

2019 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS - Bogense, Denmark

Impact report, April 2019

Final report

Contents

Executive Summary	03
Introduction	05
Section 1: Visitors to Bogense	06
Section 2: Media and teams	11
Section 3: The economic contribution of the UCI Cyclo-Cross World Championships	15
Section 4: Event engagement	19
Appendices	24



Executive Summary: Overview of report

The 2019 UCI Cyclo-cross World Championships ('the Event') brought one of the flagship events of world cycling to Bogense, Denmark. The investment in this Event brought thousands of visitors to Bogense, alongside competitors from 24 nations, media and officials, while showcasing both Bogense and Denmark to an international audience.

In addition to providing one of the sport's great spectacles, the Event drove economic and broader impacts within Bogense, and Denmark more broadly. This impact report presents the findings of EY's analysis of the impact of the UCI Cyclo-cross World Championships, focusing on the following key areas:

- ▶ Visitors to Bogense
- ▶ Media and teams
- ▶ The economic contribution of the UCI Cyclo-cross World Championships
- ▶ Event engagement

This impact report provides an assessment of the impact of the Event, based on a combination of primary and secondary information.



Executive Summary: Key findings

The main findings of this report are as follows:

- ▶ 10,100 unique spectators attended the UCI Cyclo-cross World Championships, contributing to total Event attendance of 15,000 over two days
- ▶ 7,600 unique attendees - 76% of the total - were visitors from outside of Bogense and the surrounding region
- ▶ In total, visiting spectators to Bogense spent €2.7m during their stay, directly benefitting a range of sectors
- ▶ 296 media personnel travelled to Bogense, while over 280 riders from 24 nations were present
- ▶ In total these visiting media and teams spent over €0.7m in Bogense over the course of the Event
- ▶ The activity supported by these additional expenditures generated by the Event provided a €3.6m boost to the economy of Bogense and the surrounding region, in terms of the contribution made to regional Gross Value Added (GVA)
- ▶ This is equivalent to supporting the annual employment of 84 people within Bogense and the surrounding region
- ▶ Attendees rated the Event highly, with 94% of attendees reporting being 'satisfied' or 'very satisfied' with the Event
- ▶ The Event had a positive impact on encouraging future visitors to Bogense and the surrounding region, with 83% of visitors from areas of Denmark outside of Bogense suggesting they would be likely or very likely to return for a holiday
- ▶ The overall Event reach across Facebook, Twitter and Instagram exceeded 3.6m impressions



10,100
Unique spectators
attended the Event

7,600

Visitors from outside
of Bogense and the
surrounding region



€3.6m
GVA boost to Bogense
and the surrounding
region

3.6m

Social media reach
and impressions



Introduction

This report presents an assessment of the impact of the UCI Cyclo-cross World Championships, based on a combination of primary survey evidence and secondary information.

There are four main channels of impact that flow from the UCI Cyclo-cross World Championships:

- ▶ **Visitors to Bogense** - supported by people travelling to Bogense for the purposes of the Event
- ▶ **Media and teams** - supported by the presence of media covering the Event in addition to the racing teams and their support staff
- ▶ **Event engagement** - the relationships developed with visitors and broadcast audiences that may drive future benefits to Bogense
- ▶ **Event delivery** - supported by the investment and operations of Event organisers, sponsors and partners

This report presents findings related to the analysis of each of these channels of impact to present an overview of the Event, and the contribution made to the regional economy.



1. Visitors to Bogense



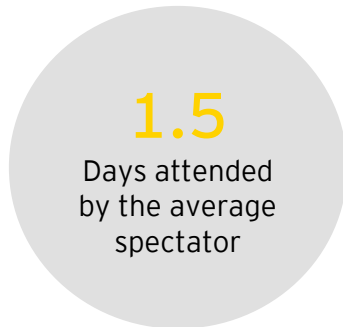
Total attendance at the Event was 15,000, including 10,100 unique individuals

- ▶ Attendance at the Event was recorded at 15,000 over the two days.
- ▶ Spectator surveys suggest that on average spectators attended 1.5 days of the Event.
- ▶ This suggests that 10,100 unique visitors attended the Event in Bogense.

2019 UCI Cyclo-Cross World Championships attendance figures

Date	Attendance
Sat 2 nd Feb	6,000
Sun 3 rd Feb	9,000
Total	15,000

Source: UCI



Source: EY analysis

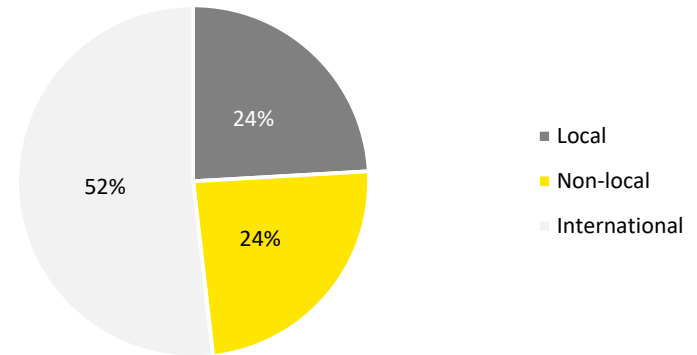


Source: EY analysis

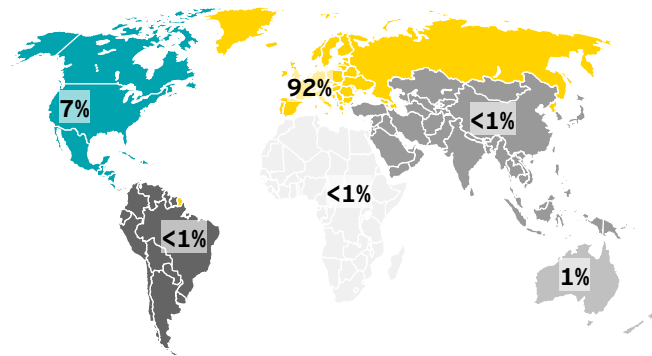
7,600 unique attendees - 76% of the total - were visitors from outside of Bogense

- ▶ Visitor surveys suggest that over 7,600 attendees were estimated to have travelled from outside of Bogense and the surrounding region.
- ▶ Of those, over 2,400 came from other regions in Denmark, while 5,200 travelled from abroad.
- ▶ The majority of international visitors came from within Europe (92%).
- ▶ The top four origins were European countries: Belgium, the Netherlands, Germany and the UK, with the USA making up the top five. These countries collectively accounted for 79% of international visitors surveyed.
- ▶ A small number of international attendees came from Australia (1%).

