

FIBA  
**EUROBASKET**  
FINLAND • ISRAEL • ROMANIA • TURKEY



# FIBA EUROBASKET 2017

## Economic and Social Impact Study



**FIBA**

We Are Basketball









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# Content

Forewords.....	4
<b>ECONOMIC IMPACT STUDY</b> .....	10
Helsinki.....	20
Tel Aviv .....	48
Cluj-Napoca.....	76
Istanbul.....	104
Catalytic Impacts & Intangible Effects.....	132
<b>VISITORS' SURVEY</b> Executive Summary .....	146
Helsinki.....	150
Tel Aviv .....	158
Cluj-Napoca.....	166
Istanbul.....	174
Visitors' Survey Appendix .....	182



**FIBA**

We Are Basketball

## FIBA EUROBASKET 2017. ECONOMIC AND SOCIAL IMPACT STUDY.

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## Dear basketball friends,

At FIBA Europe, we are constantly striving to deliver a product of the highest possible quality to our stakeholders, including fans, players, sponsors and our 50 member federations. This is something that we achieved this summer with the successful execution of FIBA EuroBasket 2017.

Once more following a four-country hosting concept, in Finland, Israel, Romania and Turkey, FIBA Europe had four able partners who produced an event of the highest possible quality. Of course, there were challenges along the way, but each was met head on and treated as an opportunity to further enhance the quality of the final product.

The event presented us with many memorable moments – Pau Gasol surpassing Tony Parker as the tournament’s all-time leading scorer, Goran Dragic lifting a maiden trophy for Slovenia in his final appearance, and a plethora of new European talents leaving their mark on the continent’s basketball landscape.

While the tournament may now be over, I have no doubt that the follow-on effects in each of the four host cities – Cluj-Napoca, Helsinki, Istanbul and Tel Aviv – will be felt for years to come.

Now, we wait four years to do it all again. This only creates more excitement, tension and exclusivity for Europe’s biggest basketball event – the FIBA EuroBasket. With players knowing that their chances of holding aloft the trophy now only come every four years, there will be an even greater desire to represent their countries and have their chance to write history.

From an organizational perspective, it means we have time to set even higher standards, and see FIBA EuroBasket and the tournament’s impact go from strength to strength.

Sincerely,

**Turgay Demirel**  
FIBA Europe President





## Dear basketball friends,

In 2015, FIBA entered bold new territory, by taking our flagship European event, FIBA EuroBasket, in a new direction by introducing a multi-country hosting concept. For all stakeholders, the concept proved to be a resounding success, with the event remembered for its record crowd attendances and numbers of fans, tuning in around the world.

Therefore, it was a no-brainer for us to again be open to a four-country hosting option for FIBA EuroBasket 2017.

In Finland, Israel, Romania and Turkey, we were presented with four superb hosts, who perfectly presented the diversity of our continent, and came together to produce an event with the same look and feel across all four nations.

We once again allowed each of the four host nations to select a partner federation, assisting each of the four local organizing committees in ticket sales. It is unlikely anyone will forget the spine-tingling chill that the Icelandic Viking chant evoked in Helsinki; Lithuanian fans with their iconic drums were a constant in Tel Aviv; Hungarian fans travelled in their masses to neighbors Romania to see a revival of their national team; whilst Russian fans draped out in traditional costume added additional color to Group D in Istanbul.

As we look ahead, we once more see FIBA EuroBasket headed in a new direction. A switching of Europe's premier basketball event to every four years adds even more prestige and makes the desire to lift the trophy aloft all the greater. Of course, this also has practical benefits for potential hosts. Switching to four years allows more time for the planning of the event and presents us with the opportunity for an even greater event to be delivered.

See you at FIBA EuroBasket 2021,

**Kamil Novak**  
FIBA Executive Director Europe





## FIBA EUROBASKET Finland 2017

For the first time in the history of Finland, basketball became a nationwide attraction in 2017. The Susijengi snatched four out of five possible victories at Helsinki Arena in the FIBA EuroBasket preliminary group and awakened the whole nation to see what basketball has to provide.

Right now, Lauri Markkanen is making basketball even more familiar to Finnish people, playing for the Chicago Bulls, and a record number of junior players are striving to become the Susijengi players of the future.

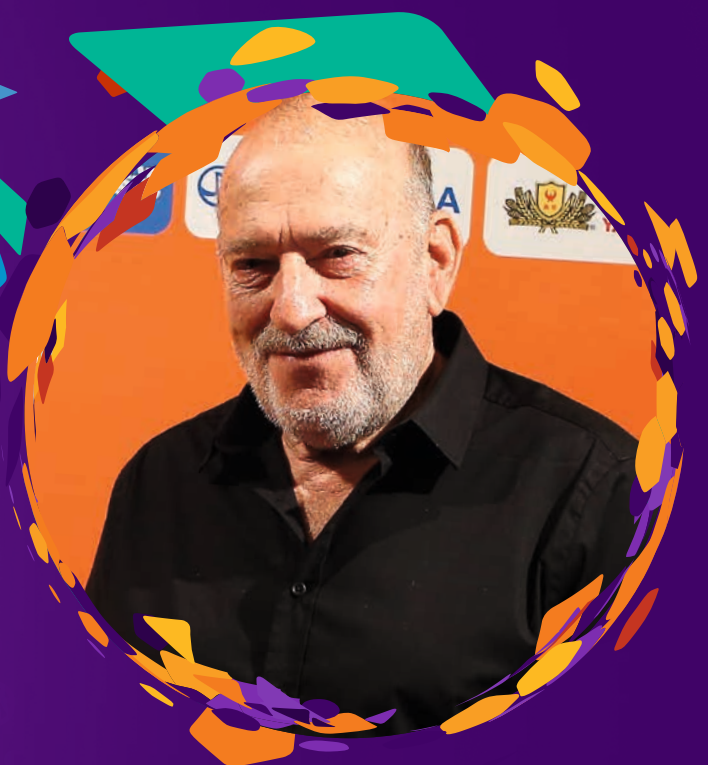
None of this would have been possible without FIBA and their decision to let Finland host one of the preliminary groups of FIBA EuroBasket 2017.

Thanks to FIBA's bold decision, Finnish basketball keeps growing and reaching new heights. Our organisation and our brilliant volunteers are now ready and battle-tested for large-scale international competitions to come.

On behalf of the basketball family of Finland and with gratitude,

**Antti Zitting**

President of the Finnish Basketball Association



## FIBA EUROBASKET Israel 2017

This is the last opportunity for us to thank FIBA for giving Israel the privilege to be one of the four host countries for the Group Phase of FIBA EuroBasket 2017.

A few months after the event, we can look back with pride. It was the first time the State of Israel, the Israeli sporting field and of course the Israeli Basketball Association was granted the privilege to host a tournament of such a large scale, and I can say with certainty we were able to fulfil the task.

After we understood the huge undertaking of the task in front of us, we hired Comtegroup for their experienced production services, and it was clearly the best decision. Together, we successfully managed to provide services of the highest standards for the visiting delegations, fans, media and FIBA staff that came to Israel and left with long-lasting great memories of their experience here.

We are very proud of the fact that the stadium was full not only during Israel's games, but also in the other games of the tournament. This was not only achieved by a large variety of partnerships, but also thanks to the devoted Israeli audience who love basketball and came to watch the very best delegations; Lithuania, Italy, Germany, Georgia and Ukraine. I have no doubt that our decision to partner with Lithuania added a fascinating dimension, prestige, and attracted a large fan base.

Although our national team did not reach the Final Phase, it was a captivating Group Phase, with a lot of unexpected results and uncertainties about which team will win and who would lose.

Once again, I thank FIBA and all our partners involved. I am convinced that in the not-too-distant-future we will host similar events in Israel and other branches in the sporting area will benefit from the seeds planted by this event.

**Amiram Halevy**

President of the Israeli Basketball Federation



## FIBA EUROBASKET Romania 2017

For the first time in the history of the Romanian Basketball Federation, we were able to take part, as organizers, in the biggest European basketball event, FIBA EuroBasket 2017.

That meant the return of Romanian basketball to the highest European level after exactly 30 years, and in the same time, a big challenge for the Romanian Basketball Federation.

After hosting a successful European youth championship during the summer, that saw the U20 men's national team promoted to Division A, Emanuel Cate, Georges Darwiche and Bogdan Nicolescu joined the more experienced players like Vlad Moldoveanu and Andrei Mandache for the senior national team that played in FIBA EuroBasket 2017.

This was possible thanks to the challenging decision taken by the Board of FIBA Europe, to award the Romanian Basketball Federation the right to host Group C of FIBA EuroBasket 2017.

We truly hope that our efforts and wonderful work of our volunteers managed to raise the awareness of this wonderful game to new levels.

On behalf of the whole Romanian basketball family,

**Horia Paun**

President of the Romanian Basketball Federation



## FIBA EUROBASKET Turkey 2017

FIBA EuroBasket 2017 has been a proud landmark for our federation, our people and last but not least our home, Turkey. With limitless support from all our stakeholders, I believe we made history once again. The group stages and the finals have drawn 85,558 spectators, of which 26,664 were guests from all around the world. The games were covered by 302 national and 820 international media members, a number surpassing any major sports event throughout the year.

The hospitality of the Turkish people and seamless organization also created a remarkably vivid economic environment, where total expenditures reached €64.7 million; only to reward Istanbul with €58.6 million, including hospitality services, merchandise and other retail expenses. The sturdy coordination of our federation and all local governing bodies led to a festive period for every basketball fan.

I also would like to thank the governmental organizations of the Republic of Turkey, our staff at the federation and all our volunteers for making this endeavor such a success.

As always, Turkey has proven to be the benchmark for hosting international tournaments and we have been proud witnessing that everyone enjoyed the reign of basketball as much as we did this summer.

Kindest regards.

**Hidayet Turkoglu**

President of the Turkish Basketball Federation









Great Britain

# Economic Impact Study



# Introduction

## INTRODUCTION

FIBA EuroBasket is the premier national basketball competition contested by the top men's national teams in Europe. It is governed by FIBA Europe, the European zone within the International Basketball Federation (FIBA). FIBA EuroBasket 2017 took place in four different countries (Finland, Israel, Romania, Turkey) and four different cities (Helsinki, Tel Aviv, Cluj-Napoca, Istanbul).

The Group Phase of FIBA EuroBasket 2017 ran from August 31 to September 8 in Helsinki, Tel Aviv, Cluj-Napoca and Istanbul. The Final Phase ran from September 9 to 17 in Istanbul.

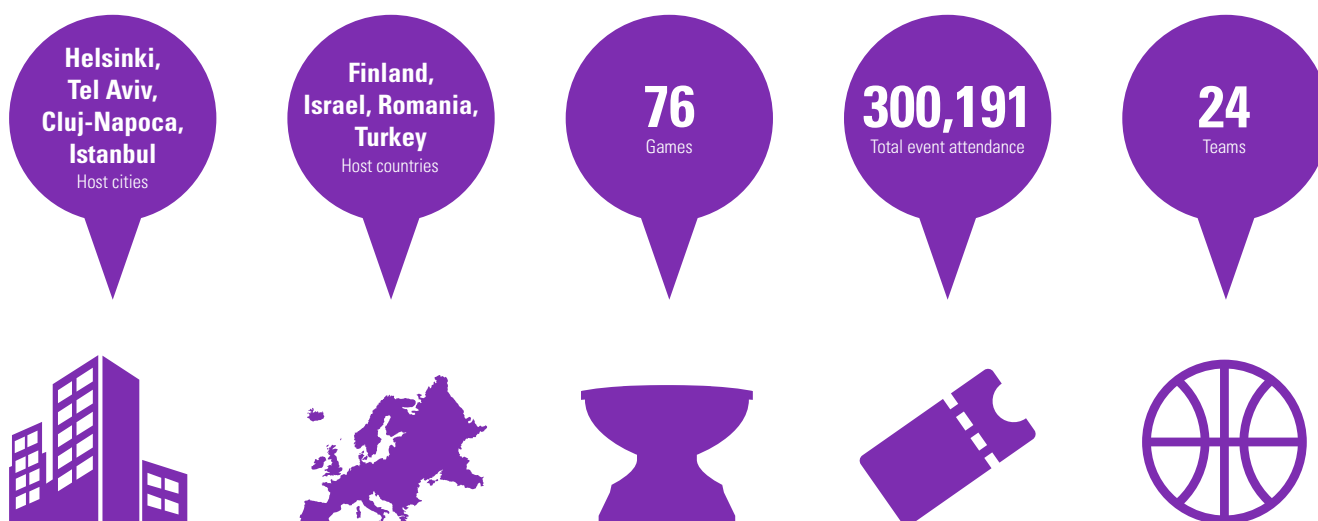
## PURPOSE OF REPORT

FIBA engaged PricewaterhouseCoopers AG Switzerland to conduct an economic impact assessment to measure the economic and social impacts of FIBA EuroBasket 2017. Additionally, PwC carried out a survey analysing the visitors' attitude towards the host cities/countries. This work was carried out from May 2017 to December 2017.

This report considers the direct, indirect and catalytic economic impacts and benefits of the event on:

- The economy of Helsinki and Finland
- The economy of Tel Aviv and Israel
- The economy of Cluj-Napoca and Romania
- The economy of Istanbul and Turkey.

In order to analyse the economic impact and benefits of the event, FIBA provided data on the local organising committees, teams, media representatives and sponsors. In addition, PwC collected data through a survey of the attendees\*.



\*Please see Appendix for details of data provided by FIBA and the visitors' survey.



# THE FIBA EUROBASKET 2017 EVENT AFFECTED THE ECONOMIES OF HOST CITIES AND COUNTRIES IN A NUMBER OF WAYS

## FIBA EUROBASKET 2017

finland · Israel · Romania · Turkey

### Economic Impact Study

### Catalytic Impact



Expenditures of visitors, teams and local organising committees

Social and other intangible impacts such as...

Multi-region impacts such as...

Direct impact  
(value added)



Operation of hotels, restaurants, etc. and their suppliers ('value chain')



Happiness & community building



Promoting healthy lifestyles



Reducing financial efforts per country



Attracting broader tourism

Indirect impact  
(value added)



## THE AIM OF THE STUDY IS TO DEMONSTRATE THE WIDE-RANGING POSITIVE IMPACTS OF FIBA EUROBASKET 2017

Based on **expenditures** associated with FIBA EuroBasket 2017, distinct **economic impacts** for direct, indirect\* and **catalytic** - social & other intangible and multi-regional - effects per **stakeholder**, external and local **sources** and per expenditure **category** for **Finland, Israel, Romania and Turkey**, were identified.

## THE EXPENDITURES ASSOCIATED WITH FIBA EUROBASKET 2017 WERE GROUPED PER STAKEHOLDER

In order to calculate the economic impacts of **FIBA EuroBasket 2017**, the expenditures of the various **stakeholder groups** were taken into account:

- **Spectators** – Spectators
- **Teams** – Members of teams taking part in the tournament
- **Media** – Officially accredited media representatives at the event
- **Local Organising Committees (LOCs)** – Local organisation responsible for planning and organising the event in the host city

“**Spectators**” were divided into **three** further **subgroups**:

- **Local** – Spectators living in the host city
- **National** – Spectators living in the host country but outside the host city
- **International** – Spectators living outside the host country

and “**media**” was divided into **two** further **subgroups**:

- **National** – Media representatives living in the host country
- **International** – Media representatives living outside the host country

### Number of visitors used for calculations





# THE EXPENDITURES ASSOCIATED WITH FIBA EUROBASKET 2017 WERE ALSO GROUPED PER EXPENDITURE CATEGORY

The study considers expenditures with respect to the following **five categories**:



## Note:

- Compared to the economic impact study conducted for FIBA EuroBasket 2015, team expenditures were explicitly requested for individual sectors to allow for a deeper analysis of effects (cf. Economic Impact Study FIBA EuroBasket 2015).<sup>\*\*</sup>
- LOC and team expenditures accrued not only in the five categories mentioned above, but also in additional sectors as well. Furthermore, some LOC and team expenditures were incurred outside of the host cities. Therefore expenditures of LOC and teams are reported separately<sup>\*\*\*</sup>.
- Some LOC and team expenditures accrued outside the host countries, e.g. in Portugal. These expenditures were not considered in the analysis.<sup>\*\*\*\*</sup>
- Sponsor expenditures were only available in total and not on an industry specific level. Furthermore, these expenditures were already included in LOC budgets and as such the resulting effects are already included in the LOC analysis.

\* All economic impacts wholly related to expenditures are considered as direct impacts. As companies require intermediate goods and services, there is also a demand on direct and indirect suppliers down the supply chain. This demand is considered as the indirect impact. In general, it is possible to calculate induced effects as well. Induced effects are generated by the consumption decisions of direct and indirect employees and the supply chain. As FIBA EuroBasket 2017 is a short-term event, it is unlikely that restaurants, hotels or shops hire additional employees or pay them additional money for work related to the tournament. Induced impacts for FIBA EuroBasket 2017 are not calculated. To obtain comparable results, also this type of impact was not included.

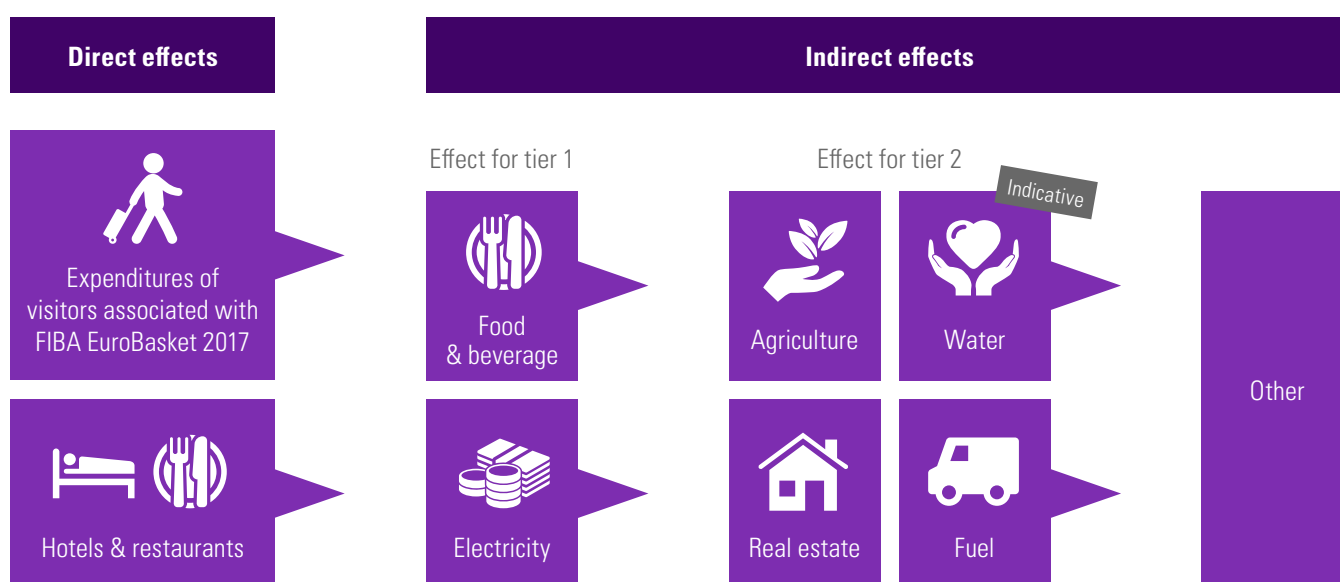
\*\* Expenditure data for some teams was unavailable.

\*\*\* For a detailed list of LOC and teams expenditures per country, see Appendix.

\*\*\*\* Expenditures of LOC that accrued outside host country A but in another host country B (e.g. expenditures of Finnish LOC in Istanbul) were assigned to host country B (e.g. Istanbul).

## DIFFERENT TYPES OF IMPACTS ASSOCIATED WITH FIBA EUROBASKET 2017 WERE IDENTIFIED

During FIBA EuroBasket 2017, many people (spectators, teams, sponsors, media representatives) visited the host countries and cities and spent money for e.g. hotels and restaurants, retail or inland transportation. As hotels and restaurants require different goods (food and beverages, electricity, gas and water, etc.) to satisfy the needs of their guests, they increased their expenditures as well.



It was essential to identify cross-sectoral linkages to estimate all impacts and impacts per category.

## THE SCOPE OF WORK INCLUDED THE QUANTIFICATION OF DIRECT AND INDIRECT IMPACTS...

### Direct Impacts

Visitors' expenditures while visiting the host cities of FIBA EuroBasket 2017 are classified as **direct impacts**. These include – among other things – expenditures for accommodation and restaurants, gifts or expenses on museum visits. Further direct impacts are LOC planning and organisation expenditures.

### Indirect Impacts

**Indirect impacts** are effects on the direct and indirect suppliers of goods and services along the whole supply chain due to increasing demand for their products.

### Total Impacts

**Total impacts** are the sum of direct and indirect impacts. They describe the whole impact on the host city and host country associated with FIBA EuroBasket 2017.





# Map of economic impacts per expenditure category

Hotels	Restaurants	Retail trade	Inland transportation	Social & cultural services	Other industries	DIRECT
Real estate activities	Real estate activities	Real estate activities	Transport and logistics	Wholesale & retail trade	PR, marketing & business activities	
Wholesale & retail trade	Wholesale & retail trade	PR, marketing & business activities	Wholesale & retail trade	Real estate activities	Wholesale & retail trade	
PR, marketing & business activities	PR, marketing & business activities	Wholesale & retail trade	Real estate activities	Social & personal services	Real estate activities	
Food, beverages & tobacco	Food, beverages & tobacco	Electricity, gas and water supply	Construction	Publishing services	Construction	
Other industries	Other industries	Other industries	Other industries	Other industries	Other industries	INDIRECT

## ... AS WELL AS THE QUANTIFICATION OF SPECIFIC IMPACTS PER HOST CITY AND HOST COUNTRY...

### Impacts for host cities

**Impacts for host cities** include all direct and indirect impacts that contribute to the **economy of the host cities** – Helsinki, Tel Aviv, Cluj-Napoca and Istanbul. These include visitors’ expenditures in, as well as effects on suppliers located in, the host cities.

### Impacts for host countries

In contrast to the impacts for host cities, **impacts for host countries** include all impacts that contribute to the **economy of the host country** – Finland, Israel, Romania and Turkey. We compute this by summing up the benefits for the economy inside and outside of the host cities.



## ... ON VALUE ADDED TRIGGERED BY FIBA EUROBASKET 2017

### Impacts on value added

Economic impacts - additional **value added** - triggered by **FIBA EuroBasket 2017** are quantified.

**Value added** is one of the most important variables of the national accounts and is widely used to measure economic impacts. The measure indicates the sum of generated values at every stage of the production process adjusted for the values of required inputs.

An alternative measure to calculate impacts is a country's **production value**. The production value indicates the total value of manufactured goods and services in the whole production process. However, in this case pre-production services are counted multiple times (*double-counting*). By using value added, this limitation is avoided.

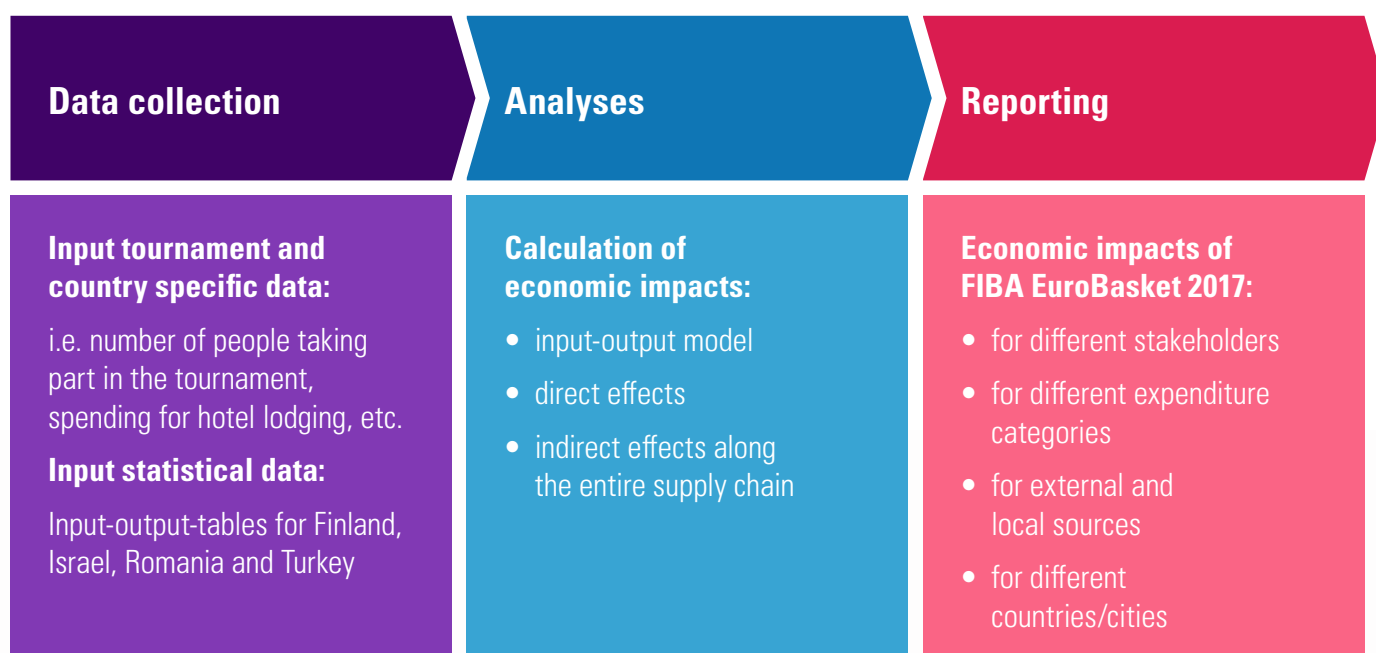








## THE APPROACH WHICH WAS USED TO QUANTIFY THE IMPACTS IS AS FOLLOWS







## THE USE OF AN INPUT-OUTPUT MODEL ENABLED THE IDENTIFICATION OF CROSS-SECTORAL LINKAGES AND THE QUANTIFICATION OF INDIRECT IMPACTS

### Input-output models...

- are powerful tools to assess economic impacts, are well established in modern research and are commonly used in professional practice
- allow for the estimation of direct and indirect economic impacts along the entire supply chain
- use so called “input-output-tables”, which explain the economy and have the ability to assess how the change in demand for one industry impacts other industries and the economy as a whole

### Impact assessments, based on input-output models...

- estimate the economic impacts of FIBA EuroBasket 2017
- measure the overall contribution to different countries and cities

#### **By using input-output-tables, it was possible to estimate the indirect impacts of FIBA EuroBasket 2017**

- By using an input-output-table for each city and country, country-specific cross-sectoral relations were taken into account
- Identification of city-and country-specific direct and indirect impacts.







Helsinki







# Helsinki

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In **Helsinki, FIBA EuroBasket 2017** attracted **89,864 visitors** from Finland and abroad during the group phase (August 31 to September 8, 2017). Most of them were spectators from Helsinki.



Total number of visitors



Source: PwC analysis based on data provided by FIBA and PwC survey data.  
\*Based on average team size provided by FIBA.



## OVERVIEW OF RESULTS

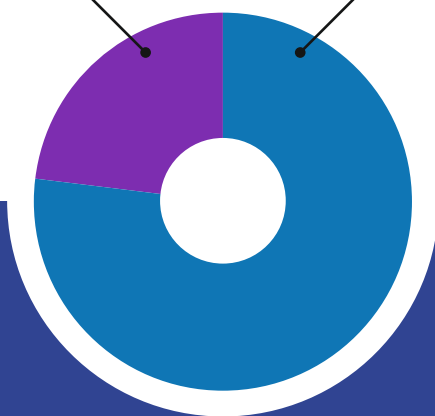
In **Helsinki**, the event generated a total impact of **€41.3m** of which **78%** were direct impacts. Outside of Helsinki, **FIBA EuroBasket 2017** triggered another **€2.0m**, which led to a total impact of **€43.3m** for the Finnish economy.

Indirect impact

**€9.2m**

Direct impact

**€32.0m**



Total impact in Helsinki

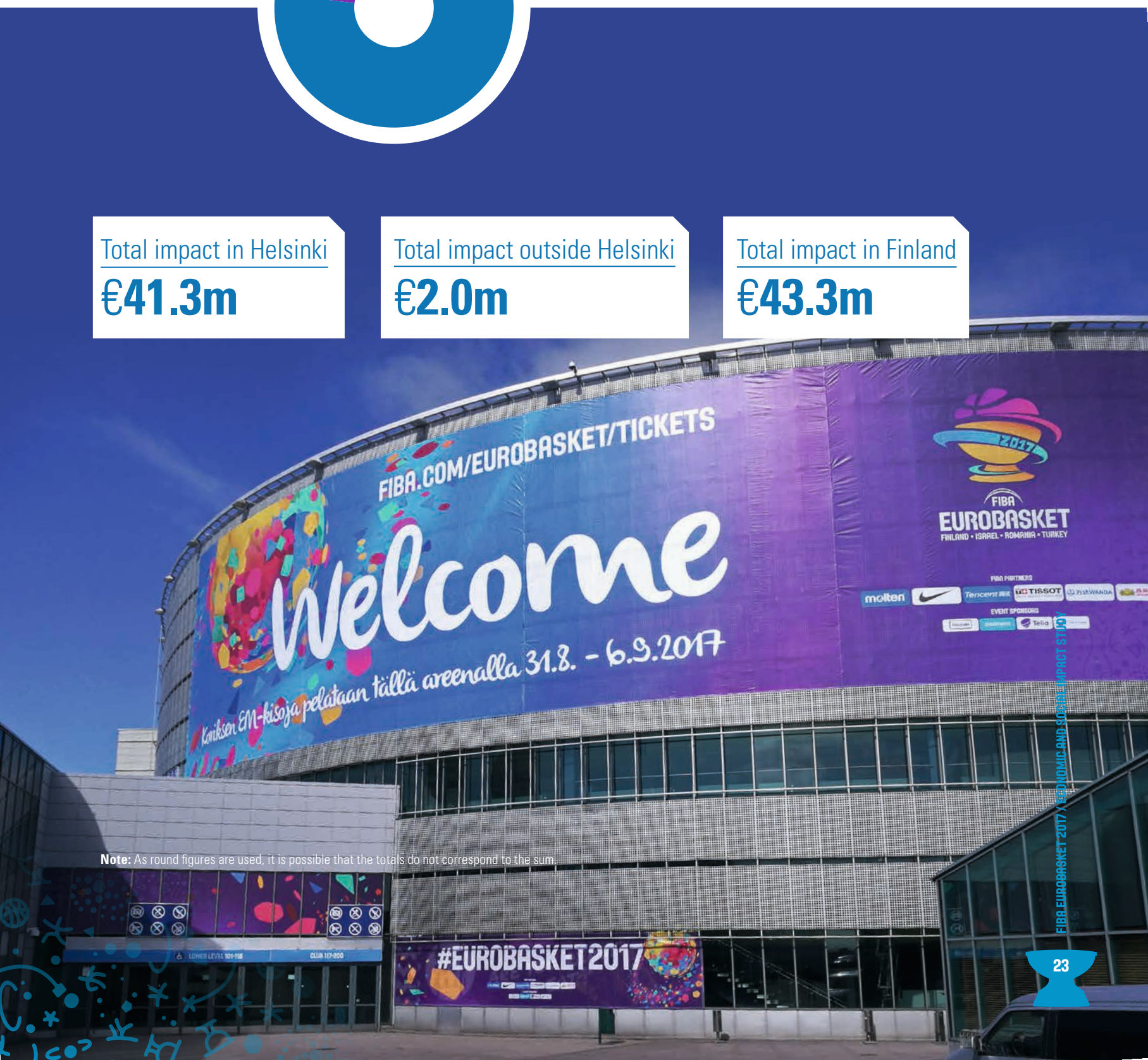
**€41.3m**

Total impact outside Helsinki

**€2.0m**

Total impact in Finland

**€43.3m**



**Note:** As round figures are used, it is possible that the totals do not correspond to the sum

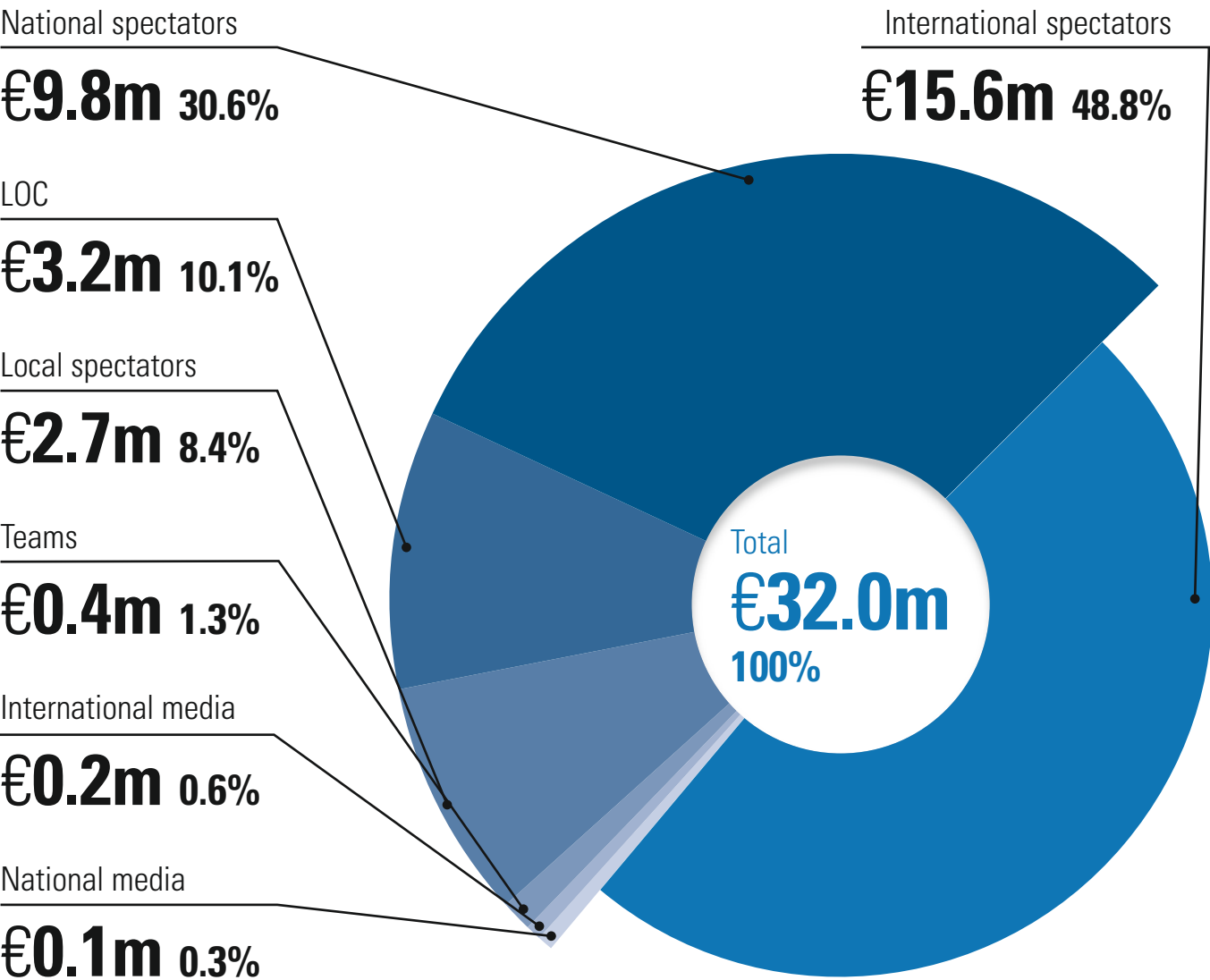
Host city: Helsinki  
Scope: Direct Impact in Helsinki

# IMPACT PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA EuroBasket 2017** and the LOC spent a total amount of **€32.0m** in Helsinki. **International spectators** spent the largest portion (**€15.6m, 49%**). **National spectators** contributed **€9.8m (31%)**.

### Direct economic impact per stakeholder category

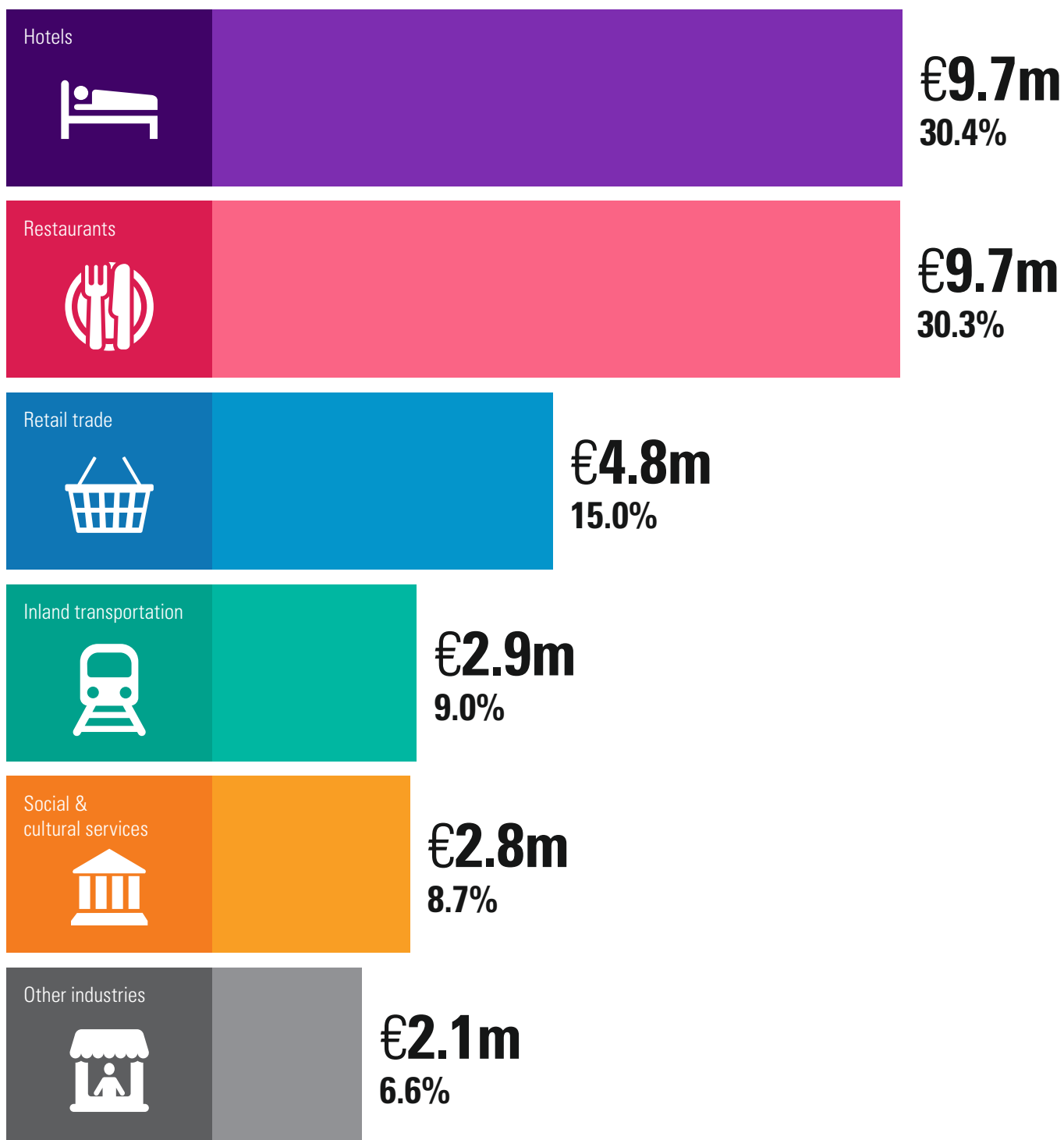


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



The **hotels and restaurants** industry benefited most from FIBA EuroBasket 2017 in Helsinki as **€9.7m** were spent by visitors for accommodation and eating out. The third most expenditures were made in the **retail trade** industry (**€4.8m**).

## Direct economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.

Host city: Helsinki

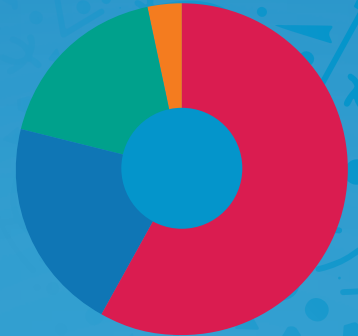
Scope: Direct Impact in Helsinki

## Direct impact: Expenditures of stakeholders per expenditure category

## Local spectators



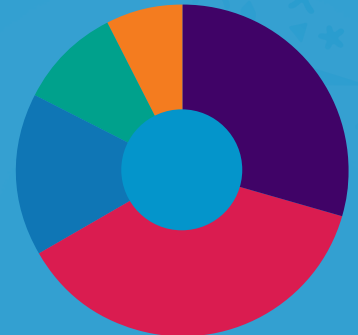
Total	€2,681k	100%
Hotels	-	
Restaurants	58.2%	
Retail trade	20.7%	
Inland transportation	17.8%	
Social & cultural services	3.2%	
Other industries	-	



## National spectators



Total	€9,798k	100%
Hotels	29.5%	
Restaurants	37.2%	
Retail trade	16.0%	
Inland transportation	9.8%	
Social & cultural services	7.5%	
Other industries	-	



## International spectators



Total	€15,642k	100%
Hotels	40.1%	
Restaurants	26.6%	
Retail trade	16.8%	
Inland transportation	8.2%	
Social & cultural services	8.2%	
Other industries	-	



## National media




Total	€88k	100%
Hotels	29.5%	
Restaurants	37.2%	
Retail trade	16.0%	
Inland transportation	9.8%	
Social & cultural services	7.5%	
Other industries	-	

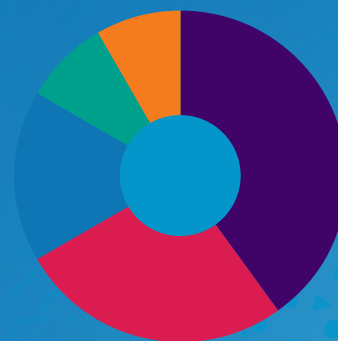




### International media



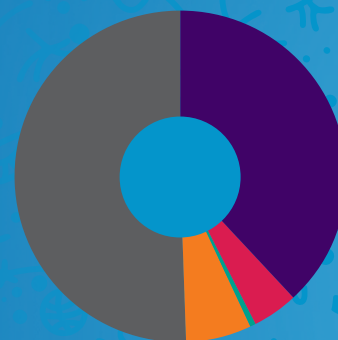
Total	€203k	100%	
Hotels	40.1%		
Restaurants	26.6%		
Retail trade	16.8%		
Inland transportation	8.2%		
Social & cultural services	8.2%		
Other industries	-		



### Teams





Total	€403k	100%	
Hotels	38.1%		
Restaurants	4.5%		
Retail trade	-		
Inland transportation	0.6%		
Social & cultural services	6.4%		
Other industries	50.5%		



### LOC



Total	€3,224k	100%	
Hotels	9.6%		
Restaurants	7.6%		
Retail trade	-		
Inland transportation	3.9%		
Social & cultural services	19.9%		
Other industries	58.9%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

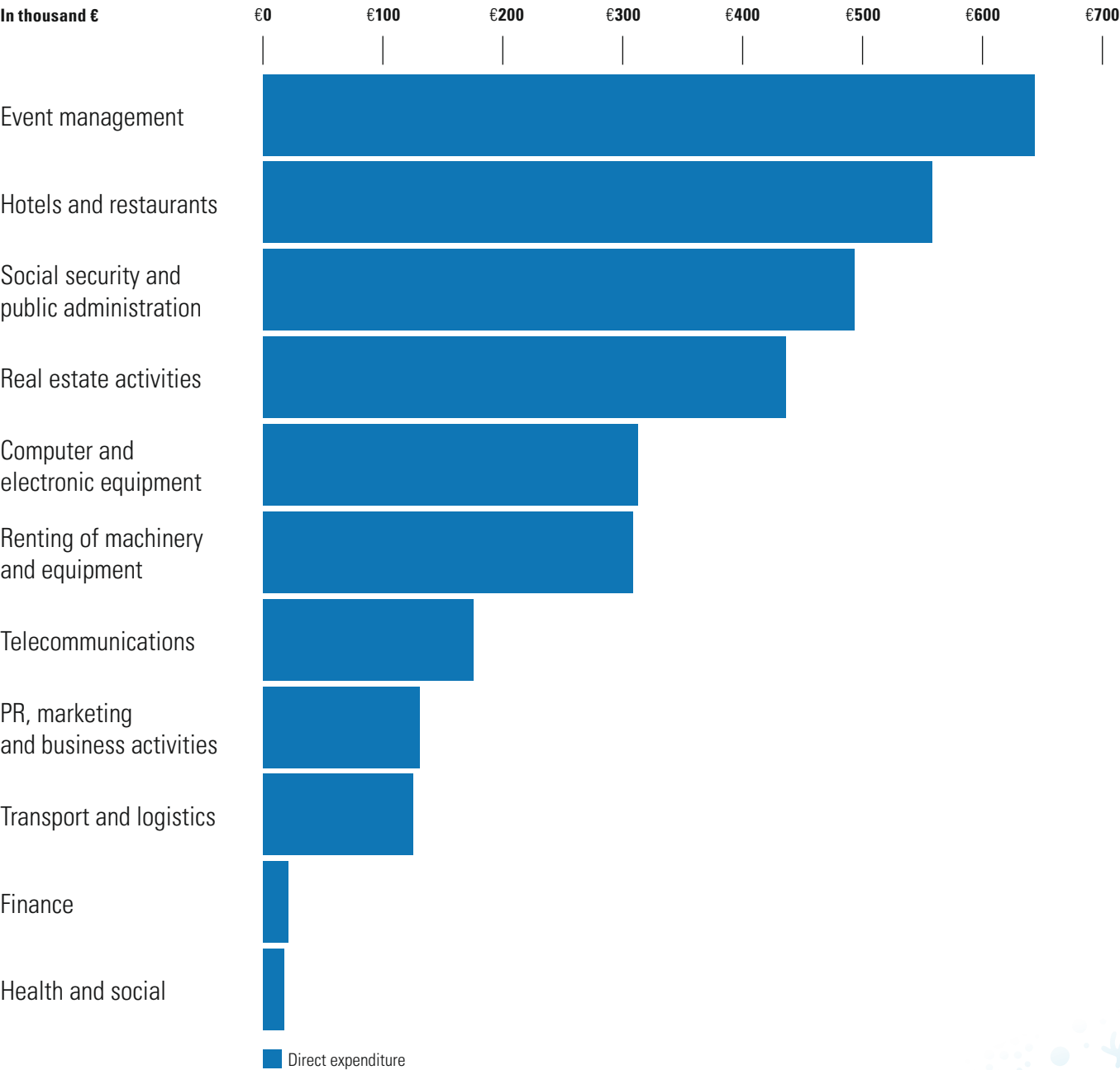
Host city: Helsinki  
Scope: Direct Impact in Helsinki

# LOC SPENDING PER INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€3.2m** in Helsinki. The main part of these expenditures accrued for **event management** and in the **hotel and restaurants** industry (**€643k** and **€557k** respectively), which jointly comprise more than **35%** of LOC’s total expenditures.

### Direct impact: main industries affected by LOC expenditures



**Note:** For calculating the indirect impacts, all expenditures for event management were included in category 5 “social % cultural services”.



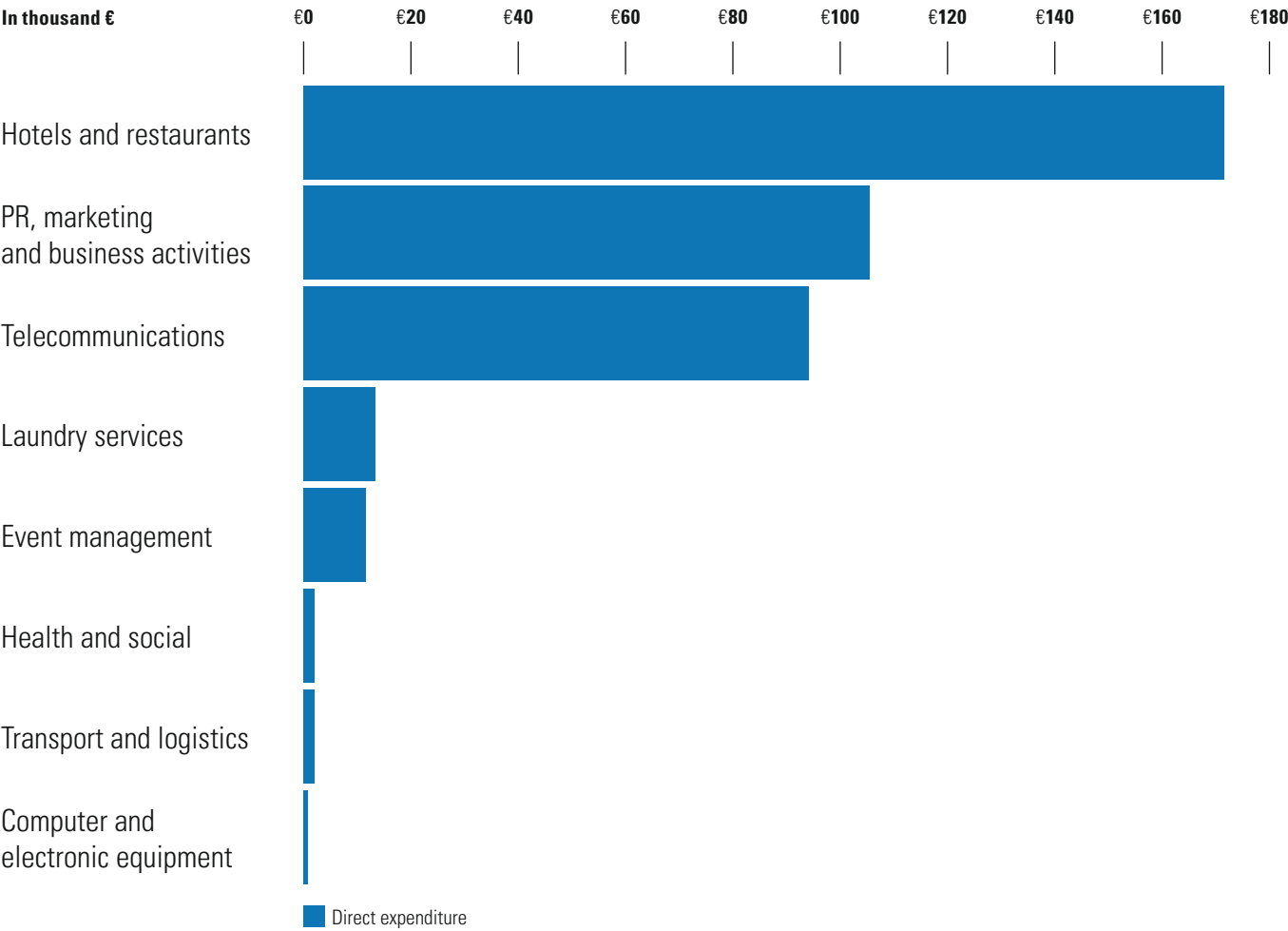


# TEAM EXPENDITURES PER INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€403k** in Helsinki. The main part of these expenditures accrued in the **hotel and restaurant** industry (**€171k**) and the **PR, marketing and business activities** sector (**€106k**), which jointly comprise more than **65%** of teams' total expenditures.

### Direct impact: main industries affected by team expenditures



**Note:** For calculating the indirect impacts, all expenditures for event management were included in category 5 "social % cultural services".

**Host city:** Helsinki

**Scope:** Indirect Impact in Helsinki

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Direct expenditures during the **FIBA EuroBasket 2017** triggered further positive effects of **€9.2m** for the economy. **National spectators'** expenditures induced an additional **€2.9m** while **international spectators** had an indirect contribution of **€4.6m**.

### Indirect economic impact per stakeholder category

National spectators

**€2.9m 31.0%**

LOC

**€0.8m 9.0%**

Local spectators

**€0.8m 8.5%**

Teams

**€0.1m 1.2%**

International media

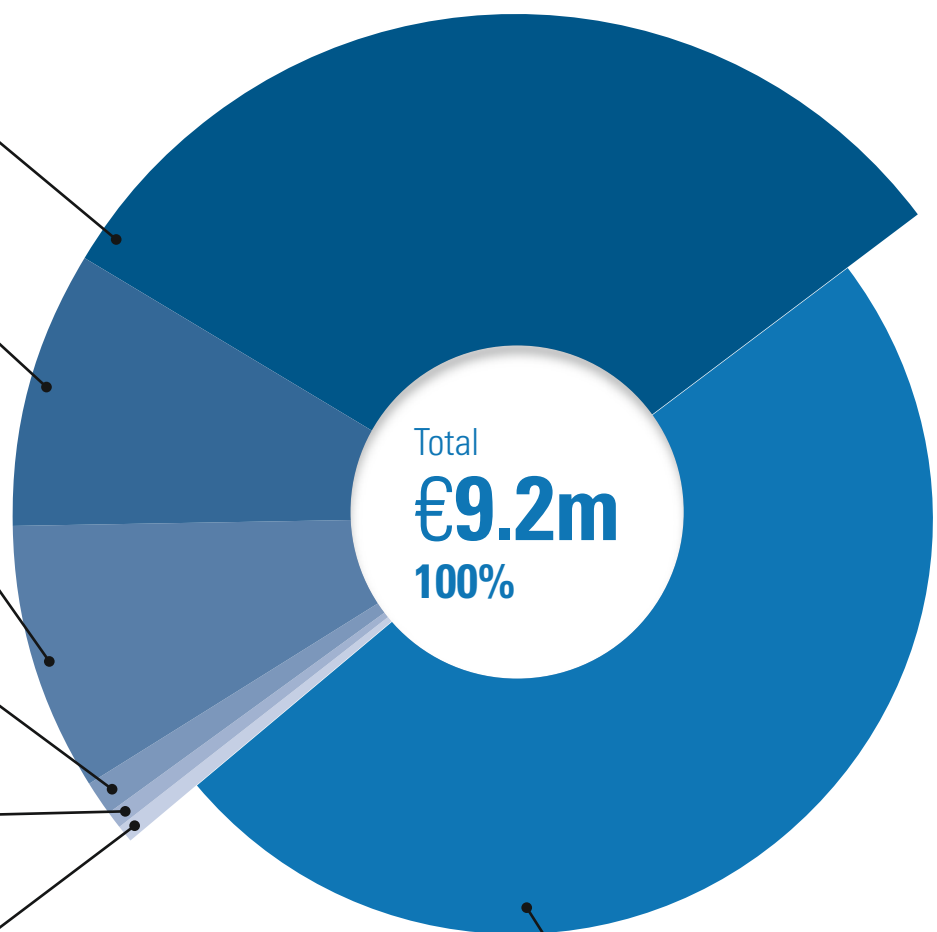
**€59k 0.6%**

National media

**€26k 0.3%**

International spectators

**€4.6m 49.4%**

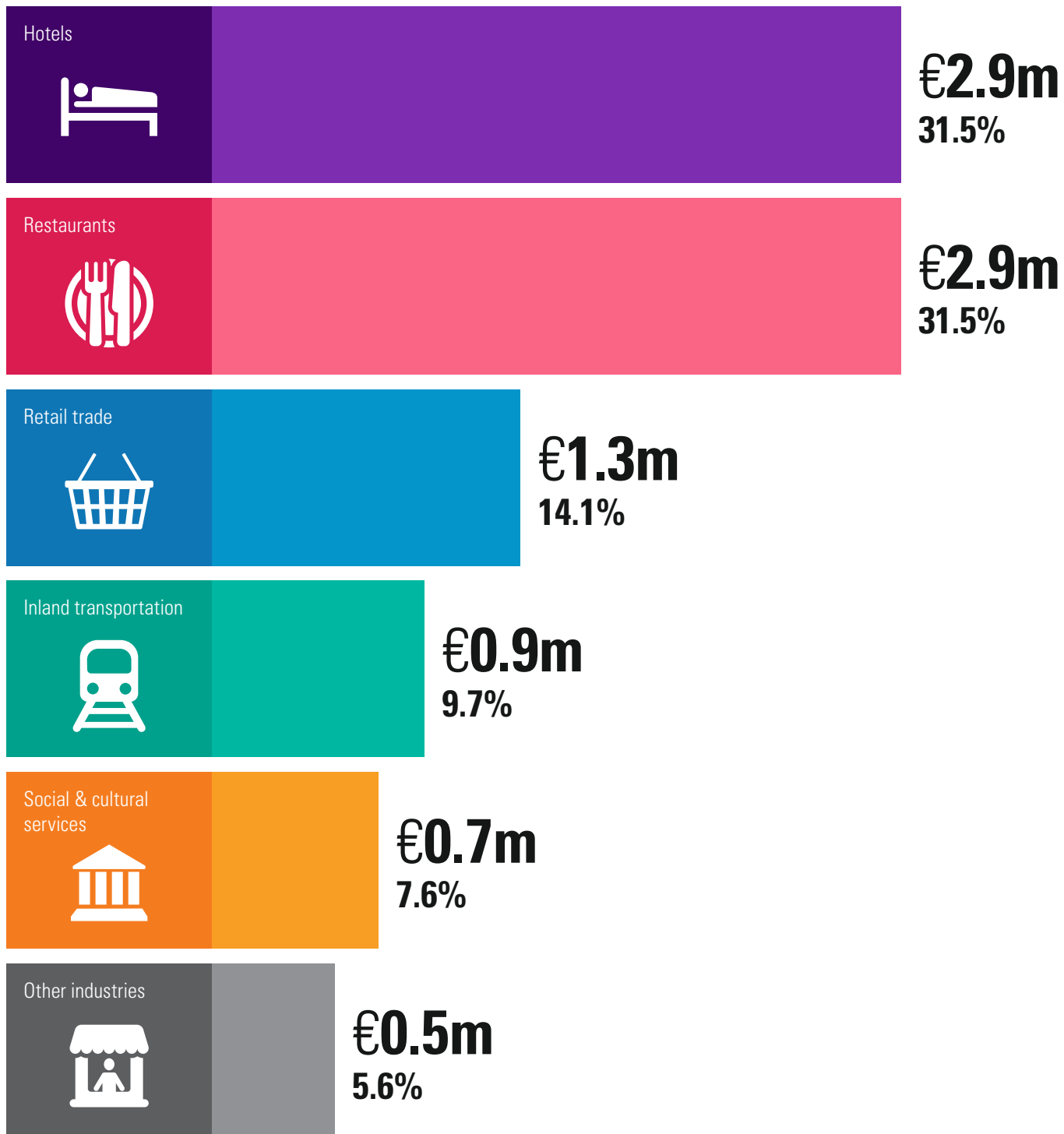


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



The expenditures in the **hotel** and **restaurant** industry induced spending of **€2.9m** each, while suppliers of the **retail** industry benefited by an additional **€1.3m**.

