should never change, while all other elements (colors, slogans, logo etc.) may change over time. However, a good brand does not achieve distinctiveness by name alone, the combinations of elements all attribute to a well known brand. As Hannigan (2003) stated; *"a successful brand should be instantly recognizable, play on the desire for comfort and certainty and provide a point of identification for consumers in a crowded market-place"*. *'A successful brand creates recognition and trust with consumers; it should differentiate itself from competing products (Ambler & Styles, 1995) and it should facilitate the customer's decision-making (Jacoby & Kyner, 1973; Kapferer, 1992), reduce information retrieval (Jacoby et al., 1977) and diminish risk' (Murphy, 1998)*. The impact of branding has grown exponentially over the last few decades.

¹⁸ Alan Fletcher in *The Art of Looking Sideways* (2001). Raymond Loewy is seen as the father of American industrial design. Among other things he designed the Shell corporate logo, the Greyhound bus and the Lucky Strike logo.

Globalization has increased consumers possibilities to buy products and services from different countries and rapid technological developments have added thousands of new products and services. At this time, consumers can for example choose from multiple car manufactures, hundreds of car models and thousands of different vehicle specifications (Blackett, 2003). The grown possibilities and choices for consumers oblige manufacturers (this example relates to a manufacturing industry, but could also be applied in the service sector) to provide high quality, excellent value and a wide availability. Also, they should be able to differentiate and secure their advantages from competitors. Corporate branding has become more important, as corporations have seen that they must not only inform investors, customers, suppliers and employees, but they must also be understood and appreciated by activist groups and the general public. With the current technological opportunities reputations can be brought down quicker than ever before. 'Companies that are known for the quality of their products, services, their integrity and transparency develop a competitive advantage over others' (Blackett, 2003). Brands play a crucial role in the current corporate world, as they provide consumers with confidence and recognition.' In the end, the value of the brand is determined by its awareness with (potential) consumers. A high brand awareness has significant effects on the decision making process of the consumer, as it influences which brands enter the consideration set, and also which brands are selected from this consideration set' (Macdonald & Sharp, 1996).

4.2 Brand Awareness

"Brand Awareness is related to the strength of the brand node or trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions" (Rossiter & Percy, 1987). Simply put, in what ways do the different brands serve their function and in what way does a brand comes into the consumer's consideration set. According to most scientific research brand awareness can be divided in two separate parts; Brand Recognition and Brand Recall Performance (among others; Percy & Rossiter, 1992; Keller, 1993). Brand recognition can be seen as the consumer's ability to recognize a brand, while seeing or hearing it. Hence consumers should recognize the brand because of a previous encounter. Focus lies on visual confirmation. An example could be; when shopping for groceries many consumers carry shopping lists, with only category reminders, not brand names. Hence they rely on the visual reminders, when selecting the products. Concerning brand recall, the brand should be recognized when regarding the specific product category. Hence consumers need to be able to extract the correct information from their memory. Considerer going out to a restaurant, in most cases you have to remember a restaurant where to go, as you probably will not go out and drive till you see one. Hence, both brand recognition and brand recall play an important role in the decision making process inside and outside the store, respectively.

Brand awareness can directly influence the decision making process of consumers in three different ways (Keller, 1993):

- 1 When consumers relate to a certain brand, when considering a specific product category. With higher brand awareness, chances will rise of the specific brand being present in the consumer's consideration set (Baker et al. 1986). Brands in this consideration set will ultimately determine the purchasing decision of the consumer.
- 2 Brand awareness can influence decisions about brands, present in the consideration set. A consumer might choose to purchase a certain brand, just because of its international and well-established reputation (Roselius, 1971; Jacoby, Svyzabillo & Busato-Schach, 1977). Concerning low involvement decision-making even a minimum level of brand awareness could contribute in the decision-making process (Beltman & Park, 1980; Park & Lessig, 1981; Hoyer & Brown, 1990). Consumers could purchase a certain brand because of a low motivation (no involvement with the specific product category) or a lack of knowledge (they do not know the product and its abilities).
- 3 Brand awareness influences the formation and strength of brand associations in the brand image (Keller, 1993). When creating a brand image, it is necessary to have some kind of brand awareness in memory.

Above shows that brand awareness may be created by a product's features or the brand name, but most often a visual image stimulates the response to the brand. All in all the level of brand awareness can be affected by a single or a number of associations which are present in the consumers' minds. It is important to note that although brand awareness adds a product to a consumers's decision map, a higher level of brand awareness does not have to result in a (or more) purchase decision (s). Hence a higher level of brand awareness could be achieved, without realizing the ultimate goal (Hoyer & Brown, 1990). Here, the link between the definition of a brand by Keller (1993) and brand awareness can be seen clearly. With more associations, comes a higher level of brand awareness which ultimately forms the final opinion of the brand. In regard to my study, brand awareness is crucial. As a football team can be seen as an association of a city and hence enlarge the level of brand awareness.

4.4 Branding in Sport

Starting this subchapter, I would like to note that, in respect of my research, a distinction has to be made in branding activities in sports. Certain products or companies actively advertise through sports in order to promote their brand, while their core business has nothing to do with sports (in e.g. the active relationship between the Olympics and Coca Cola). These relationships are most relevant in regard to my studies. Specific advertising as Titleist in golf and Spalding in the NBA or specific car products promoted by a NASCAR¹⁹ license are the result of an obvious complementary partnership (Coffey, 1996).

¹⁹ Titleist produces golf- balls, clubs, clothes and bags. Spalding produces among other things basketballs while NASCAR is an American race sport.

I want to exclude these partnerships in my study and focus only on non-coherent links. Hence the relationships discussed below will only focus on a non-coherent link.

Companies using their marketing budget to sponsor sport teams or events used to act with the primary believe that certain sporting subjects generate a lot of media attention and hence might improve the company's awareness under potential consumers. And although the fair amount of media coverage still is one of the main indicators of sponsoring success in sports, over the years, different aspect have come into play. This way of marketing should increase the level of brand awareness and ultimately the level of brand equity. Surveys in Great Britain, Canada and Germany have shown that boosting brand awareness and corporate company images are now the main reasons to invest in sport sponsorships (Grohs, Wagner & Vsetecka, 2004). This is also supported by Fahy, Farrelly & Quester (2004) who state that: *"some sponsorship contracts become, that communication-related, instead associating themselves with key image-building events or sports seen as complementary to their own positioning"*. The business of sport sponsoring has grown over the years, more money is invested. Besides the fact that sponsorship may transcend cultural boundaries and reinforce a brand's global status, (MasterCard associating itself with the World Cup Football) the growth and specific spending may evoke questions. Why would a sporting- team or -event boost a company's / product's brand awareness/identity? What arguments are presented in literature about acting managers? As said above, (professional) sporting activities generate a lot of media attention. Hence direct exposure of products can be realized by sponsoring a major football club. However, there are other forms of mass communication, an important distinction between branding through sports and more general channels can be found in the sport's loyalty. As sports can provoke emotional attachment and fan loyalty, a product actively sponsoring in this business may be seen as an extension of the favorite sport. In example; ABN AMRO bank for many years was active as main sponsor of the Dutch football club A.F.C. Ajax²⁰. And although no scientific research was conducted, it seems safe to expect Ajax fans to favor ABN AMRO above other banks. Another reason why sports may more actively contribute to a brand image is, the in general positive, approach concerning sports. Sports unites and is good for public health, hence any product associating with sports may improve its general perception. Research has indicated that NASCAR affiliation added value to packaging. *"We have been told countless times that more than 70 percent of NASCAR fans profess to be loyal to racing sponsors. That figure has been the big carrot-on the-stick that's drawn so many sponsors into racing during the last decade"* (King, 1996). And in other research Pope & Voges (2000) show that there is a positive relationship between a consumer's purchase decision and the belief that a company was a sponsor in sports. And although not every sponsorship deal leads to a success story, a positive link is often discovered. Much more can be written on this subject, but in respect to my research it is important to understand reasons and advantages of sports as a branding tool.

4.4 Branding Places

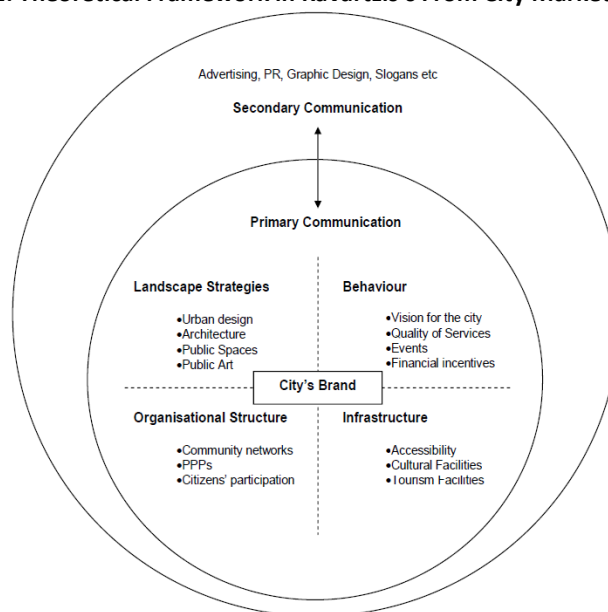
²⁰ ABN AMRO acted as a main sponsor till 2008, when AEGON took over.

As I wrote in the introduction of this chapter, many economists have described the possibilities for a city or place to brand themselves (Rainisto, 2003; Hankinson, 2004; Anholt 2007; Kavartzis, 2008). And although cities are very complex products, similarities can be found. Like product or corporate brands, cities also possess functional, symbolic and emotional needs (Rainisto, 2003). Anholt (2007) defines place branding as follows; *“Place branding is the management of the place image through strategic innovation and coordinated economic, commercial, social, cultural, and government policy. Competitive identity (CI) is the term to describe the synthesis of brand management with public diplomacy and with trade, investments, tourism and export promotion”*. And Kavartzis (2008) defines place branding as; *“the combination of the aspects of product and corporate branding applied on the city’s characteristics”*. As with the branding of tangible consumer goods or intangible services, the need and impact of branding places has grown because of globalization. ‘Every region or city has to compete with every other for its share of the world’s consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events, and for the attention and respect of the international media, other governments and the people of other countries’ (Anholt, 2003). It is important to see in what ways branding in commercial sphere differs from branding places. In my opinion the main difference is the way in which brand owners control their own brand. In commercial sphere, the company has a high control over the quality of the product, and over the communication channels which are used to inform or persuade consumers. Hence a commercial company can influence a consumer’s experience and the ways in which a product is presented. In the end, the combination of a well established company and a good product can create the brand image which is pursued. This is different with places. ‘No single body, political or otherwise, exercises this much control over the national or regional “product” or the way it communicates with the outside world’(Anholt, 2003). Places have a very diverse content and have no single or main purpose, unlike the simple profit aspirations within companies. The more peculiar ways in which nations, regions or cities act also influence the possibility to change or affect their branding awareness. A change in perception normally is a process which lasts several years. Factors as economical and social processes may influence a nation’s brand awareness, as do changing values of people observing the nations and finally well-marketed and well-managed government actions (Anholt, 2003). All factors have in common that they cannot be affected easily in short term. This also shows the importance of brand awareness, as it is easier to affect than a brand or an image. In the end an altered level of brand awareness has a severe influence on the total brand or image. As is also the case with image forming, regions or cities get their brand rather through objective communication forms (public opinion), than through marketing strategies. A country or region needs a successful brand, as the place brand is valuable in the sense that it may open (or close) doors in trading and acceptability of all transactions in connection with the rest of the world. To be concrete; a Dutch lawyer is not seen in the same way as a lawyer from Somalia. However, as in business, ‘city branding is designed to achieve competitive advantage in order to increase direct investments and tourism, but also as the means for achieving community development, reinforcing local pride and identification of the citizens with the city and activating all social forces to avoid social exclusion and unrest’ (Kavartzis, 2008). Three practical and well known techniques used to achieve competitive advantage are known as: ‘Personality branding’²¹, ‘Flagship construction’²² and ‘Events branding’²³.