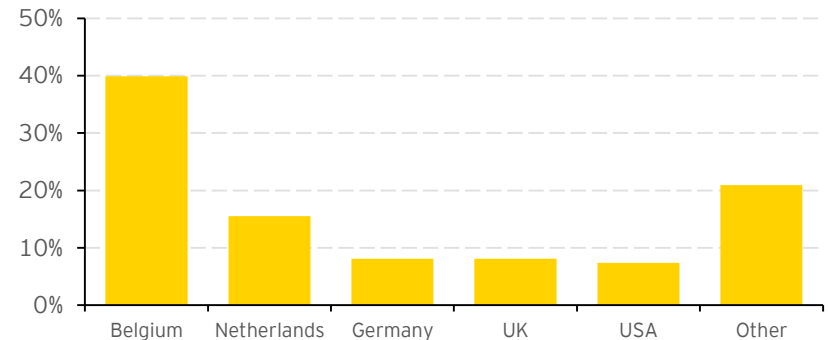
Origin of attendees



Origin of international visitors by continent



Origin of international visitors by country (%)*

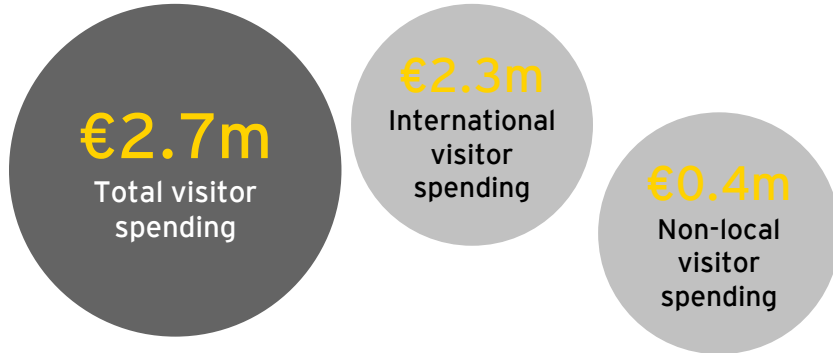


Source: EY Sweeney; EY analysis

Source: EY Sweeney; EY analysis

*Note: Detailed origin information is indicative only

In total, visitors to Bogense spent €2.7m during their stay, directly benefitting a range of sectors

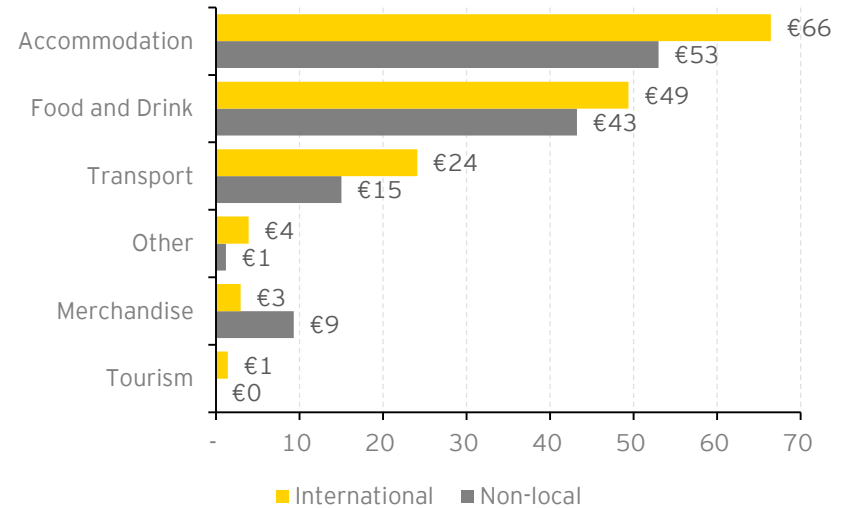


- ▶ A key driver of the economic impact of the Event was the spending of visitors during their stay.
- ▶ Visitors spent €1.2m on accommodation in Bogense and the surrounding region, making this their largest item of spending.
- ▶ This spending was supported by international visitors, who typically stayed for a longer period of time (3 nights) compared to non-local visitors (1.5 nights).
- ▶ Visitors spent a further €0.9m on food and drink, €0.4m on transport, and €0.2m on other items including merchandise and tourism.