## Indirect economic impact per expenditure category









**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 34/35.

Host city: Helsinki  
Scope: Indirect Impact in Helsinki

Indirect impacts induced by stakeholders and expenditure category


Local spectators









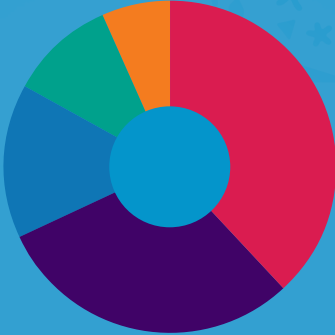
Total	€787k	100%
Hotels	-	
Restaurants	59.3%	
Retail trade	19.2%	
Inland transportation	18.8%	
Social & cultural services	2.8%	
Other industries	-	



National spectators









Total	€2,860k	100%
Hotels	30.2%	
Restaurants	38.1%	
Retail trade	14.9%	
Inland transportation	10.4%	
Social & cultural services	6.4%	
Other industries	-	



International spectators



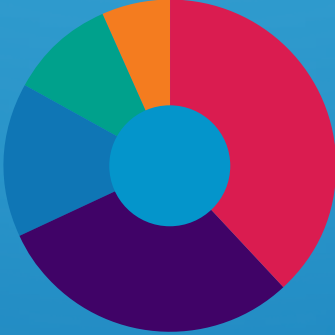
Total	€4,554k	100%
Hotels	41.2%	
Restaurants	27.3%	
Retail trade	15.7%	
Inland transportation	8.7%	
Social & cultural services	7.1%	
Other industries	-	



National media



Total	€26k	100%
Hotels	30.2%	
Restaurants	38.1%	
Retail trade	14.9%	
Inland transportation	10.4%	
Social & cultural services	6.4%	
Other industries	-	

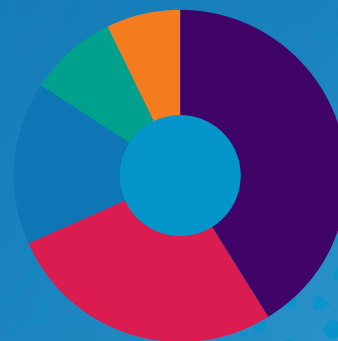




### International media



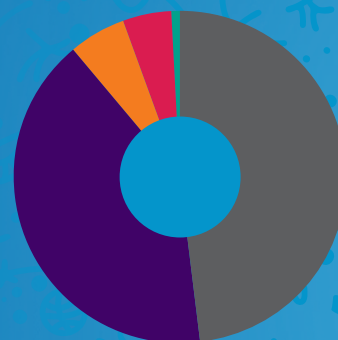
Total	€59k	100%	
Hotels	41.2%		
Restaurants	27.3%		
Retail trade	15.7%		
Inland transportation	8.7%		
Social & cultural services	7.1%		
Other industries	-		



### Teams








Total	€113k	100%	
Hotels	40.6%		
Restaurants	4.8%		
Retail trade	-		
Inland transportation	0.6%		
Social & cultural services	5.7%		
Other industries	48.3%		



### LOC



Total	€829k	100%	
Hotels	11.2%		
Restaurants	8.9%		
Retail trade	-		
Inland transportation	4.7%		
Social & cultural services	19.5%		
Other industries	55.7%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

Host city: Helsinki  
Scope: Indirect Impact in Helsinki

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN



Real estate activities PR, marketing & business activities Wholesale & retail trade



## INDIRECT IMPACTS

Companies benefited from **FIBA EuroBasket 2017** along the whole supply chain. Companies in the **real estate** industry profited most from expenditures for **hotels, restaurants** and **retail trade** (€699k, €698k and €259k) while expenditures for **inland transportation** increased the demand in the **transport and logistics industry** (€248k).



Food, beverages & tobacco Specific industries Other industries

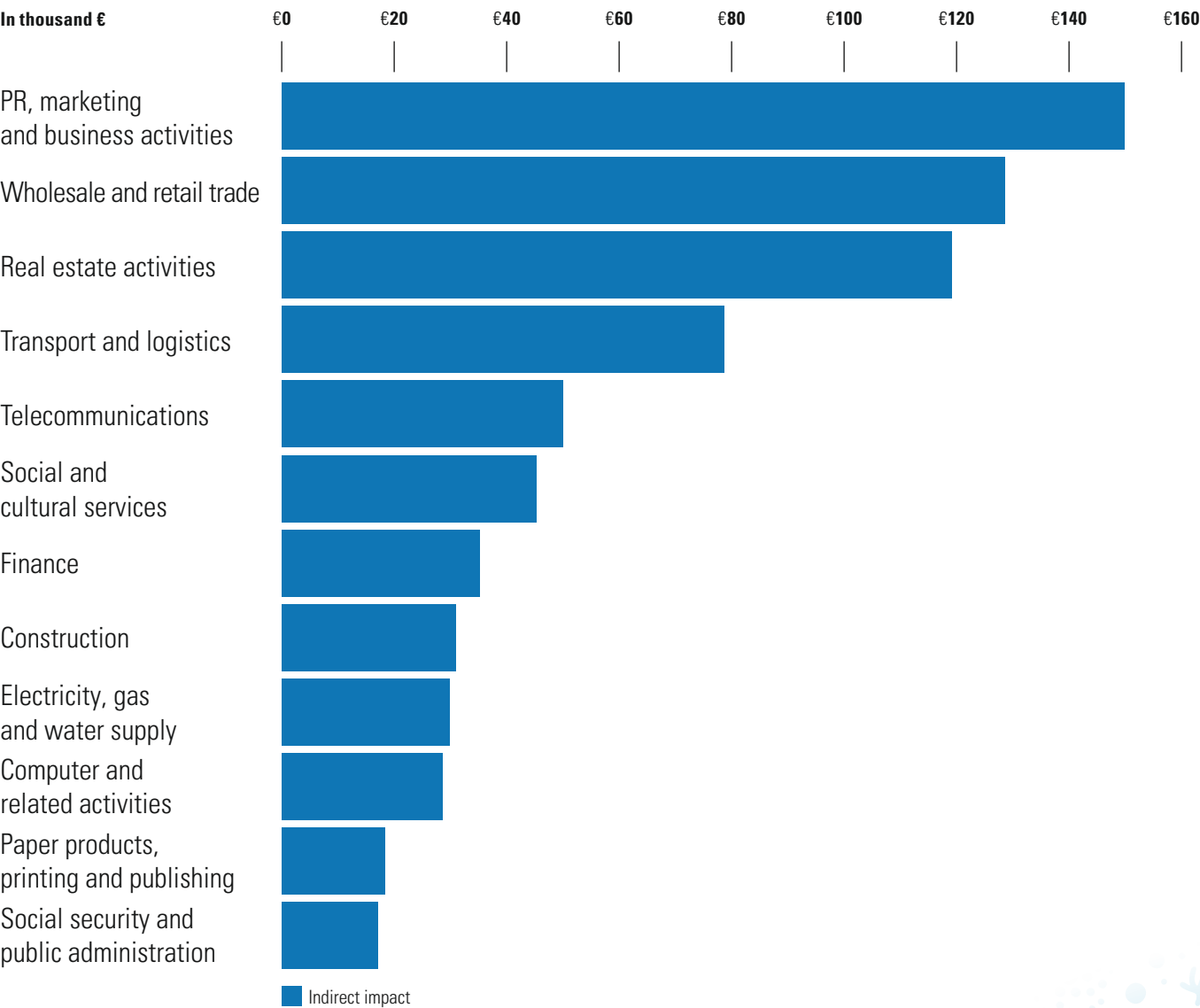
Host city: Helsinki  
Scope: Indirect Impact in Helsinki

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

LOC expenditures triggered an additional impact of **€829k**. The sector **PR, marketing and business activities** benefited most by receiving additional **€150k** (18% of total value added induced by LOC expenditures) followed by **wholesale and retail trade** (€129k) and **real estate activities** (€119k) industries.

### Main industries affected by LOC expenditures



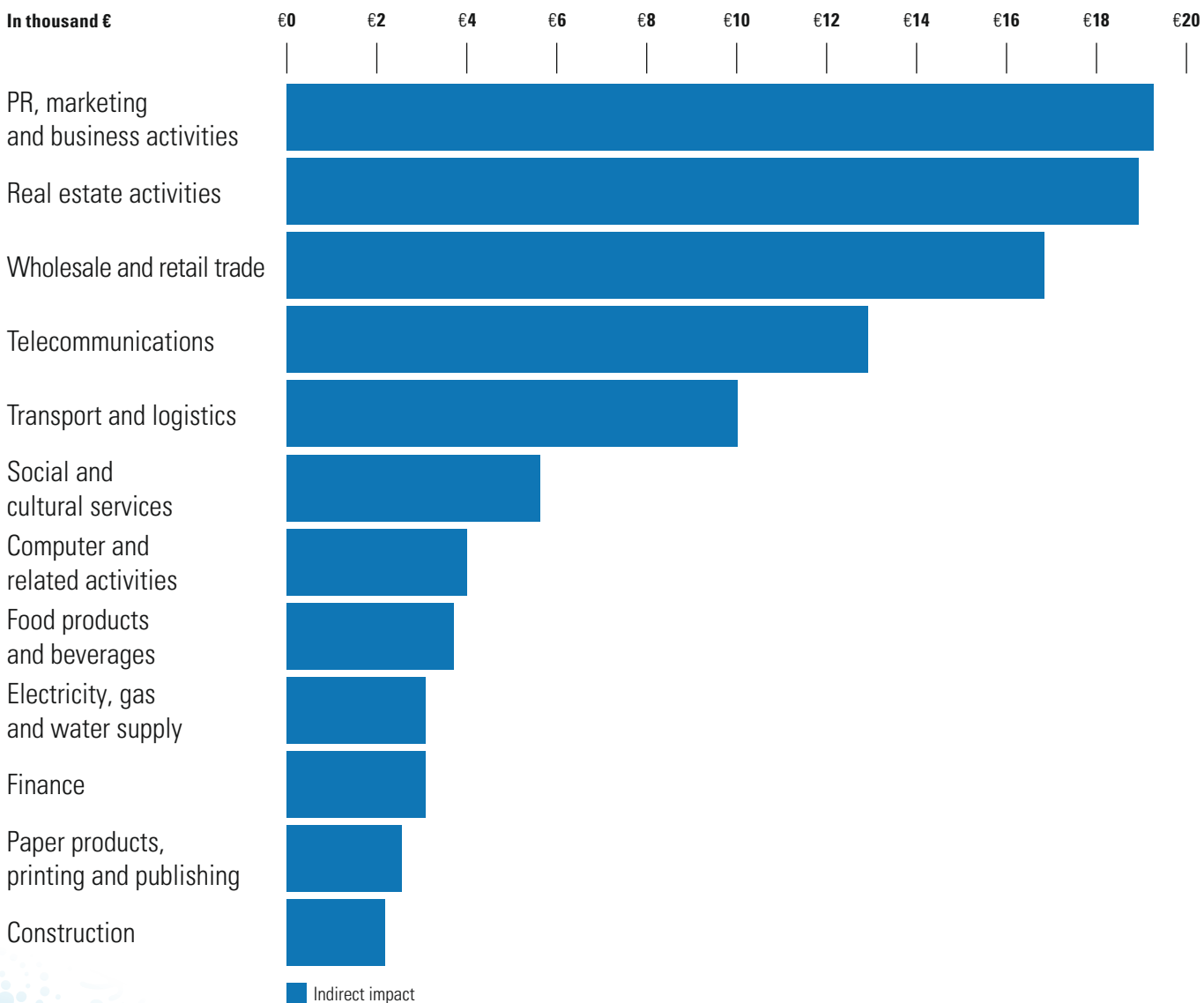


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered an additional **€113k**. The sector **PR, marketing and business activities** benefited most by receiving **€19k** (17% of total indirect impact induced by team expenditure) followed by **real estate activities (€19k)** and **wholesale and retail trade (€17k)** industries.

### Direct impact: main industries affected by team expenditures



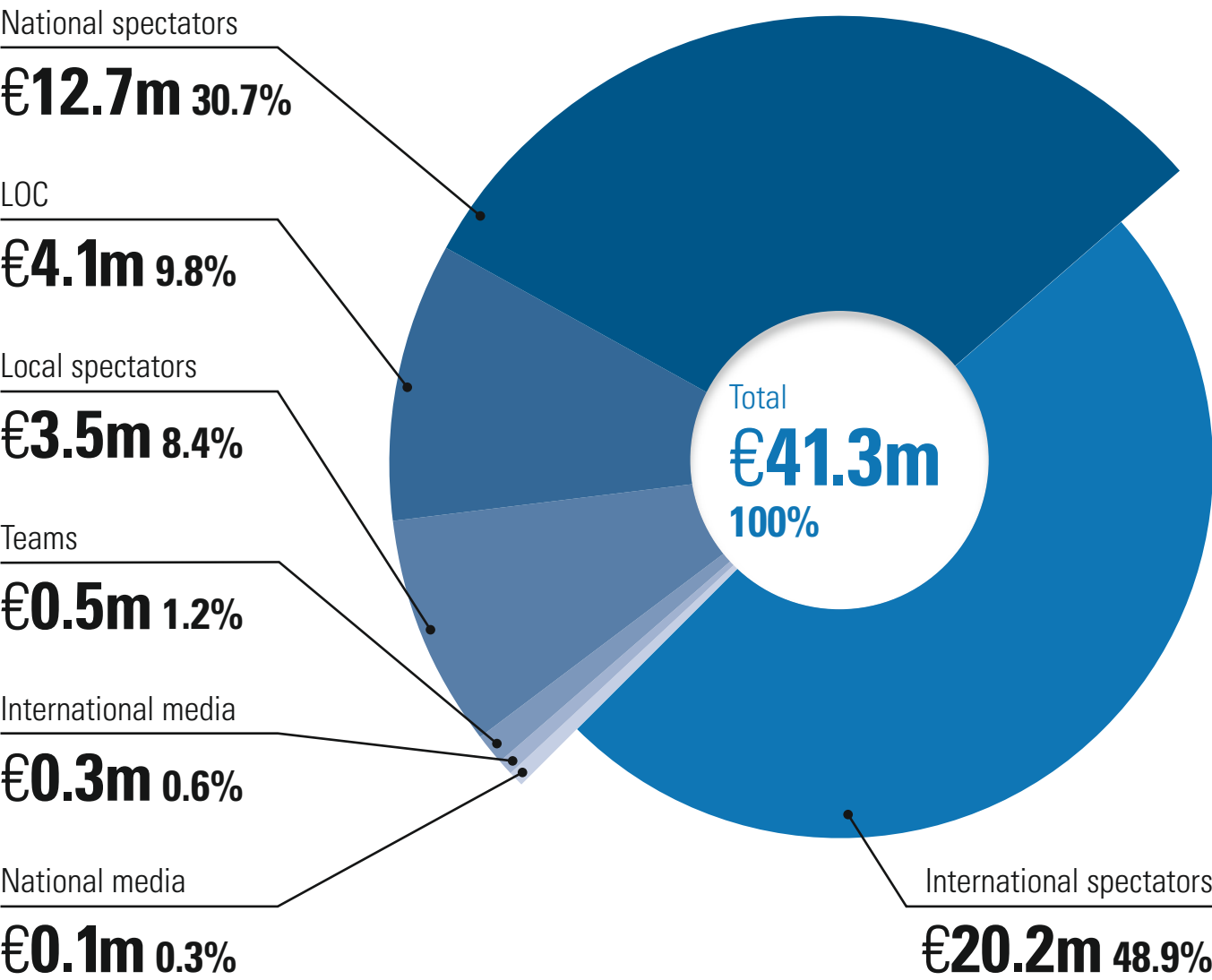
Host city: Helsinki  
Scope: Total Impact in Helsinki

# IMPACTS PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA EuroBasket 2017 generated total value added of **€41.3m** in Helsinki. **National spectators'** expenditures induced **€12.7m** of value added (**31%** of total). **LOC's** expenditure contributed directly and indirectly **€4.1m** to GDP.

### Total economic impact per stakeholder category

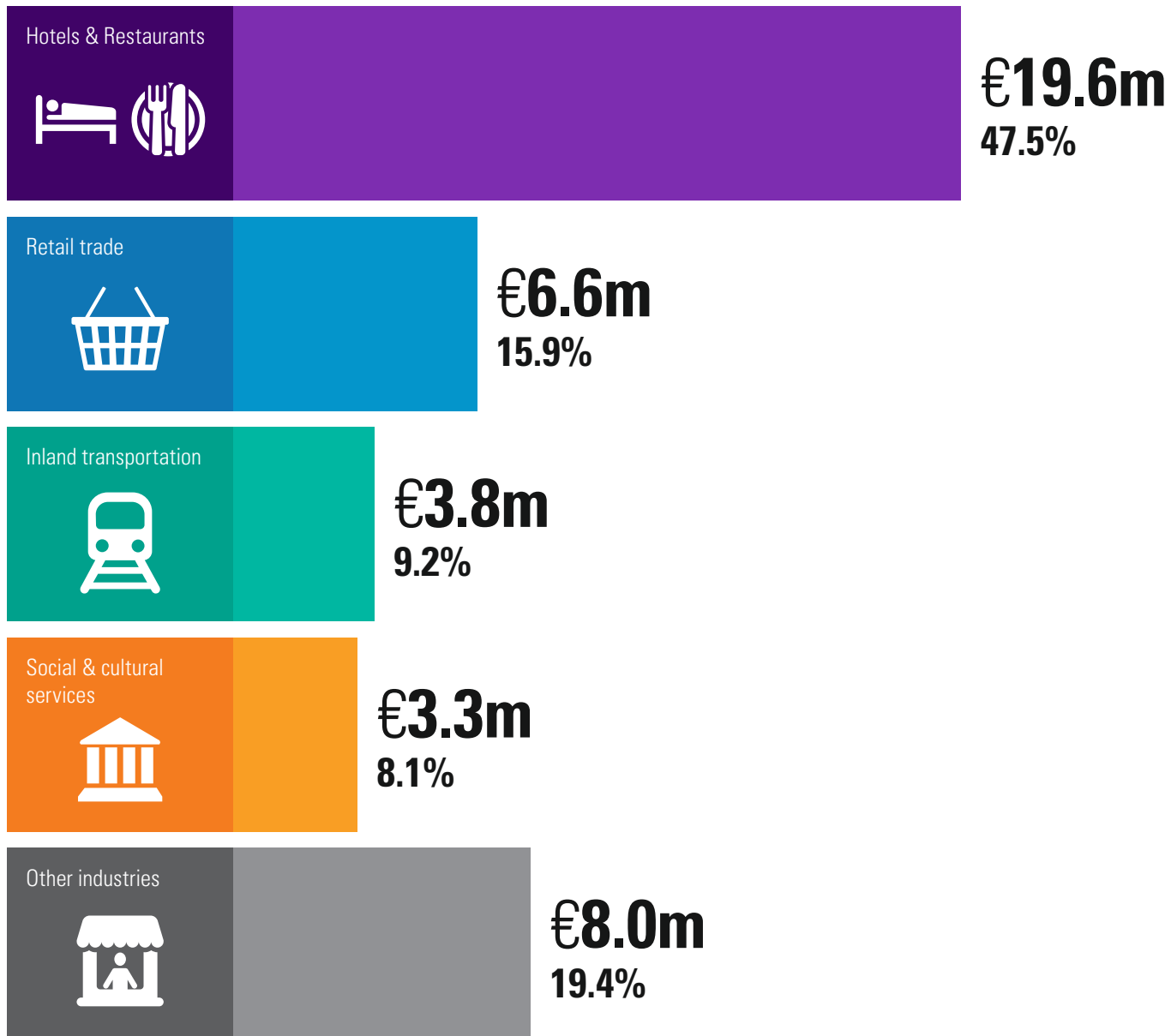


**Note:** As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. Hence, the total impacts of both categories have summed up.



Almost **48%** of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in this industry benefited from additional **€19.6m** followed by companies in the other industries (**€8.0m, 19%**).

## Total economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.

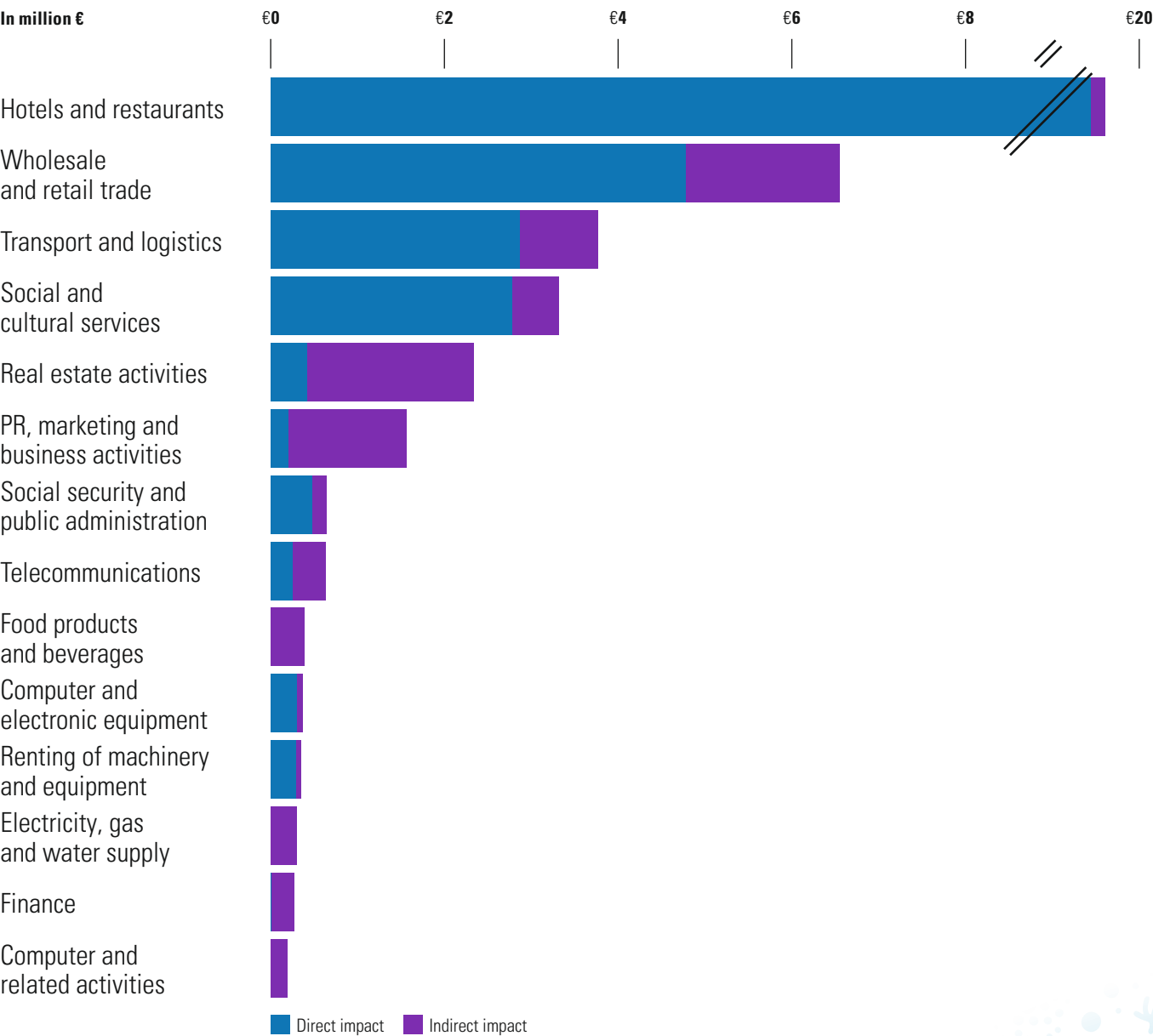
Host city: Helsinki  
Scope: Total Impact in Helsinki

# MAIN INDUSTRIES AFFECTED BY FIBA EUROBASKET 2017

## TOTAL IMPACT

In total, **FIBA EuroBasket 2017** induced value added of **€41.3m** in **Helsinki**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. Companies in the **real estate activities** industry or **PR, marketing and business activities** industry profited from indirect impacts created by FIBA EuroBasket 2017.

## Main industries affected by FIBA EuroBasket 2017





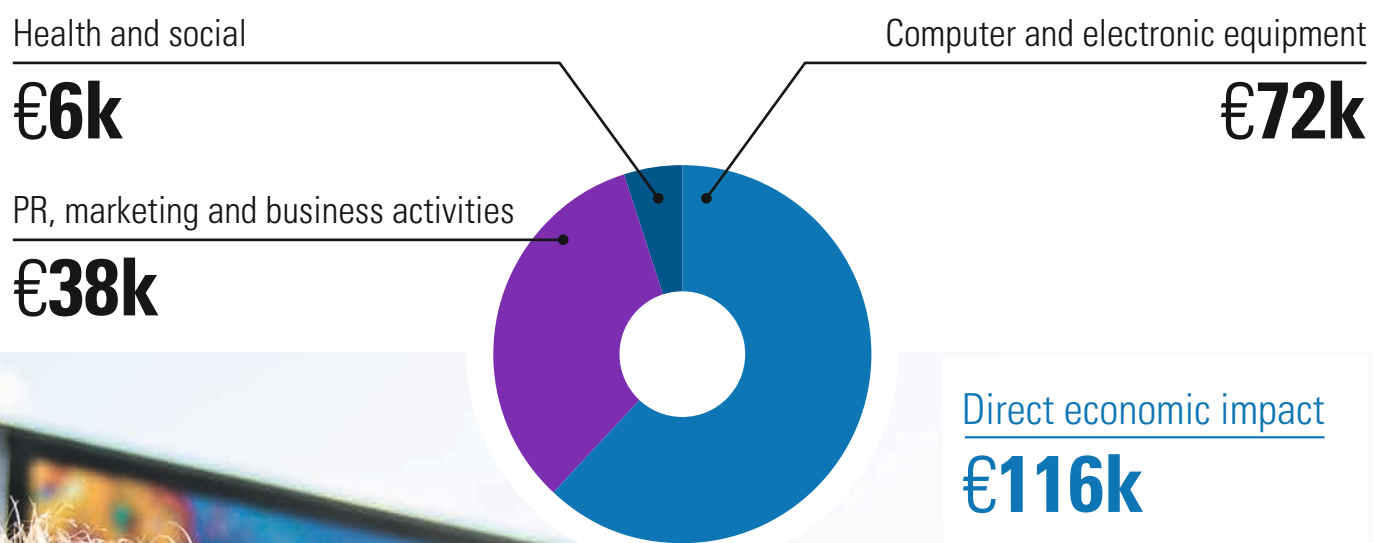
**Host city:** Helsinki  
**Scope:** Direct Impact outside Helsinki



## LOC SPENDING PER INDUSTRY

### DIRECT IMPACT

**Outside of Helsinki**, the **LOC** invested an additional **€116k**. Most of these expenditures were in **computer and electronic equipment (€72k)** followed by the **PR, marketing and business activities** industry (**€38k**).



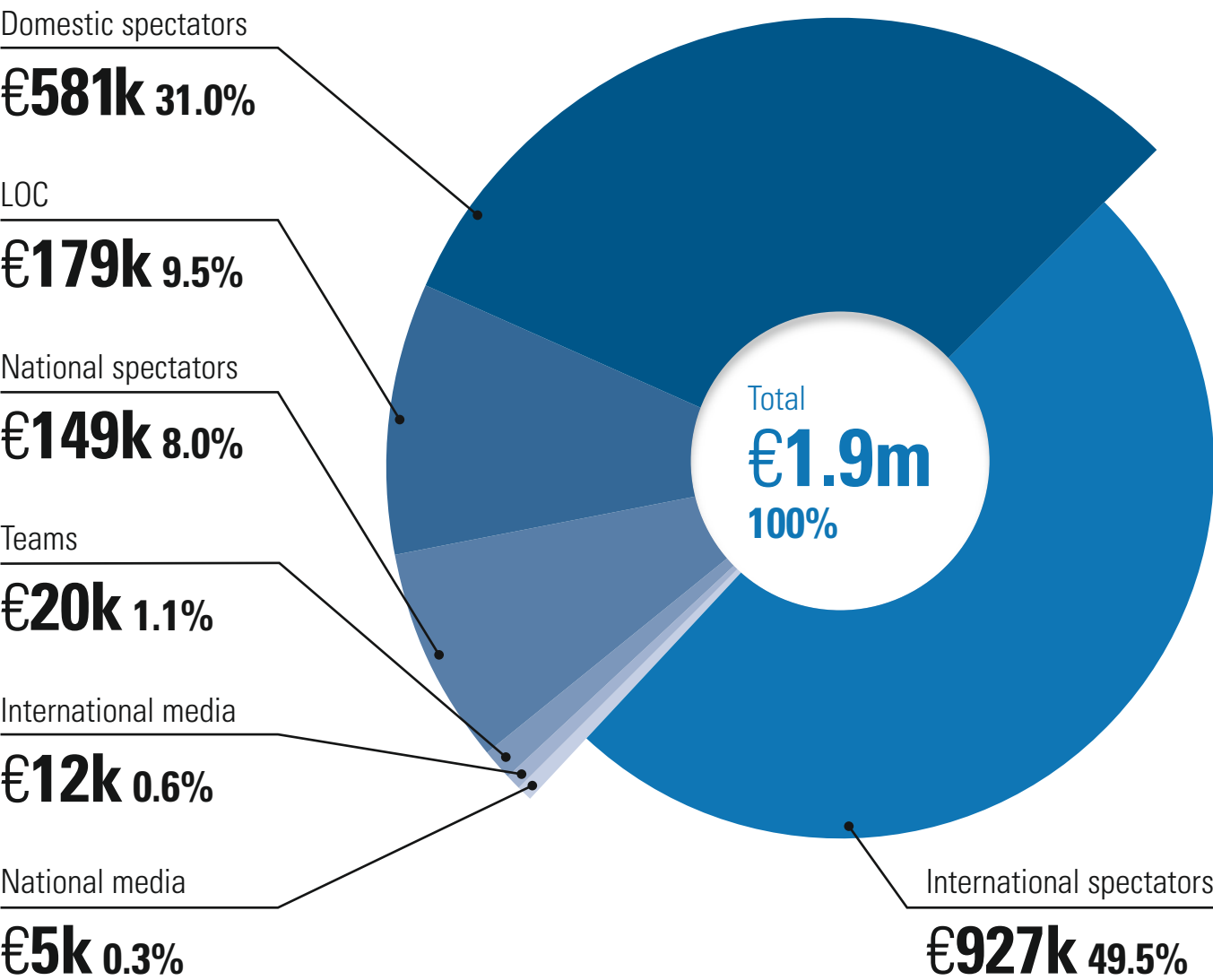
Host city: Helsinki  
Scope: Indirect Impact outside Helsinki

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Outside of Helsinki, companies benefited indirectly from **FIBA EuroBasket 2017**. They provided inputs for the economy of Helsinki and for the demand triggered by LOC's expenditure in Finland. Companies profited most by spending of **international** (€927k) and **domestic spectators** (€581k).

### Indirect economic impact per stakeholder category

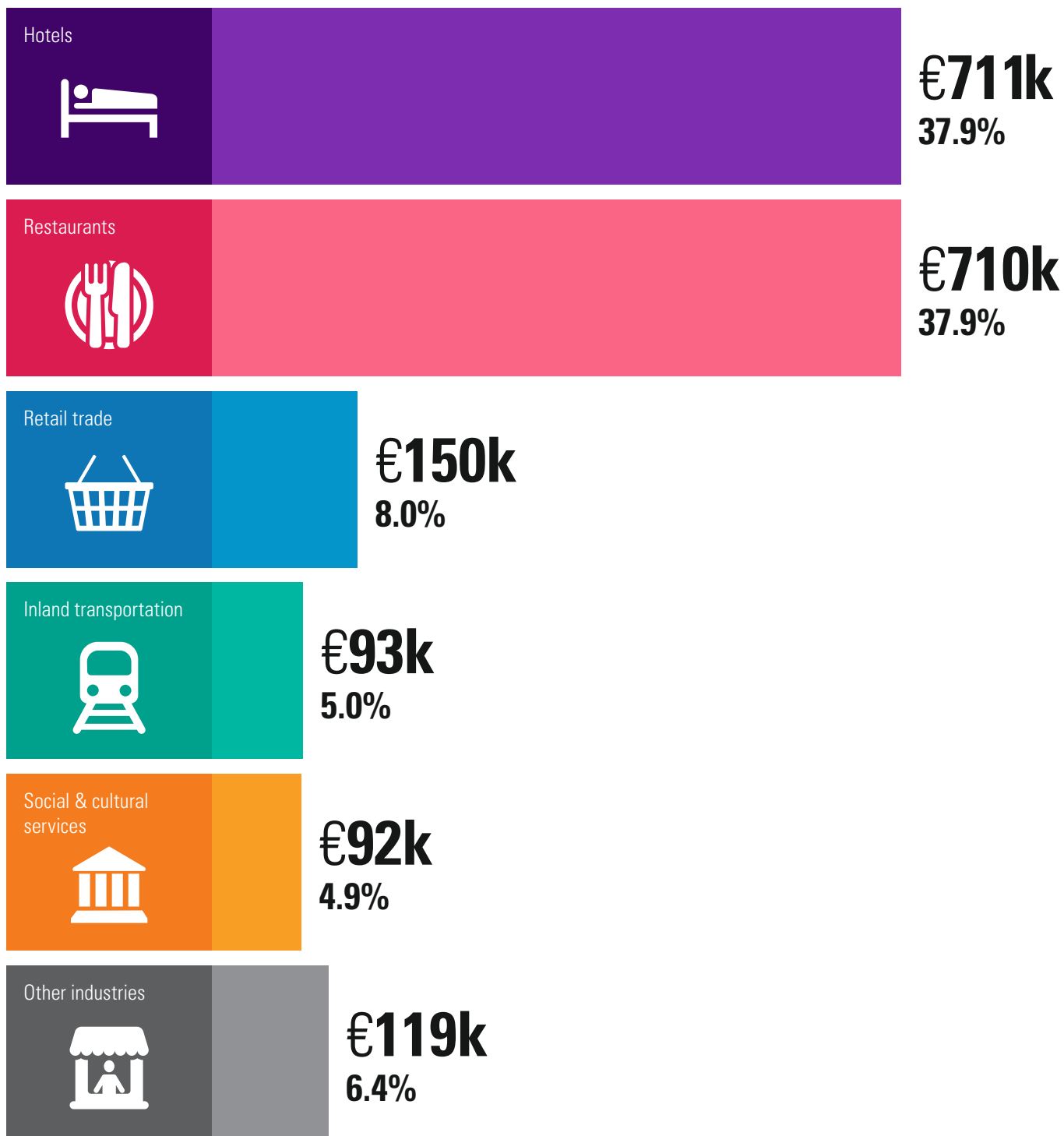


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



Suppliers of goods and services for the **hotels** industry benefited most by additional value added of **€711k** followed by suppliers of the restaurants industry (**€710k**).

## Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 34/35.

**Host city:** Helsinki  
**Scope:** Total Impact in Finland

# TOTAL IMPACTS OF FIBA EUROBASKET 2017

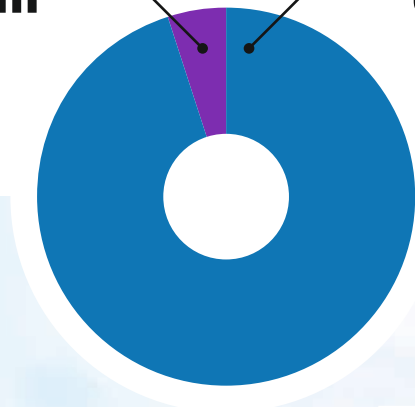
## TOTAL IMPACTS

The **Finnish economy** benefited by additional value added of **€43.3m** created by **FIBA EuroBasket 2017**. While **€2.0m** accrued outside of Helsinki, the economy of Helsinki benefited by **€41.3m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in Helsinki and outside of Helsinki.

### Total impact outside of Helsinki

Direct impact  
**€0.1m**

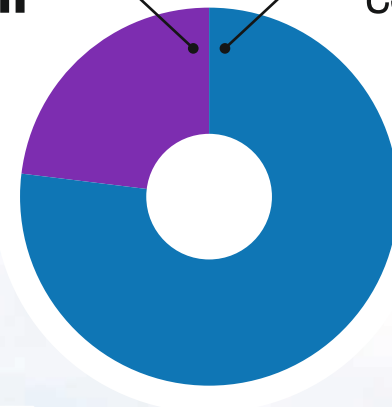
Indirect impact  
**€1.9m**



### Total impact in Helsinki

Indirect impact  
**€9.2m**

Direct impact  
**€32.0m**



Total impact in Finland  
**€43.3m**

**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.





# ADDITIONAL IMPACT: SPONSORS' SPENDING FIBA EUROBASKET 2017

## TOTAL IMPACT

The **Finnish LOC** benefited from several event sponsors by receiving **€535k**. One Euro of sponsors' spending generated on average **additional €0.26 in Helsinki** and **€0.30 in Finland** respectively. On average, sponsors' spending triggered a total impact of **€673k** in Helsinki.

### Average multiplier (Finland)

Additional Euro per Euro spent	
Indirect	€0.30
Total	€1.30

€696k

### Average multiplier (Helsinki)

Additional Euro per Euro spent	
Indirect	€0.26
Total	€1.26

€673k

### EVENT SPONSORS



€535k

**Note:** The impacts of event sponsors are part of the impacts of LOC spending and hence should not be added to the total impact shown on the previous page.

/EUROBASKET/TICKETS

Helsinki  
EUROBASKET2017



**Host city:** Helsinki**Scope:** Total Impact in Finland

## ADDITIONAL IMPACT: LEGACY OF FIBA EUROBASKET 2017

### A STEP TOWARDS GREATNESS TO COME

Finland's basketball history is by no means short. Our country has produced several quality basketball players throughout the years and fared well in international competition at both national team and club level. However, basketball in Finland is mainly a city sport, played mostly in the densely populated centers in Southern Finland.

After FIBA EuroBasket 2017, it is safe to say that basketball has reached new heights in Finland.

Over the ten days that FIBA EuroBasket was played in Finland, basketball was the number one talking point in the whole country. Never before has basketball been followed with such enthusiasm in Finland – a country where NHL players and Formula 1 drivers gather most of the attention.

To put it in numbers: at the peak concurrent, the game between Finland and Iceland reached 1.2 million TV viewers – an astonishing number in a country of 5.5 million inhabitants. Over 11,970 spectators witnessed each of the 'Susijengi' games, as they snatched four out of five possible preliminary group victories in Helsinki Arena. The spectators were thrilled with the family-friendly atmosphere and enthusiasm of the crowd.

Over 20 'Wolf Dens' around Finland brought Susijengi fans together, to root for their favorites in their home towns. At the same time, the Wolf Dens offered a brilliant opportunity for local basketball clubs to meet new cooperatives and reach out to junior players. FIBA EuroBasket success, Wolf Den activities and a country-wide "pick up a basketball" campaign helped Finnish junior player numbers reach record heights in the fall of 2017.

During the games, the Finnish Basketball Association strengthened its cooperation with local charity foundations and schools, providing possibilities for youth to find friends and activities. In just a week, the 'Susijengi family' did not only refer to the players, coaches and the spectators, but a number of communities surrounding it.

FIBA EuroBasket 2017 in Helsinki was a huge success by several standards and formed a brilliant base for the FIBA Basketball World Cup Qualifiers. The games planted a seed which has all the possibilities to grow into something bigger over the next decade.









Tel Aviv









# Tel Aviv

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In **Tel Aviv, FIBA EuroBasket 2017** attracted **62,925 visitors** from Israel and abroad during the group phase (August 31 to September 8, 2017). Most of them were non-resident spectators living outside of Tel Aviv.



Total number of visitors



Source: PwC analysis based on data provided by FIBA and PwC survey data.



## OVERVIEW OF RESULTS

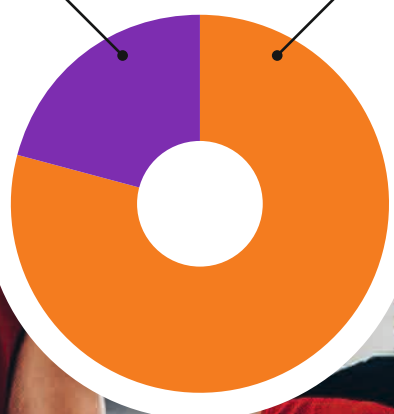
In **Tel Aviv**, the event generated a total impact of **€41.3m**, from which **79%** were direct impacts. The initial spending triggered indirect impacts of **€8.8m**. Outside of Tel Aviv, **FIBA EuroBasket 2017** induced another **€3.3m**, which resulted in a total impact of **€44.5m** for the Israeli economy.

Indirect impact

**€8.8m**

Direct impact

**€32.5m**



Total impact in Tel Aviv

**€41.3m**

Total impact outside of Tel Aviv

**€3.3m**

Total impact in Israel

**€44.5m**



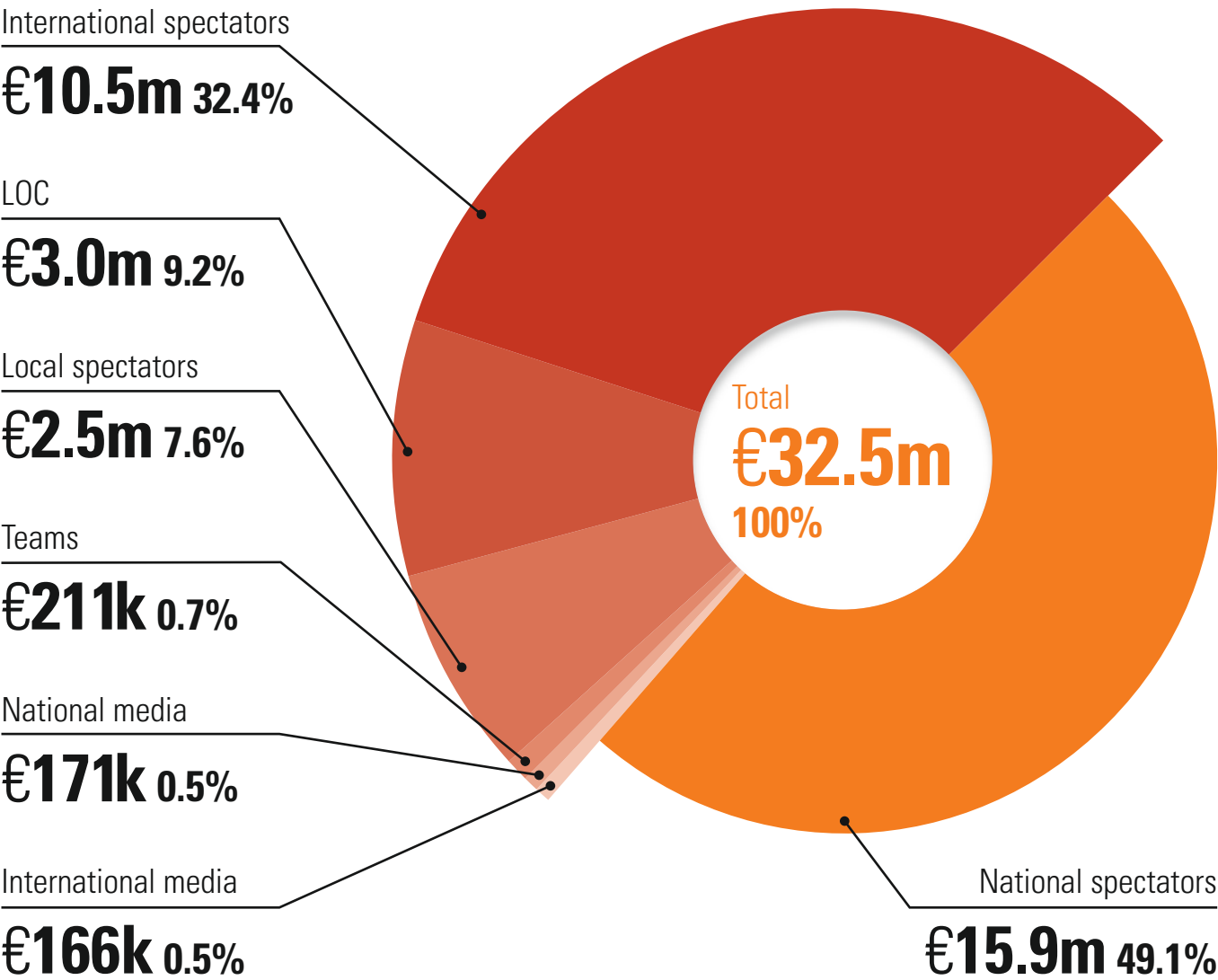
**Host city:** Tel Aviv  
**Scope:** Direct Impact in Tel Aviv

# IMPACT PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA EuroBasket 2017** and the LOC spent a total amount of **€32.5m** in Tel Aviv. **National spectators** spent the main share (**€15.9m, 49.1%**) while **local spectators** spent only **€2.5m**.

### Direct economic impact per stakeholder category

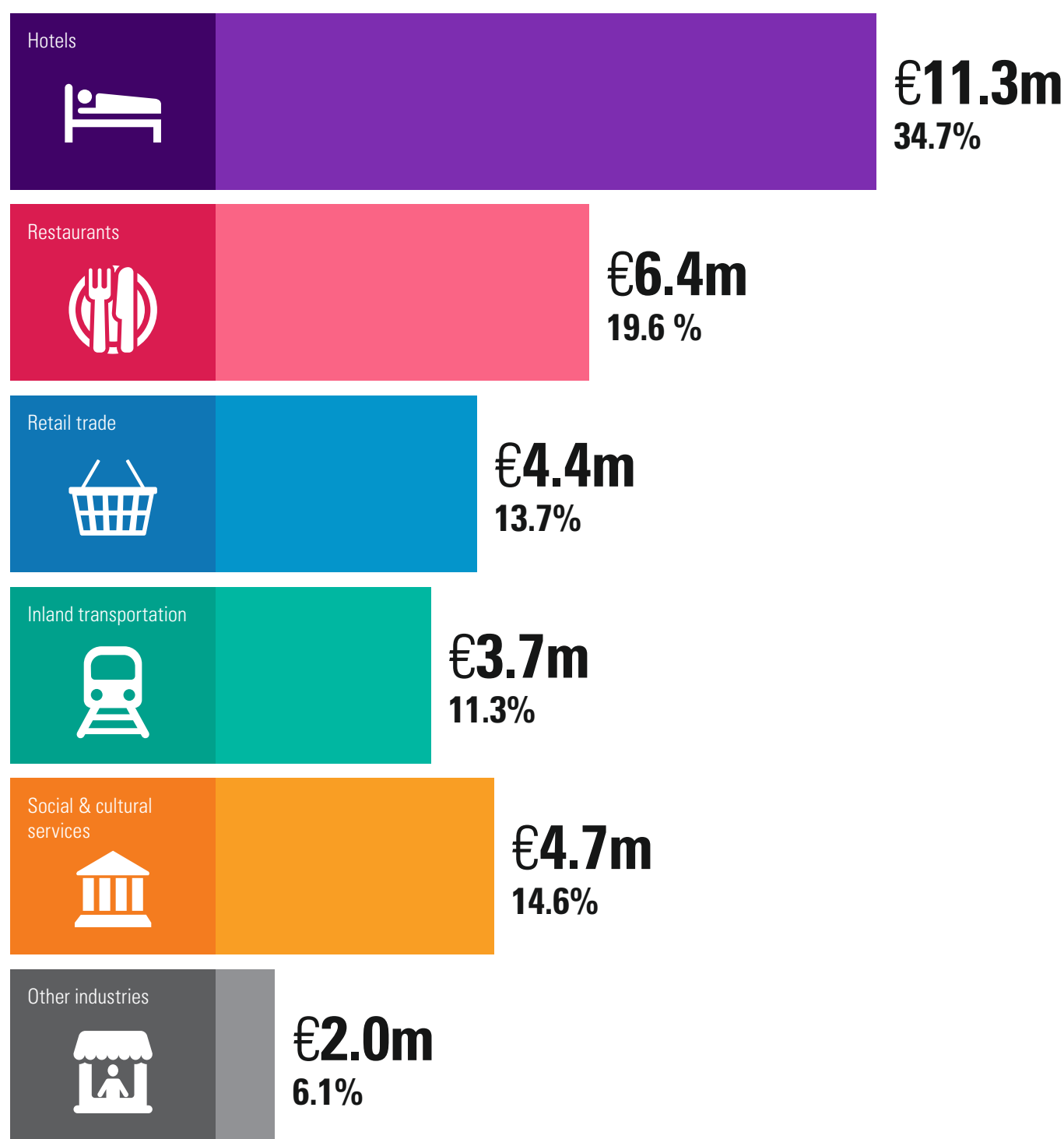


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



The **hotel** industry benefited most from expenditures due to FIBA EuroBasket 2017 in Tel Aviv, with visitors spending **€11.3m** for accommodation. The second and third biggest expenditures were in **restaurants** (**€6.4m**) and on **retail trade** (**€4.4m**).

## Direct economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.



Host city: Tel Aviv

Scope: Direct Impact in Tel Aviv

## Direct impact: expenditures of stakeholders per expenditure category

## Local spectators



Total	€2,477k	100%
Hotels	-	
Restaurants	19.5%	
Retail trade	30.4%	
Inland transportation	26.9%	
Social & cultural services	23.2%	
Other industries	-	



## National spectators



Total	€15,935k	100%
Hotels	40.0%	
Restaurants	22.8%	
Retail trade	13.3%	
Inland transportation	9.5%	
Social & cultural services	14.4%	
Other industries	-	



## International spectators



Total	€10,504k	100%
Hotels	37.6%	
Restaurants	19.0%	
Retail trade	14.5%	
Inland transportation	13.0%	
Social & cultural services	16.1%	
Other industries	-	



## National media



Total	€171k	100%
Hotels	40.0%	
Restaurants	22.8%	
Retail trade	13.3%	
Inland transportation	9.5%	
Social & cultural services	14.4%	
Other industries	-	



## International media



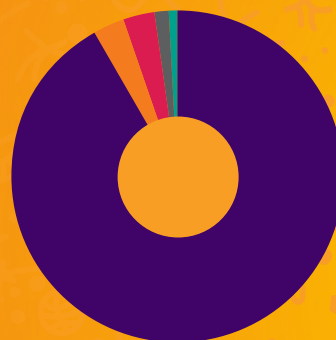
Total	€166k	100%	
Hotels	37.6%		
Restaurants	19.0%		
Retail trade	14.5%		
Inland transportation	13.0%		
Social & cultural services	16.1%		
Other industries	-		



## Teams



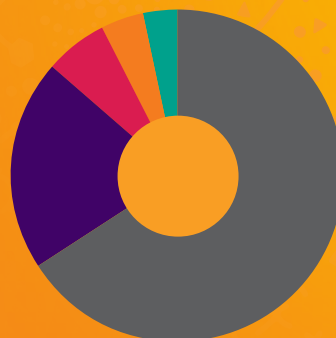
Total	€211k	100%	
Hotels	91.8%		
Restaurants	3.0%		
Retail trade	-		
Inland transportation	0.8%		
Social & cultural services	3.1%		
Other industries	1.2%		



## LOC



Total	€2,991k	100%	
Hotels	20.7%		
Restaurants	6.1%		
Retail trade	-		
Inland transportation	3.2%		
Social & cultural services	4.2%		
Other industries	65.9%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.



