

The Giro d'Italia in Denmark:

A Critical Look at the Economic Impact

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Outline



- ① Introduction
- ② Theoretical / methodological issues
- ③ Empirical design
- ④ Results
- ⑤ Conclusion

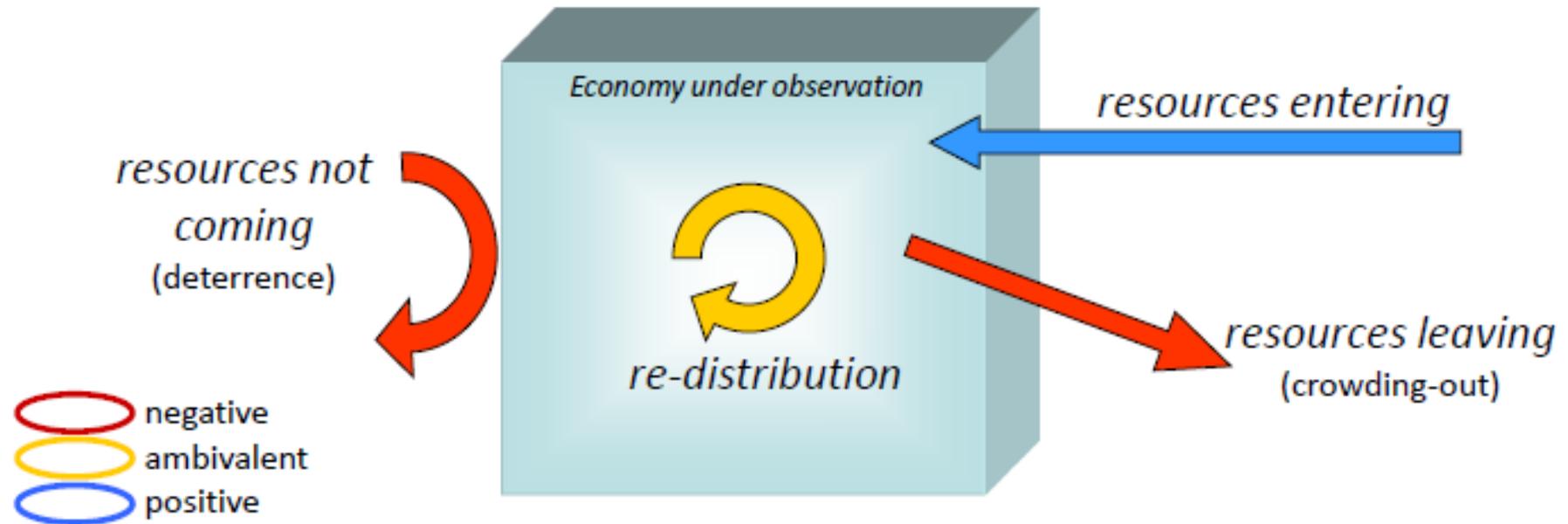


About us!

