

GSI Event Study

# FIS Nordic World Ski Championships 2017

Lahti, Finland

22nd February – 5th March 2017



*GSI Event Study*

# FIS Nordic World Ski Championships 2017 Lahti, Finland

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# Foreword

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## Foreword

# Lahti2017 final report

This final report comprises the Lahti2017 foreword and the Global Sports Impact Event Study by Sportcal Global Communications Ltd. The foreword describes the progress of the project in different phases and looks at the results and success of the project, especially with regards to those not discussed more extensively in Sportcal's Event Study. Sportcal's Event Study, on the other hand, provides an overview of the event itself. All available information has been collected for the study with interviews, research and statistical data, and other information produced from the event or obtained from the partners, stakeholders or persons involved.

## BACKGROUND OF PREPARATIONS

The FIS congress in South Korea's Kangwonland in May-June 2012 granted Finland the right to organise the FIS Nordic World Ski Championships 2017. This was the third time that the Finnish Ski Association, City of Lahti and Lahti Ski Club applied for the championships. One of the key themes used in the 2012 bid was Finland's upcoming centenary year of independence in 2017.

The organising agreement was signed between the City of Lahti, Lahti Ski Club and Finnish Ski Association on 28 May 2013, and the parties established the Local Organising Committee (LOC), with Jukka-Pekka Vuori elected as its chair. In accordance with the agreement, the Finnish Ski Association assumed overall responsibility for the financial outcome of the championships.

For Lahti2017, the European Broadcasting Union held the international media and marketing rights; Yle acted as the host broadcaster, after acquiring the rights in a separate agreement concluded in 2016. Yle produced the international TV feed and was additionally authorised to broadcast the championships in Finland.

Soon after the bid was won, a strategy group headed by Matti Sundberg, then Chair of the Finnish Ski Association, prepared a strategy plan that also included the City of Helsinki. The plan had originally included the use of the 1952 summer Olympic Stadium as a venue. However, the Helsinki initiative was discarded in 2014 once the renovation plans for the Olympic Stadium had been announced. However, the strategy work laid a good foundation for the coordination and future management of Lahti2017.

Between 2012 and 2014, Mika Kulmala, Executive Director of the Finnish Ski Association, acted as the Secretary General of the championships in addition to his other duties, until Janne Leskinen was appointed as Secretary General, assuming his position on 1 March 2014.

An honorary committee was established for the championships, encompassing representatives from the main partners, selected companies and institutions of social and political significance. The work of the honorary committee was headed by Timo Ritakallio, CEO of Ilmarinen Mutual Pension Insurance Company, who was also elected as the Chair of the Finnish Olympic Committee in Lahti in November 2016. The duty of the honorary committee was to actively raise awareness and spread the story of the Centenary Championships through their extensive networks of companies and contacts.

## LAHTI EVENTS OY IS ESTABLISHED

At the beginning of 2015, Lahti Events Oy was made responsible for the implementation of the Lahti2017 project. Lahti Events Oy was established as a subsidiary of Lahti Region Oy, which is owned by the City of Lahti and some of the surrounding municipalities.

The company was established following discussions within the Lahti 2017 LOC. Janne Leskinen was appointed as its CEO, and its Chairman of the Board was Jukka-Pekka Vuori, who also chaired the Finnish Ski Association and the Lahti2017 LOC. The LOC supervised and controlled the preparations actively, while Lahti Events Oy held the operational responsibility. The aim of the incorporation was to create a continuous and professional operating model for organising events in Lahti, both for Lahti 2017 and in the future.

## VISION AND STRATEGY

A business model and clarified vision, mission and strategy were prepared for Lahti 2017, from which planning the implementation of the event began. The slogan "Centenary Championships" was selected as the overarching theme, combining Finland's centenary anniversary and the record-breaking seventh FIS Nordic World Ski Championships in Lahti.

Selecting a theme for the championships was part of a new way of thinking in which a clearly distinguishable appearance and theme was to be created in addition to the strong concept of the FIS Nordic World Ski Championships. Among the objectives were to influence the visitor's event experience and to present a stronger image to the value proposition of the "Nordic World Ski Championships in a new era".

Key drivers of the plan included creating a new kind of an event experience for spectators which would help the event gain new fans in addition to traditional skiing and ski jumping followers, and build a more extensive customer base for future events. Repositioning the FIS Nordic World Ski Championships as a holistic experience product, and strong investments in marketing and communication were

also seen as an essential method to ensure income from the project, focusing on different demographics, with the sales of goods and services to them playing an important role in this.

A service promise – "A World Championships where everyone will feel at home" – was created for the event. The service promise became an effective tool in engaging both the organisation and visitors about what kind of an event was to be delivered. A customer-oriented mindset, therefore, became a primary starting point in planning from day one, challenging the conventional way of organising sports events. The mindset of the Lahti2017 project was based on adhering to what was already agreed with FIS, and other organising agreements, to a high standard, as well as additionally creating a strong customer experience for all parties present, including the media, teams and athletes, visitors, volunteers and corporate customers.

## BUILDING THE EXPERIENCE

Building the experience was based on producing stimuli for all senses. The strongly themed visual implementation and the lilac theme colour of the championships resulted in a recognizable and impressive look and feel. High-quality diverse services in the area supplemented by good customer service ensured a smooth service experience for all present at Lahti 2017.

Customising parts of the event area specific to different parties through relevant themes helped to make the experience enjoyable for each and every person, and guaranteed that there was "something for everybody" at the championships, in addition to the actual sports experience. Customer paths were themed and productised through service design, enhanced with new innovative and groundbreaking experience partnerships. The après-ski tangoing produced by Seinäjoen Tangomarkkinat, Röllin the Troll's winterland for children and the Grump's Forest Stand were some of the examples of new elements introduced to provide a tailored and spectator-specific service for everyone.

The event wanted to emphasise Finnish expertise and design, and Lahti2017 was the first sports event to be granted the right to use the Key Flag – a symbol promoting Finnish Work –, and was also the first event to be granted the Design from Finland symbol. The country's best specialists in graphic and area design, for example, were used in the service design of the event.

## SALES, MARKETING AND COMMUNICATIONS

As ticket sales comprised a critical part of revenue, it was obvious that the sales required strong marketing, communications and productisation. Tickets and services were marketed as productised services, and each day was

given a theme so that it would be easier for attendees to select an experience to their liking. The experiences always comprised of both sporting and non-sporting content. The aim was to package the benefits in a customer-oriented way, offering the attendee tailored outdoor activities in the legendary settings of the Salpausselkä ridge area.

It was identified at the very beginning that competing with the spare time of the Finnish people would pose a greater challenge than competing against other events. It was known that the numbers of visitors to sports events in particular had been declining for a long time, and in order to succeed, sales and marketing had to proactively combat this trend through new means.

Partner activities played an important role in many aspects. With regard to marketing rights, the Lahti2017 project was granted the rights to sell tickets from the international rights holders, as well as rights to sell hospitality services and conclude supplier partnerships were acquired. International and national main partnerships were organised with FIS rights holders, and they did not generate direct revenues for the project.

Commercial partners played a significant role in the success of the marketing of the championships, and in particular the main partner, Stora Enso, made a strong investment in the planning of the event, communications as well as building and implementing themes of sustainability.

In addition to commercial partnerships, a completely new partnership model was created with the aim of involving all sectors of society in the event phenomenon. For example, trade unions, sports associations and diverse programme partners became institutional partners. The key matter in this new operating model was not the economic interests of an individual party; the aim was to generate added value to the attendees of the event through new kinds of services or an improved event experience. The partners, on the other hand, got to participate in a completely new kind of an event, and many also found a good opportunity to tell their own story.

In order to enliven the City of Lahti, a separate "Championships City" programme was created. This involved businesses of the city helping to build the event experience through a cooperation concept visible in various locations, including in the city landscape and shop decorations.

## SUSTAINABILITY

Sustainability and responsibility were key operating principles in the Lahti2017 strategy from the very beginning. The sustainability programme was comprised of four areas: social, cultural, economic and environmental

*Foreword***Lahti2017 final report**

sustainability. Targeted sustainability programmes were implemented in all areas of operations either in-house or through partnerships. The most successful ones included the content cooperation of the curricula of schools in Lahti, participation of schoolchildren in the opening day of the competition, participation of local culture enthusiasts and children in the opening programme, and environment actions prepared in cooperation with Sitra and other partners. Lahti2017 was also granted the Eco Compass environmental certificate.

**“FINLAND 100 YEARS” THEME**

“Finland 100 Years” was a key theme in applying and preparing for the championships. A separate grant was sought and granted for Lahti 2017 from the government’s “Finland 100 Years” organisation, from which Finland’s centenary was made visible in the appearance of the championships, the volunteers’ clothing, and through wide-ranging activities with partners relating to “Finland 100 Years”. The most visible of these was the “Finland 100 Years” fan point close to the main gate organised in cooperation with the Finnish Olympic Committee, which aimed to strengthen the white and blue fan culture in conventional individual sports. At the same time, Lahti2017 was the starting signal for Finland’s centenary celebrations in terms of major sporting events, which also featured the ISU World Figure Skating Championships 2017 and the FIBA Eurobasket 2017.

**VOLUNTEERS**

Defining volunteer activities and combining them with professional event organising experience took place on an unforeseen scale in terms of quantity and quality. There were over 3,100 volunteers participating at the event. In accordance with the “A World Championships where everyone will feel at home” service promise, customer service attitude and competence was defined as the key guideline of volunteer activities, extending to the duties of each volunteer.

Customer service training for volunteers, planned in cooperation with Service Union United (PAM), an institutional partner of the championships, was a completely new concept, providing the volunteers with a good skill set. There were almost one thousand students among the volunteers, and they were given study credits in accordance with a plan prepared with educational institutions in advance. The volunteers were also provided with a high-quality uniform equipment package at a cost-efficient price.

**OVERALL IMPACT**

The impact of the event has been measured and described in the main part of this final report, prepared by

Sportcal. The study was facilitated by the Finnish Olympic Committee, the Finnish Ministry of Education and Culture, and Lahti Region Oy. Sportcal has also created a special nations and cities index for measuring the operations of international events, the countries organising them and host cities.

**CONCLUSION**

In general, it is fair to say that the International Ski Federation (FIS), City of Lahti, Lahti Ski Club and Finnish skiing, as well as the public, who attended the FIS Nordic World Ski Championships 2017 were all winners. Feedback from FIS concerning the championships was very positive and high-quality TV feed, images, video and news material of exciting action from the championships and the wintery Salpausselkä landscape was broadcast to the world.

Great sports success, new skiing fans, future nordic skiing athletes who followed Finnish success stories, extensive spectator attendance, and returning the society’s faith in nordic skiing as a nationally significant and well-managed entity can be counted as among the Finnish Ski Association’s victories.

The significant investments of the City of Lahti in the sporting venues and infrastructure of the sports centre will leave a fine legacy for generations to come, while the position of Lahti as an event city and, in particular, an expert in Nordic winter sports strengthened significantly. The organisation of the Lahti Ski Club also strengthened considerably, both in terms of a new generation of volunteers and economic resources.

The financial performance of the championships fell short of expectations. The most important reasons for this were falling short of the sales targets, especially with regard to daily ticket sales at gates and food sales. Additionally, costs exceeded forecasts in temporary construction and security, among other things. As indicated by this final report, however, the economic impact on the Lahti economic area was significantly positive. This is absolutely necessary to make it possible to apply for similar events to be organised in Finland in the future.

One of the key learnings from Lahti 2017 is that before deciding to apply to host an event, the support of the society, stakeholders and partners should be surveyed even more extensively, as well as the mutual liabilities of the organising parties with regard to risks and finances. In cooperation with the government, municipalities, partners and organisers, major events such as Lahti2017 can generate significant social and financial capital for their organisers, the economic area of the host city, as well as Finland as a whole.

Lahti2017 was probably ahead of its time in many ways, and in particular was a trailblazer for both sporting and non-sporting events in considering the needs of all parties present. Understanding and utilising social significance, giving a theme for the appearance, service design, story-based ideas and details in communications and marketing, use of digital tools in sales and communications, themes of sustainability, among many other things never previously realised in this scale made the FIS Nordic World Ski Championships 2017 genuinely a Centenary Championships where everyone felt at home.

We would like to thank FIS, our partners and stakeholders, volunteers and all the ski fans who contributed to the FIS Nordic World Ski Championships 2017 in Lahti for their great cooperation. Together, we created something remarkable and celebrated our country’s centenary in the spirit of true sportmanship.

Helsinki, 5 October 2017

**Janne Leskinen**

Lahti2017 Secretary General  
CEO of Lahti Events Oy

**Jukka-Pekka Vuori**

Chair of the Lahti2017 Local Organising Committee  
Chairman of the Finnish Ski Association  
Chairman of the Board of Lahti Events Oy



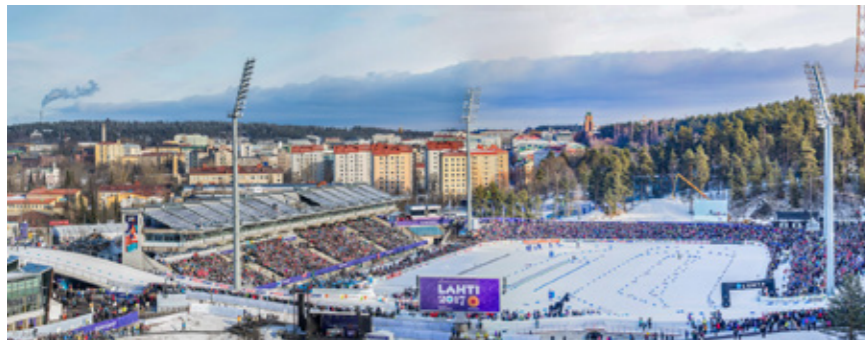
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## Executive Summary

## Executive Summary

# FIS Nordic World Ski Championships 2017

<b>Date</b>	<b>Event Frequency</b>
22 Feb - 05 Mar 2017	Every two years
<b>City, Nation</b>	<b>Venues</b>
Lahti, Finland	Lahti Sports Centre (Salpausselkä)
<b>Owner</b>	<b>Organiser</b>
International Ski Federation (FIS)	Lahti Events



Lahti hosted the FIS Nordic World Ski Championships between 22 February and 5 March 2017. The event was entitled the 'Centenary Championships' to mark the 100 year celebrations of Finland's independence in 2017.

Lahti was hosting the event for a record seventh time, having previously hosted it in 1926, 1938, 1958, 1978, 1989 and 2001.

The event was split between three main venues: the competition venue at the Lahti Sports Centre, the medal plaza in the Lahti Market Square, and the Lahti Fair Centre.

In total 663 athletes and 884 officials from 60 nations participated.

There were 1,497 accredited media who covered the event, while 3,163 volunteers, the most for a Nordic World Ski Championships ever, supported the event.

In terms of attendance, 220,000 spectators attended the main stadium, with 180,000 tickets sold and 40,000 guest tickets. 50,000 people visited the medal plaza, generating a total figure for the entire event of 270,000.

## Key Statistics

<b>ECONOMIC</b>	
Total Attendance	270,000
Ticketed Attendance	180,000
Non-Ticketed Attendance	40,000
Medal Plaza	50,000
Economic Impact	€22.01m

<b>TOURISM</b>	
Origin of spectators	
Lahti Region	40%
Outside Lahti	48%
Overseas	12%

<b>EVENT EXPERIENCE</b>	
Positive Experience	
All Spectators	95%
Overseas Spectators	99%

<b>MEDIA</b>	
TV Broadcasters*	22
TV Territories*	18
TV Continental Reach*	3
(* Excludes Eurosport)	

<b>SOCIAL MEDIA</b>	
Posts	2,616
Likes/Favourites	628,773
New Followers	27,638

<b>SPONSORSHIP</b>	
Sponsors	13
Suppliers	18
Institutional Partners	15

<b>SPORTING</b>	
Athletes	663
Male	423
Female	240
Competing Nations	60

<b>SOCIAL</b>	
Volunteers	3,163
Finnish	96%

<b>ENVIRONMENT</b>	
Environmental Rating	48/50

## Executive Summary

# FIS Nordic World Ski Championships 2017

## STAKEHOLDERS

The key stakeholders for Lahti 2017 were:

## Governing body

- FIS – International Ski Federation

## Host organisations

- City of Lahti
- Finnish Ski Association
- Lahti Ski Club

## Event organiser

- Lahti Events

## Regional organisation

- Lahti Region

## Government organisations

- Finnish Ministry of Culture and Education
- Finnish National Olympic Committee

## Stakeholders' objectives

- Engage the country in the Centenary Celebrations
- Stimulate investment and business growth in Finland
- Act as a catalyst for long-term growth
- Leave a legacy for Finnish sport
- Put the ghost of 2001 to rest
- Positive impact of winning medals on home soil
- Improve the lives of Lahti people
- Promote positive interest in sport
- Celebrate the 'Love of Sport'
- Encourage children to take an interest in sport

## EVENT ORGANISER

- The organiser of Lahti 2017 was Lahti Events
- Lahti Events was formed to represent the interests of the three key host organisations
- The top priority was to sell 250,000 tickets
- The aim was to make everyone feel 'at home' in Lahti and to be part of the Centenary Celebrations
- Lahti Events developed a new model for organising sporting events in Finland, with the aim of providing the best customer experience at the event

- Customers should have a great experience from the moment they arrived in Lahti to the moment they left
- The focus was on creating more than a sporting event, with themes for each day of the championships
- A strong volunteer programme was created
- Lahti 2017 would be one of the most environmentally friendly events ever

## Organiser's objectives

- Sell 250,000 tickets
- Part of Centenary Celebrations
- Make everyone 'feel at home' in Lahti
- Create a new model for organising events in Finland
- Provide the best event experience to the customer
- Create more than a sporting event
- Create the best customer experience
- Create a volunteer benefit programme



## Executive Summary

# FIS Nordic World Ski Championships 2017

## ECONOMIC

- A total of 270,000 people attended Lahti 2017
- This comprised 180,000 ticketed, 40,000 non-ticketed and 50,000 at the medal plaza
- This was significantly below the target number of 250,000 ticketed spectators
- 80% of tickets were bought by Finnish fans
- Saturday 25 February was the highest turn-out with 38,159 people buying tickets for 'Saturday Winter Carnival'
- The average number of tickets sold at the last five Nordic World Ski Championships has been 180,274
- As a consequence of insufficient ticket sales the championships made a loss
- Lahti 2017 generated a total economic impact of €22.01 million

### Economic detail

<b>Attendance - Total</b>	<b>270,000</b>
Ticketed	180,000
Non-Ticketed	40,000
Medal Plaza	50,000
Sporting Venues	1
Non Sporting Venues	2
Economic Impact	€22.01m

## TOURISM

- 60% of Lahti spectators came from outside the region
- 48% came from other parts of Finland
- 12% came from overseas
- 48% were female and 52% male
- 57% of people who stayed away from home were based outside Lahti, with 49% of them staying in hotels
- Overseas tourists stayed the most number of nights, averaging 4.7 nights
- 19% of spectators had never visited Lahti before
- 68% of people said they would be likely, or very likely, to visit Lahti again
- An estimated 68,522 unique spectators visited Lahti
- They spent a total of €18.88 million
- €12.75 million was related to visitors from outside Lahti
- €5.73 million came from overseas visitors
- Participants were estimated to have spent €1.76 million, and media €1.09 million.

### Tourism Detail

Lahti Region	40%
Outside Lahti	48%
Overseas	12%
Male	52%
Female	48%
Never Visited Lahti	19%
Likely to Return	68%
Unique Visitors	68,522
Visitor Spend	€18.88m
Outside Lahti Region	€12.75m
Overseas	€5.73m

## EVENT EXPERIENCE

- 95% of spectators thought Lahti 2017 was either very good or good
- 99% of overseas spectators thought it was good or very good
- Overall consensus was that Lahti 2017 was better than most events they had attended
- Helpfulness of volunteers, atmosphere at the venue and the Festival Arena scored the highest ratings
- Price of food and drink, quality of accommodation and availability of merchandise scored the lowest ratings
- Quality of food scored the highest catering rating
- The Medal Ceremonies were voted the best ceremony, ahead of the Opening Ceremony and the Closing Ceremony
- Ease of getting to the venue scored very highly as did ease of getting information

### Event Experience Detail

<b>Positive Experience</b>	
All Spectators	95%
Overseas Spectators	99%
<b>Highest Ratings</b> (out of 5)	
Helpfulness of Volunteers	4.72
Atmosphere at race track	4.48
Festival Arena	4.36
<b>Lowest Ratings</b> (out of 5)	
Price of food & drink	3.20
Quality of accommodation	3.55
Availability of merchandise	3.70

## Executive Summary

# FIS Nordic World Ski Championships 2017

## MEDIA

- 22 broadcasters showed live, delayed and highlights programmes across 18 territories reaching three continents (excluding Eurosport)
- Eurosport televised the event in 71 countries
- 1,060 hours were broadcast in total
- 540 hours were broadcast live
- Eurosport had the highest total hours broadcast followed by ORF in Austria
- Switzerland televised the highest number of live hours
- 85% of the 236 million hours viewed were live (202 million hours)
- TVP Poland had the highest number of live hours viewed, with almost 49 million
- 84 videos streamed on Facebook, 35 on YouTube
- 1.5 million unique users visited the Lahti 2017 website 7.4 million times
- During the 12 days of competition, digital news articles relating to the Finnish Ski Association and Lahti 2017 combined generated a reach of 44.7 million

### Media Detail

TV Broadcasters*	22
TV Territories*	18
TV Continental Reach* (* Excludes Eurosport)	3
Eurosport TV Territories	71
Total Broadcast Hours	1,060
Total Live Hours	540
Total Hours Viewed	236m
Total Live Hours Viewed	202m
Facebook Videos	84
YouTube Videos	35
Unique Visitors to Website	1.5m

## SOCIAL MEDIA

- Between December 2016 and the end of March 2017 Lahti 2017 generated 2,616 posts, 628,773 likes/favourites, 27,638 new followers at an average of 228.4 per day
- Lahti 2017 generated 364,106 likes on Facebook by the end of March 2017 with 120,805 generated during the competition
- Twitter followers totalled 5,973 by the end of the event with 2,100 generated during the event
- The number of tweets produced during Lahti 2017 was 492, from a total of 1,318 between 1 December 2016 and 31 March 2017
- There were 12,193 Instagram followers by the end of the event, generating a total of 251,871 likes between 1 December 2016 and 31 March 2017

### Social Media Detail

(1 Dec 16 – 31 Mar 17)	
Posts	2,616
Likes/Favourites	628,773
New Followers	27,638
Average Increase	228.4
Facebook Likes	364,106
Twitter Followers	5,973
Instagram Followers	12,193
Facebook Posts	935
Twitter Posts	1,318
Instagram Posts	363

## SPONSORSHIP

- There were 46 partners for Lahti 2017: 13 sponsors, 18 suppliers and 15 institutional partners
- Stora Enso was the Presenting Sponsor and had by far the largest activation programme around the event
- Stora Enso focused on promoting and supporting sustainable events and provided a range of renewable products for the event made from wood
- Stora Enso had the biggest recognition from fans among all sponsors, alongside Luhta, at 73% followed by Audi at 71% and Intersport at 66%
- National sponsors Valio and Atria were very active in promoting the event nationally through their products and activities, e.g. a world record for barbecuing, set by Atria, during the event

### Sponsorship Detail

Sponsors	13
Suppliers	18
Institutional partners	15
<b>Total</b>	<b>46</b>
Presenting sponsor	1
International sponsors	9
National sponsors	2
Timing sponsor	1
<b>Brand recognition</b>	
Stora Enso	73%
Luhta	73%
Audi	71%

Executive Summary

# FIS Nordic World Ski Championships 2017

**SPORTING**

- Lahti 2017 featured 663 athletes from 60 countries
- 423 were male (64%) and 240 were female (36%)
- The number of male athletes represents a 44% increase since Lahti last hosted the event in 2001, and a 103% increase in female participants
- Overall there was a 61% increase in the number of athletes participating between 2001 and 2017
- There were 22 more nations competing in 2017 than in 2001, a 58% increase
- 79% of athletes came from Europe from six continents
- There was one athlete from Africa
- There were 884 team officials, with 711 from Europe (80%)
- Norway won the most medals for the tenth consecutive time

*Sporting Detail*

Athletes	663
Male	423
Female	240
Domestic	40
Overseas	623
Continental Reach	6
Competing Nations	60
Team Officials	884
<b>Medal Tables</b>	
Norway - First	18
Germany - Second	11
Russia - Third	6
Finland - Fifth	5

**SOCIAL**

- There were 3,163 volunteers, 96% from Finland
- There was a 50/50 male to female ratio
- 889 students volunteered from local universities
- Lahti developed a strong training programme for the volunteers with each volunteer receiving a recognised certificate from the Finnish labour union PAM
- There was an extensive schools programme which engaged 29 primary and secondary schools
- Over 15,000 children participated in the programme
- The education programme lasted for two years
- 'Move Your Dreams' programme running for two years focused on getting people active and connected
- Snow Kidz programme focused on getting children active. Finnish Ski Association won an award from FIS
- Over 5,000 children attended the venue on the Opening Day and were involved in a range of activities
- There were 12 'Themed Days' throughout the event
- There was a large activity area for children in the heart of the venue with ski jumps and toboggan slides

*Social Detail*

Volunteers	3,163
Finnish	96%
Male/Female	50/50
Students	889
<b>Education</b>	
Schools	29
Children	15,000
<b>Participation</b>	
Move Your Dreams	2 years
Snow Kidz	2 years
<b>Engagement</b>	
Children on day 1	5,000
Themed Days	12
Activity Areas	1

Executive Summary

# FIS Nordic World Ski Championships 2017

**ENVIRONMENT**

- Lahti 2017 focused strongly on the environment even before the bid was awarded in 2012
- Lahti 2017 became one of the events on the EcoCompass project
- The EcoCompass project was coordinated by the Finnish Olympic committee and funded by the Finnish Ministry of Education and Culture and the IOC's Olympic Solidarity fund
- Stora Enso was a strong partner in the environmental programme
- Lahti 2017 received its EcoCompass Certificate during the event and was praised for its environmental management and programme
- Lahti 2017 ran an extensive educational programme for suppliers, local businesses, athletes, spectators and all staff before and during the event

*Environment Detail*

<b>EcoCompass Project</b>	
Period of Programme	2 years
Start	May 2015
Finish	Dec 2017
<b>EcoCompass Project</b>	
Funding Partners	2
Strategic Partners	2
Environmental Rating	48/50
Volunteers	40
<b>Waste Collection Points</b>	
Indoor	1,000
Outdoor	350

**LEGACY**

- Short-term: It was a great start to the Centenary Celebrations for Finland and put smiles on people's faces in Lahti
- Long-term aim was not just for 12 days of competition but for the next 100 years
- The creation of Lahti Events could be a strong legacy for Finland
- Lahti 2017 has given a strong boost to Finnish sport, in particular Nordic sport
- Put "Sport back in business" according to Jukka-Pekka Vuori, the President of the Finnish Ski Association
- Lahti ranked 86th in Sportcal's Global Sports Cities Index, moving into the top 100 cities in the index.
- Lahti helped Finland move to 21st position in Sportcal's Global Sports Nations Index
- Potential for a strong commercial legacy has been created with export and import opportunities to China
- Strong participation programmes for all age groups continuing after Lahti

*Legacy Detail*

Great start to the celebrations  
 Lahti Events – key legacy  
 Strong boost to Finnish sport  
 Put "Sport back in business"  
 Lahti – 86th in Sport Cities Index  
 Finland – 21st in Sports Nations Index  
 Strong commercial legacy  
 Export opportunities to China  
 Strong participation programmes



# Overview

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Overview

# FIS Nordic World Ski Championships

## EVENT FORMAT

The FIS Nordic World Ski Championships were first held for men in 1925, and for women in 1954. From 1925 through to 1939, they were held every year, and from 1950 through to 1982, every four years.

From 1985 through to the current year they have been held biennially, in odd-numbered years.

The event consists of three disciplines: ski jumping, cross-country skiing and Nordic combined (a combination of ski jumping and cross-country skiing).

## EVENT HISTORY

Lahti 2017 was the 39th edition of the FIS Nordic World Ski Championships. Lahti, and Finland, have hosted the event the most times with seven editions. This is followed by Norway and Sweden, with five editions each, and Germany, Austria and Italy, with three each.

Europe has hosted the event 36 times, North America twice and Asia once. Europe will also host the 2019 and 2021 editions

## NORDIC WORLD SKI CHAMPIONSHIPS: HOSTS 2001-2021

YEAR	CITY	NATION	CONTINENT
2001	Lahti	Finland	Europe
2003	Val di Fiemme	Italy	Europe
2005	Oberstdorf	Germany	Europe
2007	Sapporo	Japan	Asia
2009	Liberec	Czech Republic	Europe
2011	Oslo	Norway	Europe
2013	Val di Fiemme	Italy	Europe
2015	Falun	Sweden	Europe
2017	Lahti	Finland	Europe
2019	Seefeld	Austria	Europe
2021	Oberstdorf	Germany	Europe

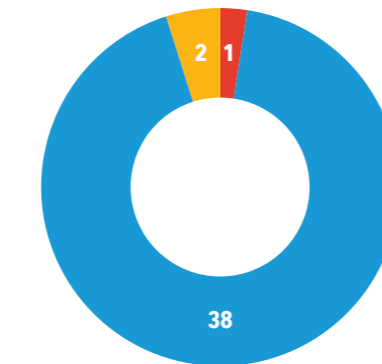
## Key Statistics

Sports	3
Medal events	21
Total event days	12

## MOST TIMES HOSTED

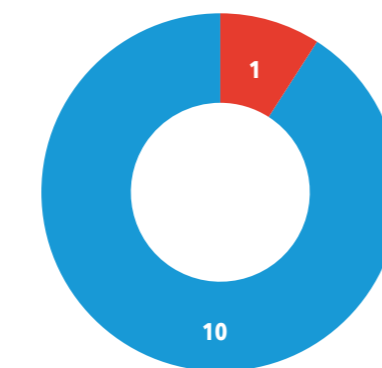
Finland	7
Norway & Sweden	5
Germany, Austria & Italy	4

## CONTINENTAL HOSTING DISTRIBUTION - 1925-2021



● Asia ● Europe ● North America

## CONTINENTAL HOSTING DISTRIBUTION - 2001-2021



● Asia ● Europe

Overview | Previous Editions

# Falun 2015 - FIS Nordic World Ski Championships



## Key Statistics

### ECONOMIC

Total Attendance	350,000
Ticketed Attendance	220,000
Non-Ticketed Attendance	60,000
Medal Plaza	70,000
Venues	2

### MEDIA (LIVE, DELAYED, HIGHLIGHTS ONLY)

TV Nations	-
Broadcasters	20
Accredited Media	1,250

### SPORTING

Athletes	714
Male	453
Female	261
Officials	769
Continental Reach	6
Competing Nations	57

### SOCIAL

Volunteers	1,600
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## Date

18 February – 1 March 2015

## City, Nation

Falun, Sweden

## Venues

Lugnet Ski Stadium  
Medal Plaza

## Organiser

2015 Falun WSC Local  
Organising Committee

Falun in Sweden hosted the 38th FIS Nordic World Ski Championships between 18 February and 1 March 2015. The event was divided between two main venues: the competition venue and the medal plaza.

It was the fourth time the championships had been held in Falun. The previous occasions had been in 1954, 1974 and 1993.

Falun hosted 714 athletes and 769 officials from 57 nations. Over 1,250 accredited media covered the event with 700 TV rights holders and 220 journalists.

Some 280,000 visitors attended the event with 220,000 tickets sold and 60,000 guest tickets. A total of 70,000 people visited the medal plaza generating a total attendance figure of 350,000.

[Overview](#) | [Previous Editions](#)

# Lahti 2001 - FIS Nordic World Ski Championships



**Date**

15 – 25 February 2001

**City, Nation**

Lahti, Finland

**Venues**

Lahti Sports Centre  
(Salpausselkä)

**Organiser**

Lahti Ski Club

Lahti hosted the 31st FIS Nordic World Ski Championships from 15 to 25 February 2001. It was the sixth time that Lahti had hosted the event, having previously organised it in 1926, 1938, 1958, 1978, and 1989.

Finland had won 18 Olympic gold medals in Nordic skiing between 1992 and 1998, and the Finnish Ski Association was in a strong position at the time. It seemed only natural to host the FIS Nordic World Ski Championships in 2001, set against this background.

The event attracted over 350,000 spectators and on many days the tickets were completely sold out. The event generated a profit of 25 million marks (€4.2 million) which was shared between the Finnish Ski Association, the city of Lahti and Lahti Ski Club.

However, Lahti 2001 will be remembered for the 'Lahti Six' when six Finnish skiers tested positive for doping, and were banned for two years, along with two doctors, who were banned for life. This doping scandal had a huge impact on Finnish winter sport, the Finnish Ski Association and in particular on Nordic skiing.

**Key Statistics**

**ECONOMIC**

Total Attendance	350,000
Sporting Venues	1
Non Sporting Venues	2
Profit (Finnish Mark)	25m

**SPORTING**

Athletes - Total	411
Competing Nations	38



[Overview](#) | [Host Profile](#)

# Finland



Finland is situated in Northern Europe and borders Norway, Russia and Sweden. It regards itself as a true sport nation with a thriving sports culture, which helps shape the national identity.

Since 2012, Finland has hosted world championships in Nordic skiing, ice hockey, orienteering, biathlon, floorball and figure skating. It has also hosted European championships in athletics and wrestling.

In the coming years, it will host junior championships in athletics (2018), IIHF World Women's Championship (2019), the Men's World Floorball Championships in 2020, and the European Youth Olympic Festival in 2021.

Finland is currently ranked 21st in Sportcal's Global Sports Nations Index.

**SELECTED EVENTS HOSTED IN FINLAND 2011-2020**

YEAR	SPORT	EVENT	CITY
2011	Synchronised skating	World Synchronized Skating Championships	Helsinki
2011	Triathlon	ITU Winter Triathlon World Championships	Jämijärvi
2012	Ice Hockey	IIHF World Championships	Helsinki
2012	Triathlon	ITU Winter Triathlon World Championships	Jämijärvi
2013	Ice Hockey	IIHF World Championships	Helsinki
2013	Orienteering	World Orienteering Championships	Vuokatti
2015	Biathlon	47th World Biathlon Championships	Kontiolahti
2015	Floorball	Floorball Women's World Championships	Tampere
2017	Figure skating	World Figure Skating Championships	Helsinki
2017	Sailing	ISAF Women's Match Racing World Championship	Helsinki
2017	Skiing - Nordic combined	FIS Nordic World Ski Championships	Lahti
2018	Soccer	U19 UEFA European Championships	Vaasa, Seinäjoki
2018	Athletics	U20 IAAF Athletics World Championships	Tampere
2019	Ice Hockey	IIHF World Women's Championship	TBC
2019	Synchronised skating	World Synchronized Skating Championships	Helsinki
2020	Floorball	Floorball Men's World Championships	Helsinki

**Key Facts**

Size	391,000km <sup>2</sup>
Population	5.5m (2017)
GDP (PPP)	€41,920 (2017)
Capital	Helsinki

GSI Nations Index 21st

More information on GSI Nations Index  
[www.sportcal.com/impact](http://www.sportcal.com/impact)

Independent since 1917  
Member of EU since 1995  
Introduced Euro in 2002

Overview | Host Profile

# Lahti



Lahti, founded in 1905, is a city of 120,000 residents. Lahti is the eighth biggest city in Finland and is situated only 100 kilometres from Helsinki, the nation's capital. Lahti is home to around 11,000 businesses and its university attracts 25,000 students.

Lahti provides a wide range of cultural, sporting and leisure activities and is traditionally known as a winter sports destination. Sport has always been a big part of the city's identity. Lahti has been hosting sporting events for the past 80 years, in particular the FIS Nordic World Ski Championships and World Cups and the annual Lahti Ski Games.

The city of Lahti is part of the Päijät-Häme region. Eleven municipalities belong to the region of Päijät-Häme: the cities of Lahti, Heinola and Orimattila, and the municipalities of Hollola, Sysmä, Asikkala, Hämeenkoski, Hartola, Nastola, Kärkölä and Padasjoki.

The region is renowned for its scenery and typically attracts around 500,000 overnight stays from tourists to the region during the summer months. There are two Olympic training centres in the region, which offer multi-purpose facilities for international level sports competitions.

## SELECTED EVENTS HOSTED IN LAHTI REGION 2013-2019

YEAR	SPORT	EVENT	CITY
Annual	Skiing	Lahti Ski Games	Lahti
2013	Snowboarding	World Snowboard Tour	Lahti
2015	Minigolf	Minigolf World Championships	Lahti
2016	Motor racing	FIA Historic European Rally Championship	Lahti
2016	Motorcycling	FIM Enduro World Championship	Heinola
2016	Golf	European Challenge Tour	Vierumäki
2017	Skiing - cross-country	FIS Scandinavian Cup	Lahti
2017	Skiing - Nordic combined	FIS World Cup	Lahti
2017	Skiing - Nordic combined	FIS Nordic World Ski Championships	Lahti
2019	Motorcycling	FIM MotoGP Grand Prix	Iitti

### Key Facts

Size (Lahti city)	517km <sup>2</sup>
Size (Lahti Region)	6,295km <sup>2</sup>
Population	119,118
GSI Cities Index	86th

More information on GSI Cities Index  
[www.sportcal.com/impact](http://www.sportcal.com/impact)

Overview | Venues

# Lahti Sports Centre (Salpausselkä)



The Lahti Sports Centre is an all-year-round multifunctional sports event venue which is located near the city centre. With its spectator facilities, sports arenas and media and additional facilities, the area is suitable for major events that attract tens of thousands of people each year.

The Lahti Sports Centre includes an athletics and football stadium, a ski jumping stadium and a martial arts arena. The area also has several restaurants, in addition to the Ski Museum. It also serves as the biggest indoor training centre in Lahti. There are lengthy and high-quality skiing and running tracks starting from the Sports Centre.

The Lahti Sports Centre hosted all the sporting events for Lahti 2017, including cross-country skiing, ski jumping and Nordic combined.

The Lahti Sports Centre has a capacity of 80,000 people (indoor 10,000, outdoor 70,000). There are two main seating venues, one in the athletics/football stadium which was used for the cross-country skiing races and the second next to the ski jumping facility.

During the period 2012-2017 the City of Lahti invested between €40 million and €45 million in renovating a large part of the Lahti Sports Centre.

### Key Facts

Venue Type Permanent, Multi-Sport

Constructed	
1931	Original
1980	Football
1991	Athletics
1997	3 Ski jump hills

Renovated 1939, 1957, 1970-1977, 1985, 2013, 2015-2017

Capacity - Total 80,000

Lahti 2017 Usage Ski jumping, Nordic combined, Cross-country skiing, Closing ceremony

### Lahti 2017 Renovation Budget (2012-17)

Fair Centre Indoor Sports Facilities €22m+ (50%)

Lahti 2017 Nordic Ski Facilities €10m+ (25%)

Long-term investments and renovations in the City of Lahti €10m+ (25%)

Total Investment €40-45 million

Overview | Venues

# Lahti Fair Centre



The Lahti Fair Centre consists of four halls with a total area of 20,000 square metres. The halls are used for trade fairs, exhibitions, concerts, conferences, meetings and corporate and customer events, as well as television productions. Two of the halls are used for indoor sports. When used for indoor sports, the Lahti Fair Centre is the biggest indoor sports venue in the city.

In addition to providing a setting for a broad range of trade fairs, the Lahti Fair Centre served as the media centre for a major EU summit recently. During Lahti 2017 the Fair Centre served as the media centre and the Festival Arena for the general public, as well as the entertaining VIP guests.

During the competition, the halls served also as the main media centre, the main restaurant for the public, and the volunteers' restaurant.

The centre has a capacity for up to 10,000 people and went through a major renovation and expansion in 2013.

### Key Facts

Venue Type	Permanent
Constructed	1981
Renovated	1987, 2013
Capacity - Total	10,000
Lahti 2017 Usage	Entertainment programme Exhibitions Media centre VIP hospitality

Overview | Venues

# Lahti Market Square (Medal Plaza)



The Market Square is one of the most important venues for events in Lahti throughout the year. Each year, it serves as the venue for hundreds of events, including a monthly fair, the Lahti Nights Schlager Festival, as well as the Seiterä Travelling Funfair, which attract tens of thousands of visitors in total.

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The Lahti Market Square hosted the Opening Ceremony, all the medal ceremonies and the Closing Ceremony. It is designed to bring events right into the heart of the city.

The venue was designed with a temporary stage and various restaurants and hospitality areas.

The area has a nominal capacity of 12,000 but was unticketed so numbers varied considerably.

The area, including the main street, and the walk to the Sports Centre, was covered in Lahti 2017 banners and made the city feel part of the event.

The square is half-way between the station and the venue. It was a comfortable walk to the stadium, reducing the need for transport.

### Key Facts

Venue Type	Temporary
Constructed	1905
Capacity - Total	12,000
Lahti 2017 Usage	Ceremonies: Opening Medal

Overview | Venues

# The Sports Institute of Finland - Vierumäki



The Sport Institute of Finland is a national coaching and training centre for sports and physical education, and acts as an official training and education centre of the Olympic Committee of Finland. It operates under the auspices of the Finnish Ministry of Education and Culture and is run by Suomen Urheiluopiston Kannatusosakeyhtiö Ltd.

The Sport Institute of Finland develops, produces and markets high-quality coaching, training, and education services, both at a national level and internationally.

During Lahti 2017 the Sports Institute acted as the official athletes village and training centre.

*Key Facts*

Venue Type	Permanent
Capacity - Total	10,000
Lahti 2017 Usage	Athletes Village Training

Overview

# Hotels

HOTELS IN LAHTI CITY CENTRE	ROOMS	BEDS	BUILT	RENOVATED
Solo Sokos Hotel Lahden Seurahuone	147	280	1910	2013
Scandic Lahti	138	275	1990	2010
Forenom Aparthotel Lahti	137	270		2012
Cumulus Lahti	170	302	1992	2012
Hotel Grand Lahti	87	173	1931	2010
Mukkula Manor	17	33	N/A	
Holiday Center Lepola	15	57	1985	1992
<b>TOTAL</b>	<b>711</b>	<b>1,390</b>		

There are 1,400 beds available within seven hotels in the city of Lahti, and 4,000 beds within 30 minutes of Lahti in the wider region.

The majority of hotels are within walking distance of the Lahti Sports Centre.

**KEY HOTELS**

The key hotels within the city of Lahti are:

- Solo Sokos Hotel Lahden Seurahuone
- Scandic Lahti
- Forenom Aparthotel Lahti
- Cumulus Lahti
- Hotel Grand

HOTELS 30 MINUTES FROM LAHTI CITY CENTRE	ROOMS	BEDS
Toyryla Manor	6	12
Hotel Telтта	11	25
Lehmonkärki Resort	15 villas	130
Pajulahti Olympic Training Centre	208	817
Messilä Manor	62	242
Scandic Vierumäki	180	530
Finnish Sport Institute Vierumäki	574	1,973
Hotel Kumpeli	117	249
<b>TOTAL</b>	<b>1,173</b>	<b>3,978</b>



Solo Sokos Hotel Lahden Seurahuone



Scandic Lahti



Forenom Aparthotel Lahti



Cumulus Lahti





## Stakeholders

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Stakeholders

# Stakeholders



Governing Body  
FIS – International Ski Federation



Host Organisations  
City of Lahti



Host Organisations  
Finnish Ski Association



Host Organisations  
Lahti Ski Club



Local Organising Committee  
Lahti Events



Local Organisation  
Lahti Region



National Government  
Finnish Ministry of Culture and Education



National Olympic Committee  
Finnish National Olympic Committee

Stakeholders

# International Ski Federation (FIS)



FIS is the international governing body of skiing. It is based in Switzerland and governs all of the rules and regulations relating to all skiing events.

FIS is the owner of the FIS Nordic World Ski Championships and awards the event every two years.

Among the key priorities of FIS are to provide a good sports programme and to ensure that the event meets its guidelines and rules for the sports.

In order to ensure that the event meets its requirements, FIS provides a detailed event guideline with all the information that an organiser needs to know about organising the sports programme at the championships.

FIS then works closely with the organiser to ensure that the event programme meets its requirements and is organised within its rules.

One of the primary focuses for FIS at the event is the TV broadcast, and ensuring that the TV coverage is good and well presented.

One of the primary reasons for the focus on the TV broadcast is to ensure their international sponsors get good exposure through the broadcast coverage.

FIS sold the worldwide rights to EBU for the 2017 edition of the FIS Nordic World Ski Championships .

EBU retained the media rights for itself, while sub-licensing the marketing rights to Tridem.

FIS has agreed a four-year deal covering the 2019 and 2021 FIS Nordic World Ski Championships with Infront Sports and Media, which replaces long-term partner the EBU after Lahti 2017.

