



WORLD
ATHLETICS™



Nielsen

Event Impact Assessment

World Athletics Championships Oregon 22

October 2022

Contents

1. High-Level Event Summary
2. Assessment Framework
3. Attendance Analysis
4. Economic Impact
5. Environmental Impact
6. Social Impact
7. Media Impact



Executive Summary



World Athletics Championships, Oregon 2022



Overview

Hayward Field,
Eugene, Oregon



Capacity:

Varied
(12,650 – 25,000)



Main Tenant:
**University of
Oregon**



Map & Location



Country:

USA

State:

Oregon

Population:

4.2M

Stadium Usage

University of Oregon Track &
Field Meets
2021 Olympic Trials
2022 World Athletics
Championships

KPIs



179 countries



1,811 athletes*



**Broadcast in +60
countries & territories**



49 Events



1,585 volunteers



**18th edition of the
event**

On Track Summary: The USA topped the medals and won the inaugural World Team trophy



Medal Table

Rank	Country	Gold	Silver	Bronze	Total
1	USA 	13	9	11	33
2	Ethiopia 	4	4	2	10
3	Jamaica 	2	7	1	10
4	Kenya 	2	5	3	10
5	China 	2	1	3	6

First Medals & Finalists

- **Peru** (Kimberly Garcia Leon – 20km/35km race walk), **Kazakhstan** (Norah Jeruto – 3000m Steeplechase) and **Nigeria** (Tobi Amusan – 100m Hurdles) won their first ever gold medals
- **India** (Neeraj Chopra – Javelin) and **Burkina Faso** (Hugues Fabrice Zango – Triple Jump) had their best ever medal performances, (silver)
- **6 countries** had athletes reach a final for the first ever time (**Liberia, Niger, Pakistan, Samoa, Philippines and Guatemala**)

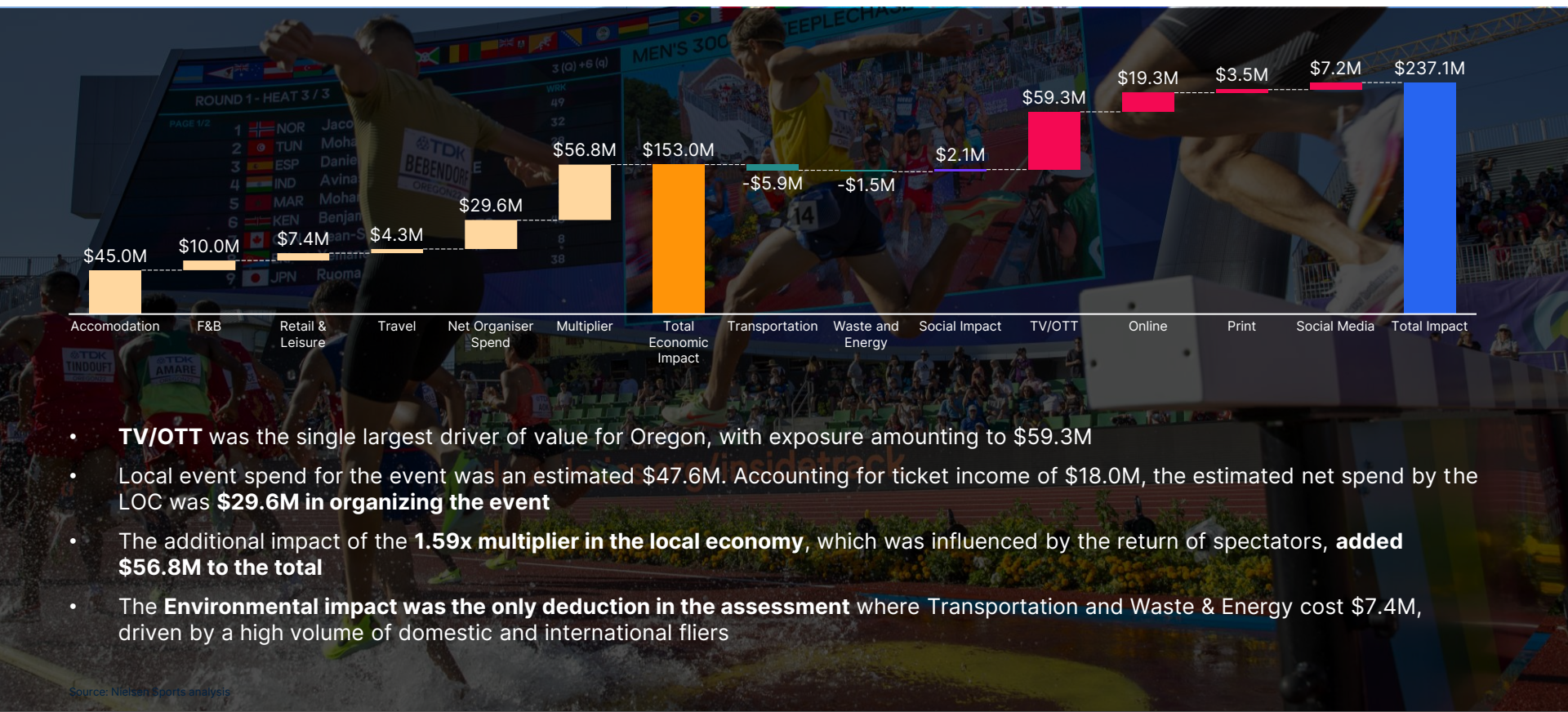
Records & Medal Highlights

- **The USA topped the medal table.** Their 33 medals won were the **most ever** by a country at the World Championships
- The record for **most countries winning gold medals** at a championships was broken, with **29**
- A record **81 countries had at least one athlete reach the final** of an event (up from 76 in Doha)
- **3 world records** were set (McLaughlin in the 400m hurdles, Tobi Amusan in the 100m hurdles and Mondo Duplantis in the pole vault)
- 13 Championship records and 30 world-leading performances
- 19 area records
- 92 national records

Host Country Summary

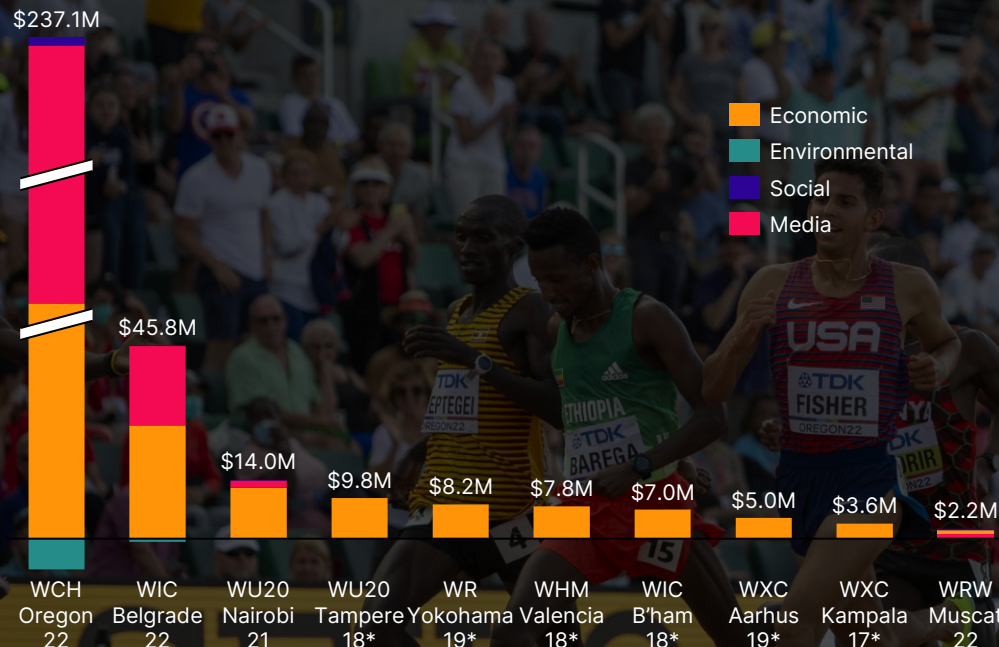
- With the most medals and points won, the USA topped the medal table, and in the process **won the inaugural World Team trophy**
- Their medal tally of 33 included **medal sweeps in the men's 100m, 200m and shot put**
- Allyson Felix extended her record medal total to 20 following gold in the women's 4x400m and bronze in the mixed 4x400m relays
- The USA had a total of **146 athletes** that competed at the World Championships

The World Championships at Oregon had a total impact of \$237.1M



- **TV/OTT** was the single largest driver of value for Oregon, with exposure amounting to \$59.3M
- Local event spend for the event was an estimated \$47.6M. Accounting for ticket income of \$18.0M, the estimated net spend by the LOC was **\$29.6M in organizing the event**
- The additional impact of the **1.59x multiplier in the local economy**, which was influenced by the return of spectators, **added \$56.8M to the total**
- The **Environmental impact was the only deduction in the assessment** where Transportation and Waste & Energy cost \$7.4M, driven by a high volume of domestic and international fliers

Compared to other World Athletics events, Oregon 22 far surpassed comparable events



- Comparing the World Championships in Oregon to other events shows the level of impact the event had. The **total impact was nearly 5 times the value generated by the World Indoors held in Belgrade**
- The economic impact was the **largest driver in the differential between events** predominantly the result of a much larger event, with many domestic and international spectators

Overall, the event was a success proving Oregon and the US as strong hosts for future events



STRENGTHS

- With the event held over 10 days, 150,000 spectators were able to witness the action live
- *'Definitely the stadium experience'*
- **Strong presence on FTA channels in key markets such as Japan and the UK generated strong audiences and exposure**

OPPORTUNITIES

- 68% of Athletes and Team Officials would consider returning to Oregon for holiday and/or training within the next 5 years
- As the USA's first time hosting the World Athletics Championships, **the success highlights potential for future events**

WEAKNESSES

- Hosting in a larger US city would **reduce the environmental impact of domestic flights**, with more spectators likely to be local
- *'Ticket prices were too high'*
- Satisfaction of the event was 70% among athletes and team officials, **down from 76% at Belgrade**

THREATS

- Negative feedback was received regarding the temperature, with *'the stadium not offering sufficient cover from the sun'*
- **74% of athletes now believe that climate change is impacting the sport**, up from 62% just 4 months earlier in Belgrade

Assessment Framework



Our assessment framework builds upon best-in-class industry methodologies

Framework of Nielsen Sports' Holistic Event Impact Analysis



Social	Economic	Environmental	Media	Attendance
Participation	Accommodation	Waste & Energy	Volume of Coverage	Participants
Volunteering	Food & Beverage	Transport	Engagement & Tone	Spectators
Identity & Image	Retail & Leisure	Sustainability	Value	
Satisfaction	Travel & Logistics	Education		
Legacy	Event Budget			
D&I				

Nielsen Sports' Host Impact Analysis

Nielsen Sport's assessment framework builds upon the best-in-class industry standard methodologies such as ASOIF as well as aligning itself against global objectives such as those set out within the UN's 17 sustainable development goals.

Using our proprietary data sources such as our Media and Audience tracking tools as well as bespoke research, we are able to present a holistic picture of the event impact.

Our framework is further broken down to 20 sub-sections within the five cases

A high-level description of each sub-section is outlined below:

Social

Participation – the number of people who attend the event as well as changing people's attitudes and behaviours

Volunteering – the number of volunteers and how many hours they helped. Also includes upskilling and training

Identity & Image – pride of the host and attendees as well as enhancing the host's reputation

Satisfaction – overall satisfaction levels of all attendees with their event experience

Legacy – the impact on future fans and athletes across the world

D&I – the proactiveness and approach to increasing diversity & inclusivity

Economic

Accommodation – the financial cost of all attendees staying within the host economy at commercial properties

F&B – the expenditure of all attendees on food and drink purchased during their stay

Retail & Leisure – total spend of all attendees on any retail (e.g. merchandise) and leisure activities (e.g. safari) whilst staying within the host economy

Travel & Logistics – any spend by attendees on transportation (e.g. taxis, trains) as well as rental cars, parking and petrol

Event Spend – the net spend of organisers on the event. This is total budget minus any income made from hosting the event (e.g. sponsorship, commercial deals)

Environmental

Waste & Energy – look to calculate the emissions from sending waste to landfill and/or recycling as well as the amount of energy consumed during the event

Transport – we calculate both the distance travelled by visitors to attend the event (air travel) as well as all domestic journeys (e.g. taxi journeys)

Sustainability – we assess the procurement methods of the organiser as well as the origin and authenticity of the produce

Education – evaluate any initiatives that have been carried out or any accreditation that the organiser and/or event has been awarded

Media

Volume of Coverage – analyses the cumulative, peak and unique audiences or reach. It illustrates the popularity of the event and is key to promoting the host

Engagement & Tone – provides an indicator that measures the extent to which followers interact with the event specific content

Value – calculates the value attributed from all the media channels by using the Advertising Value Equivalency

Attendance

Spectators – understand the nationality and residence status of all attendees. We compare the breakdown between 'local' and 'international' attendees as well as recording if it is their first time to the host, country and continent

Participants – split out by nationality, gender, age and role within the event

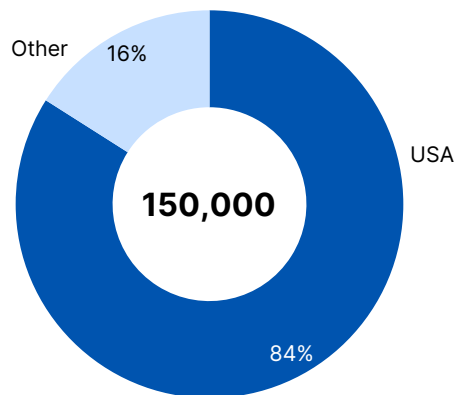
Attendance Analysis



The Oregon 22 Championships welcomed 150,000 spectators from over 38 different countries