Average number of nights stayed by tourist type and purpose of visit	
	Length Of Stay
Non-local	1.5
International	3.0

Source: EY analysis

Average visitor spend per person per night, by category (€)



Summary of spend per person per night	
	Spend per person per night (€)*
Non-local	122
International	148

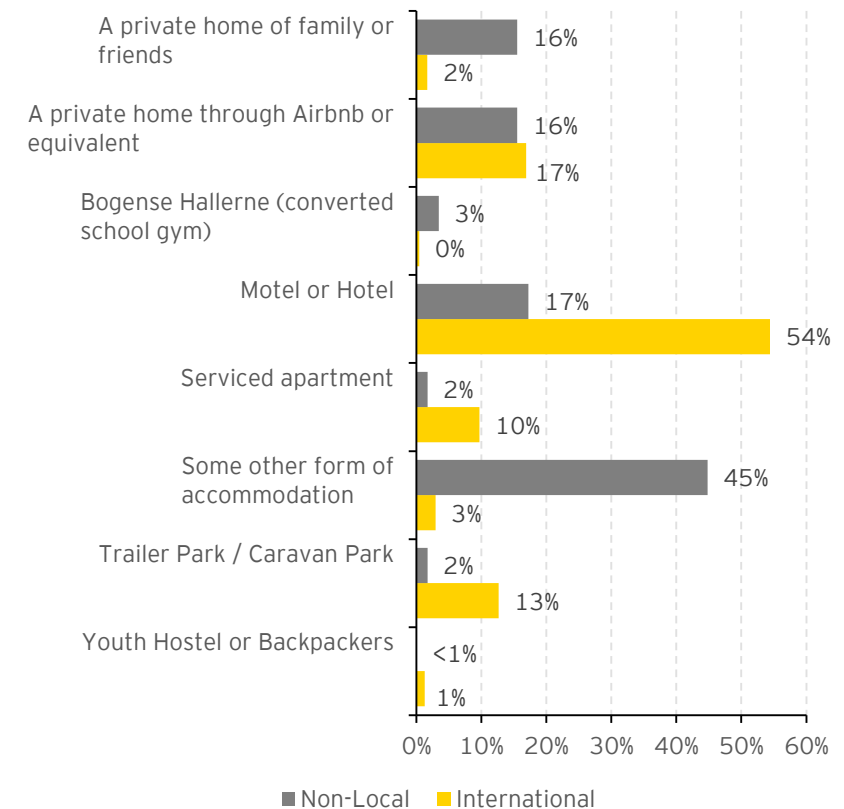
Source: EY analysis

*Figures do not sum to total due to rounding.

Overall, visitors' accommodation spending alone brought €1.2m into the Bogense economy

- ▶ Of those who chose to stay overnight, the majority stayed at a hotel or motel or with family or friends.
- ▶ The majority of international visitors stayed in a motel or hotel, compared to just 17% of non-local visitors.
- ▶ The split of accommodation type varies significantly for non-local visitors, with 45% staying in an alternative type of accommodation to traditional ones (such as hotels). Nearly all of the rest of non-local visitors were split evenly across private homes of family/friends, Airbnbs or equivalent, and motels or hotels.
- ▶ Youth hostels and backpackers were the least popular form of accommodation, with only 1% of non-local visitors and less than 1% of international visitors taking this option.

Breakdown of accommodation types for non-local and international visitors, percentage of total



Source: EY analysis

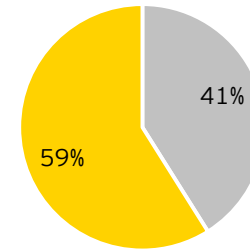
2. Media and teams



296 media personnel covered the Event, spending €0.2m in the region

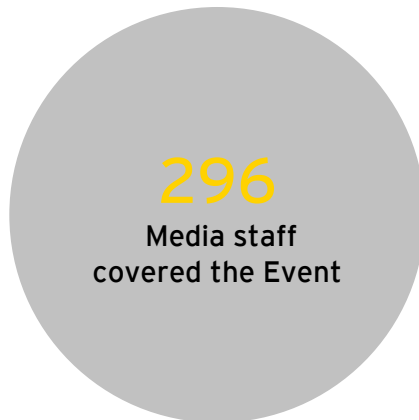
- ▶ 296 media staff covered the UCI Cyclo-cross World Championships.
- ▶ Radio and television broadcasters comprised the majority of media personnel at the Championships, at 59%.
- ▶ The remaining 41% were made up of other media personnel.

Media attendance



■ Radio and TV ■ Other media

Source: UCI; EY Analysis



Source: UCI; EY Analysis

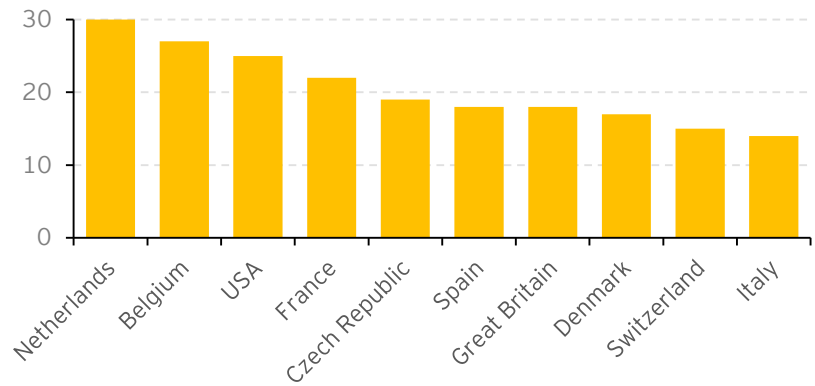


Source: EY Analysis

Riders from 24 nations were present at the UCI Cyclo-cross World Championships

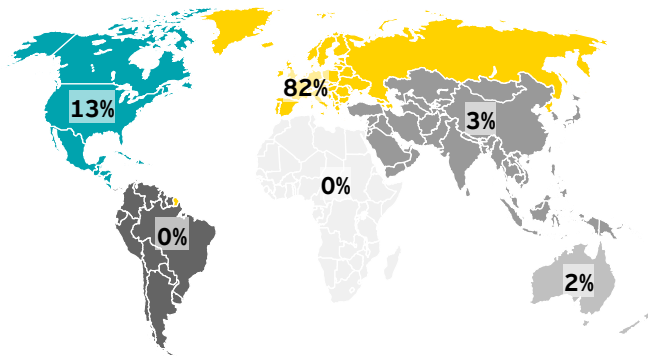
- ▶ 280 riders from 24 nations travelled to Bogense to compete in the UCI Cyclo-cross World Championships.
- ▶ 73% of team members came from the 10 nations providing the most individuals.
- ▶ The single largest contingent came from the Netherlands, the with 30 members, while two nations (Austria and Iceland) were represented by just a single member.