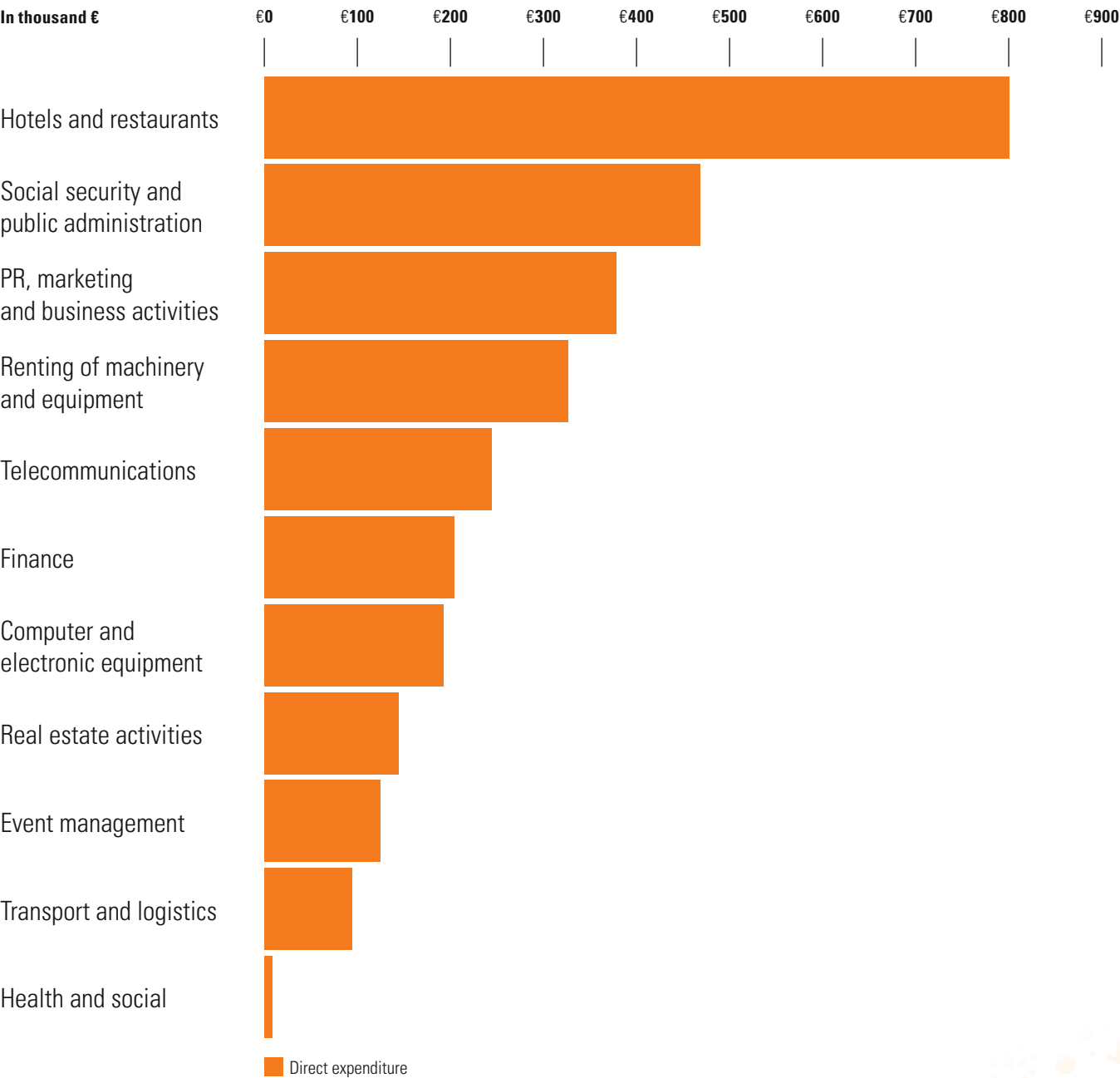
Host city: Tel Aviv  
Scope: Direct Impact in Tel Aviv

# LOC SPENDING PER INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent more than **€3.0m** in Tel Aviv. The main part of these expenditures accrued in the **hotels and restaurants** industry (**€801k**) and the **social security and public administration** industry (**€467k**), which jointly comprised more than **40%** of LOC's overall budget.

### Direct impact: main industries affected by LOC expenditures



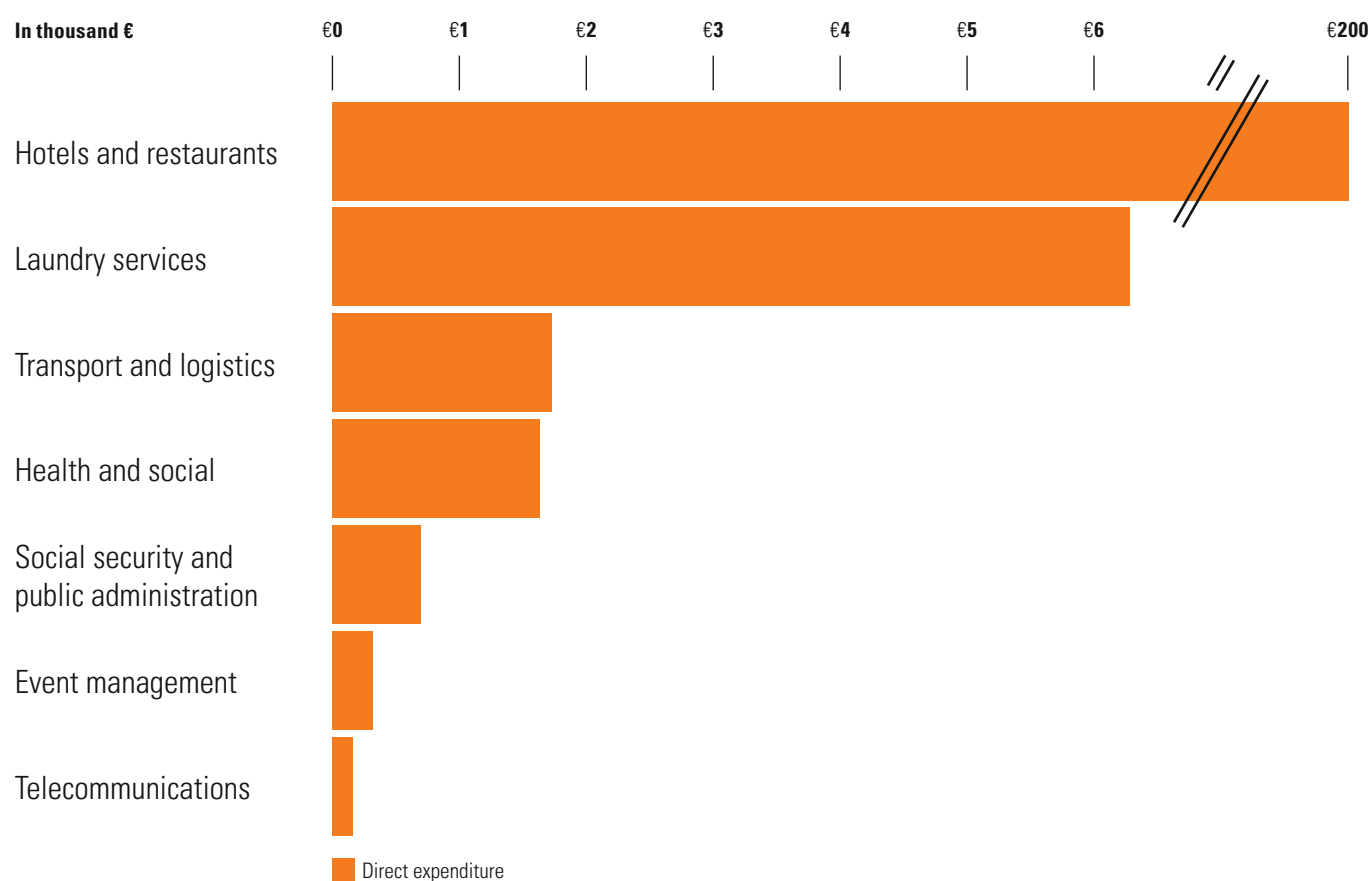


# TEAM EXPENDITURES PER INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€211k** in Tel Aviv. The main part of these expenditures accrued in the **hotel and restaurant** industry (**€200k**). This comprises roughly **95%** of teams' total expenditures.

### Direct impact: main industries affected by team expenditures





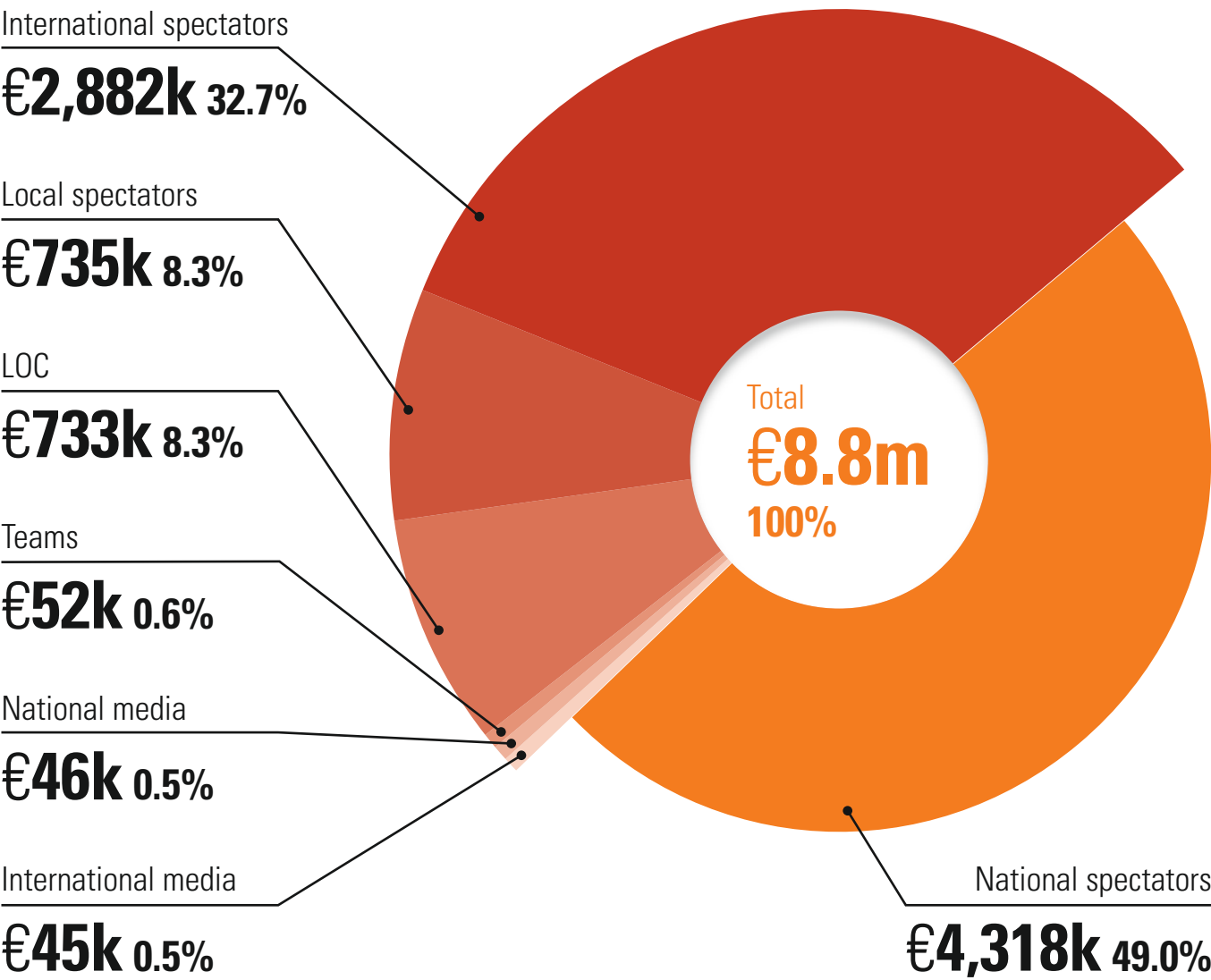
Host city: Tel Aviv  
Scope: Indirect Impact in Tel Aviv

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Direct expenditures during the **FIBA EuroBasket 2017** triggered further positive effects of **€8.8m**. **International spectators'** expenditures induced additional **€4.3m** while **local spectators** had an indirect contribution of **€0.7m**.

### Indirect economic impact per stakeholder category

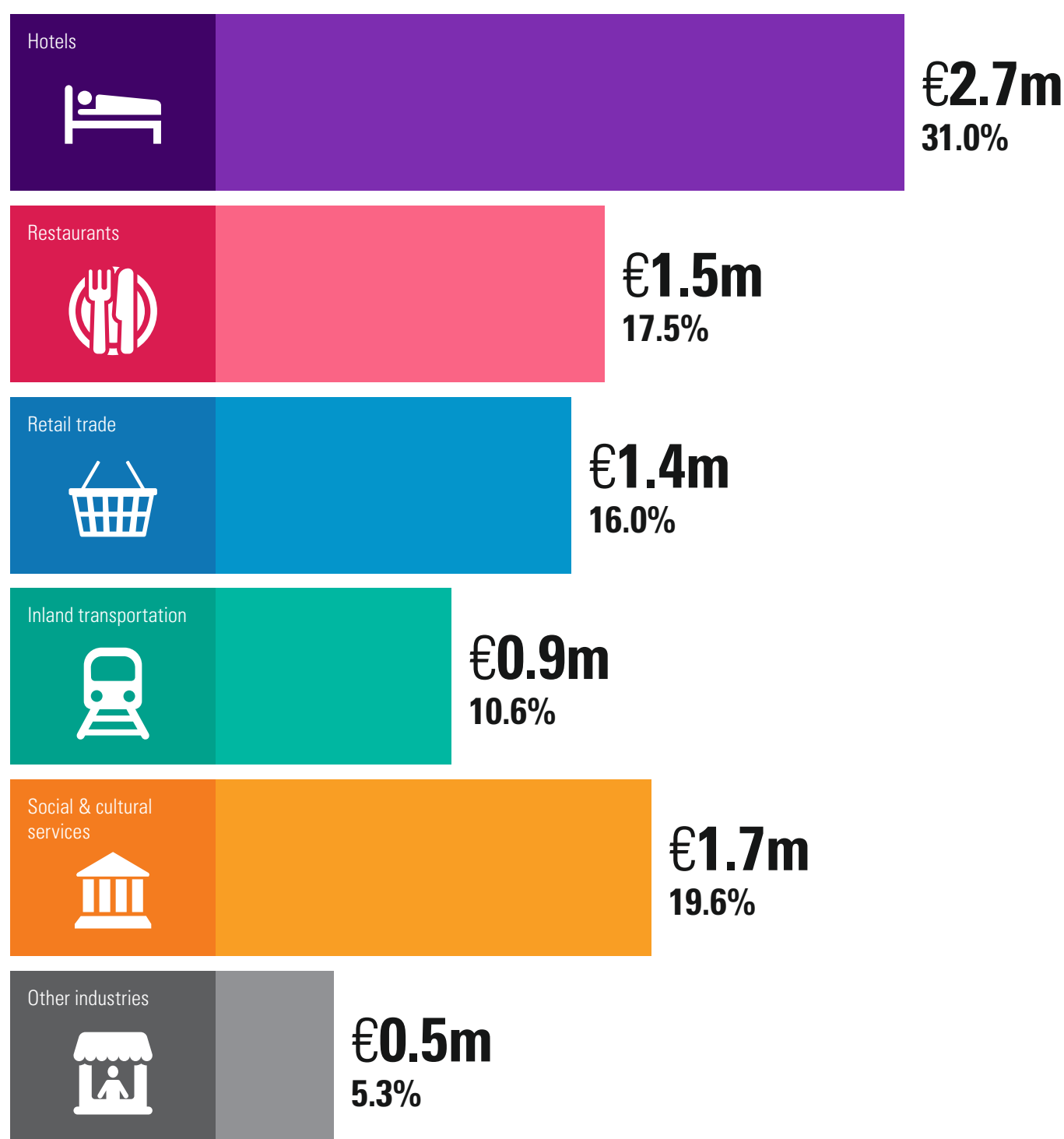


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



Initial spending in the **hotel** industry induced spending of **€2.7m**. Suppliers of **social & cultural services** benefited by an additional **€1.7m**.

## Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 62/63.

**Host city:** Tel Aviv

**Scope:** Indirect Impact in Tel Aviv

## Indirect impacts induced by stakeholders and expenditure category

### Local spectators



Total	€735k	100%
Hotels	-	
Restaurants	15.9%	
Retail trade	32.6%	
Inland transportation	22.9%	
Social & cultural services	28.6%	
Other industries	-	



### National spectators



Total	€4,318k	100%
Hotels	35.8%	
Restaurants	20.4%	
Retail trade	15.6%	
Inland transportation	8.9%	
Social & cultural services	19.4%	
Other industries	-	



### International spectators



Total	€2,882k	100%
Hotels	33.1%	
Restaurants	16.7%	
Retail trade	16.8%	
Inland transportation	12.0%	
Social & cultural services	21.4%	
Other industries	-	



### National media



Total	€46k	100%
Hotels	35.8%	
Restaurants	20.4%	
Retail trade	15.6%	
Inland transportation	8.9%	
Social & cultural services	19.4%	
Other industries	-	





## International media



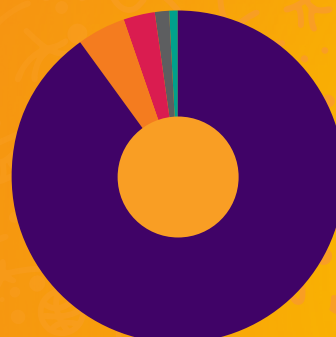
Total	€45k	100%	
Hotels	33.1%		
Restaurants	16.7%		
Retail trade	16.8%		
Inland transportation	12.0%		
Social & cultural services	21.4%		
Other industries	-		



## Teams



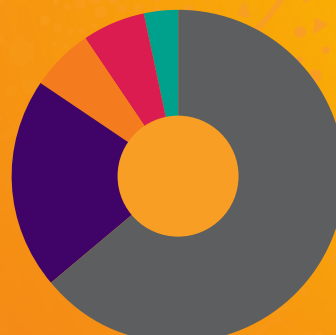
Total	€52k	100%	
Hotels	90.3%		
Restaurants	3.0%		
Retail trade	-		
Inland transportation	0.8%		
Social & cultural services	4.7%		
Other industries	1.3%		



## LOC



Total	€733k	100%	
Hotels	20.5%		
Restaurants	6.0%		
Retail trade	-		
Inland transportation	3.3%		
Social & cultural services	6.2%		
Other industries	64.1%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

Host city: Tel Aviv  
Scope: Indirect Impact in Tel Aviv

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

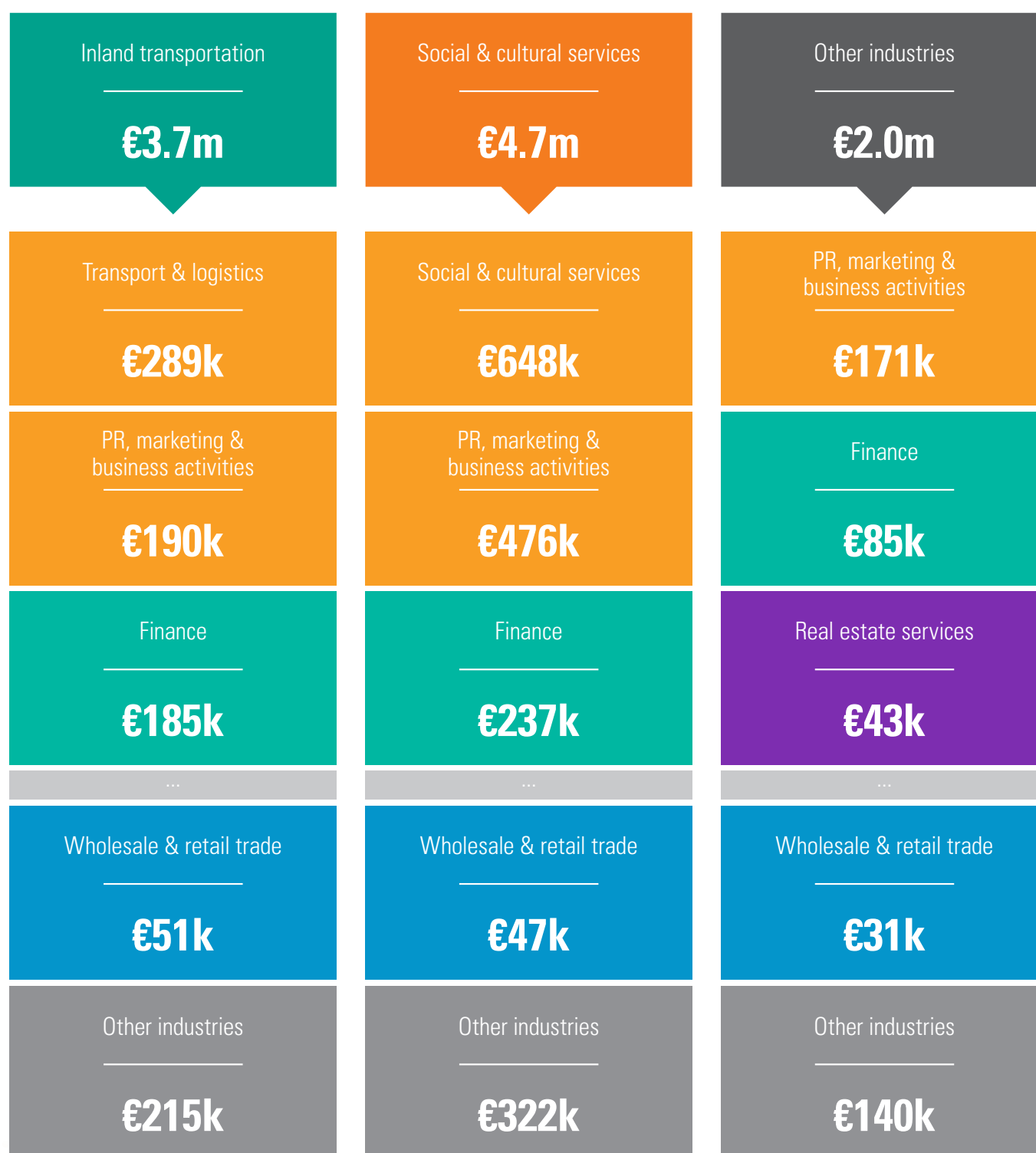


Real estate activities Finance Wholesale & retail trade



## INDIRECT IMPACTS

Companies benefited from **FIBA EuroBasket 2017** along the whole supply chain. Demand for **real estate services** was increased by expenditures for hotels, restaurants and retail trade (by **€705k**, **€398k**, and **€344k** respectively). Besides the real estate industry, **PR, marketing and business activities** and the **finance** sector experienced the highest indirect impacts.



Food products & beverages Specific industries Other industries



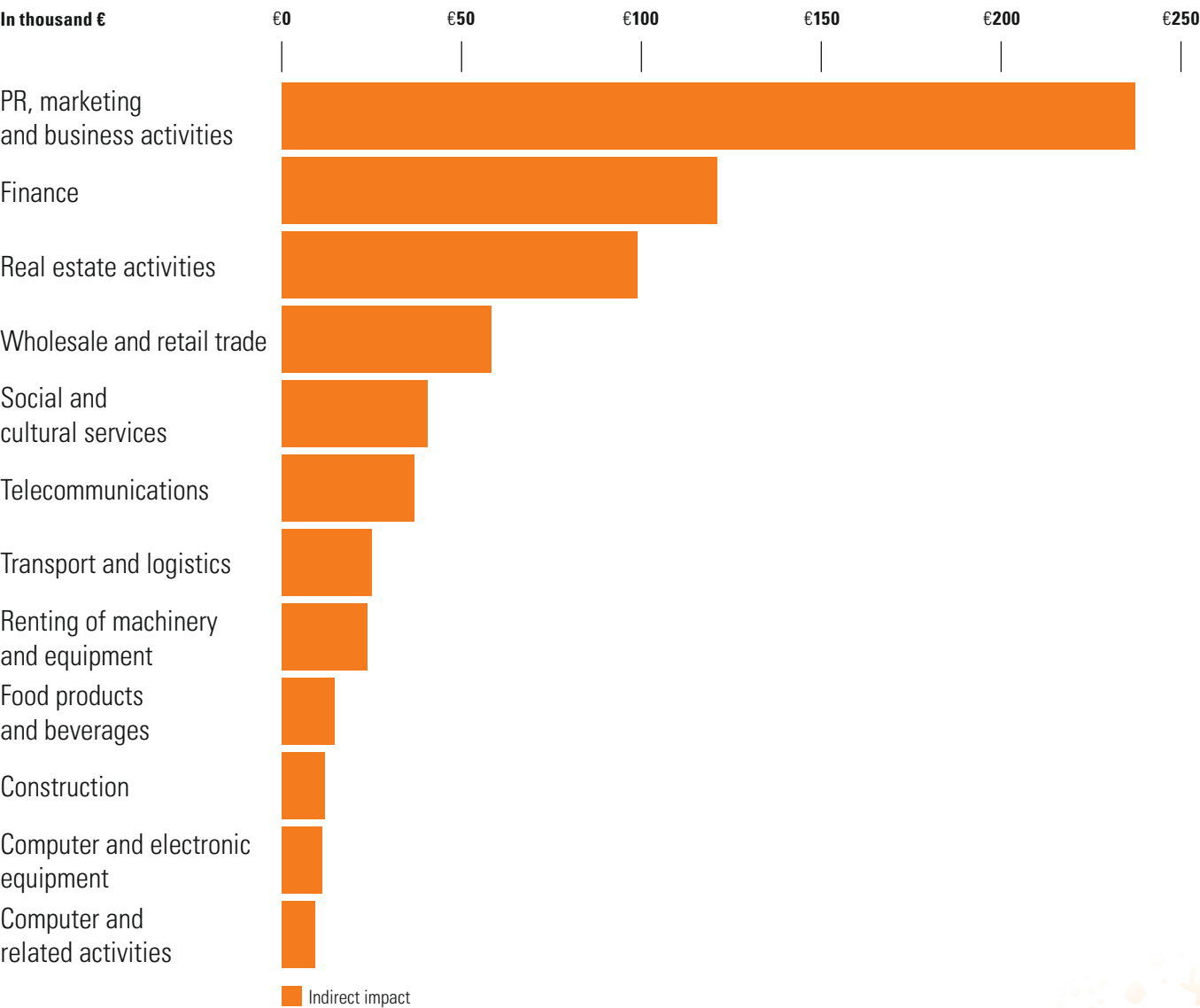
Host city: Tel Aviv  
Scope: Indirect Impact in Tel Aviv

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

LOC expenditures triggered an additional impact of €733k. The PR, marketing and business activities industry benefited most by receiving value added of €237k (32% of total indirect impact of the LOC expenditures) followed by finance (€121k) and real estate activities (€99k) industries.

### Main industries affected by LOC expenditures



Note: Other business service include among others private security services, advertising activities, legal, accounting and auditing services or architectural and engineering activities.

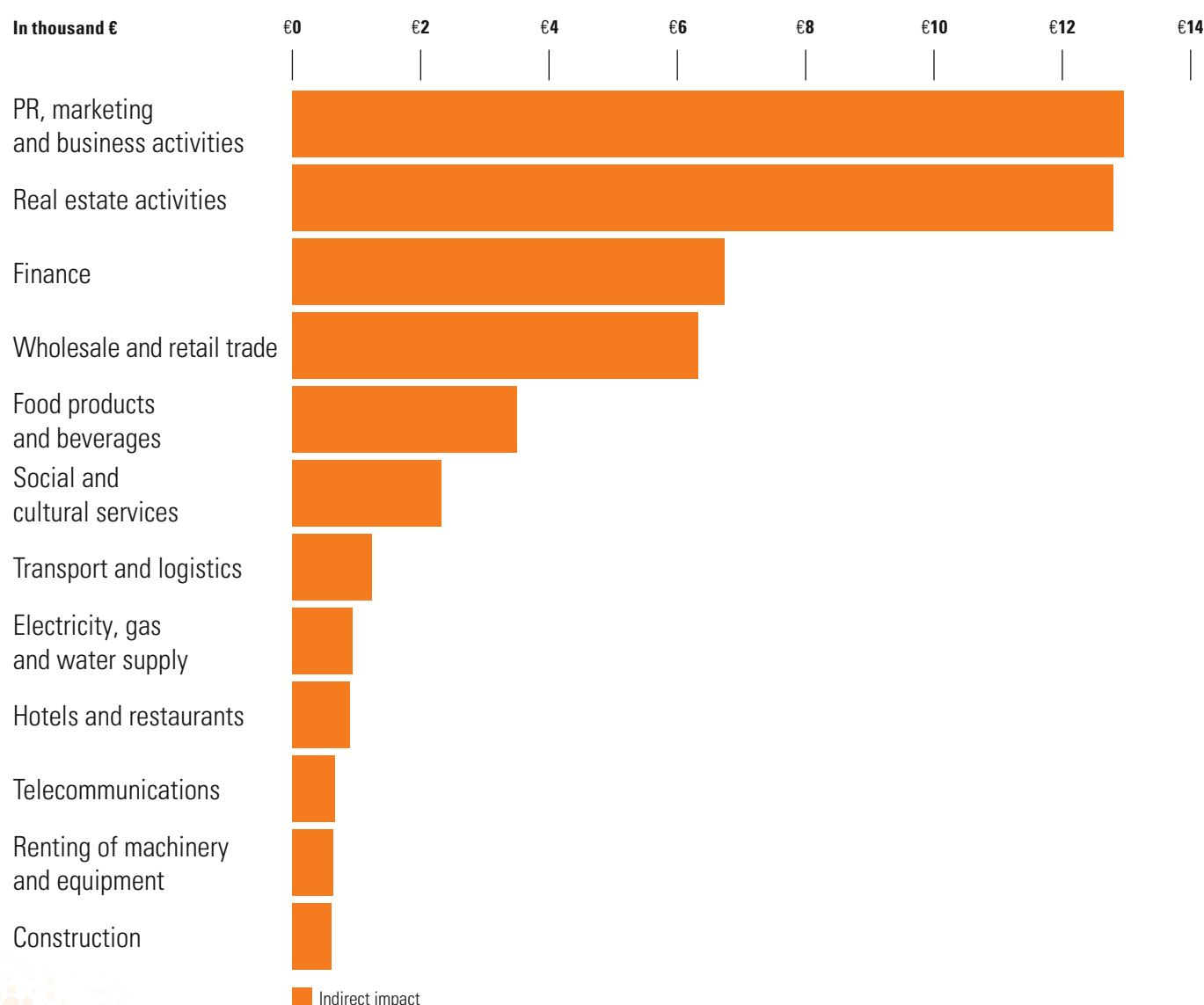


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** affected the economy by causing an indirect impact of **€52k**. The **PR, marketing and business activities** sector benefited most by receiving **€13k** (25% of total indirect impact induced by team expenditure) followed by **real estate activities** (€13k) and **finance** (€7k).

### Main industries affected by team expenditures



**Note:** Other business service include among others private security services, advertising activities, legal, accounting and auditing services or architectural and engineering activities.

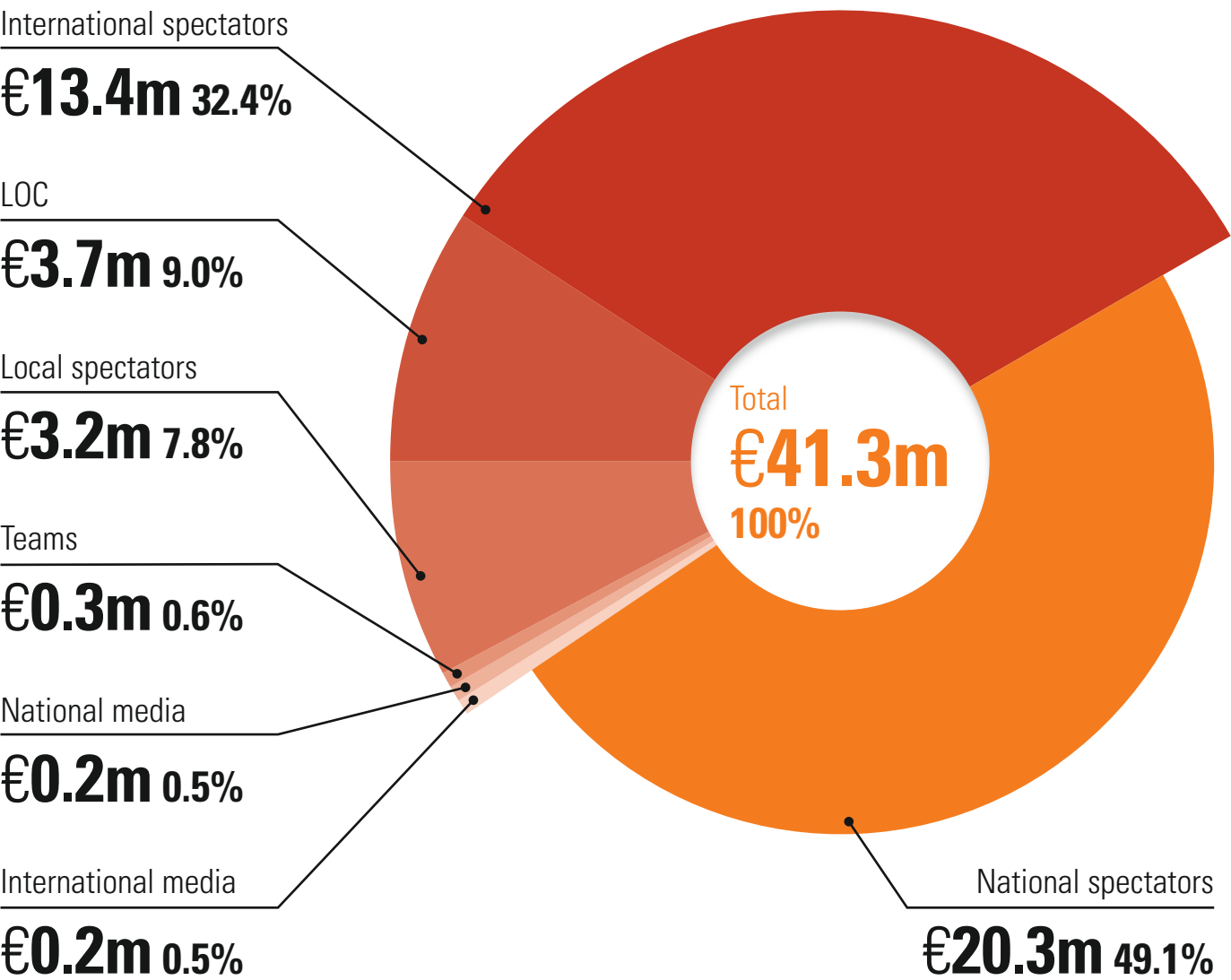
**Host city:** Tel Aviv  
**Scope:** Total Impact in Tel Aviv

# IMPACTS PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA EuroBasket 2017 generated total value added of **€41.3m** in **Tel Aviv**. **National spectators'** expenditures induced **€20.3m** of value added (49% of total value added). **Local spectators'** expenditures contributed directly and indirectly **€3.2m (7.8%)** to GDP.

### Total economic impact per stakeholder category



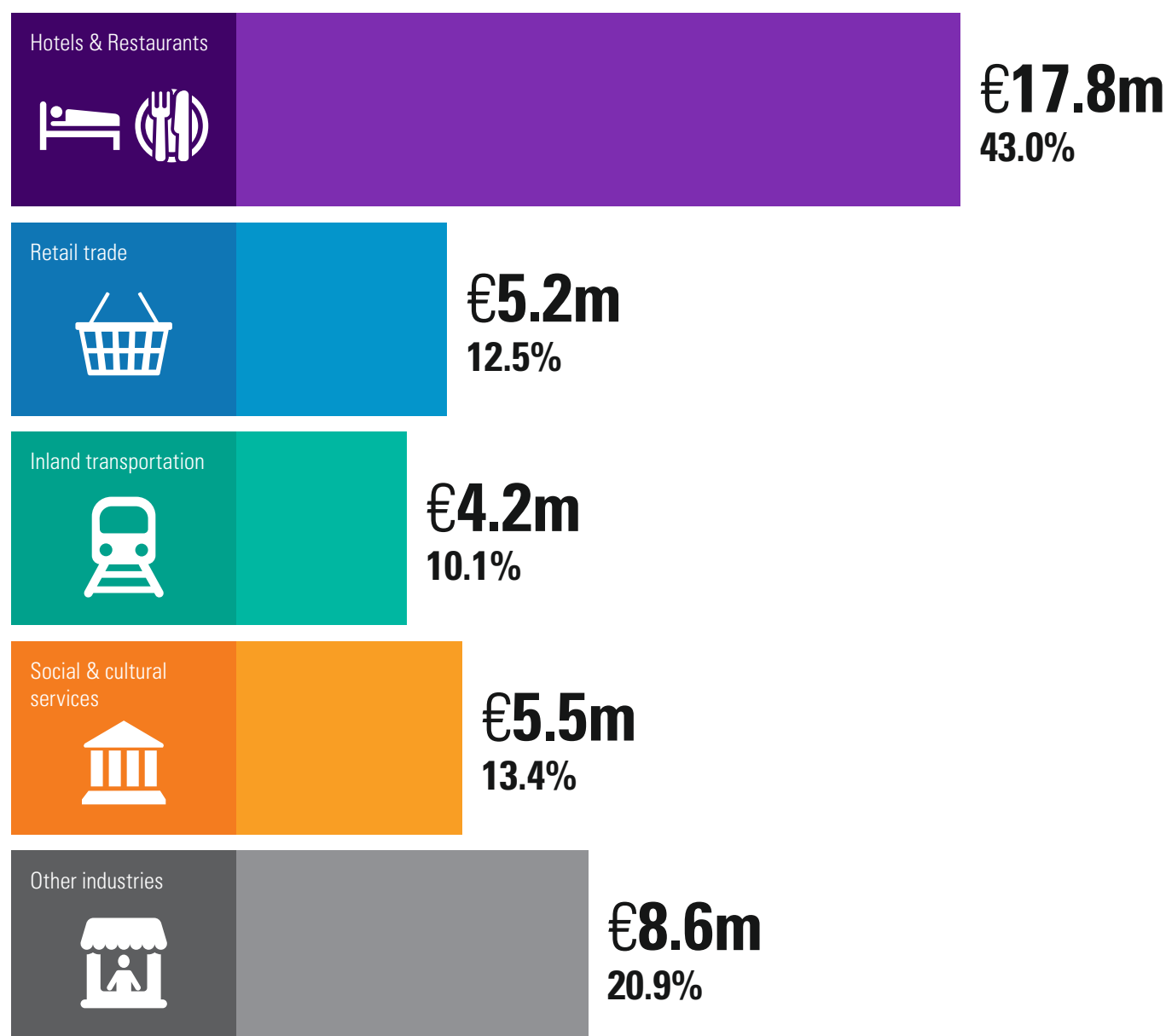
**Note:** As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. Therefore the total impacts of both categories have been summed up.





More than **40%** of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in these industries benefited from additional **€17.8m** followed by companies in **other industries** (**€8.6m, 21%**).

## Total economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.

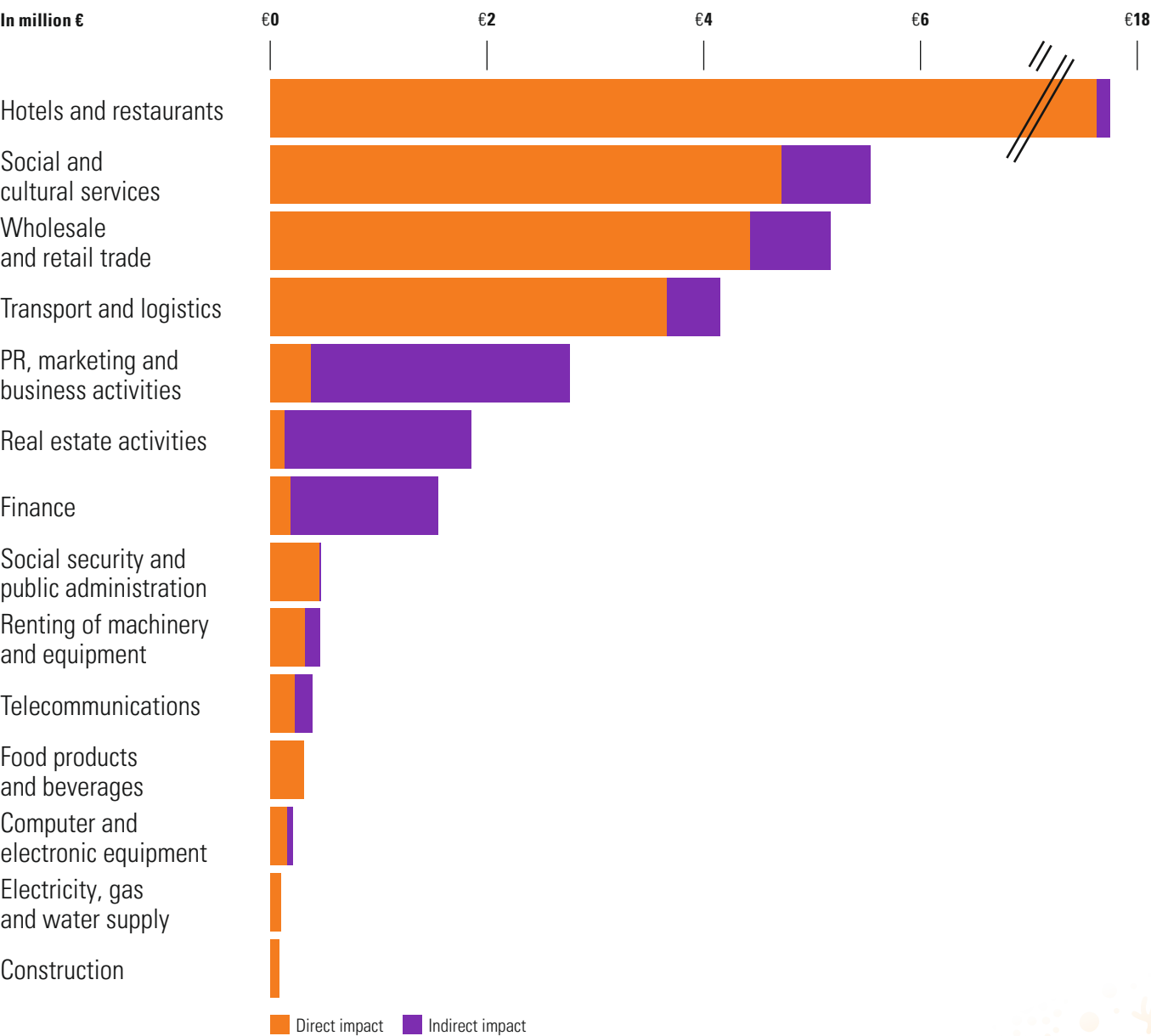
Host city: Tel Aviv  
Scope: Total Impact in Tel Aviv

# MAIN INDUSTRIES AFFECTED BY FIBA EUROBASKET 2017

## TOTAL IMPACT

In total, **FIBA EuroBasket 2017** induced total value added of **€41.3m**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. Companies providing **PR, marketing and business services** or in the **real estate** industry profited mainly from indirect impacts created by FIBA EuroBasket 2017.

## Main industries affected by FIBA EuroBasket 2017





**Host city:** Tel Aviv

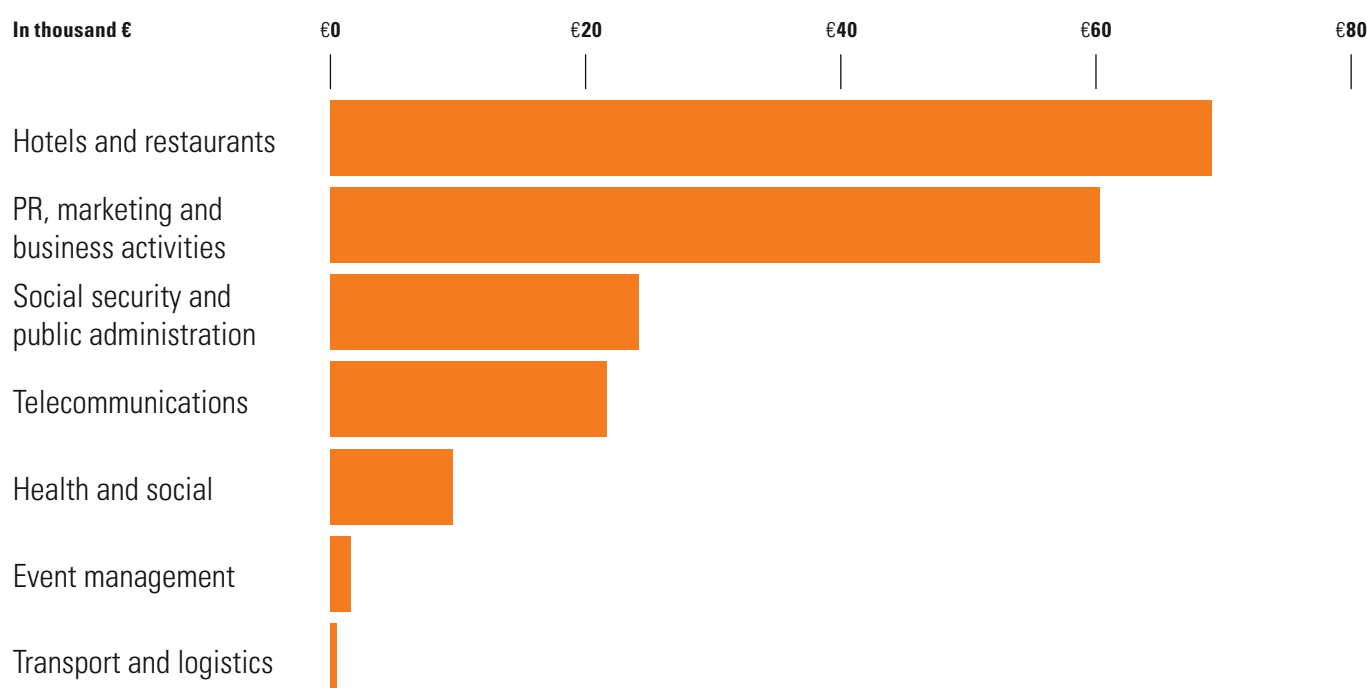
**Scope:** Direct Impact outside Tel Aviv

## LOC SPENDING PER INDUSTRY

### DIRECT IMPACT

**Outside of Tel Aviv**, the **LOC** invested an additional **€188k**. The majority of the expenditures are accounted for by **hotels and restaurants (€116k)**, followed by **PR, marketing and business activities (€60k)** and **social security and public administration (€24k)**.

### Direct economic impact per industry



Direct economic impact

**€188k**



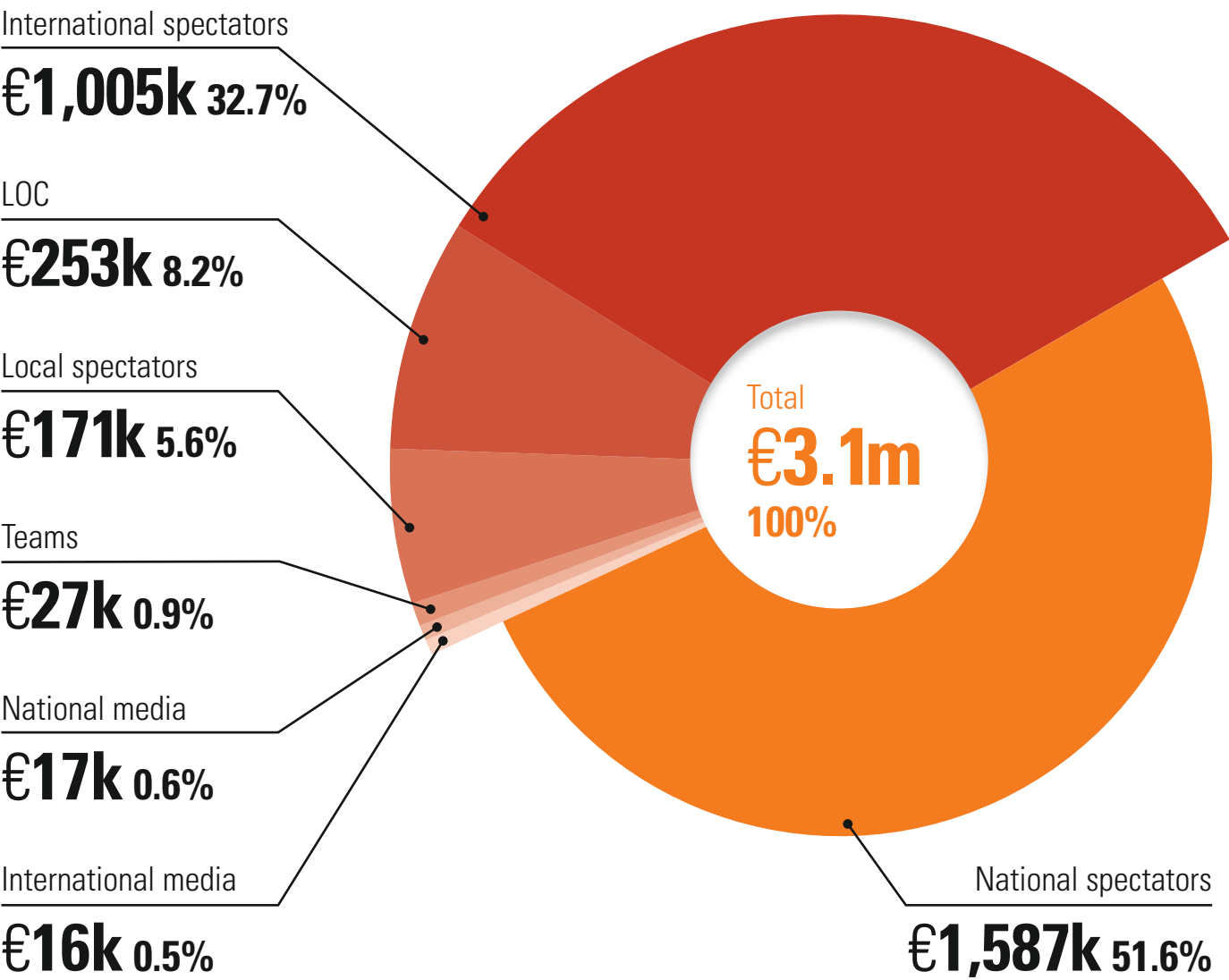
**Host city:** Tel Aviv  
**Scope:** Indirect Impact outside Tel Aviv

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

**Outside of Tel Aviv**, companies benefited indirectly from **FIBA EuroBasket 2017**. They provided inputs for the economy of Tel Aviv and for the demand triggered by the LOC's expenditure in Israel. Companies profited most by spending of **national (€1.6m)** and **international spectators (€1.0m)**.

### Indirect economic impact per stakeholder category

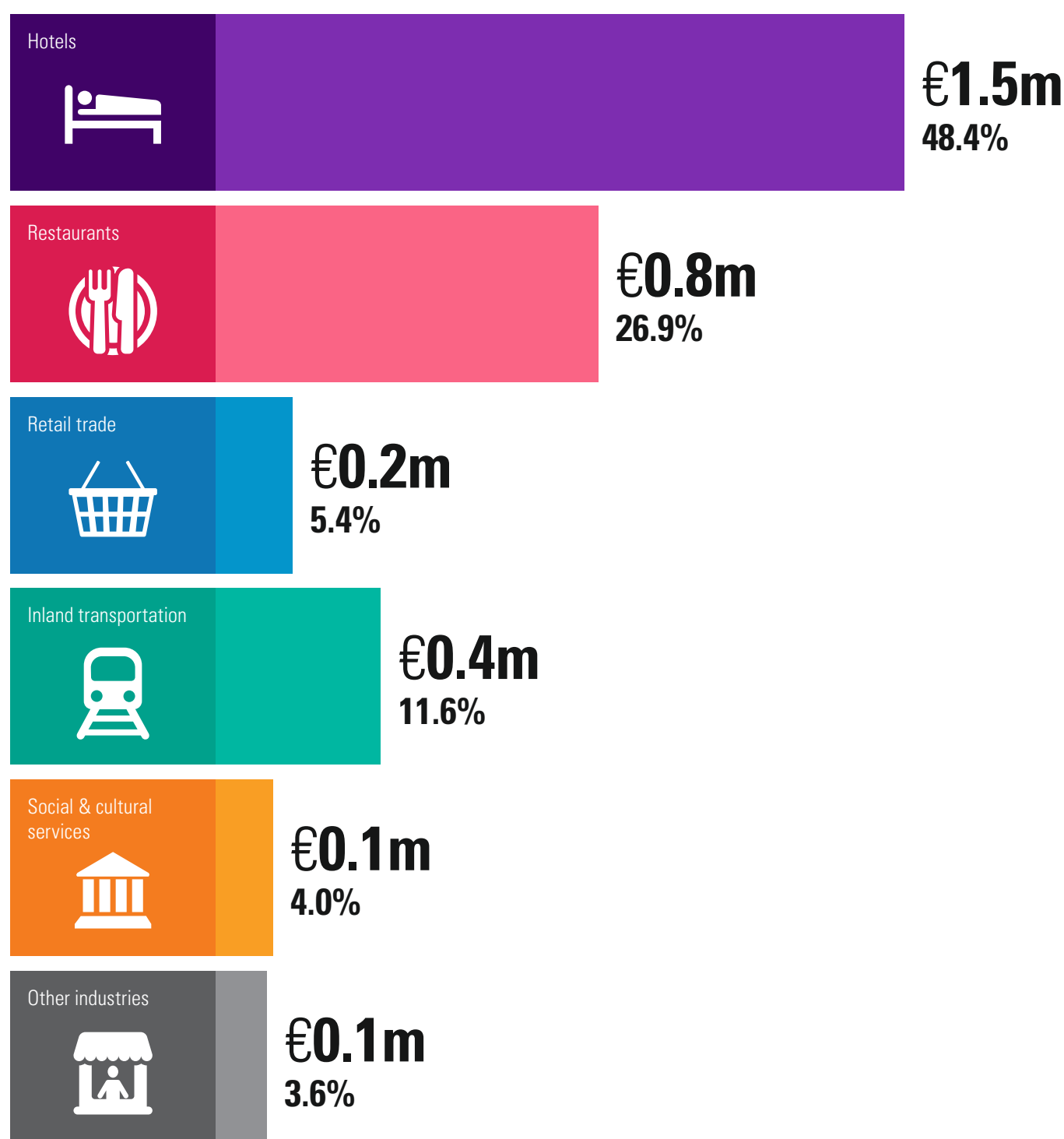


**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.



Suppliers of goods and services for the **hotel** industry benefited most by additional value added of **€1.5m** followed by suppliers of the **restaurant** industry (**€0.8m**).

## Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 62/63.

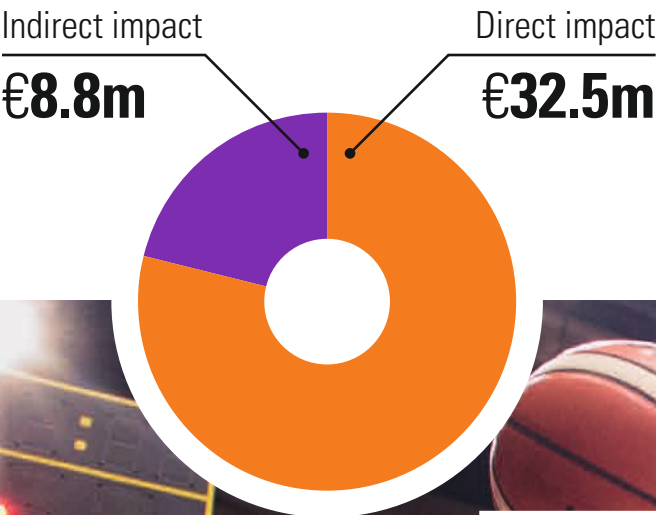
Host city: Tel Aviv  
Scope: Total Impact in Tel Aviv

# TOTAL IMPACTS OF FIBA EUROBASKET 2017

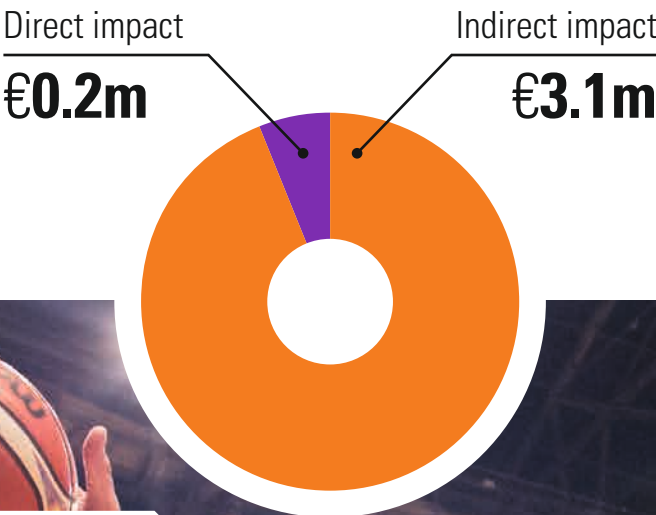
## TOTAL IMPACTS

The **Israeli economy** benefited by additional value added of **€44.5m** created by **FIBA EuroBasket 2017**. While **€3.3m** accrued outside of Tel Aviv, the economy of Tel Aviv benefited by **€41.3m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in Tel Aviv and outside of Tel Aviv.

### Total impact in Tel Aviv



### Total impact outside of Tel Aviv



Total impact in Israel  
**€44.5m**





# ADDITIONAL IMPACT: SPONSORS' SPENDING AT FIBA EUROBASKET 2017

## TOTAL IMPACT

The **Israeli LOC** benefited from several event sponsors by receiving **€325k**. One Euro of sponsor's spending generated on average **additional €0.25 in Tel Aviv** respectively **€0.31 in Israel**. On average, sponsor's spending triggered a total impact of **€405k** in Tel Aviv.