FIS, in conjunction with Lahti Events, organised an Observers Programme during Lahti 2017. This was primarily for the benefit of host cities who had already been awarded future events, as well as host cities who were considering bidding for competitions in the future. In attendance also were both the 2018 and 2022 Winter Olympic Organising Committees from PyeongChang and Beijing respectively.

Key Objectives

- Ensure a good sports programme
- Ensure the event meets the sports guidelines
- Ensure there is good media coverage of the event
- Ensure the sponsors receive good promotion
- Leave a lasting legacy for Finnish skiing
- Create knowledge transfer through Observer programme

Interviews



Sarah Lewis  
FIS Secretary General



Jürg Capol  
FIS Marketing Director

*Stakeholders*

# City of Lahti

LAHTI

The mayor of Lahti is very much focused on the future and his primary goal is to improve the quality of life for the people of Lahti. This is why the mayor sees events like the FIS Nordic World Ski Championships as important for growing the economy of the area and the global branding of the city.

The mayor hopes that events like Lahti 2017 will encourage people in Lahti, and Finland as a whole, to take up skiing and become more active. Cross-country skiing and ski jumping are an essential part of Finnish outdoor life.

Lahti has hosted international sports events for almost a century, including seven FIS Nordic World Ski Championships, the last of which was in 2001. The 2001 world championships became engulfed in a major doping scandal and Lahti 2017 aims to bring to a close that chapter of Finnish sport.

Lahti 2017 is seen as the catalyst of a long-term project to re-energise Finnish sport and in particular Nordic winter sports.

For decades Lahti's growth was founded on traditional industries. Today Lahti is re-inventing itself focusing on a more modern and versatile approach and sport is seen as an important part of that strategy. Attracting national and international sporting events is seen as a key tool for the Lahti region.

Currently, Lahti is mainly known as a winter sports destination. It is now aiming to become an all-year round destination through the introduction of a wider range of sporting events to the Lahti calendar.

It is important for the region that Lahti 2017 leaves a long lasting legacy and boosts local business.

The city of Lahti is investing in further improving sports facilities and promoting a 'sport-for-all' programme throughout the city. It is also supporting performance sport by continuing to invest over €1 million a year to maintain the ski jump facilities.

While the mayor of Lahti is keen to attract more sporting events, he feels that the cost of hosting sporting events has become too high for local organisers. Sports governing bodies need to re-think their financial models to make economic sense for cities like Lahti.

Volunteering has a strong tradition in Lahti and many parents and grandparents have been volunteers at past world championships. It has been passed down through generations.

The Lahti 2017 championships would not have been possible without the tremendous support of thousands of unpaid volunteers. The mayor sees the city's great community spirit and volunteering support as one of the key assets of the city, which sits at the heart of the unique atmosphere created around the Lahti ski games.

This volunteering programme needs to continue, and be strengthened.

*Key Objectives*

- Improve the quality of life in Lahti
- Inspire people to become more active and take up sport
- Stimulate business in the local economy
- Have a lasting impact
- To finally overcome the shadow of the doping scandal of 2001
- Strengthen the volunteering programme
- Sell 250,000 tickets
- Make the event economically successful
- Boost long-term growth



**“Improve the lives of people in Lahti and inspire people to become more active and to take up sport”**

*Interviews*

Juha Rostedt  
Chairman of City Board  
City of Lahti



Jyrki Myllyvirta  
Mayor, City of Lahti

Stakeholders

# Finnish Ski Association (FSA)



Finland has a strong tradition in winter sports, and in particular nordic skiing, which is at the heart of Finnish sport.

The FSA aims to host the FIS Nordic World Ski Championships every 10 to 15 years, and believed that 2017 was the right time to lay the ghost of the 2001 event to rest. Lahti 2001 had a huge negative impact on the FSA, and nordic skiing, and the federation needed a good event to restore faith and interest in winter sports.

The FIS Nordic World Ski Championships is one of the biggest events that can be held in Finland. In the past, Finland had a very strong cross-country team, which meant that the events were always very well attended.

However, the situation in 2017 was different from the past. There was low expectation around the event for Finnish success and there was much more competition for people's time than before. There was no guarantee that people would turn up.

The former FSA President agreed that the FSA would underwrite the event and take all the risk in 2012, when the bid was won. This created an unbalanced relationship between stakeholders.

There were many political problems in the early stages of organising the event which created internal issues. The ski club had traditionally organised the world championships, but its skill was in organising the sport, not marketing the event.

The FSA didn't agree entirely with the new ideas presented to organise the event as a 'customer experience', but in hindsight sees this new model as the way forward for the future.

The FSA would like to see a core team created within the Finnish NOC to help develop this new event concept for the whole of Finland, not just for Lahti 2017, with a small core team retained in Lahti Events.

The FSA could not explain why people failed to turn up to buy tickets on the door at Lahti 2017. Historically, this had happened at previous world championships in Falun, Sweden, and Oslo, Norway.

The FSA will lose a significant amount of revenue as a consequence of contractual agreements with the host city and Lahti Ski Club. It was hoped the event would generate a significant profit to be shared between the three host organisations but, although the event broke even, the contractual guarantees meant that the FSA made a loss on the event.

Despite the losses, the FSA is very happy with the outcome of Lahti 2017. It has put the FSA 'Back in Business' and will benefit, not just winter sport, but all Finnish sports.

The FSA felt that the event exceeded expectations and was delighted to see

## Key Objectives

- Aims to host FIS Nordic World Ski Championships every 10 to 15 years
- Strong history of Nordic sport in Finland
- One of the biggest events that can be organised in Finland
- Wanted to put 2001 behind it and look to the future, not dwell on the past
- Positive impact of winning medals on home soil
- Opportunity to attract new sponsors and to strengthen commercial programme
- Encourage more children and adults to get involved in winter sport, in particular cross-country skiing and ski jumping

happy, cheering fans who turned up to watch the ski jumping, even if there was no prospect of a Finnish medal.

The FSA agreed with the LOC's concept that modern-day events can't rely on sport alone to give people a good day. The customer experience needs to be good, and the sport success should be a bonus, not a requisite.

The FSA hopes that businesses that deserted the sport in 2001 will now come back to support nordic skiing and invest in the future of winter sport in Finland. Conversations have already taken place with some of the Lahti 2017 sponsors, and the reactions have been very positive.

There have been many positive comments in the media, and from the public, about how important sport is for Finland after a disastrous Olympic Games in Rio. Sport is now very much back on the agenda.

The FSA is in discussions with the ministry, and other financial organisations about the financial losses to ensure the financial stability of the FSA and the sport.

There was a two-year junior development programme to leverage snow sports in Finland prior to Lahti, and the FSA won an award at the last FIS congress for the best junior programme.

The main legacy for FSA, though, is that 2001 is finally behind it, high performance sport is back on the agenda, and there is positive interest from the public and the media, with good commercial prospects for the future.

## Interviews



Mika Kulmala  
General Secretary



Jari Töykkä  
Commercial Director

**“Has put all sports, not just winter sports, back in business”**

Jukka-Pekka Vuori  
President

*Stakeholders*

# Lahti Ski Club



Lahti Ski Club has hosted the Lahti Ski Games for nearly 100 years and has built up a good understanding of how to organise a Nordic ski event. It has over 1,200 members, all of whom are volunteers, and it has been involved in the organising of all of the Nordic World Ski Championships in the past.

For the Lahti Ski Club one of the key benefits of hosting Lahti 2017 was the city's investment in facilities for the championships. Without this constant investment the Ski Club would not have good facilities for its members, which would ultimately impact on its ability to retain members.

Another key benefit of hosting the championships was the opportunity to attract new, younger members into the club, creating a strong legacy

After Lahti 2017 there was a considerable increase in the number of young members joining the club, which now means there is a 50/50 balance between young and old.

2001 was a tough year for Lahti Ski Club after the doping scandal and many people associated the problem with the club. Some members left and it was a tough time financially. Lahti 2017 has finally laid that ghost to rest and the club can start to look forward and not backwards.

There was an initial concern that the commercial approach to organising Lahti 2017 might put people off volunteering for the event, as volunteering is such an important part of the ethos of the club. This, however, was not the case and the general feeling is that the event was a great success. Lahti Ski Club learnt a great deal about the new concept of the 'Event Experience' which it can use for future Lahti Ski Games.

While there are some concerns about the amount of money that was spent on the event, it was seen as a great championships and everyone in Lahti was amazed at how good their city looked and how happy and welcoming everyone was. It was not a typical Lahti spirit!

The future for the Lahti Ski Games looks very bright and Lahti Ski Club is in a strong financial position following the championships. The club has also doubled its young membership in the last five years, to over 600 cross-county skiers.

The Lahti Ski Club will continue the schools programme that was started in May 2015 and will continue to develop it through to the next Ski Games.

*Key Objectives*

- Strive to generate investment in the renovation of winter sports facilities in Lahti
- Learn new ideas about organising winter sports events
- Raise interest in volunteering
- Generate revenues to invest in the club and its members
- Secure the future of the Lahti Ski Games and stimulate interest
- Create a strong legacy for children by maintaining the schools programme

*Interviews*

## “To put 2001 finally behind us and to look to the future”



Juha Kolu  
President

*Stakeholders*

# Lahti Events



Lahti Events is the daughter company of Lahti Region, and is owned by Lahti City. Lahti Events represents a new concept and a new way of thinking in Lahti, and Finland, for organising events.

Lahti Events was formed in 2015, three years after the FIS Nordic World Ski Championships were awarded, to help organise the event and bring events and tourism together. It has changed the concept of organising events in Lahti.

Lahti Events is responsible for the service, marketing and sales of the event. In the past, the ski events were organised by the local ski association, but now Lahti Events is responsible for the organisation and funding.

Lahti Events receives all of the commercial revenues from Lahti 2017.

Lahti Events was created by the City of Lahti, the Finnish Ski Association and Lahti Ski Club to act as a single entity responsible for the management and coordination of the event financially and operationally, in accordance with the LOC contract signed by the three parties. In this agreement, the Finnish Ski Association was responsible for the financial outcome and sporting success, the City of Lahti was to provide the venues and Lahti Ski Club was responsible for the organisation of the competition and for providing a strong base of volunteers.

The contract was written quite broadly, with most of the details concerning the roles and responsibilities of the different parties not included. Lahti Events, after its forming in 2015, took up the role of assigning the duties required of the LOC, so it could function properly during the operational phase.

The problems that Lahti encountered in organising the event could be resolved by the development of a centralised events group within the Finnish NOC, which could take control of contract discussions and knowledge transfer from events.

*Key Objectives*

- Create a new way of thinking about the organisation of sports events in Finland, and Lahti
- Bring event organisation and tourism together

*Interviews*

## “Provide a blueprint for future event organisers”



Janne Leskinen  
CEO

## Stakeholders

## Lahti Region



Lahti Region is a tourism and marketing organisation that is owned by the City of Lahti and the municipalities.

Lahti Region is responsible for activities outside the competition venues. It takes care of all the tourism aspects of the event, including dressing of the city, accommodation and promoting the event.

#EnjoyLahti was a key theme behind the event and was driven by Lahti Region and Lahti Events.

Lahti invested tens of millions of Euros in the infrastructure for hosting Lahti 2017 over five years. Lahti Region is keen to know what the return on investment was for the city, and the region.

Lahti Region wants to promote the area as an all-year round destination for the future. Lahti is largely known as a winter destination and the aim is to turn Lahti from a winter sport destination into an all-year round sports city.

Lahti will be hosting an Ironman event in the summer of 2018.

Lahti would be interested in working with other cities to attract the Winter Olympics and other major events to Finland.

Lahti, and other Finnish cities, are building relationships with China, and in particular Beijing 2022, through Lahti 2017.

During Lahti 2017, a working party from Beijing 2022 was hosted by FIS and Lahti Events. This has created export opportunities for Lahti, and for all Finnish cities, which have developed an expertise in hosting winter sports events.

The event has enabled the organising committee to create a unique relationship with the Beijing 2022 organising committee which is looking for guidance in developing its own event.

Lahti, and Finland, need to think internationally and attract more events. There needs to be more investment in facilities, hotels and resources.

The business policy in the city is focused on CleanTech, design and then tourism.

Lahti is a declining industrial city with 15-to-16-per-cent unemployment. The city needs to re-invent itself, and focus more on the future, particularly on tourism, culture, innovation, sports, events and wellbeing.

## Key Objectives

- Generate tourism for the whole Lahti region
- Increase the awareness of the Lahti Region through media publicity
- Celebrate the 'Love of Sport'
- Encourage children to take an interest in sport, and in particular, nordic skiing.
- Leave a long-term legacy for sport and the region
- Economic return on the investment in the event
- Create a new model for Lahti based around events and tourism
- Use Lahti 2017 as a catalyst for change and make things happen
- Engagement with a broad range of organisations
- Develop a good working relationship with Beijing 2022
- Create export opportunities
- Create a new model for organising sporting events in Finland

Tourism and events are intrinsically linked and the two should be developed in unison. It is a new way of working, and Lahti needs to adopt this way.

Hosting Lahti 2017 has brought a huge range of business contacts to the city in the lead up to the event and during the event. It has created new business opportunities through the event.

The city needs to use Lahti 2017 as the catalyst for these changes and to make things happen. It needs to create the opportunities for the city to grow and expand and become more attractive for tourists and sports events.

The city needs to go out and attract more events, spending the money on bringing events to Lahti, and less on the production of them.

## Interviews



**“Use Lahti 2017 as a catalyst for change and make things happen”**

Raija Forsman  
CEO  
Lahti Region



Tiina Kallio  
Event Manager  
Lahti Region

*Stakeholders*

# Finnish Ministry of Education and Culture



The Finnish Ministry of Education and Culture invests around €2 million a year in direct support for the bidding and hosting of major sporting events in Finland. The Ministry also contributes to the infrastructure costs of sports events through supporting the construction and renovation of sports venues.

During the 2017/2018 period, the ministry is supporting 19 events spread across a wide range of sports including the FIS Nordic World Ski Championships 2017 in Lahti, and the ISU World Figure Skating Championships 2017 in Helsinki.

The ministry has a strong history in supporting traditional sporting events. The Ministry is concerned about the future of organising major sporting events in Finland due to the rising hosting fees, and the increasing economical demands from the governing bodies.

Finland has been actively looking to host youth events, as can be seen by the hosting of the U20 Athletics World Championships, in Tampere, in 2018, and the U19 UEFA European Championships, in Vaasa and Seinäjoki, in 2018.

The Finnish Ministry of Education and Culture developed a strategy for attracting major sports events back in 2005, when Finland hosted the IAAF World Athletics Championships, and is constantly looking to expand that strategy.

The ministry is extremely pleased at the outcome of Lahti 2017. They feel that the event represented the concept of Finland coming together very well. There was a very strong social programme and it was a great flagship event for the Centenary celebrations.

At one point there was an idea to hold the cross-country sprints and the opening ceremony in Helsinki and the ski jumping and main cross-country events in Lahti, which would have spread the engagement, and interest, more widely across Finland, but ultimately that would have been at a cost to Lahti, so the idea was shelved.

The environmental programme that was used during Lahti 2017 is seen as a potential export opportunity for Finland, which is leading the way in research into sustainable sports events.

Other potential import and export opportunities exist with, China following Lahti 2017. The organising committee for the Winter Olympics in Beijing in 2022 visited during Lahti 2017 and a series of discussions have already taken place with China.

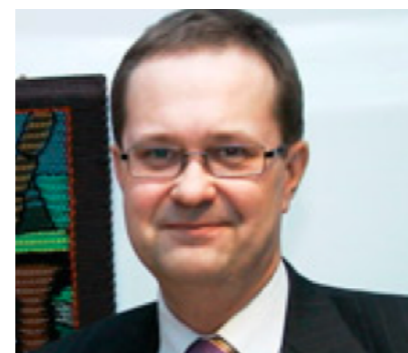
The ministry is keen to establish a standard methodology for measuring the impact of events in Finland so it can see what returns it gets on its investments.

*Key Objectives*

- Engage the country in the Centenary Celebrations
- Encourage people to become more active and take up skiing
- Promote a positive interest in sport
- Stimulate investment and business growth in Finland
- Have a lasting impact
- Grow and develop a strong volunteering force and culture

*Interviews*

## “Promote a positive interest in sport and have a lasting impact”



Hannu Tolonen  
Senior Advisor  
Sports Division

*Stakeholders*

# Finnish National Olympic Committee



The Finnish National Olympic Committee believes that hosting major sporting events is very important for Finland.

Sport is playing an important role in the centenary celebrations as it is bringing people together to celebrate sporting achievements. The year 2017 will act as a springboard for hosting more sporting events in the future.

The Finnish NOC feels that Lahti 2017 achieved all of its key objectives and more:

- The elite athletes performed better than expected and won five medals, including one gold.
- People were encouraged to take up nordic skiing again and many young people have been engaged in the schools programme, which focused around getting them active.
- Lahti 2017 was a great experience for the whole of Finland, not just the people of Lahti. Over 2 million people (out of a population of 5.5 million) watched Lahti 2017 on television and the reaction in the media was very positive.

The Finnish NOC believes that Lahti 2017 was a fantastic opportunity for the Finnish sport to showcase the benefits of hosting major sporting events. It was important that the decision-makers, who attended the event could see for themselves the value of hosting major sporting events.

The Finnish NOC argues that Lahti was a greater success than expected. There was a fear that Finns had lost their love for nordic skiing. However, the atmosphere was great and there was a good cross-section of all ages at the event, including many families and lots of children.

The Finnish NOC takes the view that the organising committee did an excellent job under the circumstances, that Janne Leskinen was an exceptional leader, and is one of the best sports administrators in Finland.

The Finnish NOC thinks it is unlikely that the team built for Lahti 2017 can be fully maintained. It is hoped that, in order to develop the event management industry within Finland, a small team could be retained along with the knowledge learnt, and experience gained, in preparing for, and hosting, Lahti 2017.

The Finnish NOC currently is currently working on strengthening their events team network to enable knowledge and experience sharing from event to event.

*Key Objectives*

- Elite athlete programme and winning more medals at events by hosting them in Finland
- Encouraging people to become more active and encouraging children to take up sport

*Interviews*

## “Giving Finnish people great experiences and make them smile”



Teemu Japison  
Secretary General  
(until June 2017)



Kati Mälkki  
Special Advisor to Finnish NOC



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## Organisation



Organisation | Lahti Events

# Management

Janne Leskinen joined the Lahti 2017 project in spring 2014 and was responsible for helping create Lahti Events in 2015.

Leskinen strongly believes that from the outset of winning a bid, the host contract agreement needs to be clearly defined between the key stakeholders, and drawn up with external professional advice.

This didn't happen with the Lahti 2017 project, and for two years there was confusion between the stakeholders as to who was responsible for what.

Once Lahti Events was formed it was easier to establish clearly-defined roles and responsibilities and expand the events team.

From the outset there was a need to clearly define a vision, and to get everyone to buy into that vision.

This started with three key stages:

- Create the vision
- Define the strategy
- Build a knowledgeable team

As Lahti 2017 was the 'Centenary Championships', the aim was to celebrate 100 years of Finnish independence, and to make Finns feel a strong affinity with the championships. The theme became to 'Make everyone feel at home'.

The aim was also to engage the whole of the town in the event. By placing the medal plaza in the heart of the town, the event could be brought directly to the people of Lahti, making them feel part of the event.

At the core of the strategy was focusing on the event experience, giving a great experience to everyone who visited the championships, from the moment they arrived in Lahti, to the moment they left.

Lahti Events became a service-orientated organisation, rather than a functional entity, with the aim of providing the best experience to the customers.

A whole range of customers were defined and the aim was to capture data on all the different groups, including spectators, athletes, VIPs, volunteers, media, businesses, partners and schools.

Leskinen defined the benchmark for Lahti 2017 as being not just another sporting event, but more than that, akin to music concerts, where the fan experience is more highly developed.

## Key Objectives

- Capture the essence of the Centenary Celebrations
- Make everyone 'feel at home' in Lahti
- Engage the whole town in the event, using the medal plaza in the centre of Lahti
- Provide the best 'Event Experience' to the customer
- Create a service orientated vision for the whole team
- Capture data on all customer groups
- Create more than a sporting event

## Interviews



Janne Leskinen  
CEO



Marleena Valtasola  
Head of Administration

Organisation | Lahti Events

# Sports

Tami Kiuru was responsible for co-ordinating the sports programme at Lahti 2017, including managing the competition programme and the officials.

FIS provides a 50-page booklet which is the essential guide to running the sports programme at the world championships. Kiuru and his team had to ensure that the programme met the competition requirements from FIS and that everything adhered to the rules.

There were over 700 people working in the sports department, with only two full-time employees, and the remainder were volunteers.

Course maintenance and the competition programme were key elements of their responsibilities.

## Key Objectives

- Ensuring that the competition programme ran safely and smoothly
- Meeting the guidelines laid down by FIS
- Managing the course and the competition programme

## Interviews



Tami Kiuru  
Sports Director



# COMPETITION PROGRAMME (Local time)

**WELCOME WEDNESDAY 22.2.**

**Cross-Country**  
14:00 5 km, Qualification, Ladies (C)  
15:30 10 km, Qualification, Men (C)

**19:00 Opening Ceremony**

**EPIC THURSDAY 23.2.**

**Cross-Country**  
15:00 Sprint, Qualification, Ladies & Men (F)  
17:30 Sprint, Finals, Ladies & Men (F)

**Ski Jumping**  
14:00 HS 100 (normal hill), Qualification, Ladies

**LADIES FRIDAY 24.2.**

**Ski Jumping**  
14:30 HS 100 (normal hill), Qualification, Men  
17:30 HS 100 (normal hill), Ladies

**Nordic Combined**  
10:30 HS 100 (normal hill), 10 km Gundersen

**SATURDAY WINTER CARNIVAL 25.2.**

**Cross-Country**  
12:00 15 km, Skiathlon, Ladies  
14:30 30 km, Skiathlon, Men

**Ski Jumping**  
17:30 HS 100 (normal hill), Men

**SUPER SUNDAY 26.2.**

**Cross-Country**  
11:30 Team Sprint, Qualification, Ladies & Men (C)  
13:30 Team Sprint, Finals, Ladies & Men (C)

**Ski Jumping**  
17:30 HS 100 (normal hill), Mixed Team

**Nordic Combined**  
12:00 HS 100 (normal hill), 15:30 4 x 5 km, Team

**VISIT LAHTI MONDAY 27.2.**

No competitions. Enjoy events and sights around the Lahti region.



**TANGO TUESDAY 28.2.**

**Cross-Country**  
13:45 10 km, Ladies (C)

**SUPERMAN WEDNESDAY 1.3.**

**Cross-Country**  
13:45 15 km, Men (C)

**Ski Jumping**  
18:00 HS 130 (large hill), Qualification, Men

**Nordic Combined**  
12:00 HS 130 (large hill), 16:15 10 km Gundersen

**THURSDAY OF STARS 2.3.**

**Cross-Country**  
15:00 Relay 4 x 5 km, Ladies

**Ski Jumping**  
18:30 HS 130 (large hill), Men

**FRIDAY NIGHT FEVER 3.3.**

**Cross-Country**  
13:30 Relay 4 x 10 km, Men

**Nordic Combined**  
16:00 HS 130 (large hill), 18:15 2 x 7.5 km Team Sprint

**LEGENDARY SATURDAY 4.3.**

**Cross-Country**  
14:30 30 km, Mass Start, Ladies (F)

**Ski Jumping**  
17:15 HS 130 (large hill), Team, Men

**KING OF SUNDAYS 5.3.**

**Cross-Country**  
14:30 50 km, Mass Start, Men (F)

**17:35 Closing Ceremony**

Nearly 700 competitors from 60 countries will compete at the FIS Nordic World Ski Championships. The event will attract hundreds of thousands of visitors to Lahti and a TV audience of more than 500 million people worldwide.

The schedule is subject to change.

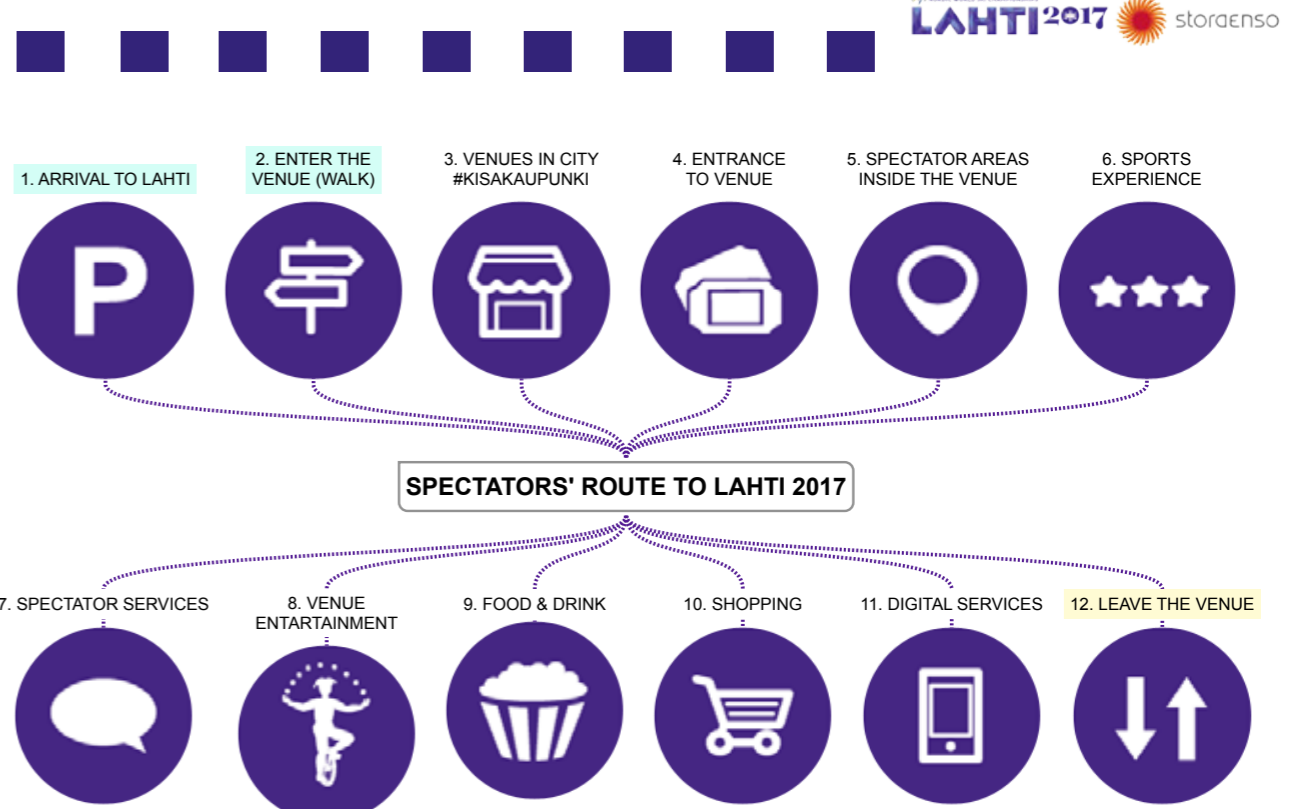
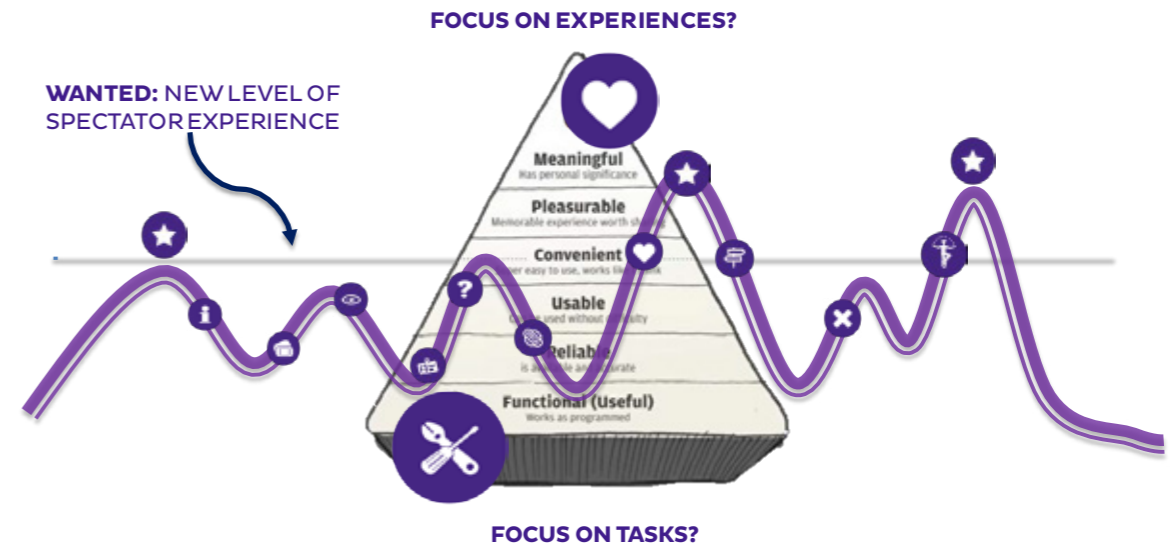
**LAHTI 2017**  
22.2.-5.3. PRESENTED BY STORANENSO

[f](#) [t](#) [i](#) [v](#) [s](#) [h](#)

[lahti2017.fi](#) [#lahti2017](#)

## WHY?

# LAHTI 2017 GOAL 95% SATISFIED SPECTATORS



# Events

Events director Jesse Kiuru was part of the original bid team that successfully won the right to host the Nordic World Ski Championships in 2017.

The Lahti 2017 bid had three key themes:

- Environmentally-friendly world championships
- Celebrate 100 years of Finland
- Create a new level of event organisation

One of the key elements of this new level of event organisation was to create the best customer experience at the event for all levels of customers: athletes; media; spectators; volunteers; and visitors.

Another key objective was to leave a real legacy for Lahti: a blueprint for future events that Lahti, and other Finnish events, could use in the future.

The Lahti Events team recognised that they were dealing with a new world where people weren't guaranteed to turn up, where other factors were competing for their time, and their money.

This resulted in a service-designed approach to organising the event.

From the moment visitors arrived in Lahti, to the moment they left the city, they should have a great experience.

In the past, the focus had been on the competition programme and what happened inside the fences. This new approach focused on every aspect of the event.

The events team set about turning Lahti purple, using the Lahti logo, and dressing up the city. Lahti 2017 won national recognition for its brand designs.

Research had shown that interest in sport was declining and thus the event couldn't just rely on the sports programme and Finnish athletes winning medals. The event needed to attract new people and engage with new customers.

## Key Objectives

- Environmentally-friendly event
- Celebrate 100 years of Finnish independence
- Create a new level of event organisation in Lahti and Finland
- Create the best customer experience
- Leave a real legacy for Lahti
- #EnjoyLahti – engage everyone in Lahti in the event
- Attract new people to sport

## Interviews



Jesse Kiuru  
Event Director

# Volunteers



The volunteer programme was organised by Jenni Pehkonen and her team. Pehkonen comes from outside Lahti, and from outside sport, so Lahti 2017 was a new experience for her.

Over 4,000 people applied to be volunteers at Lahti 2017.

Lahti 2017 employed 3,163 volunteers during the event, with 889 of those being students.

There was a strong mix between elderly and young volunteers.

One of the key aims of the volunteer programme was to create a strong Volunteer Benefits Programme. This was developed in cooperation with PAM, the Finnish Labour union, which became an institutional partner of Lahti 2017.

The programme would provide each volunteer with a recognised certificate for the work undertaken during the championships which they could use for future job applications.

The aim of the volunteering programme was to leave a real legacy for Lahti, and for Finland, with a trained volunteer force that could be used for other events in the future.

Volunteers had to buy their own uniform, at a cost of €85 each, or borrow their uniforms, and give them back at the end of the event.

## Key Objectives

- Engage nearly 3,000 volunteers during Lahti 2017
- Create a volunteer benefit programme
- Provide volunteers good training
- Use the GateHQ platform to manage the volunteers
- Create a legacy platform for Finland
- Develop a Volunteer Benefit Programme in conjunction with Pam
- Create a trained volunteer force that will support future events

## Interviews



Jenni Pehkonen  
Volunteers Manager

# Sales

Mikko Saarinen joined Lahti 2017 in August 2015 with one principle objective: to sell 250,000 tickets and to make the event a commercial success.

The target of 250,000 tickets came from in-depth analysis of past events and was significantly lower than the initial figure predicted in the bid book, which was more than 300,000.

Most people involved with the event, including the sales team, felt that 250,000 tickets was a very ambitious target and that would require a huge amount of hard work and support from the general public to reach that target.

To start with, the sales and marketing teams were separate teams but after the test event in February 2016, the two teams were merged.

Initially, the feeling was that Lahti 2017 was like a start-up company, with no data on its potential customers and a need to employ guess work in some areas.

After February 2016, however, the event went into operational phase and Lahti Events adopted a much more focused approach.

FIS owns all the commercial rights and the LOC decided to buy some rights from the EBU for the official suppliers category.

Lahti Events also managed to create a new group of partners, collectively known as 'Institutional Partners', a category that FIS had not had before. These were institutional partners that provided knowledge and skills to the event, but no financial support, in return for knowledge exchange and recognition as partners.

Lahti Events also helped negotiate various national sponsorship deals, with the aim of developing future partnerships after the event.

Stora Enso was the presenting sponsor. Intersport, Luhta, Audi, Viessman, Paroc, LiquiMoly, Helvetia, Veltins and Bauhaus were international sponsors. Atria and Valio were national sponsors.

## Key Objectives

- Sell 250,000 tickets
- Make the event a commercial success
- Acquire key rights from EBU to develop local partnerships
- Create a new category of partner – an 'institutional' partner
- Assist in the negotiation of national sponsors
- Develop commercial relationships for post-event discussions

## Interviews



**Mikko Saarinen**  
Sales Director



**Esa-Pekka Nykänen**  
Marketing Director

# Communications

Laura Lehtonen was the Communications Manager for Lahti Events. She worked alongside the management team of Lahti Events to develop the communications strategy.

The communications strategy was focused around six main themes:

1. Centenary Celebrations – 100 years of Finnish Independence
2. Legendary Lahti – The seventh time Lahti was hosting the FIS Nordic World Ski Championships
3. Modern Championships – A new approach and a new way of thinking. A modern organisation with a modern approach to event hosting
4. Event Experience – Giving everyone a great experience
5. Together – everyone in Finland coming together to celebrate the centenary and Finnish sport
6. Everyone feels at home in Lahti – Lahti is the home of Nordic sports and people feel that they are at home in these championships

The key communication channels were:

- Facebook
- Twitter
- Instagram
- Snapchat
- Facebook Live
- YouTube
- Website
- Mobile App
- Newsletter

Lehtonen had a team of around 40 volunteers working on communications. This was a mixture of experienced marketers, social media experts who wanted the experience of working at a major sporting event, and young students.

Lehtonen's team developed an app for Lahti 2017 which was used to communicate news and information to visitors to Lahti. The app was available in Finnish and English

Over 45,000 people registered for the Lahti 2017 newsletter.

Customer service was a key part of the communications operation. Lahti 2017 had a number that people could call for help. It had customer service people on the website and following the social media feeds, responding to messages and issues and communicating them to the appropriate departments.

One key element of the communications was to ensure that all aspects of the event were communicated, not just the sport, but elements such as the atmosphere and the various activations.

The aim was to promote the event as not just a sporting event, but as a great experience.

## Key Objectives

Communicate the key themes:

- Centenary Celebrations
- Legendary Lahti
- Modern championships
- Event experience
- Together
- Everyone feels at home

• Manage communication channels

• Manage team of 40 volunteers

• Develop app and website

• Grow social media accounts

• Customer service – ensure good customer service and monitor for any problems

• Communicate more than just sport.

• Communicate atmosphere and activations

## Interviews



**Laura Lehtonen**  
Communications Manager

Organisation | Lahti Events

## Environment

Maarit Virtanen, the Environmental Manager, comes from an environmental background and developed the environmental strategy for Lahti.

The environmental strategy started four years before the event, after the bid was won. During the bid various promises were made that the event would be one of the most environmentally-friendly championships ever. The strategy was developed through the Lahti Ski Games, which are held in Lahti every year, in partnership with EcoCompass. EcoCompass certified the Games in 2016, which was a good trial for Lahti 2017.

There is a strong interest in environmental issues in Finland and one of the key objectives was to use the games to educate businesses, partners, athletes, volunteers, spectators and all stakeholders on the wider environmental issues.

One key target group was FIS itself, which was challenged by the organising committee to take up the environmental programme created by Lahti 2017 and to apply it to all FIS events. A draft programme was sent to FIS in the hope that this will be one of the key legacies of the championships.

One aim was to try to reduce transport emissions for the event, through working with local suppliers and volunteers. Free buses were provided around the region to transport volunteers and staff.

The environmental project was started in autumn 2014 and engaged key partners like Stora Enso, which has a strong focus on environmental sustainability.

Stora Enso worked closely, together with Lahti 2017, to lead the way in promoting and supporting sustainable events, by using renewable raw materials derived from wood, and by maximising the recycling, and re-use, of products.

Stora Enso used the event to showcase its products throughout the event, like wooden cups, the countdown clock, the main gates, the horns, medal trays and medal podiums, which were all made out of wood, and were completely renewable.

Elina Levula worked as the project co-coordinator for the EcoCompass Events project, from within the Finnish Olympic Committee. The project started in 2015 and will last until the end of 2017. Lahti 2017 was one of the biggest events that used the environmental management system based on this project.

The EcoCompass Event project works across a range of major sports events to establish better environmental practices at those events. The concept is that events, because of their temporary nature, offer excellent opportunities to test various concepts and also to reach a mass audience in a very short period of time.

The EcoCompass Event project is funded by the Finnish Ministry of Education and Culture, and the International Olympic Committee via the Olympic Solidarity Programme. It is based on ISO standards. The project seeks to audit both the environmental management of the event and the waste management. Observations are made before and during the event, and based on these observations the certificate is awarded or not.

Lahti received its certificate during the event and was praised for its environmental management and programme.

### Key Objectives

- Make Lahti 2017 the most environmentally friendly event
- Educate key partners including businesses, service providers, athletes, volunteers and spectators
- Challenge FIS to adopt the environmental programme for all its events
- Reduce transport emissions and waste at the event
- Establish better environmental management at events

### Interviews



Maarit Virtanen  
Environmental Manager



Elina Levula  
Finnish NOC  
Project Co-ordinator

Organisation | Lahti Events

## Schools Programme

The Lahti 2017 schools programme was also co-ordinated by Jenni Pehkonen, from Lahti Events, in co-operation with a group of principals and teachers headed by Tiina Marttinen, a head teacher from one of the local schools.

The key objective of the programme was to use Lahti 2017 as a multi-disciplinary module for educating children in the Lahti region.

The programme engaged 15,000 children – 12,000 from Lahti, and 3,000 from neighbouring towns – from 29 schools, and encouraged them to get involved with Lahti 2017 and provided them with discounted tickets to the event.

The education programme aimed to encourage children to be active and to get them interested in winter sports, particularly sports like cross-country skiing and ski jumping.

### A range of activities were organised including:

- Sporting events
- Art competitions and exhibitions
- Singing and dancing productions
- Educational lessons
- Presentations by athletes

The programme started in May 2015, and ran through to July 2017, and was adapted to each school based on its own resources and interest in the project.

Information and communication on the programme was provided by a dedicated area of the Lahti 2017 website. This offered constantly updated information on the programme, tips on subject matters and various learning modules that children and parents could access.

As a long-term legacy the Lahti Ski Club will continue the programme after the championships has finished.

### Key Objectives

- Use Lahti 2017 as a multi-disciplinary teaching module for children in the Lahti region
- Encourage children to be active and take up winter sports
- Provide a wide range of activities around the event
- Encourage children to go to the event with discounted tickets

### Interviews



Jenni Pehkonen  
Schools Manager



Tiina Marttinen  
Schools Programme  
Co-ordinator Principal



## Economic

Economic

# Attendance

A total of 224,810 people visited the competition venues at Lahti 2017 during the 11 days of competition. It was estimated that there was a further 50,000 spectators at the medal plaza, in a different location in the city.

Of the 224,810 people attending the event, about 180,000 were paid ticket holders and roughly 40,000 received free tickets provided to athletes, according to FIS rules, schools, volunteers, charities and some special guests.

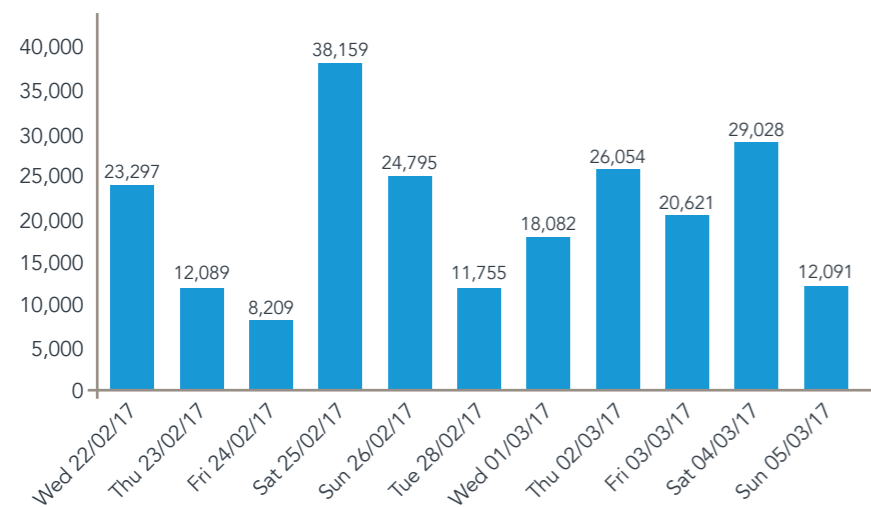
As can be seen by the daily attendance, there was a huge variance in the number of people attending each day.

Super Saturday attracted over 38,000 spectators to one of the most exciting days of competition, with a full programme of cross-country skiing and ski jumping. This was by far the highest day's attendance throughout the championships.

Five other days of competition attracted attendances of over 20,000 fans per day but five days failed to attract audiences in excess of 15,000. This included Ladies Friday, which only attracted 8,209 fans despite a good full day's programme of cross-country skiing, Nordic combined and women's ski jumping.

Low attendance on two days, Tuesday 28 February and Sunday 5 March, could be explained by there being only one event on the programme.

Day attendance chart



Attendance breakdown at competition venue by day

WED 22 FEB	23,927
THU 23 FEB	12,089
FRI 24 FEB	8,209
SAT 25 FEB	38,159
SUN 26 FEB	24,795
TUE 28 FEB	11,755
WED 1 MAR	18,082
THU 2 MAR	26,054
FRI 3 MAR	20,621
SAT 4 MAR	29,028
SUN 5 MAR	12,091
<b>TOTAL</b>	<b>224,810</b>

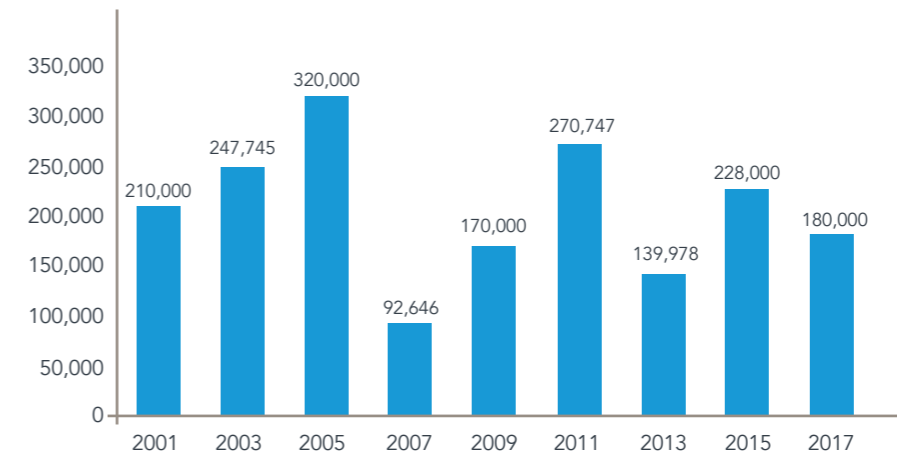
Economic

# Attendance

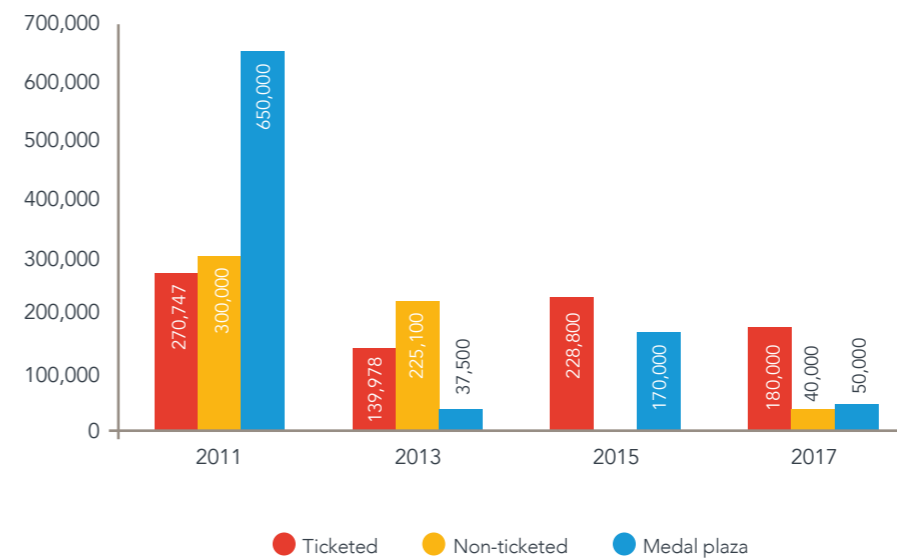
When compared with the previous five editions, Lahti 2017 sold the third highest number of tickets at a Nordic World Ski Championships since 2007.

