

# The Commercial Value of Frisbee Sport Development

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**Abstract:** Frisbee sports has attracted more and more players to join because of its unique "frisbee spirit" and good sports competitive experience, and it has also become one of the fastest growing sports today. China's first Frisbee League will open in August 2022. This is a national mass sports event organized by the State Sports General Administration before the 14th National Fitness Day under the normalization of epidemic prevention and control. The promotion and development of Frisbee sports have already become an important manifestation of the national will. Frisbee sports itself has the characteristics of entertainment, economy, safety and fitness, which makes it constantly approaching the people's field of vision, and at the same time it has become a potential operation target of major brand companies. This paper deeply explores the potential of Frisbee sports in the development of industrialization, and provides a theoretical reference for the promotion of Frisbee sports in my country.

**Keywords:** Frisbee sports, Commercial value.

## 1. Introduction

The Frisbee was invented in the United States in 1948, and became popular in Europe and the United States in the 1970s. Japan was the first country in Asia to promote and develop it, and Taiwan was the first to introduce it. After more than 20 years of changes and development, more than ten formal international competitions have been derived, among which the most popular are: Freestyle Freestyle, Disc Golf Disc Golf, and Ultimate Frisbee (5on5B- mate), Guts and other four major events. Among the above four events, Ultimate Frisbee has been included in the World Games (an international competition of non-Olympic events) as an official event in 2001. In the past 20 years, due to the many characteristics of the sport itself: novelty, liveliness, change, challenging, small differences between men and women, no venue restrictions, etc., it immediately attracted fans of all ages, men and women.

## 2. Analysis of the Current Market Situation of the Frisbee Industry

### 2.1. Data analysis of people in contact with the Frisbee industry

According to relevant data, the search index for "frisbee" on the Internet in February 2022 will go from 294 in January 2021 until the search index exceeds 500 for the first time after February 2022. In July, the index has reached 2404, reaching a new historical height. And the keyword search for "frisbee" is relatively more than the search for "frisbee-related sports search index". From this point of view, the masses of our country are in the stage of understanding Frisbee sports, and at the same time, the number of people who are gradually interested in Frisbee and sports modes is also increasing. According to the latest survey results in 2022, 95% of people said they have heard of Frisbee, while only 4.7% of people have not heard of Frisbee. Among these groups, many people learn about Frisbee sports through media. The rest of them learned about Frisbee sports through WeChat, Weibo and Frisbee clubs.

A more representative example in China in recent years is the Wuhan Bingling Club. Its manager, Xie Qiongyi,

introduced that her club has only been established for half a month, and has already organized 5 events and has nearly 300 members, the vast majority are post-90s office workers.[1] Taking this as the background of the research data, the data provided by the Changsha Frisbee Sports Association shows that the number of Frisbee clubs has soared from a dozen in the past to more than 50, and the number of Frisbee players has increased from less than 1,000 to more than 20,000. On Red, activities and topics related to "Extreme Frisbee" continued to rise. According to the "Top Ten Life Trends in 2022" report, among the top three outdoor projects released by the platform, the ultimate Frisbee pressure camping, paddle board and other projects came out on top, and the release volume increased by 6 times year-on-year.[1]

### 2.2. Analysis of market characteristics of frisbee industry project development

#### 2.2.1. Operation Mode of Frisbee Industry

As a niche sport, Frisbee's low threshold, strong social interaction and low consumption features are favored by the masses. Therefore, the main operating mode of the disk industry is the operation of private clubs. Regular club Frisbee activities are mostly group activities, usually ranging from 20 to 40 people. Frisbee activities require professional Frisbee coaches and spacious venues, which are difficult for individuals to organize and undertake, so commercial clubs are responsible for event organization, venue rental and coaching guarantees. Therefore, a professional community operation team has emerged to provide supporting services. For each event, the price per person ranges from RMB 50 to RMB 68. For a two-hour event, the income of the club ranges from RMB 1,000 to RMB 3,000.[2]

At the same time, the operation mode of the Frisbee community is relatively simple. The first step is to publish pictures, texts and videos on social platforms to attract users, the second step is to create a private domain traffic pool by publishing a flying disk social group, and the last step is to regularly organize flying disk activities. Under the logic of traffic monetization, the operation team caters to the social habits of today's young people and provides special event photography and retouching services, allowing players to leave marks and spread on social platforms after exercising.