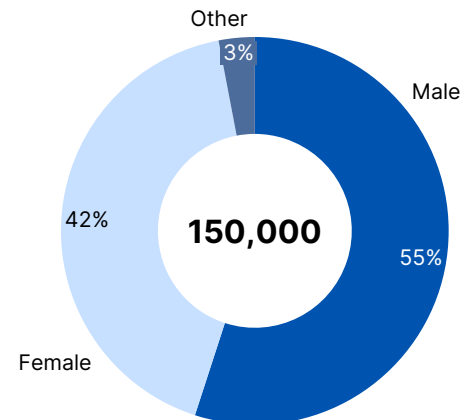


Event Spectators by Nationality



In total, there were **150,000 spectators** across the 10 day World Championships. The **majority were local nationals (84%)**, with **overseas spectators travelling from 37 countries**

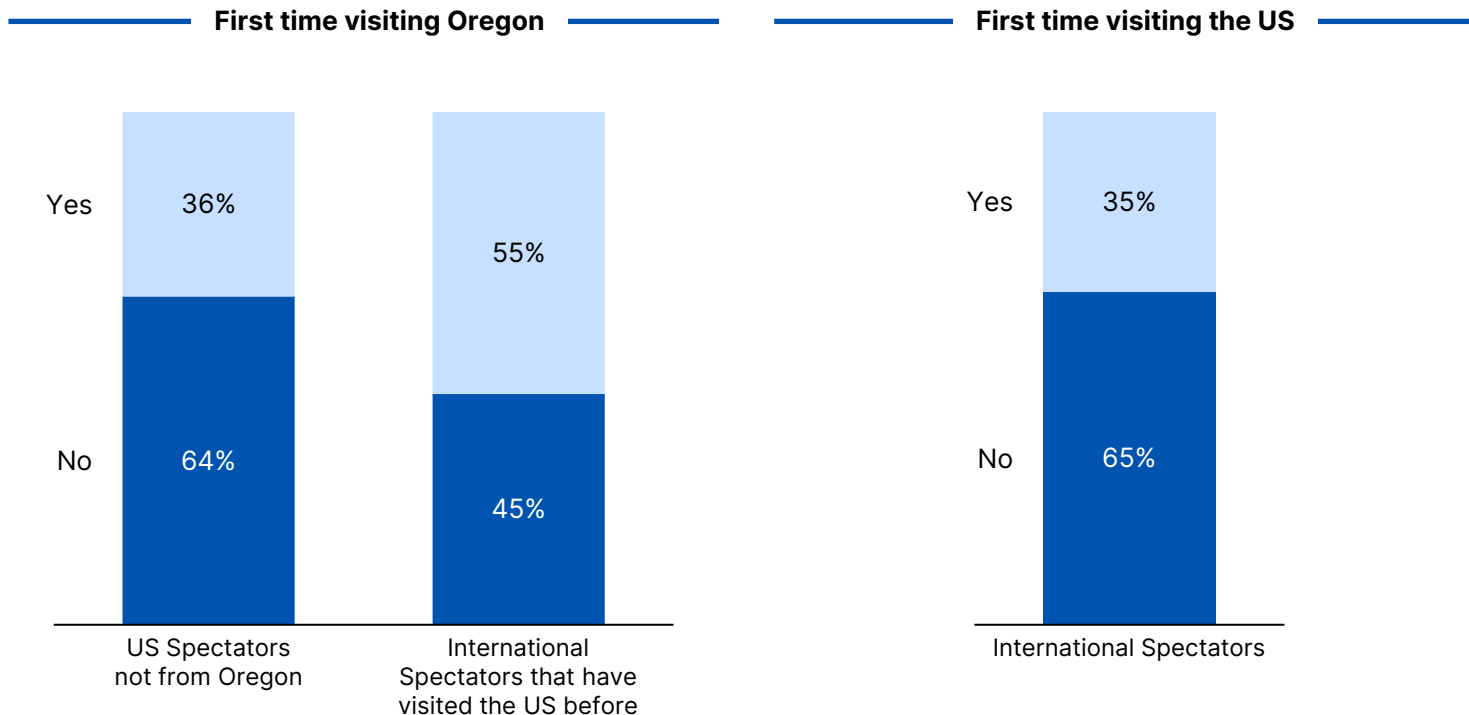
Gender of Spectators



The larger proportion of spectators were **male (55%) making up 83,000 individuals**. This is relatively small when compared to other leading sports such as football, rugby and basketball



More than a third of international spectators were visiting the US for the first time

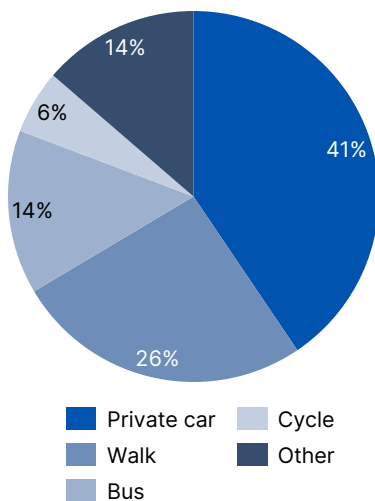


Over a third of attendees to the event reside within the USA but outside of Oregon

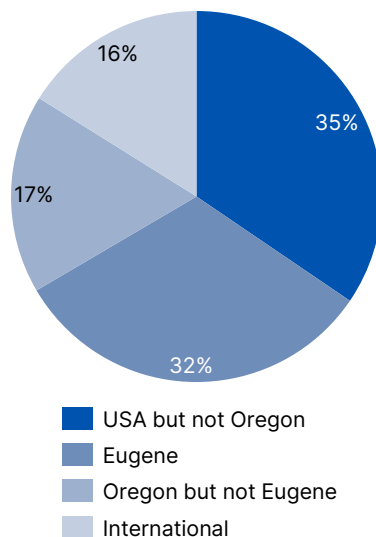


All Spectators

Transport to Venue



Residence



- 41% of spectators travelled to the Hayward Field stadium by private car, however over a quarter of attendees were able to walk to and from the event
- Over a third of attendees were US residents but do not live within the state of Oregon
- 32% of spectators were local Eugene residents, the second largest group to attend the World Championships
- 16% of spectators were international visitors, with the majority of them coming from Canada, followed by Australia and Jamaica

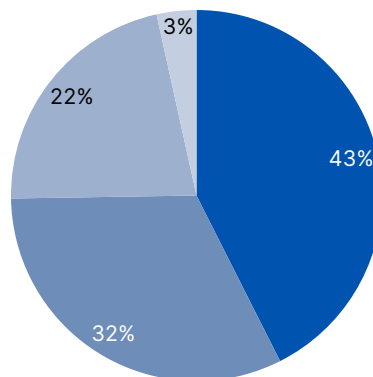
75% of spectators not from Oregon stayed in commercial premises, with a length of stay >5 nights most common



- Unlike other major sporting events, less than a third of non-local spectators resided in a hotel. This is predominantly due to the limited accommodation opportunities available to visitors, therefore they turned to platforms like Airbnb and Vrbo
- Only 3% did not stay overnight in Eugene
- Unsurprisingly, nearly 50% of non-local visitors spent more than five nights in Eugene
- 35% of visitors spent 3 or 4 nights in Eugene

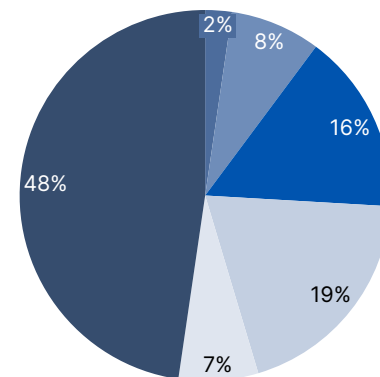
International & US Spectators not from Oregon

Accommodation



- Other Commercial Premises
- Hotel
- Non-Commercial Premises
- Not Staying Overnight

Length of Stay



- 1 Night
- 2 Nights
- 3 Nights
- 4 Nights
- >5 Nights

Nearly 80% of spectators at the Oregon 22 World Athletics Championships felt they were better than expected

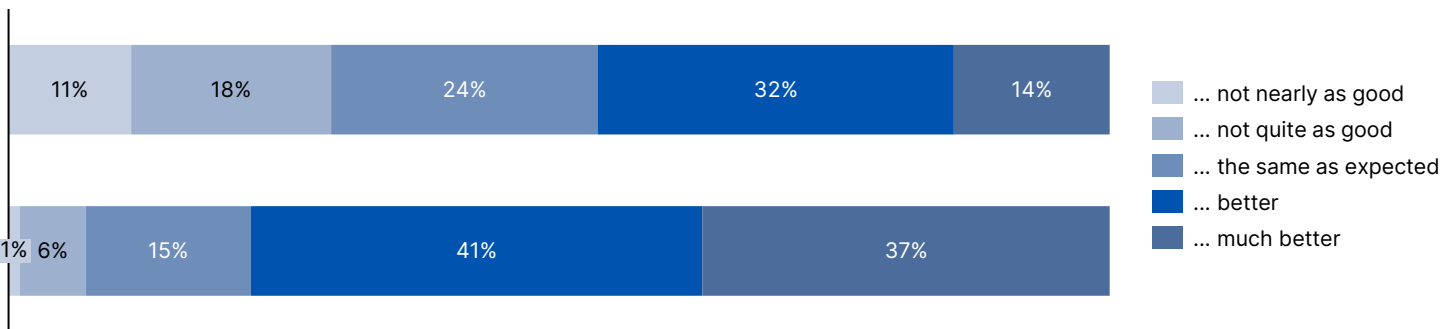


Doha 2019

Oregon 2022

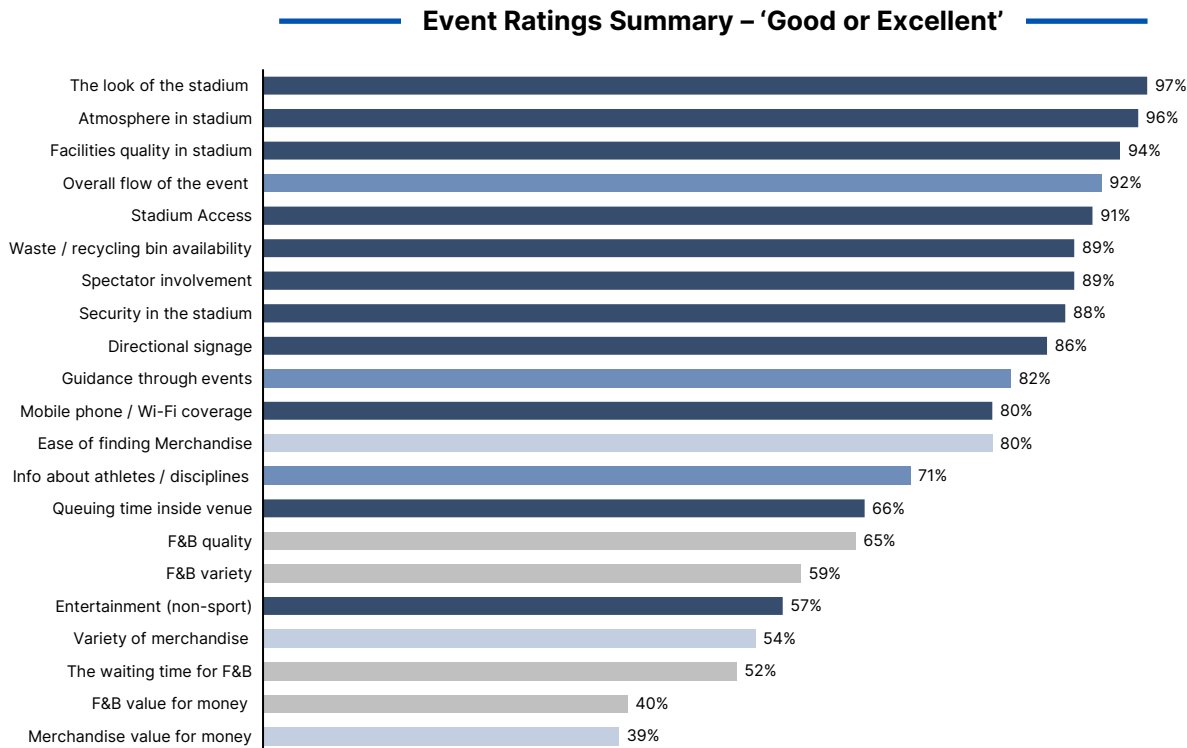
Performance vs. Expectation

Overall, did your attendance at the Athletics World Championships, Oregon22 live up to your expectations? Would you say your experience at the event was...?



- Over three quarters of attendees felt the Oregon 2022 Athletics World Championships were better than they expected (78%), significantly more than for Doha 2019 (46%)
- Nearly a third (29%) of attendees at Doha felt the event did not live up to expectations, compared to significantly less in 2022 (7%)

Oregon 2022 received overwhelmingly positive results in terms of the stadium, site and spectator engagement



Stadium, Site and Spectator Engagement

Programme Coherence

Food and Beverage

Merchandise

Promoters of the event were particularly impressed with the atmosphere and facilities



Promoters

What did you enjoy about the event?

Performance of Athletes / Top Quality	Good Atmosphere / fans	Stadium / Facilities
<i>Seeing world class athletes</i>	<i>Atmosphere was great!!</i>	<i>Great stadium, comfortable seats</i>
<i>Competition was superb, athletes were superb</i>	<i>Great atmosphere. Lots of positive energy</i>	<i>Definitely the stadium experience</i>
<i>Watching the greatest athletes in the world</i>	<i>Felt like a Super Bowl for track and field and any track fan should attend for the experience</i>	<i>Awesome venue</i>
<i>World class athletes on American soil!</i>	<i>The atmosphere in the stadium</i>	<i>The stadium was amazing, the proximity to the athletes was tremendous</i>
<i>Excellent performance by the athletes</i>	<i>Global feel of the crowd</i>	<i>I enjoyed the view and comfort of the venue</i>



Whilst among detractors, ticket prices were a significant point of contention



Detractors

What could be improved about the event?

