

An Exploration of the Economic Benefits of Riot Games' Organization of the VALORANT Champions Tour

In contemporary society, esports has evolved beyond a form of leisure entertainment and is increasingly emerging as a new industry that integrates technology, culture, and economics. This study centers on the VALORANT Champions Tour (VCT) hosted by Riot Games, exploring how large-scale esports events like VCT generate tangible benefits for host cities and related industries from the perspectives of marketing strategy and economic impact.

Using analytical methods such as Porter's Five Forces, SWOT analysis, the 4P marketing mix, and questionnaire surveys, this research provides an in-depth examination of VCT's market influence. The findings reveal that VCT not only enjoys strong international visibility and brand loyalty, but also effectively drives consumer spending, boosts merchandise sales, and promotes tourism and on-site consumption. Survey results further indicate that many spectators who attended the events planned their travel around VCT, underscoring the event's ability to stimulate local economies.

Through this research, we aim to raise awareness of the vast industrial potential behind esports and provide insights that can guide businesses and governments in shaping policies for digital economy and creative industry development—demonstrating "the real-world" value of "the virtual" battlefield.



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