



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Panel on Economic Sustainability: Measuring the impact of hosting sports events



Mr. Jack Nixon
Strategy Director – International,
Nielsen Sports

- Strategy Director within the International Consulting Practice at Nielsen Sports.
- He leads on all the Event Impact Assessment work and has previously carried out over 25+ assessments for the likes of FIFA, World Athletics, Formula E, Euroleague and various host cities/nations.





World Sports Tourism Congress

Economic Sustainability: Measuring the impact of hosting sports events

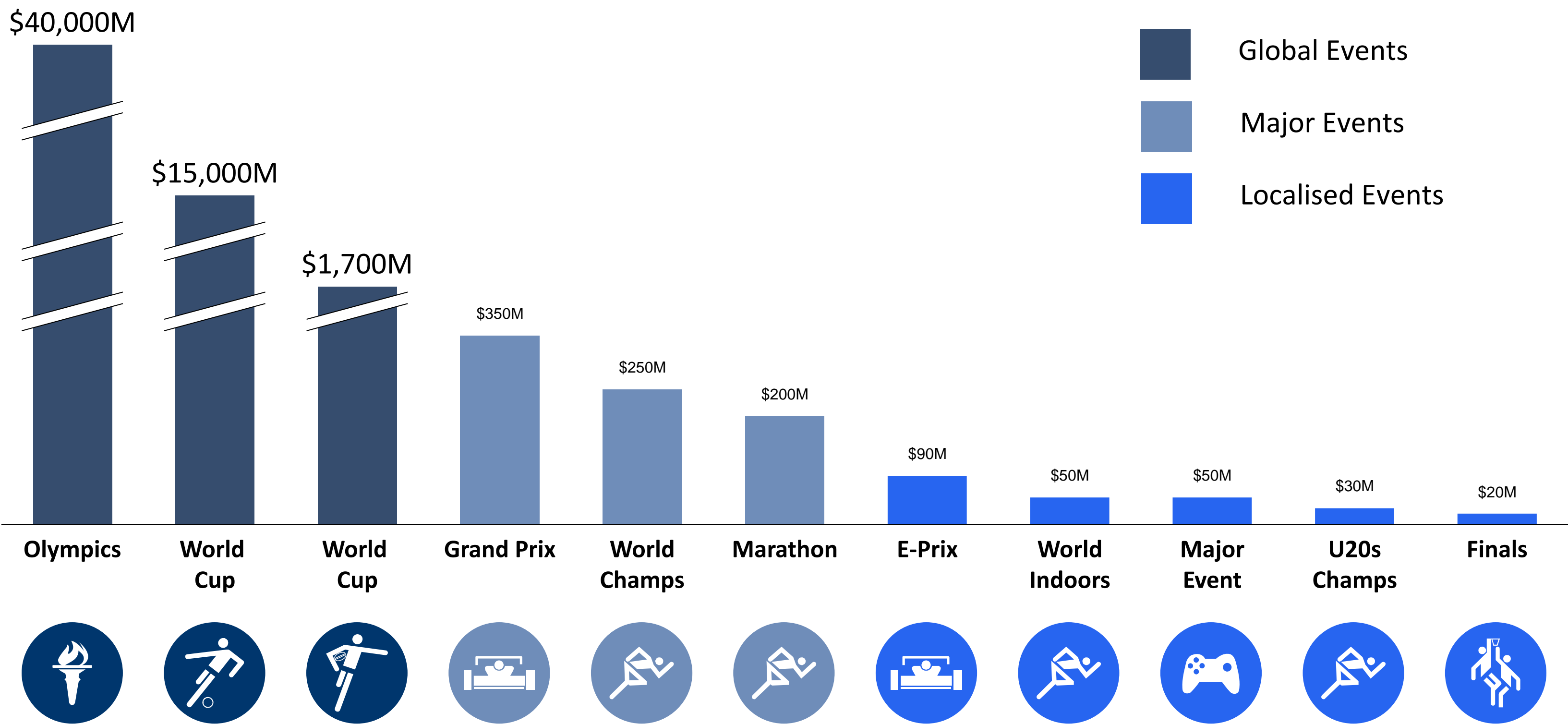
Jack Nixon - April 2023

Contents of this session

1. How to measure impact
2. Importance of measurement
3. Challenges to measurement
4. Ensuring success
5. Panel discussion

