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## Executive Summary

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# Fyn 2018 ITU Multisport World Championships

<b>Date</b>	<b>Cities, Nation</b>
6 July – 14 July 2018	Middelfart, Odense and Svendborg (Fyn), Denmark

<b>Owner</b>	<b>Organisers</b>
International Triathlon Union (ITU)	Danish Triathlon Federation Sport Event Denmark Sport Event Fyn

<b>Event Frequency</b>
Every year

The three cities of Middelfart, Odense and Svendborg on the island of Fyn in Denmark hosted the second edition of the ITU Multisport World Championships between 6 July and 14 July 2018.

It was first time that the island had hosted an ITU event, let alone in any of the three host cities. The duathlon (sprint and standard), aquabike and long distance triathlon races took place in Odense, while the cross triathlon race was held in Svendborg, and the aquathlon race was staged in Middelfart.

The total spectator attendance during competition days was calculated to be 3,723, with 2,856 unique people attending the event over the five days of races. It was calculated that over 70% of spectators originated from outside of Fyn. Due to the layout of the start and finishing areas at each host city, as well as to encourage attendance from all-comers, the event was non-ticketed.

In terms of participants, there were 3,043 entries for events at Fyn 2018 from 2,738 different participants representing 48 nations and the ITU. The majority of participants originated from outside of Fyn, with international participants comprising almost 88%. Male athletes comprised 64% of participants with female athletes accounting for the other 36%.

It was calculated that the total tourism spend from Fyn 2018 was DKK 49,657,378 (\$7.8 million), of which over two-thirds was spent on the island of Fyn.

According to the survey taken by participants, 87% of respondents indicated that they had a good overall experience at Fyn 2018, while 85% of participants indicated that they would be likely to participate at a future edition of the ITU Multisport World Championships.

In the spectator survey, it was found that having attended Fyn 2018, 39% of respondents would follow the sport of triathlon more, while almost 29% of respondents would train more for and participate in more triathlon-specific events.

NB: Totals in right-hand table may not add up as individual figures have been rounded up

## Key Statistics

### ECONOMIC

Spectator attendance	3,723
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### TOURISM

#### Origin of participants

Fyn	3%
Denmark (outside Fyn)	9%
International	88%

#### Tourism spend

Total	\$ 7.8m
Fyn	\$ 5.2m
Denmark (outside Fyn)	\$ 2.6m

### EVENT EXPERIENCE

#### Participants

Positive experience	87%
Attend future edition	85%

### MEDIA

#### Live streaming

Live views (of races)	35,750
Live minutes viewed	229,478

#### Event website traffic (Fyn 2018)

Users	69,487
Page views	233,352

### SOCIAL MEDIA

Posts	248
Likes / Favourites	110,054
New followers	3,382

### SPONSORSHIP

Commercial sponsors	3
Commercial suppliers	11

### SPORTING

Entries	3,043
Athletes	2,738
Male	1,759
Female	979
Competing nations	48

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## STAKEHOLDERS

The key stakeholders for the Fyn 2018 ITU Multisport World Championships were:

- **Governing body:** International Triathlon Union (ITU)
- **National federation:** Danish Triathlon Federation (DTF)
- **National sports event organisation:** Sport Event Denmark (SED)
- **Regional sports event organisation:** Sport Event Fyn (SEF)
- **Host municipalities:** Middelfart, Odense and Svendborg
- **Event organiser:** Racemakers

## ORGANISATION

- The DTF signed the hosting contract with the ITU and acted as the main body of the local organising committee
- The local organising committee was comprised of the DTF, SED and SEF
- The competition side of the event was coordinated by Racemakers, a Danish event organiser
- The host municipalities of Middelfart, Odense and Svendborg were involved in the staging in the event, and worked closely with SEF in particular
- There were an estimated 1,000 volunteers who supported the running of the event
- The event was non-ticketed, with the a large proportion of the total attendance gathering at the start and finishes of the competition, as well as lining the routes in city centres
- Three commercial sponsors were secured with an additional 11 commercial suppliers
- About 1,000 volunteers were recruited to help with the organisation of the event

### *ITU key objectives*

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- Develop the worldwide profile of the individual race disciplines featured in the event
- Unite the triathlon family together and promote new disciplines to try
- Demonstrate the wide-ranging benefits of the overall event
- Find new hosts for events

### *DTF key objectives*

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- Increase the awareness of and participation in the sport of triathlon in Denmark
- Deliver a successful and memorable event for attendees
- Host more athletes from more nations than Penticton 2017
- Host triathlon events across different parts of Denmark

### *SED key objectives*

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- Host major sporting events in Denmark
- Become a leading host nation of sports events in the world
- Provide sufficient support to Danish sports federations and cities to successfully host events

### *SEF key objectives*

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- Develop reputation as event destination through hosting major sports events
- Host events that generate strong economic and tourism benefits
- Maximise the benefits of hosting sports events across the whole island of Fyn
- Encourage participation and activity in the citizens of Fyn

