

GSI Event Study

The World Games 2017

Wrocław, Poland

20 July – 30 July 2017

GSI Event Study

The World Games 2017

Wrocław, Poland

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GSI Event Study / The World Games 2017

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Executive Summary

Executive Summary

The World Games 2017

<i>Date</i>	<i>City, Nation</i>
20 July – 30 July 2017	Wrocław, Poland
<i>Venues</i>	<i>Organiser</i>
26 venues	Wrocław Organising Committee The World Games 2017
<i>Event Frequency</i>	<i>Owner</i>
Every four years	International World Games Association

The Polish city of Wrocław hosted The World Games 2017 (TWG 2017) between 20 July and 30 July 2017.

It was the sixth time that the event had been hosted in Europe and the first time that a Polish city had hosted an edition of The World Games.

The event was held across 26 competition venues in Wrocław and TWG 2017 partner cities of Jelcz-Laskowice, Świdnica and Trzebnica.

The attendance totalled 240,000, with 163,355 tickets sold to sports events and the opening ceremony and an estimated 76,000+ people visiting The World Games Plaza.

The total direct economic impact of TWG 2017 is estimated to be 83.5 million zlotys (\$23 million).

The majority of spectators originated from Wrocław with 10 per cent of all ticket holders coming from abroad. As much as 97 per cent of spectators had a positive experience of attending the event.

The World Games 2017 was broadcast in 115 nations on TV. A total of 1,259 members of accredited media covered the event.

In total, 3,292 athletes representing 103 nations competed at TWG 2017, and were accompanied by 690 team officials. The delivery of the event was supported by 1,618 volunteers.

Key Statistics

ECONOMIC

Attendance	240,000
Direct impact	\$23m

TOURISM

Origin of spectators

Wrocław	61%
Poland (outside Wrocław)	29%
International	10%

EVENT EXPERIENCE

Positive experience

All participants	93%
Spectators	97%

MEDIA

TV broadcasters	30
TV nations	115
TV continental reach	5
Accredited media	1,259

SOCIAL MEDIA

Posts	1,467
Likes / Favourites	88,788
New followers	25,387

SPONSORSHIP

Sponsors	4
Suppliers	7
Institutional Partners	5

SPORTING

Athletes	3,292
Male	1,968
Female	1,324
Officials	2,174
Competing nations	103

SOCIAL

Volunteers	1,618
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Executive Summary

The World Games 2017

STAKEHOLDERS

The key stakeholders for TWG 2017 were:

- **Governing body:** International World Games Association (IWGA)
- **Host organisation:** City of Wrocław
- **Event organiser:** Wrocław Organising Committee (WOC)
- **International sports organisations:** International Olympic Committee (IOC) and Member Federations of IWGA
- **Government organisation:** Ministry of Sport and Tourism of the Republic of Poland

ORGANISATION

- The organiser of The World Games 2017 was the Wrocław Organising Committee, established by the Municipality of Wrocław
- The committee's objective was to organise The World Games 2017 in Wrocław and coordinate infrastructural projects
- The aim was to have a rational event budget which would still allow for a high standard of organisation
- The sports department's objectives were to prepare top-quality venues for competitors, ensure a smooth running of the competition and meet guidelines and requirements of the IWGA and international federations
- From the marketing perspective, the WOC wanted to offset event costs by bringing in commercial revenue, sell 70 per cent of tickets and generate publicity through a series of promotional events
- The main communication aim was to build awareness of the event in local media
- The CSR goal was to build a strong social legacy through community programmes run in partnership with local and national sports organisations

IWGA key objectives

- Deliver a great event for athletes
- Showcase the best of sport
- Increase event awareness
- Improve the quality of the media product
- Demonstrate the value of the event to its members
- Reinforce the relationship with the IOC
- Create a stronger commercial platform

City of Wrocław key objectives

- Improve the quality of life of citizens
- Improve sports infrastructure
- Promote the city domestically and internationally
- Promote sport amongst children and youth
- Combat obesity
- Generate positive economic impact
- Increase tourism numbers

WOC key objectives

- Organise a great event for the city and the athletes
- Engage the citizens in the event
- Manage investments into infrastructure and facilities

Executive Summary

The World Games 2017

ECONOMIC

- A total of 240,000 people attended
- This comprised 163,355 spectators and over 76,000 visitors at TWG Plaza
- 82 per cent of the total number of tickets available were sold
- By day, the highest number of tickets were sold on Saturday 29 July (26,141)
- Tickets sold out for ten sports: billiards, canoe polo, dance sport, ju-jitsu, karate, lacrosse, orienteering, powerlifting, speedway and tug of war
- The operating expenditure of the Wrocław Organising Committee in 2014-2017 totalled 90 million zlotys (\$25 million)
- The total direct economic impact of TWG 2017 is estimated to be 83.5 million zlotys (\$23 million).

TOURISM

- There were 44,454 unique attendees at TWG 2017
- Of the total number of unique spectators, 26,933 were visitors to the city of Wrocław
- 39 per cent of all spectators came from outside Wrocław, 10 per cent from overseas
- The ratio of male to female spectators was 50/50
- On average, spectators attended the event for three days
- The total amount spent by spectators was \$6.2 million
- \$5.5 million was related to visitors from outside Wrocław and of that figure, \$2.8 million came from overseas visitors

EVENT EXPERIENCE

- 93 per cent of participants (and 97 per cent of spectators) had a positive experience when attending the event
- More than half of the participants rated TWG 2017 better than other similar events they have attended
- 94 per cent of participants liked the city of Wrocław, almost two in three participants are planning to return
- Event venues had a very high score across all respondent groups
- Opening ceremony venue, atmosphere at the venues and their overall standard scored the highest ratings
- The price of food and drink and the closing ceremony scored the lowest ratings

Economic - Detail

Attendance	240,000
Sports events	163,355
TWG Plaza	76,645
Venues	26
Permanent	19
Temporary	7
Direct impact	\$23m

Tourism - Detail

Origin of spectators

Wrocław	61%
Poland (outside Wrocław)	29%
International	10%

Spectator tourism impact

Unique spectators	44,454
Visitor spend	\$5.5m
Domestic visitors	\$2.7m
International visitors	\$2.8m
Bed nights	37,267

Event experience - Detail

Positive experience

All participants	93%
Spectators	97%

Highest ratings (out of 5, spectators)

Opening ceremony venue	4.79
Atmosphere at the venues	4.74
Overall standard of venues	4.62

Lowest ratings (out of 5, spectators)

Price of drinks	3.02
Price of food	3.09
Closing ceremony artistic value	3.88

Executive Summary

The World Games 2017

MEDIA

- A total of 30 broadcasters showed live, delayed or highlights coverage of TWG 2017 on television
- 1,919 hours were broadcast in total
- 1,236 hours were broadcast live
- The domestic coverage alone generated over 650 broadcast hours, more than a third of the total broadcast time globally
- 83 per cent of the 41 million hours viewed were live
- The total cumulative audience of TWG 2017 amounted to 94.21 million viewers
- Poland made up the largest share of the audience (62 per cent of the total audience) with 58.72 million viewers
- The Olympic Channel coverage generated over 273 thousand plays of 158 event videos
- There were 1,259 accredited media present at TWG 2017 (incl. 683 accreditations issued for host broadcasters)

SOCIAL MEDIA

- Seven official social media accounts were measured by Sportcal during TWG 2017
- Over a period of 25 days (from seven days pre- to post-event) these accounts combined contributed to 1,467 posts, 88,788 likes and favourites, 6,942 shares/retweets and 1,622 comments
- 25,387 new followers were gained
- Accounts linked to IWGA and TWG 2017 achieved a 32 per cent increase in followers on average

SPONSORSHIP

- The event was supported by a total of 16 partners
- This comprised four sponsors, seven suppliers and five institutional partners
- German supermarket chain Kaufland was the general sponsor of TWG 2017
- As part of the sponsorship, Kaufland was an exclusive distributor of the official event merchandise
- Numerous activation campaigns were run by the event sponsors
- The total sponsorship AVE generated through media coverage of The World Games was \$6.3 million
- 92 per cent of spectators were aware of Kaufland's sponsorship of TWG 2017
- The awareness of Kaufland's sponsorship among citizens of Wrocław and the general population in Poland (aware of TWG 2017) amounted to 49.1 per cent and 38 per cent, respectively

Media - Detail

TV broadcasters

TV broadcasters	30
TV nations	115
TV continental reach	5

Broadcast hours and audience

TV broadcast hours	1918:52:41
TV hours viewed	41m
TV audience	94.21m

Accredited media

Accredited media	1,259
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Social media - Detail

Posts	1,467
Likes / Favourites	88,788
Shares / Retweets	6,942
Comments	1,622
New followers	25,387
Average follower increase	32%

Sponsorship - Detail

Partner breakdown

Sponsors	4
Suppliers	7
Institutional Partners	5

Sponsorship recognition by spectators

Kaufland	92%
Staropolanka	70%
Tyskie	56%

Executive Summary

The World Games 2017

SPORTING

- TWG 2017 featured 3,292 athletes representing 103 countries from all six continents
- 2,936 athletes (89.2 per cent) participated in the official sports of TWG 2017
- 356 athletes (10.8 per cent) competed in the four invitational sports
- The number of competing nations was the highest at TWG since its inception in 1981
- 1,968 were male (59.8 per cent) and 1,324 were female (40.2 per cent)
- Europe accounted for 61.6 per cent of the 3,292 athletes
- Russia was ranked first in the medal table at TWG 2017
- European nations won 65 per cent of all medals
- There were a total of 2,174 officials for the event, of which 1,288 were team officials and 886 technical officials

SOCIAL

- There were 1,618 volunteers, 82 per cent from Poland
- There was a 38/62 male to female ratio
- 476 volunteers were nominated by the Field of Play Partners of TWG 2017
- The overseas volunteers originated from 58 countries
- Educational and participation initiatives were held for both adults and children
- Most of these were grassroots initiatives, supported by TWG 2017
- Over 10,000 children participated in The Great Little Ones programme which aimed to promote physical activity and develop healthy lifestyle habits among children
- Orientate, a programme designed to encourage young people and teachers to learn orienteering, attracted 22,760 participants

LEGACY

- TWG 2017 generated tangible economic, tourism and social benefits for the host city
- New venues were built in the city in the lead-up to the Games: a swimming pool complex and a roller skating track
- The Wrocław Olympic Stadium was fully modernised
- Tens of thousands of children and adults in Wrocław and the region of Lower Silesia took part in the sports activities inspired by TWG 2017
- New equipment was bought to be used during the Games and will be repurposed to serve the needs of the sports

Sporting - Detail

Athletes	3,292
Male	1,968
Female	1,324
Continental reach	6
Nations (competing)	103
Officials	2,174
Team	1,288
Technical	886

Social - Detail

Volunteer programme

Volunteers	1,618
Male / Female	616 / 1,002
Domestic / Overseas	1,324 / 294
Nations	59
Applications	3,000+

Education & participation

The Great Little Ones - participants	10,000+
Orientate - participants	22,760



THE WORLD GAMES

WROCLAW 2017

20-30.07.2017

Overview

Overview

Event History

The World Games was first held in Santa Clara, USA in 1981. The event takes place every four years in the year following the Olympic Summer Games.

The World Games 2017 was the 10th edition of the event and the sixth time Europe has hosted the Games. Including the 2021 edition which will take place in Birmingham, Alabama, USA, North America has been awarded the event twice. The event has also been held in Asia (twice) and South America (once).

The bidding process for The World Games 2025 will begin in 2018.

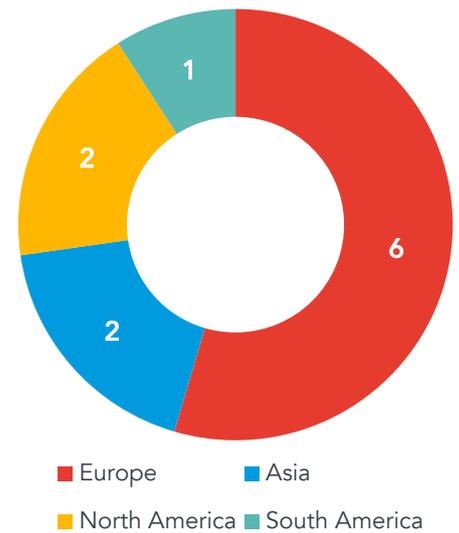
In 2000 the International World Games Association and the International Olympic Committee signed a Memorandum of Understanding whereby the IOC recognised the importance of The World Games and pledged to support IWGA and the event. A revised Memorandum was agreed in 2016.

Since the inaugural Games in 1981 a total of 43 sports have been on The World Games programme. Eight sports (bowling, gymnastics, karate, powerlifting, roller sports, tug of war, underwater sports and waterski/wakeboard) have been featured at all 10 editions of the event.

Most editions hosted (1981-2021)

Germany	2
USA	2

CONTINENTAL HOSTING DISTRIBUTION (1981-2021)



The World Games hosts (1981-2021)

YEAR	CITY	NATION	CONTINENT
1981	Santa Clara	USA	North America
1985	London	United Kingdom	Europe
1989	Karlsruhe	Germany	Europe
1993	The Hague	Netherlands	Europe
1997	Lahti	Finland	Europe
2001	Akita	Japan	Asia
2005	Duisburg	Germany	Europe
2009	Kaohsiung	Chinese Taipei	Asia
2013	Cali	Colombia	South America
2017	Wroclaw	Poland	Europe
2021	Birmingham	USA	North America

Overview

Event History

Official Sports

Sports at The World Games (1981-2017)

SPORT	1981	1985	1989	1993	1997	2001	2005	2009	2013	2017	TOTAL
Air sports	X	X	X	X	✓	✓	✓	✓	✓	✓	6
Archery	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	9
Badminton	✓	X	X	X	X	X	X	X	X	X	1
Baseball	✓	X	X	X	X	X	X	X	X	X	1
Billiards	X	X	X	X	X	✓	✓	✓	✓	✓	5
Bodybuilding	✓	✓	✓	✓	✓	✓	✓	✓	X	X	8
Boules	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	9
Bowling	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Canoeing	X	X	X	X	X	X	✓	✓	✓	✓	4
Casting	✓	✓	X	✓	✓	✓	✓	X	X	X	6
Cycling	X	X	✓	X	X	X	X	X	X	X	1
Dance sport	X	X	X	X	✓	✓	✓	✓	✓	✓	6
Fistball	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	9
Floorball	X	X	X	X	X	X	X	X	X	✓	1
Flying disc	X	X	X	X	X	✓	✓	✓	✓	✓	5
Gymnastics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Handball	X	X	X	X	X	X	X	X	✓	✓	2
Ju-Jitsu	X	X	X	X	✓	✓	✓	✓	✓	✓	6
Karate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Korfball	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	9
Lacrosse	X	X	X	X	X	X	X	X	X	✓	1
Life saving	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	9
Muaythai	X	X	X	X	X	X	X	X	X	✓	1
Netball	X	✓	✓	✓	X	X	X	X	X	X	3
Orienteering	X	X	X	X	X	✓	✓	✓	✓	✓	5
Powerlifting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Racquetball	✓	✓	X	✓	X	X	X	✓	✓	X	5
Roller sports	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Rugby	X	X	X	X	X	✓	✓	✓	✓	X	3
Sambo	X	✓	X	✓	X	X	X	X	X	X	2
Softball	✓	✓	X	X	X	X	X	X	X	X	2
Sport climbing	X	X	X	X	X	X	✓	✓	✓	✓	4
Squash	X	X	X	X	✓	X	✓	✓	✓	✓	5
Sumo	X	X	X	X	X	X	✓	✓	✓	✓	4
Taekwondo	✓	✓	✓	✓	X	X	X	X	X	X	4
Triathlon	X	X	X	✓	X	X	X	X	X	X	1
Tug of war	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Underwater sports	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Volleyball	X	X	X	✓	X	X	X	X	X	X	1
Waterski/Wakeboard	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Weightlifting	X	X	X	X	✓	X	X	X	X	X	1
TOTAL (SPORTS)	15	20	17	22	22	22	26	25	26	27	

Overview

Event Format

The World Games showcases sports of the members of the IWGA, most of which are IOC-recognised international federations. However, only disciplines and events which are not contested at the Olympic Summer Games can be included in the programme of The World Games.

In addition to the official sports programme, the host of the Games and the IWGA can establish an invitational sports programme which consists of the sports and disciplines which are not eligible to be included in The World Games.

The World Games 2017 comprised 222 medal events across 27 official and four invitational sports.

The World Games 2017 sports and medal events

SPORTS	MALE	FEMALE	MIXED	TOTAL
Air sports	0	0	3	3
American football*	1	0	0	1
Archery	3	3	1	7
Beach handball	1	1	0	2
Billiards	2	1	1	4
Boules	6	6	0	12
Bowling	2	2	0	4
Canoe polo	1	1	0	2
Dance sport	0	0	4	4
Finswimming	7	7	0	14
Fistball	1	0	0	1
Floorball	1	0	0	1
Flying disc	0	0	1	1
Gymnastics	5	9	6	20
Indoor rowing*	3	3	1	7
Ju-Jitsu	14	6	2	22
Karate	6	6	0	12
Kickboxing*	8	4	0	12
Korfball	0	0	1	1
Lacrosse	0	1	0	1
Life saving	8	8	0	16
Muaythai	8	3	0	11
Orienteering	2	2	1	5
Powerlifting	4	4	0	8
Roller sports	11	10	2	23
Speedway*	1	0	0	1
Sport climbing	3	3	0	6
Squash	1	1	0	2
Sumo	4	4	0	8
Tug of war	2	1	0	3
Waterski/Wakeboard	4	4	0	8
TOTAL	109	90	23	222

* invitational sports

Key Statistics

OFFICIAL SPORTS

Sports	27
Medal events	201
Male	96
Female	83
Mixed	22

INVITATIONAL SPORTS

Sports	4
Medal events	21
Male	13
Female	7
Mixed	1

EVENT LENGTH

Total event days	11
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Overview

Previous Edition

The World Games 2013



Key Statistics

ECONOMIC

Total Attendance (est.)	500,000
Tickets Sold	408,198
Venues	25

MEDIA

Accredited Media	1,357
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SPORTING

Athletes	2,929
Officials	690
Competing Nations	97

SOCIAL

Volunteers	2,539
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Date

25 July - 4 August 2013

City, Nation

Cali, Colombia

Venues

25 venues

Organiser

Cali 2013 Local Organising Committee

Cali, Colombia hosted the ninth edition of The World Games in 2013. The Games was initially awarded to Duisburg and Düsseldorf, but at the end of 2008 the German cities withdrew from hosting the event due to funding concerns.

The World Games 2013 was the first time South America had hosted the event. Cali had previously hosted other major events such as the FIFA Under-20 World Cup 2011 and the 1971 Pan American Games.

2,982 athletes from 103 countries competed in Cali. The official programme comprised 26 sports with beach handball making its debut at the event. The athletes participated in five additional invitational sports: canoe marathon, duathlon, softball, speed road skating and wushu.

The World Games 2013 attracted 408,198 spectators over 11 days of the event.

One of the main objectives of the organisers was to reduce the carbon footprint of the event and build a positive environmental legacy. The environmental initiatives included the use of electric cars and ecological paper, the planting of 6,000 trees and the implementation of a waste management plan.

Overview

Host Profile

Poland



Situated in the East-Central Europe, Poland has a strong sports culture in both winter and summer disciplines. Soccer, volleyball and ski jumping are among the most popular sports in Poland with a rich history of success.

Since 2012, Poland has hosted world championships in athletics (cross country and indoor), canoeing (canoe polo), ju-jitsu, volleyball (indoor and beach volleyball) and weightlifting. In 2012 Poland co-hosted the UEFA European Championships alongside Ukraine.

In the coming years Poland will host the 2019 UCI Track Cycling World Championships and the 2023 IHF Men's World Championships.

As of 2017 Poland sits in 23rd position in the Sportcal's Global Sports Nations Index.

Key Facts

Size	312,679 km ²
Population	37,948,016
GDP(PPP)	\$27,810 (2016)
Capital	Warsaw

GSI Nations Index* 23rd (2017)

* GSI Nations Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks nations by the cumulative score of the events that nation has hosted.

More information on GSI Nations Index
www.sportcal.com/impact

Selected events hosted in Poland (2012-2023)

YEAR	SPORT	EVENT	CITY
2012	Canoeing	ICF Canoe Polo World Championships	Poznań
2012	Soccer	UEFA European Championships	Various
2013	Athletics	IAAF World Cross Country Championships	Bydgoszcz
2013	Beach volleyball	FIVB Beach Volleyball World Championships	Stare Jabłonki
2013	Weightlifting	World Weightlifting Championships	Wrocław
2014	Athletics	IAAF World Indoor Championships	Sopot
2014	Modern pentathlon	World Modern Pentathlon Championships	Warsaw
2014	Volleyball	FIVB Men's Volleyball World Championships	Various
2016	Ju-Jitsu	Ju-Jitsu World Championship	Wrocław
2017	Games	The World Games	Wrocław
2019	Cycling	UCI Track Cycling World Championships	Pruszków
2023	Handball	IHF Men's World Championships	Various

Overview

Host Profile

Wrocław



Situated in the south-western part of the country, Wrocław is a major economic, technology and cultural centre of Poland. It is the capital of the Lower Silesian Voivodship, one of the country's 16 provinces, and has a population of over 630,000 residents, making it the fourth largest city in Poland.

Prior to staging The World Games 2017 Wrocław hosted a number of major sporting events.

In 2012 the city hosted three group games of the UEFA European Championships in the newly built Municipal Stadium. The fan zone located in the centre of the city attracted over 650,000 people over the course of the event.

Other events Wrocław has hosted in the last decade include world championships in acrobatic gymnastics, ju-jitsu, volleyball and weightlifting.

Key Facts

Size	293 km ² (2015)
Population	634,404 (2015)
GSI Cities Index*	29 th (2017)

* GSI Cities Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks cities by the cumulative score of the events that city has hosted.

More information on GSI Cities Index
www.sportcal.com/impact

Selected events hosted in Wrocław (2009-2017)

YEAR	SPORT	EVENT	CITY
2009	Basketball	FIBA European Basketball Championships	Various
2009	Volleyball	Men's European Volleyball Championship	Various
2010	Gymnastics	Acrobatic Gymnastics World Championships	Wrocław
2012	Soccer	UEFA European Championships	Various
2013	Weightlifting	World Weightlifting Championships	Wrocław
2014	Volleyball	FIVB Men's Volleyball World Championships	Various
2016	Handball	European Men's Handball Championship	Various
2016	Ju-Jitsu	Ju-Jitsu World Championship	Wrocław
2017	Games	The World Games	Wrocław

Overview

Venues

The World Games 2017 utilised 26 competition and four non-competition venues. The venues were scattered across Wrocław, the neighbouring airport of Szymanów and TWG 2017 partner cities of Jelcz-Laskowice, Świdnica and Trzebnica.

The World Games promotes the use of existing or temporary venues to reduce costs for the host city. In the build-up to the 2017 Games three new venues were built: a roller skating track in the Millennium Park and the indoor and outdoor swimming pools in the Orbita Pool Complex.

A further four venues were refurbished, including the Wrocław Olympic Stadium, enabling it to host American football and speedway competitions in the future.

The 2017 World Games venues were split into three clusters:

- West Cluster
- Central Cluster
- East Cluster

Air sports, inline hockey, indoor rowing and orienteering (middle distance) were held in the partner cities of the event.

Venues breakdown (competition)

Permanent	19
New	3
Existing	12
Refurbished	4
Temporary	7
Total	26

Venues capacity

Total capacity	36,427
Highest capacity – Olympic Stadium	11,020
Lowest capacity – Sky Tower bowling venue	80



NON-COMPETITION VENUES

The Wrocław Stadium, a 43,000-capacity venue originally built for the 2012 UEFA European Championships, hosted the Opening Ceremony of The World Games 2017.

The Main Media centre was located in Infopoint Barbara by the Wrocław's medieval market square, while the International Broadcast Centre was set up at the headquarters of ATM System, the host broadcaster of the event.

The World Games Plaza, the official fan zone of the event, was built in the city centre at the Wolności Square.

Overview

Venues

Competition

The World Games 2017 competition venues

VENUE NAME	SPORTS	CLUSTER	VENUE TYPE	VENUE STATUS	STANDS	CAPACITY
Centennial Hall	Dance sport Gymnastics	East	Indoor	Existing	Permanent	3,848
Centennial Hall - Pergola	Archery (compound) Boules Orienteering (sprint relay)	East	Outdoor	Temporary	Temporary	600
GEM Sport Complex	Ju-Jitsu Karate	East	Indoor	Existing*	Temporary	1,170
Hasta La Vista	Squash	Central	Indoor	Existing	Temporary	550
Jelcz-Laskowice Sport Hall	Indoor rowing	East	Indoor	Existing	Permanent	894
Millennium Park	Roller sports (speed skating)	West	Outdoor	New	Temporary	990
Multifunctional Sport Hall - Marsowe Fields	Tug of war (indoor)	East	Indoor	Existing	Permanent	460
National Forum of Music	Powerlifting	Central	Indoor	Existing	Permanent	879
Nowy Targ Square	Orienteering (sprint) Sport climbing	Central	Outdoor	Temporary	Temporary	600 1,500
Oławka Stadium	Fistball Lacrosse	East	Outdoor	Refurbished	Permanent	1,200
Olympic Stadium	American football Speedway	East	Outdoor	Refurbished	Permanent	11,020
Orbita Sport Hall	Kickboxing Muaythai Sumo	West	Indoor	Existing	Permanent	2,306
Orbita Swimming Pool (Indoor)	Finswimming Life saving	West	Indoor	New	Permanent	600
Orbita Swimming Pool (Outdoor)	Canoe polo	West	Outdoor	New	Temporary	990
P5 Complex - Marsowe Fields	Flying disc	East	Outdoor	Existing	Temporary	2,300
P5 Complex - Marsowe Fields	Beach handball	East	Outdoor	Temporary	Temporary	1,900
P5 Complex - Marsowe Fields	Tug of war (outdoor)	East	Outdoor	Temporary	Temporary	500
Sky Tower	Bowling	Central	Indoor	Existing	Temporary	80
Stara Odra River	Waterski/Wakeboard	West	Outdoor	Temporary	Temporary	350**
Świdnica Ice Rink	Roller sports (artistic skating, inline hockey)	West	Indoor	Refurbished	Permanent	760
Szczytnicki Park	Archery (field)	East	Outdoor	Temporary	Temporary	150
Szymanów Airport	Air sports	West	Outdoor	Refurbished*	Temporary	990
Trzebnica Aquapark	Orienteering (middle distance)	West	Outdoor	Existing	Temporary	500
Witelona Athletic Stadium	Archery (compound)	East	Outdoor	Temporary	Temporary	300
WKK Sport Center	Floorball Korfball	East	Indoor	Existing	Permanent / Temporary	1,090
Wrocław Congress Center	Billiards	East	Indoor	Existing*	Temporary	500

* existing venues where temporary facilities were provided to stage TWG events

** athlete, media and VIP seats only (non-ticketed event)

Overview

Test Events

There were 12 test events organised in the lead-up to The World Games 2017. The events were held in Wrocław and TWG partner cities: Jelcz-Laskowice, Świdnica and Trzebnica.

The World Games 2017 test events

EVENT	SPORT	DATE	VENUE	ATTENDANCE*
Polish Individual Championships	Squash	May 2014	Solny Square	1,000
Polish Karate Championships	Karate	February 2015	Multifunctional Sport Hall	400
XI Super Final of the Polish League of American Football	American Football	July 2015	Wrocław Stadium	15,000**
Muaythai Gala: Poland - Thailand	Muaythai	October 2015	Orbita Sport Hall	2,000**
Orienteering World Cup	Orienteering	April 2016	Wrocław/Trzebnica	1,500
WDSF European Championship Standard	Dance sport	May 2016	Centennial Hall	2,300**
Polish Open Men's International Tournament	Floorball	September 2016	WKK Sport Center	1,500**
Polish Waterski Championships	Waterski	September 2016	Osobowice Marina	n/a
Ju-Jitsu World Championship	Ju-Jitsu	November 2016	Orbita Sport Hall	3,000
Polish Indoor Rowing Championships	Rowing	January 2017	Jelcz-Laskowice Sport Hall	500
Polish Karate Championships	Karate	March 2017	GEM Sport Complex	1,000
Polish Inline Hockey Championships	Roller sports	June 2017	Świdnica Icerink	n/a

* estimated attendance

** ticketed events



Stakeholders

Stakeholders

International World Games Association (IWGA)

Founded in 1980, The International World Games Association is the owner of The World Games. The organisation's aim is to support the development of sports governed by its member federations.

For IWGA, one of the main objectives for The World Games 2017 was to attempt to create the best event for the athletes. It is important for the Games to have a high standard of competition, but equally it should have a good atmosphere, enhancing the athlete experience, and leading to competitors looking forward to participating in the next World Games.

IWGA made a significant investment in TV production and content delivery. Through increasing media reach and building social media presence, the federation wanted to grow the global awareness of the event. To achieve that, IWGA brought in International Sports Broadcasting, the Spanish production company, and IOC's Olympic Channel to create a stronger media content than ever before.

Another objective for IWGA was to demonstrate the value of being part of the Games to its member federations, but also to help the federations to increase their understanding of how a multi-sport event is run, and how different it is from organising a major event in an individual sport.

Finally, IWGA hoped that The World Games 2017 would lay a foundation for a more successful commercialisation of the event in the future. The aim for the organisation should be to generate more income which could be shared with its member federations.

IWGA acknowledges that the awareness of The World Games is not as high as it should be and that it will need the support of its main stakeholders – host cities, federations and the International Olympic Committee – to strengthen the event brand.

Key objectives

- Deliver a great event for athletes
- Showcase the best of sport
- Increase event awareness
- Improve the quality of the media product
- Demonstrate the value of the event to its members
- Reinforce the relationship with the IOC
- Create a stronger commercial platform

INTERVIEWS

José Perurena

President

International World Games Association

Max Bishop

Vice-President

International World Games Association

Joachim Gossow

Chief Executive Officer

International World Games Association

Stakeholders

City of Wrocław

Wrocław was awarded The World Games 2017 in January 2012. Bidding to host the Games was part of the city's strategy to attract major sporting and cultural events.

Aspiring cities should aim to host major events like The World Games, according to Rafał Dutkiewicz, the mayor of Wrocław. When the bid process for the 2017 event was launched, Wrocław was in the midst of preparations to stage the group games of the UEFA European Championships 2012 and the city was considering how to further the development of its sports infrastructure. The World Games seemed a perfect opportunity to do that.

However, the costs of staging the event came under public scrutiny in Poland after Kraków's bid for the 2022 winter Olympics collapsed in 2014. Furthermore, following the Polish local elections in November 2014, opposition politicians in Wrocław demanded a public referendum on withdrawing from hosting The World Games. The referendum didn't go ahead, but it had an impact on the size of the event and the city's investment in it.

The mayor argued that The World Games was an ideal event for a city of Wrocław's size and potential, as it could be easily integrated into the urban fabric and did not require an investment of the scale of other international sporting events. It was important for the city that its name was strongly associated with the event, which was not necessarily the case with multi-city and multi-venue competitions that Wrocław had helped stage in the past, including continental and world championships in handball, soccer and volleyball.

In many respects The World Games 2017 was the biggest sporting event ever hosted in Poland, according to Wrocław officials. Unfortunately, the city felt that the Games wasn't fully embraced country-wide as a national event and that there wasn't enough time to educate media and the wider audience about The World Games brand and the global importance of the event.

The city will aim to attract more international sporting events in the future.

Key objectives

- Improve the quality of life of citizens
- Improve sports infrastructure
- Promote the city domestically and internationally
- Promote sport amongst children and youth
- Combat obesity
- Generate positive economic impact
- Increase tourism numbers

INTERVIEWS

Rafał Dutkiewicz

Mayor
City of Wrocław

Wioletta Samborska

Director, City Promotion and Tourism
Office
City of Wrocław

Joanna Rańda

City Promotion and Tourism Office
City of Wrocław

Stakeholders

Wrocław Organising Committee (WOC)

The Wrocław Organising Committee The World Games 2017 was constituted in January 2014 by the Municipality of Wrocław, its sole shareholder.

The committee's objective was to organise The World Games 2017 in Wrocław and coordinate infrastructural projects including the refurbishment of the Olympic Stadium and the construction of the swimming pool complex and the inline skating venue.

Piotr Przygoński, former vice-president of the Wrocław Training Centre Spartan, the largest sport and recreation centre in Wrocław, was appointed as the president of the committee. He was replaced in January 2016 by Marcin Przychodny.

WOC staff numbers

DEPARTMENT	2014	2015	2016	2017
Board (with secretariat)	3	3	3	3
Administration & finances	5	5	7	9
Operational director	1	1	1	1
Marketing & media	3	10	15	15
Games services	2	6	20	40
Sports	3	9	24	42
Venues	1	2	20	20
Other	0	0	0	124
TOTAL	18	36	90	254*

* including contract staff for the duration of the event

Key objectives

- Deliver a successful event
- Coordinate infrastructural investments

INTERVIEWS**Marcin Przychodny**

President

Wrocław Organising Committee

Adam Roczek

Vice-President

Wrocław Organising Committee

Stakeholders

International Federations

The International World Games Association has 37 member federations. Their sports are not guaranteed participation in each edition of The World Games, as the official sports programme is the result of consultation with the host city and takes into account existing sporting facilities and infrastructure.

Consequently, the official programme of The World Games 2017 comprised the sports of 27 of the member federations.

The event has long been considered a stepping stone to the Olympic Games and many federations believe that TWG can bring them closer to fulfilling their Olympic aspirations. Being part of a multi-sport games event is valuable for their overall growth and raising the international profile of their sports.

Equally, the federations typically want their athletes to experience a multi-sport games atmosphere and share their experiences with other sports. For many, The World Games is as important as their own world championships and world cup series events.

The federations were generally very pleased with the standard of TWG 2017 venues with minimal issues arising. However, while the sports that took part in locations outside Wrocław enjoyed support from local communities, the distance from the host city was an issue for their athletes.

The team sports federations like the IFF or the FILx felt that athlete quotas were too small. This resulted in insufficient teams competing, teams not being able to fulfil the usual team size or federations including only the men's or the women's competition on the programme.

The federations also felt that communication could be improved in the lead-up to the event so that it is clear who they should speak to and how issues can be addressed.

Key objectives

- Showcase sports and grow their international profile
- Increase chances of getting TWG disciplines onto the Olympic programme
- Secure best possible conditions for athletes
- Give athletes a unique experience of attending a multi-sport games event

INTERVIEWS

IF officials and competition managers from the following sports:

- Air sports
- Archery
- Beach handball
- Floorball
- Flying disc
- Indoor rowing
- Korfbal
- Lacrosse
- Muaythai
- Orienteering
- Powerlifting
- Roller sports
- Speedway
- Sport climbing
- Squash
- Waterski & Wakeboard

Stakeholders

International Olympic Committee

The strong relationship between the International Olympic Committee and the International World Games Association dates back to 2000 when the two organisations signed a Memorandum of Understanding.

In the Memorandum the IOC committed to providing expertise, granting its patronage to The World Games and encouraging the National Olympic Committees to support their national delegations taking part in the event. An updated memorandum, which was agreed in 2016, also states that the IOC and the IWGA will “explore possibilities of closer cooperation with regard to their respective communication, promotion and marketing programmes”.

Furthermore, Agenda 2020, the IOC’s reform programme aimed at refreshing the Olympic Games, includes a recommendation for the IOC to work with the IWGA on the sports programme and the sports evaluation.

As a result of the relationship between the two organisations, Olympic Channel broadcast The World Games 2017 and helped to enhance production quality.

The IOC had two main objectives for event. Firstly, as it is looking to conduct more regular reviews of the Olympic programme, The World Games 2017 was seen as a great opportunity to identify sports which could add value to the summer Olympics. Secondly, it was useful for the IOC to observe how sports, federations and athletes work together at a multi-sport event.

Key objectives

- Identify sports that could add value to the Olympic programme
- Observe how sports, federations and athletes work together at a multi-sport event

INTERVIEW

Kit McConnell

Sports Director

International Olympic Committee



Stakeholders

Ministry of Sport and Tourism

In October 2014, the Ministry of Sport and Tourism of the Republic of Poland signed an agreement with the Municipality of Wrocław and the Polish Olympic Committee to support the organisation of The World Games 2017.

The Ministry co-funded the construction of the new facilities in Wrocław which hosted TWG 2017 competitions: the swimming pool complex and the roller skating track, as well as the renovation of the Świdnica ice rink. The total investment of the Ministry amounted to 27 million zlotys (\$7.4 million).

Apart from the infrastructure, the Ministry supported The World Games 2017 by funding the preparations of the Polish national team. In 2015 the Ministry launched a programme to support non-Olympic sports. The national federations could apply for funding which totalled almost 20 million zlotys in both 2016 and 2017.

The new sports equipment financed by the Ministry and received by the sports organisation and federations participating in The World Games 2017 was rented by the Wrocław Organising Committee for the purpose of staging the event, bringing down the operational costs.

The Ministry believes that hosting major sporting events is an opportunity to promote Poland and its heritage, as well as demonstrating the hospitality of its people.

Key objectives

- Support athletes' preparation to TWG 2017
- Promote Poland as a host of major sporting events
- Connect people and create a bond between them through sport

INTERVIEW

Witold Bańka

Minister of Sport and Tourism
Ministry of Sport and Tourism of the
Republic of Poland





Organisation

Organisation

Overview

Wrocław Organising Committee

Wrocław was awarded The World Games 2017 in January 2012 at the IWGA Executive Committee Meeting in Lausanne. In May 2012 an official agreement was signed between the Municipality of Wrocław and the IWGA for Wrocław to host the event.

Subsequently, a Coordination Committee (CoCom), consisting of five representatives of each the IWGA and the host city, was established to oversee the progress in the organisation of the event. Nine CoCom meetings took place between December 2013 and October 2017.

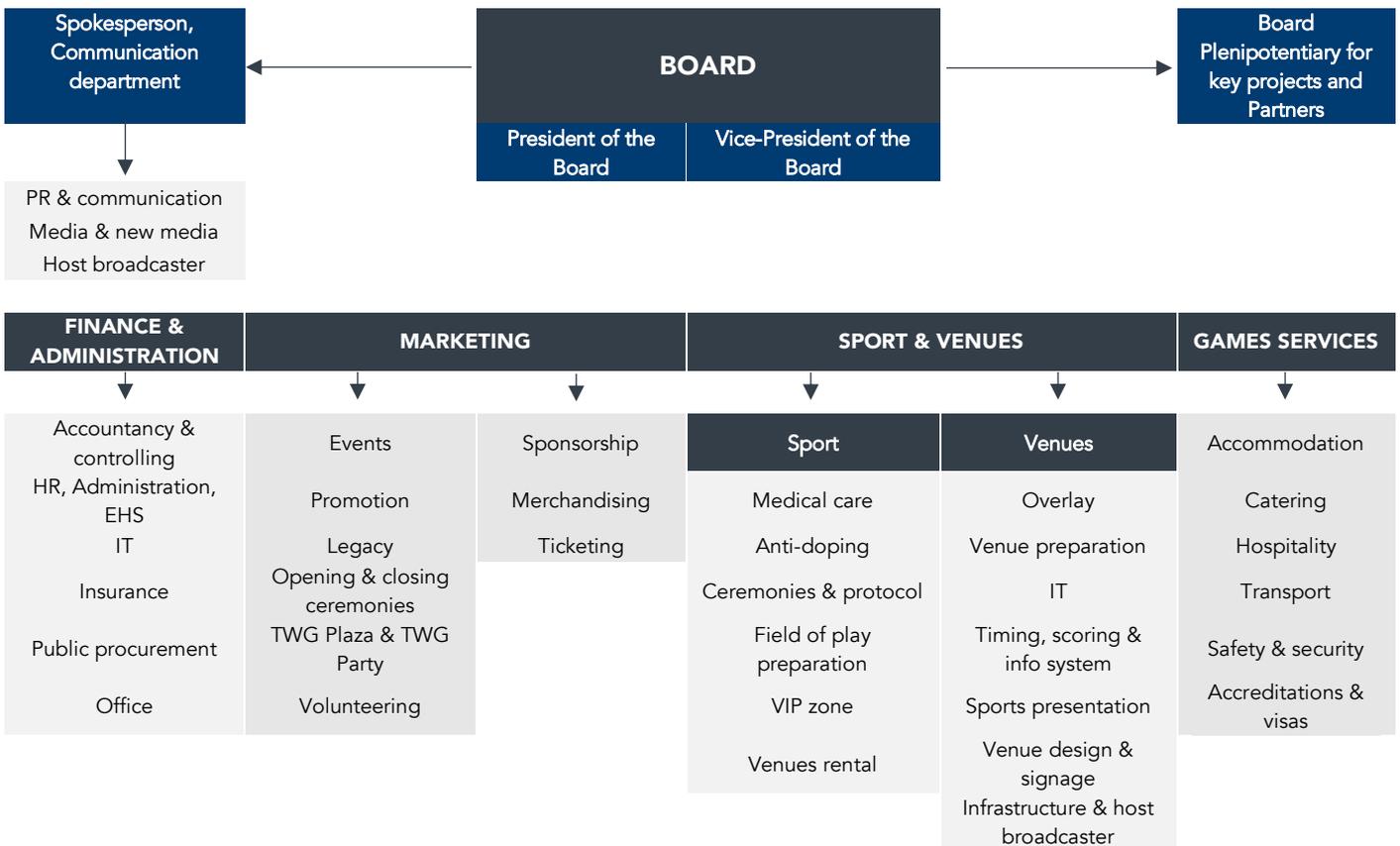
In January 2014 the Wrocław Organising Committee – The World Games 2017 was constituted in a resolution adopted by the Wrocław City Council. As a public organisation, the WOC, controlled by its only shareholder – the Municipality of Wrocław, had to comply with the Polish Public Procurement Law in the tender processes for the supply of goods and services relating to TWG 2017.

