

Secto Rally Finland 2023

Economic and Social Impact

Secto Rally Finland 2023

Introduction

- This research is part of the series of impact studies organized in Finland in 2022-2023.
- The commissioner of these researches was the Sport Event Management Finland (SEMF) project which is funded by the Ministry of Education and Culture and five major cities in Finland.
- In Secto Rally Finland 2023, both economic and social impact were studied.
- This research was done in cooperation with the AKK Sports Ltd, the City of Jyväskylä and Sport Event Management Finland project.
- Altogether 4 588 responses were gathered on-site and post event
 - Stakeholders studied for economic impact: spectators, VIPs, accredited media, rally teams and team members, volunteers and rally organizer (n=1 748)
 - Stakeholders studied for social impact: spectators (n=2 840)



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Economic impact

| Group | Total spending EUR * | Total spending in the region EUR *2 | Economic impact to the host city EUR ** |
|----------------------------|-------------------------|--|---|
| Spectators | 29,076,936 | 16,187,747 | 11,842,380 |
| Team Members | 484,827 | 384,045 | 310,660 |
| Teams | 665,131 | 665,131 | 665,131 |
| Accredited Media | 216,042 | 153,349 | 138,434 |
| Volunteers | 454,857 | 223,766 | 177,160 |
| Organizer (AKK Sports Ltd) | 4,264,500 | 1,415,610 | 1,415,610 |
| Economic Impact | 35,162,293 | 19,029,649 | 14,549,375 |

* Total spending and consumption profile of all event visitors (incl. Jyväskylä locals)

*2 Total spending in the region of all event visitors (incl. Jyväskylä locals), excluding tickets, official merchandise and travel expenses to and from Jyväskylä. (Note: Secto Rally Finland specific measure)

** Spending of non-Jyväskylä based domestic and foreign event visitors during the visit in Jyväskylä, excluding tickets, official merchandise and travel expenses to and from Jyväskylä.

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Economic impact comparison

| | 2013 | 2013 | 2013 | 2017 | 2017 | 2017 | 2023 | 2023 | 2023 |
|----------------------|----------------|----------------|-------------|----------------|----------------|------------|----------------|----------------|-------------|
| | Total spending | Total spending | Economic | Total spending | Total spending | Economic | Total spending | Total spending | Economic |
| | | in the region | impact | | in the region | impact | | in the region | impact |
| Spectators + VIP | 16.1 | 12.8 | N.A. | 15.5 | 11.4 | 7.0 | 29.1 | 16.2 | 11.8 |
| Teams + team members | 0.7 | 0.7 | N.A. | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| Accredited media | 0.2 | 0.2 | N.A. | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.1 |
| Volunteers | | | N.A. | 0.4 | 0.4 | 0.2 | 0.5 | 0.2 | 0.2 |
| Organizer | | 1.0 | N.A. | 2.9 | 1.2 | 1.2 | 4.3 | 1.4 | 1.4 |
| Total | 17.0 | 14.7 | N.A. | 20.2 | 14.4 | 9.8 | 35.2 | 19.1 | 14.6 |
| Leak (residents) | | | | | | -0.1 | | | |
| Grand total | 17.0 | 14.7 | N.A. | 20.2 | 14.4 | 9.7 | 35.2 | 19.1 | 14.6 |

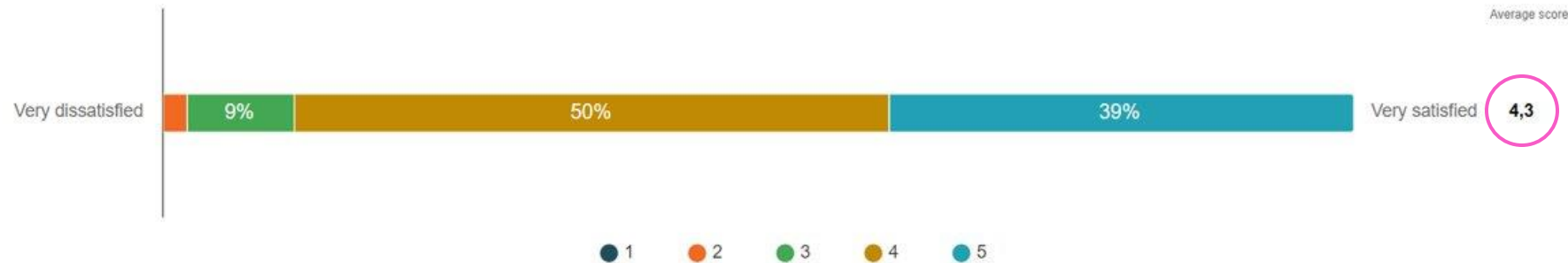
Total spending in the region of all event visitors (incl. Jyväskylä locals), excluding tickets, official merchandise and travel expenses to and from Jyväskylä. (Note: Secto Rally Finland specific measure)



