



**CHENGDU**  
**OCT. 31 – NOV. 3, 2019**

PRESENTED BY  
**HONOR**

[FISEWORLD SERIES.COM](http://FISEWORLD SERIES.COM)

## **Competitions... and much more**

Every stage of FWS has much to enjoy outside of just a packed schedule of sports.

An entire community of riders, organisers, DJs, speakers, judges, participants and partners live the adventure that is the FWS.

Sporting values are what bring people of all ages and levels of experience together at each stage of the tour. Although the competition events are the highlights, spectators can also take advantage of the many other activities on offer as they immerse themselves in the Festival atmosphere.

### **DEMONSTRATIONS**

It's a great opportunity for the public to discover new disciplines through demonstrations by passionate athletes who are keen to showcase their sports.

### **INTRODUCTORY SESSIONS**

The most curious spectators can safely try out disciplines offered by specialist instructors. All the gear, safety equipment, and supervision by a professional, are free of charge.

### **ACTIVITIES**

The Festival is above all a friendly way to discover the culture of action sports outside just competitions. Everyone can benefit from the exhibitors' villages which reflects the FISE world. Take a look at what the stalls have on offer: test sports products or equipment, tattooing, refreshments, clothing, accessories...

### **COMPETITIONS**

Alongside official competitions, riders can participate in different types of contests. This makes it possible to bring together riders in the various disciplines to challenge each other for prize money or the many partners. There are plenty of examples: during a Best Tricks Competition, some elements of a classic Skatepark are selected and riders try to achieve their best figures on each of them. In an OUT contest, the first to succeed chooses a trick, and the following riders have three tries to surpass the leader



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## **Art & FISE**

Outside of action sports, FISE provides an opportunity to discover (or rediscover) an eclectic urban culture.

### **DISCOVER URBAN ART**

Every day, the public can enjoy activities relating to urban art that introduce them to its culture. Visitors can enjoy the FISE spirit and develop their own artistic sense through introductory workshops supervised by experienced artists. At the heart of the Festival, these sessions are open to everyone and provide an opportunity to appreciate urban culture beyond sport.

## **The impact of FISE and action sports on the local economy**

Long considered 'alternative', action sports have evolved in fairly intimate settings offered by events such as FISE. Their growing popularity was initially supported by niche markets, whose driving force came from the passion of the riders. However, with their recent introduction to the Tokyo 2020 Olympics programme, the sports are on the cusp of a media explosion.

The strength of action sports remains their exclusive positioning in the community. This attracts new partners looking for original stories, who find that their values and concepts are similar to those promoted by the emerging disciplines. These partners enhance their mutual interest through various approaches such as sponsorship, marketing campaigns, etc.

In addition to the benefits for public and private stakeholders, large events provide many local economic opportunities. Thanks to its involvement in the Chengdu city, the Festival's reputation in action sports circles is accompanied by strong local integration. Here are some examples that illustrate the dynamics of these expanding urban disciplines.

## **FISE FESTIVALS**

FISE provides four different levels of action sports series: local (FISE Métropole/Montpellier Méditerranée), French (FISE Xperience Series), European (FISE European Series) and world (FWS). At each stage, the specific values of the different sporting cultures and communities are transmitted.

The flow of tourists generated by FISE is of huge benefit to the local economy, both directly and indirectly. For example, FISE Montpellier represents more than 1,900 riders, 400 accredited journalists, 500 Hurricane employees (60 year-round). The goal is to host over 600,000 spectators in 2019. It takes just as many people to transport, feed, house and entertain everyone, so the area is buzzing with the Festival rhythm for several months.

Hosting a stage is also part of a long-term approach: it results in future natural development of the host city through the networks created through each stakeholder: riders, opinion leaders, organisations, institutions, private partners...