IAAF WORLD INDOOR CHAMPIONSHIPS
BIRMINGHAM 2018
ECONOMIC IMPACT STUDY

presented by
The Sports Consultancy
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This report analyses the economic impact of the 2018 IAAF World Indoor Athletics Championships. This biennial event is one of the most prestigious in the athletics calendar outside of the Olympic Games and attracts the top athletes from around the world.

The event has a long history, beginning in 1985 in Paris and was originally named the World Indoor Games. When they were next held in 1987, they were renamed the World Indoor Championships as they are still known today. From inauguration, they have been held every two years, other than in 2003 and 2004 to facilitate the need to be held in alternate years to the IAAF World Championships (outdoors).

The 2018 iteration was awarded to Birmingham in November 2013 as part of a joint host selection process that awarded the 2016 (Portland, Oregon) and 2018 editions of the Championships. It was the second time that the city of Birmingham had hosted the event, with the first time being in 2003.

The 2018 World Indoor Championships were held over 4 days and attracted participants from all over the globe, with 554 athletes representing 134 countries across 26 events. The Championships are open to all IAAF member countries should their athletes meet their required qualification standard.

Despite adverse weather conditions, the event attracted nearly 20,000 spectators who witnessed some world-class action and numerous new indoor records - with one world record, three championship records and 26 national records broken at the 2018 World Indoor Championships.
### DATA SOURCES

This economic and social impact study has been informed by data from a number of sources.

<table>
<thead>
<tr>
<th>TICKET DATABASE</th>
<th>The Birmingham Local Organising Committee (LOC) provided information from their ticket partner’s database that helped determine the total number of purchased and scanned tickets for the event, as well as the ticket purchaser’s place of residence.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECTATOR SURVEY</td>
<td>Live spectator surveys were collected at two sessions of the event - the morning session on Friday 2nd March and the evening session on Saturday 3rd March - and a total of 524 spectator responses were secured. Spectators were asked questions on their place of residence, reason for being in Birmingham, length of stay, typical daily spend and wider questions on social impact and event satisfaction. This survey was used as the primary source of data on the spectator economic impact.</td>
</tr>
<tr>
<td>ATTENDEE ACCREDITATION DATABASE</td>
<td>The IAAF provided an attendee accreditation list, which included information on the total number of official event attendees and their place of residence, as well as information on their average length of stay in Birmingham.</td>
</tr>
<tr>
<td>ATTENDEE INTERVIEWS</td>
<td>A number of interviews were conducted with the different attendee groups, such as the event sponsors, media, suppliers and the athlete teams. These groups were asked questions on their length of stay, accommodation and non-accommodation spend.</td>
</tr>
<tr>
<td>HOTEL AND TRAVEL DATABASE</td>
<td>The LOC’s official travel and accommodation supplier provided information on the average length of stay in Birmingham for the official attendee groups, as well as information on hotel room rates and accommodation spend coverage from the LOC.</td>
</tr>
<tr>
<td>EXTERNAL SURVEYS AND REPORTS</td>
<td>Goodform were commissioned by the LOC to conduct a post-event survey for the event’s ticket purchasers on a number of subjects - ranging from questions on their interest in athletics to the mode of transport used to attend the event. 1,627 spectator responses were collected and this data was used to support the spectator and social impact analysis within this study.</td>
</tr>
<tr>
<td>EVENT BUDGET</td>
<td>The LOC provided a detailed breakdown of the event budget, including the income and expenditure categories and the suppliers used to deliver the event.</td>
</tr>
</tbody>
</table>
This study outlines the economic and social impact of the 2018 World Indoor Championships on the city of Birmingham. The diagram below provides an overview of the total value created by the event, including new money generated in the Birmingham economy and the wider social benefits the event had for the city. These impacts are then described in detail in the remainder of this study.