²¹ Personality branding, in example; the use of Gaudi en Picasso to promote the cultural value of Barcelona.

With regard to my study it is vital to understand in what way a place brand is constructed. Anholt (2003), argues that a place image is influenced through six different areas of activity; 1, Tourism (first hand experiences and loudest form in the branding process; 2, Exports of products and Services (they can act as ambassadors for the country or region); 3, Government Policy (either foreign policy which influences others, or national or local policy which is communicated international or national media respectively); 4, Attraction of investments and “foreign” talent; 5, Cultural exchange and cultural activities and exports (opera, national or regional sport teams etc.); 6 The country or region’s inhabitants. If the country or city’s policies, investments, actions and communications are coordinated with the idea of what a place really is and what it represents, the combination of the six areas may enforce the message. Here, a small connection with sport can be discovered, as point 5 identifies sport teams or major sporting events as possible influential factors concerning the brand image of a certain place. Hence, as Anholt stated, sports has the potential to influence a place brand, and in a later stadium a place image. Another model which explains the construction of a city or place brand is designed by Kavartzis (2008). As Fig. 4.1 shows, this model has some similarities in comparison with Anhold’s model. However, Kavartzis combines modes of communication (primary, secondary and tertiary²⁴ with place specific characteristics. The landscape strategies, the infrastructure projects, the organisational and administrative structure and the city behavior²⁵ are part of the primary communication, which can be complemented with secondary communication modes. The combination of both communication modes (1 and 2) are meant to evoke and strengthen tertiary communication. Sports can be affected by all three forms of communication and hence, according to Kavartzis’s model, can certainly influence a city’s level of brand awareness and ultimately even its brand.

Figure 4.1: Theoretical Framework in Kavartzis’s From City Marketing to City Branding



²² Flagship construction, in example; the construction of the Guggenheim museum in Bilbao.

²³ Events branding, in example; the Olympics Games of 2000 in Sydney.

²⁴ With tertiary communication in this model is referred to word-of-mouth communication reinforced by media’s and competitor’s communication. This form of communication is not controllable by city marketing.

²⁵ For extended reading, see Kavartzis, 2008.

Conclusion:

I have chosen to use Keller's definition of a brand in this research, explaining a brand as; *A brand is an impression perceived in a client's mind of a product or a service. It is the sum of all tangible and intangible elements, which makes the selection unique*". The strength of a brand is measured by its level of awareness. As stated in 4.2 brand awareness may be created by a product's features or the brand name, but most often a visual image stimulates the response to the brand. All in all the level of brand awareness can be affected by a single or a number of associations which are present in the consumers' minds. Here, the link between the definition of a brand by Keller (1993) and brand awareness can be seen clearly. With more associations, comes a higher level of brand awareness which ultimately forms the final attitude towards the brand. In regard to my study, brand awareness is crucial. However, a higher level of brand awareness does not give any guarantees about the purchase decision. A football team can be seen as a city association and hence can enlarge the city's level of brand awareness. Sporting activities generate attention; hence promoting your brand through sports seems a logical decision. And not only could the level of attention boost the brand, emotional aspects of sport could also contribute to a company's level of brand awareness. Identifying oneself with a winning team, an individual or with local pride could improve a brand not only in terms of attention but also in terms of affection. Branding places differs from branding products, mostly because communication modes for places are impossible to control, while products are promoted through more controllable marketing strategies. Anhold and Kavartzis both argue that a place brand is influence by several factors. And although not directly mentioned, sports are seen as an influential factor as well. A sport team or event generates attention and pride and hence attributes to a city's level of brand awareness. Ultimately a higher level of brand awareness could lead to a new improved city image, which could attract visitors and investments.

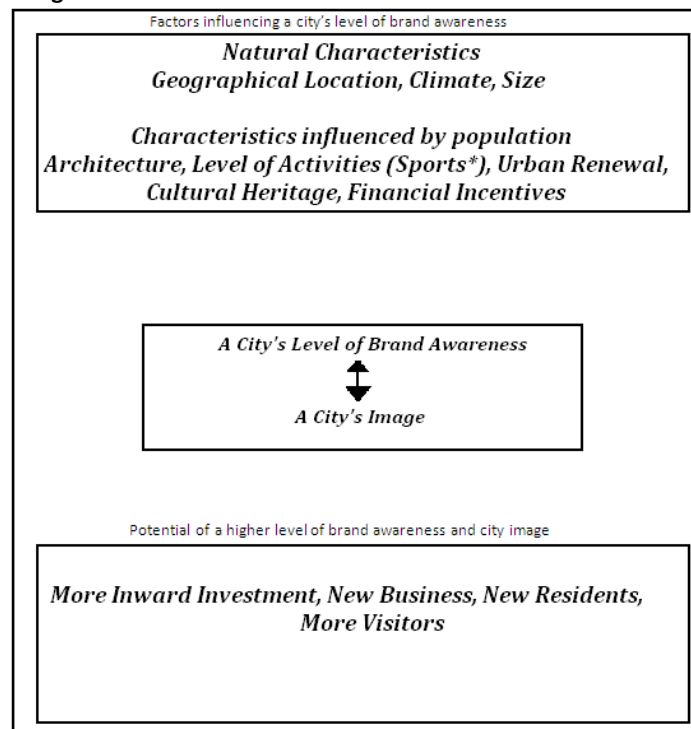
5 Research Method

5.1 Research structure

5.1.1. Introduction

The literature overview has presented the reader with the most important connections (in regard to this research) between sports and economical impacts (among others through brand awareness). The overview shows that many direct links between sports and (intangible) economic assets are present in today's world. Direct economical links between sport activities and tangible or intangible assets of products and locations have been described. Figure 5.1 illustrates in what way activities can increase a city's level of brand awareness and in what way a city can ultimately profit from it. It combines factors of chapter 2 and chapter 3. I also tried to give a simple overview on branding principles and on brand awareness more specifically. However no direct link between the first part of my literature overview, *sport influencing local economies in direct and indirect ways*, and the latter, *in what ways a city image is important for a city and how this city image can be influenced by the level of brand awareness*, can be found in current literature. Assumptions are made, and the brand identity / awareness are sometimes mentioned as a consequence of sporting activities, but the original relationship between sport and the brand awareness of a place or city has not been examined. And this seems strange as brand awareness is crucial in forming a branding identity of a certain product or place.

Figure 5.1: Overview



**as can be seen in Fig. 5.1 and can be read in the literature overview sports has an influence on a city's level of brand awareness but is often not seen as a key indicator, but rather as a part of urban activities, explaining the limited amount of research in this field*

5.1.2 Research set up

Especially in a time of financial crisis, local governments are summoned to financially support local sport teams. Most local governments fulfill these requests with a financial injection, often referring to the strong link between the community and the sport team in question. Research has shown that governmental expenditures on sport teams are economically non beneficial, hence intangible assets need to justify their financial injections. The argument that the presence of a professional sports team enforces a city's image is often used, however rarely investigated. Increasing the level of brand awareness can be the first step in this process; hence it might seem odd that so little research has been conducted on the subject, while potential outcomes are so often used when justifying these budgetary decisions. Concerning the literature overview and the supporting governments as described above; I decided that it might prove interesting to investigate the relationship between professional sport teams and the level of brand awareness of their home city. Concerning the little amount of time to conduct this research and my limited access as a student I decided to restrict my research to the Netherlands. This decision narrowed my research possibilities some more, as only one sport in the Netherlands is big enough to make a significant impact on its home city; football. These assumptions and the literature overview resulted in my main research question:

“Do medium sized Dutch football teams contribute to the brand awareness of their home city?”

I assume to find a positive relationship between the football teams and the level of brand awareness of their home cities. Because of the mass media attention, the relatively high sporting culture in the Netherlands and the popularity of football some connection has to be present. However, being honest, not much literature can be found on the specific relationship between local sport teams and the level of brand awareness of the home city. Because I want my hypotheses to be as credible as possible I interviewed two experts in this field; Frank van der Wall Bake²⁶ and Egbert Oldenboom²⁷. Both supported my hypotheses and also hold strong believes that the presence of a professional football team could enlarge the city's publicity. As van der Wall Bake stated: “Dutch Professional football teams contribute to their home city's level of awareness in a serious way. More Dutch people know Waalwijk as a city, as Waalwijk is connected to RKC²⁸ in name and actions.” How much influence a football team can exert on a city may depend on multiple factors. A team performing well, being at the top of the league, or being active on the highest level for a long period, should have more influence, than teams

²⁶ Frank van der Wall Bake is considered one of Netherland's top experts on sports marketing. He has his own sport-sponsorship consultancy firm. For more information <http://www.vdwconsult.nl>.

²⁷ Egbert Oldenboom had published several surveys with cost-benefits analysis on economical impacts of sports. for more information <http://www.meerwaarde.com/index.php/Informatie-over-MeerWaarde/>.

²⁸ RKC Waalwijk, is the professional football team of the municipality Waalwijk. They are active in the Eredivisie, the highest professional football level in the Netherlands.

who perform below the average. Another factor could be the team name. When a team holds the name of its home city in their team name, a connection should be easier to recognize, than when this is not the case. Besides a relation between a football team and a city's level of brand awareness it might also be interesting to see whether a (higher) level of brand awareness in this specific case leads to action. As can be seen in the previous chapters, literature has shown that a city image or city brand is formed through a city's level of brand awareness. And ultimately (see also figure 5.1) a higher level of brand awareness could lead to an action. In my empirical research this action will be limited to visiting a city.

