

mulier institute



**Amsterdam University
of Applied Sciences**



Amsterdam 2016 European Athletics Championships

Economic impact and experiences

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commissioned by the Local Organising Committee of the 2016 European Athletics Championships

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Contents

Key figures	7
1. Introduction	9
1.1 <i>'Athletics like never before'</i>	9
1.2 Objective	9
1.3 Method and assumptions	10
1.4 Reading guide	10
2. Visitors, experiences and expectations	11
2.1 Personal attributes	11
2.2 Visit attributes	12
2.3 Emotions and expectations	12
2.4 Assessment	14
3. Economic impact	17
3.1 Visitors	17
3.2 Competitors and entourages	19
3.3 European Athletics and partners	19
3.4 Volunteers	20
3.5 Press	20
3.6 Project organisation	21
3.7 Economic impact	23
4. Conclusion	25
Appendix 1 Additional notes on the economic impact	27
Appendix 2 Sample	29
Appendix 3 Economic impact of regular visitors	31
Appendix 4 Athletes and officials	33

Key figures

Table I Key figures

Number of (unique) visitors	48,000
Number of visits	106,100
Average number of days visiting the event	2.06
Number of competitors	1,480
Number of people in competitors' entourages	990
Number of nationalities represented by the participating federations	51
Number of volunteers	1,692
Number of accredited media	1,489
Share of male spectators (%)	59
Share of spectators aged 35 or younger (%)	35
Share of spectators engaged in running/athletics over the past 12 months (%)	53
Share of additional visitors overall (%)	60
Share of additional visitors residing in the Netherlands, excluding Amsterdam (%)	79
Share of additional visitors from abroad (%)	72
Economic impact for the municipality of Amsterdam (€)	7,841,000
Economic impact for the municipality of Haarlemmermeer (€)	1,600,000
Share of public income accrued by the Local Organising Committee (LOC) (%)	52
Average expenditure by the additional Dutch, per person, per day (€)	34.89
Average expenditure by the additional foreign visitors, per person, per day (€)	45.60
Expecting that the Championships will contribute to the promotion of Amsterdam as a tourist destination (yes, %)	75
Proud of Amsterdam for hosting the Championships (yes, %)	65
Expecting to be inspired by the Championships to engage in (recreational) sports more often (yes, %)	19
Overall visitor assessment of the Championships (average mark, 1–10 scale)	8.2



1. Introduction

1.1 *'Athletics like never before'*

In November 2011, when European Athletics granted the rights to organise the 2016 European Athletics Championships (hereinafter referred to as the "Championships"), they favoured the bid of the Dutch delegation (Royal Dutch Athletics Federation and the municipality of Amsterdam) over those of Istanbul (Turkey) and Split (Croatia). It was to be the very first time in the 83 year history of the Outdoor Championships that the tournament would be held in the Netherlands.

The Championships took place from 5 July to 10 July 2016 in the Amsterdam Olympic Stadium and Museum Square. Athletics history was written in this stadium: the Olympic flame made its very first appearance here at the 1928 Olympics and the 800 metres for women also premiered in these Games. In 1975, the stadium served both as the start and finish of the very first Amsterdam Marathon.

The Championships' ambition was to realise an unforgettable athletics event together with an audience in a sold-out stadium under the motto 'Athletics like never before' and thereby improve Amsterdam's and athletics' position on the international map. The organisation attached three guiding principles to this objective: 1) Promoting 'Athletics like never before': The Championships was to use the newest, and most user-friendly developments in the area of communication to promote the event, 2) showing 'Athletics like never before': 'Amsterdam' was organising a sportive, multimedia, athletics spectacle unequalled in the international world of athletics, which it could not do without Dutch 'Orange' fans from all over the country; and 3) expanding 'Athletics like never before': The Championships were to be a typical example of the cross-fertilisation between this top sport event and the grassroots sport.

A full Olympic Stadium packed with atmosphere, emotions and sportive achievements as well as social and economic impact would be the critical success factors for the organisation to consider the event as successful, including the generation of a legacy. In this respect, the organisation identified the following results:

- The use of the Museum Square for the qualifications for javelin and discus;
- The half marathon premiering as a European championship event and a unique route through the inner city for the Brooks 10K Run;
- Compact programme with an Event Presentation in the Olympic Stadium;
- Innovation, including the use of apps for the event and volunteers;
- The construction of a Medal Plaza with entertainment for the medal ceremonies;
- The organisation of side events throughout the country and the city of Amsterdam;
- The integration of the *International Para-Athletics Challenge* in the Championships programme;
- The event's realisation within the available budget.

1.2 Objective

This study had a threefold objective:

- To describe the profile of the visitors to the Championships;
- To make an estimate of the Championships' economic impact for the municipality of Amsterdam;
- To describe how spectators experienced the event.

Economic impact studies measure the maximum additional expenditure yielded by a certain sports event in a certain region. The economic impact in this report refers to the direct expenditure within the municipality of Amsterdam by the visitors, competitors and entourages, the Championships' rights holders (European Athletics) and partners, volunteers, press, and the LOC as a result of the event. Appendix 1 provides additional information.

In addition to the study reported in the present document, the LOC asked the policy research, consultancy and management bureau DSP-groep to review the Championships' social impact. Their study focused on the side events.

1.3 Method and assumptions

Visitors were questioned by the students of the Amsterdam University of Applied Sciences under the supervision of Quincy Ladry (of the same university). The Mulier Institute, also on location, maintained close contact with this team and their fieldwork coordinator in order to realise an optimum response.

The interviewers were instructed beforehand, personally and in writing, about the study's design and objective. The questionnaires were conducted in a personal interview during the event itself with the interviewers entering the answers into an app installed on their smartphone or tablet. The questionnaire was drafted by the Mulier Institute. Bas Vriens (Mulier Institute) programmed the questionnaire in the app. A total number of 868 questionnaires were fully completed. Appendix 2 provides additional information on the visitor study.