### Average multiplier (Tel Aviv)

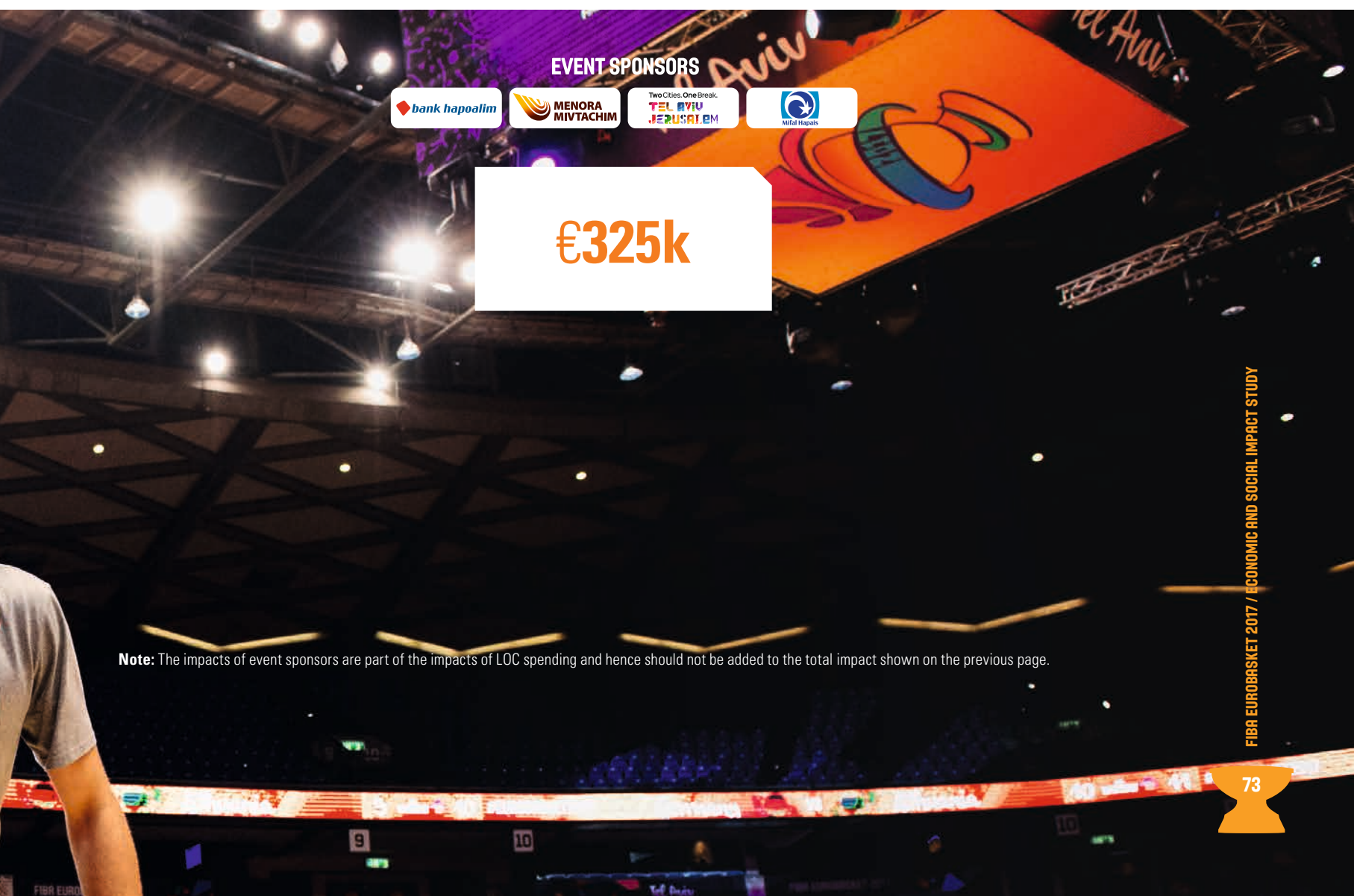
Additional Euro per Euro spent	
Indirect	€0.25
Total	€1.25

€405k

### Average multiplier (Israel)

Additional Euro per Euro spent	
Indirect	€0.31
Total	€1.31

€426k



**Note:** The impacts of event sponsors are part of the impacts of LOC spending and hence should not be added to the total impact shown on the previous page.

**Host city:** Tel Aviv

**Scope:** Total Impact in Tel Aviv

## ADDITIONAL IMPACT: LEGACY OF FIBA EUROBASKET 2017

There is no doubt that FIBA EuroBasket 2017 in Israel added to the prestige and professionalism of basketball in the nation. The Israeli team sadly failed to reach the Final Phase and currently the team is in a restructuring process with the recruitment of new players and a new coach.

However, the Israeli Basketball Association learnt a lot from this event, both in terms of hosting such a large-scale sporting event and the expansion of its public activity.

The basketball exposure within Israel gained during FIBA EuroBasket 2017 will encourage children to get involved in sport. Initiatives have already started to involve more people in sports in general and basketball in particular, as well as to increase the popularity of such large sporting events in Israel.

The Israeli municipalities and local authorities have initiated a dynamic sporting program "3X3", which aims to significantly increase the numbers of participants in sport. Plans are also underway to increase social integration in the world of sports, through cultivating volunteers from all social groups for future events.

In Tel-Aviv Arena, a large multi-purpose sports indoor arena where the games were hosted, major developments and reconstruction took place prior to the event in order to host part of the FIBA EuroBasket Group Phase. The arena is primarily used to host tennis matches, basketball games, and concerts and now due to upgraded facilities including lighting, sound, AV and internet, the stadium can accommodate future sporting events to the highest standards.

It was the most highly-anticipated and visited sports event in Israel, with around 250 media from all over Europe coming to Israel. The entire event, not just the games, received tremendous exposure in the Israeli media, even within media platforms that do not generally cover sports on a regular basis. One of the goals that we set for ourselves from the beginning of the project, and we believe we were able to uphold, is to turn every media person who came to Israel into a goodwill ambassador for sport as a whole, and Israel in particular.

It is clear to us that the State of Israel and the city of Tel Aviv in particular, received tremendous and positive exposure that has not been received thus far, certainly not in the world of sport.

We have no doubt that the knowledge, experience and learning achieved by hosting this renowned event will help Israeli sport in the future to host events of this magnitude.



31 August





Cluj-Napoca







# Cluj-Napoca

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In **Cluj-Napoca, FIBA EuroBasket 2017** attracted **67,759 visitors** from Romania and abroad during the Group Phase (August 31 - September 8, 2017). Most of them were local spectators.



Total number of visitors



Source: PwC analysis based on data provided by FIBA and PwC survey data.



## OVERVIEW OF RESULTS

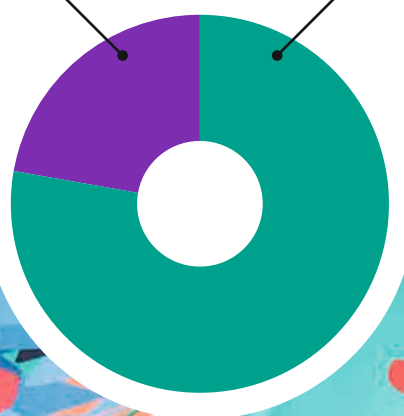
In **Cluj-Napoca**, the event generated a total impact of **€17.4m** of which more than **75%** were direct impacts. The initial spending triggered indirect impacts of **€3.9m**. Outside of Cluj-Napoca, **FIBA EuroBasket 2017** triggered another **€0.9m** which led to a total impact of **€18.3m** for the Romanian economy.

Indirect impact

**€3.9m**

Direct impact

**€13.5m**



Total impact in Cluj-Napoca

**€17.4m**

Total impact outside of Cluj-Napoca

**€0.9m**

Total impact in Romania

**€18.3m**



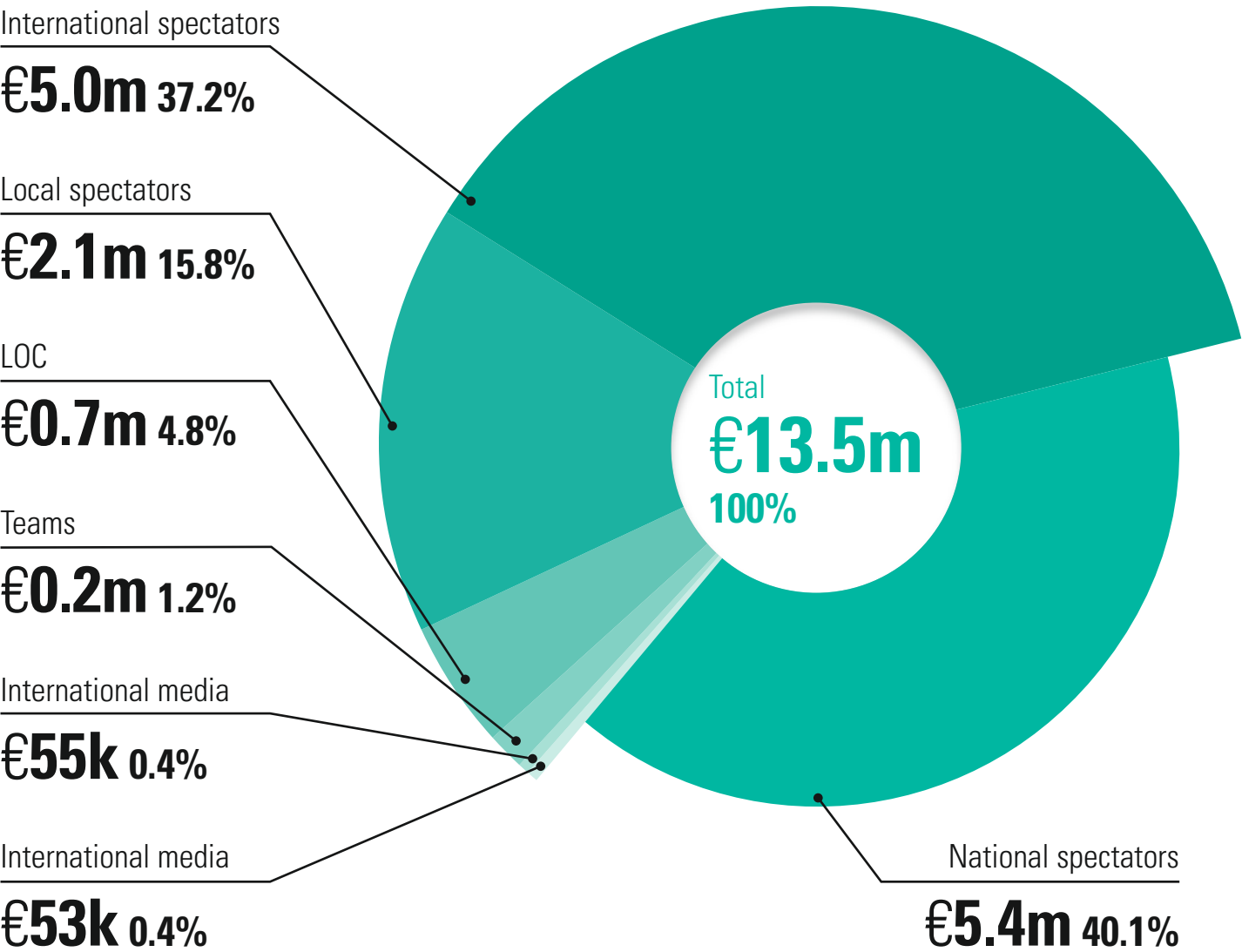
Host city: Cluj-Napoca  
Scope: Direct Impact in Cluj-Napoca

# IMPACT PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the FIBA EuroBasket 2017 and the LOC spent a total amount of **€13.5m** in Cluj-Napoca. **National spectators** spent the largest portion (**€5.4m, 40.1%**) while the **international spectators** contributed **€5.0m**.

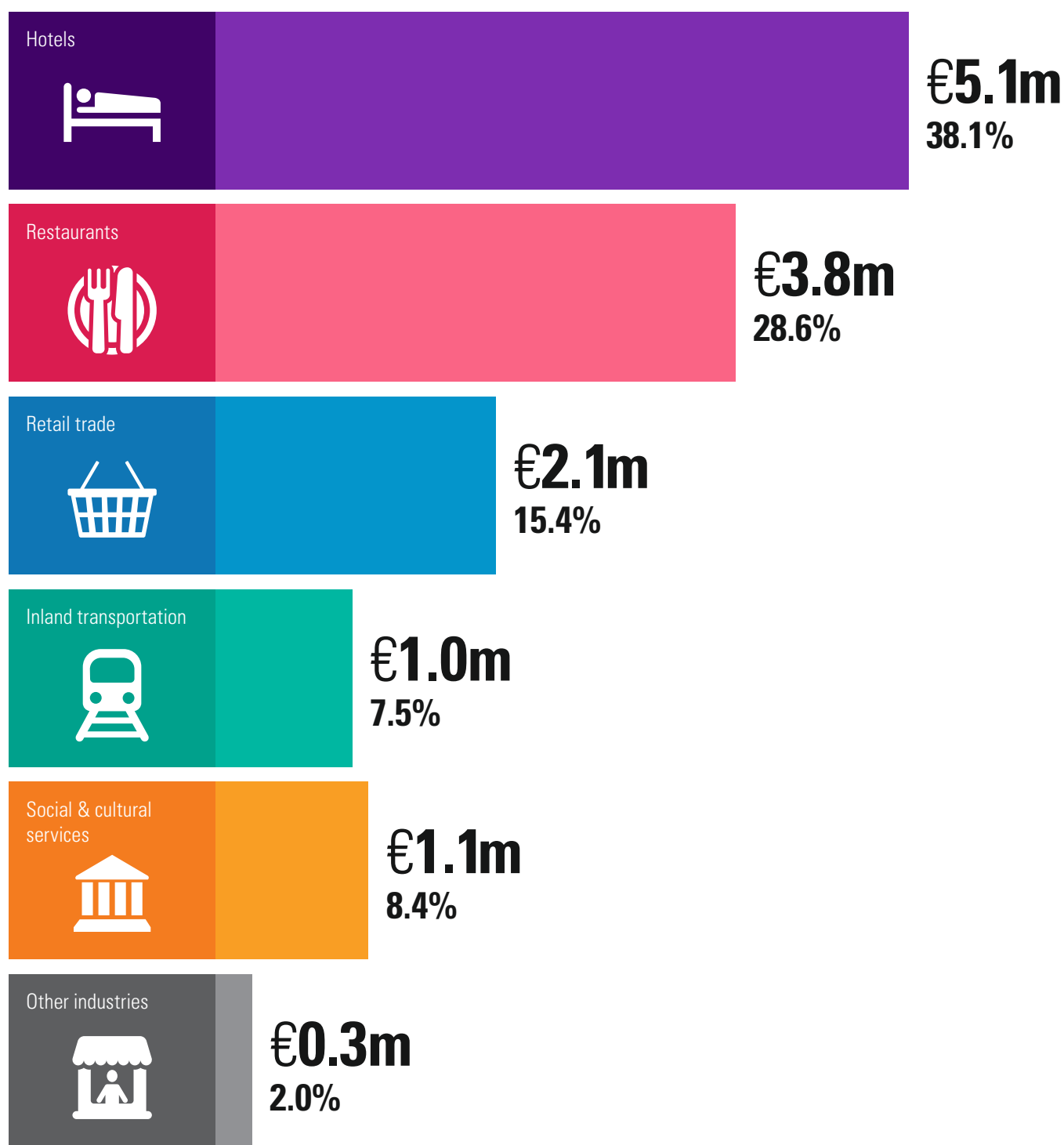
### Direct economic impact per stakeholder category



**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.

The **hotel** industry benefited most from FIBA EuroBasket 2017 in Cluj-Napoca as **€5.1m** were spent by visitors for accommodation. The second and third most expenditures were made in **restaurants** (**€3.8m**) and on **retail trade** industry (**€2.1m**).

## Direct economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.



**Host city:** Cluj-Napoca**Scope:** Direct Impact in Cluj-Napoca

## Direct impact: expenditures of stakeholders per expenditure category

## Local spectators



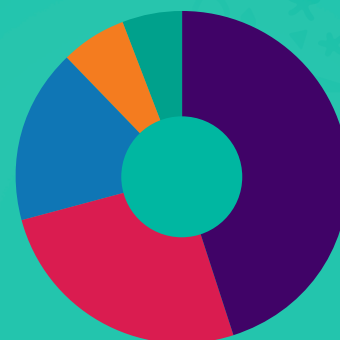
Total	€2,125k	100%
Hotels	-	
Restaurants	35.7%	
Retail trade	35.4%	
Inland transportation	11.4%	
Social & cultural services	17.5%	
Other industries	-	



## National spectators



Total	€5,392k	100%
Hotels	45.2%	
Restaurants	25.7%	
Retail trade	16.9%	
Inland transportation	5.7%	
Social & cultural services	6.5%	
Other industries	-	



## International spectators



Total	€5,013k	100%
Hotels	45.1%	
Restaurants	32.1%	
Retail trade	7.4%	
Inland transportation	7.7%	
Social & cultural services	7.7%	
Other industries	-	



## National media



Total	€53k	100%
Hotels	45.2%	
Restaurants	25.7%	
Retail trade	16.9%	
Inland transportation	5.7%	
Social & cultural services	6.5%	
Other industries	-	



### International media



Total	€55k	100%	
Hotels	45.1%		
Restaurants	32.1%		
Retail trade	7.4%		
Inland transportation	7.7%		
Social & cultural services	7.7%		
Other industries	-		



### Teams



Total	€168k	100%	
Hotels	51.1%		
Restaurants	6.5%		
Retail trade	-		
Inland transportation	37.2%		
Social & cultural services	5.3%		
Other industries	-		



### LOC



Total	€652k	100%	
Hotels	45.6%		
Restaurants	7.7%		
Retail trade	3.2%		
Inland transportation	1.8%		
Social & cultural services	1.3%		
Other industries	40.4%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

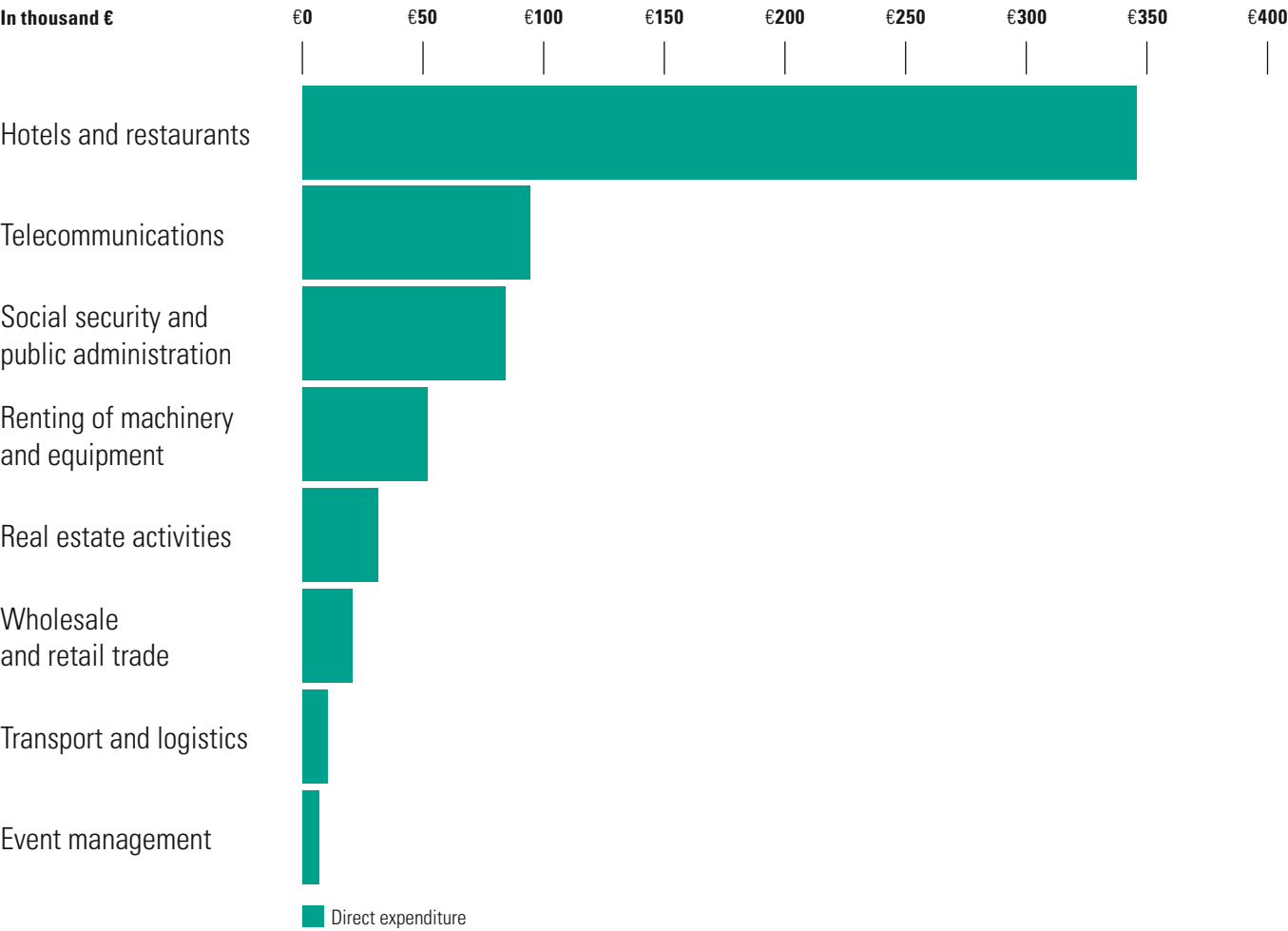
Host city: Cluj-Napoca  
Scope: Direct Impact in Cluj-Napoca

# LOC SPENDING PER INDUSTRY

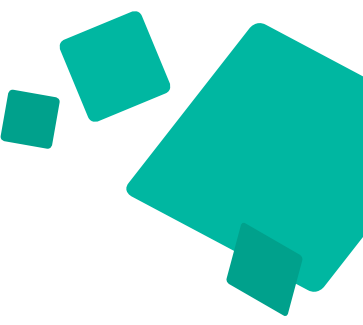
## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€652k** in Cluj-Napoca. The main part of these expenditures accrued in the **hotels and restaurants** industry (**€348k**) and the **telecommunications** industry (**€95k**), which jointly comprise more than 60% of the LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures





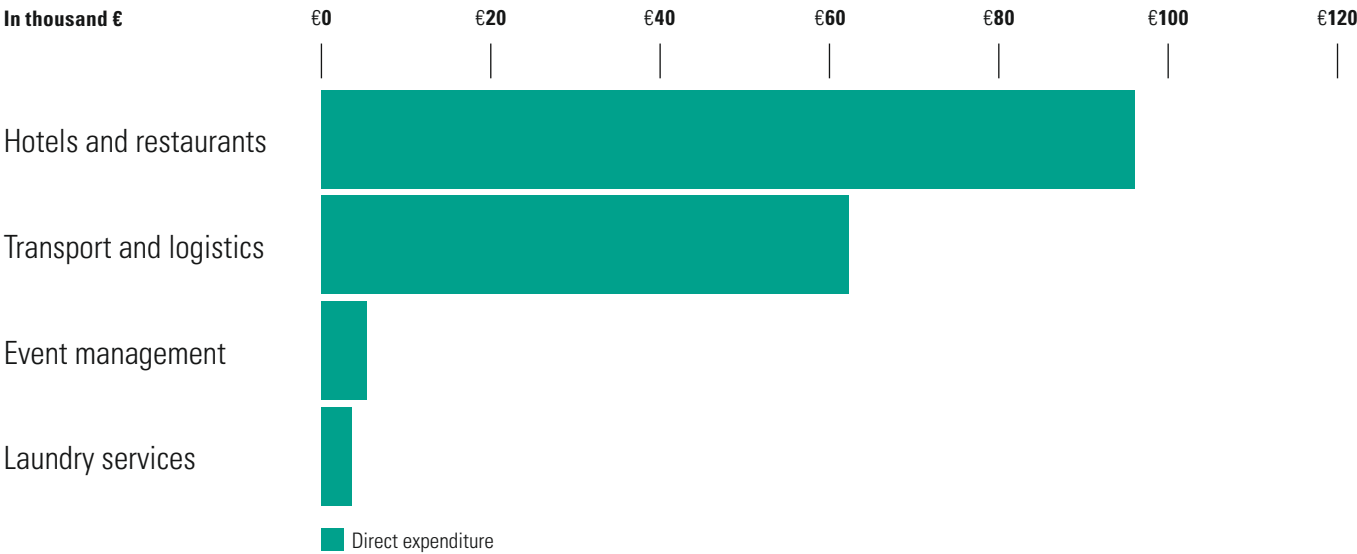


# TEAM EXPENDITURES PER INDUSTRY

## IMPACT OF TEAM EXPENDITURES

Teams attending the competition spent a total amount of **€168k** in Cluj-Napoca. The main part of these expenditures accrued in the **hotels and restaurants** industry (**€97k**) and the **transport and logistics** industry (**€62k**), which jointly comprise more than **90%** of team’s total expenditures.

### Direct impact: main industries affected by team expenditures



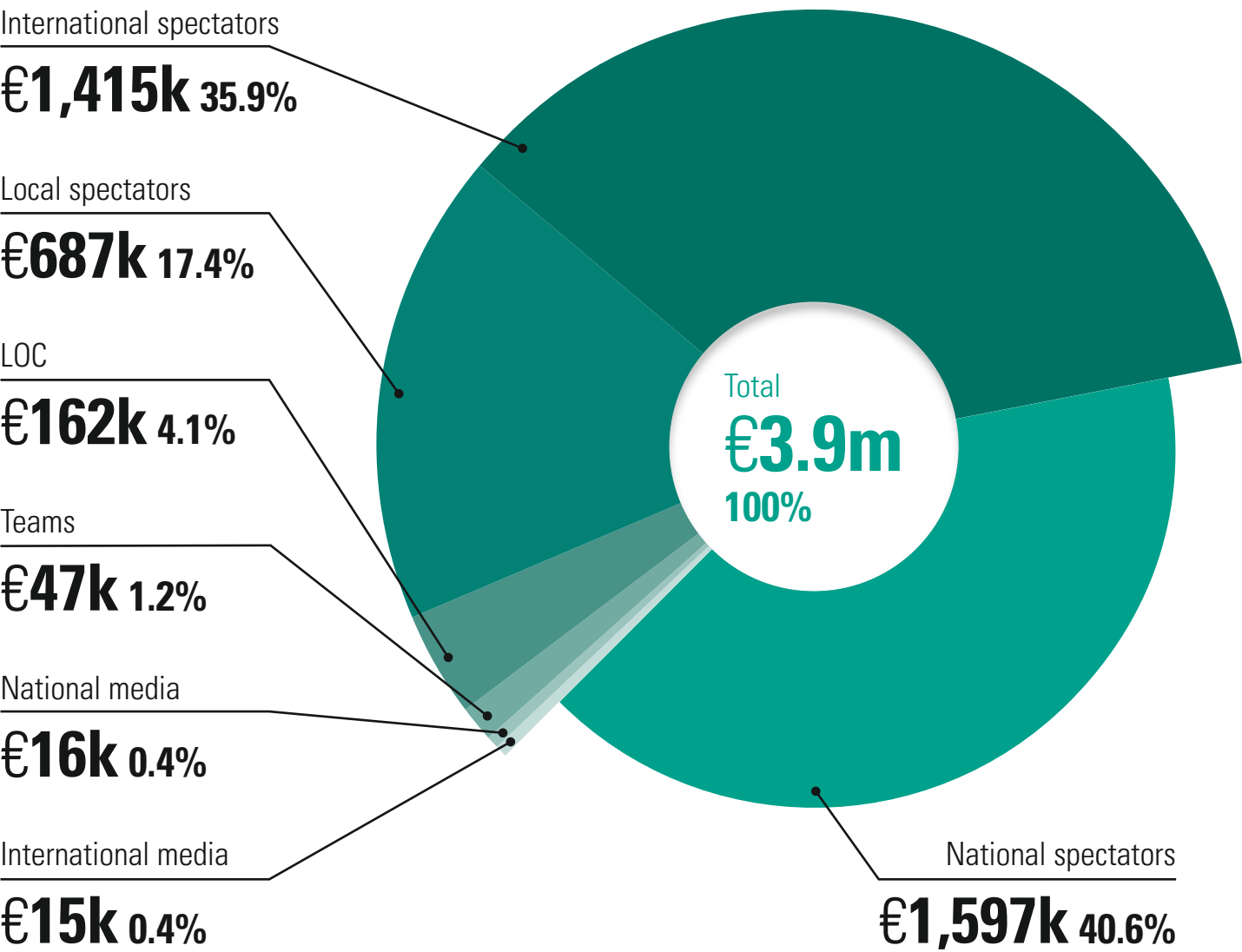
Host city: Cluj-Napoca  
Scope: Indirect Impact in Cluj-Napoca

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Direct expenditures during the event triggered further positive effects of **€3.9m** for the economy. **National spectators'** expenditures led to an indirect impact of **€1.6m** (41% of total indirect impacts) while **local spectators** contributed indirectly with **€0.7m**.

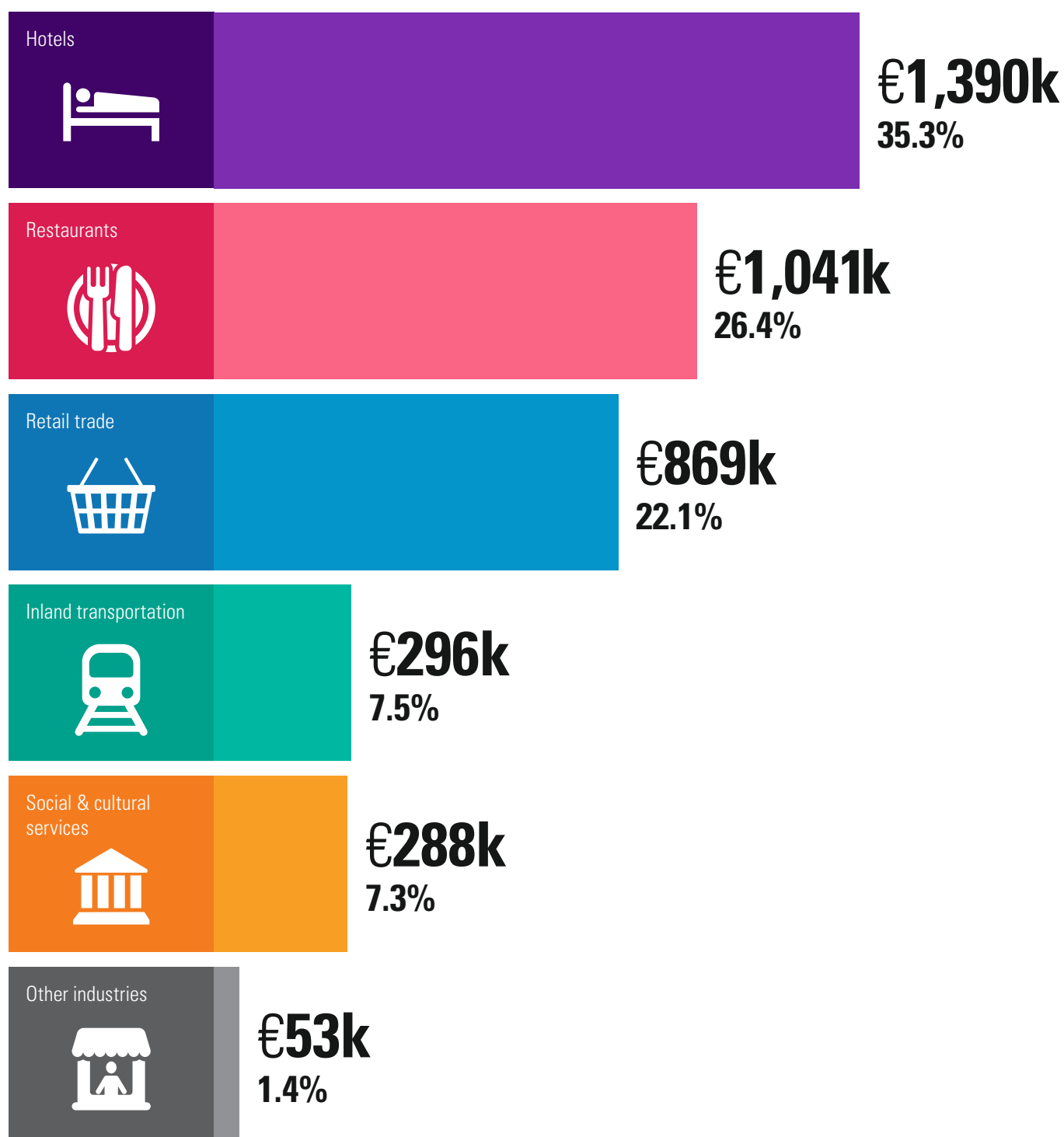
### Indirect economic impact per stakeholder category



**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.

The expenditures in the **hotel** industry induced an indirect impact of **€1.4m** while suppliers of the **restaurants** and **retail trade** industry benefited by an additional **€1.0m** and **€0.9m**.

## Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.



Host city: Cluj-Napoca  
Scope: Indirect Impact in Cluj-Napoca

Indirect impacts induced by stakeholders and expenditure category

Local spectators









Total	€687k	100%
Hotels	-	
Restaurants	29.9%	
Retail trade	46.1%	
Inland transportation	10.3%	
Social & cultural services	13.7%	
Other industries	-	



National spectators









Total	€1,597k	100%
Hotels	41.4%	
Restaurants	23.5%	
Retail trade	23.9%	
Inland transportation	5.6%	
Social & cultural services	5.6%	
Other industries	-	



International spectators






Total	€1,415k	100%
Hotels	43.3%	
Restaurants	30.8%	
Retail trade	11.0%	
Inland transportation	8.0%	
Social & cultural services	7.0%	
Other industries	-	



National media



Total	€16k	100%
Hotels	41.4%	
Restaurants	23.5%	
Retail trade	23.9%	
Inland transportation	5.6%	
Social & cultural services	5.6%	
Other industries	-	



### International media



Total	€15k	100%
Hotels	43.3%	
Restaurants	30.8%	
Retail trade	11.0%	
Inland transportation	8.0%	
Social & cultural services	7.0%	
Other industries	-	



### Teams








Total	€47k	100%
Hotels	49.8%	
Restaurants	6.3%	
Retail trade	-	
Inland transportation	39.0%	
Social & cultural services	4.8%	
Other industries	-	



### LOC



Total	€162k	100%
Hotels	49.8%	
Restaurants	8.5%	
Retail trade	5.5%	
Inland transportation	2.1%	
Social & cultural services	1.3%	
Other industries	33.0%	



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

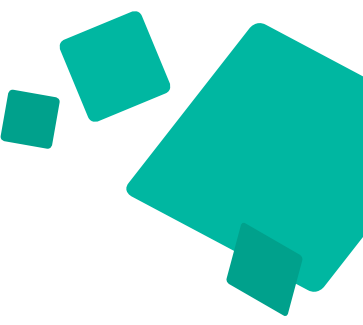
Host city: Cluj-Napoca  
Scope: Indirect Impact in Cluj-Napoca

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN



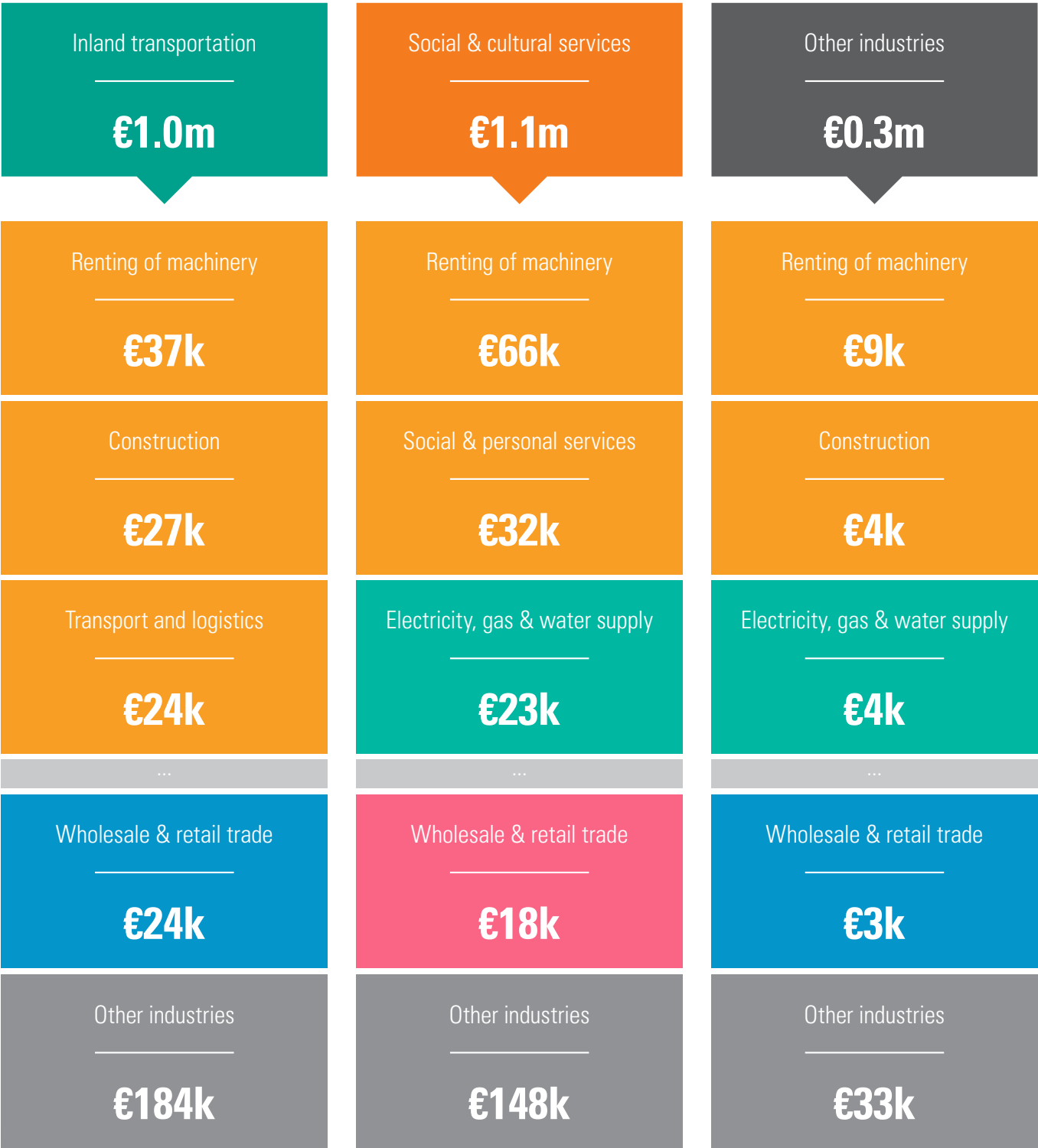
Real estate activities Electricity, gas & water supply Wholesale & retail trade



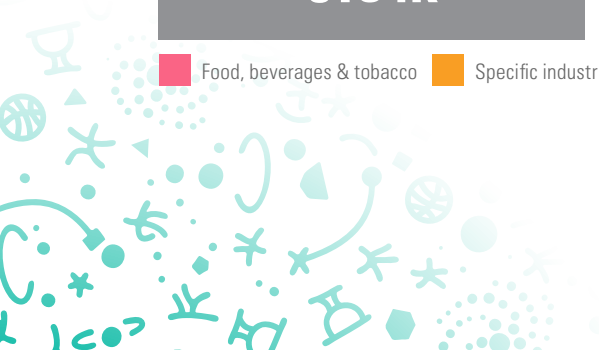


# INDIRECT IMPACTS

Companies benefited from **FIBA EuroBasket 2017** along the whole supply chain. Companies in the **food, beverage and tobacco** industry profited most from expenditures for **hotels and restaurants** (€306k and €229k) while expenditures for **retail trade** increased the demand in the **real estate services** industry (€141k).



Food, beverages & tobacco    Specific industries    Other industries



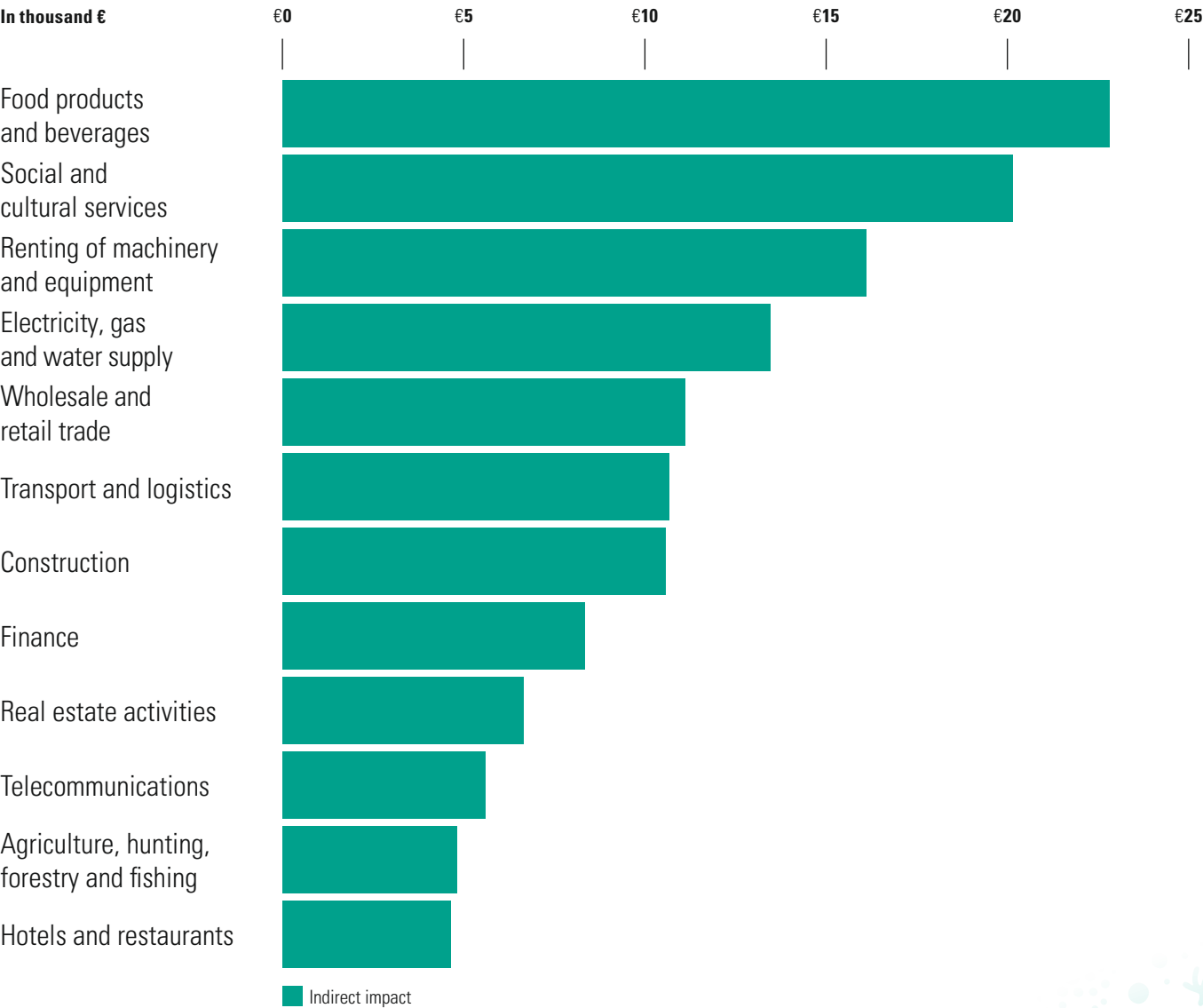
Host city: Cluj-Napoca  
Scope: Indirect Impact in Cluj-Napoca

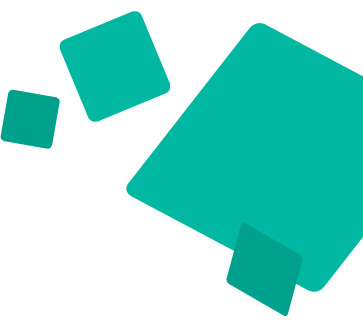
# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**LOC expenditures** triggered additional value added of **€162k**. The **food products and beverages** industry benefited most by receiving an additional **€23k** (14% of total indirect impact induced by LOC expenditures) followed by **social and cultural services** (€20k) and **renting of machinery and equipment** (€16k) industries.

### Main industries affected by LOC expenditures



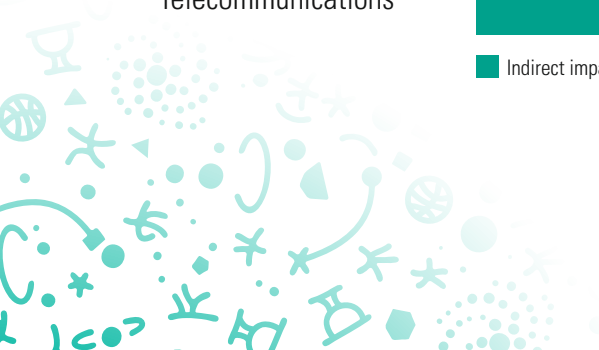
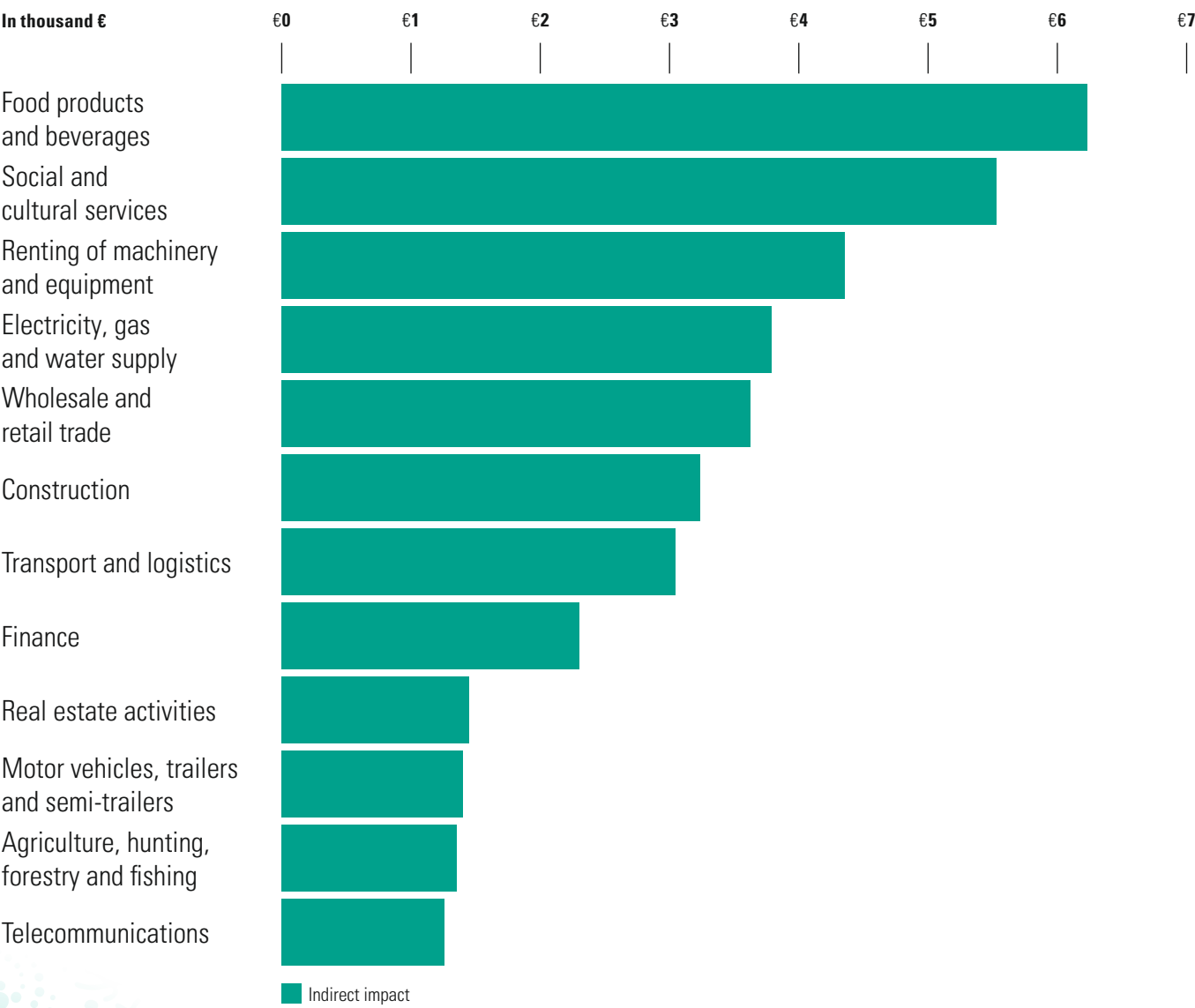


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered additional value added of **€47k**. The **food products and beverages** industry benefited most by receiving value added of **€6k** (13% of total value added induced by team expenditures) followed by **social and personal services** (€6k).

### Main industries affected by team expenditures





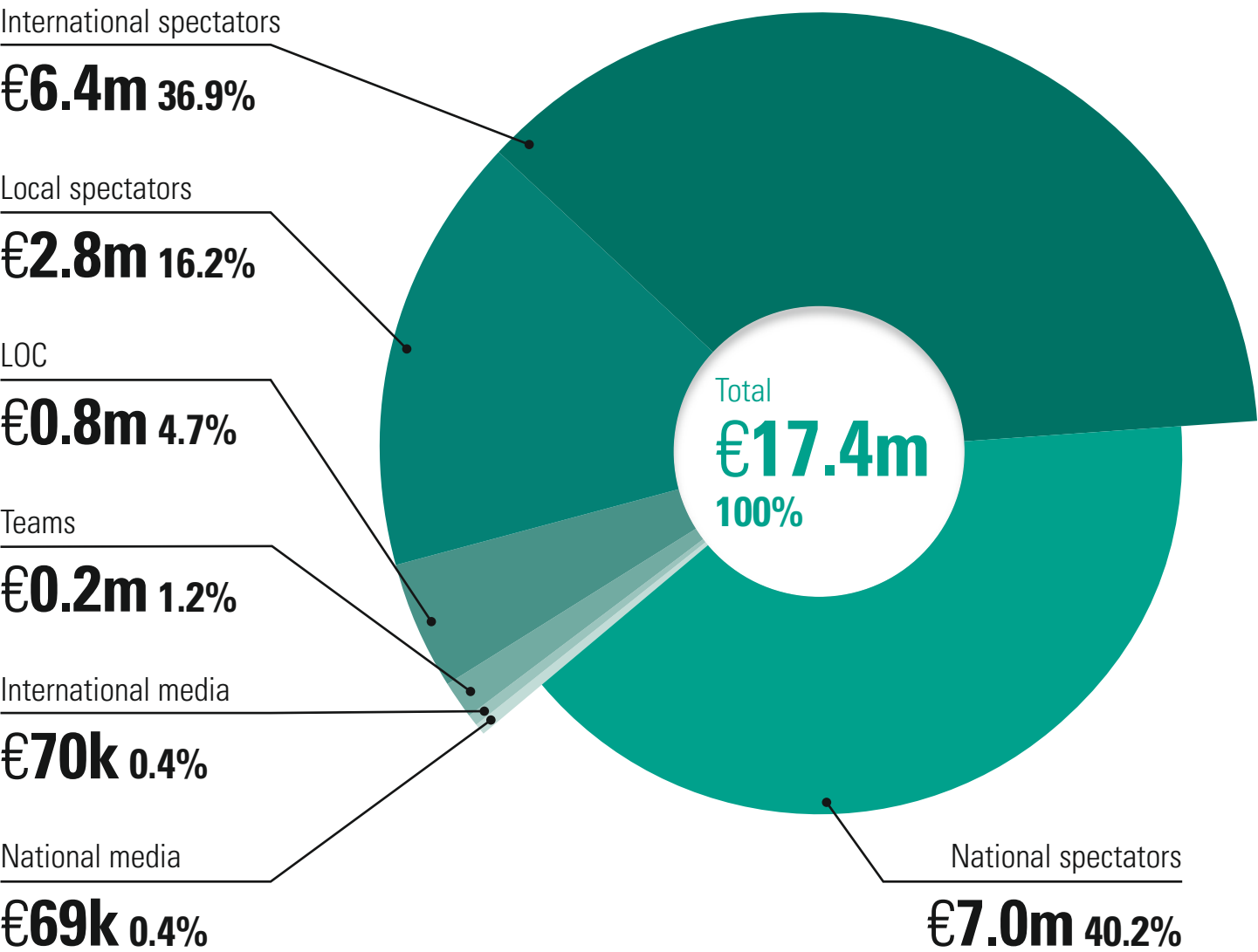
Host city: Cluj-Napoca  
Scope: Total Impact in Cluj-Napoca

# IMPACTS PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA EuroBasket 2017 generated total value added of **€17.4m** in **Cluj-Napoca**. **National spectators'** expenditures induced **€7.0m** of value added (**40%** of total). LOC's expenditure contributed directly and indirectly **€0.8m** to GDP.

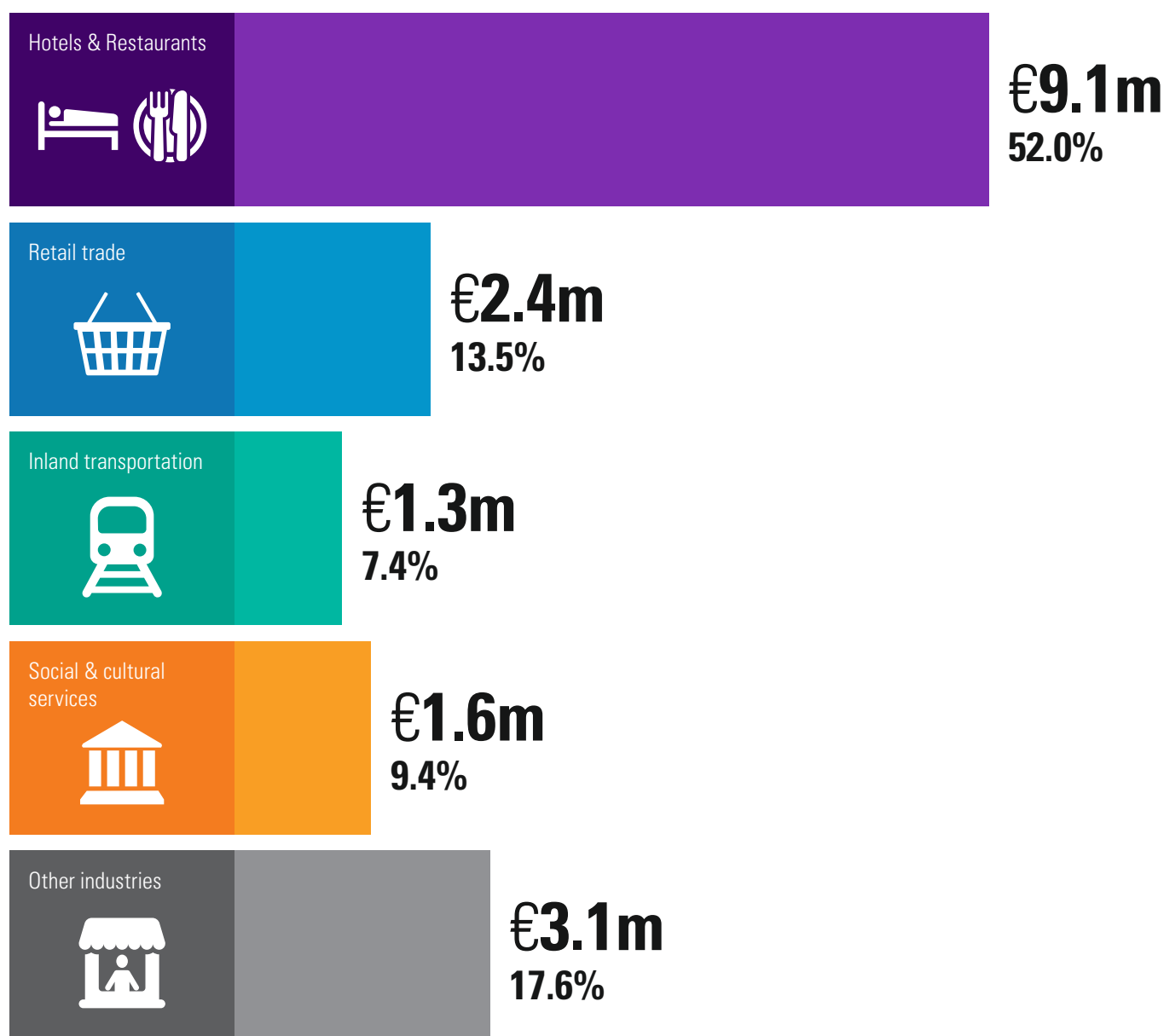
### Total economic impact per stakeholder category



**Note:** As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. Hence the total impacts of both categories have been summed up.