To test whether the main research question lives up to my hypotheses, a survey has to be conducted. The survey's most important goal is, to find a connection between a city's level of brand awareness and the presence of a professional football team.

5.2 The interviewed

In total I interviewed 107 people. The interviewed all live in Zuid-Holland, Noord-Holland or Utrecht, where most live in Zuid-Holland (78%, 19% and 3% respectively). 61 of the interviewed are men and hence the other 46 are women. I divided the group into three different categories; Adults (31 interviewed), Students (33 interviewed) and Scholars (43 interviewed). In Appendix 8.1 an overview of the interviewed can be found, including their educational background.

5.3 The Questionnaire

In order to realize the most efficient answers I have divided the questionnaire into two different parts. Part 1 questions the respondents on their knowledge of Dutch Cities. No emphasis is placed on sports or football. However, respondents are free to include sport teams or sporting activities in their answers, what will be in line with my hypotheses. Respondents have to connect landmarks to which they associate the respective cities. Outcomes of part 1 should show if cities hosting professional football teams are more mentioned than cities without professional football teams. Considering my main question, part 1 should give an almost complete answer to my main research question. However, in part 2, I would like to focus on any possible results from a higher level of brand awareness. Does higher brand awareness lead to more actions on the side of the respondents? This could explain the willingness of some municipalities to financially support football teams with tax money. Still I will not explain the main subject of my research to the respondents, as I do not want cities hosting football teams to be favored in any way. The questionnaire can be found in Appendix 8.2. As the interviewed were all Dutch, I had to construct the questionnaire in Dutch as well. Here I will present the questions in English, while the Appendix 8.2 shows the original questionnaire. Appendix 8.3 will present the selected cities and the reasoning behind it.

The first relationship I want to examine is the connection between the presence of a football club and the brand awareness of a city. Therefore I would like to start the questionnaire with an open question in which the respondents are given the opportunity to select ten cities which all are their top of mind selections. Hence the first question is: *With the exception of Amsterdam, Rotterdam, The Hague, Utrecht and Eindhoven name the ten Dutch cities which come to mind first.*

With the second question I would like to focus on city associations, hence I present them 10 different cities with their ten most important associations and ask the respondents to mark the three associations they know best. A eleventh option; something else, will be included, in order not to oblige the respondent to take a certain direction. I consider the football teams as city associations. They represent a certain feature of a city and should be seen as one. Associations could be seen as landmarks, emotions, sports, events, cultural aspects, architecture, historical facts, location, museums, prejudices, famous persons and general opinion. Eight cities have a professional football association. In respect to research, especially these associations are interesting, showing a relationship between a city's brand awareness and the football team. An example of the question could be:

What are your most important associations with the city of Breda?

<i>Carnival</i>	<i>Het Turfschip van Breda</i>
<i>Noord-Brabant</i>	<i>De Koepel Prison</i>
<i>NAC Breda</i>	<i>Jazz Festival</i>
<i>Border city</i>	<i>Royal Military Academy</i>
<i>Ginneken</i>	<i>Grote Kerk</i>

Something else.....

As said above, Part 1 should present a good overview, whether cities are better known due to the presence of a football team. Does this football team ultimately lead to a higher level of brand awareness for the respective city? However, the possibility that a city generates more attention because of the presence of a football team, does not give any guarantees that this city profits from the football team. Therefore, I included part 2, in which I would like to find out whether the presence of a football team could lead to a direct action. In this case, respondents wanting to visit the specific city. In part 2, I will present the respondents with an overview of twenty Dutch cities, comparable by size and attractions. The respondents will have to choose their five favorite cities to visit on a random day. The answers will be compared to the answers given in question 1, so that it can be checked whether the cities with the highest level of brand awareness are more likely to be visited. The question is formulated as follows: *Consider the 20 cities below. Choose the five which you most likely tend to visit on a random occasion.*

5.4 Restrictions and Additions

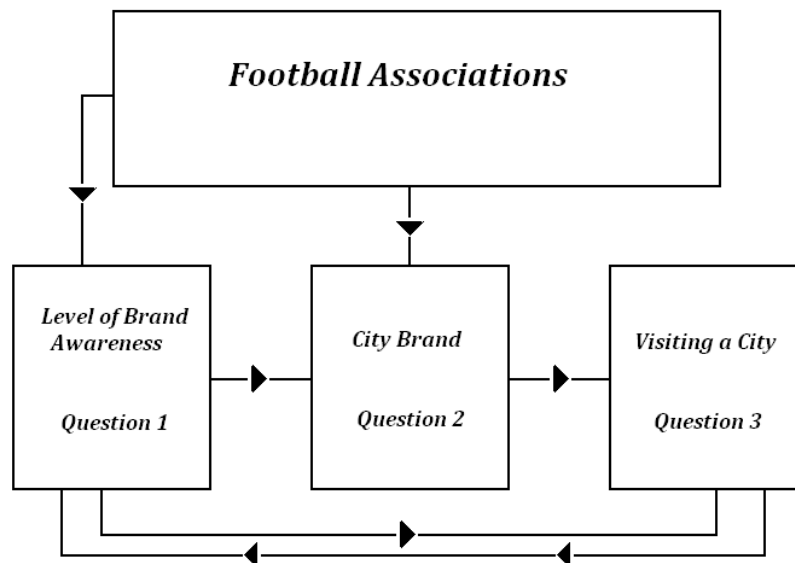
As I stated earlier, this research will focus mainly on the city's brand awareness, created or strengthened by the presence of the resident football team. To focus primarily on this particular relationship I decided to restrict my research to the medium sized football teams and medium sized cities, automatically leaving out Rotterdam-Feyenoord, Amsterdam-Ajax, Utrecht-FC Utrecht, The Hague – Ado den Haag and Eindhoven-PSV. Because of this restriction more emphasis can be placed on the direct relationship between the city and the club, rather than being prejudiced by the name of the city or football club. I have selected 10 different cities²⁹, which all are of similar growth and medium size. Two of these cities do not host a professional football team (Amersfoort and Leiden) and are included in order not to put focus on football. Four (FC Twente, NAC Breda, FC Groningen and Willem II) of the eight football teams are active on the highest professional football level in the Netherlands (De Eredivisie) en four (FC Den Bosch, FC Omniworld, MVV and FC Zwolle) are active on the second and lowest professional football level (De Jupiler League). Also, four football teams have the name of their home city in their team name (FC Den Bosch, NAC Breda, FC Groningen and FC Zwolle), while the four other teams have not (FC Twente, FC Omniworld, MVV and Willem II). The chosen cities are geographically spread throughout the whole of the Netherlands.

5.5 Model

The survey will examine whether the supposed assumptions according to literature (also figure 5.1) will hold in this specific study. Does a football team attribute to a city's level of brand awareness, increasing a city's brand and ultimately leading to an action, in forms of visiting the city.

²⁹ For a more detailed description of the chosen cities and their football clubs, see Appendix 8.3.

Figure 5.2: Research Model



* Does a football association (hence the presence of a football team) attribute to a city's level of brand awareness and ultimately to a city's brand. And does the level of brand awareness influence a city's brand, ultimately leading to an action, in terms of visiting the city.

5.6 Hypothesizes

The first question which asks respondents to come up with ten cities will be influenced by different factors. It seems obvious that a personal relationship with a city (in example: place of residence or place of birth et cetera) could lead to mentioning a city. However, mentioning ten different cities cannot only be based on a personal relationship. Therefore I assume that besides a personal connection several other (more general) potential connections can be established. With these factors I can create more realistic expectations of the possible outcomes. One of these factors is the city's size (which is most commonly measured in inhabitants). I expect the most chosen cities to be among the largest in the Netherlands. Furthermore, a city with known characteristics, landmarks or activities will be more likely to be mentioned as all three attribute positively to a city's publicity level (this also includes the presence of a football team). A last factor which in my expectation influences mentioning a certain city is the geographical position. When considering Dutch cities, one might use a mental map of the Netherlands, knowing the larger cities of each province rather than a few large cities in only one province.

1.1 Cities mentioned at question 1 are selected on basis of the number of inhabitants, the scale of activities and the geographical location of the respective city.

The cities mentioned at question 1 have a higher level of brand awareness than those who are not mentioned that frequently or are not at all mentioned. Hence outcomes of question 1 should give a first insight in the level of brand awareness of the Dutch cities.

The different associations per city contribute to the level of brand awareness. Depending on the importance and exposure they all attribute to a city's level of brand awareness. The more significant associations, the higher the level of brand awareness will be, attributing to a city's brand (image). I consider a few aspects to be crucial whether a football club will be chosen as association of a certain city. First, I expect that a football team is more likely to be associated with a city, when the results of this team are appealing. A team competing for the championship will be selected more often than a team which is not performing very well. Second, I expect the football teams which hold the name of their home city in their team name, to be more associated with this city than football teams who only use their club name. And third, I regard the attractiveness and size of the city (in terms of attractions, history, culture et cetera) as a component which negatively influences the football related associations. The more a city has to offer, the more it might be associated with its authentic characteristics. Also, more significant (well known) associations are present, which compete with the football associations. For question 2 I also think the background of the respondents plays an important role. Especially considering the gender; I expect to find some considerable differences. Men are more likely to associate a city with football, as in general football is more watched by the male population. Also, the level of education could play an important role. Being more educated, could lead to more knowledge of certain cities, hence identifying themselves with more and divers associations. While respondents with a lower level of education might select more football associations, as they gain easy publicity compared to museums or cultural heritage.

2.1 The football teams performing well (active in De Eredivisie) are more likely to be chosen as a city association than those teams who are not performing well (not active on the highest level).

2.2 The football teams, which use the name of their home city in their team name, are more likely to be chosen as a football association than those teams who do not use the name of their home city.

2.3 The football teams which are located in a city which has a lot to offer are less likely to be chosen as a football association than those teams which are located in a quiet city.

2.4 The strength of football associations is influenced by gender, as men are more likely to relate and know football teams compared to women.

2.5 The strength of football associations is influenced by education, as higher educated respondents will have more knowledge about city associations.

All the associations belonging separately to question 2, show each in a different way how a city image can be more influenced through brand awareness for different target groups (based on gender, age etc.).

Question 3 focuses on the willingness to visit certain cities. I expect the respondents to choose cities which have a lot to offer. Hence, cities with a touristic character, a historic centre or/and specific attractions should score high. And on the other hand, cities with no specific characteristics, mostly known as residence cities should not score high. Obviously, whether a city does or does not have much to offer, depends on a combination of present activities and landmarks (such as museums, a historical centre etc.) but also on the subjective perception of respondents of the cities (hence the city image).