The average number of tickets sold in the previous five editions was 180,274, almost exactly the number that Lahti sold. Counting the previous eight editions, the average is 209,889 although some of the data looks less reliable for the earlier events. Data for non-ticketed and medal plaza attendance cannot be reliably compared.

Ticketed attendance at FIS Nordic World Ski Championships, 2001 – 2017



Ticketing, non-ticketed and Medal Plaza attendance – FIS Nordic World Ski Championships, 2011–2017



## Economic

# Ticketing

Over 180,000 tickets were sold for Lahti 2017, with 70 per cent of those tickets being sold to the general public and 30 per cent being sold to B2B organisations. Of the 180,000 tickets sold, roughly 14,000 were VIP tickets.

The majority of tickets were purchased through the Lahti 2017 website although all B2B tickets were purchased through sales managers and were not primarily sold through the official ticketing system.

Fans from almost 50 different countries bought tickets to Lahti 2017 through Ticketmaster. Eighty per cent of tickets were bought by Finns while Norway purchased the second highest number, followed by Sweden, Germany, Russia and Estonia. The USA fans bought the highest number among non-Europeans.

Overseas tickets purchased by travel agencies in Norway and Sweden did not go through the official ticketing system. Seventy per cent of tickets purchased by Norwegians and Swedes were bought from travel agencies.

Tickets were primarily aimed at a domestic audience and were promoted through television, radio, newspapers and social media campaigns. National sponsors like Atria and Valio promoted tickets through products in their stores, including meat and milk.

Lahti 2017 had predicted a 30-per-cent take-up of tickets at the venue. Up to that point the sales of tickets had been on target. However, only 10 per cent of tickets were sold on the door, resulting in a significant shortfall in the number of tickets sold against the pre-event target of 250,000.

It is generally felt by most key stakeholders that a target of 250,000 tickets was ambitious, and to achieve it, everything would have to work perfectly, including favourable weather conditions and a strong performance from the Finnish team.

Based on detailed market analysis, Lahti Events set the average price of a ticket to Lahti 2017 at €39. According to feedback from spectators this price level was well accepted.

## Tickets buyers using Ticketmaster – top 10 nations

<b>FINLAND</b>	<b>34,321</b>
<b>NORWAY</b>	<b>503</b>
<b>SWEDEN</b>	<b>339</b>
<b>GERMANY</b>	<b>146</b>
<b>RUSSIA</b>	<b>123</b>
<b>ESTONIA</b>	<b>80</b>
<b>POLAND</b>	<b>76</b>
<b>SWITZERLAND</b>	<b>47</b>
<b>GREAT BRITAIN</b>	<b>39</b>
<b>FRANCE</b>	<b>35</b>

\* Due to data provided 139 tickets cannot be attributed to any nation

## Economic

# Economic Impact

GROUP	NO.	TICKETS	FOOD & DRINK			ACCOMMODATION		MISC.	Total spend per group
			In Venue	In Lahti	Outside Lahti	In Lahti	Outside Lahti		
Local Spend			In Venue	In Lahti	Outside Lahti	In Lahti	Outside Lahti		
Spectators (Lahti & Region)	27,409	€2.17m	€1.58m	€1.45m				€0.33m	€5.53m
Tourism Spend			In Venue	In Lahti	Outside Lahti	In Lahti	Outside Lahti		Total spend per group
Spectators (Finnish Visitors)	32,890	€2.18m	€1.45m	€1.05m	€0.22m	€0.48m	€0.29m	€0.56m	€6.23m
Spectators (Overseas)	8,223	€1.25m	€0.83m	€0.84m	€0.50m	€0.91m	€0.73m	€0.30m	€5.36m
Participants (Domestic)	71 (out of 97)			€0.01m		€0.08m			€0.09m
Participants (Overseas)	1,450			€0.08m		€1.45m		€0.14m	€1.67m
Volunteers	3,163			€0.04m				€0.17m	€0.21m
Media (Domestic)	350 (out of 483)			€0.10m		€0.18m			€0.28m
Media (Overseas)	1,014			€0.28m		€0.53m			€0.81m
<b>Totals</b>		<b>€3.43m</b>	<b>€2.28m</b>	<b>€2.47m</b>	<b>€0.72m</b>	<b>€3.71m</b>	<b>€1.02m</b>	<b>€1.03m</b>	<b>€14.65m</b>



Economic

# Economic Impact

## Direct

In order to calculate direct economic impact we need to look at the direct revenues generated by Lahti 2017 through the hosting of the event.

For direct economic impact we are looking for revenues coming from outside the Lahti Region, either from overseas or other regions of Finland.

As can be seen from the chart to the right, €14.65 million of tourism spend was generated by the spectators and the participants at Lahti 2017.

Some revenues were difficult to identify because of lack of data, particularly on items like accommodation costs for volunteers, so these were not included in the analysis.

This gives a good indicative figure as to the tourism spend generated by Lahti 2017, although only €12.91 million can be counted as direct impact for Lahti, as €1.74 million was spent outside of the Lahti region, because of a lack of accommodation in Lahti.

## Indirect

Turning to the economic impact on the region of Lahti from revenues generated by Lahti Events, there are a number of elements that could be included in the indirect economic impact calculation.

The largest element of these revenues is the FIS contribution from the sale of television rights and sponsorship packages.

Based on these figures we estimate that 70 per cent of media rate card spend was from outside the Lahti region.

Partner contracts also contributed to the revenues of Lahti Events. One of the main national partners is local to the Lahti region. An estimate was made for the value of contributions, made by national partners from outside the Lahti region.

It is much harder to estimate how much spend on catering and parking came from outside the region. A conservative estimate of 25 per cent was used to calculate indirect spend in this area.

Based on these figures we have a total indirect economic impact to the Lahti region of €9.10 million.

### Direct Impact

TYPE	REVENUE
SPECTATORS (FINNISH VISITORS)	€6.23M
SPECTATORS (OVERSEAS)	€5.36M
PARTICIPANTS (DOMESTIC)	€0.09M
PARTICIPANTS (OVERSEAS)	€1.67M
VOLUNTEERS	€0.21M
MEDIA (DOMESTIC)	€0.28M
MEDIA (OVERSEAS)	€0.81M
TOTAL TOURISM SPEND	€14.65M
TOTAL TOURISM SPEND IN LAHTI	€12.91M

### Lahti 2017 Expenditure

Lahti 2017 spent €13.6 million on goods and services, €6 million within the Lahti region and €7.6 million in the rest of Finland.

Total project costs, excluding administrative and financing costs were €18.7 million. This figure does not include permanent construction costs of sporting venues, which were the responsibility of the City of Lahti.

### Indirect Impact

TYPE	REVENUE
TOTAL DIRECT IMPACT	€9.10M

Economic

# Economic Impact

## Total

Based on a direct economic impact of €12.91 million in the Lahti Region and €9.10 million of indirect economic impact coming from outside the Lahti Region, we have a gross economic impact of €22.01 million in the Lahti Region.

### Total Economic Impact

TYPE	REVENUE
DIRECT	€12.91M
INDIRECT	€9.10M
TOTAL ECONOMIC IMPACT	€22.01M





## Tourism

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Tourism

# Survey Overview

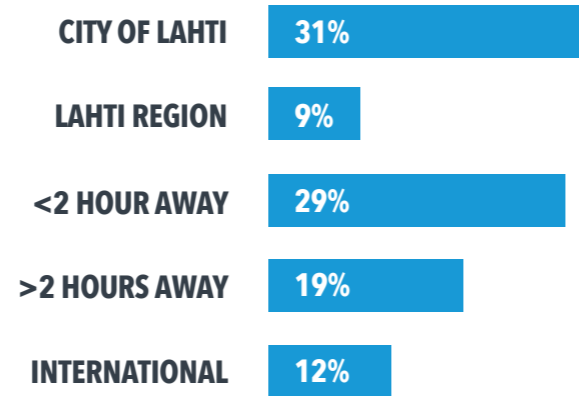
The GSI Tourism Survey was conducted by Sportcal, SportMR and a team of volunteers organised by Lahti Events and Lahti Region.

The survey focused on short intercepts at the event followed by a more extensive online survey.

Over 1,400 intercepts were achieved at the event with over 300 people completing the online survey.

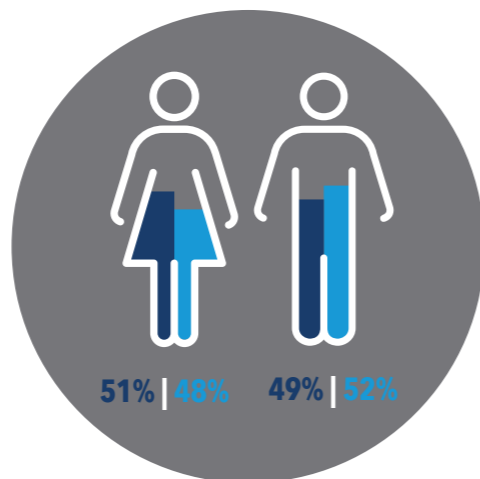
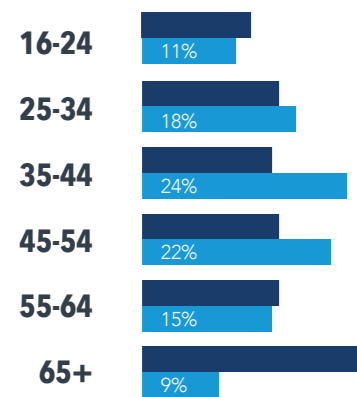
## Origin of fans

Sixty per cent of Lahti visitors were from outside of the region. Twelve per cent came from overseas, with Norway providing the most international visitors, followed by Germany and Sweden. A total of 27 countries were represented in the survey.



## Age and Gender Profile of Spectators

Adult fans were almost equally split between male and female, whilst the age profile was skewed towards 25-54 year olds. Comparatively few people ages 65+ were in attendance.



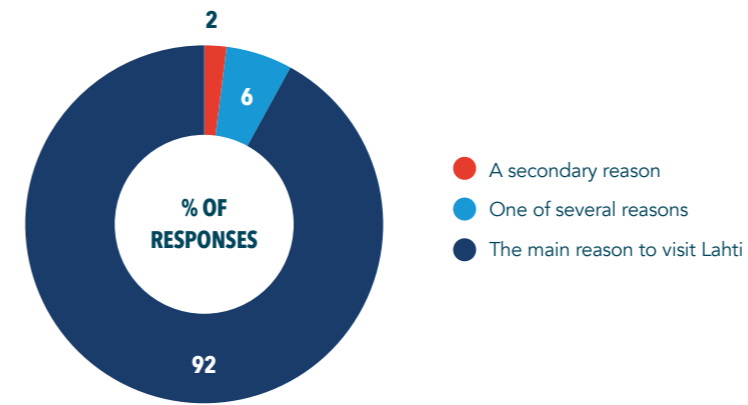
● Finnish Population ● Spectators

Tourism

# Survey Overview

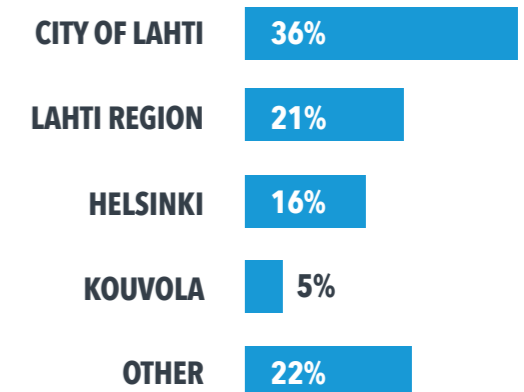
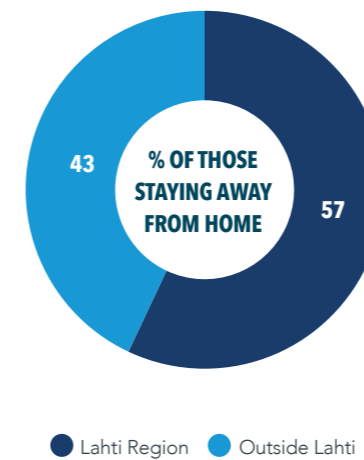
## Reasons for attending Lahti 2017

With few exceptions the visit to Lahti was triggered by the World Nordic Skiing Championships rather than a desire to see Lahti and take in the Championships whilst there.



## Where stayed - Location

Nearly half of all visitors who stayed away from home did not stay in Lahti region. One in six came in to the event from accommodation in Helsinki.

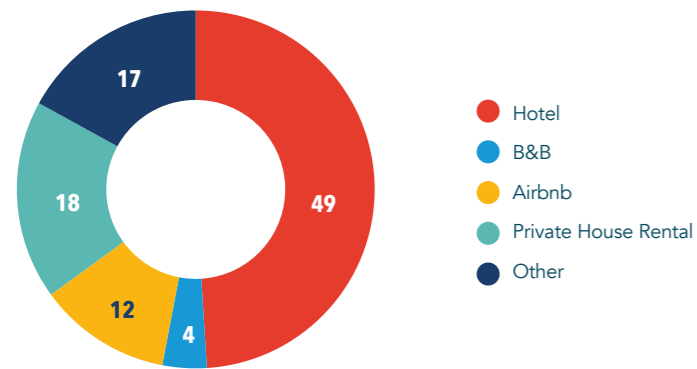


Tourism  
**Survey Overview**

*Type of accommodation*

Respondents who stayed in hotels were more likely to be in the 35-44 (61%) or 65+ age group (55%). They were least likely to be 18-34 year olds (31%). Males were more likely to say that they stayed in a hotel.

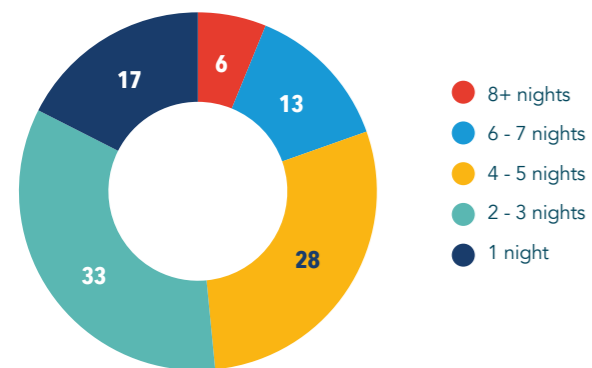
**% OF VISITORS STAYING IN PAID ACCOMMODATION**



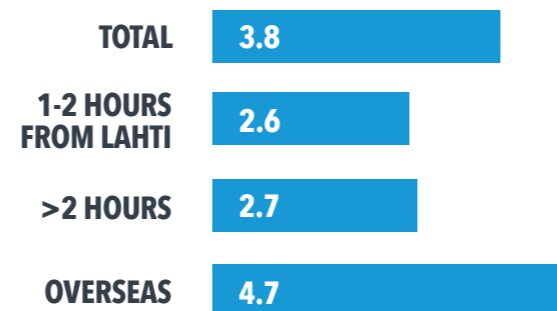
*Number of nights in paid accommodation*

The 10,700 visitors who stayed in paid accommodation equates to 41,000 nights. Those who stayed in the Lahti area averaged 4.0 nights compared to those who stayed outside Lahti who stayed 3.7 nights.

**% OF THOSE STAYING IN PAID ACCOMMODATION**



**MEAN NO. OF NIGHTS**

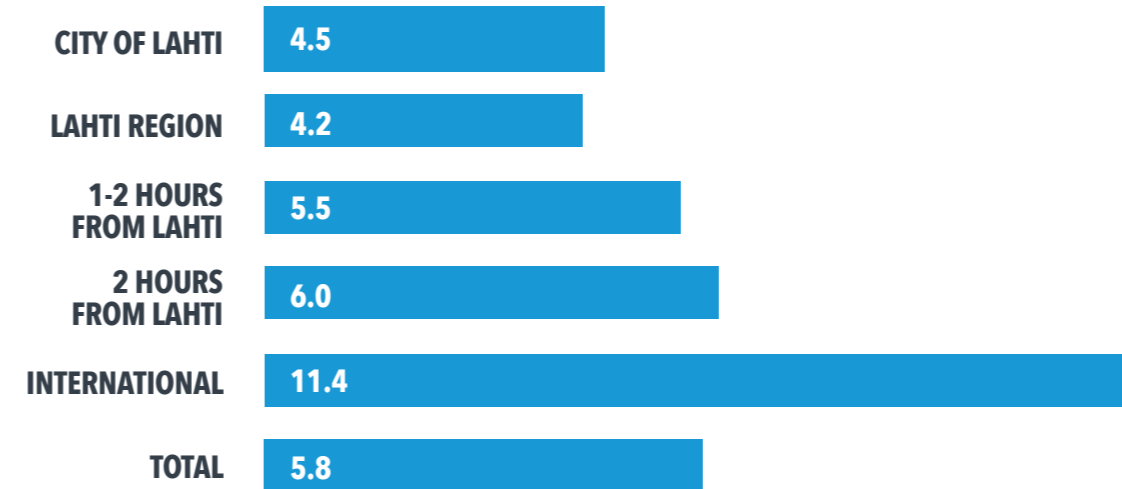


Tourism  
**Survey Overview**

*Average size of group*

Visitors to Lahti tended to come in larger groups, particularly the international visitors. The most common group size was 2 (26% of respondents came with one other person).

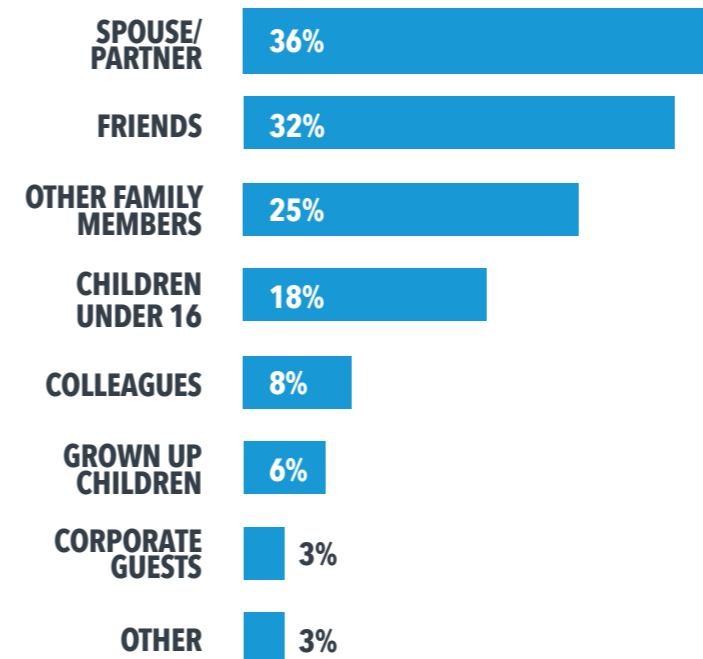
However 22% came in a party of 6 or more which has an impact on the average group size, particularly amongst the international visitors.



*With whom attended*

The older age groups 55+ were most likely to attend with their spouse (46%). Lahti Region residents were also more likely to accompany their spouse. The 18-24 year olds were mostly with friends (55%), as were international visitors (49%

came with friends and only 23% with their spouse). Those aged 35-44 were most likely to be attending with children under 16 (35%). These family parties were most likely to come from Lahti Region.

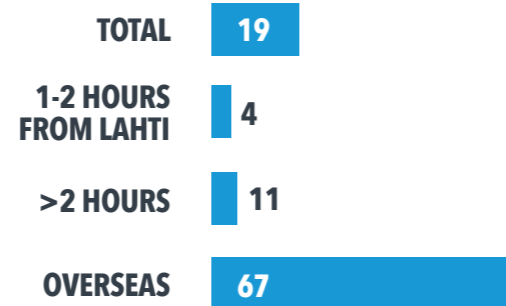
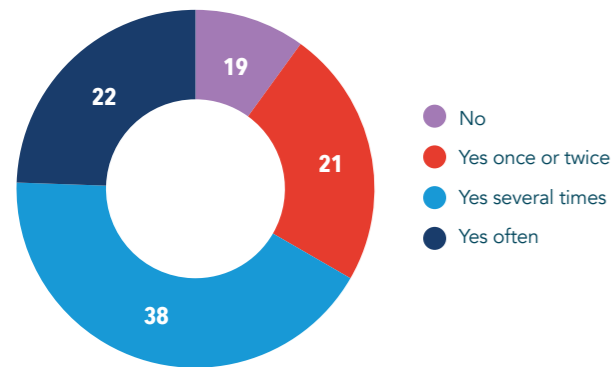


Tourism  
**Survey Overview**

*Visited Lahti Previously*

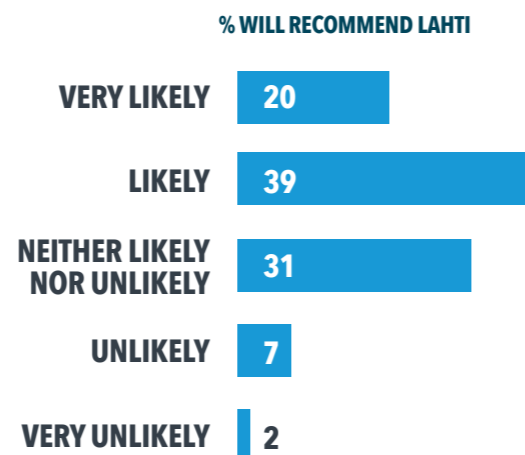
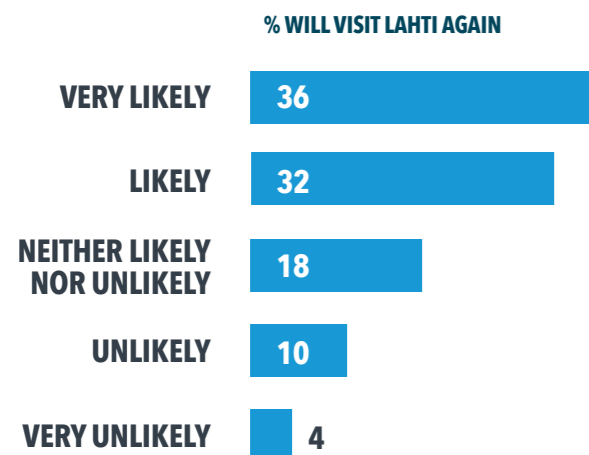
Lahti 2017 has been successful in attracting first time visitors to Lahti particularly from overseas. Most visitors from Finland have already been to Lahti before.

**% FIRST TIME VISITOR SPLIT BY ORIGIN**



*Likelihood to visit Lahti again/recommend Lahti to friends and family*

Likelihood to visit Lahti outside the World Nordic Skiing Championships is high. Propensity to recommend is slightly lower but the positive aspect is that 31% of international visitors are very likely to recommend.



Tourism  
**Survey Spectators Analysis**

A total of 180,000 tickets were sold by Lahti 2017.

Based on the GSI Tourism Study it is estimated that 54 per cent of tickets were bought by visitors to Lahti, 36 per cent by people from the City of Lahti and 10 per cent by people from the Lahti Region.

Based on this analysis it is estimated that over 68,000 (68,522) unique individuals attended Lahti 2017, buying on average of 2.6 tickets each and travelling in an average party size of 2.89.

From the estimated unique attendance of 68,522, 41,113 were from outside the city and region, 21,242 from the city and 6,167 from the region.

Of the 'outside-Lahti' attendance figure 8,223 were from overseas, 13,019 from more than 2 hours from Lahti and 19,871 from less than two hours away.

*Tickets and people*

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>TICKETS AND PEOPLE</b>							
Percentage of tickets	100%	54%	36%	10%	18%	16%	19%
No. of tickets	180,000	97,164	64,150	18,686	33,185	29,033	34,946
No. of days attended per person	2.60	2.36	3.02	3.03	1.67	2.23	4.25
No. of people attended	68,522	41,113	21,242	6,167	19,871	13,019	8,223

*Spend on tickets*

Gross spend on tickets is estimated to be €5.60 million, of which €3.43 million was from visitors from outside Lahti, €1.85 million from Lahti residents and €0.32 million from people from Lahti Region.

Of the €3.43 million from visitors to Lahti, €1.25 million was from overseas visitors.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>SPEND ON TICKETS</b>							
Tickets bought	180,000	97,164	64,150	18,686	33,185	29,033	34,946
Average spend per ticket	€31.12	€35.29	€28.83	€17.24	€33.27	€37.02	€35.78
Spend on tickets	€5,600,906	€3,429,323	€1,849,421	€322,162	€1,104,103	€1,074,683	€1,250,538

## Tourism

## Survey

## Spectators Analysis

## Spend on accommodation

Based on the tourism study it is estimated that €1.39 million was spent on accommodation by people staying in Lahti and just over €1.02 million was spent on accommodation by people staying outside Lahti.

Overseas visitors paid just under €1 million (€0.91 million) for accommodation in Lahti, while overseas visitors paid €0.73 million to stay outside Lahti.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>ACCOMMODATION</b>							
<b>Paid accommodation - Total</b>							
No. of people in paid accommodation - Total	10,737	10,737			795	3,776	6,167
<b>Paid accommodation - Lahti</b>							
No. of people in paid accommodation - Lahti	5,498	5,498			596	1,836	3,066
Average length of stay	3.97	3.97			2.34	3.07	4.83
Bed nights	21,841	21,841			1,395	5,636	14,810
Average spend per day per person	€63.83	€63.83			€53.25	€72.57	€61.49
Spend on paid accommodation in Lahti	€1,394,040	€1,394,040			€74,282	€409,027	€910,731
<b>Paid accommodation - outside Lahti</b>							
No. of people in paid accommodation - outside Lahti	5,239	5,239			199	1,940	3,101
Average length of stay	3.65	3.65			3.38	2.36	4.48
Bed nights	19,141	19,141			672	4,578	13,891
Average spend per day per person	€53.17	€53.17			€46.63	€56.26	€52.46
Spend on paid accommodation outside Lahti	€1,017,631	€1,017,631			€31,320	€257,551	€728,760

## Tourism

## Survey

## Spectators Analysis

## Spend on food and drink

Based on the tourism study it is estimated that €3.87 million was spent on food and drink at the venue, €1.90 million in bars and restaurants by visitors to Lahti and €0.72 million outside Lahti.

The total spend on food and drink related to spectators is estimated to be €7.94 million, with €4.91 million from visitors outside Lahti, including €2.18 million from overseas visitors.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>FOOD &amp; DRINK</b>							
<b>Eat at event</b>							
% Eat at event	86%	84%	89%	84%	86%	86%	78%
No. of people	58,785	34,700	18,905	5,180	17,089	11,196	6,414
Average no. of days attended	2.60	2.36	3.02	3.03	1.67	2.23	4.25
Average spend per person per day	€25.54	€28.27	€22.16	€20.29	€27.53	€26.84	€30.60
Spend on Food and Drink at event	€3,873,580	€2,289,951	€1,265,175	€318,454	€785,721	€670,230	€834,000
<b>Eat in bars/restaurants in Lahti</b>							
% Eat in bars/restaurants in Lahti	44%	39%	54%	44%	35%	34%	55%
No. of people	30,088	15,904	11,471	2,713	6,955	4,427	4,522
Average no. of days spent in Lahti	3.14	3.24	3.02	3.03	1.99	3.26	5.14
No. of days spent in Lahti	94,364	51,501	34,641	8,222	13,818	14,427	23,256
Average spend per person per day	€35.66	€36.88	€35.24	€27.92	€31.47	€42.93	€36.30
Spend on Food and Drink in bars & restaurants in Lahti	€3,348,690	€1,899,298	€1,220,661	€229,590	€434,826	€619,348	€844,264
<b>Eat in bars/restaurants outside of Lahti*</b>							
% Eat in bars/restaurants outside of Lahti	8%	13%			1%	15%	38%
No. of people	5,239	5,239			199	1,940	3,101
Average no. of days attended/spent in Lahti	3.65	3.65			3.38	2.36	4.48
No. of days spent outside of Lahti	19,141	19,141			672	4,578	13,891
Average spend per person per day	€37.72	€37.72			€31.47	€42.93	€36.30
Spend on Food and Drink in bars & restaurants outside Lahti	€721,948	€721,948			€21,135	€196,524	€504,288

\* Calculations for spend on food and drink in bars & restaurants outside Lahti are estimates based on survey responses for other fields

## Tourism

## Survey

## Spectators Analysis

*Spend on merchandise, travel and tourism*

Based on the tourism study it is estimated that €1.73 million was spent on merchandise at the event, €0.88 million on transport, €0.07 million on tourist sites in Lahti and €0.25 million on skiing in the local area.

Of the total spend of €2.93 million on these items, €2.00 million was spent by visitors to Lahti with €0.66 million coming from overseas visitors.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>MERCHANDISE</b>							
% buying merchandise	42%	44%	39%	38%	40%	49%	44%
No. of people	28,574	17,946	8,284	2,343	7,949	6,379	3,618
Average spend per person	€60.70	€63.66	€59.82	€41.10	€47.31	€64.14	€98.73
Spend on merchandise	€1,734,304	€1,142,421	€495,567	€96,316	€376,046	€409,174	€357,201
<b>PUBLIC TRANSPORT</b>							
% using public transport	37%	36%	40%	36%	35%	30%	47%
No. of people	25,442	14,725	8,497	2,220	6,955	3,906	3,865
Average no. of days spent in Lahti	3.14	3.24	3.02	3.03	1.99	3.26	5.14
No. of days spent in Lahti	78,808	46,421	25,660	6,727	13,818	12,730	19,874
Average spend per person per day	€11.39	€13.62	€7.89	€6.71	€14.92	€13.50	€12.75
Spend on public transport	€878,874	€631,325	€202,392	€45,157	€206,146	€171,814	€253,366
<b>TOURIST ATTRACTIONS</b>							
% visiting tourist attractions	7%	7%	8%	5%	4%	4%	16%
No. of people	4,639	2,631	1,699	308	795	521	1,316
Average spend per person	€14.00	€11.12	€17.69	€23.92	€9.51	€15.73	€8.94
Spend on tourist facilities	€64,963	€27,518	€30,068	€7,377	€7,557	€8,194	€11,768
<b>SKIING</b>							
% skiing	6%	7%	6%	5%	4%	4%	18%
No. of people	4,379	2,796	1,275	308	795	521	1,480
Average spend per person	€56.97	€66.35	€21.41	€68.59	€86.78	€178.06	€26.57
Spend on skiing	€249,464	€201,026	€27,288	€21,151	€68,978	€92,726	€39,322

## Tourism

## Survey

## Spectators Analysis

*Spend related to Lahti 2017, in Lahti and outside Lahti*

Based on average spend figures from the tourism survey we estimate the following spend on the event, both from within Lahti and outside Lahti.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
<b>SPEND AT LAHTI 2017</b>							
Spend on tickets	€5,600,906	€3,429,323	€1,849,421	€322,162	€1,104,103	€1,074,683	€1,250,538
Spend on Food and Drink at event	€3,873,580	€2,289,951	€1,265,175	€318,454	€785,721	€670,230	€834,000
Spend on merchandise	€1,734,304	€1,142,421	€495,567	€96,316	€376,046	€409,174	€357,201
Total	€11,208,789	€6,861,695	€3,610,162	€736,932	€2,265,870	€2,154,087	€2,441,739
<b>SPEND IN LAHTI</b>							
Spend on paid accommodation in Lahti	€1,394,040	€1,394,040			€74,282	€409,027	€910,731
Spend on Food and Drink in bars & restaurants in Lahti	€3,348,690	€1,899,298	€1,220,661	€229,590	€434,826	€619,348	€844,264
Spend on public transport	€878,874	€631,325	€202,392	€45,157	€206,146	€171,814	€253,366
Spend on tourist facilities	€64,963	€27,518	€30,068	€7,377	€7,557	€8,194	€11,768
Spend on skiing	€249,464	€201,026	€27,288	€21,151	€68,978	€92,726	€39,322
Total	€5,936,031	€4,153,207	€1,480,409	€303,274	€791,789	€1,301,109	€2,059,450
<b>SPEND OUTSIDE LAHTI RELATED TO LAHTI 2017</b>							
Spend on paid accommodation outside Lahti	€1,017,631	€1,017,631			€31,320	€257,551	€728,760
Spend on Food and Drink in bars & restaurants outside Lahti	€721,948	€721,948			€21,135	€196,524	€504,288
Total	€1,739,579	€1,739,579	€0	€0	€52,456	454,075	1,233,048

## Tourism

## Survey

## Spectators Analysis

Estimates based on the GSI Tourism Study shows a gross spend by spectators related to Lahti 2017 of €18.88 million, of which €5.09 million is related to people living in Lahti and just over €1.04 million related to people from the Lahti region.

Of the €18.88 million, €12.75 million is related to visitors to Lahti, either staying in Lahti or the surrounding regions, of which €5.73 million is related to overseas visitors.

	TOTAL	VISITORS TO LAHTI	CITY OF LAHTI	LAHTI REGION	1-2 HRS FROM LAHTI	>2 HOURS	INTERNATIONAL
Total spend relating to spectators at Lahti 2017							
Total	€18,884,399	€12,754,481	€5,090,571	€1,040,206	€3,110,115	€3,909,271	€5,734,236

## Tourism

Survey  
Athletes & Officials Analysis

A total of 1,243 athletes and officials were accommodated in Vierumäki during the FIS Nordic World Ski Championships.

Based on data from the Lahti 2017 administration system, this generated 12,382 bed nights at an average of 9.96 nights per person.

Seventy one of these athletes and coaches were from Finland, generating 717 bed nights between them.

Overseas athletes and team officials totalled 1,172, generating 11,665 bed nights at Vierumäki.

Based on the standard FIS price for athletes and team officials of €111.30 for full board per person, the total spend on accommodation generated was €1,378,116, and €1,298,314 for overseas athletes.

**Total Team Members Accommodation Spend = €1.38 million**  
**Overseas Members Accommodation Spend = €1.30 million**

There were a number of athletes who stayed out of Vierumäki in their own accommodation.

The total number of athletes for Lahti 2017 was 663, and the number of team officials was 884. Based on the fact that there were 97 team members in the Finnish team, 71 of whom stayed at Vierumäki, we can assume there were 1,450 overseas athletes and officials.

If there were 1,172 overseas athletes staying in Vierumäki then 278 overseas athletes stayed outside, including all of the Italian team.

If we use the same average number of nights as the team members staying at Vierumäki, at 9.96, that gives a total number of bed nights of 2,769.

Based on an average spend of €52.46 per night for accommodation and €28.28 per day for food and drink that gives an estimated accommodation spend of €145,255 and an estimated spend on food and drink of € 78,304. These calculations assume that the athletes and officials are not sharing rooms.

This gives a gross total spend for athletes and officials staying outside Vierumäki of €223,559.

There was no survey taken of athletes and officials at Lahti 2017, so it is difficult to estimate additional spend on other items like merchandise, travel and tourism.

The organising committee would largely have provided transport and all athletes were on full-board accommodation. Additional spend is therefore likely to be quite small.

Assuming an average daily spend of €10 per person per day provides an additional daily spend of €144,420.

**Overseas spend by athletes and officials = €1.67 million**

NATION	TEAM MEMBERS	NUMBER OF NIGHTS	AVERAGE (NIGHTS)
AND	4	33	8.25
ARG	2	8	4
ARM	9	78	8.67
AUS	13	162	12.46
AUT	72	765	10.625
BLR	15	201	13.4
BEL	5	28	5.6
BIH	8	32	4
BRA	9	56	6.22
BUL	3	25	8.33
CAN	8	77	9.63
CHI	3	33	11
CHN	8	32	4
COL	1	7	7
CRO	7	78	11.14
CZE	54	609	11.28
DEN	11	91	8.27
ECU	2	5	2.5
EST	35	331	9.46
FIN	71	717	10.10
FRA	53	568	10.72
GEO	3	22	7.33
GER	84	888	10.57
GBR	14	169	12.07
GRE	15	66	4.4
HUN	22	94	4.27
ISL	9	86	9.56
IND	4	20	5
IRI	11	73	6.64
IRL	7	68	9.71
JPN	55	610	11.09
KAZ	31	363	11.71
KOR	4	52	13
KGZ	2	10	5
LAT	23	119	5.17
LBN	6	36	6
LIE	4	22	5.5
LTU	18	104	5.78
MKD	10	30	3
MDA	10	40	4
MGL	7	56	8
MNE	6	18	3
NOR	102	1,069	10.48
POL	34	346	10.18
ROU	8	81	10.13
RUS	85	963	11.33
SRB	8	32	4
SVK	4	33	8.25
SLO	53	546	10.30
ESP	5	61	12.2
SWE	45	525	11.67
SUI	55	670	12.18
TOG	1	5	5
TGA	7	33	4.71
TTO	4	34	8.5
TUR	8	78	9.75
UKR	21	239	11.38
USA	62	768	12.39
VEN	3	17	5.67
TOTAL	1,243	12,382	9.96



## Tourism

# Survey Volunteers & Media Analysis

## VOLUNTEERS

Lahti 2017 employed over 3,000 (3,163) volunteers during the FIS Nordic World Ski Championships. The vast majority of these were local people or students. A total of 135 volunteers were from overseas, but with no survey data on volunteers it is difficult to estimate the impact overseas volunteers had on Lahti.

Based on a similar bed night average as the athletes of 9.96 nights this would have generated around 1,344 bed nights. It is unlikely that the overseas volunteers were staying in paid accommodation, but assuming a daily spend of €28.28 for food and drink outside the venue we have an estimated spend of €38,000 by the volunteers.

Food and drink were paid for by the organising committee in the venue but volunteers had to pay for their own uniform and it is very likely they also bought some merchandise. The cost of the uniform was up to €85 if the volunteer decided to keep it; uniforms generated a revenue of about €166,000 for the organising committee.

## MEDIA

There were an estimated 1,497 media covering Lahti 2017, of which an estimated 1,014 were from overseas and 483 from Finland.

There was no survey taken on the media during Lahti 2017, so some assumptions have to be made on spend during the event to produce a media spend figure.

Based on the average number of nights that an athlete stayed in Lahti, 9.96 nights, it is safe to assume that the majority of overseas media would have stayed for a similar length of time, possibly longer.

Based on 1,014 overseas media staying 9.96 nights, that produces 10,038 bed nights.

Based on an average spend of €52.46 per night for accommodation and €28.28 for food and drink, that gives an estimated accommodation cost of €527,000 and an estimated spend on food and drink of €284,000. This gives a gross total spend for overseas media of €811,000.

Assuming that most Finnish media don't live in Lahti and that they also decided to stay in Lahti during the championships, we can make an assumption that 350 Finnish media stayed a similar length of time and spent a similar amount of money on food and drink.

Based on 350 Finnish media staying 9.96 nights, that produces 3,465 bed nights.

Based on an average spend of €52.46 per night for accommodation and €28.28 for food and drink, that gives an estimated accommodation spend of €182,000 and an estimated spend on food and drink of €98,000. This gives a gross total spend by the Finnish media of €280,000.

This gives a gross spend in the Lahti region of €1.09 million from overseas and Finnish media.





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## Event Experience

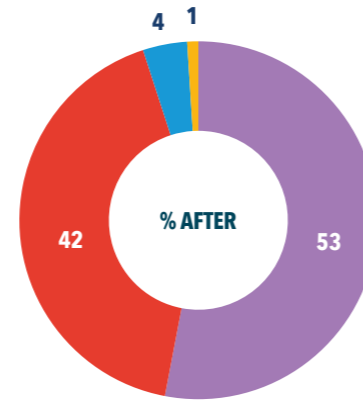
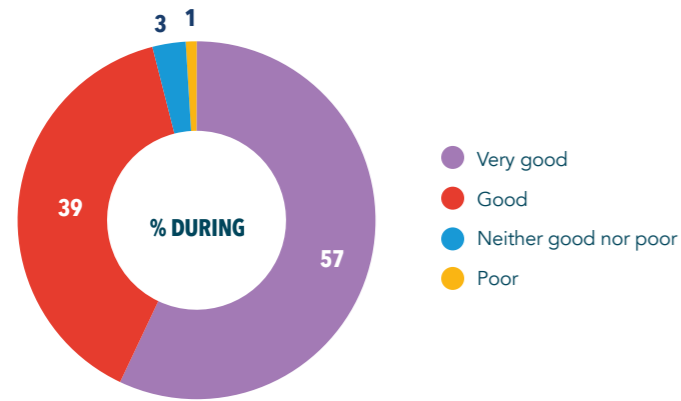
Event Experience

# Overview

There were two surveys at Lahti 2017, one organised by Lahti Events and the other undertaken by Sportcal/SportMR.

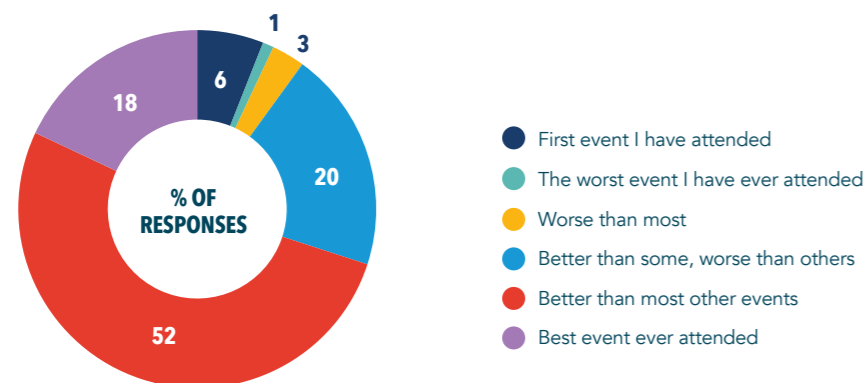
### Overall satisfaction at Lahti 2017

The spectators were generally very happy with their experience at Lahti 2017. 95% of all spectators and 99% of international spectators recorded overall satisfaction as good or very good..



### Comparative experience of attending Lahti 2017

The overriding consensus was that Lahti 2017 was better than most other events attended. Only 3% thought it was worse than other events. International visitors and those 1-2 hours from Lahti (presumably living in bigger population centres) were less likely to say it was better than others, presumably because they have been exposed to a wider selection of events.



Event Experience

# GSI/Lahti Average Rating

Below are the combined results of both surveys, with average scores where both surveys had the same question.