Ticket Prices / Expensive

Lower the ticket prices

The ticket prices were ridiculous

Ticket prices were too high

Cheaper merchandise prices

It was expensive overall

Charge less for tickets

Price the event to fill all of the stands

Way too expensive for local fans to attend

Protection from the sun

The stadium needs to be covered it was too hot

The stadium does not offer sufficient cover from the sun

More water stations inside for filling water bottles on hot days

Spray misters when temperatures are over 30C

Put a cover on the stands

Better communication / signage

Hard to hear stadium announcements

More info on the giant screens

More signage

The main issue was the lack of information

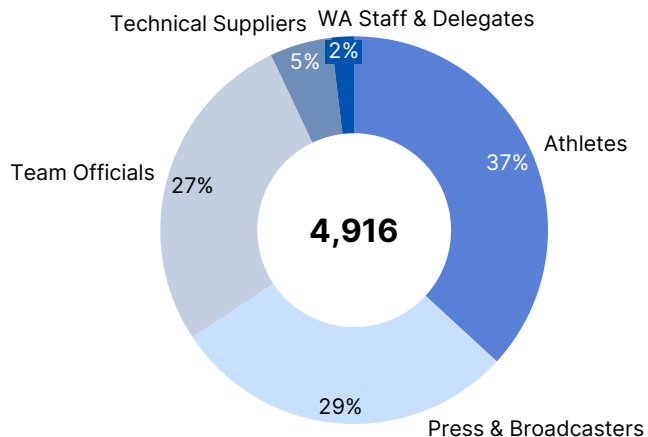
Better ways to hear commentary

Hard to hear in-stadium announcements

More than 1,800 athletes travelled to the Oregon 22 Championships

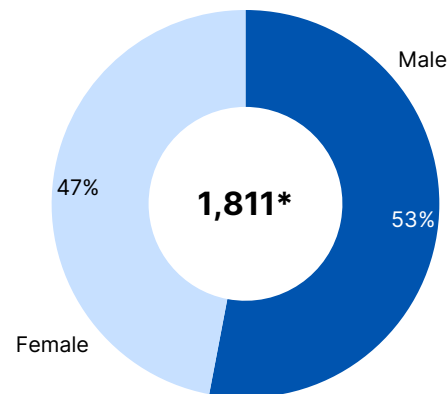


Event Attendees by Role



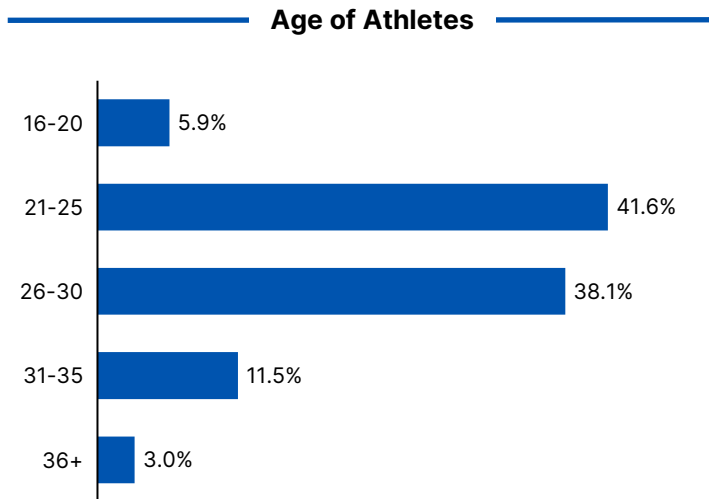
Excluding spectators, **the event played host to 4,916 attendees**, including athletes, team officials, media & broadcast, technical support, and World Athletics staff and delegates

Gender of Athletes



There were more than 1,800 **athletes at the World Athletics Championships** in Oregon with slightly more men (53%) taking part than women (47%)

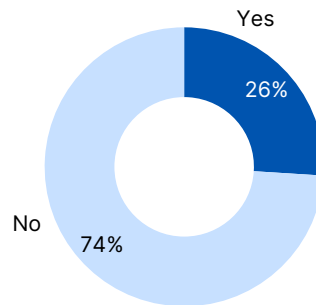
The event attracted an estimated 1,820 athletes and team officials (58% of total) that were first time visitors to Oregon



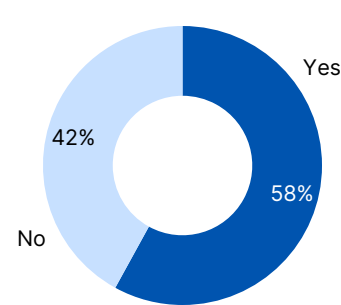
Of the 1,811 athletes, **the average age was 26.7 years old with ages ranging between 17 and 49.** At 49, Kelly Ruddick was the oldest ever female competitor at the World Championships, competing in the 35km race walk

Whilst 74% of Athletes and Team Officials had been to the US before, for 58% it was their first time visiting Oregon specifically. As a result, by hosting the event, **Oregon welcomed an estimated 1,820 new athletes and team officials**

First time to the US?



First time to Oregon?



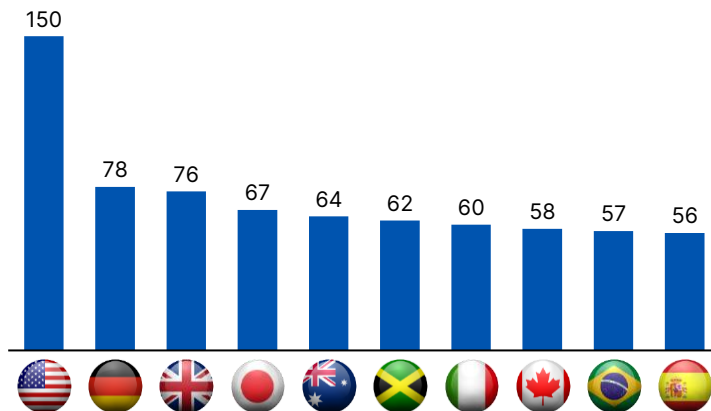
Athletes from 179 countries, plus the Athlete Refugee Team competed at the championships



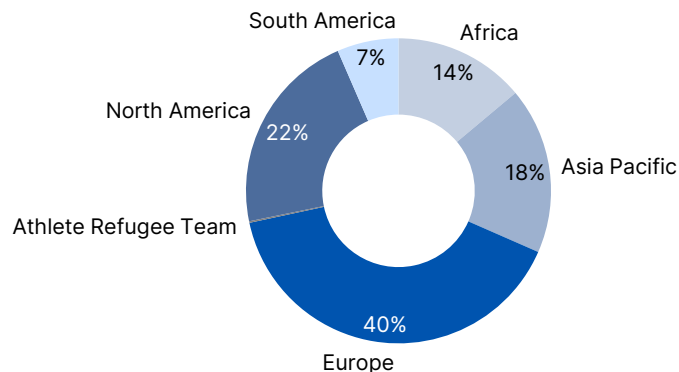
The USA brought by far the most athletes (150 competed) to the World Championships, nearly double next closest (Germany - 78). Overall, 179 countries competed (plus the Athlete Refugee Team)



Top 10 represented nations by athletes



Athlete representation by continent



In line with previous Athletics events, the continent with the highest proportion of Athletes was **Europe (40%)**

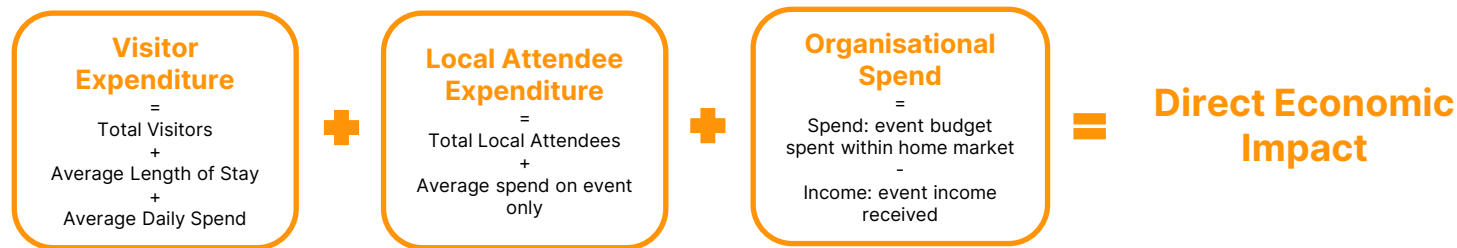
Economic Impact



The economic impact is calculated by looking at the net increase in spending as a result of the event



The Direct Economic Impact measures the total amount of additional expenditure within the host economy. For the purpose of this study the host economy is defined as the **state of Oregon**. Based on visitor and organiser spending, Direct Economic Impact is an **assessment of the net increase in spending as a result of the event**. Direct Economic Impact measures what is sometimes called the 'first round' of spending. In simple terms, this means direct transactions between those outside the host economy and those inside the host economy – for example between a visitor and the owner of a local restaurant.



The key components of expenditure have been classified as; **accommodation, food and beverage, retail shopping, tourism related spend and travel**, whilst Organisational Spend includes the LOC's investments in **infrastructure, logistics and legacy projects**.

Accommodation spend totalled \$45.0M, with spectator spend contributing the most value

To determine the additional economic impact that arose purely from accommodation we must calculate what **percentage of the overall participants stayed within a commercial premises (e.g. hotel)** rather than with their family and/or friends. The table outlines the number of 'commercial' participants that are eligible for this calculation at the event in Oregon

	Spectators	Athletes & Team	Media & Broadcast	Technical Support	World Athletics	Total
No. of commercial participants	29,661	3,151	1,418	253	94	34,577
Average length of stay	6	10	13	17	15	N/A
No. of bed nights	165,879	32,140	18,889	4,301	1,373	222,583
Cost per night (\$USD)	250	0*	150	150	0*	N/A
Accommodation Value (\$USD)	41,510,818	0	2,833,305	645,150	0	44,989,273

- As seen from the total column above, accommodation contributed **\$45.0M** to the overall direct economic impact. Spectators, which includes both visitors and local attendees, spent the most, at \$41.5M
- World Athletics staff and Athletes & Teams accommodation expenditure not considered in this part of the economic impact assessment since it features explicitly in the LOC budget

Local event spend of \$47.6M minus ticket income of \$18.0M resulted in net organiser spend for Oregon 22 of \$29.6M



Organiser Spend – LOC Budget*

Budget Section	Total	Local	% Local
Event Administration	\$9.89m	\$8.43m	85%
Event Management	\$7.60m	\$7.60m	100%
Event Services	\$4.86m	\$4.28m	88%
Athlete and Team Experience	\$14.0m	\$3.37m	24%
Media Experience	\$888k	\$672k	76%
Broadcast Experience	\$14.0m	\$8.44m	60%
Workforce Experience	\$3.01m	\$2.49m	83%
Fan Experience	\$1.05m	\$691k	65%
WA Family Experience	\$2.41m	\$1.95m	81%
Marketing & Communications	\$2.91m	\$1.59m	53%
Marathon and Race Walk	\$2.46m	\$2.46m	100%
Miscellaneous	\$3.72m	\$1.44m	39%
Legacy	\$965k	\$895k	93%
Contingency	\$7.00m	\$3.20m	46%
Grand Total	\$75.0m	\$47.6m	63%



Event Spend

As per the event budget provided by the LOC, a total of **\$75.0M was spent overall** on the event. Of this, only spend within the local market is considered for calculations under this header. The remaining spend therefore accounts as leakage.

Since, the official split demarcating spends within local and international market was not provided, suitable assumptions were considered keeping the profile of Oregon in mind.

From these assumptions, a estimated **\$47.6M was spent within the local market**, (approx. 63% of the overall value)

Net Organiser Spend

Deducting income of **~\$18.0M generated from event ticket sales**, the net event spend was **\$29.6M**

Multiplying the net economic impact, the total economic spend reached \$153.0M



Multiplier

To calculate the total economic impact we need to apply a multiplier which would include all the 'secondary' spend that would happen due to the occurrence of the event. An example of secondary spend is when an official supplier to the event would procure additional produce or services from another domestic supplier, therefore increasing the total economic impact.

Estimating multipliers is dependent on a number of factors, including the size of the host economy, the original split of LOC spend between local and international suppliers as well as the composition of attendees. To support this benchmarking we also use econometric modelling to estimate the reliance between industries within the host economy. For this event, we will **apply a multiplier of 1.59x**. This is based off OECD estimates for countries in the region.

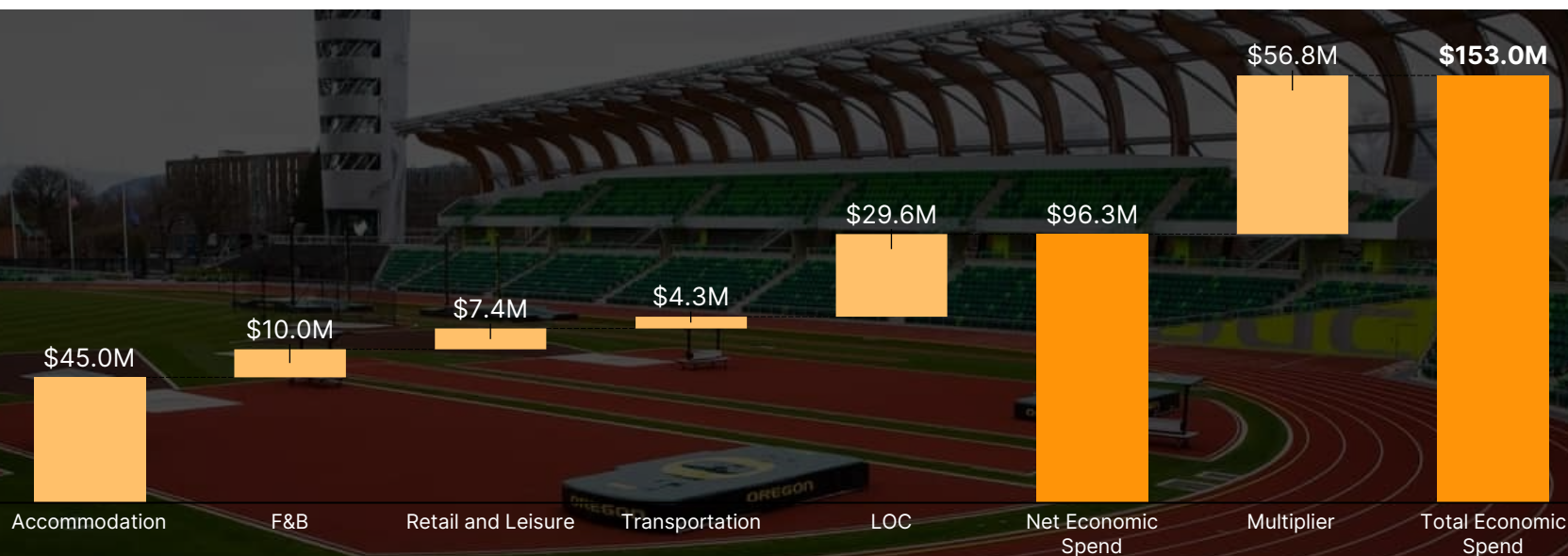


Section	Impact (\$M)
Accommodation	45.0
Food & Beverage	10.0
Retail & Leisure	7.4
Transportation	4.3
LOC	29.6
Grand Total	96.3

Multiplier **x1.59**

Total Economic Spend \$153.0M

Economic Impact - Summary



- Unsurprisingly, accommodation was the largest contributor of the net economic spend; a result of the estimated ~30,000 unique spectators staying in commercial premises for the event
- Local spend in the Oregon area by the LOC accounted for the next highest proportion of net economic spend

Environmental Impact



Total air travel undertaken by individuals to reach Eugene accounted for 75,537 tonnes of CO² emissions



The environmental impact of any event has become increasingly more important with climate change being a real concern. A sporting event which sees thousands of attendees visit a host economy will have a negative effect on the environment, due to high usage of resources such as fuel for transportation, water for sanitation or food and drinks. Therefore, our assessment, inline with the UN sustainability goals, will calculate the overall negative effect on the environment. This is done by quantifying total emissions produced and for standardization, we quantify all waste/energy used as CO² emissions.