## 2018 World Indoor Championships - Birmingham

### Economic Impact

- **Direct Economic Impact**: £3.67m
- **Total Economic Impact**: £5.13m

### Social Impact

- **Volunteers**: 750
- **Local residents who felt proud that Birmingham was hosting the event**: 84%
- **Spectators inspired to do more exercise**: 52%
- **Out-of-town spectators likely to return to Birmingham in the next two years**: 73%
DIRECT ECONOMIC IMPACT
Economic impact is defined as the total amount of additional expenditure – together with other intangible economic benefits – generated by the hosting of the World Indoor Championships.

Our economic impact analysis was carried out using the eventIMPACTS methodology – a recognised tool that enables organisers to understand the overall impact of their events. It takes into account a number of components, which are outlined fully in this report, to estimate an overall economic impact.

The 2018 World Indoor Championships generated a direct economic impact of £3.67m and a potential total economic impact of £5.13m in Birmingham. This impact was generated by various groups, including spectators, athletes, media, sponsors and the organisers themselves.
In simple terms, the economic impact of an event is the total amount of additional expenditure generated within a defined area (the host economy) as a direct result of staging an event. An economic impact analysis seeks to estimate the net inflow of new money into the economy as the result of an event by calculating the spending of out-of-town visitors and organisations.

**DIRECT ECONOMIC IMPACT**

The direct economic impact is the additional money spent in the host economy by event visitors and organisers. With the exception of events that require significant infrastructure investment, spending by visitors in the host economy is typically the biggest factor in generating economic impact. Spend by event organisers in the delivery of the event is also considered. The following areas contributed to the total direct economic impact of the event:

**SPECTATORS**
- Spend by out-of-town spectators (accommodation and daily subsistence)

**OFFICIAL EVENT ATTENDEES** (e.g. athletes, media and sponsors)
- Spend by out-of-town official event attendees (accommodation, daily subsistence and other spend)

**LEAKAGES**
- Accommodation and non-accommodation spend by visitors with non-local vendors which reduces the impact on the host economy

**ORGANISER**
- Spend by the event organiser in the host economy
DIRECT ECONOMIC IMPACT

SPECTATORS

TOTAL SPECTATORS

IDENTIFY OUT-OF-TOWN

TOTAL SPECTATOR IMPACT

ACCOMMODATION SPEND

NON-ACCOMMODATION SPEND

OFFICIAL EVENT ATTENDEES

ORGANISER

LEAKAGES
Spend by spectators is often the major source of economic impact for a major event. The 2018 World Indoor Championships attracted a significant number of spectators to Birmingham over the 4 days of the event, despite the difficult weather conditions. In total, 19,613 spectator admissions were recorded from the event.

As this was a multi-day event and tickets were sold on a session-by-session basis, the total spectator admission number includes those who attended more than one session. On average, spectators attended 2.43 sessions, giving the estimated total number of unique spectators as 8,077. In order for these spectators to be included in the calculation of the direct economic impact of the event, they were required to meet the following criteria:

- **Out-of-town** – Spectators had to come from outside of Birmingham (and therefore generating additional spend in the economy)
- **Event specific** – These out-of-town spectators had to be in Birmingham specifically for the World Indoor Championships

**Out-of-town**

The ticket database provided by the Birmingham LOC included key information on all of the ticket purchases and tickets scanned at the event, including the purchaser’s place of residence. A summary of the origin of the event spectators can be found in Table 1 and Figure 1. Based on the analysis of this data, the total number of out-of-town spectators is estimated to be 6,334.

**Event specific**

Economic impact studies are also required to account for so-called ‘casual’ visitors who have attended the event but it was not their primary reason for being in the host economy. Through the live event survey, spectators were asked if the World Indoor Championships was the main reason for their visit to Birmingham and only 5% of spectators responded “No”.

On this basis, the total number of eligible spectators for the economic impact study was estimated at 6,032.