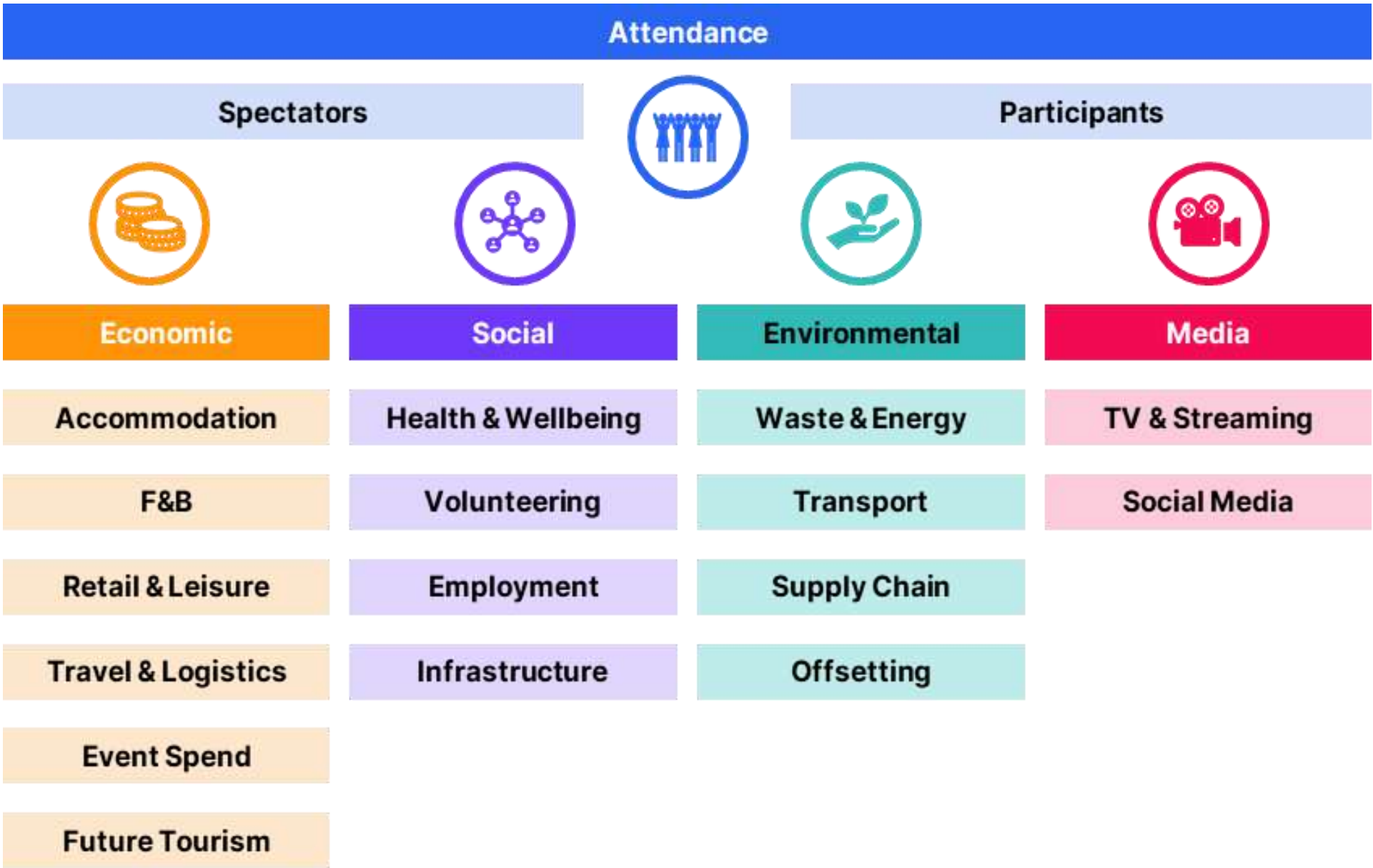


The economic benefit of sports events can vary dramatically...