3.1 Cities that offer potential tourists a historical centre, or specific attractions, will have a higher willingness to visit than those who do not accommodate touristic features.

Finally, it is interesting to see if there is a relationship between the three questions. A strong correlation between a chosen city at question 1 and choosing the football association belonging to the same city at question 2 could indicate that the presence of a football team could be a main indicator when mentioning a city. Hence the football team could function as main influential in creating a person's city brand. I expect to find some relationship between both, as a football team could be, especially when holding the city's name, an important connection between the respondent and the city.

4.1 There is a positive relation between the choice of a city at question 1 and the strength of a football association of the same city at question 2.

A city mentioned at question 1 belongs to the mental map of the respondent. The level of brand awareness of this specific city is presumably higher than cities which the respondent did not mention. An assumption which may seem obvious is that the mentioned cities at question 1 will return when answering question 3. After all, a respondent selecting a city which he or she wants to visit will probably choose from those cities which are present in his or her mental map. Therefore I find it reasonable to assume that the cities mentioned at question 1, because of their (presumed) higher level of brand awareness, will also be selected at question 3. This assumption generates the next hypothesis.

4.2 There is a positive relation between the choice of a city at question 1 and the willingness to visit the same city at question 3.

Another interesting development to examine is the relation between question 2 and question 3. A positive relationship between the choice of a football team and the willingness to visit this same city could imply that the presence of a football team leads to a visit. More elaborated; a higher level of brand awareness (and an adapted city brand) created by the presence of a football association could lead to a direct action. Or put in a different way; the specific city brand created by the football association could stimulate people to visit this city. Hence, the football team could realize a direct action benefitting the city. This relationship would be an excellent finding for my research. As hypothesis 4.2 states, that a higher level of brand awareness leads to a higher willingness to visit, this should also reflect on the relationship between the football association and the willingness to visit. A strong football association should be capable of increasing a city's level of brand awareness and hence the willingness to visit.

4.3 There is a significant relation between the strength of a football association at question 2 and the willingness to visit the same city at question 3.

6 Research Results

This chapter discusses the outcomes of the questionnaire. The first part will present an overview of the three questions in a separate way. Hence, which cities were mentioned at question 1, which associations were selected at question 2 and which cities were on the list of potential visits. The results of part 1 should give the reader a first insight how the football teams influence the level of brand awareness of certain cities. Also the hypotheses will be tested. Part 2 will focus on the interaction between the three questions. Here it will be investigated whether mentioning cities accommodating a football team at question 1 also leads to mentioning this football team at question 2 and even to an action at question 3.

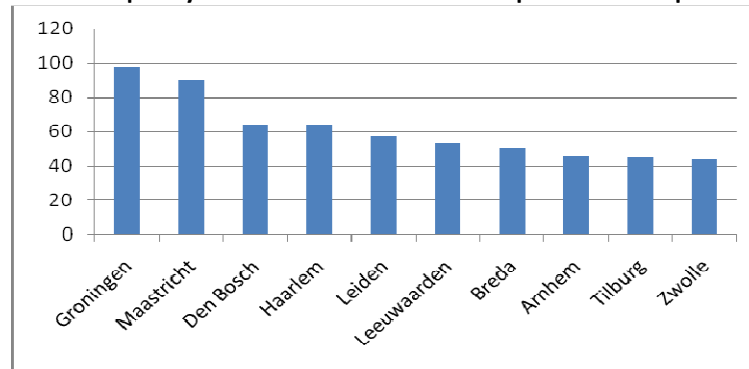
6.1 Part I

Question 1

As appendix 8.4 shows a total of 56 different cities were mentioned by the interviewed. I had to exclude another 66 answers as they did not classify as a city. These cities could not be classified as cities because of their size (respondents including their place of residence, which classified as a village, rather than a city), because respondents mentioned one of the five excluded cities (Amsterdam, Rotterdam, The Hague, Utrecht or Eindhoven) or because the answer was not a city or place (respondents naming provinces instead of cities).

In 28 different cities a professional football team can be found (not taking the five excluded cities into account). The respondents named 24 of these cities. Four cities accommodating a professional football club were not mentioned by the respondents. These four cities are; Waalwijk, Kerkrade, Veendam and Doetinchem. All four cities can be considered as small cities with no specific characteristics and a geographical location not in Zuid-Holland, Noord-Holland or Utrecht.

The ten most mentioned cities (Figure 6.1) all are accommodating a professional football team with the exception of Leiden. This result could indicate the importance of a local football club when considering Dutch cities.

Figure 6.1: Frequency table of absolute scores of top ten cities at question 1

Although, it must be noted that those ten cities all belong to the top 15 largest cities in the Netherlands (Based on “*Kerncijfers wijken en buurten, CBS, 2009*”). Hence the hypothesis that the number of inhabitants influences the frequency at question 1 seems to hold. The ten most mentioned cities all have in common to accommodate a historic centre (except Arnhem and Tilburg) and are all considered to be touristic to some extent (with the exception of Leeuwarden). Also the geographical location of the cities may be considered as an explanatory reason for the top mentioned cities. Groningen, Maastricht, Leeuwarden, Breda, Zwolle and Arnhem all have a specific location in the Netherlands, perhaps creating more focus because of their positions outside The Randstad³⁰. All in all, hypothesis 1.1 (*Cities mentioned at question 1 are selected on basis of the number of inhabitants, the scale of activities and the geographical location of the respective city.*) holds for all three aspects, as they (in most cases) are present considering the top ten chosen cities. All three aspects contribute to a city’s level of brand awareness.

A remarkable position in the list of the mentioned cities is that of the city Heerenveen. Although this city only has as much as 30.000 inhabitants it still holds a relatively high position on the list (29). Based on the number of inhabitants Heerenveen should hold a much lower position. In the Netherlands Heerenveen is known for its sporting activities. Besides the professional football team SC Heerenveen, the city is also known as the speed skating capital of the Netherlands. As the city has no other specific characteristics it is reasonable to assume that its relatively high position is due to brand awareness created by sporting activities.

Following this same reasoning Almere, Apeldoorn and Zoetermeer hold a remarkable low position on the list. According to their population size all cities should have been holding a higher position on the list (see appendix 8.4). All three cities are known as commuting cities and especially Almere and Zoetermeer do not have any historical aspects. Almere and Apeldoorn both do have a professional football team; however both play a marginal role in Dutch professional football. Further all three cities have little to

³⁰ The **Randstad** or **Randstad Holland** is a conurbation in the Netherlands. It consists of the four largest Dutch cities (Amsterdam, Rotterdam, The Hague and Utrecht), and the surrounding areas. With its 7.1 million inhabitants (almost half of the population of the Netherlands; when other conurbations connected to this area are also taken into consideration, it would have a population a little over 10 million, almost 2/3 of the entire Dutch population) it is one of the largest conurbations in Europe.

offer in cultural, architectural and historical aspects. Hence their positions could be explained due to a lack or marginal level of urban content, which can attribute to their image.

As I stated in the previous chapter, I expect men to name more football associations compared to women. It might be interesting to see whether this expectation also holds for question 1. Then cities accommodating a professional football team should hold a positive correlation with the male gender. This could imply a relationship between the presence of a football team and the brand awareness level of the respective city. Table 6.1³¹ shows the contingency coefficient between gender and mentioning the top twelve cities. One significant result can be found. Enschede is mentioned more frequently by men than one should have expected (and accordingly mentioned less by women).

Table 6.1: Contingency Coefficient Table, comparing mentioned cities at Question 1 with gender

City	Mentioned Male	Expected Male	Mentioned Female	Expected Female	Pearson Chi-Square	P-Value (2-sided)
Groningen***	54	55,3	43	41,7	0.760	0.383
Maastricht***	47	50,7	42	38,3	3.808	0.051
Den Bosch***	32	36,5	32	27,5	3.192	0.074
Haarlem***	34	35,9	29	27,1	0.578	0.447
Leiden	30	33,1	28	24,9	1.444	0.230
Leeuwarden***	27	30,2	26	22,8	1.577	0.209
Breda***	29	29,1	22	26,9	0.001	0.977
Arnhem**	28	26,8	19	20,2	0.225	0.635
Tilburg***	31	25,7	14	19,3	4.472	0.034**
Zwolle***	21	24,5	22	18,5	1.959	0.162
Enschede***	22	14,8	4	11,2	10.680	0.001*
Amersfoort	13	12,5	9	9,5	0.049	0.825

* significant: $p < 0.025$, ** marginal significant: $0.025 < p < 0.05$, *** city accommodating a professional football team

Enschede accommodates a professional football team (FC Twente) which does not hold the name of its home city in the team name, making it more difficult to link the city with a professional football team. Hence in order to know the football team, more football knowledge is required. In general I could state that men have more knowledge about football than women, hence I can conclude that Enschede is mentioned more frequently by men because of the presence of FC Twente. Regarding the rest of the table, we can see, although not significant, that cities accommodating a football team, which do not hold the city name, are mentioned more frequently (than expected) by the male gender (with the exception of MVV). This implies that a relationship between cities accommodating a football team and a higher level of brand awareness for men could quite plausibly exist, only that we cannot prove this at a 95% significance level, with the exception of Enschede.

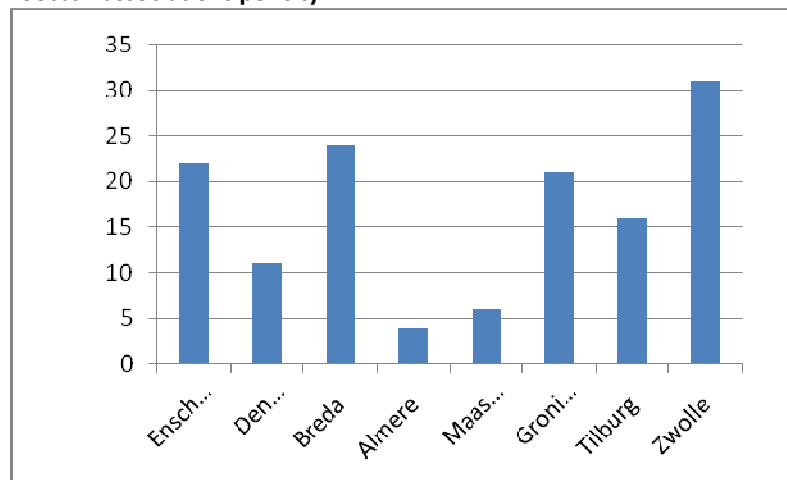
³¹ All statistic methods were tested on multicollinearity (tested through bivariate correlations) and all relations have a normal distribution.

Question 2

Not all respondents were able to name three associations per city. Some respondents had no associations with an entire city, while other only had one or two associations. However, in total 91% of the respondents answered question II in a complete way (also see Appendix 8.5).