Number of riders from the 10 largest national teams

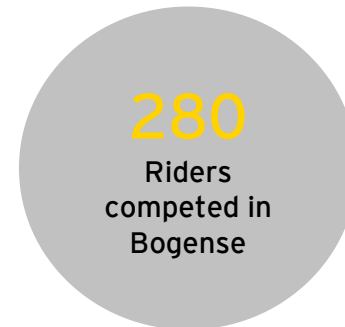


Source: UCI

Origin of team members by continent

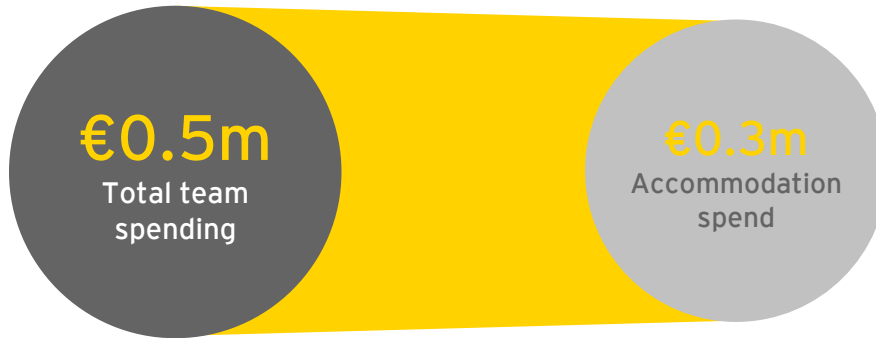


Source: EY Sweeney; EY analysis



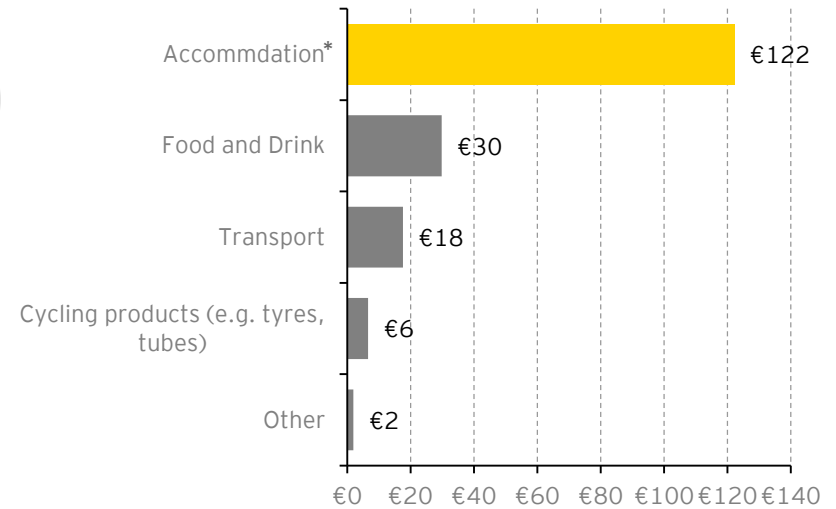
Source: UCI

In total, race teams' spending in Bogense reached €0.5m



- ▶ Team spending was largely concentrated on accommodation, which also included a significant element of food and drink as part of combined accommodation packages.
- ▶ At €178 per person per night, team spending exceeded visitor spending but was less than that of media spending.

Average spend per team member per night, by category (€)



*this will likely include food and drink as part of agreed packages

Average number of nights stayed and group size

	Length Of Stay (nights)	Group size
Teams	4.2	25.4

Source: EY Sweeney; UCI



Source: EY Sweeney; EY analysis

3. The economic contribution of the UCI Cyclo-cross World Championships



Measuring the economic impact of the UCI Cyclo-cross World Championships

This report considers three stages of economic impact:

- ▶ **Direct:** resulting from spending directly related to the Event, such as employment at the Event and tourism spending;
- ▶ **Indirect:** representing the activity supported within relevant supply chains
- ▶ **Induced:** resulting from the increased employment income, a proportion of which is then spent throughout the economy

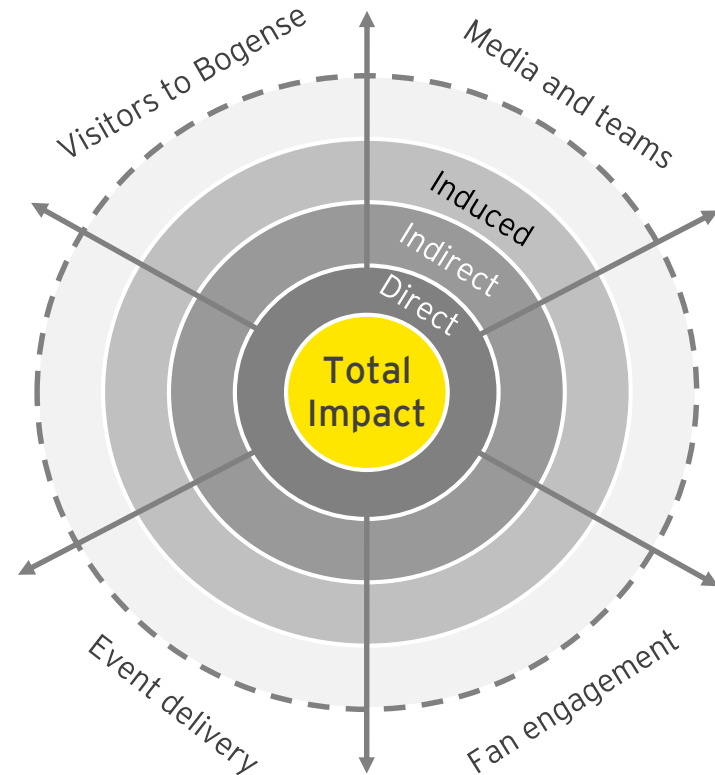
These impacts are generated by the activities associated with the Event itself, the four main categories of which are shown on the chart opposite.