Our framework to measure the holistic impact of sporting events

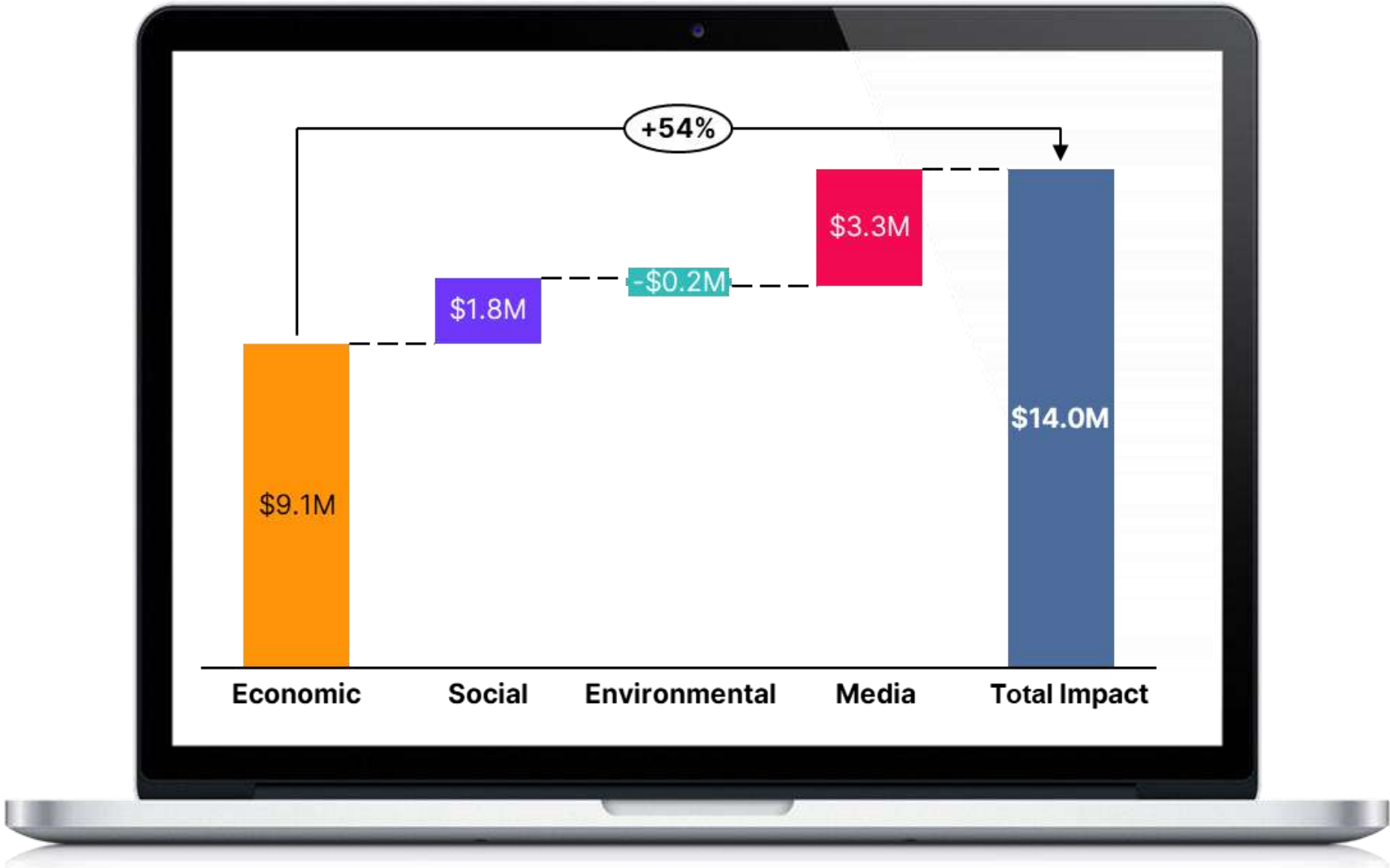
Nielsen Sport’s 5-case assessment framework



