



ECONOMIC IMPACT ASSESSMENT EXECUTIVE SUMMARY

FINAL WORLD CUP LA SEU D'URGELL 2024



IDAPA

Institut per al Desenvolupament
i la Promoció de l'Alt Pirineu i Aran

*Institut entath Desenvolupament
e era Promocion deth Naut Pirenèu e Aran*



Parc Olímpic del Segre

 **THE WHATSONS**
by EIENDOMGRUPPENSL

Methodology and Preliminary Considerations

The methodology for the economic impact assessment is based on:

- Attendance counting: manual counting process at the two public entrances to the Segre Olympic Park, on 19, 20, 21 and 22 September during full opening hours. A total of 6,779 visitors were recorded.
- Face-to-face survey of people who have attended both as audience or spectators: the surveys were carried out during the four days, in different time slots. A total of 432 valid surveys were recorded. The level of representativeness of the sample is above 95% and the margin of sampling error is +/-5%.
- Online survey of persons involved as: participating athletes, team leaders, and other accredited personnel. The sample obtained was: 30 team leaders, 73 participating athletes and 130 other accredited persons.
- Analysis of the costs and revenues of the organisation of the event.
- Media impact analysis (external media and own social networks).

On this basis, it is possible to calculate and determine the economic impact, understood as the total economic activity (mainly in terms of production and employment) generated directly or indirectly by the event itself.

Although economic impact is considered the best estimate of the magnitude of an event, it is an inexact process and is neither a single nor a precise measure, but an approximation, an estimate.

Assessment of the event

Overall assessment **8,57** 

Visitors area	8,42
Cleaning	8,31
Access	8,25
Security	8,08
Health services	8,02
Toilets	7,91
Timetables	7,60
PA system	7,26
Signage	6,79
Parking	6,44
Public information	6,21

NPS (recommendation) **51,2**



The NPS index ranges from -100 to 100. Over 50 is excellent.

 **6.779 visitors**

Thursday	1.789
Friday	1.913
Saturday	2.204
Sunday	873

Attendee profile

 **Gender**
Male **58%**
 Female 42%

 **Age** **47,5 years**
 on average

18-25 years	21%
26-34 years	8%
35-44 years	8%
45-54 years	18%
55-64 years	26%
65 years onwards	18%

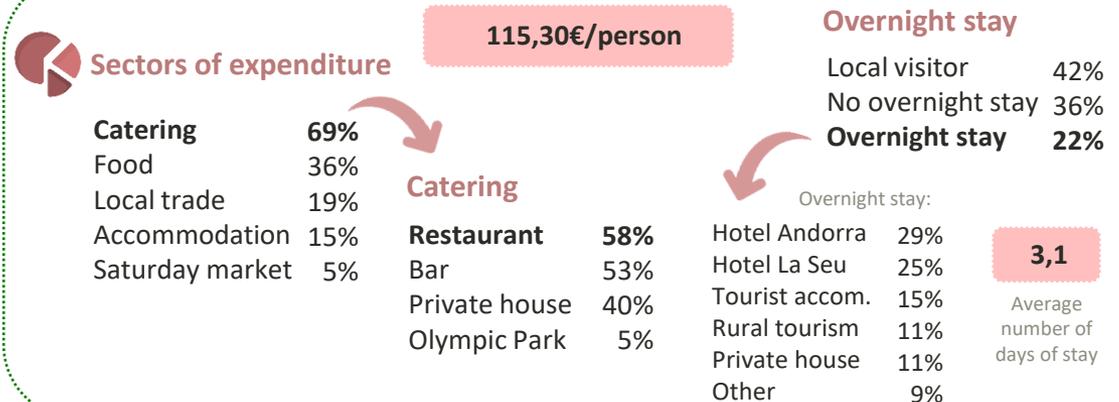
 **Origin**

La Seu d'Urgell	42%
Alt Urgell	13%
Prov. Barcelona	13%
Rest of Catalonia	9%
Rest of Spain	9%
Other countries (Andorra)	14% (9%)

 **First-time visitors**
 First visit at the Olympic Park

First visit	10%
Previous attendance	90%

Expenditure breakdown



Assessment of the event

Overall assessment **8,91** 

Cleaning	8,63
Access	8,61
PA system	8,51
Security	8,35
Parking	8,31
Toilets	8,27
Information	8,23
Timetables	8,19
Signage	7,97
Health services	7,83

NPS (recommendation) **63,0**



Detractors (0-6) Liabilities (7-8) Promoters (9-10)
 The NPS index ranges from -100 to 100. Over 50 is excellent.

Profile of participating athletes

Gender
 **Female** **56%**
 **Male** **44%**

Age
 **30,7 years on average**

18-25 years	36%
26-34 years	33%
35-44 years	22%
45-54 years	9%
55-64 years	0%
65 years onwards	0%

Origin

La Seu d'Urgell **10%**
 Alt Urgell 1%
 Rest of Catalonia 1%
 Rest of Spain 7%
 Other countries 81%

First-time participants

 First visit at the Olympic Park
 First visit **22%**
 Previous attendance **78%**

Expenditure breakdown

Sectors of expenditure **687,85€/person**

Catering	95%
Accommodation	82%
Food	51%
Local trade	32%

Catering

Olympic Park	82%
Restaurant	34%
Bar	27%
Private house	19%

Overnight stay

 Local 11%
 No overnight stay 15%
Overnight stay 74%

Overnight stay:
 Hotel La Seu 48%
 Tourist accom. 29%
 Hotel Andorra 15%
 Private house 5%
 Other 3%

5,8
 Average number of days of stay

73 participating athletes

 Highlight: **Good organisation**
 Good atmosphere
 Classic circuit
 Efficiency
 Excellence

Assessment of the event

Overall assessment **8,33** 

Spot Into Office	8,80
Health services	8,05
Cleaning	8,03
Security	8,00
Parking	7,93
Changing rooms & Toilets	7,80
PA system	7,76
Trainings	7,50
Signage	7,47

NPS (recommendation) **46,7**



Detractors (0-6) Liabilities (7-8) Promoters (9-10)
 The NPS index ranges from -100 to 100. Over 50 is excellent.