Air Travel Emissions



To calculate the team CO² emissions from flying to and from the event, we calculated the journey length (km) and multiplied by the number of spectators, athletes and officials. Then the distance was converted into CO² emissions by using an industry-standard conversion ratio.

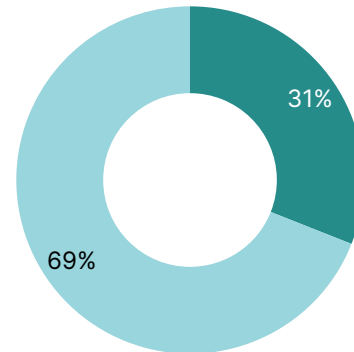


- With competitors from 179 countries, the 2022 World Championships had visitors from across the globe
- Individuals from Mauritius, Madagascar and Lesotho travelled the furthest
- With most attendees coming from the United States, the US were collectively responsible for the largest proportion of travel emissions



Total travel emissions **75,537** tonnes of CO²

Split of CO² Emissions



US Attendees International Attendees

72% of athletes stated that climate change had directly impacted them, 20% more than the Belgrade 22 survey



Climate Change

76%

Extremely or very concerned about climate change

76% at Belgrade 22

74%

Believe climate change has impacted the sport

62% at Belgrade 22

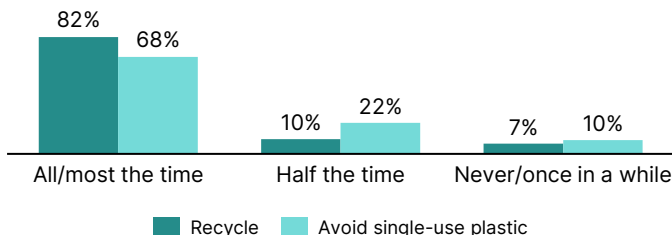
72%

Have been directly impacted by climate change

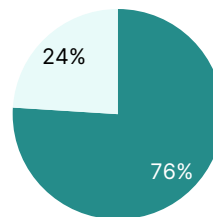
52% at Belgrade 22

Athlete Sustainable Behaviours

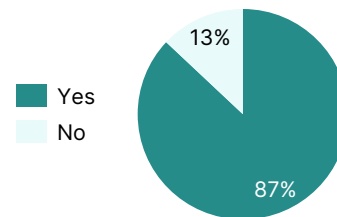
Athlete sustainable behaviours



Willing to change lifestyle?



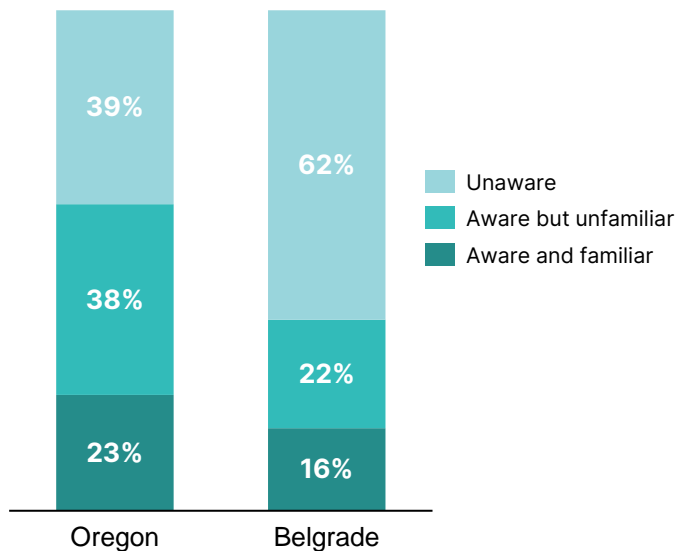
Encourage others to make lifestyle changes?



The number of athletes unaware World Athletics have a sustainability strategy decreased to 39% (62% at Belgrade 22)



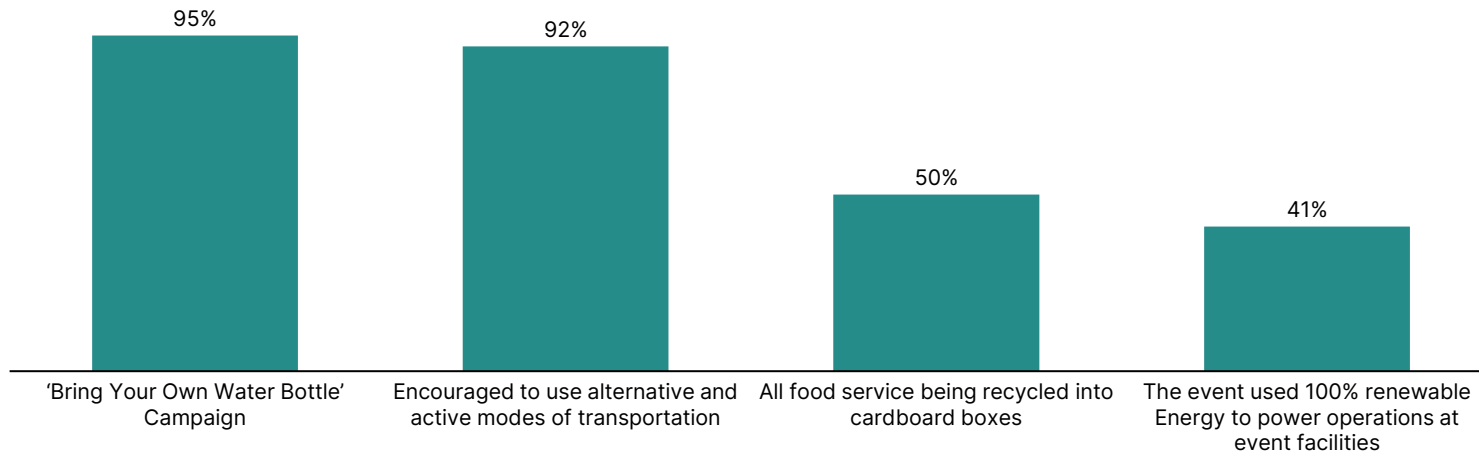
Awareness of World Athletics' Sustainability Strategy



Sustainability

- World Athletics have improved the awareness of their sustainability strategy amongst Athletes
- At Belgrade 22, 62% claimed to be unaware that World Athletics have a sustainability strategy. This number decreased to 39% among respondents at the Oregon World Championships
- Despite this, the majority of those now aware are still unfamiliar with World Athletics' strategy. More can be done to educate this group of individuals
- Additionally, **90%** of survey respondents believe that the **sport of athletics should do more to help build a more sustainable future**

However, at Oregon 22, 95% of spectators were aware of the 'Bring Your Own Water Bottle' Campaign



- A significantly high number of people were aware of 'Bring Your Own Water Bottle' Campaign and being encouraged to use alternative and active modes of transportation. More than 90% fans registered awareness regarding these two points
- However, food services being recycled into cardboard boxes and the fact that the event was utilizing 100% renewable energy power options at event facilities was aware to only 50% and 41% of attending fans respectively

World Athletics and Organisers of Oregon 22 focused significantly on recycling and green energy



Recycling and Composting

- 8,000 reusable water bottles were donated to attendees in Oregon 22 equating to a carbon saving of **\$420**
- Instead of typical single-use plastic water bottles, the LOC purchased boxed water bottles, whose containers can be processed to create new materials
- Compost buckets were provided for catering operations, food trucks, and dining halls

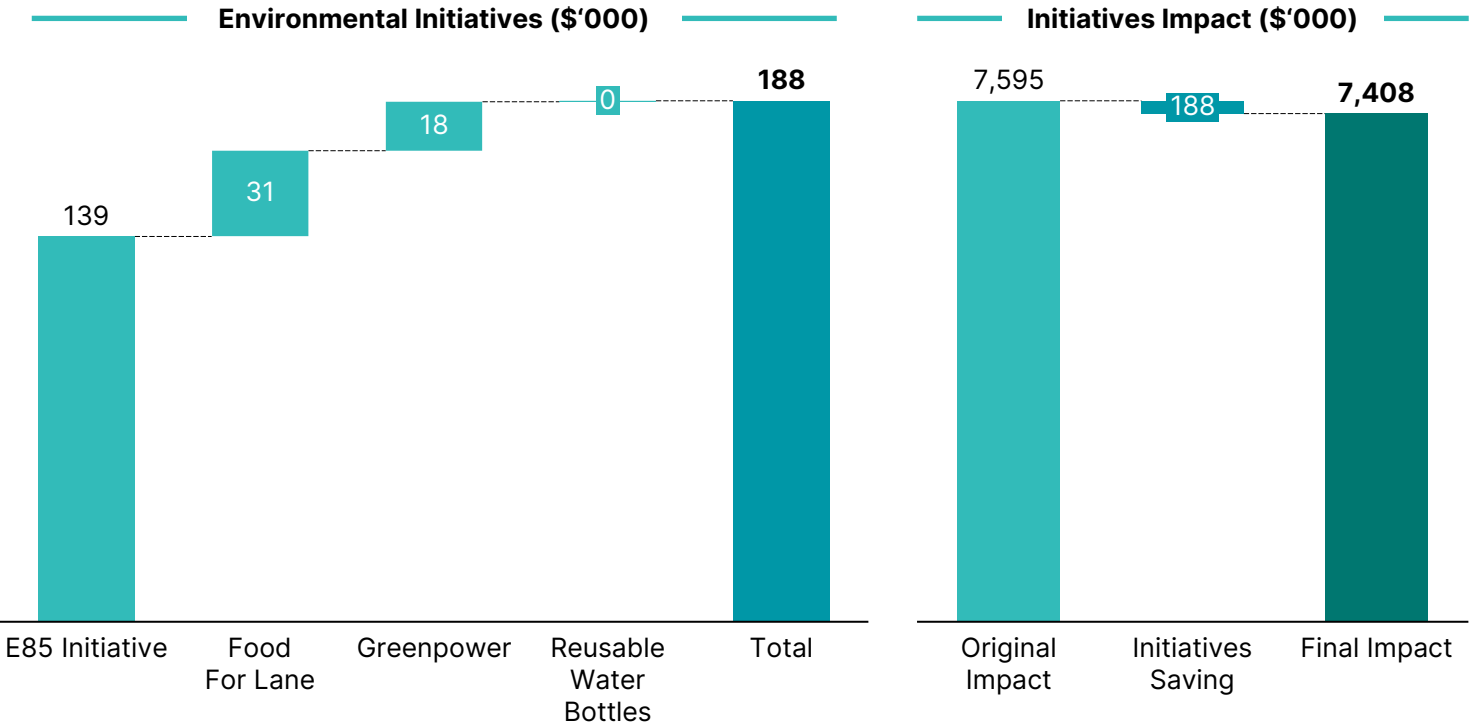
Utilizing Green Energy

- The Local Organizing committee purchased mostly E85 for generator and vehicle fuel. E85 produces significantly less carbon emissions than typical gasoline **saving \$139,000**
- 140,000 kWh of Greenpower from EWEB was used to power Hayward Field for the duration of the event **saving approx. \$17,640**
- The LOC also decided not to provide vehicles to any VIPs to encourage the use of active and public transportation

Reduction in wastage

- Throughout the Championships, University Dining services donated over 5,200 pounds of edible food to Food For Lane County **saving \$30,848**
- Post the conclusion of the event, various materials used during the championships were donated/reused/rented.
- Many materials were taken away to be reused on other building sites, sold to the local community, or donated to local organizations

The environmental initiatives during the event reduced the overall footprint by 2%



The overall net environmental impact can be quantified at a cost of \$7.4M



Sub-section	CO ₂ Emissions (Tonnes)	Monetary Cost
Waste & Energy	19,224	(\$1.5M)
Transport Vehicles and Generators	2,058	(\$0.2M)
Transport – Flights	75,537	(\$5.8M)
Total	97,095	(\$7.4M)

To calculate the monetary value of all the environmental implications which have been highlighted in the previous slides, we have applied a cost per tonne of CO₂ emissions, using the same methodology as carbon credits. The event resulted in additional emissions of 97,096 tonnes of CO₂, which using the current cost of a carbon credit calculated by EMBER(\$76.3 per tonne), results in a **cost of \$7.4M**.

