

# Union Cycliste Internationale (UCI)

The economic impact of major  
UCI cycling events

July 2019







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# 01

## Executive summary







## In 2018, UCI World Championships and UCI World Cup events were staged in 24 countries

UCI events bring millions of people together each year to celebrate the sporting achievements of both elite and amateur athletes, attracting spectators and wider audiences from across the globe. There is a huge variety of UCI events covering all cycling disciplines, ranging from major events such as the UCI Road World Championships, to more intimate events such as the UCI Gran Fondo qualifiers. This variety means different UCI events often appeal to different audiences, and require different levels of operational support and investment in order to achieve success.

### **Cycling events drive significant impacts**

These events provide a platform for the participating athletes and teams to test their abilities and offer the event hosts an opportunity to showcase their region, attracting significant numbers of new visitors and often large numbers of professionals and volunteers to deliver the event.

The economic impacts of these events are only one part of the total impact they may generate. Cycling events drive a broad range of impacts over and above the economic. These range from the branding opportunities they offer to host regions, the physical and mental health benefits that arise through participation, to the boost to civic pride and community cohesion from hosting a successful event, and the knowledge developed through the event-hosting experience.



# UCI World Championships and UCI World

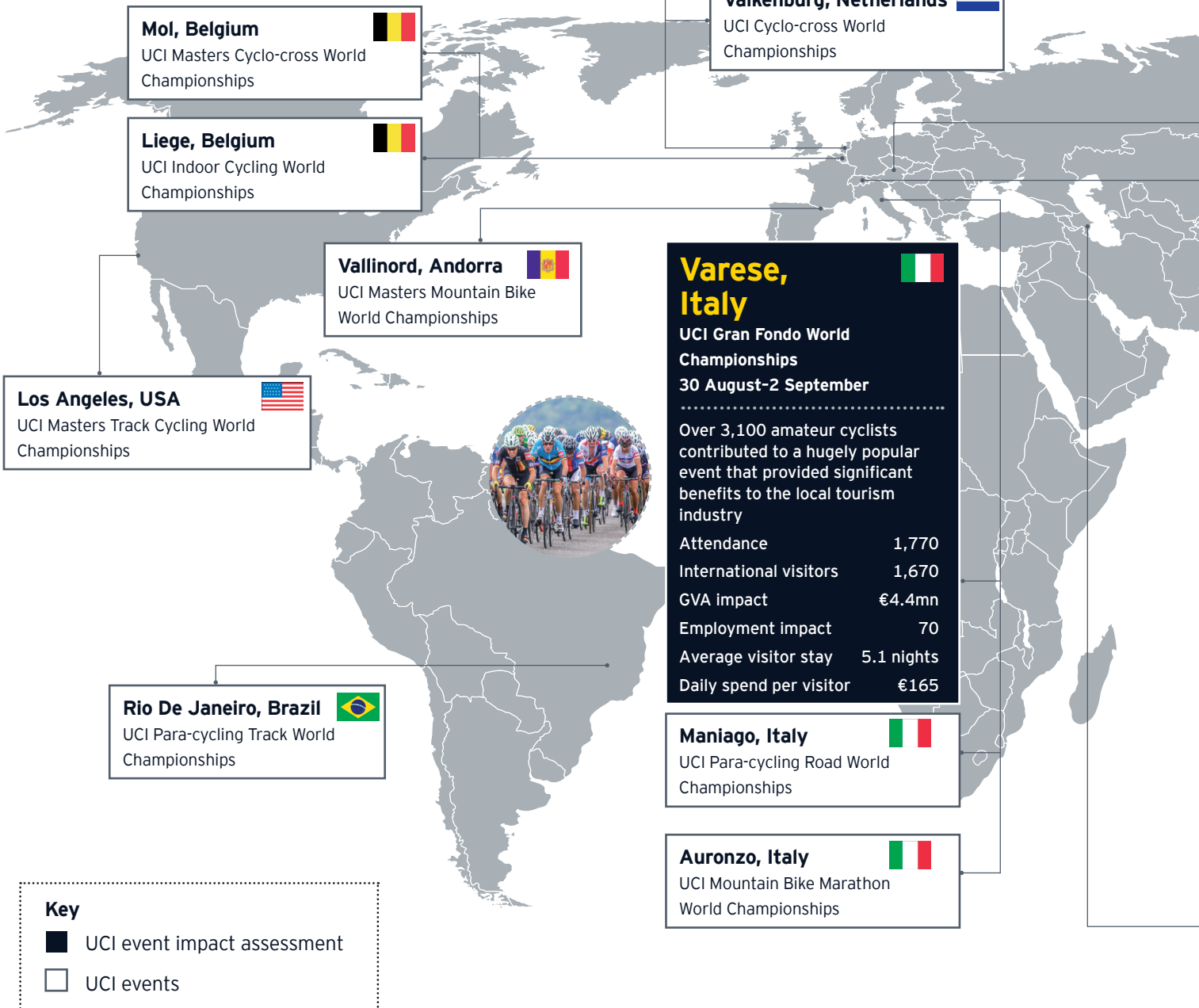
**24** events hosted

Representatives of **98** nations took part in UCI events

Over **10,000** people competed in UCI events

**€60mn** economic impact generated by four events alone

The map below shows the UCI World Championships events held in 2018 and highlights the selection of four events assessed by EY. Each event is unique and the individual successes of each event are summarised in the boxes below.



Champions

Attendance	19,000
International visitors	1,000
GVA impact	€2.3mn
Employment impact	60
Average visitor stay	3.8 nights
Daily spend per visitor	€60

Attendance	1,770
International visitors	1,670
GVA impact	€4.4mn
Employment impact	70
Average visitor stay	5.1 nights
Daily spend per visitor	€165



# Cup events in 2018

## Innsbruck, Austria



UCI Road World Championships  
22-29 September

Attendance reached over half a million throughout the Championships, driving a €39.8mn boost to the Tirol economy

Attendance	560,000
International visitors	100,000
GVA impact	€39.8mn
Employment impact	720
Average visitor stay	4.1 nights
Daily spend per visitor	€110



## Chengdu, China



UCI Urban Cycling World Championships

## Aigle, Switzerland



UCI Junior Track Cycling World Championships

## Lenzerheide, Switzerland



UCI Mountain Bike World Championships  
5-9 September

The five day festival of cycling brought 30,000 visitors into Lenzerheide generating €11.5mn for the regional economy

Attendance	65,000
International visitors	3,000
GVA impact	€11.5mn
Employment impact	190
Average visitor stay	2.1 nights
Daily spend per visitor	€110



## Baku, Azerbaijan



UCI BMX World Championships

This report explores the economic impact of UCI World Championships events in 2018. The findings summarised within this report are based on research conducted by EY on behalf of the UCI throughout 2018. In particular, this report focuses on four main channels that drive economic impact:

- ▶ **Visitors:** who spend money on local goods and services, boosting the host economy
- ▶ **Media and teams:** who spend time in the host region while competing and covering the event
- ▶ **Event delivery:** including the spending of event partners, and other activity required to stage the event
- ▶ **Event engagement:** the sporting, personal, tourism and business connections made through the event and how they drive future economic activity

The report provides detail on each of these events, while the appendix summarises the economic impact methodology. Two impact measures in particular are used within this report:

- ▶ **Gross Value Added (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 event. GVA can be viewed as the incremental contribution to Gross Domestic Product.
- ▶ **Employment:** employment impacts are presented in terms of annual employment equivalents. The employment supported in the period immediately surrounding the event may therefore be larger.



# 02

# Innsbruck

## UCI Road World Championships





Attendance reached over 500,000 throughout the Championships, driving a €40mn boost to the Tirol economy





## The UCI Road World Championships

The 2018 UCI Road World Championships took place in Tirol, Austria, with the historic city of Innsbruck as its focal point. This was the third time that the UCI Road World Championships had been held in Austria, the first being in Villach in 1987, followed by Salzburg in 2006.

The UCI Road World Championships bring the world's best road cyclists together each year to compete on the roads, streets and avenues of the host towns, cities and regions. This format brings unique course management challenges, but also presents competitors with the opportunity to compete in spectacular locations.