In October 2014 the Municipality of Wrocław signed a cooperation agreement with the Lower Silesian Voivodeship. This led to agreeing a partnership with three cities in the region – Jelcz-Laskowice, Świdnica and Trzebnica – which hosted some of TWG 2017 events.

Key dates

Jan 2012	Wrocław awarded TWG 2017
May 2012	Host City Agreement signed
Jan 2014	Wrocław Organising Committee established

WOC organisational structure



Organisation

Management

Wrocław Organising Committee

The Wrocław Organising Committee The World Games 2017 was managed by president Marcin Przychodny and vice-president Adam Roczek who both joined the committee in January 2016, replacing its first president, Piotr Przygoński.

At that time one of the challenges for the new management was to rationalise the event budget while maintaining a high standard of organisation. The main stakeholder of the committee, the host city of Wrocław, judged the planned cost of staging the Games to be excessive and took the view that it had to be streamlined.

As part of this policy, the organising committee decided to accommodate the athletes in university campuses and gave up on staging the closing ceremony in the 43,000-seat Wrocław Stadium, moving it to The World Games Plaza instead.

The World Games 2017 fitted into the host city's strategy of organising major events, and the management's aim was to engage the citizens of Wrocław in the Games. It was an opportunity to make the city more active and encourage all generations to take up sport. Many World Games disciplines can easily be practised by families without access to professional facilities, Roczek and Przychodny pointed out.

In the management's view the event was also a chance to improve the sports infrastructure in the city. The two notable investments were the refurbishment of the Olympic Stadium, which hosted American football and speedway competitions during TWG 2017, and the construction of the indoor and outdoor swimming pools, the arenas of the finswimming, life saving and canoe polo events. An inline skating rink was also built.

Key objectives

- Organise a great event for the city and the athletes
- Engage the citizens in the event
- Manage investments into infrastructure and facilities

INTERVIEWS

Marcin Przychodny

President

Wrocław Organising Committee

Adam Roczek

Vice-President

Wrocław Organising Committee

Organisation

Sport & Venues

Wrocław Organising Committee

The sport and venues department was headed up by Grzegorz Pyzałka who joined the committee in 2013 and was one of the few members of WOC staff present at the previous World Games in Cali.

The department was responsible for sports facilities (including all venues and field of play), sports presentation, timing and scoring system, medal ceremonies and protocol, anti-doping and medical services.

While the Rules of The World Games, the directives for the organisation of the event, describe general roles and responsibilities of IWGA, the host city, and the international federations, the details of staging each competition had to be discussed with the governing bodies of the sports on the programme.

This was a long and challenging process as the international federations focused on securing the best possible conditions for their sports, while the organising committee had to manage their expectations and agree the most rational solutions which took into account existing facilities and event budget.

The key role in these conversations was played by IF-appointed competition managers. However, in some cases competition managers did not have the mandate of the international federation to make recommendations or decisions.

Despite these obstacles, a compromise was reached with each governing body and the IF officials were very pleased with the standard of TWG 2017 venues, according to Pyzałka.

Key objectives

- Prepare top-quality venues for competitors
- Ensure a smooth running of the competition
- Meet guidelines and requirements of IWGA and international federations

INTERVIEW

Grzegorz Pyzałka

Sport & Venues Director
Wrocław Organising Committee



Organisation

Marketing

Wrocław Organising Committee

The WOC marketing department was led by Krzysztof Mularczyk from November 2016. The department oversaw event promotion, sponsorship, merchandising and ticketing. It was also responsible for organising the opening and closing ceremonies, The World Games Fan Plaza and the athletes party.

The commercialisation of rights to The World Games 2017 in the host country didn't start until 2016. In the summer of 2016, Sport Innovation, a local sports marketing company, was selected by the WOC as the sales agent following a tender process, but the agency was unsuccessful in securing sponsors for the event.

Marketing the Games domestically was a major challenge for the organising committee, attributed to low event awareness, competition in the sponsorship market and a lack of marketing collateral and case studies from previous editions of The World Games. Additionally, a change in the political landscape in Poland resulted in state-owned companies withdrawing their interest in sponsoring the event.

As a consequence, the first event partners signed up just a few months before the start of The World Games 2017. Kaufland, a German supermarket chain, became the main sponsor. The company also acquired merchandising rights to the event.

The event was promoted at tourism fairs in Poland, Czech Republic and Germany, and through test events and special occasion events (opening of the new event venues, 100 days to TWG celebration) in the build-up to the Games. There were also many engagement and participation initiatives aiming to enable the citizens of Wrocław to 'touch' the sports which were part of the event programme.

Tickets went on sale to the public in February 2017. The initial target was to sell 50 per cent of tickets. This was increased to 70 per cent by the start of the event. In the end, over 80 per cent of tickets were sold or distributed to event partners.

Key objectives

- Offset event costs by bringing in commercial revenue
- Sell 70 per cent of tickets
- Generate publicity through a series of promotional events

INTERVIEWS

Krzysztof Mularczyk

Marketing Director
Wrocław Organising Committee

Izabela Demczuk

Senior Specialist, Promotion and Events
Wrocław Organising Committee

Patrycja Włosik

Ticketing Coordinator
Wrocław Organising Committee

Organisation

Communications

Wrocław Organising Committee

The communications department was managed by the WOC spokesman, Kacper Cecota. The department's main tasks were to handle PR and communication activities, manage media accreditations and build social media presence. The team was also in charge of communication with the domestic broadcaster.

The major communications challenge was to convey the message about an event which had very low recognition levels in Poland ahead of Wrocław being awarded The World Games 2017. Additionally, in 2014 and 2015, much of the public debate and media coverage about the Games questioned the rationale behind hosting the event in Wrocław.

The communications department also had very limited access to imagery and footage from the previous World Games in Cali in 2013. This was why, in the early stages, it was difficult to build excitement about an event which wasn't going to take place until 2017, according to Cecota.

Eventually, the WOC signed up media partners which helped promote the event: Przegląd Sportowy, the only Polish sports daily; Onet.pl, the largest Polish web portal; Fakt24.pl, the online news service of Poland's largest daily; and Polish Radio Program III, one of the most popular radio stations in the country. Together with the domestic broadcaster, Telewizja Polsat, the media partners helped spread the message about The World Games 2017.

Nearly 600 journalists and photographers were accredited for the event. Most of them were special interest media covering a particular sport. The accredited media were assisted during the event by a team of press officers and volunteers.

The event received over 5,800 mentions in press, radio and television in Polish media in 2017, with almost no negative coverage or reports.

Key objectives

- Build awareness of the event through media
- Manage communication channels
- Build social media presence
- Manage accreditation process and provide support to media on-site

INTERVIEWS

Kacper Cecota

Spokesman
Wrocław Organising Committee

Magdalena Babiszewska

Communication Department
Wrocław Organising Committee

Angelika Siudzińska

Social Media Coordinator
Wrocław Organising Committee

Organisation

Community Programmes

Wrocław Organising Committee

The World Games 2017 community and educational programmes were managed by Agnieszka Bojeś-Kuta who was appointed a corporate social responsibility and communication coordinator in April 2015.

Most of the community projects that were run or supported by the Wrocław Organising Committee were grassroots initiatives, often initiated by a local or national sports organisation or institution. The WOC was therefore a partner rather than the owner of the programmes.

As a result, each programme had its unique character, but the common theme of many initiatives was encouraging children and youth to be more active and helping physical education teachers gain new qualifications. Many schools in the host city and the wider region engaged in these initiatives.

A variety of sports were promoted through the programmes, from floorball and korfbal to American football, karate and orienteering.

In the year before The World Games 2017 sports days were organised in Wrocław parks for citizens who could take part in fitness sessions, or rent equipment and try their luck in boules, flying disc, korfbal, tug of war and other sports which were part of the event programme.

Key objectives

- Build a strong social legacy through community programmes run in partnership with local and national sports organisations
- Encourage children and youth to be more active and take up sport
- Create opportunities for citizens to get to know TWG 2017 sports
- Facilitate gaining new qualifications for physical education teacher

INTERVIEW

Agnieszka Bojeś-Kuta

CSR & Communication Coordinator
Wrocław Organising Committee



Organisation

Games Services

Wrocław Organising Committee

The games services department was tasked with providing accommodation, catering, hospitality, transport, security and accreditation services.

Almost 20,000 accreditations were issued for event participants and service supplier. The accreditation procedure was managed using the Event Management System provided by Swiss Timing.

Accreditations by category

CATEGORY	NUMBER
Athletes	3,245
Extra officials	1,230
IF passport officials	823
IWGA	65
Media	686
NOCs / sports organisations	182
Services	1,162
Volunteers	1,393
VIPs	315
Wrocław Organising Committee	387
Access pass	10,200
TOTAL	19,688

The WOC was responsible for providing transport and accommodation for athletes, IF officials, IWGA and VIP guests. Additional trams and buses were supplied by the Wrocław municipal transport company to allow for a quick and efficient transportation of spectators.

Athletes, WOC personnel and volunteers were accommodated in three university campuses, while 20 hotels in Wrocław hosted other event participants.

On average there were 664 security staff present at the event every day.

Hospitality programme

19 July	Official lunch hosted by Mayor of Wrocław for IWGA Executive Committee
20 July	Official lunch hosted by Mayor of Wrocław on the occasion of visit of the IOC President
20 July	Welcome cocktail for officials and invited guests as part of the opening ceremony
21 July	Welcome reception hosted by Mayor of Wrocław for IF representatives
30 July	Farewell dinner in National Forum of Music for IF representatives and invited guests

Catering statistics

Meals served	45,821
Breakfasts	12,125
Lunches	19,001
Dinners	14,215

Organisation

Volunteering

Wrocław Organising Committee

The WOC volunteer programme was coordinated by Lech Guzowski who came on board in June 2015. He managed a team of six who recruited over 1,600 volunteers to help run the event.

The volunteer scheme for The World Games 2017 was designed based on post-event reports from the previous editions and the experience of the organising committee staff from the UEFA European Championships 2012 and other events held in Wrocław.

To find volunteers, the WOC worked in collaboration with the Wrocław Convention Bureau and event partners. The volunteer programme was also promoted by TWG 2017 media partners and via social media.

By early March 2017, the WOC received over 3,000 applications to become TWG 2017 volunteers. The interviews with applicants took place in March and April 2017.

Volunteer leaders were first appointed to lead teams in key areas like anti-doping, medal ceremonies, media, opening and closing ceremonies, VIP and team attachés. Subsequently, the leaders took part in the recruitment of their respective teams.

In the recruitment interviews, the candidates were asked about their preferred support areas and sports. Their communicativeness, availability, experience and English-language skills were also assessed.

According to Guzowski, the major success of the volunteer programme was an almost 100-per-cent turnout of volunteers at the event – very few volunteers who confirmed their availability and participation did not come to Wrocław.

Key objectives

- Build a volunteer team large enough to support the organisation of the event
- Provide volunteers with adequate training
- Keep the volunteers engaged from the moment they applied until the end of the Games

INTERVIEW

Lech Guzowski

Head of Volunteering
Wrocław Organising Committee



Economic

Economic

Attendance

Overview

The total attendance of The World Games 2017 is estimated at 240,000. There were a total of 163,355 tickets sold for the event, including tickets reserved for event partners.

Additionally, over 75,000 people are estimated to have attended The World Games Plaza, including the athletes party and the closing ceremony which were both held in The World Games Plaza.

Of the 163,355 tickets for sports events and the opening ceremony, 131,545 were sold to the general public and 31,810 tickets were given to partners.

When compared with the data available on for previous editions of the event, The World Games 2017 sold the fifth highest number of tickets. The ticketed attendance peaked in Cali in 2013 where 408,198 tickets were sold (78 per cent of all tickets available).

Attendance - Overview

Attendance	240,000
Sports events*	163,355
TWG Plaza**	76,645

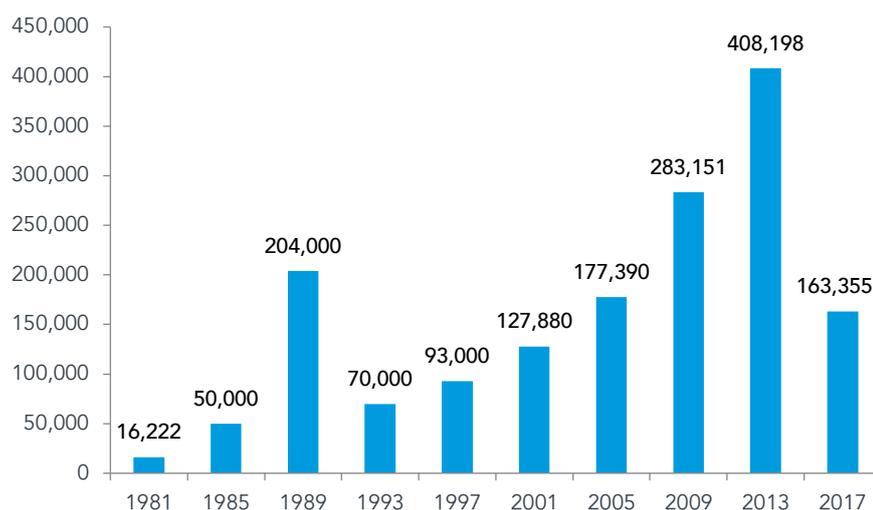
* incl. opening ceremony

** estimated, non-ticketed entry

Ticketing - Overview

Tickets available	199,507
Tickets sold	163,355
Public sale	131,545
Partner tickets	31,810
% of tickets sold	81.88%

Ticketed attendance at The World Games, 1981-2017



Ticketed v total attendance at The World Games, 2005-2017

YEAR	HOST	TICKETED ATTENDANCE	TOTAL ATTENDANCE	% OF TOTAL
2005	Germany	177,390	240,000	74%
2009	Chinese Taipei	283,151	480,000	59%
2013	Colombia	408,198	500,000	82%
2017	Poland	163,355	240,000	68%

Economic

Attendance

Ticketing

There were a total of 163,355 tickets sold for The World Games 2017. This was 82 per cent of the total tickets available, 199,507.

The public sale of tickets for The World Games 2017 launched on 23 February 2017 through eBilet.pl, the Wrocław Organising Committee’s ticketing partner.

Ticket prices ranged between 5-30 zlotys (\$1.38-\$8.27) for concession tickets, 10-60 zlotys (\$2.76-\$16.55) for adult standard tickets, and 100-150 zlotys (\$27.58-\$41.37) for VIP tickets. Season tickets giving access to all competition days were also available for individual sports.

Dance sport and speedway were the most expensive sports to attend.

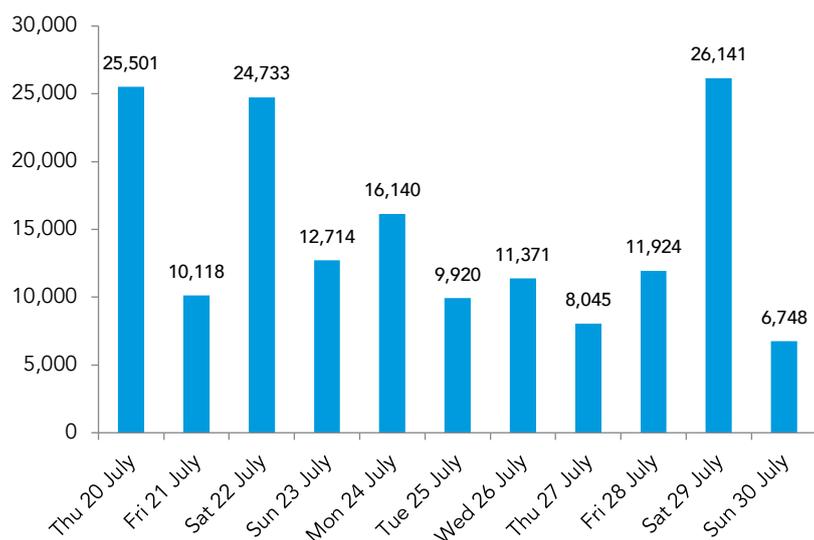
Tickets for the opening ceremony were priced at 10-50 zlotys (\$2.76-\$13.79) with premium and VIP tickets available from 150 zlotys (\$41.37).

Poland was the nation with the highest number of online ticket sales with 39,625 transactions, of which 25,284 came from the city of Wrocław.

Tickets sold – Top 10 nations (online transactions)

Poland	39,625
Wrocław	25,284
United Kingdom	1,019
Germany	1,004
Austria	354
USA	325
Netherlands	295
France	236
Norway	148
Estonia	74
Luxembourg	59

Total ticketed spectator attendance breakdown by day



Economic

Attendance

Ticketing – by sport

The most popular sport by percentage of total event ticket sales was American football, accounting for 12.4 per cent of all tickets sold for the event.

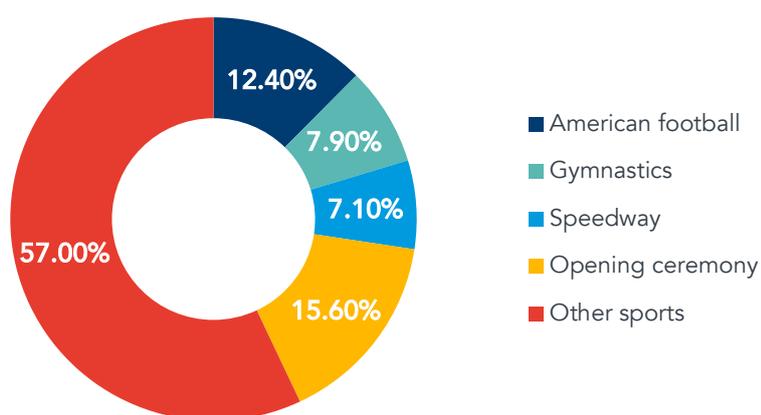
This was followed by gymnastics and speedway, which made up 7.9 per cent and 7.1 per cent, respectively, of all tickets sold.

The opening ceremony accounted for 15.6 per cent of all tickets sold.

Ticket sales by sport (% of total sold) – Top 10 sports

American football	12.4%
Gymnastics	7.9%
Speedway	7.1%
Roller sports	6.9%
Flying disc	4.8%
Beach handball	4.8%
Dance sport	3.9%
Sport climbing	3.4%
Muaythai	3.2%
Korfball	3.1%
Opening ceremony	15.6%

Ticket sales by sport (% of total sold)



The WOC reported that tickets were sold out for ten sports – billiards, canoe polo, dance sport, ju-jitsu, karate, lacrosse, orienteering, powerlifting, speedway and tug of war. This includes sponsor and partner tickets as well as tickets offered to schools and charities. However, due to a number of no-shows, seats remained empty at some venues despite tickets being sold out.

Ticket sales by sport (% of available tickets) – Top 15 sports

Billiards	100%
Canoe polo	100%
Dance sport	100%
Ju-Jitsu	100%
Karate	100%
Lacrosse	100%
Orienteering	100%
Powerlifting	100%
Speedway	100%
Tug of war	100%
Squash	99%
Sport climbing	95%
Roller sports	94%
Air sports	92%
Finswimming	90%
Opening ceremony	98.1%

Economic

Financials

The operating expenditure of the Wrocław Organising Committee in 2014-2017 totalled 90 million zlotys (\$25 million).

Total expenditure of the committee for the year of The World Games 2017 until the end of October amounted to 71 million zlotys (\$19.6 million). The host broadcaster services accumulated the largest expense at a cost of 14 million zlotys (\$3.9 million).

WOC profit and loss statement (2014-2017)

	2014		2015		2016		2017 (JAN-OCT)	
	PLN	USD	PLN	USD	PLN	USD	PLN	USD
Commercial (cash)	n/a	n/a	n/a	n/a	n/a	n/a	5,598,235	1,544,105
Commercial (MIK)	n/a	n/a	n/a	n/a	n/a	n/a	2,079,342	573,524
Other	n/a	n/a	n/a	n/a	n/a	n/a	3,855,569	1,063,443
Unaccounted income	n/a	n/a	n/a	n/a	n/a	n/a	103,456	28,535
Total income*	55,418	15,285	42,073	11,605	485,472	133,903	11,636,602	3,209,608
Games services	0	0	15,245	4,205	55,200	15,225	10,150,773	2,799,786
Host broadcaster	75,813	20,911	171,600	47,331	0	0	14,101,162	3,889,382
Marketing & media	747,629	206,211	1,061,957	292,909	4,609,021	1,271,260	8,261,081	2,278,571
Medal ceremonies	0	0	8,844	2,439	0	0	398,037	109,786
Opening and closing ceremonies, TWG Plaza, TWG Party	0	0	0	0	1,190	328	7,209,400	1,988,497
Security, medical security and anti-doping	0	0	23,610	6,512	6,842	1,887	3,329,812	918,429
Sports & venues	199,397	54,998	200,561	55,319	824,414	227,390	9,215,839	2,541,913
Timing, scoring, accreditation and info system	0	0	0	0	42	12	9,670,916	2,667,432
Volunteers	0	0	870	240	13,166	3,631	410,509	113,227
WOC operating costs	1,999,241	551,431	3,825,435	1,055,132	5,375,508	1,482,673	8,476,807	2,338,073
Total expenditure	3,022,080	833,550	5,308,122	1,464,086	10,885,383	3,002,406	71,224,336	19,645,096
PROFIT/LOSS	-2,966,662	-818,265	-5,266,049	-1,452,482	-10,399,911	-2,868,503	-59,587,733	-16,435,489

Exchange rate used PLN 1 = USD 0.27582 throughout study

* Commercial revenues (sponsorship, merchandising, ticketing), other operating income, financial income

In terms of sports infrastructure, the Municipality of Wrocław invested 169 million zlotys (\$47 million) in the renovation of the Wrocław Olympic Stadium and the construction of the Millennium Park inline skating track and the Orbita swimming pools.

The city spent a further 14 million zlotys (\$3.9 million) on other items related to the organisation of The World Games 2017. This included transportation, IT support, field of play preparation and a host city fee.

Additionally, the International World Games Association invested €1.6 million (\$1.9 million) in television production which brought the total cost of host broadcast and TV production services up to \$5.8 million.

Economic

Economic Impact

Direct Impact – Tourism Spend

A total of 25.6 million zlotys (\$7.1 million) of tourism spend was generated by spectators, accredited persons, volunteers and members of the media at TWG 2017.

Due to lack of detailed data for each participant group, the tourism spend was estimated based on the spectator spend data (further analysed in the Tourism chapter of this study) to present a more complete picture:

- **Athletes:** The WOC provided transportation and full-board accommodation to athletes representing sports in the official programme. Since this arrangement did not cover invitational sports and, within the official sports, some athletes decided to book their own accommodation upon arriving to Wrocław, it is estimated that 20 per cent of all athletes paid for accommodation and food & drink. The average spend of spectators from outside Wrocław was used to calculate the spend of these athletes (152.2 zlotys per night for accommodation and 76.3 zlotys per night for food and drink).
- **IF Passport Officials:** The WOC provided transport and full-board accommodation to the IF Passport Officials. IF Passport Officials were assumed to have spent some money on food and drink and miscellaneous items in the local economy.
- **Extra Officials:** Extra Officials were required to pay for their accreditation. Various accreditation types were offered, with the cost of accreditation ranging from €60 to €180 per day and in most cases covering accommodation and catering. This expenditure is identified as revenue to the organising committee and thus only additional spend on food and drink and miscellaneous items in the local economy is identified as tourism spend.
- **Volunteers:** No accommodation or food & drink spend was attributed to volunteers as the WOC provided accommodation to volunteers from outside Wrocław (app. 75 per cent of all volunteers) and meals to all volunteers.
- **Media:** The average spend on accommodation and food & drink of spectators from outside Wrocław was used to calculate the spend of media personnel (152.2 zlotys per night for accommodation and 76.3 zlotys per night for food and drink).
- **IWGA:** The WOC provided transportation and full-board accommodation to IWGA staff who were assumed to have spent some money on food and drink and miscellaneous items in the local economy.
- **VIP:** The WOC provided transportation and full-board accommodation to VIP guests who were assumed to have spent some money on food and drink and miscellaneous items in the local economy.
- **All accredited participants:** Miscellaneous spend was estimated at 35 zlotys per day, based on the average daily spend of spectators from outside Wrocław on items other than accommodation and food and beverage.

Economic

Economic Impact

Direct Impact – Total

DIRECT IMPACT – EVENT ORGANISER

Based on analysis of expenditure and revenues for the Wrocław Organising Committee, it is estimated that there was a direct economic impact from organiser spend of 57.9 million zlotys (\$15.9 million) into the local economy.

TOTAL ECONOMIC IMPACT (DIRECT)

The total direct economic impact of TWG 2017 is estimated to be 83.5 million zlotys (\$23 million), based on a direct tourism spend of 25.6 million zlotys (\$7.1 million) and an event organiser surplus spend of 57.9 million zlotys (\$15.9 million).



Tourism

Tourism

Overview

The analysis in this section looks at the tourism impact generated by spectators who attended The World Games 2017.

A tourism survey was used to assess the spectator tourism impact, from which the answers by respondents were analysed and extrapolated.

Spectators were broken down into different groups, based on how far they had to travel to Wrocław for TWG 2017: within Wrocław; within Poland and up to two hours away from Wrocław; within Poland and over two hours away from Wrocław; and from outside Poland.

The results of the survey suggest that there were 44,454 unique attendees at TWG 2017, of which 17,520 were visitors to the city of Wrocław.

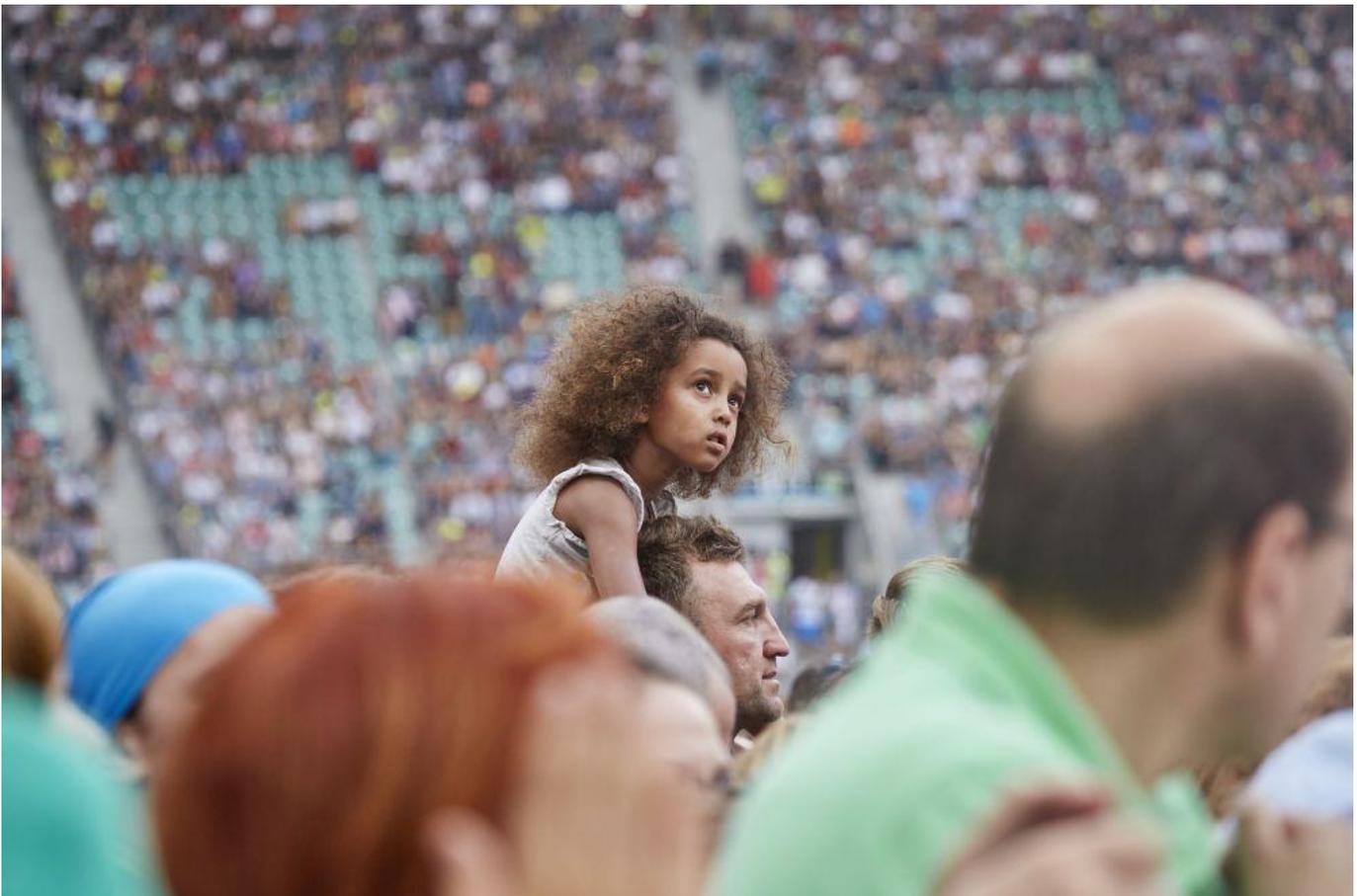
The total spectator spend was 22.5 million zlotys (\$6.2 million).

Methodology

The tourism study was conducted in August-September 2017 by Sportcal, in collaboration with Sport MR and a team of volunteers organised by the Wrocław Organising Committee.

The process consisted of short intercept surveys at the event, followed by a more extensive online survey.

Over 3,700 intercepts were achieved at the event with over 750 people completing the online survey.

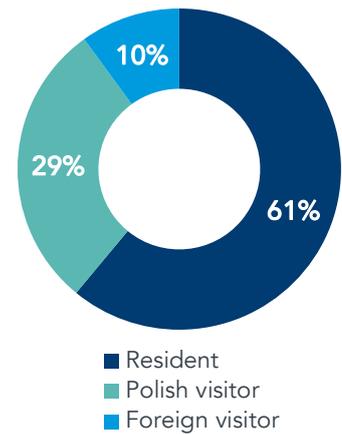
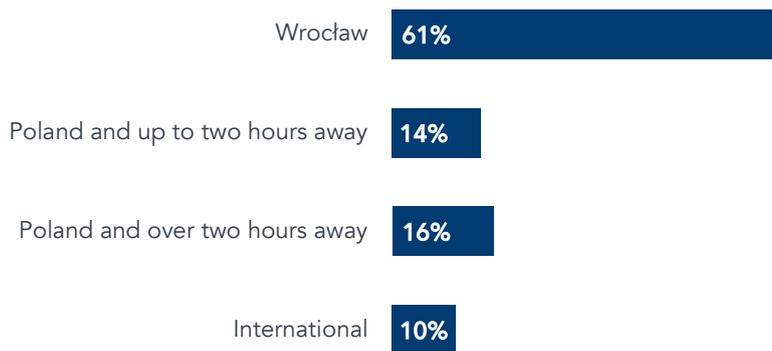


Tourism

Demographic Profile and Origin

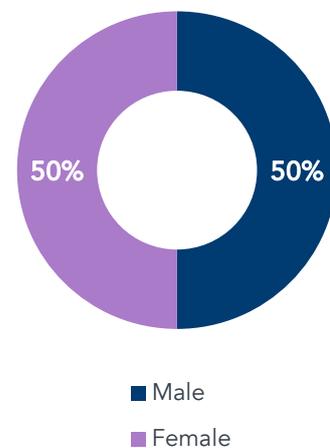
Origin of spectators

- 61 per cent of attendees were from the city making it predominantly a locally attended event.
- 10 per cent came from overseas, with Germany, UK and the USA providing the most visitors.



Age and gender profile of spectators

- Adult fans were equally split by gender, whilst the age profile had a high concentration of under 34-year old's.
- When compared to the Polish population, this event had significantly more appeal to younger people.
- Comparatively fewer people aged 65+ were in attendance.

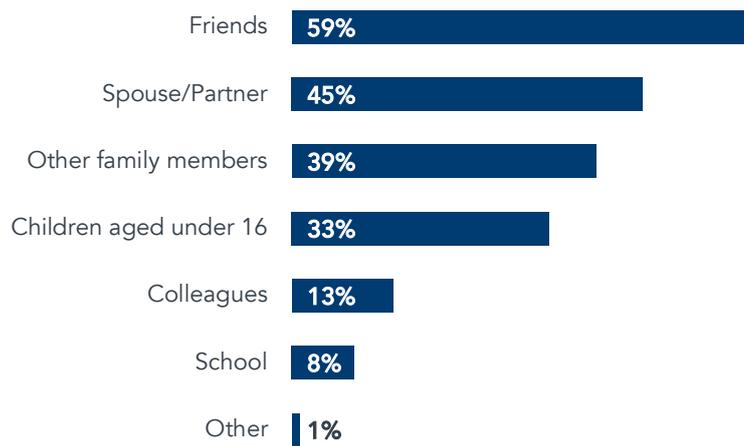


Tourism

Attendance

With whom did spectators attend TWG 2017?

- The age groups 35+ were most likely to attend with their spouse.
- Wrocław residents were more likely to come with their family. Polish visitors from outside Wrocław were more likely to come with friends than family.
- Those aged 35-44 were most likely to be attending with children under 16 (70 per cent). These family parties were more likely to come from the Wrocław area.



Average size of group

- The most common group size was two (29 per cent of respondents attended with one other person). However, seven per cent came in a party of six or more, impacting the average group size.
- Those traveling from within Poland and over two hours away tended to have a larger group size.
- International visitors had the largest group size.

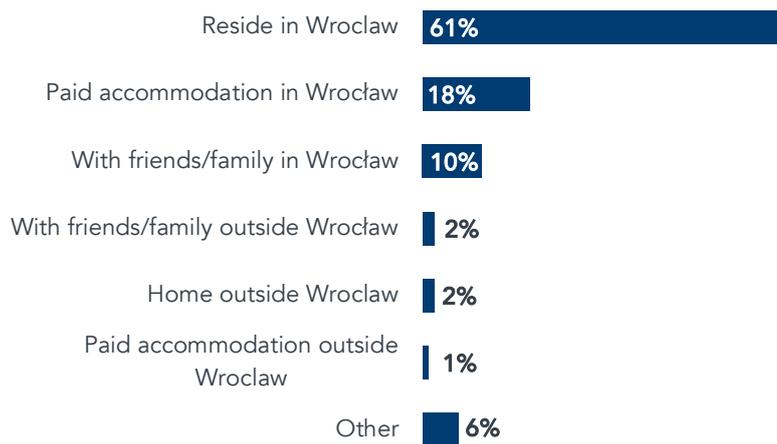


Tourism

Accommodation

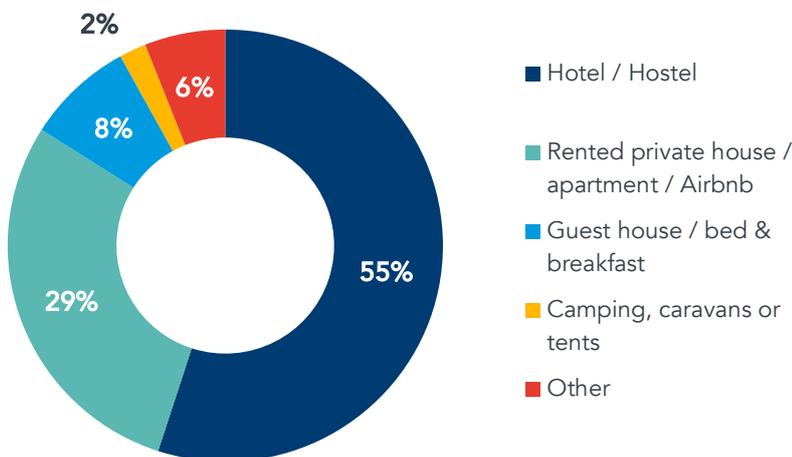
Where did spectators stay during TWG 2017?

- 34 per cent of spectators were visitors who stayed in the city.
- A significant proportion of spectators were from Wrocław and returned home after each day.
- Only a small proportion (5 per cent) stayed outside Wrocław during the Games.



Type of accommodation

- 55 per cent of visitors to Wrocław who were in paid accommodation stayed in a hotel or a hostel.
- Short-term rentals were also popular.

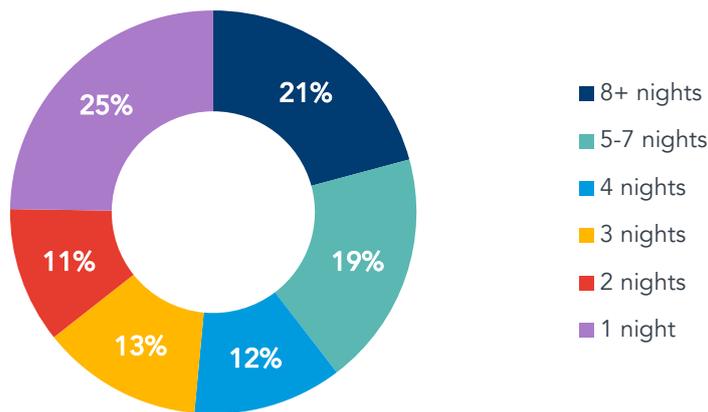


Tourism

Accommodation

Number of nights in paid accommodation

- International visitors tended to stay longer, but the vast majority of nights spent in Wrocław were by guests travelling within Poland.
- One night was the most common stay but over 50 per cent of visitors stayed four nights or more.



Average number of nights stayed in Wrocław in paid accommodation

- Based on the survey results, it was estimated that there were 7,753 visitors who stayed in paid accommodation in Wrocław. This equated to 37,267 bed nights for the city.
- On average, visitors stayed 4.7 nights in paid accommodation.

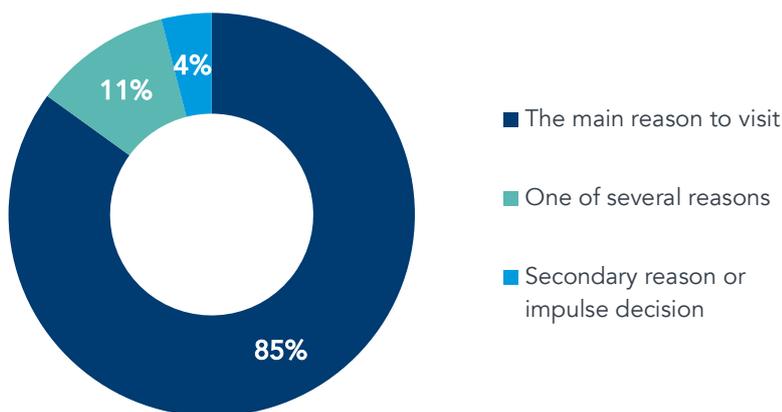


Tourism

Reasons for Attending / Previous Visits

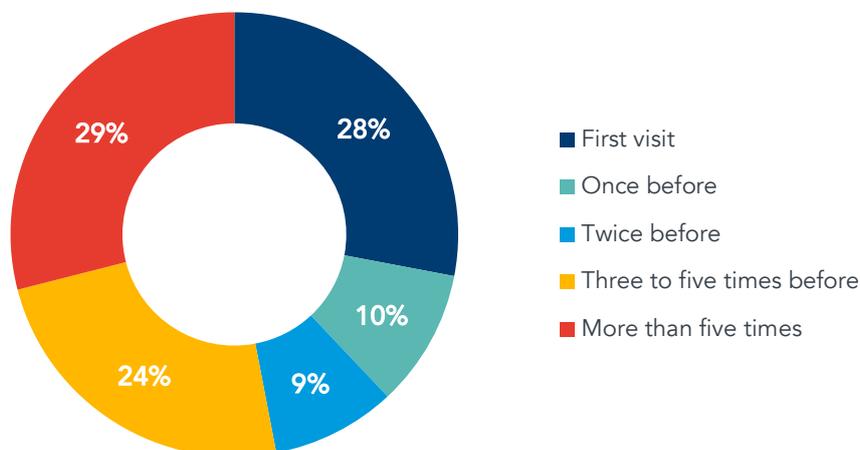
Reasons for attending TWG 2017

- The vast majority of visits to Wrocław were triggered by The World Games 2017 rather than a desire to see the city and take in the Games whilst there.



Breakdown of Wrocław visitors

- The World Games 2017 was successful in attracting many first-time visitors to Wrocław, particularly from abroad.
- Nearly three quarters of overseas spectators were visiting for the first time.
- Most Polish spectators from outside Wrocław had visited the city previously.



Tourism

Spectator Spend

Tickets

Tickets and people

A total of 163,355 tickets were sold for The World Games 2017. Based on the tourism study, it is estimated that 47 per cent of tickets were bought by visitors to the city of Wrocław. Around 53 per cent of tickets were purchased by residents of Wrocław.

Based on this analysis, it is estimated that 44,454 unique individuals attended TWG 2017, attending an average of 3.7 sessions (individual events).