The Waste & Energy sub-section does not include the emissions from the construction and renovation of several projects since they will be used for future events

An estimated 152,160 hours of volunteer time resulted in a benefit of \$2.1M



Volunteering and Employment in Sporting Events

Volunteering and employment is a hugely important part of any event, not only for the event's success but also for the volunteers and employees themselves. Volunteering can result in an improved skillset which can eventually result in employment since it involves key competencies such as teamwork and helps build confidence within the individual. Below are some volunteering and employment statistics for the World Athletics Championships in Oregon:



Social Value Calculation

Hours

152,160 hours¹



Minimum Wage
Hourly

\$13.50 per hour²



Total Value

\$2.1M



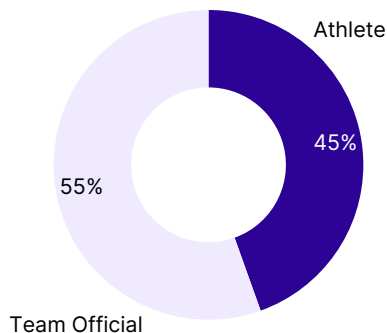
Despite a strong score of 70% satisfaction among athletes and team officials, this was below the score from Belgrade



The following data points have been obtained from the World Athletics post-event survey:

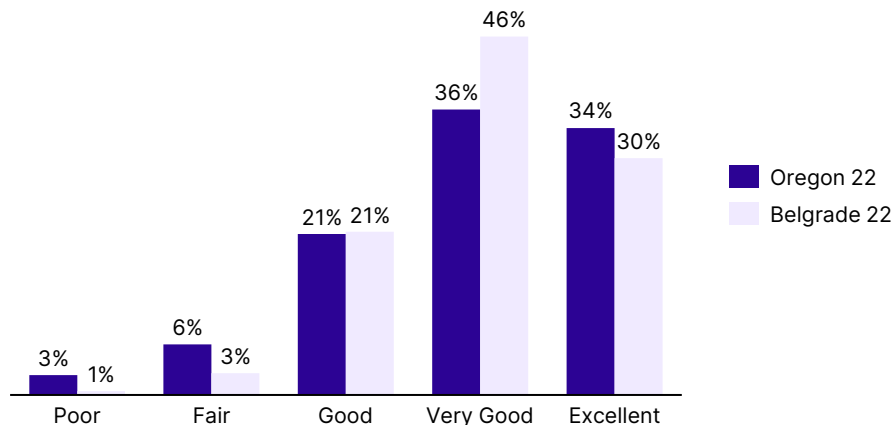


Survey Respondents



In total, **512 athletes and team officials** completed the survey

Overall Experience

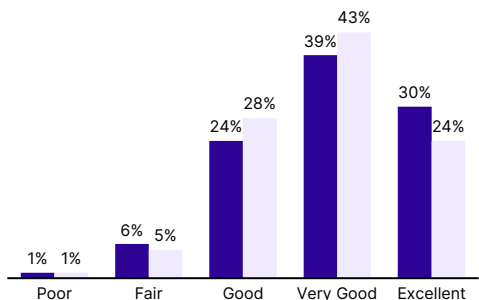


Overall satisfaction levels of the event were positive with **70% of the attendees voting 'Very Good' or 'Excellent'**. However this was below the 76% achieved at Belgrade 22

Support provided by World Athletics and the LOC was rated highly by 71% of Athletes and Team Officials

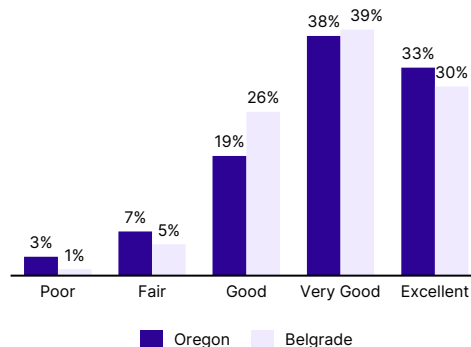


Information Provided before Departure Support by WA & LOC Health & Safety Measures (T2B)*



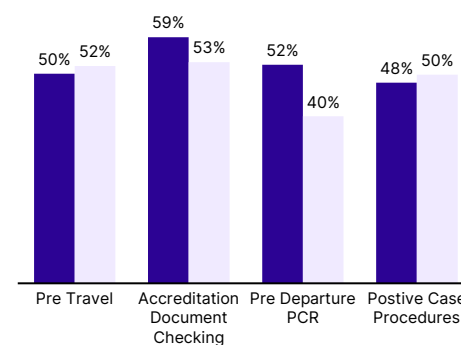
69% of attendees rated the information provided before departure as either 'Very Good' or 'Excellent'.

This was slightly better in comparison to Belgrade (**2% Higher**) with more respondents choosing the 'excellent' option for Oregon



The support provided by WA and the LOC **was rated as 'very good' or 'excellent' by 71% of respondents.**

This was **2% higher** than Belgrade 22

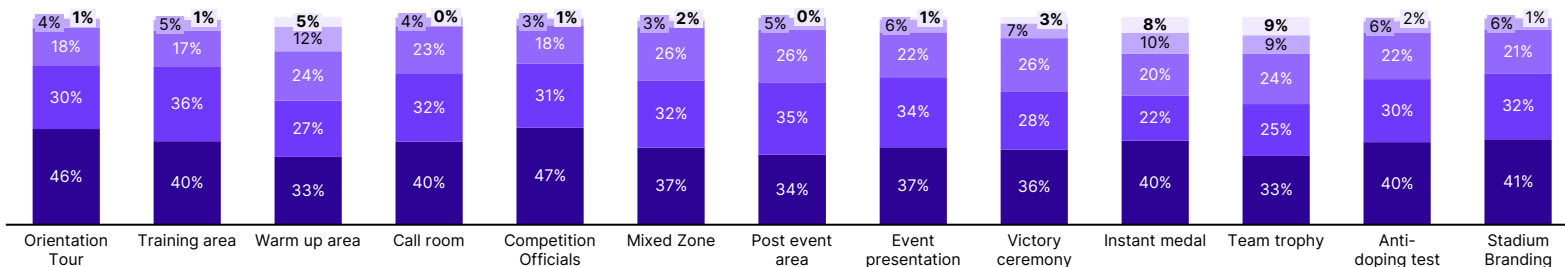


Health & Safety measures ranked relatively low compared to the quality and facilities of the event. However there was a marked improvement in feedback for pre departure PCR testing at Oregon compared with Belgrade (**12% higher**)

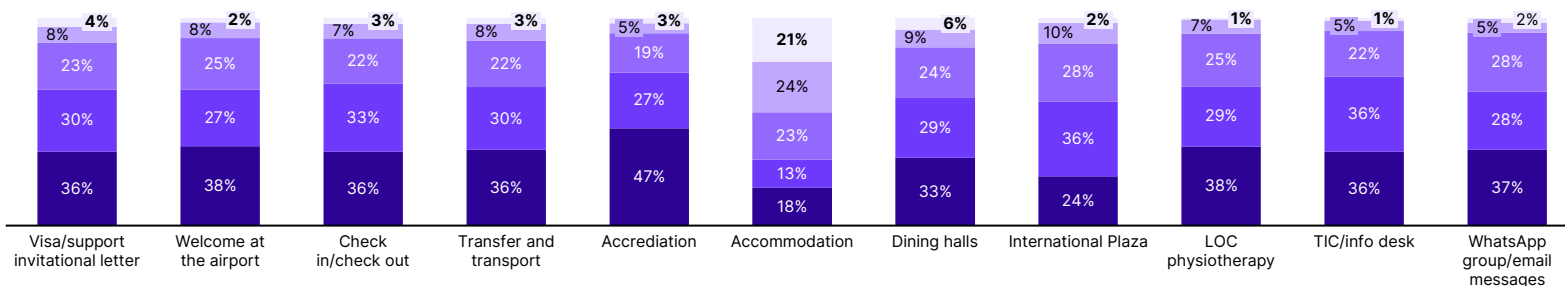
Athletes and Team Officials rated Accreditation and Officials best, with 47% of votes being 'Excellent' for both



Quality of Competition Facilities and Services Provided*



Quality of Non Competition Facilities and Services Provided*

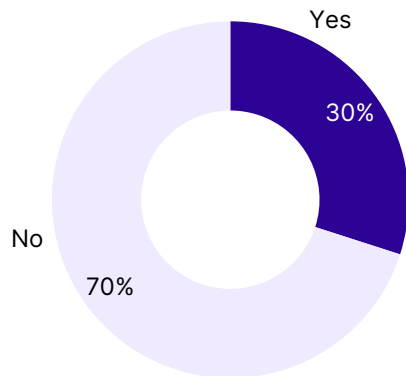


Poor
 Fair
 Good
 Very Good
 Excellent

68% of Athletes and Team Officials would consider returning to Oregon within 5 years

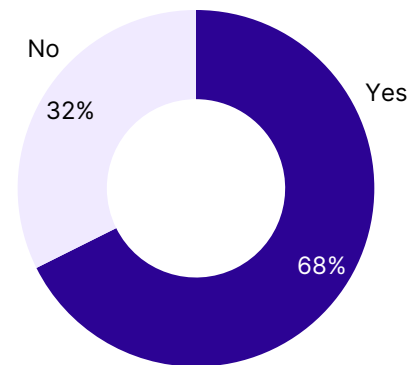


Visit any Local Tourist Areas?



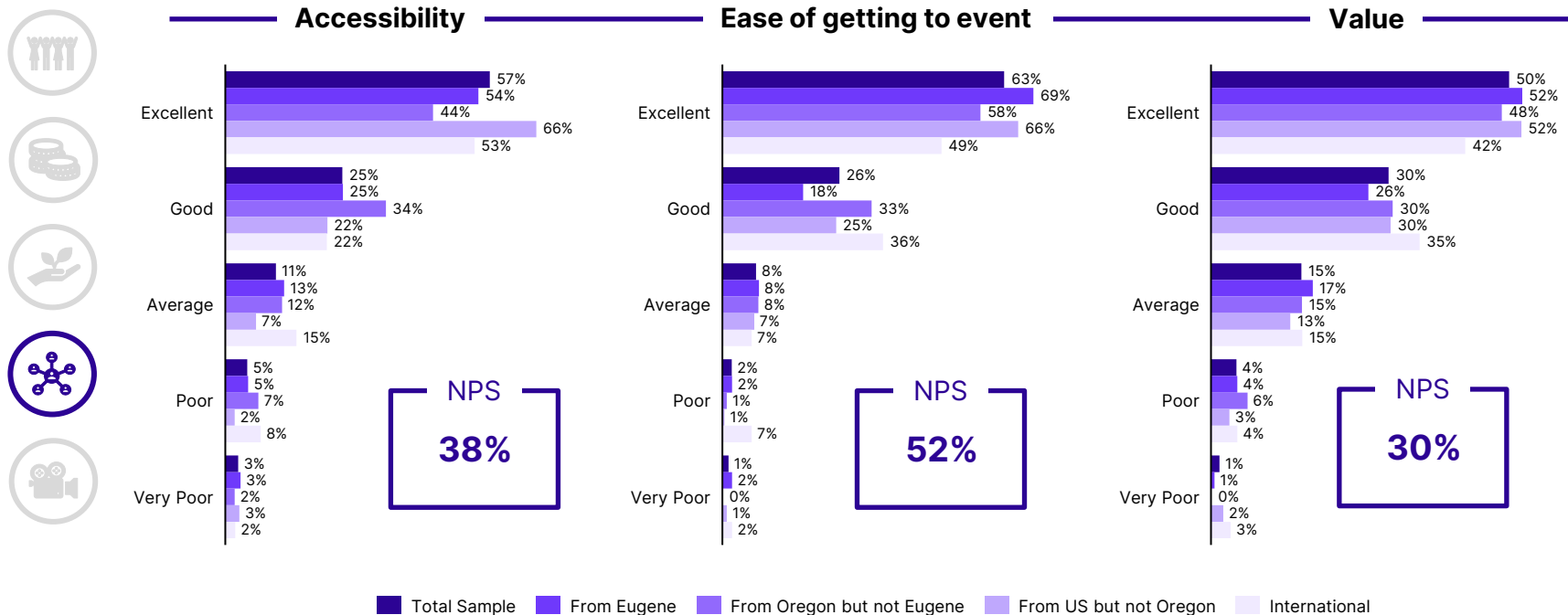
Only 30% of Athletes and Team officials were able to visit local tourist spots in Eugene during their stay

Consider returning to Oregon in next 5 years?



68% of Athletes and Team Officials would consider returning to Oregon for holiday and/or training within the next 5 years

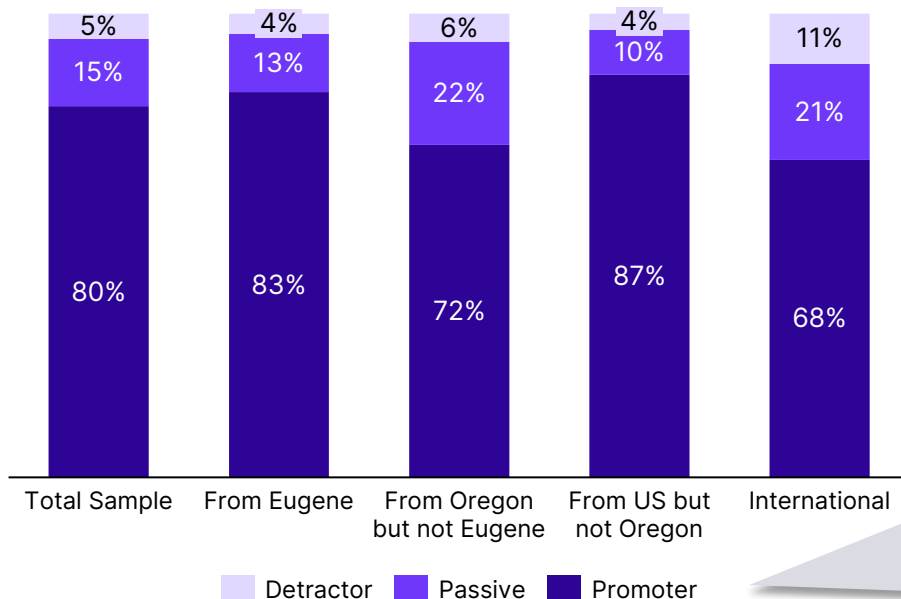
Accessibility of facilities and ease of getting to the event were rated as poorest amongst international spectators



Individuals from the US but not Oregon were most likely to be promoters, whilst international spectators were the least



NPS Group



Group	NPS Score
Eugene	79%
Oregon	66%
US not Oregon	83%
International	57%
Total	75%

'Based on your experience at the World Athletics Championships Oregon 22, how likely are you to recommend it to a friend or colleague? (0-10)'

Detractors: 1-6

Passive: 7-8

Promoter: 9-10

The 'Women in the Spotlight' day generated 62% more engagement on social media than the daily average



'Women in the Spotlight' Day



Oregon 22 honored women in sport as part of a "Women in the Spotlight" initiative on **19th July**. The day showcased key women's events like Marathon, Triple Jump Final, 1500m Final and the Heptathlon.