The definition of the Championships as referred to in this report comprises all the competitions in the Olympic Stadium, all the competitions at the Museum Square, and the half marathon and covers the opening of the Championships on Tuesday, 5 July and the competitions from Wednesday, 6 July up to and including Sunday, 10 July. The impact of the 12,300 runners in the (recreational) Brooks 10K Champions Run was not taken into account.

The present report complies with the Guideline for Economic Impact 1.0 as drafted by the WESP Evaluation of Sports Events Workgroup.¹

1.4 Reading guide

The following chapter will focus on the visitors' profiles, experiences and expectations. The Championships' economic impact for the municipality of Amsterdam will be computed in Chapter 3. The final chapter will provide the conclusion. The presented figures are based on the visitor study, unless stated otherwise.

¹ Willem de Boer (Sports Economics researcher at the HAN University of Arnhem en Nijmegen) has conducted the peer review on behalf of the WESP.

2. Visitors, experiences and expectations

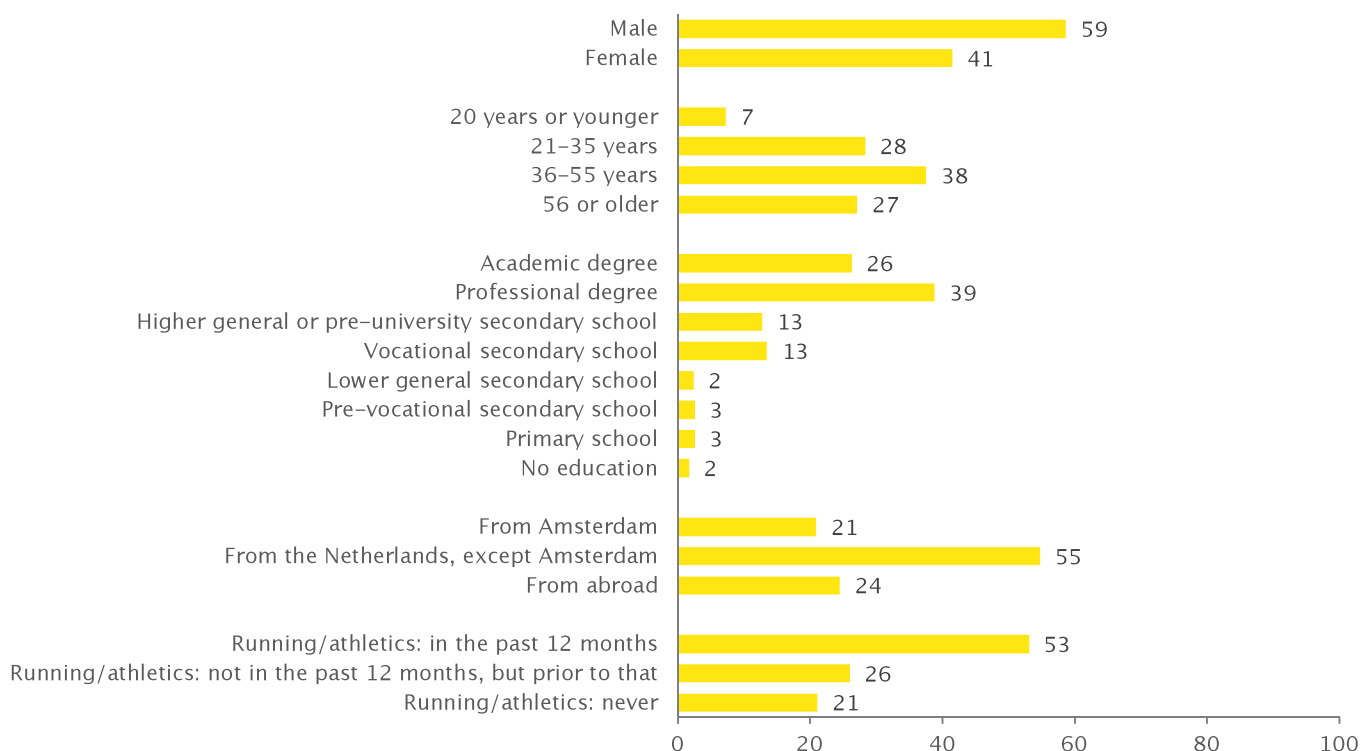
This chapter will firstly describe the visitors to the 2016 Amsterdam European Athletics Championships: how can this group be typified? What was the ratio between men and women and did the event solely attract people who are engaged in running and athletics themselves? After these personal attributes, the characteristics of their visit(s) will be addressed. How many days did the spectators visit the Championships and in what group composition? What emotions did the Championships evoke in them and what score did they award the event?

2.1 Personal attributes

Almost 6 in 10 visitors to the event were male (59%), almost two-thirds were 36 years or older and, again, two-thirds had completed at least a bachelor's degree course (Figure 2.1). Over one-fifth (21%) lived in the municipality of Amsterdam, 55% travelled from another Dutch municipality and almost one-fourth (24%) came from abroad. A relatively great number of foreign visitors travelled from Germany and Belgium (7% and 5% of the total number of visitors, respectively; not included in the figure).

For an important part did the Championships attract visitors with running or athletics experience. A majority (53%) of the spectators were runners and/or athletes themselves. Over a quarter (26%) had quit running or athletics, but had done so in the past. Approximately 1 in 5 visitors had never taken up running or athletics (Figure 2.1).

