

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

AGENDA

- | | |
|-----------------------|---------|
| • INTRODUCTION | 5 mins |
| • WHY? | 10 mins |
| • WHAT? | 20 mins |
| • HOW? | 5 mins |
| • QUESTIONS | 10 mins |

Iain Edmondson
Director – Legacy Delivery Ltd
Director – International Association of Event Hosts

From his role in the bid team, to 10 years of leading the Major Events team at London & Partners, Iain played a key role in delivering a legacy from the 2012 Olympic and Paralympic Games. This included developing London's brand as a world leading host city and securing new events including London 2017 IAAF & Para-Athletics World Championships, 2016 Track Cycling World Championships, NFL International Series games, Lumiere London festival of light and RideLondon, the world's largest annual festival of cycling which annually raises over £12m for charity. Prior to his involvement in London 2012 he delivered a number of multi-million dollar public/private partnership projects for new sports facilities and events.

Iain is one of the founding directors of the International Association of Event Hosts, created to help not-for-profit organizations generate the best possible return on investment from major events. In 2018 he led the development of new *Event Impact Standards* to provide guidance, and standard definitions, for measuring the impact of events and contributing to global sustainable development goals.

Iain now specialises in strategic leadership for public authorities, rights-owners, venues and sponsors of major sporting and cultural events who are seeking to identify, evaluate and deliver a meaningful legacy.

iain@legacydelivery.com

LONDON

& PARTNERS

[MAJOR EVENTS](#)[WORLD-CLASS HOST](#)[WHAT WE DO](#)[EVENTS CALENDAR](#)[NEWS AND PRESS](#)[CONTACT US](#)

You are here: [Home](#) > [Major Events](#) > [News and Reports](#)

NEWS AND REPORTS



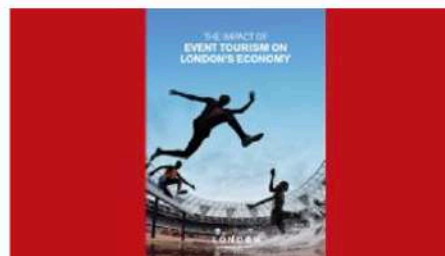
[London 2017 Evaluation Report](#)



[London 2017 Infographic](#)



[London Four Years On 2012-2016](#)



[Impact of Events Tourism](#)

Contact us

London & Partners is the Mayor of London's official promotional company for London. Contact us to find out more about staging major events in the capital.

[Contact us](#)



41 members

22 countries





WWW.EVENTHOSTS.ORG

WHY?

Not everything that can be counted counts

And not everything that counts can be counted

WHY?

- Intangible benefits are increasingly important for stakeholders
- Covid-19 is making it harder to deliver short-term economic impact
- Sustainability has become a high priority
- Lack of trust in “high level” data that doesn’t address local issues
- No standard tool to communicate, and plan for, the wider value of events

until now...