More than **50%** of total impacts accrued in the **hotel and restaurants** industries due to the huge direct expenditures. Companies in these industries benefited from an additional **€9.1m**. The **retail trade** industry benefited by an additional **€2.4m** and **inland transportation** by **€1.3m**.

## Total economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.

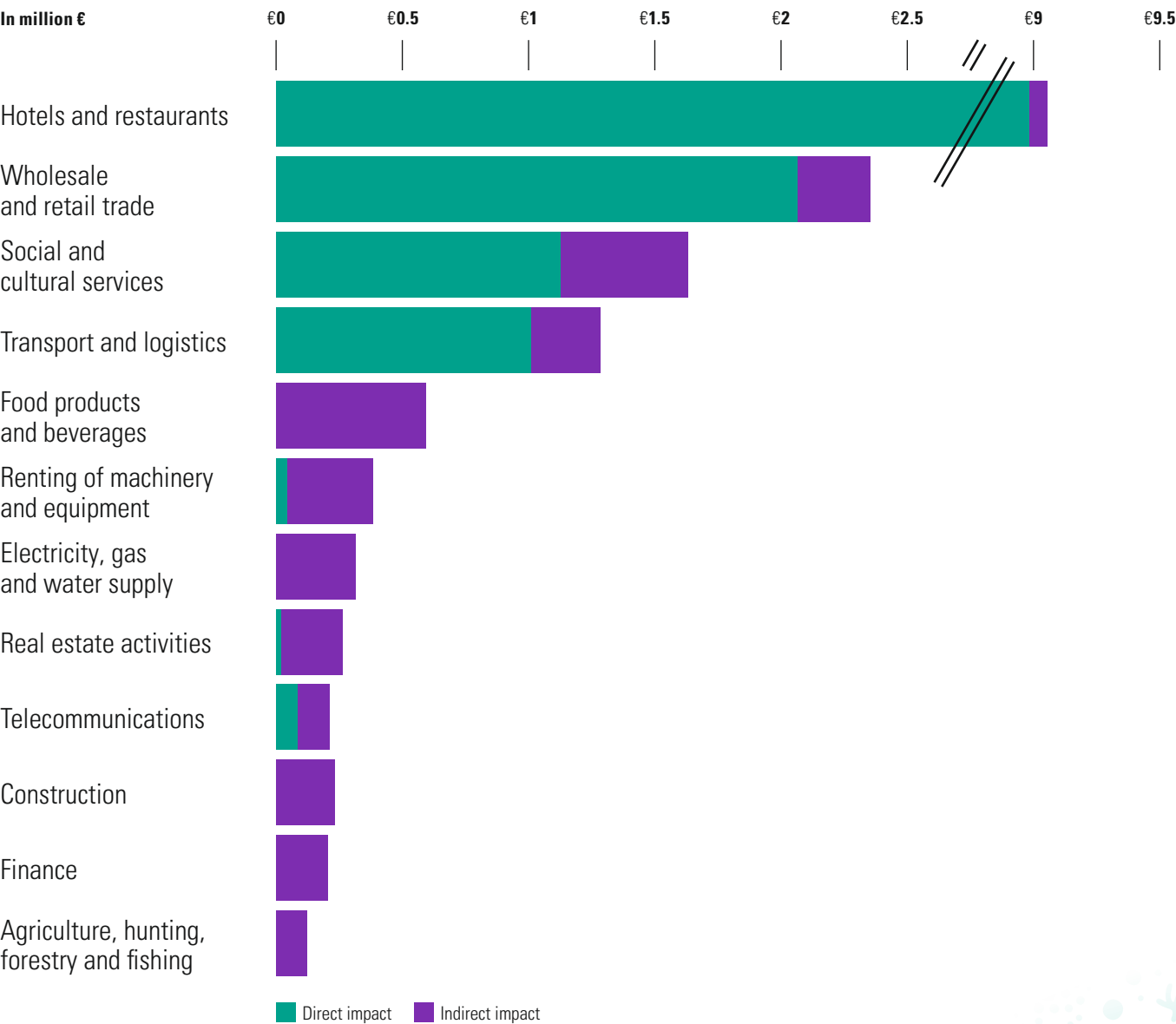
Host city: Cluj-Napoca  
Scope: Total Impact in Cluj-Napoca

# MAIN INDUSTRIES AFFECTED BY FIBA EUROBASKET 2017

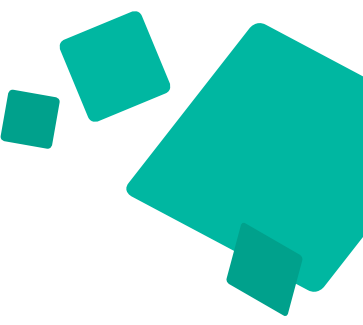
## TOTAL IMPACT

In total, **FIBA EuroBasket 2017** induced additional value added of **€17.4m** in **Cluj-Napoca**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. Companies in the **food products and beverages** industry or **electricity, gas and water supply** industry profited mainly from indirect impacts created by FIBA EuroBasket 2017.

## Main industries affected by FIBA EuroBasket 2017







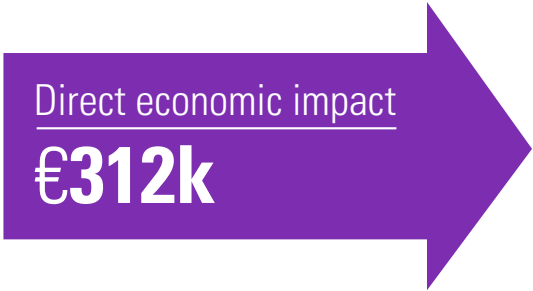
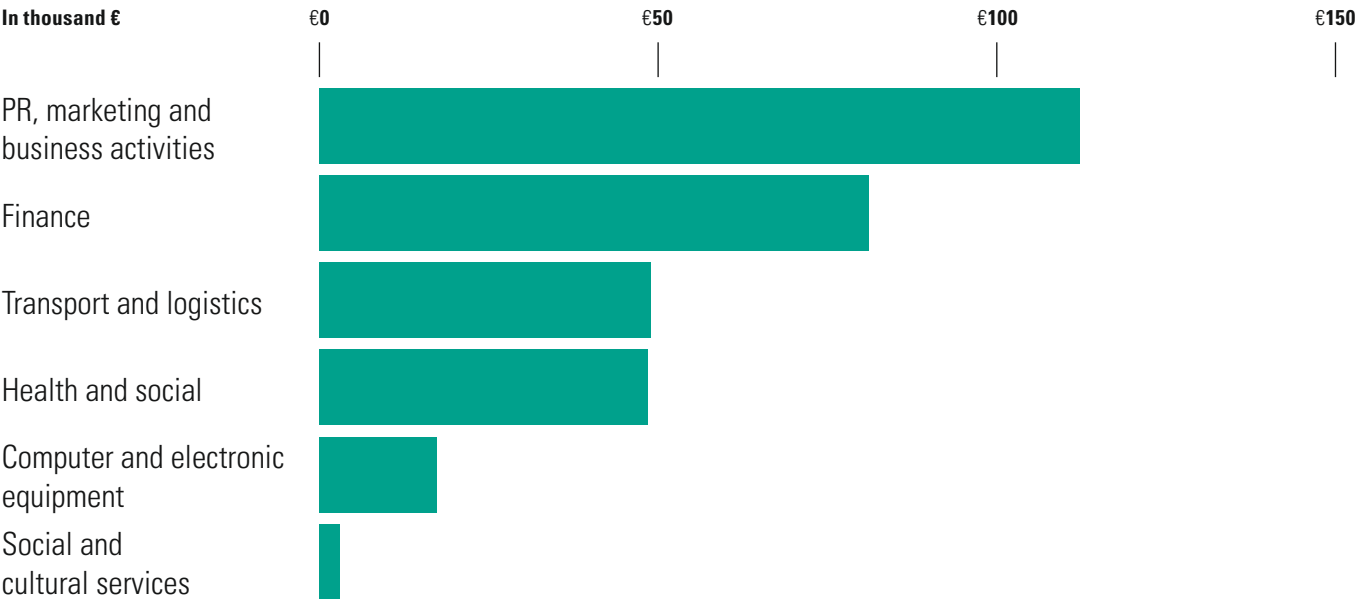
**Host city:** Cluj-Napoca  
**Scope:** Direct Impact outside Cluj-Napoca

# LOC SPENDING PER INDUSTRY

## DIRECT IMPACT

**Outside of Cluj-Napoca**, the **LOC** invested an additional **€312k**. Most of these expenditures accrued in the **PR, marketing and business activities** industry (**€112k**) followed by the **finance** industry (**€81k**).

### Direct economic impact per industry



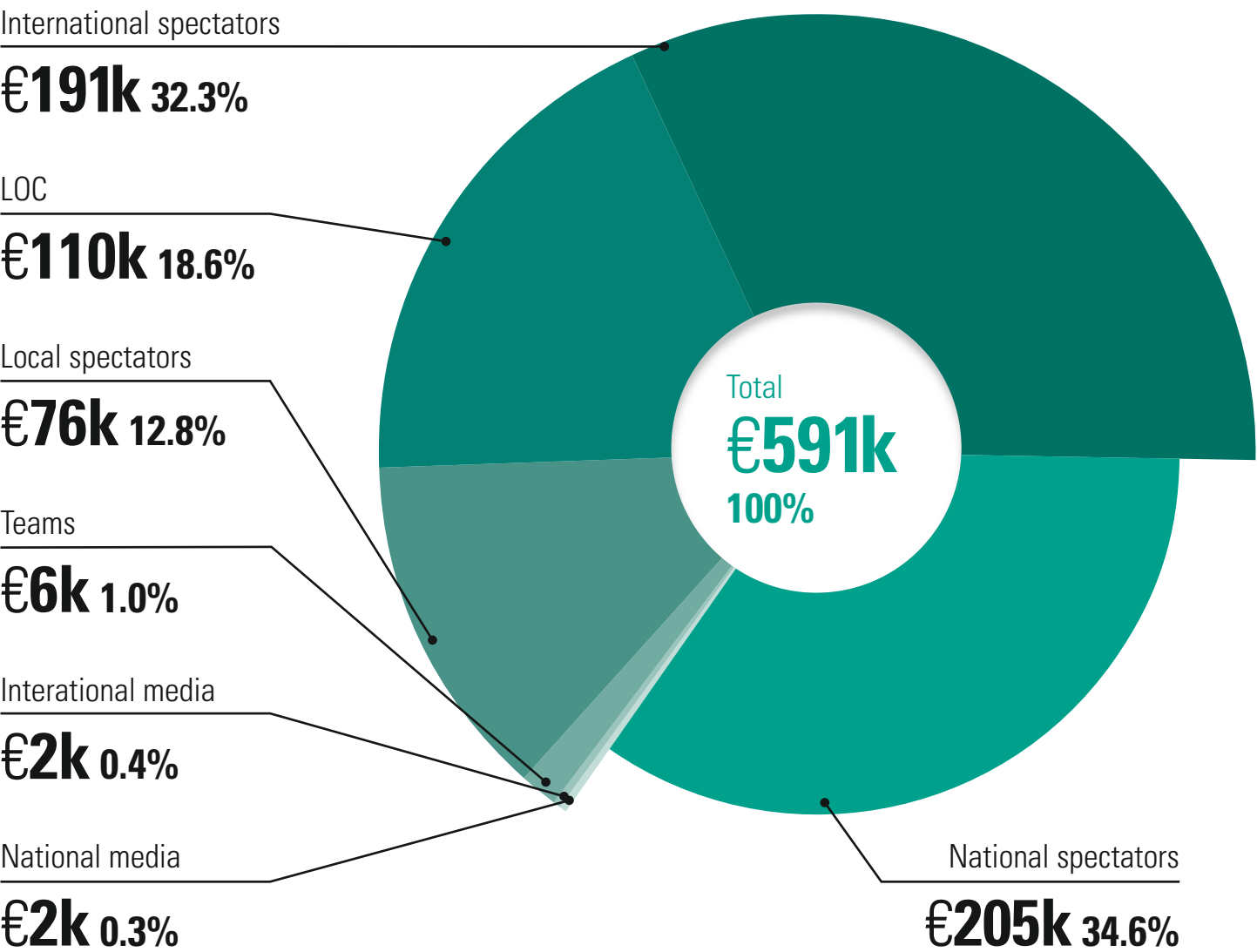
Host city: Cluj-Napoca  
Scope: Indirect Impact outside Cluj-Napoca

# IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Outside of Cluj-Napoca, companies benefited indirectly from **FIBA EuroBasket 2017**. They provided inputs for the economy of Cluj-Napoca and for the demand triggered by the LOC's expenditure in Romania. Companies profited most by spending of **national and international spectators (€205k and €191k)**.

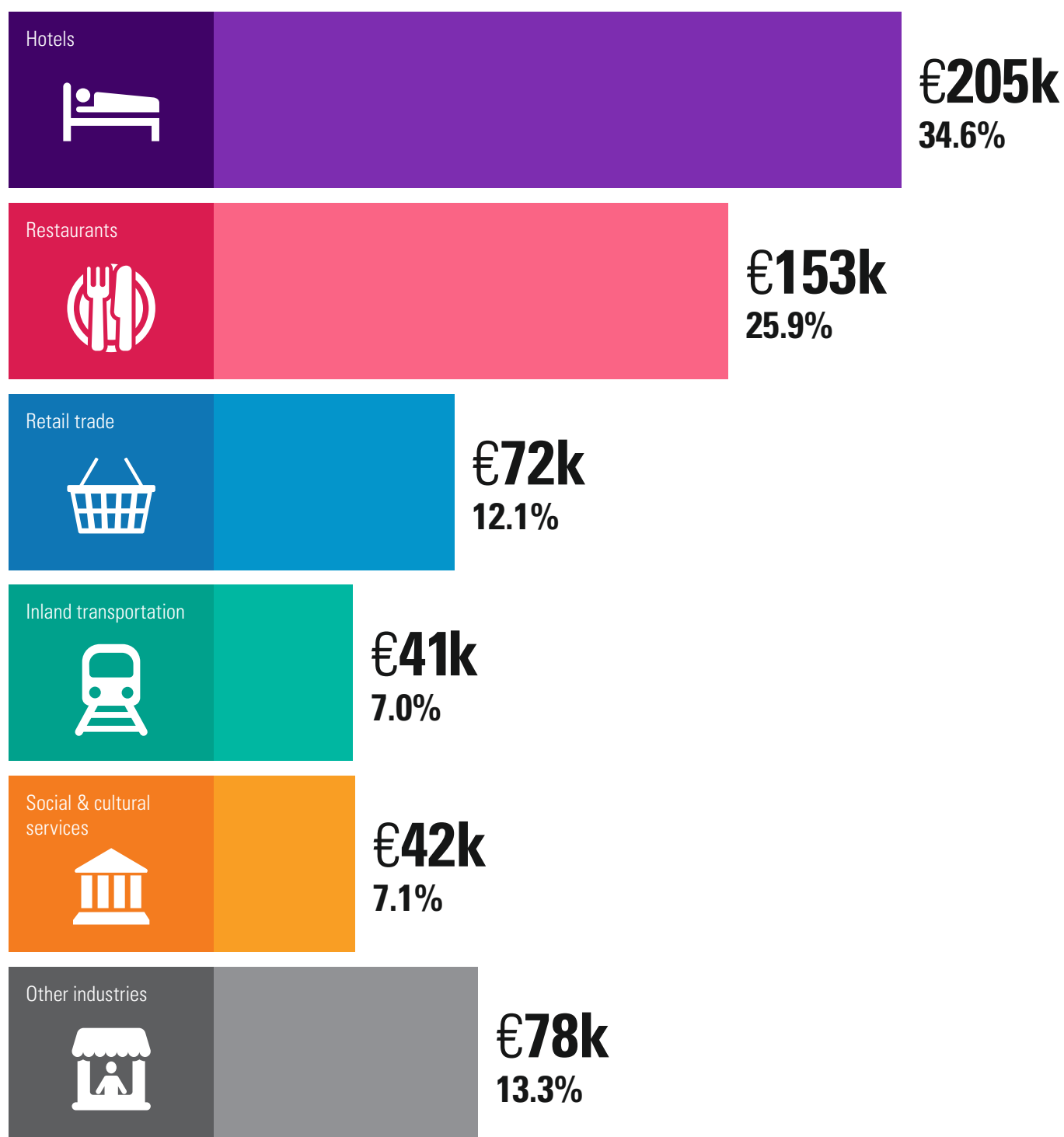
### Indirect economic impact per stakeholder category



**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.

Suppliers of goods and services for the **hotel** industry benefited most by additional value added of **€205k** followed by suppliers of the **restaurant** industry (**€153k**).

## Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 90/91.



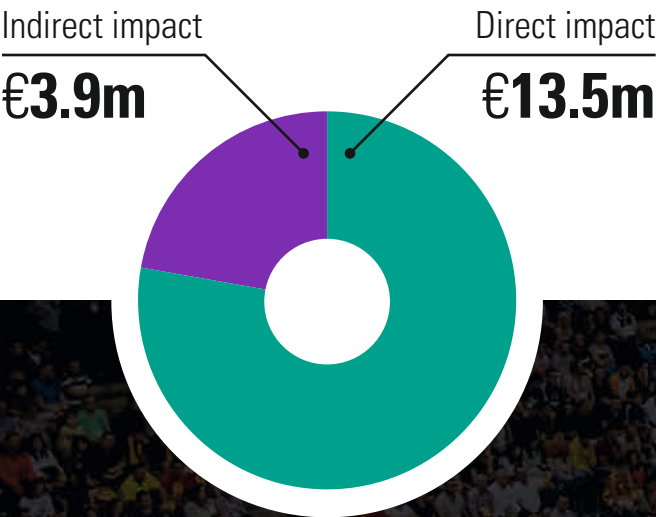
Host city: Cluj-Napoca  
Scope: Total Impact in Romania

# TOTAL IMPACTS OF FIBA EUROBASKET 2017

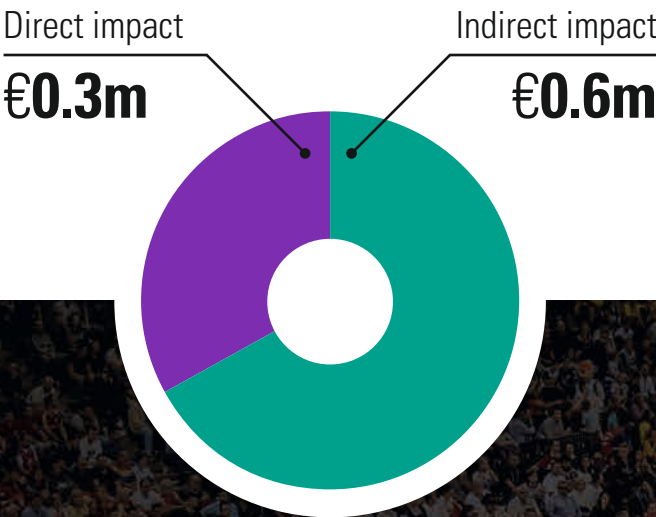
## TOTAL IMPACTS

The **Romanian economy** benefited by additional value added of **€18.3m** created by **FIBA EuroBasket 2017**. While **€0.9m** accrued outside of Cluj-Napoca, the economy of Cluj-Napoca benefited by **€17.4m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in Cluj-Napoca and outside of Cluj-Napoca.

Total impact in Cluj-Napoca



Total impact outside of Cluj-Napoca



Total impact in Romania  
**€18.3m**



# ADDITIONAL IMPACT: SPONSORS' SPENDING FIBA EUROBASKET 2017

## TOTAL IMPACT

The **Romanian LOC** benefited from several event sponsors by receiving **€990k**. One Euro of sponsor's spending generated on average **additional €0.25 in Cluj-Napoca** respectively **€0.26 in Romania**. On average, sponsor's spending triggered a total impact of **€1,236k** in Cluj-Napoca.

### Average multiplier (Romania)

Additional Euro per Euro spent	
Indirect	€0.26
Total	€1.26

€1,252k

### Average multiplier (Cluj-Napoca)

Additional Euro per Euro spent	
Indirect	€0.25
Total	€1.25

€1,236k



**Host city:** Cluj-Napoca  
**Scope:** Total Impact in Cluj-Napoca

## ADDITIONAL IMPACT: LEGACY OF FIBA EUROBASKET 2017

### A STEP FORWARD FOR ROMANIAN SPORTS HISTORY

FIBA EuroBasket 2017 was the most important sports events hosted by Romania after the Universiade in 1980. Therefore, the interest generated by the event was considerable, and most of all, the opportunity for the city of Cluj-Napoca to rise as the most important city for Romanian sport.

As stated in the event manual, the total capacity of the arena for FIBA EuroBasket 2017 should be 10,000 seats, therefore the City Hall started a comprehensive project in order to increase the capacity of the Arena.

But it was not only the number of seats, as the City Hall included in the project other facilities to bring the arena to top-level standards. Therefore, Polivalent Arena in Cluj-Napoca has its own court-level LEDs, as well as second-tier LED installation, an outdoor advertising cube and a total permanent selling capacity of 9,300 seats, after a total expenditure of EUR 4 million.

Being one of the host cities of FIBA EuroBasket 2017 and also, host for a lot of other sports events through 2017, the city of Cluj-Napoca received, following the Group Phase, the title of "European City of Sports 2018".

Group C of FIBA EuroBasket 2017 brought together over 200 volunteers, most of them from Cluj-Napoca, but also people from abroad that had great experience in previous sport events of this magnitude. Therefore, at this point, we can say that we have a core of dedicated volunteers with a lot of knowledge, people that will be part of future events – not only sport-wise – that will help in the city of Cluj-Napoca and also all over Romania in the coming years.









# Istanbul







# Istanbul

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In **Istanbul, FIBA EuroBasket 2017** attracted **85,558 visitors** from Turkey and abroad during the Group Phase (August 31 to September 8, 2017) and the Final Phase (September 9 to September 17, 2017). Most of them were spectators living in Istanbul.



### Total number of visitors



**Source:** PwC analysis based on data provided by FIBA and PwC survey data.

\*Based on average team size provided by FIBA.

## OVERVIEW OF RESULTS

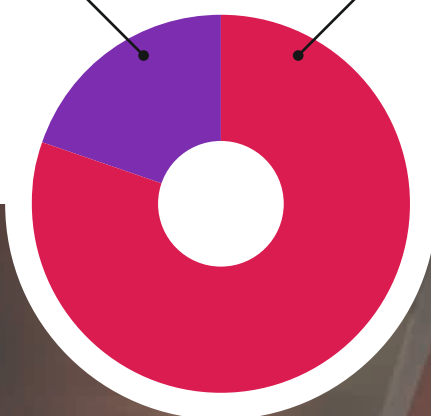
In **Istanbul**, the event generated a total impact of **€58.6m** of which more than **80%** were direct impacts. Outside of Istanbul, **FIBA EuroBasket 2017** triggered another **€6.1m** which led to a total impact of **€64.7m** for the Turkish economy.

Indirect impact

**€11.4m**

Direct impact

**€47.2m**



Total impact in Istanbul

**€58.6m**

Total impact outside of Istanbul

**€6.1m**

Total impact in Turkey

**€64.7m**



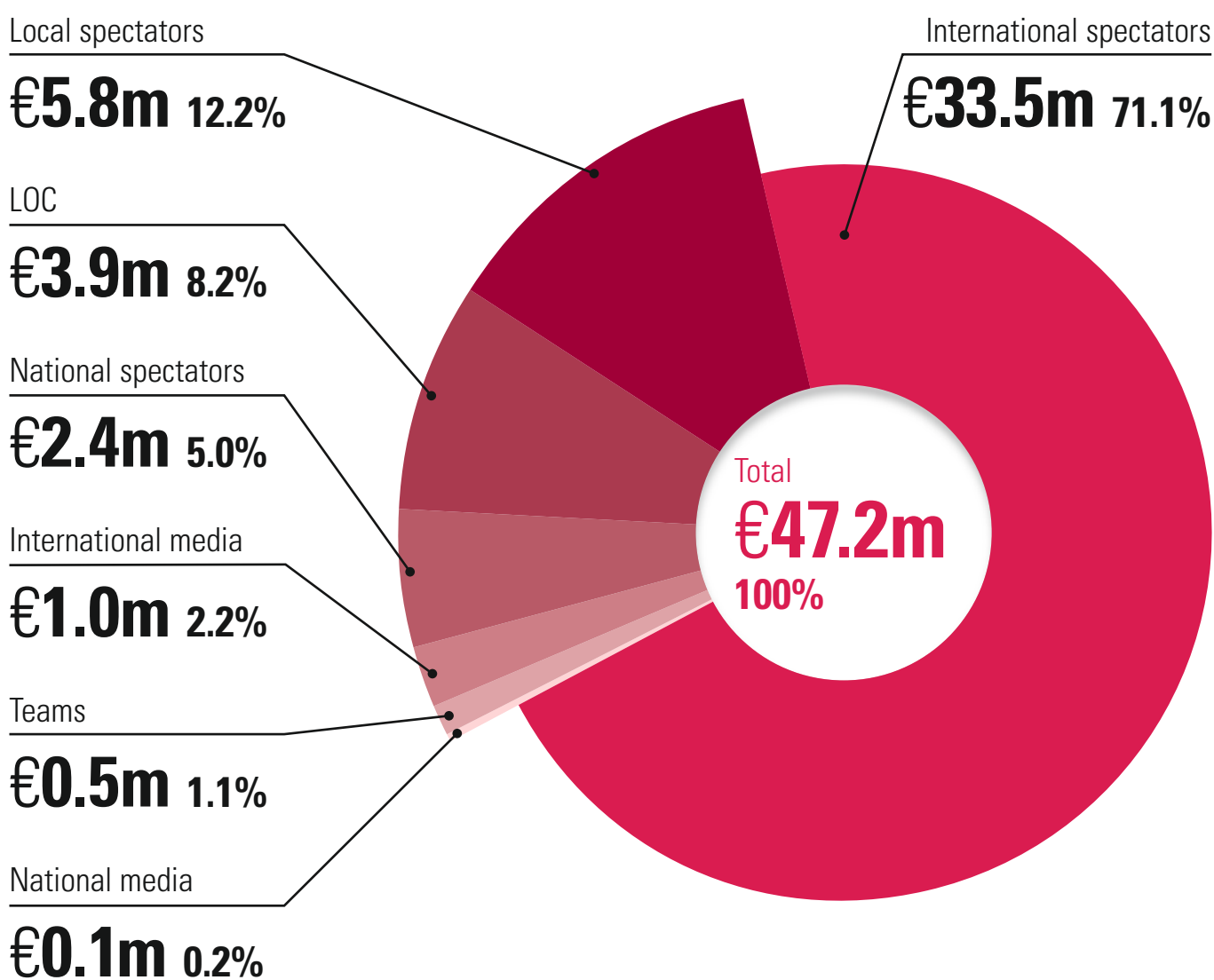
**Host city:** Istanbul  
**Scope:** Direct Impact in Istanbul

## IMPACT PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

### DIRECT IMPACT

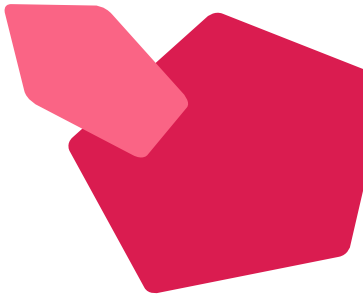
Visitors and teams attending the **FIBA EuroBasket 2017** and the LOC spent a total amount of **€47.2m** in Istanbul. **International spectators** spent the largest portion (**€33.5m, 71%**). **Local spectators** contributed **€5.8m** and **LOC** **€3.9m**.

### Direct economic impact per stakeholder category



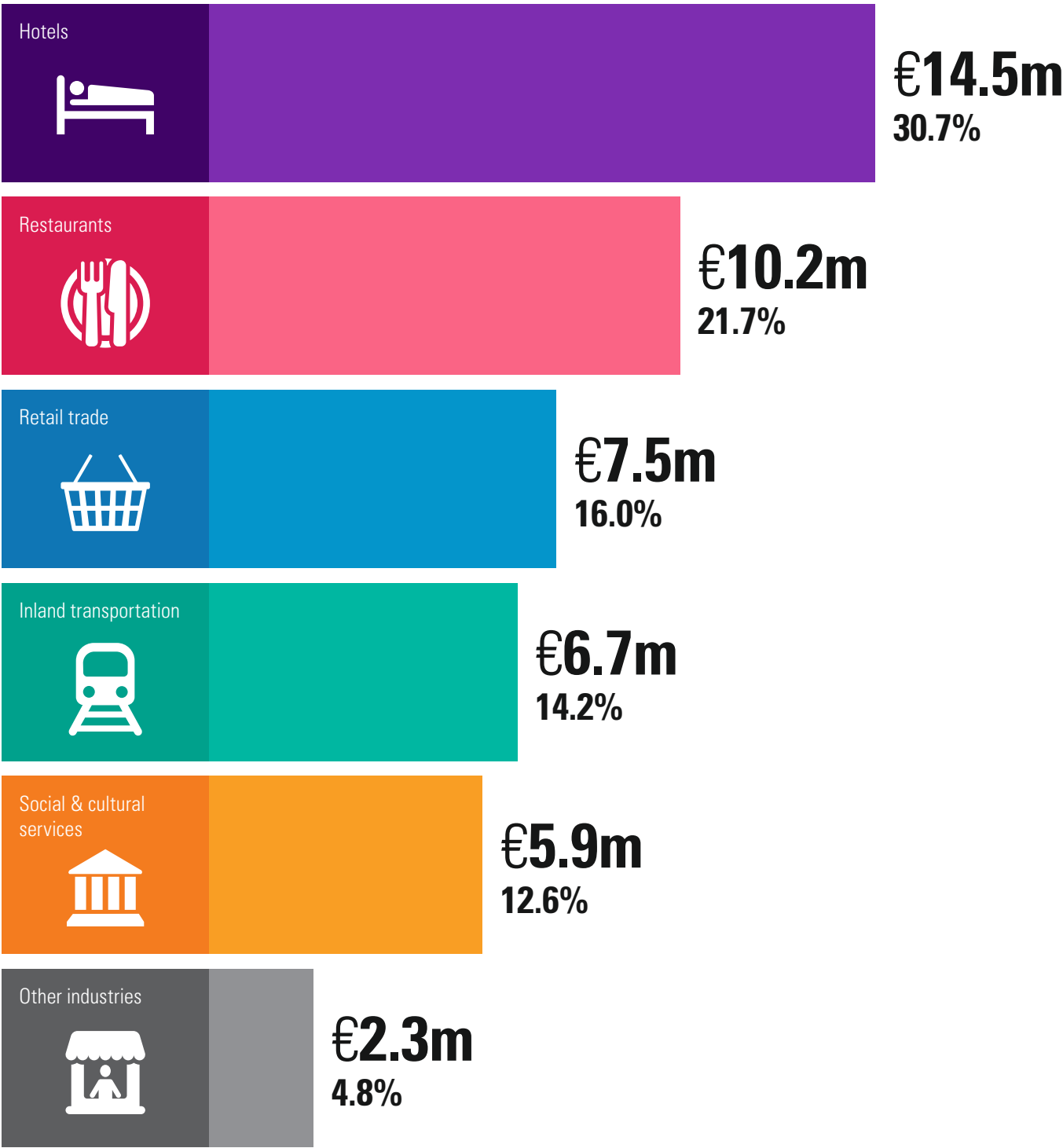
**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.





The **hotel** industry benefited most from FIBA EuroBasket 2017 in Istanbul as **€14.5m** were spent by visitors for accommodation. The second and third most expenditures were made in the **restaurants** industry (**€10.2m**) and the **retail trade** industry (**€7.5m**).

### Direct economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.

**Host city:** Istanbul

**Scope:** Direct Impact in Istanbul

## Direct impact: expenditures of stakeholders per expenditure category

### Local spectators



Total	€5,759k	100%
Hotels	-	
Restaurants	28.3%	
Retail trade	23.1%	
Inland transportation	29.1%	
Social & cultural services	19.5%	
Other industries	-	



### National spectators



Total	€2,381k	100%
Hotels	36.0%	
Restaurants	26.2%	
Retail trade	15.2%	
Inland transportation	13.6%	
Social & cultural services	9.0%	
Other industries	-	



### International spectators



Total	€33,523k	100%
Hotels	36.7%	
Restaurants	21.4%	
Retail trade	16.9%	
Inland transportation	12.8%	
Social & cultural services	12.2%	
Other industries	-	



### National media



Total	€101k	100%
Hotels	36.0%	
Restaurants	26.2%	
Retail trade	15.2%	
Inland transportation	13.6%	
Social & cultural services	9.0%	
Other industries	-	



## International media



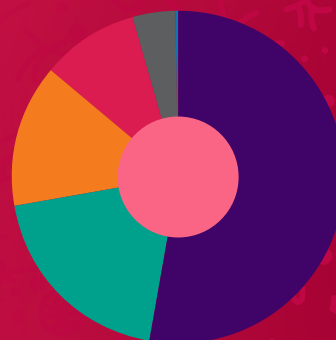
Total	€1,031k	100%	
Hotels	36.7%		
Restaurants	21.4%		
Retail trade	16.9%		
Inland transportation	12.8%		
Social & cultural services	12.2%		
Other industries	-		



## Teams



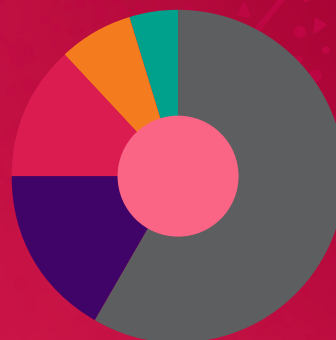
Total	€503k	100%	
Hotels	53.0%		
Restaurants	9.7%		
Retail trade	0.1%		
Inland transportation	19.5%		
Social & cultural services	13.7%		
Other industries	4.1%		



## LOC



Total	€3,864k	100%	
Hotels	16.8%		
Restaurants	13.0%		
Retail trade	-		
Inland transportation	4.7%		
Social & cultural services	7.1%		
Other industries	58.4%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.



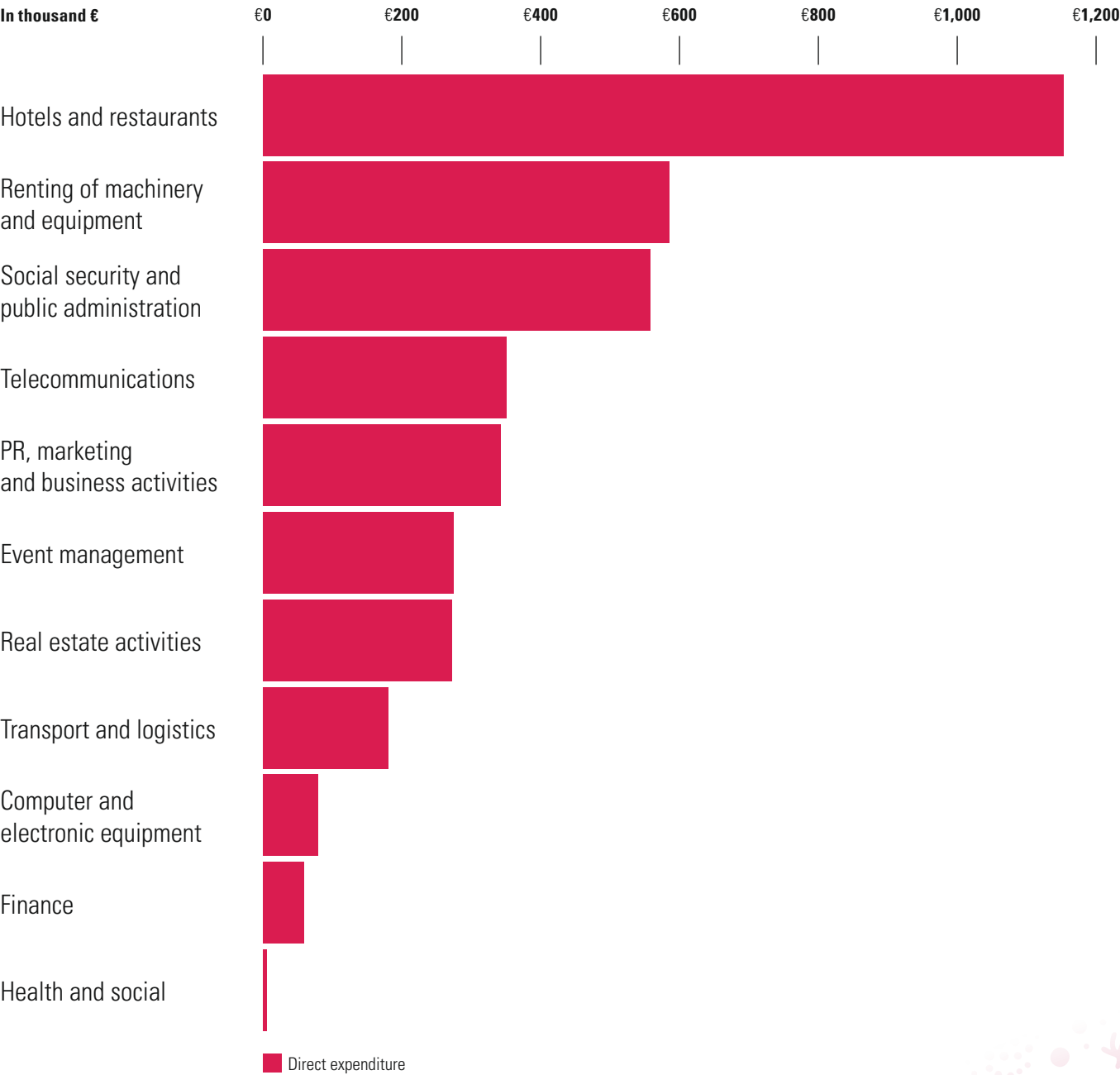
Host city: Istanbul  
Scope: Direct Impact in Istanbul

# LOC SPENDING PER INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent more than **€3.8m** in Istanbul. The main part of these expenditures accrued in the **hotels and restaurants** industry (**€1.1m**) and the **renting of machinery and equipment** industry (**€585k**), which jointly comprise almost **40%** of LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures

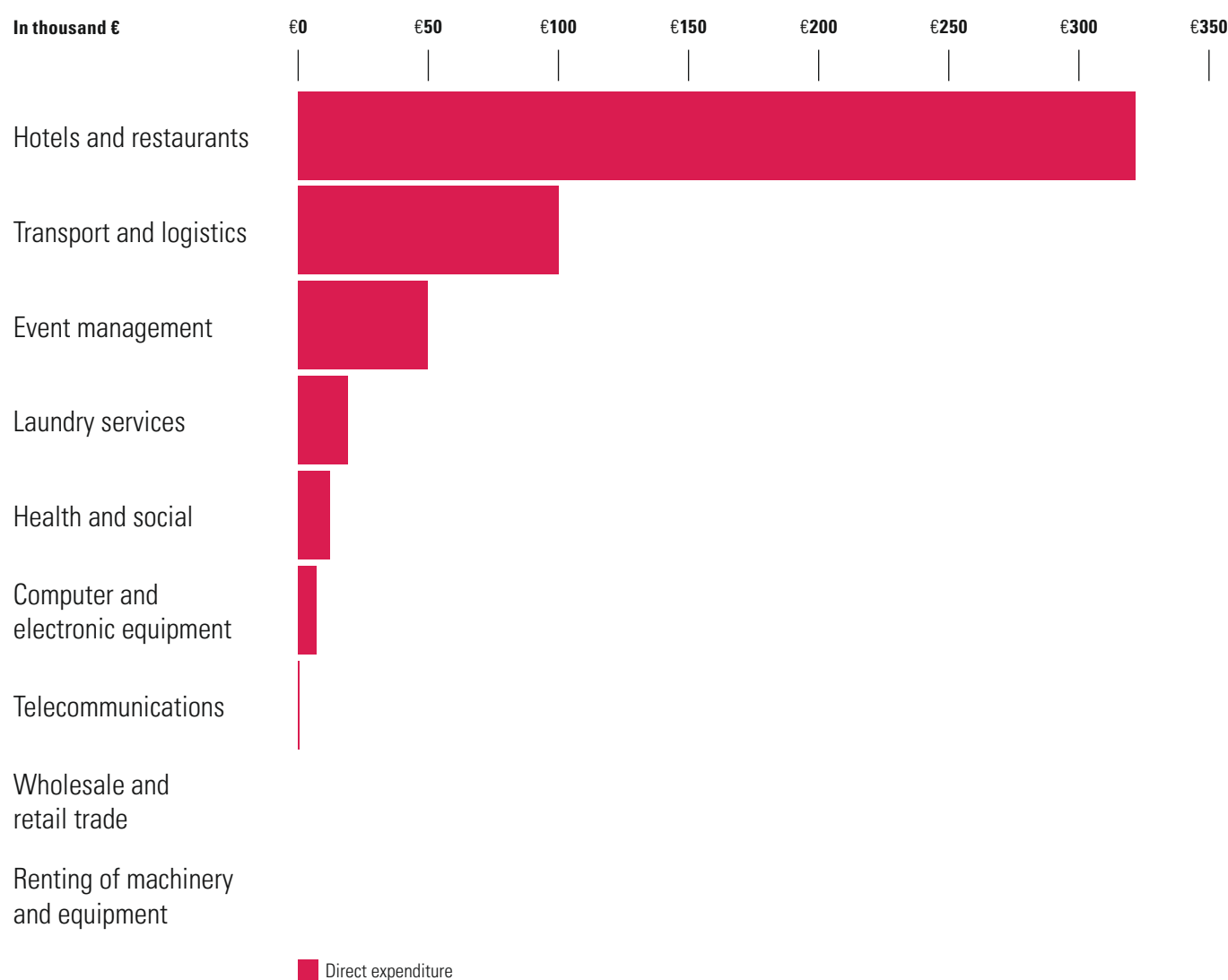


# TEAM SPENDING PER INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€503k** in Istanbul. The main part of these expenditures accrued in the **hotels and restaurants** industry (**€315k**) and the **transport and logistics** industry (**€98k**), which jointly comprise more than **80%** of team's total expenditures.

### Direct impact: main industries affected by team expenditures



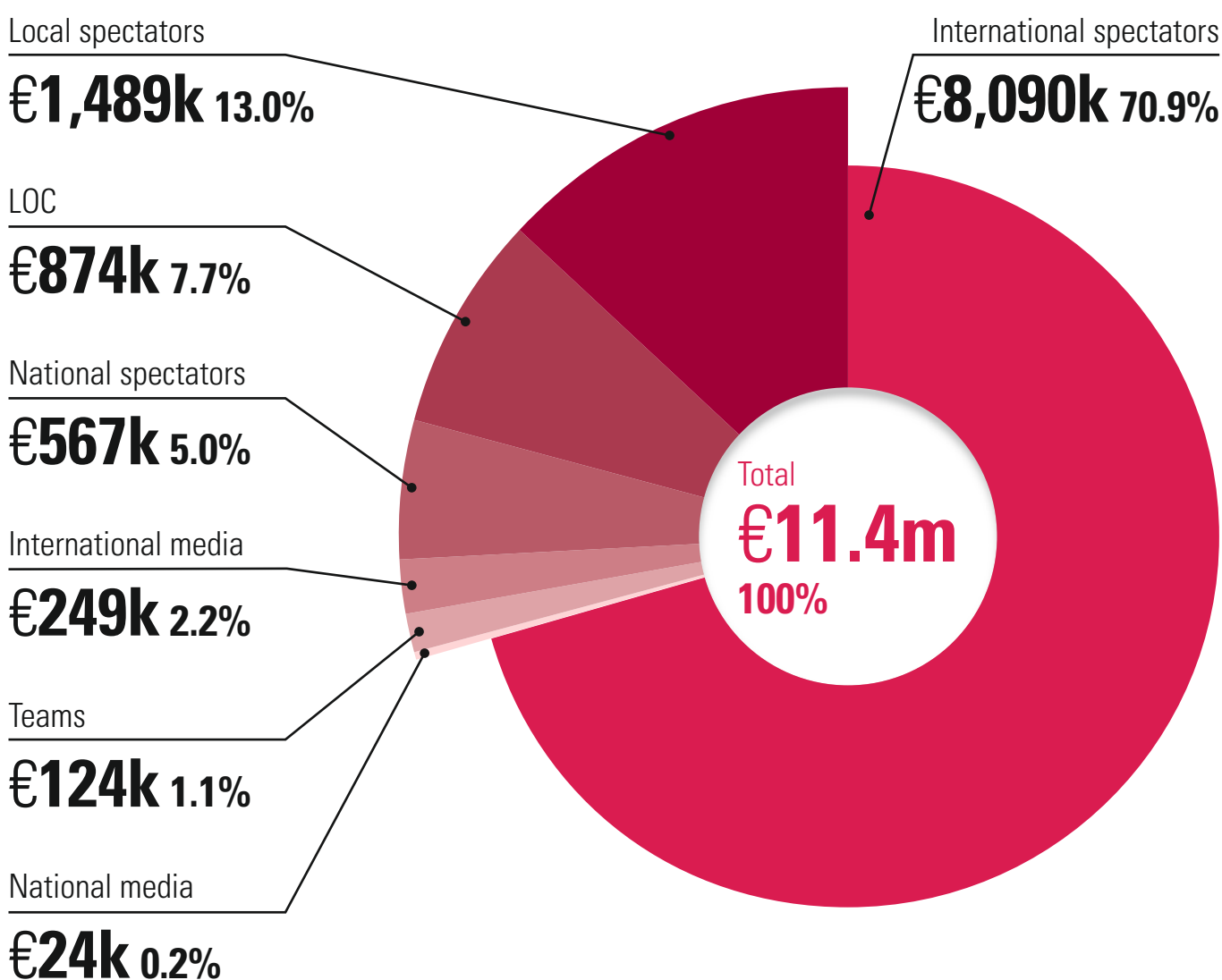
**Host city:** Istanbul  
**Scope:** Indirect Impact in Istanbul

## IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

### INDIRECT IMPACTS

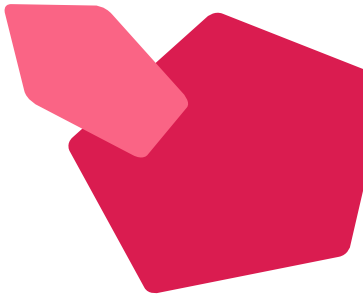
Direct expenditures during the **FIBA EuroBasket 2017** triggered further positive effects of **€11.4m** for the economy. **International spectators'** expenditures induced an additional **€8.1m** while **local spectators** had an indirect contribution of **€1.5m**.

### Indirect economic impact per stakeholder category



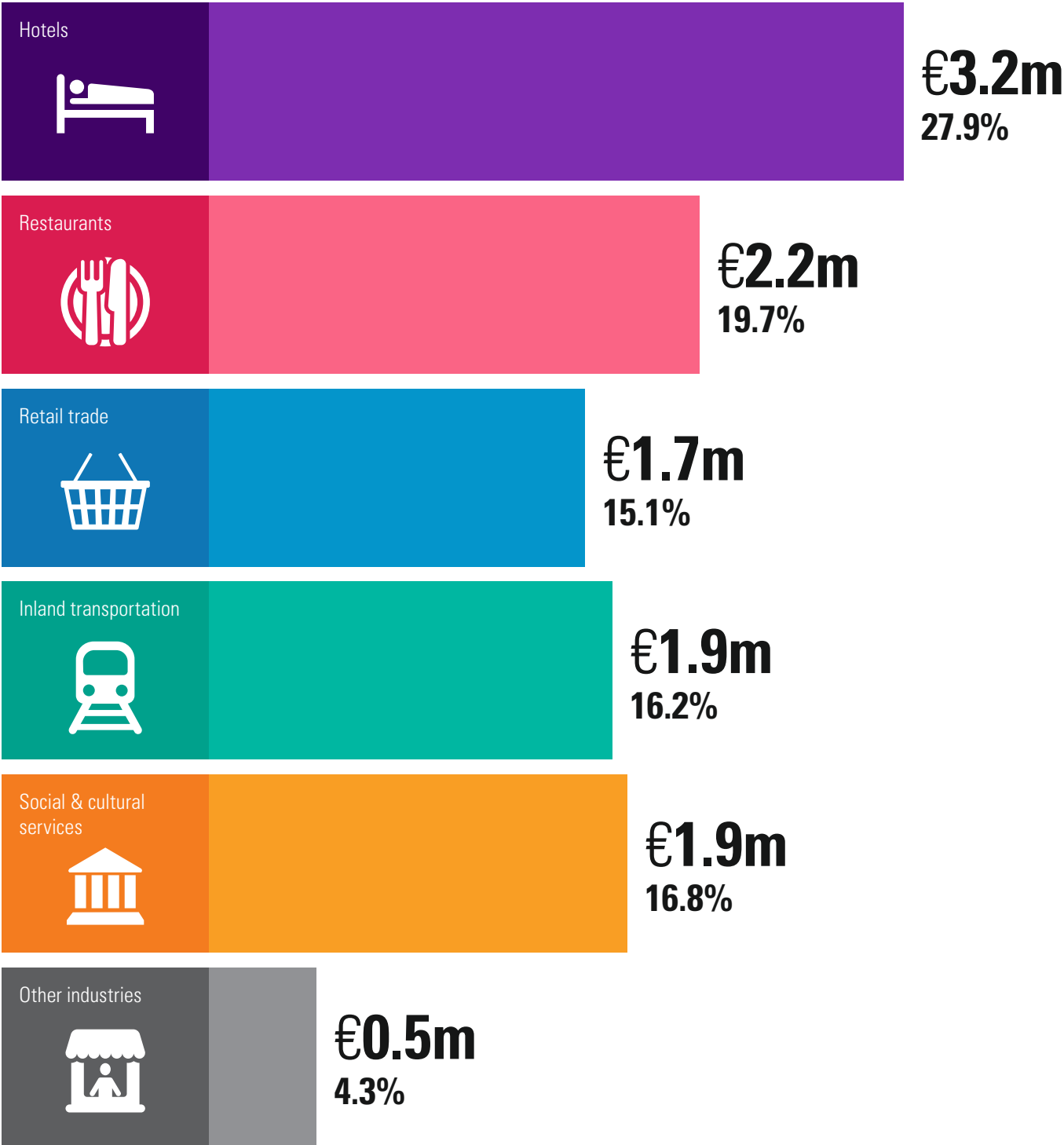
**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.





The expenditures in the **hotel** industry induced an additional **€3.2m** while suppliers of the **restaurant** industry benefited by an additional **€2.2m**.

Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 118/119.

**Host city:** Istanbul  
**Scope:** Indirect Impact in Istanbul

## Indirect impacts induced by stakeholders and expenditure category

### Local spectators



Total	€1,489k	100%
Hotels	-	
Restaurants	24.1%	
Retail trade	20.5%	
Inland transportation	31.1%	
Social & cultural services	24.4%	
Other industries	-	



### National spectators



Total	€567k	100%
Hotels	33.2%	
Restaurants	24.2%	
Retail trade	14.6%	
Inland transportation	15.8%	
Social & cultural services	12.2%	
Other industries	-	



### International spectators



Total	€8,090k	100%
Hotels	33.4%	
Restaurants	19.5%	
Retail trade	16.0%	
Inland transportation	14.6%	
Social & cultural services	16.4%	
Other industries	-	



### National media









Total	€24k	100%
Hotels	33.2%	
Restaurants	24.2%	
Retail trade	14.6%	
Inland transportation	15.8%	
Social & cultural services	12.2%	
Other industries	-	



## International media



Total	€249k	100%	
Hotels	33.4%		
Restaurants	19.5%		
Retail trade	16.0%		
Inland transportation	14.6%		
Social & cultural services	16.4%		
Other industries	-		



## Teams









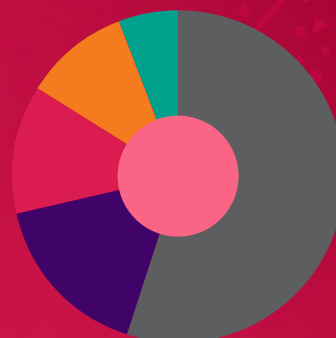
Total	€124k	100%	
Hotels	47.3%		
Restaurants	8.6%		
Retail trade	-		
Inland transportation	21.8%		
Social & cultural services	18.0%		
Other industries	4.1%		



## LOC



Total	€874k	100%	
Hotels	16.3%		
Restaurants	12.6%		
Retail trade	-		
Inland transportation	5.7%		
Social & cultural services	10.2%		
Other industries	55.1%		



**Note:** Other industries comprises different industries like real estate services or security services. The industries are explained in more detail on the following pages.

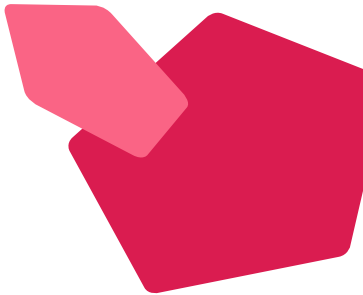


Host city: Istanbul  
Scope: Indirect Impact in Istanbul

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN



Real estate activities Transport & logistics Wholesale & retail trade



# INDIRECT IMPACTS

Companies benefited from **FIBA EuroBasket 2017** along the whole supply chain. Expenditures in **hotels, restaurants, retail trade** and **inland transportation** especially increased the demand in **transport and logistics**. **Wholesale and retail trade** and **real estate activities** industries also experienced increased demand.



