

EVENT HOST EVALUATION



DATA GATHERING AND ANALYSIS
August 2023

EUROPEAN MASTERS GAMES TAMPERE 2023

The 2023 edition of the European Masters Games took place in Tampere, Finland between the 26th June and the 9th of July. The event programme comprised 29 sports and 38 disciplines held in 17 venues across the city.

To help assess the impact of the event on its participants, audiences and other stakeholders, the city of Tampere commissioned Event Host Evaluation consultants to gather data through surveys and consultations on the following input areas.

The key performance indicators selected in this report are consistent with the International Masters Games Association's (IMGA) Event Impact Manual and tailored to the objectives of the local event stakeholders.

EXECUTIVE SUMMARY	Data highlights across all impact areas
EHE METHODOLOGY	IMGA Manual Data gathering
ECONOMY	Attendance Organiser Expenditure
IMAGE	Social Media Event Experience
SOCIETY	Community Engagement Volunteers Activation Diversity and Inclusion Skills
SPORT	Development Participation
ENVIRONMENT	Environmental Promotion Transport



DATA HIGHLIGHTS

European Masters Games 2023 data highlights across all areas



Economy

Average number of travelling supporters per participant (AT16)

2.2

Average visitor length of stay (AT20)

7 days

Total bed nights by visitors (AT22)

67,815

8 DECENT WORK AND
ECONOMIC GROWTH17 PARTNERSHIPS
FOR THE GOALS

Image

Proportion of participants satisfied (EE1)

92%

Net Promoter Score (EE2) score ranges -100 to +100

+52

Proportion of participants likely to revisit (EE3)

64%

8 DECENT WORK AND
ECONOMIC GROWTH10 REDUCED
INEQUALITIES

Society

Proportion of local residents at free activity proud of hosting the event (CE2)

91%

Local participants inspired to contribute to their local community (CE3)

49%

Proportion of volunteers willing to volunteer after the event (V5)

81%

10 REDUCED
INEQUALITIES5 GENDER
EQUALITY

Sport

Participants intending to do regular exercise as a result of the event (SP2)

67%

Proportion of local residents at free activity inspired to do more exercise (SP3)

68%

Proportion of local residents level of exercise negatively impacted by Covid 19

33%

3 GOOD HEALTH
AND WELL-BEING17 PARTNERSHIPS
FOR THE GOALS

Environment

Public commitment to environmental policies (EP1)

Yes

Participants reporting a positive change in environmental behaviour (EP4)

45%

Proportion of participants using sustainable transport (T2)

68%

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION13 CLIMATE
ACTION



economy



image



society



sport



environment

EHE Consultants designed surveys to collect data from spectators, volunteers and the general public in Tampere during the European Masters Games 2023. EHE Consultants also gathered data from the host city and the Local Organising Committee through virtual consultations.

The survey questions and consultations addressed a list of KPIs selected by the host and the Local Organising Committee from the IMGA Event Impact Manual.

The data was gathered online through pre event virtual consultations, post event distribution of surveys, and on the ground during the event through volunteers who conducted surveys at the event square and venues.

EHE consultants analysed the data resulting from surveys and consultations and created a raw data spreadsheet and this data summary to support the event host in producing the final event report.



Event Impact Manual



INTERNATIONAL
MASTERS GAMES
ASSOCIATION



Each page of this data summary contains KPI reference codes that are consistent with the codes presented in the IMGA Event Impact Manual for future reference and comparison.



economy



image



society



sport



environment

ATTENDANCE



AT13

13,032 Total attendees including 3,203 athletes from 78 countries.



AT16

2.2 average number of travelling supporters per participant



AT17

92.3% from outside the host economy

The preparations for the 2023 European Masters Games were impeded by some global challenges;

- War in Ukraine, resulting in the exclusion of athletes from Belarus and Russia, which is one of the biggest markets for masters athletes
- Impact of Covid 19 on international travel, resulting in the reduction in flight routes and increase in cost
- Impact of Covid 19 on team sport, where networks of masters communities in team sports were disrupted by lockdowns and restrictions