INTERNATIONAL GUIDANCE

EVENT IMPACT STANDARDS

UNDERSTANDING IMPACT MEASUREMENT



EVENT IMPACT STANDARDS

GUIDANCE FOR MEASURING BENEFITS

EVENT IMPACT STANDARDS

AUDIENCE MEASUREMENT

EVENT IMPACT STANDARDS

ECONOMIC IMPACTS

EVENT IMPACT STANDARDS

SOCIAL IMPACTS

EVENT IMPACT STANDARDS

ENVIRONMENTAL IMPACTS

ESA european
sponsorship
association

Mittuniversitetet
MID-SWEDEN UNIVERSITY

**Sheffield
Hallam
University** | Sport Industry
Research
Centre

**UNIVERSITY OF
CALGARY**

event**IMPACTS**

EVENT ECONOMICS

OECD
BETTER POLICIES FOR BETTER LIVES

EBU

IAIA
International Association
for Impact Assessment

WWW.EVENTHOSTS.ORG

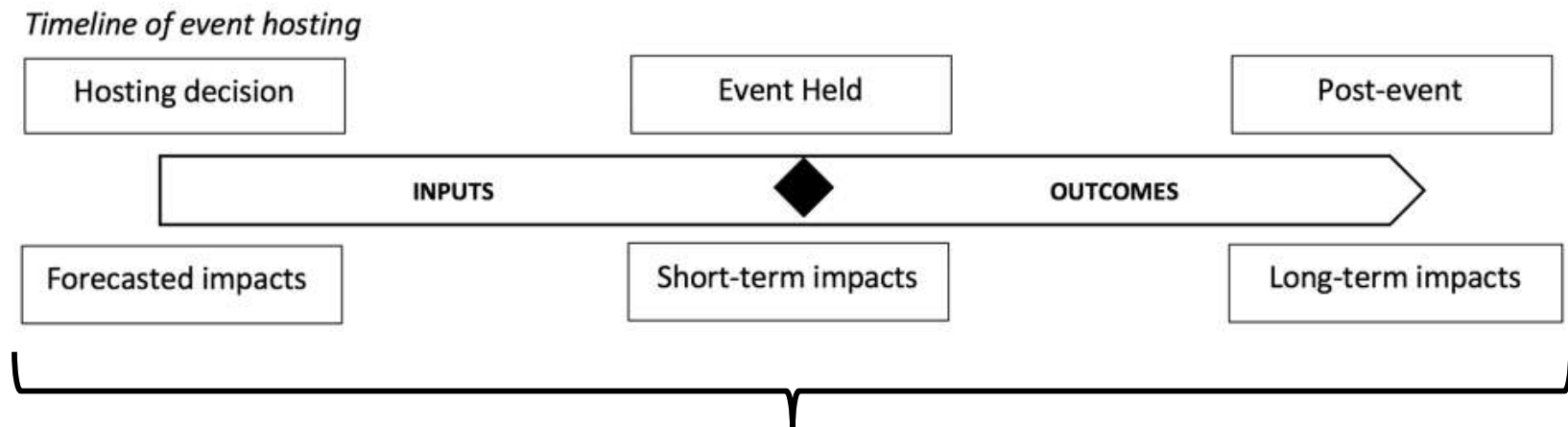
INTERNATIONAL GUIDANCE



INTERNATIONAL GUIDANCE



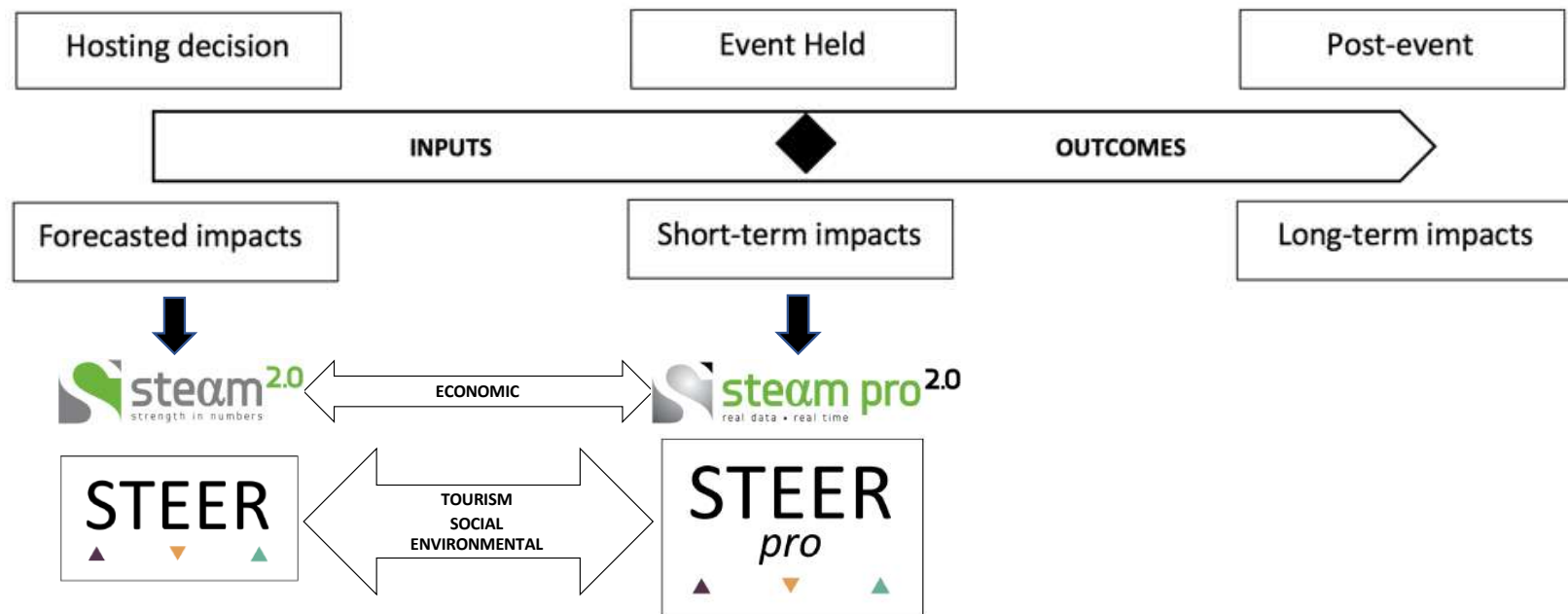
INTERNATIONAL GUIDANCE



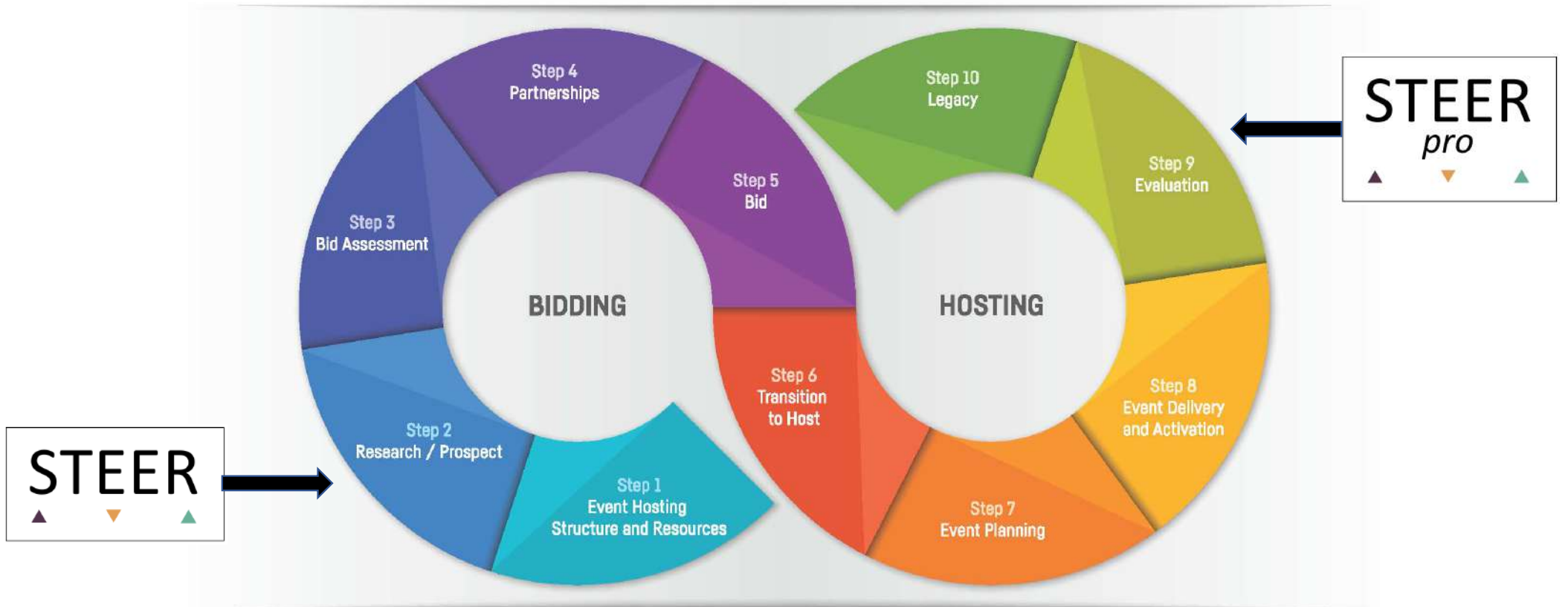
1. **OBJECTIVE-DRIVEN** – measuring against stakeholder goals
2. **NET ADDITIONAL BENEFIT** – the difference made by the event
3. **EVIDENCE-BASED** – robustly gathered input data