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**Table 1: Ticket database information on the place of residence of unique event spectators for tickets scanned at the event**

<table>
<thead>
<tr>
<th>Origin of Spectators</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>1,742</td>
<td>21.6%</td>
</tr>
<tr>
<td>Elsewhere in the UK</td>
<td>5,795</td>
<td>71.7%</td>
</tr>
<tr>
<td>International</td>
<td>539</td>
<td>6.7%</td>
</tr>
<tr>
<td><strong>Total Out-of-town</strong></td>
<td><strong>6,334</strong></td>
<td><strong>78.4%</strong></td>
</tr>
</tbody>
</table>

**Figure 1: Spectator place of residence**

- **Key**: No spectators, At least one spectator
OUT-OF-TOWN SPECTATORS
ACCOMMODATION AND NON-ACCOMMODATION SPEND

Once it has been determined how many spectators were eligible to be accounted for in the economic impact study, the spend from these individuals is calculated to estimate the amount of new money brought into the host economy as a result of the event. Data on the type of accommodation and hotel room rates as well as non-accommodation spend in Birmingham was gathered through the live event spectator survey.

**Type of stay**
Out-of-town visitors are split into the following stay groups:
- Those who stayed in hotels or similar (commercial stayers);
- Those who stayed with friends or in a second home (non-commercial stayers) and;
- Those who were visiting for the day (day visitors)

The event survey results showed that an average of **58%** of all out-of-town spectators stayed in commercial accommodation, creating a total of **3,498** spectators whose accommodation spend contributed directly to the economic impact of the event.

**Accommodation spend**
Accommodation spend from the event is based on the number of commercial stayers and the number of nights on average that they stayed in the host economy. Based on the survey responses, out-of-town commercial stayers spent an average of **3 days** in Birmingham as a result of the event and spent an average room rate per person per night of **£55.72**.

Based on the bed nights generated and average room rate in Birmingham, it is estimated that a total revenue of **£576,058** was generated for the accommodation sector by spectators.

**Non-accommodation spend**
Other spend by spectators outside of accommodation is also accounted for, such as on meals and drinks, travel and retail shopping whilst in the host economy. Spectators were asked to estimate their daily per person spend across the categories detailed in Table 3. From this data, an average daily spend of **£51.23** was identified which generated a total non-accommodation spend for spectators of **£679,416**.

### Table 2: TSC Spectator Survey Results on Type of Stay

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial stayer</td>
<td>58.0%</td>
<td>3,498</td>
</tr>
<tr>
<td>Non-commercial stayer</td>
<td>6.4%</td>
<td>389</td>
</tr>
<tr>
<td>Day visitor</td>
<td>35.6%</td>
<td>2,145</td>
</tr>
</tbody>
</table>

### Table 3: TSC Spectator Survey Results on Average Out-of-Town Daily Spend

<table>
<thead>
<tr>
<th>Spend Category</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals and drinks</td>
<td>£26.54</td>
</tr>
<tr>
<td>Travel</td>
<td>£12.61</td>
</tr>
<tr>
<td>Retail</td>
<td>£9.29</td>
</tr>
<tr>
<td>Groceries</td>
<td>£2.80</td>
</tr>
</tbody>
</table>

**Figure 2:** TSC Spectator Survey Results on Accommodation Spend
- **Average Stay Time:** 3 **DAYS**
- **Total Number of Bed Nights:** 10,338
- **Average Room Rate per Person:** **£55.72**

**Average Spend:** £51.23
Outside of the event spectators, the World Indoor Championships also attracted a number of out-of-town visitors to Birmingham who took an active role participating in or organising the event. The total numbers across these different attendee groups were provided by the IAAF accreditation database and from consultation with the attendee groups in coordination with the IAAF and Birmingham LOC. These attendee groups are listed below along with their place of residence in Table 4. The number of out-of-town event attendees is estimated to be **3,466**.