Event generated **62% higher engagement on social media** versus the daily average, generating an **extra \$301,666** in value on social media

Gender Equality Seminars



Oregon 22 hosted "**Out of the Blocks**", a gender equality seminar designed to spur change in member federations. In total, **45 member federation representatives** signed the documents pledging gender equality, pay equity and increasing women participation. The seminar generated as **generated a value of USD 35,430** as social capital

Promoting Women led businesses



Oregon 22 **intentionally recruited women and/or BIPOC-owned businesses*** for catering, food trucks, etc.

Oregon 22 also **highlighted women and/or BIPOC-owned food trucks** by **including a logo** on their menu

With Oregon 22 also running social initiatives related to diversity, youth empowerment and donation programs



Employee trainings around Diversity and Inclusion



All Oregon 22 employees were provided a **series of trainings on justice, equity, diversity, and inclusion** from RISE.

Additionally, they underwent LACE trainings to **learn open mindedness and cultural humility**.

The whole exercise is expected to generate a value of **USD 23,620**

Gear Donation in Athlete's Village



Oregon 22 worked with the newly established nonprofit Endless Mileage to **create a space for gear donation within the Athlete's Village**

It is estimated that a total value of **USD 35,858** was added on the society due to this exercise

Youth Engagement Programs



Making tracks, the Youth Engagement Program, was launched to **inspire young people fulfill their potential and maintain healthy, active lifestyles** while celebrating diversity of the World coming to Oregon.

All programs were free and involved **800 schools** in Oregon

However, 72% of athletes said World Athletics can do more to promote diversity, equity and inclusion



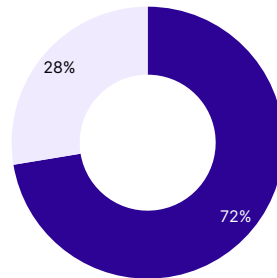
The following data point has been obtained from the World Athletics Sustainability Survey Report:



D&I

Throughout Oregon 22 there were some positive metrics associated with Diversity & Inclusiveness initiatives:

- 47% of athletes were women
- 3 Athletes (2 Male and 1 Female) competed under the Athlete Refugee Team
- 1 Team Official from the Athlete Refugee team
- Nearly 1,600 volunteers helped out

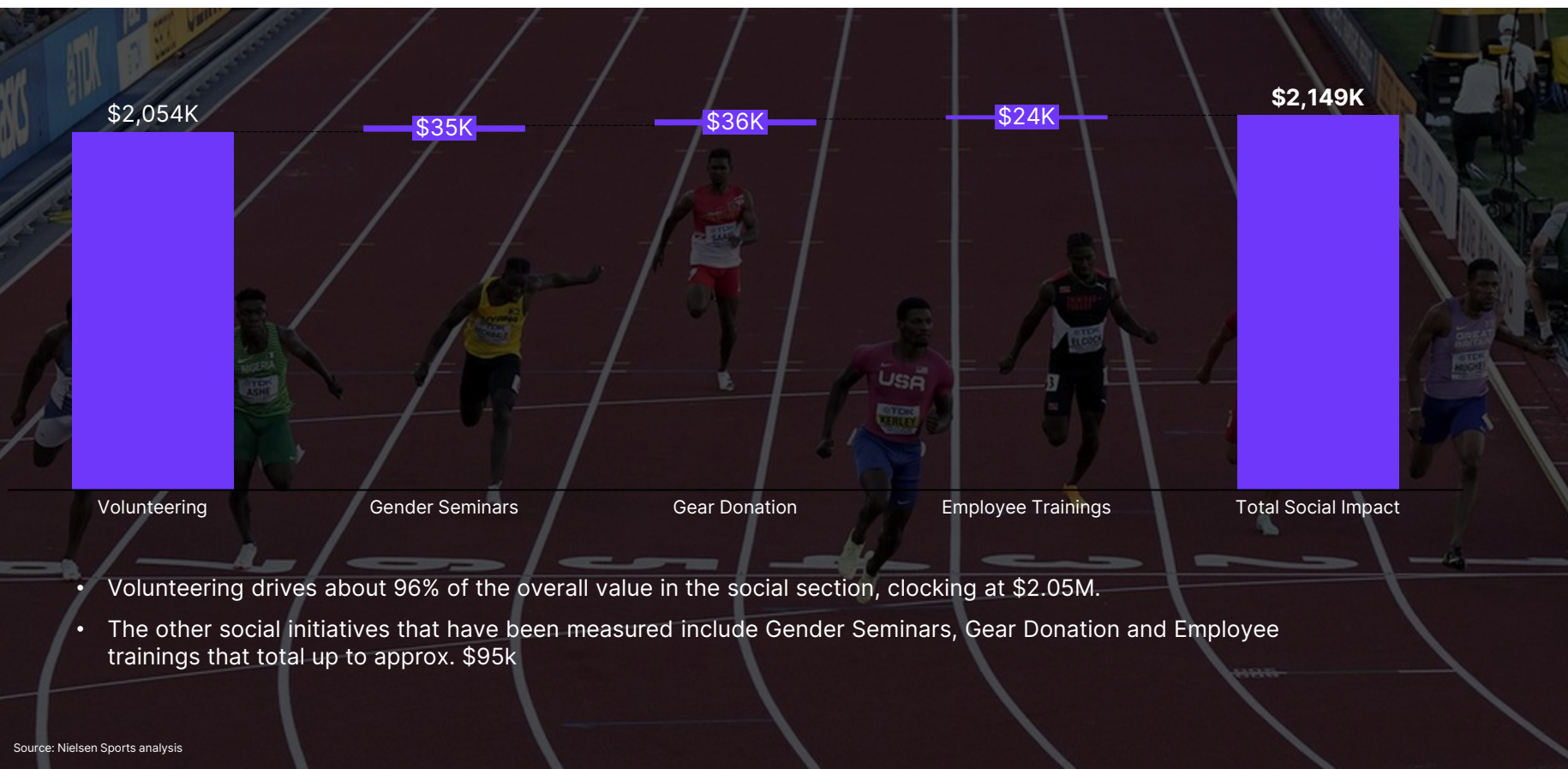


Nearly 3/4th of athlete respondents stated that World Athletics could do more to promote diversity, equity and inclusion

Suggestions for improvements:

- **Campaigns:** advertising, communication, videos and education
- **Location:** organise events in smaller or poorer countries
- **Development:** provide opportunities in more regions
- **Gender:** promote more women and provide equal opportunity for gender issues; including change in competition formats (mixed relays / male and female heats)
- **Employment:** increase diversity of managerial and officiating positions

Social Impact - Summary



- Volunteering drives about 96% of the overall value in the social section, clocking at \$2.05M.
- The other social initiatives that have been measured include Gender Seminars, Gear Donation and Employee trainings that total up to approx. \$95k

Media Impact

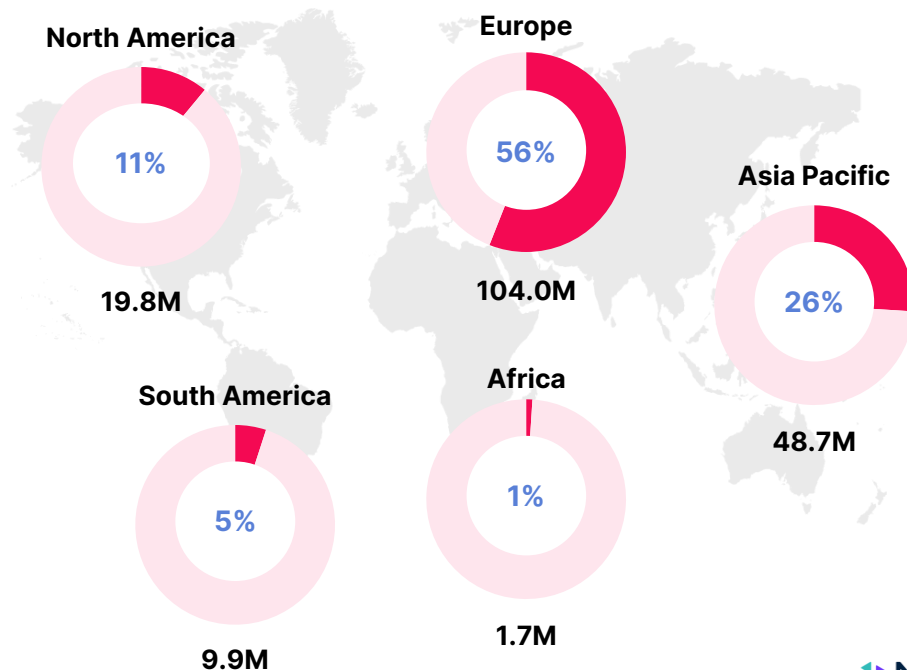


The Oregon 22 Championships attracted a total global audience of 184.1M



Top 10 Markets (TV Only)

	Market	Audience	% Share
1.	Japan*	43.6M	24%
2.	UK	18.3M	10%
3.	USA	18.3M	10%
4.	Poland	13.9M	8%
5.	France	11.3M	6%
6.	Sweden	9.7M	5%
7.	Finland	9.5M	5%
8.	Italy	8.3M	4%
9.	Brazil	7.4M	4%
10.	Germany	7.2M	4%
11.	Other	36.5M	20%



Exposure on TV & OTT platforms resulted in a total \$188.1M in media value for affiliated brands



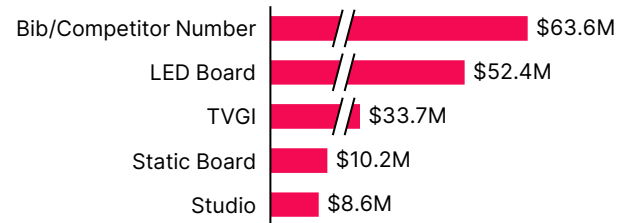
Total TV & OTT Media Value: \$188.1M



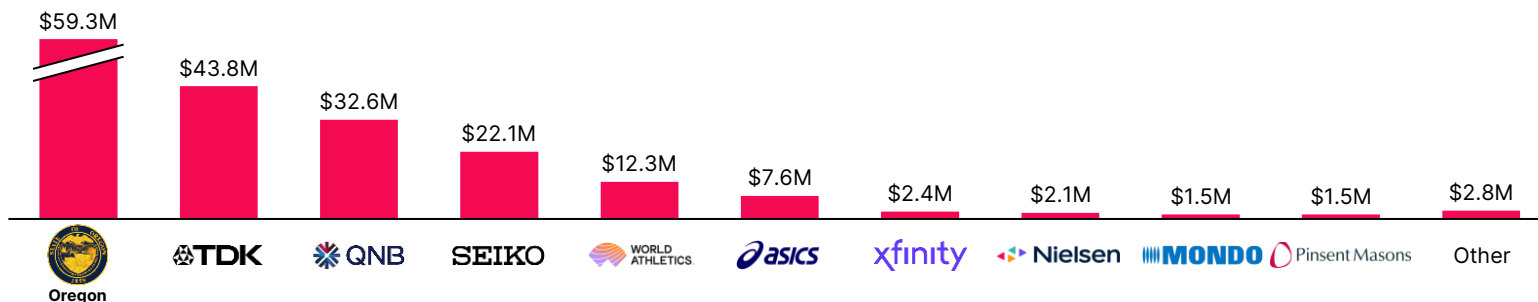
Total TV & OTT Media Exposure (hours): 3913:29:02



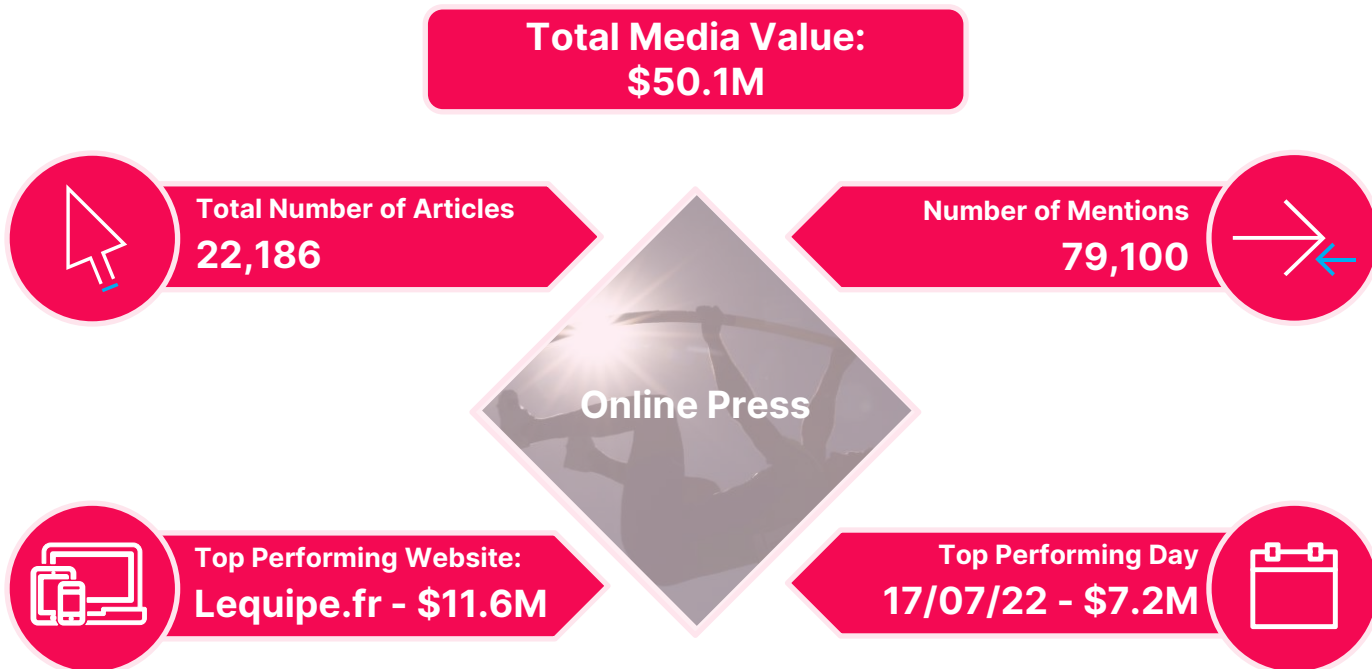
TV & OTT Media Value (\$) Top 5 Assets



TV & OTT Media Value (\$) by Brand



Online Press articles referencing the World Athletics Championships added an additional \$50.1M of value