WHAT?

Timeline of event hosting



● CSTA SPORT TOURISM ROADMAP ●



WHAT?



Free questionnaire & index score



Part 1 - Legacy Plan

Part 2 - Recommendations

Part 3 - Quarterly Action Plan



Event Held



Post-Event Evaluation Report

inc Attendee Impact Data

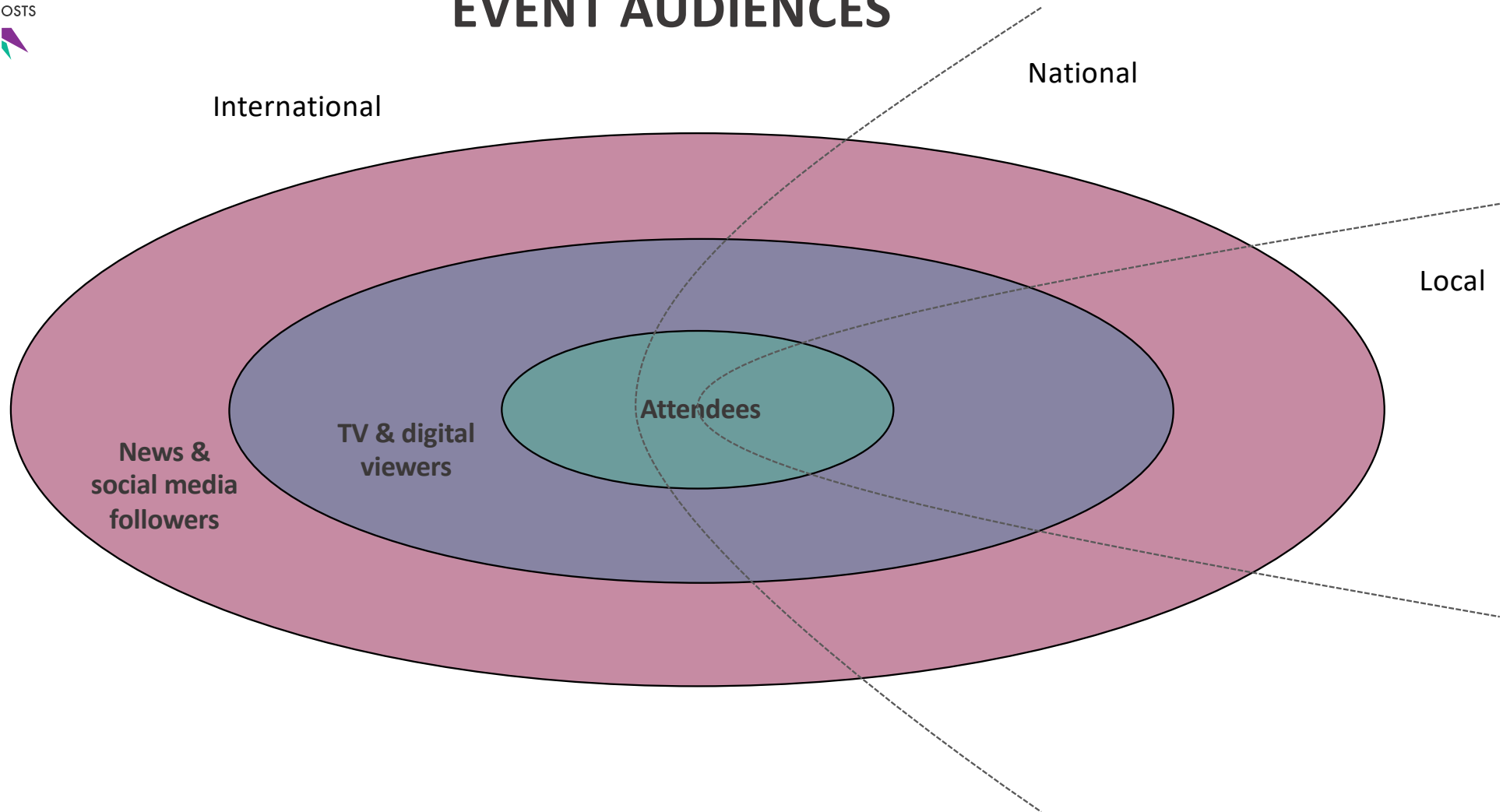


inc Non-Attendee Impact Data

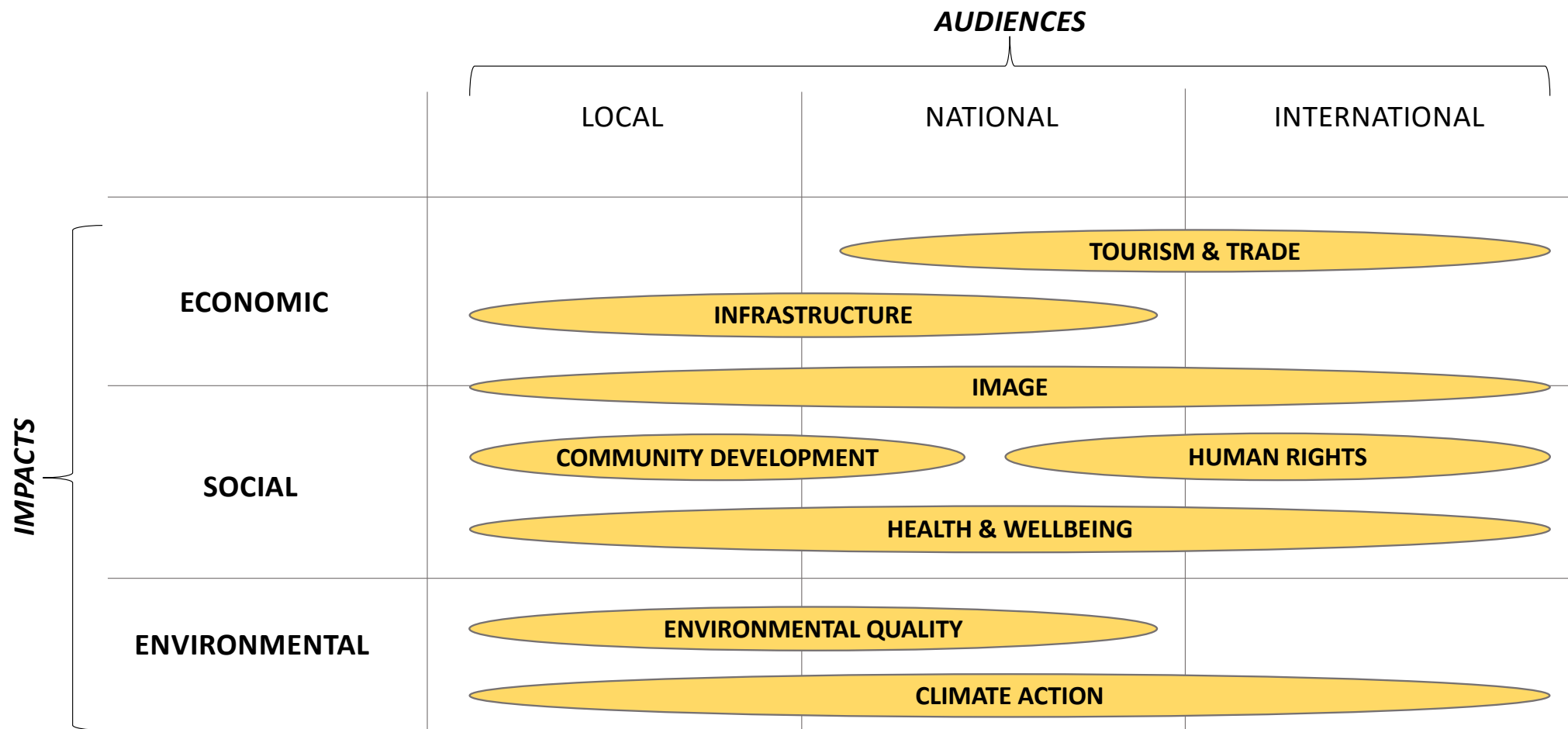
STEER



EVENT AUDIENCES




LEGACY OUTCOMES





Part 1 - LEGACY PLAN

	<i>Table of Contents</i>
INTRODUCTION	Summary of Event
	Summary of Host Destination
	1.1 TOURISM AND TRADE
	1.2 INVESTMENT
	1.3 IMAGE AND PROMOTION
	2.1 PUBLIC ENGAGEMENT
	2.2 PARTICIPATION AND EDUCATION
	2.3 VOLUNTEERS AND WORKFORCE
	2.4 SPORT DEVELOPMENT
	2.5 HUMAN RIGHTS
	3.1 ENVIRONMENTAL QUALITY
	3.2 CLIMATE ACTION

TOURISM & TRADE

INFRASTRUCTURE

IMAGE

COMMUNITY DEVELOPMENT

HEALTH & WELLBEING

HUMAN RIGHTS

ENVIRONMENTAL QUALITY

CLIMATE ACTION

STEER

SPORT TOURISM
EVENT EVALUATION REPORT

Sport Tourism Event Evaluation Report (STEER) index questionnaire

* Required

1. Tourism

1.1 Tourism and Trade

15. Have tourism target markets been identified for the event (domestic & international separately)?

*

STEER data gathering: Names of target tourist regions & countries (at least the top 3)

☒ Yes

☐ No

16. Are plans and finances in place to promote ticket sales in key domestic (national) tourism markets? *

STEER data gathering: Finance/budget in place for promotion in key markets in Canada (including by all organizations involved in the event)

☐ Yes

☐ No

17. Are plans and finances in place to promote ticket sales in key international tourism markets? *

STEER data gathering: Finance/budget in place for international promotion (including by all organizations involved in the event)

STEER

SPORT TOURISM
EVENT EVALUATION REPORT

Sport Tourism Event Evaluation Report (STEER) index questionnaire

* Required

2. Social

2.2 Participation/Education

39. Are plans and finances in place to engage target residents in "outreach" activity (eg activity encouraging ongoing participation in sport or arts) in the build-up to, and during, the event? *

STEER data gathering: Names of initiatives/activities, total number of people planned to attend "outreach" activity related to the event and amount of finance/budget in place

☒ Yes

☐ No

40. Does "outreach" activity direct residents to the work of existing clubs and community organizations? *

STEER data gathering: Number of people from target segments of the community forecasted to attend "outreach" activity related to the event

☐ Yes

☐ No

41. Are plans and finances in place to continue event-related "outreach" activity at least 18 months after the event? *

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

Sport Tourism Event Evaluation Report (STEER) index questionnaire

* Required

3. Environmental

3.2 Climate Action

60. Will the new infrastructure put in place in preparation for the event result in new renewable energy sources (If not applicable answer "No")? *

STEER data gathering: Volume of additional renewable energy created as a result of the event