<table>
<thead>
<tr>
<th>ATTENDEE GROUP</th>
<th>TOTAL</th>
<th>% BIRMINGHAM</th>
<th>% OUT-OF-TOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletes and team members</td>
<td>1111</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td>Event officials</td>
<td>91</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>IAAF staff and delegates</td>
<td>67</td>
<td>2%</td>
<td>98%</td>
</tr>
<tr>
<td>LOC staff</td>
<td>89</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Sponsors</td>
<td>62</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>Media - broadcast</td>
<td>305</td>
<td>7%</td>
<td>93%</td>
</tr>
<tr>
<td>Media – written press</td>
<td>238</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Event suppliers</td>
<td>1,695</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Technical suppliers</td>
<td>65</td>
<td>4%</td>
<td>96%</td>
</tr>
<tr>
<td>Volunteers</td>
<td>750</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>4,473</td>
<td><strong>1,007</strong></td>
<td><strong>3,466</strong></td>
</tr>
</tbody>
</table>
OUT-OF-TOWN EVENT ATTENDEES
BUDGET COVERAGE AND TYPE OF STAY

As part of the requirements of hosting an IAAF World Athletics Series event, the event hosts are required to cover the accommodation costs of a number of the official event attendees. These costs are included in the organiser budget analysis on page 20 of the economic impact study. In order to ensure there was no double-counting of accommodation expenditure, the spend for some attendee groups were removed directly from the total accommodation attendee analysis in this part of the economic impact study. Based on information provided by the LOC and the IAAF, the following percentage assumptions were applied for LOC budget coverage of accommodation spend across the attendee groups.

**TYPE OF STAY**

From the 2,548 out-of-town event attendees who were not covered in the event budget, data from post-event interviews with the various groups and accreditation data was used to estimate the total number of commercial stayers. The data gathered showed around 94% of all out-of-town attendees stayed in commercial accommodation.

This results in an estimate of 2,281 event attendees whose accommodation spend contributed directly to the economic impact of the event in this analysis.

<table>
<thead>
<tr>
<th>ACCOMMODATION TYPE</th>
<th>%</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial stayer</td>
<td>93.9%</td>
<td>2,281</td>
</tr>
<tr>
<td>Non-commercial stayer</td>
<td>3.0%</td>
<td>132</td>
</tr>
<tr>
<td>Day visitor</td>
<td>3.1%</td>
<td>136</td>
</tr>
</tbody>
</table>

It was calculated that the accommodation spend of 918 individuals out of the 3,466 total out-of-town official event attendees was covered by the LOC budget, leaving 2,548 self-paying or IAAF funded attendees.
TSC conducted interviews with a number of the official event attendee groups to gather information on event spend and their length of stay in Birmingham. This data was further supported by the IAAF accreditation database and LOC information on hotel rates and length of stay for each attendee group.

### Accommodation spend

The event attendee data gathered through surveys and interviews identified that out-of-town attendees whose accommodation was not covered by the LOC stayed an average of 5.1 days in Birmingham and spent an average room rate per person per night of £152.

Based on the bed nights generated and average room rate in Birmingham, it is estimated that a total revenue of £1,765,753 was generated for the accommodation sector by the official event attendees.

### Non-accommodation spend

As with the spectators, official event attendees were asked to estimate how much they spent per day across the typical subsistence categories such as meals and drinks, travel in Birmingham and retail shopping.

An average daily spend of £55 was identified across these expenditure categories for the 3,466 total out-of-town event attendees and they stayed for an average of 5.0 days. This generated a total non-accommodation spend of £959,900.

### Other spend by attendees

Through the various interviews conducted with the event attendee groups and information requests gathered, data on other relevant spend by event attendee groups has also been considered. For the purpose of this study, sponsor activation spend in Birmingham and spend by event organisers outside of the LOC budget was included in the impact analysis.

This accounted for a total of £285,442 in other event attendee spend that was included in the total event attendee impact.
DIRECT ECONOMIC IMPACT

LEAKAGES
As well as accounting for the total spend of visitor groups within Birmingham, it is also important to estimate the spend of these groups with non-Birmingham vendors (e.g. people staying or eating outside Birmingham, and travelling into the city for the event). This spend is deducted from the overall direct economic impact as it represents out-of-town spend from eligible event visitors.

As part of the live event survey, spectators were asked to name the hotel they stayed in. Following a review of the location of these hotels, it was found that 0.5% of spectators hotels were located outside of Birmingham, therefore 0.5% of all spectator spend has been deducted as a leakage from the event impact. For the official event attendees, all official hotels were located in Birmingham and as a result, no leakages were estimated from this group.