In total, 77 teams travelled to Innsbruck to compete in the event between Friday 22 September and Sunday 30 September. The single largest contingents of riders came from the Netherlands and Italy (both 70), while Austria entered the fourth-highest number of riders (49).<sup>1</sup>

## Innsbruck in the federal state of Tirol, Austria



## Innsbruck and Tirol

Innsbruck is the capital city of Tirol, a federal state in Western Austria. The state is home to 750,000 people – around 9% of the population of Austria – while the city of Innsbruck itself has a population of around 300,000.<sup>2</sup>

The city of Innsbruck has a rich sporting history, having twice hosted the Winter Olympic Games, in 1964 and 1976. Innsbruck also hosted the first ever Winter Youth Olympic Games in 2012 and has twice hosted the Winter Paralympics (in 1984 and 1988).

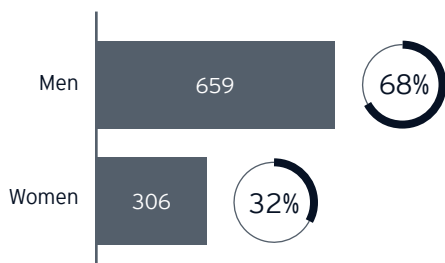
### UCI Road World Championships events:

**Team Time Trial** – Men's and Women's

**Individual Time Trial** – Men's and Women's Elite, Men's and Women's Junior and Men's Under 23

**Road Race** – Men's and Women's Elite, Men's and Women's Junior and Men's Under 23

### Participation by gender



<sup>1</sup> Some athletes competed in several races

<sup>2</sup> Source: 2018 population estimates, Eurostat via Oxford Economics





## Drivers of economic impact

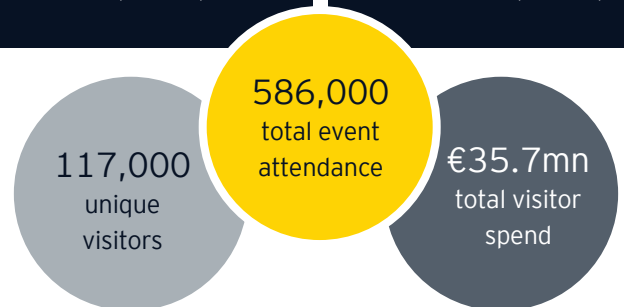
Attendance over the course of the event reached 586,000 spectators, with over 200,000 unique spectators, 117,000 of which had travelled from outside of Tirol.<sup>3</sup> These visitors, along with 830 media staff and 1,820 team members, helped to drive substantial economic activity within the region. As a result of the event an additional €39.8mn of economic activity was generated within Innsbruck and the wider Tirol region, equivalent to supporting 720 jobs.

Visitors underpinned 89% of the economic impact, through their spending during their stay in the region. The remaining impact was supported by the spend of media and teams (8%) and the operational delivery of the event itself (3%).

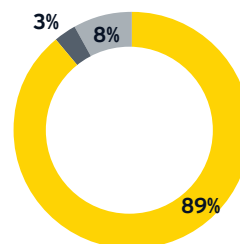
## What made Innsbruck unique?

Due to its location within Tirol, a popular tourist destination, the UCI Road World Championships attracted a large number of international visitors (100,000). Spending by international visitors made up the vast majority of visitor expenditure (€33.3mn of the total of €35.7mn), driving a substantial share of the economic impact generated.

Tirol made a positive impression on visitors, with 85% suggesting that they would be likely to return for a future holiday. A majority of television viewers also suggested that they would like to visit the region after having watched broadcasts of the event.

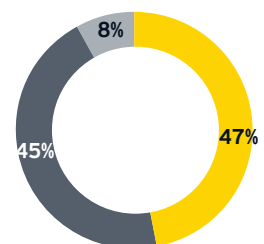


**Breakdown of GVA impacts by source**



- Visitor spend
- Event delivery
- Media and teams

**Origin of visitors to the UCI Road World Championships in Innsbruck**



- Local
- International
- Non-local

Source: EY analysis

**830**  
media staff covered the event

**€485k**  
total visiting media spend

**1,820**  
members of competing teams

**€2.5mn**  
total visiting team spend

Source: EY analysis

<sup>3</sup> Unique visitors, rather than unique spectators, are the main driver of the economic impact. This is because unique spectator figures include residents from within Tirol, whose expenditure throughout the course of the event is not considered additional to the region.

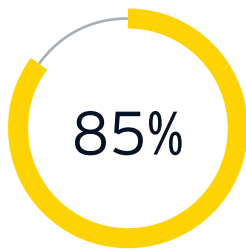


## The tourism legacy

Substantial broadcast coverage exposed Tirol to new audiences, while the positive experiences of spectators should encourage future tourism into the region.



TV viewers that would like to visit Tirol

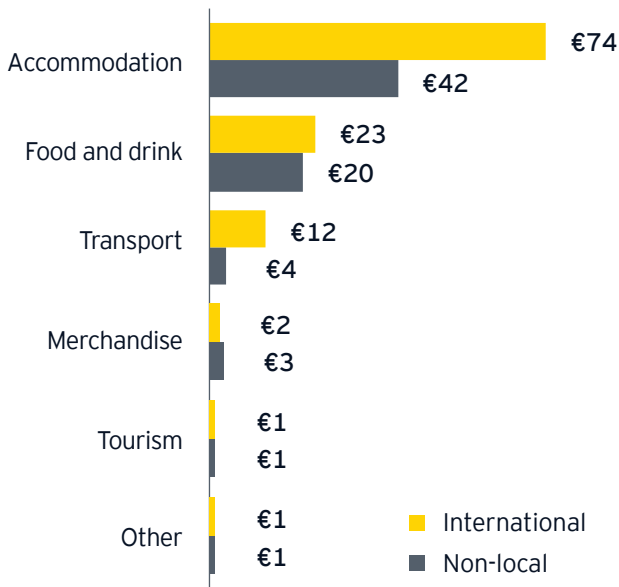


visitors that are likely to return to Tirol for a future holiday

Source: UCI and Nielsen Sports, EY analysis

The average visitor spend per person per night indicates that the hospitality industry was a key beneficiary from the UCI Road World Championships.

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



### Average number of nights stayed by tourist origin

Origin	Length of stay (nights)	Daily spending per visitor (€)
Non-local	2.7	71
International	4.3	114*

Source: EY analysis

\*Figures in the graph do not sum to this total due to rounding

Online engagement with the UCI Road World Championships was also successful, as social media coverage reached wider audiences.

#### Website

Approximately **100k** unique users.

Nearly **25k** sessions on the final day.

#### Twitter

**425k** impressions made by the most viewed Tweet about the Road World Championships

**3mn** video views

#### Facebook

**8,500** new fans during the event

**4.1mn** cumulative reach

The UCI Road World Championships were broadcast in **100** countries, with a cumulative audience of **250mn**



A high-angle, dynamic photograph of two track cyclists racing on a wooden velodrome. The cyclist in the foreground is wearing a white and green jersey with yellow accents, while the cyclist behind is in a red and white jersey with 'PORTUGAL' written on the sleeves. The track has blue and red lane markings. The background is a blurred wooden floor.

# 03

# Apeldoorn

UCI Track Cycling World  
Championships presented by Tissot





Apeldoorn delivered a local sporting participation legacy and a €2.3mn boost to the local economy

## UCI Track Cycling World Championships presented by Tissot and Tissot UCI Track Cycling World Cup

The UCI Track World Championships is an annual event in which the world's elite cyclists compete in track-based disciplines. 2018 brought the event back to Apeldoorn for the first time since 2011, and was the eighth time the event has been held in the Netherlands – the first time being in Amsterdam in 1925.

In total, 40 teams travelled to Apeldoorn to compete in the Apeldoorn Omnisport velodrome, bringing 845 team members, of which 364 were competitors. The largest national contingent of riders came from Poland, with 25, while six teams travelled with just a single rider. The Netherlands, the host nation, provided the fourth-most team members at 22.