☐ Yes

☒ No

61. Are plans and finances in place to minimise the amount of waste from the event being sent to landfill? *

STEER data gathering: Proportion of the total waste from the event planned to be diverted from landfill

☐ Yes

☐ No

62. Are plans and finances in place to use renewable energy for the event? *

STEER data gathering: Proportion of the event's total energy planned to come from renewable resources

☐ Yes

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

STEER Assessment Questions

Confidential

Section	Question #	Questions	Your Response (Y/N)	Question weight within a section	Section Score (max)	Your score
1: TOURISM						
1.1 Tourism and trade					10.00	0.00
Tourism and trade	15	Have tourism target markets been identified for the event (domestic & international separately)?		10%		
Tourism and trade	16	Are plans and finances in place to promote ticket sales in key domestic (national) tourism markets?		40%		
Tourism and trade	17	Are plans and finances in place to promote ticket sales in key international tourism markets?		20%		
Tourism and trade	18	Is there a dedicated plan to promote contracts to suppliers in the local economy?		20%		
Tourism and trade	19	Has the economic impact of the event been calculated using robust data and methodology (eg STEAM)		10%		
1.2: Investment					5.00	0.00
Investment	20	If any new venues are being built or improved, are designs fit for sustainable long-term use?		30%		
Investment	21	If any new venues are being built, are plans and budgets in place for long-term tenants?		25%		
Investment	22	If any venues or physical infrastructure being upgraded as a result of the event, has the investment in physical infrastructure been designed for sustainable long-term use?		25%		
Investment	23	Are plans in place to reuse equipment produced for the event, in the following years?		20%		
1.3: Image and promotion					15.00	0.00
Image and promotion	24	Are plans and finances in place to show the event live (or highlights?) on national free-to-air TV?		20%		
Image and promotion	25	Are plans and finances in place to show the event live (or highlights?) on TV in key international tourism markets (ref q23)?		15%		
Image and promotion	26	Are plans and finances in place to stream the event live (or highlights?) online?		5%		
Image and promotion	27	Are plans in place to establish media partnerships to promote the event with major media organisations (eg regional or national)?		20%		
Image and promotion	28	Are plans in place to recognize local stakeholders as part of the pre-event media coverage of the event?		5%		
Image and promotion	29	Are plans and finances in place to pro-actively advertize local stakeholders as part of the pre-event media coverage of the event?		5%		
Image and promotion	30	Are plans in place to advertize a local stakeholder brand as part of the live media coverage of the event?		10%		
Image and promotion	31	Have "brand values" been identified for the event, aligning with the "brand values" of the host destination?		5%		
Image and promotion	32	Are plans and finances in place to monitor customer satisfaction throughout the event?		5%		
Image and promotion	33	Will ticket purchasing only be available at limited times, thereby driving media interest (eg a ballot/lottery for ticket allocation)?		10%		



Part 1 - LEGACY PLAN



1.1 TOURISM AND TRADE

It is likely that many fans of mass participation sport and families accompanying participants from different countries, having travelled this far, will take advantage of the opportunity to extend their stay and visit the province. Likely destinations will be Banff and Jasper in Western Canada and potentially also Whistler in British Columbia.

The LOC will work in advance of the Event with these different regions to promote their offerings in packages for the participants and spectators that will result in increased tourism revenue in other parts of the province and in the country.

1.2 INVESTMENT

The LOC will spend \$300,000 on top quality new sport and non-sport equipment. This equipment will be used for hosting future competitions within Western Canada."

8 RECENT WORK AND ECONOMIC GROWTH	Use of local suppliers	✓
--	------------------------	---

Forecasted increase in GDP to province	\$23.7m
Finance in place for national promotion	\$690,000 cash & VIK
Expected value of contracts to local suppliers	\$900,000

9 INDUSTRY INNOVATION AND ECONOMIC GROWTH	Investment for long term use	✓
--	------------------------------	---

Total value of equipment to be reused after the event	\$300,000
---	-----------



STEER

TOURISM

1.3 IMAGE AND PROMOTION

“Hosting the finals will support the City’s strategy for positioning the business, cultural, tourism and sports communities as a ready and welcome Host City. The Opening Ceremony and Festival will also highlight the artists and culture of Alberta. The Event will provide the city and province with exceptional visibility through:

- Television broadcasting of the event at the national and international levels - It is the objective of the LOC to have 10 hours of television broadcasting (5h sport and 5h non-sport/Festival) and Forty (40) international broadcasters are anticipated that will broadcast the event in over 150 countries;
- Live-streaming of the event - Web-streaming coverage of the previous edition (2016) included worldwide 5 hours live feed of both Men’s and Women’s Elite Race as well as a highlights package. The LOC intends to live-stream the entire event;
- Social media coverage;
- Media coverage of the event at the national and international levels - More than 125 press representatives are expected to attend the event;
- Print, radio, television and billboard promotion of the event Press coverage before, during and after the event.”

No. of international broadcasters due to broadcast the event	40
No. of international territories in which the event will be broadcast	150
Social media followers of the event brand	 277,000
	 105,300
No. of accredited media attending the event	125



STEER

TOURISM

Targeted tourism promotion plan	✓
Use of local suppliers	✓
Investment for long term use	✓

TV & digital broadcast plan	✓
Media partnerships	✓
Brand alignment	✓
Sell-out sessions	✓

STEER

SOCIAL

Free public activity targeting locals	✓
Outreach activity prior to the event	✓
Local community groups involved	✓

Volunteers from local community	✓
Sport development plan	✓
Equal opportunity policy	✓
Equal pay policy	✓

STEER

ENVIRONMENTAL

Sustainable management system	✓
Single use plastics policy	✓
Green procurement policy	✓

Waste reduction & recycling policy	✓
Local food sourcing plan	✓
Renewable energy policy	✓
Sustainable transport plan	✓






