



# FISE MONTPELLIER 2022

## THE ECONOMIC ECOSYSTEM OF FISE

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

Action sports have long been considered ‘alternative’ and have evolved in the fairly discrete 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. Now their introduction to the Olympic Games programme at Tokyo 2020 and Paris 2024 has taken them to the cusp of a media explosion.

The strength of action sports today remains their exclusive positioning in the community. This attracts new partners seeking authentic stories that reflect the values and ideas shared by those promoted by the emerging disciplines. Partners aim to enhance mutual interests through a variety of approaches (sponsoring, marketing campaigns, etc.).

In addition to the benefits for public and private stakeholders, large events provide many economic opportunities for the local community. The festival’s reputation in action sport circles is complemented by strong local integration, fully supported by the Occitanie/Pyrénées-Méditerranée region, the city of Montpellier and Montpellier Méditerranée Métropole.

### **The challenges of sports events: the case of the FISE festival**

FISE marks the action sports season with four large-scale tours: local (FISE Métropole-Montpellier Méditerranée); French (FISE Xperience Series); European (FISE European Series), and global (FISE World Series). The values of the local sporting cultures are reflected at each of the stages. Local economies benefit directly and indirectly through the huge number of visitors generated by the events. FISE Montpellier, for example, boasts more than 2,000 riders, 400 accredited journalists, and 500 Hurricane employees (80 full-time). Its 2022 objective is to exceed 600,000 spectators. A similar number of people will be required for transport, catering, accommodation and entertainment, ensuring that the area buzzes with activity to the rhythm of the festival for several months. Hosting a stage also has long-term benefits: the host city is promoted through the networks of many stakeholders: riders, opinion leaders, organisations, institutions, private partners ...



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**AN ACADEMIC NETWORK – CONSISTENT WITH ITS TARGET AUDIENCE OF 15–25-YEAR-OLDS**  
Initially a simple student project, FISE has maintained its relationships with local universities and training organisations. Generations of students have got involved in projects corresponding to their specific skills and this year students from Keyce Business School are once again helping in the organisation of the festival. They will be supervised by members of the FISE Business School, the new marketing and management school dedicated to urban sports.

### EPIC NIGHT CONTESTS – FOR LEGENDARY EVENINGS

Although the five festival days are intense, they would be much less without the legendary evenings. BMX Dirt or RADAR Spine Ramp competitions open the show before the iconic Montpellier night venues take over: an intriguing mix with nearly 2,000 riders and an audience aged mostly under 30. It would seem that some even apply their «go big or go home» riding motto with the same devotion at the Australian Café or O’Sullivan as they do on the Parks. No need to advertise! Everyone says these evenings are for experiencing, not for talking about.

### Economic benefits for the area

For 25 years, FISE Montpellier has been celebrating urban sports by bringing together more than 600,000 fans each year to support 2,000 professional and amateur athletes in the passions that make them tick. In addition to the generation of €15m in local economic spin-offs (Etude LrSet), there are over 1,000 hours of worldwide TV broadcasting reinforcing the global reputation of Montpellier Méditerranée Métropole and the Occitanie regions. This reasserts their status as capital and epicentre of emerging disciplines, some of which featured at Tokyo 2020 and will reappear at Paris 2024.

### FISE Métropole – spotlight on the Parks of Montpellier

FISE would be nothing without all the Montpellier Métropole riders who form the core of its establishment in the area. With its contests in neighbouring communes, FISE Métropole allows local riders to enjoy the festival atmosphere in autumn and spring; at each stage, riders of all levels take to their usual Parks. The youngest riders get to enter their first contest. Local Clubs and associations that work all year round to develop a new generation of riders are promoted. All their efforts are rewarded every year at the FISE Métropole final, held during FISE Montpellier, where the five best riders in each category go head-to-head.



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### URBAN SPORTS SUMMIT : 25–27 MAY 2022 IN MONTPELLIER

As part of its operation at FISE Montpellier, Hurricane is organising the Urban Sports Summit (USS) with conferences dedicated to marketing players, the international sports movement, and sports event host cities. From 25 to 27 May 2022, Hurricane will present a panel of experts to present their vision of the development of urban sports.

The aim of the USS is to connect key decision-makers in the sports sector in order to learn and share materials relating to urban sports. The USS is not just about sport, but about urban culture and sustainable, social and economic development models that will shape its future.

Included in the programme will be exclusive sessions and workshops on topics such as:

- 🚴 The growth of urban sports from the street to the Olympics
- 🚴 Creating major urban sports events that leave a lasting legacy
- 🚴 Building high-performance facilities for tomorrow's champions
- 🚴 How to engage young communities with urban sports
- 🚴 How to design impactful marketing and communication strategies

A 360° urban sports development plan for local, national and international projects.



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### **FISE Business School by Keyce**

The FISE Business School programme has been developed through a collaboration between the event organiser and the Keyce Business School. It offers initial and sandwich courses that help students integrate into the national sports ecosystem. Students are selected on the basis of their passion and interest in action sports, and the complementary nature of their profiles representing the stakeholders involved in their development.

To augment the sports coaching course it has offered for several years, FISE Business School is extending its involvement by preparing the international experts of the future. Already supported by a growing recognition and accelerated by the introduction of the Olympic Games, the unprecedented craze for Freestyle disciplines has instigated the creation of a dedicated school. The aim of combining the academic expertise of a leading business school with that of a group specialising in these emerging sports? To shape a new generation of collaborators and support their development.

The five-year course (3+2 years), accessible from the Bac, will lead to a Bachelor's degree (BBA) in Sports Marketing & Management and an MS (MBA) in Action Sports Marketing & Governance. Lecturers will be selected for their influence and experience in the industry and will include a panel of distinguished professors, stakeholders in French sports events, and decision-makers from international federations and other invested associations.