The economic analysis within this section focuses on the impacts of visitors, Event delivery, media and teams, in Bogense and the surrounding region which is defined as the island of Funen. Fan engagement impacts are considered within the final section of this report.

The impacts of visitors, media and teams upon Bogense and the surrounding region are based on the spending patterns described previously within this report. This includes only the spending of those groups and individuals who are not residents of the region, and who travelled to the region specifically for the Event. Event delivery impacts include local spending of sponsors, partners and delivery related activity, excluding activity funded by government.

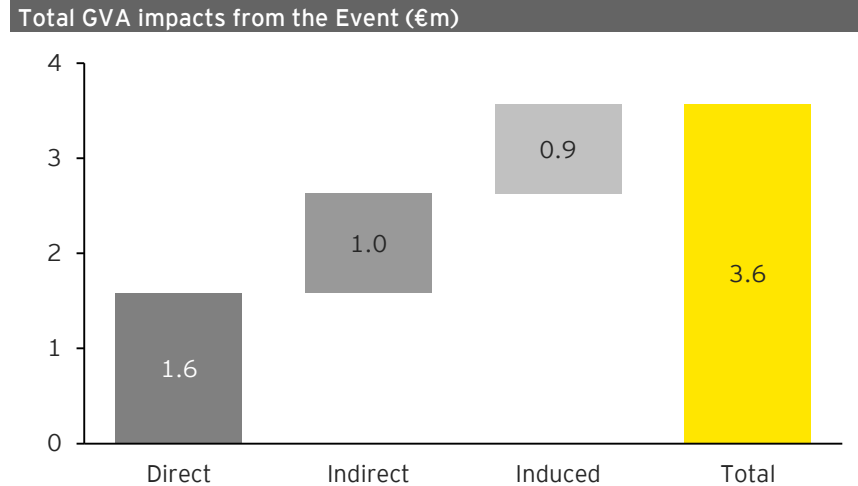
These levels of spending are then entered into EY's economic impact model, which estimates the economic activity directly supported by the additional spending brought into the regional economy, and the broader activity stimulated throughout supply chains and through the employment incomes generated.

Channels of impact resulting from the Event

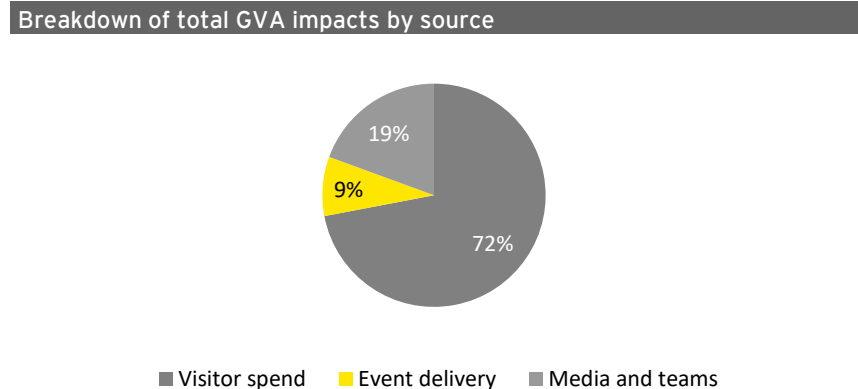


The Event delivered €3.6m of additional value to the Bogense and regional economy

- ▶ The incremental value to the Bogense and regional economy is estimated to be €3.6m, as measured by its Gross Value Added (GVA) contribution.*
- ▶ This total impact included €1.6m of direct GVA, supported by visitor spending and that of media and teams in Bogense.
- ▶ This direct impact generated a further €1.0m indirectly through the demand created down businesses' supply chains.
- ▶ A further €0.9m of induced GVA was then supported through employment income that is generated as a result of these direct and indirect impacts.
- ▶ Visitors underpinned 72% of the GVA impact through their spending during their stay in the region.
- ▶ The remaining GVA impact was split between the spend of media and teams (19%) and Event delivery (9%).



