



## Executive Summary Impact Analysis and Volunteer Survey



**UCI Track World Championships 2010  
in Ballerup Super Arena, Denmark**

# Table of Contents

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	<u>Page</u>
Preface	1
Facts of the event and its volume	2
The contents of this report	2
The purpose of the impact analysis	2
The purpose of the volunteer survey	3
The event in 2002 vs. the event in 2010, both in Denmark	3
Executive Summary	4
Macro-economic spin-offs	4
Return on Investment (ROI)	4
Who and how are the spectators	4
Who and how are the participants	5
Volunteer survey	6
Enclosure 1 – days of interviews, sample vs. total population	9
Enclosure 2 – spectator demography, place of residence	10
Enclosure 3 – macro-economic model	11

## EXECUTIVE SUMMARY

### Impact analysis and volunteer survey

#### UCI Track World Championships 24 – 28 March 2010 in Ballerup Super Arena, Region of Copenhagen



Photo: The Danish 4 km pursuit team

#### Preface

Between 24 and 28 March 2010, Ballerup Super Arena successfully staged the UCI Track World Championships for the 2<sup>nd</sup> time. First time was back in 2002 and the event was also at that time subject to an impact analysis by Sport Event Denmark<sup>1</sup>, similar to this one in many ways, but without the volunteer survey part. A comparison between the results of the 2002 event and 2010 event is available later in this report.

The UCI Track World Championships 2010 are part of the UCI BikeCity package, which comprises 6 major international cycling events with the UCI Track World Championships as the flagship.

The UCI Track World Championships 2010 were organised by:

- DCU (The Danish Cycling Federation)
- The City of Ballerup
- The City of Copenhagen/Wonderful Copenhagen
- Region of Copenhagen/The Capital Region
- Sport Event Denmark

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<sup>1</sup> the Danish national event support organisation

#### Some facts on the event and its volume:

- Ticket sales appr. 7000, equal to Euro 88,400. 4.700 tickets were handed out for free
- 1,096 persons (338 riders, 758 team managers/officials) from 37 nations participated
- The 37 delegations were primarily accomodated in hotels in Copenhagen and Ballerup
- The City of Ballerup funded Euro 93,333 of the costs of the event budget<sup>2</sup>
- The total BikeCity package is funded by Euro 133,333 by the City of Ballerup
- The total BikeCity package is funded by Euro 426,666 the City of Copenhagen
- The total BikeCity package is funded by Euro 440,000 by the Capital Region
- The total BikeCity package is funded by Euro 1.8 mio. by Sport Event Denmark
- Almost 100 volunteers worked for 5,090 hours at the event<sup>3</sup> (prior, during, after)
- Denmark won a gold medal in the scratch discipline (Alex Rasmussen)
- 268 media representatives reported and tv-transmitted from the event. Of these, 200 were international

#### The contents of this report

1) a survey (face-to-face interviews) on 2 event days in and at Ballerup Super Arena to measure the sports event visitors' expenditure, their evaluation of the host region, event set up, organisers etc. 414 valid responses were collected.

and

2) a survey (through a link to a questionnaire on the internet) to track the volunteers', demography, motivation factors, earlier experience re. voluntary work, evaluation of the organisers, readiness to work again as a volunteer at future sports events etc. 46 valid responses were collected.

#### The purpose of the impact analysis

To track "who is the typical spectator at this event?" in terms of age, gender, place of residence, duration of event stay, "self-participation" in the cycling sport, size of the visitor group he/she is in, how does he/she come to the venue, how did he/she become aware of the event, when did he/she buy ticket for the event etc.

But also in terms of international spectators; what, if anything, did they know about Denmark before their event stay, had they been here before, did the event stay make them change their mind about Denmark and the Danes etc.

And regarding the participants; what did they do when they were out of competition, how did they range the UCI Track World Championships 2010 compared to earlier World Championships and many other things.

The reported data will add to the know-how that Sport Event Denmark already possesses about event hosting in Denmark; a know-how, which we as a national event support organisation offer Danish event organisers for free.

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<sup>2</sup> Reduced venue rent, worth Euro 93,333, leaving DCU with only Euro 66,666 left to pay

<sup>3</sup> Estimated value Euro 106,666

Only by knowing the sports events visitors' preferences, background etc., future hosts are likely to comply with the visitors' needs and attract the large amount of spectators and participants they are striving for.

The purpose of the volunteer survey

To track "the typical volunteer at a sports event in Denmark" in terms of demography, motivation factors, earlier experience re. voluntary work etc.