Part 2 - RECOMMENDATIONS



	#	QUESTION	RESPONSE	% "Y"
Tourism and trade	1.1.1	Have tourism target markets been identified for the event (domestic & international separately)?	Y	76%
Tourism and trade	1.1.2	Are plans and budget in place to promote ticket sales in key domestic (national) tourism markets?	Y	52%
Tourism and trade	1.1.3	Are plans and budget in place to promote ticket sales in key international tourism markets?	N	18%
Tourism and trade	1.1.4	Is there a dedicated programme to promote contracts to suppliers in the local economy?	Y	20%
Investment	1.2.1	If any new venues are being built, are designs fit for sustainable long-term use?	N	15%
Investment	1.2.2	If any new venues are being built, are plans and budgets in place for long-term tenants?	N	15%
Investment	1.2.3	If any venues or physical infrastructure being upgraded as a result of the event, has the investment in physical infrastructure been designed for sustainable long-term use?	N	20%
Investment	1.2.4	Are plans in place to reuse equipment produced for the event, in the following years?	Y	67%
Image and promotion	1.3.1	Are plans and budget in place to show the event live (or highlights?) on national free-to-air TV?	Y	57%
Image and promotion	1.3.2	Are plans and budget in place to show the event live (or highlights?) on TV in key international tourism markets?	Y	33%
Image and promotion	1.3.3	Are plans and budget in place to stream the event live (or highlights?) online?	Y	45%
Image and promotion	1.3.4	Are media partnerships in place to promote the event with major national and international media organisations?	Y	28%
Image and promotion	1.3.5	Are plans in place to advertise local stakeholders as part of the pre-event media coverage of the event?	N	40%
Image and promotion	1.3.6	Are plans in place to advertise a local stakeholder brand as part of the live media coverage of the event?	Y	75%
Image and promotion	1.3.7	Have "brand values" been identified for the event?	Y	23%
Image and promotion	1.3.8	Are plans in place to monitor customer satisfaction throughout the event?	N	30%
Image and promotion	1.3.9	Will tickets only be available at limited times (thereby driving demand)?	N	23%
Image and promotion	1.3.10	Will there be a ballot for ticket allocation, where demand exceeds supply for some of the sessions?	N	10%

STEER

TOURISM

DATA	FORECAST
Forecasted increase in GDP to province	\$23.7m
Finance in place for national promotion	\$690,000 cash & VIK
Expected value of contracts to local suppliers	\$900,000
Total value of equipment to be reused after the event	\$300,000
Average audience share of domestic TV broadcaster showing the event	No data
No. of international broadcasters due to broadcast the event	40
No. of international territories in which the event will be broadcast	150
Social media followers of the event brand	 277,000  105,300  No data
No. of accredited media attending the event	125
Media reach of national and international media partnerships in place	No data
Advertising value of local stakeholder brand coverage in previous editions of the event	No data

FINDINGS	RECOMMENDATIONS
Dedicated and funding promotional campaign in place, focusing on locals and domestic market	Develop a plan to promote guest packages to the friends and family of international participants with the support of the International Federation and member federations in key markets
Key local stakeholders are recognised partners of the event and logos feature as official partners to the event	Create dedicated media content focusing on key stakeholder objectives (eg target tourism destinations) as part of press and social media build-up to the event
Plans for Media Partnerships to be put in place as part of the funded promotional campaign	Investigate opportunities to work with all partners involved in the build-up to the event, including commercial sponsors and their paid-for media channels
Customer satisfaction plan monitoring planning to be reported after the event	Create a programme of customer satisfaction sampling throughout the event, which enables the Organising Committee to respond to key issues and manage reputation



Part 3 - QUARTERLY ACTION PLAN




#	DESCRIPTION	Quarterly Action Plan												Existing	Action					Agency development budget			Comments/Notes		
		Year-3				Year -2				Year -1					City	Stakeholder	Event/ bid lead	CSTA Consult. Serv.	Firm/consultant	Year #1	Year #2	Year #3			
		1	2	3	4	5	6	7	8	9	10	11	12												
1	Tourism																								
1.1	Tourism & trade																								
	(one line per action)																								
1.2	Infrastructure & equipment																								
	(one line per action)																								
1.3	Image & promotion																								
	(one line per action)																								
	TOTAL																								

STEER
pro





POST-EVENT EVALUATION REPORT




	<i>Table of Contents</i>	<i>Results</i>
	Executive Summary	
	1.1 TOURISM AND TRADE	
	1.2 INVESTMENT	
	1.3 IMAGE AND PROMOTION	
	2.1 PUBLIC ENGAGEMENT	
	2.2 PARTICIPATION AND EDUCATION	
	2.3 VOLUNTEERS AND WORKFORCE	
	2.4 SPORT DEVELOPMENT	
	2.5 HUMAN RIGHTS	
	3.1 ENVIRONMENTAL QUALITY	
	3.2 CLIMATE ACTION	

METHODOLOGY

1. ORGANIZER DATA GATHERING
- including actual results comparable to previous forecast contained in the Legacy Plan
2. ATTENDEE SURVEY
- of event attendees through a STEAM Pro survey

STEER
pro

TOURISM

DATA	FORECAST	ACTUAL
Forecasted increase in GDP to province	\$23.7m	
Finance for national promotion	\$690,000 cash & VIK	
Value of contracts to local suppliers	\$900,000	
Total value of equipment to be reused after the event	\$300,000	
Average audience share of domestic TV broadcaster showing the event	No data	
No. of international broadcasters broadcasting the event	40	
No. of international territories in which the event was be broadcast	150	
Social media followers of the event brand	 277,000  105,300  No data	
No. of accredited media attending the event	125	
Media reach of national and international media partnerships	No data	
Advertising value of local stakeholder brand coverage	No data	
No. of unique viewers through digital streaming	NA	
Average overall attendee satisfaction rating	NA	
Average attendee Net Promoter Score	NA	