AT9

Country	No. Athletes	Country	No. Athletes
Finland	888	Romania	6
Germany	319	South Africa	6
United Kingdom	301	China	5
India	213	Azerbaijan	5
Italy	158	Iceland	5
Poland	120	Sri Lanka	5
Hungary	119	Serbia	4
Estonia	101	Luxembourg	4
Lithuania	99	Kuwait	4
Switzerland	95	Kazakhstan	4
United States of America	91	Japan	4
France	86	Cyprus	3
Australia	80	Greece	3
Czech Republic	80	United Arab Emirates	3
Ukraine	72	Taiwan	2
Brazil	61	Guam	2
Sierra Leone	56	Argentina	2
Denmark	54	New Caledonia	2
Austria	50	Georgia	2
Spain	48	Singapore	2
Latvia	47	Reunion (FR)	1
Gambia	44	Islamic Republic of Iran	1
Sweden	35	Northern Ireland	1
Portugal	34	Chile	1
Netherlands	33	Hong Kong SAR China	1
Canada	28	Albania	1
Israel	25	French Guiana	1
Ireland	24	Mongolia	1
Norway	24	Colombia	1
Belgium	22	Wales	1
England	18	Tajikistan	1
New Zealand	14	Faroe Islands	1
Bulgaria	13	Algeria	1
Slovenia	12	Korea, Republic of	1
Jamaica	12	Moldova, Republic of	1
Turkey	10	Egypt	1
Slovakia	8	Gibraltar	1
Malaysia	7	Nepal	1
Mexico	6	Jersey	1
Number of Countries			78



economy



image



society



sport

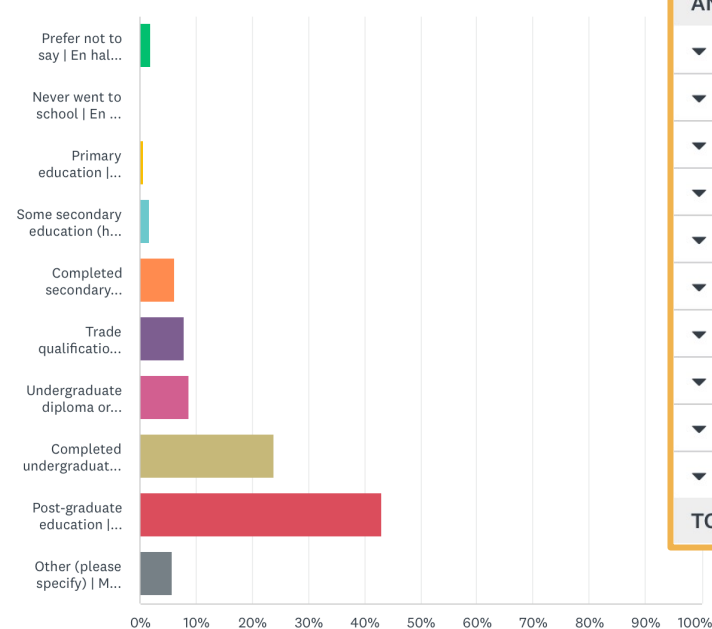


environment

ATTENDANCE

What is the highest degree or level of education you have completed? | Mikä on korkein suorittamasi tutkinto tai koulutusaste?

Answered: 503 Skipped: 4



ΑΠΟ

ANSWER CHOICES

ANSWER CHOICES	RESPONSES	
▼ Prefer not to say En halua sanoa	1.99%	10
▼ Never went to school En ole käynyt koulua	0.00%	0
▼ Primary education Peruskoulu	0.60%	3
▼ Some secondary education (high school) Jonkin verran toisen asteen koulutusta (lukio tai ammatillinen oppilaitos)	1.79%	9
▼ Completed secondary school Ylioppilastutkinto	6.16%	31
▼ Trade qualification or apprenticeship Ammatillinen tutkinto	7.95%	40
▼ Undergraduate diploma or associate diploma Alempia korkeakouluopintoja	8.75%	44
▼ Completed undergraduate education degree Alempi korkeakoulututkinto tai ammattikorkeakoulututkinto	23.86%	120
▼ Post-graduate education Ylempi korkeakoulututkinto tai ylempi ammattikorkeakoulututkinto	43.14%	217
▼ Other (please specify) Muu (määrittele)	Responses 5.77%	29