Each section is then analysed and calculated to produce an overall impact of the event



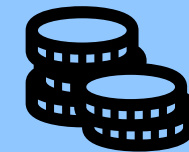
Economic vs Total Impact



Measuring the holistic impact of sporting events is fundamentally important



Historically undervalued



Finite public and private investment



Accountability and analysis

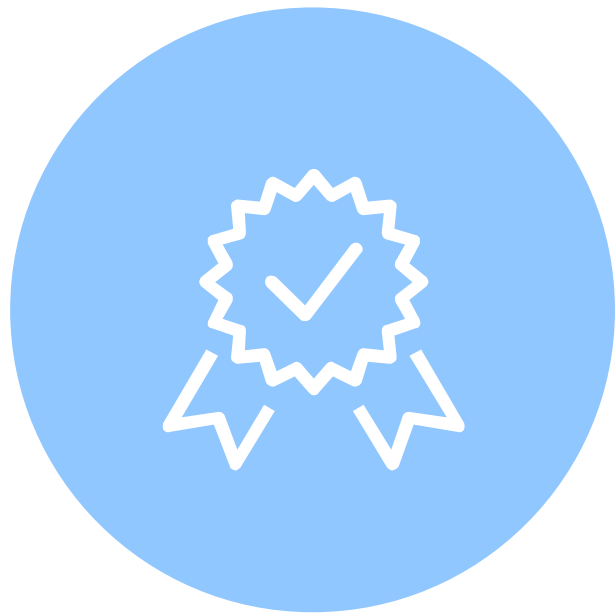


Maximises commercial opportunities



Improve and become more efficient

However, we still face several challenges...