Food, beverages & tobacco    Specific industries    Other industries

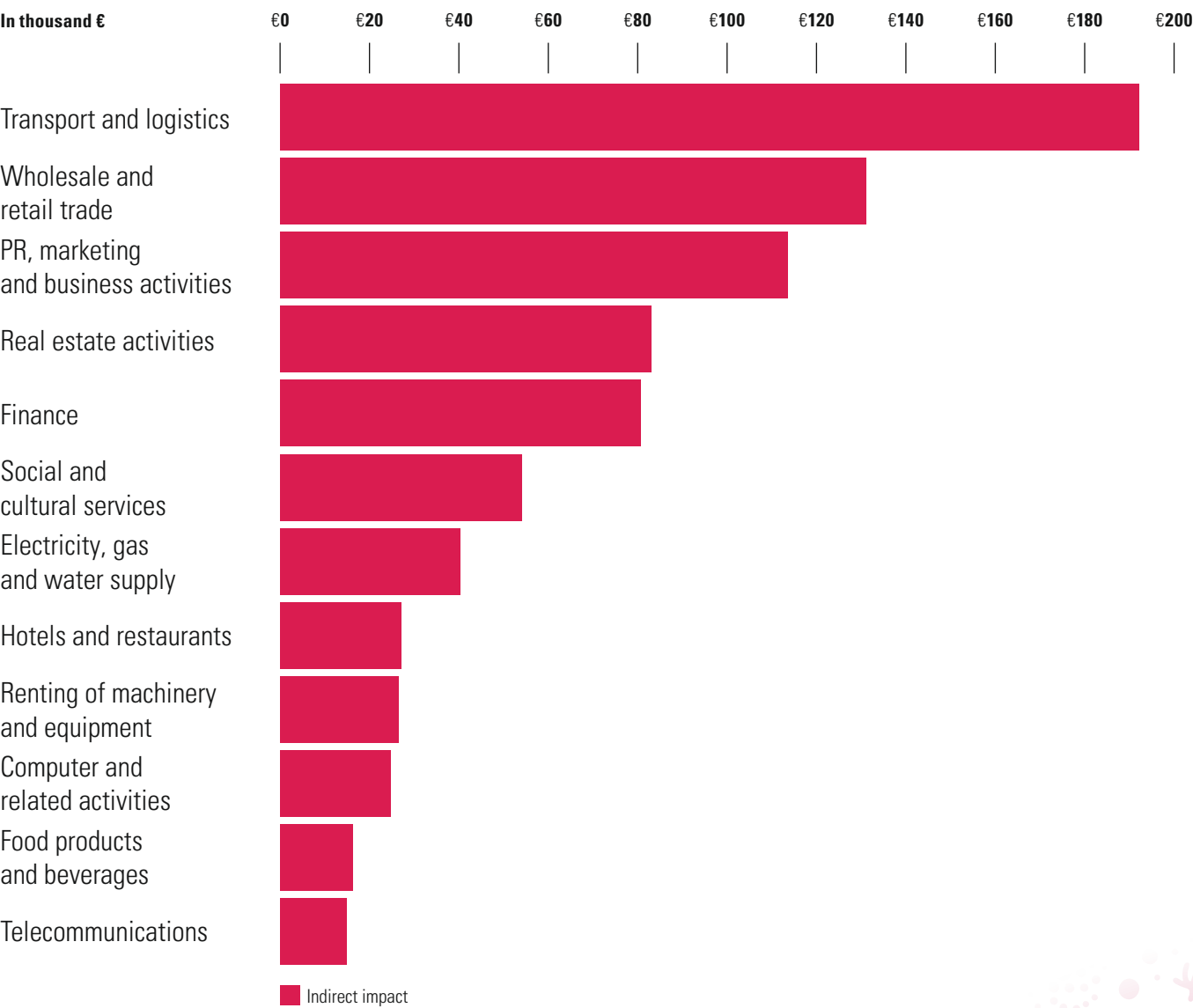
Host city: Istanbul  
Scope: Indirect Impact in Istanbul

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

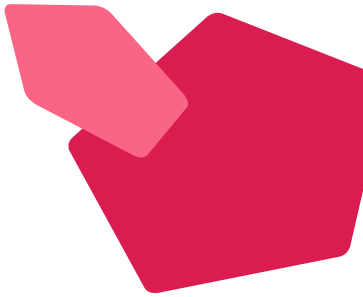
## INDIRECT IMPACTS

LOC expenditures triggered an additional impact **€874k**. The sector **transport and logistics** benefited most by receiving an additional **€192k** (22% of total value added induced by LOC expenditures) followed by **wholesale and retail trade** (€131k) and **PR, marketing and business activities** (€114k) industries.

### Main industries affected by LOC expenditures





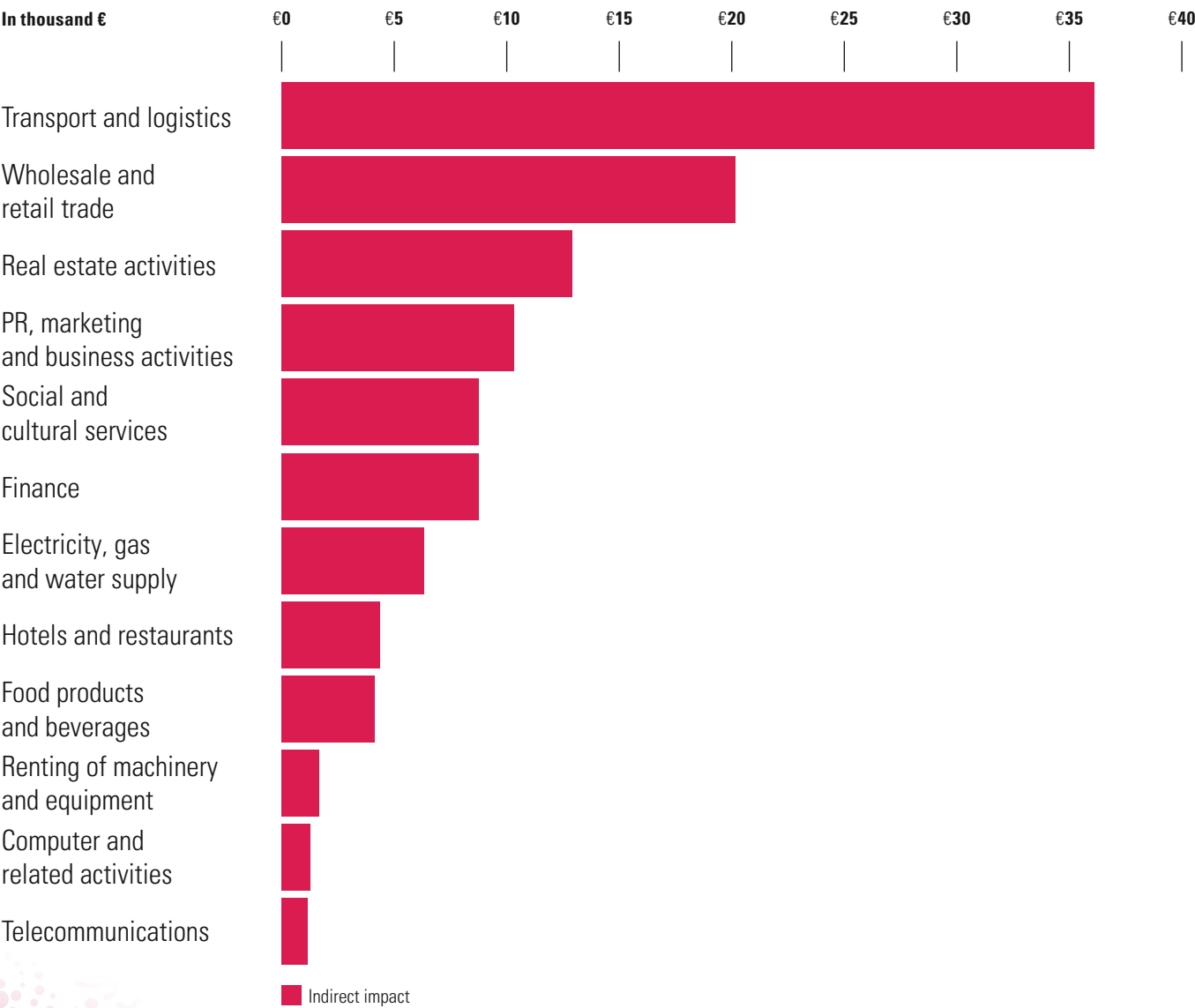


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered an additional **€124k**. The sector **transport and logistics** benefited most by receiving **€36k** (29% of total indirect impact induced by the team expenditures) followed by **wholesale and retail trade** (€20k) and **real estate activities** (€13k) industries.

### Main industries affected by team expenditures



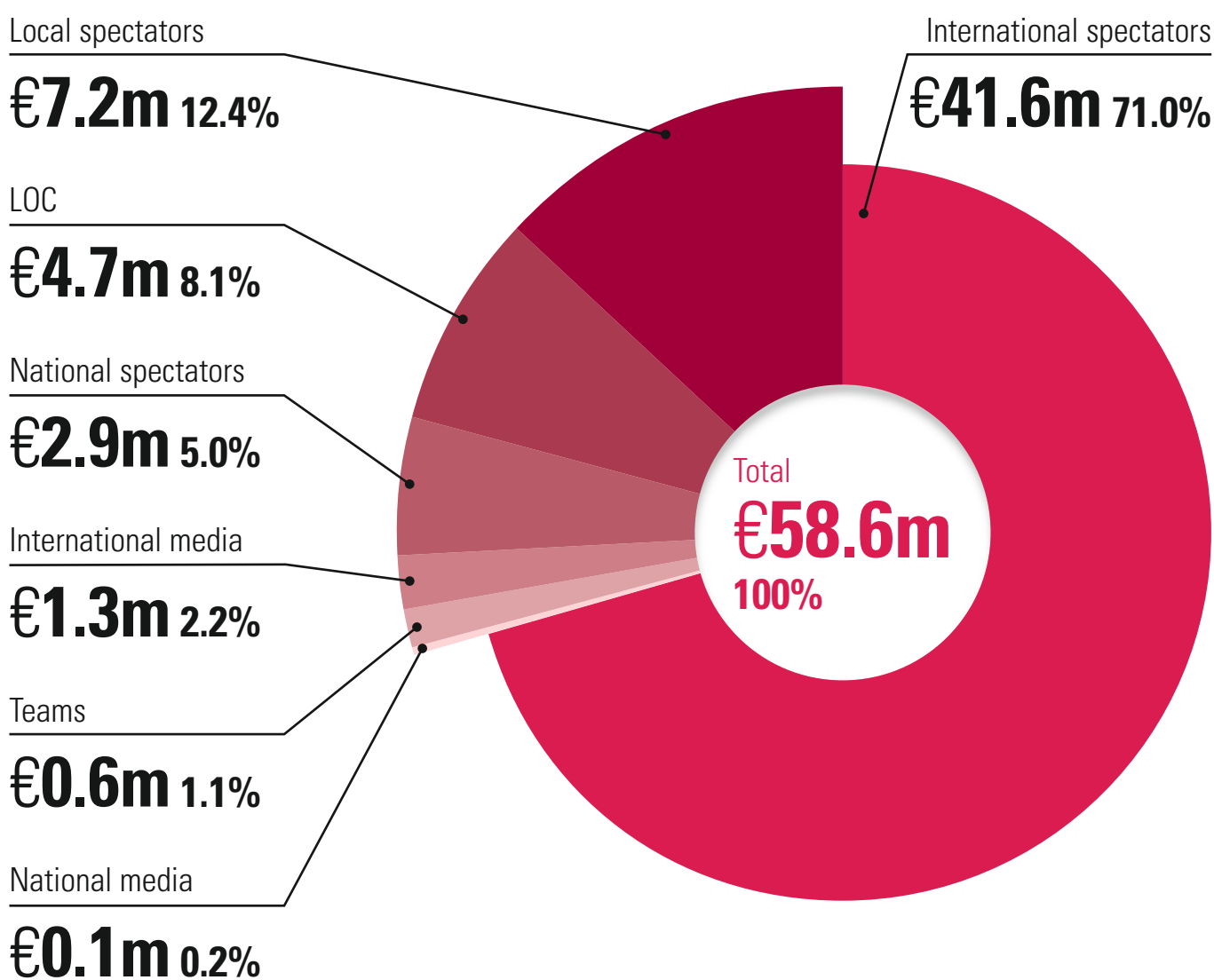
**Host city:** Istanbul  
**Scope:** Total Impact in Istanbul

## IMPACTS PER STAKEHOLDER AND PER EXPENDITURE CATEGORY

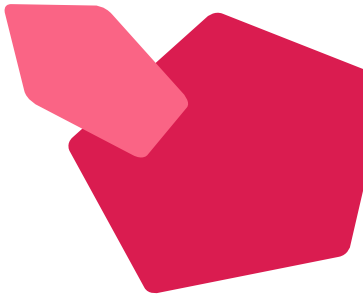
### TOTAL IMPACT

FIBA EuroBasket 2017 generated total value added of **€58.6m** in **Istanbul**. **International spectators'** expenditures induced **€41.6m** of value added (**71%** of total). **Local spectators'** expenditure contributed directly and indirectly **€7.2m** to GDP.

### Total economic impact per stakeholder category

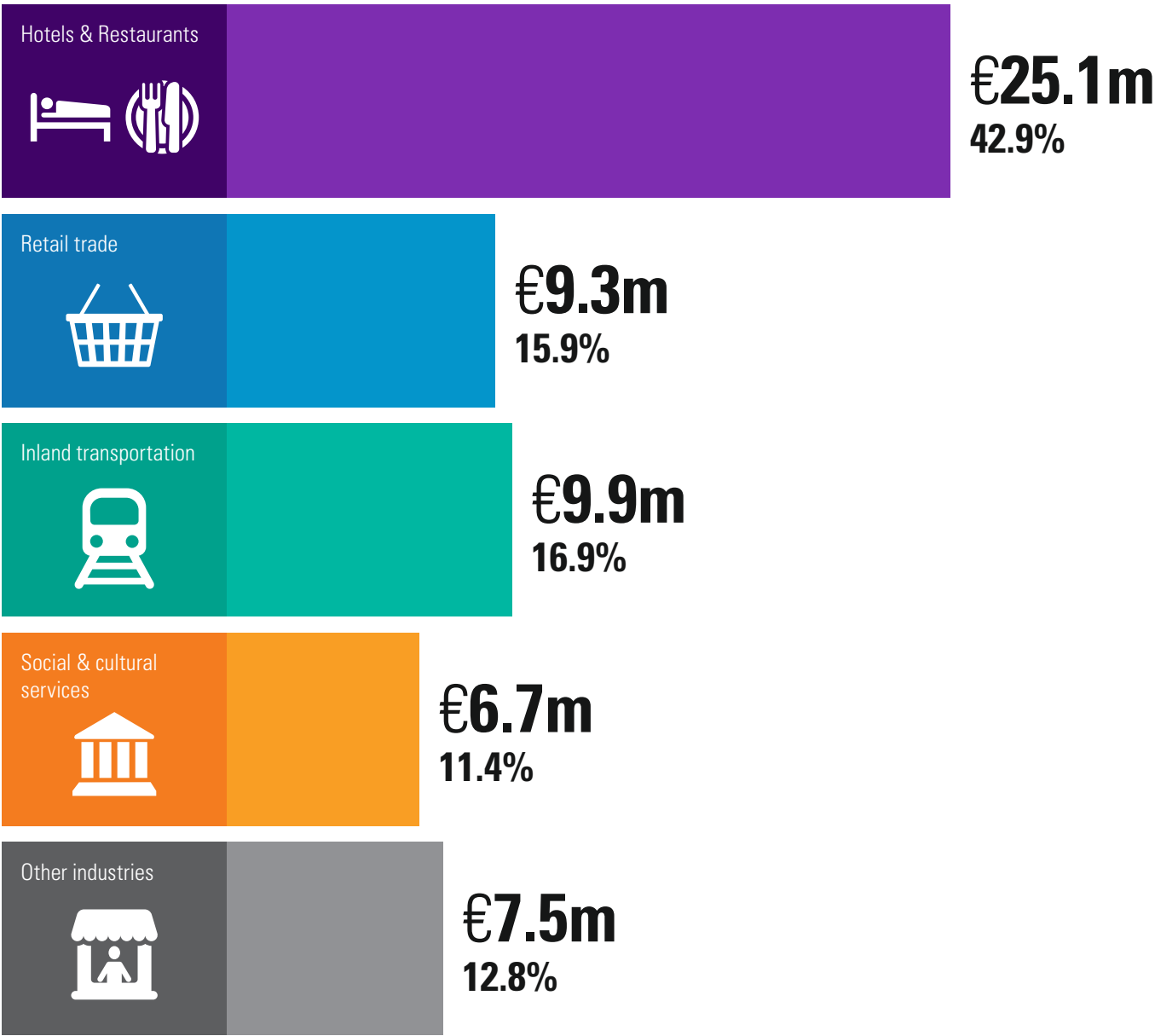


**Note:** As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. Hence the total impacts of both categories have been summed up.



More than **40%** of total impacts accrued in the **hotel and restaurant** industries due to huge direct expenditures. Companies in this industry benefited from an additional **€25.1m** followed by companies in the **inland transportation** industry (**€9.9m, 17%**).

Total economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services.





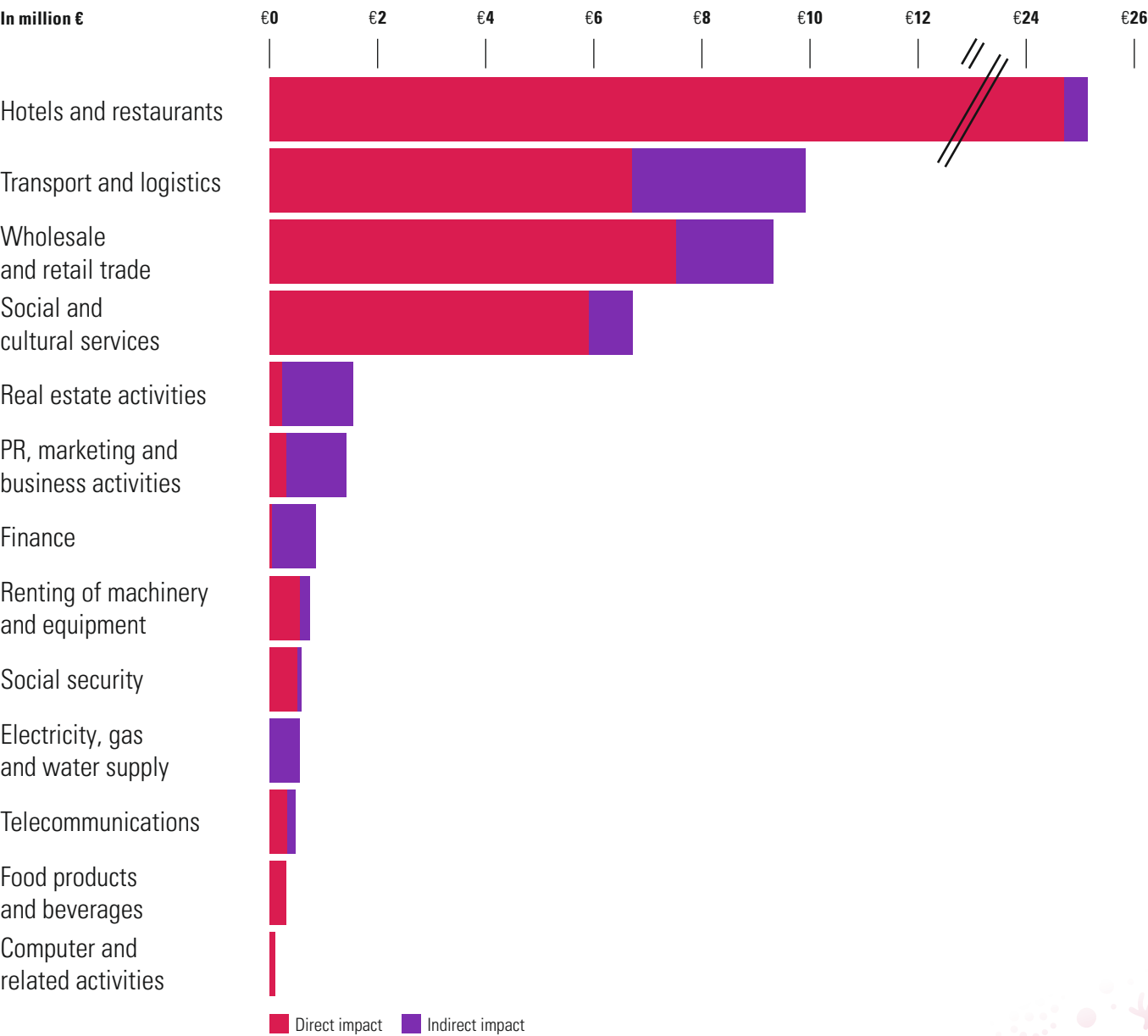
Host city: Istanbul  
Scope: Total Impact in Istanbul

# MAIN INDUSTRIES AFFECTED BY FIBA EUROBASKET 2017

## TOTAL IMPACT

In total, **FIBA EuroBasket 2017** induced additional value added of **€58.6m** in **Istanbul**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. Companies in the **finance** industry or **electricity, gas and water supply** industry profited mainly from indirect impacts created by FIBA EuroBasket 2017.

## Main industries affected by FIBA EuroBasket 2017

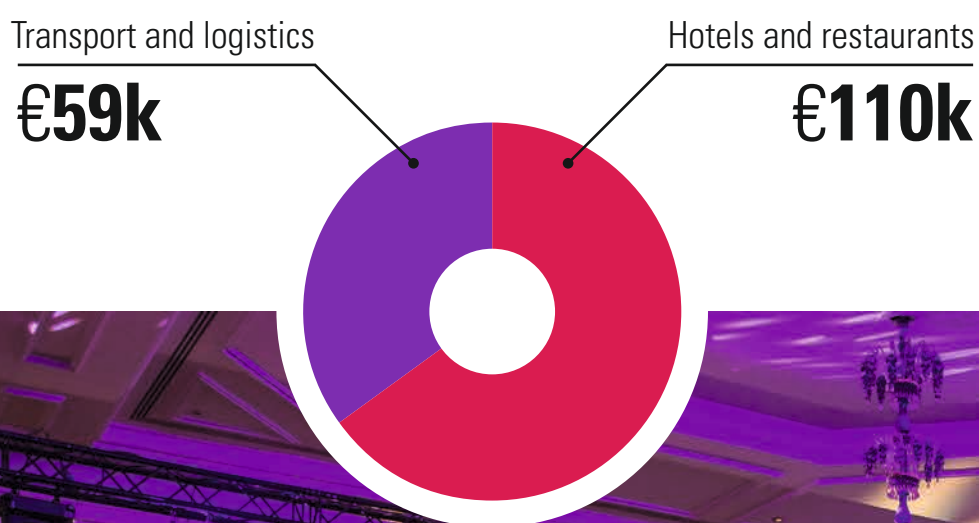


**Host city:** Istanbul  
**Scope:** Direct Impact outside Istanbul

# LOC AND TEAM SPENDING PER INDUSTRY

## DIRECT IMPACT

**Outside of Istanbul**, the **LOC** invested an additional **€156k** while **teams** spent a further **€13k**. Most of these expenditures were in the **hotels and restaurants** industry (**€110k**) followed by **transports and logistics** (**€59k**).



Direct economic impact  
**€169k**



**Host city:** Istanbul

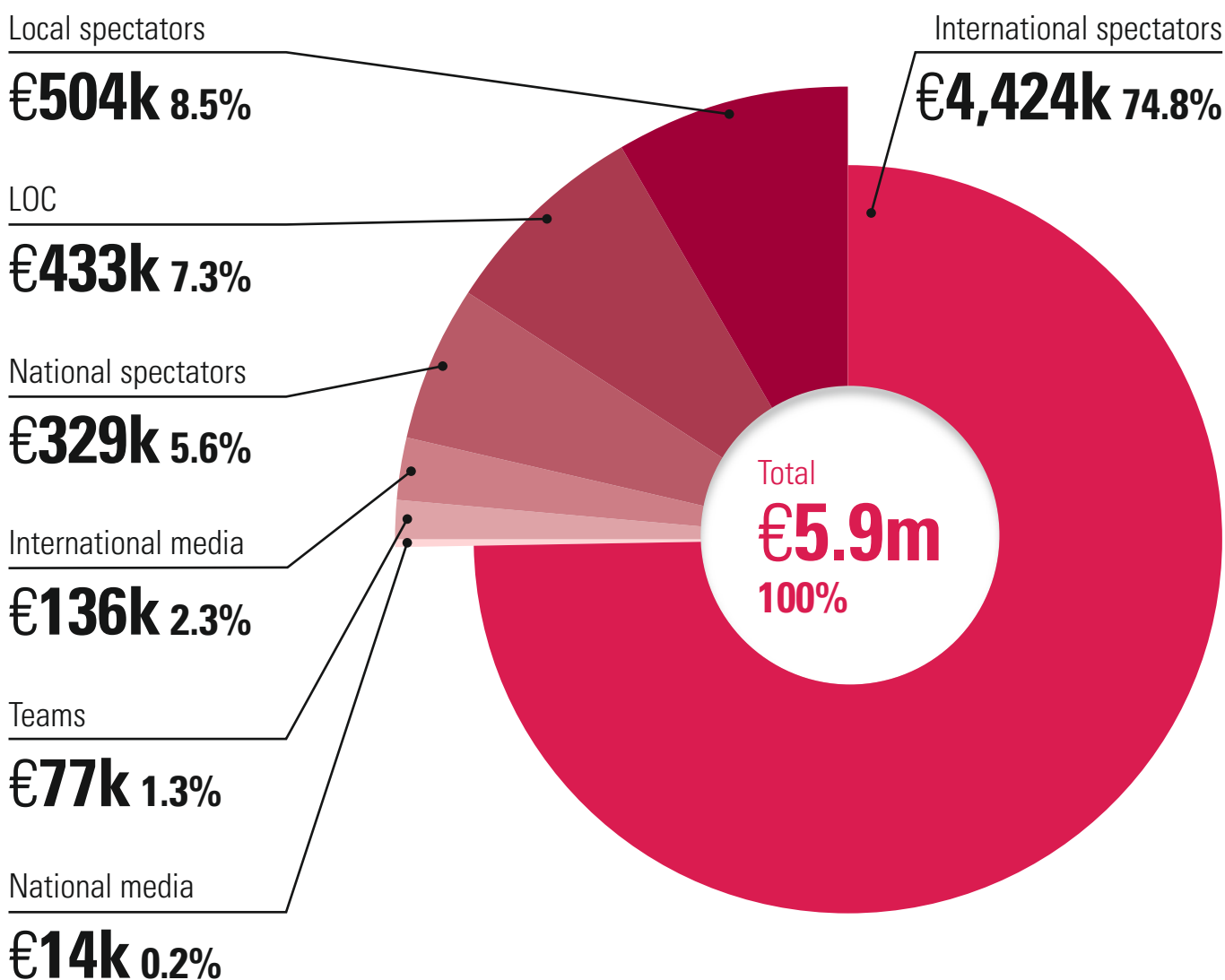
**Scope:** Indirect Impact outside Istanbul

## IMPACTS TRIGGERED BY RESPECTIVE STAKEHOLDERS OR EXPENDITURE CATEGORY

### INDIRECT IMPACTS

**Outside of Istanbul**, companies benefited indirectly from **FIBA EuroBasket 2017**. They provided inputs for the economy of Istanbul and for the demand triggered by LOC's and teams' expenditures in Turkey. Companies profited most by spending of **international spectators (€4.4m)**.

#### Indirect economic impact per stakeholder category



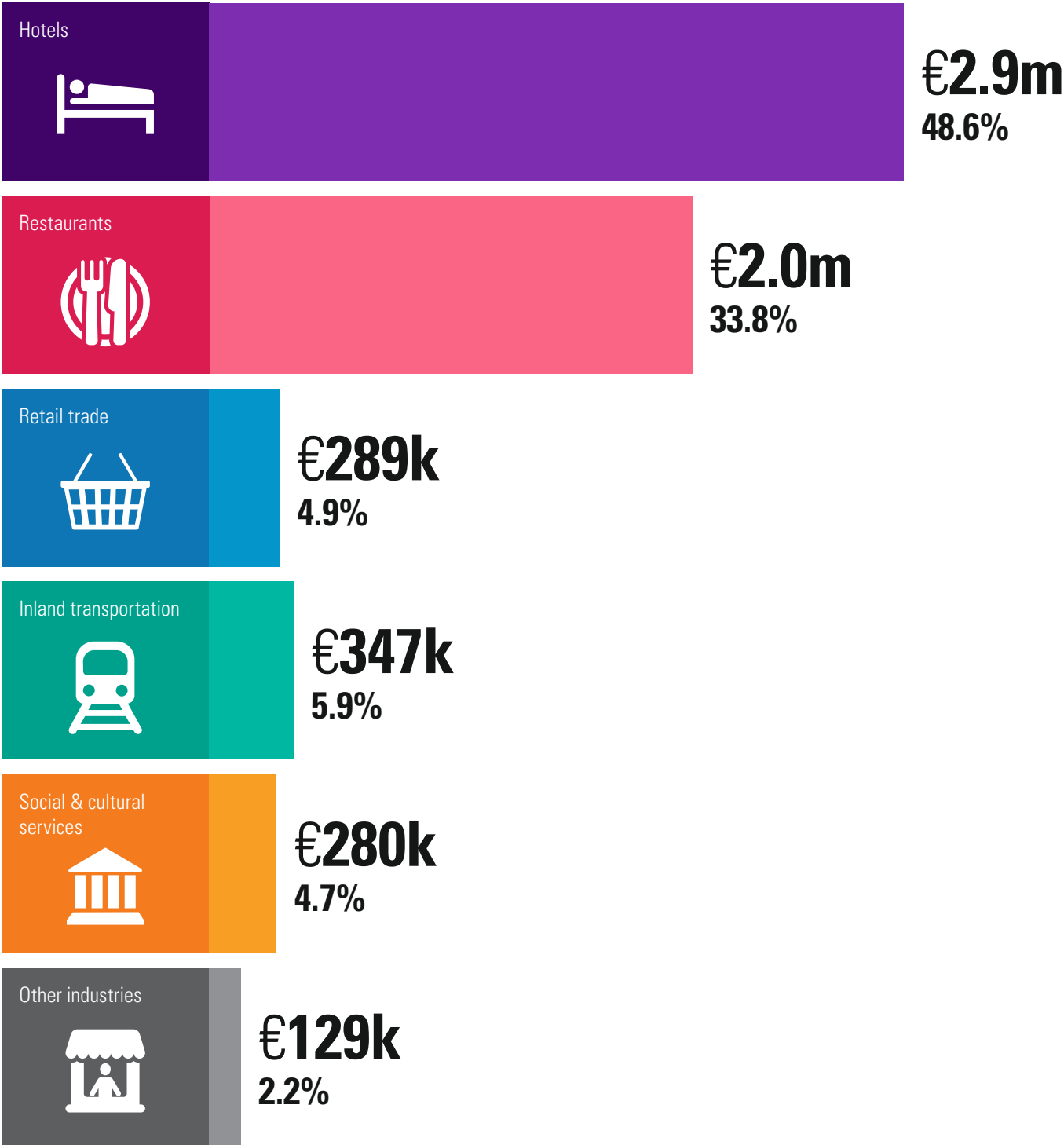
**Note:** As round figures are used, it is possible that the totals do not correspond to the sum.





Especially, suppliers of goods and services for the **hotel** industry benefited by additional value added of **€2.9m**, followed by suppliers of the **restaurant** industry (**€2.0m**).

Indirect economic impact per expenditure category



**Note:** Other industries comprises expenditures in different industries like real estate services or security services. For specific supplier industries see page 118/119.

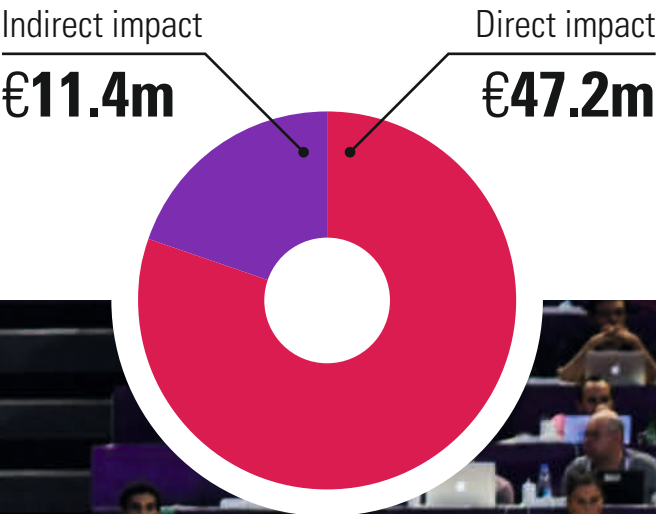
Host city: Istanbul  
Scope: Total Impact in Turkey

# TOTAL IMPACTS OF FIBA EUROBASKET 2017

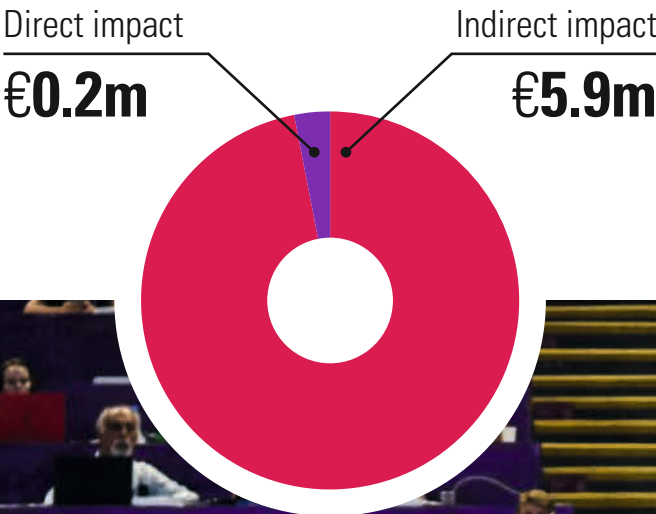
## TOTAL IMPACTS

The **Turkish economy** benefited by additional value added of **€64.7m** created by **FIBA EuroBasket 2017**. While **€6.1m** accrued outside of Istanbul, the economy of Istanbul benefited by **€58.6m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in Istanbul and outside of Istanbul.

### Total impact in Istanbul



### Total impact outside of Istanbul



Total impact in Turkey  
**€64.7m**



# ADDITIONAL IMPACT: SPONSORS' SPENDING FIBA EUROBASKET 2017

## TOTAL IMPACT

The **Turkish LOC** benefited from several event sponsors by receiving **€283k**. One Euro of sponsor's spending generated on average **additional €0.23 in Istanbul** respectively **€0.33 in Turkey**. On average, sponsor's spending triggered a total impact of **€347k** in Istanbul.

### Average multiplier (Turkey)

Additional Euro per Euro spent	
Indirect	€0.33
Total	€1.33

€375k

### Average multiplier (Istanbul)

Additional Euro per Euro spent	
Indirect	€0.23
Total	€1.23

€347k

**Note:** The impacts of event sponsors are part of the impacts of LOC spending and hence should not be added to the total impact shown on the previous page.





**Host city:** Istanbul

**Scope:** Total Impact in Turkey

## ADDITIONAL IMPACT: LEGACY OF FIBA EUROBASKET 2017

The positive image and popularity of basketball in Turkey since the FIBA Basketball World Cup 2010 has resulted in unrivaled success in club sports in many different top-level European competitions. Following the legacy of the World Cup, if we take a look at today's numbers; in the 2017-18 season, 11 of Turkey's top league teams are competing in international competitions in Europe, almost all of which are serious contenders for the title. This clearly shows that Turkey has become one of the top basketball countries in Europe. FIBA EuroBasket 2017 has yet again proven to the world that Turkey is, and will continue to be a top-level basketball country with excellent fans, facilities and organizations.

In this tournament, the Turkish Basketball Federation has proven its trust in its youth programs, competing with a younger team to solidify their experience and success for Turkey's future in basketball. The fighting spirit and the resilience of the young team has fueled the will and interest in basketball for the younger generations aspiring to wear their country's jersey with pride in the future. This really proves itself in the youth's rising interest in basketball, compared to all other sports, and football in particular, in recent years in some recent research that has been conducted. According to this research, a notable 26 percent of the population is following basketball, compared to the 47 percent following football, which is by far the most popular sport in our country. 46 percent of those basketball followers are between the ages of 15 – 30.

FIBA EuroBasket 2017 has allowed us to improve the standards of the already impressive sports facilities that have been used for FIBA EuroBasket, making them endurable for the upcoming seasons alongside the initiation of the new state-of-the-art multi-purpose fully-equipped basketball facilities that will be the backbone for future generations' increasing success.





# Catalytic Impacts & Intangible Effects

- Beyond the quantifiable economic impacts that FIBA EuroBasket 2017 generates, sporting events of such scope are known to regularly result in a number of **further beneficial effects** for host countries and cities. These often go beyond an increase in consumption over a short period of time.
- These broader benefits, known in economic literature as **intangible effects or catalytic impacts of an event**, are not easily quantifiable. Some intangible effects add value to society on a level where quantification in monetary terms is rarely possible.
- However, the “intangible” nature of these benefits should not lead us to assume that they are less important than the “hard” economic impacts we can estimate using our econometric model. In fact, as is highlighted in the following, **catalytic impacts positively influence the development of cities, regions or even entire countries in the long run** and, in the case of FIBA EuroBasket, can also bring **further growth and add additional value** to the host cities that are at least as important as the quantifiable direct impacts of the event.

**Intangible effects add value to societies on a larger scale**



Reputation  
building

Fostering growth  
& Development

Attracting  
business



# CATALYTIC IMPACTS OF FIBA EUROBASKET 2017

## Reputation building

Promoting the host cities' brands –  
Helsinki, Tel Aviv, Cluj-Napoca and Istanbul

## Increasing tourism

Increasing tourism during FIBA EuroBasket 2017  
as well as in the long run

## Community building

Fostering community building, by encouraging  
people to practice sports and join a sports club

## Multiregional aspects

Hosting FIBA EuroBasket 2017 in four  
different countries and four cities

1.  
**Reputation  
Building**

3.  
**Increasing  
tourism**

5.  
**Community  
building**

7.  
**Multiregional  
aspects**



**2.  
Encouraging  
business**

**Encouraging business**

Encouraging business activities, increasing trade and attracting foreign direct investments

**4.  
Promoting  
healthy lifestyles**

**Promoting healthy lifestyles**

Promoting sport as an important ingredient to a healthy lifestyle

**6.  
Happiness**

**Happiness**

Fostering the happiness of host cities' citizens, by making them the host of an important event

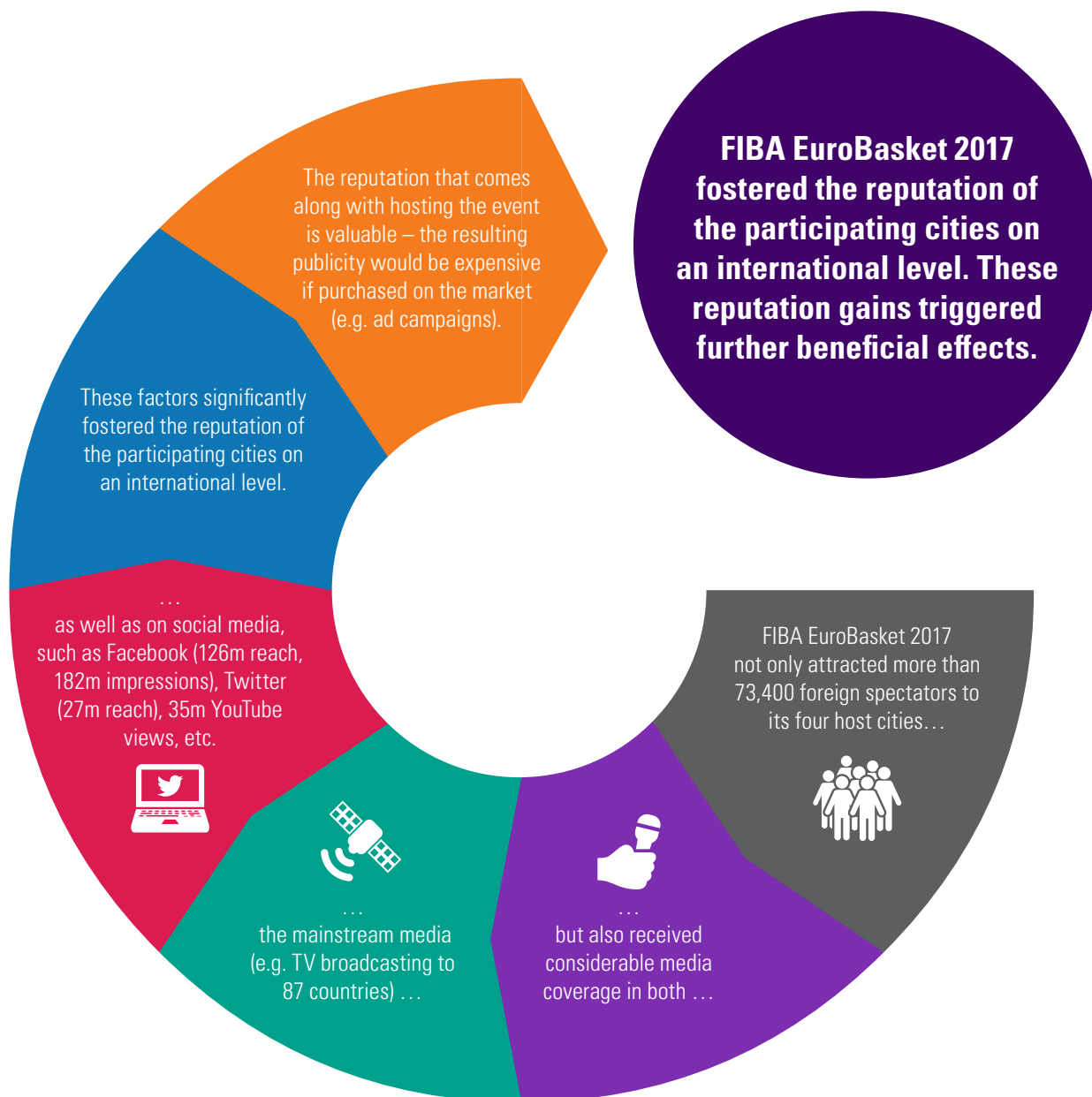
**8.  
Sustainability**

**Sustainability**

FIBA's resource-friendly approach to organising the tournament



# 1. REPUTATION BUILDING – PROMOTING THE BRANDS OF HOST CITIES





## 2. ENCOURAGING BUSINESS – ACTIVITIES, INCREASING TRADE AND ATTRACTING FOREIGN DIRECT INVESTMENT

Increasing trade	Attracting foreign Direct investment	Encouraging business activities
<p>The empirical literature highlights that hosting a mega event or only bidding for hosting an event – whether or not the bid is successful – can contribute to generating national exports.</p> <p>For instance <b>Rose and Spiegel (2009)</b> show that hosting a mega event like the Olympics has a positive impact on national exports: they find that trade is around 30% higher for countries that have hosted the Olympics.</p> <p><b>Rose, Spiegel (2009),</b> The Olympic Effect</p>	<p>In addition, the literature highlights that publicity effects and investing in the reputation of regions can contribute to the attraction of Foreign Direct Investment (FDI) – foreign companies gain trust in the regions suitability for doing business and investment.</p> <p>For instance, <b>Morriset (2003)</b> shows that there is a robust relationship between the promotion efforts of a country and it's ability to attract FDI: he finds that on average, a 1% increase in the spending of a country on publicity results in an increase of FDI between 0.25 and 0.75%.</p> <p><b>Morriset (2003),</b> Does a country need a promotion agency to attract foreign direct investment? The World Bank – Policy Research Paper 3028</p>	<p>Although the size of FIBA EuroBasket 2017 is somewhat smaller than the Olympics, we can expect the host cities to become more attractive to business activities.</p> <p>Also, in the case of FIBA EuroBasket 2017, we can expect that the gains regarding the reputation and brands of the host cities and countries will attract FDI and trade in the future.</p>



### 3. INCREASING TOURISM

#### Increase tourism

The empirical literature highlights that hosting a megasporting event increases the number of tourists. Fourie and Santana-Gallego (2010) find an average increase in predicted tourism of roughly 8%.

**Fourie and Santana-Gallego (2010):**  
The impact on mega events on tourist arrivals, Working Paper Number 171

#### Crowding out/ displacement

However, the empirical literature also shows the possibility of opposite effects: some locals might leave the host cities or regular visitors might change their behaviour and shift their trip to a different location or time to avoid potential negative impacts. In addition, tourism in host cities might lead to demand shortfalls in other cities for the same period. During the Olympic Games, hotels in Sydney were nearly fully booked while hotels in other capital cities in Australia experienced significant demand shortfalls.

**Matheson and Baade (2004):**  
Mega-sporting events in developing nations: playing the way to prosperity?, South African Journal of Economics 72(5): 1085-1096

#### FIBA EuroBasket 2017

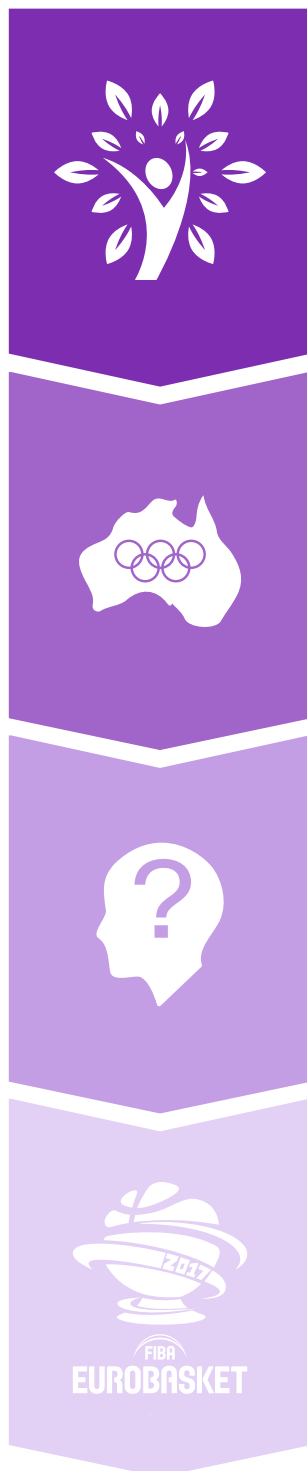
Even if there might be some crowding out or displacement impacts during the event, further long term impacts on tourism should be considered. More than 90% of respondents to our survey indicated that they would be quite likely/very likely to recommend the host city as a city to visit. The specific results for the four cities are listed to the right. These figures suggest that we can expect further tourism impacts in the future.

**FIBA EuroBasket  
Visitors' Survey 2017**  
Likelihood to recommend Host City as a city to visit (quite likely/very likely): Helsinki (91%), Tel Aviv (89%), Cluj-Napoca (90%) and Istanbul (94%)





## 4. PROMOTING HEALTHY LIFESTYLES



Empirical work highlights that citizens of countries which host a major sports event are likely to **participate in more sporting activities due to tournaments** taking place, by promoting healthy lifestyles.

For instance, a case study conducted for Australia, which hosted the Olympic Games in the year 2000, found that respondents of the survey **participated in more sporting activities** as a result of the fact that the country hosted this event in 2000.

**Bauman, Ford and Armstrong (2001),**  
*Trends in population levels of reported physical activity in Australia, 1997, 1999 and 2000,*  
Canberra: Australian Sports Commission

However, the **empirical evidence** with regard to potential positive health effects of mega sports events **is mixed**. For instance, while single country surveys indicate that citizens intend to participate in more sports activities following a mega event hosted by their city/country, meta-studies cast doubt on the whether they actually follow through on this intention.

**McCartney, Thomas, Thomson, Scott, Hamilton, Hanlon Morrison and Bond (2010),**  
*The health and socioeconomic impacts of major multi-sport events: systematic review (1978-2008), BMJ 2010; 340: c2369*

As for FIBA EuroBasket 2017, **the following results were obtained** with respect to the event being a catalyst for engaging in more sporting activities: 60% of respondents to the survey indicated that they would be quite likely/very likely to play more basketball after their visit to FIBA EuroBasket 2017. The specific results for the four cities are listed below.

**FIBA EuroBasket Visitors' Survey 2017**  
*Likelihood to play more basketball (quite likely/very likely): Helsinki (54%), Tel Aviv (66%), Cluj-Napoca (58%) and Istanbul (66%)*





## 5. COMMUNITY BUILDING – FOSTERING SOCIAL FABRIC

### Participation in sports

Empirical literature indicates that the positive spillover effects on promoting participation in sport are even larger. In a case study conducted for the UK, which hosted several major sporting events in the summer of 2010, it was found that even spectators watching the event on TV were inspired to participate or participate more frequently in more sporting activities. Around 28% of all TV event viewers “agreed” or “strongly agreed” that they felt inspired to do sport more frequently.

**UK Sport (2011),**

*The inspirational effect of major sporting events*

### Sport clubs membership

Results of a sports club survey show that 13% of clubs experienced increases in membership after the London Olympic and Paralympic Games. The greatest increases have been seen in sports which competed in the London 2012 Olympic Games.

In Finland, the number of Finnish junior players reached record heights in the fall of 2017.

**UK Sport (2013),**

*Sports club survey 2013, The Sport and recreation Alliance*

### Impacts on host city's social fabric

A club membership performs an important social function as it can foster the overall social fabric, with club members adopting several soft skills, such as:

- Solidarity and equality
- Sense of local identity
- Team spirit
- Social interaction (networks)
- Reciprocal support

### Personal impacts

Increases in athletic participation may also have considerable economics consequences. Cabane (2010) investigates the impact of sports participation on the labour market and finds that being sporty raises the hourly wage by 8.3% and increases the probability to having a higher quality job. While it should be mentioned that the study focuses on Germany, an interesting implication can be drawn from this study for FIBA EuroBasket 2017: if in fact the event increases the athletic participation, this may also foster their economic performance in the long run.

**Cabane (2010),**

*Do Sporty People Have Access to Higher Job Quality?, SOEPpapers on Multidisciplinary Panel Data Research, No. 308*



## 6. HAPPINESS – FOSTERING THE HAPPINESS OF CITIZENS

Hosting a mega event such as FIBA EuroBasket 2017 may trigger a number of intangible effects that contribute positively to the happiness of the host city's citizens. For instance, Kavetos and Szymanski (2008) investigate the effect of hosting a major sporting event such as the FIFA World Cup on self-reported life satisfaction. They find that hosting such an event has a large and statistically significant positive effect on happiness across all major social groups and age bands. The following hedonic sensations of citizens should therefore be considered when determining the value of FIBA EuroBasket 2017 for the host cities.

**Kavetos and Szymanski (2008),**

*National Wellbeing and International Sports Events, North American Association of Sports Economists – Working Paper No. 08-04*



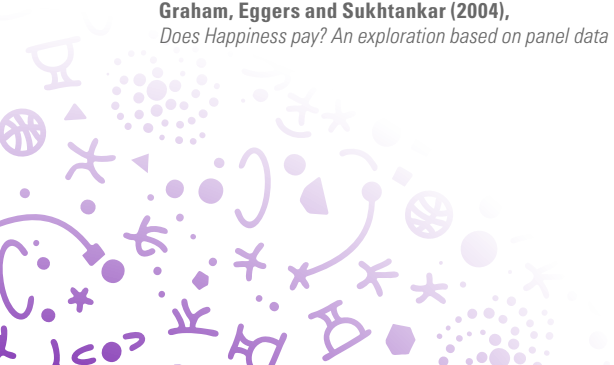
### Possible positive sensations of a host city's citizens



Increases in happiness may very well also have considerable economic consequences. Graham, Eggers and Sukhtankar (2004) investigate the effects of happiness on future income of individuals and find that increases in self-reported happiness positively and causally affect how well people will do economically in the future. While it should be mentioned that due to severe data limitations they are forced to restrict their analysis to one single country (Russia), an interesting implication can be drawn from this study for FIBA EuroBasket 2017: if in fact the event increases the well-being of host city citizens, this may also foster their economic performance and well-being in the long run.

**Graham, Eggers and Sukhtankar (2004),**

*Does Happiness pay? An exploration based on panel data from Russia Journal of Economic Behaviour & Organization, Vol. 55 (2004) 319-342*





## 7. MULTIREGIONAL ASPECTS OF FIBA EUROBASKET 2017

For the second time, FIBA assigned the tournament to **four host countries**. This resulted in a number of beneficial side-effects that would not be possible had the tournament taken place in only one country.

1

The economic and intangible effects not only took place in one single country, but were distributed among different countries.

2

Fans foreign to a host country are more likely to visit at least one game abroad – by giving four different options to watch the games, a fan can visit the host country closest to him or her.

3

The approach gave all four countries the possibility to showcase their suitability for hosting mega events without having to carry the financial burden of being the only host.

4

The organising committees of different countries were required to work together, thereby closely strengthening the bonds between the host countries and cities.

### AN AMPLIFIER FOR OTHER IMPACTS

The fact that FIBA EuroBasket 2017 is hosted by four different countries will not only generate beneficial effects on its own, but may well serve as an **amplifier** for the other catalytic impacts just presented.

### Multiregional Approach





## 8. SUSTAINABILITY - FIBA'S RESOURCE-FRIENDLY APPROACH



Beyond the effects highlighted previously, FIBA's "four country approach" also has significant advantages in terms of the environment and sustainability compared to a single country hosting the event. It is most likely that the negative impacts on the environment will be counteracted by this approach for multiple reasons...

- Reduction of distances for spectators from Europe. This leads to a reduction of transport cost and CO<sub>2</sub>-Emissions.
- No need to invest in and build new infrastructure as only existing stadiums were used. Likewise, and as a result of this approach, there will also not be any unused stadiums once the tournament is over.
- Similar to the financial burden of the event, also the pollution, noise and environmental damages associated with an event of this size are shared and do not have to borne by a single country.





# FIBA's experience in managing the tournament in four different cities





*"Hosting FIBA EuroBasket in four different countries comes with unique challenges, but more importantly it opens unique opportunities."*

**TurgayDemirel,**  
President of FIBA Europe

*"A four-nation hosting concept has allowed some of our smaller Federations to also realize their dreams of being a host of FIBA EuroBasket."*

**KamilNovak,**  
FIBA Executive Director Europe







# Visitors' Survey

EXECUTIVE  
SUMMARY







# BACKGROUND, METHODOLOGY AND OVERVIEW OF RESPONDENTS

## BACKGROUND

The **key objective** of this research was to determine the **social and economic impact** of the FIBA EuroBasket 2017 on host cities as well as to understand the respondents **overall satisfaction with the host cities and FIBA EuroBasket 2017 games**.

The research was structured around 4 key themes:

- Impact of event on host city
- Legacy impact of FIBA EuroBasket
- Satisfaction with FIBA EuroBasket

## METHODOLOGY

- FIBA representatives interviewed those who were attending the FIBA EuroBasket 2017 games in Cluj-Napoca, Helsinki, Istanbul and Tel Aviv and entered their responses into an online survey designed and hosted by PwC.
- A total of **1454 online surveys** were achieved.
- The survey was live during a **2 week period** from 08/31/17 to 09/17/17.

### Overview of respondents

Number of respondents



#### Type of respondent

Spectator/ ticket holder

Media representative

#### Game index scores\*



### HELSINKI

**541** | **84**  
 99% 1%

### TEL AVIV

**246** | **84**  
 90% 10%

### ISTANBUL

**467** | **80**  
 90% 10%

### CLUJ-NAPOCA

**200** | **78**  
 84% 16%

\*These scores were calculated by assigning a numeric value to each area of satisfaction with FIBA EuroBasket i.e. arena, event staff, ticketing, food/drink, toilet facilities, information about FIBA EuroBasket, security, atmosphere in the arena and game entertainment – very satisfied=100, satisfied=75, etc. This approach effectively highlights the differences among responses, where such differences may not be immediately obvious at first glance.









