



SPORT EVENT DENMARK

Hosting Winners



Effektmåling og frivillighedsundersøgelse
ISAF VM ungdomssejls 2008
Århus

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Hosting Winners



SUMMARY

Impact analysis and volunteers survey
Volvo Youth Sailing ISAF World Championship 2008
9 – 20 July 2008 in Aarhus

made and written by Sport Event Denmark (analytical advisor Birgitte Schultz) October 2008
For further info, please see: www.sporteventdenmark.com.

INTRODUCTION:

2 separate surveys were conducted by Sport Event Denmark, on our own initiative, account and responsibility:

- 1) 262 respondents (sailors/team leaders and spectators) at the event, 4 days of face-to-face interviews
- 2) 119 respondents (volunteers, self-completion of questionnaire, either in writing or on the Internet)

SUMMARY – IMPACT ANALYSIS:

These are the results, in short, of the 2 conducted surveys:

1.1. Macro economic impact

Macro economic spin-offs	To host region (Aarhus + 25 km)
Tourism turnover (TTO)	Euro 720,000*
Number of bed nights	5,694**
Number of day visits	25

* 97% of which is by international guests ** 95% of which is by international guests

Further to the above figures, 356 holiday bed nights were generated all over Denmark by the sailors-/team leaders and the youngster's relatives, amounting to Euro 54,000.

The above TTO led to spin-offs such as:

Man years	Approx. 10
Public revenue	Euro 267,000
Gross Factor Income (GFI)	Euro 400,000

The average 24 hours expenditure per sailor/team leader was Euro 105.

1.2. Intangible impacts

This summary only includes sailors/team leaders' characteristics. The average sailor/team leader (majority):

- has not been in Denmark before (72%)
- was here for the first time due to a sport event (40%)
- associates Denmark with "cold climate" (54%)
- has not changed his/her mind about Denmark/Danes having met us for the first time in Aarhus (59%)
- has not associations to Aarhus (61%)
- is not accompanied by relatives (however, 32% is, and on an average by more than 1 person)
- spends 9 bed nights in Aarhus due to the event
- finds the hotel, he or she is accommodated in very nice or nice (78%)
- misses tumbler drier and room for wet clothes in hotel rooms
- relaxes on lay-day 15 July (59%) but the other 41% do a lot of things such as gocarting and shopping
- spends more money on lay-day 15 July than on the other event days (70%)
- spends on an average DKK 105 per 24 hours in the event period and quite a lot on shopping
- does not spend extra holidays in Denmark beyond the event period (although 15% does or may do)
- is ambiguous as to the food and drinks they get (41% very nice/nice, 37% medium, 20% not so good)
- a small majority finds the food and drinks better than the event 2006/2007 in UK/CAN (37%)
- a small minority finds the food and drinks worse than the event 2006/2007 in UK/CAN (35%)
- the remaining 28% find it at the same level as 2006/2007 in UK/CAN
- finds the venue and facilities there very good/good (57%)
- finds Den Gamle Toldbod very suitable/suitable as headquarter for meetings, rest, catering etc. (58%)
- finds the shuttle bus service very good/good (62%)
- finds Aarhus very suitable/suitable as host city of the event (78%)
- what he/she doesn't like about Aarhus as venue is mainly "cold climate" & "too far to hotel/Toldboden"
- finds that the organizers have fully succeeded in making the event a "youth event" (as many as 80%)
- finds that their event stay fully lives up to expectations (72%) and partly (19%)

What is worth emphasizing is that as many as 80% of the sailors/team managers recognize Sailing Aarhus' efforts to make the event a true "youth event".

What the sailors/team leaders highlight as particularly positive things about the staging of the event are:

- beautiful city, Aarhus
- very good organization
- city bikes fine, but we need more
- much friendlier people than expected
- all Danes speak English
- good volunteers at the sea/course
- lots of fun
- everything works
- good sailing conditions
- great girls
- many students

What the sailors/team leaders highlight as particularly negative things about the staging of the event are:

- climate colder than expected
- no tumble drier at hotel
- too little space for wet clothes
- more vegetables and fruits for dinner please
- a little more variety in catering please
- too bad that hotel, venue, eating etc. are not in the same place as in the UK 2006
- too much wind
- no shuttle bus back to the hotel after dinner
- too many construction activities in harbour area
- more activities related to city for competitors please
- too expensive

SUMMARY – VOLUNTEERS’ SURVEY:

Thanks to 250-300 volunteers Sailing Aarhus and the City of Aarhus succeeded in making the ISAF event successful.

A typical volunteer at the youth event in Aarhus has the characteristics mentioned below:

- is a man of at least 50 years of age
- is living within a radius of 10 km from downtown Aarhus
- is a full-time employee
- has middle-range training (education of 3 to 5 years)
- is recruited from a sports club/federation
- has worked before as a volunteer at other sailing events
- his primary motivation is the excitement to “be part of it all” and to meet new people/friends
- finds afterwards that the voluntary job has been qualifying, mainly the social aspect counts
- works voluntarily for 8 days on the ISAF event (prior, during and/or after the event)
- finds his tasks easy to understand and easy manageable
- finds the number of volunteers recruited suitable
- finds the voluntary job a challenge, in the positive sense of the word
- finds his responsibility proper
- finds the cooperation with the other volunteers fully satisfactory
- finds the cooperation with Sailing Aarhus satisfactory
- finds the event well organized
- would like to work as a volunteer again at a future sailing event
- finds the “reward”/recognition for working as a volunteer proper
- finds the food and drinks for the volunteers and the regulations in this respect alright
- finds the communication/information with/from Sailing Aarhus fairly satisfactory
- finds it definitely alright that the info from Sailing Aarhus is sent by e-mail /through event website
- finds especially the volunteer café good as one of more Sailing Aarhus initiatives up to the event
- finds the volunteer handbook good, mainly because it includes the necessary info and is comprehensible
- finds that Sailing Aarhus’ behaviour towards the voluntary staff match his expectations

What the volunteers highlight as particularly positive things about the staging of the event is:

- it has been fantastic to see all the youngsters so happy and to meet other volunteers

What the volunteers highlight as particularly negative things about the staging of the event are:

- safety boats too bad, too low priority
- food and drinks could be better and were insufficient
- communication and information from Sailing Aarhus could be better, came too late