Only by knowing the volunteers' motivation and extent of passion for the sport etc., future hosts are likely to meet the volunteers' needs and attract the necessary amount of volunteers for future events.

The event in 2002 vs. the event in 2010:

A comparison is possible, only on a limited number of areas. Partly because the macro economic model used to evaluate the generated spin-offs of the event in 2002 is not the same as in 2010 and partly because the ticket sales in 2002 were only estimated, whereas in 2010 the ticket sales used in the report are real.

Also, the 2010 survey is more comprehensive and detailed.

These are the aspects left for direct comparison:

<b>Aspect</b>	<b>2002</b>	<b>2010</b>
International share of TTO <sup>4</sup>	80%	70%
Sample size, no. of responses	398	414
24 hrs expenditure <sup>5</sup>	Euro 164	Euro 125
Spectators men/women	83%/17%	69%/31%
Local share of spectators	36%	25%
Sightseeing% participants	34%	43%
Most visited sightseeing destination	Copenhagen	Copenhagen

\* host city + a radius of 25 km

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<sup>4</sup> Tourism Turnover = visitors' expenditure (except for local citizens from the host region)

<sup>5</sup> Highest average observation, in 2002 and 2010 prices, respectively

## EXECUTIVE SUMMARY

The results in the 2 surveys, which come as a surprise to us, either from an isolated point of view or compared with our previous, similar surveys are marked with *italics*.

**Main results from the sports event visitors survey based on face-to-face interviews on 2 event days in and at Ballerup Super Arena (414 valid responses):**

### Macro-economic spin-offs and Return on Investment (ROI)

From a Danish point of view and compared to the other major international sports events scheduled in 2010 in Denmark, the event was relatively large in terms of participants and spectators.

1,096 riders/team managers etc. from 37 nations participated in the event and, along with approx. 250 media representatives and others, they generated a tourism turnover (TTO) of 2.2 mio. Euro, of which 70% was international turnover.

The public revenue derived from this TTO totalled almost 0.6 mio. Euro, of which the Danish government (the state) received 70%.

From a national point of view the event generated 21.5 manyears and a Gross Factor Income (GFI) of well over 1 mio. Euro.

ROI:

<u>Total Tourism Turnover</u>	<u>2.17mio.Euro</u> =	2,09
Public funding (SEDK/host city/host region)	1.04 mio.Euro	

### Who and how are the spectators?

44% of the Danish spectators and 64% of the international spectators practise cycling themselves.

The local spectators' support to the host city's efforts to bid for and run major international events is substantial. As many as 81% of them would like Ballerup to regularly host all kinds of events, not only sport, and 6 out of 10 are directly proud of the fact that they live in a pro-active city.

*As many as 72% of the international and 94% of the Danish spectators recall one or more events, staged in Ballerup in 2009.*

*7 out of 10 Danish spectators and 2 out of 10 international spectators have been in the Ballerup Super Arena before. The majority of them to watch the annual 6 days race.*

Well over 7 out of 10 spectators became aware of the track event in Ballerup through the sports community, including the event website, which played a big role, especially for the international spectators.

Every 3rd spectator became aware of the track event at least 1 year before the event period and what primarily tricked them to buy one or more tickets to the event was their basic interest in this specific sport.

On an average, every international spectator buys tickets for 3.19 event days compared to the the Danish spectators' average of 1.91. Almost every 4<sup>th</sup> Danish spectator waited to buy ticket(s) for the event till <1 week before the event started.

The international spectators, staying overnight in Denmark in connection with the track event, spend 4.17 bednights whereas the Danish spectators spend only 2.56 bednights in the host region. Almost every 5<sup>th</sup> international spectator visits other regions in Denmark during the track event, primarily the City of Copenhagen.

The international day tourists spend on an average 2.76 days in the host region and the Danish day tourists 1.69. I.e. they drive to and from the event more than 1 day.

The majority of interregional (=non-local Danish) spectators are day tourists (73%), whereas most international spectators stay overnight (74%), 7 out of 10 at a hotel.

Relatively few (especially interregional) spectators go sightseeing during their event stay, but the ones who do, prefer "shopping in Copenhagen". *Surprisingly, the interregional spectators, who go sightseeing, spend more money on the activity than their international counterparts.*

The event spectators are very satisfied with both the staging of the championships and the host region as event venue. But especially they are satisfied with the speaker and the atmosphere in the arena. As many as 90% Danish and 92% international spectators evaluate that their event stay lives up to their expectations.