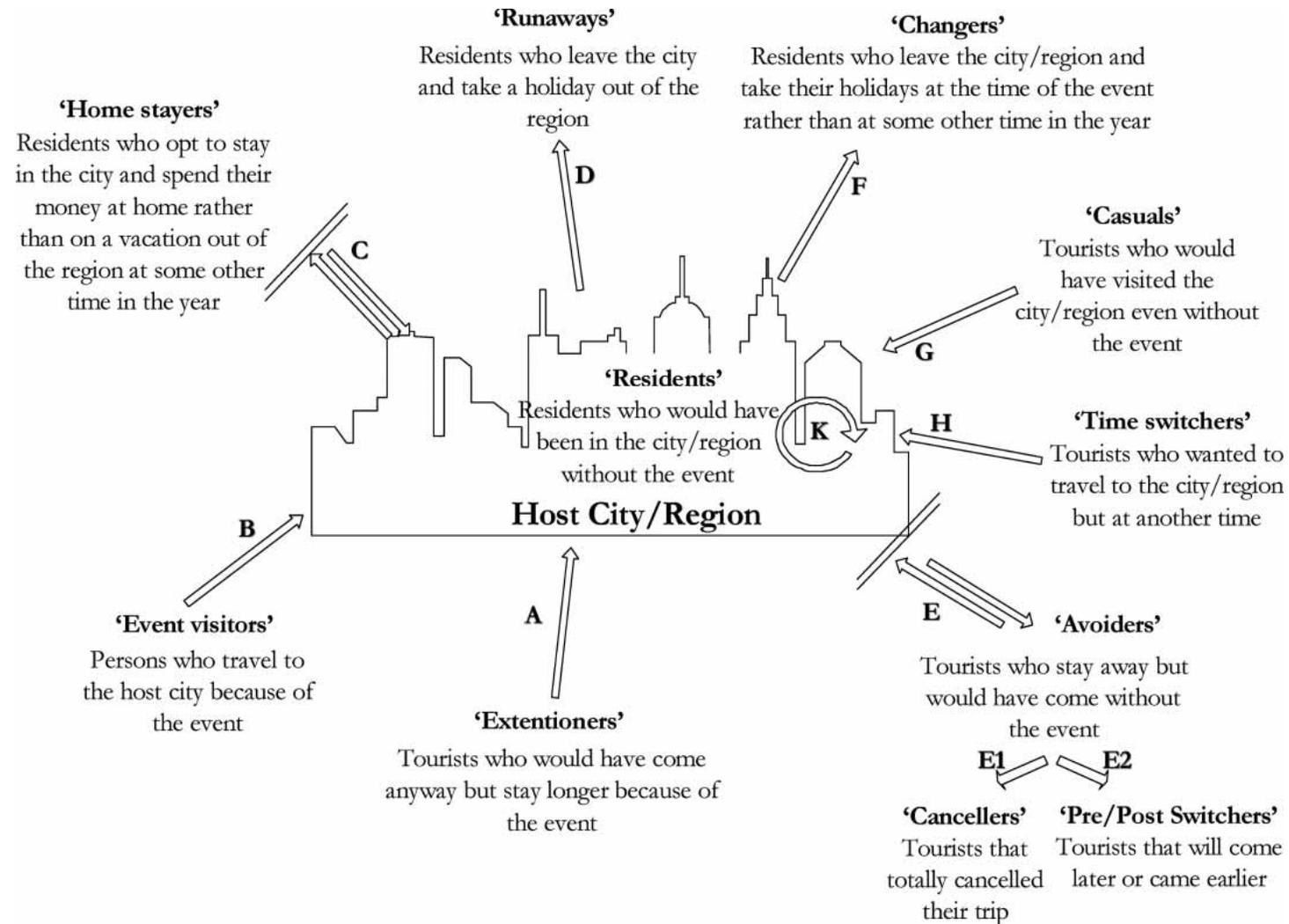
Research Group in Sport and Event Management:

- established in 2008
- Study programs: B.Sc. in Sport and Event Management (HA), M.Sc. in Sport and Event Management (cand. merc.)
- Members: Arne Feddersen (Associate Professor), Oliver Schnittka (Associate Professor), Chris Horbel (Associate Professor), Julian Hofmann (Assistant Professor), Christian Jensen (PhD Student), Grzegorz Kwiatkowski (PhD Student)
- Research fields: Economic effects of sport events and facilities, sport events and tourism, city branding/place branding, sport marketing, sports gambling, market analysis, consumer behavior