# Helsinki







Host city: Helsinki

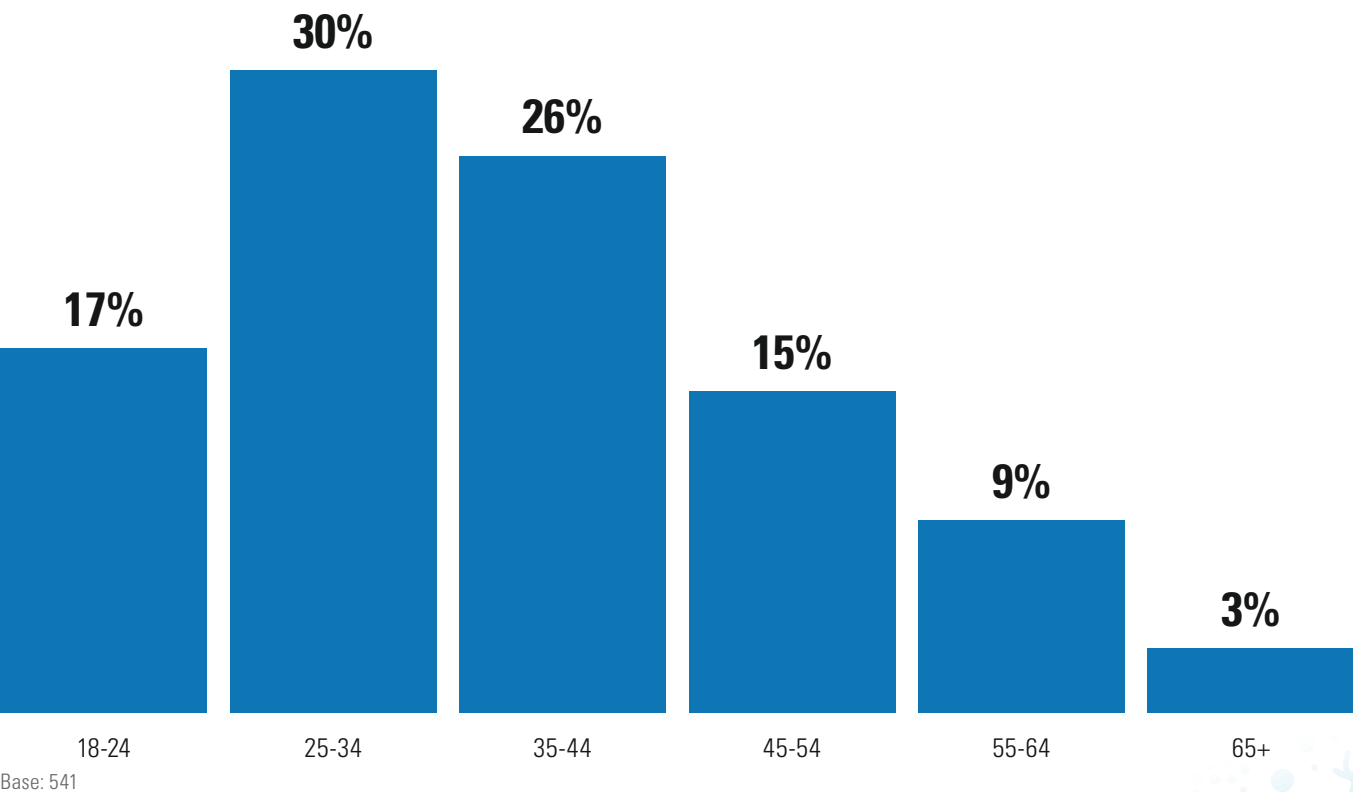
## OVERVIEW OF HELSINKI

- Almost two thirds of game attendees in Helsinki were from Finland (59%), of which 46% were from Helsinki. These attendees were mainly male (78%) aged between 25-34 (30%).
- Over a third (40%) of attendees in Helsinki are very likely to attend the next EuroBasket. As a result of visiting FIBA EuroBasket, over half of attendees (57%) are very likely to watch more basketball while over a third (35%) are very likely to play more basketball.
- The majority (55%) of visitors to Helsinki were very likely to recommend it as a city to visit. Visitors ranked tourist attractions the most (83%) as the reason to visit while the weather (74%) was the main reason not to visit.
- Overall, attendees were satisfied with FIBA EuroBasket in Helsinki. They were most satisfied with the arenas (94% satisfied/very satisfied) but less so with the food/drink (70% satisfied/very satisfied).

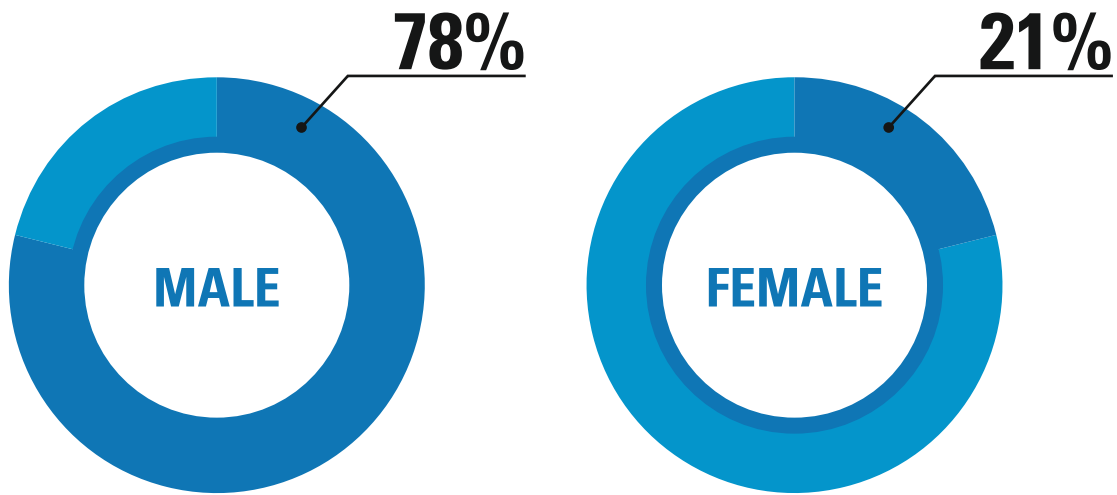
Improving food/drink at FIBA EuroBasket would make the biggest impact on overall satisfaction with the games.

## OVERVIEW OF RESPONDENTS IN HELSINKI

### Respondent Age

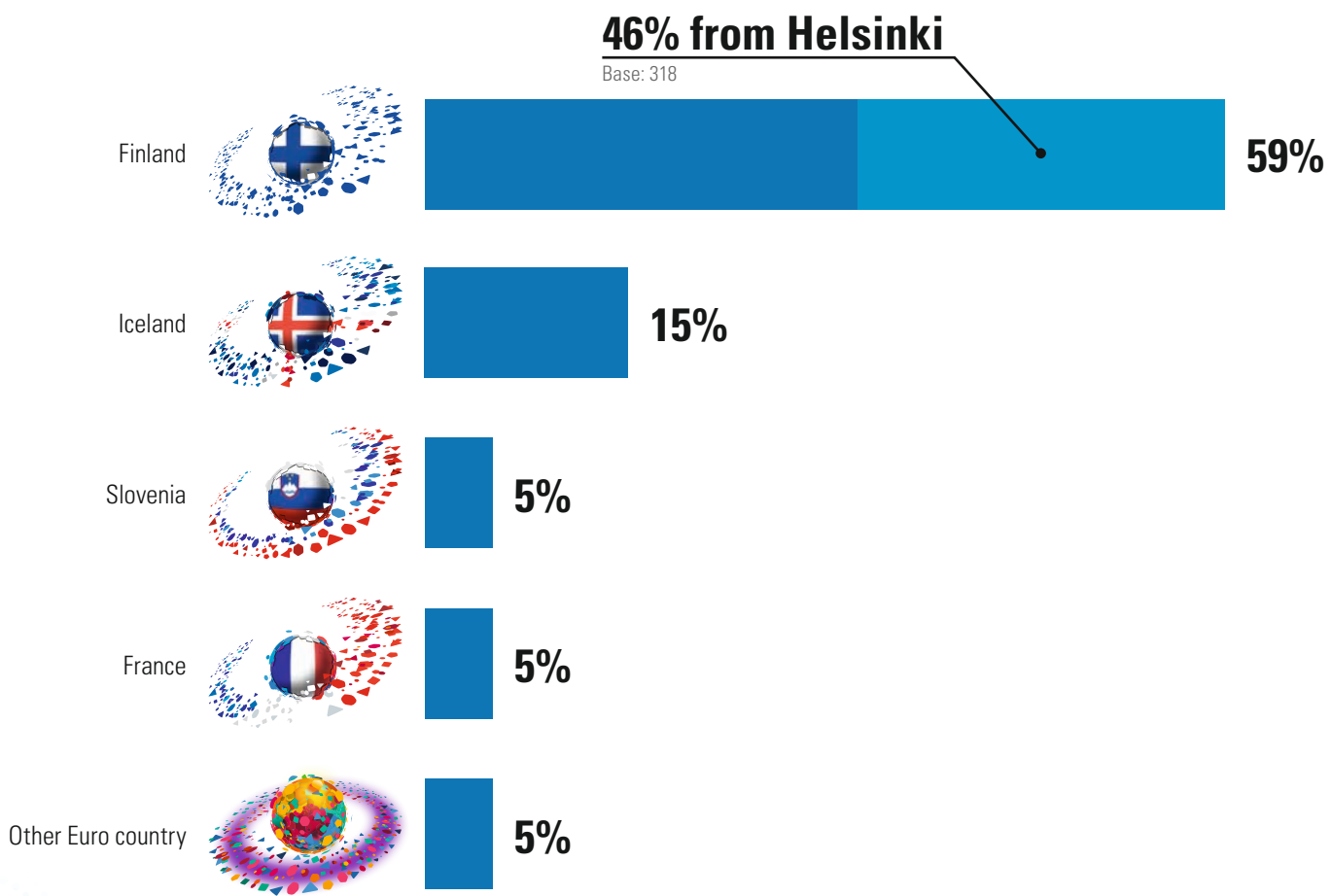


## Gender



Base: 541, Prefer not to disclose - 1%

## Country of origin

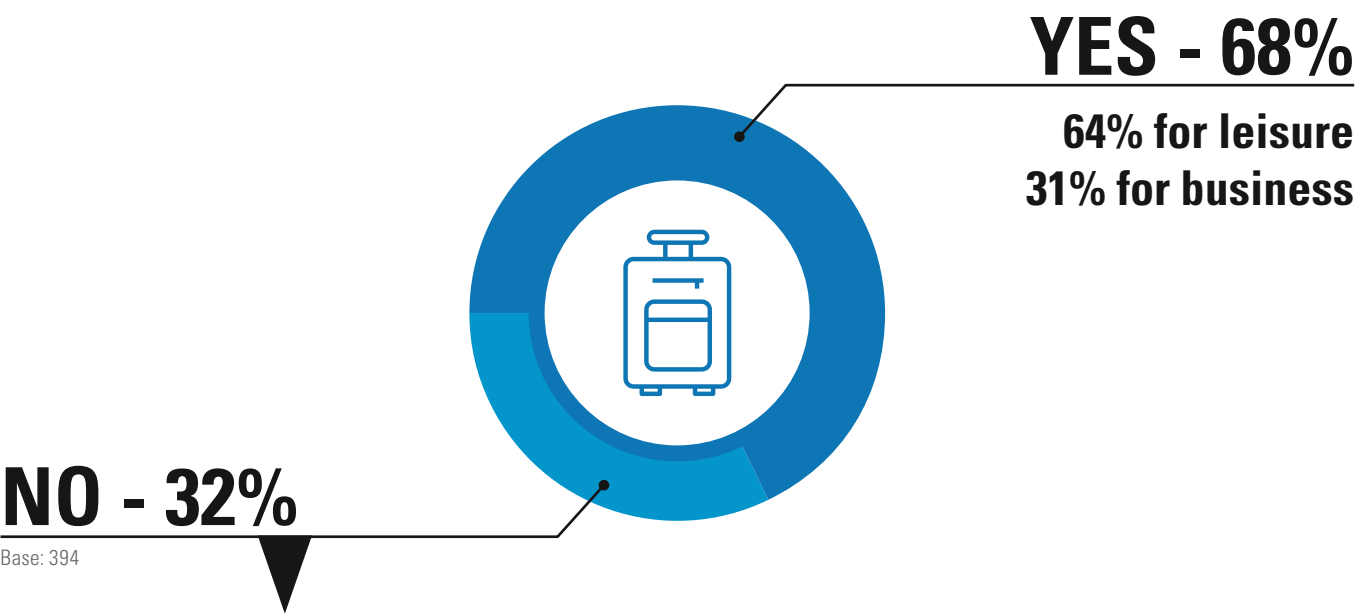


Base: 541

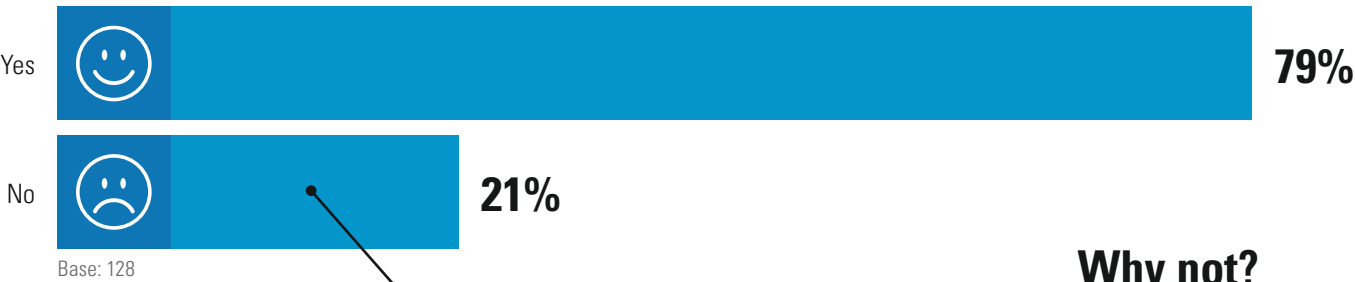


Over two thirds of game attendees had visited Helsinki before with the majority having done so for leisure

Visited the city before



Considered visiting Helsinki



Why not?

"Too expensive."

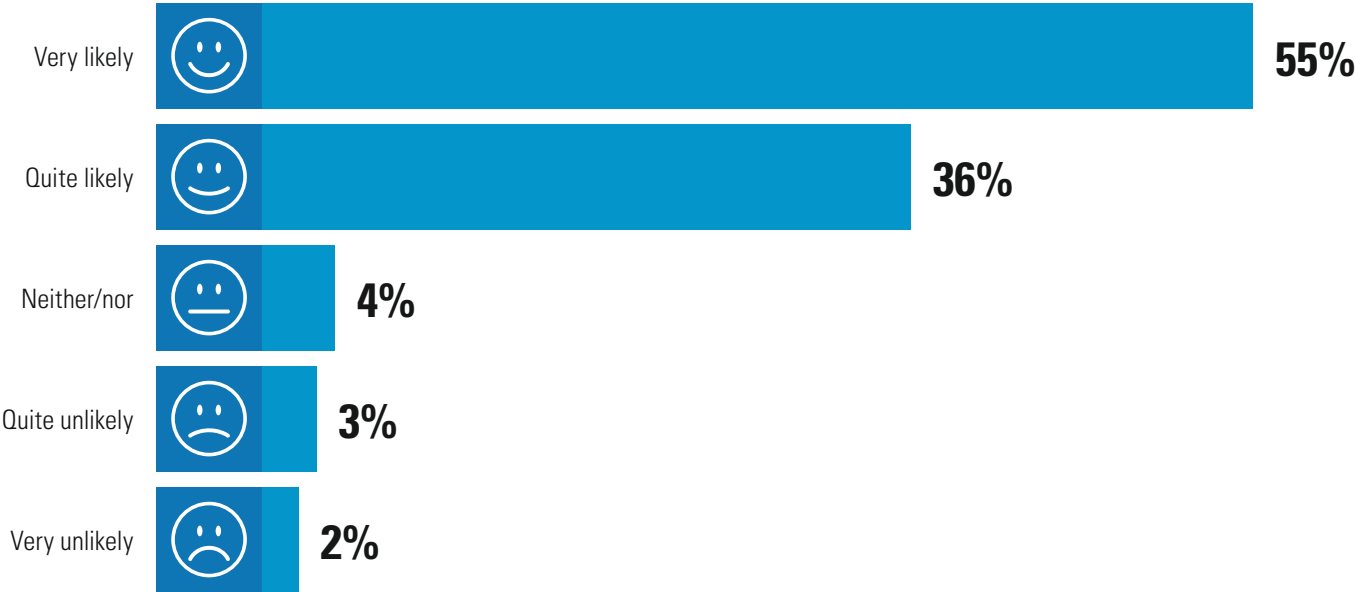
"Too far away."

"Too cold."

Base: 27 (low base)

Over half of visitors to the games in Helsinki were very likely to recommend the city as a place to visit

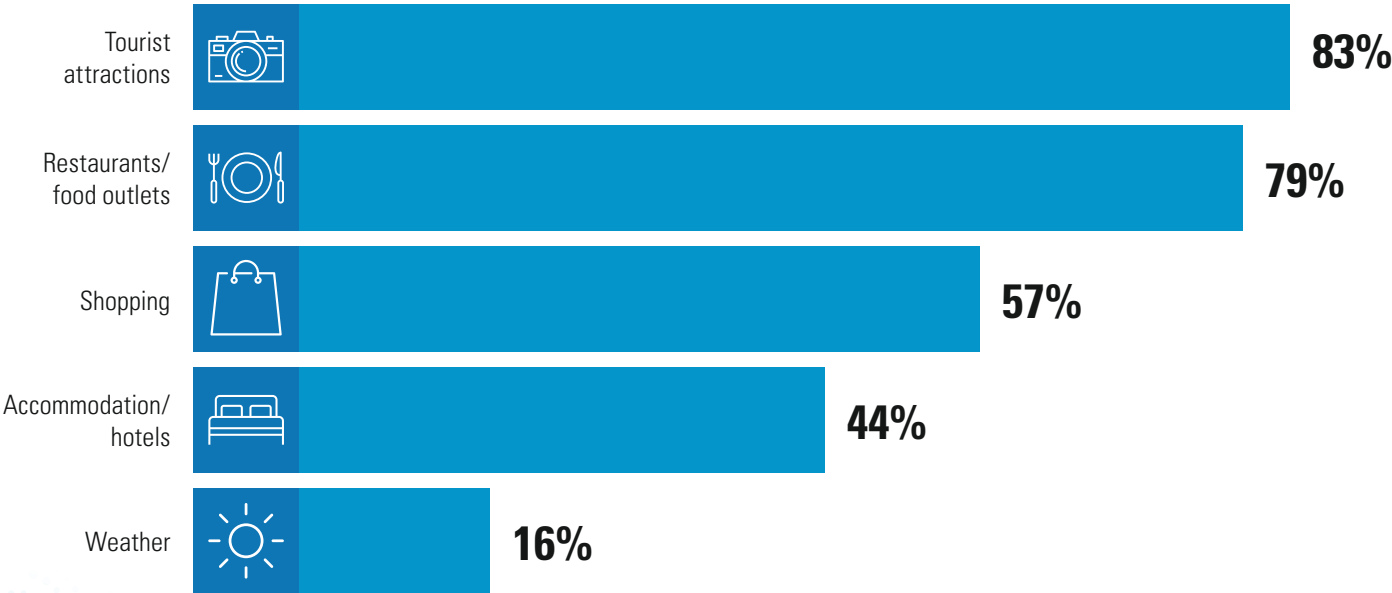
### Likely to recommend Helsinki



Base: 394

Tourist attractions ranked highest in terms of reasons to visit Helsinki while the weather was ranked the least number of times

### Reasons to recommend Helsinki

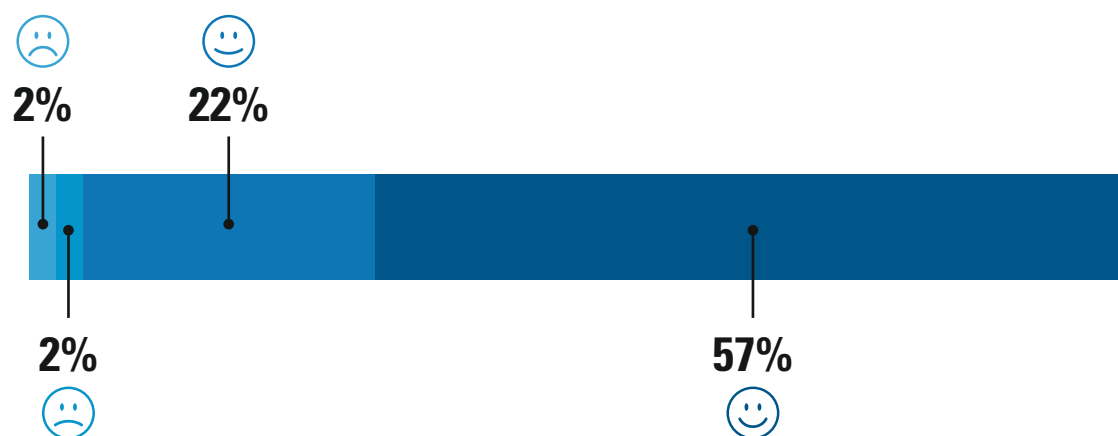


Base: 359

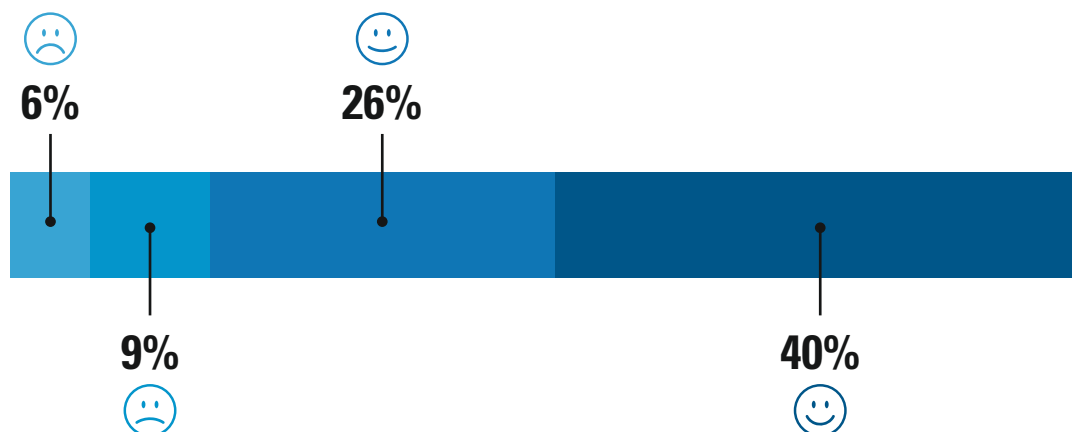
Over two thirds of visitors are very likely to attend the next FIBA EuroBasket while 57% are very likely to watch more basketball

## How likely are you to...

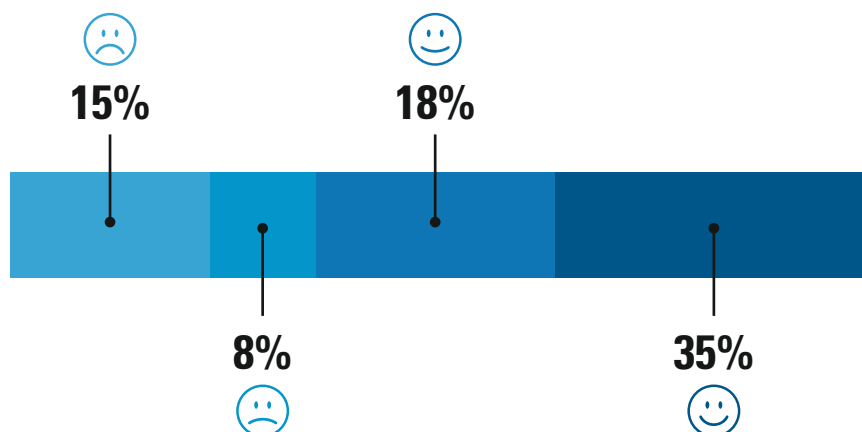
Watch more basketball



Attend the next FIBA EuroBasket tournament



Play more basketball



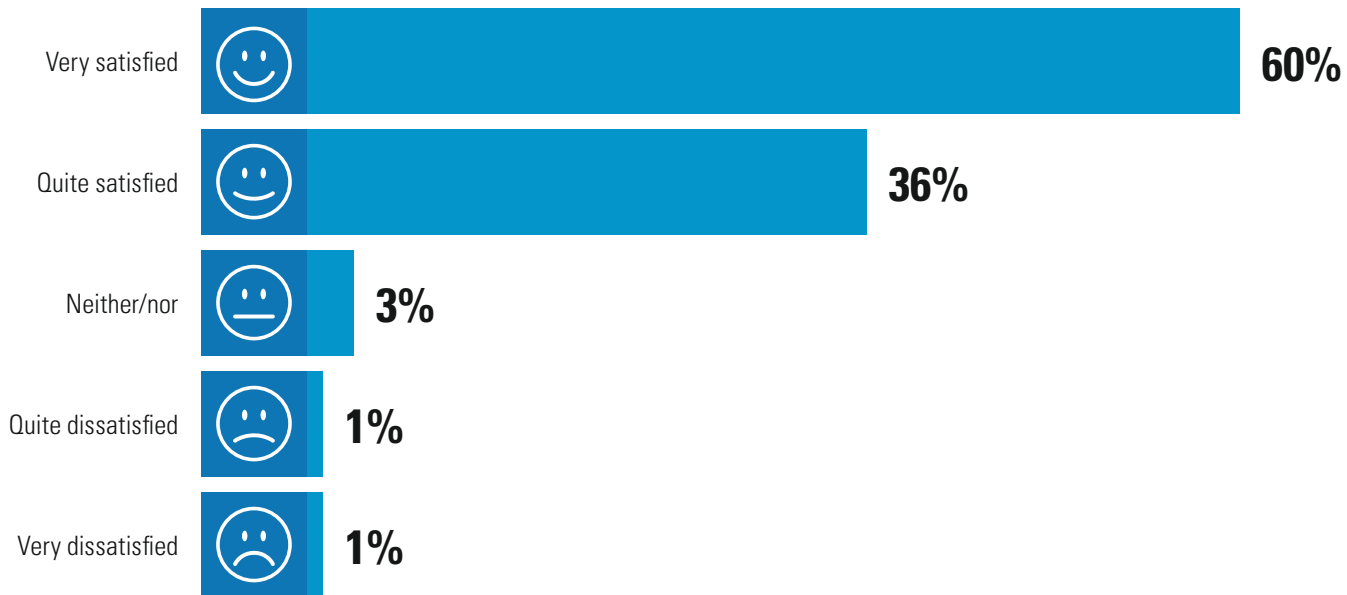
Base: 541

Very unlikely Quite unlikely Quite likely Very likely



Overall satisfaction with the games in Helsinki was very high with visitors most happy with the arena, the atmosphere and the event staff

## Satisfaction with FIBA EuroBasket 2017



Base: 541

## How would you rate your satisfaction with...

	Very dissatisfied/ dissatisfied	Very satisfied/ satisfied	Average score on a 1-5 scale
Arena	1%	94%	4.6
Atmosphere in arena	1%	92%	4.6
Event staff	2%	92%	4.5
Security	4%	86%	4.4
Toilet facilities	1%	85%	4.3
Ticketing	5%	82%	4.3
Information about FIBA EuroBasket	4%	80%	4.3
Game entertainment	3%	77%	4.2
Food/drink	8%	70%	3.9

Base: 541



Tel Aviv







Host city: Tel Aviv

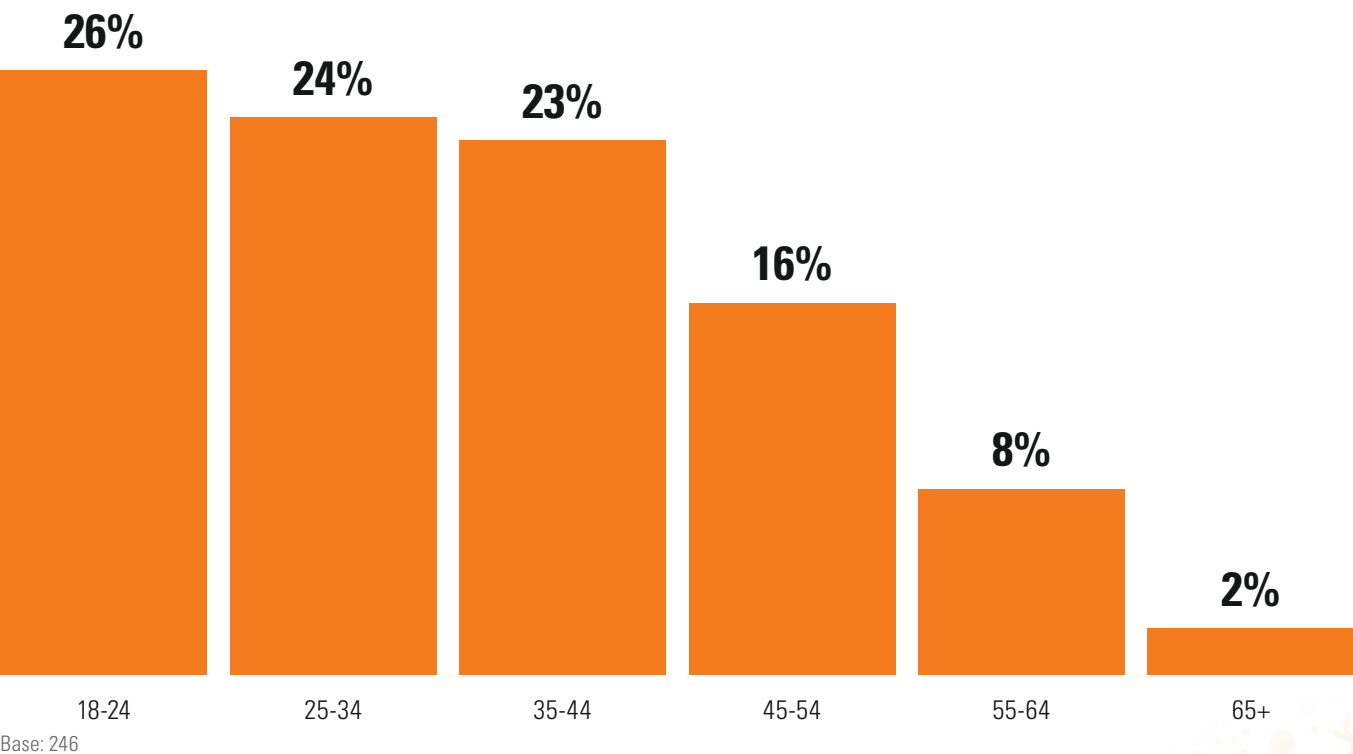
## OVERVIEW OF TEL AVIV

- Over a third (41%) of game attendees in Tel Aviv were from Israel. 79% were male and aged between 18-24 (26%). Most attendees had travelled from other parts of Israel with less than a third (30%) from Tel Aviv.
- The majority (54% very likely) of visitors to Tel Aviv would recommend it as a city to visit, with restaurants/food outlets selected more than any other option as a reason to do so. Shopping was the least selected option with 26% choosing it.
- Overall, attendees were satisfied with FIBA EuroBasket in Tel Aviv with over 90% stating they were satisfied/very satisfied (54% very satisfied). They were particularly happy with the arena (91% satisfied overall), security (88% satisfied overall). Attendees were least happy with the food/drink (65% satisfied/very satisfied) and ticketing (72% satisfied/very satisfied).
- As a result of their visit to games, half of attendees in Tel Aviv are very likely to attend the next FIBA EuroBasket. On top of this, 70% are very likely to watch more basketball while half are very likely to play more basketball.

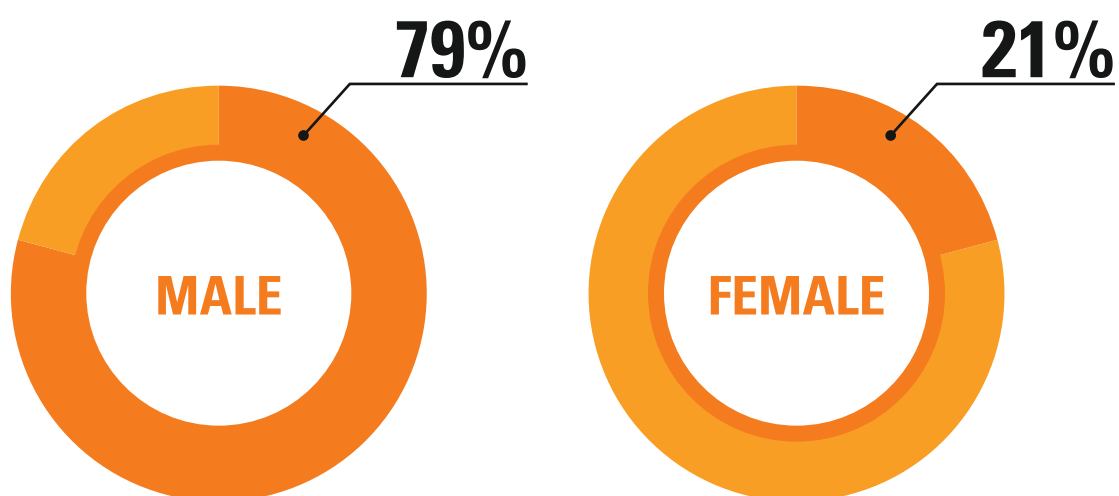
Improving the food/drink and ticketing would have the greatest impact on the overall satisfaction levels of those attending the next games.

## OVERVIEW OF RESPONDENTS IN TEL AVIV

### Respondent Age

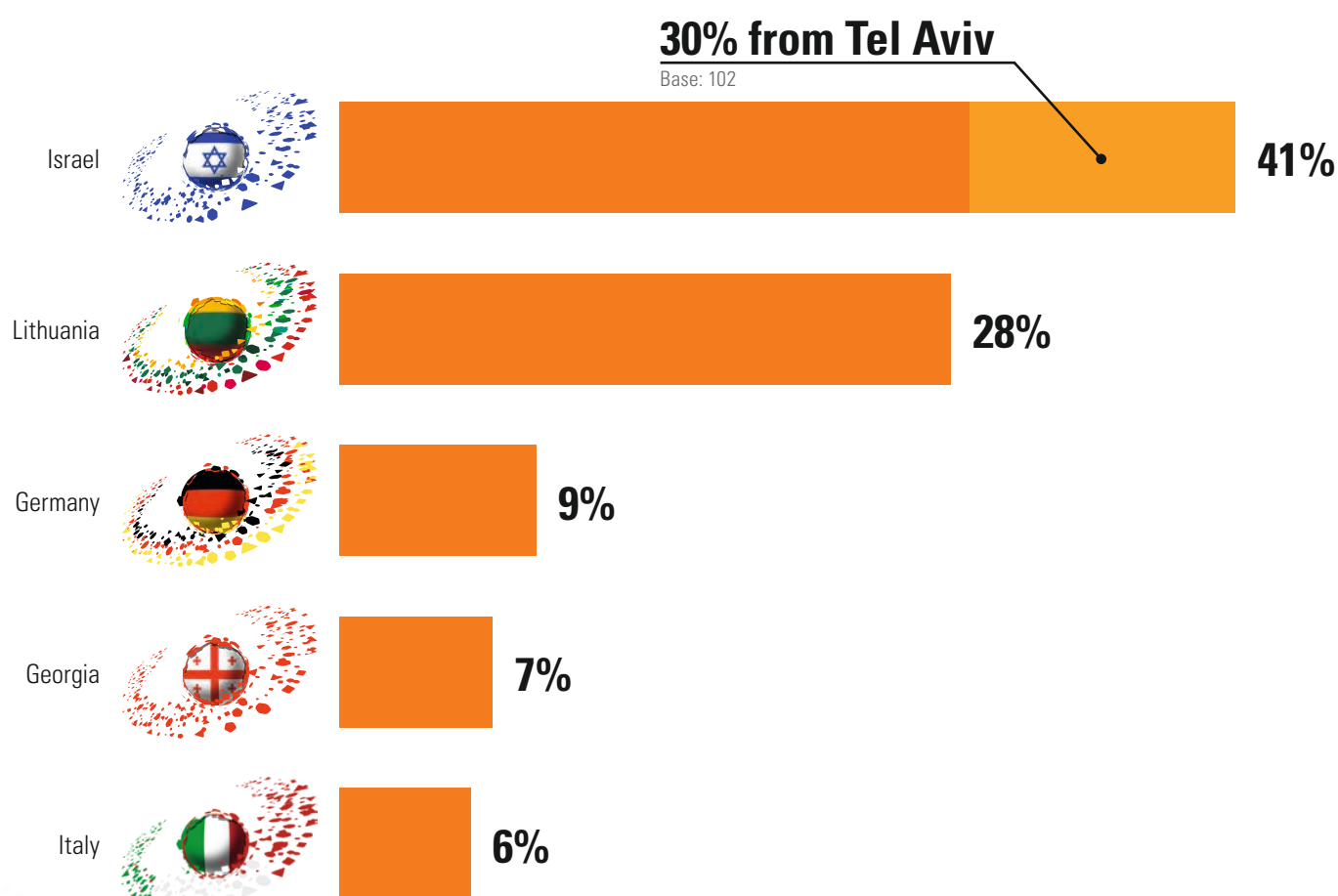


## Gender



Base: 246

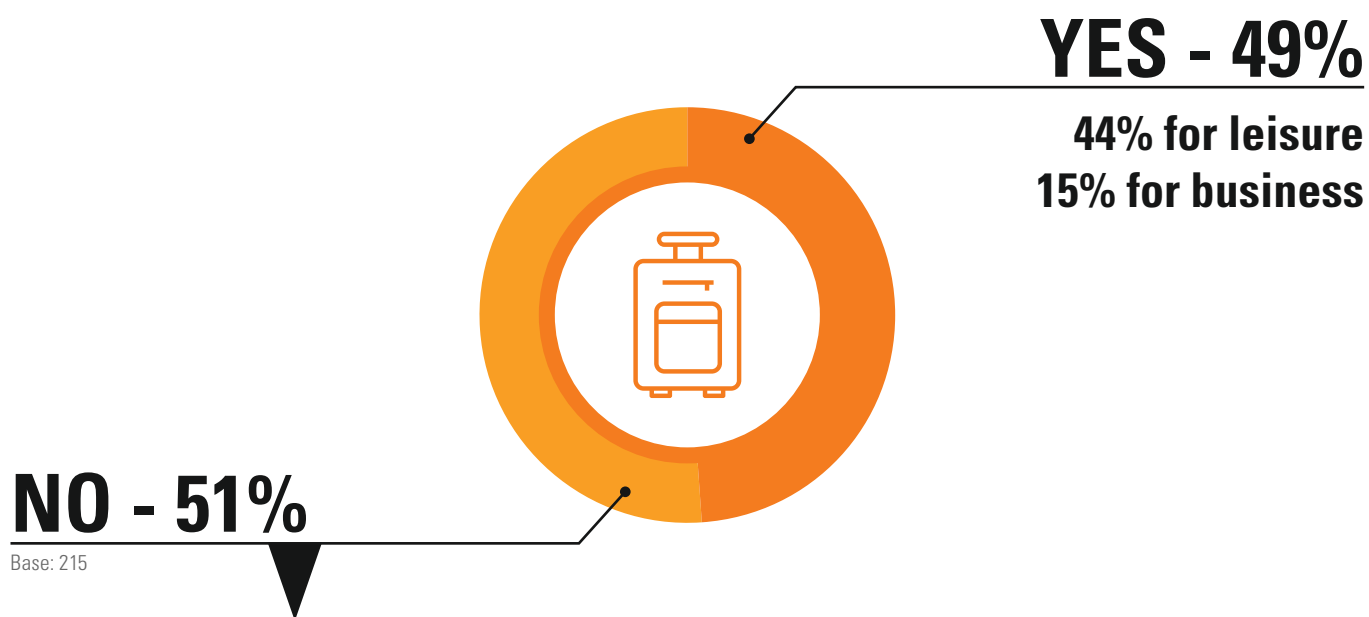
## Country of origin



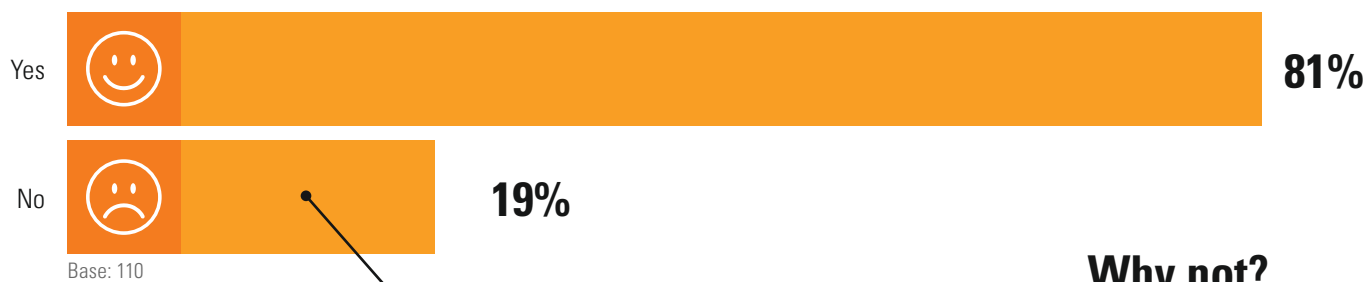
Base: 246

Just under half of game attendees had visited Tel Aviv previously and this was mostly for leisure purposes

## Visited the city before



## Considered visiting Tel Aviv



### Why not?

"Security reasons."

"Too hot."

"Too expensive."

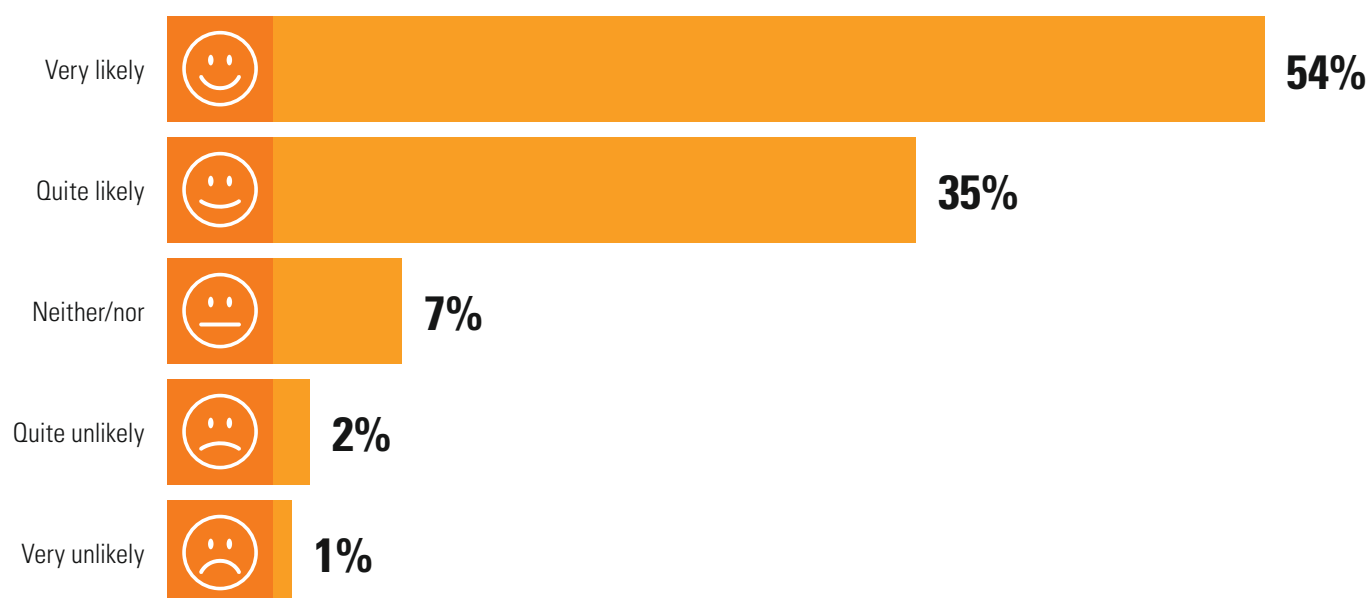
Base: 19 (low base)





Over half of attendees would be very likely to recommend Tel Aviv as a city to visit

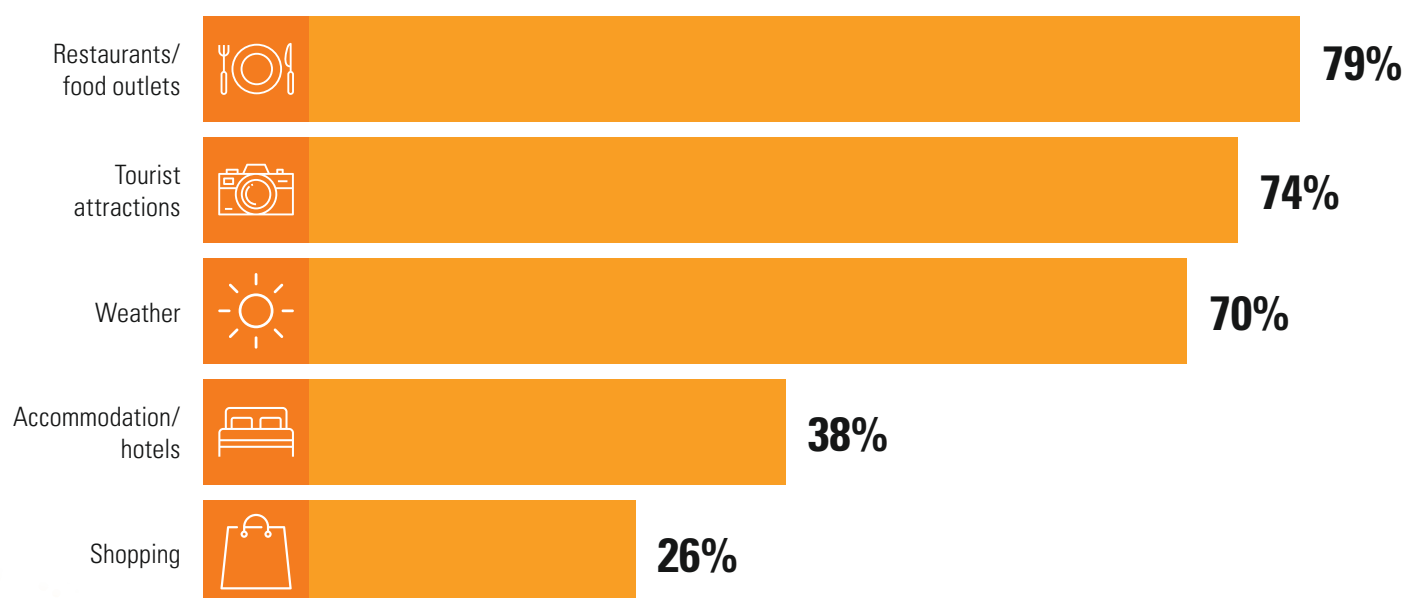
## Likely to recommend Tel Aviv



Base: 215

The restaurant/food outlets was selected most often as a reason to visit Tel Aviv while shopping was selected the least

## Reasons to recommend Tel Aviv

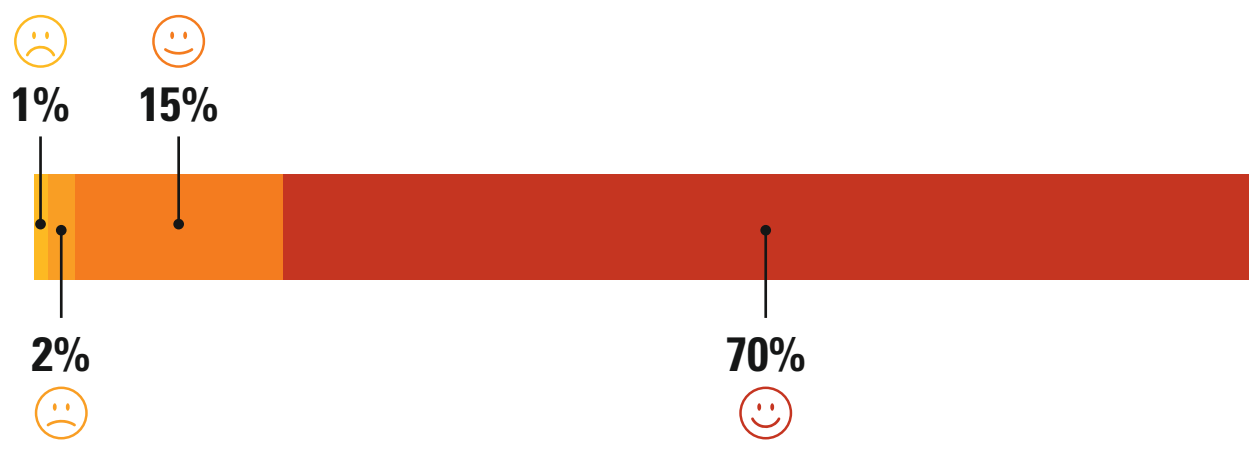


Base: 192

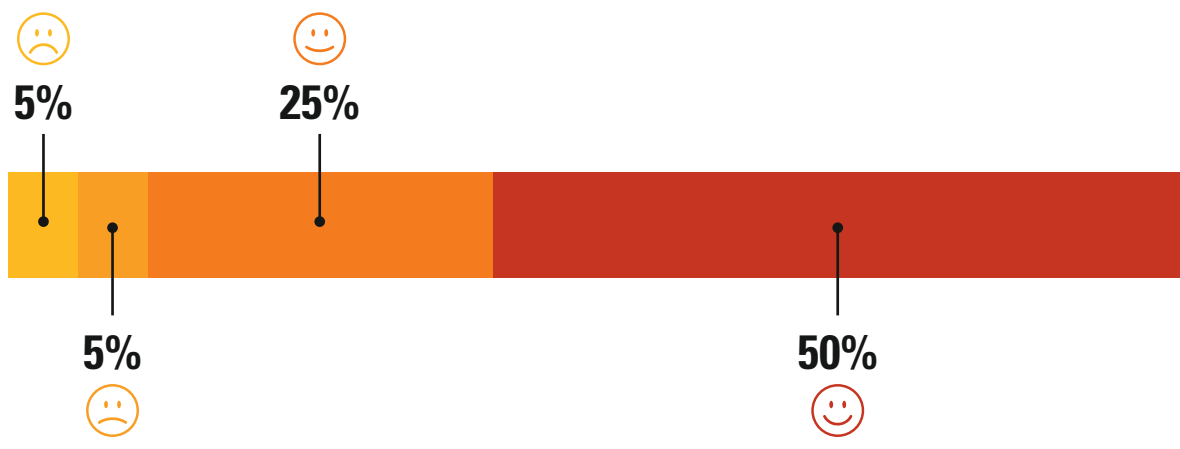
Half of game attendees were very likely to play more basketball and attend the next tournament with 70% very likely to watch more basketball

## How likely are you to...

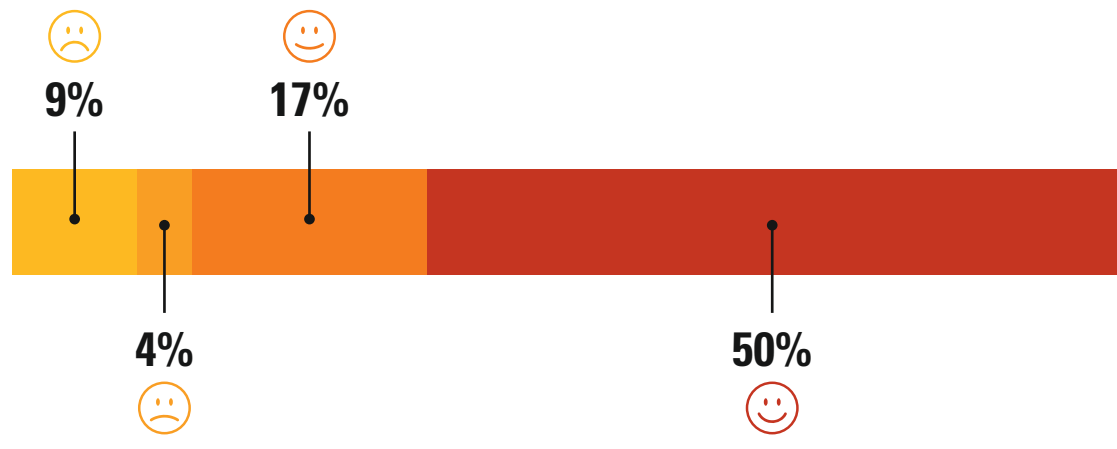
Watch more basketball



Attend the next FIBA EuroBasket tournament



Play more basketball

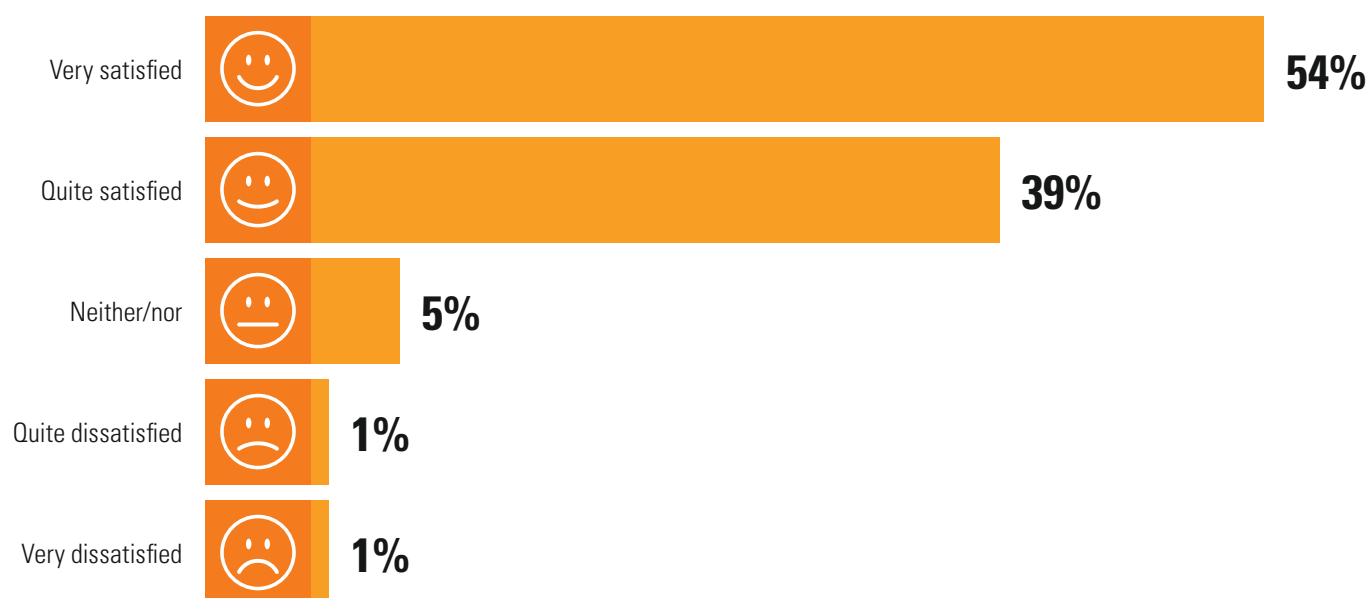


Base: 246    Very unlikely    Quite unlikely    Quite likely    Very likely



Overall satisfaction was very high in Tel Aviv with the arena and security having the greatest impact on this

## Satisfaction with FIBA EuroBasket 2017



Base: 246

## How would you rate your satisfaction with...

	Very dissatisfied/ dissatisfied	Very satisfied/ satisfied	Average score on a 1-5 scale
Arena	1%	91%	4.6
Security	2%	88%	4.6
Event staff	2%	87%	4.5
Atmosphere in arena	4%	85%	4.5
Information about FIBA EuroBasket	4%	83%	4.4
Toilet facilities	3%	80%	4.4
Game entertainment	6%	79%	4.3
Ticketing	10%	72%	4.1
Food/drink	12%	65%	3.9

Base: 246





Cluj-Napoca







Host city: Cluj-Napoca

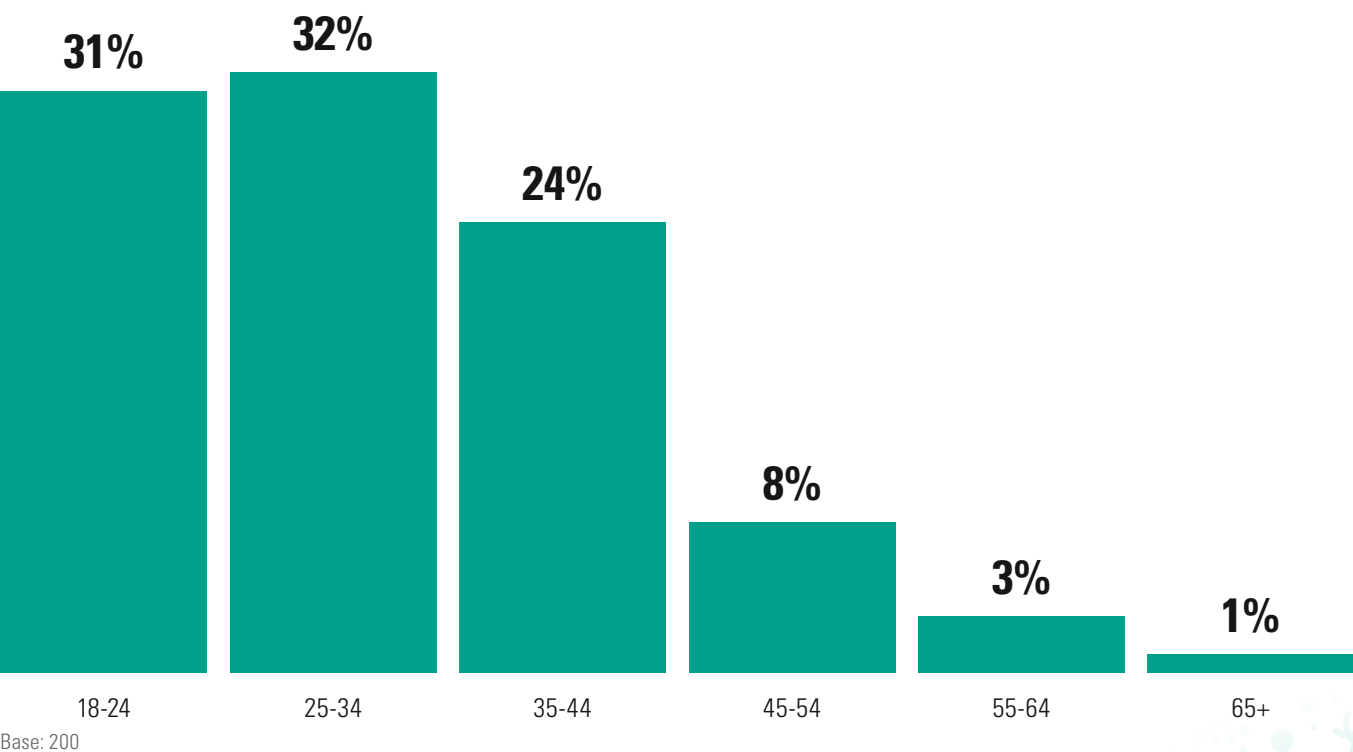
## OVERVIEW OF CLUJ-NAPOCA

- The majority of game attendees in Cluj-Napoca were from Romania (80%) and males (60%) aged between 35-44 (32%).
- Overall, attendees were satisfied with FIBA EuroBasket held in Cluj-Napoca, with over 90% stating they were satisfied/very satisfied (45% very satisfied). They were particularly happy with the arenas (76% very satisfied), event staff (59% very satisfied). Attendees were least satisfied with the food/drink (22% very satisfied), ticketing (35% very satisfied) and toilet facilities (34% very satisfied).
- Over forty percent (41%) of attendees in Cluj-Napoca are very likely to attend the next FIBA EuroBasket. As a result of their visit to FIBA EuroBasket, just over a third (34%) of attendees are very likely to play more basketball while almost sixty percent (57%) are very likely to watch more basketball.
- The majority of visitors (90%) to Cluj-Napoca are likely/very likely to recommend the city as a place to visit, with tourist attractions (46%) ranking as the highest reason.