TOTAL

503



economy



image



society



sport



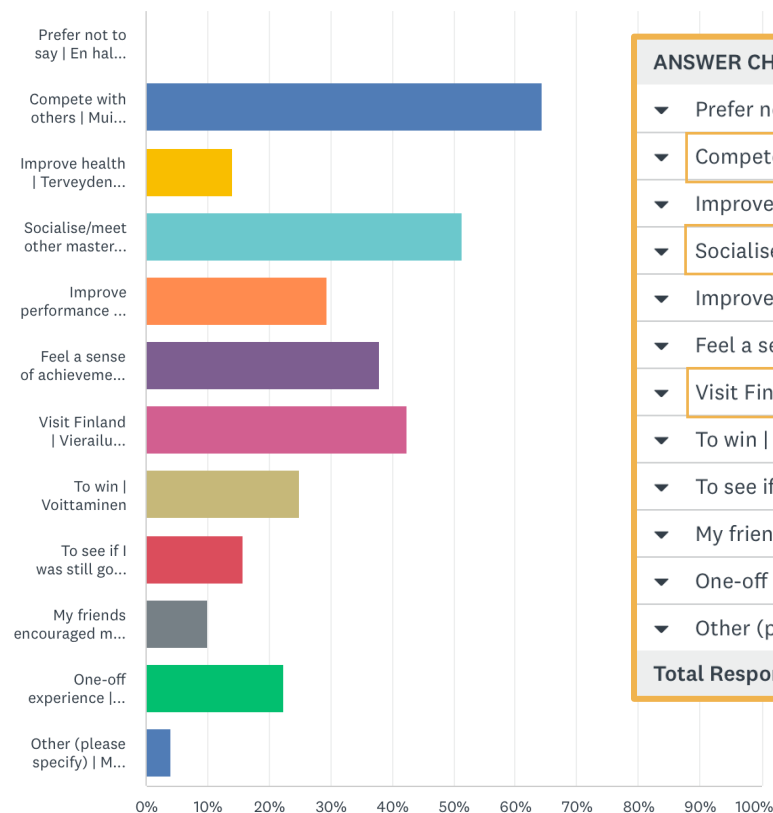
environment

ATTENDANCE

What was your motivation for competing at the event? | Mikä motivoi sinua lähtemään kilpailemaan tässä tapahtumassa?

AT11

Answered: 507 Skipped: 0



ANSWER CHOICES

ANSWER CHOICES	RESPONSES	
▼ Prefer not to say En halua sanoa	0.20%	1
▼ Compete with others Muita vastaan kilpaileminen	64.30%	326
▼ Improve health Terveystien...	14.00%	71
▼ Socialise/meet other masters Sosiaalisuus / muiden masterurheilijoiden tapaaminen	51.48%	261
▼ Improve performance Suorituksen parantaminen	29.39%	149
▼ Feel a sense of achievement Saavutuksen tunne	37.87%	192
▼ Visit Finland Vierailu Suomessa	42.41%	215
▼ To win Voittaminen	24.85%	126
▼ To see if I was still good enough Nähdäkseni olenko vielä tarpeeksi hyvä	15.78%	80
▼ My friends encouraged me to Ystäväni rohkaisivat minua	10.06%	51
▼ One-off experience Ainutkertainen kokemus	22.29%	113
▼ Other (please specify) Muu (määrittele)	4.14%	21

Total Respondents: 507



ATTENDANCE



AT18

10,337 visitors staying in paid accommodation



52.57 spent on accommodation per person per day on average

AT19

Average accommodation cost per night (split by rating)

	Trip length	Visitor accom. spend pp p day
Bed & Breakfast	4.0	*
Campsite	10.0	€ 14.50
Other	7.3	€ 18.62
Hostel	7.0	€ 43.16
Apartment Hotel	7.0	€ 43.50
AirBnB	7.2	€ 49.59
Hotel	7.1	€ 58.30
Overall	6.9	€ 52.57

* Sample size too small

Average total trip spend by visiting participants by nation

	Participants	Total trip spend (€)	Trip length
Overall (visitors)		1,150.48	6.9
Overall (ex Finland)		1,373.10	7.8
Finland (ex Tampere)	613	335.31	3.7
Germany	319	1,108.19	8.3
United Kingdom	301	1,209.87	7.8
India	213	2,314.00	9.8
Italy	158	1,400.43	6.7
Poland	120	968.20	7.2
Hungary	119	1,834.00	7.8
Estonia	101	657.38	5.6
Lithuania	99	693.00	5.6
Switzerland	95	1,400.88	7.8
USA	91	2,018.79	8.2
France	86	925.82	6.6
Australia	80	3,227.14	8.6
Brazil	61	3,707.00	14.2
Canada	28	2,086.22	12.8
Israel	25	2,454.75	7.3