Figure 2.1 Visitor profile, in percentages



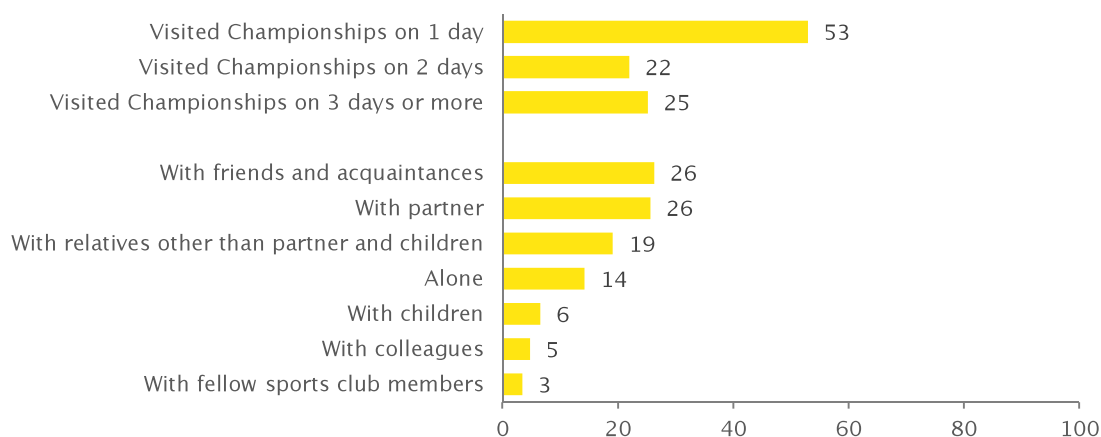
When we compare this Championships visitor profile with the one of a top event that took place in the Netherlands a year earlier - the start of the *Tour de France* in Utrecht in 2015 - it appears that they coincide in terms of sex, age and education level. There are differences, however, when it comes to the visitors' home countries and sports behaviour. The Championships attracted far more spectators from abroad (24% versus 8%). Moreover, the Championships drew more people with experience in the relevant branch of sport (running/athletics) than the *Tour* start (bicycle racing; 79% versus 69%).²

2.2 Visit attributes

Including the day of the opening of the event, the Championships ran for 6 days: it took place from Wednesday night, 5 July until Sunday, 10 July. The majority of spectators (53%) visited the event on a single day, approximately one-fifth (22%) on two days, and a quarter on 3 days or more (Figure 2.2).

Most of them visited the event with friends and acquaintances (26%) or a partner (26%) and 6% came in the company of one or more children. A significant 92% of the spectators visited one or more side events of the Championships (not included in the figure).

Figure 2.2 Visit frequency and location and composition of visitor company, in percentages



The share of additional regular visitors (that is to say: all the spectators excluding the press, volunteers, athletes, entourages, European Athletics representatives, VIPs and partners) - in other words, the group present in the municipality of Amsterdam specifically as a result of the Championships - amounted to 60% (not included in the figure). Amsterdam residents were by definition not additional (see also Appendix 1). Among the population of 'the rest of the country' (residing in the Netherlands excluding Amsterdam) and other countries, the additional share was 79% and 72%, respectively.

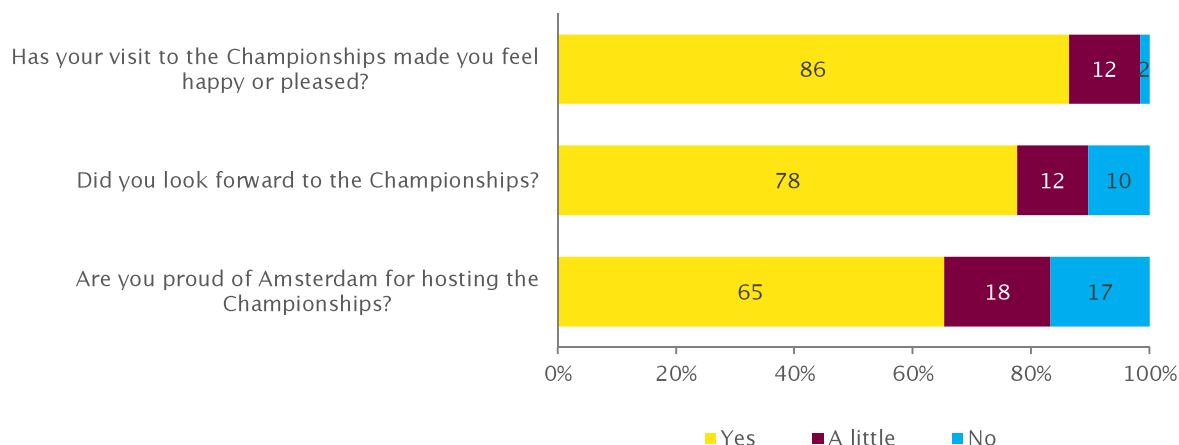
2.3 Emotions and expectations

The Championships evoked more than ample feelings of happiness and joy: 86% of the visitors answered this question in the affirmative and 12% experienced these emotions to some degree. Almost 1 in 8 spectators had been looking forward to the Championships (12% "a little"). Two-thirds of the visitors

² See Hover, P.& Bakker, S.(2015). Grand Départ Utrecht 2015. Economische impact en beleving. Utrecht: Mulier Institute.

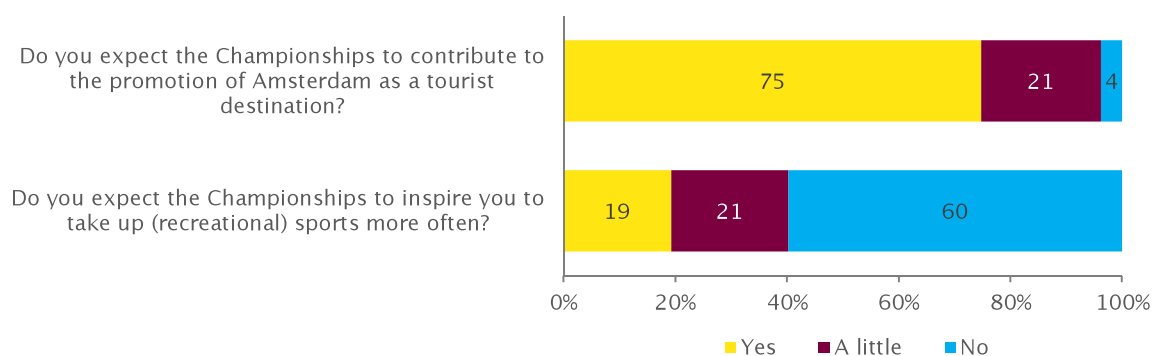
was also proud of Amsterdam for hosting the Championships (18% “a little”; see Figure 2.3), which feeling was shared by 86% of the spectators residing in Amsterdam itself (12% “a little”; not included in the figure).