Regarding Appendix 8.6 the high number of football associations directly attracts attention. As the combined figure 6.1 shows all football associations, with the exception of Maastricht, Den Bosch and Almere, represent at least 15% of all the chosen associations. A first note could be made, implying that the football associations significantly attribute to a city's level of brand awareness.

Figure 6.2: Combined Frequency table showing the relative scores of Football associations per city



From this table we can further conclude that, when not taking Zwolle into account, the four teams which are active in the Eredivisie (cities: Enschede – FC Twente, Breda – NAC Breda, Groningen – FC Groningen and Tilburg – Willem II), are the most selected football associations. Hence, it appears that the status of the football team does influence its position as association. Also, regarding the four cities with the highest percentages of chosen football associations, three hold their home city's name in their team name (Zwolle, Breda and Groningen). Hence hypothesizes 2.1 (*The football teams performing well (active in De Eredivisie) are more likely to be chosen as a city association than those teams who are not performing well (not active on the highest level)*) and 2.2 (*The football teams, which use the name of their home city in their team name, are more likely to be chosen as a football association than those teams who do not use the name of their home city*) seem to hold rather well.

Hypothesis 2.3 (*The football teams which are located in a city which has a lot to offer are less likely to be chosen as a football association than those teams which are located in a quiet city*³²) has less significant

³² See Appendix 8.3 for more information about whether or not the selected cities have much to offer.

outcomes. Maastricht and Den Bosch both hold a low position and Zwolle holds a high position as could be expected. But, against expectations, Groningen is holding a high position, while Almere is holding a low position. According to hypothesis 2.3 this should be the other way around. These outcomes could be explained by stronger effects of hypotheses 2.1 and 2.2 over hypothesis 2.3. This is an assumption, but when analyzing both cities and football teams, it seems to make sense. Almere, according to hypothesis 2.3 should have scored higher in figure 6.2 (as Almere has potential visitors not much to offer in terms of urban contents or a historical centre); however its football team FC Omniworld is not performing well, does not hold the name of Almere in its team name and hence will not have created much awareness under the respondents. To a certain extent, this reasoning could be applied to Groningen as well, only the other way around. According to hypothesis 2.3 Groningen should have scored low in figure 6.2 as the city Groningen has potential tourists much to offer; however, its football team FC Groningen has generated a lot of positive media attention over the last couple of years. The results of FC Groningen have exceeded expectations and the football team clearly uses the city name in its team name. Hence it seems reasonable to assume a stronger influence of hypotheses 2.1 and 2.2 than that of hypothesis 2.3.

Appendix 8.6 shows that FC Zwolle and NAC Breda are both selected as best known association of their home city (Zwolle and Breda respectively). FC Zwolle holds a marginal position in Dutch professional football, but its home city Zwolle is not very well known and has not much to offer in cultural and historical terms, which could explain the high number of respondents choosing FC Zwolle as an association. As FC Zwolle holds its city name it could have triggered the respondents to mention the football team, especially concerning the fact that the respondents did not have to come up with associations themselves as they were presented in the questionnaire, which could have emphasized the association FC Zwolle. NAC Breda plays a substantive role in the Dutch Eredivisie, while Breda has some specific characteristics as a city, but cannot be compared to cities as Den Bosch, Maastricht en Groningen on a touristic level. Both teams satisfy two of the three conditions as put in hypotheses 2.1, 2.2 and 2.3. FC Omniworld and MVV (Almere and Maastricht respectively) both have the lowest scores. Interesting to see, that MVV is not performing well (hypothesis 2.1), does not have Maastricht in their team name (hypothesis 2.2) while Maastricht is a very attractive tourist destination (2.3). Regarding these facts and the hypotheses, the low position of MVV in Maastricht's associations could have been expected. FC Omniworld is also performing on a marginal level, does not hold its city name, but Almere is a city which has not much to offer. As said before in this paragraph, it seems that hypothesis 2.3 is overruled in influence by the first two in the specific case of FC Omniworld. All outcomes above show that a football association is able to influence a city's level of brand awareness. The different hypotheses emphasize the aspects (football team performance, football team name and urban content) when football associations have the most influence on the level of brand awareness of their respective cities.

Hypothesis 2.4 (*The strength of football associations is influenced by gender, as men are more likely to relate and know football teams compared to women*) was also considered at question 1. However, as question 2 is more specific I expected to find more significant results. The first conclusion which could be formulated from table 6.2 is that all football associations are more frequently selected by men than

by women. The Pearson Chi-Square results confirm that there is a relationship between the football associations and gender, as none of the scores resembles 0. Table 6.2 further shows that for FC Twente, NAC Breda, FC Omniworld, MVV and Willem II men are more likely to select these associations than could be expected. All four teams not holding their city name are more likely to be mentioned by men, than by women, which could be explained by the, on average, higher interest in football by men. FC Groningen, FC Den Bosch and FC Zwolle show no significant results; hence the difference between the actual number of selected associations and the expected number is not significant. An explanation could be found in the fact that these three teams hold their city name in their team name. A respondent with no specific interest in football might still associate the football team with a city just because of the name resemblance. This association is not gender specific, whereas an interest in football is, and this effect could therefore reduce the significance of the gender effect.

Table 6.2: Contingency Coefficient Table comparing gender to mentioning a football association

City	Mentioned Male	Expected Male	Mentioned Female	Expected Female	Pearson Chi-Square	P-Value (2-sided)
FC Twente	45	39,3	24	29,7	5.341	0.021*
FC Den Bosch	25	20	10	15	4.412	0.036**
NAC Breda	49	41,6	24	31,4	9.588	0.002*
FC Omniworld	12	7,4	1	5,6	7.523	0.006*
MVV	17	11,4	3	8,6	7.863	0.005*
FC Groningen	40	34,8	21	26,2	4.247	0.039**
Willem II	35	25,1	9	18,9	15.486	0.000*
FC Zwolle	46	42,2	28	31,8	2.599	0.107

* significant: $p < 0.025$, ** marginally significant $0.025 < p < 0.05$

Hypothesis 2.5 (*The strength of football associations is influenced by education, as higher educated respondents will have more knowledge about city associations*) focuses on the level of education. As the respondents all are educated well above average (mostly VWO, HBO and WO) this relationship can be neglected. However, I still can analyze some of the output under the same assumption. Instead of the variable education, I use the variable age, as I expect that with the process of aging more knowledge is generated. Hence, the older the respondent, the more he or she should know about certain cities (and a city's associations) and mentioning a football association should become less likely. The younger respondents should have had less opportunity to get familiar with all the potential city associations and hence should mention more football associations compared to the older respondents, as football associations have relative easy access to media and should gain more attention than other associations.

Table 6.3: Linear Regression testing the influence of Age on choosing a football association at Question 2
(Var_footballass. = constant + var_Age)

Football Association	R Square	Coefficient B (Q1)	Sig. (p-value)
FC Twente	0.012	-0.047	0.263
FC Den Bosch	0.089	-0.125	0.002*
NAC Breda	0.178	-0.176	0.000*
FC Omniworld	0.014	-0.035	0.225
MVV	0.004	0.023	0.500
FC Groningen	0.150	-0.172	0.000*
Willem II	0.029	-0.076	0.077**
FC Zwolle	0.060	-0.101	0.011*

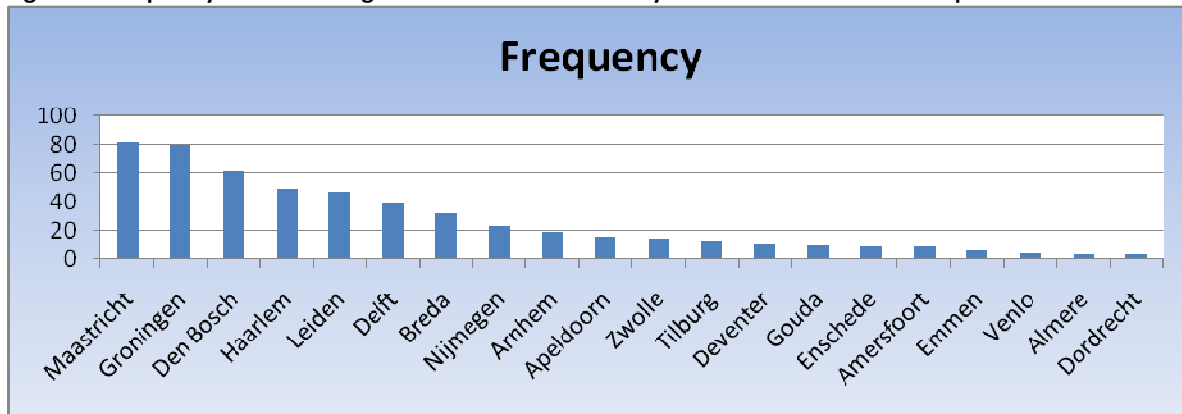
* significant: $p < 0.05$, ** marginally significant: $0.05 < p < 0.10$

Table 6.3 shows the relationship between age and selecting a football association. As the table shows football associations (with the exception of Maastricht) are negatively influenced by age, meaning that younger respondents were more likely to choose a football association. The most significant relationships can be found for teams holding their city name (NAC, FC Den Bosch, FC Groningen and FC Zwolle). This seems logical, as those teams are easier to identify with their home cities. Although, the low R Square, does indicate that at best (in the case of NAC Breda) only 18 % of the variables are explained.

Outcomes of question 2 show that the football associations are frequently mentioned by the respondents, even more by male respondents and the younger respondents. I can state that these associations significantly influence the level of brand awareness of the respective city and in some cases also influence a city's image.

Question 3

One might make a simple and straightforward conclusion, stating that cities with a professional football team have a high willingness to visit. As figure 3 shows of the ten most selected cities, eight accommodate a football team. Hence regarding the observations from the questionnaire this assumption seems to be rather fair. However, this assumption cannot be considered as very realistic. Realizing that seventeen of the twenty selected cities at question 3 have a professional football team increases the chance that one of these cities is selected. It seems difficult to find a connection between cities accommodating a football team and the willingness to visit. Although four of the top six selected cities accommodate a football team, the real connection appears to belong to the touristic value of a city, as stated in hypothesis 3.1 (*Cities that offer potential tourists a historical centre, or specific attractions, will have a higher willingness to visit than those who do not accommodate touristic features*).

