



norden

Nordic Innovation Centre

March 2006

In Search of the Experience Economy

- What are events and event tourism?
- Why should destinations invest in events?
- What drives development within the event industry?



Authors: Sofia Angel, under supervision from Peter J. Hansen and Lars Ramme Nielsen

Participants:

Denmark

Wonderful Copenhagen

Peter J. Hansen

Senior Director

Lars Ramme Nielsen

Assistant to Managing Director

Sweden

Stockholm Visitors Board

Mattias Rindberg

Director Events

Göteborg & Co

Claes Bjerkne

Tourist Director

Malmö Turism

Lars Carmén

Tourist Director

Finland

Helsinki Tourist & Convention Bureau

Pirkko Nyman

Tourist Director

Norway

Oslo Promotion

Heidi Thon

Marketing Director

Iceland

Visit Reykjavik

Svanhildur Konráðsdóttir

Director of Culture and Tourism

Title: In search of the experience economy		
Nordic Innovation Centre (NICE) project number: 04268		
Author(s): Sofia Angel, Peter J. Hansen		
Institution(s): Swedish Research Institute of Tourism and Wonderful Copenhagen		
Abstract: Within the framework of the joint Nordic project "In Search of the Experience Economy", an event study of a comparative nature has been carried out. The study consisted of a quantitative element and a qualitative element. The quantitative element involved interview studies among event visitors to 19 selected events. The aim of these studies included surveying event visitors with regard to a number of background variables such as age, gender and place of residence. The studies also answered questions such as the length of stay of tourists, their consumption pattern, activities at the destination, etc. In total, almost 9,200 interviews were assembled during the period May to November 2005. The Swedish Research Institute of Tourism was responsible for data collection, as well as processing and analysis of the material. This element was supplemented with qualitative case studies for five of the 19 events. The method was questionnaire interviews with people who had been active in the organisation of events and this study was initiated by Wonderful Copenhagen and carried out in cooperation with the relevant destination organisations. The project's partners were the destination organisations in Göteborg, Helsinki, Copenhagen, Malmö, Oslo, Reykjavik and Stockholm. As coordinator of the project, Wonderful Copenhagen gave the Swedish Research Institute of Tourism the task of carrying out the 19 event studies, as well as compiling and analysing the results from these and the five case studies in a report. The aim of the studies was to demonstrate the economic effects and employment effects that arose from the organisation of events and to study the difference in these effects between different types of event. This is valuable knowledge for investment decisions in the event area and for the creation of the destination's event strategy, among other things. The case studies were to provide knowledge concerning possibilities and difficulties in the actual organisation of the event. The project as a whole aimed to strengthen the Nordic cities' competitiveness as event destinations and to lay the foundations for long-term cooperation between these cities that may result in more joint projects in the event area.		
Topic/NICE Focus Area: Creative Industries (CI)		
ISSN: 1503-9676	Language: English	Pages: 117
Key words: event, tourism, event tourism, destination development, employment effect, brand, tourism economic turnover		
Distributed by: Nordic Innovation Centre Stensberggata 25 NO-0170 Oslo Norway	Contact person: Peter J. Hansen, Senior Director Wonderful Copenhagen Gammel Kongevej 1. DK-1610 Copenhagen V Denmark Tel. +45 3325 7400 Fax +45 3325 7410 www.visitcopenhagen.dk	

Executive summary

The purpose of the project was:

- For the cities to be able to make more qualified investment decisions, when for instance bidding on international events
- To gain more knowledge of the forces within the event economy and distribution – furthermore which types of major events have the greatest economic and employment benefit and potential
- To find out how cities can benefit from the event economy, by carrying out comparative case studies of the cities' organisations and competences in terms of hosting major events
- To lay the foundation for a close and long-term partnership between the Nordic metropolises, which in the long-term can contribute to developing a joint Nordic position in the event-economy

The study has achieved this aim by:

- Clarifying the importance of the event for destination development
- Clarifying the tax effects as a result of an event
- Mapping out the similarities and differences between events, e.g. with regard to proportion of tourists, export proportion, average length of stay, average tourist consumption, etc.
- Demonstrating the economic importance of events
- Demonstrating employment effects as a result of an event
- Learning from the experience of others through qualitative case-studies

Method

The study is based on a comparative quantitative element and a qualitative element with case studies. The destinations, in consultation with the Swedish Research Institute of Tourism, selected 19 events to be studied. The primary data was collected via face-to-face interviews with randomly selected event visitors. Between 100 and 700 interviews were held per event, which in total resulted in around 9,200 interviews. The interviews were held using a question template that was identical for all events. The Swedish Research Institute of Tourism was responsible for data collection, statistical processing and analysis of the results.

The qualitative case studies were organised by Wonderful Copenhagen with the help of each destination organisation. Questionnaire interviews with a number of different people associated with organisation of the event were collected for five of the 19 events.

Main results from the quantitative study:

- Events create growth. The study's 19 events created a tourism economic influx corresponding to EUR 172,821,000. This corresponds to the value of the tourists'¹ consumption in connection with the event visit and is only valid for those tourists who stated that the event was the main reason for the destination stay. The inflow corresponds to only a small part of the total value of the event industry.
- Apart from the actual event organisation, it is within the hotel and restaurant industry and trade that the majority of growth is created when organising an event. The majority of tourists' consumption is spent in these three sectors.
- Events create employment. The specific tourism economic turnover for the 19 events studied gave rise to around 1,300 jobs.

Main results from the case studies:

- The interviews for both the U2 concerts in Göteborg and Copenhagen, as well as the Icelandic music festival Iceland Airwaves show the importance of many players, from both the public and private sectors, cooperating and supporting the event strategy with both commitment and economic resources.
- The organisers of the World Athletics Championship in Helsinki and America's Cup in Malmö pointed out the difficulty of budgeting for the type of event being organised at the destination for the first time. In those circumstances, it is valuable to be able to use experience from previous host organisations.
- When it comes to large public events, marketing is a key factor for using the full potential of the event. It is therefore important for it to have its own budget that is not used, even if other costs turn out to be higher than expected. The organisers of the World Athletics Championship believed that there should even be a reserve budget for extra marketing initiatives near to the event, if required. The Iceland Airwaves organisation believed that PR was very useful for making the event known. The organisers of the U2 concerts, on the other hand, had no problems with marketing; the concerts virtually sold themselves without any need for a sales campaign. The lesson is that different types of events require different types of marketing and that event organisations should be provided with budgets and skills that correspond to the task.

The following conclusions can be drawn from the results of the study:

- Events have huge turnovers and, in many cases, the event organisation and destination take a huge financial risk when they choose to hold an event.

¹ This study defines tourists as inhabitants from outside a certain geographical area regarded as the destination. For precise information for each destination, see appendix 2.

- Events provide a huge economic influx for the destination, most of which goes to the industries that live off tourism. The benefit for municipalities is more difficult to demonstrate, but consists, among other things, of employment effects, some tax effect and cost coverage for arena facilities owned by the municipalities.
- The Nordic destination organisations have a high level of ambition when it comes to organising events, which results in successful events with satisfied event visitors. However, there is a lot left to improve with regard to the organisation of events itself, as well as the event strategy most suitable for each destination.

Recommendations for continued studies:

- Further case studies for more detailed knowledge of, for instance, marketing of events and their contribution to the destination's brand work.
- Study of how the event affects inhabitants' perceptions of their own town, and what is required for the local population to have a positive attitude to organisation of events.
- Benchmark studies of the conditions for European cities to be "event destinations".
- Competitor analysis with a focus on event arenas.

The full potential of event effects

The event effects previously described in the form of increased destination attractiveness, economic influx, increased employment and a strengthened brand are not always equally large or positive. The table below contains a list of these most important factors and the conditions for achieving the best effect.

Event effect	Provides best effect:	Provides less good effect:
Destination development	When the event “encourages” investments for which there is a need, and an operating budget, even in the longer term.	When the event “requires” investments for which there is no long-term operating solution and steals financial space from other more favourable investments.
	When the event leads to players learning to cooperate and new networks being created that may favour the destination in different areas.	When the event creates unresolved conflicts that make cooperation between different players more difficult or when an important player loses economically in a big way due to the event and thus becomes reluctant to invest in other events in the future.
New inhabitants for the region	When events strengthen an otherwise attractive living environment with access to employment, development, experiences and good living.	When the events are organised in an otherwise unattractive living environment that lacks those elements people take for granted or are looking for.
Brand	When the event strengthens the destination’s brand or provides a new, desirable dimension to the brand.	When the event does not add anything to the destination’s brand or signals something in opposition to the brand.
Knowledge and image	When it is visited by many tourists that had not been to the destination before.	When it is an event that mainly attracts tourists from the immediate region who already know the destination.
	When the event and destination receive a lot of media coverage in places where the destination is relatively unknown.	When the media’s interest in the event is meagre and does not display images or write about the destination per se.
Tourism economic turnover	When there are plenty of restaurants, business, etc. close to the event location or at the arena itself.	If the event arena is inaccessible so that additional consumption is made more difficult.
	When the event attracts more long-distance visitors that choose to stay overnight at commercial accommodation facilities	When the event mainly attracts tourists from the immediate region who sleep at home or stay and eat with family and friends.
	When the increased demand is met by existing spare capacity.	When tourists have to look for accommodation options elsewhere, due to full capacity.
Employment	When the events contribute to a permanent increase in the level of activity that leads to new jobs.	When the events are individual occurrences that mainly result in increased use of an existing workforce.
	When the destination has spare labour capacity that corresponds to the need.	When there are no unemployed people suitable for the jobs created.

PREFACE	0
INTRODUCTION.....	1
BACKGROUND AND AIM	2
NEW GLOBAL PLAYERS LACK LOYALTY TO SPECIFIC DESTINATIONS	2
EVENTS REQUIRE COOPERATION	2
LEARN FROM LOW-COST AIRLINES.....	3
THE AIM OF THE PROJECT	4
OBJECTIVES OF THE STUDY	4
<i>I. WHAT ARE EVENTS AND EVENT TOURISM?.....</i>	6
WHAT IS AN EVENT?	6
TIME-LIMITED ACTIVITY	6
LARGE AND SMALL EVENTS	6
WHAT IS EVENT TOURISM?	8
<i>II. WHY SHOULD DESTINATIONS INVEST IN EVENTS?.....</i>	10
EVENTS MAKE A PLACE ATTRACTIVE TO LIVE IN.....	10
A PLACE TO BE PRIDE OF	11
LOCAL RANGE OF OFFERINGS.....	11
SOMEWHERE PEOPLE MIGHT MOVE TO.....	11
ECONOMIC EFFECTS AS A RESULT OF EVENTS.....	12
DIRECT, INDIRECT AND INDUCED EFFECTS	12
MULTIPLICATOR EFFECTS	13
TAX EFFECTS THAT BENEFIT THE LOCAL AND REGIONAL ORGANISATION	13
TAX EFFECTS THAT BENEFIT THE STATE	14
THE EVENT INDUSTRY CREATES EMPLOYMENT	15
EMPLOYMENT WITHIN THE EVENT INDUSTRY	15
EVENTS CAN STRENGTHEN THE DESTINATION BRAND	17
INCREASED KNOWLEDGE.....	17
CONTRIBUTIONS TO PEOPLE’S PERCEPTION OF A DESTINATION.....	18
THE FULL POTENTIAL OF EVENT EFFECTS.....	19
<i>III. WHAT DRIVES DEVELOPMENT WITHIN THE EVENT INDUSTRY?</i>	21
DEMAND-BASED DRIVING FORCES WITHIN THE EVENT INDUSTRY.....	21
INCREASED TRAVEL.....	21
CITY DESTINATIONS TAKING MARKET SHARES	21
LOW-COST FLIGHTS MAKING THE LARGE LARGER	22

SUPPLY-BASED DRIVING FORCES WITHIN THE EVENT INDUSTRY.....	23
EVENT MARKETING	23
ARENA INVESTMENTS.....	23
IV. WHAT WERE THE RESULTS OF THE STUDIES?.....	25
THE EVENTS STUDY	25
OBTAINING INFORMATION FOR THE STUDY	26
MEASURING THE ECONOMIC EFFECTS OF AN EVENT	27
EVENTS STUDIED	28
RESULTS - BACKGROUND INFORMATION	31
GROUPS OF VISITORS	31
GENDER	32
AGE DISTRIBUTION	33
NATIONALITY	34
LEVEL OF EDUCATION	36
INCOME LEVEL	37
RESULTS - INFORMATION ON THE EVENT VISIT	38
SOURCE OF INFORMATION	38
OWN KNOWLEDGE.....	38
Internet	40
TIME OF DECISION	42
NUMBER OF EVENT VISITS	44
MAIN MEANS OF TRANSPORT	45
ACCESSIBILITY TO THE EVENT LOCATION.....	47
VISITS TO OTHER EVENTS.....	48
RESULTS - INFORMATION ON THE DESTINATION VISIT	51
LENGTH OF STAY AT THE DESTINATION	53
Average length of stay in days	54
Average length of stay in nights	55
ACCOMMODATION OPTIONS AT THE DESTINATION	56
GUEST NIGHTS IN COMMERCIAL ACCOMMODATION	57
ACTIVITIES DURING THE STAY AT THE DESTINATION	58
Sightseeing.....	58
Museums.....	60
Shopping.....	61
RESULT – CONSUMPTION PATTERNS AND TOURISM ECONOMIC STREAM	62
CONSUMPTION PATTERN	63
CONSUMPTION PER DAY	65
CONSUMPTION PER STAY	67
GENERAL TOURIST ECONOMIC TURNOVER	69
SPECIFIC TOURISM ECONOMIC TURNOVER	70
	X

EMPLOYMENT EFFECTS	71
SUMMARY ANALYSIS	74
TOURIST SHARE	76
LENGTH OF STAY	77
ATTRACTION FORCE	78
DAILY SPEND	79
THE EVENT MATRIX.....	82
QUALITATIVE CASESTUDIES	84
AMERICA’S CUP IN MALMÖ 2005.....	84
ICELANDIC AIRWAVES IN REYKJAVIK 2005	86
WORLD CHAMPIONSHIPS IN ATHLETICS IN HELSINKI 2005	88
U2 IN COPENHAGEN 2005.....	90
U2 IN GOTHENBURG 2005.....	92
IN SUMMARY.....	94
THE RISK OF SMALL EVENTS CONSUMING ENERGY AND RESOURCES FROM LARGE ONES	94
RISKS OF MEDIA ATTENTION	95
RISKS FROM FINANCIAL UNDERTAKINGS IN CONNECTION WITH EVENTS	95
THE RISK THAT AN EVENT CAN BECOME A POLITICAL WEAPON	95
THE RISK THAT THE PLAYERS AT THE DESTINATION DO NOT MANAGE TO COOPERATE...	96
EVALUATING AN OVERALL EVENT STRATEGY.....	97
APPENDIX 1. POPULATION, SELECTION AND RESPONSE FREQUENCY	98
APPENDIX 2. TOURIST DEFINITION PER DESTINATION	99
APPENDIX 3. EVENT PRESENTATIONS	100
EAA- EUROPEAN ACCOUNTING ASSOCIATION	100
E.T.C CHESS.....	100
FEI EVENTING WORLD CUP FINAL	100
FOOTBALL DENMARK-ENGLAND	101
GÖTEBORGKALASET [THE GOTHENBURG PARTY]	101
H.C.A. PARADE	101
ICELAND AIRWAVES FESTIVAL	101
ICUD - 1ST INTERNATIONAL CONFERENCE ON UROGENITAL DISORDERS	101
LOUIS VUITTON MALMÖ – SKÅNE ACTS 6&7 OF THE 32ND AMERICA’S CUP VALENCIA	102
THE MALMÖ FESTIVAL	102
MAMA MIA!.....	102
SWIMMING MASTERS	103
HOT WHEELS MONSTER JAM	103
A TASTE OF STOCKHOLM.....	103
SPEEDWAY GRAND PRIX	103
U2 VERTIGO TOUR, COPENHAGEN	104
U2 VERTIGO TOUR, GOTHENBURG	104
	XI

W.C. ATHLETICS	104
WORLD LIBRARY AND INFORMATION CONGRESS 71ST IFLA GENERAL CONFERENCE AND COUNCIL	104

Preface

The event-economy presents a big opportunity for the Nordic cities. Sports and cultural events have become a means to generate tourism turnover, foreign-exchange earnings and jobs. In addition, events have been recognized as a way to mobilize urban development and to manifest cities' culture and identity internationally.

This is why most big cities in Europe compete intensively to attract and host international events. The Nordic cities have already entered the event-economy hosting some of Europe's most prestigious international sports- and cultural events over the past decade. Moreover, the Nordic cities seem determined to position themselves as leading international venues and – at least part of the way – willing to work together for achieve that goal.

Thus, this report is the result of a unique cooperation between seven cities in Scandinavia. The project aims to generate and share knowledge that will ultimately strengthen the position of the Nordic cities as event destinations. By measuring and analyzing the direct economic impact of 19 major events hosted in the seven cities in 2005, the report gives valuable insight into the factors leading to both the prizes and the pitfalls of the event economy.

As initiator, and on behalf of the partner cities Göteborg, Helsinki, Malmö, Oslo, Reykjavik and Stockholm, Copenhagen would like thank the Nordic Innovation Centre (NIC) for the generous financial support without which, the joint study would not have been possible. Also, the efforts by NICs communication department to help disseminate the results of the study to the creative industries community in the Nordic countries are greatly appreciated as we believe it will only spur the interest of researchers and city managers to carry out more work in this field in the years to come.

Finally the partner cities will like to thank the Swedish Research Institute of Tourism for taking on the task to carry out the 19 event surveys, as well as compiling and analysing the results from these and into this report.

We hope this project will demonstrate the benefits of sharing knowledge and lay the ground for a close and long-term partnership between the Nordic metropolises, which over the years can help create Nordic leadership in the event-economy.

Peter J. Hansen

*Senior Director of Business Development
Wonderful Copenhagen*

Introduction

Events have become a means to mobilize city development, to manifest cities' culture and identity internationally, and to stimulate cities' tourism product. The event-economy is both a big opportunity and a challenge for the Nordic cities. Sports and cultural events have become a means, to generate tourism turnover, foreign-exchange earnings and jobs.

Hence Europe's big cities compete intensively to attract and host international events. In the short-term the benefits for the cities are increased tourism revenue, which also means considerable public revenue in term of taxes and duties. In the event-economy, the big events have become business opportunities, which generate jobs, growth and welfare. In the long-term focusing on sports and cultural events can contribute to the profiling of cities as being dynamic centres for the new so called 'creative-class' meaning the highly educated elite of artists and scientists, which are the base for commercial development in the new economy.

There are two challenges, however:

Events are risky business. Often incomes from hosting major events are systematically overestimated and expenses underestimated, resulting in a deficit for the organisation organising the event although socio-economic impacts on the city have been positive. The questions that remain are then who is to meet the deficit and is it fair that public money underwrites the guaranteed payment. Knowledge and tools are therefore paramount when cities are to decide on investing in the event-economy

Events are big business. In comparison to other international big cities all the Nordic cities are just European provincial towns. To attract and host the really big events co-operation between the cities is the only way forward. The Nordic tourism economies are already linked and integrated in terms of infrastructure, major players (e.g. SAS) and catchments area. Often the Nordic countries are part of the same tourism product. The question here is how big a socio-economic potential can the cities create by working together instead of competing.

This project has been initiated to answer these questions. The project will produce a joint Nordic knowledge and decision-making foundation for future investments in the event-economy.

Background and aim

The tourism industry is, in its current incarnation, relatively young, and like all industries entering a period of maturity, is increasing its level of professionalism and consolidation. The fight for the tourists of tomorrow will be won by those who best understand the new business conditions.

New global players lack loyalty to specific destinations

Constant consolidation is taking place within the hotel and travel company industry. On the flight market, this process has only just begun and is predicted to go much further as the flight market is de-regulated. The hotel industry is undergoing a constant process of consolidation, with more and more hotels being bought up by chains, often international. This development has the consequence, among others, that large and important partners in the destination organisation's local networks are not necessarily loyal to individual destinations unless there is clear motivation for being so. This applies to destinations that work proactively by canvassing people, building up networks, cooperating locally, regionally, nationally and internationally. Otherwise, destinations, as one of the players in the 'new economy', will not be able to match the growing giants within the travel and tourism industry.

Events require cooperation

One of the areas particularly suited for work on creating networks and cooperation forms is precisely events. Partly because events, as we have seen previously, have an effect on many different players, positive and negative. Partly, at any rate, because huge events require cooperation between a number of different players. Sometimes arenas have private owners, but they are seldom owned by the municipality, although they need to work closely with the destination organisation in the location. Companies on the transport side and hotels have an obvious interest in and views on, for example, suitable times for events. Furthermore, licence issues in connection with events end up with the authorities, and issues with regard to safety, traffic situation and cleaning end up with other public players. Finally, events have a tendency to interest politicians, primarily because a large part of the costs for recruitment, hosting and organisation of events burdens the municipal budget and requires tax revenue, but also because there is a huge PR value linked to events and the area is strongly associated with the destination's brand work. If there is any destination work that 'forces' different players

to seek forms of cooperation, it is events. If it is a question of really large sports events, it is also not uncommon for several places to share the hosting. In these cases, the entire process from the application process to the actual organisation of the event can be likened to pioneer work, where almost every stage involves the creation of new contacts and networks. Although the process can be experienced as troublesome and resource-demanding, the destination will benefit in the form of skills transfer, knowledge generation, opened communication routes, newly-formulated ideas, etc.

Learn from low-cost airlines

The low-cost airlines can be said to be the winners within their industry in terms of attracting customers and achieving profitability. They have revolutionised pricing for flights and travel habits for both private and business travellers. Ryanair even believes that by creating a business solution with low costs and cost recovery from sources other than ticket income, they will eventually be able to offer free travel in the future. The low-cost airlines are aware that they are generating huge streams of people passing through airports, creating business opportunities at the airport itself. They also know that their website is a goldmine for any company or destination that wishes to be seen on it, and can, therefore, charge significantly for it. Not least, they know that the opening of a new low-cost route to a destination creates tourist streams that would otherwise have cost the destination huge resources and a lot of effort to gain success. Why shouldn't they charge for this? Low-cost companies have done their homework; they have studied the cost structure of the companies of each individual industry and seen options for re-structuring, they have understood what is important for customers and what they are prepared to pay or not pay for, and they have also studied the business conditions of other players and seen how individual activities can contribute to creating competitive advantages or profits for them. In order to be successful destinations and destination organisations must work in the same way.

This report is the result of a cooperation project between seven cities in Scandinavia. The project aims to generate knowledge and will contribute to strengthening the position of Nordic cities as event destinations. The partners in the joint Nordic "In Search of the Experience Economy" project are Göteborg, Helsinki, Stockholm, Malmö, Oslo, Reykjavik and Copenhagen.

With financial support from Nordiskt Innovations Center, the project partners decided to organise an event study of a comparative nature. The study consisted of a

quantitative element and a qualitative element. As coordinator of the project, Wonderful Copenhagen gave the Swedish Research Institute of Tourism the task of carrying out the 19 event surveys, as well as compiling and analysing the results from these and the five case studies in a report.

The quantitative element involved interviewing event visitors to 19 selected events. The aim of these studies included surveying event visitors with regard to a number of background variables such as age, gender and place of residence. The studies also answered questions such as the length of stay of tourists, consumption pattern, activities at the destination, etc. In total, almost 9,200 interviews were assembled during the period May to November 2005. The Swedish Research Institute of Tourism was responsible for data collection, as well as processing and analysis of the material.

This element was supplemented with qualitative case studies for five of the 19 events. The method was questionnaire interviews with people who had been active in the planning and organisation of the events. The studies were organised by Wonderful Copenhagen in cooperation with the relevant destination organisations.

The aim of the project

- For the cities to be able to make more qualified investment decisions, when for instance bidding on international events
- To gain more knowledge of the forces within the event economy and distribution – furthermore which type of major events have the greatest economical and employment benefit and potential
- To find out how cities can benefit from the event economy, by carrying out comparative case studies of the cities organisations and competences in terms of hosting major events
- To lay the ground for a close and long-term partnership between the Nordic metropolises, which in the long-term can contribute to develop a joint Nordic position in the event-economy.

Objectives of the study

- Clarifying the significance of the event for destination development
- Clarifying the tax effects as a result of an event

-
- Mapping out the similarities and differences between events, e.g. with regard to proportion of tourists, export proportion, average length of stay, average tourist consumption, etc.
 - Demonstrating the economic importance of events
 - Demonstrating employment effects as a result of an event
 - Learning from the experience of others through qualitative case-studies

I. What are events and event tourism?

What is an event?

There is no clearly defined description of what constitutes an event. Most people probably associate events with huge sports competitions, arena concerts and festivals of various types. The epithet 'event' can, however, be used for a very broad spectrum of events within a number of different arenas, such as sport, music, culture, exhibitions, fairs, congresses, etc.