This has been calculated by taking into account the average number of days that respondents indicated that they were

present at the event, the average number of sports attended and the possibility that some spectators had bought a season ticket, which would enable them to access all days of an individual competition.

From the estimated unique attendance of 44,454, 17,520 spectators were from outside the city of Wrocław.

Spectators residing less than a two-hour drive from the city amounted to 6,096, those living more than two hours away totalled 7,003. There were an estimated 4,421 overseas visitors.

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
Percentage of tickets	100%	53%	13%	21%	12%	47%
No. of tickets	163,355	86,843	21,977	34,849	19,686	76,512
No. of days attended per person	3.0	2.7	3.0	3.5	3.9	3.4
No of sessions attended per person	3.7	3.2	3.6	5.0	4.5	4.4
No. of people attended	44,454	26,933	6,096	7,003	4,421	17,520

Totals may not add up as individual figures have been rounded up.

Spend on tickets

The total gross spend on tickets was estimated to be 2.2 million zlotys (\$0.6 million), based on the total number of tickets (163,355) multiplied by the average ticket price (13.5 zlotys).

Visitors outside Wrocław were calculated to have spent 1.1 million zlotys (\$0.3 million).

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
No. of tickets	163,355	86,843	21,977	34,849	19,686	76,512
Average spend per ticket	PLN 13.5	PLN 12.2	PLN 14.3	PLN 13.0	PLN 18.8	PLN 14.9
TOTAL SPEND ON TICKETS (PLN)	PLN 2,204,255	PLN 1,061,809	PLN 315,116	PLN 456,518	PLN 370,812	PLN 1,142,446
TOTAL SPEND ON TICKETS (USD)	USD 607,978	USD 292,868	USD 86,915	USD 125,917	USD 102,277	USD 315,109

Totals may not add up as individual figures have been rounded up.

Spend figures provided in zlotys. Conversion rate used for 31/07/2017: PLN 1 = USD 0.27582

Breakdown of spectator spend

On the following pages, the breakdown of spectator spend at the venues, in the host city and in Poland outside Wrocław is provided.

The estimations are based on the tourism study and the declared expenditure.

Tourism

Spectator Spend

Venues

Breakdown of spectator spend in venues by type

Based on the spectator study, it is estimated that 2.9 million zlotys (\$0.82 million) was spent on food and drink at the venues. The spectators spent 0.54 million zlotys (\$0.15

million) on merchandise at the event – a relatively small amount which can be attributed to merchandise being available to purchase only at The World Games Plaza.

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
No. of people eating & drinking at venue	34,866	20,200	4,816	6,093	3,758	14,666
Average spend per person per day	PLN 28.5	PLN 18.0	PLN 43.2	PLN 30.3	PLN 49.9	PLN 39.7
Spend on eating & drinking at venue (PLN)	PLN 2,969,661	PLN 964,099	PLN 622,737	PLN 654,227	PLN 728,597	PLN 2,005,562
Spend on eating & drinking at venue (USD)	USD 819,092	USD 265,918	USD 171,763	USD 180,449	USD 200,962	USD 553,174
No. of people buying merchandise	6,923	2,963	1,097	1,891	973	3,961
Average spend per person	PLN 77.6	PLN 58.5	PLN 89.8	PLN 82.7	PLN 112.1	PLN 91.9
Spend on merchandise (PLN)	PLN 537,259	PLN 173,287	PLN 98,518	PLN 156,391	PLN 109,062	PLN 363,971
Spend on merchandise (USD)	USD 148,187	USD 47,796	USD 27,173	USD 43,136	USD 30,081	USD 100,391
No. of people paying for transport to venue	28,890	16,699	3,963	5,532	2,697	12,192
Average spend per person per day	PLN 18.2	PLN 7.7	PLN 41.6	PLN 27.9	PLN 17.8	PLN 29.3
No. of transport journey days	86,271	44,302	11,861	19,632	10,476	41,969
Spend on transport to venue (PLN)	PLN 1,567,491	PLN 339,794	PLN 493,402	PLN 548,129	PLN 186,165	PLN 1,227,696
Spend on transport to venue (USD)	USD 432,345	USD 93,722	USD 136,090	USD 151,185	USD 51,348	USD 338,623
No. of parties paying for car parking around venue	3,549	1,747	736	746	320	1,802
Average spend per party	PLN 48.2	PLN 32.5	PLN 45.0	PLN 72.5	PLN 85.2	PLN 63.5
Spend on car parking around venue (PLN)	PLN 171,149	PLN 56,744	PLN 33,102	PLN 54,062	PLN 27,241	PLN 114,405
Spend on car parking around venue (USD)	USD 47,206	USD 15,651	USD 9,130	USD 14,911	USD 7,514	USD 31,555
No. of people with other spend at venue	483	79	61	210	133	404
Average spend per person	PLN 92.9	PLN 10.0	PLN 250.0	PLN 118.2	PLN 30.0	PLN 109.1
Other spend at venue (PLN)	PLN 44,846	PLN 790	PLN 15,241	PLN 24,837	PLN 3,979	PLN 44,057
Other spend at venue (USD)	USD 12,370	USD 218	USD 4,204	USD 6,851	USD 1,097	USD 12,152
TOTAL SPEND AT VENUE (PLN)	PLN 7,494,660	PLN 2,596,523	PLN 1,578,116	PLN 1,894,166	PLN 1,425,856	PLN 4,898,137
TOTAL SPEND AT VENUE (USD)	USD 2,067,177	USD 716,173	USD 435,276	USD 522,449	USD 393,280	USD 1,351,004

Totals may not add up as individual figures have been rounded up.

Spend figures provided in zlotys. Conversion rate used for 31/07/2017: PLN 1 = USD 0.27582

Tourism

Spectator Spend

City

Breakdown of spectator spend in the city of Wrocław, outside venues, by type

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
No. of people in paid accommodation	7,753		1,219	3,572	2,962	7,753
Average length of stay	4.7		3.7	4.3	5.8	4.7
Bed nights	37,267		4,499	15,501	17,268	37,267
Average spend per night per person	PLN 152.2		PLN 148.0	PLN 114.1	PLN 187.5	PLN 152.2
Spend on paid accommodation in Wrocław (PLN)	PLN 5,671,770		PLN 665,770	PLN 1,768,315	PLN 3,237,685	PLN 5,671,770
Spend on paid accommodation in Wrocław (USD)	USD 1,564,387		USD 183,633	USD 487,737	USD 893,018	USD 1,564,387
No. of people eating & drinking in city	15,894		5,182	6,513	4,200	15,894
Average spend per person per day	PLN 76.3		PLN 76.9	PLN 56.4	PLN 98.9	PLN 76.3
Spend on eating & drinking in Wrocław (PLN)	PLN 5,483,794		PLN 1,469,638	PLN 1,593,914	PLN 2,420,242	PLN 5,483,794
Spend on eating & drinking in Wrocław (USD)	USD 1,512,540		USD 405,356	USD 439,633	USD 667,551	USD 1,512,540
No. of people paying for transport	9,631		2,865	4,202	2,564	9,631
Average spend per person per day	PLN 12.6		PLN 17.3	PLN 10.2	PLN 12.3	PLN 12.6
Spend on public transport in Wrocław (PLN)	PLN 552,411		PLN 182,592	PLN 186,555	PLN 183,264	PLN 552,411
Spend on public transport in Wrocław (USD)	USD 152,366		USD 50,362	USD 51,456	USD 50,548	USD 152,366
No. of parties hiring a car	334		35	124	175	334
Average spend per party	PLN 259.2		PLN 300.0	PLN 284.3	PLN 233.1	PLN 259.2
Spend on car hire in Wrocław (PLN)	PLN 86,522		PLN 10,511	PLN 35,342	PLN 40,669	PLN 86,522
Spend on car hire in Wrocław (USD)	USD 23,864		USD 2,899	USD 9,748	USD 11,217	USD 23,864
No. of people visiting tourist attractions in Wrocław	6,994		1,341	3,221	2,431	6,994
Average spend per person	PLN 80.5		PLN 84.3	PLN 72.7	PLN 88.7	PLN 80.5
Spend visiting tourist locations in Wrocław (PLN)	PLN 562,969		PLN 113,075	PLN 234,133	PLN 215,761	PLN 562,969
Spend visiting tourist locations in Wrocław (USD)	USD 155,278		USD 31,188	USD 64,579	USD 59,511	USD 155,278
No. of people with other spend in city	1,054		244	280	530	1,054
Average spend per person	PLN 85.7		PLN 50.0	PLN 108.4	PLN 90.2	PLN 85.7
Spend on other items in Wrocław (PLN)	PLN 90,378		PLN 12,193	PLN 30,363	PLN 47,823	PLN 90,378
Spend on other items in Wrocław (USD)	USD 24,928		USD 3,363	USD 8,375	USD 13,191	USD 24,928
TOTAL SPEND IN WROCLAW (PLN)	PLN 12,447,843		PLN 2,453,778	PLN 3,848,621	PLN 6,145,443	PLN 12,447,843
TOTAL SPEND IN WROCLAW (USD)	USD 3,433,364		USD 676,801	USD 1,061,527	USD 1,695,036	USD 3,433,364

Totals may not add up as individual figures have been rounded up.

Spend figures provided in zlotys. Conversion rate used for 31/07/2017: PLN 1 = USD 0.27582

Tourism

Spectator Spend

Outside City

Breakdown of spectator spend in Poland, outside of Wrocław, by type

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
No. of people in paid accommodation - Poland	1,238				1,238	1,238
Average length of stay	6.6				6.6	6.6
Bed nights	8,200				8,200	8,200
Average spend per night per person	PLN 121.0				PLN 121.0	PLN 121.0
Spend on paid accommodation in Poland (PLN)	PLN 992,574				PLN 992,574	PLN 992,574
Spend on paid accommodation in Poland (USD)	USD 273,772				USD 273,772	USD 273,772
No. of people eating & drinking in Poland	1,945				1,945	1,945
Average spend per person per day	PLN 102.1				PLN 102.1	PLN 102.1
Spend on eating and drinking in Poland (PLN)	PLN 1,316,079				PLN 1,316,079	PLN 1,316,079
Spend on eating and drinking in Poland (USD)	USD 363,001				USD 363,001	USD 363,001
No. of people paying for transport	752				752	752
Average spend per person per day	PLN 51.9				PLN 51.9	PLN 51.9
Spend on public transport in Poland (PLN)	PLN 39,019				PLN 39,019	PLN 39,019
Spend on public transport in Poland (USD)	USD 10,762				USD 10,762	USD 10,762
No. of parties paying for car parking	175				175	175
Average spend per party	PLN 80.3				PLN 80.3	PLN 80.3
Spend on car parking in Poland (PLN)	PLN 14,007				PLN 14,007	PLN 14,007
Spend on car parking in Poland (USD)	USD 3,863				USD 3,863	USD 3,863
No. of parties hiring a car	145				145	145
Average spend per party	PLN 200.0				PLN 200.0	PLN 200.0
Spend on car hire in Poland (PLN)	PLN 29,083				PLN 29,083	PLN 29,083
Spend on car hire in Poland (USD)	USD 8,022				USD 8,022	USD 8,022
No of people visiting tourist locations in Poland	1,238				1,238	1,238
Average spend per person	PLN 131.2				PLN 131.2	PLN 131.2
Spend visiting tourist locations in Poland (PLN)	PLN 162,337				PLN 162,337	PLN 162,337
Spend visiting tourist locations in Poland (USD)	USD 44,776				USD 44,776	USD 44,776
No. of people with other spend in Poland	530				530	530
Average spend per person	PLN 69.4				PLN 69.4	PLN 69.4
Spend on other items in Poland (PLN)	PLN 36,805				PLN 36,805	PLN 36,805
Spend on other items in Poland (USD)	USD 10,152				USD 10,152	USD 10,152
TOTAL SPEND IN POLAND OUTSIDE WROCLAW (PLN)	PLN 2,589,903				PLN 2,589,903	PLN 2,589,903
TOTAL SPEND IN POLAND OUTSIDE WROCLAW (USD)	USD 714,347				USD 714,347	USD 714,347

Totals may not add up as individual figures have been rounded up.

Spend figures provided in zlotys. Conversion rate used for 31/07/2017: PLN 1 = USD 0.27582

Tourism

Spectator Spend

Total Spend

Total spectator spend related to TWG 2017

Estimates based on the tourism study show a gross spend by spectators related to The World Games 2017 of 22.5 million zlotys (\$6.2 million), of which 2.6 million zlotys (11.6 per cent) was related to people from the city of Wrocław.

Of the total spend by visitors to Wrocław, spectators from the rest of Poland spent 9.8 million zlotys (\$2.7 million), while international visitors contributed just over 10 million zlotys (\$2.8 million).

	TOTAL	WROCLAW	POLAND (UP TO TWO HOURS AWAY)	POLAND (OVER TWO HOURS AWAY)	INTERNATIONAL	VISITORS TO WROCLAW
TOTAL SPEND (PLN)	PLN 22,532,406	PLN 2,596,523	PLN 4,031,894	PLN 5,742,787	PLN 10,161,202	PLN 19,935,883
DAILY SPEND PER SPECTATOR (PLN)	PLN 507	PLN 96	PLN 661	PLN 820	PLN 2,299	PLN 1,138
TOTAL SPEND (USD)	USD 6,214,888	USD 716,173	USD 1,112,077	USD 1,583,975	USD 2,802,663	USD 5,498,715
DAILY SPEND PER SPECTATOR (USD)	USD 140	USD 27	USD 182	USD 226	USD 634	USD 314

Spend figures provided in zlotys. Conversion rate used for 31/07/2017: PLN 1 = USD 0.27582

Tourism

Participant Spend

Total Spend

Athletes and officials

A total of 3,292 athletes, 886 IF Passport Officials and 1,288 Extra Team officials were accredited for TWG 2017. An estimated 80 per cent of the athletes (2,634 persons) stayed in accommodation paid for by the organisers, with 658 staying in accommodation paid for by themselves.

The IF Passport Officials stayed in accommodation provided by the WOC, while the Extra Officials were required to pay

for their accommodation and event accreditation. This expenditure of the Extra Officials is identified as revenue to the organising committee and thus only additional spend on food and drink and miscellaneous items in the local economy is identified as tourism spend.

IWGA staff and VIP guests stayed in accommodation arranged by the WOC.

GROUP	ACCREDITED PERSONS	LENGTH OF STAY*	BED NIGHTS	AVERAGE DAILY SPEND (PLN)**		
				Accommodation	Food & Drink	Miscellaneous
Athletes (WOC Accommodation)	2,634	7.25	19,097	-	35.0	35.0
Athletes (Paid-for Accommodation)	658	7.25	4,770	152.2	76.3	35.0
IF Passport Officials (WOC Accommodation)	886	6.50	5,759	-	35.0	35.0
Extra Team Officials (Paid-for Accommodation)	1,288	6.50	8,372	-	35.0	35.0
IWGA Staff (WOC Accommodation)	68	10.00	680	-	35.0	35.0
VIP (WOC Accommodation)	330	6.93	2,287	-	35.0	35.0
TOTAL	5,636		40,965			

* estimated length of stay for all participants is based on participant survey (VIP, Media) and bed nights data provided by the WOC

** it is estimated that athletes and officials for whom accommodation and catering was provided by the WOC spent an additional 35 zlotys per day on food & drink and other items

Media

Based on the data available, it is estimated that 80 per cent of accredited media (1,007 persons) came from outside Wrocław. The average spend on accommodation and food & drink of spectators from outside Wrocław was used

to calculate the spend of media personnel (152.2 zlotys per night for accommodation and 76.3 zlotys per night for food and drink).

GROUP	ACCREDITED PERSONS	LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND (PLN)		
				Accommodation	Food & Drink	Miscellaneous
Media	1,007	5.96	6,002	152.2	76.3	35.0

Volunteers

Based on the data available, it is estimated that 75 per cent of volunteers (1,214 persons) came from outside Wrocław. No accommodation or food & drink spend was attributed

to volunteers as the WOC provided accommodation to volunteers from outside Wrocław.

GROUP	ACCREDITED PERSONS	LENGTH OF STAY	BED NIGHTS	AVERAGE DAILY SPEND (PLN)		
				Accommodation	Food & Drink	Miscellaneous
Volunteers	1,214	6.70	8,134	0	0	35.0

Tourism

Tourism Spend

Total Spend

Total tourism spend

GROUP	TICKETS (PLN)	ACCOMMODATION (PLN)		FOOD & DRINK (PLN)			MISC. (PLN)	TOTAL SPEND PER GROUP (PLN)	TOTAL SPEND PER GROUP (USD)
		In Wrocław	Outside Wrocław	In Venue	In Wrocław	Outside Wrocław			
LOCAL SPEND		In Wrocław	Outside Wrocław	In Venue	In Wrocław	Outside Wrocław			
Spectators (city)	1.06m	-	-	0.96m	-	-	0.57m	2.6m	0.72m
TOURISM SPEND		In Wrocław	Outside Wrocław	In Venue	In Wrocław	Outside Wrocław			
Spectators (Poland and up to two hours away)	0.32m	0.67m	-	0.62m	1.47m	-	0.96m	4.03m	1.11m
Spectators (Poland and over two hours away)	0.46m	1.77m	-	0.65m	1.59m	-	1.27m	5.74m	1.58m
Spectators (overseas)	0.37m	3.24m	0.99m	0.73m	2.42m	1.32m	1.10m	10.16m	2.80m
Athletes	-	0.73m	-	-	1.03m	-	0.83m	2.59m	0.71m
IF Passport Officials	-	-	-	-	0.20m	-	0.20m	0.4m	0.11m
Extra Team Officials	-	-	-	-	0.29m	-	0.29m	0.58m	0.16m
Media	-	0.91m	-	-	0.46m	-	0.21m	1.58m	0.44m
Volunteers	-	-	-	-	-	-	0.28m	0.28m	0.08m
IWGA	-	-	-	-	0.02m	-	0.02m	0.04m	0.01m
VIP	-	-	-	-	0.08m	-	0.08m	0.16m	0.04m
TOTAL TOURISM SPEND	1.15m	7.32m	0.99m	2.00m	7.56m	1.32m	5.24m	25.56m	7.05m



Event Experience

Event Experience

Overview

The World Games 2017 event experience survey showed that 93 per cent of participants (and 97 per cent of spectators) had a positive experience from attending the event.

KEY FINDINGS

- 56 per cent of respondents said that TWG 2017 was better than other similar events they have attended. Only six per cent of participants stated that TWG 2017 was worse than comparable events they have been to.
- Participants enjoyed the opening ceremony of The World Games 2017. Spectators gave it the highest score of all respondent groups.
- 94 per cent of respondents liked the city of Wrocław. Almost two in three participants declare that they are planning to return to Wrocław in the next two years.
- Event venues had a very high score across all respondent groups. The quality of venues achieved a score of 4.34 (scale 1-5).
- Catering for athletes, media and VIP guests had a relatively lower score. Athletes were also more critical about accommodation.
- Athletes, media and VIP guests all gave a high rating to the process for arrivals and accreditation.

MEAN SCORE

QUESTION	MEAN*
Overall quality of venues	4.34
Opening ceremony – artistic value	4.03
Closing ceremony – artistic value	3.48
Host city score	4.60
Likelihood to revisit Wrocław	4.01
Likelihood to recommend Wrocław	4.50
Overall experience	4.38

* mean score in all respondent groups

Methodology

The event experience study was conducted in August-September 2017 by Sportcal, in collaboration with Sport MR. Four participant groups were surveyed: athletes, media, spectators and VIP guests.

Respondents were asked to assess their experience of different organisational areas of The World Games 2017 and score them appropriately. A rating of 1 (very poor or very unlikely) to 5 (very good or very likely) was used and mean scores were calculated to establish the GSI Rating of the event.

Event Experience

Arrivals and Accommodation

Arrivals and accreditation scores

Respondents: Athletes, Media, VIPs.

- Respondents were generally pleased with the arrivals and accreditation processes.
- Transfer arrangements were scored highly by VIPs.
- Participants were less satisfied with information provided before the event.

QUESTION	A*	M	V	MEAN
The information provided in advance by the organisers on practicalities – arrival, accreditation, facilities etc.	4.08	4.26	3.89	4.08
The information provided in advance by the organisers on the events, participants etc.	-	4.18	3.85	4.01
The support available to you on arrival from the event organisers	4.19	3.96	4.41	4.19
The transfer arrangements from your point of arrival (if arranged by the event organisers)	4.18	4.16	4.53	4.29
The efficiency of the accreditation process	4.12	4.21	4.40	4.24

* A=Athletes, M=Media, S=Spectators, V=VIPs

Accommodation scores

Respondents: Athletes, VIPs.

ATHLETES

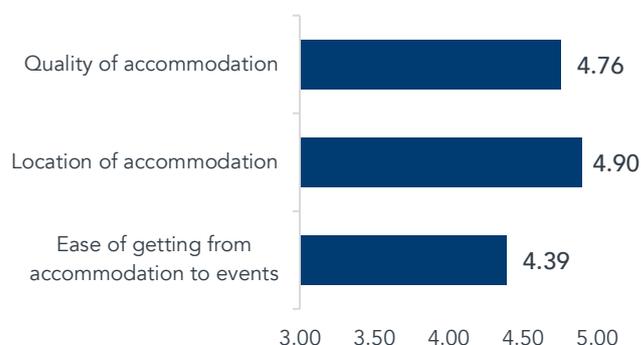
(accommodated at the university campus)



- Accommodation had mixed scores from athletes.
- In additional comments provided, some athletes complained about cleanliness, air conditioning and lack of Wi-Fi access.

VIP

(accommodated at the Sofitel hotel)



- VIP guests were very satisfied with their accommodation and in particular its quality and location.
- Respondents agreed it was easy to get from the hotel to event venues.

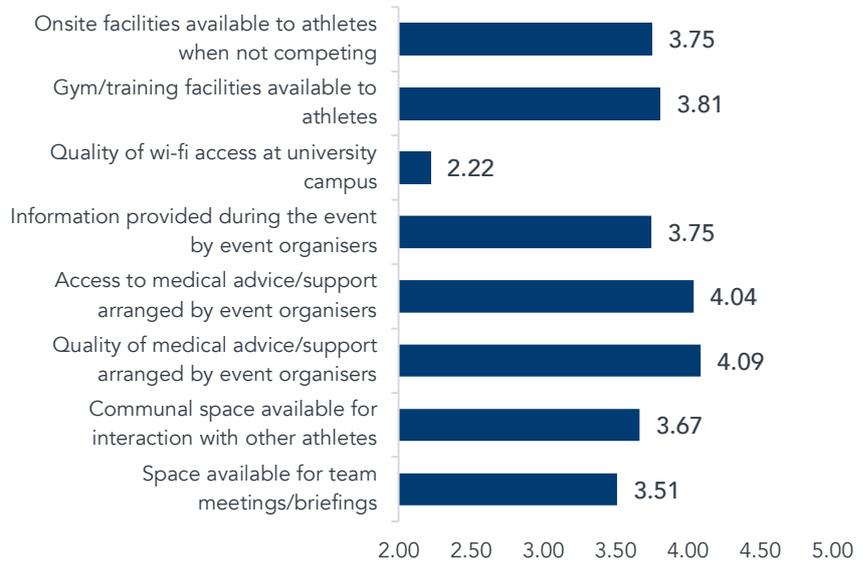
Event Experience

Facilities and Competition

Athlete facilities (when not competing) scores

Respondents: Athletes.

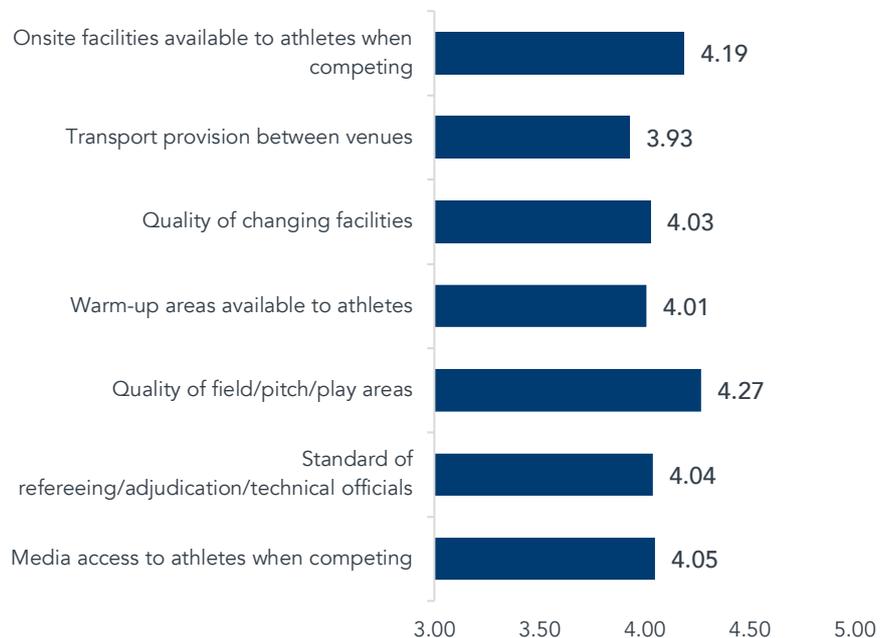
- The majority of athletes were satisfied with non-competition facilities available to them.
- Notably, athletes highly rated medical support arranged by event organisers.
- However, athletes accommodated at the university campus were disappointed about Wi-Fi access.



Athlete facilities (when competing) scores

Respondents: Athletes.

- 85 per cent of athletes were satisfied with onsite facilities available to them.
- Respondents were particularly pleased about the quality of field of play at the venues.
- Four in five athletes were also satisfied with the quality of changing facilities, warm-up areas and standard of refereeing.



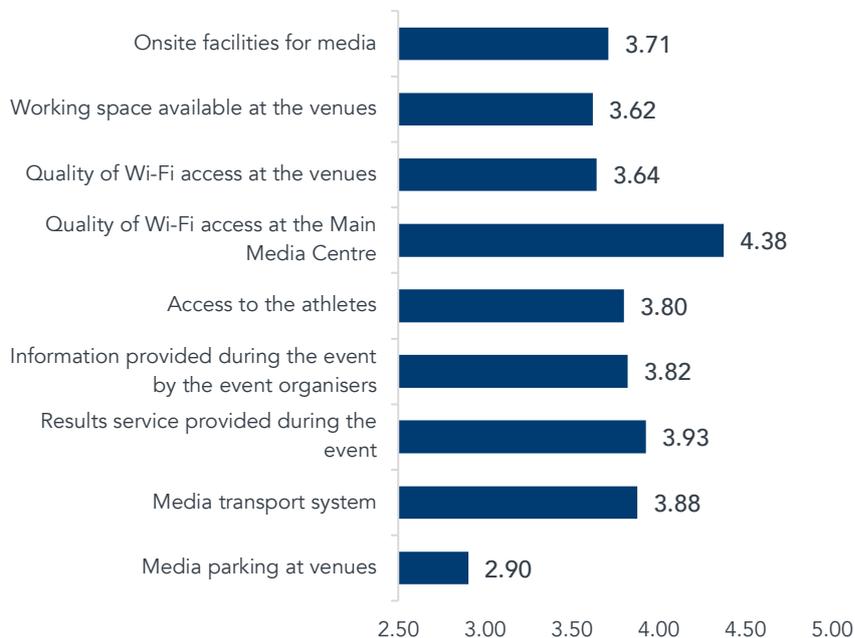
Event Experience

Facilities and Competition

Media facilities scores

Respondents: Media.

- 71 per cent of media were pleased with facilities available to them.
- Respondents gave a high score to the quality of Wi-Fi at the Main Media Centre and to the results service.



General facilities score

Respondents: Athletes, Media, Spectators, VIPs.

- Participants thought the standard of TWG 2017 venues was very high.
- The atmosphere during the event was highly rated by spectators in particular.
- Spectators were also impressed with the support received from staff & volunteers.

QUESTION	A	M	S	V	MEAN
The standard of venues	4.24	4.26	4.62	4.23	4.34
The atmosphere during competition	4.23	4.31	4.74	4.07	4.34
The information/announcements at the venue(s)	3.97	4.06	4.15	3.72	3.98
Entertainment at the venue(s)	-	-	4.05	-	4.05
Public transport to/from the venue(s)	-	-	4.23	-	4.23
The helpfulness of staff & volunteers	-	-	4.47	-	4.47

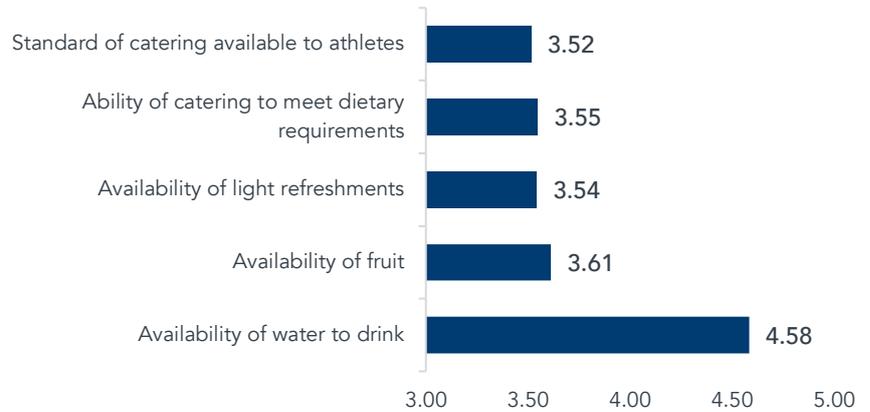
Event Experience

Catering

Athlete catering score

Respondents: Athletes.

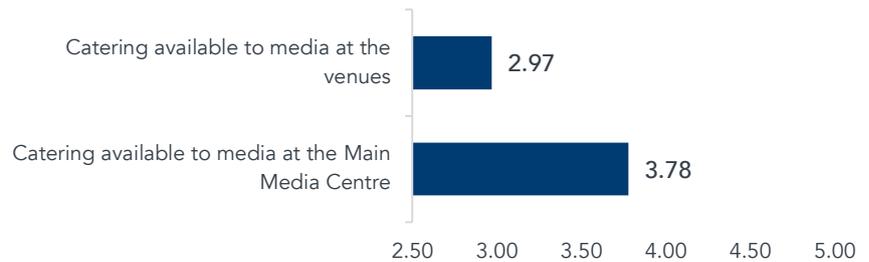
- 61 per cent of athletes were satisfied with catering available to them
- However, in general catering had relatively low scores compared to other areas of assessment
- Respondents were pleased with the availability of water to drink



Media catering score

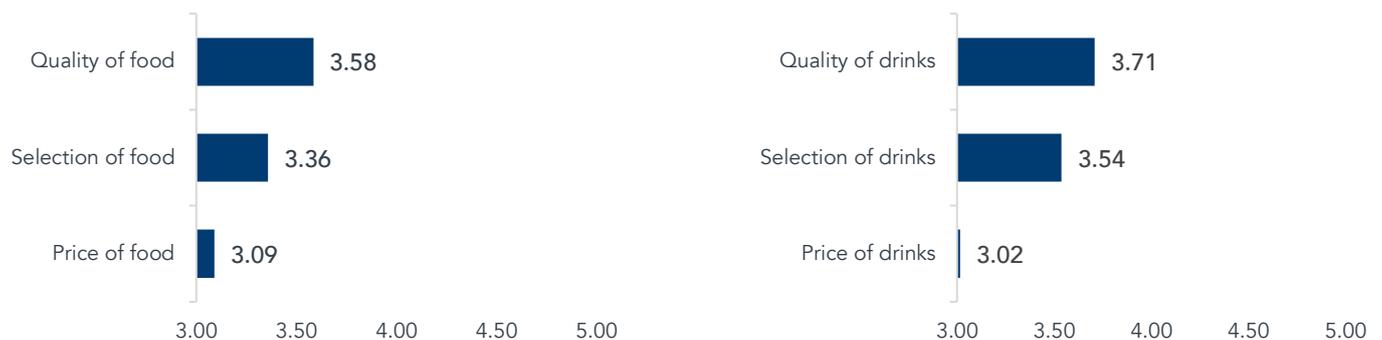
Respondents: Media.

- Media were fairly critical about catering available to them at the venues.
- However, respondents were generally satisfied with catering options at the Main Media Centre.



Spectator catering score

Respondents: Spectators.



- Spectators scored the quality and selection of food available to purchase relatively low.

- Spectators also had a mixed feeling about the quality and selection of drinks available to buy. Similarly to the price of food, the price of drinks scored lowest.

Event Experience

Ceremonies and Fan Zone

Opening ceremony scores

Respondents: Athletes, Media, Spectators, VIPs.

- Participants scored the opening ceremony favourably.
- Of all respondent groups, spectators gave the ceremony the highest rating.

QUESTION	A	M	S	V	MEAN
Artistic value of the event	4.27	3.64	4.26	3.97	4.03
Event choreography and special effects	4.25	3.59	4.24	4.03	4.03
The helpfulness of the staff & volunteers	4.40	4.07	4.54	4.60	4.40
Public transport to/from the opening ceremony	-	-	4.15	-	4.15
The choice of the Wrocław Stadium as the event venue	4.64	4.59	4.79	4.57	4.65

Closing ceremony scores

Respondents: Athletes, Media, Spectators, VIPs.

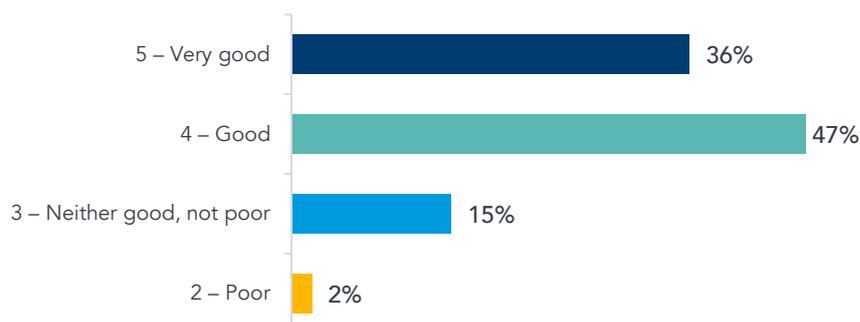
- The closing ceremony scores were less favourable.
- Once again spectators gave the event a higher rating than other participants.

QUESTION	A	M	S	V	MEAN
Artistic value of the event	3.62	3.25	3.88	3.18	3.48
Event choreography and special effects	3.86	3.50	4.00	3.29	3.66
The helpfulness of the staff & volunteers	3.90	4.07	4.45	4.65	4.27
The choice of the Freedom Square (The World Games Plaza) as the event venue	4.05	3.81	4.26	3.63	3.94

The World Games Plaza score

Respondents: Spectators.

- 83 per cent of spectators thought The World Games Plaza was either good or very good.
- The average rating of the fan zone was 4.17.



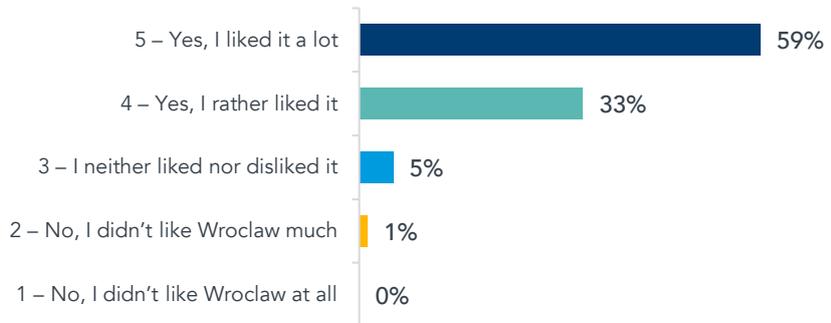
Event Experience

Host City

Did you like Wrocław as a city?

Respondents: Athletes, Media, Spectators, VIPs.

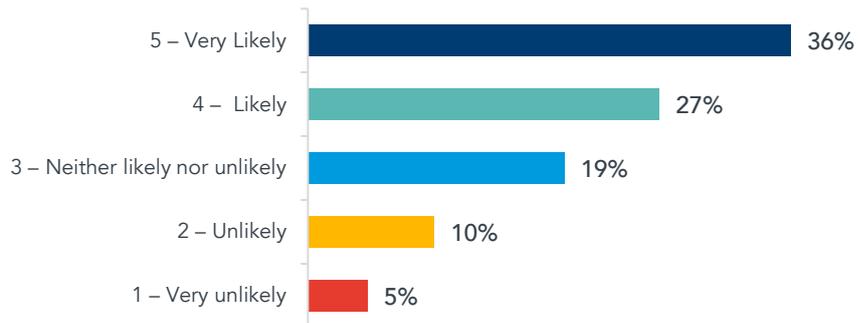
- An overwhelming majority of respondents liked the host city of Wrocław.
- 97 per cent of spectators said they liked the city.



How likely would you be to visit the city again in the next couple of years?

Respondents: Athletes, Media, Spectators, VIPs.

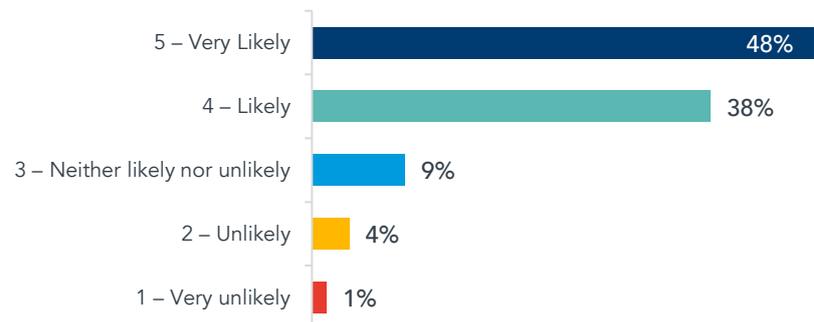
- Almost two in three participants are likely to revisit the city in the next couple of years.



How likely would you be to recommend the city to another person?

Respondents: Athletes, Media, Spectators, VIPs.

- 86 per cent of participants would recommend the city to another person.
- As many as 96 per cent of spectators and media said they would recommend the city to another person.



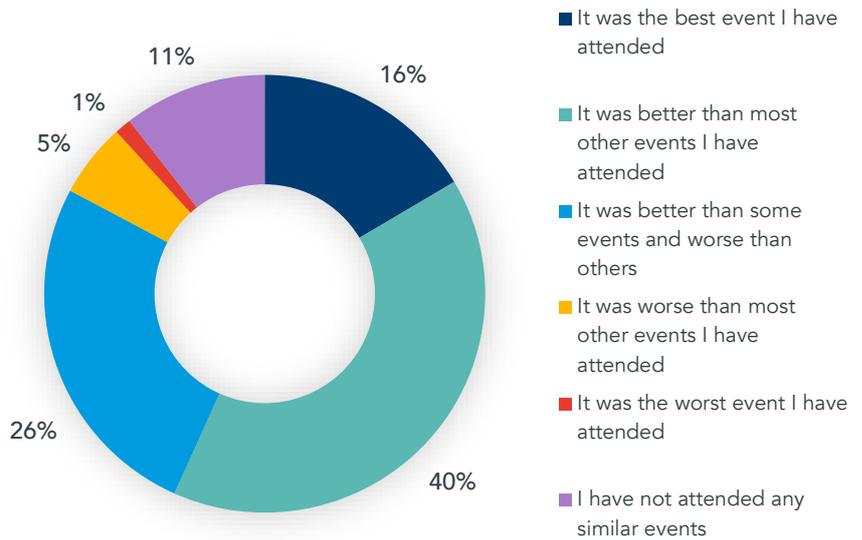
Event Experience

Overall Experience

Generally, how would you rate your experience at this event compared to other similar events you have attended?

Respondents: Athletes, Media, Spectators, VIPs.

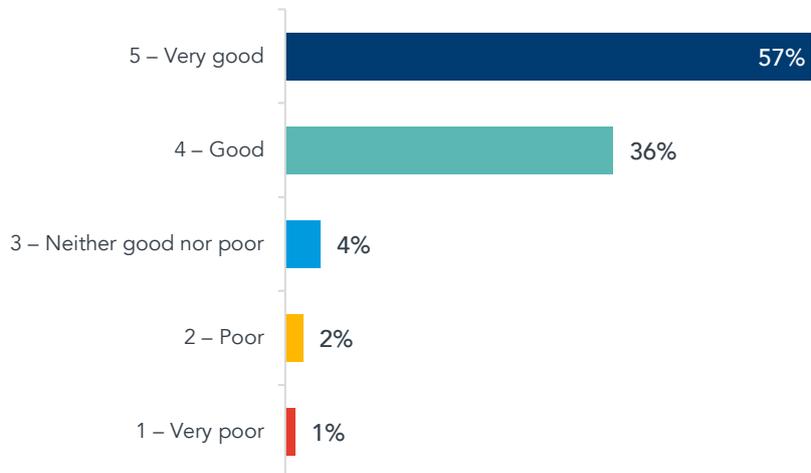
- Most participants said The World Games 2017 was better than other events they have attended.
- For one in five spectators The World Games 2017 was the best event they have attended.



How would you rate the overall event experience you had on your visit(s) to The World Games?

Respondents: Athletes, Media, Spectators, VIPs.

- 93 per cent of participants were pleased with their experience at The World Games 2017.
- As many as 97 per cent of spectators said they enjoyed the event.