Figure 3: Frequency table showing the amount of times a city is wanted to be visited at question 3

As figure 3 shows, Groningen, Maastricht, Den Bosch, Haarlem, Leiden and Delft are selected as favorable destinations to visit. The aspect which all these cities have in common is that they are known for their historical centers. The presence of a historic centre could function as a key pull factor in the tourism industry. This factor therefore could be regarded as the main reason behind the high frequency of respondents which are willing to visit one of these cities. Another observation is that for four cities a maximum of 5 visits can be found. Almere, Venlo, Dordrecht en Emmen all have low percentages in terms of willingness to visit. Emmen and Almere both can be considered as relatively “new” cities, lacking a real cultural, historical heritage. Hence both cities can appear unattractive to visit, as not many urban activities are considered touristic. This assumption is also in line with hypothesis 3.1. Dordrecht and Venlo both do have a historical center, but both cities are relatively small and are not considered tourist destinations. This might be the reason why the respondents preferred other cities with a historical center over Dordrecht and Venlo. The same reasoning might also hold for Nijmegen, Amersfoort, Gouda and Deventer. These cities also have a historical center but do not hold a high position on the list at question 3. It must be noted however, that the term historical centre, is a subjective term. As I stated before, multiple cities possess a historical centre, but to which extent this influences decision making of the respondent depends on his or her personal perception.

6.2 Part II

Part I shows outcomes of all three questions separately. It became obvious that in some cases the presence of a professional football team could definitely contribute to a higher level of awareness of the respective city. Considering my main research question, these outcomes are positive, however one interesting question remains. Is there any relationship between the questions, ultimately showing that a certain level of brand awareness generated by the local football team could lead to a direct action, in this case visiting the city?

Hypothesis 4.1 (*There is a positive relation between the choice of a city at question 1 and the strength of a football association of the same city at question 2*) asks the first question. Table 6.4 shows that, there

is a negligible connection between the two. The answer is most interesting, when the answer at question 1 relates to selecting a football association at question 2. When mentioning Breda at question 1 leads to selecting NAC Breda as an association, it could imply that the respondent thinks of the city Breda, because of the presence of the professional football team NAC Breda, hence creating a city brand through the presence of a football team. However, because all scores, with the exception of Den Bosch are not significant we can neglect the outcomes. Also the R Squares indicate that the reliability of this model is doubtful. At best, only 5.8% (in the case of FC Den Bosch) of the variables is explained. The potential reasons (size, inhabitants, geographical location, touristic activities), also mentioned at the question 1, seem to be more relevant.

Table 6.4: Linear Regression testing the effect of selecting a football association at question 2 after having chosen the same city at question 1 ($Var_{footballass.} = constant + var_{namingcity}$)

City	R Square	Coefficient B (Q1)	Sig. (p-value)
FC Groningen	0.012	0.188	0.258
MVV	0.008	0.091	0.370
FC Den Bosch	0.058	-0.231	0.012*
NAC Breda	0.000	0.008	0.933
Willem II	0.009	0.096	0.325
FC Zwolle	0.001	-0.029	0.755
FC Twente	0.001	-0.039	0.721
FC Omniworld	0.013	0.097	0.237

* significant: $p < 0.05$

I constructed table 6.8 to see whether a multiple regression analysis could come up with more significant results. As the table shows, conclusions of Question 2 can be confirmed (relation of age and gender on choosing a football association at question 2). And also, outcomes of table 6.4 are confirmed; there is no significant relationship between naming a city at question 1 and accordingly selecting the football association of the same city at question 2. Although no statistical evidence between the outcomes of question 1 and question 2 can be found, I find it still too soon to exclude all possible relationships between these outcomes. I expect that some relation is present, and that by expanding some of the questions of the questionnaire this relationship can be established.

Table 6.8: Linear Regression testing the effect of Age, Gender and choosing the similar city at Q1 on selecting the similar football association at Q2 ($Var_football_{ass.} = constant + var_gender + var_age + var_namingcity$)

City	R Square	Coefficient Gender	P-Value Gender	Coefficient Age	P-Value Age	Coefficient Q1	P-Value Q1
FC Twente	0.065	-0.240	0.017*	-0.025	0.556	-0.115	0.319
FC Den Bosch	0.143	-0.133	0.133	-0.104	0.010*	-0.163	0.073**
NAC Breda	0.239	-0.233	0.005*	-0.163	0.000*	-0.018	0.819
FC Omniworld	0.089	-0.161	0.012*	-0.029	0.298	0.092	0.253
MVV	0.104	-0.245	0.002*	0.036	0.283	0.148	0.138
FC Groningen	0.195	-0.162	0.073**	-0.167	0.000*	0.256	0.093**
Willem II	0.160	-0.362	0.000*	-0.054	0.185	0.000	0.996
FC Zwolle	0.076	-0.115	0.205	-0.095	0.019*	-0.017	0.853

* significant: $p < 0.05$, ** marginally significant: $0.05 < p < 0.10$

Outputs for hypothesis 4.2 (*There is a positive relation between the choice of a city at question 1 and the willingness to visit the same city at question 3*) can be found in table 6.9. Although figures 6.1 and 6.3 show a great deal of resemblance, this is not the case in table 6.9. For the cities which are mentioned most frequently at question 1 and are selected most frequently at question 3 (Groningen, Maastricht, Leiden, Den Bosch, Breda and Haarlem) no prove for a significant relation is found. The low R squares of these cities explain that some characteristics that are not mentioned influence the answers of question 3. However, for some cities (Gouda, Arnhem, Zwolle, Almere, Deventer and Nijmegen) a significant relation does exist. The conformity between these cities, is that they do not belong to the top choices at questions 1 and 3 (see also figures 6.1 and 6.3). Respondents naming one of these cities at question 3 belonged to a minority, implying that more specific knowledge or interest about these cities is required. The fact that these cities were less frequently selected explains the significance, as a relation with the answers of question 1 is much easier to establish. Therefore I would like to state that a relationship between the other cities might exist, but because of the small sample size, answers were more likely to become insignificant. I did not find it necessary to add the multiple regression analysis for hypothesis 4.2, as it did not come up with any different results than table 6.9 shows.

Table 6.9: Linear Regression testing the effect of mentioning a city at Q1 on the willingness to visit a city at Q3
(Var_visitingcity = constant + var_namingcity)

City	R Square	Coefficient	P-Value
Groningen	0.001	0.140	0.719
Enschede	0.020	0.092	0.144
Den Bosch	0.030	0.176	0.073
Breda	0.023	0.140	0.115
Almere	0.044	0.089	0.031*
Maastricht	0.001	0.042	0.709
Amersfoort	0.000	0.009	0.899
Tilburg	0.008	0.059	0.363
Leiden	0.009	0.095	0.328
Zwolle	0.130	0.248	0.000*
Haarlem	0.014	0.122	0.218
Arnhem	0.053	0.177	0.017*
Gouda	0.051	0.184	0.020*
Dordrecht	0.005	-0.033	0.483
Apeldoorn	0.022	0.147	0.131
Deventer	0.119	0.321	0.000*
Delft	0.003	0.082	0.591
Nijmegen	0.130	0.307	0.000*

* Significant: $p < 0.005$

Hypothesis 4.3 (*There is a significant connection between the strength of a football association at question 2 and the willingness to visit the same city at question 3*) could indicate that a football association leads to a direct action; visiting the city. Outcomes of question 2 show that the level of brand awareness is affected by the football associations, as they belong to the most selected associations. Hence, a football association leading to an action could be regarded as brand awareness leading to action. That is, when significant correlation between the football associations at question 2 and the willingness to visit the same city at question 3 is significantly positive. Unfortunately, as table 6.8 shows, this is not the case. The R squared values show that a low amount of variation in the dependent variable are explained through the independent variables, which implies that several characteristics that are not mentioned influence the answers to Question 3.

Table 6.10: Linear Regression testing the effect between mentioning a city wanting to visit at question 3, when having mentioned the football association of this city at question 2 ($Var_visitingcity = constant + var_footballass.$)

City	R Square	Coefficient B (Q2 football association)	Sig. (p-value)
Groningen	0.022	0.129	0.130
Maastricht	0.000	-0.009	0.936
Den Bosch	0.040	-0.210	0.040
Breda	0.003	0.050	0.600
Tilburg	0.019	-0.091	0.161
Zwolle	0.002	-0.030	0.675
Enschede	0.000	0.008	0.888
Almere	0.004	-0.032	0.518

7 Conclusion

7.1 Conclusions

The main research question; *“Do medium sized Dutch football teams contribute to the brand awareness of their home city?”* seems to be answered to a reasonable extent. Answers at question 1 were most likely influenced by a city’s size, geographical position and touristic features, but it is worthwhile to note that the top 10 most mentioned cities all accommodate a professional team (with the exception of Leiden). The outcomes of Question 2 give a stronger impression that a football team can be seen as a strong city association. As stated earlier in this research the football associations belong to the most chosen associations of many cities. The football associations are seen as key variables in the level of brand awareness of their respective cities. And although no significant relation was found between the outcomes of Question 1 and mentioning a football association at Question 2 some connection could still be present. The fact that football has an enormous attention span and that every football team gets weekly television coverage explains the awareness of these football teams. Connecting the football team with its home city is the next step and to which extent this step is taken, depends mostly on football performances and name conformity.

An aspect which I discussed at the end of the previous chapter is whether the (higher) level of brand awareness created by the presence of a football team will lead to direct actions, in forms of visiting the accommodating city. As the output has shown, no relationship can be found between mentioning a city or a football association and visiting the city mentioned or accommodating this football team. Visits of certain cities seem to be more dependent on the presence of a historic centre, which is more appealing for tourists than the presence of a Dutch professional football team. This aligns with the literature discussed, stating that a higher level of brand awareness does not automatically lead to a purchase decision. And when regarding the status of the Dutch football teams, this appears logical. Sport tourism is known; in Europe it is easy to book a weekend trip, visiting a match of a football team. But where this form of tourism is known throughout Europe biggest football leagues, Dutch professional football is not appealing enough to serve as a tourist function. However, the conclusion that football teams contribute to a city’s level of brand awareness should also imply that these cities are considered when making an “action” decision. When somebody needs to select a city, which she or he wants to visit, a choice has to be made between the cities known by this person. Hence, when a city’s level of brand awareness increases because of the presence of a football team, it might strengthen its position in the mental map of the potential visitor. But as the outcomes of question 3 have shown, a city still needs to be attractive for potential tourists (in terms of for example a historical centre). Just a high level of awareness is not enough for taking an actual action. To summarize; a football association will influence the level of brand awareness of its home city, a city can only be visited when it is known by the potential tourist which is stimulated by the city’s level of brand awareness, which on its turn could be strengthened by the presence of a professional football team; however, actual visiting will only take place when the city is seen as a tourist destination, which cannot be influenced by the presence of a football team. To this

extent I may conclude that cities which have certain features which appear attractive for potential visitors are more likely to profit from the presence of a local football team than cities which do not have any touristic features.