Time-limited activity

Some events, such as rock concerts or sports matches, last for a few hours only. However, there are plenty of examples of events stretching over a year, such as the European City of Culture event or the celebration of Hans Christensen Andersen in Demark during 2005. Where relevant, it may be appropriate to talk of an overall event encompassing a number of different events. However, common to all events is that they are restricted in time - there is a beginning and an end. They differ in certain ways from the ordinary offering of museums, amusement parks, theatres, etc. However, in a time when museums and cultural institutions are increasingly working with temporary exhibitions or guest ensembles, it is becoming increasingly difficult to distinguish between regular and temporary event offerings. They have to be distinguished on a case-by-case basis.

Large and small events

The size of the event can be measured using a number of different variables, such as the number of visitors, the turnover of the event organisation, the tourism economic turnover, media interest, etc. When this report discusses large or small events, it refers to the size with regard to the number of visitors. There are events with millions of visitors and there are events with less than a hundred visitors. What may be regarded as a small event in one context may be considered a large one in a different context. In a large town, there are probably a number of temporary activities that are not even considered events. These may include exhibitions at libraries, market days in local centres, small concerts and low-level sports matches. In a smaller place, this type of

activity may be regarded as an event and may even be the focus of attention as such for the local tourist organisation and local press. The perception of what constitutes an event can, in this sense, be said to be *contextually determined*, i.e. it depends on the context.

What is event tourism?

Holiday-related travel, such as charter travel to sun and bathing destinations, camping holidays, skiing holidays, backpacking travel and city breaks are all examples of tourist activities strongly associated with the phenomenon of tourism. Shopping tourism, business tourism and event tourism are concepts that people are not generally quite as familiar with, although they often behave as tourists in one of the above contexts. However, the latter category of tourists is a familiar concept for people working in tourist-related industries such as hotels, restaurants, cultural institutions, places of entertainment, sport and concert arenas, conference facilities, shopping centres, etc. Typical to most definitions of tourism is that there is a relatively broad range of reasons for the actual travel, but emphasise the fact that they have travelled away from their ordinary living environment.

In the context of tourism, one often speaks of *destinations* as the locations tourists visit. The destination is where the journey ends. (A round-trip can be within a destination area or take place from destination to destination.) It may be an individual location, a region, a country, or a combination of locations such as the area around the Göta Canal, or a combination of countries, such as Scandinavia, which are regarded as a destination for more long-distance visitors. The people living in a place or region may have a perception of what *the destination* constitutes, while people arriving as visitors may have a different perception. Sometimes, the perception of what the destination constitutes may be the same as municipal, county or national boundaries, sometimes not.

Tourists travel to a place to *do* something. It may be sunbathing and bathing, experiencing historically interesting environments or buildings, visiting famous attractions, experiencing nature, seeing a show or concert, witnessing a sports event, shopping, eating at a restaurant or visiting a conference/fair. The entire tourist product can be said to consist of elements from the sectors 'travel', 'accommodation', 'restaurants' or 'activity', where what tourists do in a place often functions as a catalyst for the journey. The 'activity sector' can be said to motivate the trip and creates activities in other segments.

If the journey, food or accommodation is the central element of the tourist product, then, from the perspective of the consumer, there may be reasons for considering it

part of the ‘doing sector’. Examples of the above would include cruise travel, castle weekends or visits to a famous gourmet restaurant. In those cases, it is the trip, accommodation or meal that is the experience and the motivation for travelling.

An *event tourist* is a person who travels to a place outside their usual home environment to visit an event. Event tourists can be divided into a category that had the event as its primary motive for travelling, and a category for whom the main reason was visiting the destination, as well as visiting the event. Some events attract many tourists, such as huge musical concerts or international sports events, while others attract fewer tourists, such as local theatre plays, library exhibitions and local football derbies. The *tourism economic turnover* as a result of tourism or events consists of the money tourists spend at the destination during their visit.

Most major events are visited by both the local population and tourists. Smaller events or events with a strong local character are almost exclusively visited by people from that specific location. This means that events as a phenomenon belong to both a location’s touristic offerings and its offerings to the local population. What does this mean in practice?

1. Events can attract visitors.
2. Events can attract potential new inhabitants.
3. Events may make people want to remain living in the region.

II. Why should destinations invest in events?

The following section outlines the four main arguments for why it can be important for destinations to invest in events as a strategy for destination development. Firstly, the manner in which events can make a place more attractive to live in is explained. It is followed by two sections that deal with the economic impact of events and the impact of employment as a result of increased tourism economic influx. Finally, the subject of events linked to the brand work of the destination will be dealt with. There are many important arguments to be made in the following sections.

However, these are not the only effects that can be demonstrated by an event. A number of both positive and negative event effects can be added to these four areas - everything from increased costs associated with littering and communications solutions to positive effects with regard to recruitment of young people for various sports and cultural forms. However, the focus of the report is on the direct positive effects that can be demonstrated as a result of the organisation of an event in a location.

Events make a place attractive to live in

Studies show that people today are increasingly moving for social reasons or because they want some form of environmental exchange. Work or studies are less and less the primary reason for moving.² In this perspective, it is increasingly important for destinations or regions to be able to offer a broad range of entertainments, culture and recreational options. It is possible to speak of migration flows moving from being workplace-driven to being workforce-driven, which simply means that where people want to live, companies can establish themselves³. Specifically knowledge-intensive companies must site their activities in locations where the skills can be found and, as 'birds of a feather flock together', skills clusters are formed consisting of people and companies. Destinations should, therefore, view themselves as attraction platforms for people and companies, where work opportunities are only one of the many factors that control where people choose to live.

² Kairos Agora Omvärld No. 3 2005 'Den framtida geografin' (The Geography of the Future)

³ Florida, Richard; 'The Rise of the Creative Class' Basic Books 2004

Events can stimulate people to move to a place and stay in at least three ways. They lead to pride, they provide a basis for a local range of entertainments and they make the place well-known to, and thus an option for, potential new inhabitants.

A place to be proud of

A place that other people think worth visiting is more exciting. Places that can demonstrate a broad, continuous range of events are regarded as exciting and a safe bet when it comes to travel. They are also regarded as more attractive as a living environment. It is even more fun to invite your friends; it is a place to be proud of, and a place to show off.

Local range of offerings

Visitor streams caused by events strengthen the local demand for outdoor activities, restaurants, shopping, etc. Tourism creates opportunities for more players to establish themselves, the richness of variation increases and this, in turn, is regarded as positive for people living in a place or for potential new inhabitants. Young people in particular take a positive view of comprehensive, local entertainment and a rich range of businesses and restaurants.

Somewhere people might move to

Very few people move to a place they do not know or have not visited. If, on the other hand, they have visited a place or have received a good impression of it, the place will be part of the mental map of places they could imagine moving to. Through a flow of tourists and active canvassing of them as potential new inhabitants, tourism creates the conditions for population growth. Realising that this is how things work will probably lead to us being able to view destination organisations as having increased responsibility for also attracting new inhabitants to the place in the future.

Economic effects as a result of events

There are several reasons for destinations working with tourism and events. One reason already mentioned is the fact that the destination gets an *opportunity to be seen by potential visitors*, visitors who are potential residents. Another reason that will also be considered in the report is that tourism, and in particular events, can contribute to *strengthening a destination's brand*. The following section shows that visitor streams, regardless of whether they are due to tourism in general or caused by events, lead to a *financial influx to the destination*. Questions answered here include how the financial influx arises and who benefits from it. The issue of *employment effects* as a result of events is subsequently dealt with in a separate section.

Direct, indirect and induced effects

Tourist consumption within a certain area, for example a municipality, has an impact on the economy in the area. When tourists purchase products or services, it results in an increase in turnover for both companies (e.g. hotels) and public enterprises (e.g. museums). If this increase in turnover leads to increased employment, the effect will be a certain part of the financial influx transferring to the municipality and county council in the form of income tax. Another direct economic effect on the municipal economy that is particularly relevant to events is the increased marginal income that benefits various arena businesses, often publicly owned. Sporting arenas, theatres, congress halls, concert halls, etc. are examples of facilities that have high fixed capital costs and where each additional booking provides an excellent contribution. The above is an example of the direct economic effects of events.

The indirect effects of tourism or events arise when the companies working in tourism-related industries, such as hotels, restaurants, businesses, amusement parks, etc., purchase production goods or make investments that lead to increases in turnover in other industries such as the construction industry, marketing companies, consultancy companies, etc.

The people who gain employment as a result of tourist consumption will, in turn, gain an income to spend on various goods and services. When this money is consumed in the local economy, this is an example of the induced effects of tourism.

Multiplicator effects

As long as the economic influx, which originally derived from tourist consumption, remains in the local economy, it gives rise, each time it is re-consumed, to so-called multiplicator effects. Each time it is re-used in the economy, some of the flow disappears from the local economy in the form of income taxes, VAT, profits tax, duty, import taxes, etc. Calculating multiplicator effects as a result of tourism economic influx is relatively complicated. If all the industries in a country were to demonstrate their size by pointing to multiplicator effects, the total turnover would exceed the actual gross national product. However, it may be worth pointing out the fact that multiplicator effects arise in an economy each time that externally earned money is added. This demonstrates that an economic influx provides long-term positive effects on the local economy.

Tax effects that benefit the local and regional organisation

If incoming tourists give rise to increased employment, this results, as already mentioned, in an economic influx to the state and municipalities in the form of tax. The municipality gains no direct tax effect from events, but any employment effects lead to increased income from income tax.

It is worth noting, with respect to the tax effects of events, the so-called *municipal taxation equalisation system*, which is found in all Nordic countries and means that all tax income generated in a municipality goes directly to a central 'fund' where the economic contribution is distributed to all of the country's municipalities in accordance with a number of different criteria. The background and aim of this fiscal system is, of course, not to simply control the tax effects of events. But it is interesting to point out how it affects the conditions surrounding the generation of public funds at the local (municipal) level. When tourism increases within a certain geographical area, municipalities cannot currently count on any economic effects in the form of income taxes. The tax effects still arise as a result of an economic influx that creates new workplaces, but the extent of the actual benefits received by the destination depends on the position of the municipality in the municipal taxation equalisation system. In practice, this means that the absolutely most important and clearest incentive for municipalities to invest public resources in the development of tourism no longer exists. This risks having huge negative effects on the total resources available for the travel and tourist industry in the long term. Local public resources are the economic base and a condition for gaining other (private) resources for destination development.

Tax effects that benefit the state

The state receives increased tax income, primarily as a result of consumption by foreign visitors in the country. The value of their consumption is taxed via VAT and various purchase taxes, for instance on alcohol, cigarettes and petrol. Tourism is the only export industry that provides VAT for the state. When other businesses export products and services, the VAT is deductible, which means that the exports do not result in VAT income for the state. It is certainly also officially possible for foreign tourists to make a VAT deduction on goods and services purchased, but as this only applies to non-European visitors, it is only a small part of the VAT levy on foreigners' consumption that is affected. Indirectly, the economic influx also results as a consequence of foreigners' consumption in the country in increased tax income in the form of income tax, social insurance contributions, profits taxes, capital taxes, property taxes, etc.

Are there any tax effects generated by visitor streams *within* the country? In individual cases, they can if consumption occurs in connection with an individual, as a tourist, spending on forms of consumption that are more highly taxed than the goods and services that the individual would otherwise have chosen to spend their money on. Alternatively, if the tourist product originates to a lesser extent from imports than the alternative consumption, this can have a positive effect on the state. The third case when the state can be said to receive increased tax effects as a result of domestic tourism is if the individual's travel within the country occurred instead of a foreign trip, so-called 'retained tourism'. It is possible to calculate the alternative use of funds described above, but the results are not fully reliable, as they are based on hypothetical arguments. At an aggregated level, the tax effects from domestic tourism for the state can, therefore, seldom be demonstrated. Domestic tourist consumption is considered to be *shifted consumption* within the country.

If event tourism leads to more people working in a place, this not only leads to increased tax income, but also cost savings as a result of reduced unemployment benefit. The following section deals with the issue of employment effects as a result of events.

The event industry creates employment

Tourism provides employment effects in many different industries, for example within the retail business, restaurants and accommodation facilities. From a growth perspective, it is often argued that tourism is an industry of the future, due to its relatively good ability to create jobs. In traditional industries, an increase in turnover often means that employment reduces in relative terms, as it is primarily the productivity that increases - one talks of growth without jobs. This is also the case, to a certain extent, within the tourism industry, but as the tourism business, in many cases, is personnel-intensive, the increase in turnover tends also to result in new jobs.

Employment within the event industry

Events often form a central component in the overall tourism business, and are therefore important for contributing to increasing employment. An impending circumstance within the travel and tourism industry is the relatively large seasonal variation, which creates problems of profitability and employment. Through strategic planning, events can be organised for the period during the tourist season that needs to be strengthened, and in a manner that contributes to increasing the season or levelling out the occupancy rate throughout the year. Events planned outside the regular tourism season can also contribute to entertainment for the local population when other activities are less intensive and competition for attention is reduced.

In terms of employment effects as a result of tourism and events, there are slightly different conditions for the effects at local and national level. It is easier to demonstrate the positive effects at a national level, but more difficult to make an assessment of the ultimate effects at the local level, here defined as the primary municipality. A number of employees within certain industries serving tourists is considered tourism-related employment. But what effect does a certain tourism economic influx have on the margins? In the short term, it is not clear that a certain event has any employment effect at all. The actual event organisation may come from outside, which means that the employment effect arises somewhere else. The increased demand may be met by spare capacity at hotels, restaurants, museums, etc. If this is the case, the economic effect is primarily for increased profit in those companies, and, perhaps, some overtime payments for employees. If, on the other hand, there is a permanent increase in the level of activity, it will result in more people being employed as a result of the

expansion or formation of companies. In the longer term, employment effects as a result of increased economic influx may thus be demonstrated.

Who gets the new jobs, then? There is no guarantee that the people living within the local catchment area will be employed. One condition for being able to speak of employment effects at the local level is that there is a labour force surplus, and that this resource matches the need for labour that arises due to increased tourism. Below is a list of alternative scenarios in the event of an increased need for labour that aims to demonstrate the difficulties of counting on actual employment effects from events at the local level.

1. The employer takes on an unemployed person living in the place.
2. The employer takes on an unemployed person living somewhere else.
3. The employer takes on a person already employed in the place, who thus changes employment
 - 3.1. The resultant available job is taken by a person living in the place who is either:
 - 3.1.1. unemployed
 - 3.1.2. working, but who thus leaves a job available. (the process continues)
 - 3.2. The resultant available job is taken by a person living elsewhere.
4. The employer takes on a person who comes from outside, but chooses to live in the place once employment commences.

There are, therefore, a number of factors that determine the scope of employment effects at the local level. The larger the event, the more likely it is that the tourism economic turnover will create jobs somewhere other than the local economy. This is also the background to why, in some circumstances, there are pleas for a national strategy and government commitments with regard to really large events. There are employment effects, but it is difficult to predict where.

However, it should also be pointed out that tourism certainly creates jobs at the local level, especially as a large number of the services within the tourism business do not require a high level of formal education, but can provide jobs for a poorly-educated labour force, such as young people. However, the best effect is if events contribute to a constantly higher level, as this means that permanent jobs are created.

Events can strengthen the destination brand

The positioning of destinations on the market is largely a question of resources. It is also often not the 'best' destination from certain perspectives that wins the battle for customers - it is the one that has raised its level of awareness in the most effective way. Here, a strong brand plays an important role in attracting visitors. By possessing a strong brand, the destination can attract visitors without being the largest on the market. Raising awareness of a brand through information activities/marketing often requires substantial economic resources to achieve the critical level where the investments may have an impact. Events can play an especially important role as a relatively cost-effective way of reaching out in the media and communicating with the market.

Events often receive a huge amount of coverage in the media. Columns and columns are written about pop stars when they give concerts. Competitors within certain sports also have star status nowadays and are closely watched by journalists in connection with sports events. The major events within sport, such as the Olympic Games or certain world championships are watched by virtually the entire world's media channels and the PR value of such attention can be worth billions. But even smaller sports events have their specific target group of interested spectators and can thus reach out through the international media. This means both that the destination hosting the event is mentioned and shown in the media, and that the destination is associated with something that many people regard as positive.

Events can thus be said to strengthen a destination's brand in two different ways: by the place or region quite simply becoming better known and by the event providing an image of what the destination represents, the event contributes to filling the destination's brand with content.

Increased knowledge

People can gain increased knowledge of a destination by either visiting the place themselves or via media coverage of the event. The greatest effect will be for small or relatively unknown destinations. A significant example is the Hultsfred Festival or the Stockholm Jazz Festival. Both events receive relatively significant coverage in the media every year, but the Jazz Festival probably has a minimal impact on Swedes' knowledge of Stockholm compared with the significance the Hultsfred Festival has had for Hultsfred.

The conclusion is that events that generate huge media interest can play a very important role in increasing knowledge of a relatively unknown destination.

Contributions to people's perception of a destination

Furthermore, a destination's range of events affects people's perception of a place or region. They can get an image of what people living in the place are interested in, what is contained in the local 'spirit'. Göteborg is often associated with sport, especially football and athletics. This is partly because Göteborg is often seen in the media in connection with the organisation of a large sports event. Events also signal what decision-makers in the region are prioritising and wish to be associated with. The Stockholm Water Festival, now discontinued, was organised for a number of years with the express purpose of demonstrating Stockholm's location by the water and, not least, the fact that the water around the city is clean and can be both swum and fished in. This was the image the people in power and the organisers wanted people to recall when they thought about Stockholm.

The full potential of event effects

The event effects previously described in the form of increased destination attractiveness, economic influx, increased employment and a strengthened brand are not always equally large or positive. The table below contains a list of these most important factors and the conditions for achieving the best effect.

Event effect	Provides best effect:	Provides less good effect:
Destination development	When the event “encourages” investments for which there is a need, and an operating budget, even in the longer term.	When the event “requires” investments for which there is no long-term operating solution and steals financial space from other more favourable investments.
	When the event leads to players learning to cooperate and new networks being created that may favour the destination in different areas.	When the event creates unresolved conflicts that make cooperation between different players more difficult or when an important player loses economically in a big way due to the event and thus becomes reluctant to invest in other events in the future.
New inhabitants for the region	When events strengthen an otherwise attractive living environment with access to employment, development, experiences and good living.	When the events are organised in an otherwise unattractive living environment that lacks those elements people take for granted or are looking for.
Brand	When the event strengthens the destination’s brand or provides a new, desirable dimension to the brand.	When the event does not add anything to the destination’s brand or signals something in opposition to the brand.
Knowledge and image	When it is visited by many tourists that had not been to the destination before.	When it is an event that mainly attracts tourists from the immediate region who already know the destination.
	When the event <u>and</u> destination receive a lot of media coverage in places where the destination is relatively unknown.	When the media’s interest in the event is meagre and does not display images or write about the destination per se.
Tourism economic turnover	When there are plenty of restaurants, business, etc. close to the event location or at the	If the event arena is inaccessible so that additional consumption is made more

	arena itself.	difficult.
	When the event attracts more long-distance visitors that choose to stay overnight at commercial accommodation facilities and eat out.	When the event mainly attracts tourists from the immediate region who sleep at home or stay and eat with family and friends.
	When the increased demand is met by existing spare capacity.	When tourists have to look for accommodation options elsewhere, due to full capacity.
Employment	When the events contribute to a <u>permanent</u> increase in the level of activity that leads to new jobs.	When the events are individual occurrences that mainly result in increased use of an existing workforce.
	When the destination has spare labour capacity that corresponds to the need.	When there are no unemployed people suitable for the jobs created.

Table 1 When events cause the best effect

The event effects mentioned so far concerning economic importance, locally, regionally and nationally, as well as the ability to strengthen the destination's brand and status as a place to live, provide a number of arguments for why, from a destination perspective, it is interesting to work consciously with events.

III. What drives development within the event industry?

These days, the organisation of huge events is a veritable industry with a huge turnover, employing many people and sometimes requiring significant investments in infrastructure, etc. The trend is for this part of the economy to simply grow - why is that? What is happening within the event industry today - what are the conditions that are causing this? The following two sections emphasise some of the driving forces that are shaping trends within the event industry, both on the demand side and on the side of what is offered.

Demand-based driving forces within the event industry

Increased travel

The World Travel and Tourism Council, WTTC, estimates that tourism within the EU directly and indirectly employs 20 million people, or is responsible for 12.4 percent of employment within the region. In a forecast stretching until 2014, they have assessed that travel on a global basis will increase by 4.5 percent every year. This means that the market for tourist products, including events, will in general increase. The largest increase is occurring and, as far as can be judged, will continue to occur on markets which are currently at a low level with regard to travel but which are experiencing growing wealth and thus an increased ability to travel. This is primarily true of countries in Asia. Travel in our part of the world, Europe, is already a huge business and will continue to grow, although not at the same pace as other world markets.

City destinations taking market shares

The trend in Europe is for city travel to increase more than other tourist categories. One reason for this is that low-cost flights go to cities. With their relatively low price levels, it is possible for people to travel both more frequently and further away. Some people now prefer flying to taking the car, which may have the consequence that travel is geographically concentrated to one place, often a city. The number of holidays in Europe is not increasing, but as the actual cost of travel has reduced, people can travel on holiday more often, although not for as many days each time. People are taking

shortbreaks, which are often city breaks, as cities have a very rich, concentrated range of things to offer. During a city break, visitors are able to enjoy only a fraction of what a destination has to offer and it may seem that the tourist could well have visited a much smaller place. But the fact that city break travelling is increasing significantly can partially be explained by the general phenomenon regarding people's desire for freedom of choice and time optimisation. The point is not to experience everything but to have the option of enjoying a huge range.

Low-cost flights making the large larger

The entry of low-cost flights into the European market has, however, resulted in large destinations getting even better opportunities to grow more than smaller destinations, which do not have low-cost connections with as many potential markets as the major tourist destinations. The destinations that still do not have low-cost airlines are losing most market shares. This means that low-cost flights are creating new tourist streams to cities, but are also contributing to the relative market position of destinations changing. In order to be of interest to new low-cost airlines, the destination must demonstrate that there are already traveller streams - the responsibility for creating such streams does not lie with the airlines.

The section above presented a number of trends in the surrounding world concerning travel and how this affects different destinations. Demand for travel is increasing generally, but travel to cities is increasing more than other types of travel and this, in turn, can be explained by different variables, but an important factor is the access to cheap air travel. The increased demand for city products favours cities, but also creates an interest in events when tourists are looking for unique experiences. As previously mentioned, events function as a catalyst for travel and can therefore play an important role for tourists in their selection of a destination.

Supply-based driving forces within the event industry

The following section will draw attention to two important trends driving development by increasing the range of events. One is that events are increasingly being used for marketing, either because events attract attention to a special event or because the event has an ability to strengthen a brand and provide positive associations. The other important trend is that investments in event arenas are being made around the world. In order to achieve cost recovery, the arenas must be filled with content, which creates a competitive situation with regard to the enlistment of major events.

Event marketing

One of the factors driving development within the event industry is the increasingly popular phenomenon of ‘event marketing’ i.e. marketing something using an event. We previously described how events can strengthen a destination’s brand, but the same mechanism that lies behind this also functions for the marketing of other goods, services, people or companies. This happens more or less openly, sometimes in the form of sponsorship, sometimes by a company creating a new event and sometimes by them quite simply purchasing an existing event.

Another type of event marketing is, for example, when local traders merge and create a Christmas market or when a hotel/restaurant thematises its range for an evening or a few days. This becomes a ‘happening’, an event if you will. An example of an event as a destination created to make an experience of an event that would otherwise have risked passing relatively unnoticed is the Danish celebration of Han Christensen Andersen during 2005. The Han Christensen Andersen Parade passed through central Copenhagen at the start of September 2005, and was one of the many events created to celebrate the 200th anniversary of the Danish author’s birth.

Arena investments

The other trend with regard to what may be offered that is worth emphasising is the investments in event arenas taking place around the world. The table below illustrates some of the largest arenas in Europe. The Nordic cities are increasingly competing with the destinations below for both sports events and major concerts.

City/Arena	Maxkapacitet
London/Wembley	90 000
Berlin	74 000
Cardiff	72 000
München	66 000
Barcelona	70 000 (55 000 seated)
Göteborg	60 000 (43 000 seated)
Stockholm	55 000 (<i>planned</i>)
Amsterdam	52 000
Hamburg	51 000 (45 000 seated)
Köpenhamn	42 000
Helsingfors	40 000

Table 2 European arenas

Characteristic of the new arenas being built is that they are often so-called ‘multi-arenas’. They are built with the aim of being suitable for various types of event, everything from sports events to music concerts. Overall, this means that huge requirements are placed on flexibility, with moveable sections for floors, ceilings and stands. Even technical solutions regarding sound and image are becoming increasingly advanced and elements that were once a competitive advantage in attracting artists, etc. are now regarded as standard. Some also have conference facilities connected to the arena itself. The arenas being built today need to give event visitors a complete experience in the sense that they contain restaurants, pubs and shopping options all under one roof. Finally, good accessibility to the arena itself is something considered important.