Figure 2.3 Experiences during the Championships, in percentages



Virtually all the 48,000 spectators expected the event to contribute to the promotion of Amsterdam as a tourist destination. Over one-fifth (21%) expected this to a certain degree. Six in ten visitors expected the Championships not to inspire them to take up sports more often. Approximately one in five believed it would (21% “a little”; Figure 2.4).

Figure 2.4 Spectator expectations of the Championships, in percentages

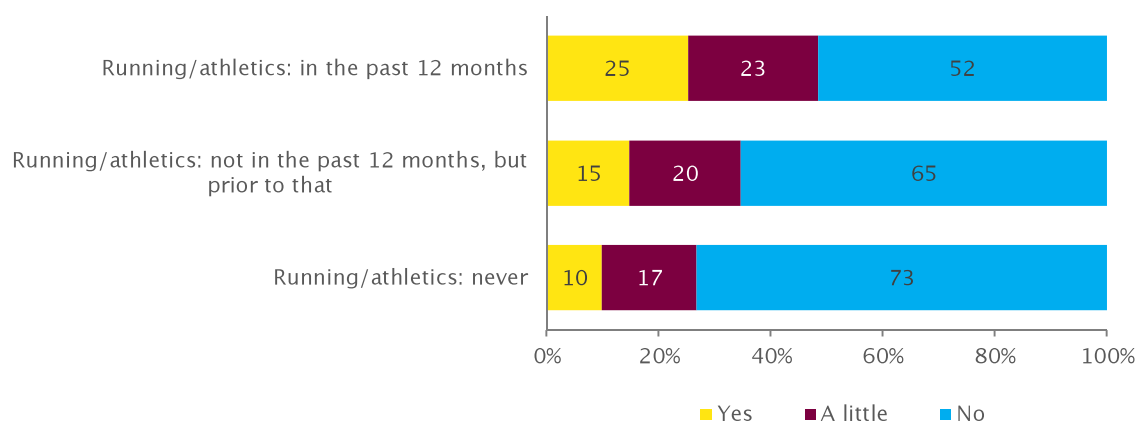


The measure in which their visit to the Championships inspired the spectators to engage in sports more often depended on their running and athletics experience. The visitors with running and athletics experience in the twelve months prior to the event felt that it stimulated them to add a little extra (25%; 23% “a little”; Figure 2.5). When these runners or athletes answered “a little” or “no”, part of them added that they “exercised (more than) enough.”³

³ As came to the fore in the debriefing with the interviewers.

As for the group that had prior experience but not in the months running up to the Championships, 15% felt inspired (20% “a little”). Those without any running or athletics experience whatsoever were the least inspired (10%, 17% “a little”; Figure 2.5).

Figure 2.5 Expectations of being inspired by the Championships to take up (recreational) sports more often, in percentages

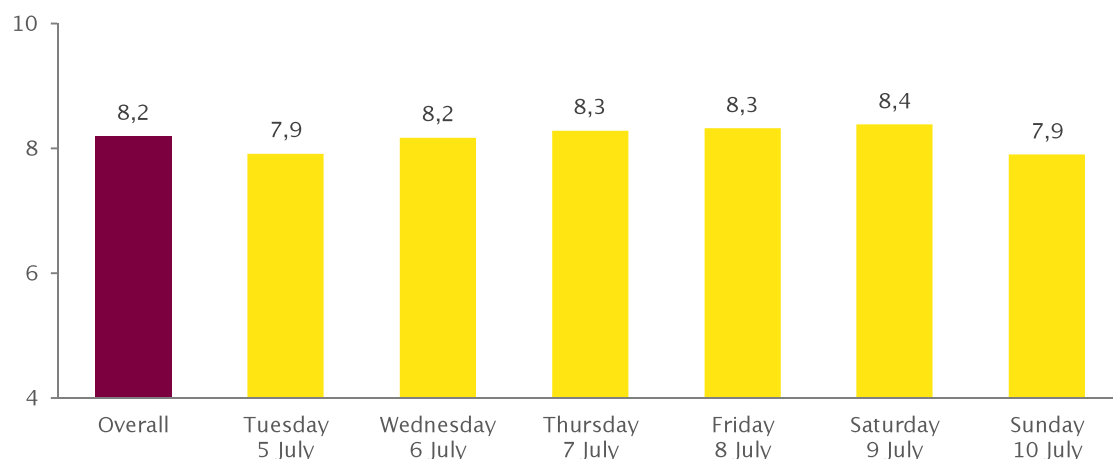


2.4 Assessment

The spectators awarded the Championships an overall average score of 8.2 on a scale of 1 to 10 (Figure 2.6). In the views of 1%, it failed with a score of 5 or lower, but 36% assessed it as excellent with a 9 or 10 out of 10. The overall average mark rose from 7.9 at the opening night on 5 July to 8.4 on Saturday, 9 July (the day after Dutch athlete Dafne Schippers won the 100 metres in a sold-out stadium). On Sunday, 10 July, the overall assessment fell to an average mark of 7.9.

The strengths of the event that were frequently mentioned by the interviewees were the good organisation and the pleasant, nice atmosphere. A frequently mentioned issue for improvement were the excessively small seats in the stadium in combination with the limited legroom.

Figure 2.6 Overall assessment of the Championships, in average marks on a 1–10 scale



How does the average final mark of 8.2 compare to those awarded by visitors to other international sports events organised in the Netherlands? In comparison with six other such events, the average final mark achieved by the Championships is the second highest (Table 2.1). Only the start of the Tour de France in Utrecht scored higher (8.4); other events, including the 2013 Utrecht European Youth Olympic Festival (EYOF) and the 2015 Volvo Ocean Race Festival, scored lower.