Profile of team leaders

Gender

Male 70%
Female 30%

Age

 42,4 years on average

18-25 years	3%
26-34 years	30%
35-44 years	27%
45-54 years	17%
55-64 years	23%
65 years onwards	0%

Origin

 Spain 17%
Other countries **83%**

First-time participants

 First visit at the Olympic Park

First visit	13%
Previous attendance	87%

People on the team

Participants **7,7**
Other personnel **4,9**
 Average for team

Expenditure breakdown

Sectors of expenditure **21.105,30€/team**


Accommodation 90%
 Catering 73%
 Food 53%
 Local trade 30%

Catering

Olympic Park **87%**
 Restaurant 39%
 Bar 25%
 Private house 17%

Overnight stay

 Local 20%
 No overnight stay 3%
Overnight stay **77%**

Overnight stay:

 Hotel La Seu 41%
 Tourist accom. 34%
 Hotel Andorra 21%
 Private house 3%

6,3
 Average number of days of stay

30 team leaders

 Highlight: **Good organisation**
 Efficiency
 Friendliness
 Classic circuit
 Tradition

* Basis of the study: 30 surveys

Assessment of the event

Overall assessment 8,79



Access	8,98
Cleaning	8,39
Information	8,21
Security	8,17
Signage	8,13
Health services	8,12
Timetables	8,11
Parking	7,52
Toilets	7,45
PA system	6,67

NPS (recommendation) 59,2



Detractors (0-6) Liabilities (7-8) Promoters (9-10)
 The NPS index ranges from -100 to 100. Over 50 is excellent.

Profile of accredited personnel



Gender
Male 58%
 Female 42%



Age 50,8 years on average

18-25 years	16%
26-34 years	7%
35-44 years	7%
45-54 years	16%
55-64 years	28%
65 years onwards	25%



Origin

La Seu d'Urgell	49%
Alt Urgell	10%
Rest of Catalonia	20%
Rest of Spain	12%
Other countries	8%



First-time visitors
 First visit at the Olympic Park

First visit	13%
Previous attendance	87%

Expenditure breakdown



Sectors of expenditure

256,90€/person

Food	79%
Catering	67%
Local trade	50%
Accommodation	25%

Catering

Olympic Park	58%
Private house	42%
Restaurant	39%
Bar	35%



Overnight stay

Local	59%
No overnight stay	12%
Overnight stay	28%

Overnight stay:

Hotel La Seu	28%
Private house	28%
Hotel Andorra	26%
Tourist accom.	13%
Other	4%

3,9

Average number of days of stay



130 accredited personnel

Highlight: **Teamwork**
 Good organisation
 Excellence
 Family
 Involvement

Economic impact

Direct effects	218.855,77€
Associated effects	1.862.117,60€
Induced effects	1.048.367,13€
Media effects	43.590,35€



ECONOMIC IMPACT 3.322.525,85€

* Local economic impact	1.904.940,76€ (57%)
Job creation	32,46 jobs Full-time equivalent jobs
Return on investment	15,18€/€ invested For every euro the organisation invests



Key concepts

Direct effects: the organisation's expenditure.

Associated effects: the expenditure of the visitors + the expenditure of all persons participating + the income of the organisation.

Induced effects: automatically obtained from the sum of the two previous effects x the multiplier of leisure, culture, sports and tourism events. This effect represents expenditure that is not directly attributable to the event but is generated in parallel.

Media effects: the value of the brand in the media. Appearances in the national press are quantified and assessed taking into account the percentage of brand visualisation. The value of publications on the social networks themselves is also added. A strict assessment is made of publications during a given period and a multiplication factor is applied for each network.

Economic impact assessment summary

The data obtained as a result of the fieldwork carried out show that:

- ✓ The **ICF Canoe Slalom Final World Cup**, held in the Segre Olympic Park in La Seu d'Urgell, on 19, 20, 21 and 22 September 2024, generated an economic impact of €3,342,001.33, derived from its activity as a whole.
- ✓ Taking into account the expenditure that the event generates, for every euro that the organisation invests, it obtains a return of €15.27. Furthermore, the event is an employment driver; in this case, it is possible to determine that 33.67 full-time equivalent jobs were created.
- ✓ While the economic impact estimates the total economic activity (mainly in terms of output and employment) generated directly or indirectly by the event itself, it is possible to determine how much of it is specifically borne by the local economy. In this case it is 57%, i.e. almost 2 million euros (€1,904,940.76).

Confidentiality

The information contained in this document is strictly confidential and belongs to IDAPA and the Segre Olympic Park.

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The company in charge of the drafting of the economic impact assessment is:  THEWHATSONS
by EIENDOMGRUPPEN SL