IV. What were the results of the studies?

There now follows a presentation of the draft of the quantitative study, as well as the results from the 19 interview studies. The results will be commented on and analysed in connection with their representation in the report. Finally, the five case studies as well as the results of the questionnaire studies will be presented.

The events study

This report is based on 19 sub-studies from a *visit perspective*, with a focus on the *tourism economic effects* as the result of an event.

The method for primary data collection was face-to-face interviews with randomly selected event visitors, both tourists and the local residents. The selection represents the entire study population. Some of the study's events were pure public events while the visitors to other events consisted of active participants, as well as teams and the public. Appendix 1 contains a summary of what was considered the *population* of the study for each event and the size of the *selection*. Unless stated otherwise, the concept *visitor* in this report refers to both tourists and the local residents. A *tourist* is a visitor to an event who normally lives outside the destination. The geographical area that has been used as the destination differs slightly from place to place. See appendix 2.

The Nordic cooperation project concerning events has a *comparative* motivation, i.e. it aims to demonstrate similarities and differences between different events. By carrying out uniform primary data collections for 19 different events and presenting the results from these studies as a comparison side by side, it will be clear how they differ from each other. An examination of the results may also make it possible to categorise events based on their similarity.

The following section deals first with the information requirements which the study intends to cover. There then follows a short statement of method selection regarding the economic effects, as well as a discussion of the strengths and weaknesses of the results of the report. Finally, the 19 events the comparative study is based on are presented.

Obtaining information for the study

Prior to the collection of data, a battery of questions was produced for all sub-studies. In some cases, individual questions were irrelevant and were removed from the specific survey. This is true, for instance, of the congress studies. After two of the sub-studies were carried out, a few questions were added, the results of which are therefore missing for the first two events. (See note for the relevant presentation in the results for the report.)

Some of the interview questions were asked of all event visitors and some were only asked of tourists. The questions asked of all respondents aimed both to provide background information about the visitors and provide information on the event visit itself. If the respondents were tourists, the interview continued with a number of questions about their visit to the destination and was concluded with questions regarding their consumption patterns during the visit. For information regarding response frequency, see appendix 1. The interview studies aimed to provide answers to the following:

BACKGROUND VARIABLES

- The average party size for event visitors
- The type of visitors the different events attract with reference to nationality, gender and age
- How income and education level differs between the different groups of event visitor

THE EVENT VISIT

- The proportion of visitors that had their own knowledge of the event
- The proportion of visitors that searched for information via the Internet
- When the visitors decided to attend the event
- How many days the event was attended (in the event of multi-day events)
- The event visitors' choice of transport to the location of the event (the event arena)

THE DESTINATION STAY (affecting tourists only)

- The tourists' main reason for the stay
- The number of days and nights they stayed at the destination
- The form of accommodation the tourists who stayed overnight chose for their stay
- List of different activities at the destination over and above the event visit

TOURISM ECONOMIC INFLUX (affecting tourists only)

- The value of the tourists' daily consumption at the destination, divided into a number of categories, the so-called 'tourist consumption pattern'
- The value of the tourist's consumption during the entire stay at the destination in connection with the event
- The total value for consumption by all event visitors coming from elsewhere during the stay, the so-called general tourism economic turnover
- The total value of consumption for the group of visitors coming from elsewhere that had the event as the main reason for the destination stay, the so-called specific tourism economic turnover

Measuring the economic effects of an event

Put simply, tourism economic turnover is measured from the consumer perspective or from the producer perspective. The value of the tourists' consumption becomes turnover in the companies or organisations that produce the goods or services.

Measuring the tourism economic effect on, for example, hotels is extremely simple if you define all visitors coming from outside the individual municipality as tourists. As you can assume that no hotel guests come from that actual municipality, then all of the hotel's turnover can be said to be related to tourism economics. The hotel business is, however, the exception. For most other businesses, some of the turnover can be linked to the people who come from outside the individual place, while the rest of the turnover is generated by local customers. If we look at typical experience sectors such as hotels and restaurants, as well as culture, sport and recreation, tourism is responsible for around 1/3 of turnover, while 2/3 of consumption is associated with the local population.⁴ However, to calculate the exact proportion, it is necessary for all the relevant companies to compile statistics regarding whether or not they have sold a service to a tourist. For calculation of the tourism economic effects via producers, the most common method is for calculations to be based on some form of assumption and reference figures.

An alternative method is to use the tourists' consumption. Such a procedure requires tourists to state the value of their consumption generated at the destination in one form or another. Tourism economic measurements of events is made easier by the fact that

⁴ Valid for Sweden.

events are limited in both time and space, as opposed to tourism in general, which is more dispersed in both time and geographical terms.

Information on tourists' consumption patterns and lengths of visits is combined with figures on the number of tourists within a specific area for a set period, or the number of event visitors. In certain cases, there is no information on how many people visited the event and thus the investigator must rely on estimates of various types or carry out supplementary studies that can provide answers to the question how many visitors there were in total at the event. There are entrance fees for other events, and in that case the number of tickets sold can be used as the starting point for discussions regarding the total number of visitors. Information on how the total number of visitors is produced for each event in this study can be found in appendix 1.

Tourism economic calculations for the 19 event studies are based on the following information:

- The number of visitors
- The proportion based on visitors coming, i.e. the proportion of tourists
- The proportion of tourists who stated that the event was a specific reason for the stay
- The length of visits for tourists in days and nights
- The number of days the event was visited - applies to multi-day events
- The estimated value of tourists' consumption at the destination during a 24-hour period
- How this consumption is distributed over a number of different categories.

One advantage of this type of primary data collection that occurs on site during the event is that the risk of respondents forgetting what their consumption really was is reduced if the study takes place at the same time as the consumption. Personal interviews also have the advantage that they allow respondents to be helped somewhat when they are answering the questions.

Events studied

The table below presents the 19 events that were comprised in the study. This shows that Göteborg, Copenhagen, Malmö and Stockholm carried out four studies each, and Helsinki, Oslo and Reykjavik each carried out one. The relevant destinations, after

some discussion with each other and with the investigator, selected the events they wished to include in the study. This resulted in a selection consisting of different types of event with reference to length, content, number of visitors, arena etc.

Event	Destination	Arena of the events	Date	Respondents
EAA	Göteborg	Handelshögskolan	17-20 May	315
A Taste of Stockholm	Stockholm	Kungsträdgården	1-6 June	689
MAMA MIA!	Stockholm	Cirkus	Spring season	566
Speedway GP	Copenhagen	PARKEN	25 June	522
U2 Vertigo Tour	Göteborg	Ullevi	29 July	422
U2 Vertigo Tour	Copenhagen	PARKEN	31 July	592
E.T.C. Chess	Göteborg	Svenska Mässan	30 July-7 Aug.	334
Göteborg Party	Göteborg	Citycentre	5-13 Aug.	621
W.C. Athletics	Helsinki	Olympia	6-14 Aug.	306
FEI Eventing, World Cup	Malmö	Ribersborg	11-14 Aug.	437
Masters Swimming	Stockholm	Eriksdalsbadet	16-21 Aug.	409
IFLA	Oslo	Spektrum	13-17 Aug.	460
Football Den-Eng	Copenhagen	PARKEN	17 Aug.	627
Malmö Festival	Malmö	Citycentre	19-26 Aug.	504
America's Cup	Malmö	Öresund/West Harbor	24 Aug.-4 Sept.	616
ICUD	Malmö	Concert Hall	1-4 Sept.	108
H.C.A. Parade	Copenhagen	Citycentre	3 Sept.	596
Iceland Airwaves	Reykjavik	Multiple venues	19-23 Oct.	540
Monster Jam	Stockholm	Globen	12-14 Nov.	495

Table 3 Event studies

What factors characterise an event? Perhaps the most obvious element is the subject area to which they belong. In this case, the areas can be sport, culture, music, town festival, etc. Another main dividing line is between events that mainly attract private persons and those where visitors work during their event visit. Typical *business events* include congresses, fairs, major business meetings, etc. However, some events can be said to be neither purely *public events* nor business events. These may include, for instance, sports events where a large number of the event visitors constitute competitors or the teams behind the competitors, (who, in some cases, are there in their professional capacity) but which have also attracted spectators. One example of such an event was the European Team Chess Championship in Göteborg.

The events also differ with regard to how long they last. A group of events in the study were *day events*. This applied to the two U2 concerts in Göteborg and Copenhagen, Speedway GP and the football match in Copenhagen, and the Hans Christensen

Andersen Parade, also in Copenhagen. The other extreme is exemplified in this selection by the event MAMA MIA!, currently continuing in Stockholm. This is a musical that started at Cirkus in Stockholm in February 2005. It continued with several performances a week throughout spring and autumn and will continue for a few more seasons. Just as expected, the study showed that there were few visitors (less than 1 percent) that visited the event more than once. The question then is whether it should be considered a one-day event or a multi-day event?

A further distinction can be made between *one-off events* and *regular events*. The U2 concerts are typical one-off events - the same concert tour will not return to Göteborg and Copenhagen again. The Malmö Festival and the Iceland Airwaves music festival in Reykjavik are examples of regular events. There are several among the study's events. Another type of event is the *rotating event* that is regular but arranged at different destinations. Many sports events are of this nature, for example, the World Athletics Championship, which was held in Helsinki in 2005 and which is organised in a different city every other year.

Of course, the events differed with regard to visitor numbers, as well as the type of visitors they attracted and the target groups they were aimed at. Linked to the previous question of the function of an event in attracting potential inhabitants to a destination, this is an interesting question. This study does not provide any detailed target group analysis, although it does contain certain background variables with reference to visitor age, gender, nationality, place of residence, and level of education and income. The information shows *proportion of tourists*, and *proportion of exports* among visitors, which also says something about the attractiveness of the event.

As already mentioned, the events can be distinguished with reference to whether they are free or subject to a charge in some form. Some events are arranged outdoors, others are arranged indoors. The above discussion provides examples of how events can be categorised with reference to a number of different variables.

Results - background information

The following chapter presents the event visitors, who they are, where they come from and their education and income.

Groups of visitors

Event visitors had to state the number of people they visited the event together with. This information shows the extent to which the event was visited by small or large groups. The following table shows the average size of visitors' groups, distributed by event. More detailed information on the results for this question can be found in each individual report.

Event	Average size of party
Speedway GP	5.86
Masters Swimming	4.41
MAMA MIA!	3.93
W.C Athletics	3.86
U2 Vertigo Tour, Copenhagen	3.56
E.T.C. Chess	3.37
Football Den-Eng	3.22
IFLA	3.19
FEI Eventing, World Cup	3.16
U2 Vertigo Tour, Göteborg	3.15
Monster Jam	3.05
Göteborg Party	2.76
EAA	2.49
A Taste of Stockholm	2.45
Iceland Airwaves	2.41
Malmö Festival	2.39
America's Cup	2.38
H.C.A. Parade	2.29
ICUD	1.64

Table 4 Average size of groups

None of the events proved to have especially high average group sizes. In general, for almost all events, visitors were accompanied by one or two other people. Even if visitors were there on an arranged group trip, the "group" was defined as the people they remained with during the event. The largest average group size was at Speedway GP, 5.86 people. This is because almost a third of visitors came in groups of five

people or more. ICUD, which had the lowest average group number, was largely visited by people on their own.

Gender

Event visitors had to state the gender and age of both themselves and the other people in their party. The diagram below shows the gender distribution of event visitors.

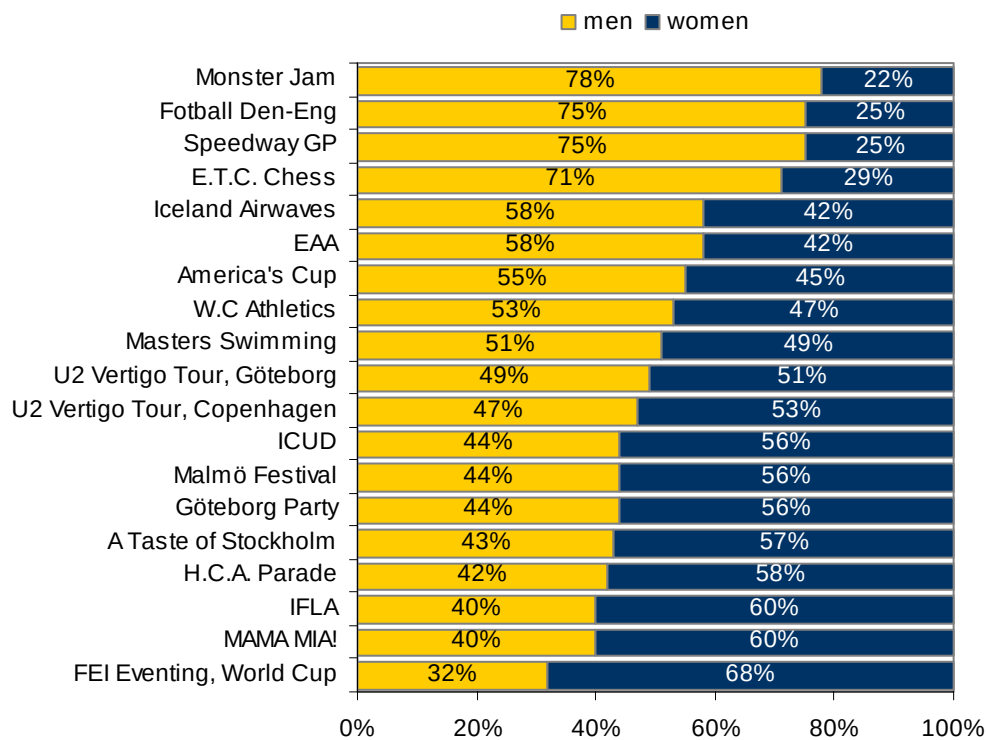


Figure 1 Gender distribution

Both the "motor sport events", Monster Jam and Speedway GP, as well as the football match and E.T.C. Chess attracted a significantly higher percentage of men than women. The opposite is true of, in particular, the FEI Eventing World Cup, and to a certain extent also MAMA MIA! and IFLA. The most even distribution between the genders was at the U2 concerts, Masters Swimming and W.C. Athletics. The gender distribution at the three city festivals in Malmö, Göteborg and Stockholm, was relatively, although not completely, even. It may be interesting to consider why this type of event attracted significantly more women than men and what the content should look like in order to achieve an even higher population representativeness?

Age distribution

The following table shows the average age of event visitors. Interviews were held with people who were 10 years or older. As the questioned visitors had to state the age of all the people in their party, account is also taken of the younger visitors that would otherwise not have been included among the respondents. For more detailed information regarding how the event visitors are distributed into various age categories, see reports for each event.

Event	Average age
IFLA	47
MAMA MIA!	42
ICUD	41
Masters Swimming	41
W.C Athletics	41
EAA	40
Göteborg Party	40
America's Cup	39
Speedway GP	37
E.T.C. Chess	35
H.C.A. Parade	35
Malmö Festival	34
Football Den-Eng	32
FEI Eventing, World Cup	32
U2 Vertigo Tour, Göteborg	31
A Taste of Stockholm	31
U2 Vertigo Tour, Copenhagen	27
Iceland Airwaves	26
Monster Jam	25

Table 5 Average age of all the visitors

The event with the oldest age profile was IFLA, where more than six out of ten visitors were older than 45. The two other congresses, ICUD and EAA, also had a relatively high average age in comparison with most other events. Of the city festivals, it was A Taste of Stockholm whose visitors had the lowest average age, 31. At the Malmö Festival, the average age of visitors was 34, with the corresponding figure for the Göteborg Party being 40.

Despite the group having existed for more than twenty years and the tickets being relatively expensive, the U2 Vertigo Tour attracted a relatively young public to Göteborg and Copenhagen. In Göteborg, four out of ten visitors were in the age range 25-34 and a quarter were under 25 years old. In Copenhagen, the visitors were, on

average, even younger and almost a third were younger than 25, while around half were in the age range 25-34.

The Iceland Airwaves music festival attracted many young visitors; nine out of ten were aged 18-34. Monster Jam was the event with the lowest age profile, which is a result of the fact that it was visited by many children; more than a third of visitors were under twelve years of age.

Nationality

Event visitors had to state the country they were resident in. This question is interesting for assessing the attractiveness of an event among foreign visitors. A large proportion of foreign visitors, i.e. a high export proportion, is favourable to the state, as this involves extra tax income in the form of VAT.

The diagram below shows the proportion of foreign visitors for each event. The events are sorted in order of size, with the event with the highest proportion of foreign visitors at the top.

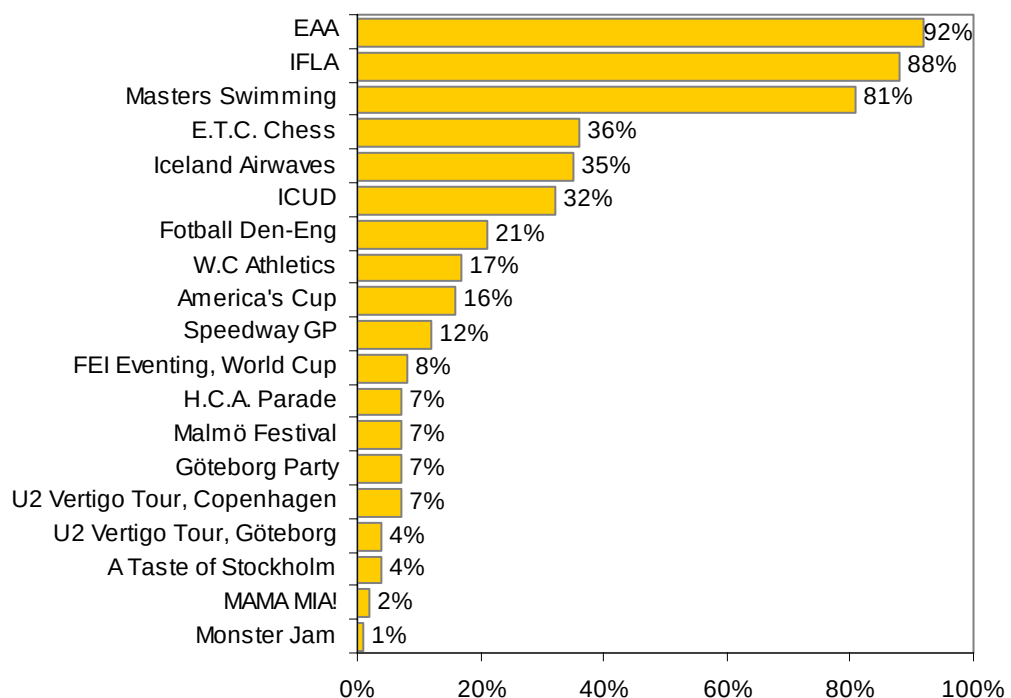


Figure 2 Percentage share of foreign visitors

The EAA and IFLA congresses had the largest proportion of foreign visitors; congress delegates came from all over the world. Masters Swimming also had a very high proportion of foreign visitors, but only from Europe. The question is whether Masters Swimming should have been able to attract more Swedish visitors and thus increased the total number of visitors to the event?

When it comes to W.C. Athletics and E.T.C. Chess, it is slightly surprising that they do not show a higher export proportion. Is this because the destinations were poor at attracting foreign visitors or because they had been successful at creating huge interest in the event among the local population?

Both the well-attended U2 concerts also had a relatively low proportion of foreign visitors. This is probably because the tour visited many cities in Europe. In Scandinavia alone, U2 played in Oslo, Göteborg and Copenhagen. However, the concert in Copenhagen attracted more foreign visitors than the concert in Göteborg. This may suggest that a number of people living in southern Sweden chose to see the concert in Copenhagen.

Level of education

Event visitors had to state how many years of education they had following compulsory schooling. The table below shows the average number of years of education event visitors underwent following compulsory schooling.⁵ Denmark, Finland and Sweden have nine years of obligatory schooling which commences at the age of seven, while Iceland and Norway have ten years of obligatory schooling that commences at the age of six.

Event	Years of higher education
ICUD	9.1
E.T.C. Chess	6.3
W.C. Athletics	6.0
America's Cup	5.7
Masters Swimming	5.3
H.C.A. Parade	5.1
FEI Eventing, World Cup	4.9
Iceland Airwaves	4.9
Speedway GP	4.8
U2 Vertigo Tour, Copenhagen	4.8
U2 Vertigo Tour, Göteborg	4.3
Göteborg Party	4.1
Malmö Festival	4.1
Football Den-Eng	4.0
Monster Jam	3.1

Table 6 The visitors' years of higher education

Participants at the ICUD medical congress had the longest education. They were followed by visitors to E.T.C. Chess, W.C. Athletics and America's Cup. The visitors to Monster Jam, the football match and the Malmö Festival had the lowest average education.

⁵ This question was not asked at the EAA, IFLA, MAMA MIA! and A Taste of Stockholm events

Income level

Respondents can regard questions regarding income as sensitive. Instead of stating their exact income, therefore, event visitors had to state which income category they felt they belonged to. The diagram below shows the distribution of visitors between the different income levels.⁶

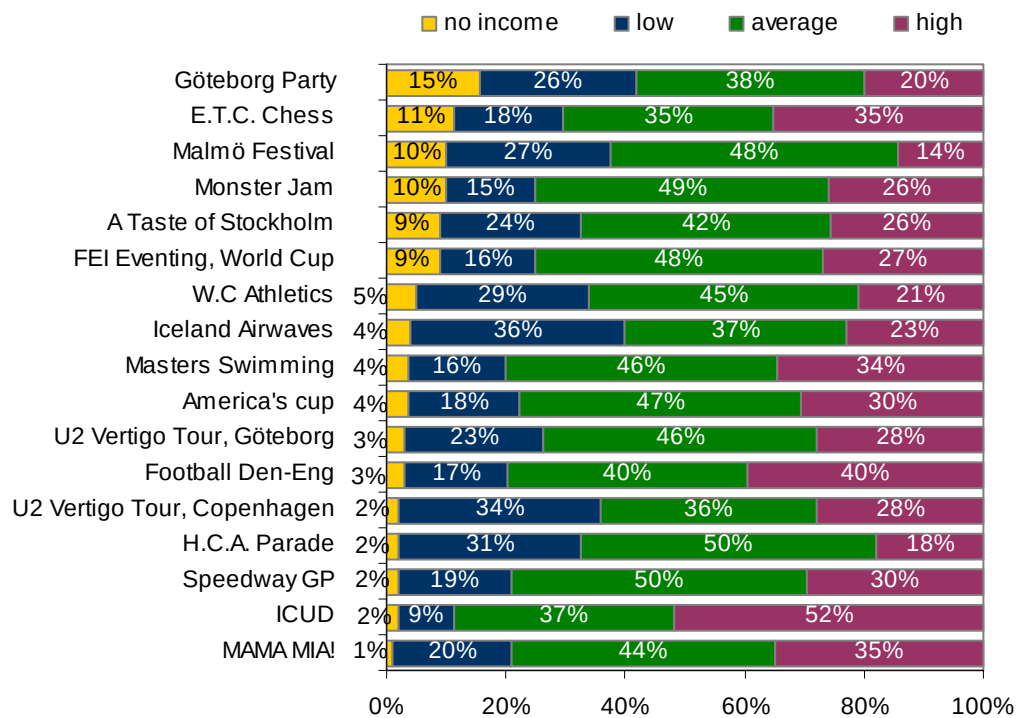


Figure 3 The visitors' income level

Among the delegates to ICUD, more than half regarded themselves as high-income earners. The football match and Speedway competitions, MAMA MIA!, Masters Swimming and Monster Jam, E.T.C. Chess, FEI Eventing World Cup and America's Cup are all events that attracted more high-income earners than low-income earners. The city festivals and H.C.A. Parade, all free events, attracted as many or slightly more low-income earners than high-income earners. The same is true of the musical events such as Iceland Airwaves and the two U2 concerts, which is explained by the fact that they were largely visited by young people.

⁶ This question was not asked of visitors to the EAA and IFLA congresses.

Results - information on the event visit

The following section provides information on the event visit itself. This chapter lists sources of information, time of decision, mean of transport to the event-area, etc.

Source of information

Visitors had to state how they had received information on the event. There were several different sources of information for visitors to choose from, and they were allowed to give more than one answer. This report contains the results of two of the options, namely "Own knowledge" and "Internet".

Own knowledge

The proportion of event visitors who stated that they had prior knowledge of the event says a lot about how established an event is. The visitors who gave the answer "own knowledge" to the information question probably know about the event as a result of having visited it previously or because they live locally. The diagram below shows the proportion of event visitors to each event who had their own knowledge of the event.