No. of tickets sold outside local economy	
Value of contracts to local suppliers	
Value of investment in venues & equipment for long term use	

TV & digital broadcast viewers	
Social media followers	
No. of accredited media	
Av. attendee satisfaction rating	



No. of people at free public activity	
No. of people participating in outreach activity prior to the event	
Funding provided for ongoing programmes or related charities	

No. of local volunteers	
Increase in capacity of local sport	
Minority groups employment ratio	
Gender pay ratio	



% of attendees aware of environmental policies	
% of attendees using water refill	
% of contracts awarded complying with sustainability commitments	

% waste diverted from landfill	
% of carbon footprint offset	
% of energy used renewable	
% using sustainable transport	

STEER
pro+

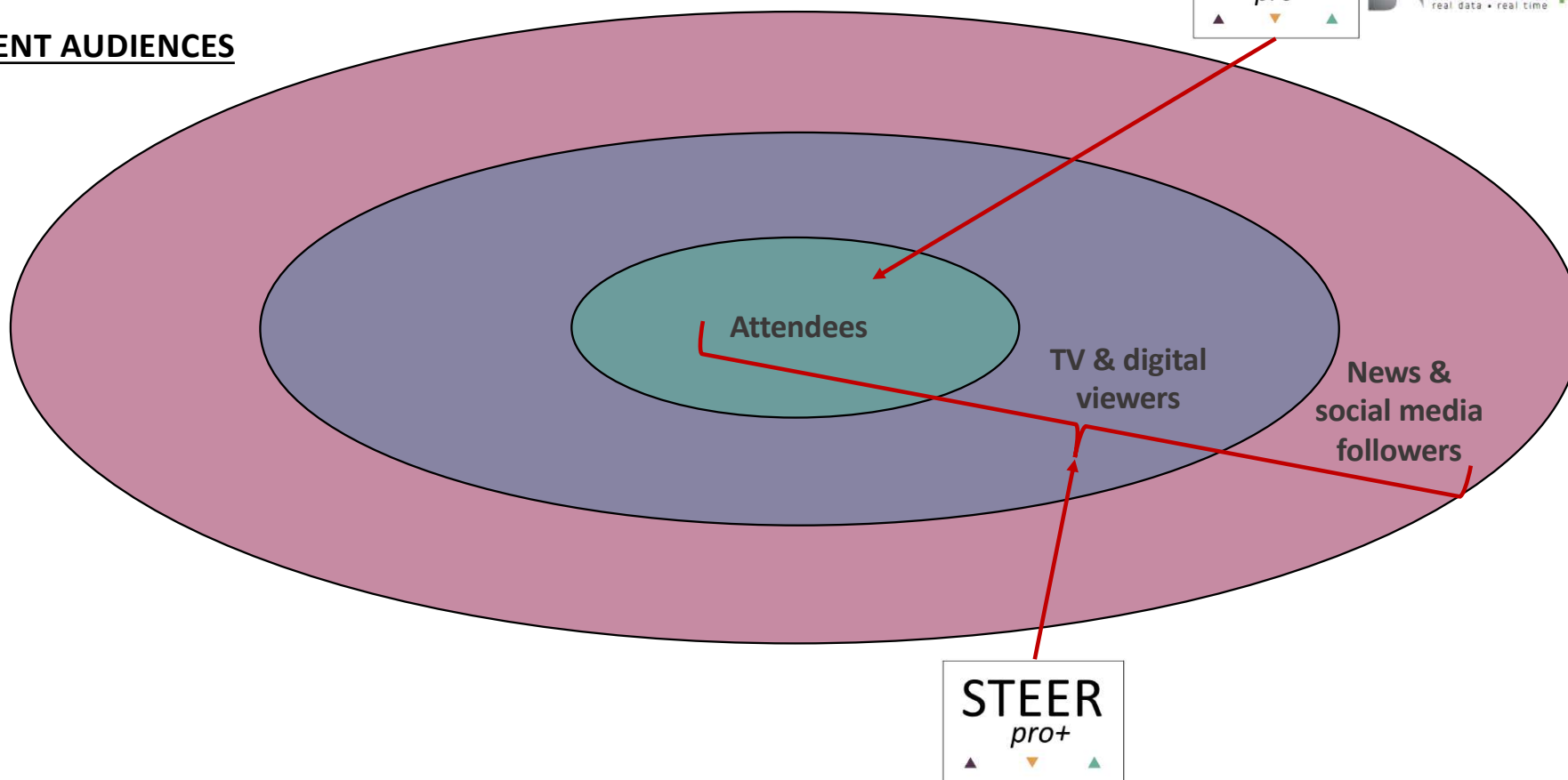




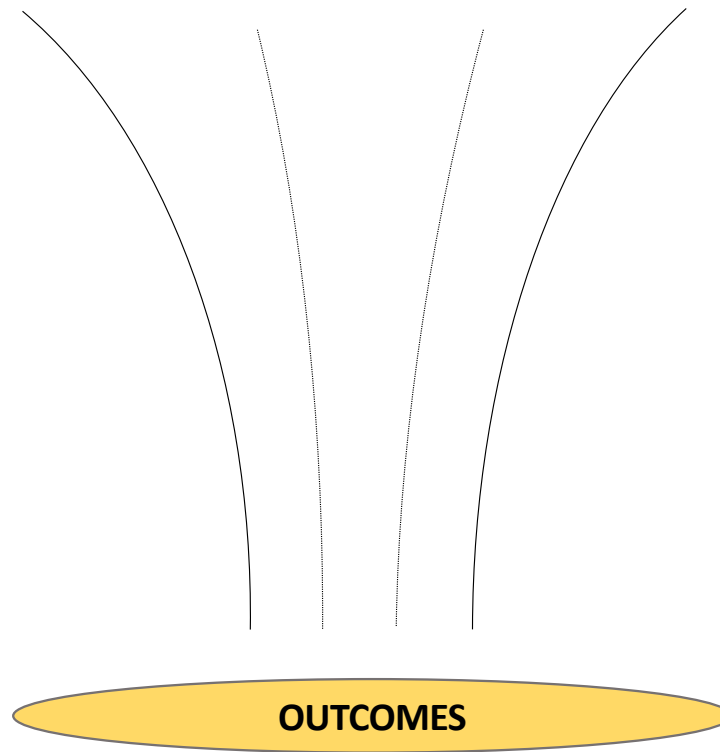
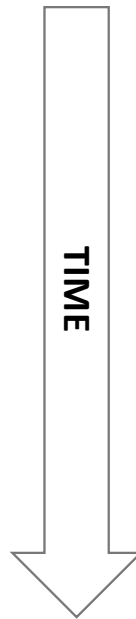
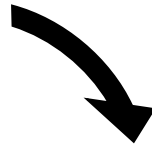

