EXECUTIVE SUMMARY of
Sport Event Denmark’s visitor surveys
at 9 major international sports events in Denmark
2006-2009
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Introduction
This is an executive summary of our findings at 9 major international sports events in Denmark, picked out for analysis between 2006 and 2009, by Sport Event Denmark1.

The events, subject to analysis, are:

Table 1. The event title, event period and host city of the 9 events in this Executive Summary

<table>
<thead>
<tr>
<th>Event title</th>
<th>Event period</th>
<th>Host city</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World Artistics Gymnastics C’ships 2006</td>
<td>13 – 21 October 2006</td>
<td>Århus</td>
</tr>
<tr>
<td>The World Floorball C’ships 2007 for women</td>
<td>12 – 20 May 2007</td>
<td>Frederikshavn</td>
</tr>
<tr>
<td>The European Badminton C’hips 2008</td>
<td>12 – 20 April 2008</td>
<td>Herning</td>
</tr>
<tr>
<td>The European Trampoline C’hips 2008</td>
<td>28 April – 3 May 2008</td>
<td>Odense</td>
</tr>
<tr>
<td>ISAF Youth World C’ships 2008</td>
<td>10 – 21 July 2008</td>
<td>Århus</td>
</tr>
<tr>
<td>The European Waterskiing C’ships 2009</td>
<td>19 – 23 August 2009</td>
<td>Vallensbæk**</td>
</tr>
<tr>
<td>IOC 121st Session&amp;VIII Olympisk Kongres 2009*</td>
<td>1 – 9 October 2009</td>
<td>København</td>
</tr>
<tr>
<td>The World Taekwondo C’ships 2009</td>
<td>14 – 18 October 2009</td>
<td>Ballerup**</td>
</tr>
</tbody>
</table>

* called the IOC congress in the text to come ** approx. 15 km from Copenhagen

1 Denmark’s national event support organisation established in 1994, see www.sporteventdenmark.com
Method
Face-to-face interviews. Randomly picked visitor samples of between 130 and 420 spectators and athletes-/team managers\(^2\) at each event. Associated sampling error between 4.9% and approx. 9%.

After the events, the collected responses were computerised and eventually an impact analysis was made by Sport Event Denmark.

What is included in the impact analyses, what is not?
Only spending by visitors for whom the event was “reason to go” are incorporated, i.e. persons visiting the host region specifically for the event (or the event is at least one of more reasons to go).

Only interregional and international visitors’ expenditure at the 9 events are included in the total tourism turnover (TTO). Visitors living less than 25 km from the venue are defined as locals and their expenditure are consequently not incorporated.

The share of international tourism turnover is clearly stated, as only this part of the TTO counts from a national point of view (=injection of foreign currency).

Leackages from the host economy such as import of goods and services from other regions/nations and event staff pedling from the host region to/from their place of residence outside the local economy are implicitly deducted from the generated spin-offs. The input-output model, on which the macro economic model LINE is based, by definition allows for these leackages.

We have calculated crowding out effects for only one of the events (The World Artistics Gymnastics Championships 2006 in Århus) and have therefore not addressed this issue in our report.

Leackages, if any, because local citizens may flee out of their region due to the events are not deducted. Conversely, the positive effect because some locals stay at home to watch the events instead of going abroad (or to another region in Denmark) to watch it there, are not added. We estimate that both are rather insignificant.

In terms of the application of a multiplier we refer to the Danish LINE-model, which implicitly generates this multiplier factor for each of the events. The employment multiplier across the 9 events was almost 1.7 and the value added multiplier 0.69.

The event budgets (expenditure) are not included in the calculation of the macro economic spin-offs. It could be argued that the part of the budgets that comes from outside the host region and is spent in the host region should be included. We have not done so, however, for several reasons.

First and foremost because the macro-economic model that we (and VisitDenmark) use when calculating the tourism turnover in Denmark (including the sports event tourism) is not tailored to incorporate any other expenditure than visitor expenditure on specific categories such as food, drinks, tobacco, transport, attractions etc.

And - compared to the visitor expenditure (with one exception only; the IOC Congress) the part of the Danish event budgets that fulfils the above mentioned criteria is rather small.

So it would still be fair to say that our impact analyses paint a, if not full picture, then a realistic picture of the TTO generated by hosting major international sports events in Denmark.

Overall findings:
A typical sports event visitor in Denmark has been difficult to gauge. In some areas the tendency is clear, but in others there is no red thred in the findings.

Macro-economic spin-offs
Direct effects:
The total tourism turnover (TTO), generated by the interregional and international visitors’ expenditure varies from only 0.32 mio. Euro (the waterskiing event) to 8.5 mio. Euro (the IOC Congress). However,

\(^2\) At the IOC Congress, the participants were not athletes/team managers but delegates etc.
at all 9 events the international share of the TTO is high; between 70% and 100%, which is very positive from a national point of view.

The 9 events generate a TTO of 23.2 mio. Euro, of which as much as 91% is international turnover equal to 21.2 mio. Euro.

**Derived effects:**
Due to the multiplier process, the gross factor income (GFI) or value added if you like is almost 69% of the TTO, equal to almost 16 mio. Euro.

The public revenue derived from the TTO of each of the 9 events varies from 0.09 mio. Euro to 2.7 mio. Euro, but all 9 events have in common that the share of the revenue which goes to the State (Government) is high, between 70% and 95%.

The average number of man years generated is 1.7 per 0.13 Euro TTO.