Event Experience

GSI Ratings

GSI Ratings in full

ARRIVAL AND ACCREDITATION

QUESTION	A	M	V	MEAN
The information provided in advance by the organisers on practicalities – arrival, accreditation, facilities etc.	4.08	4.26	3.89	4.08
The information provided in advance by the organisers on the events, participants etc.	-	4.18	3.85	4.01
The support available to you on arrival from the event organisers	4.19	3.96	4.41	4.19
The transfer arrangements from your point of arrival (if arranged by the event organisers)	4.18	4.16	4.53	4.29
The efficiency of the accreditation process	4.12	4.21	4.40	4.24

ACCOMMODATION

QUESTION	S	V	MEAN
Quality of accommodation	3.29	4.76	4.02
Location of accommodation	3.85	4.90	4.37
Ease of getting from accommodation to events	3.91	4.39	4.15

FACILITIES AND COMPETITION (ATHLETES – WHEN NOT COMPETING)

QUESTION	A	MEAN
Onsite facilities available to athletes when not competing	3.75	3.75
Gym/training facilities available to athletes	3.81	3.81
Quality of wi-fi access at university campus	2.22	2.22
Information provided during the event by event organisers	3.75	3.75
Access to medical advice/support arranged by event organisers	4.04	4.04
Quality of medical advice/support arranged by event organisers	4.09	4.09
Communal space available for interaction with other athletes	3.67	3.67
Space available for team meetings/briefings	3.51	3.51

Event Experience

GSI Ratings

FACILITIES AND COMPETITION (ATHLETES – COMPETITION)

QUESTION	A	MEAN
Onsite facilities available to athletes when competing	4.19	4.19
Transport provision between venues	3.93	3.93
Quality of changing facilities	4.03	4.03
Warm-up areas available to athletes	4.01	4.01
Quality of field/pitch/play areas	4.27	4.27
Standard of refereeing/adjudication/technical officials	4.04	4.04
Media access to athletes when competing	4.05	4.05

FACILITIES AND COMPETITION (MEDIA)

QUESTION	M	MEAN
Onsite facilities for media	3.71	3.71
Working space available at the venues	3.62	3.62
Quality of Wi-Fi access at the venues	3.64	3.64
Quality of Wi-Fi access at the Main Media Centre	4.38	4.38
Access to the athletes	3.80	3.80
Information provided during the event by the event organisers	3.82	3.82
Results service provided during the event	3.93	3.93
Media transport system	3.88	3.88
Media parking at venues	2.90	2.90

FACILITIES AND COMPETITION (OVERALL)

QUESTION	A	M	S	V	MEAN
The standard of venues	4.24	4.26	4.62	4.23	4.34
The atmosphere during competition	4.23	4.31	4.74	4.07	4.34
The information/announcements at the venue(s)	3.97	4.06	4.15	3.72	3.98
Entertainment at the venue(s)	-	-	4.05	-	4.05
Public transport to/from the venue(s)	-	-	4.23	-	4.23
The helpfulness of staff & volunteers	-	-	4.47	-	4.47

Event Experience

GSI Ratings

CATERING (ATHLETES)

QUESTION	A	MEAN
Standard of catering available to athletes	3.52	3.52
Ability of catering to meet dietary requirements	3.55	3.55
Availability of light refreshments	3.54	3.54
Availability of fruit	3.61	3.61
Availability of water to drink	4.58	4.58

CATERING (MEDIA)

QUESTION	M	MEAN
Catering available to media at the venues	2.97	2.97
Catering available to media at the Main Media Centre	3.78	3.78

CATERING (SPECTATORS)

QUESTION	S	MEAN
Quality of food	3.58	3.58
Selection of food	3.36	3.36
Price of food	3.09	3.09
Quality of drinks	3.71	3.71
Selection of drinks	3.54	3.54
Price of drinks	3.02	3.02

OPENING CEREMONY

QUESTION	A	M	S	V	MEAN
Artistic value of the event	4.27	3.64	4.26	3.97	4.03
Event choreography and special effects	4.25	3.59	4.24	4.03	4.03
The helpfulness of the staff & volunteers	4.40	4.07	4.54	4.60	4.40
Public transport to/from the opening ceremony	-	-	4.15	-	4.15
The choice of the Wroclaw Stadium as the event venue	4.64	4.59	4.79	4.57	4.65

Event Experience

GSI Ratings

CLOSING CEREMONY

QUESTION	A	M	S	V	MEAN
Artistic value of the event	3.62	3.25	3.88	3.18	3.48
Event choreography and special effects	3.86	3.50	4.00	3.29	3.66
The helpfulness of the staff & volunteers	3.90	4.07	4.45	4.65	4.27
The choice of the Freedom Square (The World Games Plaza) as the event venue	4.05	3.81	4.26	3.63	3.94

HOST CITY

QUESTION	A	M	S	V	MEAN
Host city score	4.34	4.71	4.70	4.65	4.60
Likelihood to revisit Wrocław	3.38	4.26	4.38	4.03	4.01
Likelihood to recommend Wrocław	3.93	4.63	4.64	4.79	4.50

OVERALL EXPERIENCE

QUESTION	A	M	S	V	MEAN
Overall event experience	4.25	4.27	4.62	4.36	4.38



Media

Media

Television

Overview

A total of 30 broadcasters showed live, delayed or highlights coverage of The World Games 2017 with a potential reach of 115 territories.

The broadcasters were predominantly European with pan-regional deals signed in Africa (Kwesé), Middle East (Abu Dhabi Media) and Asia-Pacific (Fox Sports Asia). An agreement with NBC's Olympic Channel secured event coverage in North America. However, no television rights holder was confirmed in South America.

The European broadcasters accounted for the majority of broadcast hours. The domestic coverage alone generated over 650 broadcast hours, more than a third of the total broadcast time globally.

The cumulative audience of The World Games 2017 was 94.21 million.

The television data in this section is based on the media monitoring study commissioned by Sportcal and the International World Games Association, and conducted by Nielsen Sports.

TV broadcast overview

TV broadcasters	30
TV channels	54
TV continental reach	5
TV nations	115

No broadcast data available for Elisa (Finland), NHK (Japan), NOS (Netherlands) and Sport1 (Switzerland).

TV broadcasters by region

Africa & Middle East	3
Asia-Pacific	11
Europe	16
North America	1

TV broadcast hours and hours viewed by region

REGION	BROADCAST HOURS		HOURS VIEWED	
	Live	Total	Live	Total
Africa & Middle East	123:59:58	196:39:57	470,122	566,605
Asia-Pacific	136:57:21	335:35:06	669,343	1,573,492
Europe	975:28:49	1375:37:38	32,409,809	38,465,575
North America	-	11:00:00	-	n/a
TOTAL	1236:26:08	1918:52:41	33,549,274	40,605,672

TV broadcast hours by type

Live	1236:26:08
Delayed	597:09:15
Highlights	56:29:36
News & magazine	02:24:47
Sport magazine	26:22:55

Domestic focus – Poland

TV broadcast hours	650:15:36
TV audience	58.72m
TV hours viewed	18,083,893

Media

Television

Distribution and Production

DISTRIBUTION

In October 2012 the International World Games Association agreed a deal with UFA Sports for the agency to market international broadcast and sponsorship rights for the 2013 and 2017 editions of The World Games.

In May 2015 UFA Sports (rebranded as U! Sports in 2016) was acquired by a French sports and entertainment company Lagardère Unlimited (renamed to Lagardère Sports & Entertainment in September 2015). Subsequently, Lagardère Sports became IWGA's exclusive international marketer for The World Games 2017.

The Wrocław Organising Committee owned the broadcasting rights in the host territory, while the organising committee of The World Games 2021 in Birmingham, USA held the rights in the US market.

PRODUCTION

ATM System, Poland's largest independent TV producer, was appointed as the host broadcaster for The World Games 2017 in November 2015.

The company headed up a consortium responsible for producing coverage of all 27 sports on the programme and the four invitational sports in collaboration with the Spanish host broadcasting specialist International Sports Broadcasting (ISB).

The latter signed an agreement with IWGA in April 2017 to work alongside ATM System to enhance the production quality for the foreign television market and, together with the Olympic Channel, launch a 24/7 TWG 2017 channel.

ATM and ISB used four OB vans each. Up to 12 cameras (eight on average) were used at every venue.

Super-slow motion, rangefinder and underwater cameras were also used to enhance the quality of the production.

Media

Television

Broadcast

The World Games 2017 – TV broadcasters breakdown

TERRITORY	BROADCASTER	CHANNELS	ACCESS	RIGHTS TYPE
Austria	ORF	ORF Sport+	Free-to-air	Live, Delayed
	Sport1	Sport1	Free-to-air	Live, Delayed
Balkans*	Arena sport TV	Arena Sport 2 PBAL	Pay-TV	Live
		Arena Sport 4 PBAL	Pay-TV	Live
		Arena Sport 5 PBAL	Pay-TV	Live
Belarus	Belarus TV	Belarus 5	Free-to-air	Live, Delayed
China	CCTV	CCTV5	Free-to-air	Live, Delayed
		CCTV5+	Pay-TV	Live, Delayed
	Guangdong TV	Guangdong Sports TV	Free-to-air	Live, Delayed
	Shanghai TV	Shanghai TV Sports	Pay-TV	Live
	Star Sports China	Star Sports China	Pay-TV	Delayed, Highlights
Chinese Taipei	Fox Sports Taiwan	Fox Sports TW	Pay-TV	Delayed
		Fox Sports 2 TW	Pay-TV	Delayed
Czech Republic	Czech Television	CT Sport	Free-to-air	Live, Delayed, Highlights
Finland	Elisa	Elisa Viihde	Pay-TV	n/a
France**	L'Équipe	L'Équipe	Free-to-air	Live, Delayed, News & Magazine, Sport Magazine
Germany	Sport1	Sport1	Free-to-air	Live, Delayed
		Sport1+	Pay-TV	Live, Delayed
	Sport A	MDR	Free-to-air	News & Magazine
		MDR Sachsen	Free-to-air	News & Magazine
		MDR Sachsen-Anhalt	Free-to-air	News & Magazine
		WDR	Free-to-air	Live
ZDF	Free-to-air	Sport Magazine		
Israel	Sport 5	Sport 5	Pay-TV	Live, Delayed
		Sport 5 HD	Pay-TV	Live, Delayed
		Sport 5+	Pay-TV	Live
		Sport 5+ Live	Pay-TV	Live, Delayed
Japan	NHK	NHK	Free-to-air	n/a
	TBS	TBS	Free-to-air	News & Magazine
MENA***	Abu Dhabi Media	Abu Dhabi Sports 6	Pay-TV	Live, Delayed
Netherlands	NOS Television	NOS	Free-to-air	n/a
New Zealand	Sky New Zealand	Sky Sport POP-UP 2 NZL	Pay-TV	Live, Delayed
		Sky Sport POP-UP NZL	Pay-TV	Live

Media

Television

Broadcast

TERRITORY	BROADCASTER	CHANNELS	ACCESS	RIGHTS TYPE
Pan-South East Asia****	Fox Asia	Fox Sports 3 Asia	Pay-TV	Live, Delayed, Highlights
Poland	Telewizja Polsat	Polsat	Free-to-air	Live, Highlights, News & Magazine
		Polsat News	Free-to-air	Live
		Polsat Sport	Pay-TV	Live, Delayed, Highlights, Sport Magazine
		Polsat Sport Extra	Pay-TV	Live, Delayed, Highlights
		Polsat Sport Fight	Pay-TV	Live, Delayed, Highlights
		Polsat Sport News	Pay-TV	Sport Magazine
		Polsat Sport News HD	Pay-TV	Live, Delayed, Highlights
	Super Polsat	Pay-TV	Live, Delayed, Highlights	
	Telewizja Polska	TVP 1	Free-to-air	News & Magazine, Sport Magazine
		TVP 2	Free-to-air	News & Magazine, Sport Magazine
TVP Info		Free-to-air	News & Magazine	
TVP Sport		Pay-TV	Sport Magazine	
South Korea	Star Sports Korea	Star Sports Korea	Pay-TV	Delayed, Highlights
Sub-Saharan Africa*****	Kwesé	Kwesé Sports 1	Free-to-air	Live, Delayed
Switzerland	Sport1	Sport1	Free-to-air	n/a
Russia	Channel One	Perviy Kanal	Free-to-air	News & Magazine
	Match TV	Match Igra	Pay-TV	Live, Delayed
		Match TV	Pay-TV	News & Magazine
Ukraine	First Channel	UA Pershiy	Free-to-air	Live, Delayed
USA	NBC Olympic Channel	Olympic Channel	Pay-TV	Highlights

* Balkans: Bosnia & Herzegovina, Croatia, Kosovo, Macedonia, Serbia, Slovenia

** incl. French overseas territories: Andorra, French Guyana, Guadeloupe, Martinique, Mayotte, Monaco, Namibia, Reunion

*** Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Morocco, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, UAE, Yemen

**** Brunei, Cambodia, China (foreign compounds in English language only), Chinese Taipei, East Timor, Hong Kong, Indonesia, Laos, Macau, Malaysia, Micronesia, Mongolia, Myanmar, New Caledonia, Papua New Guinea, Philippines, Singapore, South Korea, Thailand, Vietnam

***** Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Niger, Nigeria, Republic of the Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Socotra, Somalia, South Africa, South Sudan, St Helena and Ascension, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe

Media

Television

Broadcast Hours

The World Games 2017 – Total broadcast hours by channel

TERRITORY	BROADCASTER	CHANNELS	BROADCAST HOURS (LIVE)	BROADCAST HOURS (TOTAL)
Austria	ORF	ORF Sport+	8:16:58	10:04:48
	Sport1	Sport1	79:07:51	82:01:57
Balkans	Arena sport TV	Arena Sport 2 PBAL	20:45:00	20:45:00
		Arena Sport 4 PBAL	4:30:00	4:30:00
		Arena Sport 5 PBAL	2:00:00	2:00:00
Belarus	Belarus TV	Belarus 5	4:40:00	11:12:00
China	CCTV	CCTV5	0:01:47	0:11:00
		CCTV5+	1:21:36	1:27:00
	Guangdong TV	Guangdong Sports TV	0:00:22	0:01:35
	Shanghai TV	Shanghai TV Sports	0:03:43	0:03:43
	Star Sports China	Star Sports China	-	44:30:00
Chinese Taipei	Fox Sports Taiwan	Fox Sports TW	-	12:05:00
		Fox Sports 2 TW	-	5:26:00
Czech Republic	Czech Television	CT Sport	16:55:23	37:49:43
Finland	Elisa	Elisa Viihde	n/a	n/a
France	L'Équipe	L'Équipe	45:34:59	54:48:29
Germany	Sport1	Sport1	79:07:35	82:01:37
		Sport1+	143:24:59	154:19:59
	Sport A	MDR	-	0:04:25
		MDR Sachsen	-	0:01:08
		MDR Sachsen-Anhalt	-	0:01:34
		WDR	0:09:56	0:09:56
ZDF	-	0:06:40		
Israel	Sport 5	Sport 5	16:45:00	28:20:00
		Sport 5 HD	15:55:00	19:45:00
		Sport 5+	29:29:59	29:29:59
		Sport 5+ Live	6:30:00	10:45:00
Japan	NHK	NHK	n/a	n/a
	TBS	TBS	-	0:10:05
MENA	Abu Dhabi Media	Abu Dhabi Sports 6	45:14:59	92:14:58
Netherlands	NOS Television	NOS	n/a	n/a
New Zealand	Sky New Zealand	Sky Sport POP-UP 2	113:59:59	187:44:58
		NZL		
		Sky Sport POP-UP NZL	2:30:00	2:30:00

Media

Television

Broadcast Hours

TERRITORY	BROADCASTER	CHANNELS	BROADCAST HOURS (LIVE)	BROADCAST HOURS (TOTAL)
Pan-South East Asia	Fox Asia	Fox Sports 3 Asia	18:59:54	36:55:45
Poland	Telewizja Polsat	Polsat	5:12:46	7:16:22
		Polsat News	0:10:47	0:10:47
		Polsat Sport	96:46:31	187:05:14
		Polsat Sport Extra	98:33:02	135:27:52
		Polsat Sport Fight	80:56:28	140:28:41
		Polsat Sport News	-	10:02:22
		Polsat Sport News HD	78:14:21	127:16:30
		Super Polsat	29:07:55	42:08:36
	Telewizja Polska	TVP 1	-	0:02:41
		TVP 2	-	0:02:40
		TVP Info	-	0:00:58
TVP Sport		-	0:11:13	
South Korea	Star Sports Korea	Star Sports Korea	-	44:30:00
Sub-Saharan Africa	Kwesé	Kwesé Sports 1	10:05:00	16:05:00
Switzerland	Sport1	Sport1	n/a	n/a
Russia	Channel One	Perviy Kanal	-	0:04:29
	Match TV	Match Igra	96:49:58	163:19:56
		Match TV	-	0:00:30
Ukraine	First Channel	UA Pershiy	85:04:20	102:01:31
USA	NBC Olympic Channel	Olympic Channel: Home of Team USA	-	11:00:00
TOTAL			1236:26:08	1918:52:41

Media

Television

Broadcast Hours – All Programming

The World Games was broadcast for a total of 1,919 hours across all channels and all broadcast types, according to media monitoring conducted by Nielsen Sports.

Europe accounted for the most hours of broadcast with over 1,375 hours transmitted. Telewizja Polsat, the domestic commercial broadcaster, and Sport1, the German pay-TV sports broadcaster, showed the most coverage with 650 hours and 236 hours of coverage, respectively.

Almost two thirds of all broadcasts, or a total of 1,236 hours, were live.

TV broadcast hours – ALL programming (Overview)

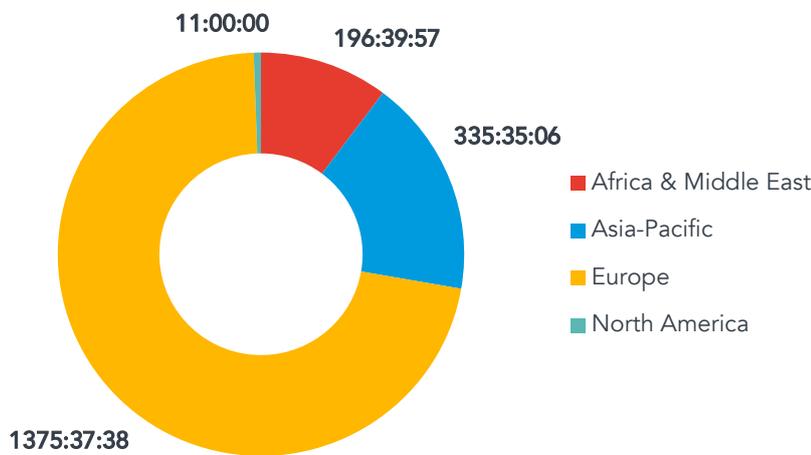
TV broadcasters	26
TV hours (hh:mm:ss)	1918:52:41
No. of broadcasts	1,636

No broadcast data available for Elisa (Finland), NHK (Japan), NOS (Netherlands) and Sport1 (Switzerland).

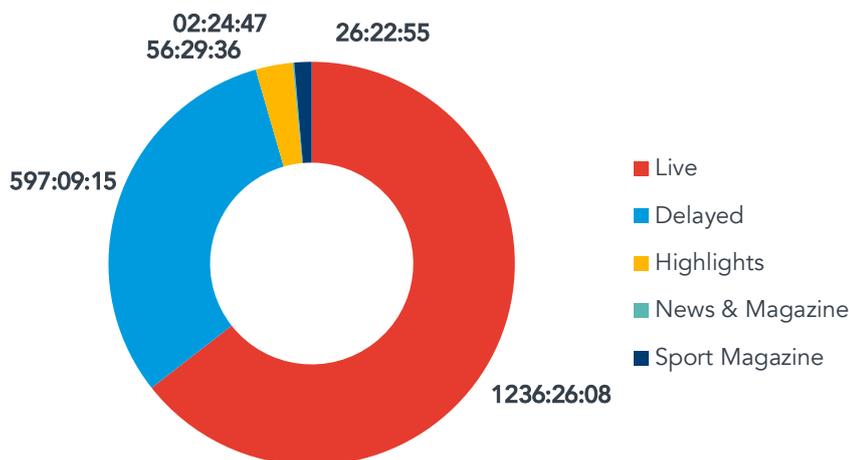
TV broadcast hours – ALL programming

Abu Dhabi Media	92:14:58
Arena sport TV	27:15:00
Belarus TV	11:12:00
CCTV	1:38:00
Channel One	0:04:29
Czech Television	37:49:43
First Channel	102:01:31
Fox Asia	36:55:45
Fox Sports Taiwan	17:31:00
Guangdong TV	0:01:35
Kwesé	16:05:00
L'Équipe	54:48:29
Match TV	163:20:26
NBC Olympic Channel	11:00:00
ORF	10:04:48
Shanghai TV	0:03:43
Sky New Zealand	190:14:58
Sport 5	88:19:59
Sport A	0:23:43
Sport1 Austria	82:01:57
Sport1 Germany	236:21:36
Star Sports China	44:30:00
Star Sports Korea	44:30:00
TBS	0:10:05
Telewizja Polsat	649:56:24
Telewizja Polska	0:17:32

TV broadcast hours by region – ALL programming



TV broadcast hours by type – ALL programming



Media

Television

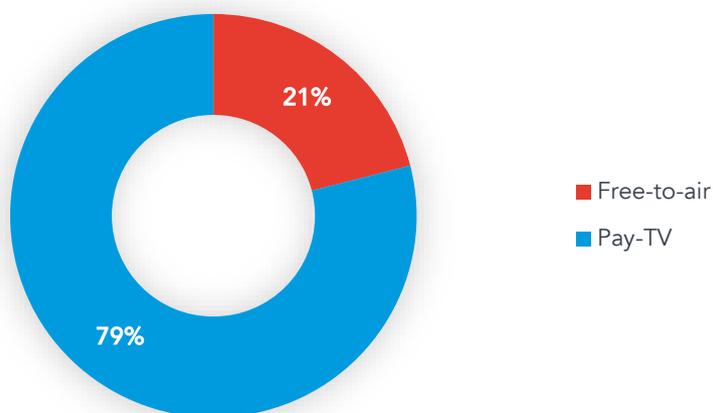
Broadcast Hours – All Programming (Free-to-air v Pay-TV)

Of the total number of 1,919 broadcast hours, free-to-air broadcasters generated 404 hours (21 per cent).

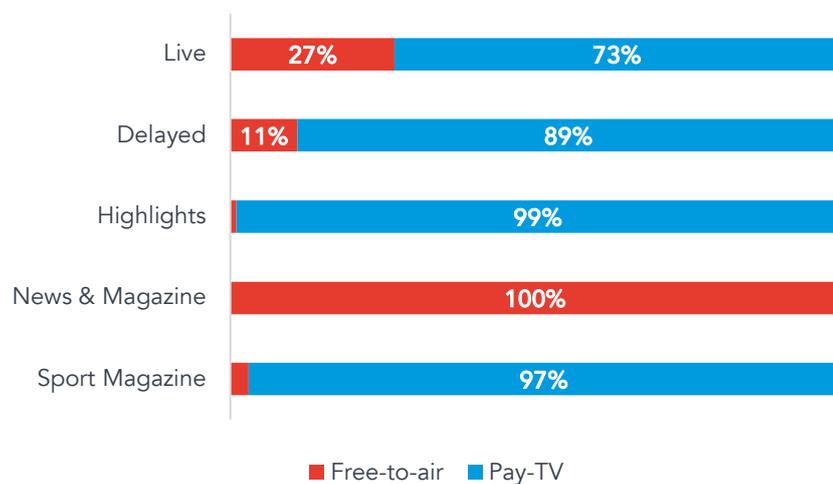
Pay-TV broadcasters contributed to a much higher percentage of live and delayed coverage.

News coverage was shown exclusively on the free-to-air channels.

TV broadcast hours by access – ALL programming



TV broadcast hours by type and access – ALL programming



Media

Television

Broadcast Hours – Live

The World Games 2017 was broadcast live for over 1,236 hours. Of the total of 26 monitored broadcasters, 19 showed live coverage of the event.

Of the total number of live broadcast hours, 79 per cent were shown by the European rights holders. Domestic broadcaster Telewizja Polsat transmitted almost 400 hours of live coverage.

Outside Europe, Sky New Zealand, a pay-TV broadcaster, had the most hours of live coverage. The broadcaster transmitted 116 hours of live action.

TV broadcast hours – LIVE programming (Overview)

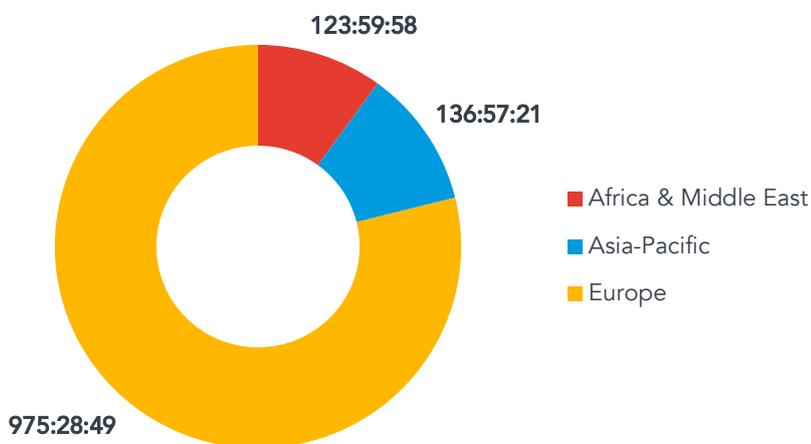
TV broadcasters	19
TV hours (hh:mm:ss)	1236:26:08
No. of broadcasts	800

No broadcast data available for Elisa (Finland), NHK (Japan), NOS (Netherlands) and Sport1 (Switzerland).

TV broadcast hours – LIVE programming

Abu Dhabi Media	45:14:59
Arena sport TV	27:15:00
Belarus TV	4:40:00
CCTV	01:23:23
Czech Television	16:55:23
First Channel	85:04:20
Fox Asia	18:59:54
Guangdong TV	0:00:22
Kwesé	10:05:00
L'Équipe	45:34:59
Match TV	96:49:58
ORF	8:16:58
Shanghai TV	00:03:43
Sky New Zealand	116:29:59
Sport 5	68:39:59
Sport A	0:09:56
Sport1 Austria	79:07:51
Sport1 Germany	222:32:34
Telewizja Polsat	389:01:50

TV broadcast hours by region – LIVE programming



Media

Television

Broadcast Hours – Non-live

The World Games 2017 generated over 682 hours of non-live coverage.

Broadcast rights holders in Europe and Asia accounted for the most hours of non-live coverage with 59 per cent and 29 per cent of the total hours, respectively. Of all non-live transmissions 88 per cent were delayed broadcasts.

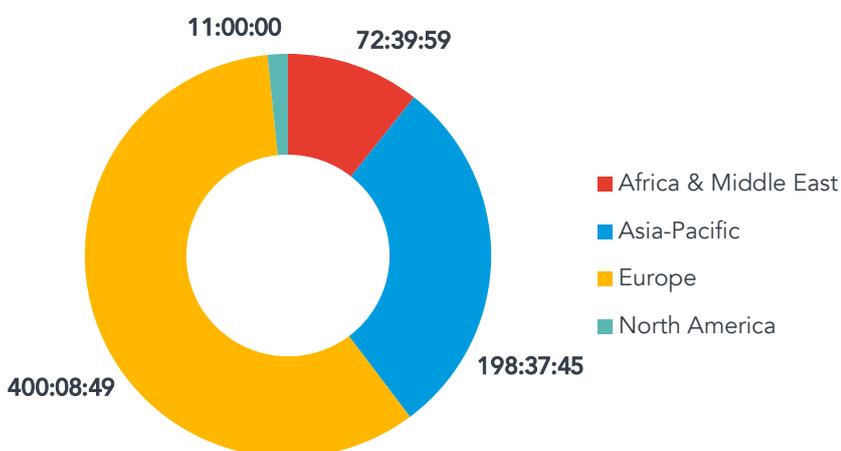
Please note: only the key markets of France, Germany, Japan, Poland, Russia and USA were monitored in detail for dedicated and secondary coverage by the media monitoring company.

TV broadcast hours – NON-LIVE programming (Overview)

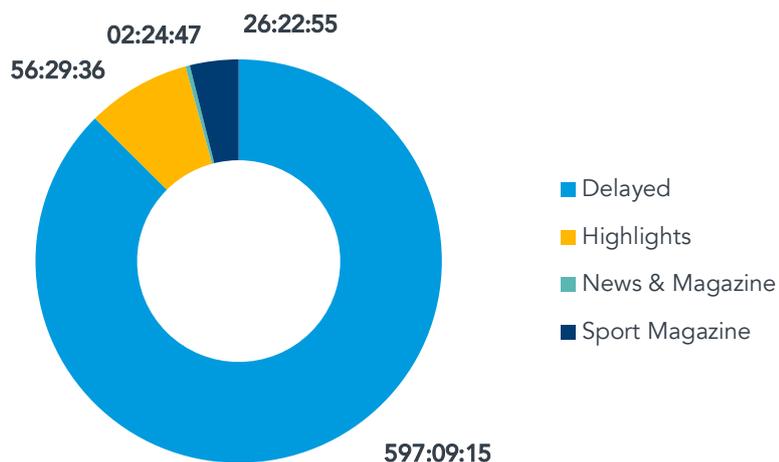
TV broadcasters	24
TV hours (hh:mm:ss)	682:26:33
No. of broadcasts	836

No broadcast data available for Elisa (Finland), NHK (Japan), NOS (Netherlands) and Sport1 (Switzerland).

TV broadcast hours by region – NON-LIVE programming



TV broadcast hours by type – NON-LIVE programming



TV broadcast hours – NON-LIVE programming

Abu Dhabi Media	46:59:59
Belarus TV	6:32:00
CCTV	0:14:37
Channel One	0:04:29
Czech Television	20:54:20
First Channel	16:57:11
Fox Asia	17:55:51
Fox Sports Taiwan	17:31:00
Guangdong TV	0:01:13
Kwesé	6:00:00
L'Équipe	9:13:30
Match TV	66:30:28
NBC Olympic Channel	11:00:00
ORF	1:47:50
Sky New Zealand	73:44:59
Sport 5	19:40:00
Sport A	0:13:47
Sport1 Austria	2:54:06
Sport1 Germany	13:49:02
Star Sports China	44:30:00
Star Sports Korea	44:30:00
TBS	0:10:05
Telewizja Polsat	260:54:34
Telewizja Polska	0:17:32

Media

Television

Audience

The total cumulative audience of The World Games 2017 amounted to 94.21 million viewers across the monitored markets.

Poland made up the largest share of the audience (62 per cent of the total audience) with 58.72 million viewers tuning in to watch the event broadcast.

A half of the cumulative audience was generated by news & magazine programmes. Live broadcasts accounted for 28 per cent of the total number.

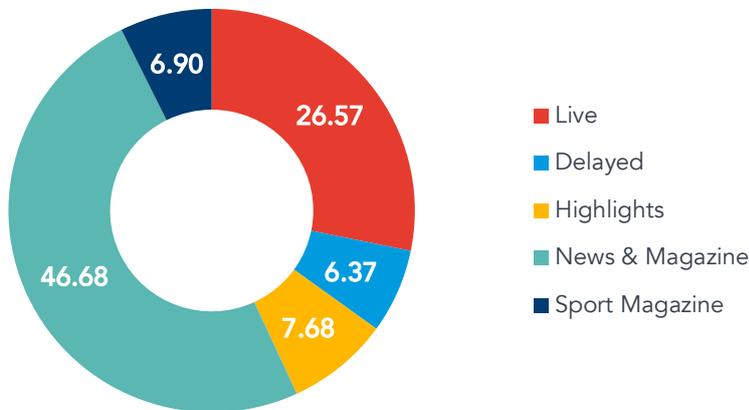
However, live coverage accounted for a significant share of the hours viewed, with a total of 33.5 million, approximately 83 per cent of the global figure.

TV audience – ALL programming (Overview)

TV broadcasters	22
TV cumulative audience	94.21m
TV hours viewed	41m

No audience data available for Elisa (Finland), NHK (Japan), NOS (Netherlands), Sport1 (Switzerland) and NBC Olympic Channel (USA).

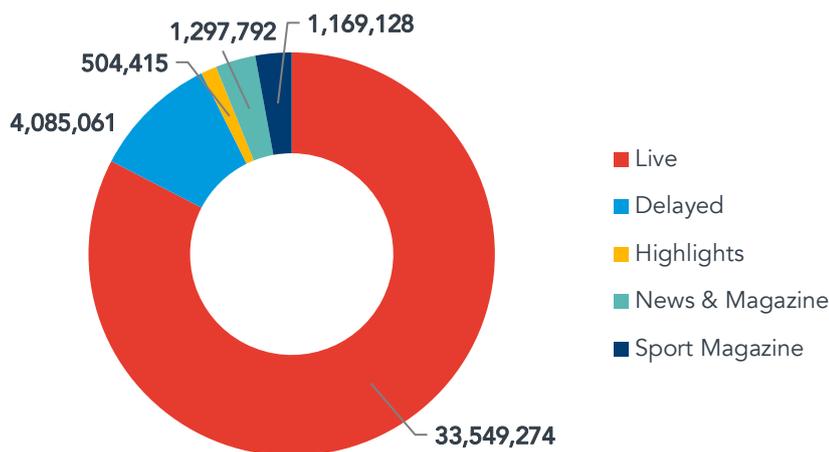
TV cumulative audience by programme type (million)



TV cumulative audience – TOP 10 territories (million)

Poland	58.72
China	7.55
Japan	6.81
Ukraine	5.47
Russia	5.34
France	4.20
Germany	4.11
Czech Republic	0.54
Balkans	0.34
Belarus	0.30

TV hours viewed by programme type (million)



Media

Olympic Channel

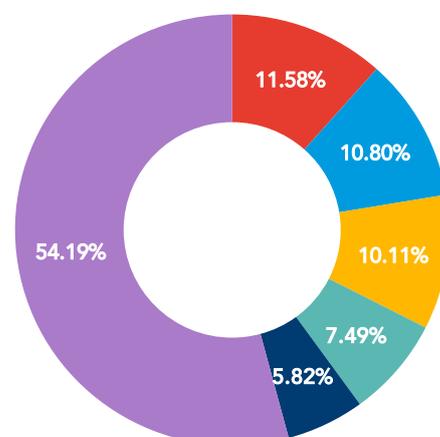
The Olympic Channel showed live coverage of The World Games 2017 as part of a content agreement with the International World Games Association. The coverage generated over 273 thousand plays of 158 event videos.

The videos produced a total watch time of over 50,000 hours. The average watch time of the videos was 12 minutes.

More than 30 per cent of all viewers were from three countries: USA, Poland and France. Viewers from as many as 203 territories played at least one video.

Live action feed from The World Games 2017 was available to viewers only in territories where no TV rights agreement was in place.

Viewers by country of origin



- USA
- Poland
- France
- United Kingdom
- Italy
- Other

Olympic Channel video plays by sport

SPORT	VIDEOS	PLAYS (AVERAGE)	PLAYS (TOTAL)
American football	5	1,761	8,804
Archery	2	393	786
Billiards	5	970	4,848
Boules	4	1,932	7,729
Canoeing	1	803	803
Dance sport	2	5,167	10,333
Finswimming	3	2,644	7,932
Fistball	6	917	5,500
Floorball	2	778	1,556
Flying disc	8	2,041	16,331
Gymnastics	8	5,794	46,349
Handball	11	1,198	13,180
Ju-Jitsu	4	3,474	13,896
Karate	3	2,521	7,564
Kickboxing	1	4,709	4,709
Korfball	4	896	3,585
Lacrosse	4	911	3,644
Life saving	4	3,265	13,059
Motorcycling	1	235	235
Muaythai	1	581	581
Other*	29	1,007	29,214
Powerlifting	6	2,364	14,182
Roller sports	21	1,235	25,928
Sport climbing	6	1,840	11,042
Squash	6	436	2,617
Sumo	3	1,346	4,038
Waterski & wakeboard	8	1,848	14,784
TOTAL	158		273,229

* news and highlights

Media

YouTube

Video Analysis (TWG 2017)

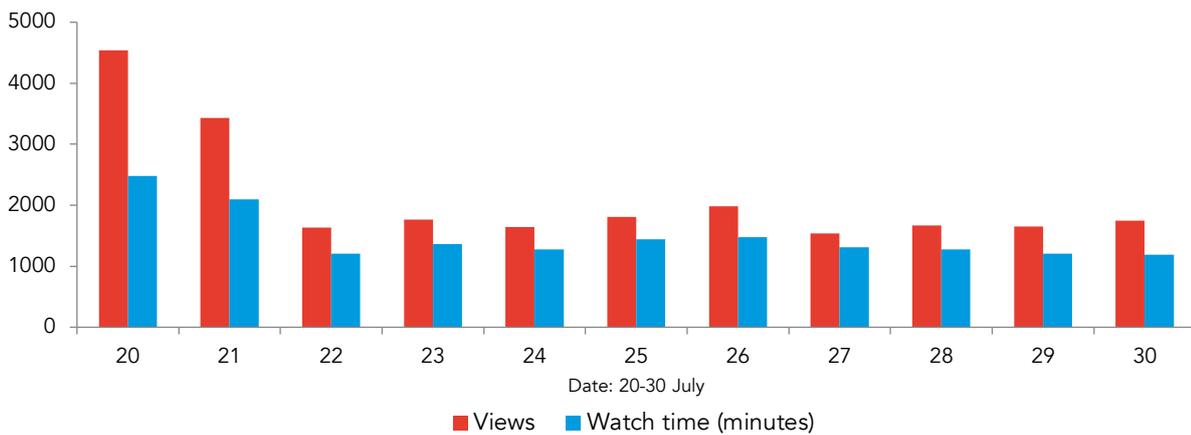
YouTube activity summary: event period (20-30 July 2017)

	TOTAL	DAY AVERAGE
Videos	28	2.5
Views	23,406	2,128
New subscribers (by 31 July 2017)	902	82

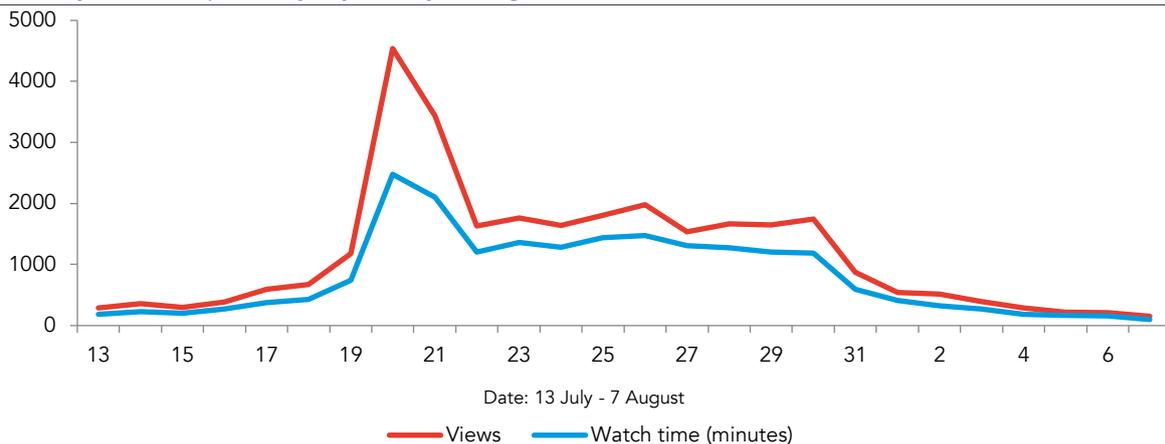
Sportcal analysed YouTube activity on the TWG 2017 channel over the event period (20-30 July), and over an extended period (13 July – 7 August). A total of 28 videos were posted during the eleven days of The World Games 2017. However, all of them were uploaded on the last day of the event.

YouTube had a secondary role in the WOC’s content strategy as most event videos were published on Facebook and IPLA, the OTT service of Polsat, TWG 2017 domestic broadcaster.

YouTube activity: event period by day (20-30 July 2017)



YouTube activity: extended period by day (13 July - 7 August 2017)



Media

Online

IWGA (www.theworldgames.org)

IWGA website - users by country of origin

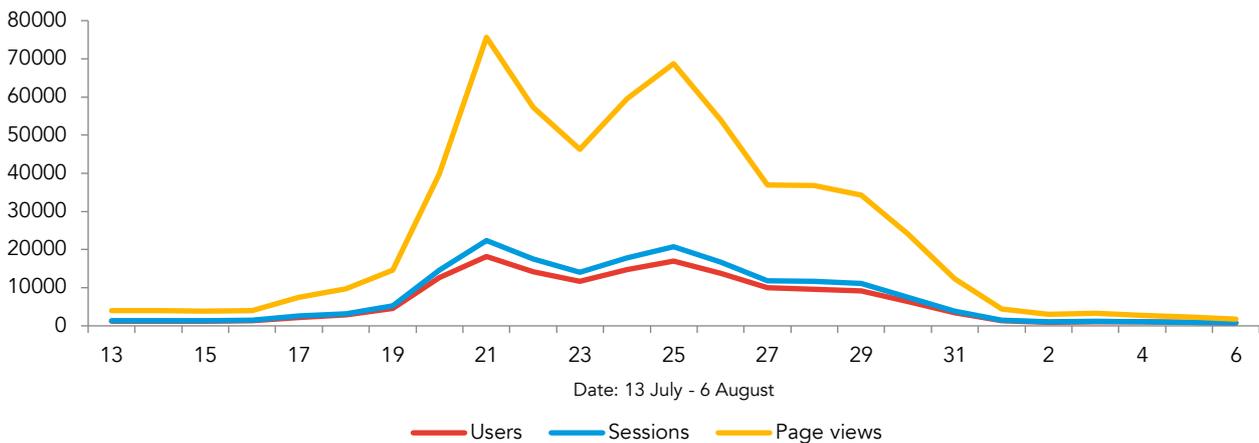
IWGA website traffic data: event period (20-30 July 2017)

	TOTAL	DAY AVERAGE
Users	137,455	12,496
Sessions	165,833	15,076
Page views	533,433	48,494

Germany	14.3%
USA	9.7%
Poland	9.3%
France	8%
Italy	5.3%

The International World Games Association redesigned the website in April 2017 in the lead-up to The World Games 2017. This included adding new functionality and content (results service, competition news, medal history, imagery, TWG 2017 website live feed).