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## ECONOMIC

- The total spectator attendance on the five competition days of the 2018 ITU Multisport World Championships was 3,723
- Based on the survey responses of spectators, it was calculated the spectators attended 1.32 competition days
- The total number of unique spectators was estimated to be 2,856

### Economic - Detail

Spectator attendance	3,723
Average number of days attended	1.32
Unique spectators	2,856

## TOURISM

- There were 4,584 unique visiting participants and spectators at Fyn 2018, of which 87% were from overseas
- There were an additional 163 accredited persons who were considered visitors
- The total tourism spend generated by all visiting attendees of Fyn 2018 was DKK 49,657,378 (\$ 7,767,862)
- The total tourism spend generated in Fyn was DKK 33.14 million (\$ 5.2 million)
- Additionally it was calculated that the tourism spend generated in other parts of Denmark outside Fyn was a further DKK 16.52 million (\$ 2.6 million)
- It was calculated that there were 20,497 paid bed nights generated on the island of Fyn because of Fyn 2018
- Visiting participants and spectators stayed on average over 5 nights in Fyn
- Over 87% of survey respondents were visiting Fyn for the first time
- Over 95% of survey respondents rated their visit to Fyn positively
- Almost 89% of survey respondents would recommend visiting Fyn to friends and family

### Tourism – Detail

<b>Origin of participants</b>	
Fyn	3%
Denmark (outside Fyn)	9%
International	88%

<b>Origin of spectators</b>	
Fyn	32%
Denmark (outside Fyn)	12%
International	55%

<b>Tourism impact in Fyn</b>	
Tourism spend	\$ 5.18m
Visiting participants and spectators	\$ 5.14m
Accredited persons	\$ 0.04m
Bed nights	20,497

Totals may not add up as individual percentages have been rounded up

## EVENT EXPERIENCE

- 87% of participants indicated that they had a positive experience at Fyn 2018
- 85% of participants stated that they would be likely to participate in a future edition of the event, regardless of the location
- 89% of participants believed that the concept of the ITU Multisport World Championships appealed to them
- The run element of the course and the ceremonies received the most favourable score for the on-course and non-competition elements respectively
- 56% of spectators from Fyn would like to see another edition of the event take place on the island
- 50% of all Danish spectators believed the event had a positive impact for Denmark

### Event experience – Detail

<b>Participants</b>	
Positive experience	87%
Likelihood to participate in future edition	85%

<b>Ratings (out of 5, participants)</b>	
Event concept	4.54
Volunteers	4.48
Race course – run	4.37
Race course – bike	4.26
Race course – finish	4.26
Event experience	4.22
Ceremonies	3.93
Race course – swim	3.44



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## MEDIA

- Live streaming of the duathlon, cross triathlon and long distance triathlon disciplines was made available without charge through TriathlonLive and Facebook Live
- Over 3,800 hours of live coverage of races were viewed on the two platforms
- The event website received a significant number of users when taking into account the number of participants and spectators who were present at Fyn 2018
- There were 233,352 page views from almost 70,000 different users

## SOCIAL MEDIA

- Seven official social media accounts, including three belonging to ITU were measured by Sportcal around Fyn 2018
- Over a period of 23 days (from seven days pre- to post-event) these accounts combined contributed to 248 posts, 110,054 likes and favourites, 1,511 shares/retweets and 1,727 comments
- 3,382 new followers were gained
- There was an average increase of 0.6% in followers across all seven accounts

## SPONSORSHIP

- The event was supported by a total of 14 commercial partners
- This comprised three commercial sponsors and 11 commercial suppliers
- The local bank Fynske Bank was the title sponsor of Fyn 2018
- The two main commercial sponsors of the event were F2C Nutrition and Heineken 0.0
- 79% of survey respondents were aware of Fynske Bank's sponsorship of the event
- Heineken 0.0 was the next most recognised sponsor, with 73% awareness by respondents, followed by F2C Nutrition with 51% awareness

## SPORTING

- Fyn 2018 featured 2,738 athletes representing 48 countries from all six continents
- The 48 competing nations represented 28.1% of the ITU's total member federations
- The number of athletes was a 11.2% decrease on Penticton 2017
- At Fyn 2018, 1,759 athletes were male (64%) and 979 were female (36%)
- There were a total of 189 world championships on offer
- Aquathlon was the discipline with the most world champions (40)
- Great Britain was the nation with the most world champions (41)

### *Media - Detail*

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#### **Live streaming**

Live views (of races)	35,750
Live minutes viewed	229,478

#### **Event website traffic (Fyn 2018)**

Users	69,487
New users	48,745
Sessions	71,780
Page views	233,352

### *Social media - Detail*

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Posts	248
Likes / Favourites	110,054
Shares / Retweets	1,511
Comments	1,727
New followers	3,382
Average follower increase	0.60%

### *Sponsorship - Detail*

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#### **Commercial partners**

Sponsors	3
Suppliers	11

#### **Sponsorship recognition by participants and spectators**

Fynske Bank	79%
Heineken 0.0	73%
F2C Nutrition	51%

### *Sporting - Detail*

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Entries	3,043
Athletes	2,738
Male	1,759
Female	979
Continental reach	6
Competing nations	48
World championships	189