



West Midlands
Growth Company

Business & Tourism Programme
Birmingham Commonwealth Games
MAKING IT HAPPEN

Midlands Engine APPG
22nd November 2022

A large crowd of people is gathered in Birmingham City Centre, looking at a massive sculpture of a bull. The bull is constructed from various industrial components, including wheels, gears, and metal plates, giving it a mechanical appearance. The sculpture is positioned in the middle of a street, with a large, modern building featuring a decorative, patterned facade on the left. The sky is blue with some clouds. The text 'A record 5 million' is overlaid in the top left, and 'came to Birmingham City Centre during the two-week period of the Games' is overlaid in the top right.

A record
5 million

came to **Birmingham City Centre** during the two-week period of the Games

The Games in numbers



A record
1.5 million
bought tickets for the Games

Nearly
HALF OF THE UK
tuned in or turned up to Birmingham 2022

FINAL

BIRMINGHAM 2022



commonwealth games

LONGINES

UNIVERSITY OF BIRMINGHAM

e-on

CHASE

BRISTOL CITY

Delta

SPORT IS JUST THE BEGINNING

#B2022

BIRMINGHAM 2022

commonwealth games

The event also created

40,000

Jobs, skills and opportunities
for local people, including

14,000
volunteer positions



365m

impressions from our
digital campaign activity

240

venues connected to
share event and
experience listings

120

delegates attended tourism
sector day at UK House

45k

visitors interacted with
the visitor info service

1,600

media articles landed with
a reach of 2bn people

7

Future sporting events
won

8

international fam trips for
travel trade and conference
organisers hosted

34

bookable travel trade
products developed

6

Business events won

Pre-Games January - June 2022



West Midlands
Growth Company



VIRTUAL EVENTS



DUBAI TRADE MISSION



AUSTRALIA MEDIA EVENT

DESTINATION
MANY TWISTS
TO DISCOVER



CANADA & USA TRADE MISSION





West Midlands Conference Ambassadors Network (CAN) Launch



Kabaddi launch



The Meetings Show



MIPIM



Games time Summer 2022



West Midlands
Growth Company



UK HOUSE



1,500+
attendees

The West Midlands
One region, many worlds



WELCOMING THE WORLD



Post-Games Autumn / Winter 2022



West Midlands
Growth Company





West Midlands India Partnership
Diwali Dinner



Travel Trade Training



CHS Birmingham



IMEX USA

Kabaddi World Cup 2025



SPORTING EVENT WINS



COMING SOON!

WORLD TRAMPOLINE CHAMPIONSHIPS 2023 BIRMINGHAM

9 - 19 November 2023

WORLD TRAMPOLINE CHAMPIONSHIPS 2023 BIRMINGHAM



European Athletics Championships 2026

Features

'We don't bang our own drum enough'

Winnipeg, Le Dean and Peaky Blinders - Charlotte Latham on why Britain, hosting the Commonwealth Games from Thursday, deserves its moment of glory

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10 'MUSTS' FOR VISITORS



Winnipeg, Le Dean and Peaky Blinders - Charlotte Latham on why Britain, hosting the Commonwealth Games from Thursday, deserves its moment of glory



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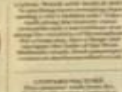
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Attracting a new generation of leisure tourists,
5 million people came to Birmingham during the Commonwealth Games.

Over the summer as a whole:

- A significantly higher proportion of visitors were in higher spending/higher economic impact categories than in the past
- Nearly half were from other parts of the UK, compared with just over a third a decade ago