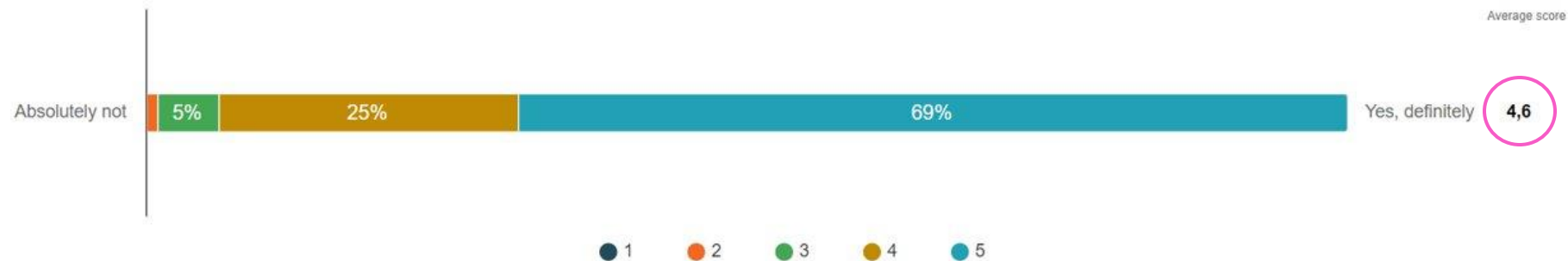
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Social impact: Visitor experience

How satisfied are you with your event experience? (n=2 840)



Would you recommend attending this event to your friends? (n=2 840)

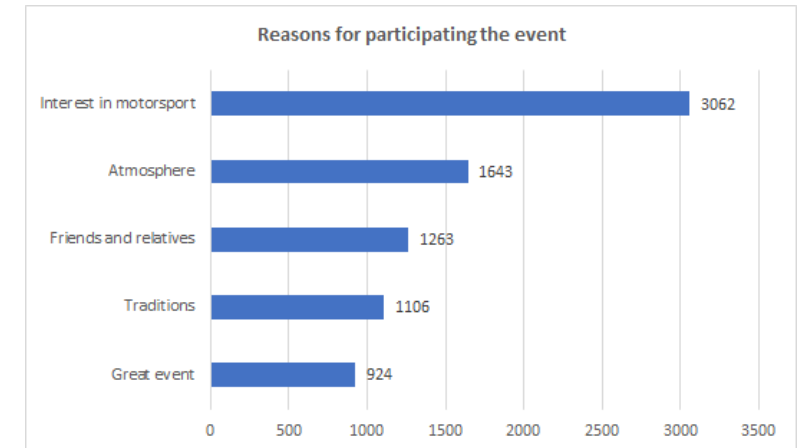


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Social impact: Reasons for participating the event

- The first five categories represent ~94% of all answers
 - The rally brings people with similar interests together (passion, quality time, cars)
 - The atmosphere highlights for example the following: spirit, friendliness, feeling, team spirit
 - Rally serves as a platform for spending time with friends and relatives (quality time with close people)
 - Tradition is very strong (the capital of rally, rally belongs to Jyväskylä)
 - Experience and knowledge of organizing this event is highly appreciated
- 42 % of respondents have visited Rally Finland more than 8 times.
- 94 % of respondents also follow rally sports in the media.

Number of answers: 8520

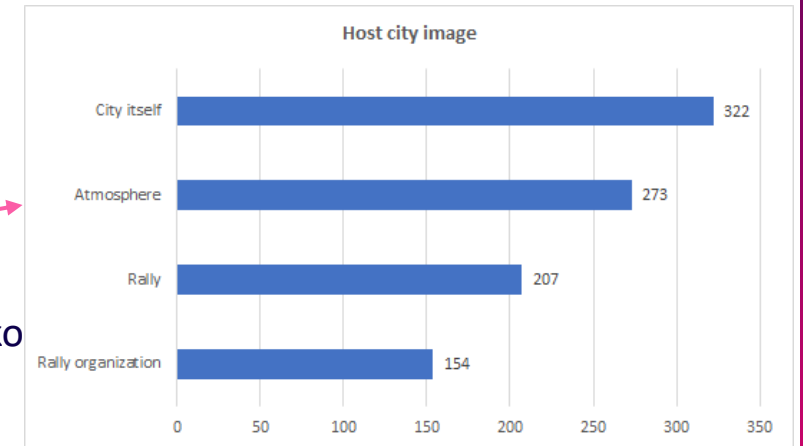


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Social impact: Host city image

- 99 % of all respondents (n=2 840) considered that Jyväskylä is a suitable host city for international sport events.
- 24 % of respondents felt that their image of Jyväskylä has increased due to the event.
 - The first four categories represent ~86% of all answers
 - The city itself represents the largest portion of answers (size, compact, Lutakko area, cozy, cleanliness, facilities)
- 76 % of respondents felt that their image of Jyväskylä has remained unchanged.
- 80 % of respondents personally felt proud that Jyväskylä is organizing Secto Rally Finland event.

Number of answers: 1116





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