IWGA website traffic data: extended period by day (13 July - 6 August 2017)



TWG 2017 (www.theworldgames2017.com)

TWG 2017 website activity summary: event period (20-30 July 2017)

	JUNE 2017	JULY 2017
Visits	56,378	1,196,552
Page views	299,288	3,177,584

The World Games 2017 website was launched in 2013. It was redesigned in 2017. Detailed website statistics were not available.

Media

Media Coverage

Digital News

The World Games 2017 generated 4,043 digital news hits (mentions), according to Meltwater, a media monitoring and intelligence company.

The company was commissioned by IWGA to conduct an analysis of international digital media coverage of TWG 2017 before, during and after the event.

The research found that during the event there were 3,017 news mentions – compared to 372 hits in the five days before and 837 hits in the 16 days after the event.

Germany generated the most hits, followed by Colombia and Poland.

The advertising value equivalent (AVE) generated through global digital media coverage of TWG 2017 totalled \$21.4 million.

Methodology

Panel

Digital news media – 236,800 global editorial sources: newspapers, press releases, industry magazines, internet TV, internet radio

Monitoring period

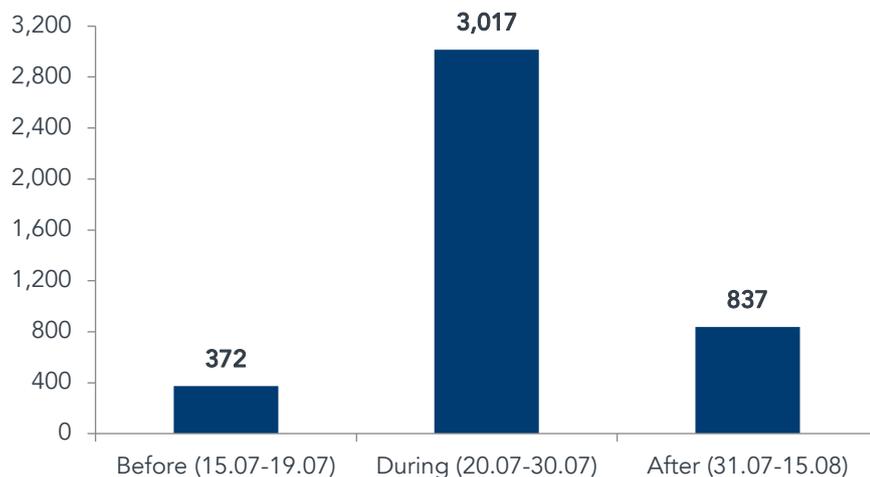
15 July - 15 August 2017

Conducted by Meltwater

Global digital news – Top 15 countries

Germany	614
Colombia	571
Poland	372
Spain	336
Venezuela	225
USA	202
Italy	178
Netherlands	176
Mexico	167
Austria	132
Sweden	130
Chile	126
Denmark	92
Argentina	77
United Kingdom	71

Digital news coverage summary (15 July - 15 August 2017, no. of hits)



Media

Media Coverage

Domestic Coverage

In the host country there were 5,687 press, radio and television publications related to The World Games 2017 in the year until the end of September 2017.

Of the total figure, 68 per cent of publications were produced in July when the event took place.

Radio contributed to the most number of publications with 3,228 mentions (57 per cent of the total), followed by press (1,533 mentions, 27 per cent) and television (926 mentions, 16 per cent).

The AVE generated through domestic media coverage of TWG 2017 totalled 37 million zlotys (\$10 million).

Methodology

Panel

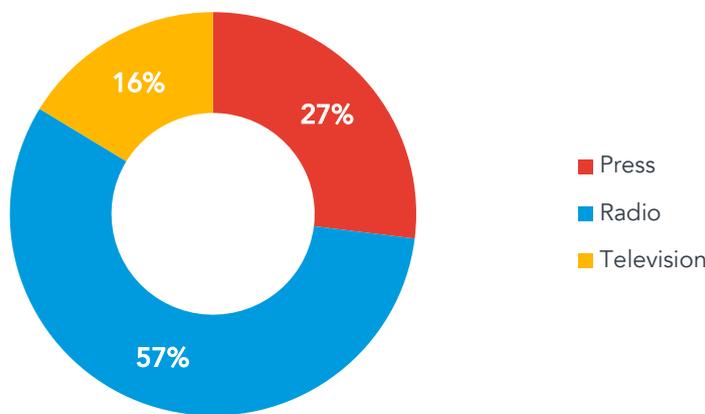
Traditional media – press, radio and television – in Poland

Monitoring period

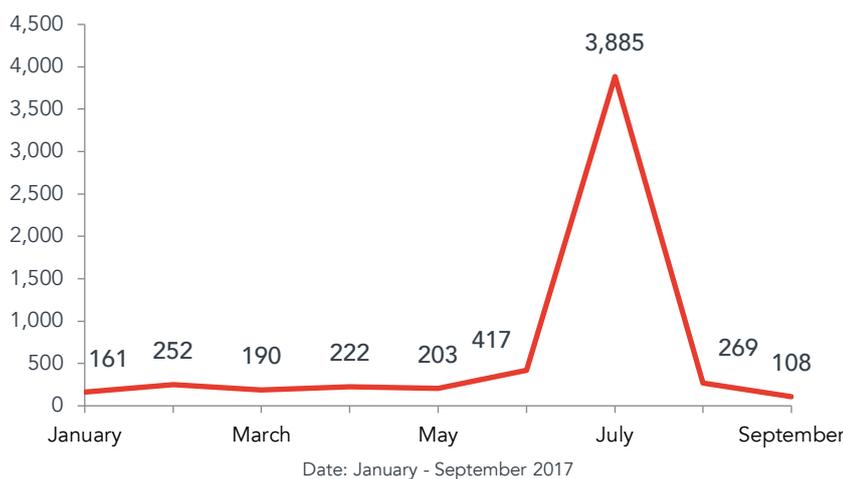
1 January - 30 September 2017

Conducted by Instytut Monitorowania Mediów (Institute of Media Monitoring)

Domestic media coverage: Share of voice (1 January - 30 September 2017)



Domestic media coverage: No. of publications (January - September 2017)



Media

Accredited Media

There were 1,259 accredited media present at The World Games. This comprised 576 accredited journalists, reporters and photographers and 683 accreditations issued for the host broadcasters: International Sports Broadcasting and ATM System.

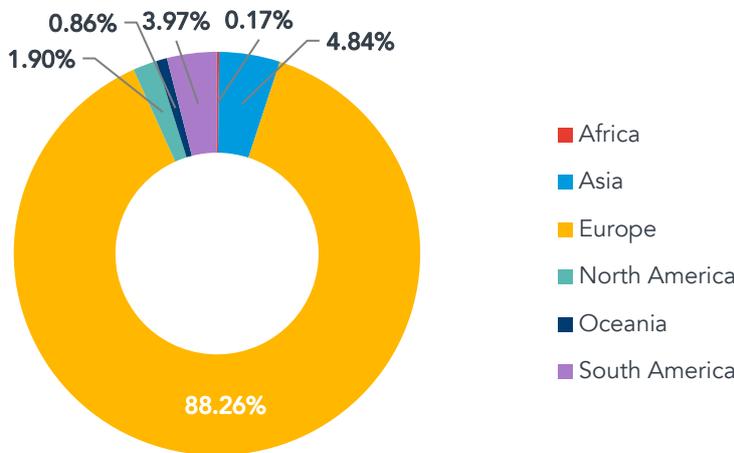
Of the total number of media, 56 per cent were from Poland. Overseas media came mostly from other parts of Europe with Germany, Czech Republic and Ukraine having a particularly strong representation at The World Games 2017.

Reporters and photographers accounted for over 60 per cent of all accredited media.

Accredited media by nationality - TOP 10 (excl. host broadcasters)

Poland	323
Germany	39
Czech Republic	26
Ukraine	18
France	14
Colombia	12
China	11
United Kingdom	11
Netherlands	11
Japan	10

Accredited media by continent (excl. host broadcasters)



Media survey results

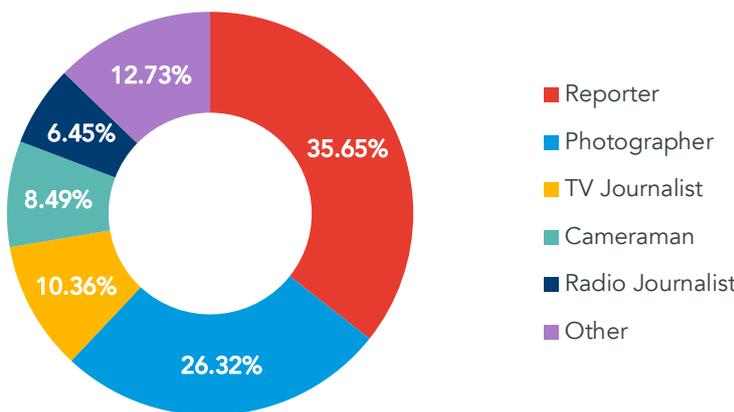
Approximately how many hours did you spend working in the Main Media Centre during the event?

Average no. of hours	5.3h
% respondents who spent less than five hours	57%

How did you first become aware of the World Games 2017?

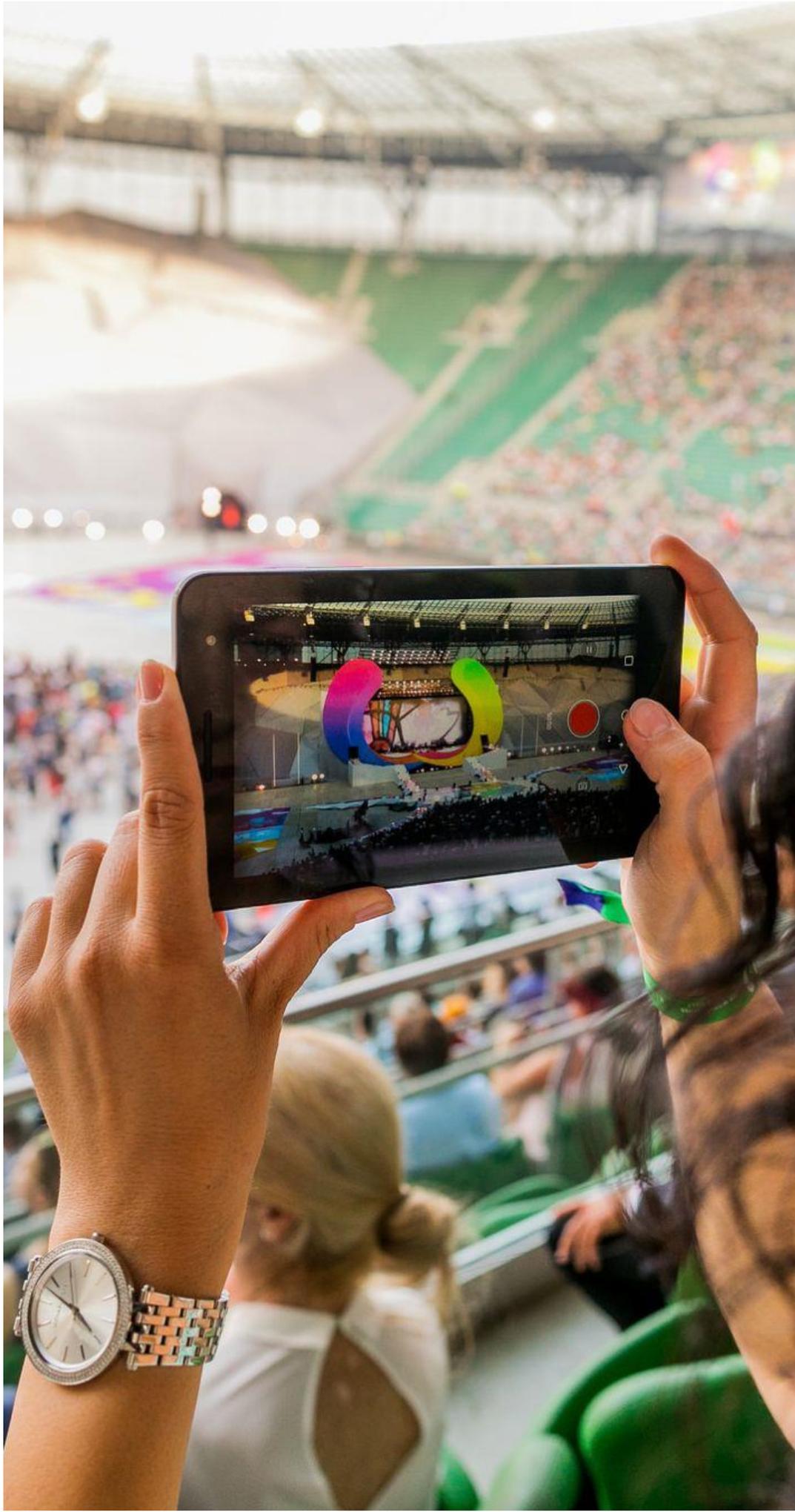
Through internet	42%
Through printed media	3%
Through an IF	22%
I previously attended TWG	9%
I was tasked by my company to cover TWG	21%
Other	2%

Accredited media by type (excl. host broadcasters)



Through which of the following channels did you keep up to date with press conference timings, event delays, event cancellations, etc

Twitter (official TWG accounts)	13%
Emails received from the organisers	48%
Official website of TWG 2017	34%
Other	5%



Social Media

Social Media

Overview

Over a period of 25 days (from seven days pre- to post-event) Sportcal analysed seven social media accounts across Facebook, Twitter and Instagram. Four of the accounts were administered by the International World Games Association and the other three were managed by the Wrocław Organising Committee of The World Games 2017.

Social media overview

– all accounts (monitoring period)

Posts	1,467
Likes / Favourites	88,788
Shares / Retweets	6,942
Comments	1,622
New followers	25,387
Average follower increase	32%

IWGA social media accounts

Facebook /iwga.theworldgames	Twitter @TheWorldGames @TWGMedia	Instagram /theworldgames
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TWG 2017 social media accounts

Facebook /TWG 2017	Twitter @twg2017	Instagram /the_world_games_2017
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The seven accounts combined contributed to 1,467 posts, 88,788 likes and favourites, 6,942 shares/retweets and 1,622 comments over the monitoring period. Additionally, 25,387 new followers were gained across the event, giving an average increase of 32 per cent.

The International World Games Association contributed to a higher number of posts with a 61.8 per cent share of all posts. Yet, TWG 2017 accounts aggregated a higher number of likes/favourites, shares/retweets and comments.

IWGA v TWG 2017 summary

	IWGA		TWG 2017	
	Total	Avg. per account	Total	Avg. per account
Posts	907	82	560	51
Likes / Favourites	34,479	3,134	54,309	4,937
Shares / Retweets	2,933	267	4,009	364
Comments	441	40	1,181	107
New followers	5,585	508	19,802	1,800
Average follower increase	-	35%	-	31%

Social Media

Platform Summary

FACEBOOK

The IWGA’s Facebook account recorded 4,163 likes, 787 shares and 81 comments from 149 posts during the competition.

The TWG 2017 Facebook account generated 27,413 likes, 2,631 shares and 875 comments from 95 posts during the competition.

TWITTER

During the event, the IWGA’s Twitter page recorded 518 posts, 2,118 retweets and 3,631 favourites with an average increase of 113 followers per day.

The IWGA’s official media account, @Twgmedia, recorded 37 posts with 21 retweets during the event.

TWG 2017 Twitter page (@twg2017) recorded 387 posts, 1,378 retweets and 3,369 favourites with an average increase of 121 followers per day during the event.

INSTAGRAM

During the event, the IWGA’s Instagram page recorded 203 posts and 26,446 likes with an average increase of 162 followers per day.

TWG 2017 Instagram page recorded 78 posts and 23,527 likes with an average increase of 346 followers per day.

Social media accounts – daily average (event period)

FACEBOOK	IWGA	TWG2017
Posts	14	9
Likes	378	2,492
Shares	72	239
Comments	7	80
New followers	229	1,333
Average follower increase	19%	20%

TWITTER	IWGA	TWG2017
Posts	47	35
Favourites	330	306
Retweets	193	125
Comments	19	14
New followers	113	121
Average follower increase	30%	47%

INSTAGRAM	IWGA	TWG2017
Posts	18	7
Likes	2,404	2,139
Comments	12	14
New followers	162	346
Average follower increase	42%	56%

Social Media

Social Media Strategy

IWGA



For the International World Games Association social media was an important communication channel enabling the organisation to communicate directly with its target audience. The IWGA managed four accounts across Facebook, Twitter and Instagram.

The role of social media as a communication tool increased in importance in 2017 when compared to the previous edition in Cali in 2013. As the Wrocław Organising Committee focussed on reaching the audience in the host country, the IWGA concentrated on informing international followers of the key developments in the build-up to the Games and the results of the competition during the event.

The IWGA selected the most relevant content to educate TWG fanbase about the event and reach new audiences without depending on traditional media – press or television.

During TWG 2017, Facebook and Instagram were the main platforms for providing visual content from the event venues in the form of short videos and images. Daily press conferences were shown on Facebook Live.

On Twitter, the main account was primarily used to inform followers of competition results. Additionally, an @TWGMedia account was launched shortly before the Games to keep the media up-to-date about press briefings and changes in the event schedule.

INTERVIEW

Anna Jacobson

Communication Officer
International World Games Association

Hermann Kewitz

Media Consultant
International World Games Association

Social Media

Social Media Strategy

TWG 2017



The Wrocław Organising Committee established a presence on four social media platforms: Facebook, Instagram, Twitter and YouTube with the initial aim of promoting the event, presenting TWG disciplines and explaining the rules of different sports.

Before the event, Facebook was the main communication tool for the WOC with Twitter and Instagram having a supporting role. The followers were informed about the progress with the preparations, local events they could attend and TWG 2017 legacy. The majority of posts were published in Polish.

The organisers also followed the accounts of international and national sports federations and shared relevant content.

The number of followers and interactions steadily increased with two major spikes in follower growth before the Games: in February 2017 when tickets sales started and in June 2017 as the build-up to the event gathered pace.

Two hashtags were promoted: #czekamynaTWG (“we are waiting for TWG”) and #TWG2017.

During the event a team of 10 staff were responsible for producing and providing content from TWG venues and events.

Twitter came to the fore as the primary social media platform where followers could find the latest competition results and keep up-to-date with all event-related developments.

The interactions with TWG 2017 social media accounts were predominantly positive with some rare negative comments relating to the public investment in staging the Games.

INTERVIEW

Angelika Siudzińska
Social Media Coordinator
Wrocław Organising Committee

TWG 2017 posts – most interactions (13 July - 7 August)

FACEBOOK



TWITTER



INSTAGRAM



Social Media

Social Media Coverage

The World Games 2017 generated 30,283 social media hits (mentions), according to Meltwater, a media monitoring and intelligence company.

Meltwater analysed the social media coverage of TWG 2017 before, during and after the event.

Of the total number of hits, 24,034 social media mentions were generated during the event, compared to 1,623 hits in the five days before and 4,725 hits in the 16 days after the event.

By platform, Twitter contributed the vast majority of social media hits (87 per cent), followed by Facebook (11 per cent) and YouTube (2 per cent).

The advertising value equivalent (AVE) generated through global social media coverage of TWG 2017 totalled \$2.4 million.

Methodology

Panel

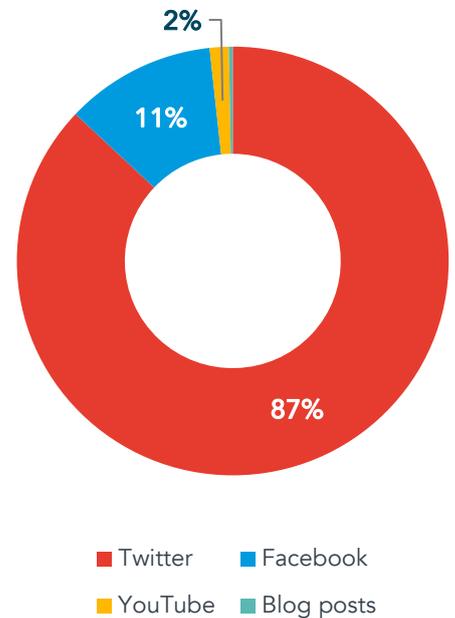
Social media database consisting of over 300 million global sources: blogs, forums, Facebook, Twitter, Instagram and YouTube

Monitoring period

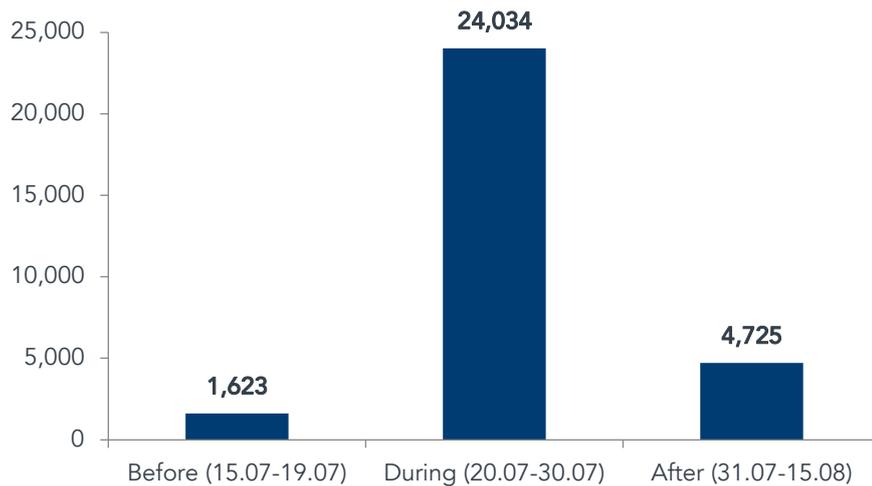
15 July - 15 August 2017

Conducted by Meltwater

Social media mentions by platform



Social media mentions summary (15 July - 15 August 2017, no. of hits)



Social Media

Facebook

IWGA (/iwga.theworldgames)

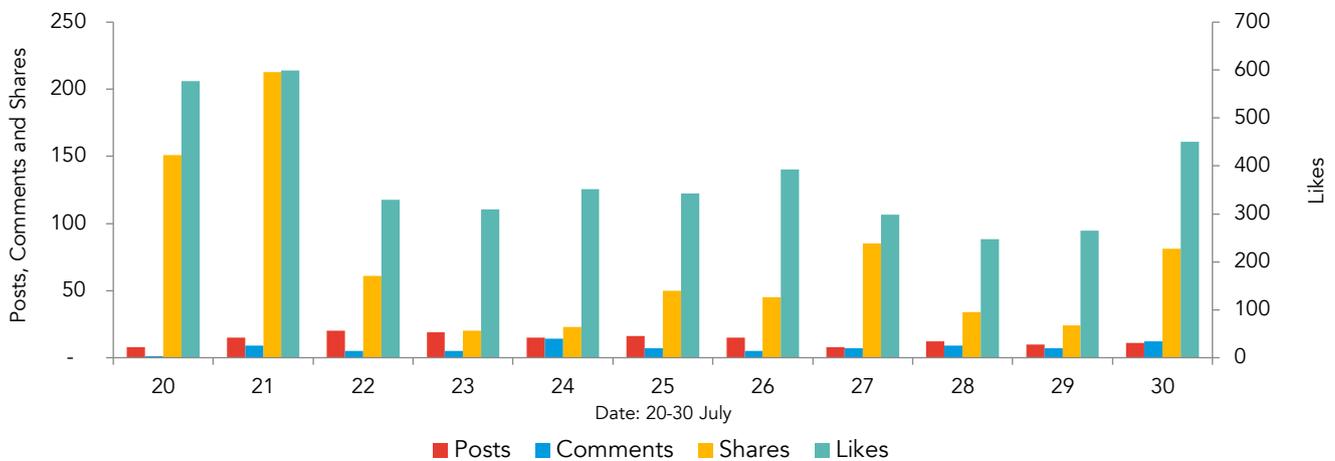
Facebook activity summary: event period (20-30 July 2017)

Page likes

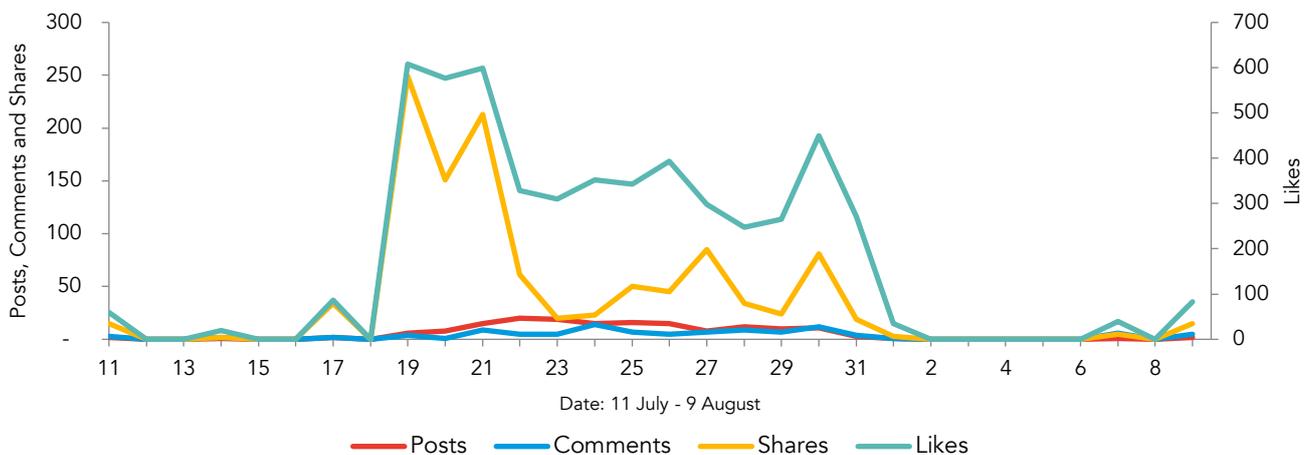
	TOTAL	DAY AVERAGE
Posts	149	14
Likes	4,163	378
Shares	787	72
Comments	81	7
New page likes (by 31 July 2017)	2,518 (23% increase)	229

Start (19 July 2017)	10,735
End (31 July 2017)	13,253

Facebook activity: event period by day (20-30 July 2017)



Facebook activity: extended period by day (11 July - 9 August 2017)



Social Media

Facebook

TWG 2017 (/TWG2017)

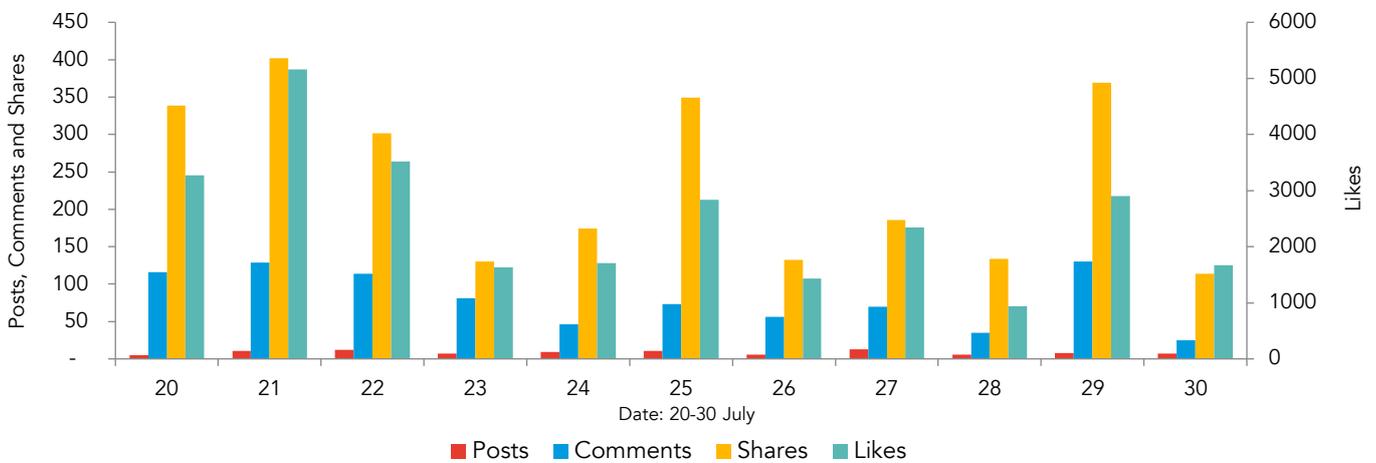
Facebook activity summary: event period (20-30 July 2017)

Page likes

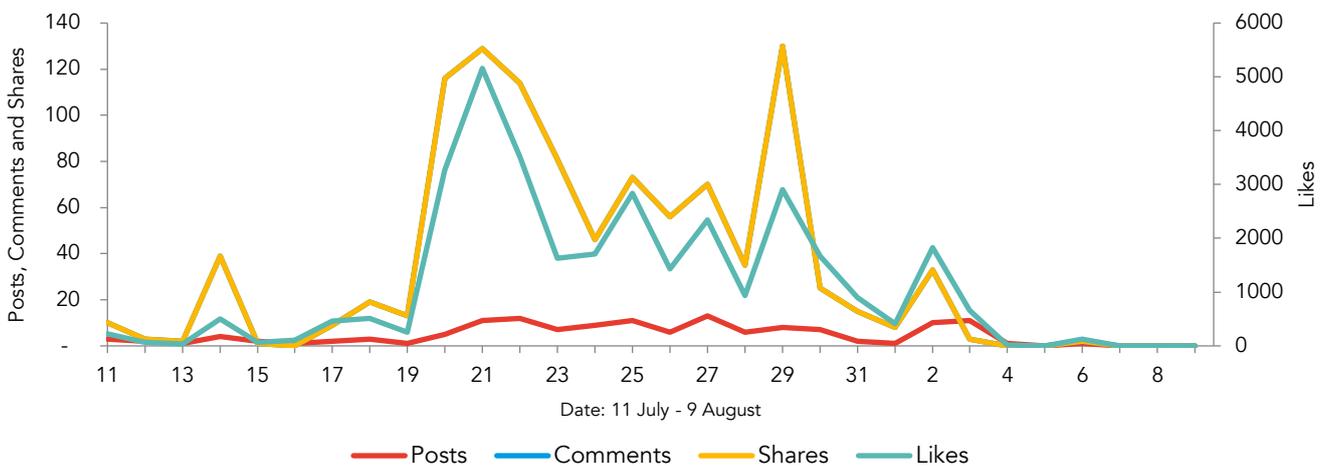
	TOTAL	DAY AVERAGE
Posts	95	9
Likes	27,413	2,492
Shares	2,631	239
Comments	875	80
New page likes (by 31 July 2017)	14,663 (25% increase)	1,333

Start (19 July 2017)	59,417
End (31 July 2017)	74,080

Facebook activity: event period by day (20-30 July 2017)



Facebook activity: extended period by day (11 July - 9 August 2017)



Social Media

Twitter

IWGA (@TheWorldGames)

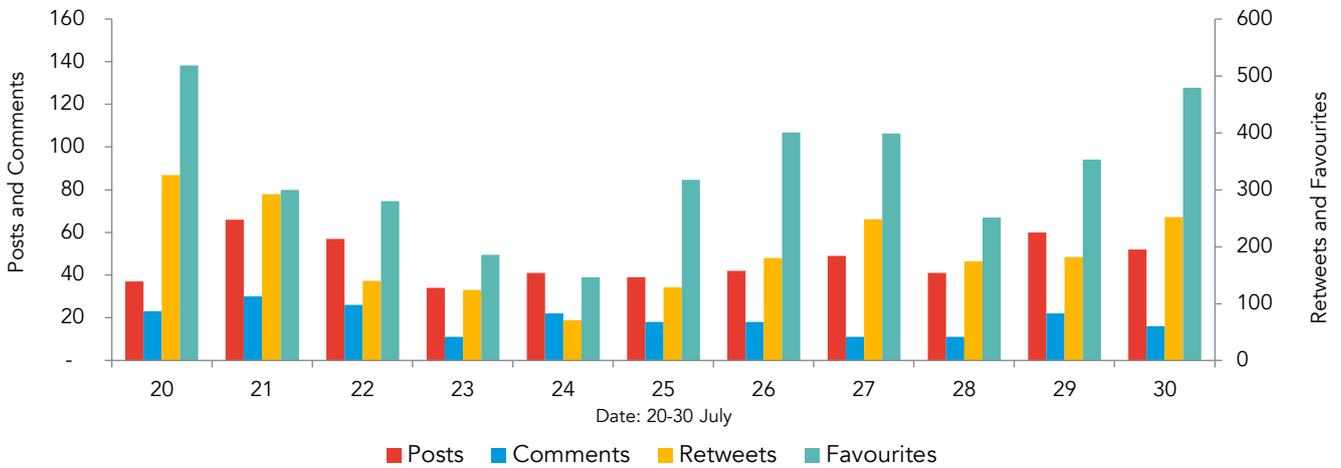
Twitter activity summary: event period (20-30 July 2017)

Account followers

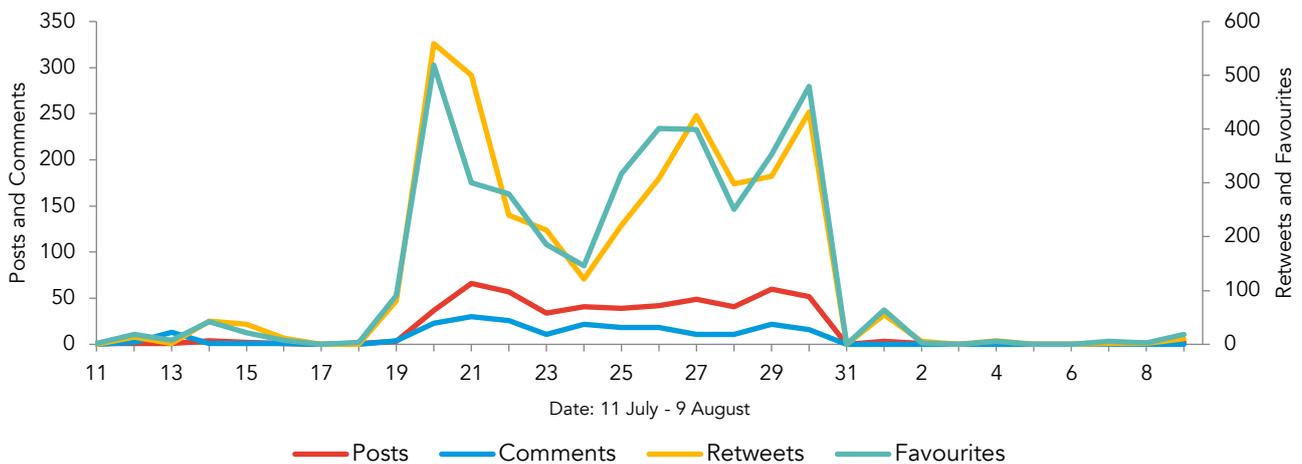
	TOTAL	DAY AVERAGE
Posts	518	47
Favourites	3,831	330
Retweets	2,118	192
Comments	208	19
New followers (by 31 July 2017)	1,241 (44% increase)	113

Start (19 July 2017)	2,837
End (31 July 2017)	4,078

Twitter activity: event period by day (20-30 July 2017)



Twitter activity: extended period by day (11 July - 9 August 2017)



Social Media

Twitter

IWGA (@twgmedia)

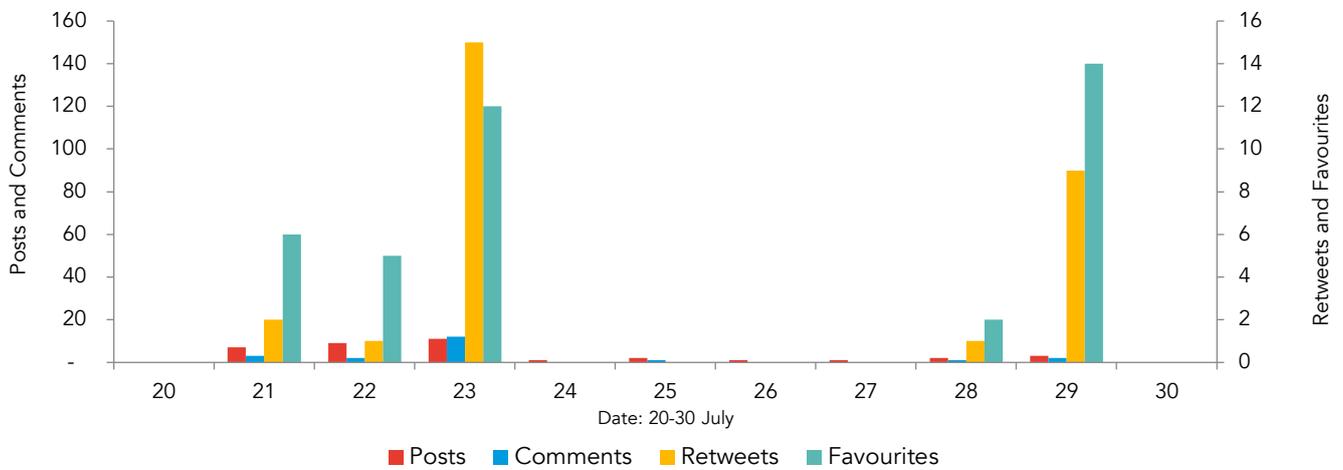
Twitter activity summary: event period (20-30 July 2017)

Account followers

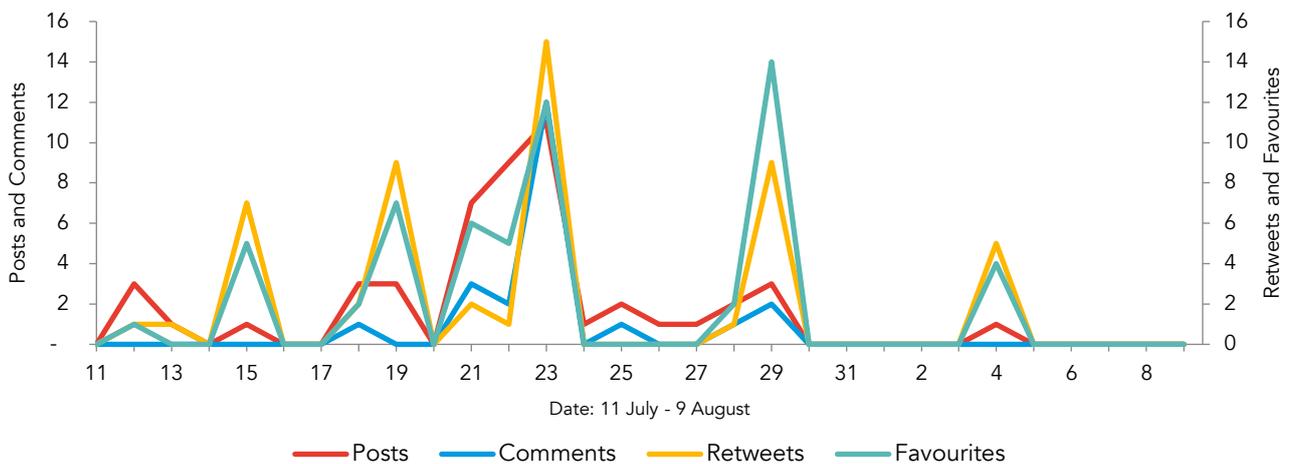
	TOTAL	DAY AVERAGE
Posts	37	3.36
Favourites	39	3.55
Retweets	28	2.55
Comments	21	1.91
New followers (by 31 July 2017)	41 (108% increase)	3.73

Start (19 July 2017)	38
End (31 July 2017)	79

Twitter activity: event period by day (20-30 July 2017)



Twitter activity: extended period by day (11 July - 9 August 2017)



Social Media

Twitter

TWG 2017 (@twg2017)