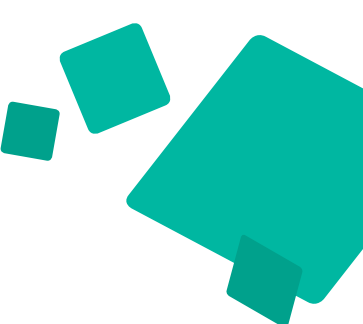
Improving the food/drink on offer to the fans, ticketing and toilet facilities would have the biggest impact on the overall satisfaction while at the games.

## OVERVIEW OF RESPONDENTS IN CLUJ-NAPOCA

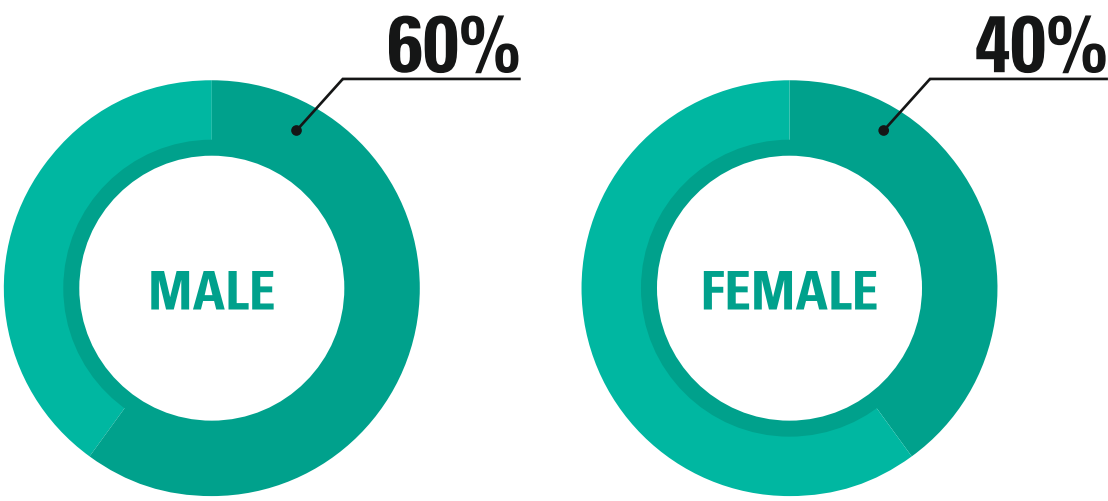
### Respondent Age





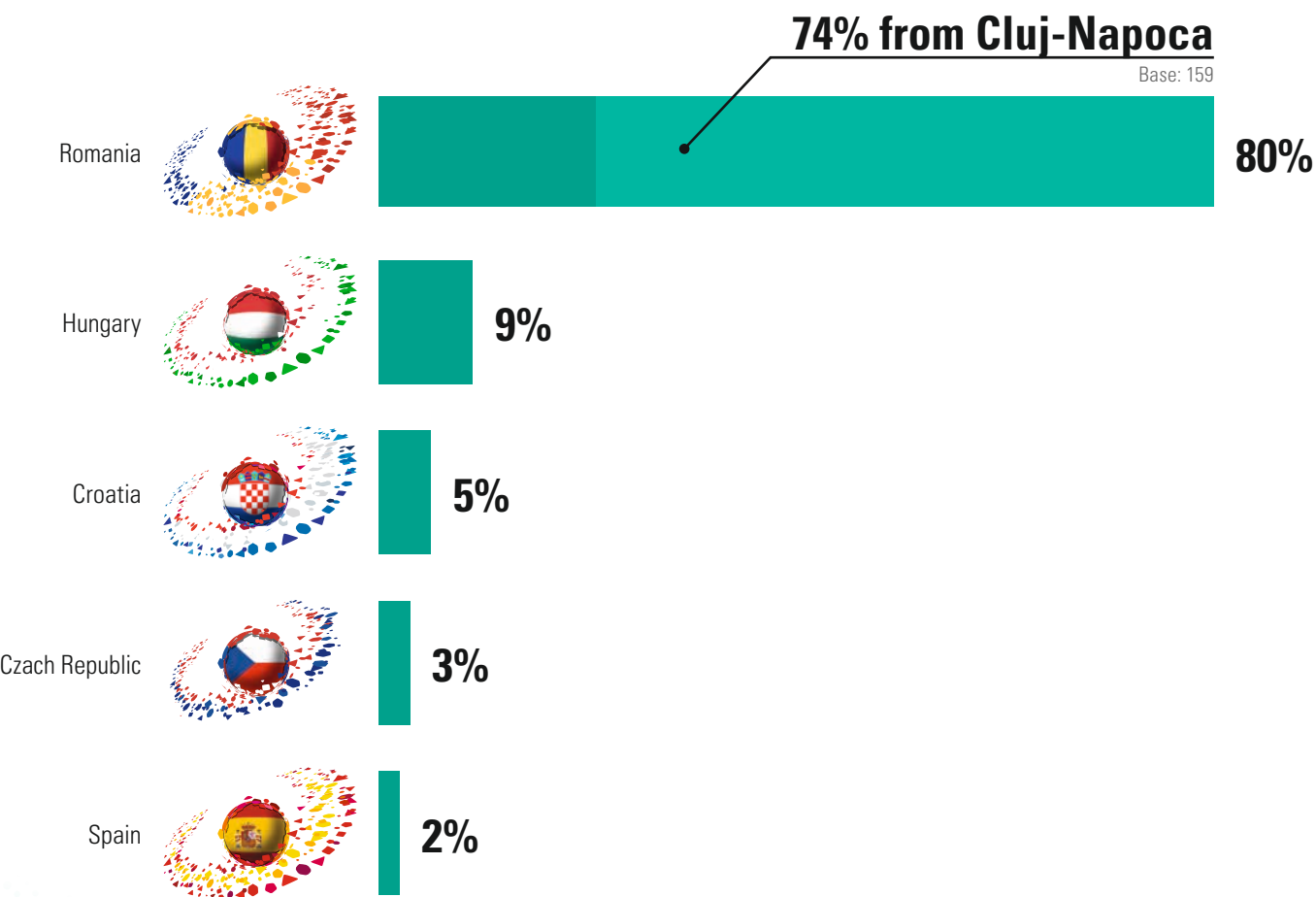


# Gender



Base: 200, Prefer not to disclose - 1%

# Country of origin



Base: 200

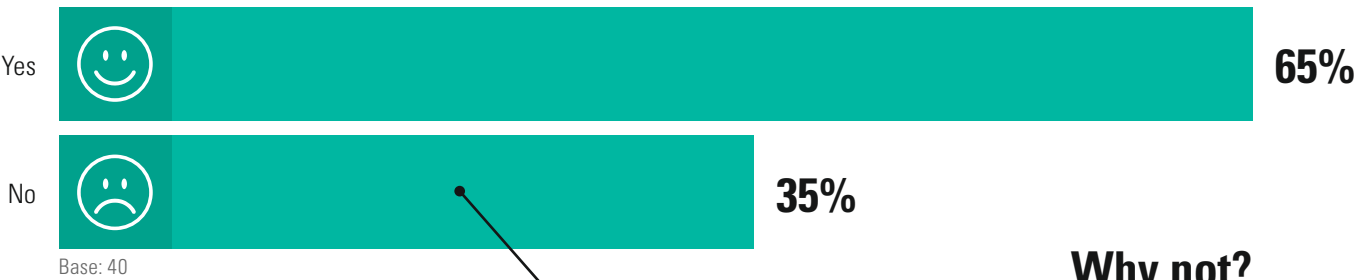


Over a third of respondents that had visited Cluj-Napoca before did so for leisure while almost a quarter were there for business

Visited the city before



Considered visiting Cluj-Napoca



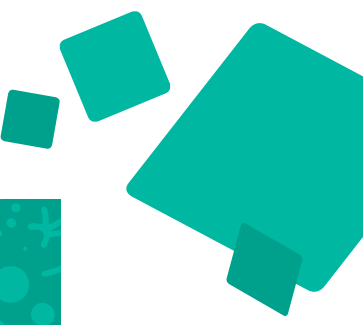
Why not?

"My family always goes on vacation to Western Europe."

"It isn't attractive."

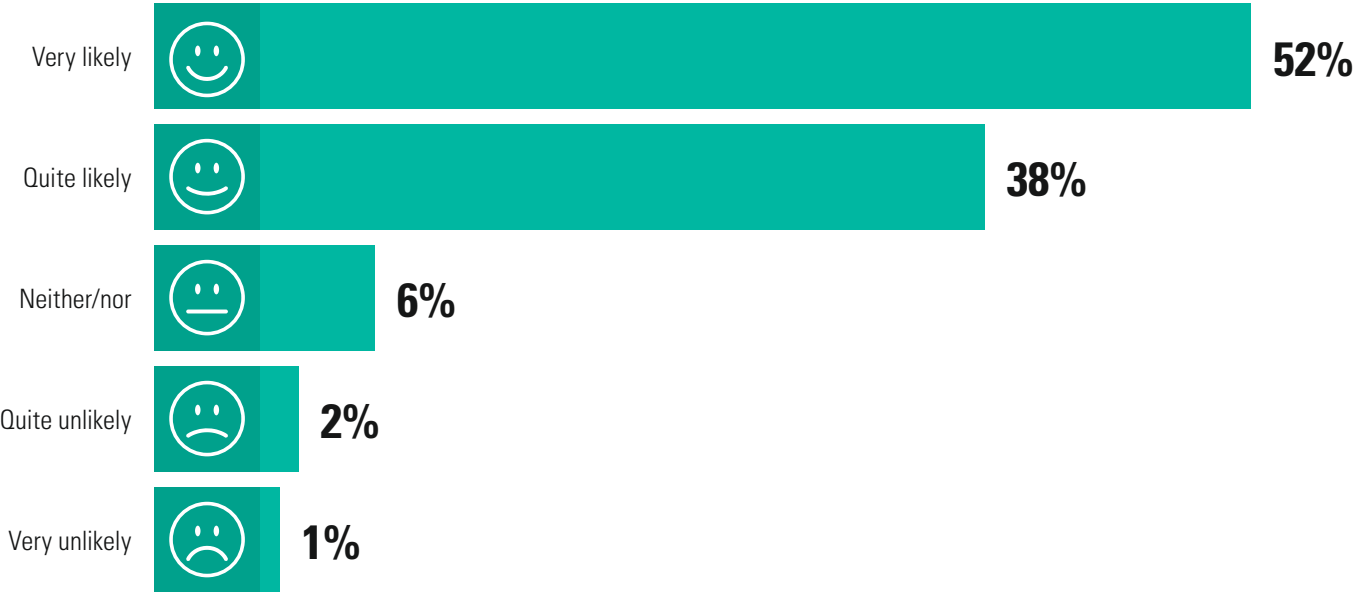
"I do not find it a tourist destination."

Base: 13 (low base)



Of the attendees that had visited the city before, 90% cited they would be likely to recommend Cluj-Napoca as a place to visit

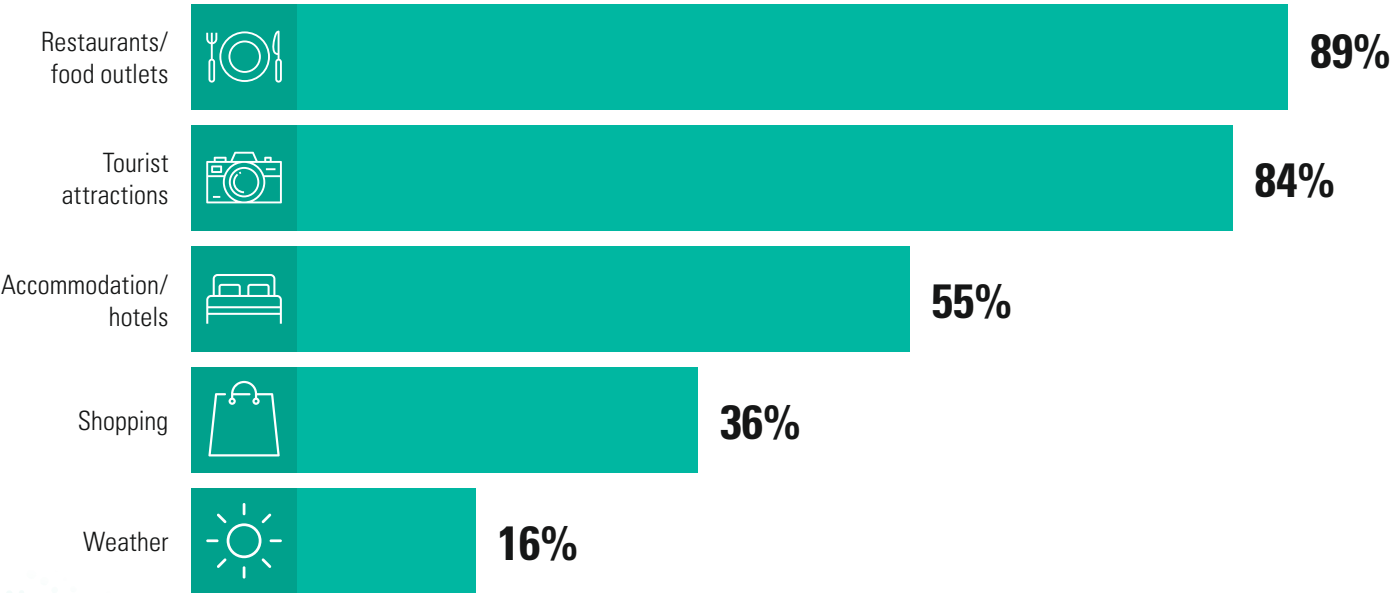
### Likely to recommend Cluj-Napoca



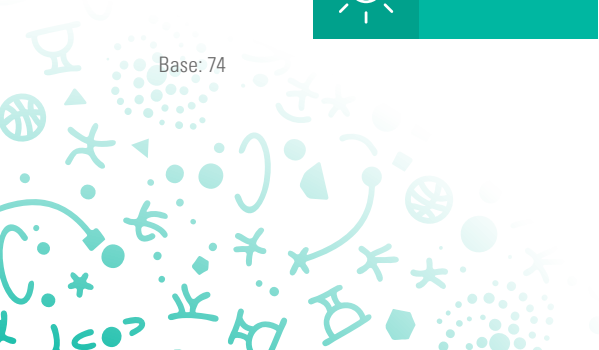
Base: 82

Restaurants/food outlets was the most selected reason to recommend Cluj-Napoca as a city to visit

### Reasons to recommend Cluj-Napoca



Base: 74

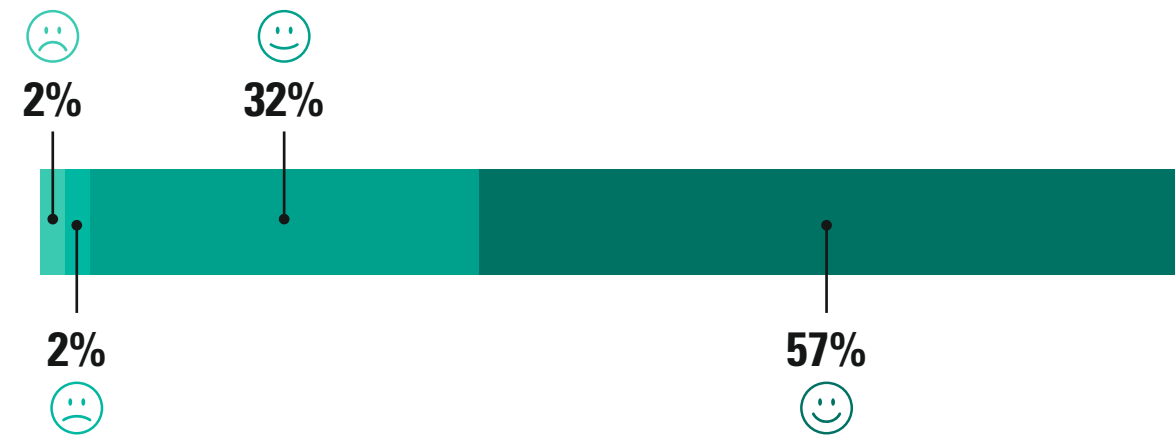




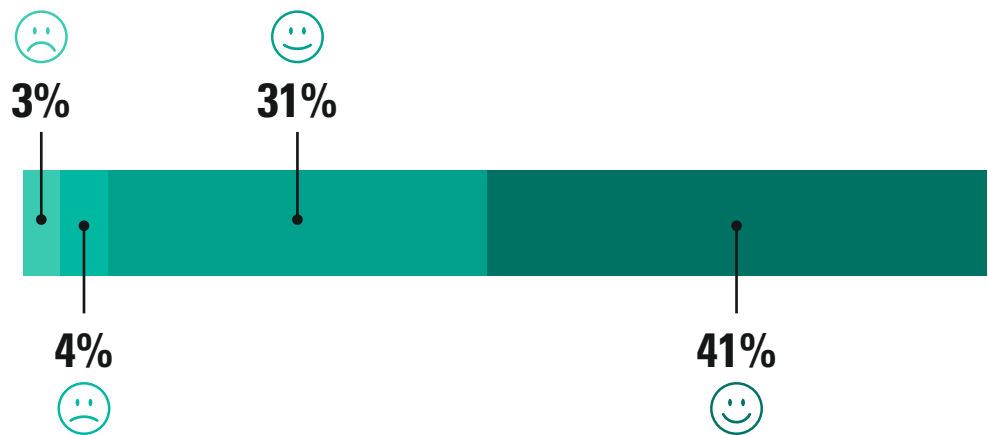
As a result of attending the games, 41% of visitors are very likely to attend the next games while more than a third are very likely to play more basketball

How likely are you to...

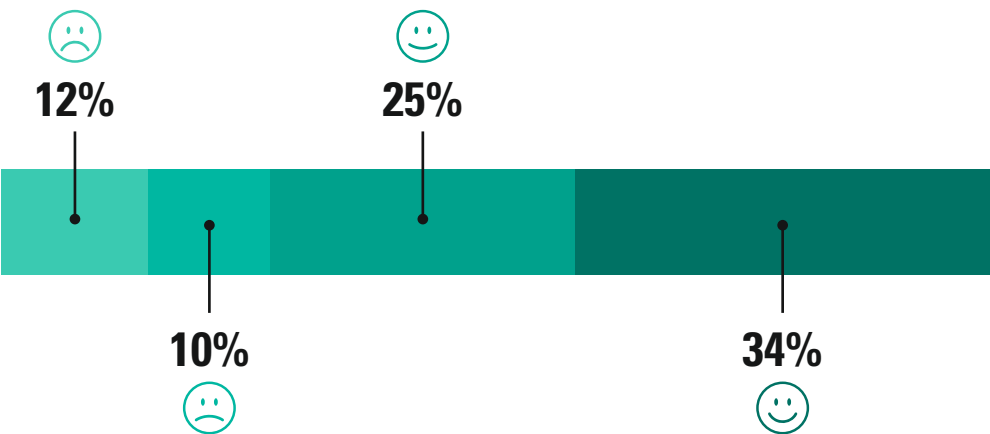
Watch more basketball



Attend the next FIBA EuroBasket tournament



Play more basketball

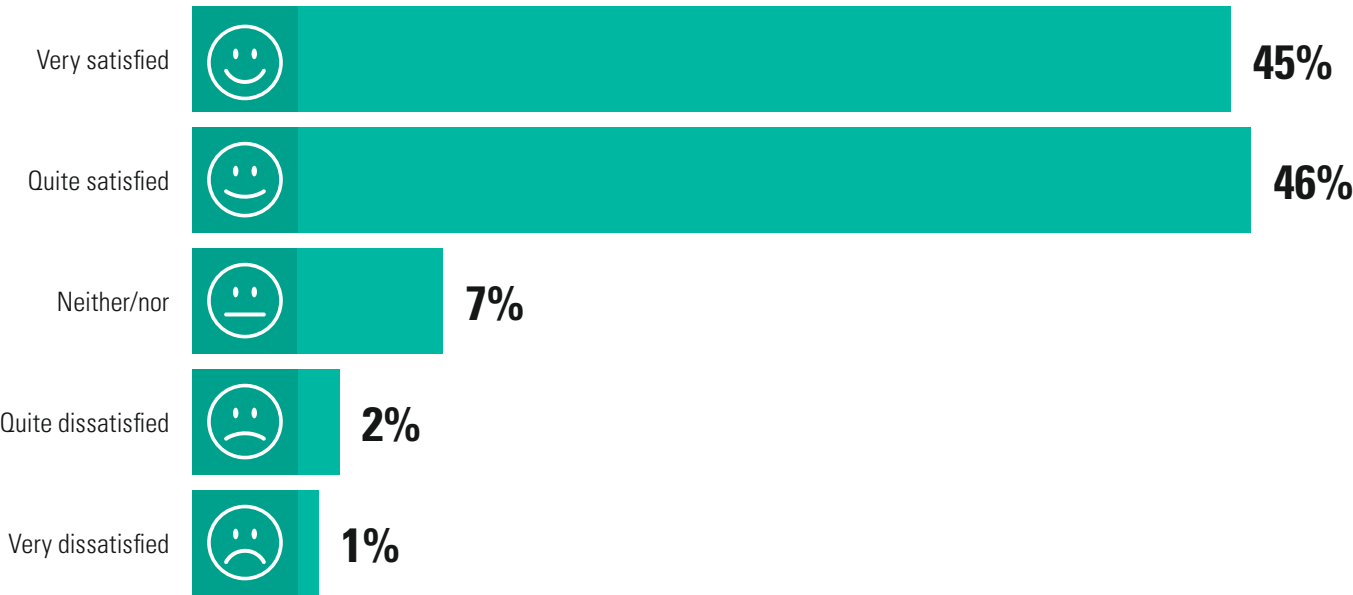


Base: 200    Very unlikely    Quite unlikely    Quite likely    Very likely



Overall satisfaction with games was high with the arena used for the games in Cluj-Napoca receiving the highest score

## Satisfaction with FIBA EuroBasket 2017



Base: 200

## How would you rate your satisfaction with...

	Very dissatisfied/ dissatisfied	Very satisfied/ satisfied	Average score on a 1-5 scale
Arena	2%	94%	4.7
Event staff	4%	86%	4.4
Security	5%	84%	4.2
Atmosphere in arena	9%	83%	4.2
Game entertainment	9%	75%	4.0
Information about FIBA EuroBasket	9%	74%	4.0
Toilet facilities	9%	73%	4.0
Ticketing	13%	67%	3.9
Food/drink	17%	61%	3.6

Base: 200





Istanbul







Host city: Istanbul

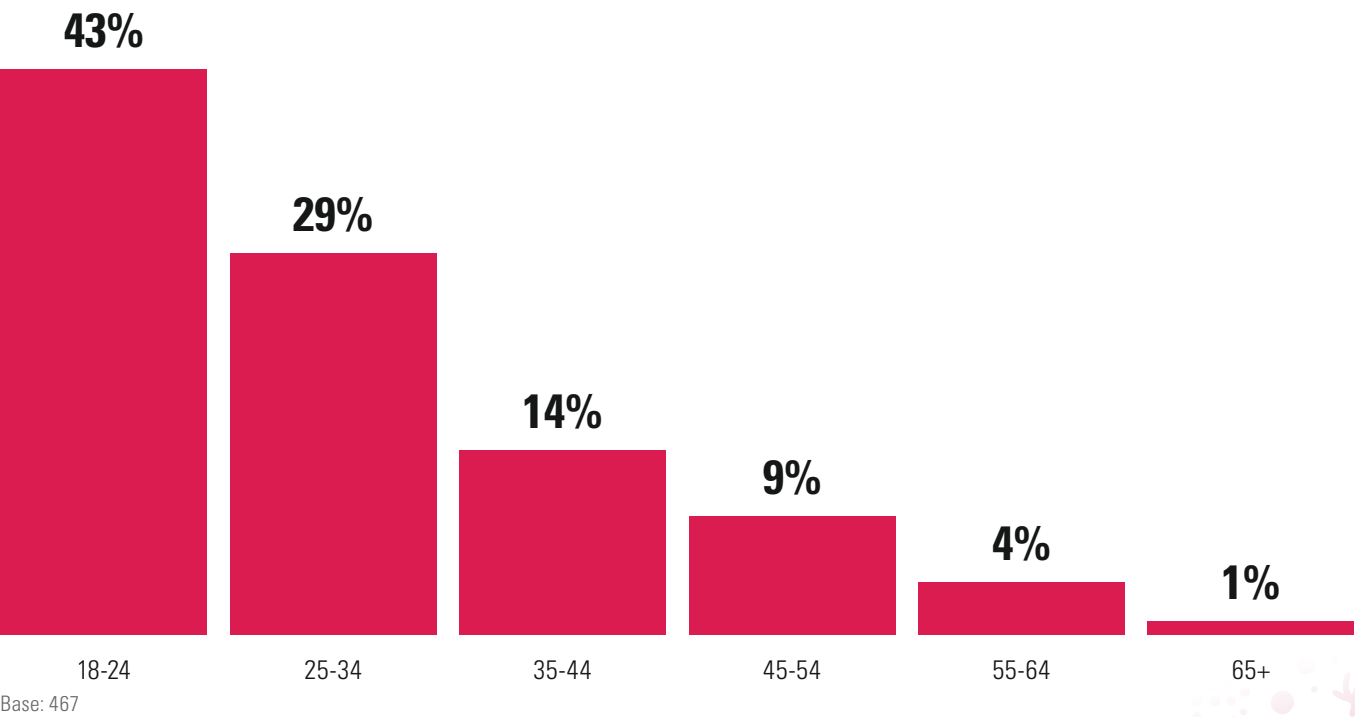
## OVERVIEW OF ISTANBUL

- Almost half of the game attendees in Istanbul were from Turkey (46%) and were males (69%) aged between 18-24 (38%). Most of the Turkish attendees were from Istanbul (88%).
- Overall attendees were satisfied with FIBA EuroBasket in Istanbul with 88% stating they were satisfied/very satisfied (45% very satisfied). They were particularly happy with the arena (89% satisfied overall), staff (68% satisfied overall). Attendees were least satisfied with the toilet facilities (37% very satisfied) and food/drink (42% very satisfied).
- Over half (58%) of attendees in Istanbul are very likely to attend the next FIBA EuroBasket. As a result of their visit to FIBA EuroBasket, around two thirds of attendees are very likely to watch more basketball while just under half (48%) are very likely to play more basketball.
- The majority (94%) of visitors to Istanbul would recommend it as a city to visit, with 80% ranking tourist attractions as the main reason to visit the city. The visitors mostly ranked the weather (24%) as the reason to not recommend it.

Improving the toilet facilities, security as well as the food/drink offered at the games would impact the overall satisfaction levels of visitors to the games the most.

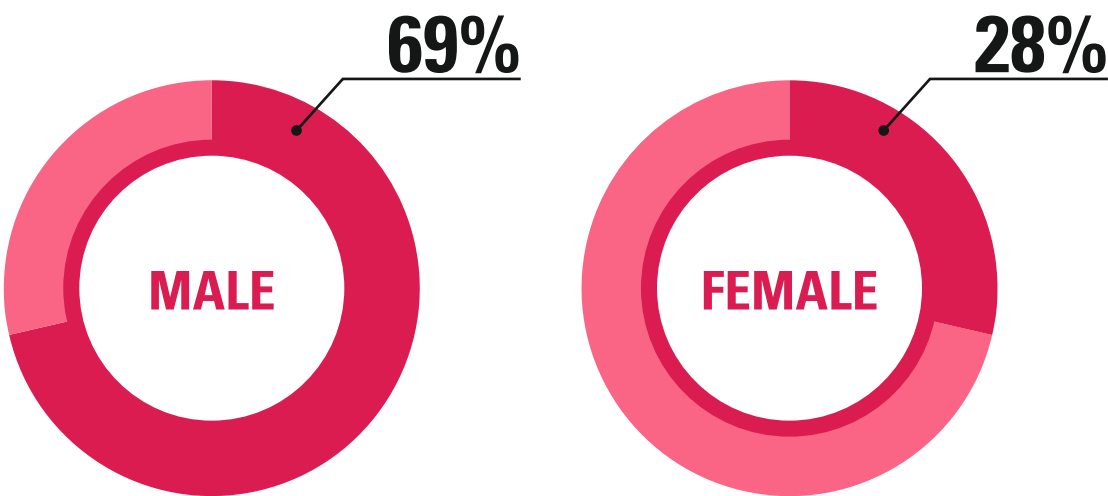
## OVERVIEW OF RESPONDENTS IN ISTANBUL

### Respondent Age



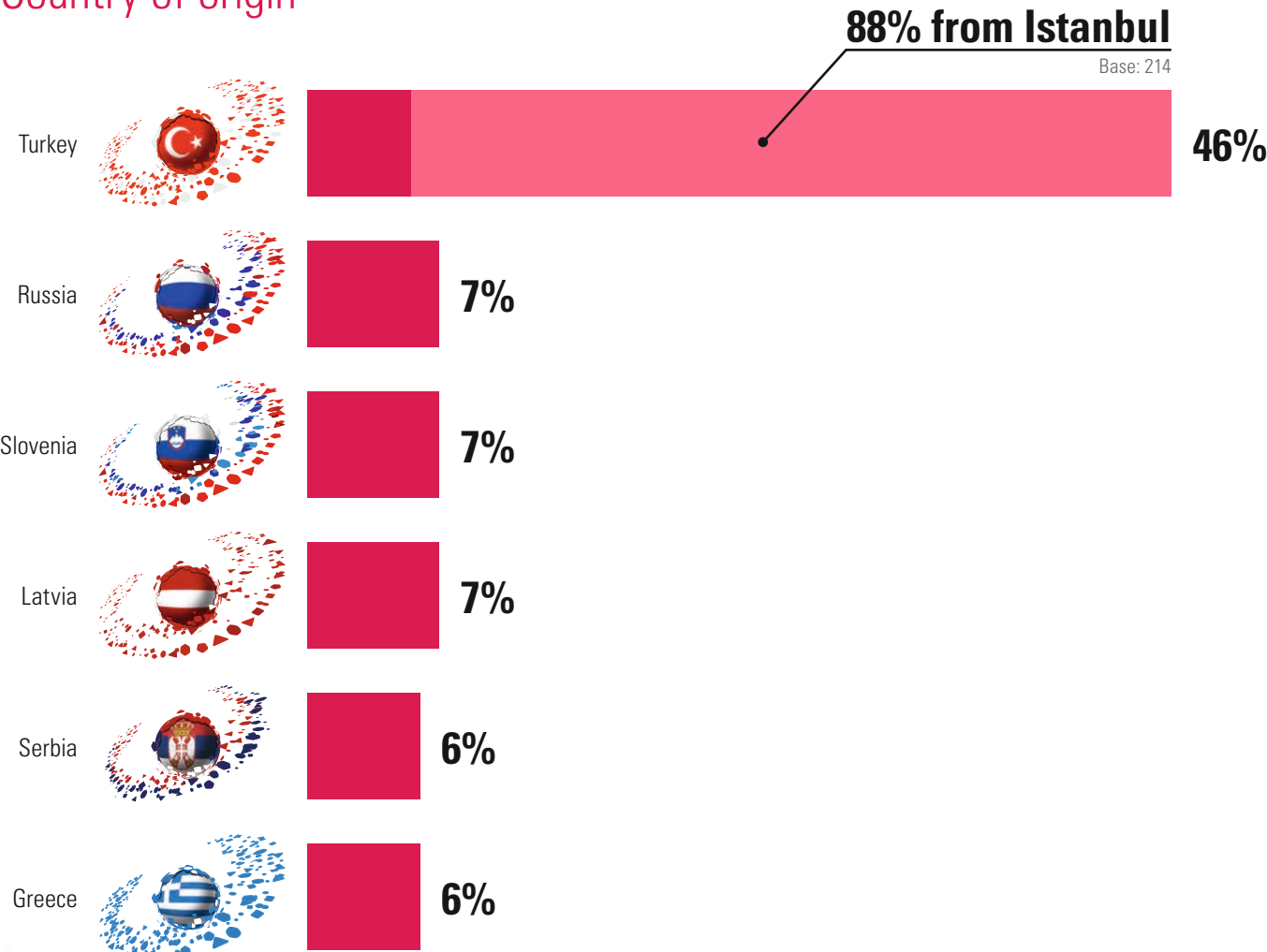


# Gender



Base: 467, Prefer not to disclose - 3%

# Country of origin

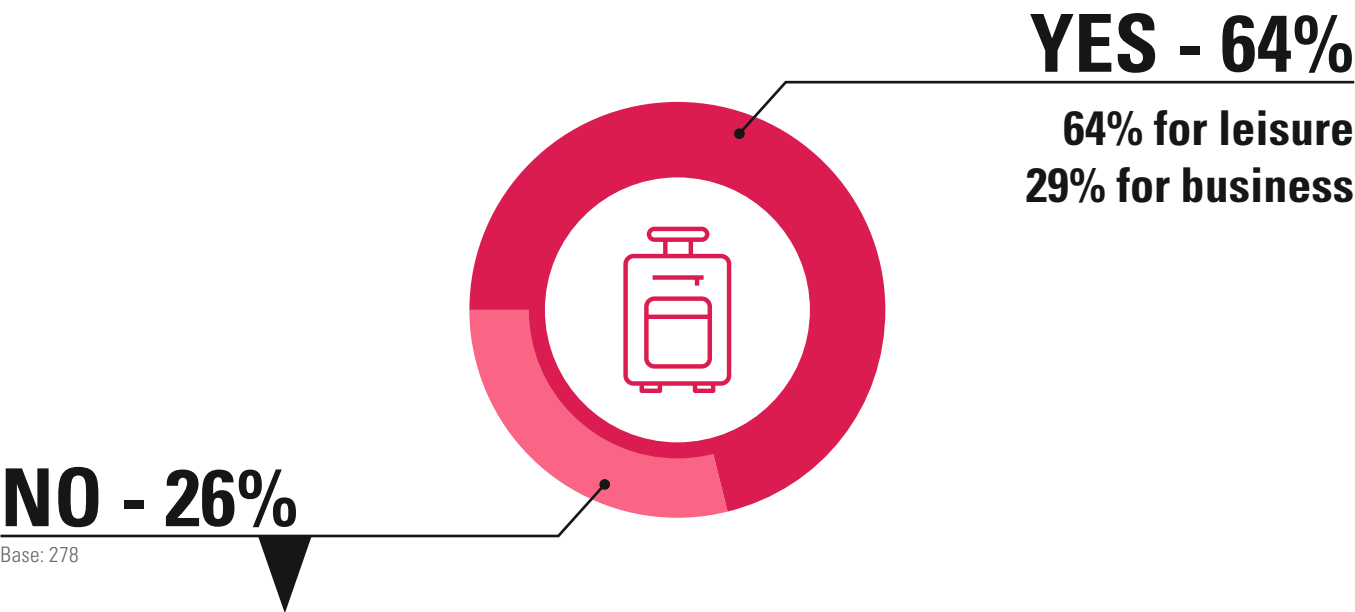


Base: 467



Almost two thirds of visitors had been to the city before with most having done so for leisure

Visited the city before



Considered visiting Istanbul



**Why not?**

*"Not interested/not in my plans"*

*"Safety."*

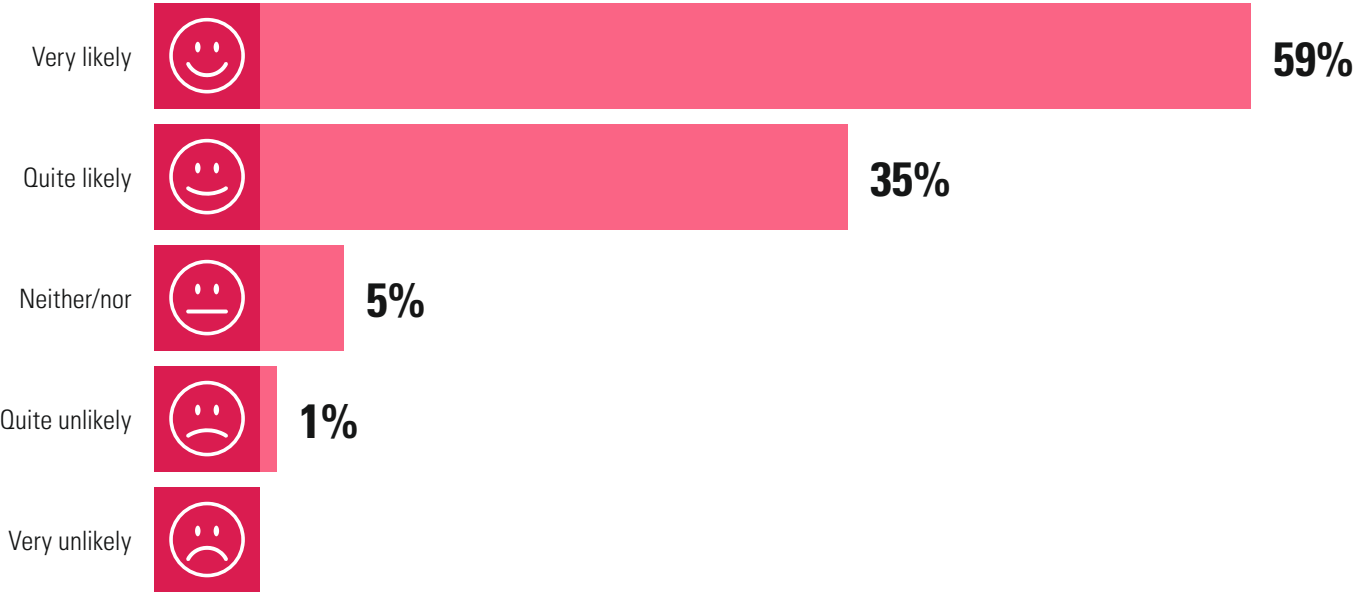
*"Too hot."*

Base: 7 (low base)



The majority of previous visitors to the city were very likely to recommend Istanbul as a place to visit

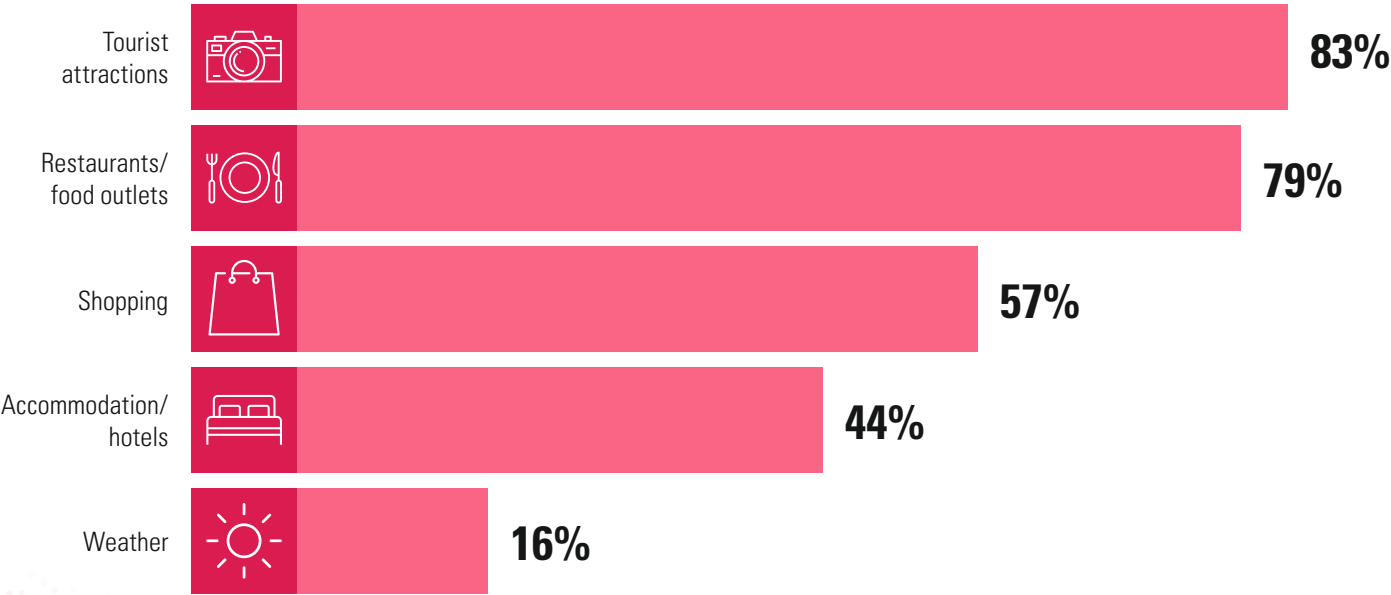
### Likely to recommend Istanbul



Base: 278

Tourist attractions ranked highest in terms of reasons to visit Istanbul while the weather was ranked the lowest

### Reasons to recommend Istanbul

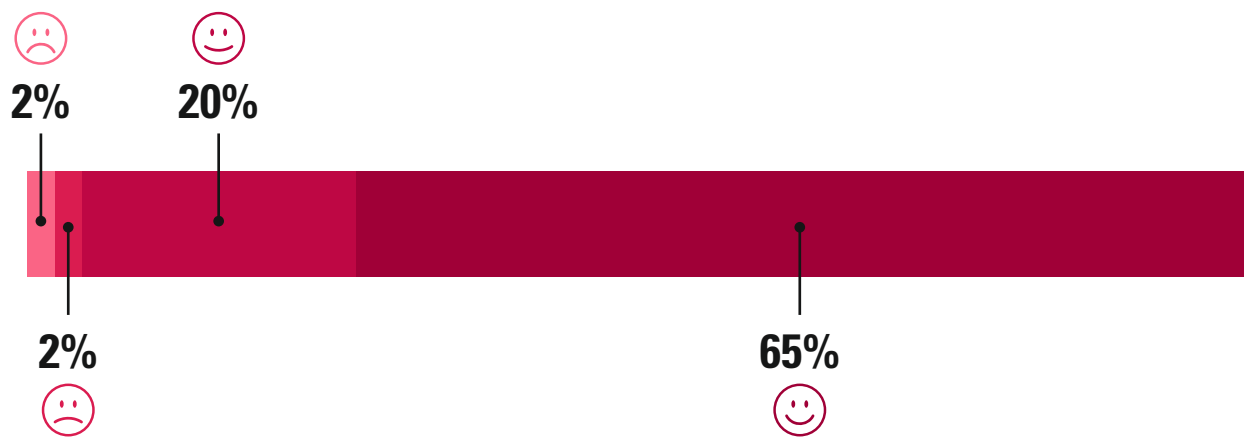


Base: 261

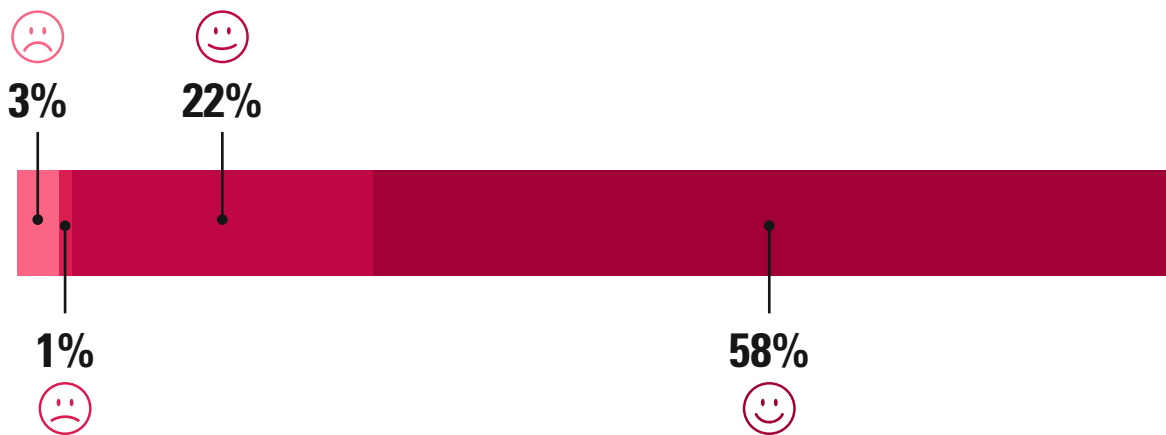
Following FIBA EuroBasket, almost two thirds are very likely to watch more basketball with 58% very likely to attend the next games

How likely are you to...

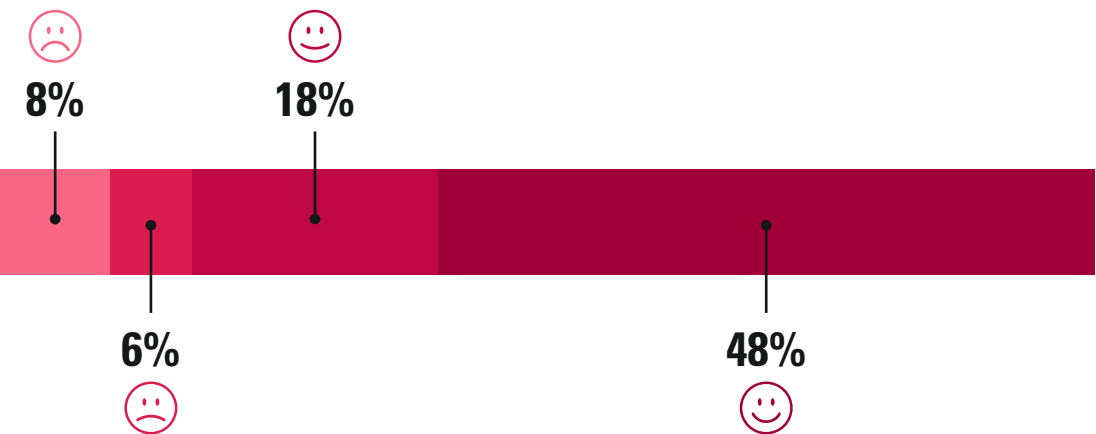
Watch more basketball



Attend the next FIBA EuroBasket tournament



Play more basketball



Base: 467

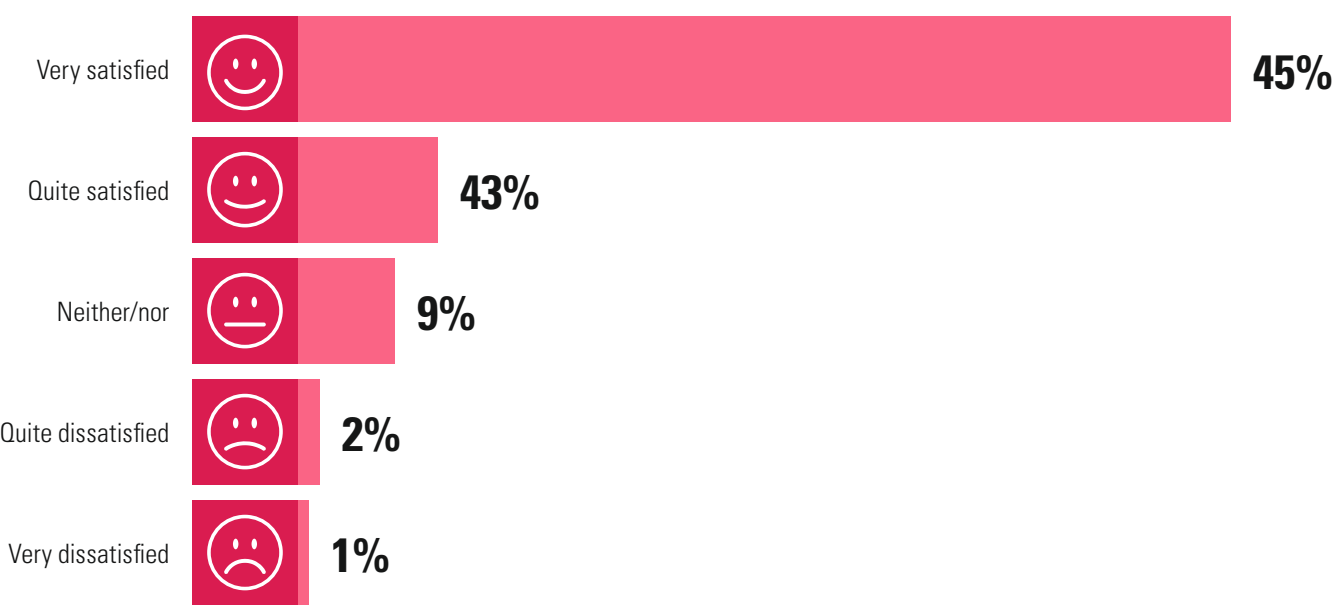
Very unlikely Quite unlikely Quite likely Very likely



Arena and event staff had greatest impact on overall satisfaction with visitors while security and toilet facilities had the least



## Satisfaction with FIBA EuroBasket 2017



Base: 467

## How would you rate your satisfaction with...

	Very dissatisfied/ dissatisfied	Very satisfied/ satisfied	Average score on a 1-5 scale
Arena	3%	89%	4.5
Event staff	3%	88%	4.5
Game entertainment	4%	83%	4.4
Atmosphere in arena	6%	82%	4.3
Information about FIBA EuroBasket	7%	79%	4.2
Ticketing	6%	76%	4.2
Food/drink	13%	71%	4.0
Security	18%	70%	3.9
Toilet facilities	13%	70%	3.9

Base: 467





# Visitors' Survey

APPENDIX

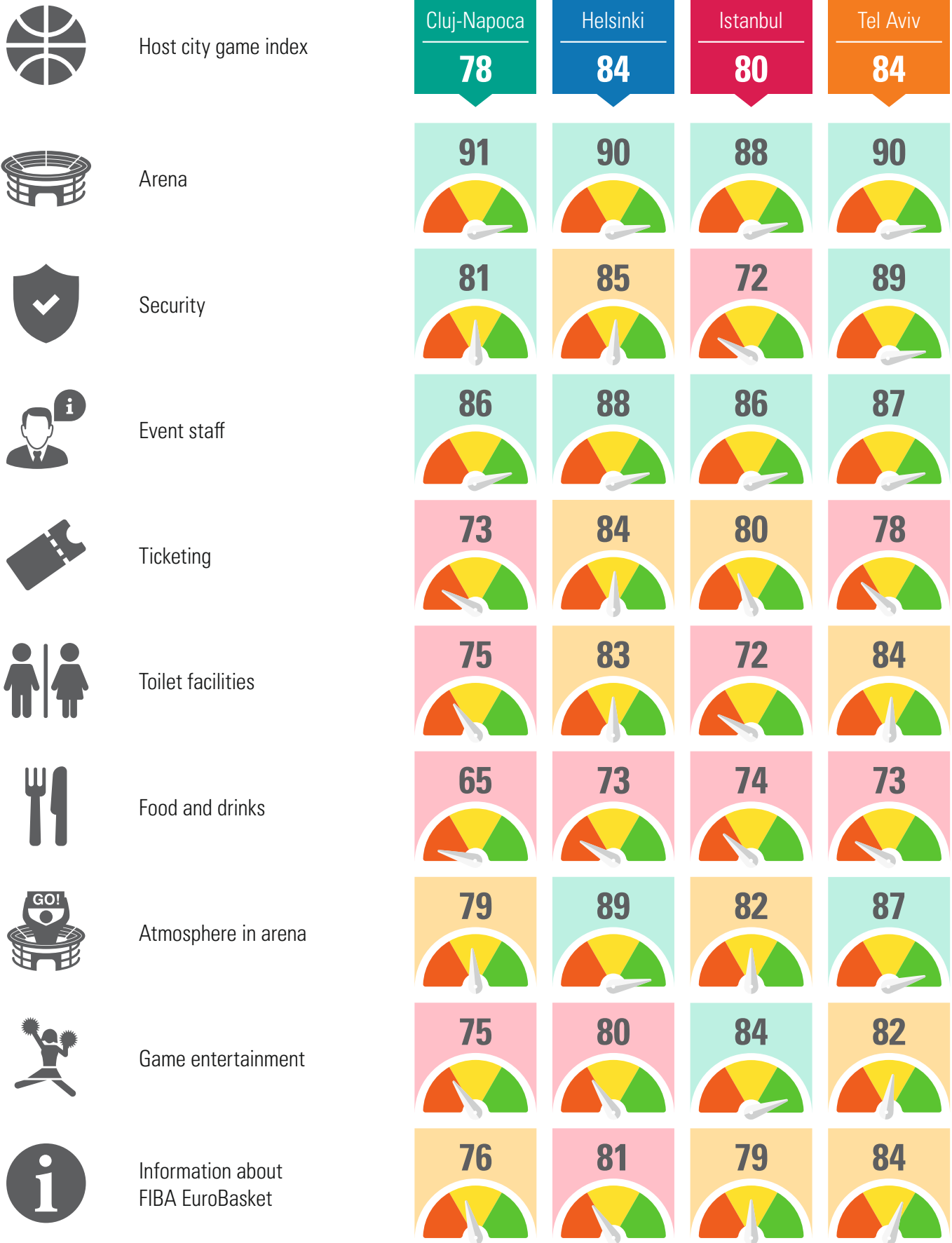








# GAME INDEX BREAKDOWN



■ Significantly higher than host city game index   
 ■ No significant difference to host city index   
 ■ Significantly lower than host city game index

Scores calculated by assigning a numeric value to each level of response (e.g. Very satisfied=100, Satisfied=75, etc.).













SRB	53	45	TUR
Points			
S. Jovic	9	9	F. Keremaz
Rebounds			
B. Kucenic	6	4	S. Erdem
Assists			
S. Jovic	7	3	C. Osman

SRB 53 - 45 TUR  
00:25 3.P

Serbia

ET  
URKEY





**FIBA EUROBASKET 2017  
ECONOMIC AND SOCIAL IMPACT STUDY**





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FIBA PARTNERS