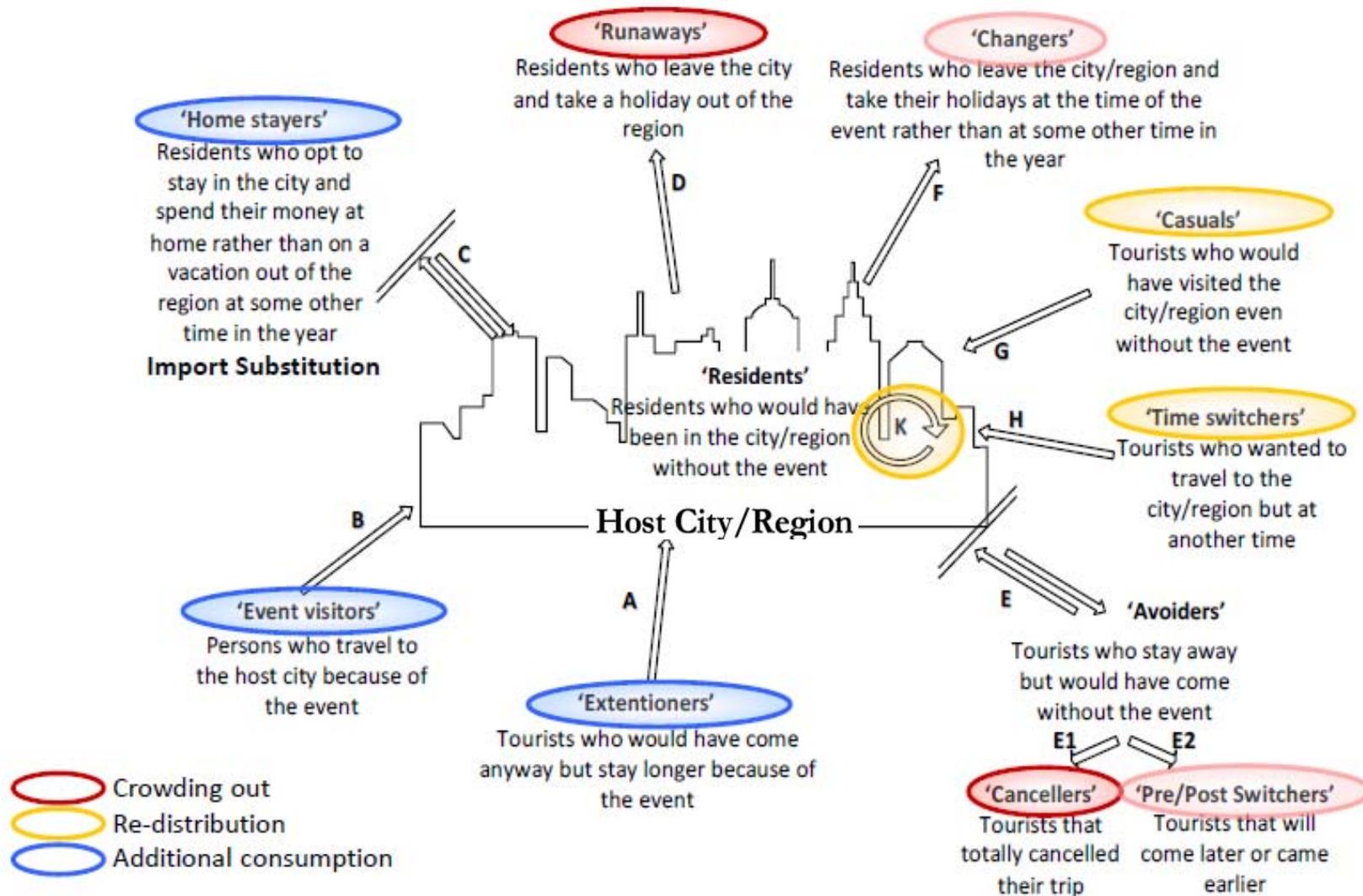
Conceptual Framework



Conceptual Framework



Conceptual Framework



Source: Preuss (2005, p. 288).