This means that a total of £6,277 was deducted as leakages from the visitor event spend.
The final consideration for the direct economic impact of the 2018 World Indoor Championships is the net level of spending by the Local Organising Committee. The purpose of this analysis is to estimate the proportion of the event budget that was spent and retained within the host economy. This analysis was based on the event budget provided by the Birmingham LOC, which itemised all income and expenditure by key categories and detailed the recipient supplier’s base location.

Overall, £2,321,614 out of a total expenditure of £4,206,848 was directed at Birmingham based suppliers.

However, the analysis also took into account the income the event generated that was from the host economy. As this income originates from Birmingham, it is effectively subsidising the expenditure made in the host economy.

£4,206,848 in income was generated through the event and of this, £2,915,524 originated from Birmingham.

Therefore in overall terms, the net expenditure from the organiser in the host economy was negative at - £593,910.
TOTAL ECONOMIC IMPACT
TOTAL DIRECT ECONOMIC IMPACT

Following consideration of all of these areas, an estimate of the direct economic impact of the event is summarised below. In total, it shows a direct economic impact associated with the 2018 IAAF World Indoor Championships of £3,666,382 for the city of Birmingham.

ACCOUNTING FOR THE EFFECT OF THE WEATHER

The blizzard-like weather over the 4 days of the event had a significant impact on the number of spectators who were able to attend and how much event visitors were able to spend in the city given the conditions. While it is not possible to estimate the effect of the weather on the daily spend of visitors in the city, it is possible to review the number of tickets purchased against the number of spectators who actually attended to partially estimate the negative impact.

Up to 32,775 spectators were expected to attend the event based on the ticketing database, meaning 10,351 ticket holders (32%) did not attend. For those that could attend, a higher percentage were from the city of Birmingham (22%) than those who bought tickets (18%), further reducing the event economic impact. Based on this data, it is estimated that an additional £929,217 could have been generated by spectator spend if all ticket holders attended, taking the total direct economic impact to £4,591,640.

TABLE 7: TOTAL DIRECT ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>DIRECT ECONOMIC IMPACT</th>
<th>TOTAL (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECTATOR SPEND</td>
<td>£1,255,474</td>
</tr>
<tr>
<td>OFFICIAL EVENT ATTENDEE SPEND</td>
<td>£3,011,095</td>
</tr>
<tr>
<td>LEAKAGES</td>
<td>-£6,277</td>
</tr>
<tr>
<td>EVENT ORGANISER SPEND</td>
<td>-£593,910</td>
</tr>
<tr>
<td></td>
<td>£3,666,382</td>
</tr>
</tbody>
</table>

DIRECT ECONOMIC IMPACT (ADJUSTED) £4.59m
MULTIPLIER

As discussed in the introduction, this study has focused on the direct economic impact of the 2018 Birmingham World Indoor Championships. However, an assessment of economic impact can also give consideration to secondary effects, such as indirect or “ripple” through the re-circulation of the initial spectator spend and induced, which relates to increases in employment and household income through the economic activity generated by the event. The primary components of these impacts comprise of:

- Business-to-business impacts achieved largely by businesses investing in suppliers to deliver their requirements related to the event; and
- Consumer impacts as recipients of income associated with the event reinvesting this money in the economy.

Estimating multipliers is complex and dependent on the size and nature of the economy being considered. In simple terms, the larger the host economy, the lower the chance of leakage and the higher the value of the multiplier. To provide an indicative illustration of the potential indirect impact, an estimate has been provided based on our industry benchmark data for the multipliers applied to comparable events over recent years with host economies of a similar size to Birmingham:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>LOCATION</th>
<th>MULTIPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003 IAAF World Indoor Championships</td>
<td>Birmingham</td>
<td>1.37</td>
</tr>
<tr>
<td>2008 IRB Rugby Sevens</td>
<td>Edinburgh</td>
<td>1.3</td>
</tr>
<tr>
<td>2008 FINA World Swimming Championships</td>
<td>Manchester</td>
<td>1.25</td>
</tr>
<tr>
<td>2014 World Rowing Championships</td>
<td>Amsterdam</td>
<td>1.4</td>
</tr>
</tbody>
</table>

For the purpose of this study, a multiplier estimate of 1.4 has been applied to account for the indirect and induced effect of the event impact on the Birmingham economy.