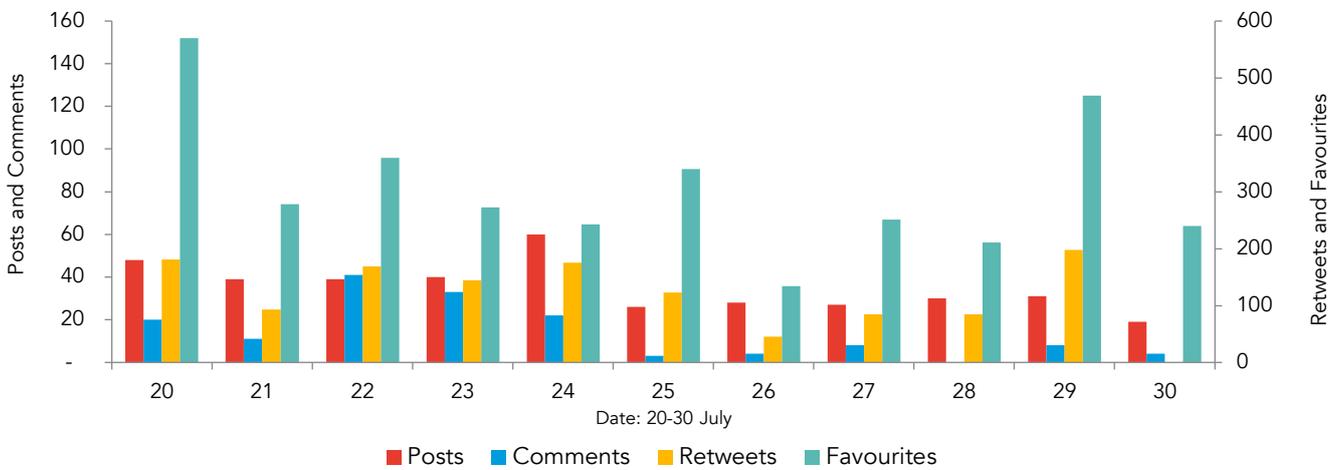
Twitter activity summary: event period (20-30 July 2017)

Account followers

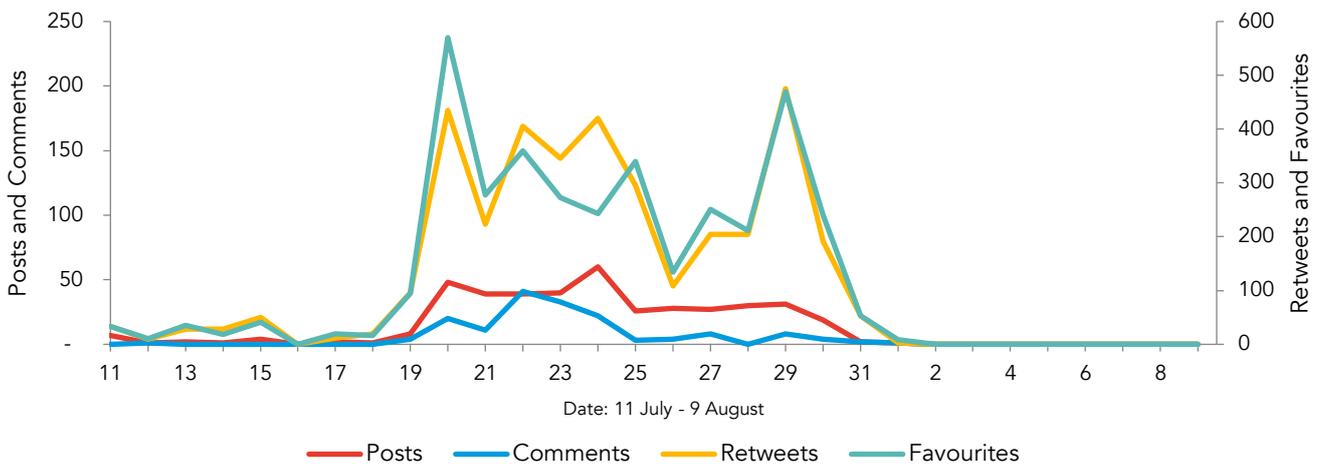
	TOTAL	DAY AVERAGE
Posts	387	35
Favourites	3,369	306
Retweets	1,378	125
Comments	154	14
New followers (by 31 July 2017)	1,333 (88% increase)	121

Start (19 July 2017)	1,509
End (31 July 2017)	2,842

Twitter activity: event period by day (20-30 July 2017)



Twitter activity: extended period by day (11 July - 9 August 2017)



Social Media

Instagram

IWGA (/theworldgames)

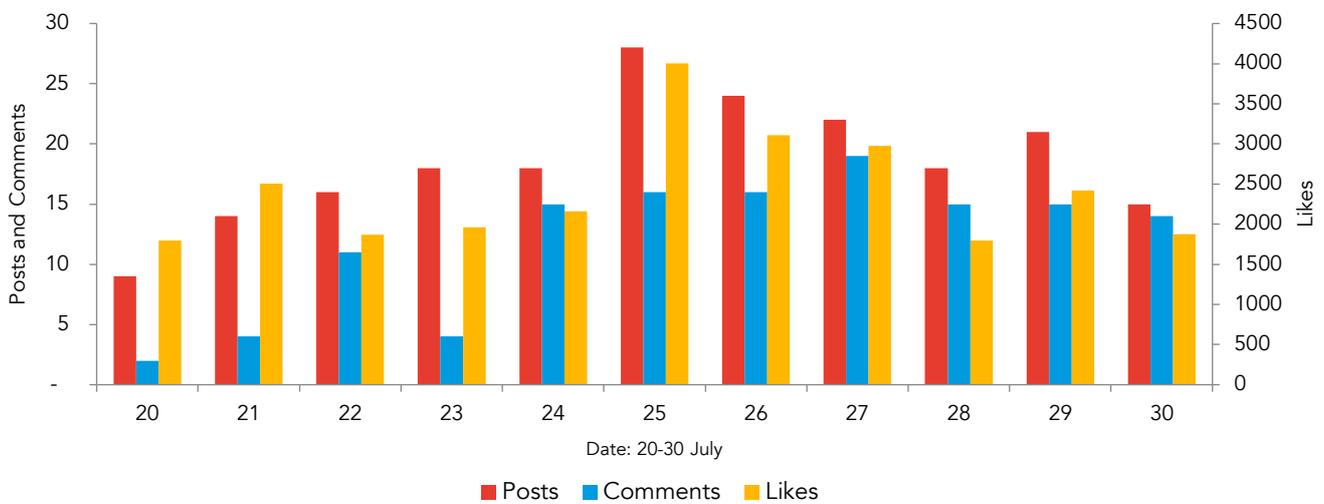
Instagram activity summary: event period (20-30 July 2017)

Account followers

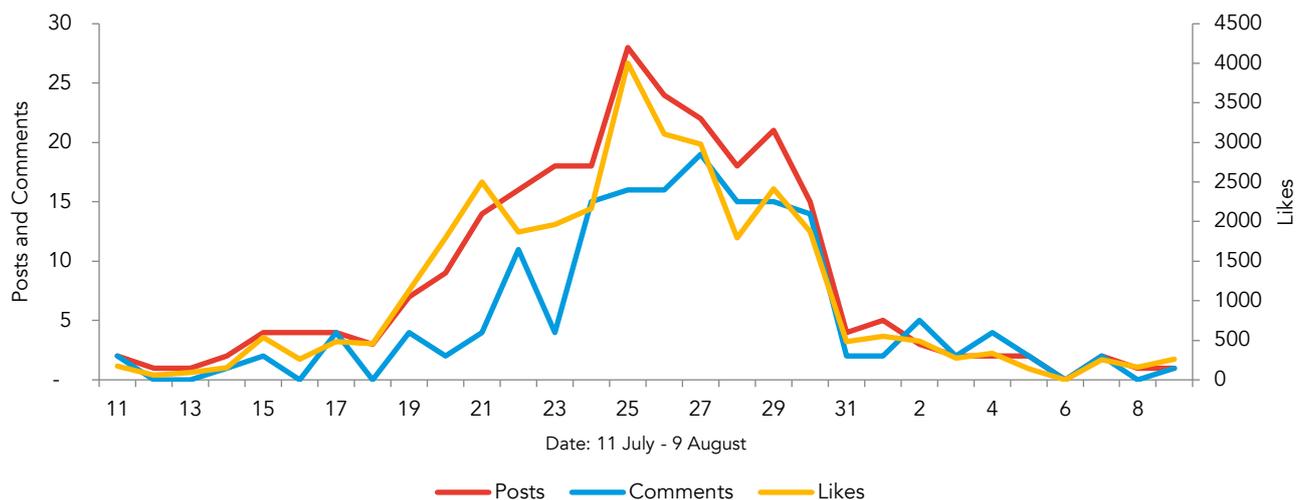
	TOTAL	DAY AVERAGE
Posts	203	18
Likes	26,446	2,404
Comments	131	12
New followers (by 31 July 2017)	1,785 (73% increase)	162

Start (19 July 2017)	2,429
End (31 July 2017)	4,214

Instagram activity: event period by day (20-30 July 2017)



Instagram activity: extended period by day (11 July - 9 August 2017)



Social Media

Instagram

TWG 2017 (/the_world_games_2017)

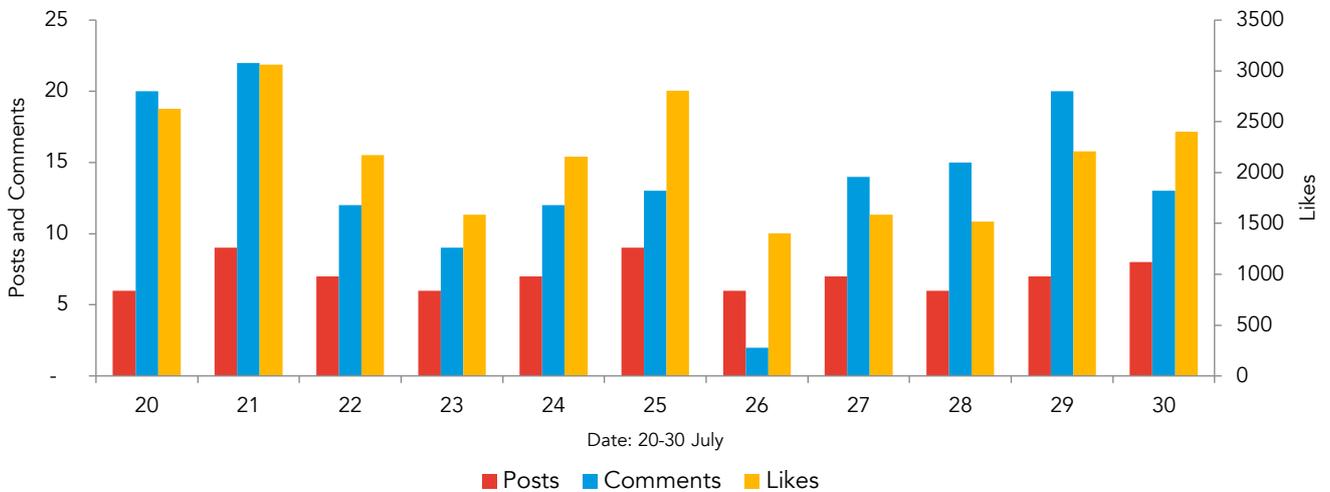
Instagram activity summary: event period (20-30 July 2017)

Account followers

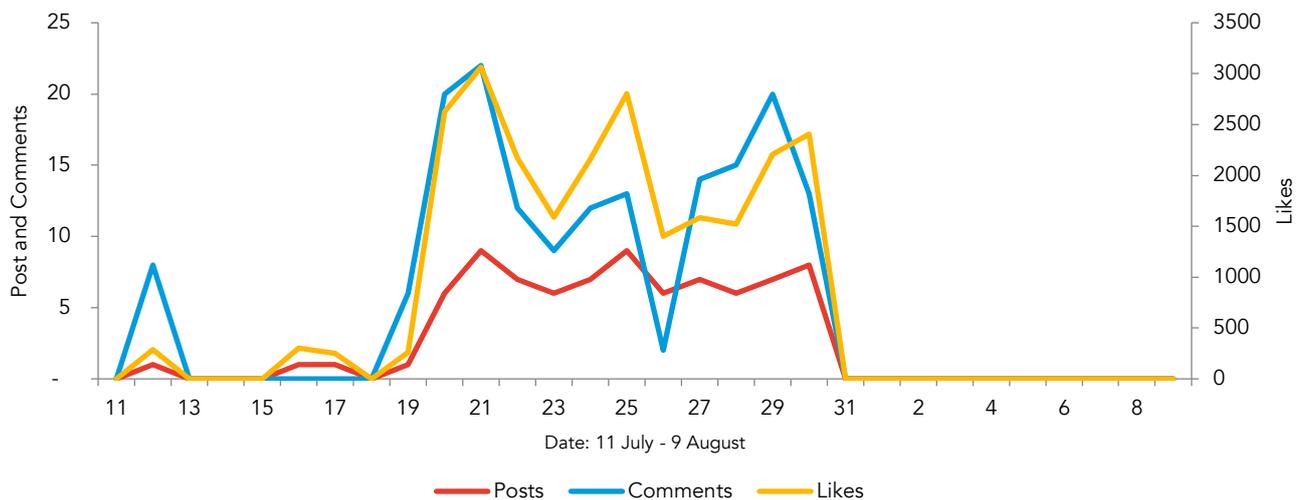
	TOTAL	DAY AVERAGE
Posts	78	7
Likes	23,527	2,139
Comments	152	14
New followers (by 31 July 2017)	3,806 (125% increase)	346

Start (19 July 2017)	3,051
End (31 July 2017)	6,857

Instagram activity: event period by day (20-30 July 2017)



Instagram activity: extended period by day (11 July - 9 August 2017)





Sponsorship

Sponsorship

Overview

The World Games 2017 sponsorship rights were distributed by the Wrocław Organising Committee in the domestic market and internationally by IWGA in collaboration with Lagardère Sports.

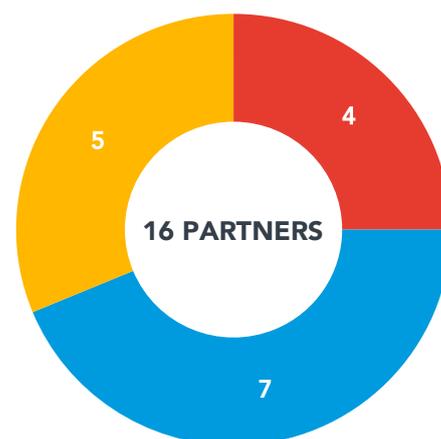
In early 2016 the Wrocław Organising Committee commissioned a local research company to assess the value of the sponsorship packages which were offered to event partners. The research firm recommended to price the top-tier packages at 2-5 million zlotys (\$0.6-\$1.4 million) and second-tier packages at 0.5-1 million zlotys (\$0.14-\$0.27 million). The organisers aimed to secure four partners in each category.

In the end one top-tier and three second-tier sponsors signed up. The event was supported by a total of 16 partners made up of four sponsors, seven suppliers and five institutional partners.

By sector, the highest number of partners came from local government institutions, represented by five organisations.

Partners breakdown by type

Sponsors	4
Suppliers	7
Institutional Partners	5
Total	16



- Sponsors
- Suppliers
- Institutional Partners

Partners breakdown by sector

Government	5
Beverages	2
Entertainment & leisure	2
Transport	2
Airline	1
Healthcare	1
Retail	1
Logistics	1
Watches	1
Total	16

Partners list

GENERAL SPONSOR	SECTOR
Kaufland	Retail
OFFICIAL SPONSORS	
Staropolanka	Beverages
Tissot	Watches
Tyskie	Beverages
OFFICIAL SUPPLIERS	
LOT	Airline
Koleje Dolnośląskie	Transport
Kriosystem Life	Healthcare
National Music Forum	Entertainment & leisure
TRANS-DAN	Logistics
Wrocław Airport	Transport
Wrocław Stadium	Entertainment & leisure
INSTITUTIONAL PARTNERS	
City of Wrocław	Government
Gmina Trzebnica	Government
Jelcz-Laskowice	Government
Lower Silesian Voivodship	Government
Świdnica	Government

Sponsorship

Overview

General Sponsor



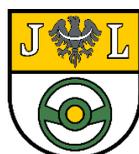
Official Sponsors



Official Suppliers



Institutional Partners



Sponsorship

General Sponsor

Kaufland



“The World Games has a huge potential. It is a great platform to showcase less popular sports that can be really eye-catching. It is an event for people with passion. This is the true sport.”

Robert Stupak
Marketing Director
Kaufland Poland

German supermarket chain Kaufland was announced as the general sponsor of The World Games 2017 in March 2017. The company has operated in Poland since 2001 and has over 200 retail outlets throughout the country. Its Polish headquarters is located in the city of Wrocław.

Kaufland has a history of sponsoring local sporting events, but The World Games was one of the brands' first partnerships with an international event and the most prominent sponsorship the company has committed to in Poland. The main objective of the sponsorship was to promote healthy lifestyle and raise the awareness of Kaufland's range of healthy food and snacks.

As part of the sponsorship, the company acquired merchandising rights to The World Games, becoming an exclusive distributor of the official event merchandise which was available in Kaufland supermarkets across Poland.

In addition to the event sponsorship, the company became a title sponsor of the Kaufland Athletes' Party which was organised mid-way through the event for both the fans and the athletes in The World Games Plaza, the official fan zone.

The company purchased 10,000 tickets to the Games which were offered to customers, employees and local charities. It also ran a number of activations through marketing and PR campaigns.

Kaufland believes sponsors have a major role to play in the promotion of relatively unknown events – much bigger than in the case of major sporting competitions like the Olympic Games.

The company believed the event was seen as a regional rather than national or international competition and as a result didn't attract a wider corporate interest. While the company saw the positives from being the main TWG partner, it felt both the event and its partners would have benefited from the presence of other international brands.

In general, Kaufland was very positive about its association with The World Games, but regretted the event didn't have a stronger nationwide resonance.

Sponsorship

Activation

The World Games sponsors contributed to the promotion and the delivery of the event through activation campaigns and the provision of products and services to the organising committee. Selected activations are listed below.



Sponsors

Kaufland

- Organised a prize promotion giving customers the chance to win 10,000 tickets to TWG
- Installed giant six-metre ten-pin bowling pins in front of the Wrocław railway station to promote its association with The World Games
- Sponsored pavement drawings in 3D in Wrocław which presented the sports in TWG programme
- Opened a pop-up store in the fan zone

Staropolanka

- Supplied 500,000 bottles of water for athletes
- Launched a digital TV channel covering TWG events
- Prepared thematic publications promoted on social media
- Partnered TWG flag tour in Wrocław schools

Tissot

- Sponsored the IWGA Athlete of the Day presentation

Tyskie

- Promoted the event through its channels across the region
- Organised a trade promotion for customers
- Managed catering for spectators at TWG venues

Suppliers

LOT Polish Airlines

- Promoted the event in the in-flight magazine and via other communication channels
- Ran a TWG-related competition on social media
- LOT pilot Jerzy Makuła named TWG ambassador

TRANS-DAN

- Provided logistical support and transport

Kriosystem Life

- Provided cryochambers to athletes and referees

Sponsorship

Sponsors Exposure

The evaluation of the sponsors' visibility was undertaken to establish the advertising value the event partners gained through the association with the event.

Media outputs across TV, print and online in Poland were analysed and the advertising value equivalent (AVE) calculated for four local sponsors of the event and the host city Wrocław.

The total sponsorship AVE generated through media coverage of The World Games 2017 was \$6.3 million.

The exposure of the host city accounted for almost 60 per cent of the total value. The AVE for Wrocław amounted to \$3.7 million generated by 2,700 publications.

Of the four event sponsors Kaufland achieved the highest value of \$1.3 million while the sponsorship AVE for Staropolanka and Tyskie each totalled \$0.6 million.

Advertising value equivalent by media (USD)

BRAND	INTERNET	PRESS	TELEVISION	TOTAL
Wrocław	\$923,854	\$1,883,500	\$936,260	\$3,743,614
Kaufland	\$97,144	\$41,767	\$1,171,620	\$1,310,531
Staropolanka	\$40,657	\$17,261	\$555,083	\$613,002
Tyskie	\$27,204	\$1,326	\$577,510	\$606,041
LOT	0	\$14,828.8	\$2,180.62	\$17,009
Total	\$1,088,860	\$1,958,684	\$3,242,654	\$6,290,198

US dollar values converted from Polish zlotys (conversion rate: 1 PLN = 0.27 USD)

No. of mentions in publications

BRAND	INTERNET	PRESS	TELEVISION	TOTAL
Wrocław	1,827	356	517	2,700
Kaufland	262	23	518	803
Staropolanka	95	3	430	528
Tyskie	48	3	462	513
LOT	0	4	38	42
Total	2,232	389	1,965	4,586

Methodology

Market

Poland

Panel

TV: Major broadcasters in the market
Print & online media: main websites and printed publications

Internet

AVE is based on:

- The price of the sponsored article on the portal/website or the estimated reach of the publication,
- The exposure time of the link to the article on the website.

Press

AVE is based on:

- The price of advertising on the page where the article with the sponsor's logo is located,
- The size of the article containing the sponsor's exposure.

Television

AVE is based on:

- Time of exposure of the brand,
- TV ratings,
- Average CPT during the period considered.

Conducted and analysed by
Sponsoring Insight

Sponsorship

Awareness

Spectators

To evaluate the sponsorship awareness of spectators during The World Games 2017, attendees were asked to indicate who they recognised as sponsors during the Games.

The most recognisable brand associated with the event was Kaufland, the general sponsor, with 92 per cent of spectators stating they were aware of the sponsorship.

Staroplanka, Tyskie and Tissot also had high sponsorship recognition during The World Games.

Brands not associated with The World Games (in red below) achieved lower awareness scores than the official sponsors.

Methodology

Online survey

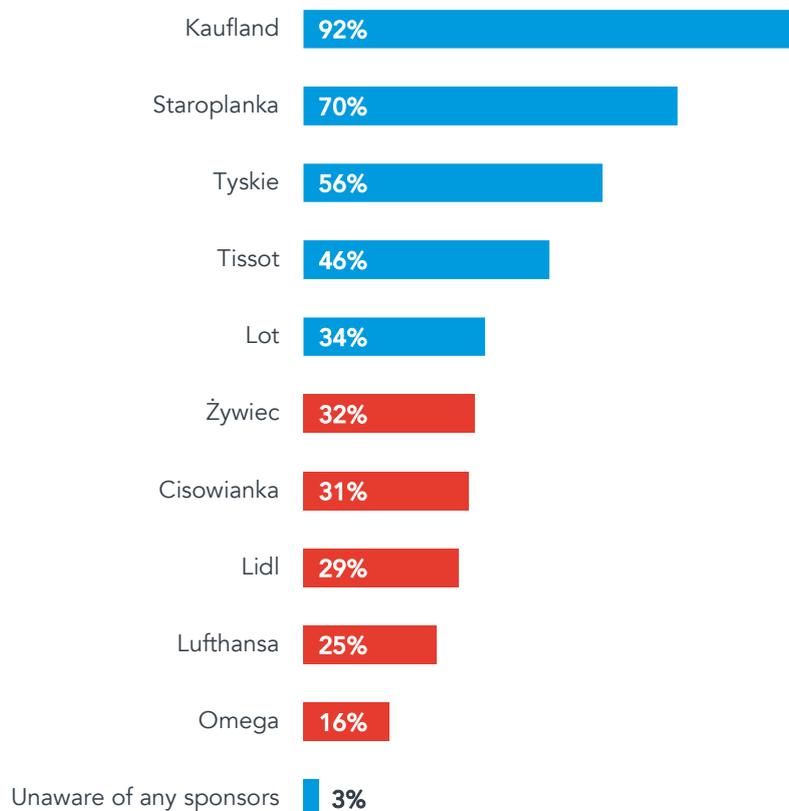
Sample group

Event spectators

(689 respondents)

Conducted and analysed by Sportcal and Sport MR

Sponsors by % aware (Sportcal fan survey)



Sponsorship

Awareness

Market Research – Spontaneous Awareness

To evaluate sponsorship awareness of The World Games 2017, a market survey was conducted via telephone interviews between 8-14 September 2017. Two groups were analysed and compared: citizens of Wrocław and the general population of Poland.

As part of the sponsorship awareness survey, respondents aware of The World Games were asked to identify companies and institutions they believed to be an official sponsor of the event. No indication of potential event sponsors was given to allow for spontaneous awareness to be assessed.

The highest sponsorship awareness among the citizens of Wrocław was for both the city of Wrocław and Kaufland with 25.5 per cent of respondents each stating they were aware of the organisations’ event sponsorship.

40.7 per cent of respondents within the general population of Poland aware of the event stated they found it difficult to name any sponsors of The World Games 2017.

Methodology

Telephone interviews

Sample group 1

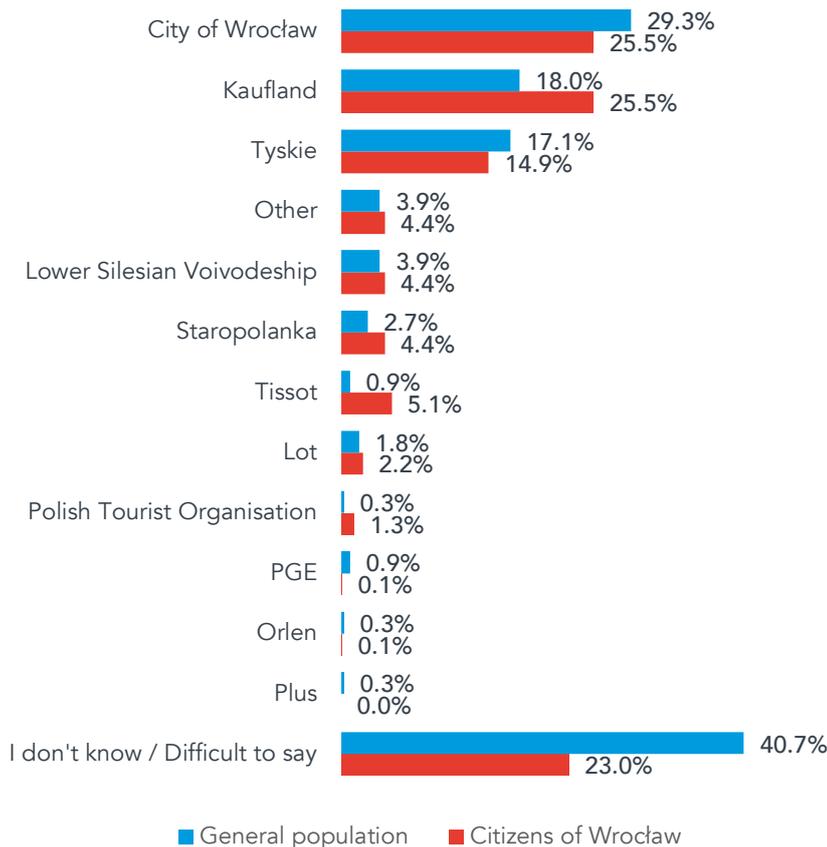
General population
(1000 respondents)

Sample group 2

Citizens of Wrocław
(800 respondents)

**Conducted and analysed by
Sponsoring Insight**

Spontaneous awareness of TWG sponsors



Sponsorship

Awareness

Market Research – Prompted Awareness

Prompted awareness of sponsorship at The World Games 2017 was analysed comparing the citizens of Wrocław and the general population of Poland. Respondents aware of the event were asked to indicate the sponsors from a list of companies and institutions.

Most respondents stated they were aware of the city of Wrocław’s association with the event with 57.2 per cent of the general population and 50.4 per cent of the citizens of Wrocław.

Kaufland had the second highest sponsorship awareness with 49.1 per cent of citizens within Wrocław and 38.0 per cent of the general population in Poland, indicating that the brand was a sponsor of the games.

Orlen, the Polish oil and petrol company, appeared to have a high association with The World Games 2017 with 36.8 per cent of the general population believing it was an official sponsor. Orlen is one of the most prominent sponsors of sport in the country.

Methodology

Telephone interviews

Sample group 1

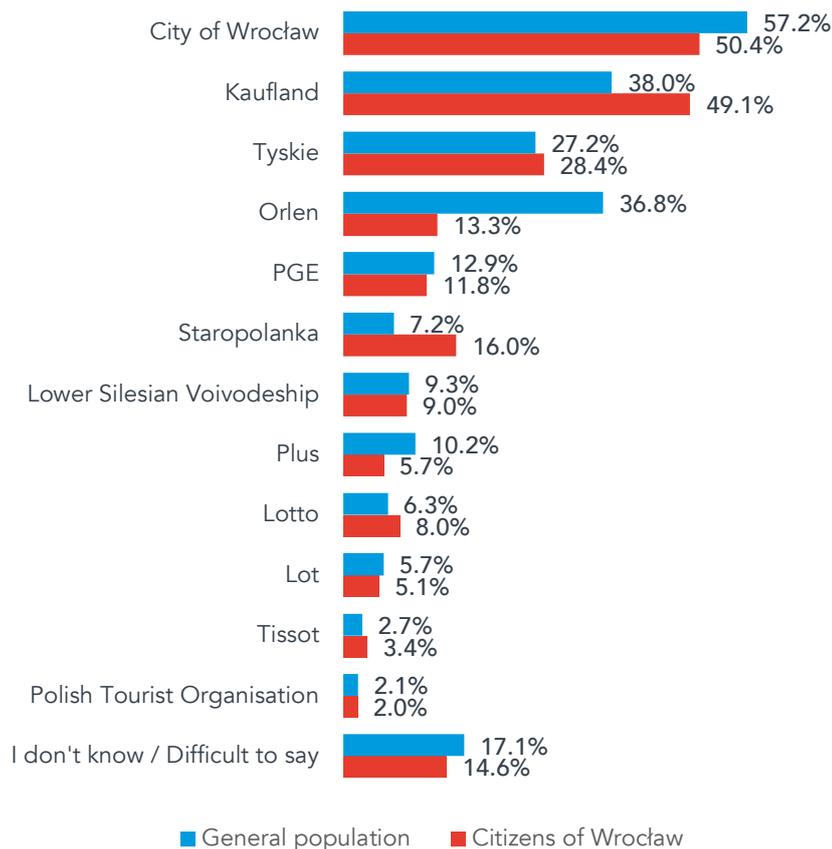
General population
(1000 respondents)

Sample group 2

Citizens of Wrocław
(800 respondents)

Conducted and analysed by
Sponsoring Insight

Prompted awareness of TWG sponsors





Sporting

Sporting

Overview

The World Games 2017 featured 3,292 athletes representing 1023 countries from all six continents.

The number of competing nations was the highest at The World Games since its inception in 1981 and represented a 15.7 per cent increase on the previous edition.

59.8 per cent of athletes competing at The World Games 2017 were male, with female athletes accounting for 40.2 per cent of all competitors.

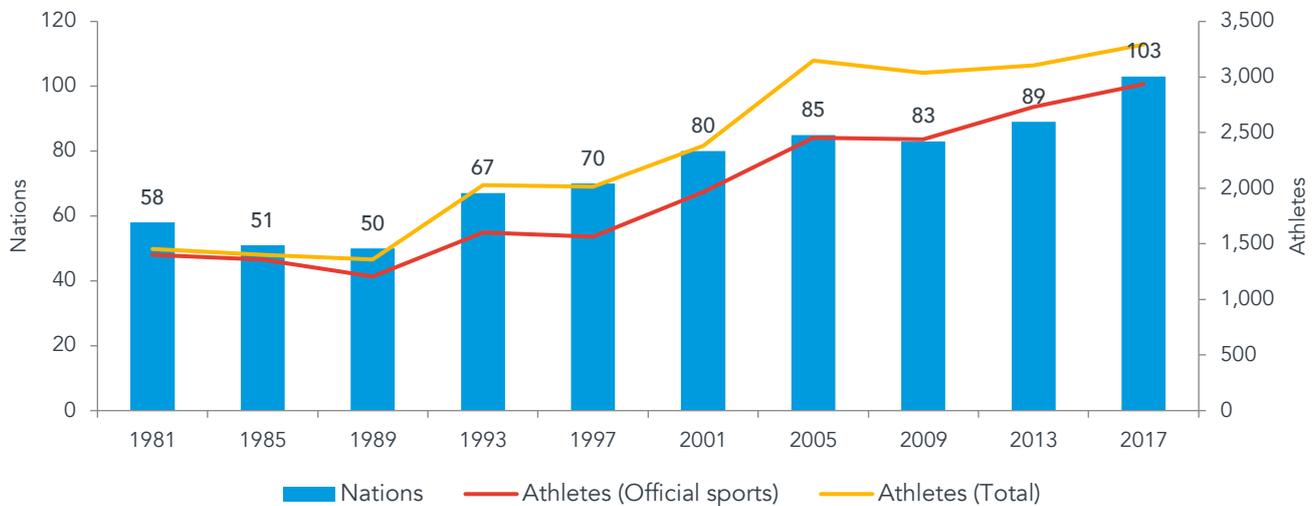
Russia was ranked first in the medal table at The World Games 2017 with European nations winning 65 per cent of all medals.

There were a total of 2,174 officials for the event, of which 1,288 were team officials and 886 technical officials.

Key Statistics

Athletes	3,292
Male	1,968
Female	1,324
Continental reach	6
Competing nations	103
Officials	2,174
Team	1,288
Technical	886

The World Games – Athletes and competing nations (1981-2017)



YEAR	CITY	NATION	CONTINENT	NATIONS	ATHLETES (OFFICIAL SPORTS)	ATHLETES (INVITATIONAL SPORTS)	ATHLETES (TOTAL)
1981	Santa Clara	USA	North America	58	1,399	54	1,453
1985	London	United Kingdom	Europe	51	1,360	40	1,400
1989	Karlsruhe	Germany	Europe	50	1,206	153	1,359
1993	The Hague	Netherlands	Europe	67	1,604	422	2,026
1997	Lahti	Finland	Europe	70	1,566	450	2,016
2001	Akita	Japan	Asia	80	1,968	412	2,380
2005	Duisburg	Germany	Europe	85	2,456	693	3,149
2009	Kaohsiung	Chinese Taipei	Asia	83	2,440	600	3,040
2013	Cali	Colombia	South America	89	2,730	373	3,103
2017	Wroclaw	Poland	Europe	103	2,936	356	3,292

Sporting

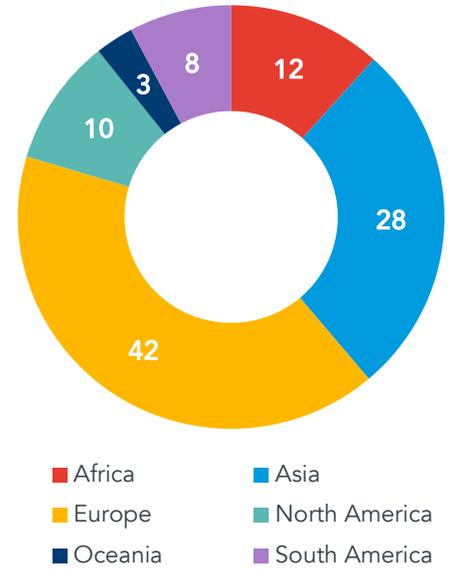
Nations

A total of 103 nations were represented by athletes at The World Games 2017, the highest amount of competing nations in the event history. It was the second consecutive Games to generate an increase in the number of competing nations versus the previous edition.

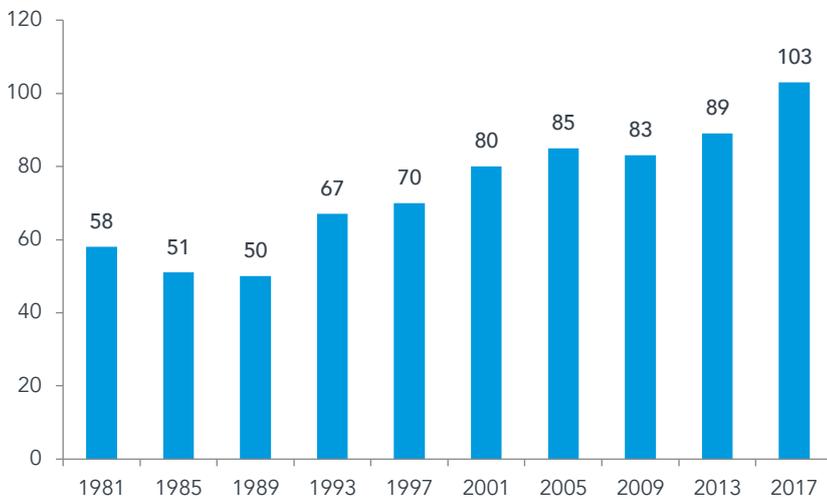
Over one-third of nations at The World Games 2017 were European (41 per cent), while Asia was the next best represented continent with 28 countries.

Oceania was the least represented continent with only three nations participating from the region.

*The World Games 2017
– Competing nations*



The World Games – Competing nations (1981-2017)



Sporting

Athletes

By Continent

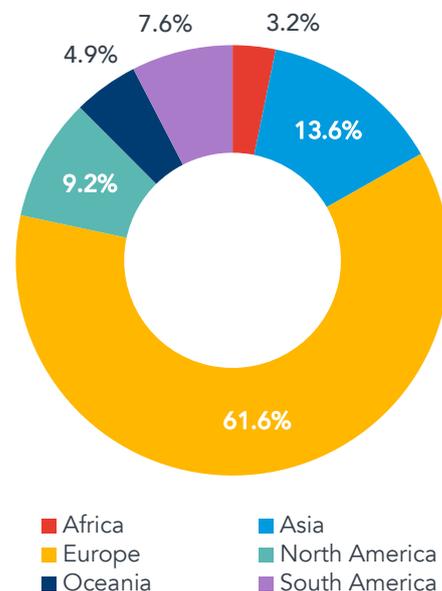
All six continents were represented by a total of 3,292 athletes at The World Games 2017.

Europe accounted for 61.6 per cent of the 3,292 athletes, with 2,028 athletes present at the Games.

There were 447 athletes from Asia (13.6 per cent) and 303 from North America (9.2 per cent).

2,936 athletes (89.2 per cent) participated in the official sports of The World Games, whilst 356 athletes (10.8 per cent) competed in the four invitational sports.

The World Games 2017 – Athletes by continent



The World Games 2017 – Athletes by continent

CONTINENT	ATHLETES (OFFICIAL SPORTS)	ATHLETES (INVITATIONAL SPORTS)	ATHLETES (TOTAL)
Africa	90	15	105
Asia	427	20	447
Europe	1,767	261	2,028
North America	252	51	303
Oceania	157	3	160
South America	243	6	249
TOTAL	2,936	356	3,292

Sporting

Athletes**By Continent***The World Games 2017 – Athletes continental breakdown by sport*

SPORT	AFRICA	ASIA	EUROPE	NORTH AMERICA	OCEANIA	SOUTH AMERICA	TOTAL
Air sports	1	6	41	10	5	1	64
American football			140	40			180
Archery	5	10	60	14	5	2	96
Beach handball*	22	20	65		20	40	167
Billiards	4	17	30	8	3	2	64
Boules	7	12	61	2	1	12	95
Bowling		20	24	12		8	64
Canoe polo		8	80	8	16		112
Dance sport	2	20	100	8	4	12	146
Finswimming		17	74			8	99
Fistball			31			29	60
Floorball			70	14			84
Flying disc		14	14	28	14	14	84
Gymnastics	6	63	188	19	10	9	295
Indoor rowing	4	7	44	3		1	59
Ju-Jitsu	5	19	93	3		7	127
Karate	11	17	48	4	7	9	96
Kickboxing*	11	13	59	8		5	96
Korfball		28	70		14		112
Lacrosse		15	30	30	15		90
Life saving		20	60		20		100
Muaythai	3	24	53	4	1	3	88
Orienteering		4	64	4	4	4	80
Powerlifting	2	11	41	14		12	80
Roller sports		14	135	37	3	47	236
Speedway			18		3		21
Sport climbing*	2	12	44	5	2	1	66
Squash	3	8	40	3	4	3	61
Sumo	6	21	40	10	4	14	95
Tug of war	11	20	164				195
Waterski & wakeboard		7	47	15	5	6	80
TOTAL	105	447	2,028	303	160	249	3,292

* invitational sports

Sporting

Athletes

By Nation

The World Games 2017 – Athletes nation breakdown

NATION	CONTINENT	ATHLETES (OFFICIAL SPORTS)	ATHLETES (INVITATIONAL SPORTS)	ATHLETES (TOTAL)
Algeria	Africa	6		6
Argentina	South America	45		45
Australia	Oceania	116	3	119
Austria	Europe	41	6	47
Azerbaijan	Europe	6		6
Belarus	Europe	21	1	22
Belgium	Europe	72		72
Bosnia and Herzegovina	Europe	1	1	2
Brazil	South America	67	5	72
British Virgin Islands	North America	1		1
Bulgaria	Europe	6	2	8
Canada	North America	74	3	77
Chile	South America	26		26
China	Asia	94		94
Chinese Taipei	Asia	68		68
Colombia	South America	52		52
Costa Rica	North America	1		1
Croatia	Europe	18	5	23
Cyprus	Europe	1		1
Czech Republic	Europe	60	5	65
Denmark	Europe	26	3	29
Dominican Republic	North America	3		3
Ecuador	South America	13		13
Egypt	Africa	26		26
El Salvador	North America	1		1
Estonia	Europe	7		7
Ethiopia	Africa	1		1
Fiji	Oceania	1		1
Finland	Europe	30	1	31
France	Europe	139	52	191
Georgia	Europe	4		4
Germany	Europe	137	52	189
Greece	Europe	13	1	14
Guatemala	North America	1		1
Hong Kong	Asia	8		8
Hungary	Europe	58	3	61
Iceland	Europe	1		1
India	Asia	4		4
Indonesia	Asia	1		1
Iran	Asia	13	6	19
Iraq	Asia	1		1
Ireland	Europe	24		24
Israel	Europe	16	1	17
Italy	Europe	119	5	124
Japan	Asia	97	1	98
Jordan	Asia	3	2	5
Kazakhstan	Asia	14	2	16
Kyrgyzstan	Asia	3	1	4
Latvia	Europe	5	2	7
Lebanon	Asia	2		2

Sporting

Athletes

By Nation

NATION	CONTINENT	ATHLETES (OFFICIAL SPORTS)	ATHLETES (INVITATIONAL SPORTS)	ATHLETES (TOTAL)
Lithuania	Europe	4		4
Macau	Asia		1	1
Madagascar	Africa	5		5
Malaysia	Asia	7		7
Malta	Europe		4	4
Mauritius	Africa	2	1	3
Mexico	North America	20	2	22
Moldova	Europe	4	4	8
Monaco	Europe	2		2
Mongolia	Asia	16		16
Montenegro	Europe	5		5
Morocco	Africa	6	8	14
Namibia	Africa	2		2
Netherlands	Europe	81	1	82
New Zealand	Oceania	40		40
Nicaragua	North America	1		1
Norway	Europe	30		30
Pakistan	Asia	3		3
Paraguay	South America	1		1
Peru	South America	8	1	9
Philippines	Asia	4		4
Poland	Europe	238	62	300
Portugal	Europe	21		21
Puerto Rico	North America	2		2
Qatar	Asia	10		10
Romania	Europe	19	1	20
Russia	Europe	125	10	135
San Marino	Europe	2		2
Saudi Arabia	Asia	1		1
Senegal	Africa	3		3
Serbia	Europe	2	6	8
Singapore	Asia	4		4
Slovakia	Europe	11	6	17
Slovenia	Europe	16		16
South Africa	Africa	26	2	28
South Korea	Asia	38	4	42
Spain	Europe	70	2	72
Sweden	Europe	57	5	62
Switzerland	Europe	98	1	99
Tajikistan	Asia		1	1
Thailand	Asia	20	2	22
Tunisia	Africa	13	2	15
Turkey	Europe	10	3	13
Turkmenistan	Asia	1		1
Uganda	Africa		2	2
Ukraine	Europe	73	7	80
United Arab Emirates	Asia	6		6
United Kingdom	Europe	94	9	103
Uruguay	South America	12		12
USA	North America	148	46	194
Uzbekistan	Asia	3		3
Venezuela	South America	19		19
Vietnam	Asia	6		6
TOTAL		2,936	356	3,292

Sporting

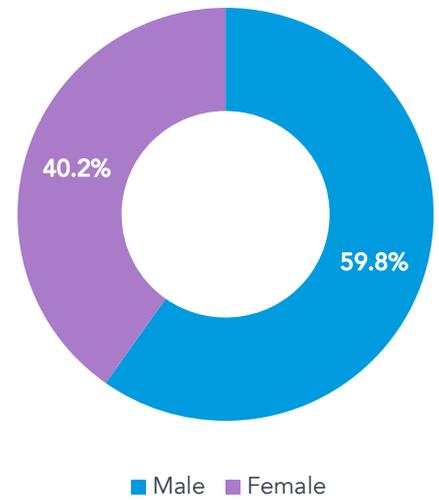
Athletes

Gender Equality

The World Games 2017 had a stronger male than female athlete representation. There were 1,968 male and 1,324 female athletes competing (59.8 per cent and 40.2 per cent of the total number of athletes, respectively).