Source: EY analysis

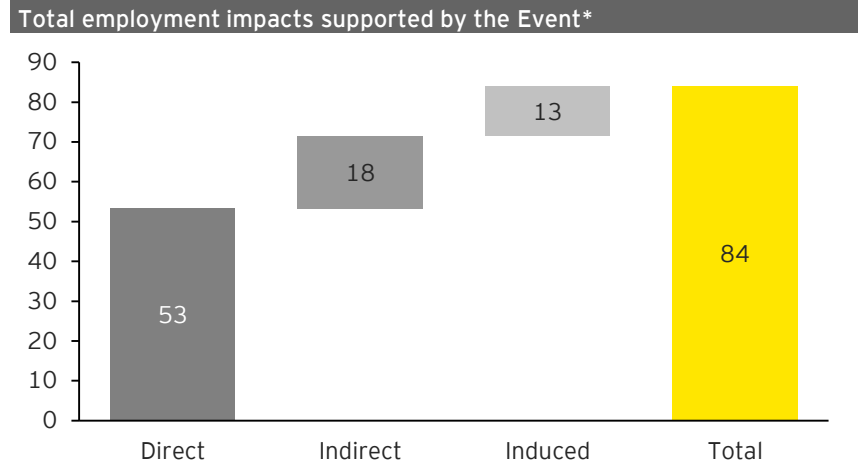


Source: EY Analysis

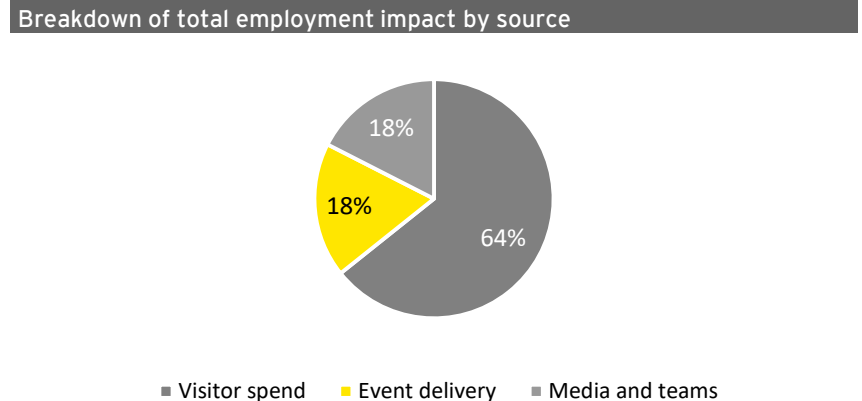
*GVA is a measure of economic activity typically used to measure activities taking place below the national level, such as state/region, industry/sector, or individual business or events. GVA can be viewed as the incremental contribution to Gross Domestic Product.

The impacts from the Event supported 84 jobs

- ▶ The economic activity generated by the UCI Cyclo-cross World Championships supported employment equivalent to 84 full time jobs within Bogense and the surrounding region.*
- ▶ Direct impacts accounted for 53 of these jobs, while indirect and induced impacts supported 31.
- ▶ 64% of the employment impact was driven by visitors and their spending during their stay in Bogense.
- ▶ The remaining employment impact was supported by the spending of media and teams (18%) and Event delivery (18%).
- ▶ A greater proportion of the employment impacts are supported by Event delivery activities since these activities and their supply chains are relatively more employment intensive.



Source: EY analysis



* Employment impacts are presented in terms of annual employment equivalents. The employment supported in the period surrounding the UCI Cyclo-cross World Championships would therefore be somewhat larger.

Source: EY Analysis

4. Event engagement

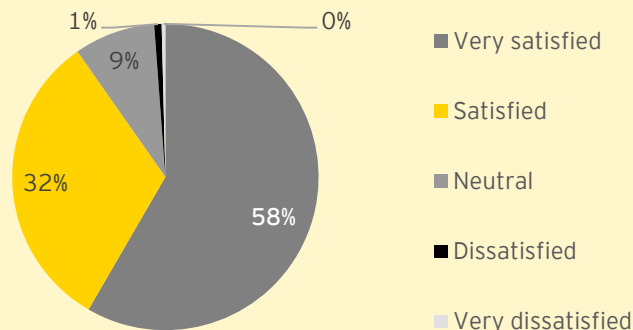


Overall, 94% of attendees were satisfied or very satisfied with the UCI Cyclo-cross World Championships

- ▶ Overall, visitors rated the Event highly, with local and local attendees rating it slightly more favourably than those from overseas.
- ▶ 58% of international visitors were very satisfied with the Event, compared to 64% of all respondents to the survey.
- ▶ Overall, just 1% of those surveyed were dissatisfied or very dissatisfied, in what appears to be a strong endorsement of the Event and Bogense as a host.
- ▶ This is a similar profile to the UCI World Championships held across disciplines in Norway (Bergen), the Netherlands (Apeldoorn), and Switzerland (Lenzerheide) over the past two years, each of which also achieved satisfaction ratings in the mid-nineties and dissatisfaction ratings of 1% or fewer.

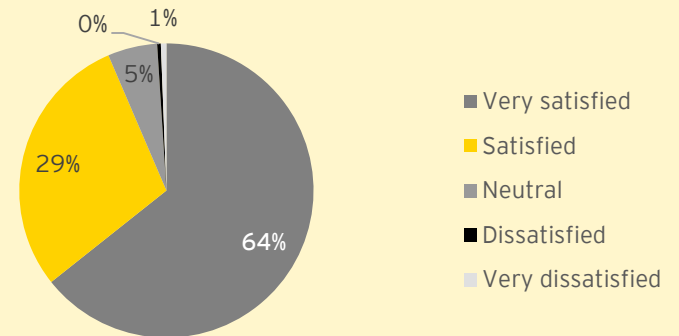
Event rating - International Visitors

Overall how satisfied were you with your experience at the 2019 UCI Cyclo-Cross World Championships?



Event rating - All attendees

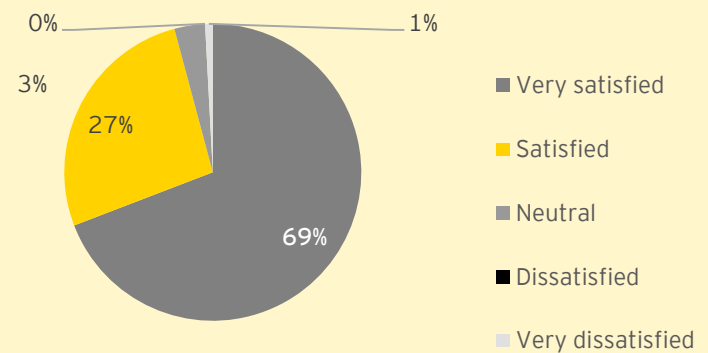
Overall how satisfied were you with your experience at the 2019 UCI Cyclo-Cross World Championships?*



*Numbers do not sum due to rounding

Event rating - Bogense Residents

Overall how satisfied were you with your experience at the 2019 UCI Cyclo-Cross World Championships?