CATEGORY	QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Event Services	Helpfulness of volunteers	4.72		4.72
Other	Atmosphere of race track	4.48		4.48
Venue Areas	Festival Arena	4.36		4.36
Event Services	Ease of getting information about the event	4.36		4.36
Venue Areas	Medal awards plaza	4.34		4.34
Venue Areas	Röllli's Winterland	4.33		4.33
Event Services	Lahti 2017 website		4.33	4.33
Venue and Facilities	Quality of mobile phone signal		4.32	4.32
Venue Areas	Restaurant area	4.28		4.28
Venue Areas	Fanzone's café, buffet, ski bar	4.26		4.26
Event Services	Overall information provided (phone service, information stands)		4.26	4.26
Ceremonies	Medal ceremonies		4.25	4.25
Venue and Facilities	Access to the venue (queuing, bag searching)	4.26	4.2	4.23
Venue and Facilities	View of competition from your seat	4.2	4.24	4.22
Venue Areas	Fan Zone area	4.2		4.20
Transport and Accommodation	Ease of getting to the venue		4.18	4.18
Venue Areas	Forests	4.17		4.17
Event Services	Ease of booking tickets	4.17		4.17
Event Services	Lahti Games application		4.16	4.16
Ceremonies	Opening ceremony		4.15	4.15
Event Services	Helpfulness of stewards	4.07	4.17	4.12
Transport and Accommodation	Availability of public transport		4.11	4.11
Venue and Facilities	Visibility of video screens from your seat		4.11	4.11
Venue Areas	Circus Artists	4.07		4.07
Venue Areas	Finland 100-alley	4.05		4.05
Other	Smooth running of the event	4.05		4.05
Venue and Facilities	Signage around the event	4.05	4.03	4.04
Venue and Facilities	Toilet facilities	4.02	3.9	3.96
Venue and Facilities	Audibility of announcements		3.95	3.95
Catering and Hospitality	Quality of food and drinks	4.01	3.88	3.95
Transport and Accommodation	Availability of accommodation		3.94	3.94
Venue Areas	Partner Expo area	3.94		3.94
Event Services	FIS Games application		3.91	3.91
Other	Additional events/programmes	3.88		3.88
Catering and Hospitality	Range of drinks on offer		3.84	3.84
Transport and Accommodation	Car parking	3.9	3.74	3.82
Other	Quality of events/programmes	3.81		3.81
Ceremonies	Closing ceremony		3.79	3.79
Catering and Hospitality	Range of food on offer		3.77	3.77
Event Services	Quality of merchandise	3.77		3.77
Venue and Facilities	Access to Wi-Fi		3.7	3.70
Event Services	Availability of merchandise	3.7		3.70
Transport and Accommodation	Quality of accommodation		3.55	3.55
Catering and Hospitality	Price of food and drinks		3.2	3.20

## Event Experience

## GSI/Lahti Average Rating

## Catering and hospitality

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Range of food on offer		3.77	3.77
Range of drinks on offer		3.84	3.84
Quality of food and drinks	4.01	3.88	3.95
Price of food and drinks		3.2	3.20

## Ceremonies

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Opening ceremony		4.15	4.15
Closing ceremony		3.79	3.79
Medal ceremonies		4.25	4.25

## Transport &amp; accommodation

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Car parking	3.9	3.74	3.82
Ease of getting to the venue		4.18	4.18
Availability of public transport		4.11	4.11
Availability of accommodation		3.94	3.94
Quality of accommodation		3.55	3.55

## Venue &amp; facilities

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Access to the venue (queuing, bag searching)	4.26	4.2	4.23
Signage around the event	4.05	4.03	4.04
Toilet facilities	4.02	3.9	3.96
View of competition from your seat	4.2	4.24	4.22
Audibility of announcements		3.95	3.95
Visibility of video screens from your seat		4.11	4.11
Access to Wi-Fi		3.7	3.70
Quality of mobile phone signal		4.32	4.32

## Event Experience

## GSI/Lahti Average Rating

## Event Services

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Ease of getting information about the event	4.36		4.36
Ease of booking tickets	4.17		4.17
Helpfulness of stewards	4.07	4.17	4.12
Helpfulness of volunteers	4.72		4.72
Availability of merchandise	3.7		3.70
Quality of merchandise	3.77		3.77
Lahti Games application		4.16	4.16
FIS Games application		3.91	3.91
Lahti 2017 website		4.33	4.33
Overall information provided (phone service, information stands)		4.26	4.26

## Lahti survey questions

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Smooth running of the event	4.05		4.05
Atmosphere of race track	4.48		4.48
Quality of events/programmes	3.81		3.81
Additional events/programmes	3.88		3.88

Event Experience

# GSI/Lahti Average Rating

Lahti venue questions

QUESTION	LAHTI SCORE	GSI SCORE	FINAL RATING
Festival Arena	4.36		4.36
Fan Zone area	4.2		4.20
Partner Expo area	3.94		3.94
Finland 100-alley	4.05		4.05
Röllli's Winterland	4.33		4.33
Circus Artists	4.07		4.07
Restaurant area	4.28		4.28
Fanzone's café, buffet, ski bar	4.26		4.26
Medal awards plaza	4.34		4.34
Forests	4.17		4.17





# Media

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Media

# Television Overview

A total of 22 broadcasters showed live, delayed or highlights coverage of Lahti 2017 to viewers across 18 territories in three continents.\*\*

These figures do not include Eurosport's coverage which was available in 71 territories, including in Asia. Appropriate viewing data was not supplied by Eurosport.

Moreover, almost all coverage of Lahti 2017 was available on free-to-air television, allowing a wide audience to follow the event. During Lahti 2017, 1,060 hours were aired, including 540 hours of live coverage.

Online coverage was shown across various platforms; however, the viewing figures have not been included in this study. Neither FIS nor EBU had live streams. Rights holders in various countries might have streamed content, but they were all geo-blocked from other countries to comply with broadcasting rights.

Eurovision calculated that the total hours viewed of Lahti 2017 were 236,542,494. Of this total, 202,022,830 hours were live coverage.

TV Broadcast hours & hours viewed by region

REGION	BROADCAST HOURS		HOURS VIEWED	
	Total	Live	Total	Live
Africa	0	0	0	0
Asia	0	0	0	0
Europe	984:55:00	490:45:12	236,168,575	201,675,564
North America	66:00:00	43:30:00	215,000	215,000
Oceania	0	0	0	0
South America	08:57:00	06:03:00	158,919	132,266
<b>TOTAL*</b>	<b>1059:52:00</b>	<b>540:18:12</b>	<b>236,542,494</b>	<b>202,022,830</b>

TV broadcast overview

TV Broadcasters**	22
TV Channels**	36
TV Continental Reach**	3
TV Nations**	18

TV broadcasters by region

Africa	0
Asia	0
Europe	16
North America	1
Oceania	0
South America	1
<b>TOTAL**</b>	<b>18</b>

TV broadcast hours by type

Live	540:18:12
Highlights	72:09:00
Delayed/Repeat	331:12:57
Other	116:11:51
<b>TOTAL*</b>	<b>1059:52:00</b>

Domestic focus – Finland

Top Ave. Audience	1.2 million
Top Audience Share	86.8%^
TV Broadcast Hours	69 hours

^ Nearly 8 times higher than annual channel share (YLE TV2 11.0%)

\* No broadcast data available for Japan  
 \*\* Pan-Europe (Eurosport) excluded from country count

Source  
 Data for the TV section of this study was provided by Eurovision and further analysed by Sportcal

Media

# Television Distribution and Production

DISTRIBUTION

The European Broadcasting Union distributed the television and sponsorship rights for the 2015 and 2017 Alpine and Nordic World Ski Championships, having also held the rights for the 2011 and 2013 editions.

It worked with Tridem Sports, the Switzerland-based sports marketing agency, for the exploitation of commercial rights to the Alpine and Nordic championships between 2011 and 2017 in a role that includes sponsorship sales, project management, on-site implementation and marketing.

Infront Sports and Media handled the broadcast rights outside Europe for the championships in 2011 and 2013, but in June 2013 secured the exclusive television and sponsorship rights for Alpine and Nordic World Ski Championships in 2019 and 2021.

PRODUCTION

YLE was the host broadcaster for Lahti 2017

During the event it broadcast 46 live events: 18 for cross-country skiing, eight for ski jumping, eight for Nordic combined and 12 for medal ceremonies.

YLE used two production venues: the ski stadium and the Market Square.

For the cross-country events, it used two large OB vans, with between 30 and 50 cameras covering the whole cross-country track.

For ski jumping it used 28 cameras operating from one OB van and for the medal ceremonies it used another OB van with four to five cameras.

The signal was delivered to the YLE MCR in Helsinki via two separate routes and an SNG van was used as back-up in the RH compound.

There were 38 commentary positions provided for cross-country skiing, 15 permanent, and 22 commentary positions for ski jumping, and ten permanent.

YLE had a team of 177 people involved in the production of the event, 120 on HB production and 55 on domestic services.

TV distribution rights

European Broadcasting Union	2011 2013 2015 2017
Infront Sports and Media	2019 2021

Sports marketing rights

Tridem Sports	2011 2013 2015 2017
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TV production

Live Broadcasts	46
Cross-country	18
Ski jumping	8
Nordic combined	8
Ceremonies	12
OB Vans	4
Production Centres	2
Cameras	60-80
YLE Staff	177



## Media

Television  
Broadcast

## TV broadcasters breakdown

TERRITORY	BROADCASTER	CHANNELS	ACCESS	RIGHTS TYPE
Austria	ORF	ORF 1	Free-to-air	TV, Internet, Mobile
		ORF Sport +	Free-to-air	TV
Brazil	Globo	SPORTV 2	Free-to-air	TV
		SPORTV 3	Free-to-air	TV
Czech Republic	CT (Czech Television)	CT Sport	Free-to-air	TV
Denmark	TV2 Denmark	TV2 SPORT	Free-to-air	TV
Estonia	ETV	ETV	Free-to-air	TV
		ETV2	Free-to-air	TV
Finland	YLE	YLE 2	Free-to-air	TV
France	France TV	FR4	Free-to-air	TV
Germany	ARD	ARD	Free-to-air	TV
Germany	ZDF	ZDF	Free-to-air	TV
Iceland	RUV	RUV	Free-to-air	TV
		RUV 2	Free-to-air	TV
Italy	Rai	Rai Sport	Free-to-air	TV
		Rai Sport + HD	Free-to-air	TV
Norway	NRK	NRK 1	Free-to-air	TV
		NRK 2	Free-to-air	TV
Pan-Europe	Eurosport	Eurosport	Pay-TV	TV, Internet, Mobile
		Eurosport 2	Pay-TV	TV
Poland	TVP	TVP 1	Free-to-air	TV
		TVP 2	Free-to-air	TV
		TVP Sport	Pay-TV	TV
Russia	Match TV	Match TV	Free-to-air	TV
Slovakia	RTV Slovakia	Dvojka	Free-to-air	TV
Slovenia	RTV Slovenia	SLO 2	Free-to-air	TV
Sweden	SVT	KUN	Free-to-air	TV
		SVT 1	Free-to-air	TV
		SVT 2	Free-to-air	TV
Switzerland DE	SRF	SRF Info	Free-to-air	TV, Internet
		SRF Zwei	Free-to-air	TV
Switzerland FR	RTS	RTS Deux	Free-to-air	TV
Switzerland IT	RSI	RSI LA 2	Free-to-air	TV
USA	NBC	NBC Streaming	Pay-TV	TV, Internet,
		NBCSN	Pay-TV	TV
		UniHD	Pay-TV	TV

## Media

Television  
Broadcast | Hours

## Total broadcast hours by channel

TERRITORY	BROADCASTER	CHANNELS	TOTAL LIVE BROADCAST HOURS	TOTAL BROADCAST HOURS
Austria	ORF	ORF 1	30:01:00	41:11:00
		ORF Sport +	02:53:00	68:34:00
Brazil	Globo	SPORTV 2	04:15:00	04:15:00
		SPORTV 3	01:48:00	04:42:00
Czech Republic	CT (Czech Television)	CT Sport	34:09:05	70:40:13
Denmark	TV2 Denmark	TV2 SPORT	23:50:22	39:39:40
Estonia	ETV	ETV	07:56:40	32:37:04
		ETV2	-	06:31:13
Finland	YLE	YLE 2	45:03:00	68:37:00
France	France TV	FR4	21:36:00	21:36:00
Germany	ARD	ARD	11:23:54	12:16:28
Germany	ZDF	ZDF	15:49:36	16:08:00
Iceland	RUV	RUV	09:46:01	09:46:01
		RUV 2	05:37:13	05:37:13
Italy	Rai	Rai Sport	00:37:08	35:46:09
		Rai Sport + HD	19:25:10	47:45:55
Norway	NRK	NRK 1	27:40:15	50:41:55
		NRK 2	-	01:36:06
Pan-Europe	Eurosport	Eurosport	37:33:03	126:53:18
		Eurosport 2	-	59:25:44
Poland	TVP	TVP 1	08:15:41	08:15:41
		TVP 2	02:27:39	05:07:20
		TVP Sport	26:59:40	34:24:36
Russia	Match TV	Match TV	07:32:42	16:11:12
Slovakia	RTV Slovakia	Dvojka	16:05:27	16:05:27
Slovenia	RTV Slovenia	SLO 2	56:07:44	89:49:38
Sweden	SVT	KUN	01:49:00	01:49:00
		SVT 1	12:33:00	12:33:00
		SVT 2	02:15:00	02:15:00
Switzerland DE	SRF	SRF Info	03:02:19	04:06:42
		SRF Zwei	19:59:04	28:24:03
Switzerland FR	RTS	RTS Deux	19:10:58	24:04:39
Switzerland IT	RSI	RSI LA 2	21:05:31	26:25:43
USA	NBC	NBC Streaming	36:00:00	36:00:00
		NBCSN	07:30:00	15:00:00
		UniHD	-	15:00:00
<b>TOTAL*</b>			<b>540:18:12</b>	<b>1059:52:00</b>

\* no broadcast figures available for Japan

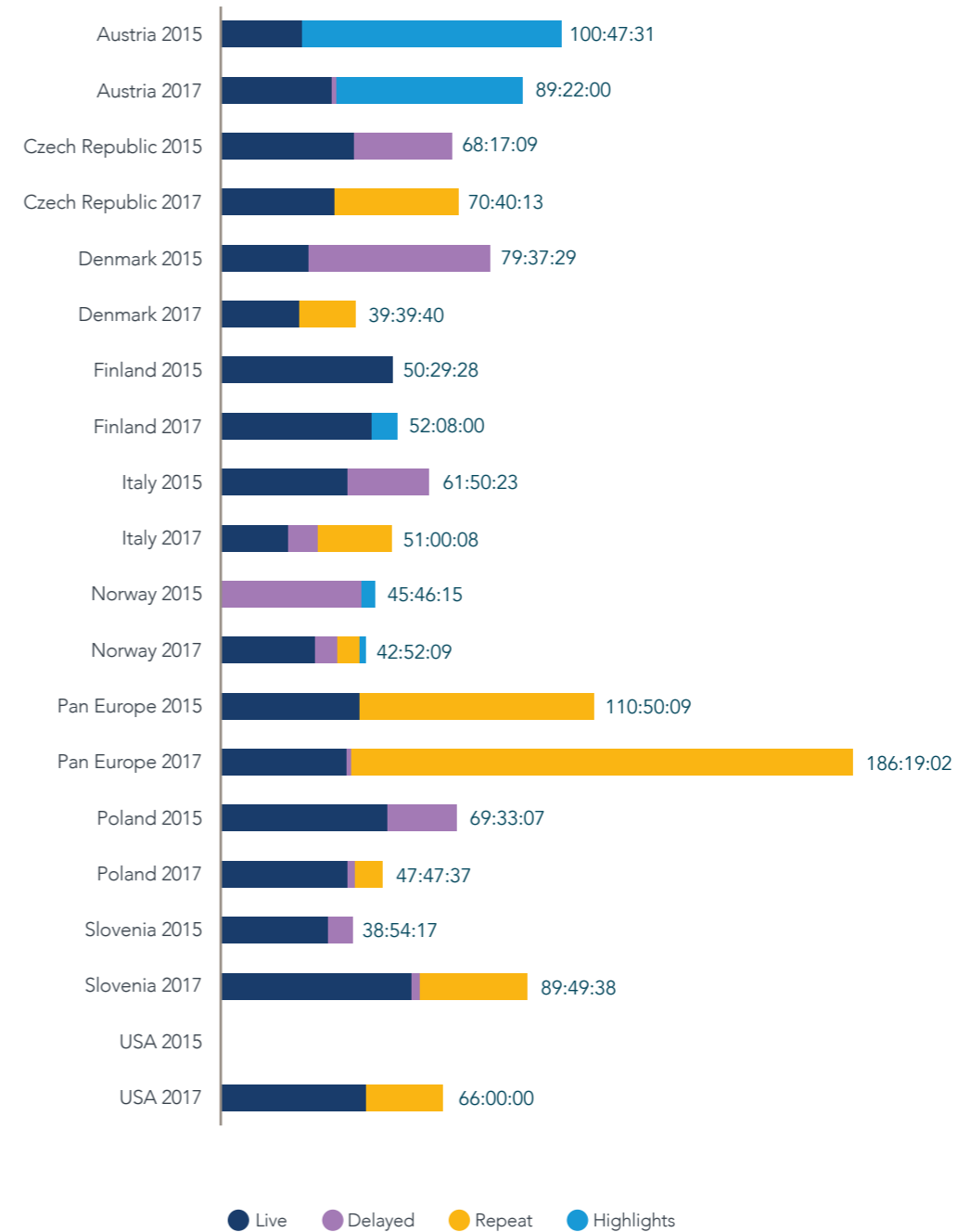




Media

# Television Broadcast | Hours

TV coverage hours by country and programme type: Lahti 2017 vs. Falun 2015  
Selected markets (live, delayed, repeat, highlights only)



\*no data available for USA in 2015

Media

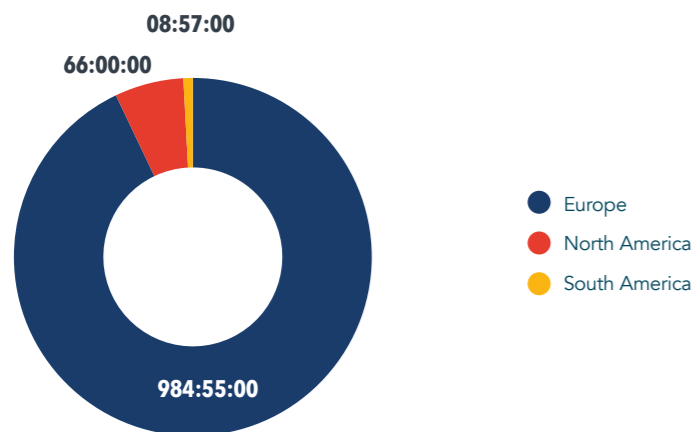
# Television

## Broadcast | Hours | All programming

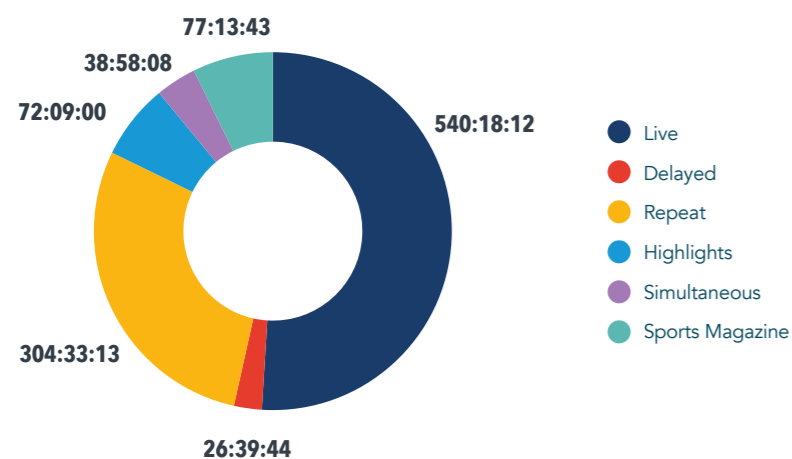
According to media monitoring by Eurovision the FIS Nordic World Ski Championships was broadcast for 1,059 hours and 52 minutes across all channels and all broadcast types.

Of this total, almost 18 per cent was broadcast by Eurosport across 71 territories. The Austrian broadcaster ORF showed the second most coverage, with the 109 hours broadcast on two channels – ORF 1 and ORF Sport + – accounting for over 10% of all coverage. The Slovenian broadcaster RTV Slovenia aired almost 90 hours of coverage, while the Italian broadcaster RAI showed 83 hours. NBC, of the USA, was the highest non-European broadcaster, with 66 hours televised.

### Broadcast hours by continent - ALL programming



### Broadcast hours by type - ALL programming



### Broadcast hours - top 5 ALL programming

Eurosport	186:19:02
ORF	109:45:00
RTV Slovenia	89:49:38
Rai	83:32:04
CT	70:40:13

### Broadcast hours ALL programming

ARD	12:16:28
CT	70:40:13
ETV	39:08:17
Eurosport	186:19:02
France TV	21:36:00
Globo	08:57:00
Match TV	16:11:12
NBC	66:00:00
NRK	52:18:01
ORF	109:45:00
Rai	83:32:04
RTS	24:04:39
RSI	26:25:43
RTV Slovakia	16:05:27
RTV Slovenia	89:49:38
RUV	15:23:14
SRF	32:30:45
SVT	16:37:00
TV2 Denmark	39:39:40
TVP	47:47:37
YLE	68:37:00
ZDF	16:08:00
TOTAL*	1059:52:00

\* no broadcast figures available for Japan

Media

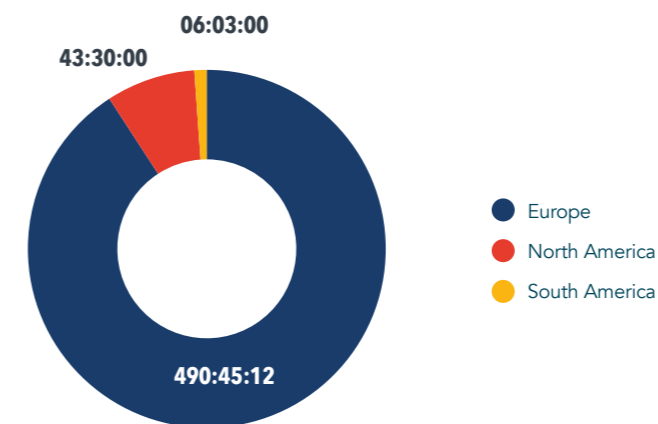
# Television

## Broadcast | Hours | Live

According to media monitoring by Eurovision the FIS Nordic World Ski Championships was broadcast live for 540 hours, 18 minutes and 12 seconds across all channels, equivalent to about 51 per cent or all broadcast coverage.

RTV Slovenia showed the most live hours of all broadcasters, with 56 hours and seven minutes televised on one channel, SLO 2. The next biggest market was Finland, with host broadcaster YLE airing over 45 hours of live coverage. NBC was the other broadcaster to show more than 40 live hours.

### Broadcast hours by continent - LIVE programming



### Broadcast hours - top 5 LIVE programming

RTV Slovenia	56:07:44
YLE	45:03:00
NBC	43:30:00
TVP	37:43:00
Eurosport	37:33:03

### Broadcast hours LIVE programming

ARD	11:23:54
CT	34:09:05
ETV	07:56:40
Eurosport	37:33:03
France TV	21:36:00
Globo	06:03:00
Match TV	07:32:42
NBC	43:30:00
NRK	27:40:15
ORF	32:54:00
Rai	20:02:18
RTS	19:10:58
RSI	21:05:31
RTV Slovakia	16:05:27
RTV Slovenia	56:07:44
RUV	15:23:14
SRF	23:01:23
SVT	16:37:00
TV2 Denmark	23:50:22
TVP	37:43:00
YLE	45:03:00
ZDF	15:49:36
TOTAL*	540:18:12

\* no broadcast figures available for Japan

Media

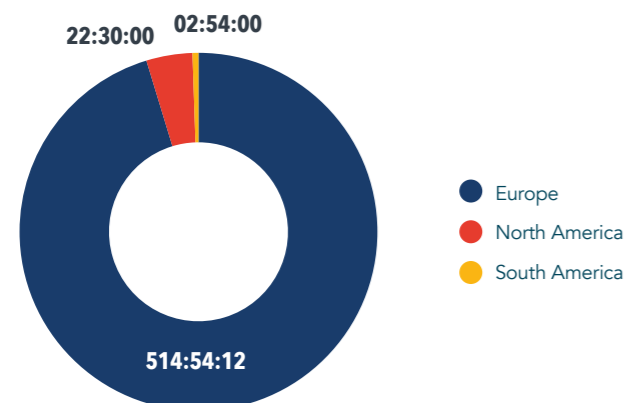
# Television Broadcast | Hours | Non-live

According to media monitoring by Eurovision the FIS Nordic World Ski Championships was broadcast as non-live coverage for a total of 519 hours, 33 minutes and 48 seconds across all channels, equivalent to about 49 per cent of all broadcast coverage. Of that, repeat coverage represented the biggest proportion of non-live coverage, with 304 hours 33 minutes and 13 seconds accounting for 29% of all broadcast coverage.

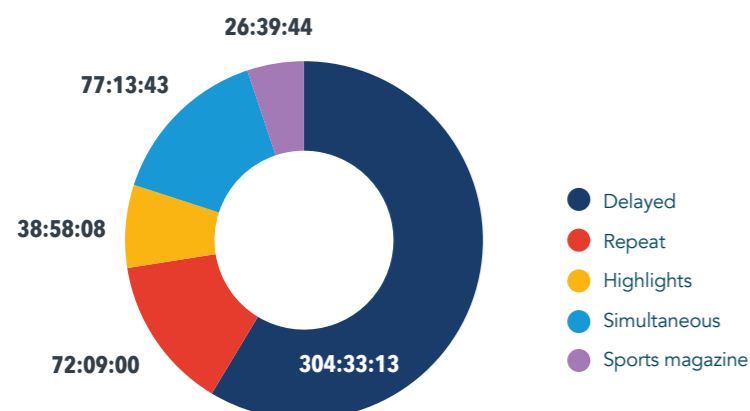
There was 26 hours, 39 minutes and 44 seconds of delayed coverage (3% of total), 72 hours and nine minutes of highlights coverage (7%), 38 hours, 58 minutes and eight seconds of simultaneous coverage (4%) and 77 hours, 13 minutes and 43 seconds of sports magazine coverage (7%).

Eurosport televised the most hours out of all the broadcasters who showed non-live coverage, with a total duration of 148 hours, 45 minutes and 59 seconds, with repeat coverage comprising 95% of its total amount. The Italian broadcaster Rai showed the most delayed coverage, with its eight hours, 42 minutes and 42 seconds contributing to 14% of all of its non-live coverage. The most highlights coverage was shown by the Austrian broadcaster ORF, who showed a total of 55 hours and 24 minutes of highlights across, which was 72% of all non-live coverage shown on its two channels, ORF 1 and ORF Sport +.

*Broadcast hours by continent - NON-LIVE programming*



*Broadcast hours by type – NON-LIVE programming*



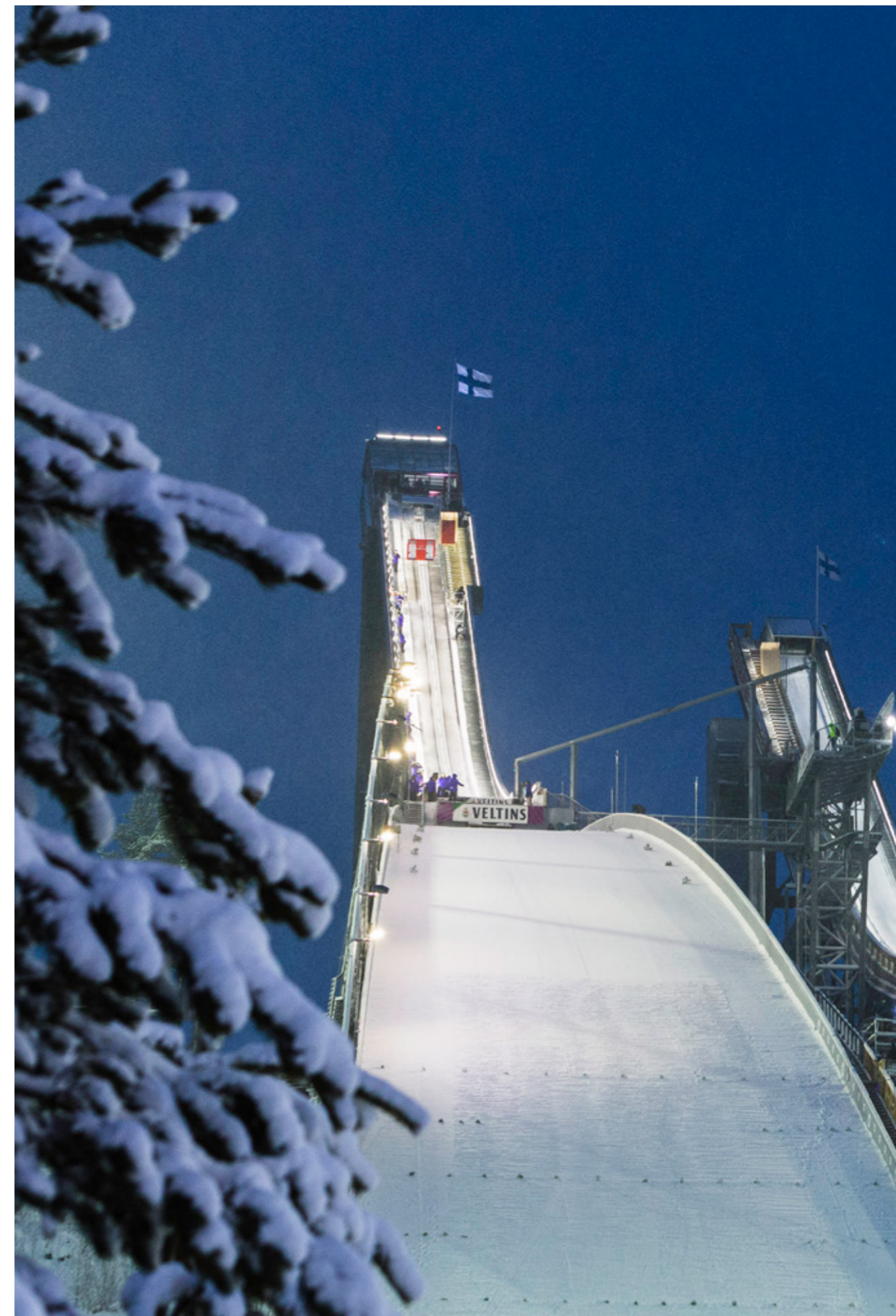
*Broadcast hours – top 5  
NON-LIVE programming*

Eurosport	148:45:59
ORF	76:51:00
Rai	63:29:46
CT	36:31:08
RTV Slovenia	33:41:54

*Broadcast hours  
NON-LIVE programming*

ARD	00:52:34
CT	36:31:08
ETV	31:11:37
Eurosport	148:45:59
Globo	02:54:00
Match TV	08:38:30
NBC	22:30:00
NRK	24:37:46
ORF	76:51:00
Rai	63:29:46
RTS	04:53:41
RSI	05:20:12
RTV Slovenia	33:41:54
SRF	09:29:22
TV2 Denmark	15:49:18
TVP	10:04:37
YLE	23:34:00
ZDF	00:18:24
<b>TOTAL*</b>	<b>519:33:48</b>

\* no broadcast figures available for Japan



Media

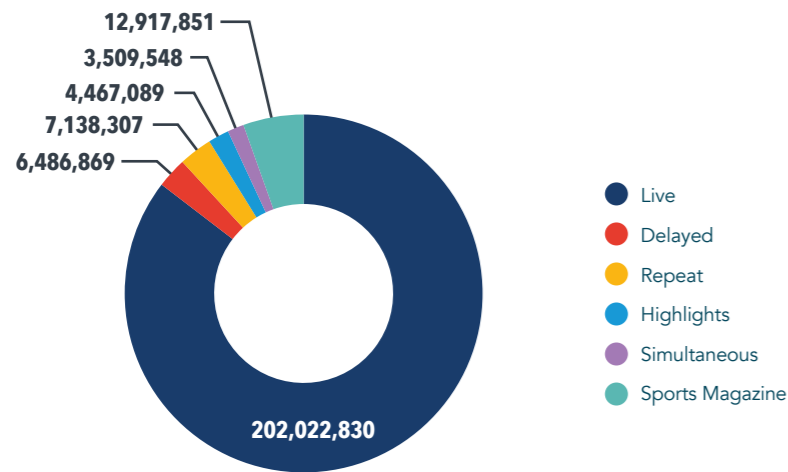
# Television Audience

TV audience figures for 21 broadcasters that showed coverage from Lahti 2017 were supplied by the Eurovision.

A total of 1,059 hours of TV coverage were aired from Lahti 2017, generating a total of 236,542,494 hours viewed across the 21 markets where audience figures were supplied. There were 540 hours of live TV coverage, 51 per cent of the global coverage hours. However, live coverage accounted for a far more significant share of the hours viewed, with a total of 202,022,830, over 85 per cent of the global figure.

The nation with the most live hours viewed was Germany, with a total of 60,783,128, followed by 48,784,166 in Poland and host country Finland with 35,689,233. Other strongly-performing markets with figures of over five million included Norway, Sweden, Austria and Slovenia.

TV hours viewed by programme type



TV hours viewed by nation - selected markets  
LIVE programming

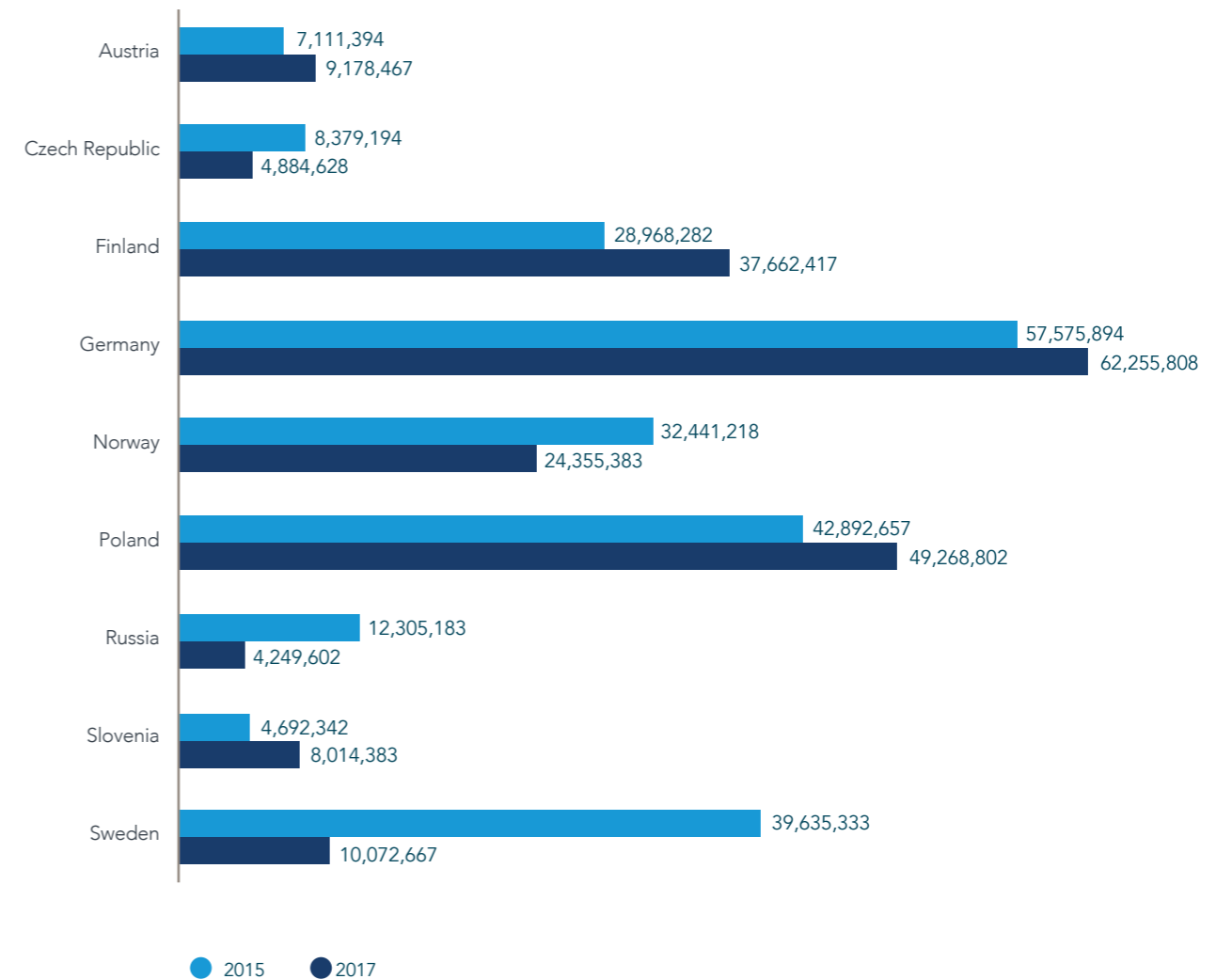
Germany	60,783,127
Poland	48,784,167
Finland	35,689,233
Norway	14,443,217
Sweden	10,072,666
Austria	8,424,834
Slovenia	7,640,618
Czech Republic	4,082,205
Russia	3,911,797
Denmark	2,352,238
Switzerland	2,156,815
France	1,924,579

Media

# Television Audience

TV hours viewed were analysed and compared against 2015 figures in selected markets by the Eurovision. Germany scored the highest total hours viewed for the 2017 edition with 62,255,806, followed by Poland with 49,268,802. Russian coverage generated the lowest hours viewed, of the markets analysed, with a total of 4,249,602, a fall on its total from 2015 which could perhaps be linked to the wide-ranging doping scandal that has hit the nation recently. Sweden showed the biggest decline between the two editions of the event, with its viewing hours total decreasing from 39,635,333 in 2015 to 10,072,667 in 2017, a fall of 75 per cent. A fall could perhaps be expected given that Sweden hosted the 2015 event. However, Norway closely followed behind with a decrease of 7,885,833 (-25 per cent) in viewing hours from 2015.

TV coverage hours by country and programme type: Lahti 2017 vs. Falun 2015  
Selected markets (live, delayed, repeat, highlights only)



Media

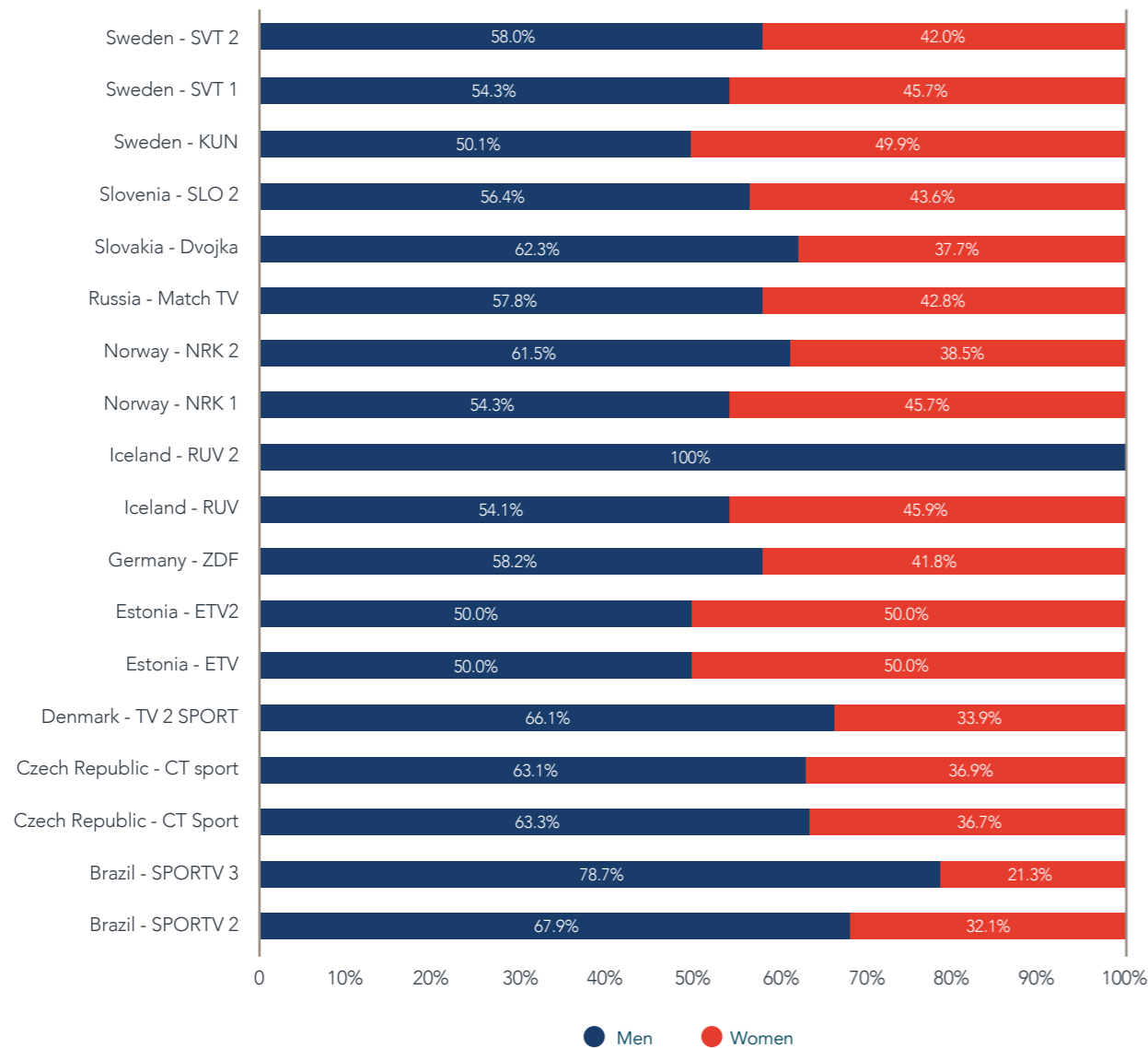
# Television Audience

Average audience by gender: Lahti 2017

The gender breakdown chart shows males to have been the dominant group watching the 2017 World Championships in Lahti. They make up the majority for all but one of the broadcasters analysed above (only selected markets were provided by the Eurovision).

Iceland's RUV 2 was the highest average male audience with 100 per cent (but it should be noted that the actual average audience figures generated by RUV 2 were the lowest denominator possible within the Finnish ratings system, 1,000 viewers – and in fact, only one of RUV 2's four broadcasts registered an audience at all, so the 100-per-cent figure should be treated with caution).

Estonia's ETV and ETV 2 attracted an even split between males and females in their average audience numbers. This was the highest recorded split figure for females across all analysed markets.



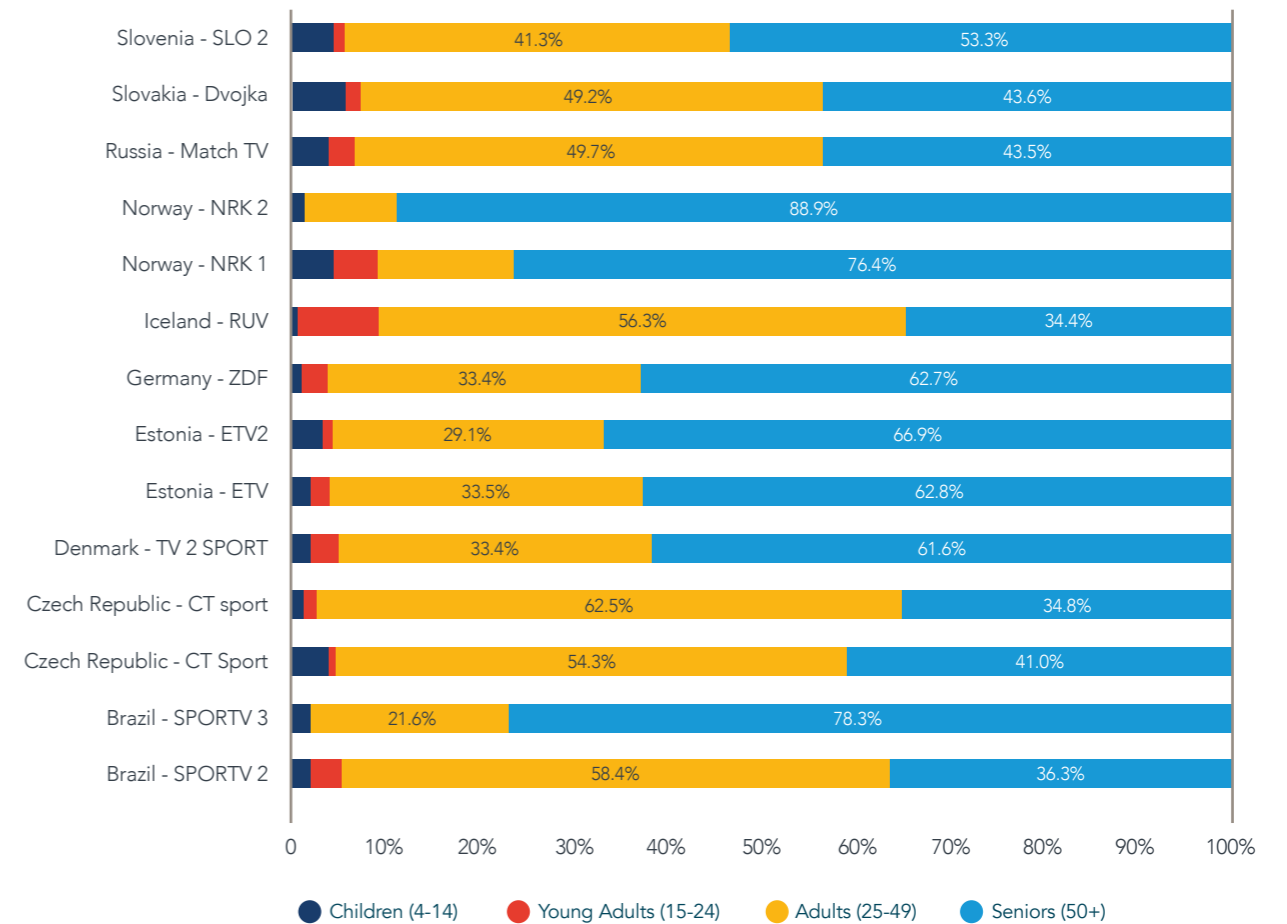
Media

# Television Audience

Average audience by age group: Lahti 2017

Age group analysis of the same markets showed seniors (50+) to be the highest viewing audience, followed by adults (25-49). The oldest audiences were found in Norway where NRK 1 and NRK 2 produced 50+ audiences of 76.4 per cent and 88.9 per cent, respectively.