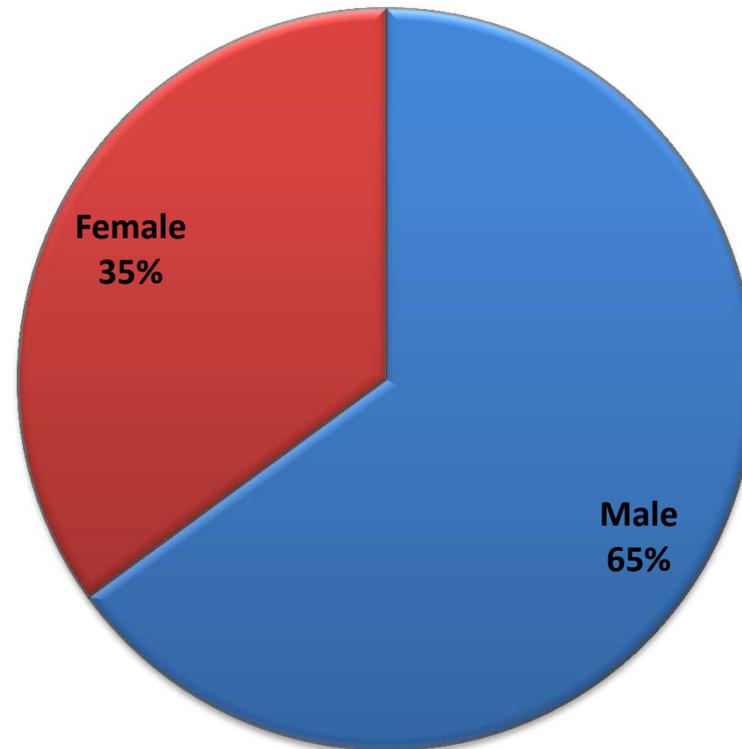
The Giro d'Italia in Denmark



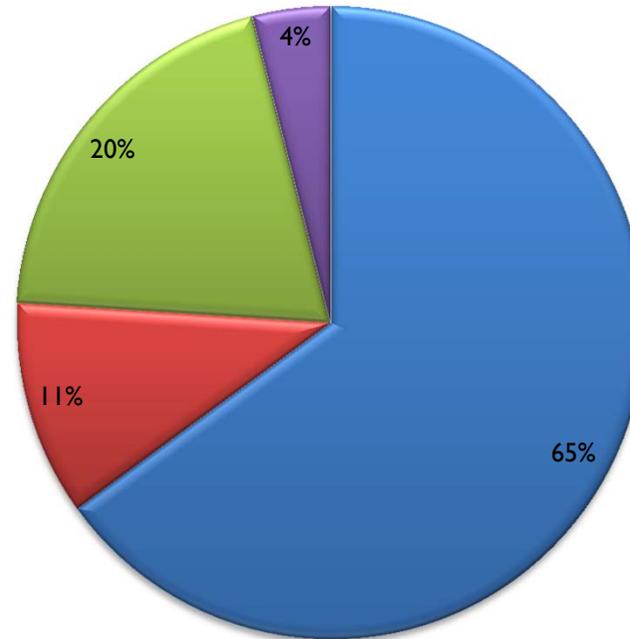
The Research Design

- Self-administered questionnaires
- 10 B.Sc. and M.Sc. Students
- May 5th to 7th, 2012
- 756 questionnaires (641 Danish, 78 English, 26 German and 11 Italian)