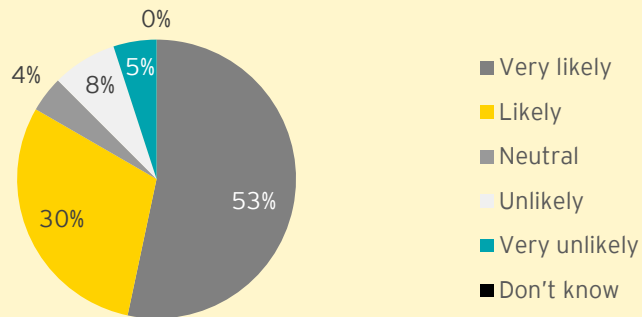


Source: EY Sweeney; EY analysis

83% of non-local visitors are “likely” or “very likely” to return to the region for a holiday

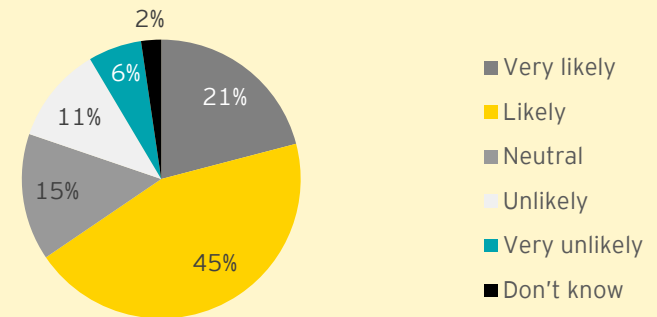
Bogense as a holiday destination - Non-local visitors

As a result of this trip to Bogense for the 2019 UCI Cyclo-Cross World Championships, how likely are you to return for a holiday?



Bogense as a holiday destination - International visitors

As a result of this trip to Bogense for the 2019 UCI Cyclo-Cross World Championships, how likely are you to return for a holiday?



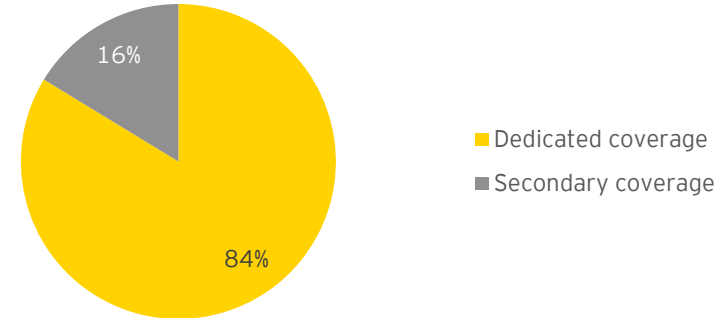
Source: EY Sweeney; EY analysis

- ▶ Non-local visitors were very positive about Bogense’s potential as a holiday destination, with 83% of those surveyed saying that they would be likely or very likely to return.
- ▶ International visitors were also positive, but to a lesser extent; 66% of people said that they would be likely or very likely to return to Bogense for a holiday.
- ▶ 53% of non-local visitors stated that they would be very likely to return for a holiday, compared to just 21% of international visitors.
- ▶ Similarly, 13% of non-local visitors stated that they would be unlikely or very unlikely to return, with the figure rising to 17% for those from outside Denmark.

The Event was broadcast in 76 countries, with a cumulative audience of 51 million

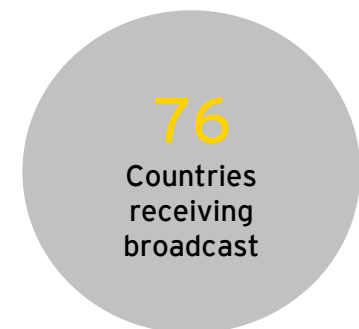
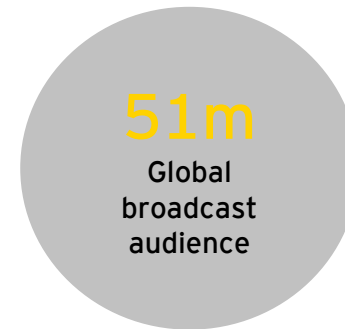
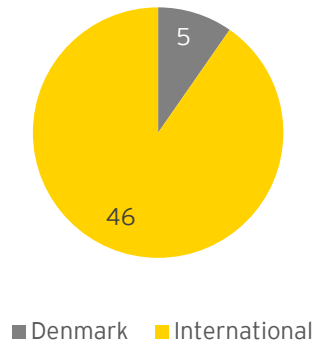
- ▶ The UCI Cyclo-cross World Championships were broadcast to substantial audiences across the globe (51 million). The cumulative audience increased by 26% compared to the prior year's UCI Cyclo-cross World Championships.
- ▶ The vast majority of hours viewed - 84% - was through dedicated coverage, which comprises live, near-live, repeated and highlights broadcasts. The remaining 16% was secondary coverage, which comprises general sports programme coverage, news, and other media with limited sporting content.
- ▶ 76 countries had coverage of the Event; this represented a decrease of 39% on the prior year's event.
- ▶ The cumulative audience in Denmark was 5 million, 10% of the worldwide figure.