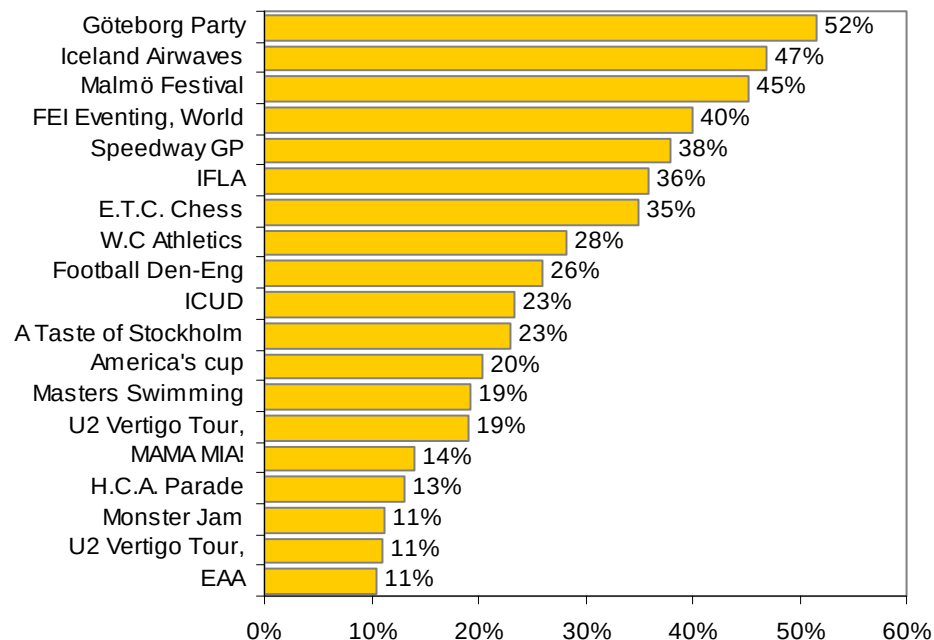


Figure 4 Previous knowledge of the event

Knowledge of the events was highest among visitors to events organised annually at the same destination. This shows that the proportion of loyal visitors that return year after year is high, and that the events are often visited by many local visitors or tourists from the immediate vicinity. Over half of visitors to the Göteborg Party stated that they had known about the event from before. This event, like the Malmö Festival, has a long tradition and attracted many visitors from the nearby region. Iceland Airwaves also had a large proportion of visitors with their own knowledge, despite it being a relatively new event, 2005 was the fifth year the festival ran. Moreover 35 percent of visitors also came from abroad. The fact that Iceland Airwaves has succeeded in becoming such a well-known event may be the result of several factors. It may be due to good marketing of the event and also due to the fact that the event was organised in several locations in Reykjavik, which increased the exposure of the event. The event probably also met a need among the younger generation in Reykjavik. A Taste of Stockholm represents a slightly different picture. This event has run for 12 years⁷ but was the festival with the lowest proportion of visitors stating own knowledge as a source of information.

FEI Eventing World Cup, Speedway GP, E.T.C. Chess and W.C. Athletics are regular, rotating events. Even these had a relatively high proportion of visitors with their own knowledge, which suggests that they have a group of visitors who "follow" the event around. If a destination has succeeded in getting such an event, they can, in other words, count on attracting a group of loyal visitors. At Masters Swimming, only 19 percent of visitors stated that they had previous knowledge of the event. At the same time, 81 percent of visitors came from abroad. It is interesting that they have succeeded in attracting so many foreign participants, despite the event appearing not to be especially well-known.

One-off events such as the H.C.A. Parade and the U2 concerts are examples of events where visitors often received information from other sources. It should be noted that Monster Jam and MAMA MIA!, which actually lasted several days, are here similar to one-off events in the sense that they are events subject to an entrance fee which are only visited once. This explains why they have a small proportion of visitors with their own knowledge of the event.

⁷ The Taste of Stockholm event has been organised for three years, but is a development of the "Restaurangernas dag" event. Restaurangernas dag was organised in 2005 for the twelfth year in a row under the name Taste of Stockholm.

Internet

One source of information whose significance is becoming increasingly important is the Internet.

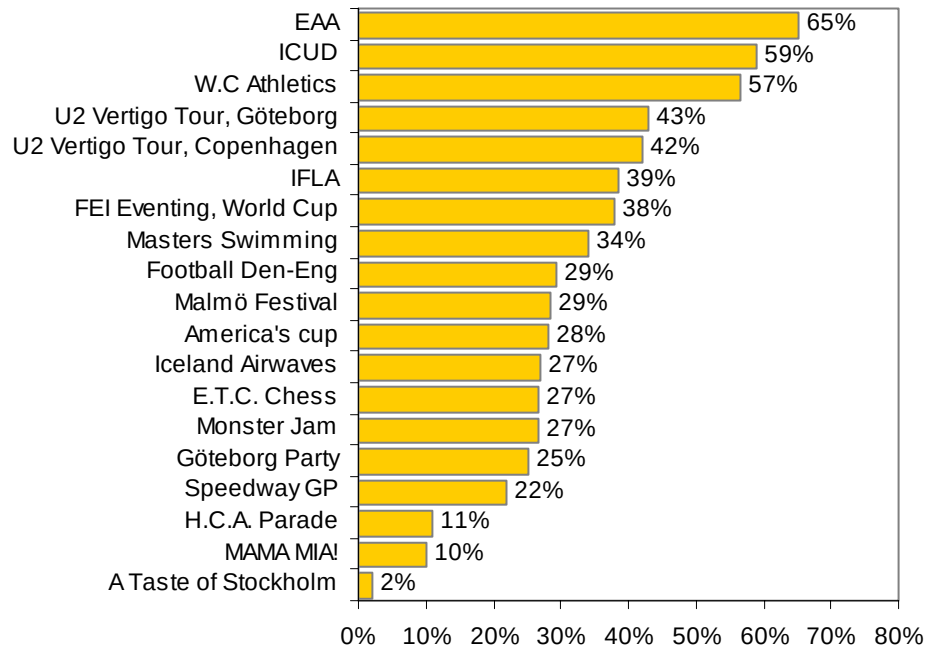


Figure 5 Internet as source of information

The EAA and ICUD congresses had the highest proportion of visitors who obtained information via the Internet. It is not unusual to register for congresses directly via the Internet on websites that also contain information regarding the congress. It is also likely that congress delegates gained information about the event in work time, and if the Internet is a common tool for them, this is also of significance.

Visitors to both U2 concerts obtained, to a relatively large extent, information via the Internet. This is a result of the audience being relatively young and the fact that interest in the Internet is more common among young people. But it could also be a result of visitors often being "fans", who look for relatively detailed information via websites on artists and previous concerts, etc.

The fact that annual events had a relatively low proportion of visitors who obtained information via the Internet may be because the events were visited by a high proportion of repeat visitors who were already familiar with the content of the events

and thus did not need to be informed via the Internet. But it may also be because the visitors did not view the actual content as that important - the event visit was more about being in the area rather than experiencing a particular part of the programme. Furthermore, it may be the result of the event visitors coming from the immediate area and having received sufficient information via other channels of information.

It is interesting to compare the America's Cup sailing event and W.C. Athletics. They are either international rotating events that had never been arranged at the destination (America's Cup) or only a long time ago (W.C. Athletics). They attracted many visitors and almost the same proportion of foreigners, 16 and 17 percent respectively. However, they differ when it comes to visitors' use of the Internet as a source of information, which was twice as high for visitors to W.C. Athletics as the America's Cup. Why is this? One assumption is that the W.C. Athletics event, which consisted of a large number of disciplines and venues, involved a greater need for visitors to gather information via the Internet, unlike the America's Cup competitions, which did not consist of as many disciplines and competitions.

Time of decision

It is interesting for event organisers to find out when visitors decided to attend an event. Organisers can use the information in their planning of various marketing activities. Visitors were therefore required to state how long before the actual event they decided to visit it.

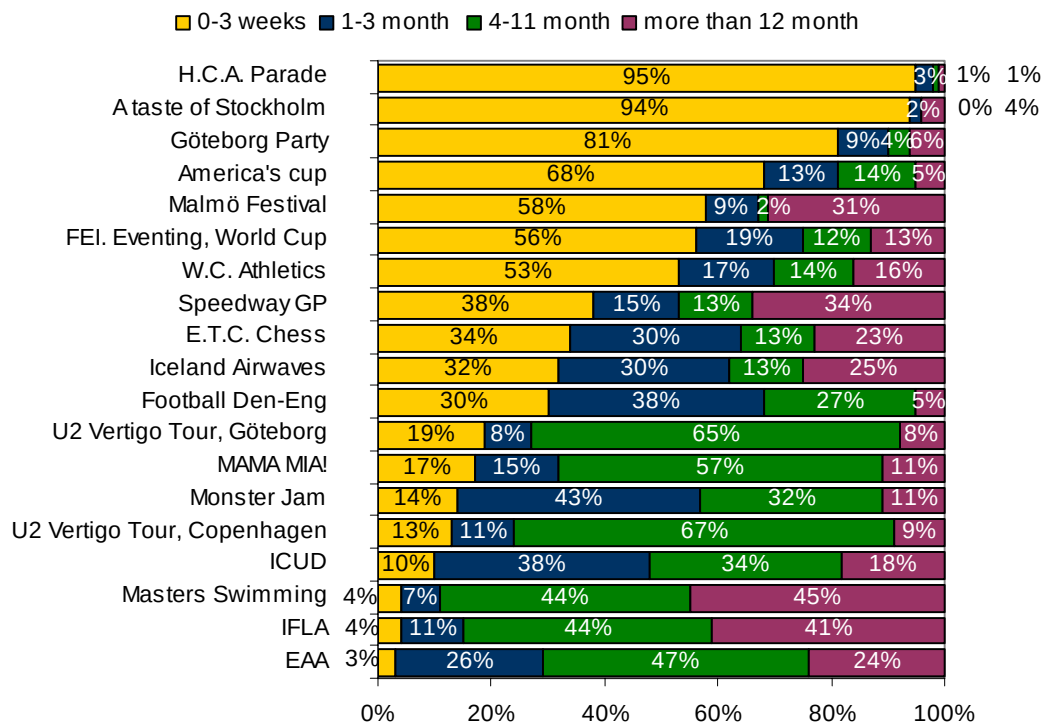


Figure 6 Time for decision making

The above diagram shows that visitors to free events made their decision relatively late, i.e. close to the event itself. FEI Eventing World Cup and W.C. Athletics also had a surprisingly high proportion of visitors who decided to attend less than three weeks in advance. However, it should be noted that the question related to “when they decided to visit the event” and not when the tickets were purchased. A large number of tickets are purchased well in advance for some events by travel organisers who sell them on, or by companies that distribute the tickets to customers and employees, among others.

At the H.C.A. Parade, almost all visitors had made their decision some time during the three-week period that preceded the event. With regard to the H.C.A Parade, other results also indicate that many visitors had not planned their visit in advance, but more

or less happened to be passing and then stopped to look at the parade. This, in turn, may be the result of how the event was marketed and its relative attractiveness compared with other competing offerings.

There are some events that are characterised by having had a relatively large group that decided to attend one year in advance in combination with a large group that decided to attend close to the event. This applies to Speedway GP, E.T.C. Chess and Iceland Airwaves. This suggests they had a large group of regular visitors and a proportion of new visitors.

It is interesting that the U2 concerts, which sold out at an early stage, still had a proportion of visitors that only decided to go a few weeks before the concert. This suggests there were tickets available on the black market.

The congress delegates planned a long time in advance, which suggests that they had decided to attend at the previous year's congress. It is also common for the time to make a decision to be influenced by the deadline for registration.

Number of event visits

For multi-day events, the number of days the event was visited is a measure of the event's popularity and the attractiveness of the content. The table below presents the average number of day visits per person and the number of days the event continued in total.⁸

Event	Visits/person	Duration of the event (days)
IFLA	4.5	5
Iceland Airwaves	4.1	5
Masters Swimming	3.8	5
Malmö Festival	3.2	8
Göteborg Party	2.9	10
E.T.C. Chess	2.9	7
W.C. Athletics	2.8	9
America's cup	2.7	12
ICUD	2.6	4
FEI Eventing, World Cup	1.9	4
A Taste of Stockholm	1.6	6
Football Den-Eng	1	1
Speedway GP	1	1
H.C.A. Parade	1	1
U2 Vertigo Tour, Göteborg	1	1
U2 Vertigo Tour, Copenhagen	1	1
Monster Jam	1	1

Table 7 Visits per person

America's Cup, the Göteborg Party and W.C. Athletics were the events that lasted the longest period. Visitors to these three events came back for an average of around three days. Among the public events, Iceland Airwaves showed very good results, as a large number of visitors attended the event every day the festival continued.

It is common for participants who attend congresses to stay the entire period. If this is not the case, this may be because the congress has included a day with more of a social programme, which is less of a priority for participants, or because some of the congress days were aimed at certain sub-groups among congress participants.

⁸ Visitors to EAA and MAMA MIA! did not answer this question.

At the free events that last several days, visitors often return more than once, but there are very few that are so interested that they visit the event each day. The number of days the free event was visited is often on a par with the attractiveness of the programme content. If this is true, the Malmö Festival would have had the strongest programme in this category, and A Taste of Stockholm the weakest.

Main means of transport

How people get to the event area is important information for the organiser and destination in their work on planning public transport, parking and any road diversions. Visitors were required, therefore, to state their main means of transport to the event area. The main means of transport refers to the means of transport visitors used for the longest part of their journey. The question was how they travelled to the location of the event and not how they travelled to the destination in question.

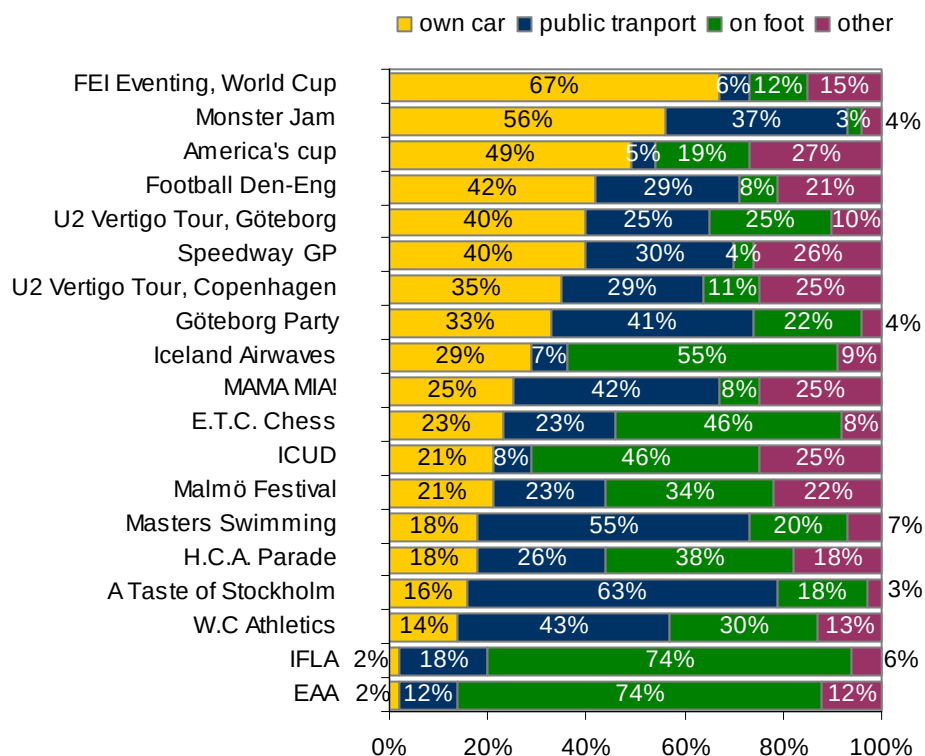


Figure 7 Means of transport

Private car was the most common means of transport to the FEI Eventing World Cup, Monster Jam, America's Cup, the U2 concerts and Speedway GP. The following events had the greatest proportion that arrived by public transport: A Taste of Stockholm, Masters Swimming, W.C. Athletics, MAMA MIA! and the Göteborg Party.

Visitors to the three congresses H.C.A. Parade, E.T.C. Chess and Iceland Airwaves were most likely to have walked to the congress or event. In terms of the congresses and E.T.C. Chess, this is because the hotel options proposed or preselected in the registration were close to or adjoining the event premises. With regard to Iceland Airwaves, one explanation may be that the festival was held at a number of different arenas within walking distance from each other in Reykjavik. Event visitors probably walked from place to place during the same evening.

The response option "Other" consists mainly of the visitors who stated they had arrived by bicycle, which was relatively common for the America's Cup, the Malmö Festival, the H.C.A. Parade and the FEI Eventing World Cup. This category also includes the people who travelled by some form of organised bus trip, which was the case for Speedway GP, MAMA MIA! and the football match between Denmark and England.

Accessibility to the event location

Visitors were also asked to assess how easy or difficult they thought it was to get to the event location with regard to traffic, parking and road descriptions. Visitors were asked to grade the accessibility aspect using a seven-point scale, where “1” corresponded to very difficult and “7” corresponded to very easy. The following table lists the event visitors’ average grading.

Event	Average grade
IFLA	6.75
ICUD	6.73
E.T.C. Chess	6.63
Malmö Festival	6.56
Iceland Airwaves	6.53
U2 Vertigo Tour, Göteborg	6.51
H.C.A. Parade	6.41
A Taste of Stockholm	6.40
Göteborg Party	6.31
W.C. Athletics	6.29
Monster Jam	6.29
U2 Vertigo Tour, Copenhagen	6.28
Speedway GP	6.26
EAA	6.24
Masters Swimming	6.23
America's cup	6.16
MAMA MIA!	6.10
Football Den-Eng	6.06
FEI Eventing, World Cup	5.85

Table 8 Accessibility to venues; on a scale from 1-7

The numbers in the table above show that communications to and from the event location and the overall infrastructure functioned very well for all events. The event that received the lowest grade was the FEI Eventing World Cup in Malmö. When it comes to this event, many visitors arrived by car, which makes the parking issue and information on route descriptions two aspects that the event organiser can improve to make things easier for its visitors.

Visits to other events

Visitors to events were asked how many times in the last year they visited any type of event at the destination. The responses show that certain target groups are more active event visitors than others. However, the results should be interpreted with some caution, as there is a risk that uncertainty concerning the definition of an event may have led to validation problems. This is because some respondents may not have understood the question as it was intended. They did, in fact, receive help on the definition of an event from the interviewers, but it is still an unclear phenomenon that may have been misinterpreted by the respondents.

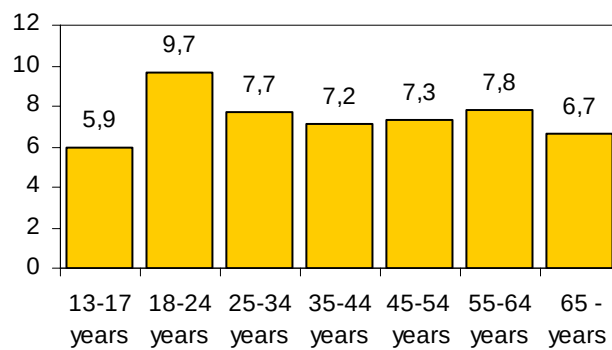


Figure 8 Event visits per age group

The table above uses the responses from a total of 2,640 local visitors, from all sub-studies. The bars show the number of annual event visits for the different age images. They show that the 18-24 group go to events most frequently, almost ten times a year. Younger teenagers, 13-17 years old, and older people, 65 or older, are the most infrequent visitors. The other age ranges, from 25-64 years, visit events between seven and eight times a year. The events studied are a well-considered mix of different types of events and it is therefore very likely that this is a representative picture of event visitors at the relevant destinations.

Which of the events studied had the most “active” event visitors? The diagram below contains the results based on the group of local visitors. This shows that Iceland Airwaves stands out, as visitors to this event on average visited events 16.5 times over the last year. This is six visits more than number two in the diagram can demonstrate, namely the visitors to the football match. The results for Iceland Airwaves could partially be explained by the young average age of the event and the fact that people aged between 18-24 visit

the largest number of events. (See the diagram above.) But it would also be interesting to look at Reykjavik's range of events and competing offerings in more detail.

Apart from Iceland Airwaves, the sports events are in the top section of the diagram, while city festivals and music events are lower down. E.T.C. Chess is not a typical sports event and probably does not attract people typically interested in sports. Judging from the results, the conclusion can be drawn that people interested in sports visit more events during a year than people in general. This could be because these people follow certain leagues and go to matches regularly.

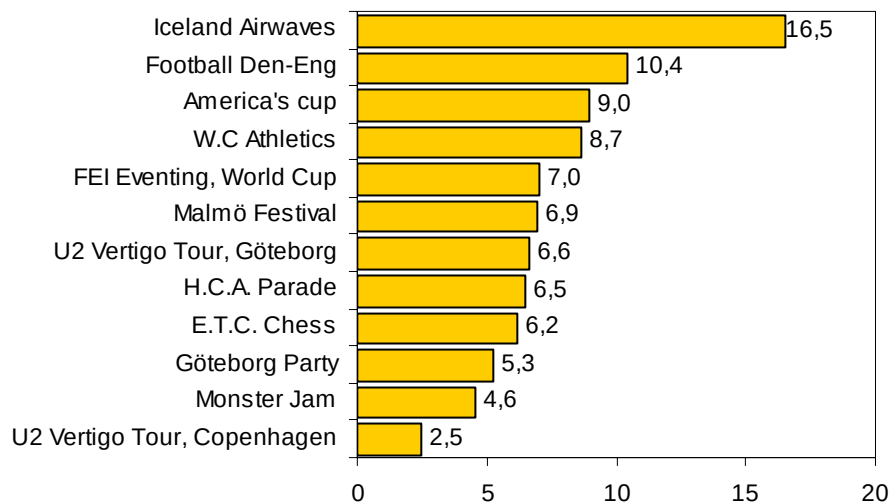


Figure 9 Number of event visits at the destination, local visitors

The diagram below shows how many event visits tourists made to the destination during the last year. The events that are mainly visited by tourists in the immediate vicinity receive a higher average figure than those that have had a large proportion of long-distance tourists. The definition of what constitutes a tourist may subsequently also have an impact on the results. If, for example, Stockholm uses the municipality instead of the county as the geographical determination of the destination, their events in the study would have displayed a higher average figure in terms of the tourists' event visits.

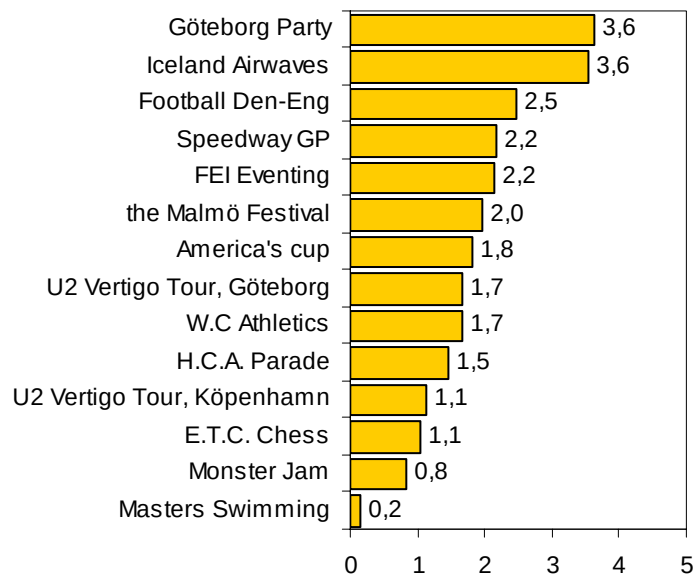


Figure 10 Number of event visits at the destination, tourists

Results - information on the destination visit

This section is based on questions only asked of event visitors coming from elsewhere, i.e. tourists.⁹ These are questions that show how long tourists have stayed at the destination, where they stayed and what they did during their stay. The table below shows the total number of visitors at each event, the proportion of tourists, and the number of tourists for each event.

Event	Numbers of visits	Number of Visitors ¹⁰	Tourist share	Number of Tourists
Malmö Festival	1 400 000 ¹¹	437 000	55%	240 400
Göteborg Party	1 100 000	375 000	44%	165 000
MAMA MIA!	205 400	205 400	54%	111 000
W.C. Athletics	339 000 ¹²	141 000	43%	60 700
America's Cup	305 000	113 000	46%	52 000
U2 Vertigo Tour, Göteborg	58 500	58 500	78%	45 600
A Taste of Stockholm	335 000	209 800	16%	33 600
Fotball Denmark-England	41 100	41 100	72%	29 600
U2 Vertigo Tour, Copenhagen	49 000	49 000	56%	27 400
Monster Jam	41 000	41 000	52%	21 300
Speedway GP	25 000	25 000	76%	19 000
H.C.A. Parade	29 000	29 000	22%	6 400
FEI Eventing, World Cup	18 000	9 400	67%	6 300
Masters Swimming	18 000	4 700	88%	4 100
IFLA	19 000	3 920	97%	3 802
Iceland Airwaves	17 000	4 200	40%	1 700
E.T.C. Chess	5 700	1 900	67%	1 300
EAA	4 700	1 270	99%	1 300
ICUD	800	300	71%	200

Table 9 Number of tourists

The Malmö Festival was the event that attracted most tourists, followed by the Göteborg Party and MAMA MIA!. If the MAMA MIA! production continues to run for a further four seasons, and continues to attract a similar tourist proportion, the event will have attracted over half a million tourists before it ends. The EAA and IFLA congresses, Masters Swimming, the U2 concert in Göteborg, Speedway GP and the football match had the highest proportion of tourists.