Table 2.1 Overall assessment of the Championships and other international sports events in the Netherlands, in average marks

Event	Average final mark
2015 Start of the <i>Tour de France</i> in the city of Utrecht	8.4
2016 <i>European Athletics Championships in the city of Amsterdam</i>	8.2
2016 <i>Giro d'Italia</i> in the province of Gelderland	8.1
2010 Start of the <i>Tour de France</i> in the city of Rotterdam	8.0
2013 EYOF in the city of Utrecht	8.0
2015 Volvo Ocean Race Festival	7.8
2009 Start of the <i>Vuelta Tour of Spain</i> in the province of Drenthe	7.7

Source: WESP (<http://www.evenementenevaluatie.nl/onderzoeken/>)

3. Economic impact

In this chapter, we will compute the economic impact of the event, taking into account the following groups: the visitors, competitors and entourages, European Athletics and partners, volunteers, press and project organisation.

3.1 Visitors

For the sessions that took place in the stadium, a total of 126,434 tickets were sold. The events at the Museum Square were accessible free of charge. There were two sessions per day from 6 to 9 July; on 10 July, there was one session. The number of session tickets does not equal the number of visitors. After all, visitors could buy more than one ticket if they wished to attend more than one session, for instance. The regular Championships visitors brought an estimate 106,100 visits to the event (Table 3.1).⁴ There were 93,500 visits to the stadium (89% of the visits) and 12,600 to the Museumplein Square (12% of the visits). A visit is defined as a visit to the Championships by one person on one day, regardless of the duration of someone's presence or whether they visited one or both venues - the Olympic Stadium and Museum Square.

Table 3.1 Estimated regular visitors to the Championships per day and venue (excluding competitors, entourages, LOC, European Athletics and partners, volunteers and the press, in absolute (rounded) figures)

	Olympic Stadium	Museum Square	Total
5 July	N/A	1,000	1,000
6 July	16,800	4,600	21,400
7 July	21,900	3,500	25,400
8 July	22,000	N/A	22,000
9 July	18,800	N/A	18,800
10 July	14,000	3,500	17,500
Total	93,500	12,600	106,100

Source: LOC and visitor study

How many unique spectators paid these 106,100 visits to the event? The number of spectators is lower than the number of visits, since a spectator could have visited the event on multiple days. In order to answer the question, therefore, two calculations were performed. Firstly, the number of visits was divided by the average number of days on which the event was visited (2.06).⁵ Secondly, we corrected for a doubling of the persons visiting both venues. This resulted in a (rounded) 48,000 regular Championships visitors.

The economic impact that arose from the daily expenses (during the daytime, excluding accommodation expenses) simply comprised the product of the number of additional visits, the average stay in Amsterdam, and the average amount that was spent in the capital each day. The analyses revolved

⁴ Based on the information and materials on ticket sales, visitor study outcomes and interviewers' input provided by the LOC (photographs, observations and counts).

⁵ In the calculation of this average, we corrected for the increased chance of multiple-day visitors to be included in the sample.

around two groups, i.e. the additional Dutch visitors (who, by definition, do not reside in the municipality of Amsterdam) and foreigners.

The average stay of the additional visitors from the Netherlands and abroad was 1.9 and 3.1 days, respectively. The Dutch spent an average of 34.89 euros per day, visitors from abroad almost a third more: 45.60 euros. The Dutch spent 46% of their expenses on food and drinks and 19% on transport and parking. The visitors from abroad also spent most on food and drinks (55%), but their share of expenditure in shopping was considerably higher (9% by additional foreigners versus 3% by additional Dutch visitors). A longer stay and a higher level of expenditure among people from abroad is not an unknown phenomenon in sports event evaluations. All in all, the economic impact for the municipality of Amsterdam directly following from the daily expenses amounted to 2,235,000 euros (Table 3.2).

The moneys spent on accommodation were also calculated. The number of people who passed the night among the Dutch and foreigners - those who did not spend the night at their own homes but in paid accommodation within the municipality of Amsterdam - amounted to 9% and 79%, respectively. The visitors from abroad did not only spend the night more often, but they also stayed longer: foreigners in accommodation stayed an average of 4.1 nights - versus 2.6 among the Dutch. Furthermore, they spent more on their accommodation than the Dutch (54.46 euros versus 25.26 euros per person per night). This difference can partly be clarified by the fact that the Dutch significantly more often stayed with friends, family and acquaintances than the visitors from abroad (42% versus 12%). Foreigners, in their turn, far more preferred to stay in hotels (78% versus 19% among the Dutch). For the municipality of Amsterdam, the Championships thus led to 1,265,000 euros in expenditure for overnight accommodation by additional visitors (Table 3.2).

Added together, the daily and overnight expenditure by the additional visitors to Amsterdam amounted to 3,500,000 euros (Table 3.2). For an extensive calculation, see Appendix 3.

Table 3.2 Estimated economic impact of the Championships visitors, in (rounded) euros

Number of visits	106,100
Number of visitors	48,000
Number of additional Dutch visitors	20,900
Number of additional foreign visitors	8,300
Average duration of stay for additional visitors from the Netherlands (in days)	1.9
Average duration of stay for additional visitors from abroad (in days)	3.1
Average expenditure by additional visitors for the Netherlands (€)	34.89
Average expenditure by additional visitors from abroad (€)	45.60
Share of people who passed the night among additional visitors from the Netherlands (%)	9%
Share of people who passed the night among additional visitors from abroad (%)	79%
Average duration of overnight stay of additional visitors from the Netherlands (nights)	2.6
Average duration of overnight stay of additional visitors from abroad (nights)	4.1
Average expenditure per night per additional visitor from the Netherlands (€)	25.26
Average expenditure per night per additional visitor from the abroad (€)	54.46
<u>Economic impact</u>	
Daily expenditure (€)	2,235,000
Overnight expenditure (€)	1,265,000
Total	3,500,000

3.2 Competitors and entourages

According to the LOC, 1,480 athletes competed in the Championships, including 56 Dutch men and women. The LOC figures also show that these athletes were accompanied by 990 people in their entourages, including coaches and physiotherapists (47 for the Dutch). Additional information on the national teams and their nationalities is included in Appendix 4. All the competitors and their entourages were taken to have been additional visitors. In other words: these people would not have been in the municipality of Amsterdam if it had not been for the Championships. Their average stay was 6 days and the average expenditure per person in the municipality of Amsterdam was estimated at 30 euros per person for each 24 hour period. This concerned the expenditure by the athletes and their entourages that was not reimbursed by the organisation (catering expenses, for instance, was reimbursed). European Athletics sought hotels of comparable quality level for most of the visiting national teams. For this reason, the organisation procured hotel capacity in the municipality of Haarlemmermeer (hotels in the proximity of Schiphol Airport). Since all the athletes and their entourages stayed the nights in the municipality of Haarlemmermeer, their expenses on accommodation had no economic impact in the municipality of Amsterdam, but in its Haarlemmermeer counterpart. The Championships organisation booked a total of 7,968 nights for competitors and entourages (191 for the Dutch team). This involved an amount of over 1.6 million euros to the benefit of the municipality of Haarlemmermeer.