Therefore, the explosion of Frisbee has a sports function. and social functions in one.

### **2.2.2. Development Achievements of "Industrialization" of Frisbee Industry**

In the basic industry of frisbee, the competition among the major frisbee brands is very fierce. Among the top ten brands in brand awareness, nearly 49.7% of the people know the Yikun Frisbee brand, followed by 41.5% of the people who know the Decathlon brand and the X-COM brand. Secondly, the frisbee sports industry is characterized by focusing on products and ignoring services. Frisbee products accounted for 70% of the revenue, and customers valued material, quality, pattern, size and color the most.

At present, with the increasing popularity of Frisbee sports and the gradual development of industrialization, related events have also begun to receive official attention. The first China Frisbee League, which will be held in the second half of 2022, has ended perfectly in the Xi'an Division. And in April of this year, extreme frisbee was also included in the compulsory education curriculum plan and promoted as a new sports project. Judging from the competition items, the Frisbee includes the ultimate Frisbee, the accurate Frisbee throw, the accurate throwing relay, the Frisbee cross-country race, the plate bottle and so on.

At the same time, as a competitive sport, most of the competitions in recent years are small-scale friendly matches organized by the people. Take Frisbee throwing, a less confrontational, golf-like game for example. In 2017, with the establishment of CDGC, a domestic frisbee organization authorized by PDGA (World Professional Flying Disc Throwing Association), the frisbee throwing project has gradually emerged in some coastal cities along with corresponding private events, forming a relatively complete frisbee event hosting and operation process. According to the CDGC official website, after several years of development, many member clubs have developed in the Yangtze River Delta, Northeast China, Sichuan and Hainan, and there are 4 to 8 points competitions on its applet every month. In addition to charging a certain registration fee in the process of holding the event, the official website shows that the scale of the event is only. [3]There were dozens of them and they even found sponsors.

## **2.3. Future Forecast Analysis of Frisbee Industry**

From 2017 to 2021, the per capita consumption expenditure of Chinese residents is gradually increasing. From 18322 in 2017 to now 24100. And the market size of China's Frisbee industry is increasing year by year. The increase of the industrial scale market may contain the following trends.

### **2.3.1. Posing will become a trend, highlighting the multiple attributes of sports and social interaction**

"frisbee movement + follow-up" will become a new trend

The rental venue provides photographers, which additionally attracts consumers who like to take pictures. This move is attractive to the general public who are bound by social media, and consumers also automatically help the frisbee field and frisbee sports to advertise. Frisbee is a team sport with multiple attributes such as sports and social interaction. It also meets everyone's various needs for fitness, making friends, and outdoors. It brings more people to the sports field and the sun, and promotes sports consumption.[4]

### **2.3.2. Further strengthening of ductility, from explosive to precise and professional development**

The ductility of Frisbee motion will be further enhanced

It is extended from three aspects. First, as a competitive sport, ultimate Frisbee, Frisbee, gloves, spikes, peripheral equipment including buckles and throwing net pockets can all generate a certain amount of consumption; second, the social attributes of Frisbee The traffic of Frisbee and Frisbee will cause some brands to start some joint activities with Frisbee clubs. This is also a good attempt to realize Frisbee traffic. Third, Frisbee models like Frisbee Golf can be popularized among colleges and universities, so as to develop Become a Frisbee ecology, even a way of life. Frisbee sports will develop from explosive to precise and professional. With the gradual improvement of the epidemic situation, the development model of Frisbee will develop from explosive to precise, that is, the development direction of specialization, professionalization and competition.[4]

## **3. Analysis of the Existing Problems in The Development of the Frisbee Industry**

### **3.1. Disadvantages of promotion brought about by cultural differences**

As a cultural symbol, Frisbee sports represent the much sought after "new middle class" lifestyle. In the current "spectacle society", whether a person can really play Frisbee has received little attention. What is important is whether he/she can show the "appearance" of "participating in Frisbee sports", and this appearance has been demarcated. A coveted lifestyle. Therefore, as reported by the article "Frisbee is popular and stigmatized, I dare not say that I love to play" in the media account "The Bund": "Search for 'frisbee game' on any social network, and most clubs will express the price Including the cost of hiring a photographer. [1]Others are dedicated to taking beautiful photos as a selling point, and will provide action guidance - this guidance is not to play the Frisbee better, but to make the photo pose better." Such "net "Red Pendulum Shooting" is not only a kind of "appropriation" of cultural symbols, but also a kind of "overreach" and "deconstruction" of identity boundaries. Getting thinner.