Results: Visitor Characteristics

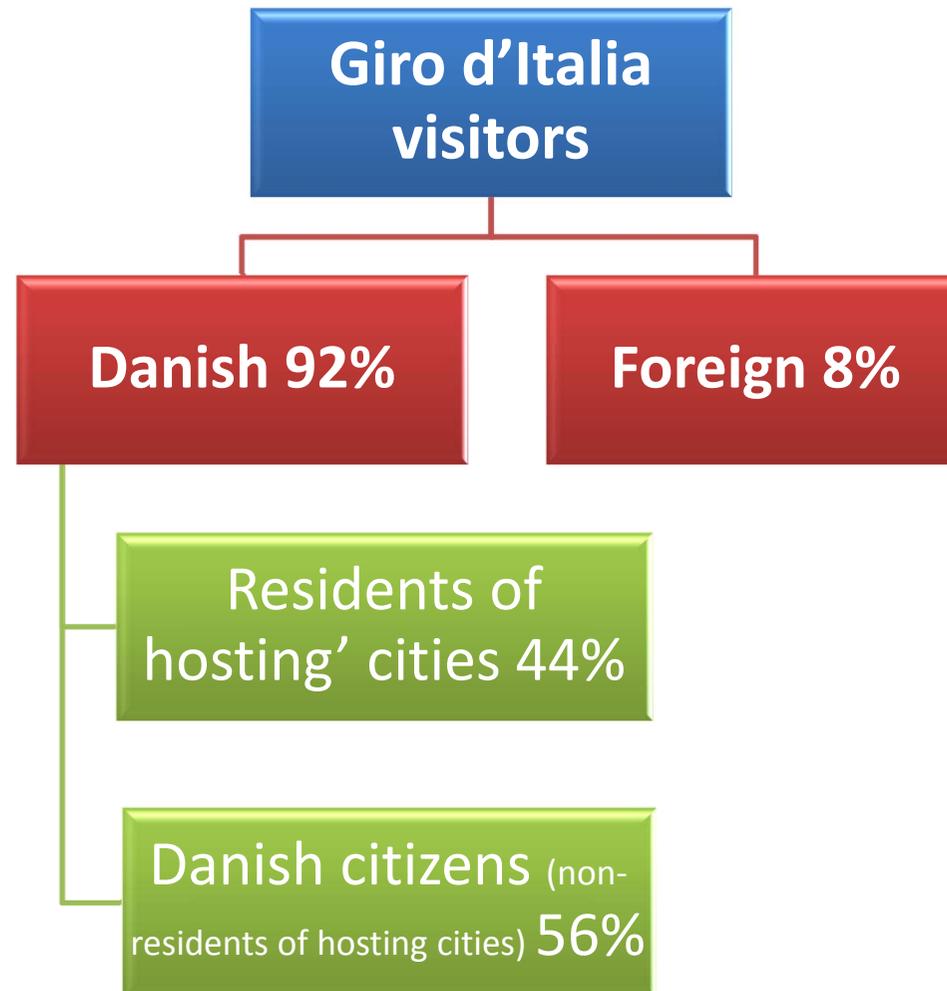


Results: Visitor Characteristics

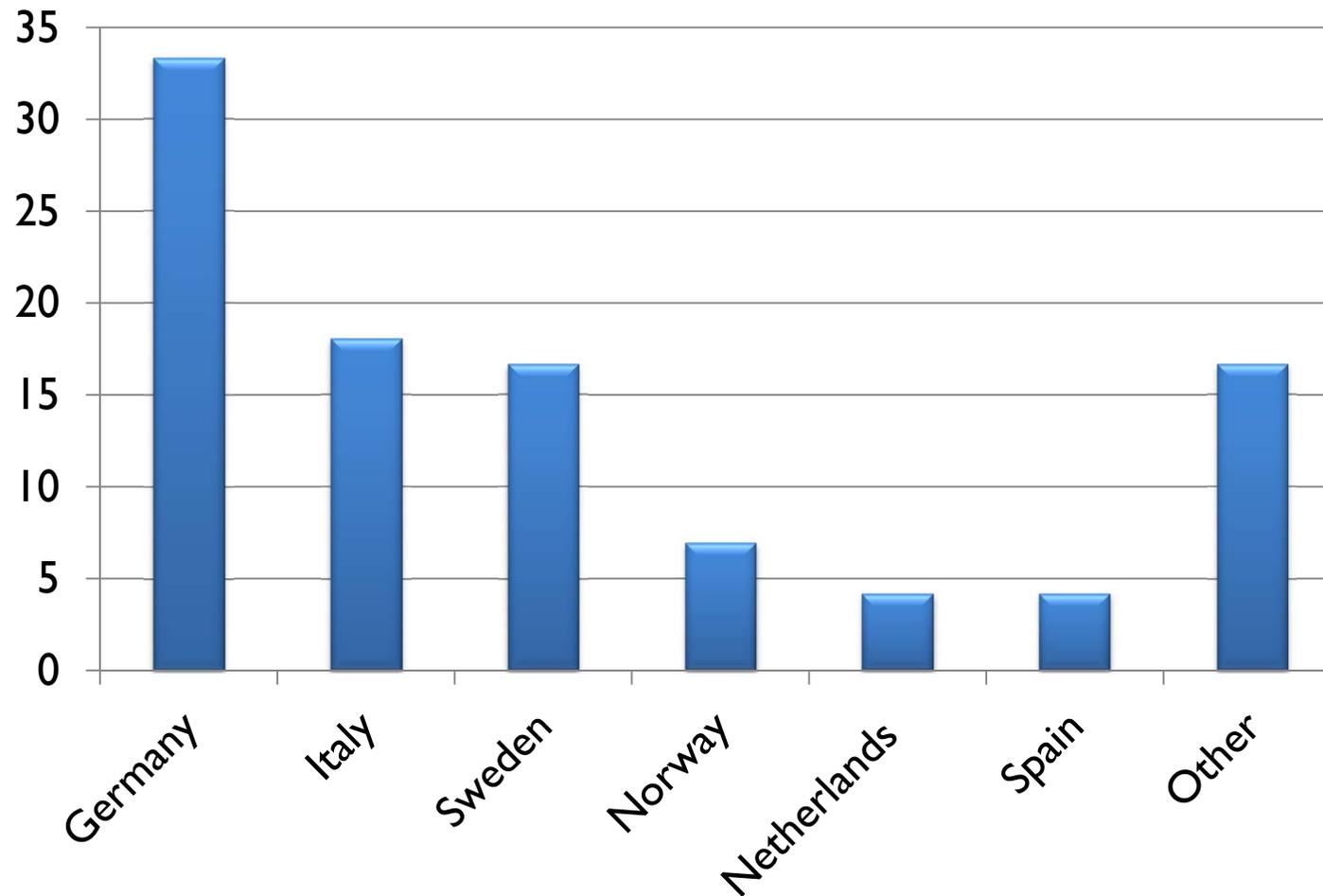


■ full-time employed ■ prt-time employed
■ not in a labor force ■ unemployed

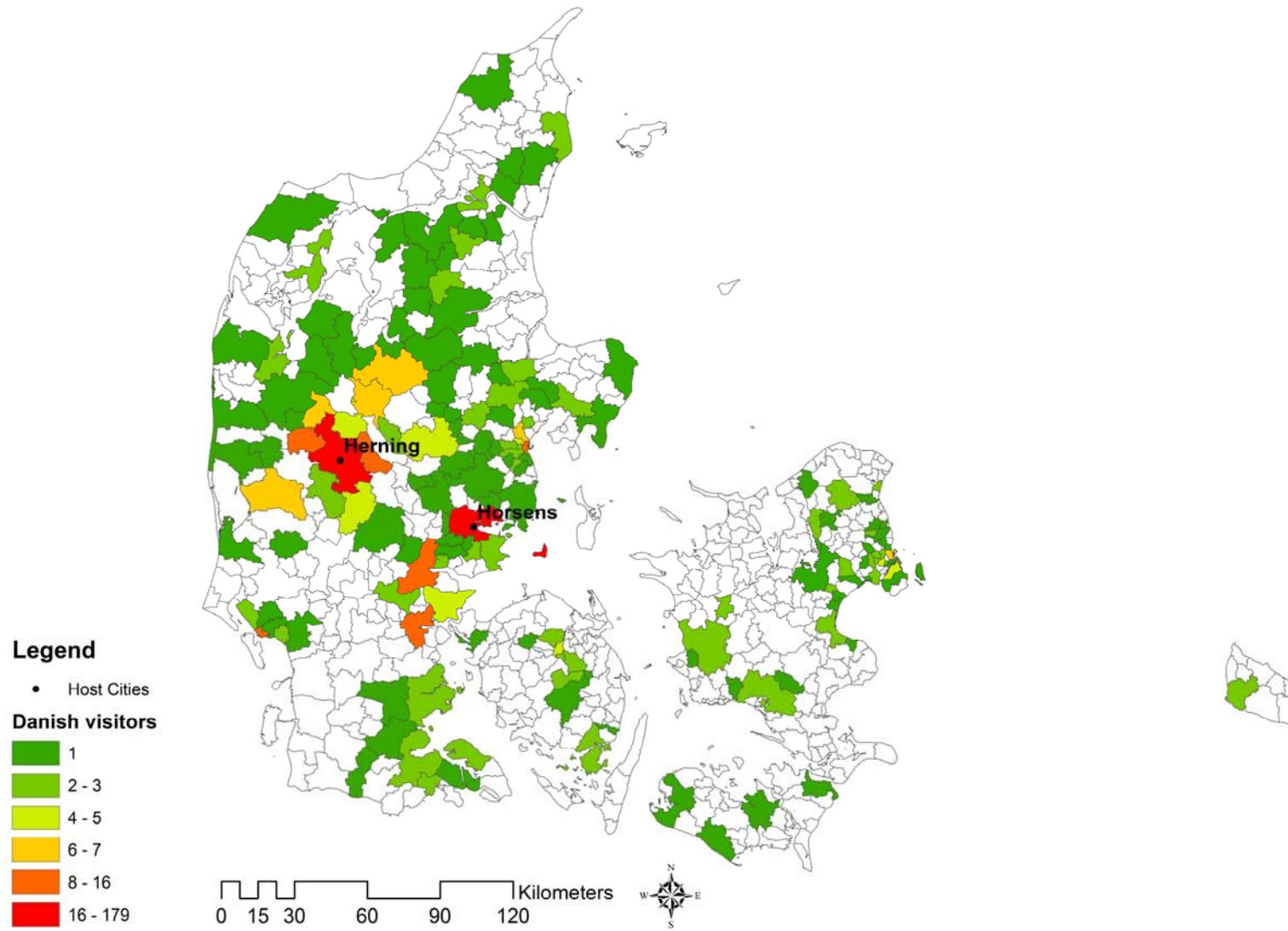
Results: Visitor Characteristics



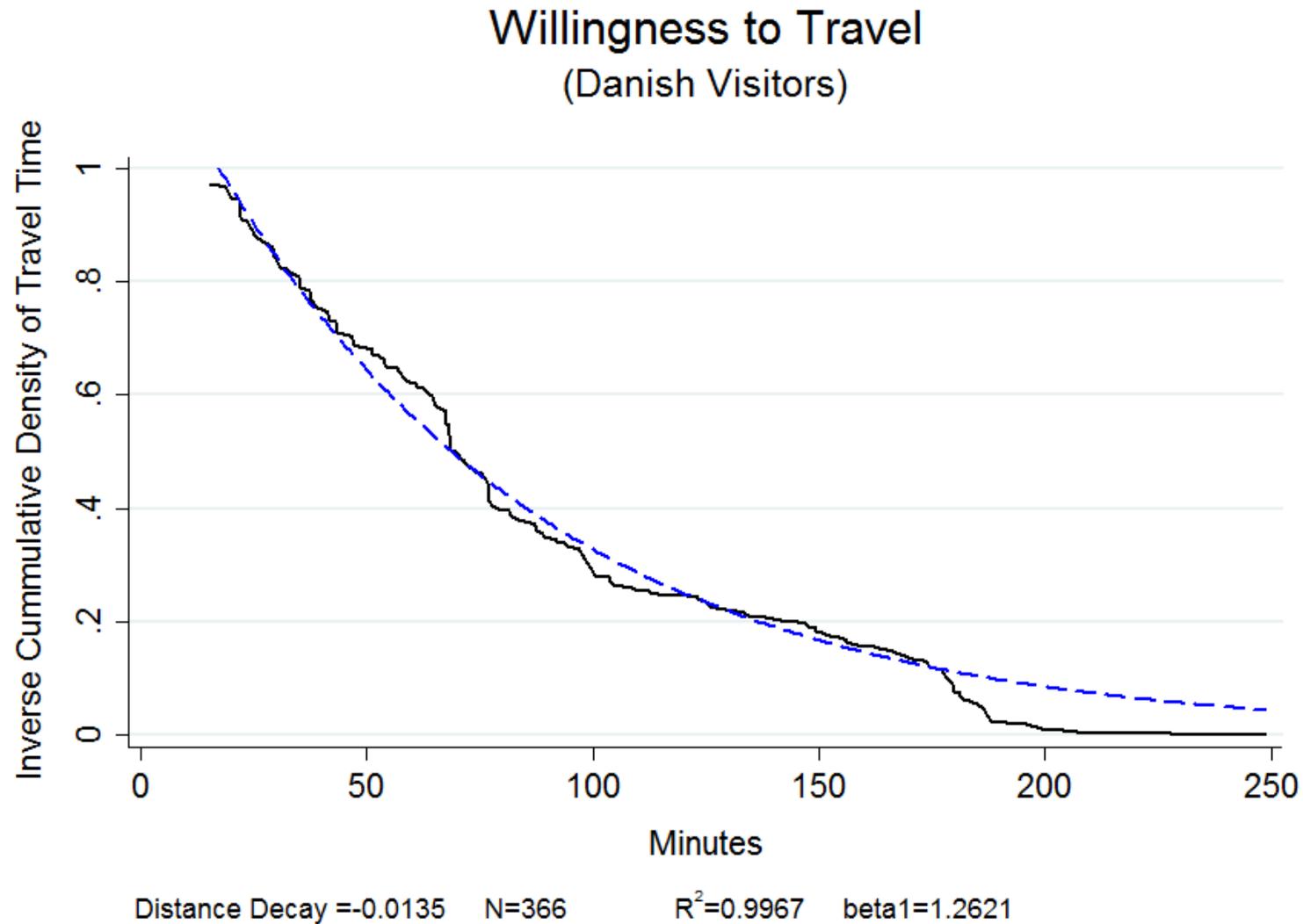
Results: Visitor Characteristics



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Results: Visitor Characteristics



Primary Economic Impact



- The economic impact analysis concluded (among other things):