There were races for both males and females across all disciplines at the UCI Track Cycling World Championships.

In addition to the UCI Track Cycling World Championships, the Tissot UCI Track Cycling World Cup also takes place each year. This series of competitions provides professional cyclists with the opportunity to compete for points throughout the season, which then determine each rider's ranking within each discipline. In 2018, Tissot UCI Track Cycling World Cup events were held in 5 different locations across Europe, North America and South America.

**Manchester, Great Britain**   
Tissot UCI Track Cycling World Cup


**Milton, Canada**   
Tissot UCI Track Cycling World Cup

**Apeldoorn, Netherlands**   
**UCI Track Cycling World Championships**  
**27 February–4 March**



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Apeldoorn delivered a local sporting participation legacy and a €2.3mn boost to the local economy

Attendance	19,000
International visitors	1,000
GVA impact	€2.3mn
Employment impact	60
Average visitor stay	3.8 nights
Daily spend per visitor	€60

**Santiago, Chile**   
Tissot UCI Track Cycling World Cup IV


**Key**


-  UCI Track Cycling World Championships
-  Tissot UCI Track Cycling World Cup







**Pruszków, Poland**   
Tissot UCI Track Cycling World Cup

**Minsk, Belarus**   
Tissot UCI Track Cycling World Cup



## Apeldoorn and Gelderland

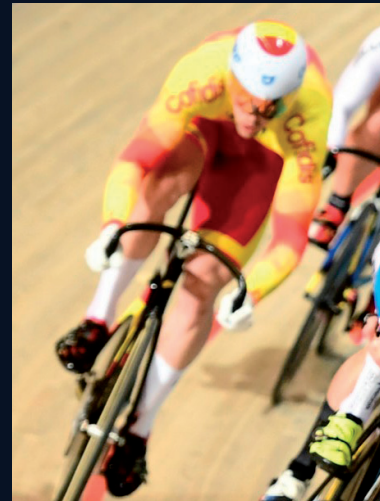
Apeldoorn is located in the province of Gelderland, situated in the east of the Netherlands, between Amsterdam, Eindhoven and the Ruhr area. By population, Gelderland is the fourth largest of Netherlands 12 provinces, with a population of over two million, of which 160,000 live within Apeldoorn itself.<sup>4</sup>



## Omnisport, Apeldoorn

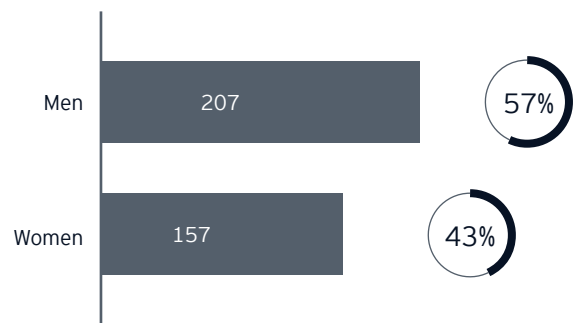
The event was held within Apeldoorn's Omnisport complex. Omnisport is a velodrome and multisport indoor arena in Apeldoorn. Opened in 2008, the cycling arena within the Omnisport has a capacity of around 5,000 people.

## UCI Track Cycling World Championships events:



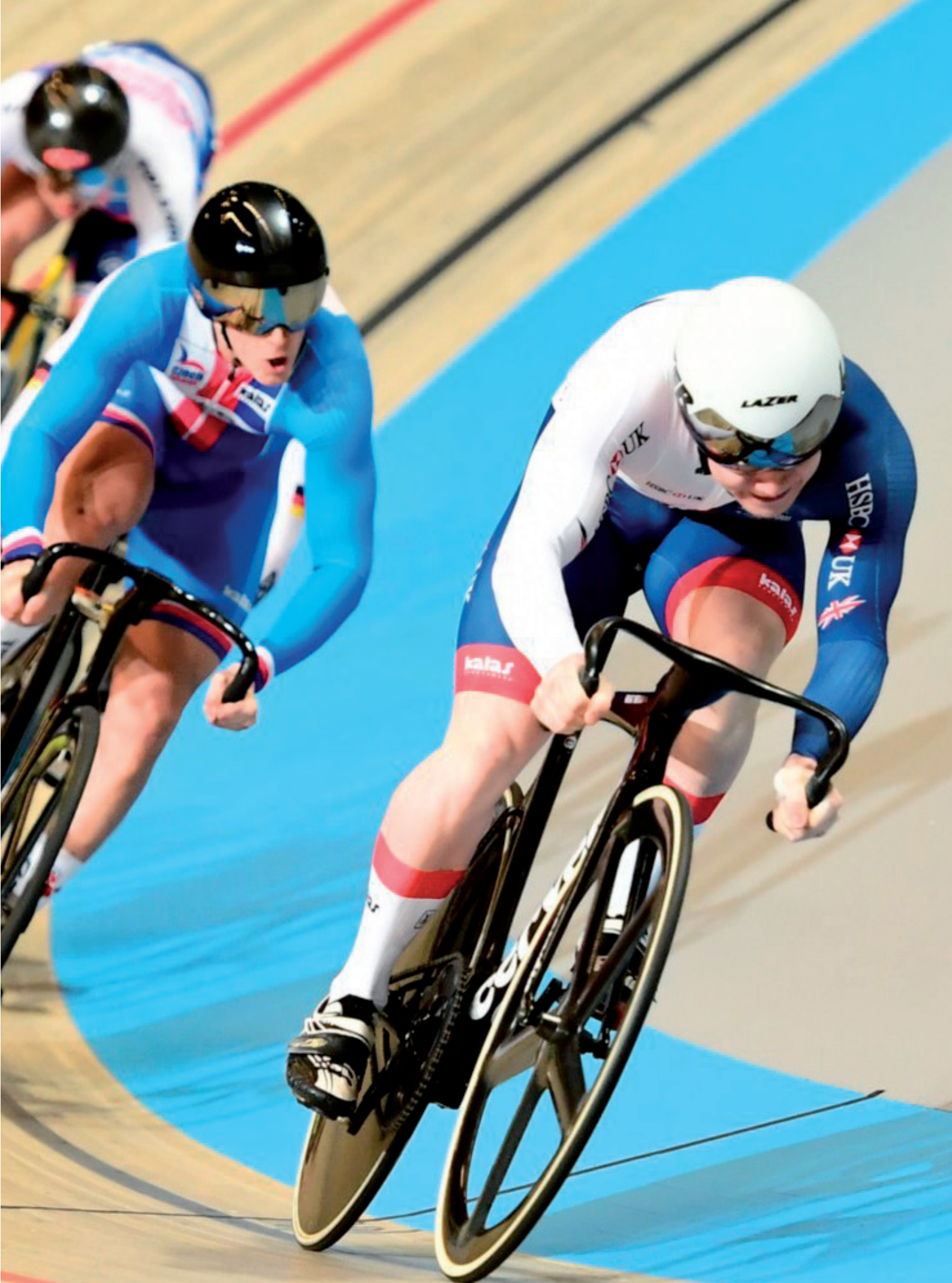
- Kerin
- Madison
- Omnium
- Points Race
- Pursuit
- Team Pursuit
- Scratch race
- Sprint
- Team Sprint
- Time Trial

## Participation by gender



<sup>4</sup> Source: Eurostat, Cities and greater cities dataset; Apeldoorn.nl





## Drivers of economic impact

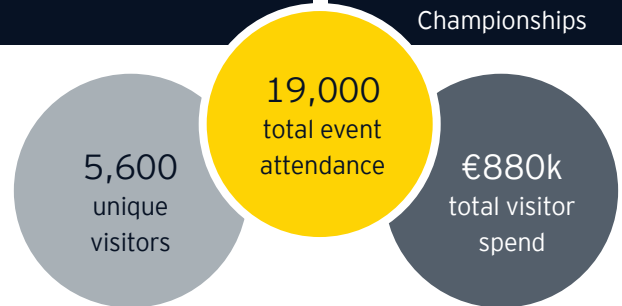
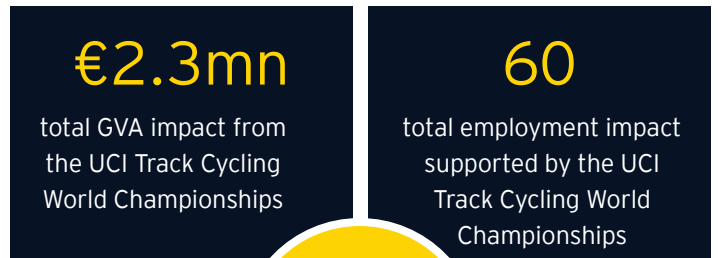
Over the course of the event, total attendance reached 19,000, with 8,600 unique spectators attending the event. Of these spectators, 5,600 were visitors from outside of the region.<sup>5</sup>

Visitor spending, which averaged €60 per visitor per night, combined with the spending of 230 media staff, 845 team members and the operational delivery of the Championships, drove €2.3mn of economic activity in Apeldoorn and the region. This was equivalent to supporting 60 jobs.