French outlet L'Equipe drove the largest proportion of online media value (\$11.6M) from 144 articles



Website	Number of Articles	Media Value
lequipe.fr	144	\$11,633,649
sport1.de	108	\$3,345,611
kicker.de	34	\$3,157,327
yahoo.com	212	\$2,643,195
dailymail.co.uk	341	\$2,392,192
naver.com	2310	\$2,109,548
espn.com	91	\$1,680,471
bild.de	26	\$1,624,476
eurosport.fr	108	\$1,592,751
sporza.be	107	\$1,439,336
Other	18,705	\$18,446,491
Total	22,186	\$50,065,047



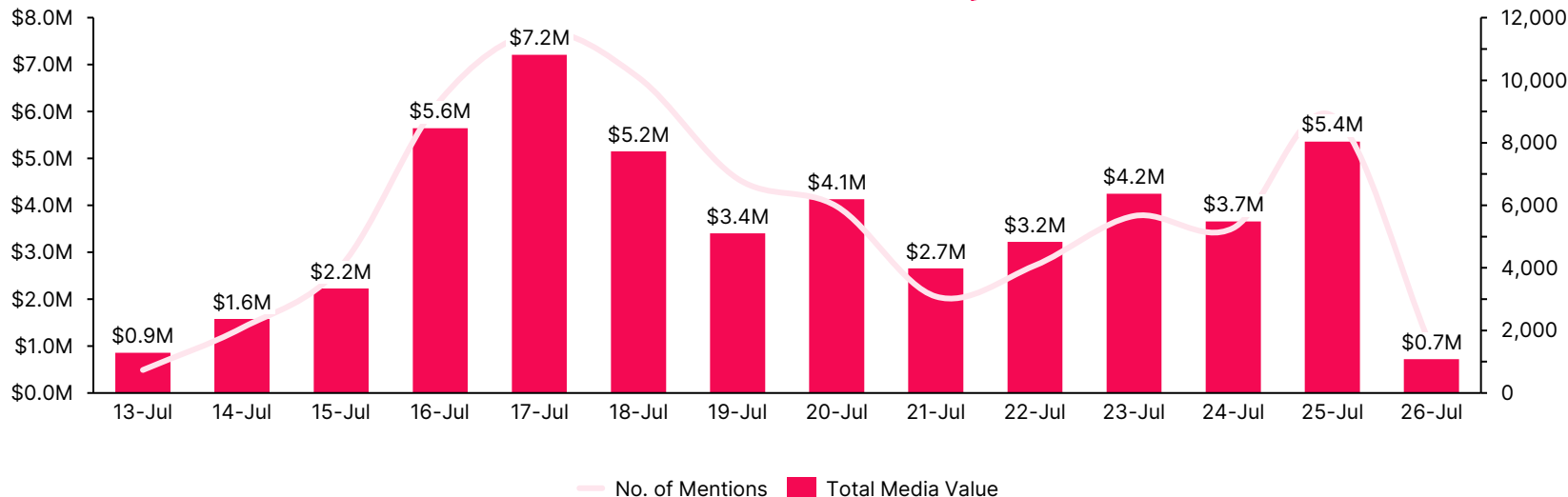
L'Equipe.fr attracts a large number of users driving high value for articles such as the one shown above where Oregon benefitted from 2 mentions

Online press value was highest on the days of the men's and women's 100m finals, and after the final day of competition



**Online Press value
by Date (\$)**

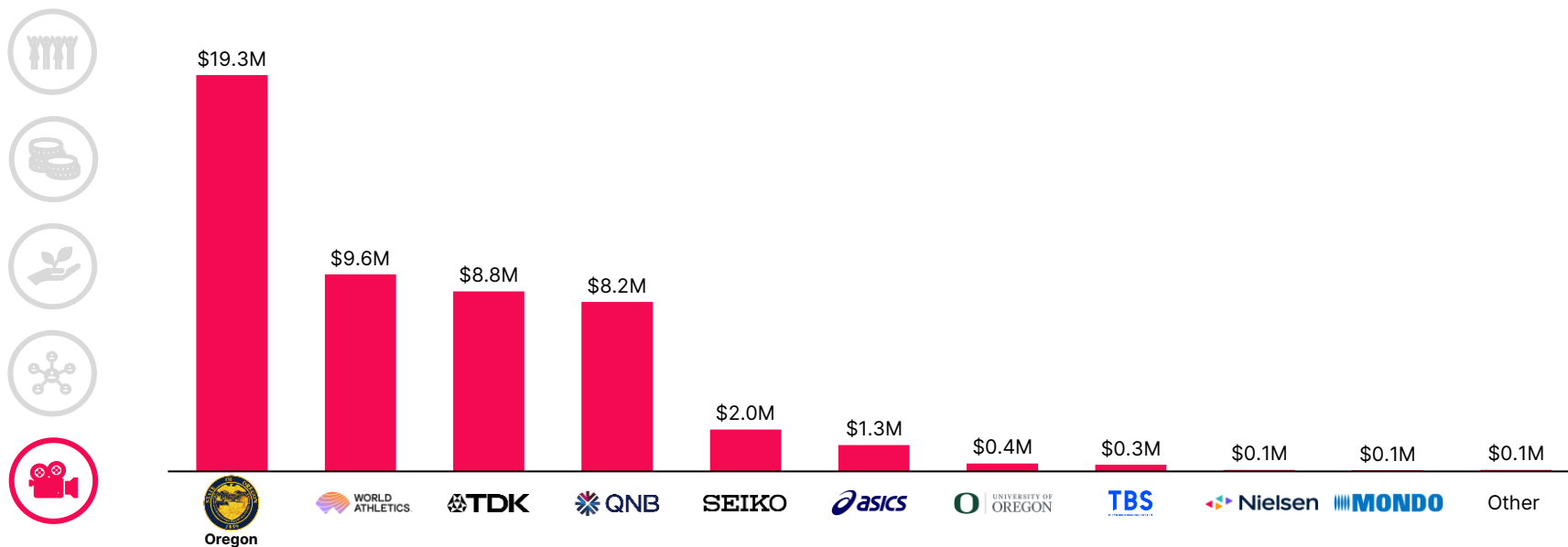
The online press value peaked between the 16th-18th July, in line with the high profile men's and women's 100m races. Another spike occurred on the 25th July, the day after the competition wrapped up



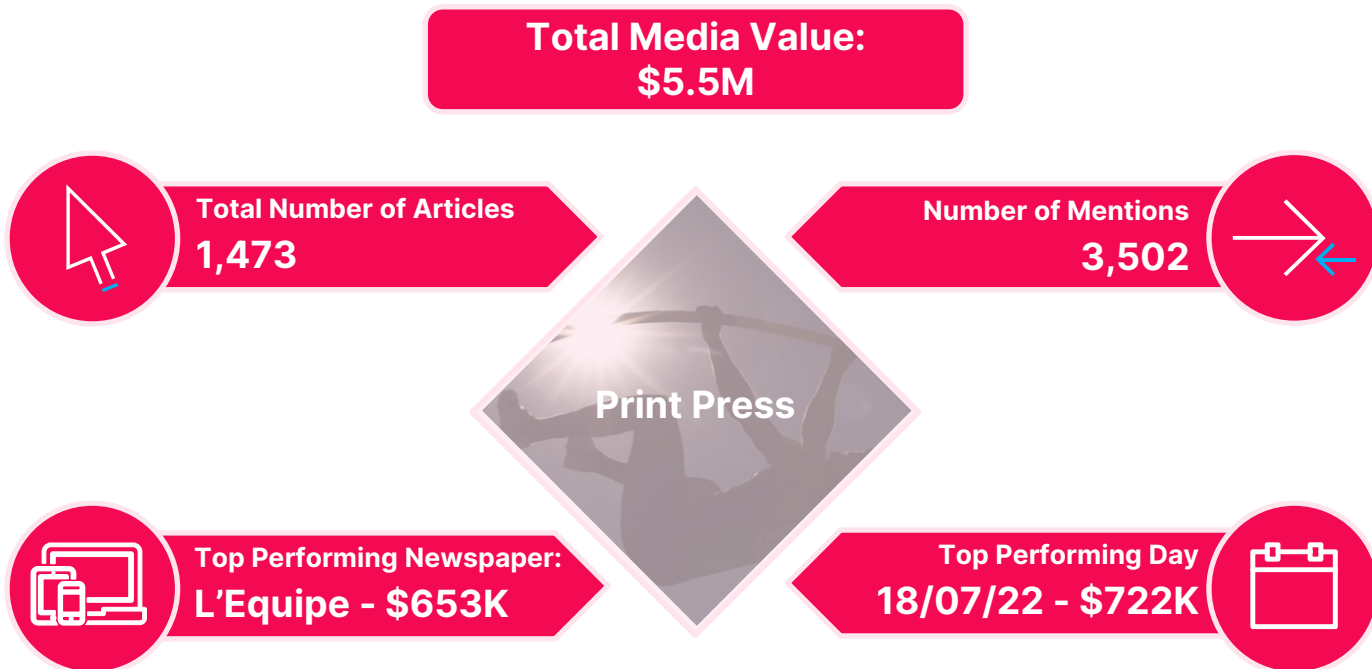
The State of Oregon benefitted the most from Online Press exposure, generating \$19.3m of value



Online Press Media Value by Brand



Print Press articles further contributed \$5.5M in media value surrounding the event

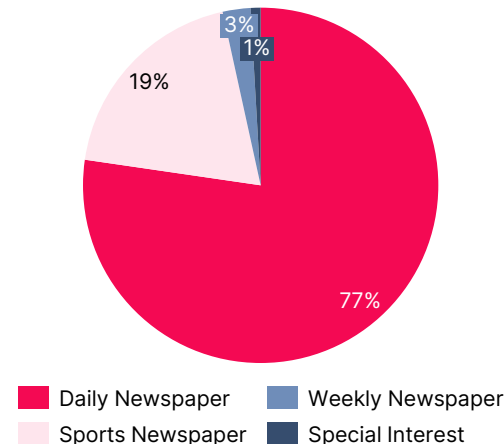


L'Equipe delivered the most print press value despite The Times of India printing the most articles with partner exposure



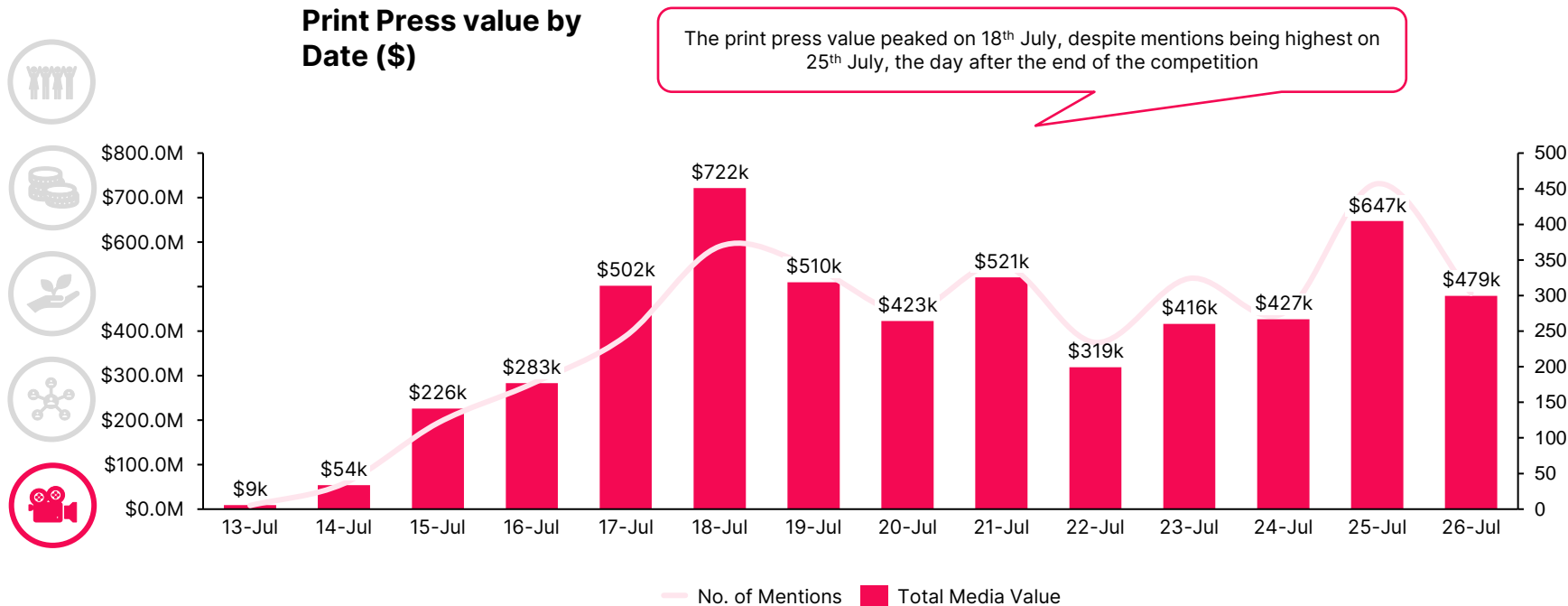
Website	Number of Articles	Media Value
L'Equipe	106	\$653,426
Yomiuri Shimbun	27	\$402,829
The Times of India	124	\$328,724
Sports Nippon Shimbun	18	\$226,950
Dainik Jagran	15	\$224,009
Dainik Bhaskar	12	\$192,398
Amar Ujala	13	\$161,543
AS	88	\$146,856
Hindustan	8	\$142,277
The Daily Telegraph	41	\$142,228
Other	1,021	\$2,916,810
Grand Total	1,473	\$5,538,049

