



Sports Venues Management - Comparison of two sports venues` operational concepts

Bernhard Kipman

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Bachelorarbeit aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, Fachhochschule Kufstein Tirol, Sprache: Deutsch, Abstract: Operational concepts of similar sports venues as – for example – football stadiums can be very different. For this reason, concepts of two famous football stadiums – the VELTINS-Arena and the Wembley Stadium - will be compared in consideration of different characteristics in this essay.

The VELTINS-Arena and Wembley are 21st century state-of-the-art-venues: Both venues are multifunctional spaces with an extraordinary operational concept, what is - in this time - necessary to stay competitive. Despite that, the VELTINS-Arena and Wembley differ in many aspects, which will be treated in this essay.

First, key facts as size, surface, owner, operator, capacity or dimension will be listed to get a short first overview of the two stadiums being compared later. In chapter 2, operational concepts will be described and compared: Information about holding companies, operating company, organizational structure, utilization concept, home teams, sponsors, marketing activities and other important facts will be shortly presented. In the concluding paragraph, operational concepts of the two selected venues will be evaluated and discussed.

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