Among the younger age groups, it was RUV in Iceland and NRK1 in Norway that attracted the largest proportions with 9 per cent and 5 per cent of their audience in the 15-24 age range, respectively.



Media

# YouTube Video analysis

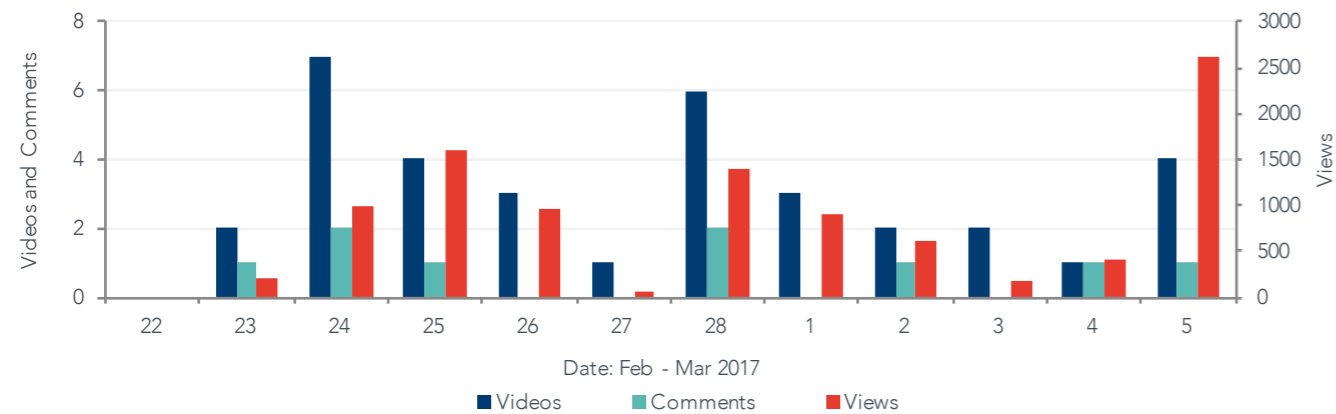
Lahti 2017 Channel YouTube activity summary: event period

	22 FEB – 5 MAR	DAY AVERAGE
Videos	35	2.9
Views	9,887	823.9
New subscribers (by 6 Mar)	124	10.3

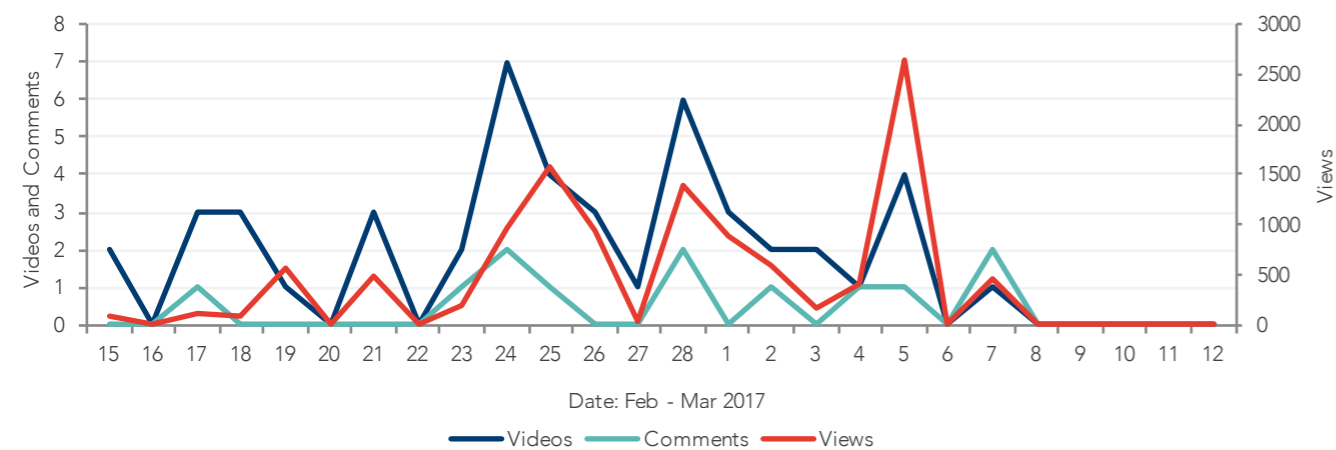
Sportcal analysed YouTube activity on Lahti's channels over the event period (22 February – 5 March), and over an extended period (15 February – 12 March), in order to examine wider trends.

The channel posted a total of 35 videos during the 12 days of Lahti 2017, accruing 9,887 views. Peak viewing came on the final day of competition, with 2,629 views recorded on 5 March.

Lahti 2017 Channel YouTube videos, comments and views: event period by day (22 Feb – 5 Mar 2017)



Lahti 2017 Channel YouTube videos, views and comments: extended period (15 Feb – 12 Mar 2017)



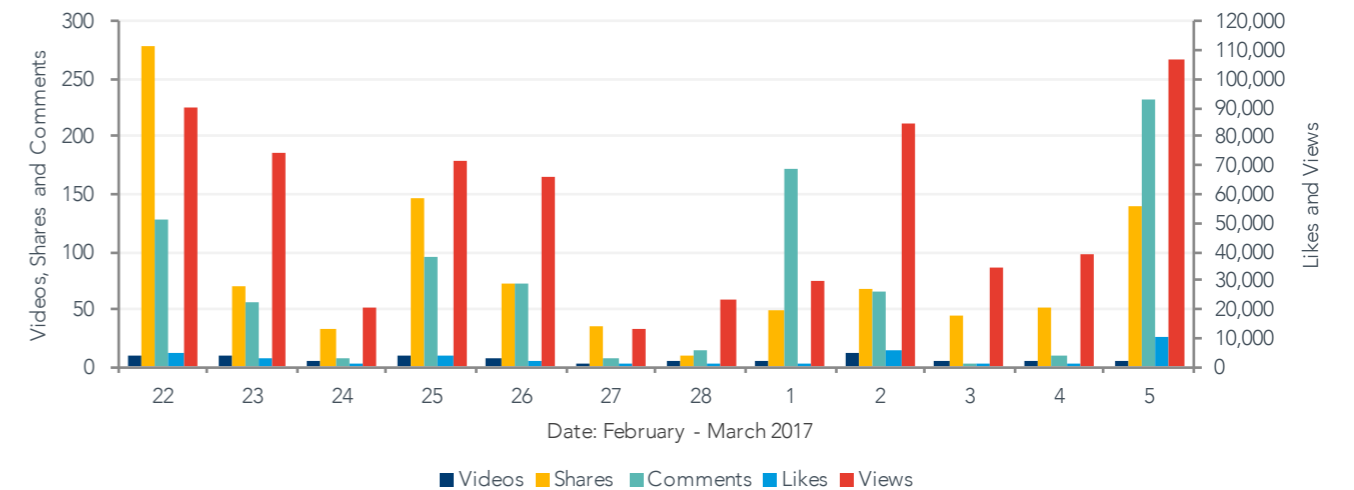
Media

# Facebook Video analysis

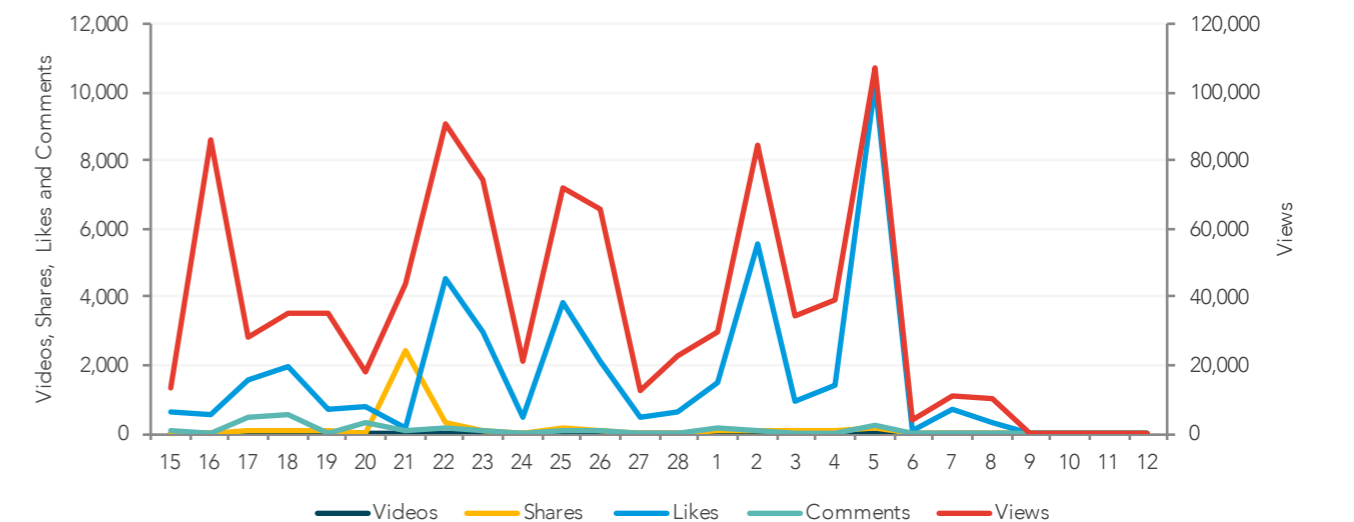
Lahti 2017 Facebook videos activity summary: event period by day (22 Feb – 5 Mar 2017)

	22 FEB – 5 MAR	DAY AVERAGE
Videos	84	7
Views	654,085	54,507.1
Comments	867	72.3
Shares	1,000	83.3
Likes	34,776	2,898

Lahti 2017 Facebook videos: event period by day (22 Feb – 5 Mar 2017)



Lahti 2017 Facebook videos: 26-day span by day (15 Feb – 12 Mar 2017)



Media

# Online Lahti 2017 Website

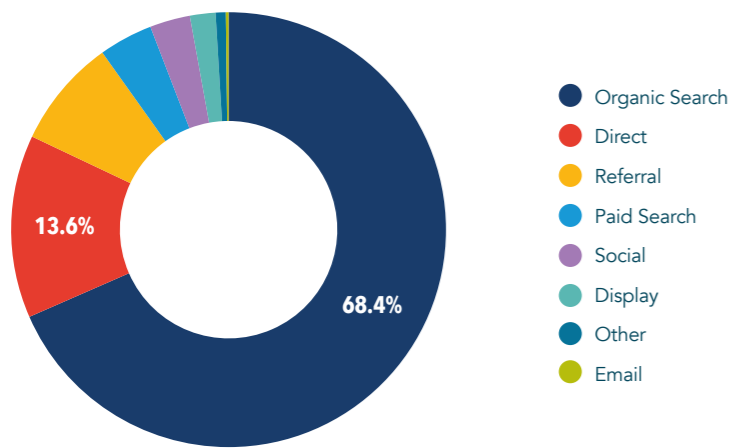
For Lahti 2017, a dedicated event website (<http://www.lahti2017.fi>) was set up, which was intended for informative use: basic information on the event, news, social media content, daily results, describing the World Championships experience and ticket sales. A more comprehensive website was delivered in Finnish and English with landing pages also in Swedish, Russian and German.

The website handled 7,447,140 page views from 1,506,438 users between 1 November 2015 and 31 March 2017.

The most used source of media came from mobile devices with 1,226,217 (46.2%) followed by desktop 1,057,857 (39.8%) and tablet 370,938 (14.0%).

The main source of traffic to the Lahti 2017 website came through organic searches (68.4%). This was followed by direct searches, which were significantly lower at 13.6 per cent.

### Lahti 2017 sources of traffic (1 Nov 2015 – 31 Mar 2017)



(Exact percentages for other sources of traffic not made available)

### Lahti 2017 website visitors

(1 Nov 2015 - 31 Mar 2017)	
Users	1,506,438
Sessions	2,655,517
Page views	7,447,140

### Lahti 2017 website visitors by country

(1 Nov 2015 - 31 Mar 2017)		
	Sessions	%
Finland	1,943,408	73.20%
Sweden	205,933	7.76%
Norway	94,585	3.56%
Germany	90,351	3.40%
Austria	53,718	2.02%
Switzerland	27,289	1.03%
Poland	27,036	1.02%
Russia	25,946	0.98%
USA	21,646	0.82%
Estonia	20,244	0.76%

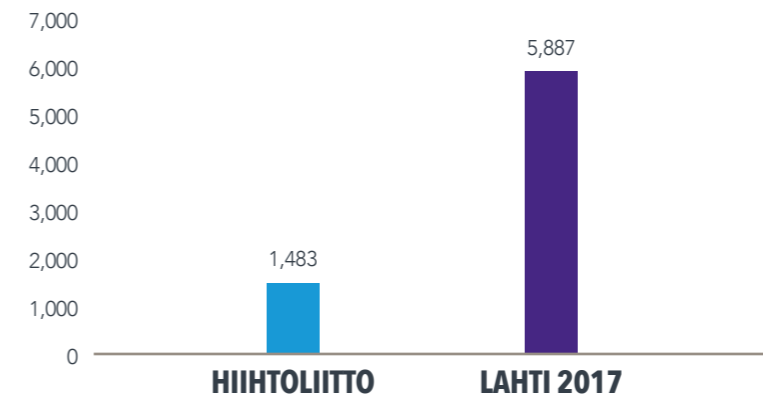
Media

# Digital News Visibility - Lahti 2017 Overview

Overall, from 1 December 2016 through to 31 March 2017, there were 1,483 hits related to the Finnish Ski Association (Hiihtoliitto) in digital news and 5,887 related hits on Lahti 2017.

There were 17,600 Lahti 2017 news articles published globally. Germany was the most active country to report Lahti 2017 with over 8,800 articles. Other active countries were Sweden, USA and Norway with 1,000-2,000 articles each. Overall, 64 countries mentioned Lahti 2017. There were 49 countries across Africa, Asia, Europe, North and South America that wrote 41 or fewer articles about Lahti.

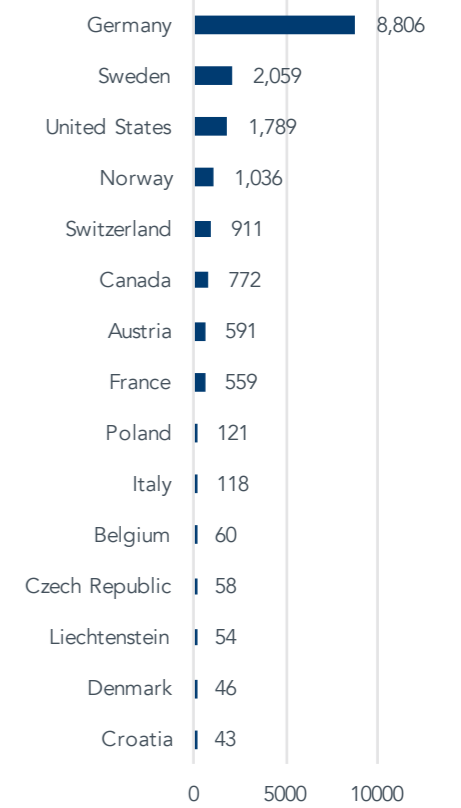
### Visibility - Lahti 2017 Overview



### Visibility - Lahti 2017 overview

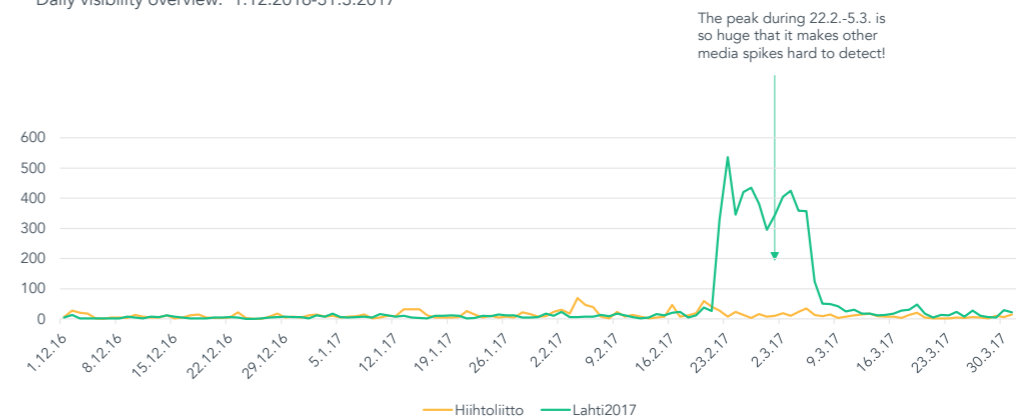
	Reach	Hits
Finnish Ski Association	12.8m	1,483
Lahti 2017	55.1m	5,887

### Global digital news - top 15 countries



### Finnish Digital News Media

Daily visibility overview: 1.12.2016-31.3.2017



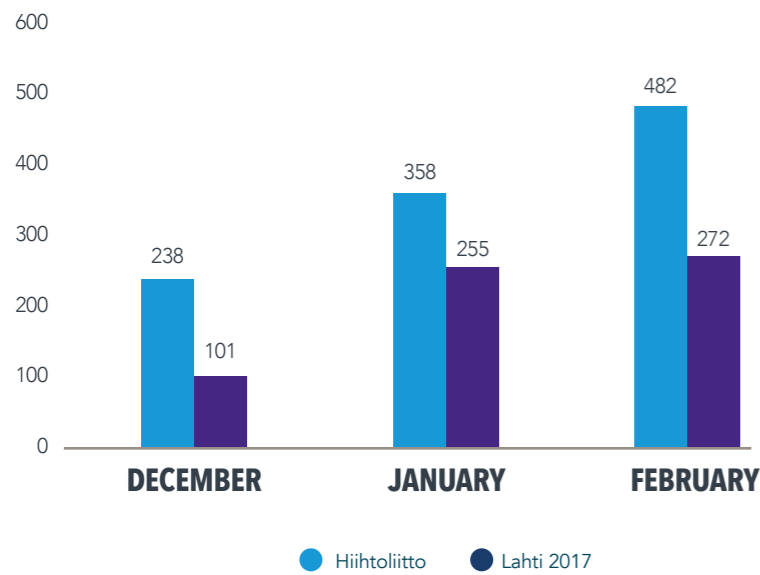
Media

# Digital News Visibility before Lahti 2017

Before Lahti 2017 there were 1,078 FSA-related hits in digital news and 628 Lahti 2017-related hits.

The FSA hits were more varied than the news about Lahti 2017. The FSA hits focused on athlete's health and condition, athletes in the national team and various kinds of disputes.

Visibility before Lahti 2017 (Hits per month)



Visibility before Lahti 2017

(1 Dec 2016 – 21 Feb 2017)

	Reach	Hits
Finnish Ski Association	8.2m	1,078
Lahti 2017	3.6m	628



Media

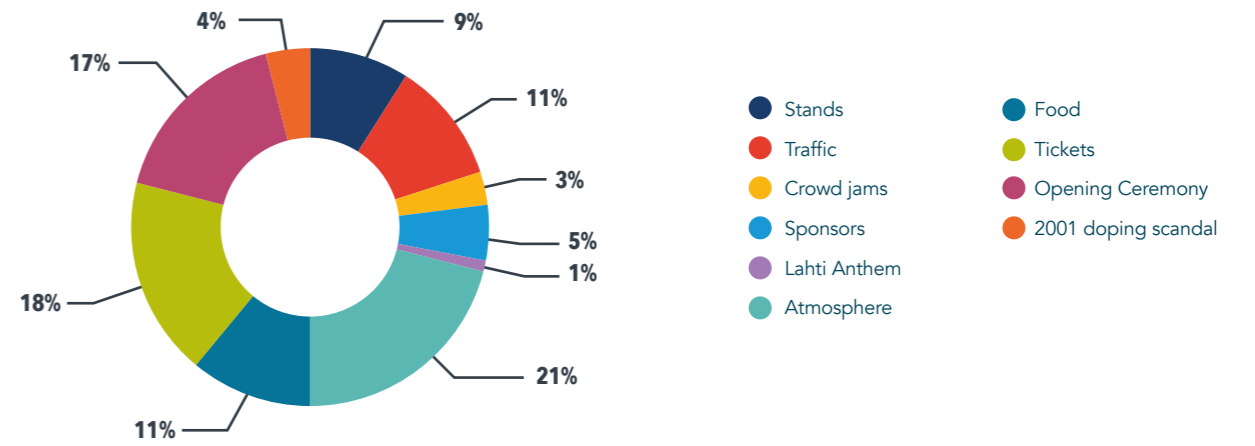
# Digital News Visibility during Lahti 2017

During the Lahti 2017 championships 4,827 digital news articles were published on the Finnish Ski Association and Lahti 2017. The visibility is combined because all the articles mentioned Lahti 2017.

The visibility peaked on the second day of the competition when the Finnish athletes gained success. A Venezuelan skier and all medal-related news had the most hits in the news. The 2001 doping scandal and celebrities including Antti Tuisku were mentioned throughout the competition.

Lahti 2017 news themes

There were 796 articles that discussed a range of key themes on Lahti 2017. Atmosphere was the most featured theme with 21 per cent; followed by tickets (18%) with repeated reports on how many tickets had been sold. Traffic (11%) was also highly reported with mentions of traffic jams and lack of parking spaces.



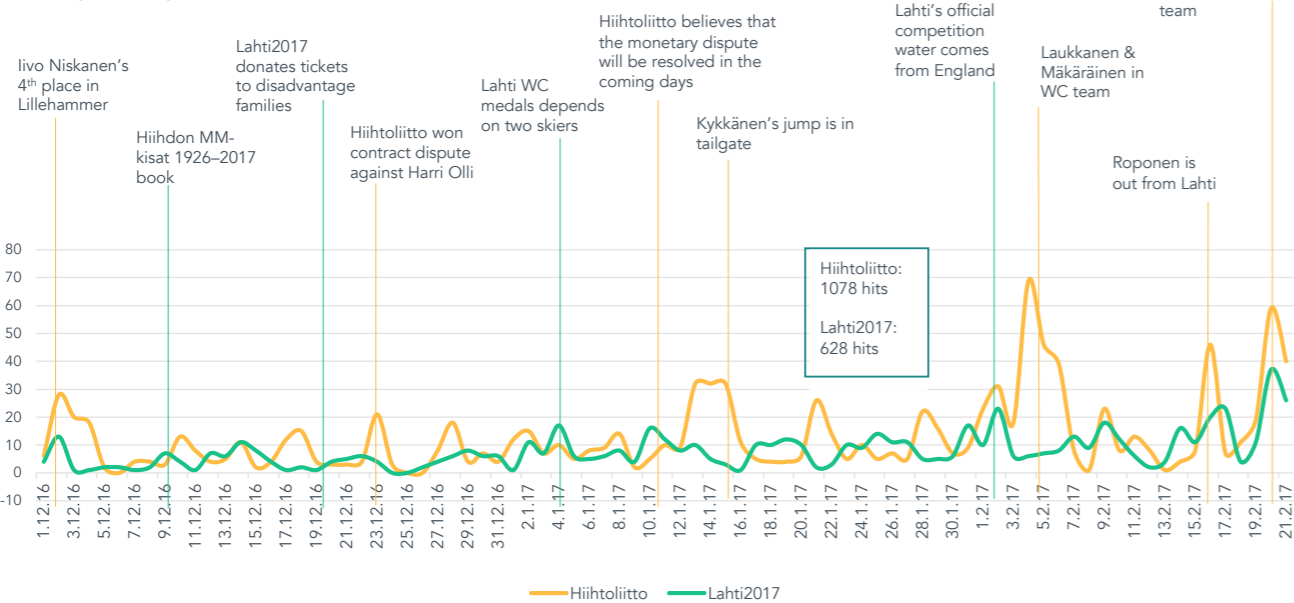
Visibility during Lahti 2017

(22 Feb 2017 – 5 Mar 2017)

	Reach	Hits
Finnish Ski & Lahti 2017	44.7m	4,827

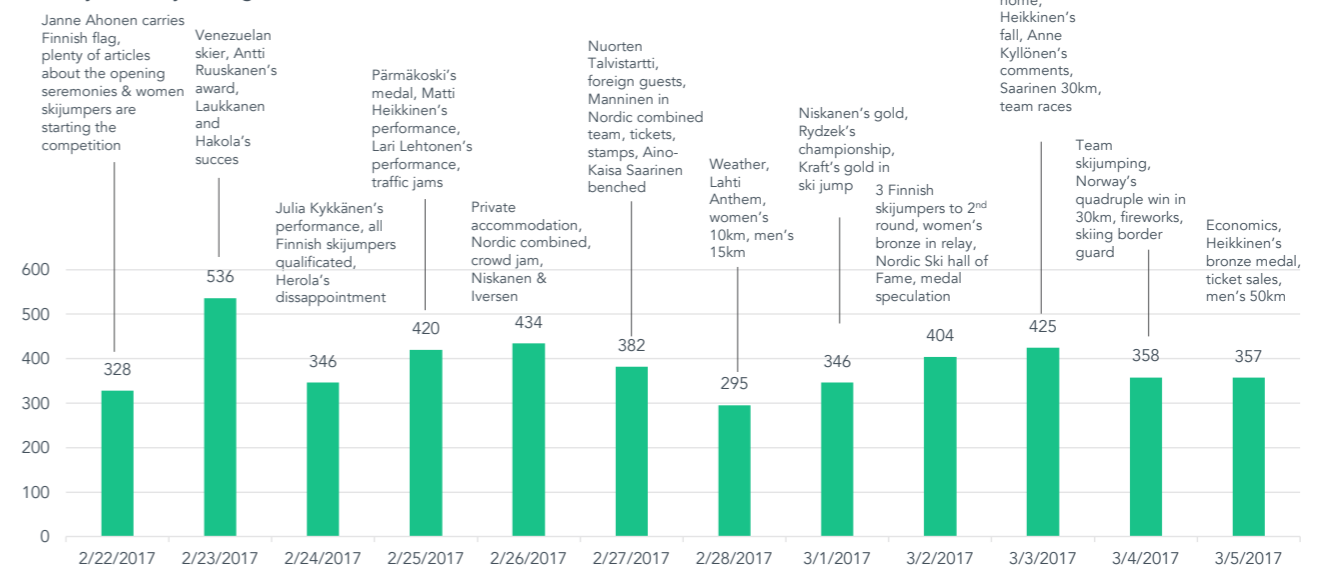
## Finnish Digital News Media

Daily Visibility before Lahti2017: 1.12.2016-21.2.2017



## Digital News Media

Daily Visibility during Lahti2017: 22.2.-5.3.2017



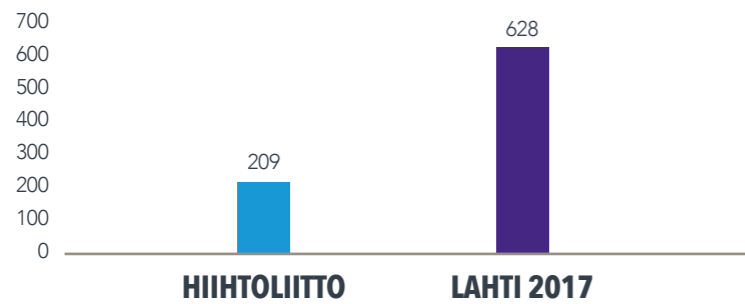


Media

# Digital News Visibility after Lahti 2017

After Lahti 2017 had finished, there were 209 hits for the FSA in digital news and 628 Lahti 2017 hits. The FSA hits were focused on the athletes' performances in other competitions. Lahti 2017-related hits were mostly focused on the aftermath of the competitions and comments and choices that the athletes had made.

Visibility after Lahti 2017



Visibility after Lahti 2017

(06 Mar 2017 – 31 Mar 2017)

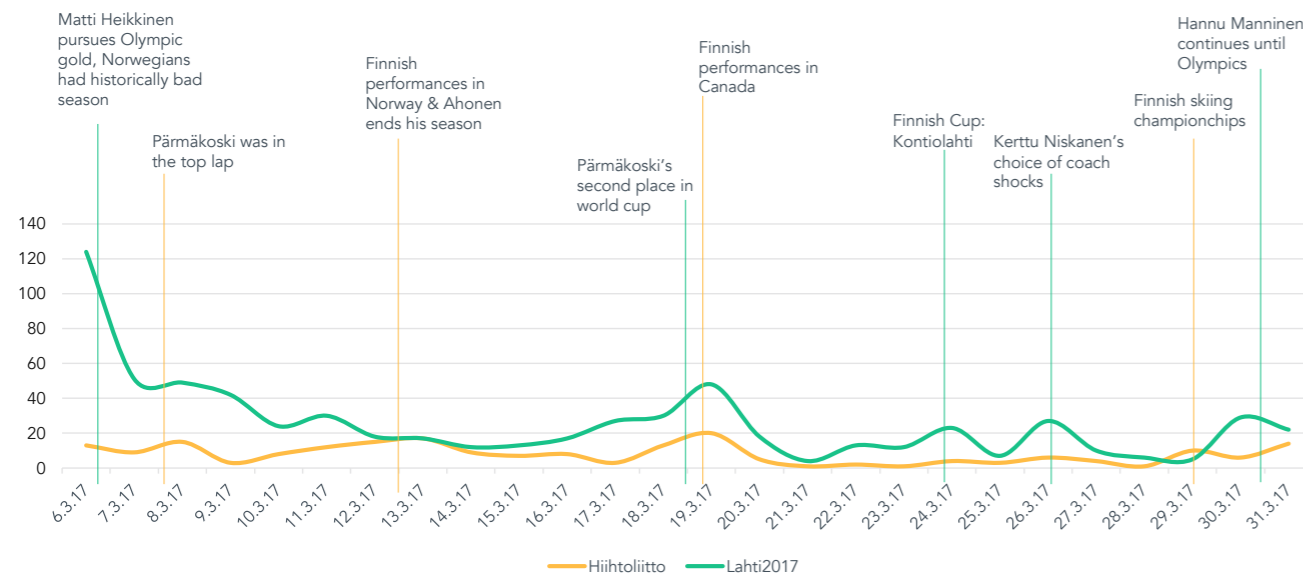
	Reach	Hits
Finnish Ski Association	2.3m	209
Lahti 2017	9.1m	628

## SEINAJOEN SANOMAT



## Finnish Digital News Media

Daily Visibility after Lahti2017: 6.-31.3.2017



Media

# Accredited Media

Lahti 2017 experienced a significant increase in the number of media accreditations over Falun 2015, with 1,497 media registering to attend the championships in Lahti, a 20-per-cent increase on Falun.

Of the accreditations, 44 per cent were for Finnish media, while Norway was the next highest nation with 191 media, followed by Germany (187), Austria (108) and Sweden (80).

The highest proportion of media groups was RTV Technical, making up 19 per cent (285) of accreditations, followed by journalists (228) and HB Technical staff (198).

In total, 24 countries had media representatives covering the event, with 20 of those in Europe, two in Asia (China and Japan) and two in North America (Canada and USA).

Accredited media by group

Journalist	228
Photographer	117
Photo-Journalist	65
Media Representatives	11
HB Producers	36
HB Technical Staff	198
RTV Commentators	106
RTV Reporters	172
RTV ENG Cameras	78
RTV Producers	66
RTV Technical Staff	285
RTV Non Rights Holder	77
Media Daily	58
<b>TOTAL</b>	<b>1,497</b>

Accredited media by country – top 5

Finland	654
Norway	191
Germany	187
Austria	108
Sweden	80

Accredited media by country

Australia	2
Austria	108
Canada	1
China	10
Czech Republic	6
Estonia	17
Finland	654
France	19
Germany	187
Great Britain	2
Hungary	4
Italy	20
Japan	21
Liechtenstein	1
Lithuania	1
Norway	191
Other	8
Poland	76
Portugal	1
Russia	22
Slovak Republic	2
Slovenia	17
Sweden	80
Switzerland	37
United States	10
<b>TOTAL</b>	<b>1,497</b>



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## Social Media

Social Media

# Summary

Sportcal measured three official social media accounts related to Lahti 2017 across Facebook, Twitter and Instagram. This data has been aggregated with data produced by Meltwater across the same accounts.

Facebook /Lahti2017      Twitter @Lahti2017      Instagram @Lahti2017

Combined over the 12-day period of the competition, these accounts recorded 879 posts, 316,076 likes and reactions from users and 15,190 new followers, according to the Sportcal data.

	Meltwater 1 Dec 2016 – 31 Mar 2017	Sportcal 22 Feb 2017 – 5 Mar 2017
Posts	2,616	879
Engagements/Likes	628,773	316,076
New Followers	27,638	15,190
Average daily increase in followers	228.4	1265.8

### FACEBOOK

The Lahti Facebook account accrued 120,805 likes and 2,583 shares from 211 posts during the competition. The Meltwater data shows that the Facebook page generated 364,106 engagements from 935 posts during the four-month period analysed.

The figures show that levels of interaction across the Lahti Facebook page were highest on 2 March, towards the latter stages of the competition.

### TWITTER

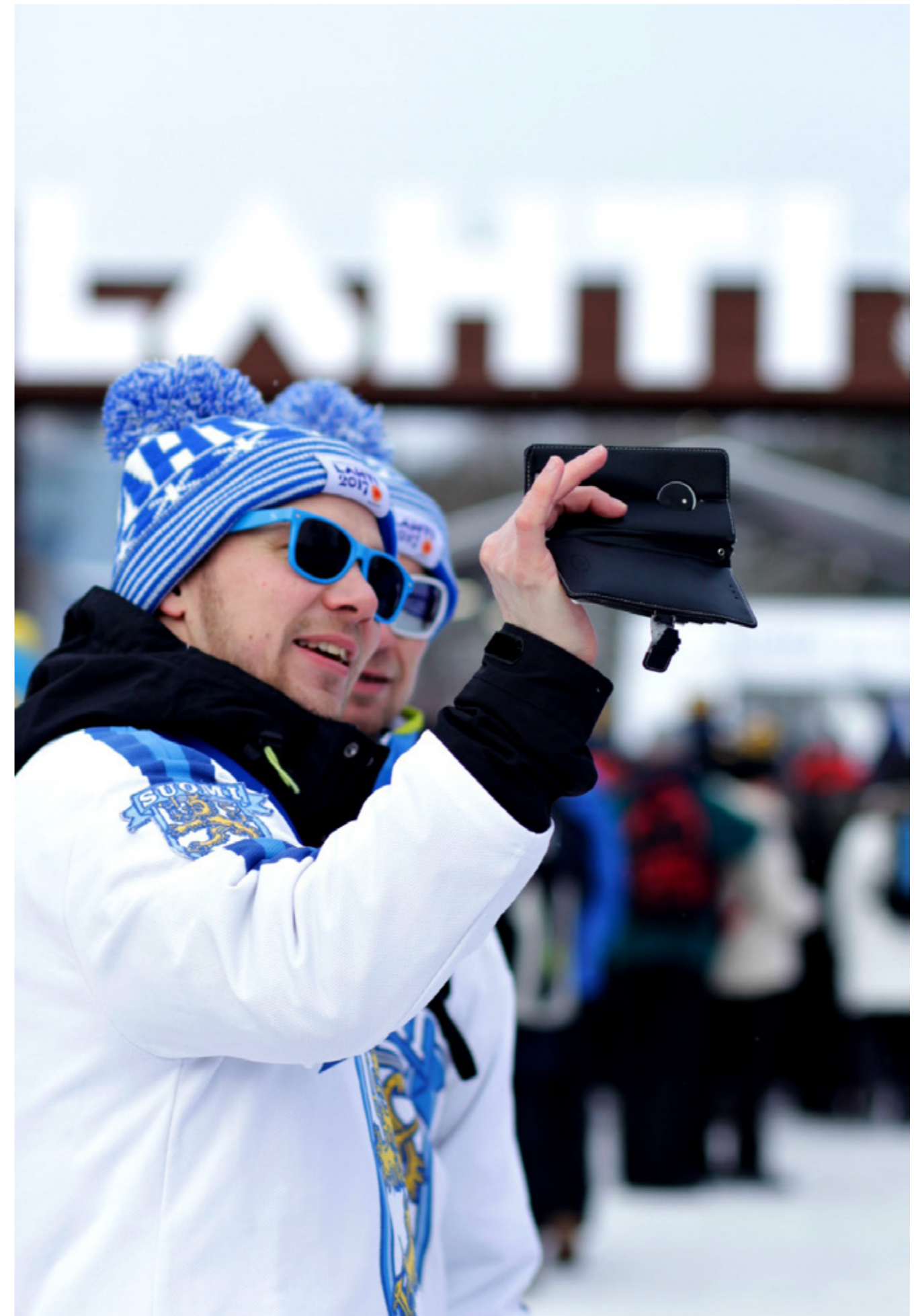
The Lahti Twitter page recorded 492 posts, 2,609 retweets and 8,554 favourites during the event, while also attaining almost a 54.2-per-cent increase in followers within this period.

Across the extended period, Meltwater recorded the Twitter page achieving 2,615 new followers and accounted for 3,771 retweets and 12,796 favourites.

### INSTAGRAM

The Lahti Instagram account attracted the highest percentage of new page likes (61.2%) of all social media accounts during the event period, as well as the most likes (184,108).

Meltwater recorded the event Instagram account as having the second highest number of likes/reactions of the three accounts, at 251,871, and the most comments, 940, for the analysed period.



Social Media

# Facebook Lahti 2017



Lahti 2017 Facebook activity summary: (1 Dec 2016 – 31 Mar 2017)

	MELTWATER		SPORTCAL	
	1 Dec – 31 Mar	Day average	22 Feb – 5 Mar	Day average
Posts	935	7.7	211	17.6
Engagements/Likes	364,106	3,009.1	120,805	10,067.1
Shares			2,583	215.3
Comments			1,993	166.1
New page likes (by 31 Mar / 6 Mar)	18,821 (81.6% increase)	155.5	8,458 (25.1% increase)	704.8

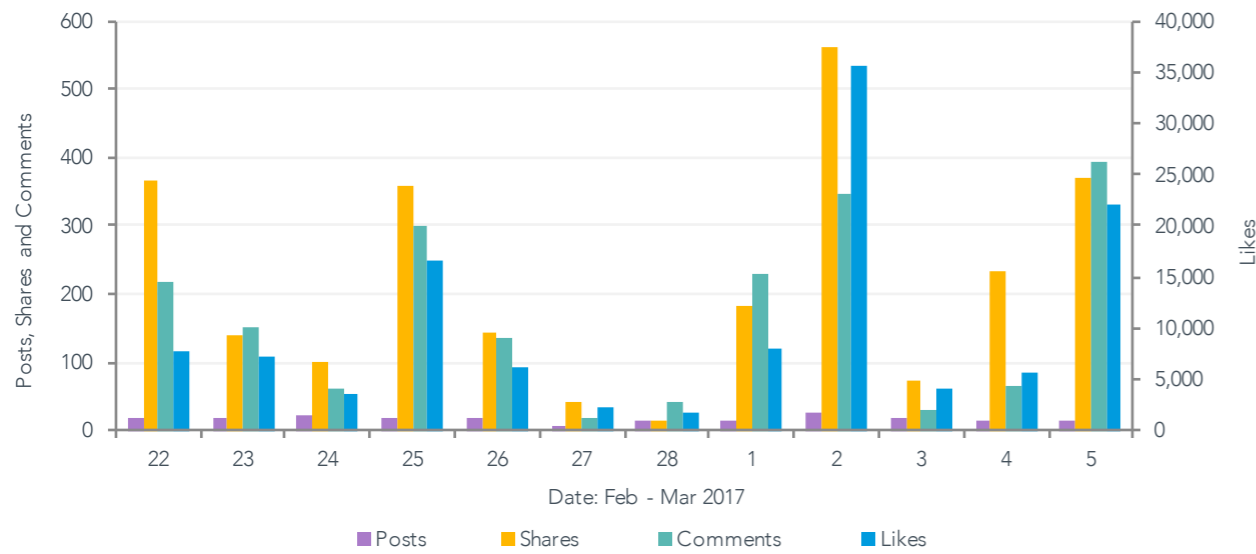
Lahti 2017 page likes

Start (1 Dec 2016) 23,074  
 End (31 Mar 2017) 41,895  
 Source: Meltwater

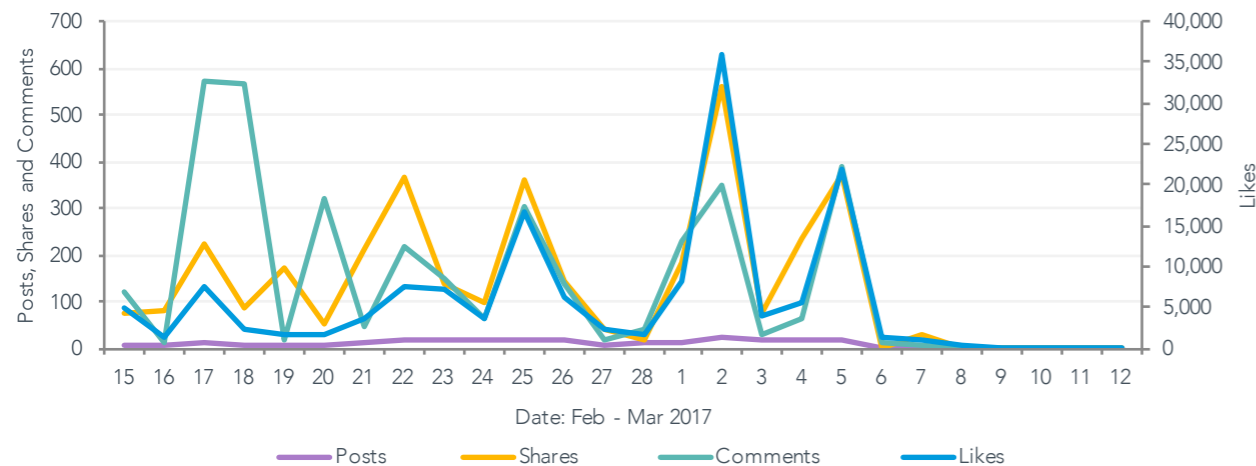
Lahti 2017 page likes

Start (21 Feb 2017) 33,598  
 End (6 Mar 2017) 42,056  
 Source: Sportcal Research

Lahti 2017 Facebook activity: event period by day (22 Feb – 5 Mar 2017)



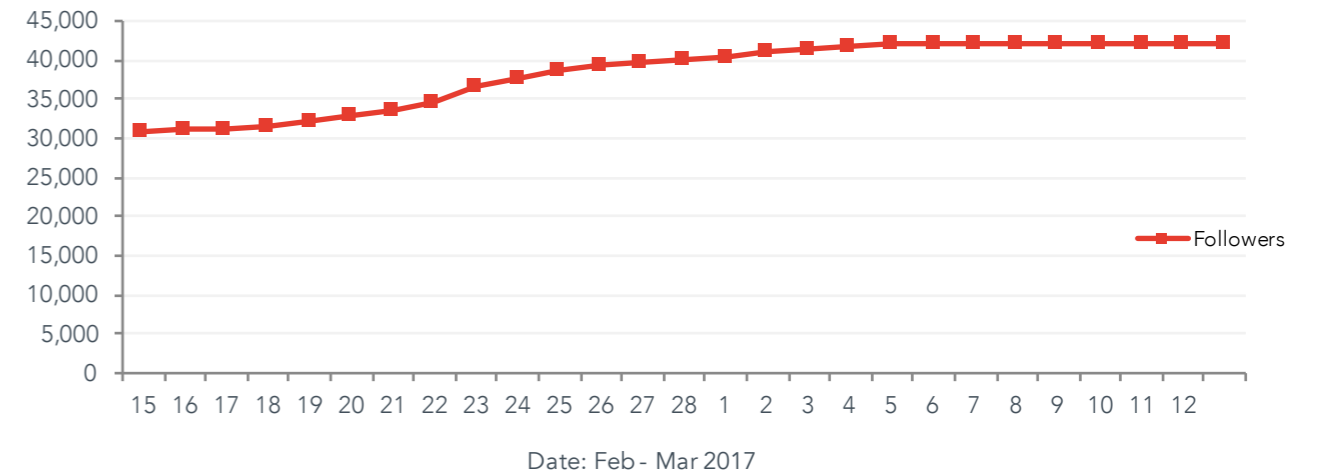
Lahti 2017 Facebook activity: 26-day span by day (15 Feb – 12 Mar 2017)