Lack of
standardisation



Reliance on
surveys & LOC



Longitudinal studies
required



Accuracy of
numbers

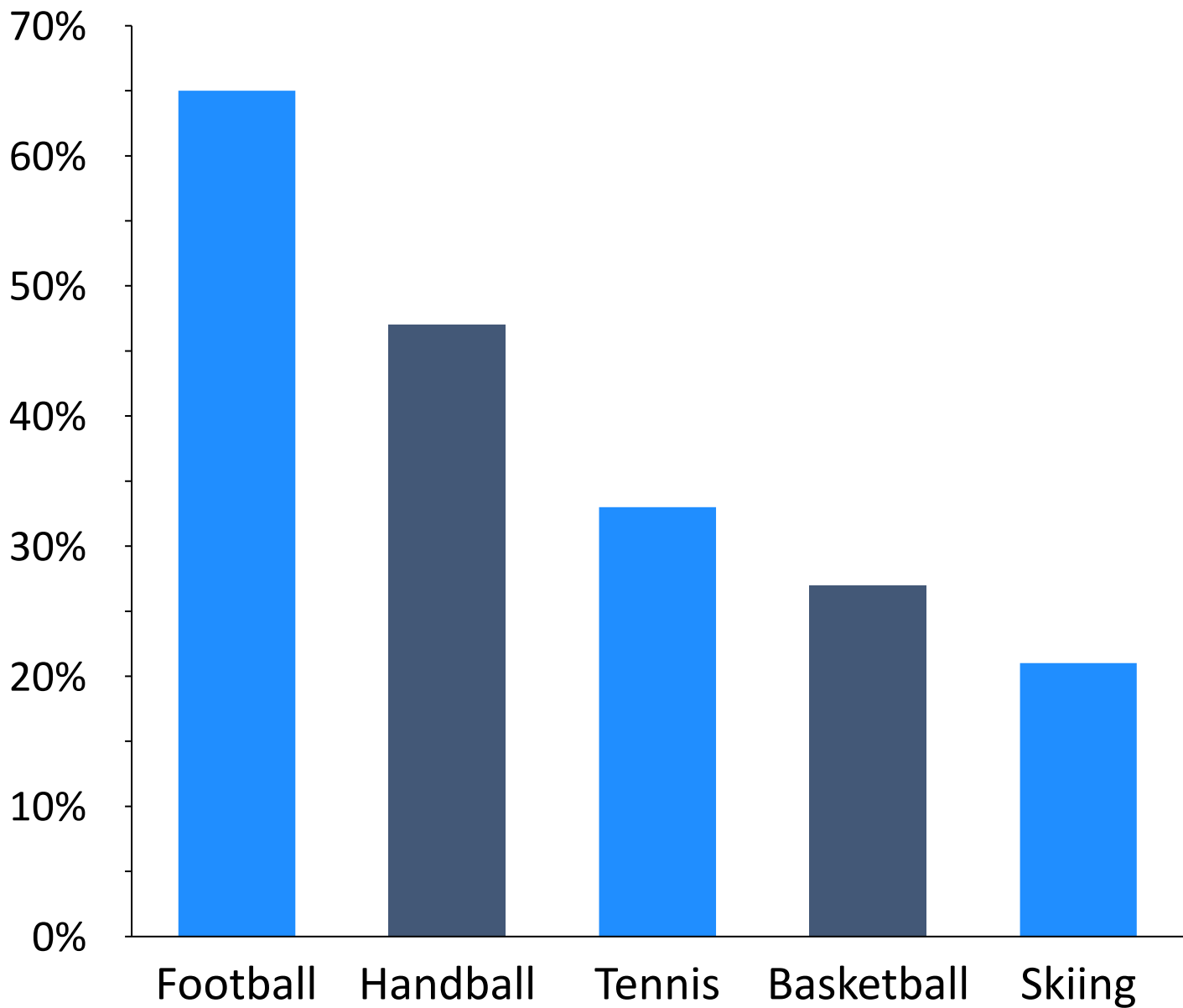


There are many factors to consider to ensure a successful event

High-Level Strategies



Top 5 Sports – Interest amongst Croatian Gen Pop



Two case studies to bring the theory to life...



Jock Tax (1960)

Surprise, Arizona



Key takeaways



1

The impact of events has historically been undervalued

2

There is no standardised solution for each host city/nation

3

Let's work together to drive improvement, efficiency and innovation



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Sports events as a key driver for destination marketing & promotion



Mr. Kristijan Staničić
Managing Director,
Croatian National Tourist Board

- He started his career at the Ministry of Foreign Affairs, then in 2017 he was appointed Director of the Croatian National Tourist Board (CNTB) by the CNTB Tourism Council.
- In September of 2020 he was appointed as a Vice-President of the European Travel Commission (ETC).
- In 2022, he was once again reappointed for a new 4-year mandate as Director of the CNTB.



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Croatia

WSTC 2023

CROATIA
Full of life

**Sport events as a key driver for
destination marketing & promotion**

2nd WORLD SPORTS TOURISM CONGRESS
Zadar, April 26th – 27th, 2023

Sport events and cooperation with athletes



**Croatia is well known for the outstanding sports successes of its athletes,
for which they gained global recognition.**

Croatia is an excellent example of country branding and promotion through sports and world-class sports results.

The development of sports destination tourism impacts numerous direct and indirect economic results, from sustainability, increased tourist traffic in the pre and post-season, impact on the motivation for choosing a destination, increased daily spend, as well as improvement of the diversity in offer and quality of tourism products available.