⁹ For definitions of what constitutes a tourist for each event, see appendix 2.

¹⁰ For information on the source of information on the total number of visitors, see appendix 1.

¹¹ The police estimated the figure for the 2003 festival. Turismens Utredningsinstitut judges the figure to be overestimated.

¹² The figure for number of visitors is for the number of entrance passes sold. There was a morning and afternoon pass every day.

Main reason for the destination stay

It is interesting to find out how large a proportion of the event's visitors were at the destination due to an event. The tourists therefore had to state the specific reason for their stay. Possible response alternatives were: "the event", "holiday", "meeting relatives/friends" and "other". This question provides an indication of the event's power to attract visitors to the destination.

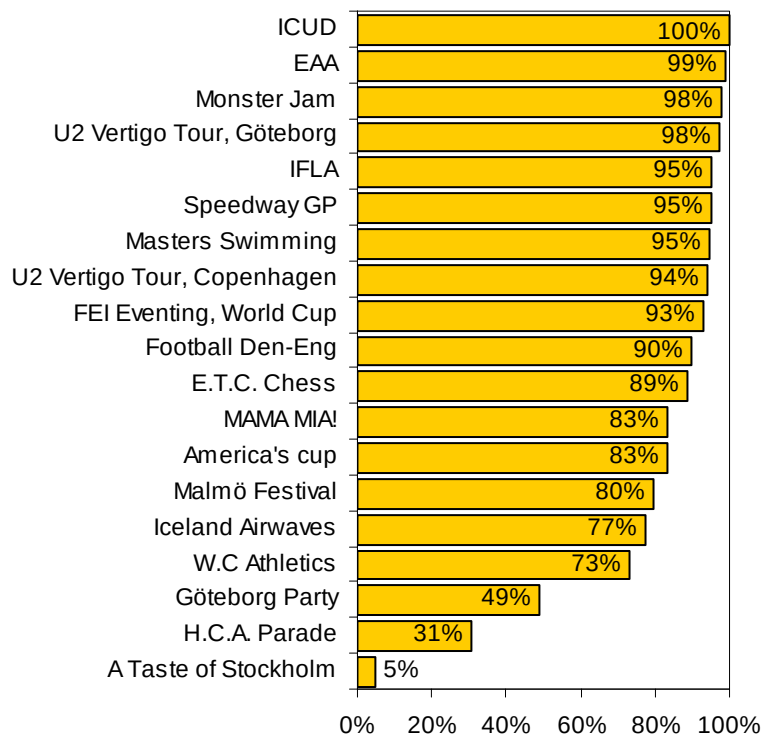


Figure 11 Main reason for visiting the destination

For most of the events in the study, a high proportion of visitors were at the destination mainly due to the event. This means that the event had a strong power to attract tourists to the destination.¹³ Congresses are the type of event that had the highest proportion of visitors with the event as a specific reason, which is common for congresses. Of the public events, Monster Jam demonstrated the highest results, at 98 percent. It is interesting to consider that this is a relatively new event where the entrance ticket is not as expensive as, for instance, those for the U2 concerts, Speedway GP, the football match or MAMA MIA!

¹³ Many of the events have therefore functioned as a catalyst for demand within different sections of the tourist business. See arguments on page 9.

Otherwise, there is reason to believe that a factor affecting the proportion of visitors with the event as a specific reason is both the cost of the event visit and access to tickets. If events sell out quickly, the event visitors will probably consist largely of people were very keen to attend the event.

Based on this argument, it is not surprising that free events such as A Taste of Stockholm, the H.C.A. Parade and the Göteborg Party had a relatively high proportion of tourists who primarily had a reason for their destination stay other than the event. Even more interesting is that 80 percent of tourists at the Malmö Festival were people who would not otherwise have been in Malmö at the relevant time. This suggests that the Malmö Festival had a highly attractive content. In a comparison between the Malmö Festival and the Göteborg Party, the different times for the events may be of some significance for the results of this question. The Göteborg Party was organised earlier in August than the Malmö Festival, which means that the Göteborg Party may have been visited by more ordinary holiday-makers than the Malmö Festival.

Among the tourists at A Taste of Stockholm, 95 percent were in Stockholm primarily for reasons other than the event. This suggests that the event is unknown among people who live outside Stockholm. However, account should be taken of the definition of the destination of Stockholm, which in this case coincides with Stockholm County. Tourists at the Stockholm events are, therefore, event visitors in this study who stated that they live outside Stockholm County. This is a wider geographical limit than that used for other destinations, which affects the result for this and some other questions. If the municipal boundary is used instead, both the tourists proportion and the proportion of tourists that had the event as their main reason for the stay would have been dramatically higher.

Length of stay at the destination

The number of days and nights the tourists stayed at a destination affects the value of total consumption. The following section is divided into two parts. In the first part, the results illustrate how many days the tourists stayed at the destination. The second section presents the results for how many nights the tourists stayed on average, plus the total number of guest nights that were generated as a result of their stay.

Average length of stay in days

The diagram below shows the average length of stay of tourists in number of days, plus the length of the event.

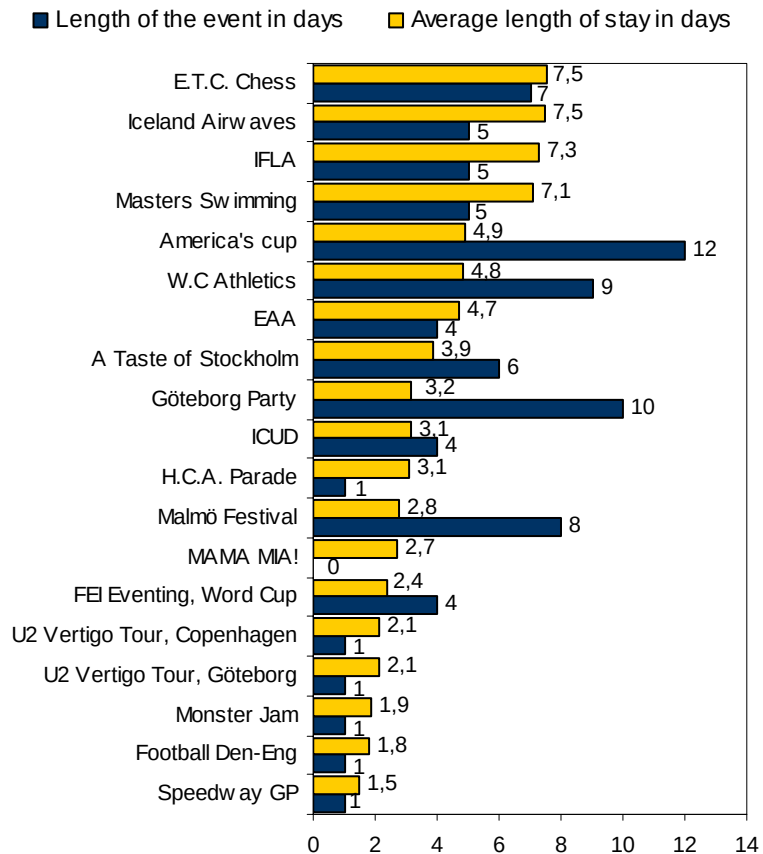


Figure 12 Average length of stay in days

Tourists at Iceland Airwaves had the longest length of visit, 7.5 days. As the event lasted five days, this means that the average tourist stayed 2.5 days extra in Reykjavik in connection with the festival. The same can be said to apply to the participants at the IFLA library congress, which also lasted for 5 days. All the one-day events and E.T.C. Chess, Masters Swimming and EAA had average visit lengths that exceeded the event days. Among the one-day events, it was tourists at the H.C.A. Parade who stayed the longest, while visitors to Speedway GP stayed the shortest time at the destination. When looking at the one-day events more closely, it becomes clear that the reason for tourists staying has significance for the average stay length. If, for example, the event is visited by a number of tourists whose main reason for the stay is a holiday or to visit relatives/friends, then the length of the event has no significance for how long these tourists stay, as it is other factors that affect the length of their stay. This applies, for

instance, to the H.C.A. Parade, where previous results showed that a majority of tourists had a primary reason other than the event for staying in Copenhagen. Some of the data was collected at the end of the parade, which was outside Tivoli. It is possible, therefore, that some of the event spectators there had been ordinary tourists on the way into Tivoli.

Average length of stay in nights

The number of guest nights¹⁴ is the normal measure in the context of tourists for assessing the extent of tourism within different areas and during different periods of time. The table below shows how many nights tourists stayed at the destination on average, as well as information on the length of the event and the total number of tourists staying overnight. It should be noted that the length of stay in this case is only based on the tourists that actually stayed overnight at the destination. Compare with the diagram above, which is based on all tourists.

Event	Average length of Stay Overnighters	Length of the event	Number of Tourists
E.T.C. Chess	7.4 nights	7 days	1 054
Iceland Airwaves	6.6 nights	5 days	1 663
IFLA	6.2 nights	5 days	3 762
Masters Swimming	6.1 nights	5 days	4 016
W.C. Athletics	5.6 nights	9 days	38 197
America's cup	4.1 nights	12 days	21 840
Malmö Festival	3.9 nights	8 days	64 341
Göteborg Party	3.9 nights	10 days	59 090
EAA	3.7 nights	4 days	1 247
A Taste of Stockholm	3.4 nights	6 days	27 190
H.C.A. Parade	2.8 nights	1 day	3 062
Football Den-Eng	2.6 nights	1 day	9 629
FEI Eventing, World Cup	2.6 nights	4 days	2 449
U2 Vertigo Tour, Copenhagen	2.5 nights	1 day	13 446
ICUD	2.4 nights	4 days	156
MAMA MIA!	2.2 nights	*15	87 603
U2 Vertigo Tour, Göteborg	2.1 nights	1 day	24 173
Speedway GP	1.9 nights	1 day	3 610
Monster Jam	1.7 nights	1 day	10863

Table 10 Average length of stay in nights, persons spending nights at the destination.

¹⁴ A guest night corresponds to one person's overnight.

¹⁵ MAMA MIA! ran throughout spring 2005

Accommodation options at the destination

The tourists were required to state the type of accommodation they stayed in during their visit. All responses for commercial accommodation are merged into one category. Other categories include “relatives/friends”, “at home” and “other”¹⁶.

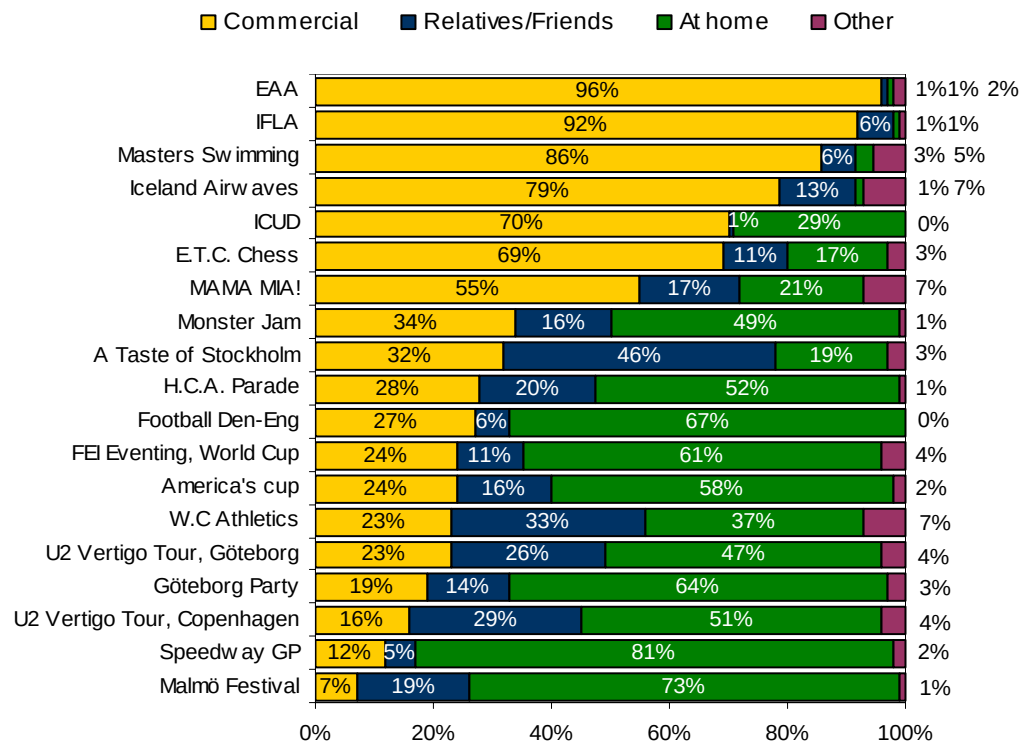


Figure 13 Accommodation

The two congresses, EAA and IFLA, showed the highest proportion of overnights in commercial accommodation. The third congress, ICUD in Malmö, was visited by a higher proportion of Swedish tourists. This is reflected in the fact that more tourists stayed at home, i.e. travelled from the nearby region. It is also not so surprising that Masters Swimming, Iceland Airwaves and E.T.C. Chess had a high proportion of tourists staying at commercial accommodation alternatives. Common to these events is the fact that they had a high proportion of foreign tourists, who were unable to stay at home or with relatives or friends. In general, the diagram shows that the fewer visitors who stayed overnight in commercial accommodation, the more who made day visits and did not stay overnight at the destination. The category Relatives/Friends is in blue and did not stay overnight at the destination. The category At home is in green and stayed overnight at the destination. Of the tourists staying overnight at A

¹⁶ The proportions that were too small to be included in the bar field and the alternative option “other” are shown to the right of the diagram.

Taste of Stockholm, 46 percent stayed overnight with relatives or friends, which was the highest proportion of tourists at the event.

Guest nights in commercial accommodation

The table below contains information on the number of guest nights generated in commercial accommodation, and their relative distribution between the categories “hotel”, “hostel” and “camping”¹⁷. The number of commercial overnights is based on all the tourists’ responses, not just those who stated that the event was their main reason for the stay. This means that the results below are not entirely attributable to the event - some of the guest nights might have been generated anyway.

Event	Number commercial overnights	Hotel	Hostel	Camping
MAMA MIA!	106 733	95%	4%	1%
W.C. Athletics	49 468	82%	7%	11%
Göteborg Party	43 520	75%	14%	10%
A Taste of Stockholm	29 514	68%	26%	6%
IFLA	21 825	94%	6%	0%
Masters Swimming	21 320	71%	20%	9%
Malmö Festival	18 262	71%	0%	29%
America's Cup	14 904	60%	5%	35%
U2 Vertigo Tour, Göteborg	11 524	75%	17%	8%
Iceland Airwaves	8 553	85%	15%	0%
Football Den-Eng	7 240	79%	11%	10%
Monster Jam	6 406	94%	5%	1%
E.T.C. Chess	5 520	97%	3%	0%
U2 Vertigo Tour, Copenhagen	5 266	80%	16%	4%
FEI Eventing, World Cup	1 535	96%	4%	0%
Speedway GP	1 121	82%	17%	2%
EAA	910	94%	6%	0%
H.C.A. Parade	355	85%	15%	0%
ICUD	256	96%	4%	0%

Table 11 Commercial overnights (all tourists), percentage share on different categories.

The table to the right contains the results for commercial guest nights for the tourists who had the event as the main reason for their stay. However, for a large number of the events the selection was not sufficiently large to be able to calculate this result.

Table 12 Commercial overnights (main reason)

Event	Number of commercial overnights
MAMA MIA!	62173
IFLA	20552
Masters Swimming	19394
Schack	4911
EAA	4447
Iceland Airwaves	3567

¹⁷ Where respondents stated that they stayed overnight in a pleasure boat, this is included in the category “camping”.

Activities during the stay at the destination

The initial section of this report discussed the event's ability to increase people's knowledge and image of a destination. This can be done via both media monitoring of the event and peoples' own experience of the destination in connection with their visit. The image of the destination and what visitors will associate with the destination is created via their experience of it. Meetings with different people at the destination have some impact, and what there is to do or how the city looks are other factors that will affect the experience.

The completed event studies do not answer the question of whether tourists' knowledge of the destination increased, or whether their image of the destination has changed as a result of their visit. On the other hand, the study does answer the question of the proportion of visitors who participated in other activities during the visit. This says something about *the conditions* for the event visit having an effect on their knowledge and perception of the destination. The section below presents the tourists' responses with regard to three separate touristic activities. However, it should be noted that the bar chart is based on results for the tourists who specified the event as the main reason for their stay at the destination. These tourists are designated "event tourists" in the following section in order to clarify that it does not deal with all the tourists who visited the event.¹⁸

Sightseeing

The proportion of event tourists by event who had time to participate in some form of *sightseeing* during their destination stay is presented first. The results of this question are affected, among other things, by how long the event lasted, how much free time the event program allowed, the proportion of long-distance guests, etc.

¹⁸ With regard to A Taste of Stockholm, the selection of "event tourists" was too small and therefore their bars in the three diagrams are based on all tourists.

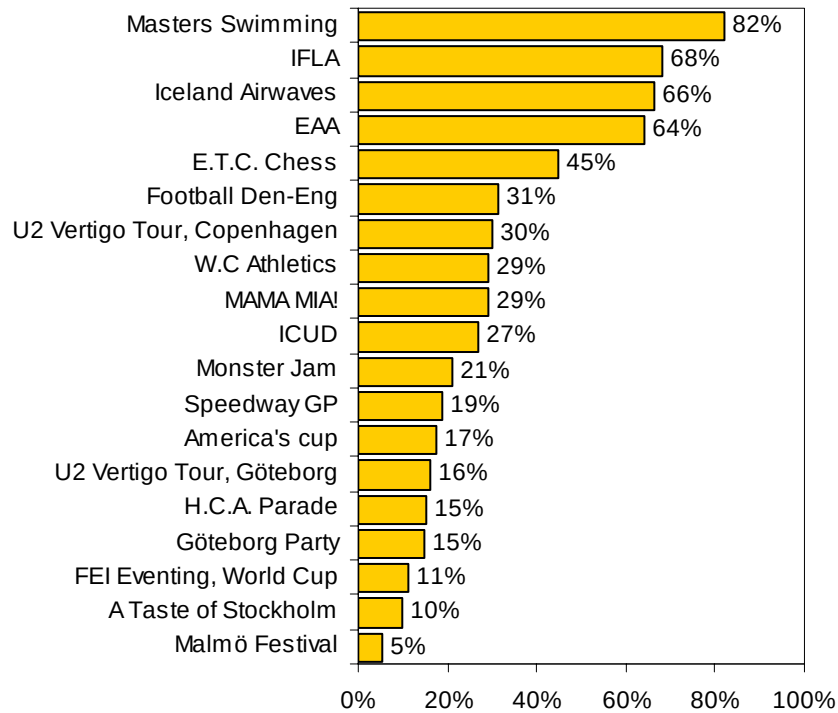


Figure 14 Share of tourists participating in sightseeing

Masters Swimming, IFLA, Iceland Airwaves, EAA and E.T.C. Chess are all events that lasted for several days and which had a high export proportion. As already indicated, the average tourist stayed at these events longer than the event lasted, possibly to be able to go sightseeing. When it comes to foreign congress participants, it can be claimed that during the actual destination stay, they went from being business tourists to being private tourists.

It is surprising that a relatively small proportion of event visitors at W.C. Athletics spent time sightseeing during their visit to Helsinki. On the other hand, it was interesting to see that around 30 percent of event tourists at the international football match and the U2 concert in Copenhagen stated that they had spent time sightseeing in the city, despite it being a one-day event with short lengths of stay. The results for the Göteborg Party and Malmö Festival city festivals and the H.C.A. Parade show that this type of event fulfils a relatively small function as a "door opener" for the presentation of the rest of the destination's offerings. This is probably because they mainly attracted tourists from the immediate vicinity, i.e. people for whom it is relatively easy to take in

the destination's offerings on other occasions. They did not need to take the opportunity at the event, as long-distance tourists would need to do.

Museums

For all events, event tourists spent less time visiting *museums* than sightseeing during the visit. This does not necessarily mean that interest in museums was less. For example, museums, with their opening times, are less accessible compared with outdoor sightseeing. The range of museums at the destination also affects the interest in museum visits.

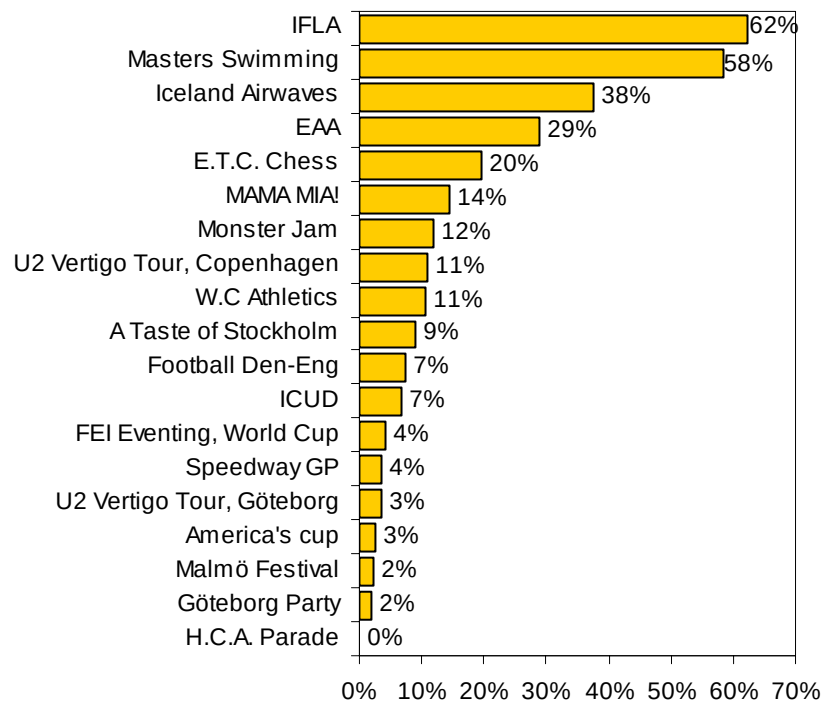


Figure 15 Share of tourists visiting museum

Congress participants at IFLA had the greatest interest in museums; 62 percent of them visited at least one museum in Oslo. But a large proportion of event tourists at Masters Swimming also visited museums during their stay in Stockholm.

Shopping

How large a proportion of event tourists spent time *shopping* in connection with the event visit? The question is interesting for the same reason that applied for both the activities above, but it is also interesting because it shows the fact that event tourism is significant for the shopping "industry".

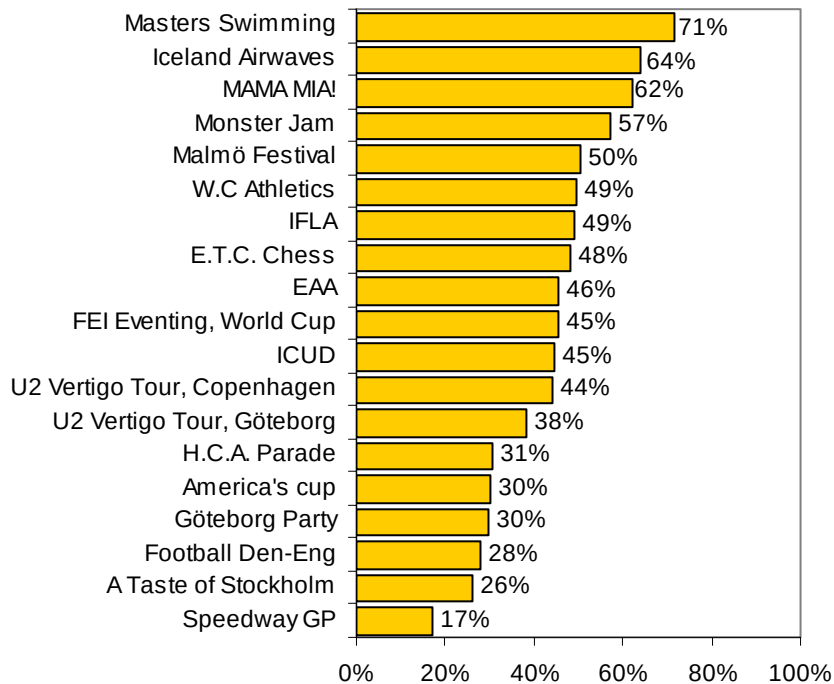


Figure 16 Share of tourists shopping

The activity of shopping differs from the two activities previously presented, mainly because it is overwhelmingly more common for event tourists to have been shopping than to have gone to museums or spent time sightseeing. In this category also, a large number of event tourists at Masters Swimming and Iceland Airwaves were more active during their destination visit. The same applies to both the Stockholm events MAMA MIA! and Monster Jam. When it comes to shopping, event tourists at the city festivals were significantly more active. The measurement results show, for example, that on average half the event tourists at the Malmö Festival shopped in connection with their visit. The least active shopping tourists were at some of the one-day events in Copenhagen.