Given that the accommodation was outside of Amsterdam, it was assumed that half of the expenditure of 30 euros was also spent there - and the rest in Amsterdam. This calculated into an economic impact of approximately 222,000 euros in expenditure by competitors and entourages for the municipality of Amsterdam (Table 3.3).

Table 3.3 Estimated economic impact of competitors and entourages, in (rounded) euros

Number of athletes	1,480
Number of people in entourages	990
Share of additional visitors	100%
Average stay in days	6.0
Average expenditure per 24 hour period per person (excluding accommodation)	30
Share of average expenditure per 24 hour period per person in Amsterdam	50%
Economic impact for the municipality of Amsterdam	222,000

Source: LOC and visitor study

3.3 European Athletics and partners

The LOC estimated the number of representatives of European Athletics and its partners (including sponsors, such as SPAR) to have been 3,500. Similar to the athletes, all of these people were taken to have been additional visitors on behalf of European Athletics. They stayed (in days and nights) an estimated 3 days (within and outside the municipality of Amsterdam). As regards the average expenditure per person per day, in consultation with the LOC this was taken to have been 15 euros. Unlike the competitors, this group did stay the night in the municipality of Amsterdam (19% people who passed the night, all in Amsterdam) and the average price per person per night, according to the LOC, was 145 euros. All in all, European Athletics and its partners created an economic impact of 447,000 euros for the municipality of Amsterdam (Table 3.4).

Table 3.4 Estimated economic impact of European Athletics and partners, in (rounded) euros

Number	3,500
Share of additional visitors	100%
Average stay in days	3
Average daily expenditure per person (€)	15.00
Share of people who passed the night	19%
Average price per night per person (€)	145
Economic impact for the municipality of Amsterdam	447,000

Source: LOC and visitor study

3.4 Volunteers

The Amsterdam Championships would have been impossible without the efforts of volunteers. According to the LOC, there were 1,692 volunteers out and about, 20% of whom were residents of the municipality of Amsterdam. The volunteers residing elsewhere (80%) were assumed to be additional visitors. The average stay was 4.7 days and the average expenditure per person per day was 18.30 euros. 26% of the volunteers stayed the night in the municipality of Amsterdam for an average rate of 34.60 euros per person per night. One-third spent the night in a hotel and approximately a quarter (24%) stayed at a camping site. The economic impact for the municipality of Amsterdam realised by the volunteers amounted to 173,000 euros (Table 3.5).

Table 3.5 Estimated economic impact of the volunteers, in (rounded) euros

Number	1,692
Share of additional visitors	80%
Average stay in days	4.7
Average daily expenditure per person (€)	18.30
Share of people who passed the night in Amsterdam	26%
Average price per night per person (€)	34.60
Economic impact	173,000

Source: LOC and visitor study

3.5 Press

The organisation of the event naturally drew international media attention and came with an influx of representatives from the press, including journalists and photographers. According to the LOC figures, there were 1,489 accredited media professionals in Amsterdam to report on the event (including 544 Dutch men and women; 37% of all the press). Their average stay was 3.3 days and their average expenditure per day per person was an estimated 40.25 euros (the average daily expenditure by additional Dutch and foreign visitors). All the press representatives from abroad and two-thirds of their Dutch colleagues were assumed to have stayed the night in the municipality of Amsterdam and to have spent an average of 39.86 euros per person per night (the average expenditure of additional Dutch and foreign people who passed the night). This led to an economic impact figure of 352,000 euros for the municipality of Amsterdam (Table 3.6).

Table 3.6 Estimated economic impact of the press, in (rounded) euros

Number	1,489
Share of additional visitors	95%
Average stay in days	3.3
Average daily expenditure per day per person (€)	40.25
Share of people who passed the night	88%
Average price per night per person (€)	39.86
Economic impact	352,000

Source: LOC and visitor study

3.6 Project organisation

The organisation says to have worked with a budget of approximately 18.9 million euros. The draft 2016 annual accounts has a positive result, and its surplus shall have to be returned to the grant provider(s) before the LOC is wound up.

The greatest source of income concerned the subsidy granted by the municipality of Amsterdam (approximately 4.3 million euros in subsidy and 3.6 million euros for facilities in and around the stadium). The revenue from ticket sales (1.9 million euros) and the subsidy granted by the Ministry of Health, Welfare and Sport (over 1.9 million euros) were also significant sources of income. Half of the income (53%) concerned public funding (municipality and the State). The greatest budget items were logistics and facilities (3.8 million euros for tents, stadium layout, etc.) and general affairs, including personnel costs (2.5 million euros).