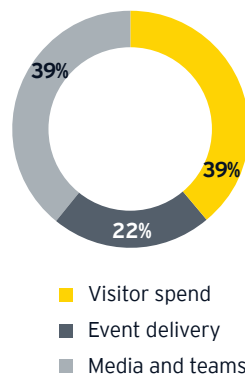
Visitors underpinned over a third (39%) of the economic impact of the event. The remaining impact was supported by the event delivery (22%) and the spending of media and teams (39%).

## What made Apeldoorn unique?

- ▶ Substantial domestic engagement: the UCI Track Cycling World Championships attracted a large proportion (88%) of attendees from within the Netherlands.
- ▶ High fan satisfaction: 96% of visitors rated the event 7/10 or better
- ▶ Strong legacy potential: over two-thirds of spectators felt encouraged to do more sport as a result of the UCI Track Cycling World Championships

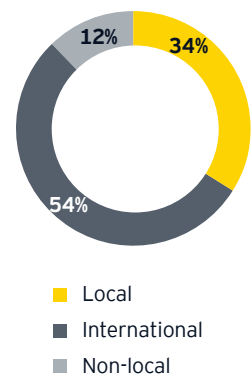


Breakdown of GVA impacts by source



Source: EY analysis

Origin of visitors to the UCI Track Cycling World Championships in Apeldoorn



**230**  
media staff covered the event

**€45k**  
total visiting media spend

**845**  
members of competing teams

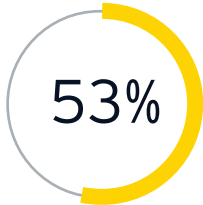
**€850k**  
total visiting team spend

Source: EY analysis

<sup>5</sup> Unique visitors, rather than unique spectators, are the main driver of the economic impact. This is because unique spectator figures include residents from within Gelderland, whose expenditure throughout the course of the event is not considered additional to the region.



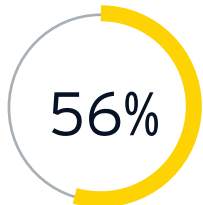
**Event engagement and sporting legacy**



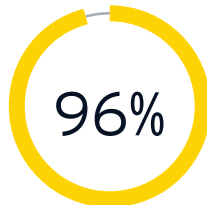
attendees encouraged to do more sport



local residents rating the event 7/10 or better



international visitors encouraged to follow the sport more in the media



visitors rating the event 7/10 or better

Online engagement with the UCI Track Cycling World Championships was also successful, as social media coverage reached wider audiences.

**Website**

Approximately **155k** unique visitors to the site.  
Over **25k** sessions on the Saturday.

**Twitter**

**85k** impressions made by the most viewed Tweet about the Track Championships  
**3mn** more people reached during the week than on Facebook

**Facebook**

**8,500** new fans during the event  
**1.3mn** cumulative reach

The UCI Track Cycling World Championships were broadcast in **130** countries, with a cumulative audience of **170mn**







04

# Lenzerheide

UCI Mountain Bike World Championships  
presented by Mercedes-Benz



MOUNTAIN BIKE  
D CHAMPIONSHIPS

LENZERHEIDE  
SWITZERLAND



PRESENTED BY Mercedes-Benz



Lenzerheide

#LENZERHEIDE2018

TISSOT

1:29:18

FINISH TISSOT

SHIMANO

Mitas

X-Class

Comercial

UCI

TISSOT

GoPro

The five day festival of cycling brought 30,000 visitors into Lenzerheide generating €11.5mn for the regional economy



## UCI Mountain Bike World Championships presented by Mercedes-Benz and Mercedes-Benz UCI Mountain Bike World Cup

Each year, the world's best mountain bike cyclists represent their nations in cross country and downhill events at the UCI Mountain Bike World Championships. Since the inaugural event in 1990 in the USA, the event has been held in 16 different countries.

The 2018 UCI Mountain Bike World Championships were held in Lenzerheide, Switzerland. This was the fourth time the event had taken place in Switzerland, and the first time Lenzerheide had hosted the event.

Riders from 57 nations travelled to Lenzerheide to compete in the UCI Mountain Bike World Championships, with 1,230 team members. The single largest contingent of riders came from Switzerland, with 98 competitors, while five national teams were represented by a single competitor.

In addition to the UCI Mountain Bike World Championships, the Mercedes-Benz UCI Mountain Bike World Cup also takes place each year. This series of events provides professional cyclists with the opportunity to compete for points throughout the season, which then determine each rider's ranking within each discipline. In 2018, Mercedes-Benz UCI Mountain Bike World Cup events were held in 10 different locations across Africa, Europe and North America.

**Nové Město na Moravě, Czech Republic**  
Mercedes-Benz UCI Mountain Bike World Cup

**Albstadt, Germany**  
Mercedes-Benz UCI Mountain Bike World Cup

**Mont-Sainte-Anne, Canada**  
Mercedes-Benz UCI Mountain Bike World Cup

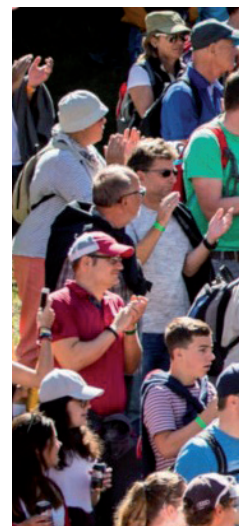
**Fort William, United Kingdom**  
Mercedes-Benz UCI Mountain Bike World Cup