This gives an indirect economic impact of £1,466,553 and a total economic impact of £5,132,934.
SOCIAL IMPACT
The 2018 IAAF World Indoor Championships was able to provide impacts to the city of Birmingham beyond new money generated in the economy. As part of this study, high level information was gathered from local and non-local spectators to understand the benefits they gained from the event and their perceptions of the city.

This information showed that the event created a number of immediate social benefits for the city of Birmingham by:

**ENGAGING A DIVERSE DEMOGRAPHIC**
- Attracting thousands of spectators of all ages to watch and get involved in the event

**GENERATING CIVIC PRIDE**
- Creating a positive experience for local residents and an improved sense of community

**INCREASING LONG-TERM TOURISM**
- Attracting visitors from around the world and creating exposure to encourage new and return visitation

**ENCOURAGING ACTIVE LIFESTYLES AND INTEREST IN ATHLETICS**
- Providing inspiration for spectators to become more active
- Creating awareness of how to get involved in athletics
ENGAGING A DIVERSE DEMOGRAPHIC

THIS EVENT ATTRACTED A MIDDLE AGED DEMOGRAPHIC WITH A HIGHER THAN AVERAGE SPENDING POWER

Information on spectator demographics was collected through the live spectator survey to understand the type of spectators that attend IAAF events.

A balanced demographic

- Of the 499 respondents to our survey, 46% were female and 54% were male indicating a balanced gender split.
- The age profile was reasonably evenly spread across age groups, with the 45-54 age bracket being the most represented and the 16-24 age group being the least represented.
- The majority of respondents came from higher socio-economic backgrounds: 54% occupied higher or intermediate managerial positions.
- This demographic breakdown is likely to affect spending patterns and therefore improve the overall economic impact of the event for the host city and region, as shown by the spectator spending patterns set out in the first stage of the direct economic impact assessment.

FIGURE 1: RESPONDENT DEMOGRAPHICS: MALE / FEMALE SPLIT

FIGURE 2: RESPONDENT DEMOGRAPHICS: PROFESSION

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher managerial, administrative or professional</td>
<td>20%</td>
</tr>
<tr>
<td>Intermediate managerial, administrative or professional</td>
<td>34%</td>
</tr>
<tr>
<td>Supervisory or clerical and junior managerial administrative or professional</td>
<td>15%</td>
</tr>
<tr>
<td>Skilled manual worker</td>
<td>7%</td>
</tr>
<tr>
<td>Semi and unskilled manual worker</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed (e.g. students, retired, housewife / houseman etc.)</td>
<td>21%</td>
</tr>
<tr>
<td>Refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

FIGURE 3: RESPONDENT DEMOGRAPHICS: AGE BREAKDOWN

- 25% of respondents were aged 16-24
- 20% were aged 25-34
- 15% were aged 35-44
- 10% were aged 45-54
- 8% were aged 55-64
- 5% were aged 65 and over

- 0% were aged 65 and over
Birmingham residents were asked through the live spectator survey what their perception was of the effect of the World Indoor Championships on their city.

**Boost to civic pride in Birmingham**

- Hosting the IAAF World Indoor Championships had a positive effect on the local population – 84% of Birmingham respondents strongly agreed that they felt proud that Birmingham hosted the Championships.
- The group felt that the event had a positive impact on Birmingham’s communities – 90% of local respondents agreed with this sentiment.
- In addition, local residents felt the Championships showcased Birmingham as a positive and vibrant city – 92% of Birmingham respondents believed this to be true.
INCREASING LONG-TERM TOURISM
ATTRACTION VISITORS FROM AROUND THE WORLD AND CREATING EXPOSURE TO ENCOURAGE NEW AND RETURN VISITATION

Out-of-town spectators were asked about their perception of Birmingham as a result of visiting for the event and how likely they are to return to the city in the future.