- 500,000 spectators attended the start of the Giro d'Italia 2012
 - Estimated tourism revenues: approximately DKK 108 million (14.5 million Euro) was generated in the host municipalities of which about DKK 40 million (5.4 million Euro) came from international tourists which represents 36.4 per cent of the total revenue.

Primary Economic Impact

Visitor type	percentage	average spending (DKK)	Primary Economic Impact
Residents	42%	407.50	–
Event visitors	26%	703.90	91,507,000
Extensioners	4%	367.10	7,342,000
Casuals	20%	766.30	–
Time switcher	8%	923.20	–

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Time switcher	8%	923.20	–
SUM			98,949,000

108 mill DKK vs. 99 mill DKK  - 9%

Primary Economic Impact

Visitor type	500,000 spectators	400,000 spectators	300,000 spectators	250,000 spectators
Residents	–	–	–	–
Event visitors	91,507,000	73,205,600	54,904,200	45,753,500
Extensioners	7,342,000	5,873,600	4,405,200	3,671,000
Casuals	–	–	–	–
Time switcher	–	–	–	–
SUM	98,949,000	79,079,200	59,309,400	49,424,500

98 mill DKK vs. 79 mill DKK  - 19.5%

Primary Economic Impact

Visitor type	%	Econ. Impact	%	Econ. Impact
Residents	42 %	–	48 %	–
Event visitors	26 %	91,507,000	22 %	77,429,000
Extensioners	4%	7,342,000	4%	7,342,000
Casuals	20 %	–	17 %	–
Time switcher	8%	–	8%	–
98 mill DKK vs.		84 mill DKK		-14%
SUM		98,949,000		84,771,000

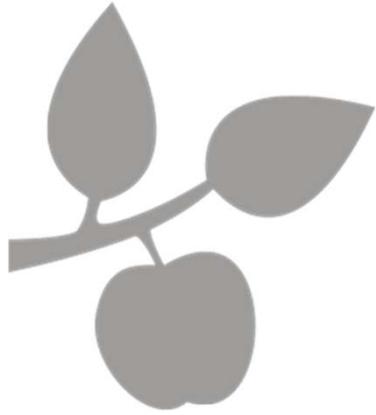
Announcement



**5th ESEA European Conference in Sports Economics
Esbjerg, Denmark
September 19 – September 20, 2013**

www.sdu.dk/esea2013
(registration until Sep 11th)

Thank you!



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