



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 Occitanie Region and the Métropole of Montpellier Méditerranée, 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...



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HURRICANE PARKS & HURRICANE TRACKS

From the early years of the Festival, it was necessary to bring the production of sports areas in-house. As a result, a separate entity within the Hurricane Group – its Parks Department – designs, manufactures and assembles all structures "by riders, for riders". Participants benefit from the expertise of the Department's members as all are practitioners of at least one action sports discipline. This guarantees the quality of the Park and ensures new riders are attracted to the Festival.

The Department's international reputation has also led to partnerships with some of the largest federations, e.g. the International Cycling Union (UCI), World Skate (WS), and the International Federation of Gymnastics (FIG).

The Parks Department is divided into two teams: one is responsible for the modular parks assembled at the events; the other installs sustainable structures for cities or private clients. They are complemented by a third newly developed group, Hurricane Tracks, positioned within the Pumptrack and BMX race track markets.

URBAN SPORTS SUMMIT – 29 / 30 MAY 2019 AT MONTPELLIER

Hurricane is organising the inaugural Urban Sports Summit as part of FISE Montpellier. This includes conferences devoted to market participants, the international sports bodies, and cities hosting sports events. On Wednesday 29 and Thursday 30 May, Hurricane will bring together a panel of experts to present their vision for urban sports development. The conferences will be hosted by SponsorshipX, a world-renowned company that places marketing and sponsorship at the heart of the action.

AN ACADEMIC NETWORK – CONSISTENT WITH ITS TARGET OF 15–25 YEAR OLDS

Initially a simple student project, FISE has maintained its relationship with local universities and training organisations. Generations of students have got involved in projects corresponding to their skills. Keyce Business School are participating again this year in the management of site access (e-ticket). The FISE Xperience Series tour is using a digital activation developed by students from the E-art SUP School; the activation connects the visual identity of each stage with mini-games on the theme of action sports. .



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FISE MONTPELLIER TROPHIES – IN ASSOCIATION WITH UIMM

On the same front, the UIMM training centre is involved in producing the trophies for FISE Montpellier 2019. The centre, close to the Hurricane offices in Baillargues, has commissioned its first-year apprentices from CAP Réalisation en Chaudronnerie Industrielle to design trophies of 30x30cm cold-rolled steel, 2mm thick. They will be relatively light and easy to fit into luggage. It is the rider's proudest moment when they wave a trophy, and it is a similar feeling for the apprentices who see their handiwork going to every corner of the world.

EPIC NIGHT COMPETITIONS – FOR LEGENDARY EVENINGS

Although the 5 days of the Festival are intense, they would be nothing without the legendary evenings which drive them. The BMX Dirt and Radar Spine Ramp competitions open evening proceedings in Montpellier, before the iconic night venues take over the baton. This intriguing combination takes place with nearly 2,000 riders and most of the audience aged under 30. It seems that some people even apply their "go big or go home" riding motto with the same devotion on the Skatepark as in the Australian bar or O'Sullivans. No need to advertise! Everyone will tell you that these evenings are not for talking about, they are for experiencing.