Outstanding sports successes of Croatian athletes



- Croatia is one of **only ten countries in the world** that played in the FIFA World Cup final
 - One of **only ten countries** that won the Davis Cup in tennis at least twice
 - One of **only twenty countries** in the world with a player who won the Ballon d'Or.
- Croatia has won **44 medals in Winter and Summer Olympics** and several thousand medals in various World and European Championships.
 - **Croatian athletes gained global recognition for their sports success**, which evokes excitement in any Croatian.



Sports Infrastructure and Tourism



- Sports tourism oriented destinations in Croatia: **Poreč, Umag, Zadar, Osijek, Zagreb**
- Destinations with good both tourism and sports infrastructure – hosts of numerous sports events and tournaments as well as all year round destinations for trainings and preparations (**etc. Bayern München, Istria**)
- Numerous sports clinics and rehabilitation centres for athletes - **Naftalan, Terme Selce, Thalassotherapia Crikvenica, Thalassotherapia Opatija**, spas in the continental part of Croatia; all providing a direct impact to health tourism



Sports Infrastructure and Tourism



- For the 2009 World Handball Championship, Croatia will have a number of large multi-use sports arenas/facilities in **Zagreb, Split, Zadar, Osijek, Varaždin & Poreč**, which are used throughout the year for numerous sports and other events and are an important part of the sports infrastructure in these destinations



Arena Zagreb

City: Zagreb

Capacity: 16,200

Largest sports events to-date:

- 2009 World Handball Championship (m)
- Final Four basketball ABA league 2010
- Hockey KHL league from 2013 to 2017
- European Handball Championship (f) 2014
- European Basketball Championship (m) 2015
- Davis Cup Finals 2016
- UFC Fight Night 2016
- European Handball Championship (m) 2018

Top sport events in Croatia 2022.



- **Snow Queen Trophy**, World Cup alpine ski race, Zagreb
- **CRO RACE**, men's road cycling stage race, part of the UCI Europe Tour
 - **WRC Croatia rally**, FIA World Rally Championship
 - **ATP Croatia Open Umag**, professional men's tennis tournament, Umag
 - **WTA Makarska Open**, professional women's tennis tournament, Makarska
 - **Judo Grand Prix Zagreb**, IJF World Tour, Zagreb
- **DOBRO World Cup Osijek**, FIG World Challenge Cup, Osijek



Top sport events in Croatia 2022.



- **Pannonian Challenge Osijek**, Extreme sport competition (BMX, skateboard and inline), Osijek
 - **Istria 300**, cycling race, Poreč
 - **4 islands**, International MTB Stage Race, Krk, Rab, Cres, Lošinj
 - **Highlander Velebit**, Hiking trail, Velebit mountain
- **Plava laguna ironman 70.3.**, Triathlon World Championship qualification slots, Poreč
- **Zagreb meeting** – Boris Hanžeković memorial, IAAF World Challenge Meetings, Zagreb
 - **35th LEN European Water Polo Championships**, Split
 - **VOLLEYBALL CHALLENGER CUP 2022**, Zadar



Information about the impact of sports events



CRO Race

- An estimated 200,000 visitors in 2022
- 20 world teams, six from the World Tour.
- 190 countries on six continents, 60 TV rights holders, 17 with the live transmission in 2022
- 12 hours of the live broadcast of the race CRO Race is followed by 120 countries in the world, and another 70 countries download summaries and news formats.

WRC Croatia

- 310,000 visitors, 66 competing crews, and 1400 professional team members.
- 164,300 overnight stays by tourists in commercial accommodation facilities.
- The average consumption of viewers was 262.82 EUR, a minimum of EUR 70.7 million in generated spending in the Republic of Croatia, EUR 11.9 million in budget revenues.