Hours viewed



Source: UCI

Cumulative audience (m)



Source: UCI

Source: UCI, Nielsen (cumulative audience)

Social media coverage reached significant audiences over the course of the Event

Website



82,000 unique users during the week of the Event (-34% compared to prior year)

390,000 page views during the week of the Event (-27%)

128,000 sessions (-35%)

Traffic was primarily from France, the UK and the USA

Twitter



1.8m Twitter impressions (-11%)

136,000 impressions made by the most viewed Tweet about the UCI Cyclo-cross World Championships (+44%)

12,000 Tweets including #Bogense2019

400 net new followers during the week of the Event

321,000 video views (+76%)

Instagram



2,300 posts featuring #Bogense2019 (+0.7%)

12 posts (best post with **465,000** impressions and **17,400** likes)

1.2m total impressions

3,400 net new followers during the week of the Event (+153%)

Instagram live Videos up to twice per day during the Event

Facebook



1,300 net new page likes during the Event (-2.9%)

170,000 fans reached by the most successful post

621,000 total reach, **503,000** of which organic (non-paid)

1.3m video views (UCI Cyclocross page)

YouTube



285,000 views

3,570 net new subscribers during the week of the Event

49% average percentage viewed (highlights)

Live events: 219,000 views across all events, including **82,000** for Men U23

Highlights: 66,000 views across all events, including **23,000** for Women Elite

Teaser video: 33,000 views

Source: UCI Communications Report

Appendices



Annex A: Survey methodology

- ▶ Extensive primary research was conducted to estimate the number of visitors travelling to Bogense over the course of the UCI Cyclo-cross World Championships, their spending patterns and activities undertaken during their stay. This involved conducting survey interviews of three groups of people during the course of the Event:
 - ▶ Spectators
 - ▶ Teams
 - ▶ Media
- ▶ The questions covered areas such as:
 - ▶ Origin of respondent
 - ▶ Size of their party
 - ▶ Length of stay in Bogense
 - ▶ Spending by category while in Bogense
 - ▶ Experience of Championships
 - ▶ Activities undertaken
- ▶ For spectator surveys, researchers made efforts to approach potential interviewees at random to gain a representative picture of the origin of spectators. An online survey was also issued in order to collect additional information.
- ▶ For teams and media a similar weighting approach was taken using official accreditation information.

Summary of survey interview approaches

	Attendees	Team	Media
Number of respondents	498 (face to face)	19	81
Selection approach	Face to face randomly at entry points	Online survey issued to all	Online survey issued to all
Total population	15,000 (est.)	24 nations	296

Annex B: Impact measurement methodology

Overview

- ▶ The economic impacts associated with the UCI Cyclo-cross World Championships are broadly broken down into three categories :
 - ▶ Visitor spending
 - ▶ Media and teams
 - ▶ Event Delivery
- ▶ Within each of these categories, direct, indirect and induced impacts have been estimated.

Direct spending in Bogense and the surrounding region

- ▶ The direct impacts for both visitor spending and media and teams are based on the surveys outlined in Annex A.
- ▶ For visitors, only the spending of residents from outside of Bogense and the surrounding region is included, and only where respondents identify the Event as the main purpose of their visit.
- ▶ For media and teams, all spending within Bogense and the surrounding region is included, apart from that of local media professionals, since it is assumed that this spending would not occur in Bogense without the Event.
- ▶ For Event delivery, the costs incurred in the region by the local organising committee, the UCI and Event sponsors and partners is included as part of the impacts.
- ▶ Government funded spending in the region is excluded from the impact analysis, since arguably this spending may have occurred at another time in the absence of the Event - this is a conservative assumption, since it may not necessarily have occurred in the region.

Direct economic impacts

- ▶ Once the spending impacts in the region have been estimated, and assigned to specific sectors, industry by industry estimates of direct impacts on employment and GVA are estimated.
- ▶ These are based on the ratios of GVA and employment to output in each of the industries for which a direct spending impact has been identified.

Indirect and induced impacts

- ▶ Indirect and induced impacts are calculated using EY's economic impact model, which assigns GVA and employment 'effects' to the direct industry by industry spending.
- ▶ These effects show the total impact on the region's economy for each €1 output in the sector. These were calculated based on the structure of the regional economy, after accounting for leakages such as imports from abroad and from elsewhere in Denmark.
- ▶ This follows the input-output framework pioneered by Wassily Leontief, and is based on Danish national accounts data collated by the Organisation for Economic Cooperation and Development.

Annex B: Impact measurement methodology

Further considerations

- ▶ The approach taken to economic impact measurement is effective in understanding the key drivers behind the economic impact of the Event, and in isolating impacts that occur as a result of the Event from those which may well have occurred regardless.
- ▶ Nevertheless, there are a number of factors that could be not be fully captured within the approach to this study given the information available, in particular:
 - ▶ *Consumer welfare*

Where there is a positive difference between the amount that a consumer is willing to pay for a good or service and the amount actually paid, this results in a positive impact on consumer welfare. An indication of this potentially positive impact is captured through a survey of spectators attitudes, though this does not necessarily capture the views of all Bogense residents. Given the non-ticketed nature of the Event, which allows many spectators to view the Event at no immediate personal cost, the consumer welfare impact may be substantial.
 - ▶ *Social benefits*

Impacts resulting from increased physical activity and general wellbeing that may derived from increased sports participation supported by the UCI Cyclo-cross World Championships are not considered as part of this study.
 - ▶ *Economic and social costs*

Disruption, such as to the transport network, which may in turn result in reduced economic activity, are not explicitly captured within this study. However, is it likely that the majority of economic activity that is disrupted over the course of the Event will be displaced to periods prior or following the Event, rather than being lost.
 - ▶ *Additionality*

As far as possible, this study seeks to include only those economic impacts which are additional to the region. As a result, only the impacts of expenditure from outside of the Bogense region are included within the overall impact. To the extent that the Event has actively discouraged visitors into Bogense, this may reduce the impacts from those stated within this report. However, this impact is expected to be minimal.

EY | Assurance | Tax | Transactions | Advisory

Ernst & Young LLP

© 2017 Ernst & Young LLP. Published in the UK.
All Rights Reserved.

The UK firm Ernst & Young LLP is a limited liability partnership registered in England and Wales with registered number OC300001 and is a member firm of Ernst & Young Global Limited.

Ernst & Young LLP, 1 More London Place, London, SE1 2AF.

ey.com