economy



image



society



sport



environment

ATTENDANCE



AT20

7 days average length of stay in the host economy per visitor



AT22

67,815 total bed nights in paid accommodation by visiting participants



AT23

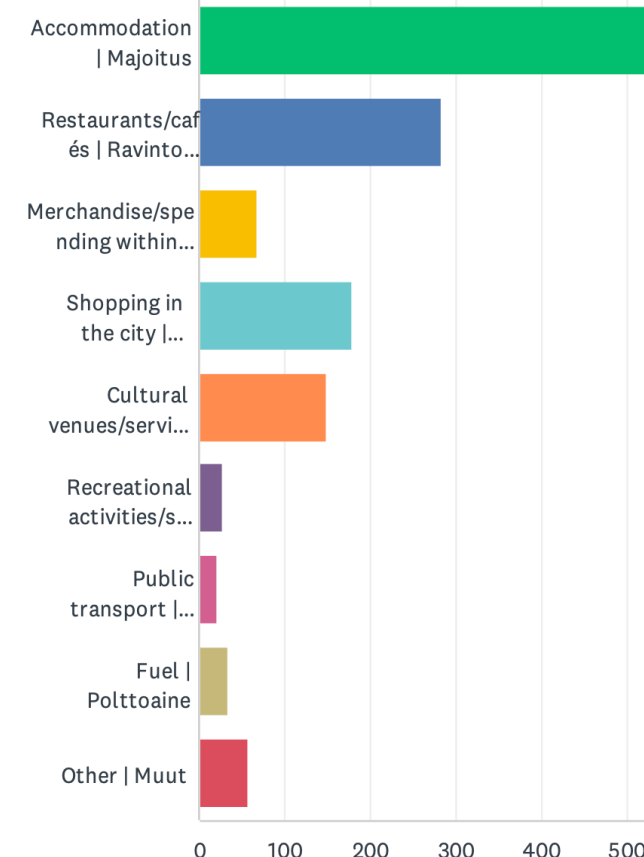
€ 6.86million total additional visitor expenditure

AT21

Average daily spend per sport (visitors & locals)		
	Trip length	Total av spend per person per day
Overall	6.8	
Overall (staying visitors)	6.9	€ 98.26
Athletics	6.7	€ 91.22
Swimming	6.9	€ 107.01
Archery	8.0	€ 104.24
Handball	6.6	€ 71.73
Badminton	7.7	€ 75.41
Football	9.7	€ 307.76
Beach Volleyball	7.9	€ 100.20
Canoe Kayak	6.7	€ 95.74
Rowing	7.0	€ 116.22
Karate	6.3	€ 67.55
Floorball	7.2	€ 51.51
Volleyball	7.5	€ 36.41
Judo	6.1	€ 89.45
Cycling	7.4	€ 101.49
Canoe Slalom		*
Shooting	5.3	€ 71.63
Orienteering	5.2	€ 117.07
Taekwondo	6.4	€ 92.77
Tennis	7.8	€ 94.48
Weightlifting	5.2	€ 166.65
Triathlon	4.9	€ 100.86
Squash	4.5	€ 180.95
Golf	7.7	€ 95.34
Padel	6.6	€ 170.24
Basketball		*
Table Tennis	6.4	€ 131.35
Disc Golf	9.2	€ 71.30
Futsal	8.5	€ 220.24
Petanque		*

*Sample size too small

Average total trip spend per person (all participants)





economy



image



society



sport



environment

ORGANISER EXPENDITURE



LOC the local organising committee was a separate legal entity created to deliver the event



3.8million total budgeted event expenditure



60% of event budget funded by the public sector



SOCIAL MEDIA

SM1a	No. of social followers of the event (Facebook)	1,561
SM6a	No. of event-related posts during event (Facebook)	360
SM7a	No. of engagements of event-related content during event (Facebook)	6,700
SM8a	No. of impressions of event-related content during event (Facebook)	1,253,058
SM9a	No. of new followers of host organisations due to the event (Facebook)	1,561



SM1c	No. of social followers of the event (Instagram)	1,626
SM6c	No. of event-related posts during event (Instagram)	500
SM7c	No. of engagements of event-related content during event (Instagram)	11,800
SM8c	No. of impressions of event-related content during event (Instagram)	281,700
SM9c	No. of new followers of host organisations due to the event (Instagram)	1,626



SM1d	No. of social followers of the event (YouTube)	202
SM6d	No. of event-related posts during the event (YouTube)	32
SM9d	No. of new followers of host organisations due to the event (YouTube)	202



SM10	No. of new contacts due to the event	1,874
------	--------------------------------------	-------

EVENT EXPERIENCE



EE2

NPS +52
Net Promoter Score

EE1	% of participants satisfied	92%
EE2	Net Promoter Score of participants	+52
EE3	% likelihood to revisit (participants)	64%