Well over half of the international spectators (54%) have visited Denmark before. For the remaining 46%, the event in Ballerup served as a catalyst for their first-time visit and the event visit made 40% of these international spectators change their mind about Denmark and the Danes – in a positive way (more friendly).

#### Who and how are the participants?

On an average, the delegations (riders, team manager et.) spend 8.1 nights in Denmark. To this comes the fact that 7% of the individuals extend their event stay, primarily by a visit to Copenhagen. *As many as 2 out of 3 participants had visited Denmark before, 91% of these due to participation (or attendance) in a sports event. In other words, sports events served as a catalyst for their firsthand impression of Denmark then.*

The 33% international participants who had not visited Denmark before the championships, mainly associate Denmark with "expensive" (46%) and "cold climate" (39%). Only 6% state that they "had not heard about the host nation before". Conversely, many international participants had not heard about the host region before (33%). But the ones, who had, primarily associate it with "sport" (30%).

Only every 8<sup>th</sup> of the 33% who had not visited Denmark before the event stay changed their mind about Denmark and the Danes – in a positive way that is (more friendly), as was seen in the "spectator"-section as well.

*16% of the participants are accompanied by family members and/or friends. On an average by 3.6 persons. The majority of the 16%, however, are accompanied by 1-2 persons.*

*As many as 43% of the participants spend some of their spare time in the host region on sightseeing, 33% relaxed, whereas only 15% say that they spend their spare time on training further.*

The 43%, who went sightseeing, spend on an average 73 Euro on the activity, mainly on shopping.

81% of the participants are accommodated in a hotel and 93% are pleased about their accommodation. Only 4% are unsatisfied due to "too expensive", "cleaning too fast", "bad food and service" and "not enough internet".

The participants are very satisfied with both the staging of the championships and the host region as event venue. The majority of them (55%) find the staging of the championships "as good as previous championships", 41% find it "better" and only 4% worse". In particular, they are satisfied with the "track cycling facilities", which as many as 95% find very good or good. 8 out of 10 international participants evaluate that their event stay lives up to their expectations.

Every 4<sup>th</sup> participant find that there were too few spectators in the arena, but on the other hand, the majority of participants find that the ones present are "great".

*The 6% of the participants, who evaluate their own performance at the event as disappointing, are relatively less pleased about their event stay as a whole than the rest of the participants.*

**Volunteer survey based on a link to a questionnaire on the internet one week after the event (46 valid responses were collected):**

The statements that come as a surprise to us, either from an isolated point of view or compared with our previous, similar surveys are marked with *italics*.

The volunteers drive on an average 28 km each way to/from their place of residence to work at the event.

88% of the volunteers at the event are men. 51% of all the volunteers are men >50 years, which means that this segment is overrepresented at the event, as it makes out only approx. 24% of the total Danish population.

The majority of the volunteers (60%) are working full-time in their civil life, but there are also many senior citizens (25%) at the event. Only 2% are out of work.

Almost half of the volunteers at the event has middle-range or long-range skills (=the largest segment in the survey), which means that it is overrepresented at the event, as it makes out only approx. 26% of the total Danish population.

2 out of 3 volunteered through a sports federation or club.

As many as 96% of the volunteers at the event had worked as a volunteer before; 76% at a sports event and 9 out of 10 of these 76% had volunteered specifically at a cycle sports event.

*Fortunately, as many as 90% would like to join a future cycle sports events as a volunteer and 10% answer "maybe". Nobody answers "no". This is a very encouraging result, keeping in mind that Denmark is hosting the UCI World Road Championships 2011 in the Capital Region.*

The most frequent reason to sign up for the voluntary work at the event is (32%) "I practise the sport myself or someone in my family do(es)" and the 2nd most frequent reason is (31%) "I do it for the experience". Only 3% mention "because it is a plus on my Curriculum Vitae". But, after the event, as many as 8 out of 10 volunteers state that they think the event work has strengthened their personal skills on several areas and added value to their CV.

The areas, in which the volunteers evaluate that their skills have been strengthened are especially their social competence and *the ability of tackling stress situations*. 83% find that their qualifications have been improved in two areas, on an average.

The main part of the volunteers volunteered at the event for five days (33%). The average is 5.2 days, primarily during the event (29%) as well as before/during and after the event (29%). Only 5% worked merely after the event.

More than 9 out of 10 (93%) find that the challenges they face at the event are easy to understand or easy to handle, but *12% would have wanted a bigger responsibility*.

3 out of 4 find that the number of volunteers recruited for their specific scope of work are sufficient, however, 18% find it insufficient.