**Valnord, Andorra**  
Mercedes-Benz UCI Mountain Bike World Cup

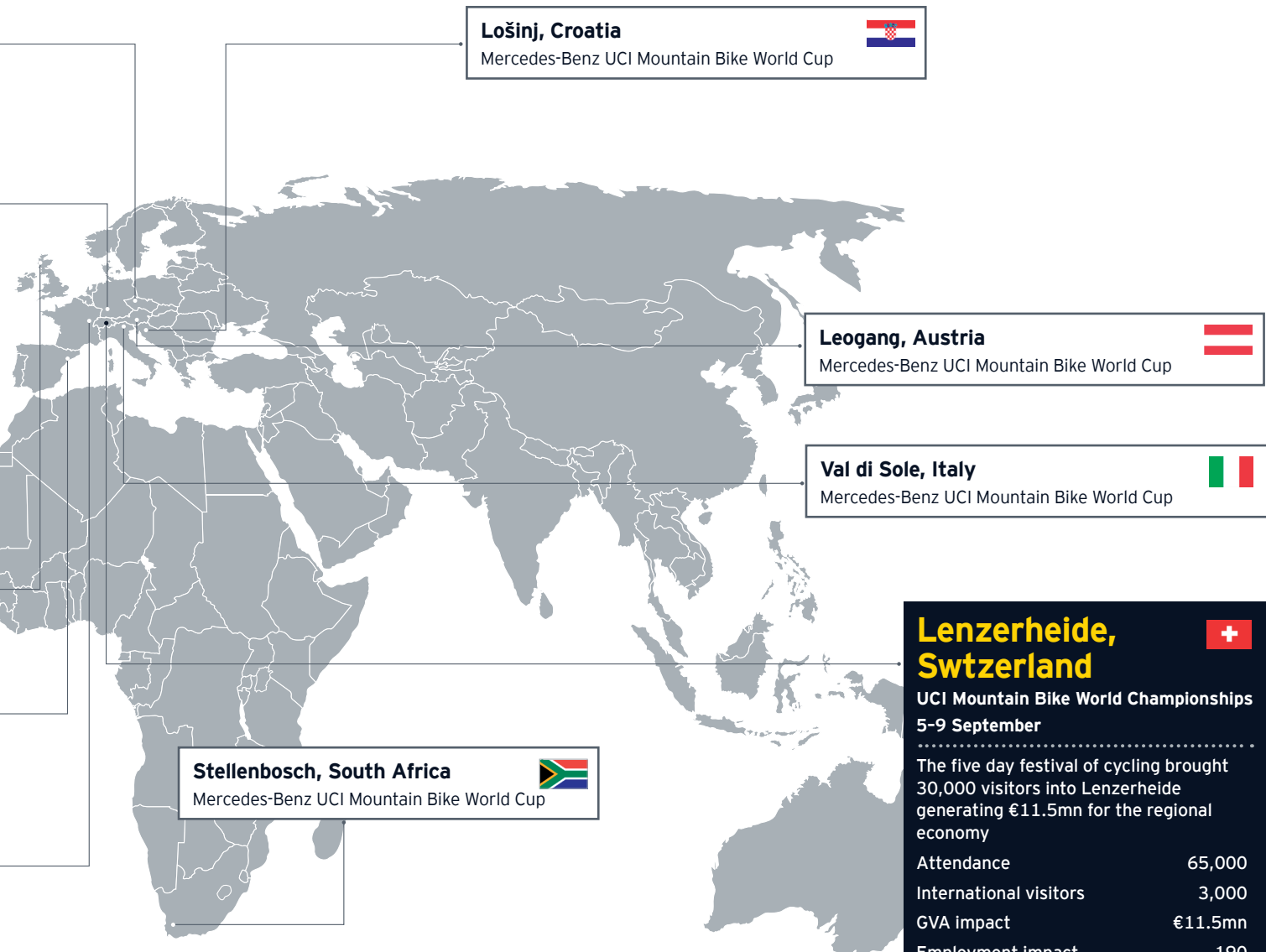
**La Bresse, France**  
Mercedes-Benz UCI Mountain Bike World Cup

**Key**

- UCI Mountain Bike World Championships
- Mercedes-Benz UCI Mountain Bike World Cup







**Lenzerheide, Switzerland**

UCI Mountain Bike World Championships  
5-9 September

The five day festival of cycling brought 30,000 visitors into Lenzerheide generating €11.5mn for the regional economy

Attendance	65,000
International visitors	3,000
GVA impact	€11.5mn
Employment impact	190
Average visitor stay	2.1 nights
Daily spend per visitor	€110



## Lenzerheide and the surrounding region

Lenzerheide is a village in the Albula region, in the canton of Grisons, in Eastern Switzerland. Albula itself has a population of around 8,000 people, while Grisons, the largest Canton in Switzerland by land area, has a population of almost 200,000.<sup>6</sup> The Albula region is home to a vast number of cycling trails and is set to host a number of mountain bike events in 2019, including the UCI Mountain Bike World Cup.

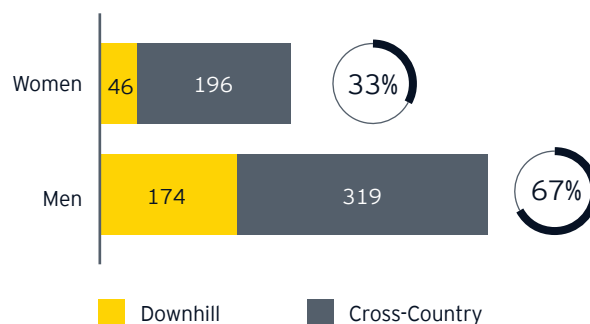


## UCI Mountain Bike World Championships events:

**Cross-country** – Team Relay, Men’s and Women’s Junior and Elite, and Men’s Under 23s

**Downhill** – Men’s and Women’s Junior and Elite

### Participation by gender



<sup>6</sup> Source: Federal Statistics Office Switzerland







## Drivers of economic impact

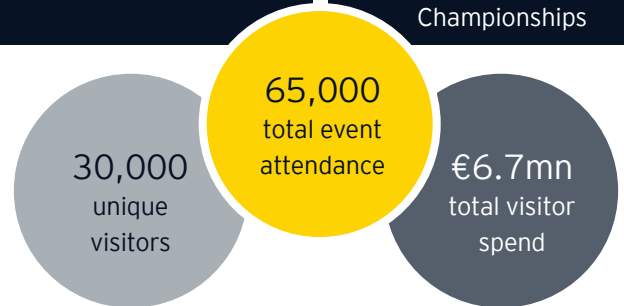
Total attendance across all days of the UCI Mountain Bike World Championships in Lenzerheide reached 65,000, with 34,000 unique attendees at the event.<sup>7</sup> 88% of these attendees (30,000) travelled from outside of Lenzerheide and the surrounding region. In addition, 410 media staff and 1,230 team members were present throughout the event, supporting a substantial boost to the regional economy. In total, €11.5mn of economic activity was supported in Lenzerheide and the wider Albula region, equivalent to supporting 190 employment opportunities.

Visitors and their spending contributed to 73% of the economic impact. The remaining impact was supported by the spend of media and teams (15%) and the operational expenditure required to deliver the event (12%).

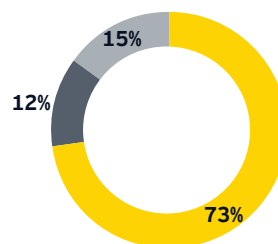
## What made Lenzerheide unique?

Event engagement levels were very high, with 95% rating the event positively.<sup>8</sup> Visitors to Lenzerheide also viewed it very positively, as 97% of visitors indicated that they would be either likely or very likely to return in future as a result of their visit for the event.

The UCI Mountain Bike World Championships attracted a large proportion of attendees (88%) from outside of Lenzerheide and the wider Albula region. Visitors from elsewhere in Switzerland alone contributed €5.5mn of the €6.7mn total visitor spend through their demand for accommodation and other goods and services. The longer duration of international visitor stays, at over four nights on average, also provided a boost to the local economy.

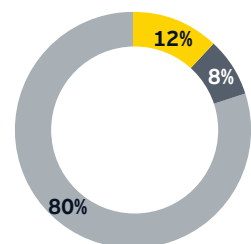


Breakdown of GVA impacts by source



- Visitor spend
- Event delivery
- Media and teams

Origin of visitors to the UCI Mountain Bike World Championships in Lenzerheide



- Local
- International
- Non-local

Source: EY analysis

**410**  
media staff covered the event

**€148k**  
total visiting media spend

**1,230**  
members of competing teams

**€1.3mn**  
total visiting team spend

Source: EY analysis

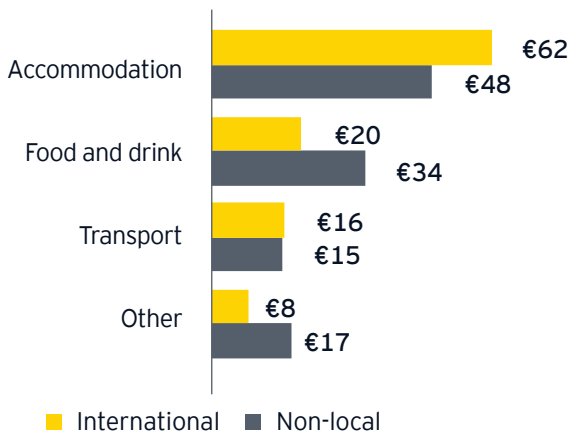
<sup>7</sup> Unique visitors, rather than unique spectators, are the main driver of the economic impact. This is because unique spectator figures include local residents, whose expenditure throughout the course of the event is not considered additional to the region.