Table 3.7 Income and expenses of the project organisation as reported on 29 November 2016, in euros (rounded to 1,000)

Income		Expenses	
<u>From the municipality of Amsterdam</u>		<u>In the municipality of Amsterdam</u>	
Municipal grant	4,285,000	General affairs (incl. personnel)	2,498,000
Income from ticket sales	527,000	Competition realisation	221,000
Contributions from partners/sponsors/suppliers	203,000	Communication & PR	463,000
Equivalent value of media deals	135,000	Marketing	441,000
10K Run registrations fees	244,000	Press & Media	530,000
Structural and temporary facilities	3,600,000	Social impact	679,000
Sub-total	8,994,000	Logistics & Facilities	3,802,000
		Structural and temporary facilities ^a	3,600,000
		Sub-total	12,234,000
<u>From the Netherlands, excl. Amsterdam</u>		<u>In the Netherlands, excl. Amsterdam</u>	
Contributions from partners/sponsors/suppliers	1,042,000	General affairs (incl. personnel)	1,070,000
Income from ticket sales	1,381,000	Competition realisation	255,000
Ministerial grant	1,905,000	Communication & PR	309,000
Host Broadcasting Fund	400,000	Marketing	110,000
Value-in-kind contributions	69,000	Press & Media	1,659,000
Income from hotel, media and VIP sales	61,000	Social impact	648,000
Other income	168,000	Logistics & Facilities	1,513,000
10K Run registration fees	105,000	Sub-total	5,565,000
Equivalent value of media deals	151,000		
Sub-total	5,281,000		
<u>From abroad</u>		<u>Abroad</u>	
Contributions from EA + member federations	1,590,000	Competition	1,055,000
Contributions from international broadcasting companies	700,000	Sub-total	1,055,000
Income from ticket sales	603,000		
Income from hotel, media and VIP sales	549,000		
Value-in-kind contributions	1,136,000		
Sub-total	4,578,000		
Total	18,854,000	Total	18,854,000

Source: LOC

^a This concerns both temporary investments (e.g. lighting and media facilities at the stadium) and long-term investments (modifications to the Olympic Stadium, warming-up accommodation at Schinkeleiland and the Oorkmeer training accommodation).

According to the LOC, the municipality not only granted a subsidy of approximately 4.3 million euros, but also invested in a grassroots sports campaign (1 million euros). In total, therefore, the municipality spent 4.3 million euros (subsidy) + 3.6 million euros (facilities) + 1 million euros (grassroots sports) = 8.9 million euros within the framework of the Championships.

The economic impact realised by the organisation was calculated in 3 steps. The amount that was spent in the municipality of Amsterdam was determined first (12.2 million euros). Deducted from this amount was the income originating from the municipality (9 million euros). Lastly, the share of the ministerial subsidy that was not taken to be additional income (4.9%; 93,000 euros) was deducted. This all led to an economic impact by the project organisation of over 3.1 million euros (Table 3.8).

Table 3.8 Economic impact of the project organisation, in (rounded) euros

Expenditure in the municipality of Amsterdam	12,234,000
Income from the municipality of Amsterdam, non-additional (-/-)	8,994,000
Share of ministerial grant, non-additional (-/-)	93,000
Balance	3,147,000

Source: LOC, calculation by Mulier Institute

3.7 Economic impact

The estimated total economic impact for the municipality of Amsterdam is the sum of the impact that was realised by the distinct groups as identified hereinabove. Assuming a number of 106,100 visits, the economic impact amounted to over 7.8 million euros (Table 3.9). An important part (45%) of this amount was realised by the visitors and project organisation (40%).

Figure 3.9 Estimated economic impact for Amsterdam, in (rounded) euros and percentages

	€	%
Visitors	3,500,000	45
Athletes and entourages	222,000	3
European Athletics and others	447,000	6
Volunteers	173,000	2
Press	352,000	4
Project organisation	3,147,000	40
Total	7,841,000	100

4. Conclusion

In total, the Championships attracted 48,000 unique visitors who paid 106,100 visits to the event. Almost 6 in 10 visitors to the event were male, almost two-thirds were 35 years or older and, again, two-thirds had completed at least a bachelor's degree course. Over one-fifth lived in the municipality of Amsterdam, 55% travelled from another Dutch municipality, and almost one-fourth came from abroad (especially from Germany). A majority of the spectators were runners and/or athletes themselves.

Apart from regular visitors, there were 1,480 competitors and 990 people in their entourages, representing 51 member federations. Another 1,692 volunteers, 1,489 accredited media professionals and 3,500 representatives of European Athletics and its partners also attended.

The majority of spectators visited the event on a single day, approximately one-fifth on two days, and a quarter on 3 days or more. Some visitors were accompanied by children. More than nine in ten spectators visited one or more of the Championships' side events.

Six in ten came to Amsterdam specifically for the Championships and formed an important group from an economic point of view, as they yielded income from their expenditure that they would otherwise not have paid. The estimated economic impact for the municipality of Amsterdam amounted to over 7.8 million euros. In addition, the overnight stays of competitors and their entourages in hotels near Schiphol Airport resulted in an additional expenditure of 1.6 million euros for the benefit of the municipality of Haarlemmermeer.

Approximately 8 in 10 visitors had been looking forward to the Championships and almost nine in 10 spectators had a positive feeling during the event. Approximately 9 in 10 Amsterdam residents among the spectators was proud of the capital for hosting the Championships (two-thirds of all the visitors). Three quarters of the spectators expected the event to contribute to the promotion of Amsterdam as a tourist destination. Nearly one in five visitors said to have been inspired by the Championships to engage in sports more often, which mainly applied to those who had already taken up running or athletics.

The visitors awarded the Championships as a whole an average score of 8.2 (out of ten). A good organisation and nice atmosphere were mentioned as strengths. An issue for improvement concerned the excessively small seats in the stadium, combined with the limited legroom.

Appendix 1 Additional notes on the economic impact

The economic impact is not a measurement of an event's financial return. Return refers to the ratio between costs and benefits and varies depending on the perspective (e.g. public sector versus hospitality). Governmental expenditure is not regarded to be additional, as in accordance with the WESP methodology.⁶ Municipal resources are assumed to come to the benefit of the municipality sooner or later anyway (it is a transposition of expenditure in time).

In this economic study, a distinction was made between each group's additional and non-additional shares. The group's additional share would never have been realised in Amsterdam if the Championships had not been organised there. The additional and non-additional respondents were distinguished in the following manner. At the analysis stage, the respondents were first divided into two groups: those residing in the municipality of Amsterdam and those who were not. Amsterdam residents were, naturally, regarded as non-additional. The other respondents (Dutch people who did not reside in the municipality of Amsterdam and visitors from abroad) were seen as additional if they answered the question "If the Championships had not taken place in the municipality of Amsterdam, would you still have been in Amsterdam today?" with "Probably not" or "Certainly not". Any respondents from this group who provided a different answer were regarded as non-additional.