Result – consumption patterns and tourism economic stream

All of the tourists surveyed stated the value of their consumption in the course of one day, or, if shorter than one day, as long as their stay lasted. Only consumption that took place at the destination is included. The tourists stated their consumption within nine categories:

- Event costs (excluding food and accommodation, if relevant)
- Accommodation
- Restaurants/Cafés
- Entertainment / nightlife
- Shopping
- Local transport
- Other entrance charges / tickets
- Fuel
- Other

The results of this survey are presented in three sections. The first section explore the consumption pattern of the tourists. It is followed by a section that shows the average consumption per day per tourist, split per event. The final section shows the average consumption per tourist and stay, for the respective events.

For the purposes of the interview, the tourists were allowed to indicate the value of their consumption in their own country's currency. In order to enable comparison of the financial result, all figures have been translated into Euro. The exchange rate used has been the average exchange rate against the Euro for 2005, as stated by the respective countries' central banks. The result is not, however, corrected for any changes in purchasing power between the countries.

Consumption pattern

Consumption pattern refers to how tourists' consumption is distributed between different types of consumption (see point list on the preceding page). The pie chart below shows the distribution of the events that primarily attracted visitors who paid for their stay using private money. There then follows the same equivalent diagram based on the study's three congress studies where business tourists normally pay for their entire consumption or parts thereof with their employer's money. This significant difference has consequences not only for the size of the total expenditure, but also how the consumption is distributed by different expenditure.

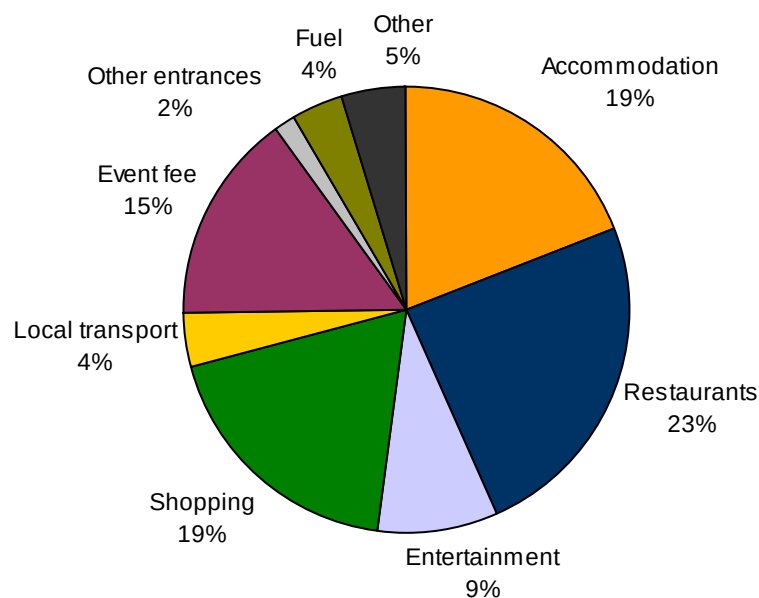


Figure 17 Consumption pattern for private tourists

Both pie charts show that the majority of tourists' consumption, for both private and business tourists, is spent in the sectors of accommodation, restaurants and shopping, although the latter category is not as important for business tourists as for private tourists. For the three events studied, the average business tourist spent half of their consumption on accommodation, and a quarter of consumption went on the delegate fee. A small amount was spent on entertainment and other entrance tickets, but they still spent some on shopping.

The consumption of private tourists is more evenly distributed between the largest types of expenditure than the consumption of business tourists. On average, they spent

more money at restaurants than they did on their accommodation. In this case, the average is pulled down by tourists that did not pay anything for their accommodation because they stayed with relatives and friends or travelled home to sleep, so-called ‘day tourists’.

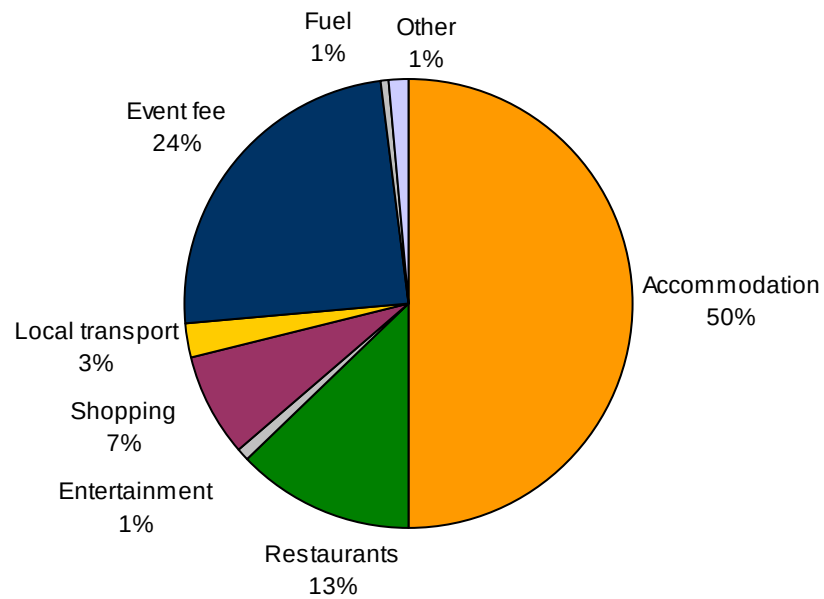


Figure 18 Consumption pattern for business tourists

Consumption per day

The calculation for the tourist's average daily spend has not taken into account the various tourists' length of stay. Information about the tourists' average consumption per day permits comparison of the results between the various lengths of event.

The blue bars show the average cost of the event, if applicable, which may include tickets, participation charge, start fee, etc. The yellow bars show the total average value of the consumption, including event charges.

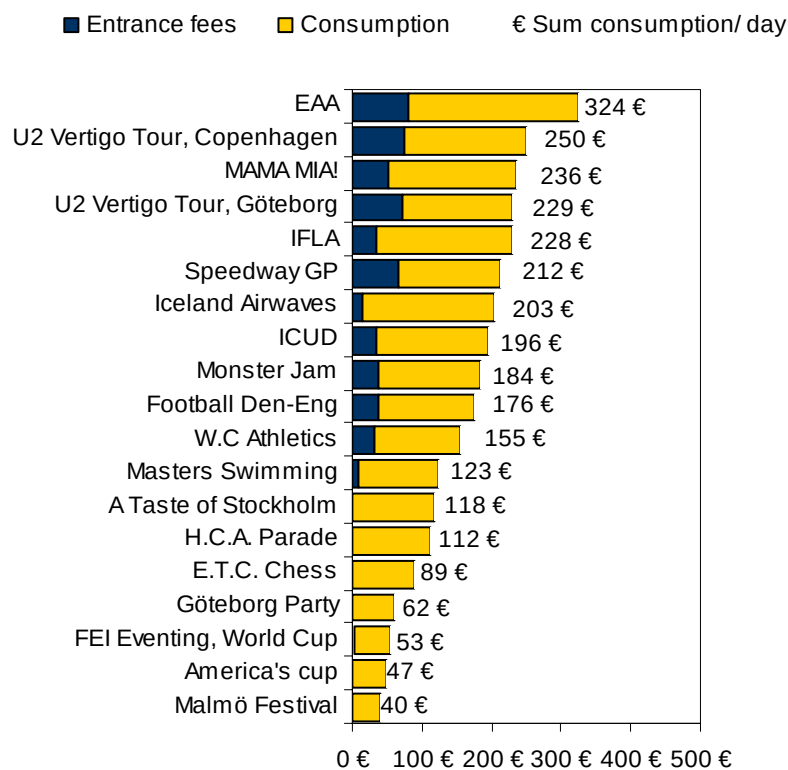


Figure 19 Consumption per day

The delegates to the EAA congress had the highest average daily spend of all of the tourists, 324 Euro. They were followed by the audience for U2 in Copenhagen, MAMA MIA!, U2 in Gothenburg, IFLA as well as Speedway GP. These events were characterised by the high event charges, which had a significant impact on the daily expense.

The table below contains the daily expense, split into entrance charges and other expenses. The third column shows the entrance share in relation to other expenses. From a destination perspective, it may be interesting to enquire whether the size of the entrance charge influences tourists' spending in other consumption categories. Is there parity between tourists' consumption and the entrance charges, in the sense that the more they spend on their ticket, the more they are prepared to spend on other things? Or does it work in the opposite way, that high entrance charges take consumption space from other categories? This survey material is too small to be able to answer these questions.

Event	Entrances to the event/day	Miscellaneous consumption/day	Entrance share of total consumption
EAA	79 €	244 €	25%
U2 Vertigo Tour, Copenhagen	74 €	176 €	30%
MAMA MIA!	51 €	185 €	22%
U2 Vertigo Tour, Göteborg	72 €	157 €	31%
IFLA	35 €	193 €	15%
Speedway GP	67 €	145 €	31%
Iceland Airwaves	14 €	189 €	7%
ICUD	35 €	160 €	18%
Monster Jam	36 €	148 €	20%
Football Den-Eng	36 €	140 €	20%
W.C Athletics	32 €	123 €	21%
Masters Swimming	8 €	115 €	6%
A Taste of Stockholm	0 €	118 €	0%
H.C.A. Parade	0 €	112 €	0%
E.T.C. Chess	1 €	88 €	1%
Göteborg Party	0 €	62 €	0%
FEI Eventing, World Cup	2 €	51 €	4%
America's cup	0 €	47 €	0%
Malmö Festival	0 €	40 €	0%

Table 13 Consumption per day

The entrance charges for the U2 concert at Gothenburg and the Speedway GP in Copenhagen were highest in respect to other consumption per day, 46 percent. The entrance charges for E.T.C. Chess, FEI Eventing World Cup, Iceland Airwaves, as well as the Swimming Masters, were much lower in relation to other consumption.

It is worth noting that the entrance charges must usually cover all, or parts of, the event organisers' costs for the event itself. When the event organisation, or parts of the production, is external, it is a consequence that they take most of the entrance charges

out of the destination with them. This means that even if the consumption of the event experience takes place at the destination, the destination cannot count on this exact part of the tourists' consumption benefiting the destination. The revenue from the visitors' entrance charges may mainly pay the wages of those who reside in other places, or go to sub-contractors who are outside the destination. This study makes no consideration of such potential "leakage", but only of the entire value of the tourists' consumption, including the entrance charges, which are used as the basis in calculation of the tourism economic turnover. (See page 68 for more detail)

Consumption per stay

The diagram below presents the average consumption value of the tourists' entire stay. The calculations for this table take into account that the tourists stayed for differing lengths of time. Some of these stayed overnight, while others didn't. The results show the financial stream to the destination per tourist.

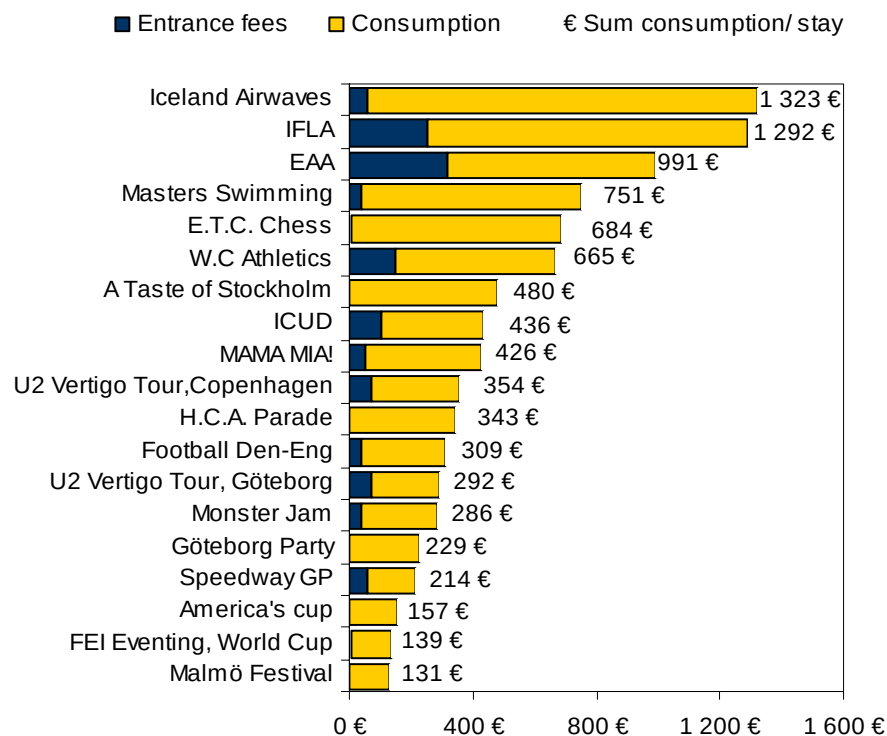


Figure 20 Consumption per stay

The previous diagram shows that Iceland Airwaves and IFLA were the events that showed the highest consumption value per tourist. They were followed by EEA, the Swimming Masters, E.T.C. Chess and the Athletics World Cup. These events had in common that they lasted over several days and that they had some form of entrance charge. Already in the previous table, which presented the average value of consumption per day, we could see that Smaka in Stockholm was one of the city festivals that had the highest value per tourist, followed by the H.C.A. Parade. The tourists at these events also had a longer stay than the tourists at Göteborgskalaset and the Malmö Festival.

The three events that tourists spent least money on at the destination, all took place in Malmö. This is partly explained by the fact that they were free events, but probably also by the fact that the events attracted many tourists from the immediate region, who did not, therefore, spend money on accommodation in Malmö.

Event	Entrances to the event / stay	Miscellaneous consumption/ stay	Entrance share of total consumption
Iceland Airwaves	58 €	1 265 €	4%
IFLA	255 €	1 037 €	20%
EAA	318 €	673 €	32%
Masters Swimming	37 €	714 €	5%
E.T.C. Chess	6 €	678 €	1%
W.C Athletics	149 €	516 €	22%
A Taste of Stockholm	0 €	480 €	0%
ICUD	106 €	330 €	24%
MAMA MIA!	51 €	375 €	12%
U2 Vertigo Tour, Copenhagen	74 €	280 €	21%
H.C.A. Parade	0 €	343 €	0%
Football Den-Eng	36 €	273 €	12%
U2 Vertigo Tour, Göteborg	72 €	220 €	25%
Monster Jam	36 €	250 €	13%
Göteborg Party	0 €	229 €	0%
Speedway GP	61 €	153 €	28%
America's cup	0 €	157 €	0%
FEI Eventing, World Cup	5 €	134 €	3%
Malmö Festival	0 €	131 €	0%

Table 14 Consumption per stay

General tourist economic turnover

The result we have previously presented showing average value of consumption and lengths of stay for various tourist groups, have been weighted together with information about the total number of visitors and the proportion of tourists among them. This results in a figure that represents *the general tourism economic turnover* per event. By general turnover, we mean that the figure is based on all tourists at the event. This is in contrast to *specific tourism economic turnover*, in which the value is based on that proportion of the tourists that state the event as the main reason for their stay at the destination. One of the figures is not more correct than the other, although the rhetoric around them differs. The general sales refer to the financial inflow generated by visitors from outside the region at an event. The specific sales refer to the financial stream resulting from the event.

Event	Entrances are included	Event	Entrances are excluded
MAMA MIA!	47 497 486 €	MAMA MIA!	41 820 342 €
W.C Athletics	40 259 891 €	Göteborg Party	37 624 417 €
Göteborg Party	37 624 417 €	Malmö Festival	31 275 469 €
Malmö Festival	31 275 469 €	W.C Athletics	31 235 388 €
A Taste of Stockholm	16 065 475 €	A Taste of Stockholm	16 065 475 €
U2 Vertigo Tour, Göteborg	13 256 865 €	U2 Vertigo Tour, Göteborg	9 982 804 €
U2 Vertigo Tour, Copenhagen	9 779 648 €	America's cup	8 146 971 €
Football Den-Eng	9 144 955 €	Football Den-Eng	8 081 739 €
America's cup	8 146 971 €	U2 Vertigo Tour, Copenhagen	7 743 456 €
Monster Jam	6 030 188 €	Monster Jam	5 268 702 €
IFLA	4 898 826 €	IFLA	3 932 535 €
Speedway GP	4 060 871 €	Masters Swimming	2 962 766 €
Masters Swimming	3 114 181 €	Speedway GP	2 906 508 €
Iceland Airwaves	2 223 152 €	H.C.A. Parade	2 188 121 €
H.C.A. Parade	2 188 121 €	Iceland Airwaves	2 125 757 €
EAA	1 384 852 €	E.T.C. Chess	876 936 €
E.T.C. Chess	884 647 €	EAA	849 921 €
FEI Eventing, World Cup	867 942 €	FEI Eventing, World Cup	837 837 €
ICUD	94 901 €	ICUD	71 863 €

Table 15 General tourism economic turnover

Of the survey's 19 events, MAMA MIA! in Stockholm had the highest general sales, 47.5 million Euro. This was followed by the Athletics World Cup in Helsinki, Göteborgskalaset, and the Malmö Festival. MAMA MIA! still occupies the first place after entrance charges are discounted, but now the Göteborgskalaset and the Malmö

Festival move up to second and third places. The event that generated the least tourism economic inflow to its destination was the medical congress, IUCD, at Malmö. This attracted, however, only around 200 tourists.

Specific tourism economic turnover

The table below shows the financial stream that is directly associated with the event. Note the difference in result, compared with the general turnover for Smaka in Stockholm and the H.C.A. Parade. These events attracted few visitors who stated that the event was the primary reason for their stay at the destination.

Event	Entrances are included	Event	Entrances are excluded
MAMA MIA!	39 555 284 €	MAMA MIA!	34 827 432 €
W.C Athletics	29 458 163 €	Malmö Festival	24 863 998 €
Malmö Festival	24 863 998 €	W.C Athletics	22 854 933 €
Göteborg Party	18 323 091 €	Göteborg Party	18 323 091 €
U2 Vertigo Tour, Göteborg	12 932 072 €	U2 Vertigo Tour, Göteborg	9 738 226 €
U2 Vertigo Tour, Copenhagen	8 948 187 €	U2 Vertigo Tour, Copenhagen	7 297 620 €
Football Den-Eng	8 314 152 €	Football Den-Eng	7 250 936 €
America's cup	6 761 986 €	America's cup	6 761 986 €
Monster Jam	5 884 860 €	Monster Jam	5 141 727 €
IFLA	4 717 143 €	IFLA	3 750 852 €
Speedway GP	3 857 834 €	Masters Swimming	2 800 406 €
Masters Swimming	2 951 821 €	Speedway GP	2 761 183 €
Iceland Airwaves	1 739 968 €	Iceland Airwaves	1 642 572 €
EAA	1 371 558 €	E.T.C. Chess	908 705 €
FEI Eventing, World Cup	805 537 €	EAA	841 762 €
E.T.C. Chess	786 274 €	A Taste of Stockholm	779 877 €
A Taste of Stockholm	779 877 €	FEI Eventing, World Cup	777 597 €
H.C.A. Parade	674 671 €	H.C.A. Parade	674 671 €
ICUD	94 901 €	ICUD	71 863 €

Table 16 Specific tourism economic turnover

The following section presents calculations of the employment effect generated from the event's tourist economic stream. (see the explanation on pages 15-17). The employment calculations are based on the specific turnover from the event, including entrance charges.

Employment effects

Tourism is sometimes described as *transferred spending*. This simply refers to people taking economic resources with them that are earned in one place and spent elsewhere. Consumption of goods and services is the equivalent of production in companies and organisations, and the production is carried out by people who thus have *employment*. When events attract outside visitors, there is an increase in consumption that has effects on the production side, with more goods and services being produced. To this extent, the assertion that event tourism creates employment is true.

As previously pointed out in this report, it is more problematic showing where the employment effect arises, i.e. if it is the unemployed inhabitants at the destination who get the jobs, or if the employment effect favours areas outside the destination. It is also difficult to predict how the increased production can be solved with reference to work input. Is it possible to solve production stoppages using temporary overtime work for those already employed? The argument above states that event tourism creates jobs. The difficulty lies in assessing how many jobs, and exactly where the employment effect arises. When calculating employment effects as a result of events, the results should, therefore, be interpreted as a potential effect, and then primarily at a national level, as it is difficult to know exactly where the jobs are created.

This chapter presents the *direct employment* effects of the events studied. Direct effects refers to increases in production in the industries where the initial consumption takes place. These companies and organisations create, in turn, jobs at sub-supplier's, so-called *indirect employment effects*. As these are complex to measure, and there are no models for how they should be calculated, only results for direct effects have been produced for this report.¹⁹

The employment effects have been calculated by putting industry-specific information concerning turnover per employee in relation to each event's tourism economic turnover and consumption pattern. The calculations are based on data from each country's central office of statistics. In Scandinavia, the same methods and models are used for the production of data, but this is grouped and presented in different ways.

¹⁹ Visit Denmark has produced an economic model adapted for Danish conditions to be able to calculate both the direct and indirect effects of tourism. As this is a comparative study, and there are no similar models for the other Nordic countries, it has not been used for the Danish studies.

When comparing the employment effects of events, too much emphasis should not be placed, therefore, on the exact numbers. Instead, they should be seen as an indication of the approximate magnitude the effects have. This applies primarily to comparisons between countries. Within a country, the same calculation model is applied, which is why comparisons between events within a country are more reliable than between countries.

The statistical information that forms the basis for these calculations with regard to the Swedish, Icelandic and Danish events lists turnover per *employee* and not per *man year*.²⁰ As the travel and visit industry is characterised by a high proportion of temporary jobs, one employee probably does not correspond to one man year. The employment effects for Denmark, Iceland and Sweden are, therefore, somewhat overestimated in comparison with the other countries where the effects actually relate to man years.

	Specific employment effects	General employment effects
MAMA MIA!	292	351
W.C. Athletics	205	281
The Malmö Festival	193	243
Göteborg Party	145	298
U2 Vertigo Tour, Göteborg	99	101
U2 Vertigo Tour, Copenhagen	62	68
Football Den-Eng	62	68
America's cup	53	63
Monster Jam	40	41
IFLA	37	39
Speedway GP	27	29
Masters Swimming	23	25
Iceland Airwaves	15	19
EAA	11	11
E.T.C. Chess	7	7
FEI Eventing	6	7
A Taste of Stockholm	5	109
H.C.A. Parade	4	15
ICUD	1	1

Table 17 Employment effects due to the events

²⁰ A man year is one person's full-time employment for one year.

The table above shows the specific and general employment effects as a result of each event. (Compare specific and general tourism economic turnover.) The results in the table are calculated using the information collected on each event's unique consumption pattern.

In general, it can be claimed that a high turnover also means high employment effects. However, this is not the whole truth, as the effect may not be solely the result of how much an event tourist spends, but also what goods and services are consumed. The travel and visit industry as a whole is relatively personnel-intensive in comparison with many other industries. Within the travel and tourism industry, certain industries are more personnel-intensive than others, for example the hotel and restaurant industry. Consumption of goods and services within this section of the industry generates a higher employment effect than the corresponding consumption within, for example, the shopping industry, where turnover per employee is higher. This means that a tourist who spends EUR 100 at a hotel generates a greater employment effect than a person shopping who spends the same sum.

Foreign tourists, in general, have a consumption pattern that involves higher employment effects than that associated with domestic tourists. This has several causes, e.g. long distances that involve difficulties bringing goods or fewer opportunities to stay with “relatives and friends”. So, besides the fact that the export element, unlike in other industries, creates VAT income for the state, foreign tourists also generate jobs within the most employment-intensive parts of the travel and visit industry.

Summary analysis

The following section analyses factors that are significant for the size of the tourism economic turnover at the event. The study's events are categorised for each factor as to whether their value is low, medium or high.

Visitor figures

One factor that has a great impact on the tourism economic turnover is the number of visitors at the event. The total number of visitors sets a higher limit for the financial turnover. Comparing the results for the two U2 concerts shows that the most important factor to explain why the financial stream was higher in Gothenburg than in Copenhagen was that the Gothenburg concert was attended by a significantly larger total audience. This was because the maximum capacity of the two venues differs.

When calculating the tourism economic turnover it is important to distinguish between the number of visits and number of visitors. In the table below, the events in the study are categorised, based on the number of visitors.

