

WINTER WORLD MASTERS GAMES INNSBRUCK 2020

Economic Impacts and Participant Satisfaction Analysis

Executive Summary

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Regional Economic Impacts of WWMG 2020 on Tyrol

In this study, the total economic impacts of spending by WWMG event guests and their travel companions, as well as those Tyrolean participants, who refrained from going on another holiday trip because of the event, were estimated. Spending during the event and the possible run-up visit prior to the event formed the basis for the estimation.

- Altogether, the regional net economic impact of the spending generated by the WWMG 2020 amounts to circa € 4.86 million. As this net stimulus fuels further economic activity in the region through secondary monetary transactions (e.g. in business procurement, wages, taxes, etc.), the total impact was estimated by using an economic multiplier of 1.4. Therefore, the total regional economic impact of the WWMG 2020 on Tyrol is estimated to amount to circa € 6.81 million.
- The WWMG 2020 were subsidized with € 1.8 million in public funding. Therefore, every subsidized euro yielded € 3.8 in the Tyrolean economy.
- Median spending by an event guest during the WWMG 2020 was € 1,030. The median duration of a stay in Tyrol was 7 nights, which leads to a daily spending estimation of € 147 / guest.
- As expected, accommodation was clearly the most significant spending item for the guests (median € 500 / guest), accounting for 49 % of the regional net economic impact.
- Approximately 600 event guests visited Tyrol before the WWMG 2020 in order to prepare for the event, having a remarkable net economic impact also prior to the event.

As the WWMG is primarily not a spectator event and, therefore, the spending of participants themselves constitutes the most significant part of the economic impact, it should be noted that minor to moderate additional impacts, for example, by non-Tyrolean spectators and non-Tyrolean volunteers are possible. These possible impacts are not estimated in this study.

Participant Satisfaction and Motivational Factors

The participants were very satisfied with both the event itself and the hosting region.

- 80 % of the respondents indicated that they were either very satisfied (46 %) or satisfied (34 %) with their participation in WWMG 2020.
- Regarding event-related services and event entities, the “atmosphere” received the best feedback (87 % satisfied or very satisfied). Additionally, the opening ceremony, the Masters Village and event organization were highly appreciated with satisfaction rates exceeding 70 %.
- The participants were least satisfied with the quality of information about / during the event. However, the total proportion of dissatisfied participants here was no more than 19 %, whereas 60 % reported being satisfied or very satisfied.

Tyrol as the hosting region received excellent feedback from non-Tyrolean event guests.

- In 6 of the 9 items (winter sports offering, possibilities for travelling, service attitude / quality of staff, accommodation, public transportation, and catering), the proportion of satisfied participants is approximate to 90 %.
In only one item (parking situation, 17 %) did the proportion of unsatisfied participants exceed 6 %.
- Altogether 80 % of all event guests indicated that a revisit to Tyrol is either very likely (43 %) or likely (36 %). Moreover, of the non-European event guests altogether 67 % are either likely (39 %) or very likely (28 %) to visit Tyrol again. Given that most of the guests were originally not primarily motivated to participate by the region itself, this is very remarkable considering future economic impacts induced by WWMG 2020.
- The clear majority (70 %) of participants would be interested in participating in other Masters Events in the future, if they are organized in Innsbruck / Tyrol.

The majority of the participants were primarily motivated by the winter sports, the event itself and the competition.

- Their love of winter sports was the primary motivational factor in their decision to participate with 90 % of participants rating it as “extremely important” or “very important”. Moreover, the international character and atmosphere of the event were

rated as very important reasons for participating in the WWMG 2020 with both perceived as extremely or very important by more than 80 % of the respondents.

- In the importance ranking, these three items were followed mainly by achievement and competition-related items.
- Traditional travel motivations (such as family, relaxing / well-being and destination itself) were considered comparatively less important. However, factors related to well-being were still considered important by 40 – 50 % of the respondents.