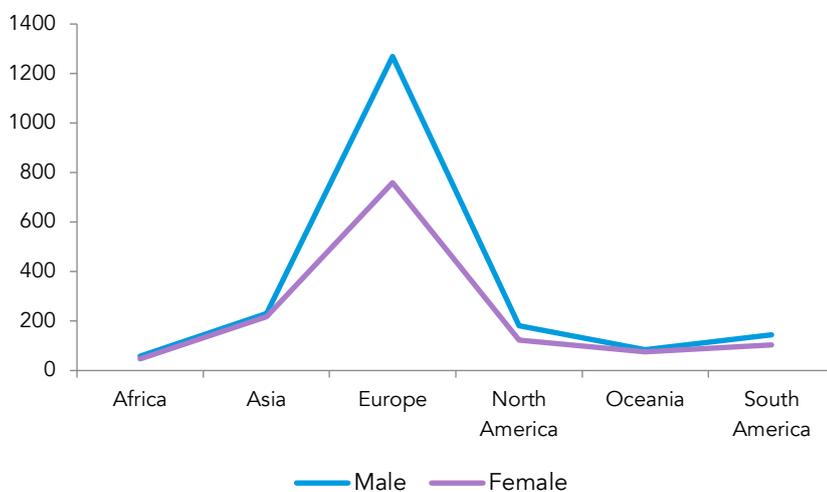
Male athletes represented 84.0 per cent of all athletes competing in invitational sports. This was considerably less gender neutral than the official sports programme which consisted of 56.8 per cent male and 43.2 per cent female athletes.

The World Games 2017
– Gender breakdown



The World Games 2017 – Gender breakdown by continent

CONTINENT	ATHLETES (OFFICIAL SPORTS)		ATHLETES (INVITATIONAL SPORTS)		ATHLETES (TOTAL)	
	Male	Female	Male	Female	Male	Female
Africa	48	42	10	5	58	47
Asia	219	208	11	9	230	217
Europe	1,046	721	223	38	1,269	759
North America	134	118	47	4	181	122
Oceania	82	75	3	0	85	75
South America	140	103	5	1	145	104
TOTAL	1,669	1,267	299	57	1,968	1,324



Sporting

Athletes**Gender Equality***The World Games 2017 – Gender breakdown by sport*

SPORT	MALE	MALE (%)	FEMALE	FEMALE (%)	TOTAL
Air sports	59	92.2%	5	7.8%	64
American football	180	100.0%			180
Archery	48	50.0%	48	50.0%	96
Beach handball	80	47.9%	87	52.1%	167
Billiards	46	71.9%	18	28.1%	64
Boules	47	49.5%	48	50.5%	95
Bowling	32	50.0%	32	50.0%	64
Canoe polo	56	50.0%	56	50.0%	112
Dance sport	76	52.1%	70	47.9%	146
Finswimming	51	51.5%	48	48.5%	99
Fistball	60	100.0%			60
Floorball	84	100.0%			84
Flying disc	42	50.0%	42	50.0%	84
Gymnastics	141	47.8%	154	52.2%	295
Indoor rowing	34	57.6%	25	42.4%	59
Ju-Jitsu	87	68.5%	40	31.5%	127
Karate	48	50.0%	48	50.0%	96
Kickboxing	64	66.7%	32	33.3%	96
Korfball	56	50.0%	56	50.0%	112
Lacrosse			90	100.0%	90
Life saving	50	50.0%	50	50.0%	100
Muaythai	63	71.6%	25	28.4%	88
Orienteering	40	50.0%	40	50.0%	80
Powerlifting	40	50.0%	40	50.0%	80
Roller sports	173	73.3%	63	26.7%	236
Speedway	21	100.0%			21
Sport climbing	33	50.0%	33	50.0%	66
Squash	30	49.2%	31	50.8%	61
Sumo	47	49.5%	48	50.5%	95
Tug of war	132	67.7%	63	32.3%	195
Waterski & wakeboard	48	60.0%	32	40.0%	80
TOTAL	1,968	59.8%	1,324	40.2%	3,292

* invitational sports

Sporting

Performance

Russia topped the medal table at The World Games 2017, the fifth straight time it has dominated the medal ranking.

European nations were awarded 65 per cent of all medals (69 per cent of all gold medals) with Russia followed by Germany and Italy in the medal table.

The World Games 2017 – Medal table top 10 (official sports programme)

RANK	NATION	GOLD	SILVER	BRONZE	TOTAL
1	Russia	28	21	14	63
2	Germany	18	10	14	42
3	Italy	16	13	13	42
4	France	14	14	15	43
5	Ukraine	10	7	8	25
6	Colombia	9	10	2	21
7	Japan	9	6	7	22
8	China	8	7	5	20
9	Belgium	7	9	8	24
10	USA	6	11	5	22

RECORDS

There were a number of new records attained during the event. Ten world records were broken: six in life saving, three in finswimming and one in powerlifting.

Life saving and finswimming also combined to break a further 18 The World Games records, whilst archery achieved three new qualification session records.

The World Games – Medal tables (1981-2017)

YEAR	HOST	1ST	2ND	3RD
1981	USA	USA	Korea	Italy
1985	United Kingdom	Italy	USA	Spain
1989	Germany	Italy	Germany	USSR
1993	Netherlands	Germany	Italy	France
1997	Finland	USA	China	Germany
2001	Japan	Russia	USA	Germany
2005	Germany	Russia	Germany	Italy
2009	Chinese Taipei	Russia	Italy	China
2013	Colombia	Russia	Italy	France
2017	Poland	Russia	Germany	Italy

The World Games 2017 – Medal table top 5 (invitational sports)

NATION	G	S	B	T
Ukraine	5		2	7
Poland	4	4	2	10
Serbia	2	2		4
Russia	2		1	3
France	2			2

Sporting

Performance

Domestic

The World Games 2017 has been the most successful Games to date for Poland. The host nation won 20 medals in competitions being part of the official sports programme of the event in Wrocław.

Poland sits now in 24th place in the all-time ranking with 15 gold, 15 silver and 23 bronze medals.

Poland was also the runner-up in the medal table for invitational sports, winning four gold, four silver and two bronze medals.

Poland medals by discipline (2017), official sports programme

SPORT	G	S	B	T
Air sports	1		1	2
Dance sport	1			1
Ju-Jitsu	2	2	3	7
Karate			1	1
Life saving		3	1	4
Muaythai		1	1	2
Powerlifting	1			1
Sumo			2	2
TOTAL	5	6	9	20

Poland medal performance (1989-2017), official sports programme

YEAR	HOST	GOLD	SILVER	BRONZE	RANK
1989	Germany	0	1	0	=33rd
1993	Netherlands	3	0	0	19th
1997	Finland	0	2	5	40th
2001	Japan	1	0	1	=29th
2005	Germany	3	2	6	17th
2009	Chinese Taipei	1	1	2	=27th
2013	Colombia	2	3	0	=20th
2017	Poland	5	6	9	13th

Poland's medal table ranking (1989-2017)



Sporting

Officials

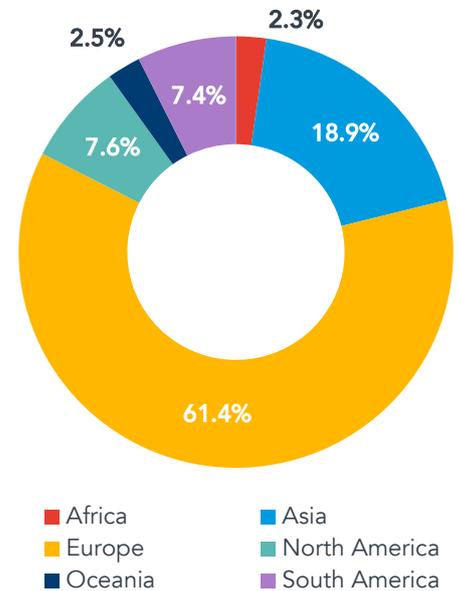
There were 2,174 officials present at The World Games 2017. Of this total, there were 1,288 team officials and 886 technical officials.

TEAM OFFICIALS

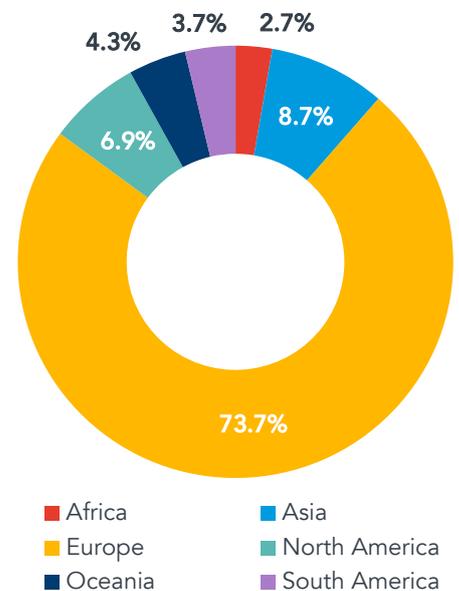
There were 791 team officials who represented participating nations from Europe. A further 243 officials were part of team delegations from Asia and 254 from the four other continents combined.

By role, 672 coaches made up 52.2 per cent of all team officials, followed by 142 assistant coaches and 123 delegates.

The World Games 2017
– Team officials by continent



The World Games 2017
– Technical officials by continent



The World Games 2017 – Team officials by type

ROLE	OFFICIALS (OFFICIAL SPORTS)	OFFICIALS (INVITATIONAL SPORTS)	OFFICIALS (TOTAL)	OFFICIALS (% TOTAL)
Assistant Coach	124	18	142	11.0%
Coach	631	41	672	52.2%
Delegate	110	13	123	9.5%
Doctor	26	3	29	2.3%
Physical Therapist	81	15	96	7.5%
Team Manager	109	12	121	9.4%
Technical Support	92	13	105	8.2%

TECHNICAL OFFICIALS

The World Games 2017 featured a total of 886 technical officials from six continents.

Of all technical officials 653 hailed from Europe followed by 77 from Asia and 61 per cent from North America.

The World Games 2017 – Technical officials by type

ROLE	OFFICIALS (OFFICIAL SPORTS)	OFFICIALS (INVITATIONAL SPORTS)	OFFICIALS (TOTAL)	OFFICIALS (% TOTAL)
Coach	73	72	145	16.4%
Competition Manager	37	4	41	4.7%
Information Technology	35	4	39	4.4%
Judge / Referee / Jury	504	157	661	74.6%



Social

Social

Volunteers

Overview

A total of 1,618 volunteers from 59 countries were recruited in the lead-up to The World Games 2017. The volunteers were selected from over 3,000 applications.

The main objective of the volunteer programme was to ensure the smooth running of The World Games 2017 across all areas that required significant human resources.

The volunteer registration process opened in September 2016. Over 1,500 applicants were invited for interviews and of that number, 1,142 volunteers were recruited by the Wrocław Organising Committee. Additionally, 476 volunteers were nominated by the Field of Play Partners of TWG 2017 – clubs and federations – to provide the field of play support at individual events, bringing the total number of volunteers to 1,618.

In the group of volunteers recruited by the Wrocław Organising Committee, 25 per cent of persons came from Wrocław, 58 per cent from elsewhere in Poland, while 17 per cent from abroad.

The overseas volunteers originated from 58 countries with Spain, Ukraine and USA having the strongest representation.

The total number of volunteers at The World Games 2017 was lower than at the previous editions of the event and represented less the 35 per cent of the figure at the 2009 event in Kaohsiung. This was partially due to volunteers in Wrocław covering less functional areas than at the previous Games (e.g. driving and medical services were provided by specialist companies), but it was also a result of the WOC’s strategy to recruit an optimal number of volunteers to keep them as engaged as possible.

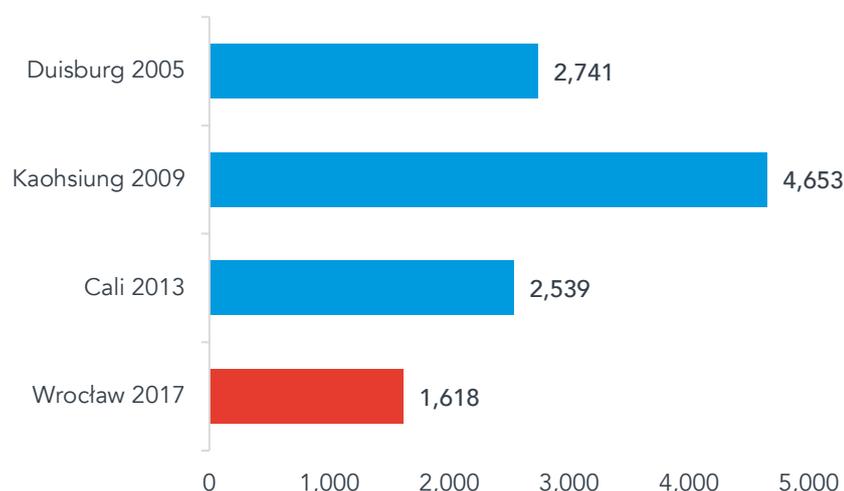
Key Statistics

Volunteers	1,618
Male / Female	616 / 1,002
Domestic / Overseas	1,324 / 294
No. of nations	59
Applications	over 3,000

Overseas volunteers by nation – Top 10

Spain	44
Ukraine	40
USA	26
Belarus	14
Czech Republic	13
Italy	12
Germany	10
India	10
France	8
Romania	8

The World Games – Number of volunteers (2005-2017)



Social

Volunteers

Programme

The volunteer programme for The World Games 2017 set out 15 key functional areas of volunteer support.

This included nine in-venue and six off-site support functions. Additionally, a group of “jokers” was created to provide ad hoc support where it was required.

The World Games – Volunteer functions

IN-VENUE SUPPORT FUNCTIONS	OFF-SITE SUPPORT FUNCTIONS
Anti-doping	Airport – information point
Competition manager support	Hotels – event information
Field of Play – field of play and venue preparation	Media centre – accreditation and information
Games & services – transport, accreditation and catering	Team attaché
Medal ceremonies	University campus – accommodation, accreditation, transport and catering
Media – press officer support	VIP hotel - event information and transport
Spectator services – event information and seating	
Timing & scoring – Swiss Timing’s results and scoring system	
Venue manager support	

The recruited volunteers took part in four online training sessions which discussed the organisation of TWG 2017 and the volunteer programme, event logistics and the host city of Wrocław (city topography, attractions and public transport). During the event the volunteers were also introduced to their respective tasks and responsibilities.

The training of volunteer leaders and other key volunteer groups (e.g. assistants to venue and competition managers) also covered the following topics:

- recruitment management
- safety and first aid
- personal data protection

The benefits offered to volunteers included accident insurance (for the period of their assignment), event accreditation (providing access to relevant venues and areas), free public transport, accommodation (for out-of-town volunteers), meals (three meals provided for out-of-town volunteers and one meal for local volunteers) and volunteer clothing (t-shirt, jacket, kitbag and a cap).

Volunteer requirement by discipline

Air sports	48
American football	41
Archery	28
Beach handball	31
Billiards	31
Boules	33
Bowling	24
Canoe polo	48
Dance sport	39
Finswimming & Life saving	44
Fistball	33
Floorball	55
Flying disc	40
Gymnastics	47
Indoor rowing	29
Ju-Jitsu	47
Karate	36
Kickboxing	50
Korfball	32
Lacrosse	35
Muaythai	36
Orienteering	63
Powerlifting	17
Roller sports hockey & artistic	28
Roller sports speed	36
Speedway	28
Sport climbing	38
Squash	23
Sumo	27
Tug of war	24
Waterski & Wakeboard	36

Social

Education and Participation

“Mali Wspaniali” – “The Great Little Ones”

The Great Little Ones was one of the main educational programmes around The World Games 2017. It was launched in late 2014 and continued for three years.

The programme was organised by the Department of Education of the Wrocław City Office and the Wrocław Organising Committee The World Games 2017 in collaboration with the University School of Physical Education in Wrocław and Infinity Foundation.

The aim of the programme was to promote physical activity and develop healthy lifestyle habits among children, while spreading universal values inherent in martial arts.

The initiative targeted children between four and six years old and involved:

- Organising 45-minute activities in kindergartens. The sessions were run by the University School of Physical Education students, physical education teachers and qualified instructors.
- Organising cyclical fitness tests in kindergartens. The results were analysed to assess the effects of the programme.
- Integration of children through additional activities.

The Great Little Ones project was launched in November 2014 in 20 kindergartens in Wrocław. By the end of the 2015-16 edition, 10,000 children participated in the programme.



Social

Education and Participation

“Orientuj się” – “Orientate”

Orientate is a participation programme organised by the Lower Silesian Orienteering Association since 2014 which formed part of The World Games 2017 CSR initiatives. Between 2014 and 2017 over 22,000 children took part in the programme.

Aimed at primary school pupils, the programme encouraged young people and teachers to learn orienteering. Classes were organised to educate children about the rules of the sport and equipment used. The participants were also instructed how to read a map and complete an orienteering course.

The project began in one school in Wrocław in 2014. By the start of The World Games 2017 107 schools and 22,760 children from Wrocław and the Lower Silesian region took part in the programme.

The World Games 2017 League of Schools, a series of orienteering events, was also launched. From April 2015 until June 2017 it attracted additional 2,500 participants who competed in 23 events, of which the best attended was organised in the building of the National Forum of Music, a TWG 2017 venue.

The programme was funded by the Department of Education of the Wrocław City Office.

Key Statistics (2014-2017)

Participants	22,760
Wrocław	15,985
Wrocław Agglomeration	5,350
Świdnica	1,425
Schools	107
Wrocław	72
Wrocław Agglomeration	29
Świdnica	6



Social

Education and Participation

Other Programmes

Educational and participation programmes of The World Games 2017 also included:

“UNIHOKEJ – UCZY, BAWI I WYCHOWUJE” – “FLOORBALL – LEARNING, ENTERTAINMENT, EDUCATION”

The nationwide programme was launched in 2014 by the Polish Floorball Federation and is co-funded by the Ministry of Sport and Tourism in Poland. In the Lower Silesian Voivodship, the project was supported from 2015 by the Wrocław Organising Committee.

The aim of the programme was to promote the sport among children and youth, supply schools with floorball equipment and train physical education teachers to become floorball instructors.



“KORFBALL – DRUŻYNA PRZYJACIÓŁ” – “KORFBALL – TEAM OF FRIENDS”

Initiated in September 2016, the project focussed on increasing korfball participation.

Six Wrocław schools took part in the programme which was run by AZS Balluff Wrocław, a local korfball team.

Schools participating in the programme were equipped with professional korfball equipment and physical education teachers gained competence and skills from certified instructors allowing them to be able to coach the sport in schools in the future.



“WROCLOVE FLAG”

Organised by Panthers Wrocław, a local American football team, in partnership with The World Games 2017, the programme encouraged children and youth to learn flag football, the non-contact version of the sport.

Classes were organised in primary and lower secondary schools and involved the presentation of techniques and behaviours in American football. Physical education teachers were encouraged to take part in dedicated trainings to obtain coaching certificates and enable a further development of the sport.





Legacy

Legacy

Short- and Long-term Legacy

The World Games 2017 was a successful event and a step forward in the development of the Games, according to all participants.

The event experience survey found that attending the event was a positive experience for 93 per cent of participants – athletes, media, spectators and VIPs. One of the objectives of the International World Games Association was to create the best possible environment for the competing athletes. In a post-event survey more than 50 per cent of athletes stated that TWG 2017 was better than other events they had attended.

The event was well received by Polish and international media and had an unprecedented level of broadcast exposure. Thanks to the agreements with 30 international broadcasters and the Olympic Channel, TWG 2017 had a truly worldwide coverage, increasing the awareness of the event globally.

There were 400 television hours produced and the quality of production was much stronger than at the previous Games, according to the officials of the IWGA and the member federations.

The visit from the IOC officials, including president Thomas Bach, consolidated the position of The World Games as a showcase platform for sports aiming to break into the Olympic Games.

The IWGA's increased focus on building a compelling value proposition for the commercial partners should also help market the event in the future.

Key objectives

"Deliver a great event for athletes"

"Improve the quality of the media product"

"Increase event awareness"

"Demonstrate the value of the event to members"

"Reinforce the relationship with the IOC"

"Create a stronger commercial platform"



Legacy

Host City Legacy

The World Games 2017 generated tangible economic, tourism and social benefits for the host city.

One of the objectives of staging the event for local authorities was to give citizens an incentive to stay in Wrocław over the summer period. Indeed, 56 per cent of all those attending events were from Wrocław.

New venues were built in the city in the lead-up to the Games: a swimming pool complex and a roller skating track. The Wrocław Olympic Stadium was fully modernised. These facilities will be used by citizens in the years to come and are likely to host other sporting events in the future.

The tourism study conducted by Sportcal found that a gross spend by spectators related to TWG 2017 amounted to 22.5 million zlotys (\$6.2 million). Of the total unique attendance of 44,454, 17,520 spectators were from outside Wrocław.

A domestic market survey was conducted post-event to establish the perceived benefits of organising TWG 2017 for the host city. Respondents from both Wrocław and the general population were asked to indicate the benefits of hosting the Games.

Increased awareness and prestige of the city were often mentioned by the respondents as a value of hosting the event. It is also expected that the Games will help the city to increase revenues from tourism.

Key objectives

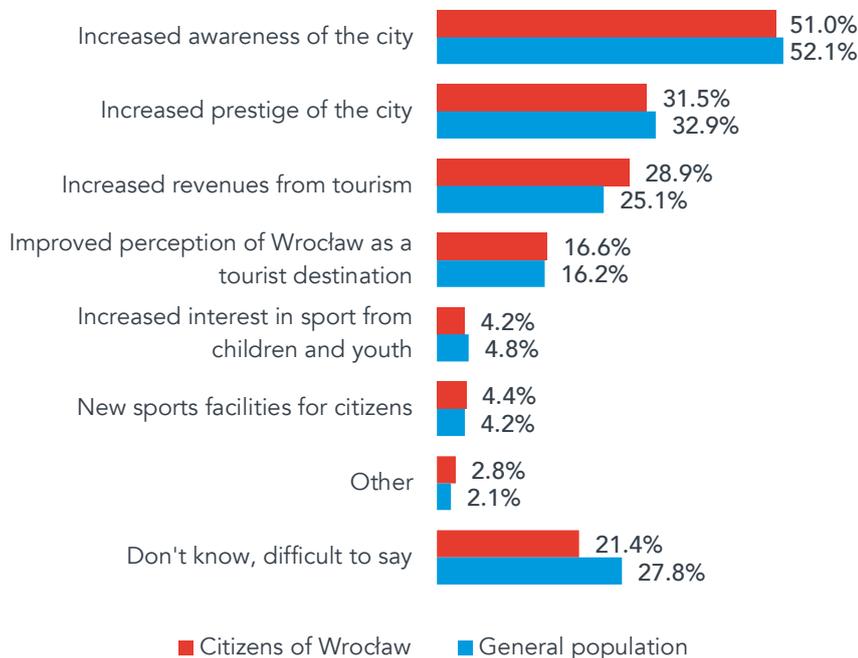
“Improve sports infrastructure”

“Promote the city domestically and internationally”

“Generate positive economic impact”

“Increase tourism numbers”

Perception of benefits from staging The World Games 2017 for Wrocław



Legacy

Knowledge Transfer

The World Games 2017 was the first major multi-sport event held in Poland since the Winter Universiade in 2001 which was hosted by Zakopane. For everyone involved in the organisation of the Games it was therefore a unique opportunity to understand the complexity of delivering an event of this scale.

The Wrocław Organising Committee had a very young staff – many employees were in their 20s and 30s, and for some it was their first job in sport. They are all likely to work on other major events in Wrocław and elsewhere in Poland, utilising the skills and knowledge gained in the organisation of The World Games 2017.

Volunteers also benefited from working at the event. That includes a group of students from the University School of Physical Education in Wrocław for whom volunteering at TWG 2017 was an official internship recognised by the university.

The World Games 2017 was attended by a 40-strong group of representatives of the 2021 host city of Birmingham, comprising the organising committee of the future Games as well as regional business and agencies looking to work on delivering the next World Games. For them TWG 2017 was the only chance to observe the event, speak to the WOC about the highs and lows in the organisation of the Games, understand the challenges they will face, identify opportunities for event commercialisation and pinpoint areas for improvement.



Legacy

Sporting Legacy

There were 103 competing nations at The World Games 2017, more than at any edition in the past. A total of 65 nations that won at least one medal in official or invitational sports is also a new record for the Games. This demonstrates the increasingly global character of the event.

Sports in The World Games programme have long suffered from a lack of funding from national governments and national Olympic committees. However, a record number of NOCs supported their federations in Wrocław, showing steady progress in building the value of the event as a platform to showcase high-performance sports.

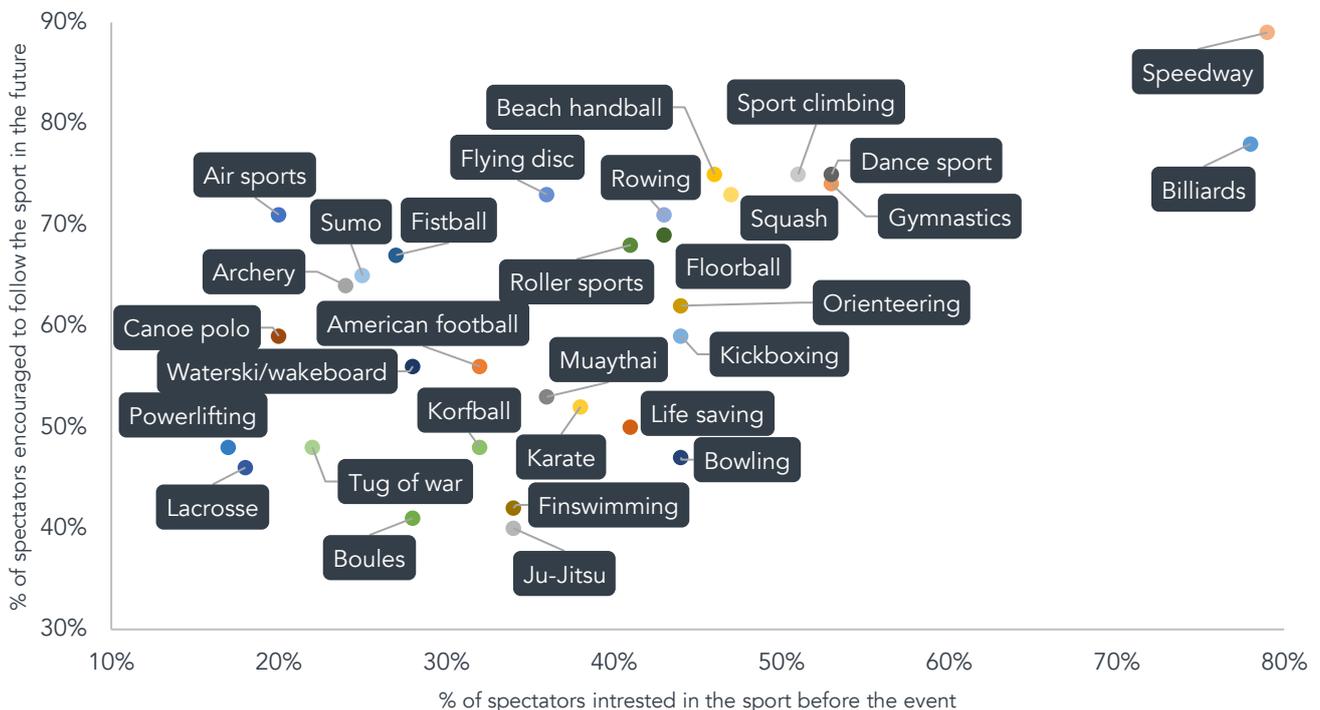
Domestically, Polish sports organisations governing the sports of The World Games 2017 received significant funding from the Ministry of Sport and Tourism. In 2016 and 2017 40 million zlotys (\$5.5 million) was distributed to sports featured at TWG 2017. New equipment was bought to be used during the Games and will be repurposed to serve the needs of the sports.

The World Games 2017 also helped strengthen the fan following around the sports in the programme. According to a spectator survey conducted by Sportcal, attending TWG 2017 encouraged spectators to follow the sports more in the future, even if the fans had little interest in them before the event.

Key objectives

“Showcase sports and grow their international profile”

Spectator interest in TWG 2017 sports and likelihood to follow in the future



Legacy

Social Legacy

A series of participation and educational programmes was organised around The World Games 2017, sparking interest in the sports on the event programme, but also encouraging citizens to be more active and take up sport.

Most programmes targeted school children and gave them an opportunity to practise sports that they would normally have very limited exposure to. Tens of thousands of children in Wrocław and the region of Lower Silesia took part in the sports activities inspired by The World Games 2017. Over 32,000 children participated in two of the bigger programmes – The Great Little Ones and Orientate. There is a chance that some of the educational programmes started in the build-up to the Games might be continued in future years.

Many schools received new equipment (for example, three floorball rinks were provided to Wrocław schools in 2015 and 2016) and physical education teachers obtained certifications to be able to instruct the kids on the rules of floorball or American football. Awareness of The World Games sports grew significantly among the citizens.

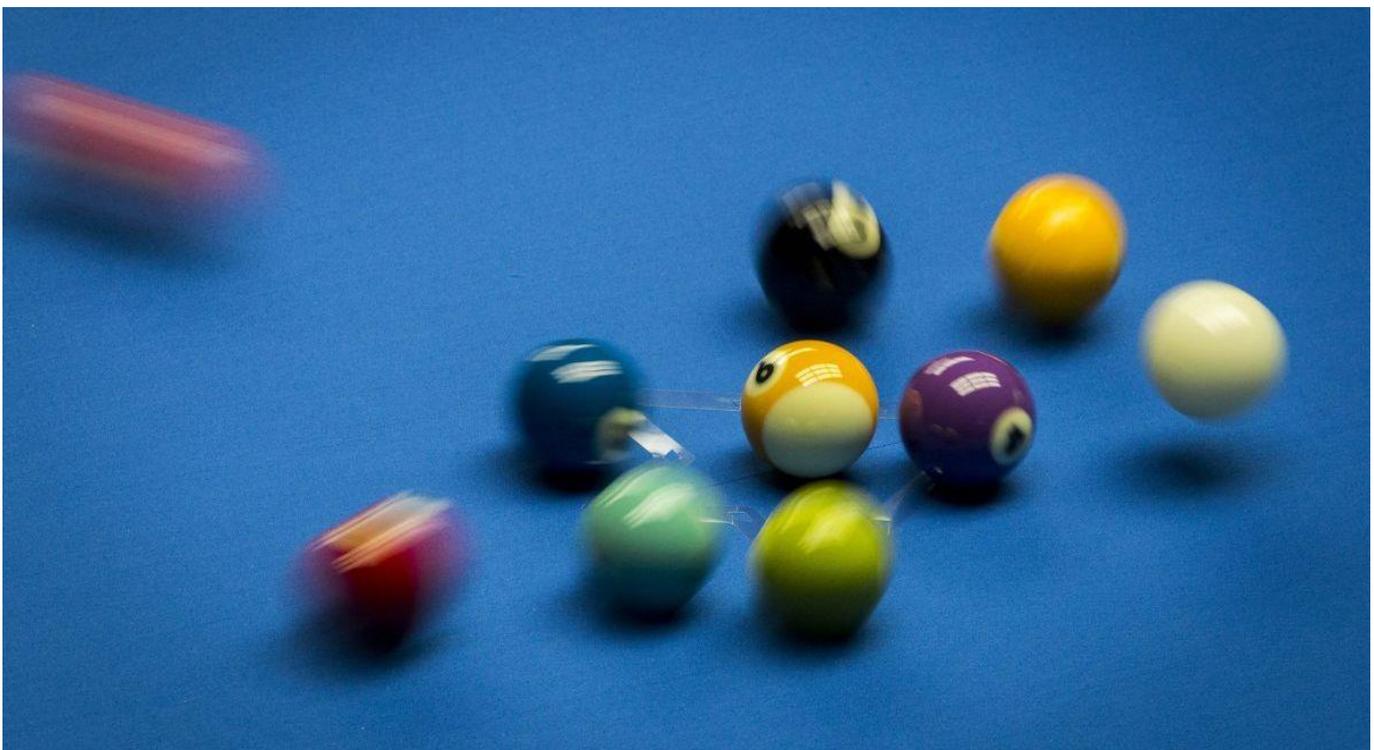
At the same time, the volunteer programme gave many people a once-in-a-lifetime opportunity to work at a multi-sport event. The database of TWG 2017 volunteers will present an enormous value for the organisers of major events in Wrocław and in Poland in the next few years. The volunteers are also expected to seek other positions in sport in the future. In fact, some of the WOC employees were volunteers at one of the previous events held in Wrocław, the UEFA European Championships 2012.

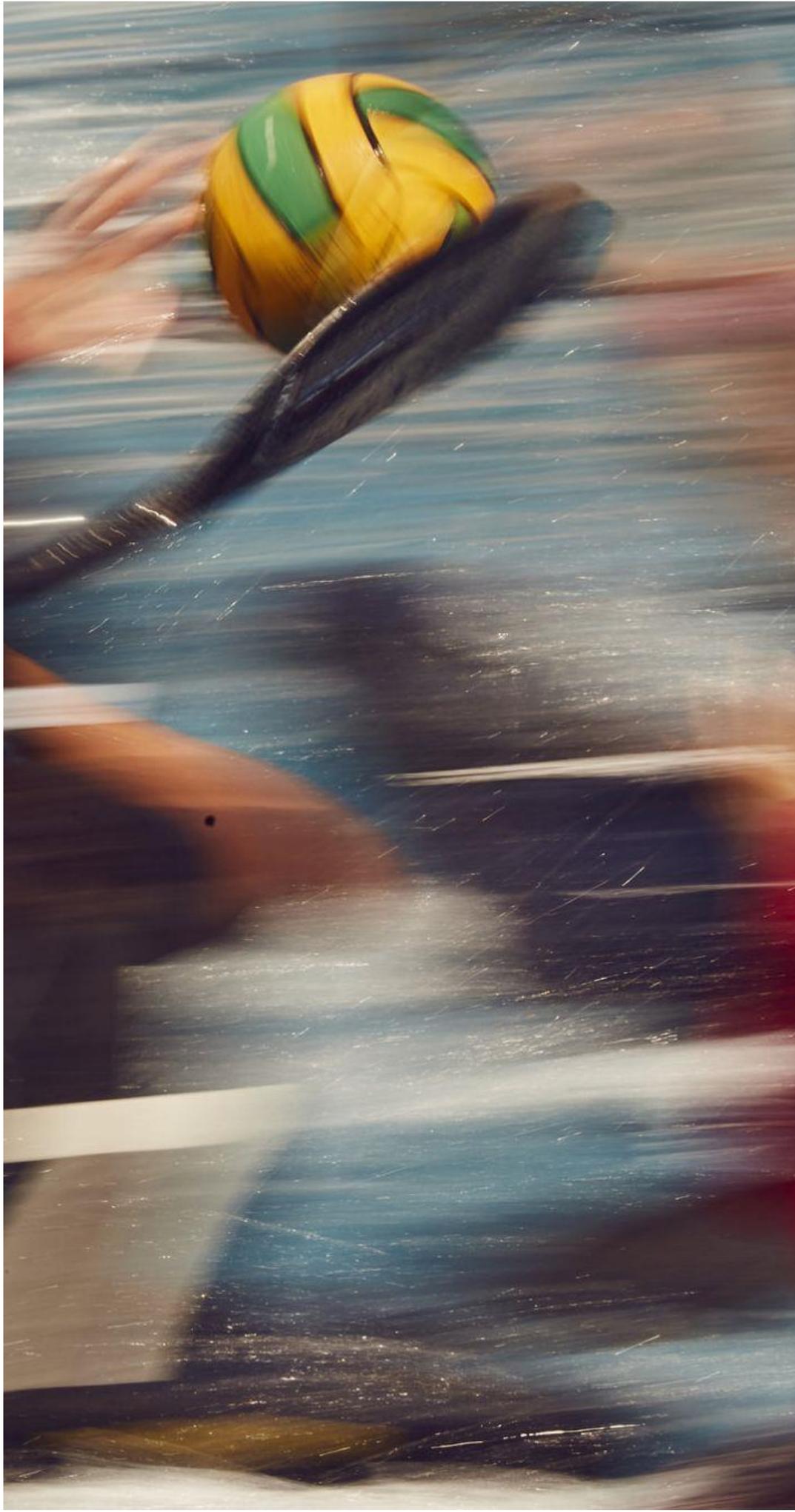
Key objectives

“Promote sport among children and youth”

“Combat obesity”

“Connect people and create a bond between them through sport”





Comparative Data Analysis

Comparative Data Analysis

Overview

The findings from this study were compared to data from other multisport events.

A total of 28 multisport events were identified to conduct comparative analysis. This comprised 21 summer events and seven winter events.

The indicators chosen for comparison are: attendance, athletes, participating nations, accredited media and volunteers.

Data for attendance and accredited media was not attainable for all 28 sporting events. This has been indicated in each respective comparison page.

The data was extracted from competition and federation websites in November 2017 and compiled as part of Sportcal's Global Sports Impact (GSI) Project.

Comparative data overview (multisport games)

INDICATOR	RANK	RANK (SUMMER GAMES ONLY)
Attendance	18/26	14/19
Athletes	18/28	18/21
Nations	7/28	6/21
Accredited Media	13/24	10/18
Volunteers	24/28	18/21

Due to inconsistency in the reporting of attendance figures by event organisers and owners, the data recorded is a variation of total attendance, ticketed attendance and estimated attendance. It is recommended that the data is treated with care for comparison as it may not be representative of the equivalent type of attendance.