FIGURE 7: “AS A RESULT OF VISITING THE IAAF WORLD INDOOR CHAMPIONSHIPS I WOULD RECOMMEND BIRMINGHAM AS A HOLIDAY DESTINATION”

FIGURE 8: “HOSTING THE IAAF WORLD INDOOR CHAMPIONSHIPS HAS INCREASED MY AWARENESS OF BIRMINGHAM AS A TOURIST AND/OR BUSINESS DESTINATION”

FIGURE 9: “AS A RESULT OF ATTENDING THE IAAF WORLD INDOOR CHAMPIONSHIPS, I AM MORE LIKELY TO RETURN TO BIRMINGHAM IN THE NEXT TWO YEARS”

Visitors left with an increased awareness of the city and a desire to return

- Approximately 78% of those surveyed at the Championships were non-local: either from elsewhere in England/UK or other countries.
- Non-local respondents were generally very positive about the impact that the IAAF World Indoor Championships had on their perception of Birmingham.
- By hosting the IAAF World Indoor Championships, people’s awareness of Birmingham as a tourist and business destination increased significantly among the wider UK and international population attending the event.
- In addition, 73% of visitors to the city stated that, due to attending the Championships, they were more likely to return to Birmingham in the next two years.
ENCOURAGING AN ACTIVE LIFESTYLE
INSPIRING SPECTATORS TO EXERCISE MORE AND CREATING AWARENESS
OF HOW TO GET INVOLVED IN ATHLETICS

Events such as the World Indoor Championships create an opportunity to inspire those involved to do more exercise. The majority of spectator respondents said they were likely to be more active after their visit to the event.

**Inspiration to exercise**

- 28% Of respondents were members of a gym
- 36% Of respondents were a member of a sports club or society

**For many visitors this was not their first athletics event but having attended this event, they were inspired to be more active**

- For the majority of spectators, this was not their first athletics event – 90% had been to an event before
- 60% of respondents had been to watch more than three national or international athletics events in the last 5 years.
- Over half of respondents said that they were likely to do more sport than usual having attended the event.
TERMS OF REFERENCE
This project has been undertaken under the terms of our engagement letter, which sets out details of the scope and limitations of our work and other important terms of business agreed between us. Our work, which is summarised in this report, has been limited to matters which we have identified that appear to us to be of significance within the context of our scope.

This report is confidential to the IAAF and prepared solely for the purpose set out in our engagement letter. In preparing this report our only responsibility and duty of care is to the IAAF.

Some of the matters covered in this report are by their nature technical. The intended recipient of the report, the IAAF, is familiar with the issues, facts and other matters addressed and the report was written with that in mind.

If the IAAF wishes to make this report available to other parties, it does so on the condition that we do not assume or accept or owe any responsibility or duty of care to any person other than the IAAF.

Accordingly, any person other than the IAAF who, contrary to the above, chooses to rely on this report, does so at their own risk and The Sports Consultancy will not be responsible for any losses of any such persons caused by their reliance on this report.

The report has been prepared principally from information supplied by and obtained from discussions with the IAAF management, documents and data provided by the IAAF, from a survey of event spectators, consultations with event sponsors and stakeholders or from publicly available sources.

As agreed with the IAAF in our engagement letter, unless otherwise stated in our report, we have not sought to verify the information provided to us or contained herein nor to perform the procedures necessary to enable us to express an audit opinion on any of the financial or non-financial information contained in this report. Indeed, as you will appreciate, much of the additional, non-financial information contained in this report cannot be subjected to audit or otherwise independently verified.

We have assumed that the IAAF has drawn to our attention all matters of which you are aware concerning the project and which may have an impact on our work and the report. Accordingly, we accept no liability howsoever arising, directly or indirectly, from any error or incompleteness of fact or opinion in this report to the extent caused by inaccuracies or incompleteness in the information on which we have relied.
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