<sup>8</sup> Positive ratings are 7/10 or better



The average visitor spend per person per night indicates that the hospitality industry was a key beneficiary from the UCI Mountain Bike World Championships.

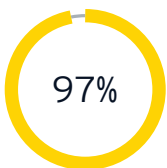
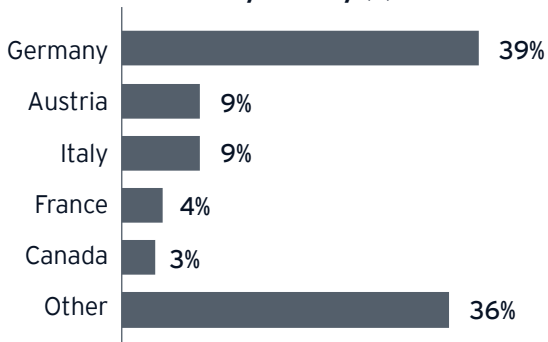
**Average visitor spend per person per night, by category (€)**



**Average number of nights stayed by visitor origin**

Origin	Length of stay (nights)	Daily spending per visitor (€)
Non-local	1.8	115
International	4.3	106

**Origin of international visitors by country (%)**



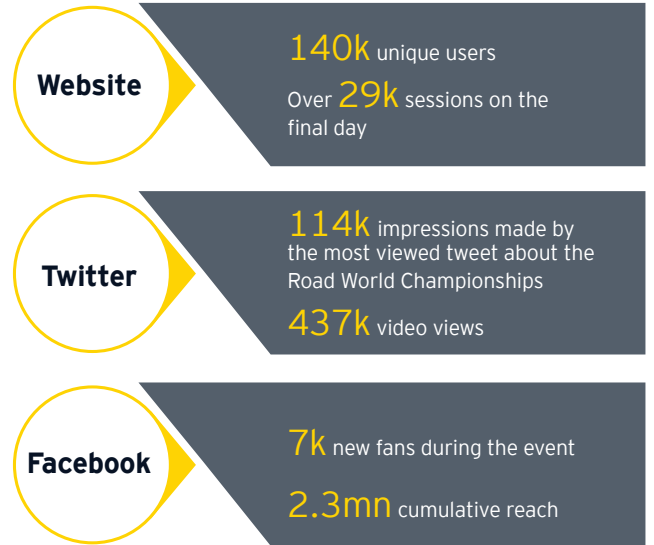
non-local visitors that are 'likely' or 'very likely' to return to the region for a holiday



attendees that rated the UCI Mountain Bike World Championships seven out of ten or better

Source: EY analysis

Online engagement with the UCI Mountain Bike World Championships was also successful, as social media coverage reached wider audiences.



The UCI Mountain Bike World Championships were broadcast in **122** countries, with a cumulative audience of **46mn**.




# 05

## Varese

UCI Gran Fondo World  
Championships





A group of amateur cyclists are captured in a race, riding along a paved road that cuts through a lush vineyard. The cyclists are wearing various colored jerseys and helmets, and are leaning forward in a racing posture. The background is filled with rows of green grapevines, and the overall scene is set in a rural, scenic environment. A semi-transparent dark grey box is overlaid on the upper portion of the image, containing white text.

Over 3,100 amateur cyclists contributed to a hugely popular event that provided significant benefits to the local tourism industry

## The UCI Gran Fondo World Championships and UCI Gran Fondo World Series

The UCI Gran Fondo World Series is a series of 21 UCI-sanctioned races held all over the world. The Series is open to non-professional riders, and aims to broaden the appeal of competitive cycling.

In 2018, thousands of people took part in the UCI Gran Fondo World Series, with events taking place in 19 different countries. The top 25% of riders in each age group went on to qualify for the UCI Gran Fondo World Championships, which in 2018 took place in Varese, Italy, between Thursday 30 August and Sunday 2 September.

3,105 participants competed in Varese, with representatives from 59 nations. The single largest contingent of riders came from Great Britain, with 644. Italy, the host nation, provided the second-most riders, at 446.

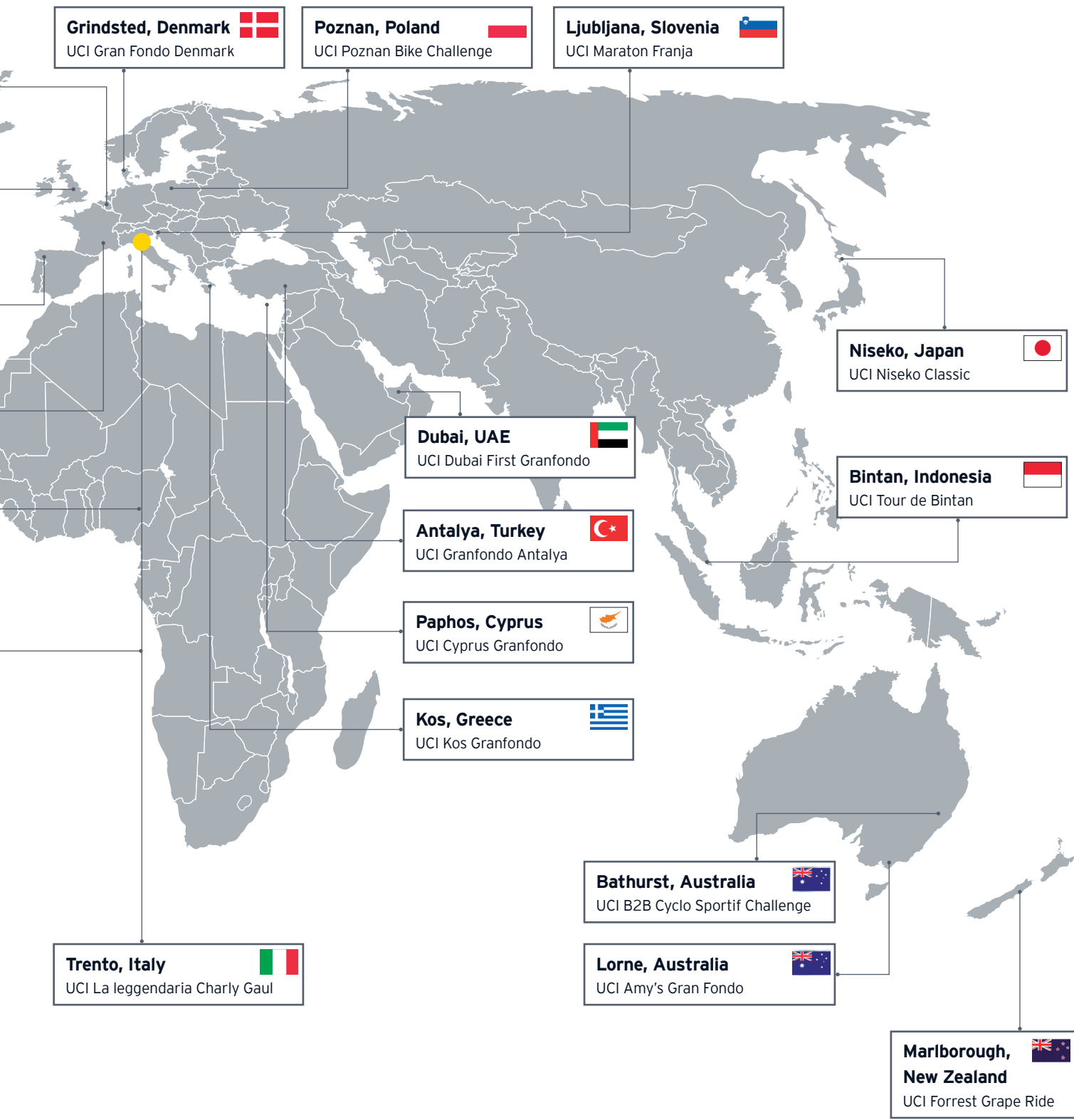
## The UCI Grand Fondo World Series in 2018



Varese, Italy	
UCI Gran Fondo World Championships	
Participants and visitors	4,880
GVA impact	€4.4mn
Employment impact	70







## Varese and Lombardy

Varese is a city in the region of Lombardy, in Northern Italy. With a population of around 10 million people, Lombardy is the most populous region in Italy has country's largest regional economy.<sup>9</sup> Varese itself is home to approximately 81,000 people and has twice hosted the UCI Gran Fondo World Championships – in 1951 and again in 2008.