Information about the impact of sports events



ATP Umag

- The only Croatian ATP tournament that takes place **every year for the 33rd time**, a combination of sport and entertainment.
- In 2022, in the final, **two TOP 10 players**, one of whom is the first player in the world Carlos Alcaraz.
- An estimated 100,000 visitors in 2022
- 4 continents, 7.3 million viewers and 2,161 hours of TV broadcast in 2022



Information about the impact of sports events

Snow Queen Trophy

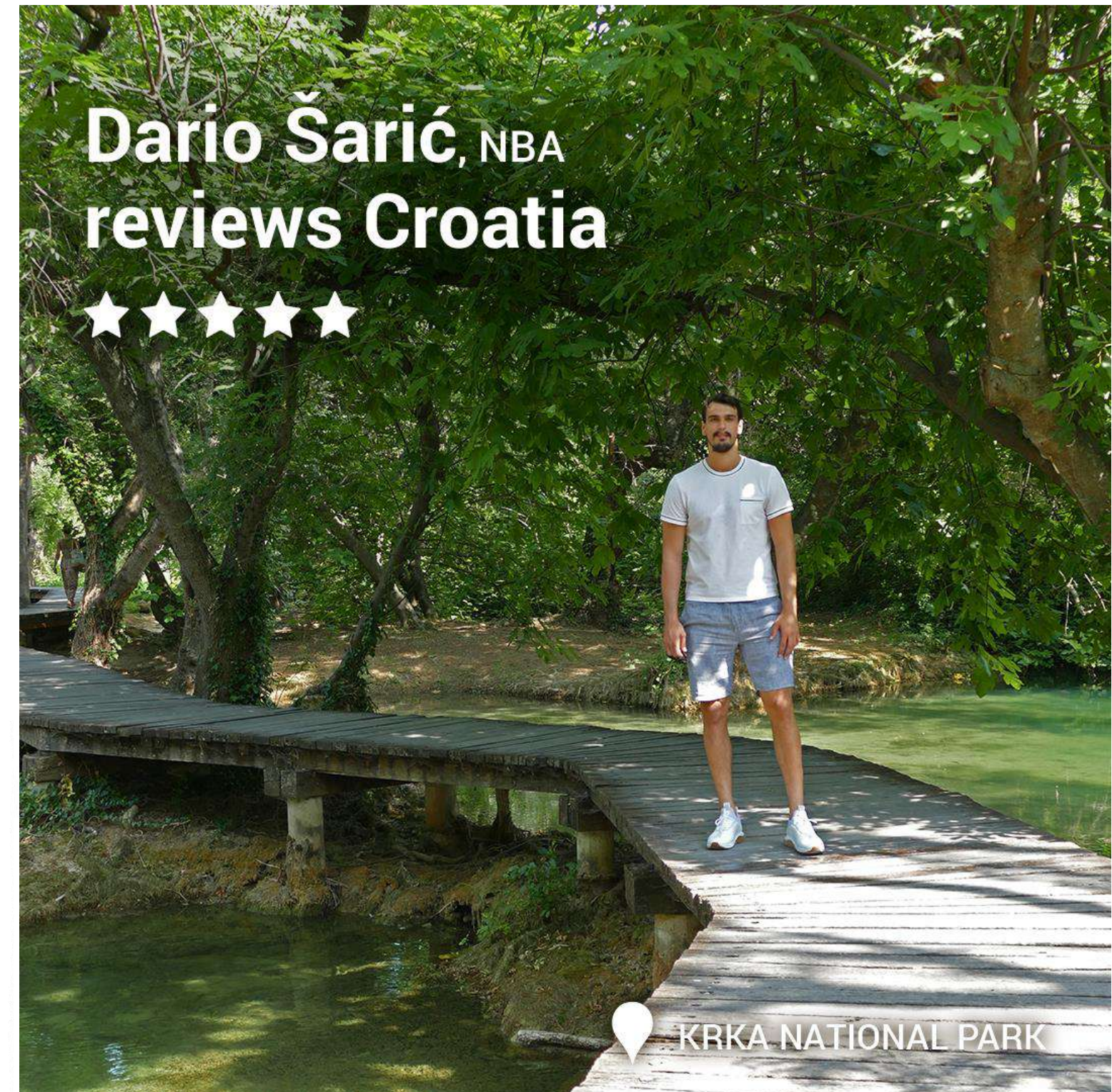
- Total live TV viewership is between 20 and 30 million viewers in 2023
- 63 of the world's best slalom skiers, 250 team members from 17 countries.
- Viewership of the live Sljemenski races in 2021 amounted to 31.39 million viewers and is by far the largest compared to all other major sports events held in Croatia in 2021 and represents 76% of the live TV viewership of all major sports events held in Croatia in 2021