The identities that the sport defines mean a series of "hot items" suitable for sale in the "marriage market" and "social market": the "new middle class" attracted by Frisbee often has both wealth and leisure time, but also has the quality of self-discipline and rich life interest. In other words, Frisbee is not only a sport, but also acts as a symbolic capital in certain situations, and "frisbee players" are often regarded as suitable marriage partners and social partners. Under such circumstances, it is not difficult to understand that the Frisbee is used as a link to form a blind date bureau and a sorority association. It is also in this process that the utilitarian purpose "colonizes" and "squeezes" the original cultural connotation of the Frisbee movement, making it a means to serve other purposes.[5]

It is in this situation that Frisbee is difficult to generalize from a multi-directional crowd. Because it is only the internal consumption of the "new middle class", and other groups only feel the Frisbee movement and they cannot experience even the sports mode of the plan.

### 3.2. The influence of "fashion" of Frisbee on promotion

The fashion of Frisbee is inseparable from the favor of luxury brands. In addition to clothing, Supreme has a Frisbee co-branded with Wham-O. The price is 24 euros, but the price has more than quadrupled in just one week. Prada has always been the queen of the luxury world. Prada is not far behind. Last year, it opened limited-time stores with the theme of "Prada Outdoor Interesting Garden" in Beijing, Xi'an and Shanghai. At that time, it launched a Frisbee fashion item with a price of up to \$650. GUCCI, which is also a luxury brand, also produced Frisbee in the early years. The all-black bottom surface and the blessing of old flowers gave the Frisbee a new definition. Its price reached 150 US dollars. Along with Chanel Spring Summer 2022, there will be a Frisbee figure. This is an ultra rare and exclusive VIP carbon fiber Frisbee. There are only 9 of them in the world and they are all sold out. The overall material of the single product is made of carbon fiber, and the simple logo is placed in the center. The launch price was as high as \$2,250, and the highest price you can see on the market today is around \$11,000. [2]It is worth thinking about whether the blessing of luxury brands really has a positive impact on the promotion of Frisbee sports? On the one hand, maybe yes, more young people who pursue fashion will learn about Frisbee sports through fashion items or luxury brands. But perhaps on the other hand, the excessive "fashion" of Frisbee may also have a negative impact on promotion. Considering that most people who play Frisbee are students, office workers or "new middle class" young people, if they first recognize Frisbee as a trendy item or a luxury item, then there will be no more People really treat him as a sport or a form of competition.

### 4. Conclusion

In the past two years, as more and more people participate in the frisbee sport, the frisbee sport is deeply loved by the public in many clubs in China. One of the important factors in the Frisbee industry is its low cost and huge commercial potential. With the progress of promotion, the industrialization is gradually taking shape; at present, my country's frisbee sports are mainly operated in the form of clubs, and the main profit points of frisbee clubs are field rent, coaches, equipment, provision of frisbee, gloves, photography and other fees; various competitions are also All were held as scheduled, and the event sponsorship of the

Frisbee project was also developing step by step; Frisbee sports has a huge advantage in the cost of equipment for project development, and the price of Frisbee is generally two to three times cheaper than other sports equipment such as tennis and hockey. However, there are still some obstacles in the promotion and development of Frisbee sports. In Frisbee events, the organization and operation still need to be more precise. As far as the Chinese Frisbee League has just finished, the promotion stage is not popular enough. In the promotion of Frisbee due to cultural differences, the reason why domestic Frisbee is easy to suffer from "stigma" is precisely because it is still an elite lifestyle that can only be enjoyed by "small groups". This way of life has acquired the status of "symbolic capital" - both the key to the popularity of Frisbee and its "unbearable weight". At present, the popularity of Frisbee is still premised on the "power" of the "new middle-class" lifestyle on social media, but to achieve true "popularity" and "nationalization", it is necessary to allow those who cannot prepare on social media. The enviable and even vocal groups can also enjoy the joy and true meaning of this movement. And once such "popularization" and "nationalization" are achieved, the "stigma" surrounding the Frisbee will be easily resolved. It is believed that with the promotion of Frisbee sports step by step, it is just around the corner to develop smoothly in China.

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