Social Media

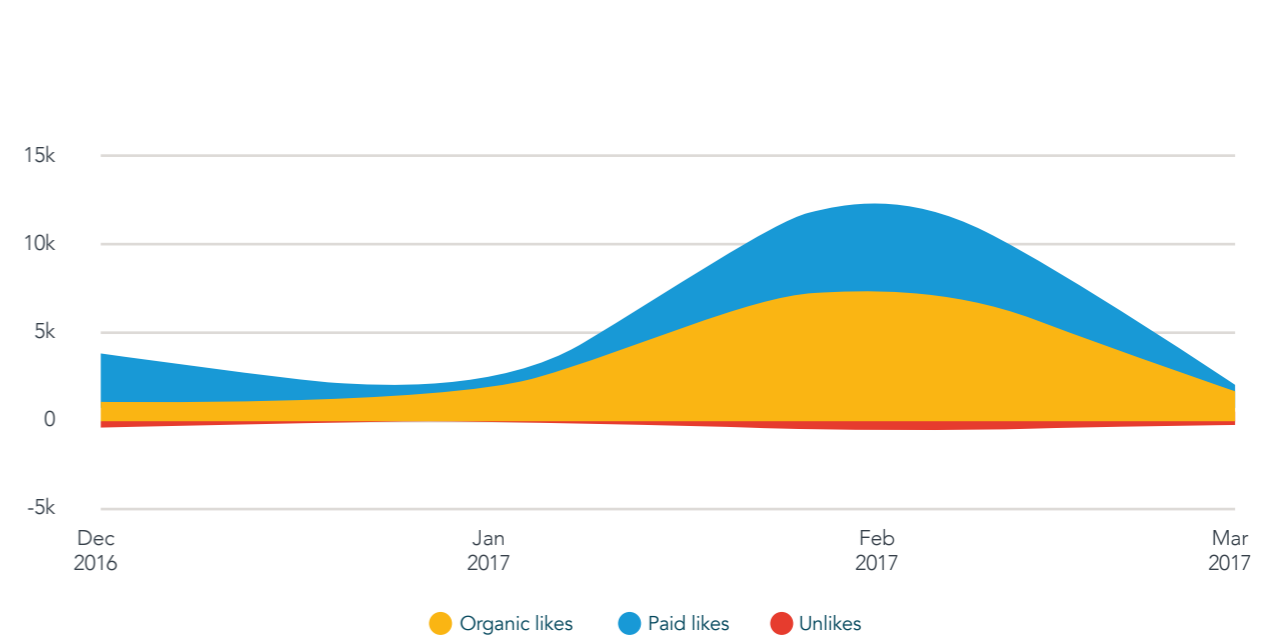
# Facebook Lahti 2017 | Followers

Facebook followers: Lahti 2017 (15 Feb – 12 Mar 2017)



Source: Sportcal Research

Facebook page likes: Lahti 2017 (1 Dec 2016 - 31 Mar 2017)



Source: Meltwater Media

Social Media

# Twitter

## @Lahti 2017



Lahti 2017 Twitter activity summary: (1 Dec 2016 – 31 Mar 2017)

	MELTWATER		SPORTCAL	
	1 Dec – 31 Mar	Day average	22 Feb – 5 Mar	Day average
Posts	1,318	10.9	492	41
Retweets	3,771	31.2	2,609	217.4
Favourites	12,796	105.8	8,554	712.8
Comments	531	4.4	144	12
New followers (by 31 Mar / 6 Mar)	2,615 (82.4% increase)	21.6	2,100 (54.2% increase)	175

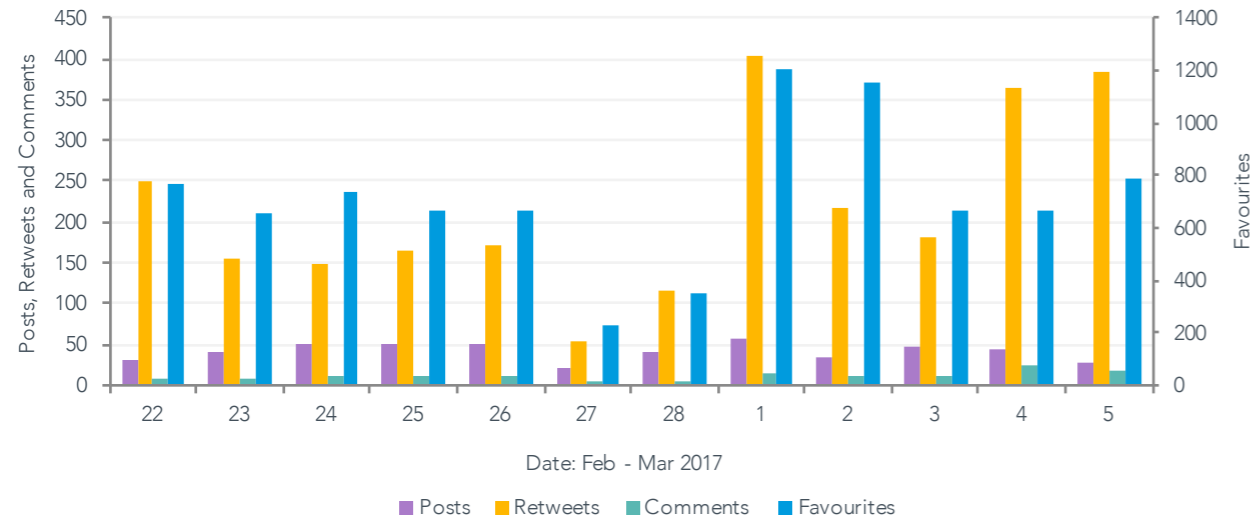
@Lahti2017 followers

Start (1 Dec 2016) 3,173  
 End (31 Mar 2017) 5,788  
 Source: Meltwater

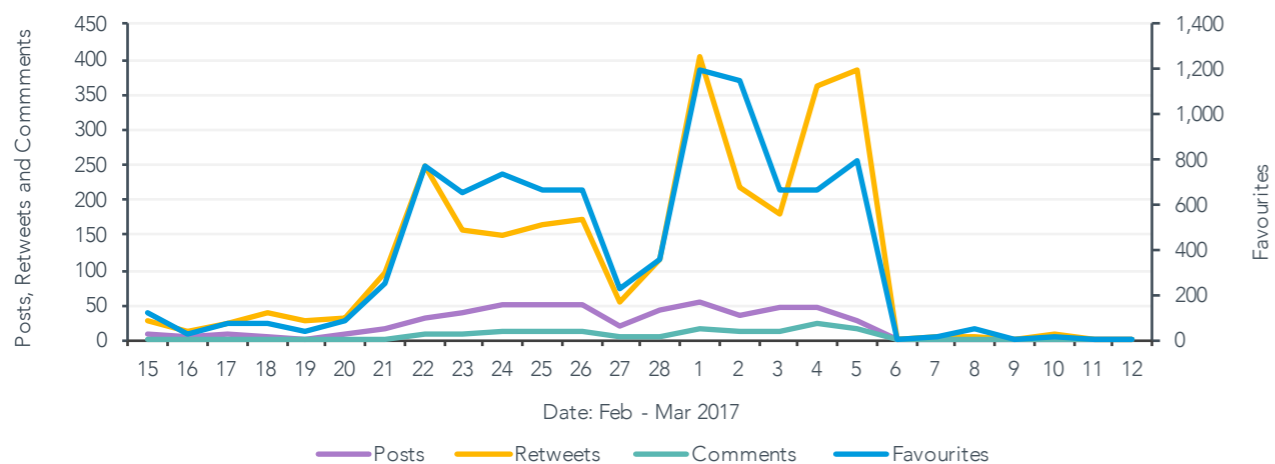
@Lahti2017 followers

Start (21 Feb 2017) 3,873  
 End (6 Mar 2017) 5,973  
 Source: Sportcal Research

Lahti 2017 Twitter activity: event period by day (22 Feb – 5 Mar 2017)



Lahti 2017 Twitter activity: 26-day span by day (15 Feb – 12 Mar 2017)

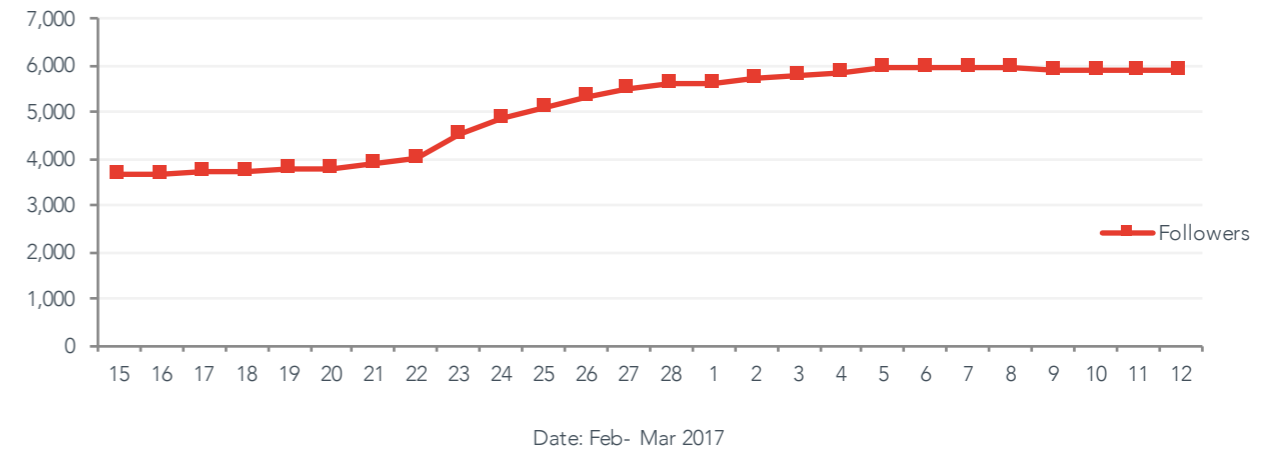


Social Media

# Twitter

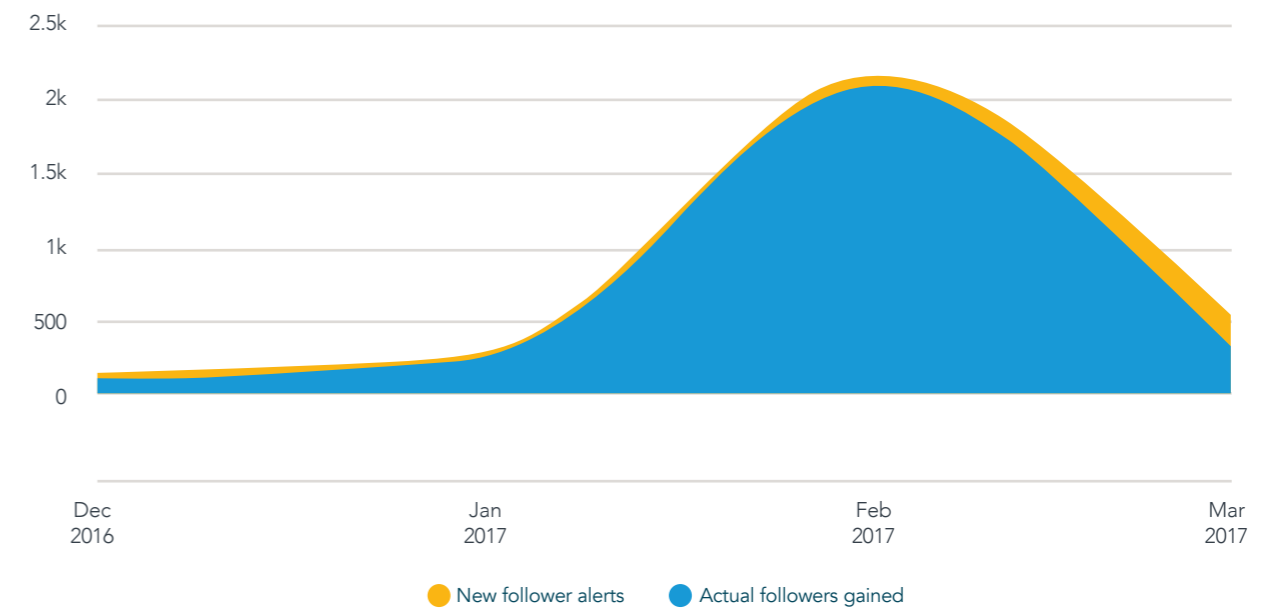
## @Lahti 2017 | Followers

Twitter f followers: Lahti 2017 (15 Feb – 12 Mar 2017)



Source: Sportcal Research

Twitter followers: Lahti 2017 (1 Dec 2016 – 31 Mar 2017)



Source: Meltwater Media

Social Media

# Instagram @Lahti 2017



Lahti 2017 Instagram activity summary: (1 Dec 2016 – 31 Mar 2017)

	MELTWATER		SPORTCAL	
	1 Dec – 31 Mar	Day average	22 Feb – 5 Mar	Day average
Posts	363	3	176	14.7
Likes	251,871	2,081.6	184,108	1,5342.3
Comments	940	7.8	682	56.8
New page likes (by 31 Mar / 6 Mar)	6,202 (113.2% increase)	51.3	4,632 (61.3% increase)	386

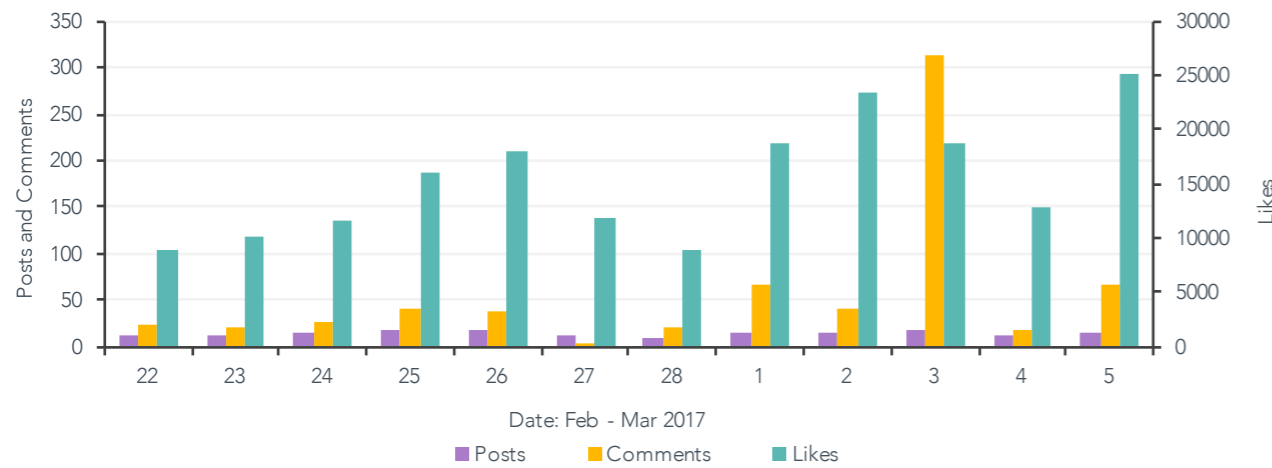
@Lahti2017 followers

Start (1 Dec 2016) 5,479  
 End (31 Mar 2017) 11,681  
 Source: Meltwater

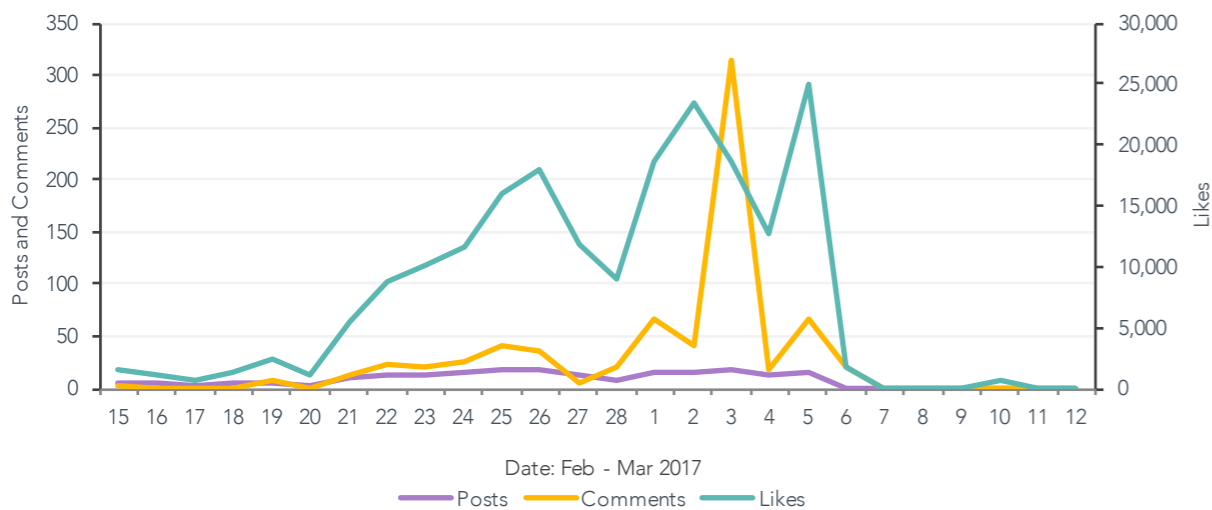
@Lahti2017 followers

Start (21 Feb 2017) 7,561  
 End (6 Mar 2017) 12,193  
 Source: Sportcal Research

Lahti 2017 Instagram activity: event period by day (22 Feb – 5 Mar)



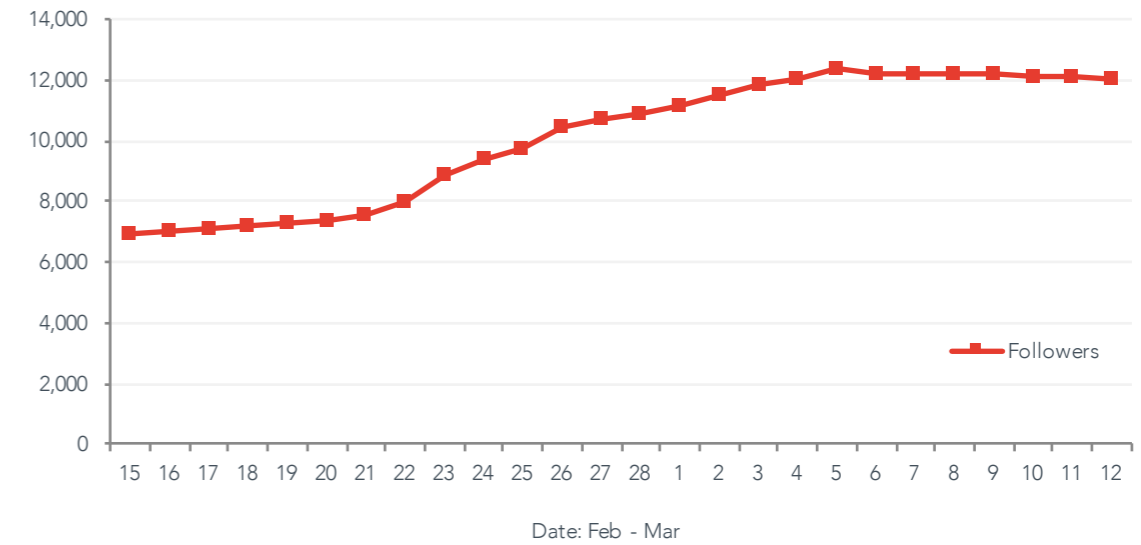
Lahti 2017 Instagram activity: 26-day span by day (15 Feb – 12 Mar 2017)



Social Media

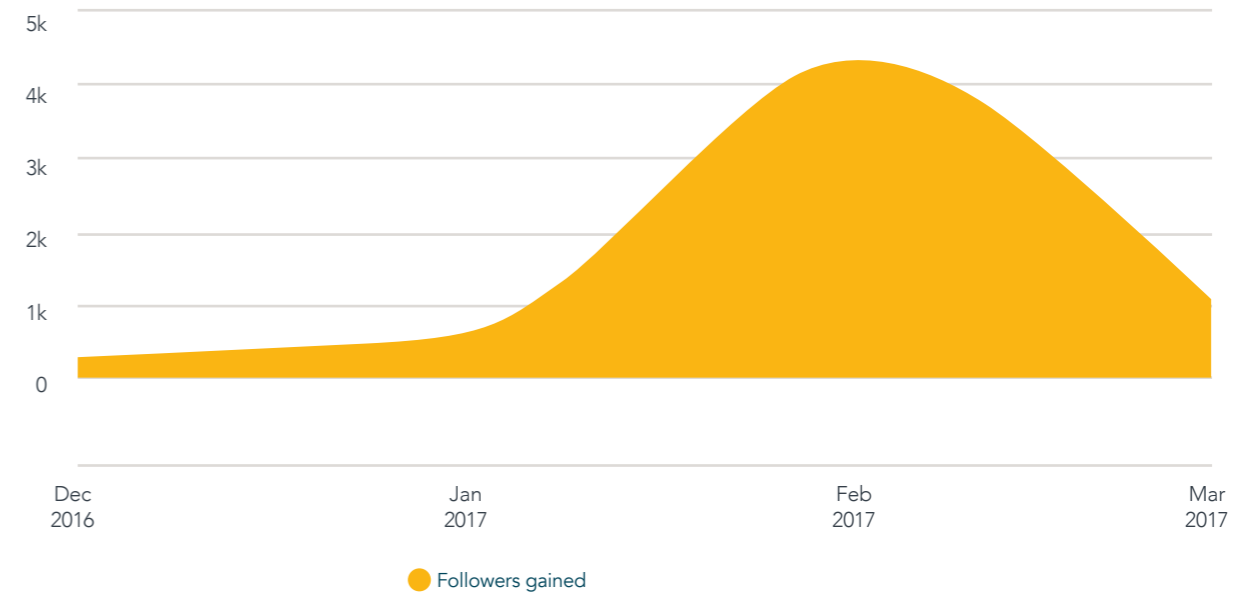
# Instagram @Lahti 2017 | Followers

Instagram followers: Lahti 2017 (15 Feb – 12 Mar 2017)



Source: Sportcal Research

Instagram followers: Lahti 2017 (1 Dec 2016 – 31 Mar 2017)



Source: Meltwater Media



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# Sponsorship

## Sponsorship

## Overview

Lahti 2017 was supported by a total of 46 partners, made up of 28 competition sponsors and 18 competition suppliers. The partners included private and public institutions.

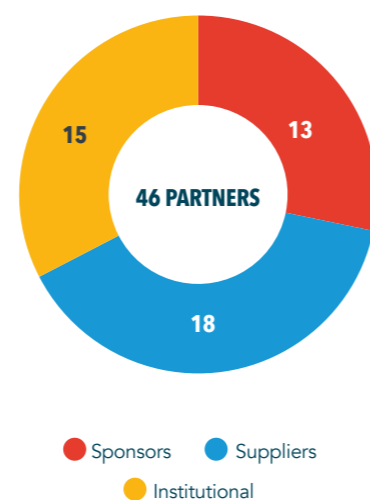
By industry, the highest number of partners came from both the industrial goods & services sector and national sports governance bodies, which were each represented by six organisations.

## Partners list

PRESENTING SPONSOR	SECTOR
Stora Enso Oyj	Industrial goods & services
INTERNATIONAL PARTNERS	
Luhta	Clothing & accessories
Viessmann	Industrial goods & service
Intersport	Sports equipment
Paroc	Industrial goods & services
Liqui Moly	Energy & utilities
Helvetia	Insurance
Veltins	Beverages
Audi	Automotive
Bauhaus	Retail
NATIONAL SPONSORS	
Atria	Food
Valio	Food
TIMING PARTNER	
Polar	Sports equipment

## Partners breakdown by type

Sponsors	13
Suppliers	18
Institutional Partners	15
<b>Total</b>	<b>46</b>



## Partners breakdown by sector

Industrial goods & services	7
Sports governance	6
Food	4
Travel	4
Automotive	3
Entertainment & leisure	3
Beverages	2
Energy & utilities	2
Media	2
Sports equipment	2
Technology	2
Business services	1
Charity	1
Clothing & accessories	1
Insurance	1
Other	1
Property	1
Retail	1
Safety & security	1
Trade union	1
<b>Total</b>	<b>46</b>

## Sponsorship

## Overview

OFFICIAL SUPPLIERS	SECTOR
Etela-Suomen Sanomat (ESS)	Media
Fazer	Food
Vierumäki	Travel
Lehtimäki	Travel
Stoptelat	Industrial goods & services
Bright	Technology
Casseli	Food
Ilta-Sanomat	Media
Ramirent	Industrial goods & services
Lahden Messut	Business service
VR	Travel
Datalatu Oy	Technology
Local Crew	Safety & security
Hartwall	Beverages
Lahti Energia	Energy & utilities
L & T	Industrial goods & services
BRP Finland	Automotive
Tetra Pak	Industrial goods & Services

INSTITUTIONAL PARTNERS	SECTOR
PAM	Trade union
Seinäjoen Tangomarkkinat	Entertainment & leisure
Heureka	Entertainment & leisure
Plan International	Charity
AL Autoliitto	Automotive
SF Caravan	Travel
Suomen Suunnistusliitto (Finnish Orienteering Federation)	Sports governance
Mielensäpahoittaja	Business service
Suomen Urheiluliitto (Finnish Athletics Federation)	Sports governance
AKK (Finnish Motorsport Association)	Sports governance
Suomen Jääkiekkoliitto (Finnish Ice Hockey Federation)	Sports governance
Sitra	Other
Isännöintiliitto	Property
Suomen Golfliitto (Finnish Golf Federation)	Sports governance
Suomen Latu (Outdoor Association of Finland)	Sports governance



Sponsorship

# Overview

Presenting Sponsor



International Sponsors



National Sponsors



Sponsorship

# Overview

Timing Partner



Official Suppliers



Institutional Partners



## Sponsorship

# Interview

## Presenting Sponsor



Stora Enso is a large industrial company employing over 26,000 people worldwide. Finland has the highest number of employees in the organisation with over 6,700 staff. China and Sweden are the second largest offices with just over 5,000 employees each.

Stora Enso and Lahti 2017 formed a partnership in 2015 to lead the way in promoting and supporting sustainable events, by using renewable raw materials derived from wood and by maximising the recycling and reuse of products.

The key objectives for Stora Enso as the Presenting Sponsor of Lahti 2017 were:

1. To position the company as an organisation focused on sustainability
2. To present products made of wood that could replace fossil-based materials
3. To support the concept of building more sustainable events
4. To be part of the Centenary Celebrations and to support the key event in those celebrations
5. To activate a worldwide employee engagement programme around sustainability and getting people active
6. To showcase products and educate clients about Stora Enso and its products

Lahti 2017 provided Stora Enso with an excellent opportunity to showcase some of the renewable materials that can be produced using wood that could be used throughout the event, like wooden cups, the countdown clock, the main gates, the horns, medal trays and medal podiums, which were all made out of wood and were completely renewable.

One of the key objectives for Stora Enso was to use the championships as a huge, global employee engagement programme. The programme started with the creation of the Stora Enso Challenge to encourage employees to get active and to win VIP tickets to the event. An app was developed that could measure how many calories an employee had consumed during the day, either by walking, running, dancing or some other form of physical activity.

## STORA ENSO

## Interview

Satu Härkönen  
Head of Communications  
Stora Enso Finland



## Sponsorship

# Interview

## Presenting Sponsor

Employees in various countries formed teams, consisting of 8 to 12 people, and each team was challenged to work off 1,500 calories per person, per day, through some form of exercise over the course of 40 days.

Over 4,000 people took part in the challenge across the world and three teams, two from China and one from Belgium, scored the maximum points by hitting the 1,500 calories per person, per day target.

The challenge stimulated discussion about Lahti and Nordic skiing across the world, helping to engage the Stora Enso staff. It also raised a significant amount of money for Save the Children to help provide food aid to over 1,200 children.

The winning teams were invited to Lahti 2017, but only the Belgium team could attend.

During the championships Stora Enso gave 100 employees from all over the world the chance to work as volunteers at the event. These volunteers worked on the Stora Enso stands during the championships and came from all over world including countries like Brazil and China.

Stora Enso used the sponsorship to entertain a range of clients and staff at the event. Over 8,000 guests were entertained in Lahti, including 3,600 staff, 3,000 forest owners, 1,000 clients and 400 stakeholders.

Each product division was allowed to invite its own clients to attend one day of the championships and one at a workshop/seminar where they were shown the products being used during Lahti 2017. Stora Enso also used the opportunity to launch a range of new products to its clients.

Virtually all of the 8,000 guests stayed outside the Lahti region because of the shortage of accommodation in Lahti, with the majority staying in Helsinki. Stora Enso provided hospitality for them in the evenings, either in Lahti or in Helsinki. All guests paid for their own accommodation and typically stayed three nights. Half of the clients came from outside Finland, mostly from elsewhere in Europe, but some from Asia, especially Japan and China. Roughly 100 forest owners came from Sweden and around 10 per cent of staff came from overseas.

Stora Enso felt there was a strong synergy with Nordic sports, especially cross-country skiing, given that the roots of the company are in the Finnish forests where cross-country skiing typically takes place.

Ninety per cent of all Stora Enso products that are made in Finland are exported out of the country.

Stora Enso was extremely pleased with the sponsorship of Lahti 2017. It felt it was a very good partnership in which it was able to work closely with the organisers and demonstrate its products throughout the event, embedding them into all key areas of the event. It experimented with new products and designs and felt that the theme of 'the most sustainable event' fitted very closely with its own company ethos. The event gave it a great opportunity to showcase its products to its clients and engage its staff.

**“Lahti 2017 was a great opportunity to show how everything that is made of fossil-based materials today can be made from a tree tomorrow. Stora Enso’s renewable products were well used at the event and we hope to have inspired even further steps with sustainability in future sports events.”**

Ulrika Lilja  
EVP Communications  
Stora Enso



## Sponsorship

# Interview

## International Sponsors

## Key Objectives

1. Build and strengthen Audi's link to winter sports within local customer base
2. Build novelty awareness of new Audi Q5 and Q3
3. Build a positive Audi-related experience for local spectators

Winter sports are extremely important for Audi and in particular the Quattro sub-brand.

Finland is not a big-volume market for Audi but it is an important winter brand market and is considered to be a mid-sized market for Audi.

Audi had strong activation around the event with a stand-out piece of activation by the ski jump slope with an Audi car and logo placed alongside the main ski jump. Audi had strong visibility throughout the venue with a range of Audis located at the entrance to the main venue, banner branding around all the venues and the cross-country course and a good activation point in the sponsor village with a photo tool, VR glasses and test drives.

Audi entertained around 80 guests during the event, 60 per cent of them coming from Helsinki and the rest from around Finland.

Audi was generally very pleased with how the event went and the visibility and branding it achieved, although the consumer activation area in the sponsor village was a big disappointment with very limited natural flow of people to the area.

From a Finnish perspective, the event was a great success for Audi and the biggest event in Finland in 2017. Sponsorship monitoring showed the event had been a great success regarding both the visibility of the event and of Audi as a sponsor.

Audi's international contract with FIS is managed by Switzerland, although Audi Finland will continue to support winter sport.

## AUDI

## Interview

Pekka Martikainen  
Marketing Manager  
Audi Finland



## Sponsorship

# Interview

## International Sponsors

## Key Objectives

1. Celebrating 110 years of Luhta in the company's home town during the Centenary Championships
2. Promoting Luhta brand to Finnish people

The Finnish market is very important for Luhta as it is its main domestic market and the strongest within Europe.

Luhta is predominantly a Finnish brand but it wanted to have a very strong presence at the event, so it negotiated an international sponsorship package with the Finnish Ski Association and Tridem.

Over 2,000 volunteers were dressed in Luhta/Icepeak outfits and all the official ceremony ladies were dressed in Luhta outfits.

Luhta had a strong visibility throughout the event with banners in the stadium, around the cross-country course, on the competitors' numbers and on the cross-country stadium gate.

Luhta also sponsored a 110th anniversary Championship restaurant next to the Lahti Stadium.

During the event the company hosted 500 guests to celebrate its 110 years, comprising of company staff and VIP guests. The majority of these guests were from Finland.

Luhta is extremely pleased with its sponsorship of Lahti 2017. From the feedback it received, the event had a very good atmosphere, Luhta got a very high visibility rating and it received very positive feedback from their guests, clients and through its monitoring of the sponsorship.

A long-term impact of the positive response is that Luhta has recently signed a six-year partnership with the Finnish Olympic Committee which will cover three Olympic Games.

## LUHTA

## Interview

Pasi Luumi  
Sales and SP Manager  
Luhta Sportswear Company



## Sponsorship

# Interview

## International Sponsors

## Key Objectives

1. Increase awareness of Intersport brand within Finland
2. Host clients during the event to improve client relationships
3. Two onsite stores – one in the venue and one in the medal plaza

Intersport executed an international agreement from its head offices in Berne, with some local engagement in Lahti.

Intersport conducted joint marketing projects with Lahti 2017 and the Finnish Ski Association. Intersport is also a partner of the Finnish Ski Association and used a number of Finnish athletes as ambassadors in the lead-up to the event and during the event. Intersport promoted the event throughout its 60 stores in Finland and in newspapers and catalogues.

Intersport hosted over 300 clients during the event, mostly coming from Finland with a few from Germany. It was the ski holiday season during Lahti 2017 so it was a key time for Intersport members.

Intersport had two onsite stores, one on the main site and one in the medal plaza. The main site venue received over 100,000 visitors during the championships and was packed out for most of the event. A total of 13,000 people bought something from the store. Sales from the two venues were higher than expected.

There was good exposure throughout the venue, courtesy of the international agreement, that provided banners around the stadiums and the cross-country course.

Intersport was very pleased with the media exposure, both online and through TV, thanks in part to the good performance of the Finnish team.

Intersport International was very pleased with the commercial success of the event. It made a very strong business case. Intersport has a further two years on its contract with the Finnish Ski Association.

Finland has had four bad winters in a row which has impacted on sales for Intersport in the Finnish market. Intersport generates around €15 million per year from cross-country skiing, and it is the second most important sport for Intersport in Finland. Running provides the highest revenue for Intersport in Finland, almost double that of cross-country. Fitness and cycling are third and fourth, followed by football and ice hockey.

In terms of revenues from winter sports, Russia is the biggest market, followed by Norway, Finland, Sweden and then Canada.

Lahti 2017 was very important for winter sports and will generate new interest in nordic skiing but as the winter season ended after Lahti 2017 this will take some time to work through.

Intersport has been a long-term partner of the FIS Nordic World Ski Championships since 1987. It has linked itself very closely to winter sports.

### INTERSPORT

#### Interview

Juha Nurminen  
Chain Director  
Intersport Finland



## Sponsorship

# Interview

## National Sponsors

### ATRIA

Atria activated throughout all its stores in Finland promoting the Lahti 2017 championships on its various meat packets.

It activated during the event by organising an attempt to break the Guinness World Record for the longest-lasting barbecue which it duly achieved by cooking sausages continuously for over 36 hours.

### VALIO

Valio is a dairy producer and activated throughout Finland, promoting Lahti 2017 through its dairy products with competitions to win tickets to Lahti.

Valio already sponsors a Finnish skier, Kerttu Niskanen, and is running national campaigns trying to encourage people to become more active and get outdoors.

Valio was extremely pleased with the sponsorship of Lahti 2017. It had good feedback from its sponsor, brand and sales trackers all of which showed very positive results.

The company hosted around 150 VIPs, 100 Valio 'owners' and 50 B2B clients all of whom were from Finland.



## Sponsorship

# Institutional Partners

Lahti 2017 created a new partner programme that FIS had not had before, an Institutional Partner category.

The concept behind the new category was to engage the whole of Finnish society in the development of the World Championships, so that the event was not just about sport but also about being Finnish and participating in the Centennial celebrations together.

Institutional Partners provided knowledge and experience in developing different aspects of the event and they were also present on site at the event to help provide a good experience for the spectators.

The cooperation was all about engaging people: no money exchanged hands, just information, knowledge and access to the partners' networks.

These partners were also a significant marketing tool and source of ticketing income because of the size of their membership and the customer activities at the Championships. The Institutional Partner programme gave Lahti 2017 access to over one million individual members in its partners network and part of the cooperation was to provide these members with marketing information and special offers.

Examples of institutional partners included PAM, the labour union that helped create recognised certification for the volunteers and SITRA, which provided knowledge and experience in developing the environmental programme and helping Lahti 2017 achieve its environmental certificate. PAM also hosted a significant number of members and guest at its own designated 'Forest VIP' area and Lahti 2017 became one of its main marketing actions in 2017.

## Sponsorship

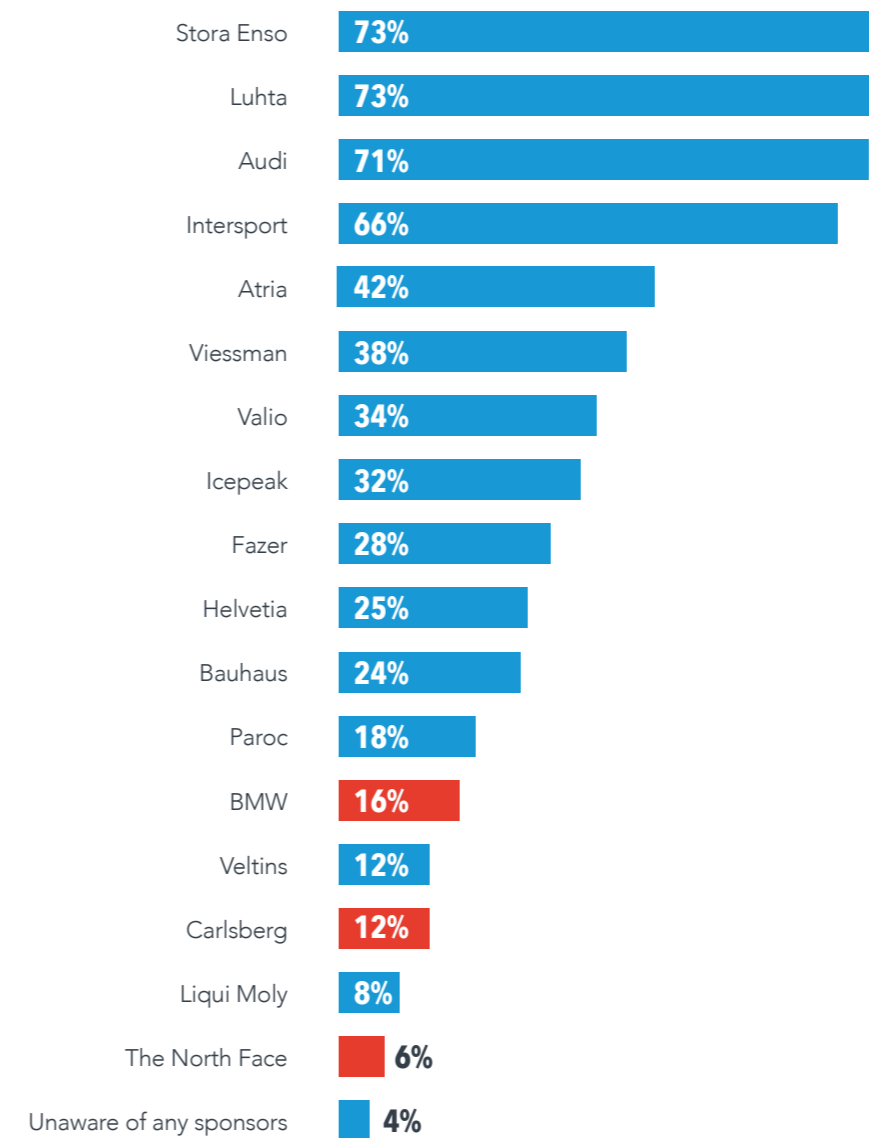
# Awareness

Based on answers to the sponsorship awareness question within the Sportcal fan survey at Lahti 2017, four sponsors achieved a cut-through rate of over 50 per cent among the respondents.

- Stora Enso
- Luhta
- Audi
- Intersport

There was little evidence of awareness of ambush activity or noise from sponsors of other winter sports events (in red below).

## Sponsors by % aware (Sportcal fan survey)





# Sporting

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Sporting

# Overview

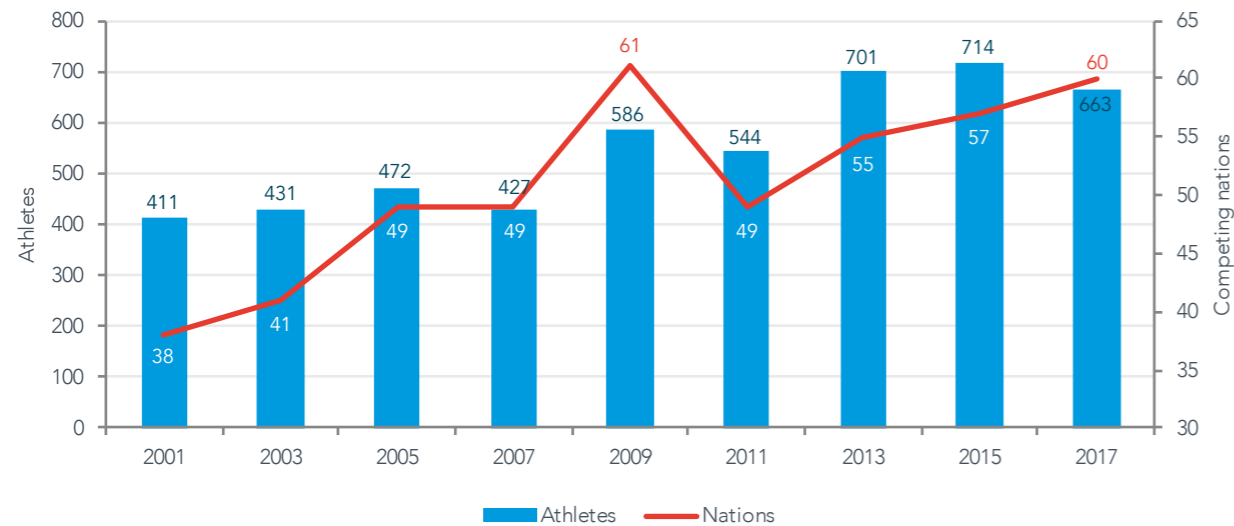
Lahti 2017 featured 663 athletes representing 60 countries from all six continents. The number of competing nations was the highest amount at a FIS Nordic World Ski Championships since the 2009 edition. It was a 58% increase on the 38 countries that provided athletes for Lahti 2001.

The 60 competing nations represented 46.5% of eligible FIS National Ski Association members.

The total number of athletes at Lahti 2017 was a decline on the 2013 and 2015 editions.

However, the female-male representation at the last three editions of the FIS Nordic World Ski Championships was roughly the same, with female participation at each competition at about 36%.

*FIS Nordic World Ski Championships (2001-2017) – Athletes and nations*



Sporting

# Nations

A total of 60 nations were represented by athletes at Lahti 2017.

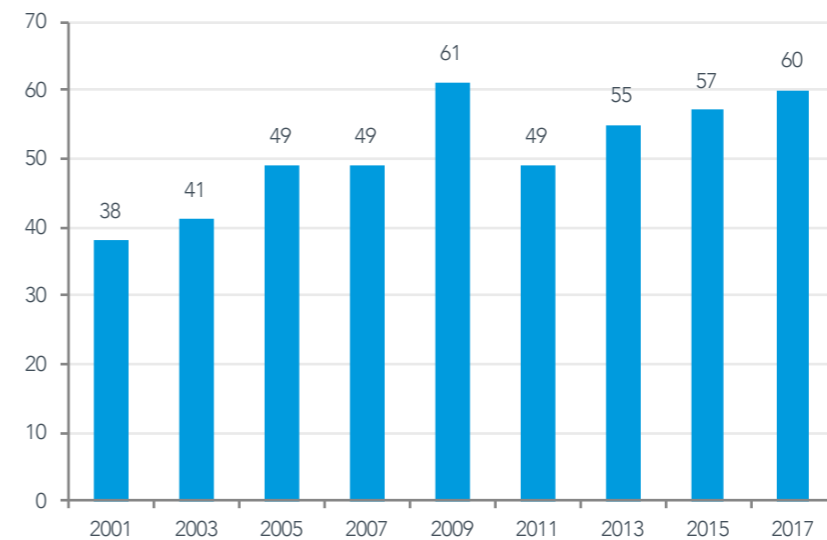
Lahti 2017 was the fourth consecutive FIS Nordic World Ski Championships to generate an increase in the number of competing nations, versus the previous edition. Lahti 2017 saw the highest number of competing nations since the 2009 edition in Liberec, Czech Republic, where there were 61 nations.

The 2017 figure was a 58% increase on the 38 countries that provided athletes for Lahti 2001.

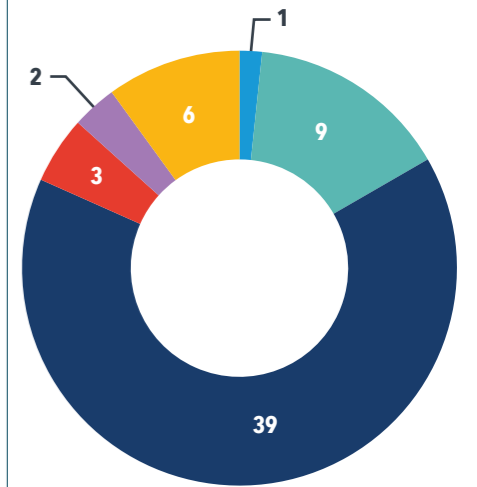
Almost two-thirds of nations at Lahti 2017 were European (65%), while Asia was the next best represented continent with nine countries (15%).