Number of visitors					
Low		Medium		High	
Event	Number of visitors	Event	Number of visitors	Event	Number of visitors
Masters Swimming	4 700	H.C.A. Parade	29 000	Malmö Festival	437 000
Iceland Airwaves	4 200	Speedway GP	25 000	Göteborg Party	375 000
IFLA	3 900	FEI Eventing W.C.	9 400	A Taste of Stockholm	209 800
E.T.C. Chess	1 900			MAMA MIA!	205 400
EAA	1 270			W.C Athletics	141 000
ICUD	305			America's Cup	113 000
				U2, Göteborg	58 500
				U2, Copenhagen	49 000
				Football Den-Eng	41 100
				Monster Jam	41 000

Table 18 Number of visitors

City festivals and other free events are often attended by large numbers of visitors, especially if they take place outdoors with few or no restrictions on maximum numbers of visitors. The H.C.A. Parade is considered to be medium-sized, at 29,000 visitors. It cannot, however, be correctly compared with city festivals that take place over several days, or even a whole week. America's Cup was also a free event that was attended by

113,000 visitors over the 12 days that it took place. It should be regarded as a large event, although it did not attract as many visitors as, e.g. the Malmö Festival. MAMA MIA! has a lot in common with a one-off event, except when visitors see the musical more than once. The number of visitors per performance is not so high, around 1,600, but as the event consists of so many performances, the total audience was very high.

The congresses in the study had relatively few visitors. Congresses, conferences and meetings are often aimed at limited target groups, and are thus rarely visited by more than a couple of thousand delegates. Congresses with more than 10,000 delegates are relatively uncommon and should be regarded as very large in comparison with other congresses. In this study, however, the congresses are compared with the other events in the study, and thus appear as “small” events.

E.T.C. Chess and the Swimming Masters were two competitive events within two specific areas, which primarily attracted visitors with special interest for chess and swimming, respectively. The difference between them was that E.T.C. Chess was a competition for professional chess players, while the Masters was an event for amateurs and former competition swimmers. This is probably the explanation for E.T.C. Chess attracting a larger audience than the Swimming Masters.

Tourist share

The tourism economic turnover is based solely on tourists' consumption, which means that a greater proportion of tourists leads to a greater tourism economic turnover. The tourist share is often higher at events that are aimed a specific target group, as a strong interest, or profession-related area, means that participants are prepared to travel further to be able to visit an event. The tourist share also increases the better known an event is, which is noticeable in annually occurring events. The attraction force of the content is highly significant for the tourist share factor.

The table below shows the tourist share at every event in the study.

The Tourist share					
Low		Medium		High	
Event	Tourist share	Event	Tourist share	Event	Tourist share
H.C.A. Parade	22%	America's Cup	46%	EAA	99%
A Taste of Stockholm	16%	Göteborg Party	44%	IFLA	97%
		W.C Athletics	43%	Masters Swimming	88%
		Iceland Airwaves	40%	U2, Göteborg	78%
				Speedway GP	76%
				Football Den-Eng	72%
				ICUD	71%
				E.T.C. Chess	67%
				FEI Eventing W.C.	67%
				U2, Copenhagen	56%
				Malmö Festival	55%
				MAMA MIA!	54%
				Monster Jam	52%

Table 19 Tourist share

Length of stay

Lengths of stay at the destination impact on the tourism economic turnover because a longer stay leads to increased spending. Seen from a financial perspective, it is more advantageous to have tourists who stay overnight. Tourists who stay overnight have longer stays and are generally synonymous with higher spending.

The table below shows the average stays at the destination for tourists who stay overnight.

Length of stay (nights)					
Low		Medium		High	
Event	Number of nights	Event	Number of nights	Event	Number of nights
H.C.A. Parade	2,8 nights	Göteborgskalaset	3,9 nights	E.T.C. Chess	7,4 nights
FEI Eventing W.C.	2,6 nights	Malmö Festival	3,9 nights	Iceland Airwaves	6,6 nights
Football Den-Eng	2,6 nights	EAA	3,7 nights	IFLA	6,2 nights
U2, Copenhagen	2,5 nights	A Taste of Stockholm	3,4 nights	Masters Swimming	6,1 nights
ICUD	2,4 nights			W.C Athletics	5,6 nights
MAMA MIA!	2,2 nights			America's Cup	4,1 nights
U2, Göteborg	2,1 nights				
Speedway GP	1,9 nights				
Monster Jam	1,7 nights				

Table 20 Length of stay (nights)

Large arena events that attract a large number of visitors often take place on only one day, and therefore only have a short length of stay for tourists. At events where there are a large number of visitors who are active, or who participate in some way, as congress delegates or competitors, the average length of stay is often just long, or longer, than the event period. The share of foreign guests also has significance for the length of stay, as visitors from far away tend to stay longer than those who come from the neighbouring region.

Attraction force

In order to be able to calculate the tourism economic turnover that is created as a result of an event, it is important to measure the attraction force of an event, i.e. the event's power of attracting visitors to the destination. The greater the attraction force of an event, the higher the specific tourism economic turnover, i.e. the financial stream resulting from the event.

The table below shows the proportions of tourists who stated the event as the main reason for their stay.

Attraction force					
Low		Medium		High	
Event	Attraction force	Event	Attraction force	Event	Attraction force
Göteborgskalaset	49%	E.T.C. Chess	89%	ICUD	100%
H.C.A. Parade	31%	America's Cup	83%	EAA	99%
A Taste of Stockholm	5%	MAMA MIA!	83%	Monster Jam	98%
		Malmö Festival	80%	U2, Göteborg	98%
		Iceland Airwaves	77%	IFLA	95%
		W.C Athletics	73%	Masters Swimming	95%
				Speedway GP	95%
				U2, Copenhagen	94%
				FEI Eventing W.C.	93%
				Football Den-Eng	90%

Table 21 Attraction force

At most of the events in the study, a very high proportion of the tourists had travelled to the destination because of the event. This confirms the hypothesis that an event acts as a catalyst for tourists. The result shows that the majority of the events contributed with a financial stream to the destinations that would not have been generated if the event had not taken place.

Daily spend

The amount that each tourist spends during his or her stay at the destination impacts upon the tourism economic turnover. The large differences between the daily spend at the various events is primarily associated with tourists' choice of accommodation, how much they devote to shopping and entertainment, as well as the size of the event.

Average daily consumption (euro)					
Low		Medium		High	
Event	Consumption	Event	Consumption	Event	Consumption
FEI Eventing W.C.	€ 53	E.T.C. Chess	€ 89	EAA	€ 324
America's Cup	€ 47	Göteborgs-kalaset	€ 62	U2, Copenhagen	€ 250
Malmö Festival	€ 40			MAMA MIA!	€ 236
				U2, Göteborg	€ 229
				IFLA	€ 228
				Speedway GP	€ 212
				Iceland Airwaves	€ 203
				ICUD	€ 196
				Monster Jam	€ 184
				Football Den-Eng	€ 176
				W.C Athletics	€ 155
				Masters Swimming	€ 123
				A Taste of Stockholm	€ 118
				H.C.A. Parade	€ 112

Table 22 Average daily consumption

At most of the events, the visitors had a high daily consumption, which is largely because they take place in cities, with a wide range of opportunities for entertainment and shopping. Many of these events also had relatively high entrance charges.

The factors we have described above interact and impact upon the total tourist economic turnover. High visitor figures, high tourist share, extended length of stay, strong attraction force, as well as a high daily spend, all lead to a high tourism economic turnover resulting from the event. Few visitors, low tourist share, short length of stay, weak attraction force and low daily spend lead to a low turnover. It is, however, unusual for an event to be characterised by such extremes, but is more commonly a combination of differing levels. This means that events with similar tourism economic turnover may have different background factors.

More than half of the events studied generated a high tourism economic turnover. It is important to point out that all of the events that we studied were relatively large and took place in cities. The model has been produced to compare all event types, including small events in smaller towns.

The purpose of the presentation below is to point out the variables that would give the event the greatest possibility of developing, purely financially. Purple indicates a high value, i.e. a value that favours the tourism economic turnover. Green means that it was a medium value and grey means that the value was low in relation to the other events.

Certain of the events are one-off events, and are therefore regarded as "event types" from which general assumptions may be made. Seen from the outside, it may seem that an event should attempt to develop those factors in which they have a low profile, compared with other events. For various reasons, it may be impossible or very difficult to improve the result of certain variables, and so event organisers and destination organisations should consider possible trends for all of the variables.

LOW		MEDIUM		HIGH	
FEI Eventing WC		IFLA		MAMA MIA!	
Number of visitors	Medium	Number of visitors	Low	Number of visitors	High
Tourist share	High	Tourist share	High	Tourist share	High
Length of stay	Low	Length of stay	High	Length of stay	Low
Attraction	High	Attraction	High	Attraction	Medium
Consumption 24 hours	Low	Consumption 24 hours	High	Consumption 24 hours	High
ETC Chess		Speedway GP		W.C Athletics	
Number of visitors	Low	Number of visitors	Medium	Number of visitors	High
Tourist share	High	Tourist share	High	Tourist share	Medium
Length of stay	High	Length of stay	Low	Length of stay	High
Attraction	Medium	Attraction	High	Attraction	Medium
Consumption 24 hours	Medium	Consumption 24 hours	High	Consumption 24 hours	High
A Taste of Stockholm		Masters Swimming		Malmö Festival	
Number of visitors	High	Number of visitors	Low	Number of visitors	High
Tourist share	Low	Tourist share	High	Tourist share	High
Length of stay	Medium	Length of stay	High	Length of stay	Medium
Attraction	Low	Attraction	High	Attraction	Medium
Consumption 24 hours	High	Consumption 24 hours	High	Consumption 24 hours	Low
H.C.A. Parade		Iceland Airwaves		Göteborg Party	
Number of visitors	Medium	Number of visitors	Low	Number of visitors	High
Tourist share	Low	Tourist share	Medium	Tourist share	Medium
Length of stay	Low	Length of stay	High	Length of stay	Medium
Attraction	Low	Attraction	Medium	Attraction	Low
Consumption 24 hours	High	Consumption 24 hours	High	Consumption 24 hours	Medium
ICUD		EAA		U2 Vertigo Tour, Göteborg	
Number of visitors	Low	Number of visitors	Low	Number of visitors	High
Tourist share	High	Tourist share	High	Tourist share	High
Length of stay	Low	Length of stay	Medium	Length of stay	Low
Attraction	High	Attraction	High	Attraction	High
Consumption 24 hours	High	Consumption 24 hours	High	Consumption 24 hours	High
				U2 Vertigo Tour, Copenhagen	
				Number of visitors	High
				Tourist share	High
				Length of stay	Low
				Attraction	High
				Consumption 24 hours	High
				Football Den-Eng	
				Number of visitors	High
				Tourist share	High
				Length of stay	Low
				Attraction	High
				Consumption 24 hours	High
				America's Cup	
				Number of visitors	High
				Tourist share	Medium
				Length of stay	High
				Attraction	Medium
				Consumption 24 hours	Low
				Monster Jam	
				Number of visitors	High
				Tourist share	High
				Length of stay	Low
				Attraction	High
				Consumption 24 hours	High

Table 23 Events with a high, medium or low economic influx

The event matrix

The matrix below arranges the events according to three different variables. Each event is arranged along the vertical axis according to their ration of local visitors to tourists. The horizontal axis is split into two fields. The two left-hand fields contain one-off events. These may be events which are repeated, but which for the destination are one-off, and the two right-hand fields contain events which are repeated at the destination annually.

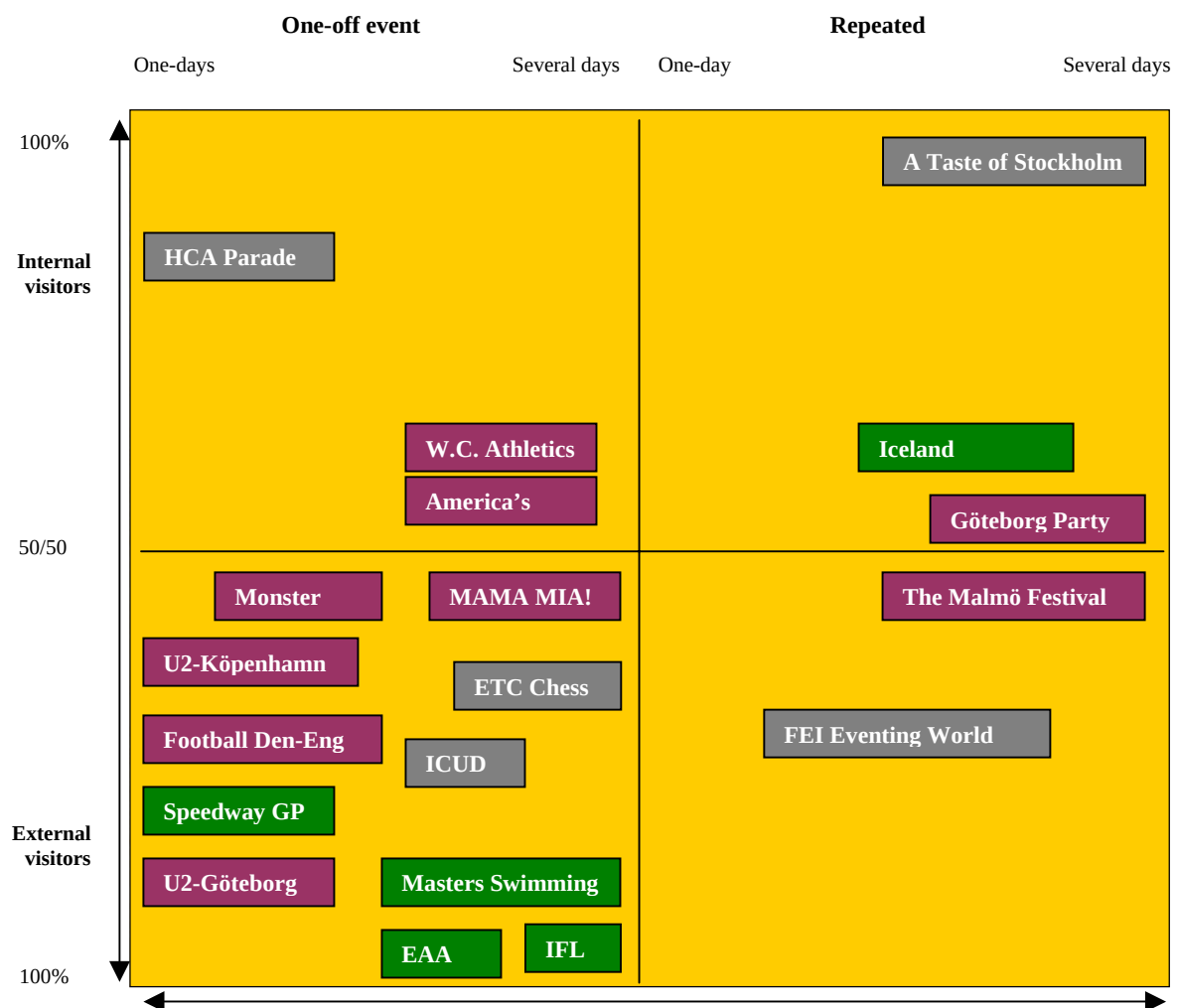


Figure 21 The event matrix

The third variable is the number of days that the event lasts. The variable is found as two sub-scales along the horizontal axis, which means that one-off events and repeating events, respectively, can be positioned in accordance with the number of event days. The fill colour of the rectangles indicates the size of the events' specific tourism economic turnover, in accordance with the above analysis.

The purpose of the model is to show the significance for destinations of having different sorts of event, as they have different functions. Events which primarily attract local visitors contribute to the quality of life of inhabitants, and the feeling of living in a place where something always happens. Higher demands to tourism economic stream or PR value should be placed on events that require resources from the local authority and destination organisation. Events with a high media profile, which strengthen the brand, are not always synonymous with high tourism economic turnover.

The message to the destinations is to examine their range of events and consider the functions that the different events fulfil. They should also complement their analyses with an overview of how the destination's resources are distributed over the various event initiatives, as well as complement or change the range of events, in order to achieve the optimum event mix for the destination.

Qualitative casestudies

America's Cup in Malmö 2005

During the period 24 August to 4 September two of the heats of the Louis Vuitton Malmö-Skåne America's Cup Valencia took off in Malmö. The sailing competitions took place at Öresund, to the north of Malmö. The organiser of the event in Sweden was Region Skåne the City of Malmö. An event area also included the America's Cup Park, which was a fenced spectator area, from which it was possible to get information and follow the competitions on large screens. Entry to the America's Cup Park was free, and it was open daily during the event period. In all, a total of around 113 000 visitors were estimated to have entered the spectator area in the western harbour.

The project had several objectives:

- To engage inhabitants in Southern Sweden
- To promote Scania/Öresund as an arena for future sailing championships and events
- To promote Scania/ Malmö internationally
- To contribute to the tourism economy

Key learning points from the event:

- Budget – the budgeting is very difficult when hosting a 'new' event. Experiences from prior hosts should be taken advantage of.
- Marketing – no matter how costly it might be to produce an event be careful not to cut down on the marketing budgets. One of the central success parameters is the public interest and the size of the crowd at the event.
- Broader scope – see events in the light of a broader urban (or regional) development plan. As it was done in Malmö with the parallel opening of the Turning Torso and with the investments in the harbour.

Central persons have contributed to the qualitative evaluation of the America's Cup event in Malmö; i.e. CEO Lars Carmén from Malmö Tourism, the logistics manager of the event, Claes Andersson, and central players from the project organisation. The case description below furthermore builds on the official evaluation of the event.

On the cost side it was very difficult to budget accurately as it was the first time for the region to host a maritime event this size. Therefore the initial budgets balance of 40 mio. SEK was raised to first 55 mio. SEK and finally 57 mio SEK. Especially technical supplies (electricity, water etc.) and restoration of the harbour exceeded the budget. The budgetary deficits are analysed to be due both to a tight time schedule and the fact that the event is unique in its character and size. Hence, in bidding for an event such as the America's Cup test race a key learning point is to budget conservatively and to secure as much professional insight as possible.

However, the budgetary deficits should partly be connected to the new investments in the harbour. The event therefore is to be seen as a lever to obtain these improvements in the harbour. - To the benefit for future events. The fact that "Sailing Region" produced all the facilities for the event, including preparing the actual ground and quay with water and electricity connections etc. in only a few months was evaluated as a success.

The decision to bid for the event was made under extreme time pressure. And the event should be seen as an investment and as a part of a long sighted plan. The successful implementation of the event has proved to other events – and especially the international sail sports environment – that Malmö and Scania is capable of implementing events of this size. It was a critical success parameter for the organiser within a short period of time to be able to "produce" the decision within the relevant public bodies, as public, political decision making processes can be slow. From this perspective the fact that skilful entrepreneurs and flexible authorities/project managers were available in the region is valued very positively and judged to be a key success parameter.

One of the weaknesses in the process was that it from the beginning was difficult to estimate the resources and competences needed to succeed. In events it is impossible to calculate the break-even figure for how much effort to put in the marketing. However, it is important to find the correct mix of consumer directed marketing and image marketing towards media. The experiences from the America's Cup event – as from many events in general - seems to be, that the marketing budget often is under prioritized. A successful aspect of the event was that it cleverly was connected to the opening of the "Turning Torso" hallmark in Malmö. The America's Cup Event and the opening of "The Turning Torso" both took advantage of each other, and the attention from "each others" visitors, media etc.

Looking at the event as a long-term investment for Malmö and Scania in general, the event gave Malmö competitive skills in the global competition for hosting international sailing events. Position Skaane and Malmö Turism will build on these experiences in order to attract sailing events in the future.

Icelandic Airwaves in Reykjavik 2005

Iceland Airwaves is a music festival as well as a DJ festival dedicated to new, and relatively unknown artists within the music industry. The festival programme lasted from 19-22 October and several different venues in the city centre of Reykjavik were hosting the concerts. This year, the event attracted 4 200 visitors, most of them with a festival pass giving them entrances to all venues.

The Icelandic Airwaves festival was held for the seventh time in 2005. As the festival is based in Reykjavik, the challenge has not been to attract the event itself but to attract guests; locals as well as foreigners. The Iceland Airwaves festival has grown to be one of the biggest celebrations of and in Iceland. The festival is recognised for its talented bands and good atmosphere. As such, the festival contributes to a positive and younger image of Iceland and Reykjavik. The organizers are working as a team, and all are helping with the marketing effort by linking on their homepages and using it as part of market strategy. The festival focuses on new and young music. Hence, PR and marketing were the main challenges for the festival organisers. Building a consistent brand has been a unique characteristic of the planning and organizing of the event.

Key learning points:

- It is vital for the organizers to stick to the image and brand once developed. And it is important for them to be patient – it takes a lot of time to create a loyal client/customer base.
- PR is the cheapest and most effective way to do marketing for an event like this.
- Local support is necessary
- As a yearly event, there is a huge potential for a number of organisations, authorities and companies to take advantage of the event in terms of branding and marketing of Iceland and Reykjavik. Both IcelandAir and Visit Reykjavik use the festival to create more business.

Central persons behind the event have contributed to the qualitative evaluation. They include Festival Promoter Thorsteinn Stephensen, Coordinator Addy Olafsdottir from Icelandair, Visit Reykjavik and Marketing and PR Consultant Anna Hildur.

The festival has grown to become a huge success during the course of its existence. Locals are supporting the event, foreigners are coming to visit Iceland, the media in Europe as well as USA are giving it positive PR – and the organisers and sponsors are all extremely satisfied with the event as well as with the cooperation and organisation behind it.

The biggest challenge for the festival is to put together the right line-up for the event to get the word out. Simply to get attention enough to sell tickets, both locally and internationally. The challenge for the first many years has been to gain more and more attention on basis of the same brand and same concept. According to the partners, one of the crucial factors for success has been patience from all involved. It takes time to grow a festival, both within the music industry and for the audience. Today, the event is one of the top image enhancing elements of Reykjavik and Iceland as a cool and vibrant city and country. Because the event is held in late autumn, it fills the city's hotels, guesthouses and restaurants. Also, Icelandair can see that repeat customers are now booking airline tickets months ahead, even though the program for the festival is not out yet.

Another critical success factor has been the way the festival has been marketed. The marketing is based almost solely on PR. In the first years it took a lot of work to attract media, but now media are easier to attract. Positive stories about Iceland, Reykjavik, the festival the young talented bands are transmitted worldwide. The media simply loves the event! The positive media coverage has also contributed to a larger share of foreign visitors to the festival, which is crucial for the financial success of the event. The positive PR is most likely to continue and increase in the coming years when the event is getting better and better. The event contributes to the marketing effort made by the local tourism organization, positing Reykjavik and Iceland as pure energy, as unique, as a vibrant city, etc.

It is crucial for the event to select well performing, talented bands that have a chance of going global. To book the right bands, the organizers have to have deep and profound knowledge about the music industry, the music scene etc.

The success has a backside as well. With the event growing bigger and bigger each year, there have been problems finding venues that are big enough in capacity – because of a rise in demand. The direct turnover from the festival is matching the costs, but added value (such as more tourists in general) is the key term in developing events like a festival. Festivals this kind cannot be expected to create financial profit in the first years. Budgets for marketing have to be substantial as it takes time to build the needed image.

Both quantitative and qualitatively the festival are forecasted to grow in the coming years. However, the capacity for the event needs to be enlarged, and challenges due to the increasing demand have to be met for the festival to continue to grow.

World Championships in Athletics in Helsinki 2005

The 10th IAAF World Championships in Athletics took place in Helsinki from the 6th of August to the 14th of August 2005. As such, it was – unlike many of the other events in the survey – an event that was running for more than a week.

Key learning points:

- The budget has to have room for unexpected or last minute costs, such as electricity, security and last minute marketing.
- It is important to know who is responsible for what. There are many different partners involved in the planning and everybody has to back-up all decisions made. To get all stakeholders to understand the size and effect of the event was a difficult task. Furthermore, the contracts with all partners have to be ready a long time before the event takes place.
- The city should develop an event strategy to have common goals in which events to go for, how to organize them etc.

Central persons have contributed to the qualitative evaluation of the athletics championship in Helsinki – including Tuulikki Becker from Helsinki City Tourist and Convention Bureau and Chairman Mikko Vanni from the marketing committee. Both respondents agree that the event was successful, both as a sports event and as an image-creating event.

The organization of the event was possibly the most successful part of the event. The committee was well managed for lower costs than budgeted - and in spite of the many volunteers, the bad weather conditions etc. everything worked out smooth. The main reason for the well-organized event was a long preparation phase, a perfect venue (the Olympic Stadium) and experience from previous events.

Another successful part of the event was the enthusiastic audience even in bad weather. Ticket sales summed up to 17 million €, with 20 percent being foreigners. Thus, the hotels got much better room rates than usually combined with the fact that guests stayed longer. According to Mikko Vanni, the travel agencies had thousands of tourists visiting Finland for the first time – but most likely not for the last time.

One of the critical factors was to have enough capacity in the city to accommodate all the guests. Another factor was to get the cooperation between all involved to work without problems. Getting sponsors, support from the state and the city etc. can be very difficult. The city could have had a greater benefit from enlarging the event to more areas of the city, but the problem here was the low budget. Still, the city (and the inhabitants) was supporting the event to the fullest.