Comparative Data Analysis

Attendance

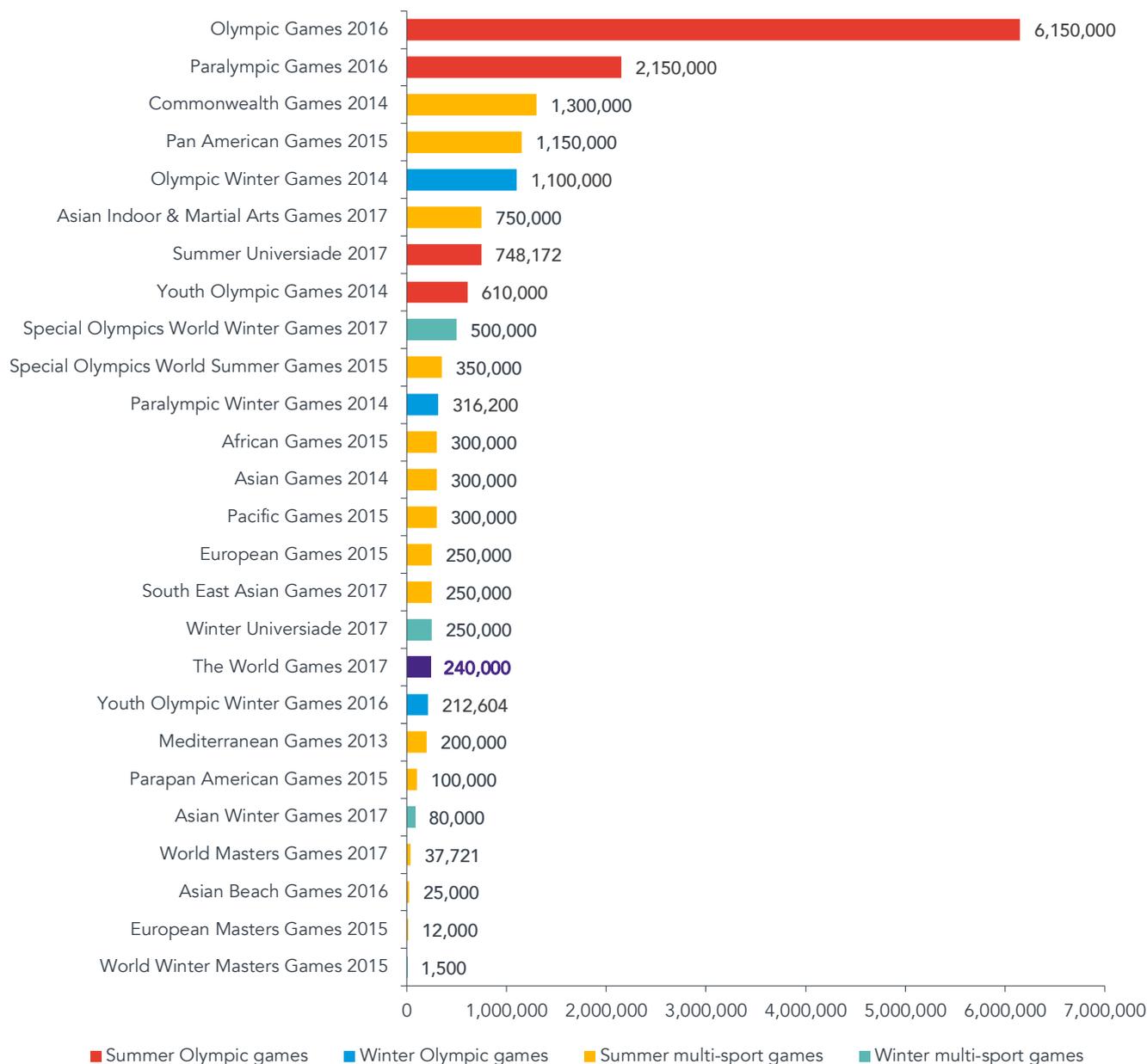
Multisport and Olympic games – All

The World Games attendance

The World Games 2017
240,000

Rank
18/26 events

Attendance comparison



Attendance figures not available for: Americas Masters Games 2016 and Islamic Solidarity Games 2017.

Comparative Data Analysis

Attendance

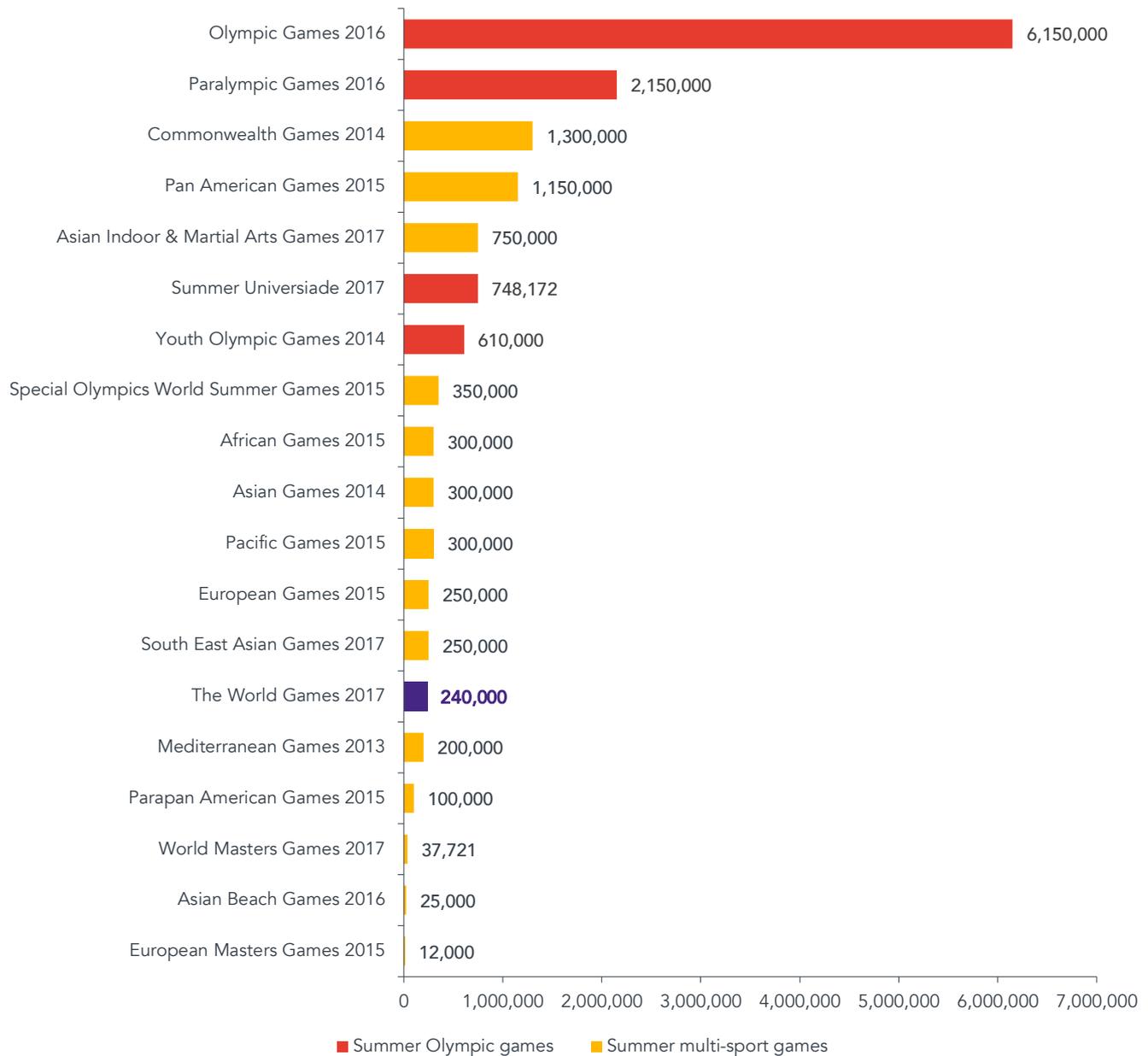
Multisport and Olympic games – Summer events only

The World Games attendance

The World Games 2017
240,000

Rank
14/19 events

Attendance comparison



Attendance figures not available for: Americas Masters Games 2016 and Islamic Solidarity Games 2017.

Comparative Data Analysis

Athletes

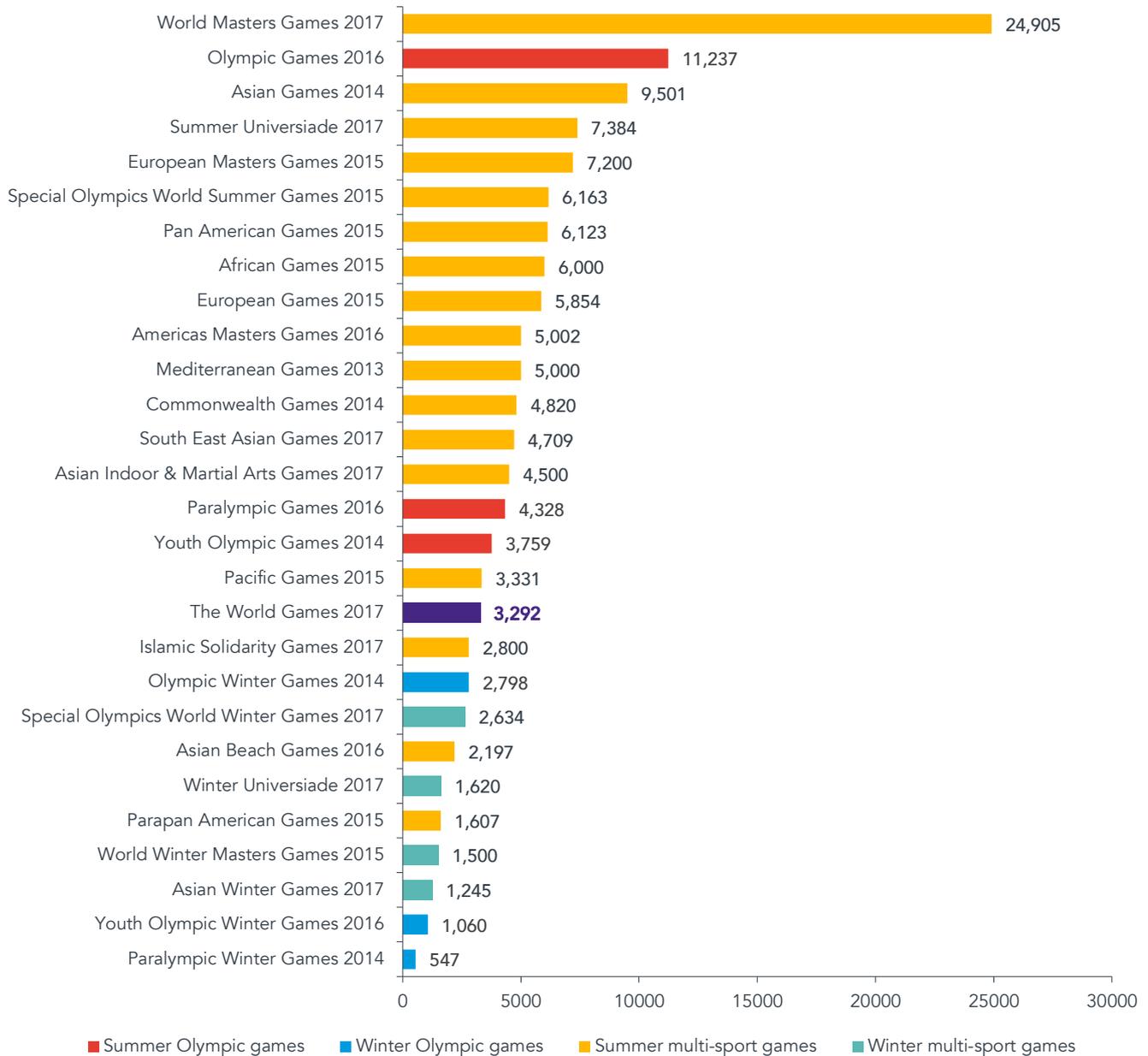
Multisport and Olympic games – All

The World Games athletes

The World Games 2017
3,292

Rank
18/28 events

Athletes comparison



Comparative Data Analysis

Athletes

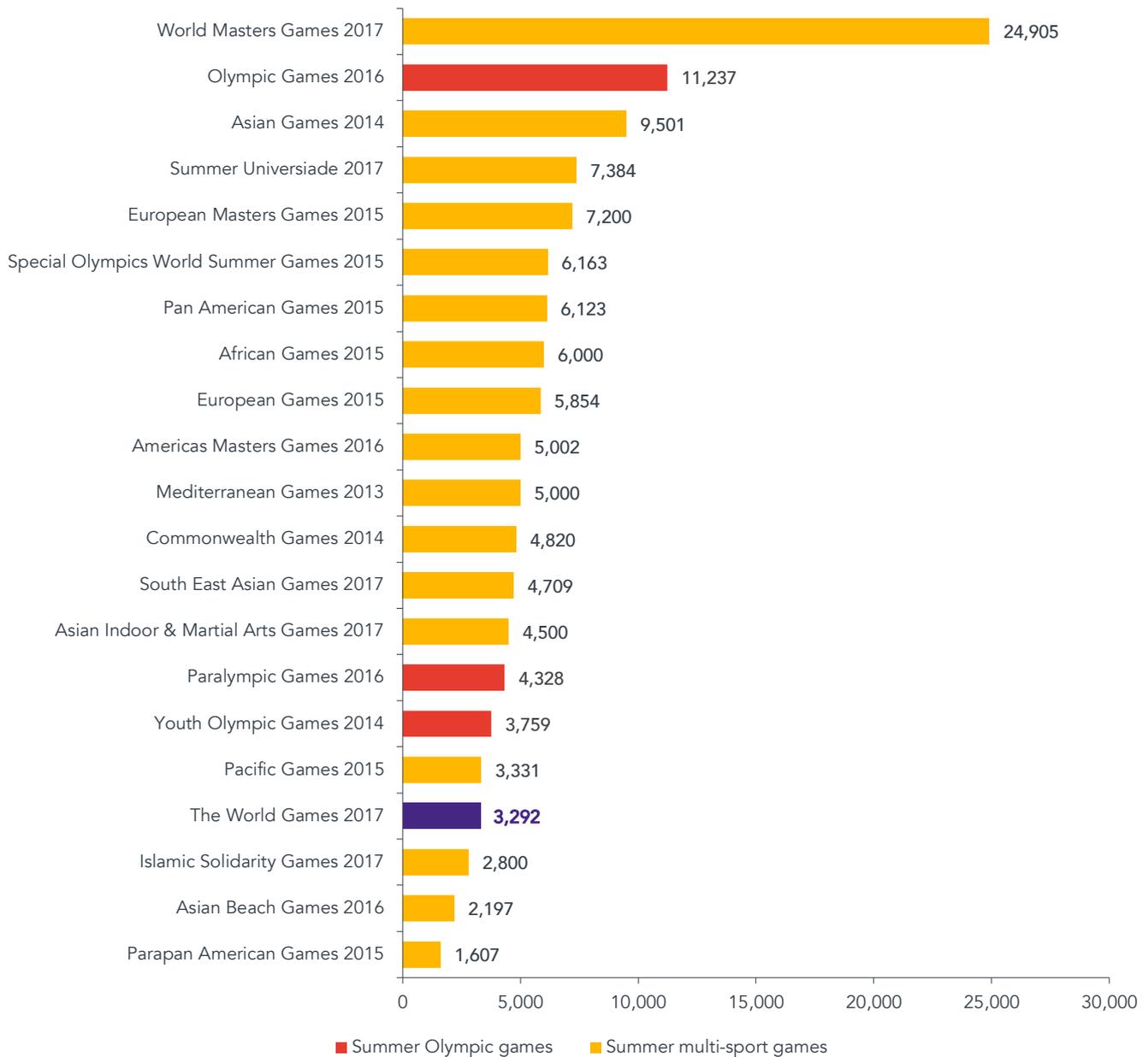
Multisport and Olympic games – Summer events only

The World Games athletes

The World Games 2017
3,292

Rank
18/21 events

Athletes comparison



Comparative Data Analysis

Nations

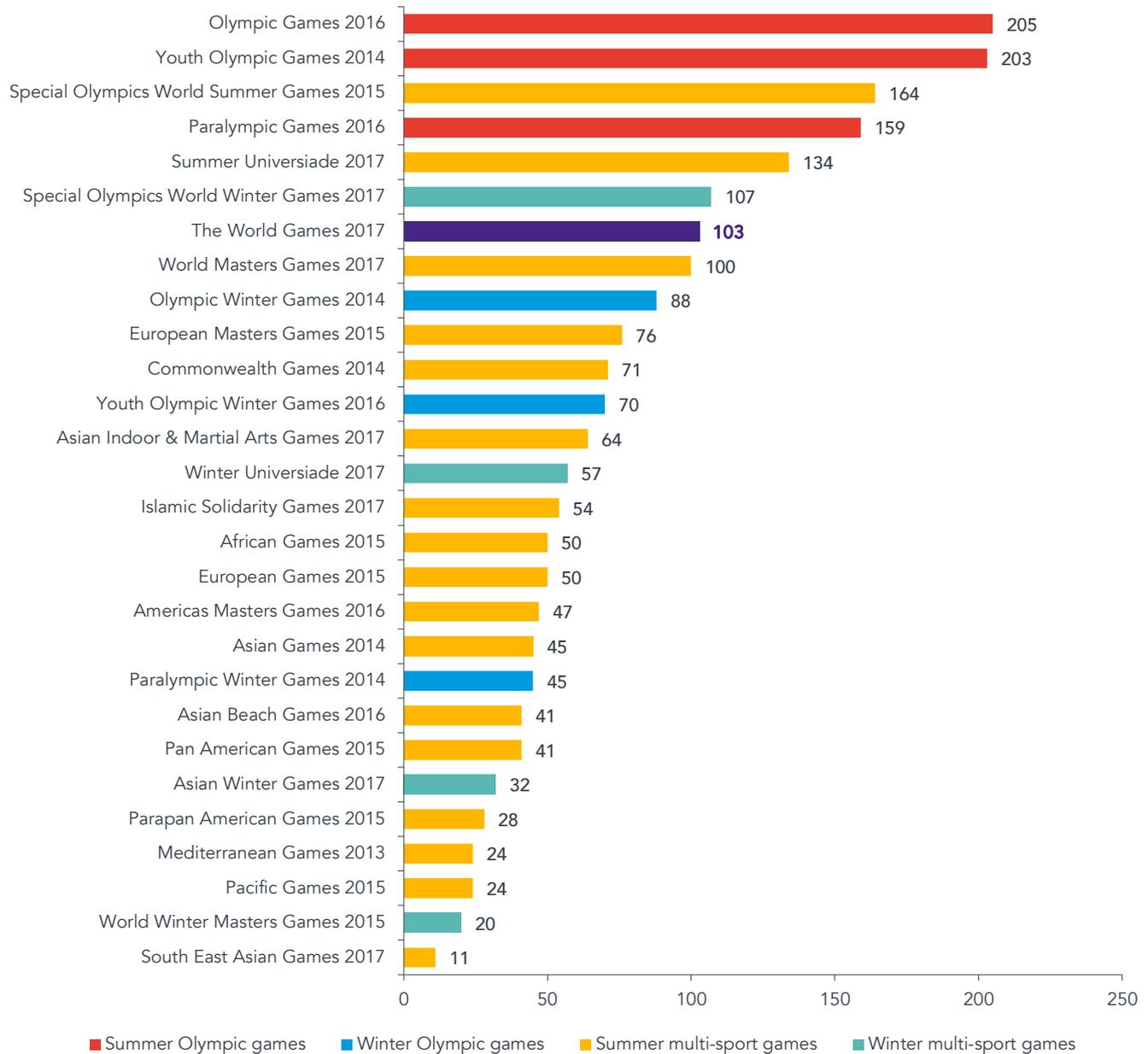
Multisport and Olympic games – All

The World Games nations

The World Games 2017
103

Rank
7/28 events

Nations comparison



Comparative Data Analysis

Nations

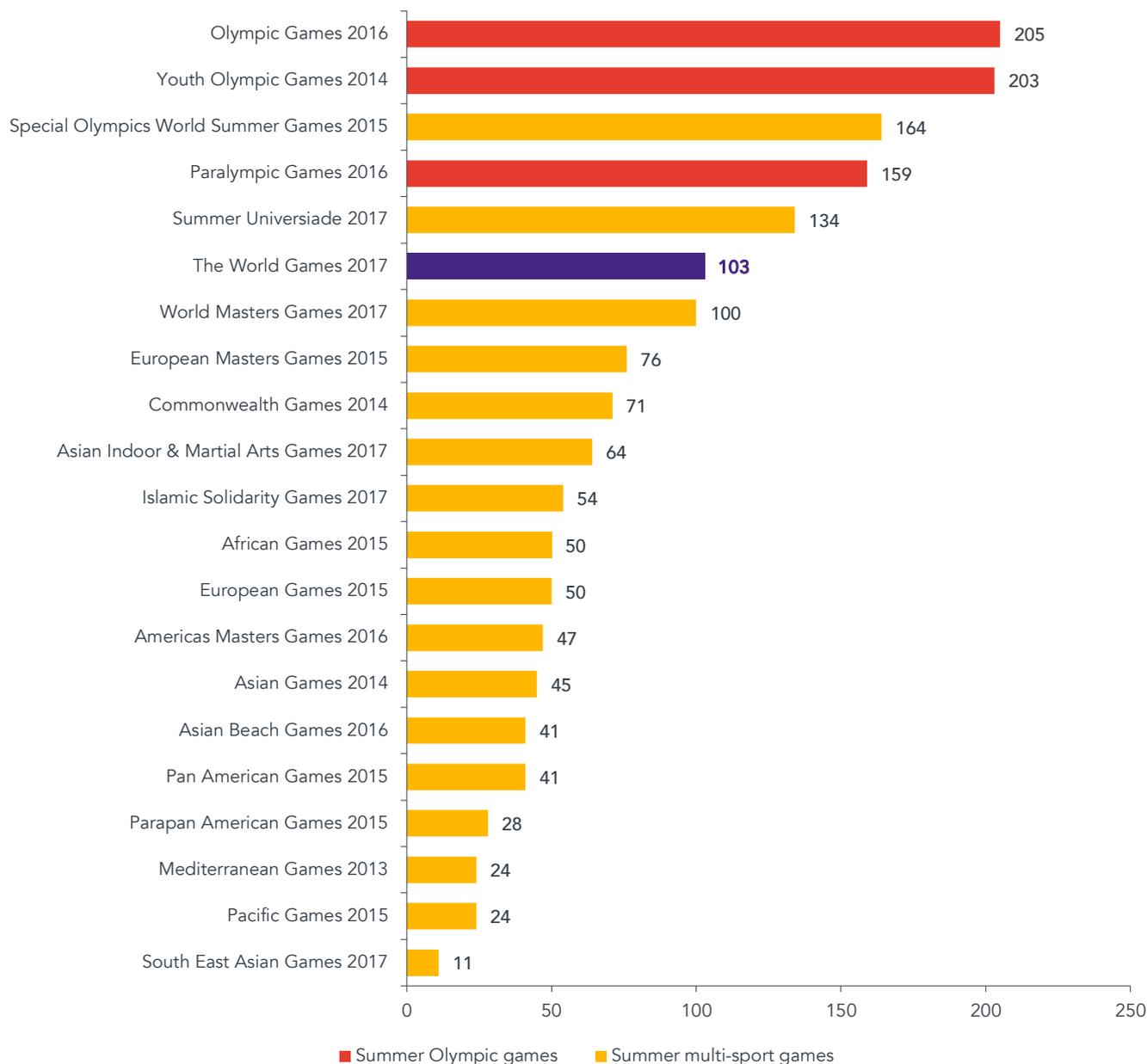
Multisport and Olympic games – Summer events only

The World Games nations

The World Games 2017
103

Rank
6/21 events

Nations comparison



Comparative Data Analysis

Accredited Media

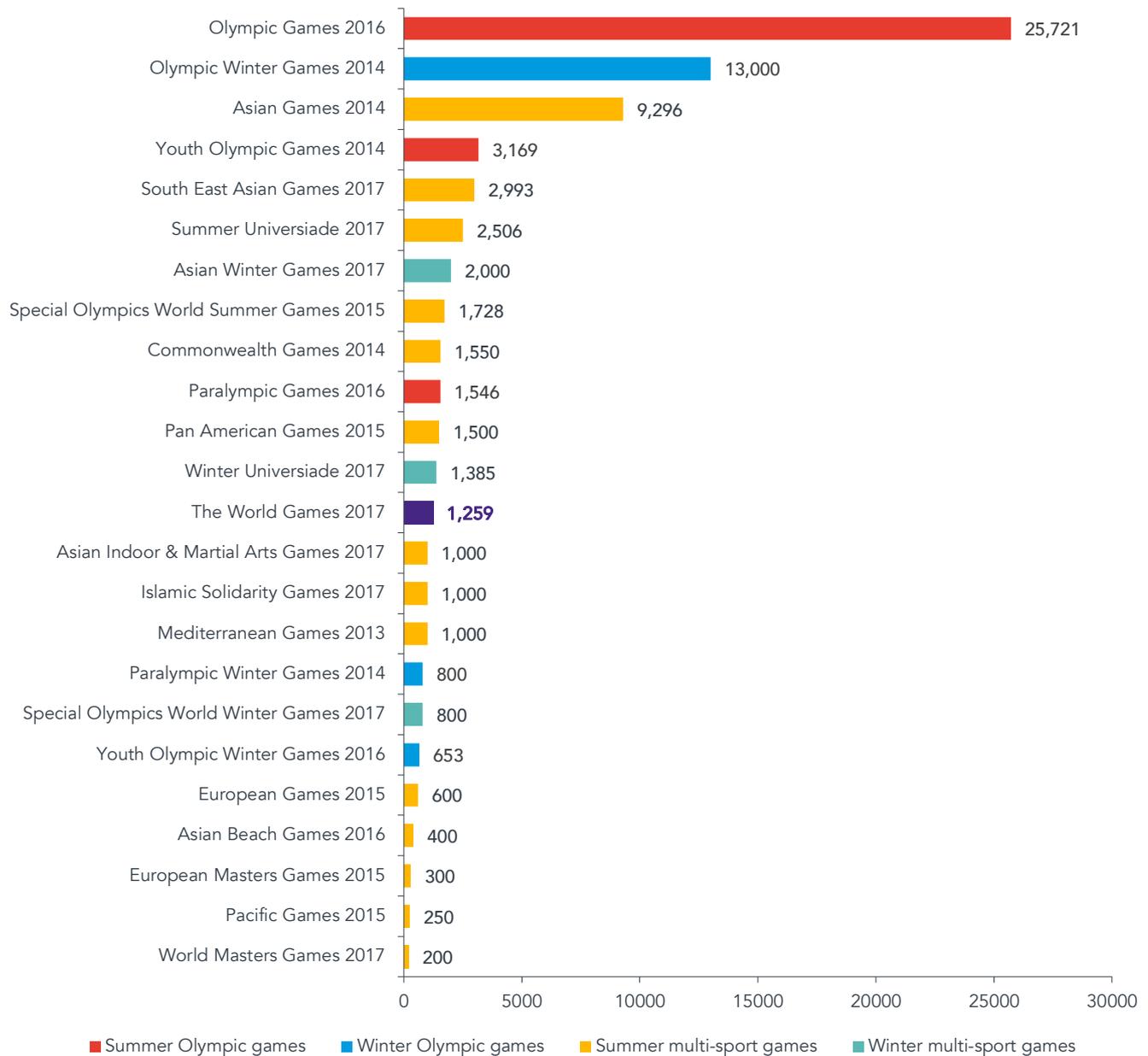
Multisport and Olympic games – All

The World Games accredited media

The World Games 2017
1,259

Rank
13/24 events

Accredited media comparison



Accredited media figures not available for: African Games 2015, Americas Masters Games 2016, Parapan American Games 2015 and World Winter Masters Games 2015.

Comparative Data Analysis

Accredited Media

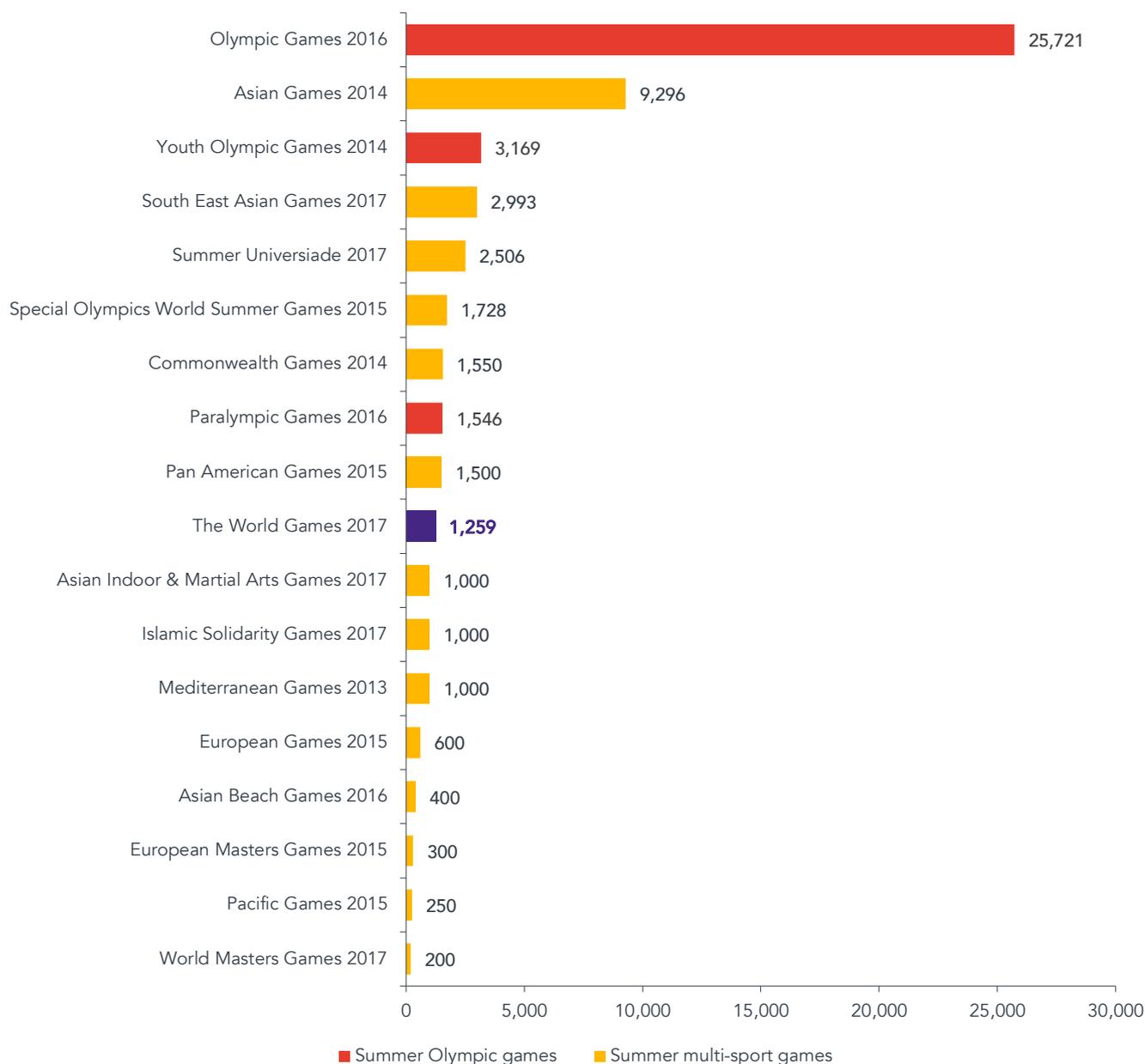
Multisport and Olympic games – Summer events only

The World Games accredited media

The World Games 2017
1,259

Rank
10/18 events

Accredited media comparison



Accredited media figures not available for: African Games 2015, Americas Masters Games 2016 and Parapan American Games 2015.

Comparative Data Analysis

Volunteers

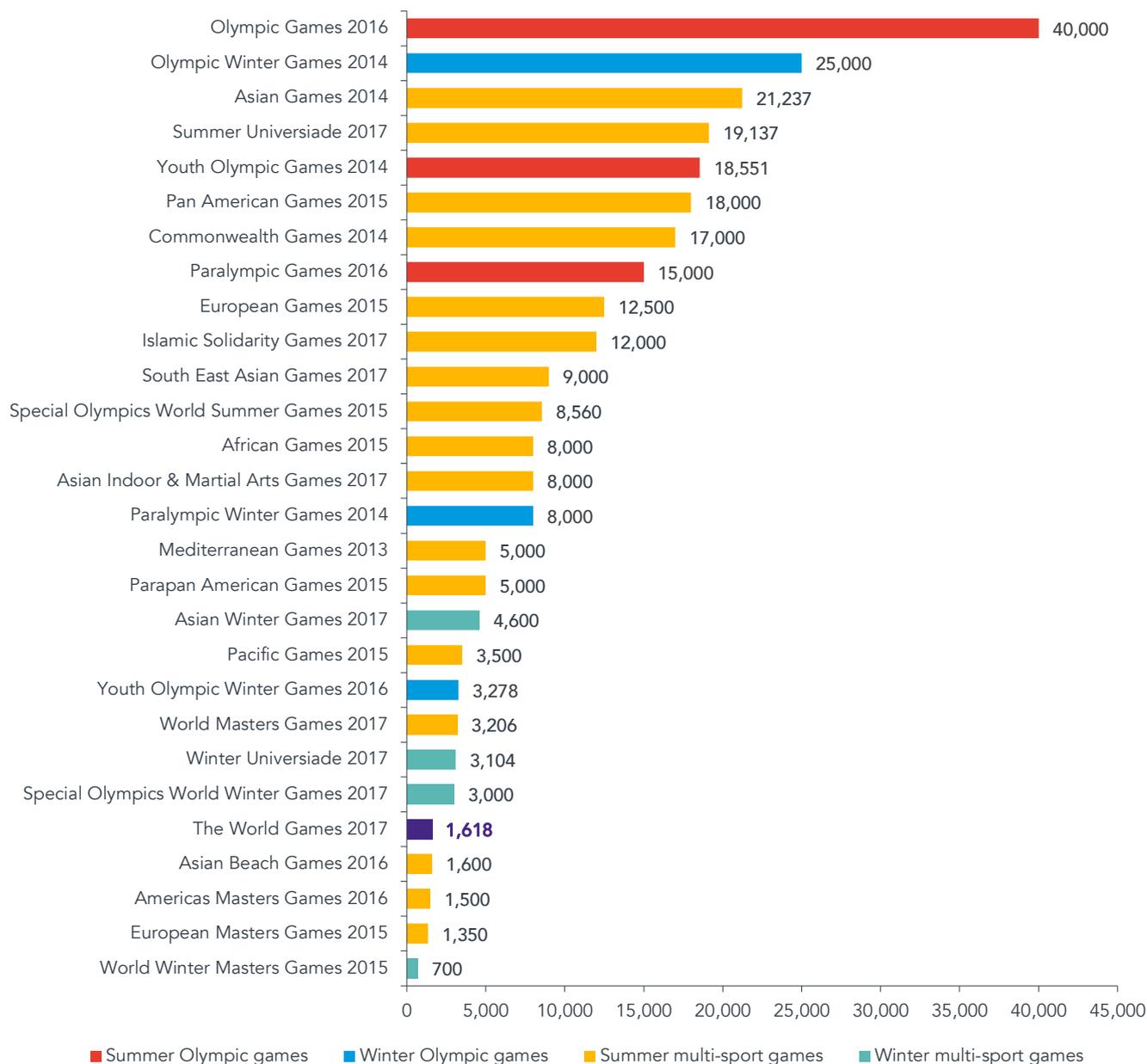
Multisport and Olympic games – All

The World Games volunteers

The World Games 2017
1,618

Rank
24/28 events

Volunteers comparison



Comparative Data Analysis

Volunteers

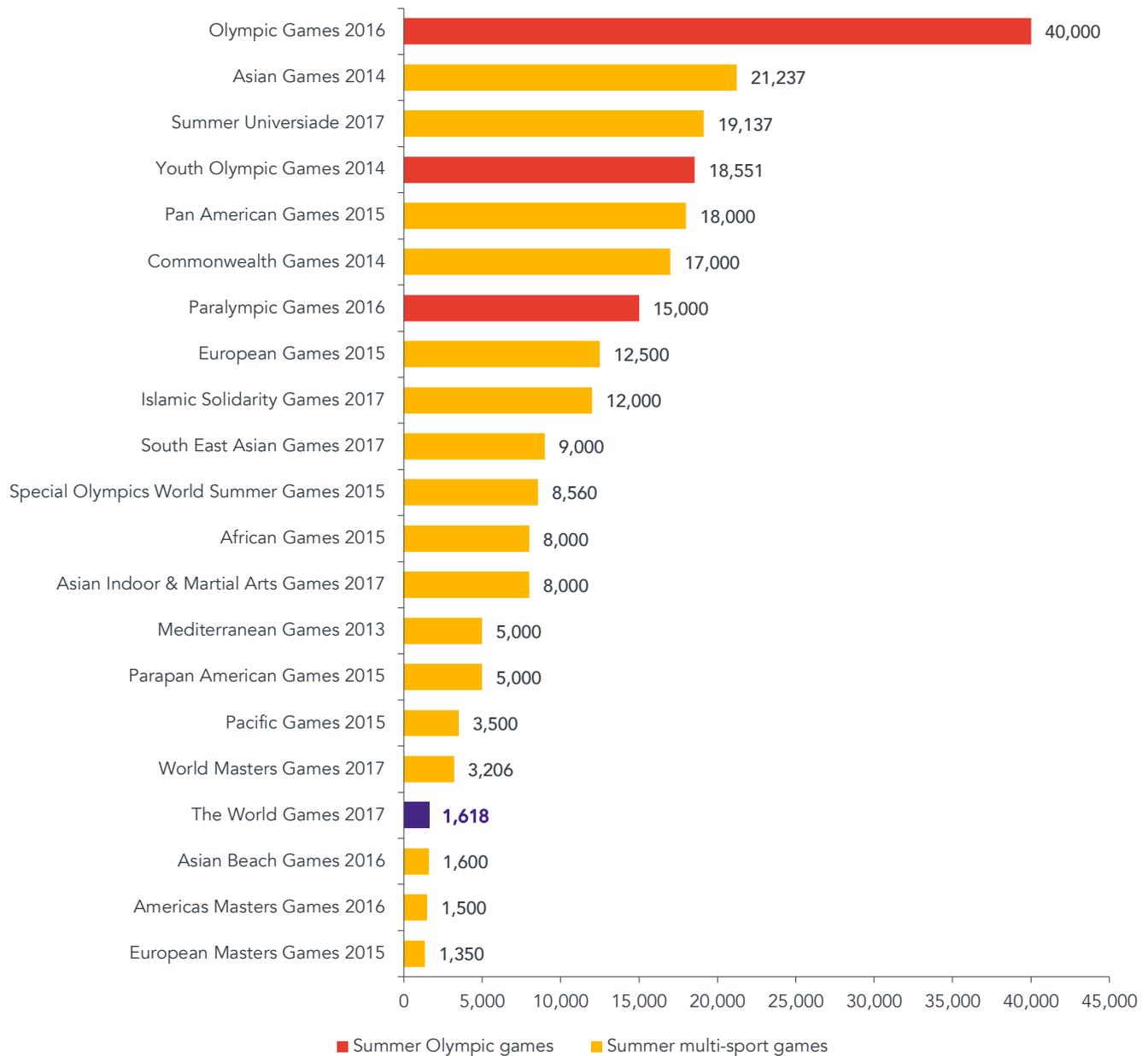
Multisport and Olympic games – Summer events only

The World Games volunteers

The World Games 2017
1,618

Rank
18/21 events

Volunteers comparison



Comparative Data Analysis

Comparison Events

Multisport and Olympic games

SPORT	EVENT	CITY	NATION
Games	African Games 2015	Brazzaville	Congo
Games	Americas Masters Games 2016	Vancouver	Canada
Games	Asian Beach Games 2016	Da Nang	Vietnam
Games	Asian Games 2014	Incheon	Korea
Games	Asian Indoor & Martial Arts Games 2017	Ashgabat	Turkmenistan
Games	Asian Winter Games 2017	Sapporo & Obihiro	Japan
Games	Commonwealth Games 2014	Glasgow	United Kingdom
Games	European Games 2015	Baku	Azerbaijan
Games	European Masters Games 2015	Nice	France
Games	Islamic Solidarity Games 2017	Baku	Azerbaijan
Games	Mediterranean Games 2013	Mersin	Turkey
Games	Pacific Games 2015	Port Moresby	Papua New Guinea
Games	Pan American Games 2015	Toronto	Canada
Games	Parapan American Games 2015	Toronto	Canada
Games	South East Asian Games 2017	Kuala Lumpur	Malaysia
Games	Special Olympics World Summer Games 2015	Los Angeles	USA
Games	Special Olympics World Winter Games 2017	Various	Austria
Games	The World Games 2017	Wrocław	Poland
Games	World Masters Games 2017	Auckland	New Zealand
Games	World Winter Masters Games 2015	Quebec City	Canada
Olympics	Olympic Games 2016	Rio de Janeiro	Brazil
Olympics	Olympic Winter Games 2014	Sochi	Russia
Olympics	Paralympic Games 2016	Rio de Janeiro	Brazil
Olympics	Paralympic Winter Games 2014	Sochi	Russia
Olympics	Youth Olympic Games 2014	Nanjing	China
Olympics	Youth Olympic Winter Games 2016	Lillehammer	Norway
University Sports	Summer Universiade 2017	Taipei City	Chinese Taipei
University Sports	Winter Universiade 2017	Almaty	Kazakhstan



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