**Return on Investment:**
The return on the direct public investments in the 9 events is shown in table 2. We have calculated two types of return on investment (ROI).

\[\text{ROI-1} = \frac{\text{TTO}}{\text{direct public investment}}\]
\[\text{ROI-2} = \frac{\text{GFI}}{\text{direct public investment}}\]

**Table 2. Return on Investment (ROI-1 and ROI-2)**

<table>
<thead>
<tr>
<th>Event title</th>
<th>ROI-1</th>
<th>ROI-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>The World Artistics Gymnastics C'ships 2006</td>
<td>6.95</td>
<td>4.37</td>
</tr>
<tr>
<td>The World Floorball C'ships 2007 for women</td>
<td>11.97</td>
<td>7.89</td>
</tr>
<tr>
<td>The European Badminton C'hips 2008</td>
<td>1.20</td>
<td>0.85</td>
</tr>
<tr>
<td>The European Trampoline C'hips 2008</td>
<td>7.20</td>
<td>2.67</td>
</tr>
<tr>
<td>ISAF Youth World C'ships 2008</td>
<td>2.60</td>
<td>1.40</td>
</tr>
<tr>
<td>The European Waterskiing C'ships 2009</td>
<td>2.89</td>
<td>1.18</td>
</tr>
<tr>
<td>World Wrestling C'ships 2009</td>
<td>1.41</td>
<td>0.80</td>
</tr>
<tr>
<td>IOC 121st Session&amp;VIII Olympisk Kongres 2009*</td>
<td>2.46</td>
<td>2.00</td>
</tr>
<tr>
<td>The World Taekwondo C'ships 2009</td>
<td>2.16</td>
<td>1.32</td>
</tr>
</tbody>
</table>

**Visitor expenditure**
The average 24 hours-expenditure for visitors spending the night in the host region is 108 Euro (Danish spectators) and 154 Euro (international spectators).

The average 24 hours-expenditure for visitors spending the night in the host region is 106 Euro (Danish athletes/team managers) and 195 Euro (international athletes/team managers). The relatively high expenditure made by international athletes/team managers is primarily due to the fact that IOC-delegates are part of this group.

**Other findings**
The 9 events generated 71 event days in Denmark, implying that on average each event lasted for 7.89 days. For comparison, each Danish spectator with bed nights in the host region spent on average 3.7 days there, whereas their international counterparts spent 5.6 days and the athletes/team managers 8.3 days.

The typical spectator at the 9 events is male, aged 25-50 years. The share of local spectators in the group of Danish spectators is in the range of 20% and 84% and the majority of spectators are not practising the sport, in question, themselves.
Basically, the spectators attend the 9 events primarily because of general interest in the sport, in question, and secondarily because they practise the sport themselves. The first time they heard about the event was through the sports community itself (national federation/club) and friends/family.

In half of the cases, the spectators came to know about the event more than 1 year ahead and especially the international spectators bought tickets immediately after.

To some extent the organisers succeeded in inducing the spectators to leave the venue area and go sightseeing in and/or outside the host region (every 3rd, on average and more international than inter-regional spectators). The sightseeing focused on the well-known Danish attractions such as The Old City in Århus (Den Gamle By i Århus), the Aros Museum in Århus, Skagen (Northern part of Jutland), Tivoli (Copenhagen) and the North Sea (Vesterhavet).

Between 11% and 37% of the international spectators extend their event stay and make holidays in Denmark, mainly in Copenhagen.

At all 9 events the share of both spectators and athletes/team managers who experienced value for money without any reservations is high. Spectators on average 85%, athletes/team managers 78%.

Indeed, it is encouraging that even though there may be trifles3 at the events that the visitors are not fully pleased with, they are able to abstract away from these blemishes and evaluate the events from an overall point of view.

The international visitors who had not visited Denmark prior to the events (approx. ½) had both positive, neutral and negative thoughts of the country and the Danish population beforehand. From “beautiful scenery”, “relaxed atmosphere”, “safe place” to “expensive”. After the event visit well over every 4th of the spectators and every 3rd of the athletes/team managers had changed their mind about Denmark and the Danes, i.e. most of them in a positive direction, and the reasons they gave were primarily: “more friendly” and “more clean”.

The majority of international spectators who had visited Denmark prior to the events came here for the first time as a leisure tourist and/or to watch a sports event and the athletes/team managers to watch and/or participate in a sports event.

Factors influencing visitors’ spending
We have identified these factors at sports events in Denmark:

**Spectators:**

1) Opening hours of shops (relatively restricted in Denmark)
2) Size of host city (the larger, the more spending)
3) Location of venue compared to the host city downtown
4) Frequency of shuttlebus to/from the host city downtown
5) Range and price level in shops
6) Use of domestic transport; taxi or public and the extent of it
7) The proportion Danish Kroner to own currency
8) Visitor nationality and/or if the visitor is national vs. international
9) Purchase of high-profiled tickets or not (or tickets for free)

**Athletes/team managers (the above factors plus the below):**

1) Lay-days in the event period without competitions mean time to spend money
2) If the athletes/team managers who are no longer in the competition stay or go home
3) If the participating nations, their inhabitants and/or sports federations are affluent
4) If the event is a congress

For further information, please contact senior analytical adviser Birgitte Schultz, bs@sporteventdenmark.com.

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3 E.g. opening hours in shops too restricted, hotels and shops too far from venue etc.