Print Press value (\$) by outlet type



- As with Online Press, **L'Equipe generated the largest amount of value** from Print for the World Championships. However, The Times of India wrote the largest number of articles (124)
- The majority of value from Print was derived from articles in Daily Newspapers (77%)

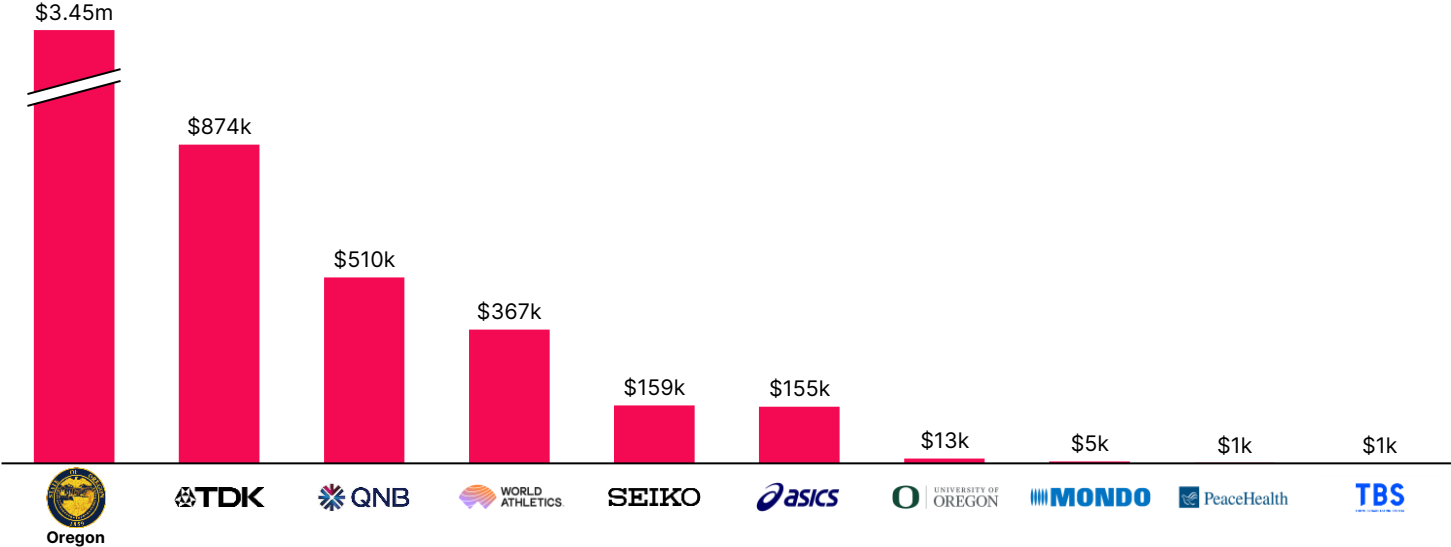
Print press value peaked on the 18th July, despite mentions being highest the day following the end of the event



Of the brands to receive print press exposure, the State of Oregon benefitted the most, accounting for 62% of total value



Print Press Media Value (\$) by Brand





The discussion on social media related to the event generated 5.57k posts, driving value worth \$7.24M

During the monitoring period, the discussion around the event had **37.2 M engagement** worldwide and generated social media value of **\$7.24M**. The sentiment to the event was mostly neutral and most of the traffic was observed during finals of key disciplines and opening and closing days,

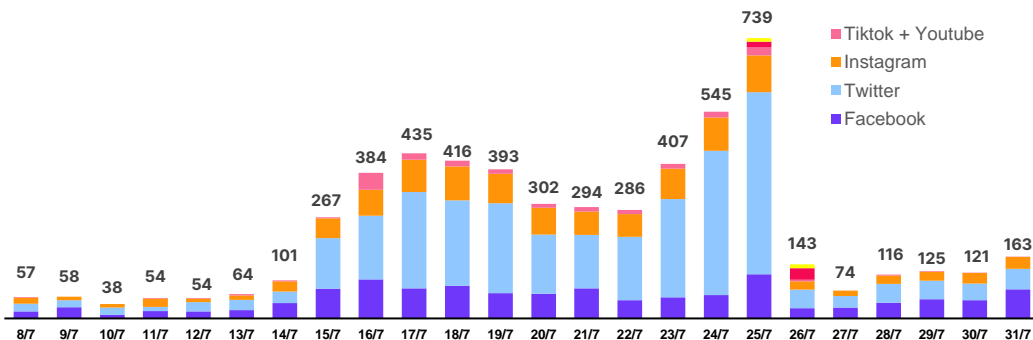
KEY STATISTICS

5,570
Total Posts

37.2 M
Engagement

\$7.24M
Total Value

Number of Posts - Overview



TOP 5 MENTIONS

S.No	Keywords	Count
1	#worldathleticschamps	1,067
2	#wchOregon 22	663
3	#Oregon 22	293
4	#athletics	223
5	#trackandfield	163

SENTIMENTS

34%



Positive

61%



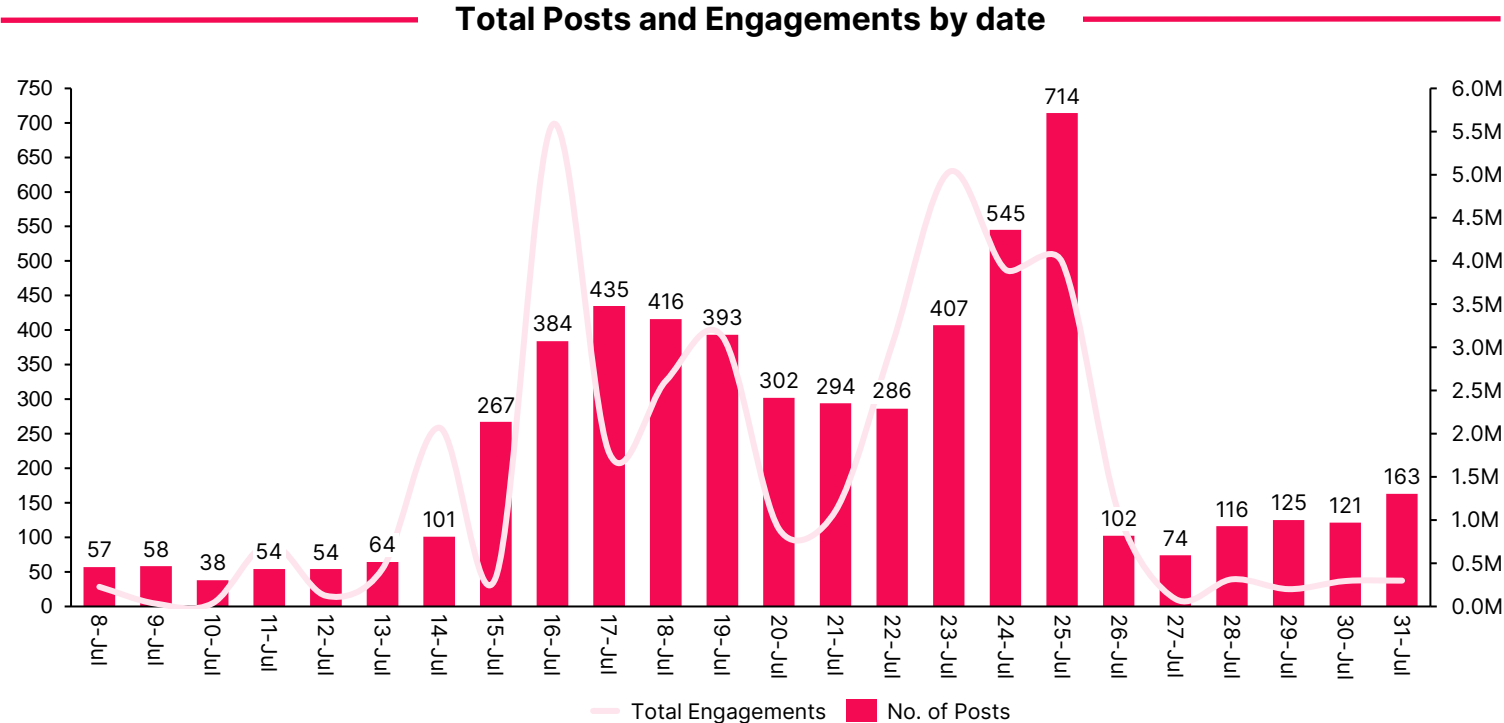
Neutral

5%



Negative

During the monitoring timeframe, peak engagement occurred on the opening day of the event



Posts from athlete coach Jack Darcy and IPL team Mumbai Indians drew the highest engagement on social media



POST 1



Author @jackhammered_

Platform	Instagram
Audience interactions	846,162
Potential Reach	1,221
Post Type	Video

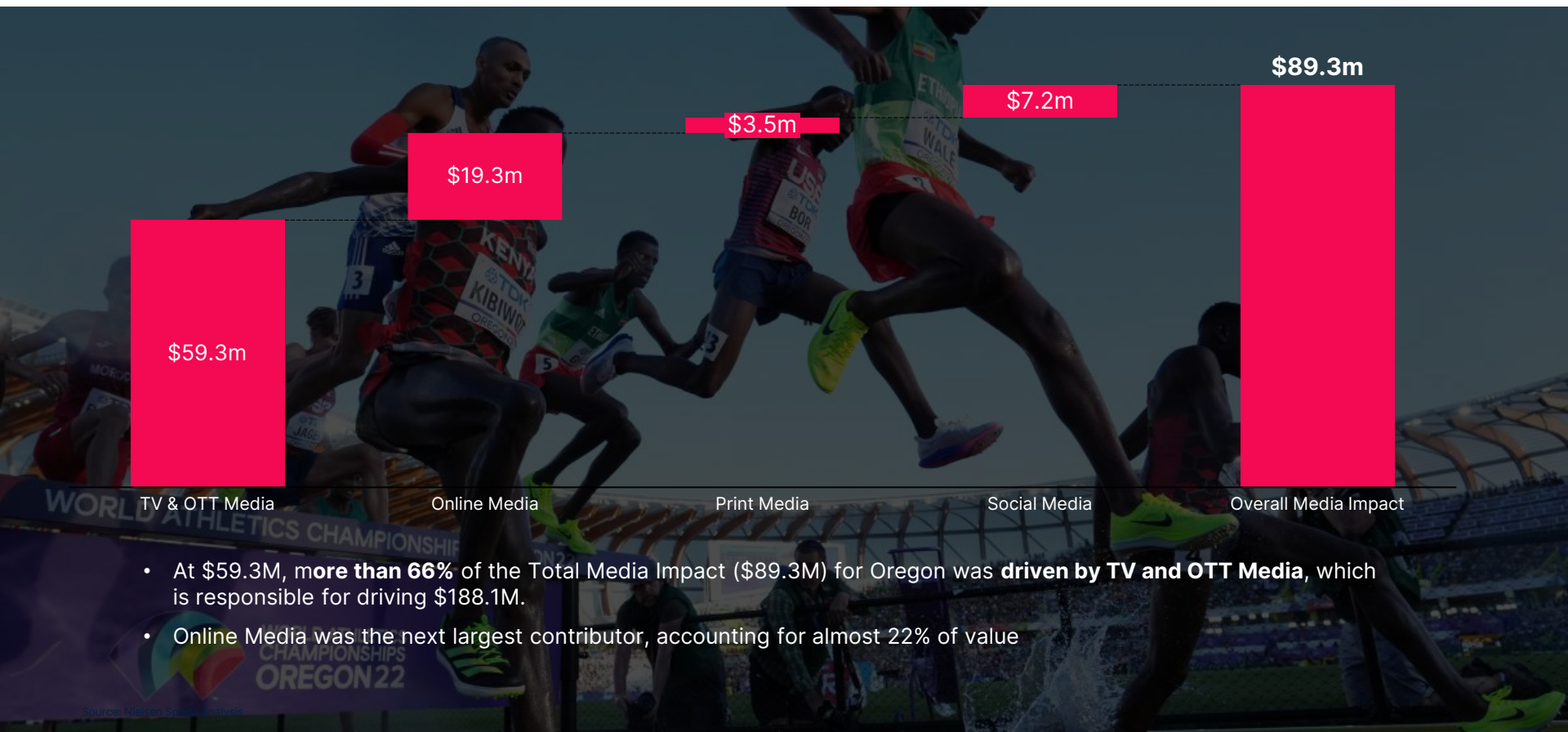
POST 2



Author @mumbaiindians

Platform	Instagram
Audience interactions	248,050
Potential Reach	1,550,851
Post Type	Image

Media Impact – Summary



- At \$59.3M, **more than 66%** of the Total Media Impact (\$89.3M) for Oregon was **driven by TV and OTT Media**, which is responsible for driving \$188.1M.
- Online Media was the next largest contributor, accounting for almost 22% of value

Total Event Impact



Case	Sub-section	Impact (USD)
Economic	Accommodation	\$45.0M
	F&B	\$10.0M
	Travel & Transportation	\$4.3M
	Retail & Leisure	\$7.4M
	Net Organiser Spend	\$29.6M
	Multiplier	1.59
Economic Sub Total		\$153.0M
Environmental	Transportation	(\$5.9M)
	Waste and Energy	(\$1.5M)
Environmental Sub Total		(\$7.4M)
Social	Volunteering	\$2.1M
	Social Initiatives	\$0.1M
Social Sub Total		\$2.1M
Media	TV Media Value	\$59.3M
	Online Press Media Value	\$19.3M
	Print Press Media Value	\$3.5M
	Social Media Value	\$7.2M
Media Sub Total		\$89.3M
Total Event Impact		\$237.1M



Nielsen