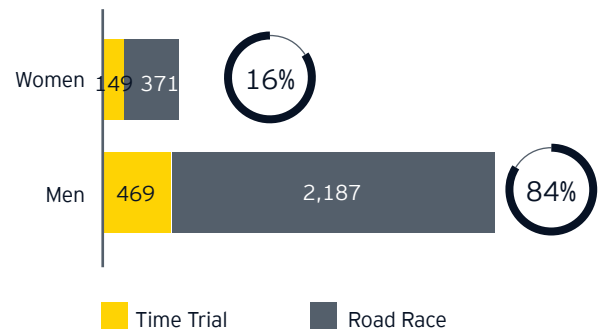


## UCI Gran Fondo World Championships events:

**Time Trial** – Men's and Women's

**Road Race** – Men's and Women's

### Participation by gender



<sup>9</sup> Source: 2018 population estimates, Eurostat via Oxford Economics





## Drivers of economic impact

The participants themselves were the most significant driver of the economic impact of the UCI Gran Fondo World Championships. In total, 3,105 participants competed in the event. Over the course of their stay, these people contributed €2.8mn in direct spending into the Lombardy region, particularly through spend on accommodation, food and beverages.

A further €1.4mn of direct spending was supported by visitors to the region, primarily driven by the friends and family of participants.

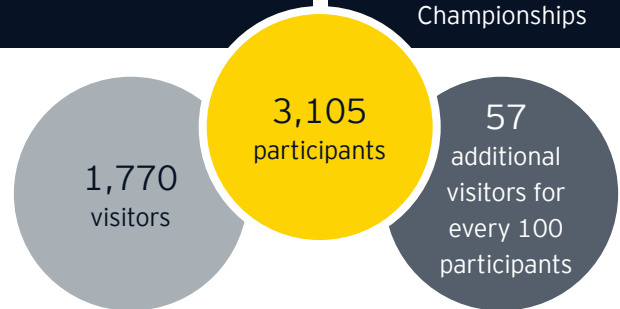
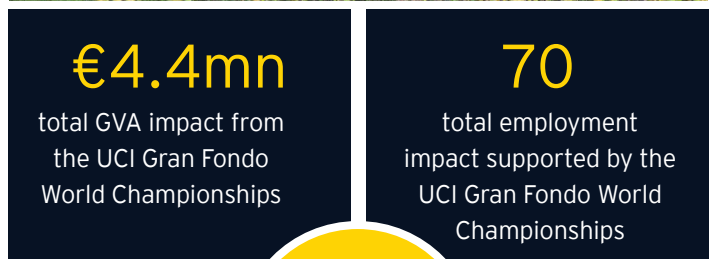
The total GVA impact on the Lombardy resulting from this expenditure was €4.4m, equivalent to 70 jobs.

## What made Varese unique?

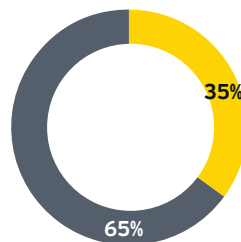
Participants were highly engaged with the event, with 86% reporting being either satisfied or very satisfied with their experience. This is reflected in the fact that the majority of participants (56%) felt that they had experienced the atmosphere of a real UCI World Championships.

Varese was also able to successfully attract a large number of visitors and participants, many of whom stayed for five nights or more in the Lombardy region. On average one participant in every two brought a companion who was not competing (including partners and friends) and the vast majority (94%) of these accompanying visitors were international visitors.

This meant that much of the spending associated with the event was additional to the region. Coupled with relatively high levels of per night spending, this drove a high level of economic impact, particularly relative to the scale of the event itself.

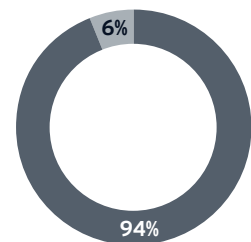


**Breakdown of GVA impacts by source**



■ Visitor spend  
■ Participants

**Origin of visitors**

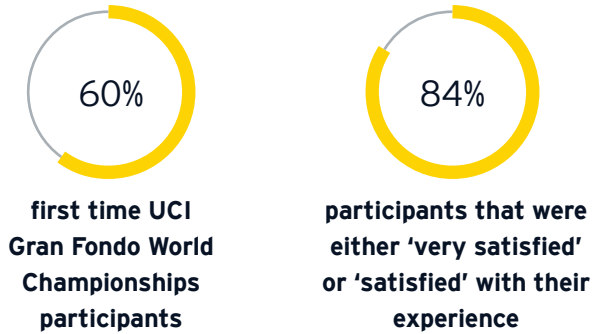


■ International  
■ Non-local

Source: EY analysis



### High levels of engagement and first time participation



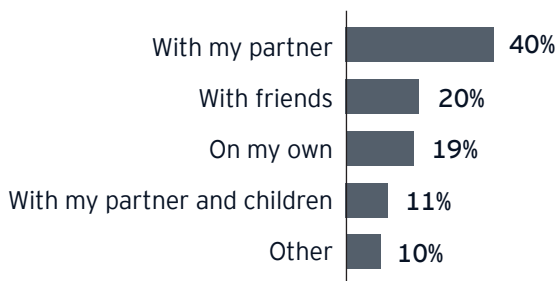
Source: UCI, EY analysis

The UCI Gran Fondo World Championships attracted significant numbers of visitors to Varese, with the vast majority (81%) of participants bringing other participants or visitors with them<sup>10</sup>. Many participants and international visitors extended their stay in Lombardy well beyond the duration of the four day event itself, as almost half of international visitors stayed for five nights or more.

### Average number of nights stayed

Origin	Length of stay (nights)	Daily spending per person (€)
Participants	5.1	180
Non-local visitors	2.0	150
International visitors	5.3	170

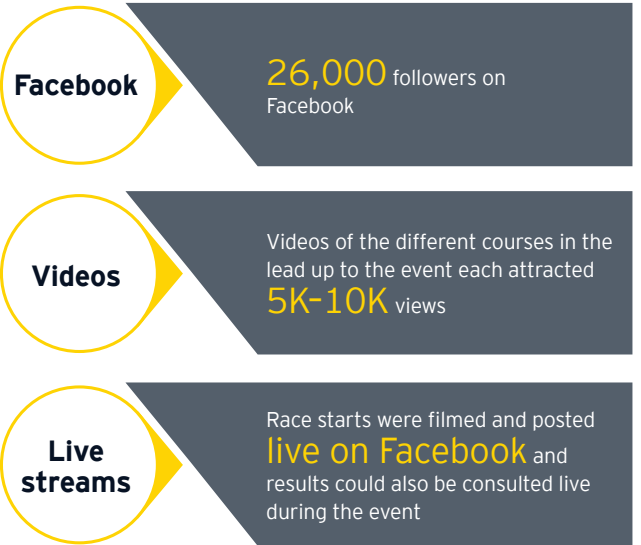
### Who did participants travel with to Varese?



Source: EY analysis

<sup>10</sup> Note that this figure includes other participants as well as visitors, i.e. participants bringing other participants in the same group. This is why it exceeds the previous statistic highlighting that there were 57 additional visitors for every 100 participants.

Online engagement with the UCI Grand Fondo World Championships was also successful, as social media coverage reached wider audiences.