7.2 Limitations and Future Research

My research has come up with some interesting results, especially concerning the main research question and the first hypotheses. However, some limitations have to be made. The data set or the total number of respondents is a relative small sample. Because of my limited amount of time I was not able to interview more than 100 respondents. I could have chosen to conduct an internet survey or a direct mailing a survey methods but I chose not to I did not have the financial possibilities to conduct a questionnaire through a direct mailing. A survey conducted on the internet would have given me no guarantees about what kind of respondents would have reacted, hence possibly creating an unrepresentative sample. The small size limits the significance of my empirical research. This is also seen in some statistic outputs from SPSS. Because of the relative small sample size, not many significant results were found; perhaps a larger sample set could come with other results, or in any case generates a more representative sample. In order to come up with a more realistic reflection of society a larger sample size is necessary.

Another limitation is the geographical spread of the respondents. Also, because of the little time at hand to conduct the research, it was not possible for me to interview inhabitants living in provinces other than Zuid-Holland, Noord-Holland and Utrecht. This also influences the answers, as respondents are likely to include local cities when mentioning ten or more cities. A person living within twenty kilometers of Leiden will faster include this city, than somebody whose place of residence is 200 kilometers of Leiden. Because of the limited spread in my questionnaire some local cities from the south, east or north may have not been mentioned as often as local cities from the west. To make the sample as realistic as possible, an evenly geographic spread is required. This also should present a more realistic overview of the Dutch inhabitants.

Both limitations above are equal in a way that they should hold for every scientific research. For the third limitation this is also true; however in regard to this research it is even more important. The respondents I interviewed were fairly highly educated. The sample was dominated by three forms of education: VWO (45%), HBO (11%) and WO (37%). VWO is the highest form of education on Dutch primary schools, while HBO and WO are internationally known as academic education. I was not able to conduct any interviews with lower educated respondents, again because of my limited amount of time; most people in my direct environment are attending a higher form of education. I expected the results in my research to be extra significant for lower educated respondents. Unfortunately I was not able to test this relationship, because of the lack of respondents with a form of lower education. Future research should at least use an evenly spread in education of respondents, hence a more representing sample of the Dutch population could be generated.

Adding more variables to the questionnaire could lead to more certainty in the outcomes. I assumed that hypotheses 2.1. and 2.2 have more effect on choosing or not choosing a football association than hypothesis 2.3. And although this assumption seems to be reasonable, I have no statistical evidence to support it. Therefore I would advice to set up a next questionnaire in such a way, that a relationship between a team's performance, a team's name, its home city's characteristics and selecting football associations can be established.

Another aspect which could improve the results of this research is the form of questioning. Question 2 existed of ten cities with ten given associations per city. The fact that these associations were given, could have led to biased behavior. Would this question have been open, respondents were required to come with associations themselves and a more realistic outcome could have been realized. I think that many respondents would not have mentioned FC Zwolle, if open questions were used. But because they recognized the football association and they were not familiar with any other associations FC Zwolle could have been the easy choice.

The last aspect which I would adjust in future research is the possibility for respondents to mention the component which triggers them to select certain cities. In this research I assume that a historic centre and a touristic base are the two most influential factors, when considering which city the respondent wants to visit. This assumption seems to be legit; however the real reasoning by the respondents is still unknown. Therefore I would advice to add another question, in which respondents have to signal the component on which their visiting decision is made.

8 Appendix

8.1 Descriptives Respondents

Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	61	57.0	57.0	57.0
	Woman	46	43.0	43.0	100.0
	Total	107	100.0	100.0	

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-18 jaar	44	41.1	41.1	41.1
	19-28 jaar	34	31.8	31.8	72.9
	28-40 jaar	9	8.4	8.4	81.3
	Ouder dan 40 jaar	20	18.7	18.7	100.0
	Total	107	100.0	100.0	

Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HAVO	5	4.7	4.7	4.7
	MBO	2	1.9	1.9	6.5
	VWO	48	44.9	44.9	51.4
	HBO	12	11.2	11.2	62.6
	WO	39	36.4	36.4	99.1
	Anders	1	.9	.9	100.0
	Total	107	100.0	100.0	

- HAVO being the lowest level of education, while WO (academic) representing the highest level of education.

8.2 Questionnaire

Algemene vragen / *General Questions*

Leeftijd / *Age*

Geslacht / *Gender*

Man (*Male*) / Vrouw (*Female*)

Hoogst genoten Opleiding / *Highest form of Education something else*

VMBO / HAVO / MBO / VWO / HBO / WO /

Woonplaats / *Place of Residence*

Deel 1 / *Part 1*

Onderstaande vragenlijst zal betrekking hebben op enkele Nederlandse steden. De vijf grootste steden van Nederland zullen echter uitgesloten worden. Daarom hoeft u bij geen enkele vraag rekening te houden met de steden Amsterdam, Rotterdam, Den Haag, Utrecht en Eindhoven. / *This Questionnaire relate to several Dutch Cities. The five largest Dutch Cities will be excluded. Therefore you do not have to include any of the following five cities in any of the answers; Amsterdam, Rotterdam, The Hague, Utrecht and Eindhoven.*

Vraag 1: Noem, met uitzondering van de vijf bovengenoemde steden, tien Nederlandse steden die als eerste bij u opkomen. / *Question 1: Name, not regarding the five mentioned cities above, ten Dutch cities which are on top of your mind.*

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Mensen associëren steden vaak met specifieke kenmerken. Zo denken mensen bij Parijs vaak aan de Eiffeltoren of stad van de liefde, bij Manchester aan Manchester United, bij Bagdad aan bombardementen, bij Los Angeles aan Hollywood etc. Bij de volgende vraag zullen associaties als deze toegepast worden op enkele Nederlandse steden. / *People often associate cities with certain characteristics. Paris is often associated with The Eiffel Tower or the city of love, Manchester is often associated with Manchester United, Bagdad with bombings, Los Angeles with Hollywood etc. The next question certain associations will be applied to several Dutch cities.*

Vraag 2: Bij deze volgende vraag treft u 10 steden aan, met steeds 10 algemene associaties behorende bij deze steden. Selecteer per stad de voor u meest bekende associaties. Waarbij u de drie meest bekende associaties selecteert en rangschikt door 1,2 of 3 in te vullen (waarbij 1 staat voor de meeste bekende associatie). Wanneer de voor u bekende associatie of associaties niet in het rijtje voorkomen kunt u deze of meerdere invullen onder kopje anders. Mocht u geen of minder dan 3 associaties hebben met onderstaande steden, vult u het dan niet of gedeeltelijk in. / *Question 2: The next question consists of 10 cities, with each 10 general associations belonging to these cities. Select per city your personal top three associations, with whom you are most familiar. You select the associations by classifying them 1, 2 or 3 (where 1 qualifies as the most known association). When the association you know is not included in the questionnaire you are free to add your association or associations below the header something else. When you have no association with a certain city leave the question open.*

Enschede		Den Bosch	
Oude Markt	...	Bossche Bol	...
Overijssel	...	Hoofdstad Noord-Brabant	...
Universiteit Twente	...	Carnaval	...
Nationaal Muziek kwartier	...	Brabanthallen	...
Grolsch	...	Oude binnenstad	...
Vuurwerkkramp	...	F.C. Den Bosch	...
Militair vliegveld	...	Sint-Jans Kathedraal	...
Groen en heuvelig	...	Jazz in Duke Town	...
F.C. Twente	...	Noord-Brabants Museum	...
Vlaktbij Duitsland	...	Jheronimus Bosch	...
Anders / Something else	...	Anders / Something else	...

Breda		Almere	
Noord-Brabant	...	“Nieuwe stad”	...
Carnaval	...	Kunstcentrum de Kunstlinie	...
Onze lieve Vrouwen- /Grote Kerk	...	Forenzenstad	...
NAC Breda	...	Flevoland	...
Grensstad	...	F.C. Omniworld	...
Turfschip van Breda	...	Almere Haven	...
Ginneken	...	Lelijkste stad van Nederland	...
Koninklijke Militaire Academie	...	Citadel	...
De Koepel gevangenis	...	Almeerderstrand	...
Breda Jazz festival	...	Annemarie Jorritsma	...
Anders / Something else	...	Anders / Something else	...
Maastricht		Amersfoort	
Vrijthof	...	Knooppunt Hoevelaken	...
Limburg	...	Onze Lieve Vrouwentoren	...
Gert Leers	...	Kattenbroek	...
MVV	...	Dierenpark Amersfoort	...
Verdrag van Maastricht	...	De Koppelpoort	...
Oudste stad van Nederland	...	Spoorwegknooppunt	...
<u>Bonnefantemuseum</u>	...	Kamp Amersfoort	...
Sint Servaasbrug	...	Meest gemiddelde stad van NL	...
The European Fine Art Fair	...	Dutch Open tennis	...
Carnaval	...	Mondriaanhuis	...
Anders / Something else	...	Anders / Something else	...

Groningen		Tilburg	
Peerd van Ome Loeks	...	Noord-Brabant	...
Studentenstad	...	Universiteit van Tilburg	...
Martinitoren	...	Poptempel 013	...
F.C. Groningen	...	Textiel stad	...
Grote Markt	...	Schrobbeler	...
Gasunie	...	Tilburgse Kermis	...
Groninger Museum	...	Westpoint Toren	...
A-Kerkhof	...	Willem II	...
Noorderslag festival	...	Guus Meeuwis	...
Stadsschouwburg	...	Hockeyclub Tilburg	...
Anders / Something else	...	Anders / Something else	...
Leiden		Zwolle	
Oudste Universiteit	...	F.C. Zwolle	...
Sleutelstad	...	Hanzestad	...
Rapenburg	...	Peperbus	...
Rijksmuseum der Oudheden	...	Overijssel	...
Leidens ontzet	...	Blauwvingers	...
Lakenhal	...	Sassenpoort	...
Geboorteplaats Rembrand van Rijn	...	Herman Brood	...
Naturalis	...	Ecodrome	...
Pieterskerk	...	De Librije	...
Jochem Myjer	...	IJsselbrug	...
Anders / Something else	...	Anders / Something else	...

Deel 2 / Part 2

Vraag 3: Hieronder vindt u een lijst van 20 Nederlandse steden. Sommige zijn bij vraag 2 al naar voren gekomen en sommige zijn nieuw in dit onderzoek. Markeert u de vijf steden die u in de willekeurige toekomst nog eens zou willen bezoeken. Reistijd, kosten en tijdstip spelen geen rol bij uw keuze, het gaat puur om uw grootste voorkeur. U kunt deze steden wederom selecteren en rangschikken van 1 tot en met 5, waarbij 1 staat voor de stad die u het liefst nog eens bezoekt etc. Markeert u tevens of u onderstaande steden al wel eens in het verleden bezocht heeft.