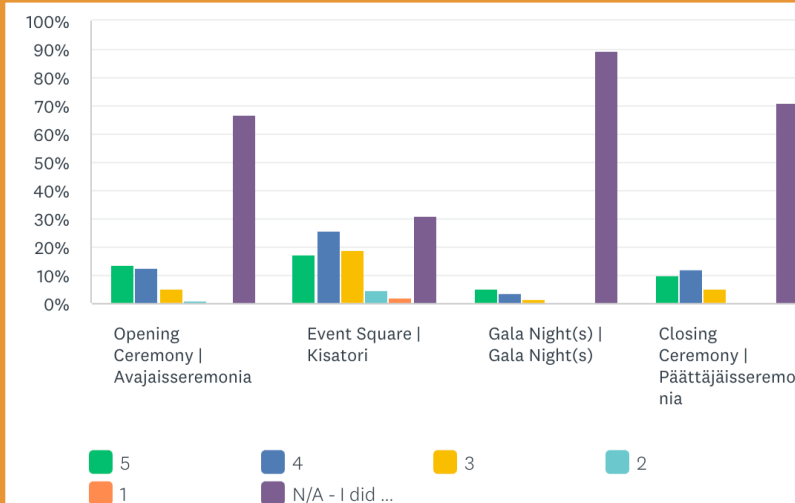


EE3

64% of participants are likely to revisit Tampere as a result of the event

"I loved Tampere it's a unique place but for EMG I would never have discovered a Country I will continue to visit again and again" Participant feedback July 2023

Satisfaction rating (1 to 5)





COMMUNITY ENGAGEMENT

CE1	Targeted local community engagement plan in place	Yes
CE2a	% local residents attending free activity proud	91%
CE2b	% local participants proud	88%
CE2c	% local volunteers proud	100%
CE3	% local attendees inspired to contribute to local community	49%
CE3a	% local residents attending free activity inspired to contribute to local community	32%
CE4	% local attendees more happy as a result of the event	78%



CE2

91% local residents at Event Square proud



VOLUNTEERS



V2

1,100 volunteers.

Majority from local clubs (ca. 1,000)

“Hieno tapahtuma, jossa oli mukavaa olla mukana ja josta oli kiva kertoa muillekin”

“A great event, which was nice to be a part of and nice to tell others about” Volunteer feedback July 2023

V1	Volunteer Programme in place	Yes
V2a	Actual no. of volunteers (through LOC)	100
V2b	Actual no. of volunteers (through local clubs)	1000
V3a	% of volunteers female	69%
V3b	% of volunteers under 25	19%
V3c	% of volunteers over 65	14%
V3d	% of volunteers disabled	14%
V4	% of volunteers satisfied	98%
V5	% of volunteers willing to volunteer after the event	81%
V6	Average no. of hours volunteering per person	41 hours
V6a	Average no. of hours volunteering per female	34 hours
V6b	Average no. of hours volunteering per under 25	32.6 hours
V6c	Average no. of hours volunteering per over 65	44.5 hours
V6d	Average no. of hours volunteering per disabled	41 hours



ACTIVATION

DIVERSITY & INCLUSION

SKILLS

AC1	Details in place for free activity related to the event	Yes
AC2	Actual no. of attendees at free activity related to the event	2000
AC3	No. of attendees from target segments of local population	688
AC4	Average no. of hours attending per person	1 hour

DI3	% organising committee board representation (female)	40%
DI4	% of sports offering disabled events	7%
DI5	% participants female	31%
DI7	% participants disabled	8.5%

SK1a	No. of organising committee staff (hired)	5
SK1b	No. of organising committee staff (seconded)	3
SK2	Public commitment to meeting international labour rights standards	Yes
SK3	% of volunteers provided with new skills and opportunities	95%



SPORT PARTICIPATION

SD1	Plan in place to increase the capacity of local sports organisations	Yes
SP2	% of participants intending to do regular exercise as a result of event	67%
	% of participants' physical activity level negatively impacted by COVID 19	18%
SP3a	% local residents at free activity inspired to do more sport/physical activity	68%
	% of local residents' physical activity level negatively impacted by COVID 19	33%



68% of local residents inspired to do more physical activity as a result of the event

ENVIRONMENTAL PROMOTION

TRANSPORT

EP1	Public commitment to environmental policies	Yes
EP4	% of participating athletes reporting a positive change in behaviour	45%

T1	Strategy in place to encourage attendees to use sustainable transport	Yes
T2	% of participating athletes using public or sustainable transport	68%

Majority mode of transport used by participants