A big event like the championships is attracting a lot of media interest – both locally and globally. More than 3,000 media people were in the city and it is estimated that the event was broadcasted to more than 6 billion viewers in total during the ten days. The media coverage helps to make Helsinki and Finland better known across the world. Although the media coverage is important for the overall city image a successful implementation (hosting and organizing) of the World Cup is seen as being even more important as this will help Helsinki win the right to host more events in the future.

Thus, the outlook for attracting more events seems very positive. However, it is very important for a city to have an event strategy to limit negotiations from event to event to a minimum. In a strategy, all principles of the cooperation could be made clear. A new working model actually was established, exactly for the purpose of organizing coming events.

The marketing effort was started a year before the event, during the Olympic games in Athens, where the interest for athletics are at a highpoint. Four campaigns were carried out, but still, sales succeeded much later than expected. The experiences emphasize the fact that there has to be budget for last minute marketing in case of failing sales.

Furthermore, two key learning points were that the budget should have room for unexpected costs, e.g. electricity and security, and that contracts with institutional partners should be made early.

After a well-organized and overall successful event, Helsinki will probably win more sports events in the future. Still, there has been considerable effort in making an event strategy that outlines which events to go for, who to do what etc.

U2 in Copenhagen 2005

The U2 Vertigo Tour visited three major Scandinavian cities within 5 days: July 27th 2005 the band played in front of 40,000 spectators in Oslo, in front of app. 58,500 spectators on July 29th 2005 in Gothenburg and last but not least, the world's biggest rock band played on July 30th 2005 in Copenhagen in PARKEN for app. 49,000 spectators – all three concerts sold out almost immediately. As a mega-event, the U2 tour did not need much marketing in either city. Because the band visited all three Scandinavian countries within a very short period of time, the share of foreigners visiting the respective events was very limited (app. 5 %).

Key learning points:

- For a city to get access to an event of the U2 size is very hard – it demands an effective organization and an attractive city and venue. World class Rock 'n' Roll stars of U2's calibre only visit one place in Denmark and often only one city in Scandinavia, (even though this was not the case with U2).
- For the promoter in attracting and hosting mega-events it is important to have backup from the local community (politicians, private parties, inhabitants).

In Copenhagen concert organisers of mega-events like the U2 concert often feel they have limited local backup (from politicians). And often critique from venue neighbours is the case. In Copenhagen the city's largest venue, PARKEN, has to cope with regulations. Both in relation to the specific event, and in relation to number of events held in PARKEN every year.

Even though it was pouring cats and dogs on the night of the concert, many people have had a fantastic experience attending the U2 concert. For Parken as well as Copenhagen, a successful concert will increase the possibility that the attendees will

come back in the future. Also, the event is contributing to the overall still improving image of Copenhagen as a dynamic and metropolitan city. Because the publicity on and interest in a U2 concert is simply huge, the marketing effort was not a critical aspect. The concert sold out in no time. This aspect was the same for all three Scandinavian cities on the Vertigo Tour. Furthermore, PARKEN organised and hosted the event perfectly, because of previous experiences with mega-events.

Due to limitations of the maximum number of concerts held in PARKEN every year, PARKEN as well as Copenhagen are losing important events, both cultural and sports, to cities that have more liberal regulations. Arbitrary regulations limit the number of concerts allowed annually to only five. No rational reasons for this seems present, as PARKEN is allowed to host as many sports events it wants. Hence, politicians and neighbours cope with externalities from e.g. an unlimited number of football-matches, whereas U2, Paul McCartney or Eric Clapton concerts are limited. Furthermore, during the specific event it is almost impossible to create a warm-up area in, for example, Fælledparken, a big public park situated next to PARKEN. Thus, everything is NOT within walking distance (as in Gothenburg). Neighbours to the venue of PARKEN are often criticising the events held in PARKEN for too much noise and too many spectators. The medias are often on their side, even though the events hosted were great cultural experience.

Some of the key learning points found in the Gothenburg case are similar for Copenhagen, e.g. the size of the stage, the organization of a mega event like the U2 concert etc.

Since PARKEN is limited to host only a limited number of concerts (five), the room for expansion is limited. However, Copenhagen could most probably attract many more world class artists. Not only do statistics show that the city has fewer mega concerts than other capitals in Europe. PARKEN has some of the best organised infrastructure and logistics in order to host mega-concerts. Hence, attention to these facts and insight into the volume of PARKENS economical impact on the region could loosen up the tight restrictions on the number of concerts allowed in PARKEN.

U2 in Gothenburg 2005

The U2 Vertigo Tour visited three major Scandinavian cities within 5 days: July 27th 2005 the band played in front of 40,000 spectators in Oslo, in front of app. 58,500 spectators on July 29th 2005 in Gothenburg and July 30th 2005 in Copenhagen for app. 49,000 spectators – all three concerts sold out almost immediately.

The event is also special, since Gothenburg is not the capital of Sweden. Many of the venues U2 played in on the Europe tour were capitals of the respective countries.

As a mega-event, the U2 tour did not need much marketing in either city. Because the band visited all three Scandinavian countries within a very short period of time, the share of foreigners visiting the respective events was very limited (app. 5 %).

Key learning points:

- To get access to an event of the U2 size is very hard – it demands an effective organization and an attractive city and venue.
- For the organization and collaboration to work out smooth, experiences from previous cooperation on events are to be exploited.
- With hotels, restaurants, bars, clubs and venue within walking distance (a close city centre) from the venue, the total turnover in the city was boosted.
- A critical success factor is that the local community (politicians, private parties, inhabitants) are all backing up the organizations in attracting and hosting the mega-events.

Three central persons have contributed to the qualitative evaluation of the U2 concert in Gothenburg – that is Venue Manager Anders Albertson from Ullevi Stadium, Promotor Tor Nielsen from EMA Telstar and Henrik Jutbring from Göteborg&Co.

Overall, there is an agreement that the planning, organisation, marketing and execution of the event was a huge success for the city, the inhabitants, the band as well as the three partners. Financially, it sold out – artistically, it was great performance – and emotionally, it was a great party. The event had to be managed effectively, from before the band accepted to play in the city to after the event was completed as a success. Everything worked out well due to the enormous expertise and experience based on the many previous events at the stadium (since Rolling Stones in 1982).

One of the critical factors was simply getting the band (as well as other bands) to perform at the stadium. The stadium is unique, because of the size of it, but still the

organiser (EMA) can have problems getting suitable events, including U2. Another critical aspect was the physical size of the stage, which was a huge challenge to get in place.

Because the publicity on and interest in a U2 concert is enormous, the marketing effort was not a critical aspect. The concert sold out in 45 minutes, only due to a minor campaign. Also, because of the experiences with previous mega-events, organizing the event, estimating the budget and costs as well as number of attendees and tourists were not a problem – the estimates turned out to be almost as expected. A key learning point is, of course, that a continuous collaboration with organizing events helps making events even more successful than otherwise. Still, the organizations state that they however did learn a few things or two about crowd control, stage setup and “venue specific things”.

The inhabitants as well as the local media were very attentive to the event, which shows in the fact that almost 60 % of the attendees were from the local region. For every perfectly organized and performed event, there is a greater tendency for the locals as well as the tourists to come back. The event is contributing to the overall still improving image of Gothenburg, both in the short and the long run. The way the U2 concert was organized in Gothenburg is in many aspects to be seen as an ideal set up.

The prospects for Gothenburg in further capitalising of the strong cooperation in the city between public and private players are very positive.

In summary

Earlier sections of the report have pointed out a number of factors that influence the competitive situation for destinations which work with events as a part of their overall strategy for development of their destination. The following section shall present some challenges and risk factors that municipalities must tackle if they are to be successful in their event efforts. It is followed by a discussion around evaluation of a destination's event strategy work.

The risk of small events consuming energy and resources from large ones

Those who work with event questions at destination level know that a large number of event organisers apply for help and support of various sorts from the municipal authorities, tourism or event organisations. In such cases it is important for the responsible official players to be aware which events should be given resource priority. In these cases, the resources may be of a financial nature, but they may just as well concern time, contacts and professional advice. Certain event organisers need help with the actual realisation of the event, other support during the recruitment phase, or with marketing the event. How do the public players place priorities on their resources in support of various events?

As we have already pointed out, the various events have different functions and it is not intended that an event's potential for financial stream is the only aspect that decides the prioritising. It is, however, not possible to deny that the tourism economic turnover generated by the event should be one important factor, and that it is therefore valuable to have an opinion about what financial income streams to the destination result from various events. There will otherwise be a risk that the focus of the destination organisation on the financially-speaking large events will be overshadowed by the attention that is required by smaller events. It will also be easier to meet any arguments fairly if there is any documentation that shows the significance of the various events for the destination.

Risks of media attention

One of the tasks of the media is to investigate public bodies and use of taxpayers' funds. It is, therefore, completely correct when events that have required large amounts of public funding receive media attention, as well as when criticism from various parties are given much space in the media. Destination organisations should make it easier in various ways for journalists to cover events by providing them with information and knowledge on what the events provide in economic influx, or show what local inhabitants thought about the events, any PR effects, etc.

Risks from financial undertakings in connection with events

It is, as we have already pointed out, difficult to adjudge in advance the financial potential of the event for the destination. The difficulties concern, for example, the calculation of the event's generation of extra fiscal income for the local economy, among other things as a result of the existence of municipal tax equalisation systems. It is also difficult to adjudge how many jobs an event will generate, and even more difficult to calculate the financial impact of these through increased tax revenues and decreased benefit payments. As we have already pointed out, the difficulty lies primarily in adjudging where the employment effect occurs, that it occurs is easier to prove.

When arranging an event, the event organisation assumes part of the risk that is involved in the event. It is not uncommon, in particular for major events, for local or regional authorities to also assume some of the risk. At times, the event organisers have even succeeded to negotiate a solution in which the entire financial risk is assumed by the local public body (local authority, regional authority, county, etc.). In such a case, it is even more interesting to be able to prove financial impacts of events that benefit other players, and work towards the financial risk being shared by those players who have, potentially, the most to win by an event taking place.

The risk that an event can become a political weapon

An event may often become a subject of political debate for several reasons. This is partly because there is a continually ongoing discussion about what should be publicly funded and what should belong to the private sector. Whatever their views about this question, most politicians probably consider work on such events and tourism as subordinate to work for schools, child care and care of the elderly. Tourism and events

may therefore be said to be the area that is on the fringes of public responsibility, and which therefore may be subjected to more questioning.

The other main reason for an event having the ability to engage politicians is they are strongly associated with a destination's brand. A destination's brand may be regarded as its identity, and the nature of a place's identity is important for those people who live in that place. It will, actually be part of these people's identity at an individual level. The question as to which events should be organised at a locality will, therefore, ultimately be a question about what the individual inhabitants will be associated with, and it is then easy to understand that there are as many opinions, as there are inhabitants. The part of the destination organisation in this must be to put on its destination hat, and consider what is most beneficial for the entire destination. In this situation, the destination organisation also needs various types of data to point out, and hold onto, when debate becomes heated. The more emotional and political a question is, the more important it becomes to present rational arguments, properly supported by information and facts.

The risk that the players at the destination do not manage to cooperate

The report has previously discussed the fact that an event involves many different players who, quite simply, have to cooperate if the event is to take place. The expression "cooperate" itself stands for something positive, that people do something together, on a voluntary basis. The reason for players voluntarily entering into a collaboration with commitment and resources is that they can see that they will themselves benefit from it, in the short or long term. Problems may occur here in getting players to make "sacrifices" that are either associated with uncertainty about the benefits for themselves, or when the benefits occur only in the long term. These problems should not be underestimated, but should be seen as a challenge for the destination organisation that cannot be allowed to fail. Destinations that succeed in getting all key players to pull in the same direction have an enormous competitive edge, compared with other destinations. The *efficiency* of a destination's event work is shown through cooperation, with all else the same, so that the return on the investment will be a result of the destination's ability to cooperate well. In this connection, it is not least important that the political leadership possesses a good understanding of the conditions that govern recruitment to, and implementation of, the event.

Evaluating an overall event strategy

The focus of this report has been on the financial impacts of events. But, as we have previously noted, events have a number of distinct types of impact. These may be, e.g. short or long term, monetary or non-monetary. The most common way of evaluating events is, however, to only evaluate direct financial tourism impact – e.g. financial stream and employment effects. This form of evaluation evaluates individual events instead of the destination's overall event strategy. The reason for this is that it is significantly more complicated and difficult to communicate an evaluation of a destination's total event strategy, compared with evaluation of the individual events. The difficulties consist primarily in isolating individual influencing variables over time – i.e. visualising various causal connections in a clear way. This seems quite simply not to be carried out because of the complex nature of the reality. A holistic viewpoint and overview based on a longer time perspective are, however, necessary to be able assess the total investment in a legitimate and clear way, which a destination carries out through all of its players. The way that, therefore, is navigable and which is recommended, is to weight in the destination's event strategy and its result in more overall evaluation of the destination as a whole.

The above method means that a number of relevant key figures should be weighted in, for example guest nights, hotel capacity, occupation figures, communication possibilities, etc. Overall favourable developments at a destination, in terms of the key figures that have been outlined above, may therefore be said to partly result from work over time with a distinct and implemented event strategy. It is implicit in the very expression "destination development" that there are a number of factors that contextually vary together over time. This means that different investigations, intended to weigh together various variables in the total equation, must be carried out at the same time. The total event strategy can only be evaluated, based on such a holistic perspective – even with respect to such harder financial key figures such as financial stream, financial impact, financial efficiency and employment.

Appendix 1. Population, selection and response frequency

Event	Number of Interviews	Numbers of visits	Number of Visitors	Respondent rate %	Source of information – numbers of visits/visitors
Malmö Festival	504	1 400 000 ²¹	437 000	70%	Gatukontoret i Malmö samt Polisens uppskattning 2003-års festival*
Göteborg Party	621	1 100 000	375 000	74%	Göteborg & Co.*
A Taste of Stockholm	689	205 400	205 400	68%	Polisen samt Kungsträdgården Park&Evenemang via arrangörsorganisationen*
MAMA MIA!	566	339 000 ²²	141 000	74%& 79%**	www.mammamiathemusical.se
W.C Athletics	306	305 000	113 000	69%	Faktacentralen Helsingfors Stad*
America's Cup	616	58 500	58 500	79%	TEMO AB*
U2 Vertigo Tour, Göteborg	422	335 000	209 800	76%	EMA Telstar
U2 Vertigo Tour, Copenhagen	592	41 100	41 100	82%	Wonderful Copenhagen
Football Den-Eng	627	49 000	49 000	84%	Wonderful Copenhagen
Monster Jam	495	41 000	41 000	72%	Eventum AB
H.C.A. Parade	596	25 000	25 000	82%	Wonderful Copenhagen
Speedway GP	522	29 000	29 000	68%	Wonderful Copenhagen
FEI Eventing, World Cup	437	18 000	9 400	80%	Malmö City Horse Show*
Masters Swimming	409	18 000	4 700	51%	Eriksdalsbadet
Iceland Airwaves	540	19 000	3 920	78%	Event Organisation Iceland Airwaves*
IFLA	460	17 000	4 200	66%	Generalsekreterare IFLA Oslo 2005*
E.T.C. Chess	334	5 700	1 900	59%	Svenska Schackförbundet
EAA	315	4 700	1 270	76%	Congrex Göteborg
ICUD	108	800	300	99%	Malmö Kongressbyrå AB

Table 24 Overview events

²¹ The police estimated the figure for the 2003 festival. Turismens Utredningsinstitut judges the figure to be overestimated.

²² The figure for number of visitors is for the number of entrance passes sold. There was a morning and afternoon pass every day.

Appendix 2. Tourist definition per destination

Event	Definition of a Tourist
MAMA MIA!, A Taste of Stockholm, Masters Swimming, Monster Jam	People residing outside the county of Stockholm (26 municipalities).
FEI Eventing World Cup, Malmö Festival, America's Cup, ICUD	People residing outside the municipality of Malmö.
EAA, U2 Vertigo Tour Göteborg, E.T.C. Chess, Göteborg Party	People residing outside the municipality of Göteborg.
Speedway GP, U2 Vertigo Tour Copenhagen, Fotball Den-Eng, H.C.A. Parade	People residing outside Greater Copenhagen, i.e. the county of Copenhagen + the municipalities of Copenhagen and Frederiksberg.
Icelandairwaves	People residing outside the Reykjavik Capital area (8 municipalities).
W.C. Athletics	People residing outside the municipalities of Helsinki, Vanta or Espoo.
IFLA	People residing outside the counties of Oslo and Akershus.

Table 25 Tourist definition

Appendix 3. Event presentations

EAA- European Accounting Association

The European Accounting Association organised a conference at the School of Business, Economics and Law in Gothenburg, 17-20 May. The conference is an annual event, although it is hosted by different European cities each year. The Gothenburg conference was attended by 1,270 delegates. The interviews were carried out among delegates at the School of Business, Economics and the Law.

E.T.C Chess

Between 1 and 7 August, the European Team Championship in Chess was organised at the Swedish Exhibition Centre in Gothenburg. The principal organiser was the Swedish Chess Federation (SSF), in cooperation with the Gothenburg Convention Centre, Gothia Towers, Göteborg&Co., as well as ECU, which is the European equivalent of the Swedish national federation. The chess team championship is an annual, rotating event. There were around 360 active chess players who participated in the competition, including entire teams. The competition was also visited by almost 1,600 spectators, who paid a small entrance fee to the exhibition centre. In all, there was total of around 1960 persons, players and spectators, who visited the event. Both competitors and spectators were interviewed.

FEI Eventing World Cup Final

Between 11 and 14 August, Malmö City Horse Show organised an eventing competition at Ribersborg, a part in central Malmö. This year, the event including the Eventing World Cup final. The Eventing World Cup final is held at different locations every year. The Malmö event did not just attract active sportspeople, riders and officials, but also a total of around 9,400 spectators during the event period. At Ribersborg, there was a fenced spectator area for which entrance was charged, from where the competitions could be watched. The interviews were carried out among visitors and participants in the fenced area.

Football Denmark-England

On the 17 August, a friendly match was played between Denmark and England at the national stadium PARKEN in Copenhagen. 41,100 tickets were sold for this event. The interviews were carried out outside the venue among spectators waiting to go in.

Göteborgkalaset [the Gothenburg Party]

Since 1995, Göteborgskalaset has been an annual city festival. In 2005, the event took place between 5-14 August in Gothenburg city centre. The areas were partly fenced, and entrance was mostly free of charge. Among the attractions it offered were concerts, food and cultural experiences. This year's version of the party attracted around 375,000 visitors. The interviews were carried out among visitors to several different event sites.

H.C.A. Parade

In 2005, Denmark could celebrate the 200th anniversary of the birth of the Danish author, Hans Christian Andersen. This took place through a number of different events and celebrations, one of which was the H.C.A. Parade, which took place in Copenhagen on 3 September. The parade passed through central parts of Copenhagen and finished in front of the Tivoli. Wonderful Copenhagen, which organised the event, estimated that around 29,000 people witnessed the free parade. The survey was carried out at three different places along the parade route.

Iceland Airwaves Festival

The very first event called Iceland Airwaves were held in Reykjavik in 1999. It is a music festival as well as a DJ festival dedicated to new, and relatively unknown artists within the music industry. In 2005, the performing artists came from Iceland as well as from both Europe and North America. The festival programme lasted from 19-22 October and several different venues in the city centre of Reykjavik were hosting the concerts. This year, the event attracted 4200 visitors, most of them with a festival pass giving them entrance to all venues. The interviews were held at the different venues.

ICUD - 1st International Conference on Urogenital Disorders

The first international conference focusing on urogenital disorders took place in Malmö between 1 and 3 September. The conference was organised in the Malmö

Concert Hall, and 305 delegates participated. The delegates included doctors and researchers in the field, and also representatives of the pharmaceutical industry. Around a third of these were interviewed in the Concert Hall.

Louis Vuitton Malmö – Skåne Acts 6&7 of the 32nd America's Cup Valencia

During the period 24 August to 4 September two of the heats of the Louis Vuitton Malmö-Skåne America's Cup Valencia took place off in Malmö. The sailing competition took place at Öresund, to the north of Malmö. The organiser of the event in Sweden was Region Skåne and the City of Malmö. An event area had been created in Malmö's western harbour area for both vessels and people. The event area also included the America's Cup Park, which was a fenced spectator area, from which it was possible to get information and follow the competition on large screens. Entry to America's Cup Park was free, and it was open daily during the event period. In all, a total of around 113,000 visitors were estimated to have entered the spectator area in the western harbour. The respondents in the survey were solely the event's private travellers, not participants or business travellers.

The Malmö Festival

In 1984, the first in the series of annual Malmö Festivals was held in the City of Malmö. In 2005, the Malmö Festival was held between 19 and 26 August, attracting approx. 437 000 visitors.²³ Visitors to the festival were offered free entertainment in the form of concerts, art, dance, food etc. Interviews with visitors to the event were carried out at various locations in the festival area in central Malmö.

MAMA MIA!

The musical MAMA MIA!, is currently being staged at 13 venues around the world. One of the venues is Cirkus in Stockholm, where MAMA MIA! opened on 12 February 2005. During the spring season 2005, 122 performances will be played and a total of around 205,400 tickets to the event were sold. The musical will be performed until the autumn of 2006.²⁴ Contact details for randomly asked audience members were

²³ . The police estimated the figure for the 2003 festival. Turismens Utredningsinstitut judges the figure to be overestimated.

²⁴ According to information from Briggen Teaterproduktion

collected during a number of performances, and telephone interviews were carried out the following week.

Swimming Masters

The European Masters Championship in Swimming was organised at Eriksdalsbadet in Stockholm between 16 and 21 August. This is a rotating annual event which takes place at different venues in Europe. The organiser was the Swedish Swimming Association through the Masters Committee. The total number of visitors (competitors and spectators) at Eriksdalsbadet was estimated at around 4,700. The interviews were carried out among those at the Eriksdalsbadet.

Hot Wheels Monster Jam

Hot Wheels Monster Jam is a family show that is made up of two parts, Monster trucks from the US and some of the world's best riders in Freestyle motorcross. This rotating event visited the Globe in Stockholm between 11 and 13 November. The 4 performances in the Globe were visited by approx. 41,000 spectators. The interviews were carried out before the shows with visitors inside and outside the Globe.

A Taste of Stockholm

A taste of Stockholm is an annual free event that took place in Kungsträdgården in Stockholm during a week in the beginning of June, 2005. It was organised by Restaurangernas Dag, supported by Stockholm Visitors Board. From being a pure food event, it has developed in recent years into an event offering a broad range of cultural and sporting events as entertainment. The visitor interviews were carried out in Kungsträdgården, which hosted an estimated 209,800 visitors between 1 and 6 June.

Speedway Grand Prix

During the Speedway competition season, which runs between March and October, a number of heats in the Grand Prix are organised. One of the heats in FIM Speedway Grand Prix 2005, was arranged at PARKEN in Copenhagen. The event attracted approx. 25,000 spectators to PARKEN on 25 June. The interviews were carried out outside the venue before the heat began.

U2 Vertigo Tour, Copenhagen

Between June and August 2005, the rock group U2 carried out a European tour, called the Vertigo Tour. The Scandinavian cities it visited were Gothenburg, Copenhagen and Oslo. 49,000 visited PARKEN in Copenhagen on 30 July to see the concert with U2.

U2 Vertigo Tour, Gothenburg

Two days before their concert in Copenhagen, U2 played at Ullevi in Gothenburg. On 29 July, around 58,000 spectators saw the band play. Interviews with the visitors were carried out outside the stadium while the audience were entering.

W.C. Athletics

In 2005, the World Cup Athletics event was arranged in Helsinki. The competition, which took place between 6 and 14 August, was visited by approx. 141,000 spectators. Outside the Olympic stadium, visitors could enter the World Championship square free of charge. The interviews were carried out among visitors to the World Championship Square.

World Library and Information Congress 71st IFLA General Conference and Council

Norway has organised this rotating library congress on two previous occasions. In 2005, the congress was again held in Oslo, with support and cooperation with the library organisations and institutions from all parts of Norway. The capital was visited by around 3,920 delegates affiliated to IFLA between 14 and 18 August 2005. The delegate interviews were carried out at the Spektrum conference centre in Oslo.

Nordic Innovation Centre

The Nordic Innovation Centre initiates and finances activities that enhance innovation collaboration and develop and maintain a smoothly functioning market in the Nordic region.

The Centre works primarily with small and medium-sized companies (SMEs) in the Nordic countries. Other important partners are those most closely involved with innovation and market surveillance, such as industrial organisations and interest groups, research institutions and public authorities.

The Nordic Innovation Centre is an institution under the Nordic Council of Ministers. Its secretariat is in Oslo.

For more information: www.nordicinnovation.net