/ Question 3: Below you can find 20 Dutch Cities. Some already came forward at question 2 while others are new in this questionnaire. You must mark five cities, which at any given time, you would like to visit. Travel time, costs and time do not have to be considered when making you choice. Focus lies on you primary preference. Again you must select the cities and classify them 1, 2, 3, 4 or 5, where 1 symbolizes the city you want to visit the most. Also mark whether you have already visited the twenty cities below.

		Al eerder bezocht?/ Visited earlier?
Enschede	...	Ja / Nee Yes / No
Den Bosch	...	Ja / Nee Yes / No
Breda	...	Ja / Nee Yes / No
Almere	...	Ja / Nee Yes / No
Maastricht	...	Ja / Nee Yes / No
Amersfoort	...	Ja / Nee Yes / No
Groningen	...	Ja / Nee Yes / No
Tilburg	...	Ja / Nee Yes / No
Leiden	...	Ja / Nee Yes / No
Zwolle	...	Ja / Nee Yes / No
Venlo	...	Ja / Nee Yes / No
Haarlem	...	Ja / Nee Yes / No
Arnhem	...	Ja / Nee Yes / No
Gouda	...	Ja / Nee Yes / No
Dordrecht	...	Ja / Nee Yes / No
Apeldoorn	...	Ja / Nee Yes / No
Emmen	...	Ja / Nee Yes / No
Deventer	...	Ja / Nee Yes / No
Delft	...	Ja / Nee Yes / No
Nijmegen	...	Ja / Nee Yes / No

8.3 The Cities selected for Question 2

Enschede: Enschede has 131.500 inhabitants and is located in the east of the Netherlands. The city is not known as a tourist destination and has no political function. FC Twente is the football team, playing in Enschede and has just won the Dutch championship (May, 2nd 2010).

Den Bosch: Den Bosch has 134.000 inhabitants and is located in the mid-south of the Netherlands. The city is known for its historical centre and is the capital of the province Noord-Brabant. FC Den Bosch is the football team playing in Den Bosch. FC Den Bosch is active in De Jupiler League and does not play a major role in this division.

Breda: Breda has 172.000 inhabitants and is located in the west-south of the Netherlands. As Den Bosch, Breda also has a touristic centre. Breda has no political function. NAC Breda is the football team playing in Breda, and has been a constant factor in De Eredivisie for many years.

Almere: Almere has 188.880 inhabitants and is located in the middle of the Netherlands. Almere is one of the younger cities in the Netherlands, mainly known for its commuting role. Almere has a negative image, because of its lack of cultural heritage. Almere has no political function. FC Omniworld, is just as Almere relatively new. It is the youngest professional football club in the Netherlands and is active in the bottom of Dutch professional football.

Maastricht: Maastricht has 119.000 inhabitants and is located in the south of the Netherlands. Maastricht is possibly the most popular urban tourist destination in the Netherlands (excluding the five largest cities) and is known for its historical and cozy centre. Maastricht is the capital of the province Limburg. MVV is the football team playing in Maastricht. Although MVV has a long history in Dutch professional football, it did not play any significant role over the last years. MVV is active in De Jupiler League.

Groningen: Groningen has 188.000 inhabitants and is located in the north of the Netherlands. Groningen is one of the larger municipalities of the Netherlands and is the capital of the province also known as Groningen. Groningen is known for its student life and cozy centre. FC Groningen is the football team playing in Groningen and is a steady top 8 player in De Eredivisie.

Tilburg: Tilburg has 204.000 inhabitants and is located in the mid south of the Netherlands. Tilburg is the sixth largest city in the Netherlands and hence the largest representative in this questionnaire. Tilburg is not seen as a touristic destination, more as an old industrial city (textile). Willem II is the football team playing in Tilburg. Willem II has a long lasting record in De Eredivisie, although the last couple of years it had to struggle to overcome relegation.

Zwolle: Zwolle has 118.000 inhabitants and is located in the mid east of the Netherlands. Zwolle has no particular characteristics and no known historical centre. Zwolle is the capital of the province Overijssel. FC Zwolle is the football team playing in Zwolle and is currently active in De Jupiler League. The last years FC Zwolle is competing for the top places in De Jupiler League.

Amersfoort: Amersfoort has 144.000 inhabitants and is located in the middle of the Netherlands. Amersfoort accommodates quite a few headquarters of certain companies. Amersfoort also has a historic centre, although it is not very well known, hence Amersfoort is not seen as a tourist destination. Amersfoort does not have a professional football team.

Leiden: Leiden has 117.000 inhabitants and is located in the west of the Netherlands. Leiden is known for its historic centre, its old university and the many museums. Leiden has no political function and no professional football team.

Appendix 8.4 Frequency Table Question 1

City	Frequency of mentioning	Inhabitants ³³
Groningen	98	185.000
Maastricht	90	119.000
Den Bosch	64	134.000
Haarlem	64	148.000
Leiden	57	117.000
Leeuwarden	54	86.000
Breda	51	172.000
Arnhem	46	143.000
Tilburg	45	204.000
Zwolle	44	118.000
Delft	43	80.000
Nijmegen	38	150.000
Enschede	27	131.500
Alkmaar	25	93.000
Amersfoort	22	144.000
Almere	20	188.800
Lelystad	19	83.000
Middelburg	18	47.000
Gouda	15	118.000
Apeldoorn	14	139.000
Hilversum	14	83.000
Deventer	13	96.000
Assen	12	66.000
Vlissingen	9	44.000
Den-Helder	7	58.000
Heerenveen	7	28.500
Heerlen	7	90.000
Wageningen	7	35.000
Zeist	7	60.000
Zoetermeer	7	120.000
Venlo	6	35.300
Almelo	4	72.000
Oss	4	76.000
Emmen	3	57.000
Hengelo	3	81.000
Sittard	3	70.000
Sneek	3	33.000
Amstelveen	2	80.000
Helmond	2	86.000
Roosendaal	2	77.000

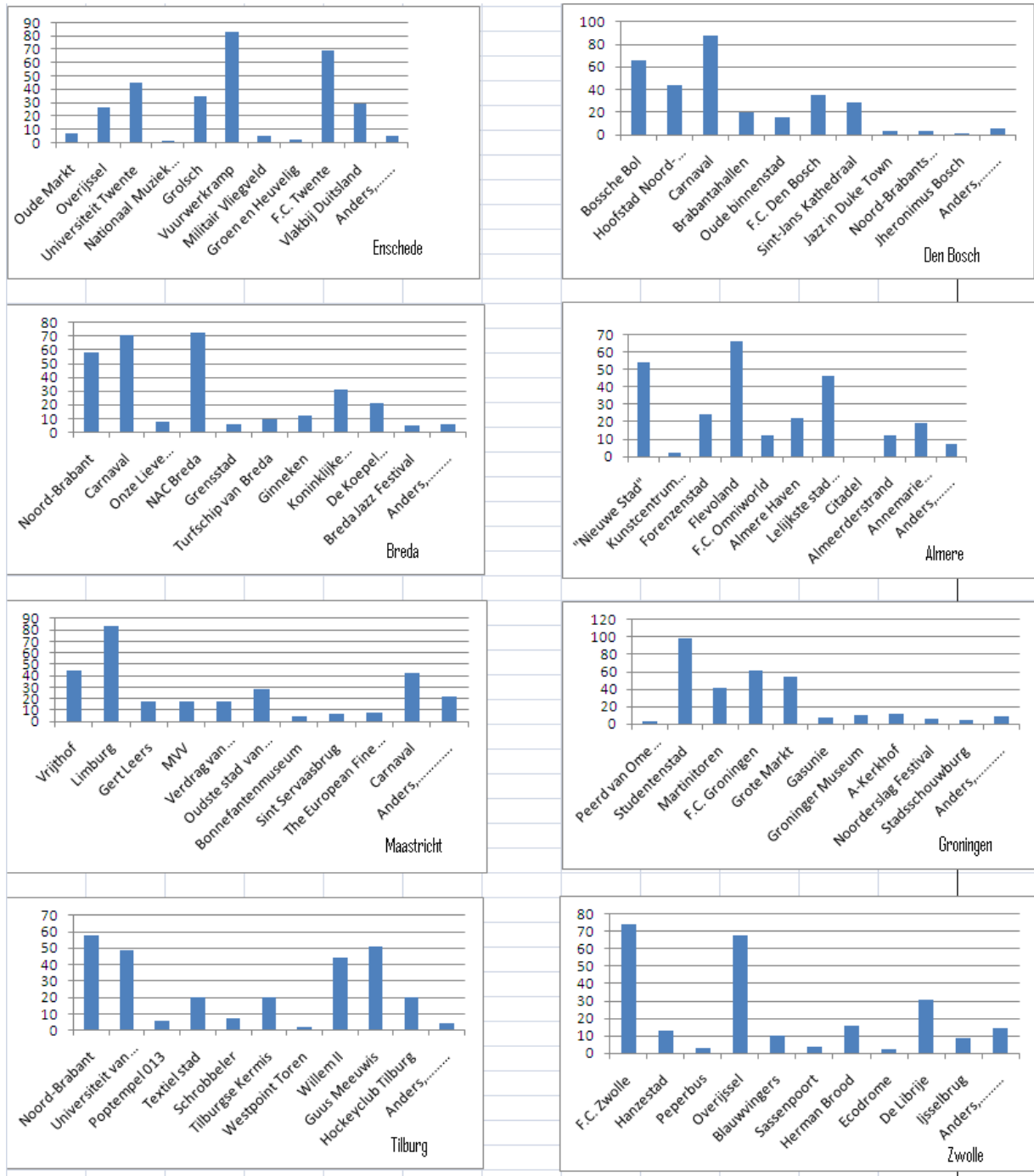
 33

City	Frequency of mentioning	Inhabitants
Volendam	2	20.000
Zutphen	2	46.000
Bergen op Zoom	1	65.000
Bilthoven	1	22.000
Deltzijl	1	27.000
Doorn	1	10.000
Kampen	1	49.000
Ridderkerk	1	27.000
Roermond	1	54.000
Schiedam	1	75.000
Vught	1	25.000
Woerden	1	48.000
IJmuiden	1	56.000

Appendix 8.5 Descriptives Question 2

City	% missing 1 st Association	% missing 2 nd Association	% missing 3 rd Association
Enschede	0.9%	2.8%	8.4%
Den Bosch	0.9%	1.9%	7.5%
Breda	0.9%	3.7%	15.9%
Almere	6.5%	13.1%	31.8%
Maastricht	1.3%	5.6%	20.6%
Amersfoort	13.1%	33.6%	46.7%
Groningen	0.1%	1.9%	10.3%
Tilburg	6.5%	11.2%	19.6%
Leiden	1.5%	3.7%	10.3%
Zwolle	1.9%	15.9%	42.1%

Appendix 8.6 Relative outcomes of associations of Question 2 per city



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