# 06

## Methodology





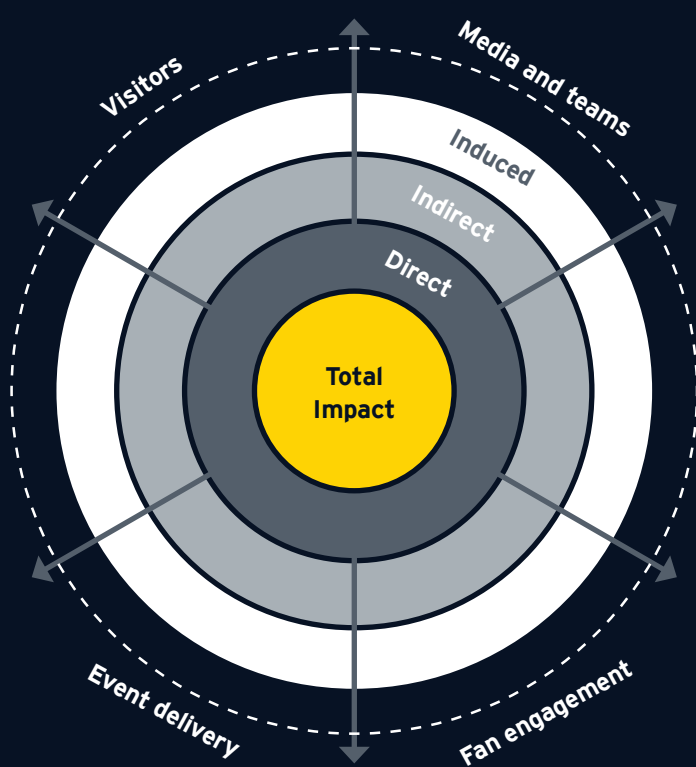


## Impact measurement methodology

The economic impacts are 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, while Event engagement is based on attendee and visitor feedback.





## Direct spending in the host city and region

The direct impacts for both visitor spending and media and teams are informed by primary research into visitor, media and team profiles and spending patterns, combined with secondary sources on attendance and accreditations. The impact studies focus only on the impacts of spending that is judged to be additional to the host locality. In particular:

- ▶ Visitor impacts (non-local and international residents) include only the spending of visitors who identify the event as the main purpose of their visit
- ▶ Media and teams' impacts exclude the spending of local media professionals
- ▶ Event delivery impacts include only the costs incurred in the host locality
- ▶ Government-funded spending in the region is excluded from the impact analysis, since this spending may have occurred at another time in the absence of the event

## Sources

### Primary research methodology

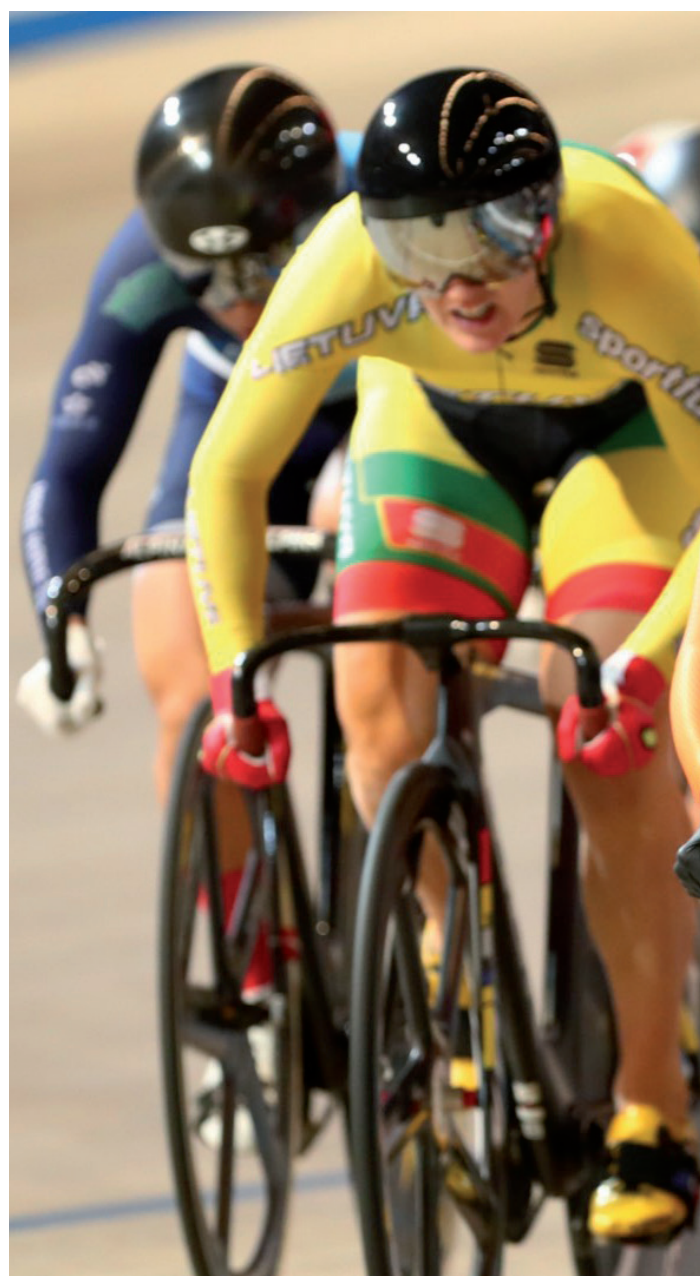
Extensive primary research was conducted to build up an understanding of the economic activity supported by each UCI event, including the spending patterns of visitors and the activities undertaken during their stay. This involved conducting survey interviews of three groups of people during the course of each UCI event:

- ▶ Spectators
- ▶ Teams
- ▶ Media

Survey questions covered areas such as:

- ▶ Origin of respondent
- ▶ Size of their party
- ▶ Length of stay in the host locality
- ▶ Spending by patterns while in the host locality
- ▶ Experience of event
- ▶ Activities undertaken

The results of spectator surveys were weighted according to the estimated origins of the total spectator population. Depending on the event, this information was obtained through ticket purchaser information, a larger sample origination survey, and secondary information held by the UCI or the event organisers. For media and teams, appropriate survey weightings were based on official accreditation information.





## Secondary research

Additional information from the following sources was also used to inform the impact assessments:

### UCI

- ▶ Official accreditation information, to calculate direct spending in the host city and region
- ▶ Information related to broadcasting and social media activity associated with the events, to understand the wider reach

### Local organising committees

- ▶ Attendance/ticketing statistics, to calculate direct spending in the host city and region
- ▶ The investment and operational costs to host the events, and the sources of event funding

### Organisation for Economic Cooperation and Development

- ▶ National and regional economic accounts were used to understand the links between the event and the wider host economies for the purposes of calculating direct, indirect and induced impacts

## Direct economic impacts

Once the direct spending impacts in the host locality have been estimated, they are categorised according to their specific sector of the economy. This allows spending figures to be translated into sector by sector estimates of direct impacts on employment and Gross Value Added (GVA). These estimates are based on the ratios of GVA and employment to output by sector, taken from local economic accounts.

## Indirect and induced impacts

Indirect and induced impacts are calculated using EY's economic impact model, which estimates the GVA and employment 'effects' driven by direct sector spending.

These effects show the additional impact on the host locality's economy for each €1 of spending resulting from the event. The effects are driven by the structure of the local economy, including the extent to which the local economy relies upon imports from abroad and from elsewhere in the host country.

This follows the input-output framework pioneered by Wassily Leontief, and is based on national and local economic accounts.

## Further considerations

The approach taken to economic impact measurement is effective in understanding the key drivers behind the economic impact of each event. This includes accounting for impacts which may occur without the events having taken place.

A number of factors could 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 could be captured through the surveys of spectators attitudes, though this does not necessarily capture the views of all local residents.

### Social benefits

Impacts resulting from increased physical activity and general wellbeing that may be derived from increased sports participation supported by the events are not quantified as part of this study, though there is evidence that major events can drive such impacts.

### 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, it is likely that the majority of economic activity that is disrupted over the course of the events will be displaced to periods prior or following the events, rather than being lost.

### Additionality

This study seeks to include only those economic impacts which are additional to the host regions. As a result, only the impacts of expenditure from outside of the host regions are included within the overall impact. To the extent that the events have actively discouraged visitors into the host region, this may reduce the impacts from those stated within this report.





# Notes

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