Africa was represented by just one nation – Togo.

*Competing nations FIS Nordic World Ski Championships, 2001-2017*



*Continental breakdown of nations, Lahti 2017*



- Africa
- Asia
- Europe
- North America
- Oceania
- South America

Sporting

# Nations Members

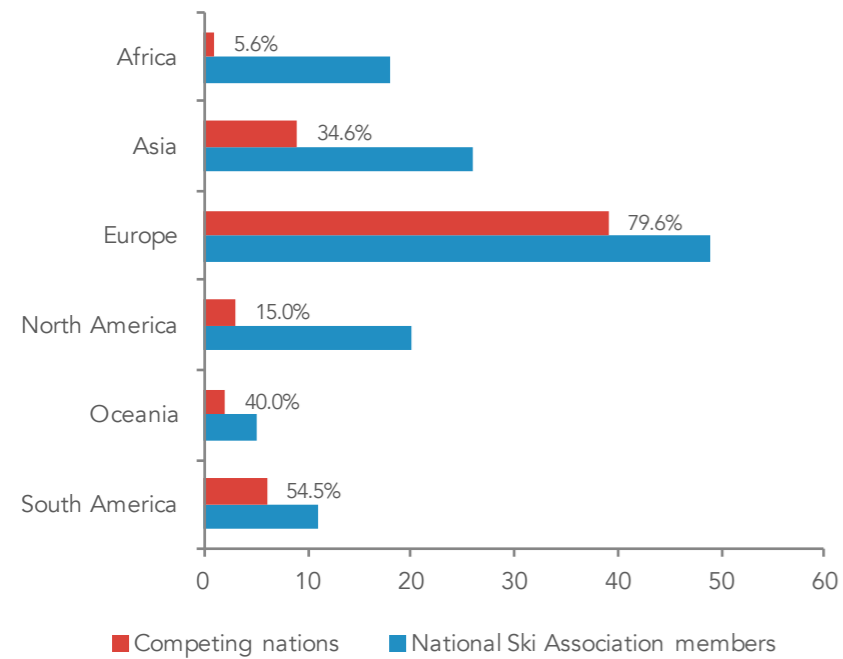
FIS, the International Ski Federation, had 129 National Ski Association members as of March 2017.

At Lahti 2017, the 60 competing nations equated to 46.5% of all eligible FIS members.

Europe was best represented at Lahti 2017 with 39 of the 49 members from the continent present (79.6%).

Africa had the lowest proportion of competing nations, with only one of the 18 African National Ski Association members present.

## Competing nations by national ski association members



CONTINENT	NATIONS	MNAS	%
Africa	1	18	5.6%
Asia	9	26	34.6%
Europe	39	49	79.6%
North America	3	20	15.0%
Oceania	2	5	40.0%
South America	6	11	54.5%
TOTAL	60	129	46.5%

Sporting

# Athletes By continent

Athletes from all six continents were represented at the FIS Nordic World Ski Championships 2017.

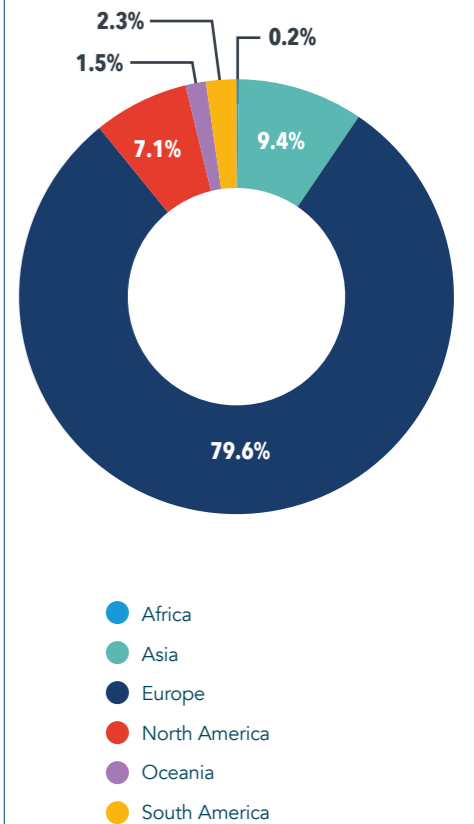
Europe accounted for 79.6% of the 663 athletes, with 528 athletes present in Lahti.

There were 62 athletes from Asia (9.4%) and 47 from North America (7.1%).

## Lahti 2017 – Athlete continental breakdown by sport

CONTINENT	CROSS COUNTRY	SKI JUMPING	NORDIC COMBINED	TOTAL
Africa	1	0	0	1
Asia	36	19	7	62
Europe	367	104	57	528
North America	29	12	6	47
Oceania	10	0	0	10
South America	15	0	0	15
TOTAL	458	135	70	663

## Lahti 2017 - Athletes by continent





Sporting

# Athletes By Nation

Nation by sport and gender, Lahti 2017

NATIONALITY	SKI JUMPING		CROSS COUNTRY		NORDIC COMBINED	TOTAL
	MALE	FEMALE	MALE	FEMALE	MALE	
Andorra			1			1
Argentina			1			1
Armenia			3	3		6
Australia			4	4		8
Austria	6	3	5	3	7	24
Belarus			4	4		8
Belgium			3			3
Bosnia and Herzegovina		3	3			6
Brazil			2	3		5
Bulgaria	1		7	3		11
Canada	2	4	6	5	1	18
Chile			2	1		3
China		4				4
Colombia			2			2
Croatia			4	2		6
Czech Republic	5	3	8	7	6	29
Denmark			3			3
Ecuador			1			1
Estonia	3		10	5	4	22
Finland	6	3	12	12	6	39
France	2	2	10		4	18
Georgia	1					1
Germany	6	5	9	10	6	36
Great Britain			4	2		6
Greece			8	6		14
Hungary			8	8		16
Iceland			4	1		5
India			2			2
Iran			4	4		8
Ireland			4			4
Italy	3	4	8	10	6	31

Sporting

# Athletes By Nation

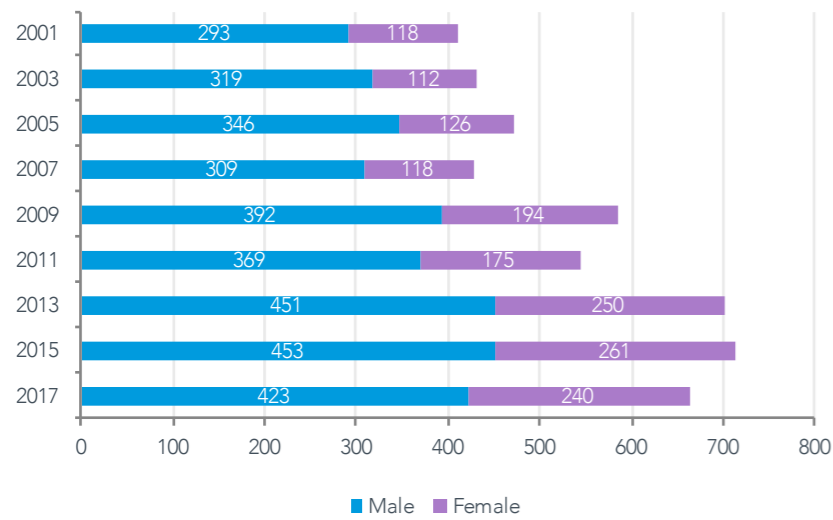
NATIONALITY	SKI JUMPING		CROSS COUNTRY		NORDIC COMBINED	TOTAL
	MALE	FEMALE	MALE	FEMALE	MALE	
Japan	5	4	2	1	5	17
Kazakhstan	4	2	7	6	1	20
Kyrgyzstan			1			1
Latvia	1	1	5	5		12
Lebanon		2	2			4
Liechtenstein			1			1
Lithuania			9	2		11
Macedonia			3	4		7
Moldova			4	4		8
Mongolia			2	3		5
Montenegro			3	1		4
Norway	6	3	13	9	6	37
Poland	6		4	4	2	16
Romania	2	2	4	1		9
Russia	6	4	13	10	5	38
Serbia			4	2		6
Slovak Republic		4	1			5
Slovenia	6	5	3	6	2	22
South Korea					1	1
Spain			1			1
Sweden			11	11		22
Switzerland	6		11	6	1	24
Togo				1		1
Tonga			1	1		2
Trinidad and Tobago		1				1
Turkey	1		3			4
Ukraine	2		4	4	2	12
United States	4	2	8	9	5	28
Venezuela			3			3
<b>TOTAL</b>	<b>84</b>	<b>51</b>	<b>269</b>	<b>189</b>	<b>70</b>	<b>663</b>

Sporting

# Athletes Gender Equality

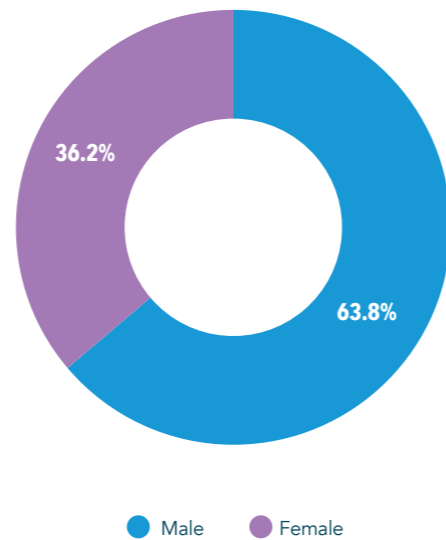
- 64% of athletes in Lahti were male and 36% female.
- Male increase 2001-2017 = 130 more male athletes (44%)
- Female increase 2001-2017 = 122 more female athletes (103%)
- Total athlete increase 2001-2017 = 252 more athletes (61%)

Gender breakdown FIS Nordic World Ski Championships, 2001-2017

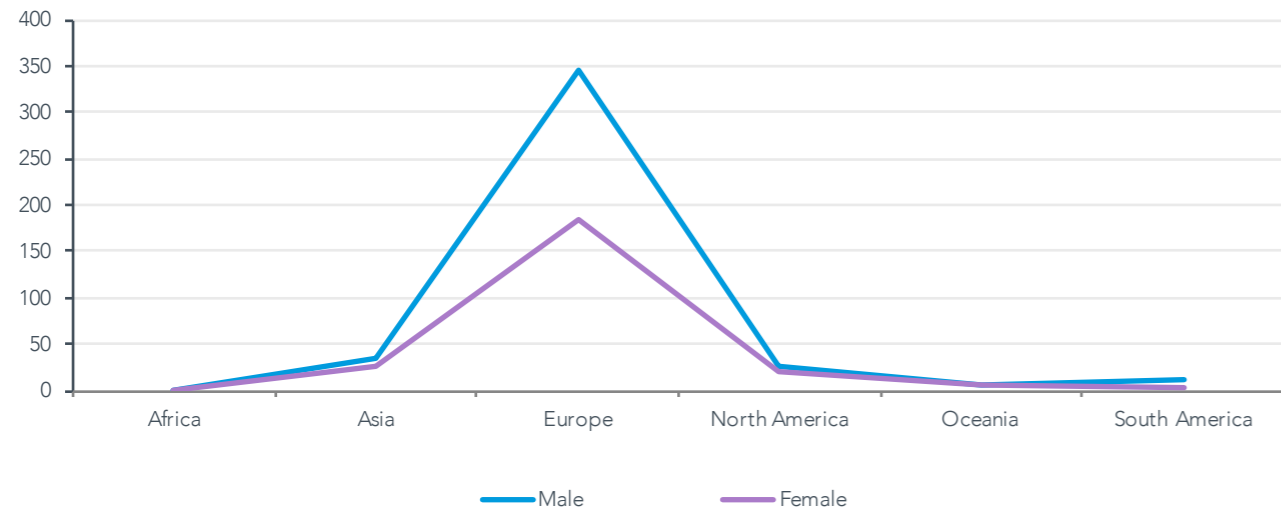


Gender breakdown, Lahti 2017

Continent	Male	Female	TOTAL
Africa	0	1	1
Asia	36	26	62
Europe	344	184	528
North America	27	20	47
Oceania	5	5	10
South America	11	4	15



Gender breakdown by continent, Lahti 2017



Sporting

# Performance Domestic & International

Finland medal haul vs top three performing nations, Lahti 2017

RANK	NATION	GOLD	SILVER	BRONZE	TOTAL
1	Norway	7	6	5	18
2	Germany	6	3	2	11
3	Russia	2	4	0	6
5	Finland	1	1	3	5

Medal positions, Lahti 2017

1st	NORWAY
2nd	GERMANY
3rd	RUSSIA
4th	AUSTRIA
5th	FINLAND
6th	ITALY
7th	POLAND
8th	CANADA
9th	JAPAN
10th	SWEDEN

Finland's past performances at FIS Nordic World Ski Championships

	2007	2009	2011	2013	2015	2017
Finland	2nd	3rd	5th	13th	14th	5th

Medal tables FIS Nordic World Ski Championships, 1997 - 2017

YEAR	HOST	1ST	2ND	3RD
1997	Norway	Russia	Norway	Finland
1999	Austria	Norway	Finland	Russia
2001	Finland	Norway	Germany	Finland
2003	Italy	Norway	Germany	Sweden
2005	Germany	Norway	Germany	Russia
2007	Japan	Norway	Finland	Germany
2009	Czech Republic	Norway	USA	Finland
2011	Norway	Norway	Austria	Sweden
2013	Italy	Norway	France	Russia
2015	Sweden	Norway	Germany	Sweden
2017	Finland	Norway	Germany	Russia

Sporting

# Officials

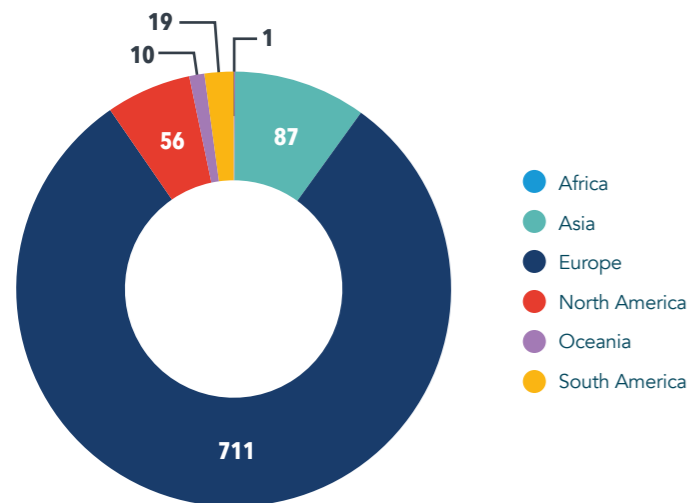
## Officials, Lahti 2017

Team Officials **884**

### Top 10 nations by team officials

RANK	NATION	TOTAL	PER ATHLETE
1	Russia	63	1.66
2	Austria	62	2.58
3	Finland	58	1.49
4	Germany	53	1.47
5	Norway	50	1.35
6	Japan	41	2.41
7	France	39	2.17
8	USA	38	1.36
9=	Poland	36	2.25
9=	Switzerland	36	1.50

### Officials breakdown by continent





## Social

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Social

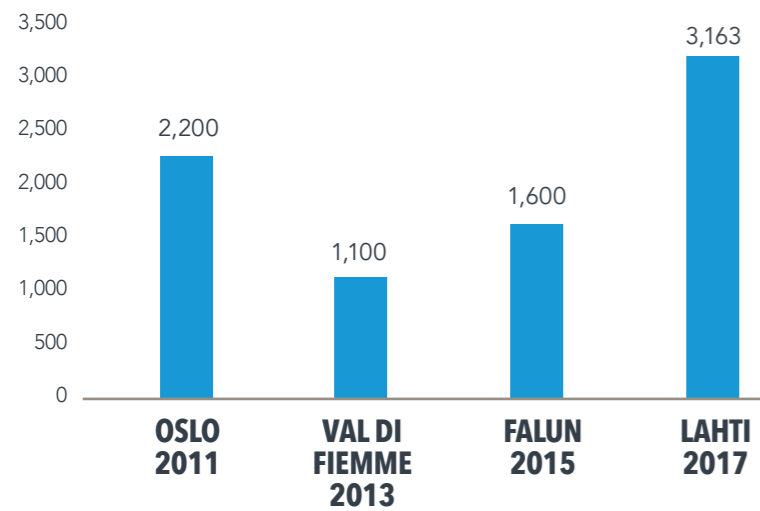
# Volunteers Overviews

One of the key objectives of Lahti 2017 was to develop a strong volunteering programme during the event to give the volunteers a great experience and something that they could take away with them after the event to show that they had achieved a certain level of training.

Another key objective was to create a strong volunteer workforce that could be used for other Finnish events, contributing a strong legacy in terms of people, knowledge and know-how.

A total of 3,163 volunteers were used during Lahti 2017, a record volunteer force for a FIS Nordic World Ski Championships. Of these 3,028 were domestic volunteers and 135 were from overseas, with a roughly 50/50 split between male and female volunteers. The oldest volunteer was 91 and the youngest aged six, with an average age of 36.

*Number of volunteers, 2011–2017*



The mean average for the previous four editions of FIS Nordic World Ski Championships was 2,016 volunteers. Lahti 2017 saw an increase of 98 per cent in volunteer participation compared to Falun 2015.

*Volunteers summary*

Domestic	3,028
Overseas	135
TOTAL	3,163

*Volunteer gender breakdown*

Female	50%
Male	50%
TOTAL	100%

*Volunteer age breakdown*

Youngest Age	6
Oldest Age	91
AVERAGE AGE	36

Social

# Volunteers Programme

The Lahti 2017 volunteer programme established a vast national participation with 96 per cent of the volunteers originating from Finland. Of the 3,028 Finnish volunteers, 889 were students from local universities.

Lahti 2017 developed a good working relationship with the local Lahti University of Applied Sciences which has a strong focus on customer service. The organising committee worked closely with the university to develop a customer service training programme. The programme started in November 2015 with a first prototype, which was trialled during the test event, and then a full programme started in the fall of 2016 and went live during Lahti 2017.

The customer service training programme gave everyone the knowledge and experience of working in a customer environment, even if they didn't work in the customer area at the event.

Lahti 2017 developed a certification programme for the volunteers with the Finnish labour union, PAM. The certificate recognised the skill sets they had learnt during the championships and provided them with something concrete they could take to future employees.

*Volunteer role breakdown*

- Sports
- Medical
- Spectators services
- Team services
- Medical/ communications
- Catering/hospitality
- Logistics
- Transportation
- Temporary building
- Technology
- Security and traffic
- Stadium and production



The volunteers had the opportunity to buy their own outfits to wear during the competition. They could give the uniforms back at the end of the event and get their money refunded but most of them kept their uniforms. Each uniform cost €85, creating a revenue stream of about €166,000 for the organising committee. The uniforms were produced and branded by Luhta.

Social

# Volunteers Programme



Volunteers were incorporated in all aspects of the event. This included working within a range of the event sectors, from security to spectator services, with the largest number of volunteers, 700, working in Sports and the smallest number of volunteers, 90, within Medical.

The Lahti 2017 volunteering programme will create a huge social legacy for the whole of Finland, with the training, knowledge and expertise that the volunteers have absorbed on the programme being passed on to local ski clubs, other events, organisations and communities.

## UNIVERSITY PROGRAMME

A total of 889 students volunteered at the event from local universities. As part of their curriculums, students were able to gather study points by participating in the Lahti 2017 volunteer programme.

### Universities in programme

LAMK	363
Salpau	342
Vierumäki	96
Pajulahti	88
TOTAL	889

Social

# Education Programme



In 2015 Finland established a new National Core Curriculum for Basic Education which emphasised community-based activities and participation programmes.

The Lahti 2017 organising committee created a multi-disciplinary module as part of this educational programme to educate children in Finland about sport and the event. The programme began in May 2015 and involved every school in Lahti: 29 primary and secondary schools. A total of 15,000 children were educated through the programme.

A steering group of principals and teachers worked closely with the Educational Services department and the organising committee to create a programme related to the games that could be conducted throughout the school year.

The collaboration between Lahti's Educational Services department and the games' competition organisation offered participation for schools based on their own resources.

The project was co-ordinated by a steering committee of teachers and principals working in close co-operation with Lahti Events and the Educational Services.

The Lahti 2017 website provided information to people interested in the programme and constantly updated information on the various projects that were related to the championships.

The programme was a two-year programme running from May 2015 through to May 2017, with the aim that the Lahti Ski Club would continue the programme after the championships have finished.

During the event Lahti 2017 maintained educational engagement with the children from the schools programme.

### Volunteer role breakdown

#### SCHOOLS PROGRAMME

Primary/Secondary Schools	29
Children	15,000
Length	2 years

#### ACTIVITY PROGRAMME

- Sports competitions like skiing and skating.
- Support from sports teams, sports colleges and athletes.
- School meal menus created around the championships.
- Visual arts and art exhibitions based on winter sports.
- Song writing, singing & dancing competitions.
- Involvement of parents and local shop.
- Awareness of the different nationalities through flags, food and geography lessons.
- Visits from athletes to local schools.
- Special discounted tickets for all children in schools in Lahti. Over 5,000 were purchased.

Social

# Participation Adults programme

## 'MOVE YOUR DREAMS 2017'

One of the key objectives identified by many of the key stakeholders in Lahti 2017 was to encourage people to take up sport and to get active.

As part of Finland's Centenary Celebrations of 2017 the Finnish Olympic Committee coordinated the 'Exercise Year of Your Dreams 2017' programme, which focused on getting people active.

The aim of programme was to increase physical activity, joy and wellbeing among adults all over Finland. This was done in cooperation with various actors by supporting and strengthening existing activities, building networks, and creating a new open culture to sports activity.

The 'Move Your Dreams' programme is above all about building a new culture where physical activity becomes a key part of everyday life for Finnish people, by removing barriers and bringing sports close to every workplace, community and individual.

Lahti 2017 was used as a platform to increase awareness about the project, and the project was given the right to use the Lahti 2017 official partner logo. The programme started in Lahti in February 2016 when various stakeholders organised the 'Month of Your Sport Dreams'. After that the project expanded to other cities and areas in Finland and was launched nationally in January 2017.

	LAHTI FEBRUARY 2016	PÄIJÄT-HÄME (LAHTI) REGION 2017
Official events	363	120
People engaged	9,664 (8% of Lahti Pop.)	5,000+
Network meetings	43	20
Media coverage	20 articles	15 articles
Cities involved	1	8

The project has already been very successful in creating new networks for all age groups, particularly youth, improving co-operation between various organisations and creating a new way of thinking about physical activity, and it will continue for many years after Lahti 2017 creating a strong legacy.



Social

# Participation Children's programme

In 2016 the Finnish Ski Association were awarded first place in the FIS SnowKidz Awards in recognition of their Kids Moves! Programme.

One of the key legacies of Lahti 2017 will be the continuation of this programme and encouraging children to take up winter sports.

The Finnish Ministry has already committed funding to this programme until 2018, so this should be a strong legacy for Lahti 2017.

The Lahti Ski Club has already seen a strong growth in interest from young people wanting to join ski clubs since Lahti 2017. One of its biggest challenges, though, will be to provide enough coaches to deal with the increased interest in the sport.

Additionally, over 5,000 children were invited to attend the opening day of the event when they were given free admission to the venue so they could watch cross-country skiing and the practice session for the ski-jumping. During the course of the day there were concerts for different age groups and various types of children's entertainment.



Social

# Engagement Opening Ceremony

The Lahti 2017 Opening Ceremony was held in the Lahti Market Square on 22 February 2017, the first day of the FIS Nordic World Ski Championships.

The location was chosen as the ceremony was open to the public and it provided the ideal setting thanks to its size and location. Crowds were estimated to be between 10,000 and 12,000 for the ceremony. Lahti Events invested in a huge, rock festival-sized platform to provide the perfect stage for the opening and medal ceremonies.

As well as complying with official FIS protocol, the programme consisted of a celebration of sport in its different forms and a display of local Finnish culture. Over 700 people were involved in the organisation and execution of the ceremony which took over two years of planning by Lahti resident Hannu Kella, who acted as the creative director of the opening ceremony.

The concept behind the ceremony was to follow the journey of a well-known Finnish fictional figure, Rölli the Troll, who left his home village to travel to Lahti to try to break the world record for Trolls in ski jumping. His journey was depicted on the main stage and on the big screens throughout the market square. During his adventure he met and interacted with many characters, teams and well-known Finnish sports stars.

The 'Lahti2017' theme music for the ceremony was composed by Kella himself, and became very popular during the games. It was played during all official ceremonies, as well as before, during and after the events.

The President of Finland, Sauli Niinistö, gave the opening speech, together with the President of the FIS, Gian Franco Kasper. A 'Golden Baton of Clean Sport' was passed on to Lahti Events by the organisers of the Speed Skating Junior World Championships. This Golden Baton is part of the work carried out to promote fair sport by the Finnish Centre for Integrity in Sports (FINCIS) and the Finnish Anti-Doping Agency (FINADA).

One of the highlights of the show was the moment when the ice princess, the world-famous figure skater Kiira Korpi, performed on roller skates with her team, just as the snow started to fall on the main venue, giving the whole scene an almost magical feel. The grand finale was a performance of 400 school children and the Lahti symphony orchestra performing the Finlandia Hymn to highlight the celebration of Finland's independence. The ceremony was closed by a big fireworks display.



Social

# Engagement Themed Days

The organisers of Lahti 2017 sought to engage people in the championships, beyond the sporting programme, by creating a theme for every day.

The concept was to make Lahti 2017 not only a sporting event, but also an event that everyone would remember, and not just for the sporting performances.

The themes were chosen, like Tango Tuesday, to focus on activities that Finnish people enjoy. Tango is very popular in Finland.

The concept was very well received by the spectators that attended the championships and it has helped create a new way of thinking in Finland for the organisation of sporting events.

Daily themes

22nd Feb	Welcome Wednesday
23rd Feb	Epic Thursday
24th Feb	Ladies Friday
25th Feb	Saturday Winter Carnival
26th Feb	Super Sunday
27th Feb	Visit Lahti (Rest Day)
28th Feb	Tango Tuesday
1st Mar	Superman Wednesday
2nd Mar	Thursday of Stars
3rd Mar	Friday Night Fever
4th Mar	Legendary Saturday
5th Mar	King of Sundays

## COMPETITION PROGRAMME (Local time)

<b>WELCOME WEDNESDAY 22.2.</b> <b>Cross-Country</b> 14:00 5 km, Qualification, Ladies (C) 15:30 10 km, Qualification, Men (C) 19:00 Opening Ceremony	<b>EPIC THURSDAY 23.2.</b> <b>Cross-Country</b> 15:00 Sprint, Qualification, Ladies & Men (F) 17:30 Sprint, Finals, Ladies & Men (F) <b>Ski Jumping</b> 14:00 HS 100 (normal hill), Qualification, Ladies	<b>LADIES FRIDAY 24.2.</b> <b>Ski Jumping</b> 14:30 HS 100 (normal hill), Qualification, Men 17:30 HS 100 (normal hill), Ladies <b>Nordic Combined</b> 10:30 HS 100 (normal hill) 13:30 10 km Gundersen	<b>SATURDAY WINTER CARNIVAL 25.2.</b> <b>Cross-Country</b> 12:00 15 km, Skiathlon, Ladies 14:30 30 km, Skiathlon, Men <b>Ski Jumping</b> 17:30 HS 100 (normal hill), Men	<b>SUPER SUNDAY 26.2.</b> <b>Cross-Country</b> 11:30 Team Sprint, Qualification, Ladies & Men (C) 13:30 Team Sprint, Finals, Ladies & Men (C) <b>Ski Jumping</b> 17:30 HS 100 (normal hill), Mixed Team <b>Nordic Combined</b> 12:00 HS 100 (normal hill) 15:30 4x5 km, Team
<b>VISIT LAHTI MONDAY 27.2.</b> No competitions. Enjoy events and sights around the Lahti region.	<b>TANGO TUESDAY 28.2.</b> <b>Cross-Country</b> 13:45 10 km, Ladies (C)	<b>SUPERMAN WEDNESDAY 1.3.</b> <b>Cross-Country</b> 13:45 15 km, Men (C) <b>Ski Jumping</b> 18:00 HS 130 (large hill), Qualification, Men <b>Nordic Combined</b> 12:00 HS 130 (large hill), 16:15 10 km Gundersen	<b>THURSDAY OF STARS 2.3.</b> <b>Cross-Country</b> 15:00 Relay 4x5 km, Ladies <b>Ski Jumping</b> 18:30 HS 130 (large hill), Men	<b>FRIDAY NIGHT FEVER 3.3.</b> <b>Cross-Country</b> 13:30 Relay 4x10 km, Men <b>Nordic Combined</b> 16:00 HS 130 (large hill), 18:15 2x7.5 km Team Sprint
<b>LEGENDARY SATURDAY 4.3.</b> <b>Cross-Country</b> 14:30 30 km, Mass Start, Ladies (F) <b>Ski Jumping</b> 17:15 HS 130 (large hill), Team, Men	<b>KING OF SUNDAYS 5.3.</b> <b>Cross-Country</b> 14:30 50 km, Mass Start, Men (F) 17:35 Closing Ceremony	Nearly 700 competitors from 60 countries will compete at the FIS Nordic World Ski Championships. The event will attract hundreds of thousands of visitors to Lahti and a TV audience of more than 500 million people worldwide. The schedule is subject to change.		





Social

# Engagement Children

There were a variety of activities for children within the Lahti 2017 venue.

The 'Röllin Talvimaa' provided a variety of activities including a ski jump and a toboggan slide.



Social

# Engagement Pride

One of the key objectives identified by the Mayor of Lahti was to make people smile and to make them proud of Lahti.

Although there was no official survey of the people of Lahti, several articles summarised the feeling and the mood of the people of Lahti. Lahti people have a reputation for being taciturn and not very welcoming, but Lahti 2017 made people smile and feel proud of their city, a feeling that many wanted to continue.

Translation of article: <http://www.ess.fi/Mielipide/esalaiset/art2353148>

### WHEN SOMETHING CHANGED IN LAHTI

*There were already signs of a strange phenomenon before the FIS World Championships. I was wondering whether some stimulants or syrup had been slipped into the local clean tap water? What had happened to all those grumpies, who I have learned to actually like while living in the region for the past 20 years?*

*I was watching the final concert of a popular TV programme, SuomiLove, at the Sibelius Hall in Lahti in February. For sure, among the audience were people from elsewhere, but certainly the vast majority were from this region, Päijät-Häme. The atmosphere was something unique, starting from the first performance by Samuli Putro.*

*'The roof was on fire', when the audience was cheering and enjoying the moment and atmosphere. Anna Puu wondered if the Sibelius Hall had been filled with crazy love, and Mikael Saari looked set to burst into tears at any moment, thanks to feeling so overwhelmingly happy. Even the experienced production team members said they had witnessed an unforeseen atmosphere, even ecstasy.*

### ARE YOU FAMILIAR WITH THE LAHTI- GROUP?

*There are over 27,000 members in the public Facebook-group, where local issues are being discussed in a fundamentally negative spirit.*

*Suppress all dissidents and slag off equally our own people as well as people from elsewhere. This Lahti-group started to behave strangely during the World Championships.*

*The basic theme was interrupted. People were advising each other to welcome tourists nicely and with a smile. People were discussing re-locating the whiners elsewhere during the World Championships.*

*"Let's allow everyone to celebrate the success of their own, let's also put each other's garbage in the rubbish bins, and let's not get all worked up in the 'snägäri' queue (kiosk from which hamburgers, hot dogs and the like are sold to passers-by), even though somebody is cutting in front of you in the queue" posted Topi Talasranta, and receiving 478 likes for this positive comment.*

*The Lahti-group does like beautiful images of local scenery and photos posted there, but the love for our own home region has never been expressed.*

*Social*

## Engagement Pride

*What about Championships 'fever' then? It's been wonderful to be charmed by the atmosphere, and to get downright over-excited about the host city with other citizens of Lahti.*

*I was writing a story about the Opening Ceremony. It was snowing heavily, the hymns of Katja Koukkula were slipping, and the roller skates of Kiira Korpi were not functional.*

*And what did the 10,000-strong audience of Lahti do? Smiled.*

*Praised the performers for their courage.*

*Cheered.*

*Sang our national anthem.*

*All those interviewed praised the atmosphere at the Medal Plaza, and the local performers and organisers said they were just focused on smiling, even though it was heavily snowing.*

*The same euphoria continued throughout the Championships.*

*Cheerful fans gathered at the ski tracks stands and forest stands, as well as at the 'Monttu' (the ski jumping stand) to cheer, and they did not get caught up in any brawls, but moreover backed all athletes to do their best.*

*The stadium was bursting with loud cheers, which carried miles away. The atmosphere at the award ceremonies gave spectators goose bumps. Drinks were downed at the pop-up bars, but no ice was poured down neighbours' necks.*

*Lahti spirit, and being from Lahti has become quite surprisingly somewhat of a slogan.*

*Hardly ever before has Lahti been talked about as a city of smiling people. Let's continue that.*

*If you have been too much in the 'Ski spirit bubble', let's recover at home.*

*But with a smile.*



Social

# Finnish Design

One of the core elements behind the success of Lahti2017 was its focus on 'Finnish Design'.

'Finnish Design' is a recognised international brand and Lahti2017 was the first sporting event ever to receive the right to use the 'Design from Finland' logo.

Lahti 2017 also used the 'Avainlippu' emblem to highlight that the best Finnish know-how and design was behind the project.

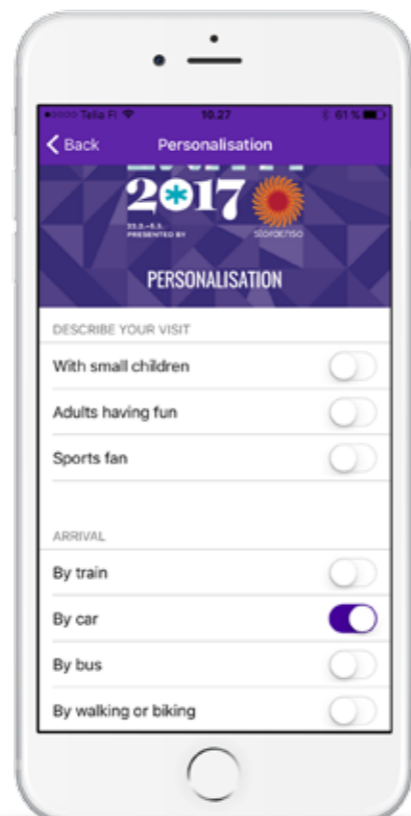
The use of these design elements opened up awareness of the event to a new audience who were not necessarily sport fans but took an interest in the event from a design perspective. It enabled Lahti 2017 to communicate a new message to a different audience and widened the awareness of the event, showing that sporting events don't just have to be about sport.

The service design process was funded by the Päijät Häme municipal development fund and was used to plan the various service elements of the event, bringing them together as one manageable mini-project in the planning phase.

Examples of these service design concept are:

- Design of the Lahti2017 corporate identity: Mikael Kivelä, a designer who has created brand identities for some of the most renowned Finnish companies
- Graphic design for print and digital materials by Petri Posti, a renowned young Finnish designer
- Venue design for visual and flowing customer experience by Sun Effects, a company that has gained recognition for its work in music and innovation events like Slush in Finland
- Lighting design by Bright which created a unique atmosphere by using special light effects
- Use of unique elements like recycled skis and spruce twigs
- A mobile app that was designed to serve all major target groups, providing information and suggestions in a customisable fashion.
- Lahti2017 created personal profiles for all target groups focusing on services, atmosphere and functions.

Service design became a key element in the delivery of the event and was used to drive greater awareness of the event and to provide a better experience for everyone visiting it.





# Environment

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# Overview

The environmental strategy for Lahti 2017 started before the bid was won. During the bid, various promises were made that the event would be one of the most environmentally-friendly championships ever.

Lahti 2017 was part of the EcoCompass Event project, coordinated by the Finnish NOC. The project implemented an environmental management system for 15 to 20 significant events and venues in Finland and awarded environmental certificates to those events and venues meeting certain standards. Funding for the project came from the Finnish Ministry of Education and Culture, and the IOC's Olympic Solidarity programme.

**“Sustainability efforts are an important part of organising the championships, and we want to inspire a discussion about the future of winters and winter sports events. We want to do our bit in encouraging choices that help to mitigate climate change”**

Janne Leskinen, Secretary General of Lahti 2017

Lahti 2017 had a designated person, Maarit Virtanen, to take responsibility for the EcoCompass project. Virtanen was responsible for organising the event's environmental matters and managing the environmental team.

Lahti 2017 paid strong attention to the environmental issues when choosing cooperation partners. This included negotiating energy agreements, ensuring partners and suppliers received environmental workshops and signing a code of conduct on environmental sustainability during the event.

The environmental impacts assessment was undertaken by Virtanen and the environmental team from EcoCompass.

The environmental policy was developed through the Lahti Ski Games, which is held in Lahti every year, in partnership with EcoCompass. EcoCompass certified the Games in 2016, which was a good trial for Lahti 2017.

## Environmental Programme

EcoCompass Event Project  
EcoCompass Duration

4 May 2015 - 31 December 2017

EcoCompass Funding

Finnish Ministry of Education & Culture  
IOC's Olympic Solidarity programme

EcoCompass Co-ordination

Finnish Olympic Committee  
- Elina Levula

## Environmental Team

Person	Title
Maarit Virtanen	Environmental Manager
Laura Lehtonen	Communications Manager
Kirsi Hänninen	Logistics Manager
Petra Riissanen	Responsible for Food Services
Juha Vanhanen	Temporary Constructions

# Overview

The organisation created environmental objectives for the event against which the team took action in its environmental programme. The selected objectives (right) were used to reduce the substantial environmental impacts of the event.

There is a strong interest in environmental issues in Finland and one of the key objectives was to use the games to educate businesses, partners, athletes, volunteers, spectators and all stakeholders on the wider environmental issues.

One aim was to try to reduce transport emissions for the event and try to work with local suppliers and local volunteers. Free buses were provided around the region to transport volunteers and staff.

Elina Levula worked as the project co-coordinator from the Finnish Olympic Committee side in close association with Lahti Events and Sitra.

Levula has worked across a range of major sporting events to try to establish better environmental management practices, including at major sporting events.

According to this concept, events, thanks to their temporary nature, offer excellent opportunities to test various ideas and also to reach a mass audience in a very short period of time.

Lahti 2017 received its certificate during the event and was praised for its environmental management and programme.

## Environmental Objectives

### MATERIAL EFFICIENCY

- Waste management
- Utilization of material
- Renewable materials

### ENERGY EFFICIENCY AND RENEWABLE ENERGY

- Energy saving through investments
- Use environmentally-friendly wind power

### SUSTAINABLE TRANSPORT

- Encouraging the use of public transport or carpools
- Volunteers and media representatives receive free bus transport

### ENVIRONMENTAL CONSCIOUSNESS

- Participating in debate on climate change
- Cooperation with the Finnish Innovation Fund Sitra
- Cooperation with schools
- Educating suppliers and local businesses

## Environment

## Objectives

**MATERIAL EFFICIENCY**

Waste management was defined for the event's construction and dismantling phase, and for the period of the actual event. During the event, the event waste management was organised by regions: 1) public areas; 2) offices; and 3) service areas. The plan included the waste bins and the sorting points in the above mentioned areas.

Each area had a comprehensive number of waste collection points with 350 collection points in outdoor areas and 1,000 collection points via cardboard waste bins indoors. These were delivered by Lassila and Tikanoja Oy. Waste collection points carried written instructions in both English and Finnish, with illustrations for sorting.

The role of volunteers was significant in ensuring the practical implementation of the waste management plan. Forty volunteers assisted within the environmental sector, with tasks including sorting waste and providing guidance to event guests. The volunteers showed a great team spirit and the area was kept visibly clear.

According to Anu Haapalainen, media services manager, the sustainability aspect was taken into account in every function and was visible in the media centre, where smaller general waste bins were emptied and sorted into the correct waste bins in the evening.

Within the food services and kitchen area, staff were interviewed and said the system worked well, with staff following the kitchen regulations.

The event organisers also correctly identified the areas of hazardous waste generated throughout the event. The collection of hazardous waste was stored safely and delivered with the appropriate treatment.

*Key Objectives***MATERIAL EFFICIENCY**

- Waste management: all waste generated in the event area will be reclaimed either as energy or material
- Utilization of material: 50% of generated waste will be reclaimed as material

## Environment

## Objectives

**ENERGY EFFICIENCY AND RENEWABLE ENERGY**

The event organisers made a significant investment to ensure Lahti 2017 was using renewable energy. Recycled and rented materials were used in the event structures and wind power was used throughout the event.

Organisers were also able to use their partnerships to be more energy-efficient. Intersport's tent was heated with pellets and the City of Lahti installed solar panels on its office building. Further, the City of Lahti is now monitoring its energy consumption.

**SUITABLE TRANSPORT**

Visitors were encouraged to use public transport when arriving at the event. Lahti 2017's own mobile application provided all necessary information, including the transport available, maps and the event programme which reduced the quantity of material waste. Further, volunteers, media representatives and athletes were able to use the bus free of charge when travelling to the event.

Previously, snowmaking was concentrated in a central location and the snow was transported to the venues, but now snowmaking can be carried out from 15 different points and hence the need for transportation has fallen.

*Key Objectives***ENERGY EFFICIENCY AND RENEWABLE ENERGY**

- Energy saving through investments in energy efficiency and own practices
- Lahti 2017 Games is using Lahti Energy's environmentally-friendly wind power, and the traditional Games flame's fuel is biogas

**SUSTAINABLE TRANSPORT**

- Encouraging the guests to arrive in Lahti using public transport or carpools
- Volunteers and media representatives are allowed to use LSL's (Lahti regional transport) buses free of charge during the Games

Environment

# Consciousness

The event organisation invested in cooperation with partners and sought to find, relative to the scale of the event, essential sustainable solutions and to undertake responsibility experiments.

Organisers encouraged event partners to sign a separate responsibility commitment. Lahti 2017 organisation, the Finnish Olympic Committee, Sitra, the Finnish Innovation Fund, and Protect Our Winters Finland challenged the International Ski Federation to take into account sustainable development when organising future events.

Lahti 2017 cooperated with schools to educate and raise environmental awareness among the youth. The aim was to influence teachers to consider environmental issues in their teaching practices.

Initiatives at the venue included Protect Our Winters Finland and 'Tonni Lähti', a campaign that enabled visitors to estimate their personal footprint based on nine separate questions. The answers created a proposal to reduce the person's footprint and to sign a commitment to good environmental practices.



Key Objectives

**ENVIRONMENTAL CONSCIOUSNESS**

- Participating in debate on climate change, in cooperation with event partners. E.g. Stora Enso and Protect Our Winters
- Cooperation with the Finnish Innovation Fund Sitra: assisting partners to develop resource-efficient solutions based on circular economy model. These solutions could concern food services, mobility, transportation, accommodation or products used in the event
- Cooperation with schools: raising environmental consciousness as part of joint projects (e.g. planting trees and placing bird houses)

Environment

# Stora Enso

Renewable materials company Stora Enso was the presenting sponsor of the 2017 FIS Nordic World Ski Championships in Lahti. Stora Enso first showed commitment to Nordic disciplines as sponsor of the World Cup in 2014 and the Falun 2015 World Championships.

Stora Enso stressed to the International Ski Federation that the collaboration with Lahti 2017 was particularly important to the company because of its history in Finland and emphasis on sustainability throughout the event.

Stora Enso worked in close collaboration with the Lahti 2017 organisers to promote and support sustainable events, by using renewable raw materials derived from wood and by maximising the recycling and reuse of products.

Stora Enso supplied the championships with everyday products and structures made from renewable raw materials and ensured their recycling and reuse. Stora Enso's wooden elements were displayed throughout the games, within the podiums, the countdown clock, shelters, the main gate and the interiors of the ski jumping towers.

The medal ceremony tray was made from corrugated board, and medallists received durable containers for their medals. Spectators were able to use mini snow gliders made of milk carton board and use biocomposite stadium horns. Stora Enso also provided all the printing and office papers needed for Lahti 2017.

Stora Enso Products

**PAPER CUPS**



Environment

# EcoCompass Event project

EcoCompass is a Finnish environmental management system and environmental certification, suitable for events and events venues.

EcoCompass provides a systematic approach for creating objectives, documenting and monitoring results, comparing the results, and continually developing the work.

EcoCompass is based on ten criteria that need to be met to receive an EcoCompass certificate. The project considers that an environmentally responsible image is important for sports events when creating partnerships, applying for licences and funding, and taking part in bidding for events.