36%

**were overnight visitors,
more than double the
proportion a decade ago**

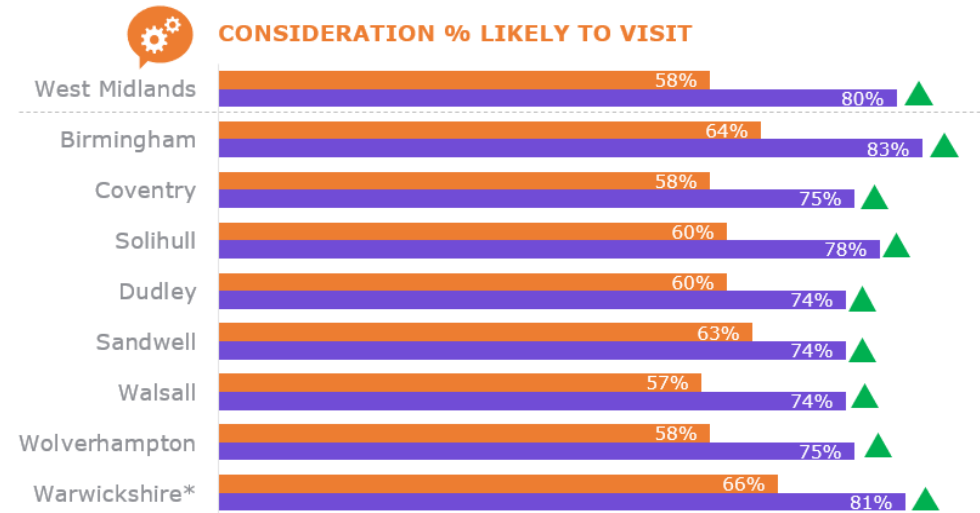
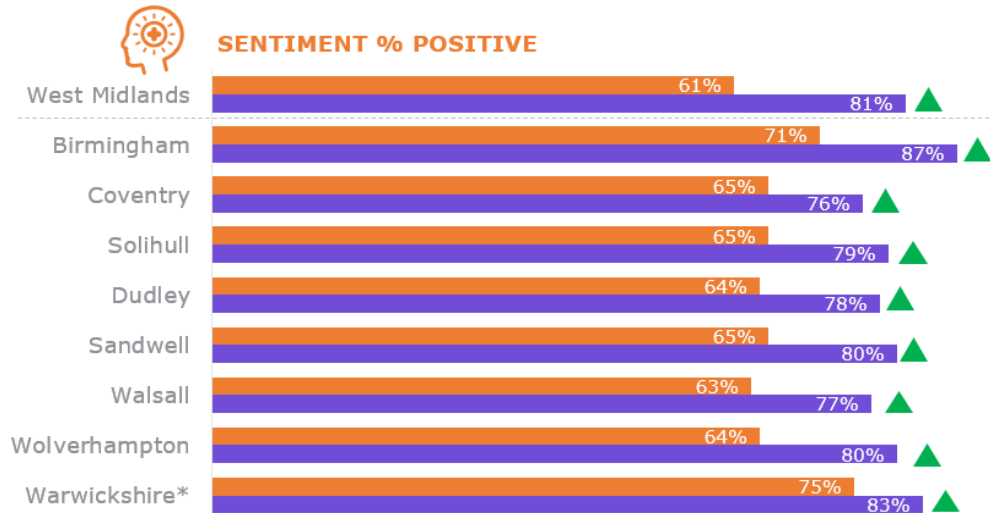
7%

**from overseas,
compared with 5%
a decade ago**



CHANGING SENTIMENT AND INTENTION

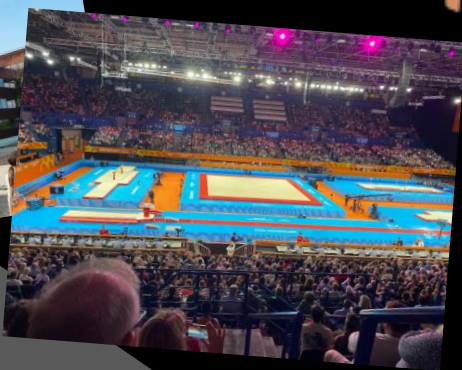
Positive sentiment and consideration among those exposed to the BATP campaign is significantly higher than the average for all leisure travellers.



■ All leisure travellers

■ All who have seen BATP communications

▲ ▼ Significantly different



Making the most of the region's **excellent facilities and event management experience** to bid for other major international conferences and events

13

secured so far for the region



70%

achieved of 2027 end of programme target for BV&E conferences and sporting events



INTO 2023.....



We are here



Jan:
Airbnb West
Mids' Host
campaign

March: ITB
Berlin
BTTS

2027
BATP1
benefits
realised

Airbnb SPONSORSHIP TO JULY

JANUARY - JULY 2023

BATP began



New West Midlands
Tourism & Hospitality
Advisory Board

West Midlands
Tourism Awards



Thank you



Becky Frail
Head of Tourism
West Midlands Growth Company