Example of partnership on promotional campaigns



- In 2021 CNTB launched a promotional campaign „***Thank you for your trust***” on the social networks Facebook, Instagram and Twitter.
- The goal of this campaign was to highlight Croatia in the **post-season** through the positive experiences of foreign tourists as well as influencers, bloggers, journalists who visited our country and shared their stay on social networks with their followers and to thank them for choosing Croatia as a destination for their **safe vacation** (*during the corona virus pandemic).
- The participants of the campaign were also Croatian athletes who chose their country for their ideal summer vacation - **Marin Čilić, Domagoj Duvnjak, Darijo Šarić, Sandra Perković, Sinković brothers, Fantela brothers, Ivica Kostelić, Ivan Buljubašić, Dina Levačić, Barbara Matic, Ana Đerek**, etc.



Example of partnership on promotional campaigns



THANK YOU CAMPAIGN RESULTS OVERVIEW

14

1,684,641

3,203,067

54,828

POSITIVE

MARKETS

REACH

IMPRESSIONS

ENGAGEMENTS

SENTIMENT



Conclusion

- The advantage of Croatia as a sports tourism destination is its excellent accessibility, moderate climate, well-developed tourism, popularity of Croatia, as well as branding Croatia through its world-renowned athletes, as well as the country's accommodation capacities.
- **The Croatian National Tourist Board** has recognized the importance of promoting tourism through sports, top sports events and athletes who are **one of the best ambassadors of Croatia in the world.**





Welcome to Croatia

Full of excellent players

DISCOVER YOUR STORY
AT **croatia.hr**

CROATIA
Full of life





26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Panel on Social Sustainability: *Integrating communities into sports tourism development strategies*



Mr. Mario Carlo Ferrario
Owner of MCF Capital

- He is currently President of MCF Capital Partners, a merchant bank active in Private Equity and Investment Banking in Europe, Israel, North America, Latin America and Australia.
- President of the Brera Academy of Fine Arts from 1992 to 1995, he is a member of the Board of Directors of AIFI - Italian Association



2ND WORLD SPORTS TOURISM CONGRESS

ZADAR, 17th April 2023

IMPACT INVESTMENT FOR SPORT

MARIO CARLO FERRARIO
International Investment Banker



RECENT EVOLUTION AND REVOLUTION IN FINANCIAL MARKETS

- Dominance of institutional investment capital
- Investors pressure for sustainable and responsive investment (SRI)
- Emerging Impact Investment (SGD)

FINANCIAL MARKET REGULATION IN PROGRESS

- United Nations SDGs
- Paris Agreement on Environment / ESG
- European Corporate Social Responsibility Directive (CSRD)
 - Compliance & Regulations
 - Required reporting on ESG
 - Taxonomy & benchmarks

IMPACT INVESTING CAN TAKE A VARIETY OF FORMS

- Loan guaranties / Investment pooling
- Social Impact Bonds
- Social Outcome Contracts

All of the above predominantly public funding

PRIVATE IMPACT INVESTMENT: OPPORTUNITY FOR SPORT

- From Public funding to Private funding
- Diverse legal, regulatory, culture, goals

DUAL PURPOSE PROJECTS

- From broad SDGs to specific ESG requirements
- From Donors to Investments Partners

Henry R. Kravis (KKR)

«Impact Investment is essential for smart investing»





26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport

