Increasingly, the mega sporting events have become as much a media spectacle as they have a sporting competition. Cities around the world regard the Olympic Games and the FIFA World Cup as a chance to reimagine themselves with the aim of boosting their tourism industry and attracting new businesses (Essex & Chalkley, 1998). When the United States held the men’s FIFA World Cup final tournament in 1994, the expressed intent was to bill it as a tourist event and not just a sport event (“World Cup Soccer,” 1993). Likewise, the Australian Tourist Commission actively worked to leverage the tourism associated with the 2000 Olympic Games in the years following by inviting the international travel media to visit and showcase various aspects of Australia in their travel writing and television coverage. Following the IOC’s announcement that London would host the 2012 Olympic Games, VisitBritain, the UK’s tourism authority, estimated that over a period of 7 to 10 years between 50 and 75% of the economic benefit of hosting the Olympic Games would be generated from tourism,