INTERNATIONAL GUIDANCE

Canadian Sport Tourism Alliance
Alliance canadienne du tourisme sportif

EVENT AUDIENCES



**SIZE OF AUDIENCE
INSPIRED BY THE
EVENT**





AUDIENCE REACH METHODOLOGY



Online digital survey of non-attendees

Representative sample of population of host city, region, country

Statistically significant sample size

Segmenting relevant audiences (eg young, inactive)

Quantifying size of **reach** from the event across;

TOURISM



SOCIAL



ENVIRONMENTAL





85,000 ADULTS
21,000 CHILDREN

STEER
pro+



20 NATIONS
1 WEEK



*"Viewers more likely to visit Jersey
as a result of the event"*

705,000 from UK
1,986,000 from FRANCE



FUTURE TOURISTS



*"Local residents wanting to give more to the
local community as a result of the event"*

69,000 ADULTS

6,500 from under-
represented groups



ACTIVE LOCAL CITIZENS

*"Local residents inspired to do more
physical activity as a result of the event"*

39,000 ADULTS



11,000 currently
inactive

REGULAR PARTICIPANTS



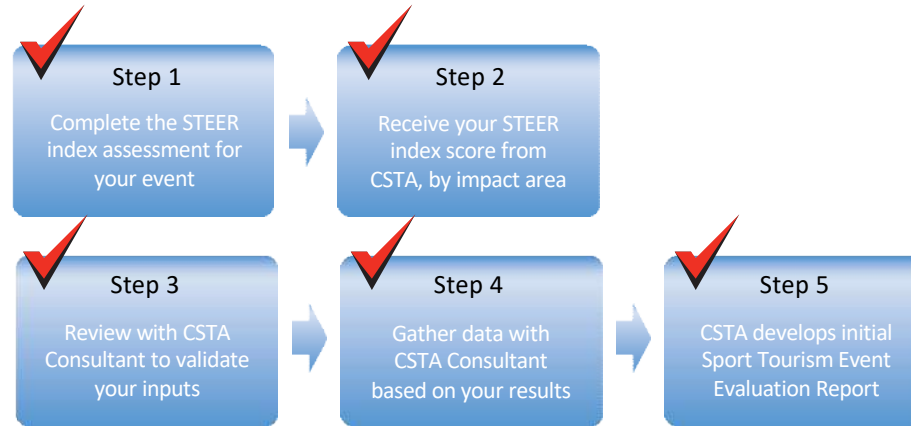
*"Local residents planning to live more
environmentally friendly as a result of the event"*

23,000 ADULTS



ACTIVE GLOBAL CITIZENS

HOW?

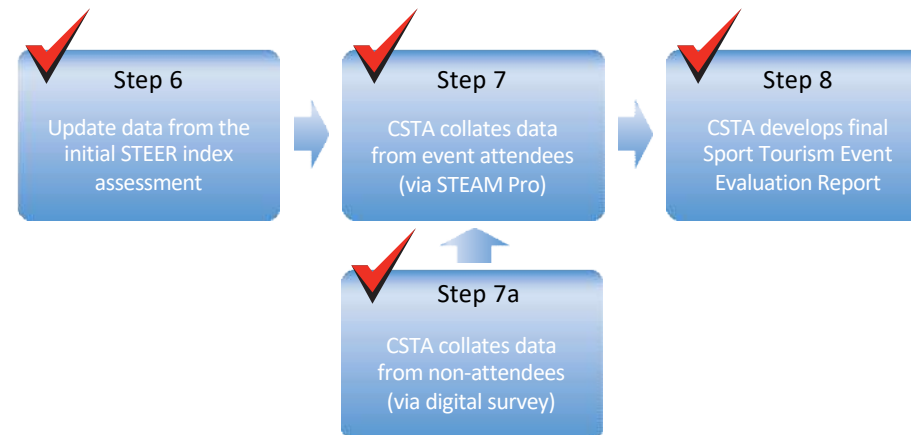


I need STEER to show value to prospective host city & commercial partners

Rights-owner

I need STEER to make the business case for investment

Host city



I need STEER to help plan how to deliver a lasting legacy

Organizing committee

HOW MUCH?



Questionnaire & index score

Free



Part 1 - Legacy Plan
Part 2 - Recommendations
Part 3 - Quarterly Action Plan

\$5,000

Introductory offer to the first 3 customers

\$3,000

+ additional consultation on digital audience research aligning with STEER pro



Post-Event Evaluation Report
~~inc Attendee Impact Data~~

\$3,000

(or **\$5,000** if a STEER has not already been carried out)

Covid-19 offer

\$3,000

for recent or cancelled events



inc Non-Attendee Impact Data

From **\$2,000**

HOW?

Get started **now** – it takes 10 minutes to complete the survey

Click or scan
[STEER Input Form](#)



Contact **Iain Edmondson** for any questions
iain@legacydelivery.com

STEER



SPORT TOURISM
EVENT EVALUATION REPORT

QUESTIONS?