The economic impact of an event is influenced by the geographical area that is central to the study. For this study, this was the municipality of Amsterdam.

In making an assessment of economic impact, it is important to recognise that an alternative investment represents a different return. The public resources involved in the Championships, for instance, could have been spent in a different way. This does not only apply to financial investments, but also to the hours spent by civil servants (council, police, etc.) on lobbying, organising and realising the event.

The economic impact of the Championships relates to the additional expenditure as a direct consequence of the event, clarifying to a limited extent which economic sector profited the most, which less, and which might have actually caused the Championships harm.

Crowding out (i.e. the Championships visitors driving away the local residents and other tourists) was not taken into account in the calculations of the economic impact here.⁷ The occurrence of this phenomenon may have to do with expected crowds or a rise in prices for hotels and other accommodation. Displacement has a negative effect on the economic impact (which focuses on the short term). As to whether it has a negative impact in the longer term depends on the behaviour of the people avoiding the municipality: do they change their plans to visit or abandon them altogether?

⁶ For information on the WESP, see www.evenementenevaluatie.nl.

⁷ An assessment of the crowding out effects is not part of the WESP guideline.

Appendix 2 Sample

Table B2.1 Sample per day and location, in absolute figures

	Olympic Stadium	Museum Square	Other	Total
5 July	0	36	0	36
6 July	144	75	4	223
7 July	122	114	0	236
8 July	183	0	1	184
9 July	138	0	0	138
10 July	41	10	0	51
Total	628	236	4	868

Additional notes:

- 5 July was the opening of the Championships in the Museumplein Square; there were no events in the Olympic Stadium yet.
- On 8 and 9 July, there were no events in the Museumplein Square.
- The WESP guidelines stipulate that, among a population of 5,000 people, at least 395 interviews should be conducted in order to provide an adequately reliable picture of the event. This critical number of 385 interviews was achieved; therefore, the statements in this study can be considered to be representative. This does not apply to the reliability of the statements about partial populations, such as certain groups of visitors. The number of respondents in distinct groups was smaller, so that the reliability of the (partial) outcome also decreases.

Appendix 3 Economic impact of regular visitors

Table B3.1 Economic impact of regular visitors, in absolute figures, percentages and euros

Visitors		
Visitors and visits	Visitors (rounded to the nearest Visits (rounded to the nearest 100)	48,000 106,100
Share of visitors by residence (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	21% 55% 24%
Number of visitors by residence	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	10,080 26,400 11,520
Share of additional visitors (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0% 79% 72%
Number of additional visitors	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 20,856 8,294
Total number of additional visitors		29,000
Overall expenditure by additional visitors (excluding accommodation)		
Average stay by additional visitors (days)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 1,9 3,1
Share of visitors with no expenditure and no reimbursement (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	32% 12% 13%
Average expenditure by additional visitors per day (€)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 34,89 45,60
Expenditure by additional visitors (€)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 1,220,133 1,015,210
Total daily expenditure by additional visitors (€)		2,235,000
Accommodation expenditure by additional visitors		
Share of additional visitors in Amsterdam accommodation (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0% 9% 79%
Number of additional visitors in accommodation	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 1,877 6,563
Average overnight stay by additional visitors (nights)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 2,6 4,1
Share of visitors with no expenditure and no reimbursement (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	32% 12% 13%
Average expenditure per night per additional visitor (€)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0 25,26 54,46
Share of nights in Amsterdam accommodation by additional visitors (%)	Amsterdam residents Dutch residents, excl. Amsterdam Foreigners	0% 90% 92%
Total accommodation expenditure by additional visitors within the municipality of		1,265,000

Appendix 4 Athletes and officials

Table B4.1 Athletes and officials at the Championships, in absolute figures

Member federation	Athletes			Officials	Total number of delegates
	Male	Female	Total		
1 ALB	1	1	2	3	5
2 AND	2	1	3	1	4
3 ARM	2	1	3	2	5
4 AUT	9	9	18	16	34
5 AZE	3	2	5	3	8
6 BEL	21	11	32	33	65
7 BIH	5	0	5	2	7
8 BLR	12	28	40	14	54
9 BUL	9	8	17	15	32
10 CRO	5	6	11	15	26
11 CYP	8	7	15	9	24
12 CZE	32	20	52	31	83
13 DEN	8	4	12	12	24
14 ESP	55	34	89	33	122
15 EST	16	9	25	20	45
16 FIN	20	23	43	34	77
17 FRA	39	34	73	71	144
18 GBR	53	50	103	46	149
19 GEO	1	1	2	3	5
20 GER	52	58	110	84	194
21 GIB	1	2	3	2	5
22 GRE	15	21	36	22	58
23 HUN	15	19	34	21	55
24 IRL	25	25	50	22	72
25 ISL	1	4	5	4	9
26 ISR	11	6	17	17	34
27 ITA	41	35	76	59	135
28 KOS	1	1	2	3	5
29 LAT	8	8	16	12	28
30 LIE	1	0	1	0	1
31 LTU	6	13	19	11	30
32 LUX	2	0	2	5	7
33 MDA	4	4	8	2	10
34 MKD	0	1	1	1	2
35 MLT	1	1	2	2	4
36 MNE	2	2	4	4	8
37 MON	1	0	1	1	2
38 NED	27	29	56	47	103
39 NOR	28	23	51	27	78
40 POL	43	33	76	41	117
41 POR	16	18	34	22	56
42 ROU	9	14	23	13	36
43 RUS	0	1	1	0	1
44 SLO	7	12	19	10	29
45 SMR	1	0	1	1	2
46 SRB	5	6	11	14	25
47 SUI	27	23	50	30	80
48 SVK	8	14	22	16	38
49 SWE	30	34	64	56	120
50 TUR	29	21	50	44	94
51 UKR	39	46	85	34	119
Total	757	723	1,480	990	2,470



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