3 out of 4 find that the voluntary work was challenging in the positive sense of the word.

88% think that the cooperation with the other volunteers went very well, whereas 12% find it a mixed blessing. Nobody finds the cooperation unsatisfactory.

83% think that the cooperation with the organisers went very well, especially during the event period.

3 out of 4 feel that the event was well-organised, 22% answer "yes and no", and only 3% answer "no". This evaluation is commensurate with the event spectator result.

47% had especially positive experiences at the event, whereas only 14% had especially negative experiences.

Well over 3 out of 4 are pleased with the reward they get for volunteering, whereas 15% find it too modest.

*88% think that the food and drinks that they get is nice and sufficient. Only 5% is not pleased with it. This is very positive compared to our previous volunteer surveys.*

8 out of 10 are pleased with the briefing/information from the organisers, especially during the period up to the event. Only 5% are unhappy with it.

88% find the teamwork very positive and 12% state "yes and no".

According to 88% of the volunteers, the event organisation kept what they promised beforehand, and only 2% did not agree. The rest of the volunteers think "yes and no".

26% had suggestions or comments to the organisers for future improvements.

The qualitative statements are in enclosure 4.

# Enclosure 1

**Table A. Days of Interviews - spectators**

<b>Day</b>	<b>Danish</b>	<b>International</b>	<b>Total</b>
27 March	198	135	<b>333 ( 80%)</b>
28 March	16	65	<b>111 ( 20%)</b>
<b>Total</b>	<b>214 (52%)</b>	<b>200 (48%)</b>	<b>414(100%)</b>

**Table B. Days of Interviews – athletes, team managers etc.** (participants/delegations)

<b>Day</b>	<b>Danish</b>	<b>International</b>	<b>Total</b>
27 March	3	49	<b>52 (78%)</b>
28 March	0	15	<b>15 (22%)</b>
<b>I alt</b>	<b>3 (4%)</b>	<b>64 (96%)</b>	<b>67 (100%)</b>

**Table C. Sample**

<b>Day</b>	<b>Danish</b>	<b>International</b>	<b>Total</b>
Spectators	211		211
Spectators		136	136
Participants	3	64	67
<b>I alt</b>	<b>214</b>	<b>200</b>	<b>414</b>

**Table D. – Total population**

<b>Group of sports event visitors</b>	<b>No. of persons</b>
Danish participants	22
International participants	1,074
Danish spectators (attendees)	4,643
International spectators (attendees)	1,067
Danish media	68
International media	200
Volunteers and staff in sales stands	150
<b>Total</b>	<b>7,202</b>

## Enclosure 2

**Table A. Demography - spectators**

<b>Gender</b>	<b>Danish</b>	<b>International</b>	<b>Total</b>
Women	24%	39%	100%
Men	76%	61%	100%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The male part of the audience makes out 69%. I.e. roughly 7 out of 10 spectators are a man.

**Table B. Spectators' place of residence – Danish**

Ballerup	13%
Skovlunde	2%
Copenhagen	10%
Outside the host region (radius Ballerup > 25 km)	75%

2 out of 3 Danish spectators come from outside the host region, which means that their expenditure is included in the tourism turnover.

**Table C. Spectators' place of residence - International – top 3**

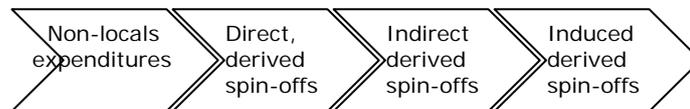
England	57%
Germany	6%
Sweden	6%

17 nations are represented in the sample.

## Enclosure 3 - Macro economic model

Figure 1 illustrates the economic circuit, initiated each time a sports event guest from outside the host region spends his or her money in Denmark. This circuit is basically what the applied macro economic model "LINE" is all about, developed by Akf, Institute of Local Government Studies - Denmark and used widely by VisitDenmark and Wonderful Copenhagen as well.

**Figure 1. The macro economic circuit** (Source: SEDK)



The economic circuit is based on a demand oriented consumption (ref. Keynes) assuming that individuals' real disposable income leads to a certain level of consumption. Figure 1 illustrates this: step 1 is the event guests' expenditures (called tourism turnover = TTO) which lead to direct derived impacts such as an increase in sold bednights within the accommodation sector, resulting in indirect derived spin-offs such as sub-contractors' increased sales, leading to induced derived spin-offs (more manpower needed, who gets the opportunity to spend more money and pay more tax!).