EcoCompass is based on international standards (ISO, EMAS) and the Nordic Co-operation, which makes it an internationally acceptable policy and environmentally-certificated".

The EcoCompass Event project was a project coordinated by the Finnish Olympic Committee which made the EcoCompass system a national tool for sports events and venues. The project was funded by the Finnish Ministry of Education and Culture and the IOC's Olympic Solidarity programme.

Lahti 2017 was awarded its EcoCompass environmental certificate on the first day of the event.

## EcoCompass Objectives

The aim of the EcoCompass Event Project is to help organisations reduce their environmental impacts by:

- Bringing a systematic approach and clear objectives to their environmental work
- Focusing on relevant developments and maximising the impact of environmental work
- Developing environmental work continually, step by step



Environment

# Lahti 2017 EcoCompass Certification Score

CRITERIA		RATING (0-5)
1	Organisation is complying with the environmental laws and regulations.	5
2	Organisation has a designated person/group responsible for the environmental issues	5
3	Organisation makes an environmental review to identify the baseline of environmental issues management, and the organisation's major environmental impacts.	5
4	Organisation has an environmental policy, which creates the basis for all environmental targets. The policy must be accepted by the top-management.	5
5	Organisation's key persons in environmental management attend an environmental training organised or approved by EcoCompass. Key persons will guide the other staff members to take environmental issues into account in their actions.	5
6	Organisation has a waste management plan. Waste is sorted in accordance with the local waste management regulations, at the least.	5
7	Organisation keeps record of hazardous waste, stores it safely, and delivers the waste to the appropriate treatment.	4
8	Organisation has a list of chemicals it uses. Operational safety bulletins are available to the staff, and employees are instructed to handle the chemicals safely. Organisation stores chemicals in compliance with the valid regulations.	5
9	Organisation builds an annual environmental programme and sets objectives based on the reduction of substantial environmental impacts.	5
10	Organisation submits an annual report to EcoCompass on the implementation of its objectives, and the key figures of the environmental actions. Follow-up report is available to the staff.	4

**TOTAL SCORE:  
48/50**





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# Legacy

## Legacy

## Short-Term | Long-Term

## SHORT-TERM LEGACY

**Great start to Centenary Celebrations**

Lahti 2017 was one of the first major events in Finland's celebrations of 100 years of independence.

Based on media coverage and feedback from the public the event was very well received and became a national celebration of sport, and in particular Nordic sport, which is close to Finnish hearts.

It was a great start to the Centenary celebrations and to celebrating sporting success for Finland. It put sport at the heart of the celebrations and it put smiles on people's faces.

## LONG-TERM LEGACY

**For the next 100 years**

A key concept of the event was that it would start a new approach to hosting sports events in Finland that would last for 100 years, not just for 12 days.

A great deal will depend on whether the concepts developed during Lahti are adopted by the government and sports organisations, thus creating a strong event legacy for Finland.

**New 'Event Experience'**

An integral element of Lahti 2017 was the 'Event Experience' created by the organising committee. The 'Event Experience' focused on the journey that spectators took from the moment they arrived in Lahti to the moment they left. The focus was to ensure they had a great time during the entire time they were in Lahti, not just while the sports event was going on.

The concept is based on the theory that an event experience is then not just focused on the sport but also on having a great time throughout the whole time you are there.

Lahti 2017 attached a theme to each day, in a bid to encourage people to come for other things, not just sport. This concept is widely being adopted by other event organisers and provides a blueprint for sport to compete against other genres, like music.

A key legacy of Lahti 2017 could be the adoption of the 'Event Experience' concept at all major sporting events in Finland.

## Key Objectives

**“Capture the essence of the Centenary celebrations and engage the whole country”**

**“Celebrate 100 years of Finnish independence”**

**“Make everyone ‘feel at home’ in Lahti”**

**“Create a new model for organising events in Finland”**

**“Provide the best event experience to the customer”**

**“Create more than a sporting event”**

## Legacy

## Lahti Events

## LAHTI EVENTS

After some confusion over which organisations were responsible for which organisational elements in the early stages of Lahti 2017, Lahti Events was formed to represent the interests of the three main stakeholders.

While not everything was perfect with the set-up of the organisation, it created a framework that could be adopted for other events in Lahti, and possibly Finland.

One of the major legacies of Lahti 2017 could be the formation of a permanent events team, either within Lahti, or within the Finnish NOC.

Other countries like Denmark, Scotland and New Zealand have formed dedicated sports events organisations that focus solely on bidding for and hosting major sporting events.

This is a key trend in the global sports market and if Finland is to continue to compete on the global sports stage, then creating a permanent events group within Finland, or possibly within Lahti, would offer a great legacy from Lahti 2017.

## Key Objectives

**“Create a new way of thinking about the organisation of sports events in Finland and in Lahti”**

**“Create a new model for Lahti based around events and tourism”**

**“Bring event organisation and tourism together”**

**“Generate tourism for the whole Lahti region”**

**“Create a permanent events organisation in Lahti or Finland”**

Legacy

# Knowledge Transfer

## KNOWLEDGE TRANSFER

Frequently, knowledge and information from hosting major sporting events are lost once the event has finished. Very few governing bodies and national sports organisations have good knowledge transfer programmes.

Lahti 2017 aims to create a strong knowledge transfer programme, capturing all the lessons learnt from organising Lahti 2017 and passing those on to future event hosts.

## CATALYST FOR CHANGE

One of the great hopes for Lahti Region was that Lahti 2017 would be a 'Catalyst for Change' within Finland and the region.

It is clear from certain countries that tourism and events are intrinsically linked but very few countries adopt a centralised policy through which event organisations work alongside tourism organisations.

Sport has the potential to generate significant tourism impact but very few events are focused on tourism and very few tourist organisations are focused on sports events.

Linking sports to tourism would represent a fundamental shift in strategy within Finland which would significantly help it to attract sports events to Finland and to drive tourism growth within the country.

## Key Objectives

**“Create a legacy platform for hosting events in Finland”**

**“Develop a knowledge transfer programme for Finland”**

**“Use Lahti 2017 as a catalyst for change and make things happen”**

**“Act as the catalyst for long-term growth”**

**“Stimulate investment and business growth in Finland”**

**“Leave a long-term legacy for sport and the region”**

Legacy

# Sporting Legacy

## SPORTING LEGACY

Finland's performance in the Nordic World Ski Championships was its best since 2007, when the country was second in the medals table. In 2015, Finland was 14th in the medals table, so a rise to fifth in Lahti was a significant moment for the resurgence of winter sports in Finland.

If the Finnish Ski Association can attract new sponsors and partners and invest further in winter sports, then this improvement in the medal performance could continue as a strong legacy of Lahti.

One of the biggest legacies for Lahti and for Finnish sport should be that the ghost of Lahti 2001 can finally be laid to rest, and rather than focusing on the past Finland and Finnish sport, in particular Nordic Sport, can look forward and try to re-build what was once one of the biggest sports in Finland.

Nordic sport has always been at the heart of Finnish sport and 2001 had a hugely negative impact on Finnish people and their love of sport. Many people lost faith and turned their backs on sport.

Lahti 2017 has given sport the chance to re-engage the population and to win back their faith and their support.

It could be a huge legacy for Finland and for Finnish sport.

## Key Objectives

**“To finally put 2001 behind us and look to the future, not think about the past”**

**“Develop elite athlete programme and winning more medals at events by hosting them in Finland.”**

**“Celebrate the ‘Love of Sport’”**

**“Leaving a lasting legacy for Finnish skiing”**

**“Attract new people to winter sports”**

*Legacy*

# Sports Nation | City Legacy

## SPORTS NATION LEGACY – FINLAND AS A SPORTING NATION

Finland is currently ranked 21st in Sportcal's Global Sports Nations Index with 14 events counting towards its position in the index. The vast majority of these are events that have already taken place, meaning that Finland is likely to drop in the global index after 2017.

Finland regards itself as a sporting nation and has always had a strong presence on the international stage. To maintain this presence a clear strategy around the hosting of major sporting events, linked to sporting and tourism benefits, needs to be developed for Finland.

One of the major benefits of 2017 is that the hosting of several major sporting events could be the catalyst for a stronger strategy based around sports events and their benefits for Finland.

## SPORTS CITY LEGACY – LAHTI AS A SPORTING CITY

Lahti is currently ranked 86th in the Global Sports Cities Index.

This position is totally dependent on the Nordic World Ski Championships, as it is the only event that counts in the index for Lahti.

This means that unless Lahti attracts more major events it will drop in the global sports cities index after 2017.

One of the legacies for Lahti could be that having made it into the top 100 global sports cities in the world, it wants to maintain this position and even strive to move further up the index by attracting both summer and winter sporting events.

### *Key Objectives*

**“Put Finland on the global sporting map”**

**“Sport is at the heart of Finnish society”**

**“Finns love sport”**

**“Attract more sports events to Finland”**

**“Grow international awareness of Lahti”**

**“Make Lahti an all-year round destination, not just for winter sports”**

**“Attract summer sports like triathlon to Lahti”**

*Legacy*

# Sports Tourism Legacy

## SPORTS TOURISM LEGACY – LAHTI AS A TOURISM DESTINATION

Significant tourism impact from Lahti 2017 was lost to other areas of Finland because of the lack of hotel capacity within Lahti.

Lahti has the potential to grow as a tourism destination but unless it invests in more hotel capacity it will struggle to reap the benefits of hosting major sporting events.

The development of a conference facility with hotel capacity could create an excellent platform to attract major sporting events, which frequently hold their annual conference alongside their major sporting events.

An important legacy from Lahti 2017 would be the development of Lahti as a major tourism destination, both for summer and winter sports.

### *Key Objectives*

**“Bring event organisation and tourism together”**

**“Create a new model for Lahti based around events and tourism”**

**“Generate tourism for the whole Lahti region”**

**“Invest in the future of Lahti”**

Legacy

# Commercial Legacy

## COMMERCIAL LEGACY – POST-LAHTI 2017

One of the key benefits of hosting major sporting events is not just the direct commercial gains from the event but the potential commercial opportunities created by hosting the event.

It is clear from a series of post-event interviews that Lahti 2017 has created a range of potential and actual commercial opportunities.

Luhta, the clothing manufacturer and one of the international sponsors of Lahti 2017, has already signed a long-term partnership agreement with the Finnish National Olympic Committee to support the NOC in its build-up to the PyeongChang 2018 Winter Olympics.

Despite facing a financial loss from Lahti 2017, the Finnish Ski Association was very positive about the commercial opportunities created by Lahti 2017.

Jukka-Pekka Vuori, the president of the Finnish Ski Association said that Lahti 2017 had “put sport, not just Nordic sport, back in business.”

The 2001 World Championships were a tough time for the Finnish Ski Association, with sponsors leaving the sport following the doping scandal, but a new confidence has returned to Nordic sport, in particular cross-country skiing.

If the Finnish Ski Association can change the negative financial loss into a positive long-term gain then any negative aspects of Lahti 2017 will soon be forgotten if the Finnish Ski Association can start to invest in the growth of winter sports again.

### Key Objectives

**“Stimulate investment and business growth in Finland”**

**“Develop commercial relationships for post-event discussions”**

**“Opportunity to attract new sponsors and to strengthen commercial programme”**

**“Has put all sports, not just winter sports, back in business”**

Legacy

# Export/Import Opportunities

## EXPORT/IMPORT OPPORTUNITIES WITH CHINA

One of the major benefits of hosting the Nordic World Ski Championships is that it gave the organisers the opportunity to get to know the Beijing 2022 Winter Olympics organising committee, which attended a knowledge transfer programme organised by FIS, in conjunction with Lahti Events.

Beijing, and China in general, have little experience of organising winter sporting events and they urgently need guidance and advice for the delivery of the Winter Olympics in 2022.

These workshops and other meetings and events gave a variety of the key Finnish stakeholders the opportunity to discuss potential ways of collaborating to provide guidance and advice to the Beijing delegation. Lahti Region and the Finnish Government see a significant export opportunity for Lahti and Finland to provide their knowledge in organising winter sporting events to the Chinese.

Not only are there strong export opportunities but there are also strong import opportunities, through training Chinese athletes in various winter sports training centres, like Vierumäki, in the Lahti region.

There are good relations between China and Finland and the development of these sporting links could also help promote tourism to potential Chinese visitors.

South Africa has developed a focused sports tourism programme around health and fitness for China, and a programme like this could easily be developed in Lahti and other regions of Finland.

### Key Objectives

**“Develop a good working relationship with Beijing 2022 Winter Olympics”**

**“Create export and import opportunities to China and the rest of the world”**

*Legacy*

# Active People | Children

## ACTIVE PEOPLE LEGACY

One of the key objectives identified by many of the key stakeholders in Lahti 2017 was to encourage people to take up sport and to get active.

As part of Finland's Centenary Celebrations of 2017 the Finnish Olympic Committee coordinated the 'Exercise Year of Your Dreams 2017' programme which focused on getting people active.

The aim of the programme was to increase physical activity, joy and wellbeing among adults all over Finland. This was done in cooperation with various actors by supporting and strengthening existing activities, building networks, and creating a new open culture to sports activity.

The 'Move Your Dreams' programme will continue long after Lahti 2017 and will be a strong legacy from the centenary celebrations

## ACTIVE CHILDREN LEGACY

In 2016 the Finnish Ski Association was awarded first place in the FIS SnowKidz Awards in recognition of its 'Kids Moves!' Programme.

One of the key legacies of Lahti 2017 will be the continuation of this programme and encouraging children to take up winter sports.

The Finnish ministry has already committed funding to this programme until 2018 so this should be a strong legacy for Lahti 2017.

The Lahti Ski Club has already seen a strong growth in interest from young people wanting to join ski clubs since Lahti 2017. One of its biggest challenges, though, will be to provide enough coaches to deal with the increased interest in the sport.

## Key Objectives

**“Getting people active and to take up sports”**

**“Encourage more adults to get involved in winter sport, in particular cross-country skiing and ski jumping”**

**“Encouraging children to participate in sport, and in particular, skiing”**

**“Inspiring children to be active and to take an interest in sport”**

*Legacy*

# Social | Educational

## SOCIAL LEGACY

Without a doubt one of the strongest legacies coming out of Lahti 2017 will be the volunteers, and the volunteering programme developed for the championships.

The creation of a certified training programme with PAM, the national labour union, established a new standard for volunteering programmes in Finland.

The provision of training to over 3,000 volunteers has provided a skilled group of people that can support many future sporting events and establish a permanent volunteering registration programme in Finland.

## EDUCATIONAL LEGACY

The schools programme established before Lahti 2017 and running through the event will continue until June 2018 and promises to be a strong legacy from Lahti 2017.

The Lahti Ski Club will continue the educational programme with local schools until June 2018, and possibly beyond, continuing the great work developed through Lahti 2017 and leaving a strong legacy.

Another element of the educational legacy could be the development of a standard methodology for measuring the impact of sports events in Finland.

Currently Finland, like many other countries, doesn't have a standard methodology for measuring the impact of sport.

The Finnish ministry has expressed an interest in developing a standard methodology for understanding the benefits of hosting sports events, so it can understand what return it gets on its investment.

## Key Objectives

**“Grow and develop a strong volunteering force and culture”**

**“Develop a good Volunteer Benefit Programme”**

**“Create a trained volunteer force that will support future events”**

**“Use Lahti 2017 as a multi-disciplinary teaching module for children in the Lahti region”**

**“Develop a standard methodology for measuring the impact of sport in Finland”**

Legacy

# Environmental

## ENVIRONMENTAL LEGACY

The environmental programme established by Lahti 2017 can be used as a blueprint for other major sporting events in Finland and throughout the world.

Very few major events have developed official environmental programmes certified by an external agency.

The use of EcoCompass creates a model that can be the benchmark for other events, creating a strong environmental value for sporting events.

The educational programme provided to suppliers, key stakeholders, local businesses, staff, volunteers and athletes can offer a huge legacy of environmental awareness for the whole region and anyone involved in the event.

If FIS takes up the environmental challenge and adopts it for all its world championships, then that would be a significant legacy.

## Key Objectives

**“Make Lahti 2017 the most environmentally friendly event”**

**“Establish better environmental management at events”**

**“Challenge FIS to adopt the environmental programme for all its events”**





## Comparative Data Analysis

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Comparative Data Analysis

# Overview

The findings from this study were compared to two datasets of comparable events across five indicators.

Data was extracted from the respective competition and federation websites in May 2017.

Comparative data overview of Nordic World Ski Championships against world championships in 2016

INDICATOR	RANK
Attendance	4/58
Athletes	7/62
Nations	=8/62
Accredited Media	2/51
Volunteers	1/54

A total of 62 world championships were identified to conduct comparative analysis. This comprised 45 world championships for summer sports, and 17 for winter sports.

The indicators chosen for comparison are: attendance, athletes, nations, accredited media and volunteers. Data for attendance, accredited media and volunteers was not attainable for all 62 events. This has been indicated in each respective comparison page.

The data was compiled as part of the 2017 edition of Sportcal's Global Sports Impact (GSI) Report.

Comparative data overview of Nordic World Ski Championships against Winter Olympic sports World Championships

INDICATOR	RANK
Attendance	2/16
Athletes	2/16
Nations	2/16
Accredited Media	2/15
Volunteers	1/16

Comparative Data Analysis

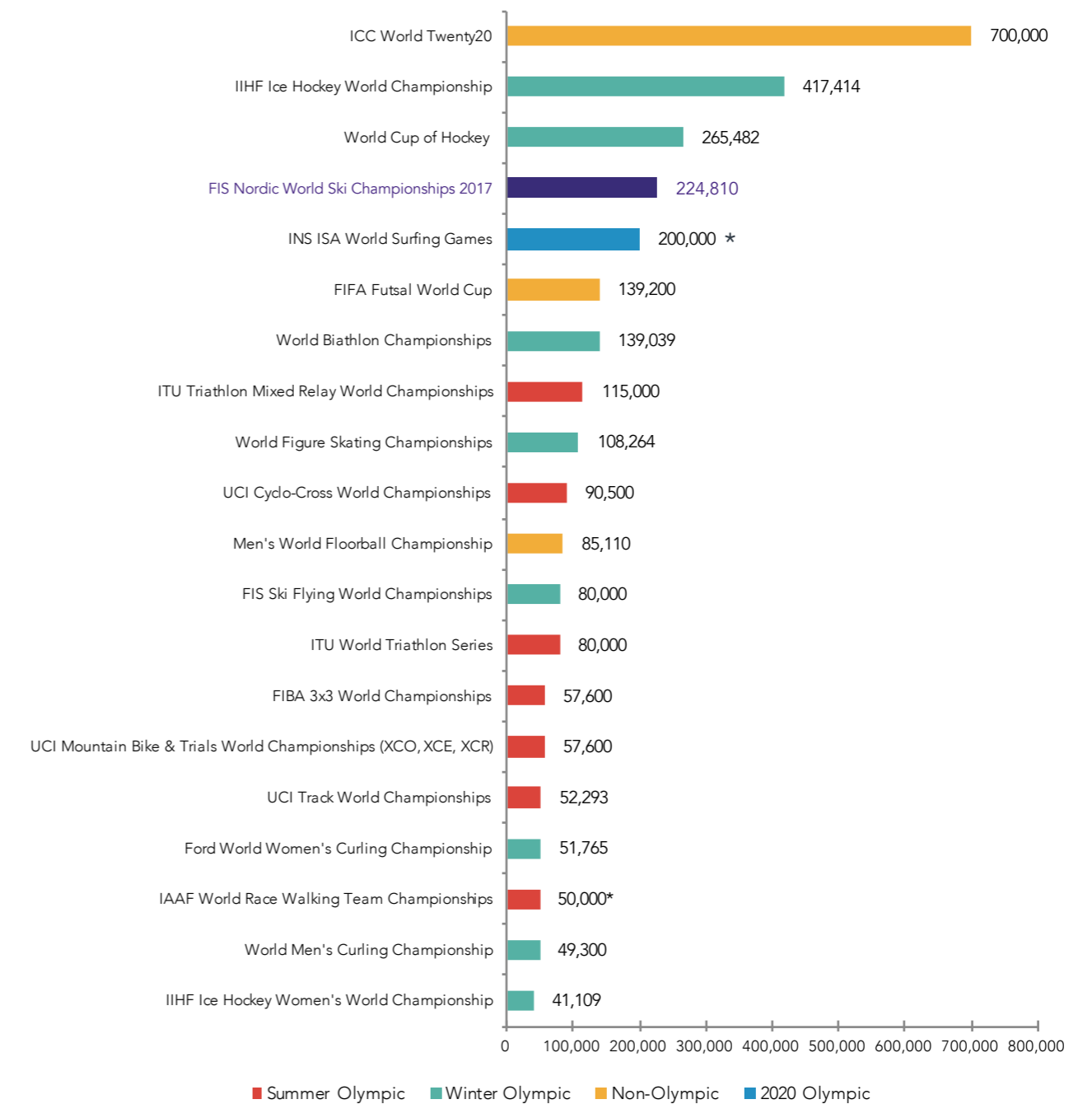
# Attendance

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Attendance

FIS Nordic World Ski Championships 2017      Rank  
224,810      4/58 events

Attendance Chart: 1st – 20th in ranking



\* Estimated figures

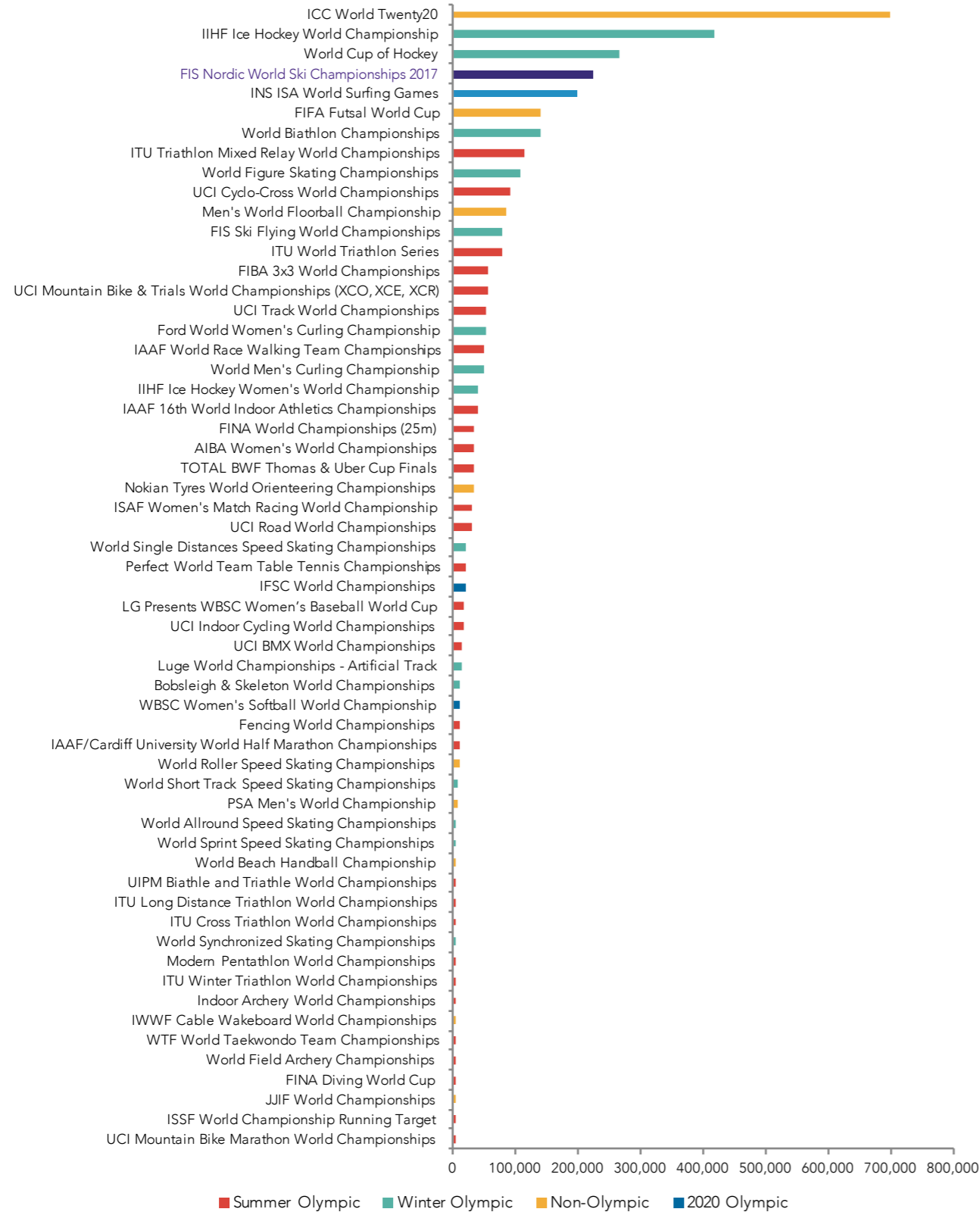
Attendance figures were not made available for four competitions

Comparative Data Analysis

# Attendance

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Attendance Chart: Full rankings



Attendance figures were not made available for four competitions

Comparative Data Analysis

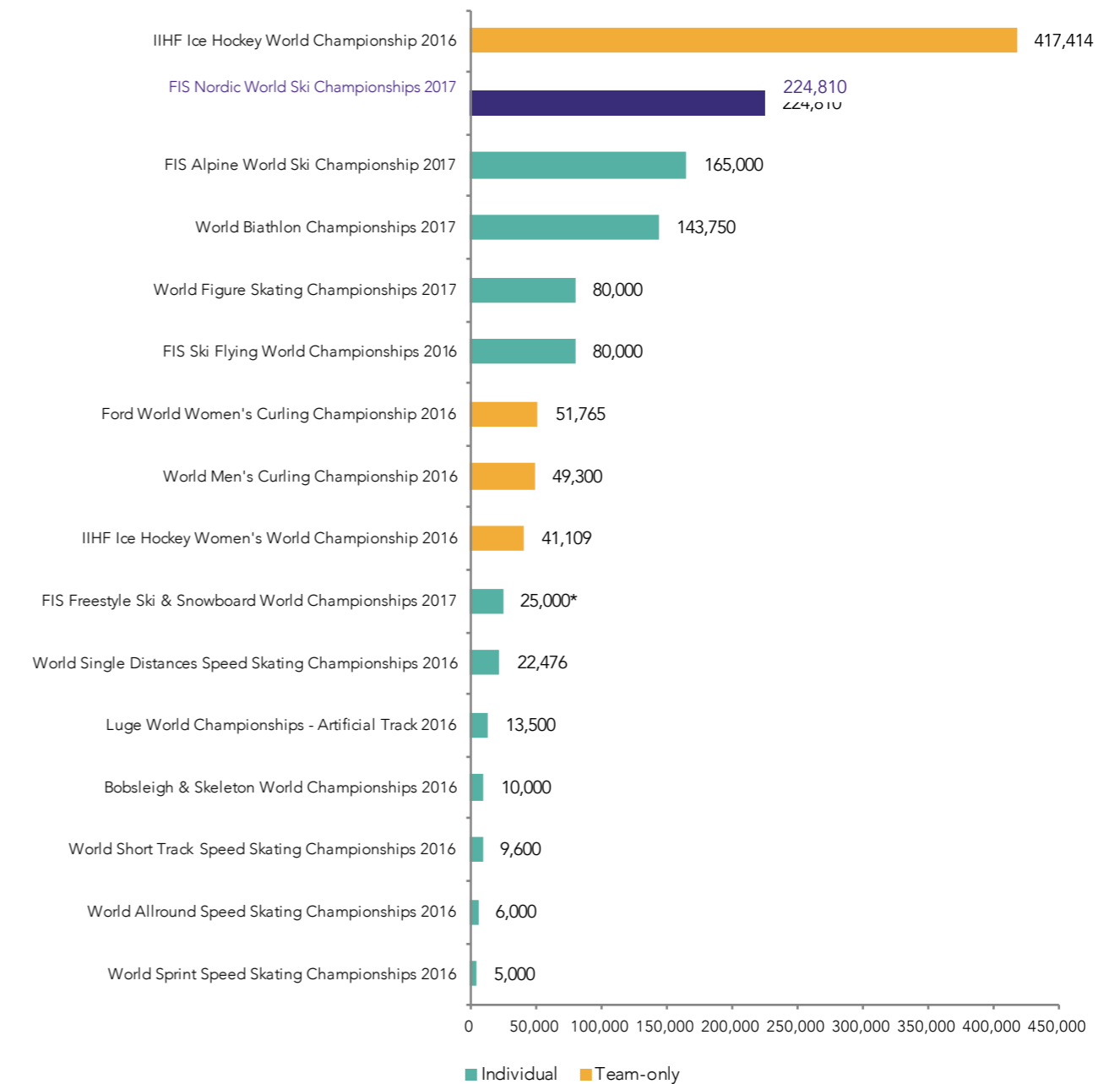
# Attendance

## FIS Nordic World Ski Championships 2017 vs select Winter Olympic Sports World Championships

Attendance

FIS Nordic World Ski Championships 2017 Rank 2/16 events  
224,810

Attendance Chart: Full rankings



\* Estimated figures

Comparative Data Analysis

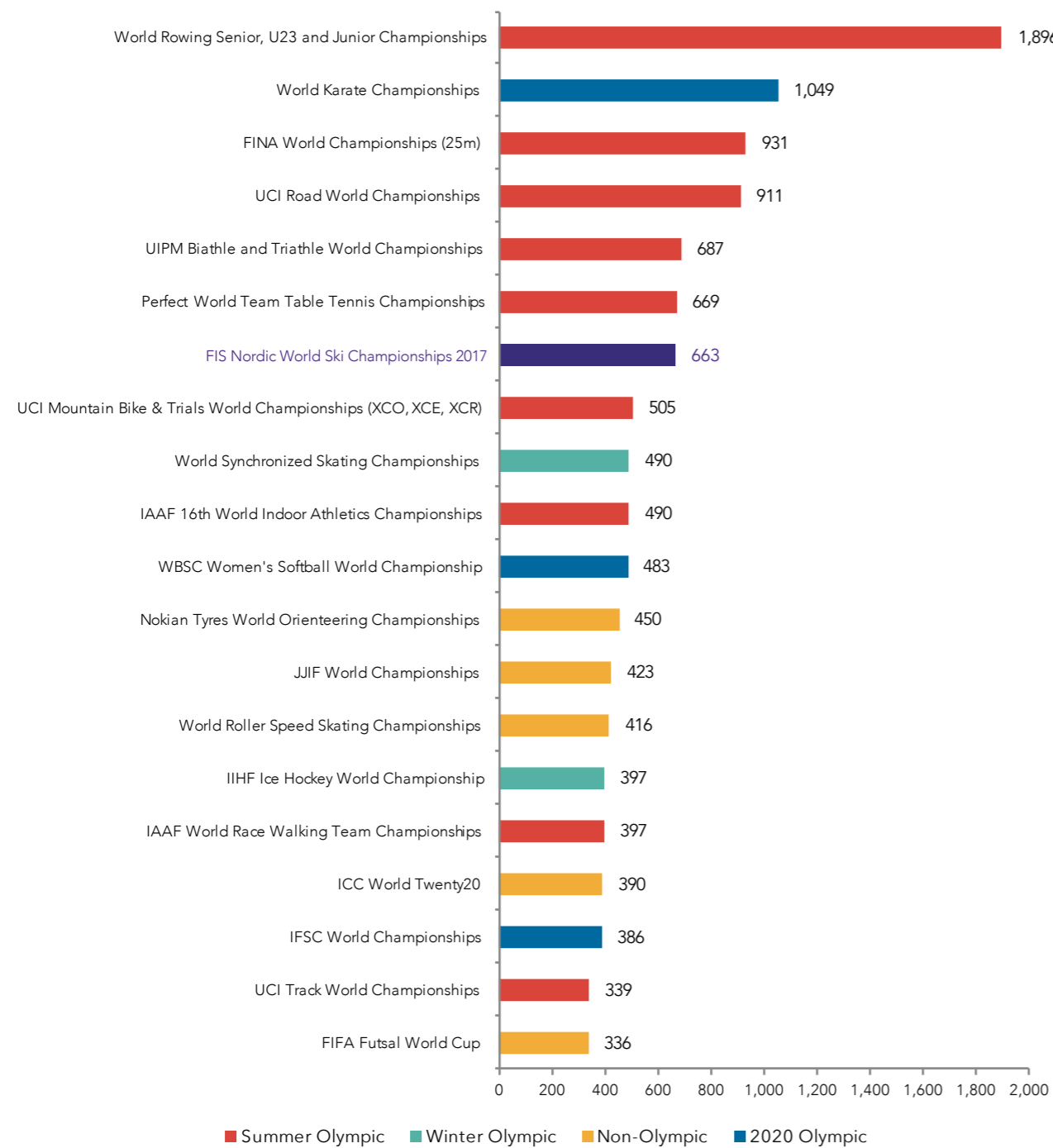
# Athletes

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Athletes

FIS Nordic World Ski Championships 2017 Rank  
663 7/62 events

Athletes Chart: 1st – 20th in ranking

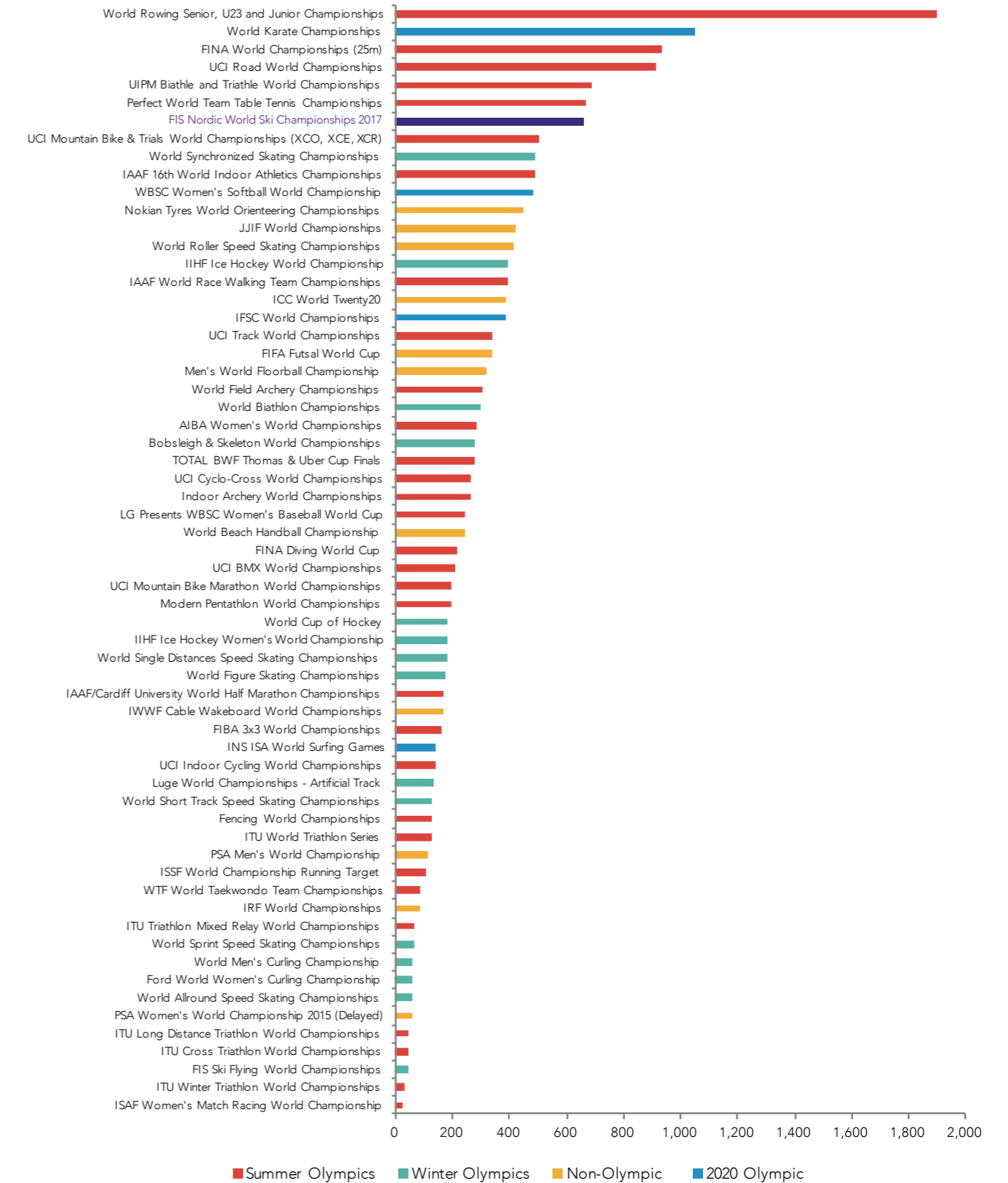


Comparative Data Analysis

# Athletes

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Athletes Chart: Full rankings



Comparative Data Analysis

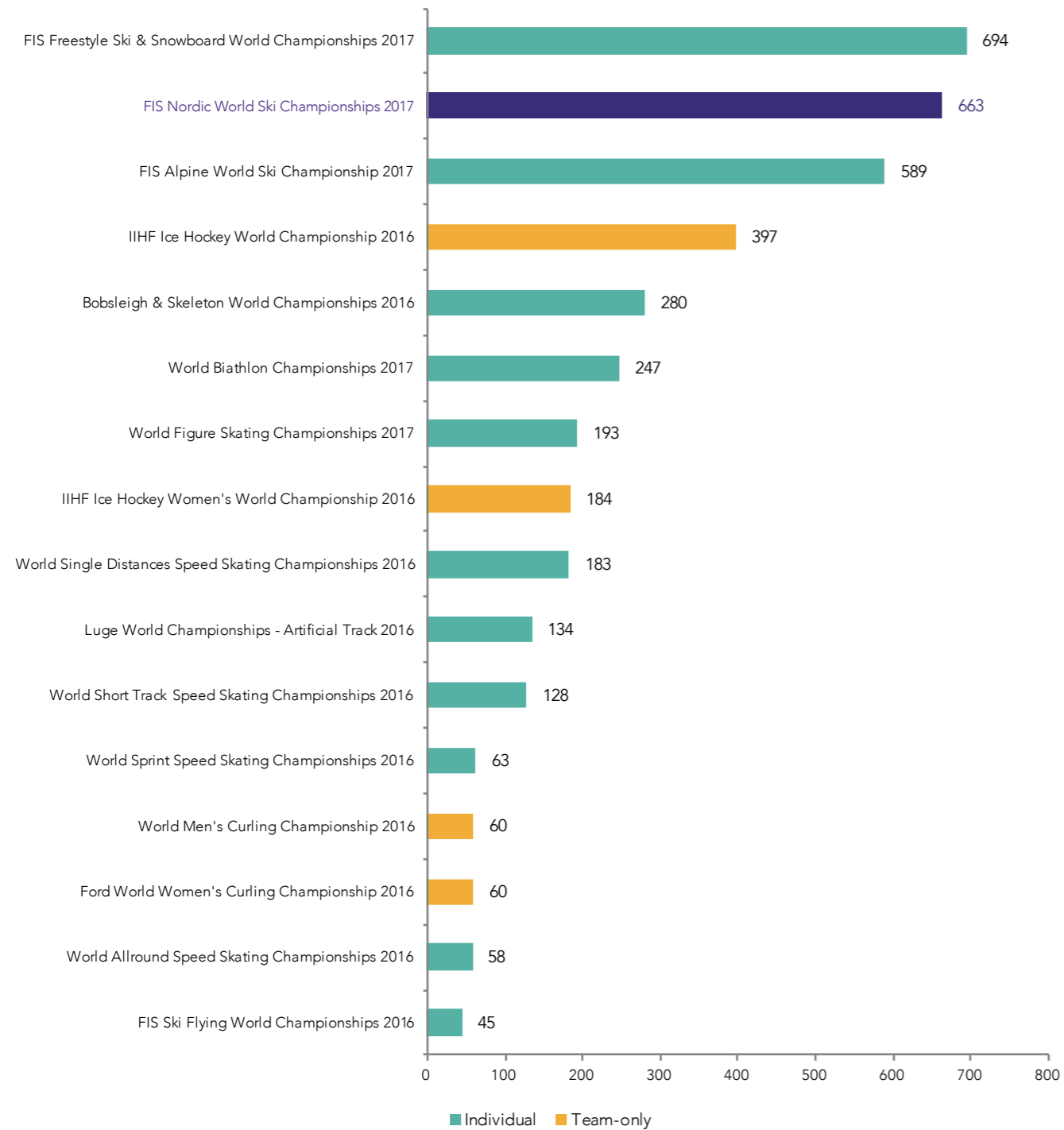
# Athletes

## FIS Nordic World Ski Championships 2017 vs select Winter Olympic Sports World Championships

Athletes

FIS Nordic World Ski Championships 2017 Rank 2/16 events  
663

Athletes Chart: Full rankings



Comparative Data Analysis

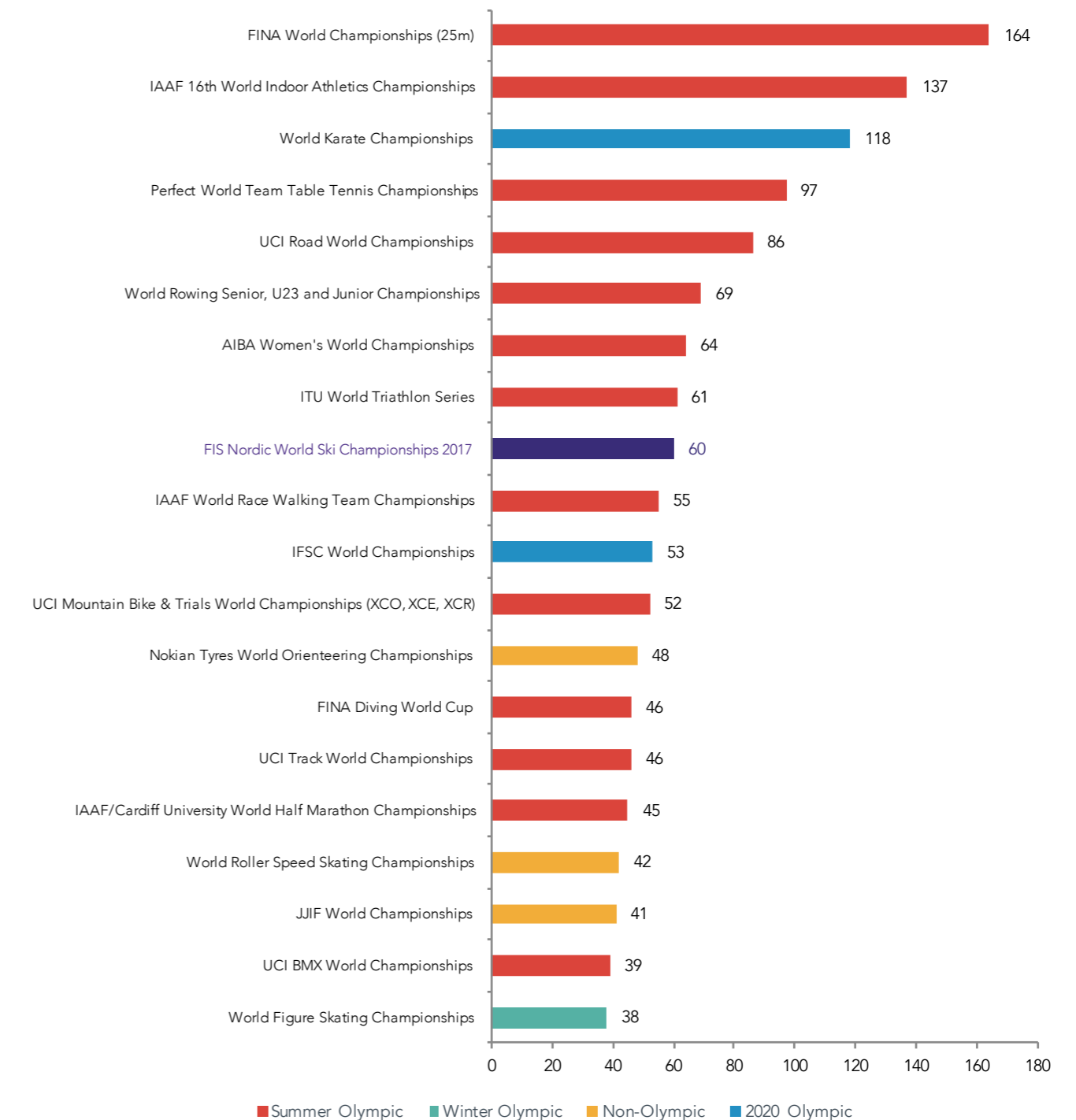
# Nations

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Nations

FIS Nordic World Ski Championships 2017 Rank 9/62 events  
60

Nations Chart: 1st – 20th in ranking

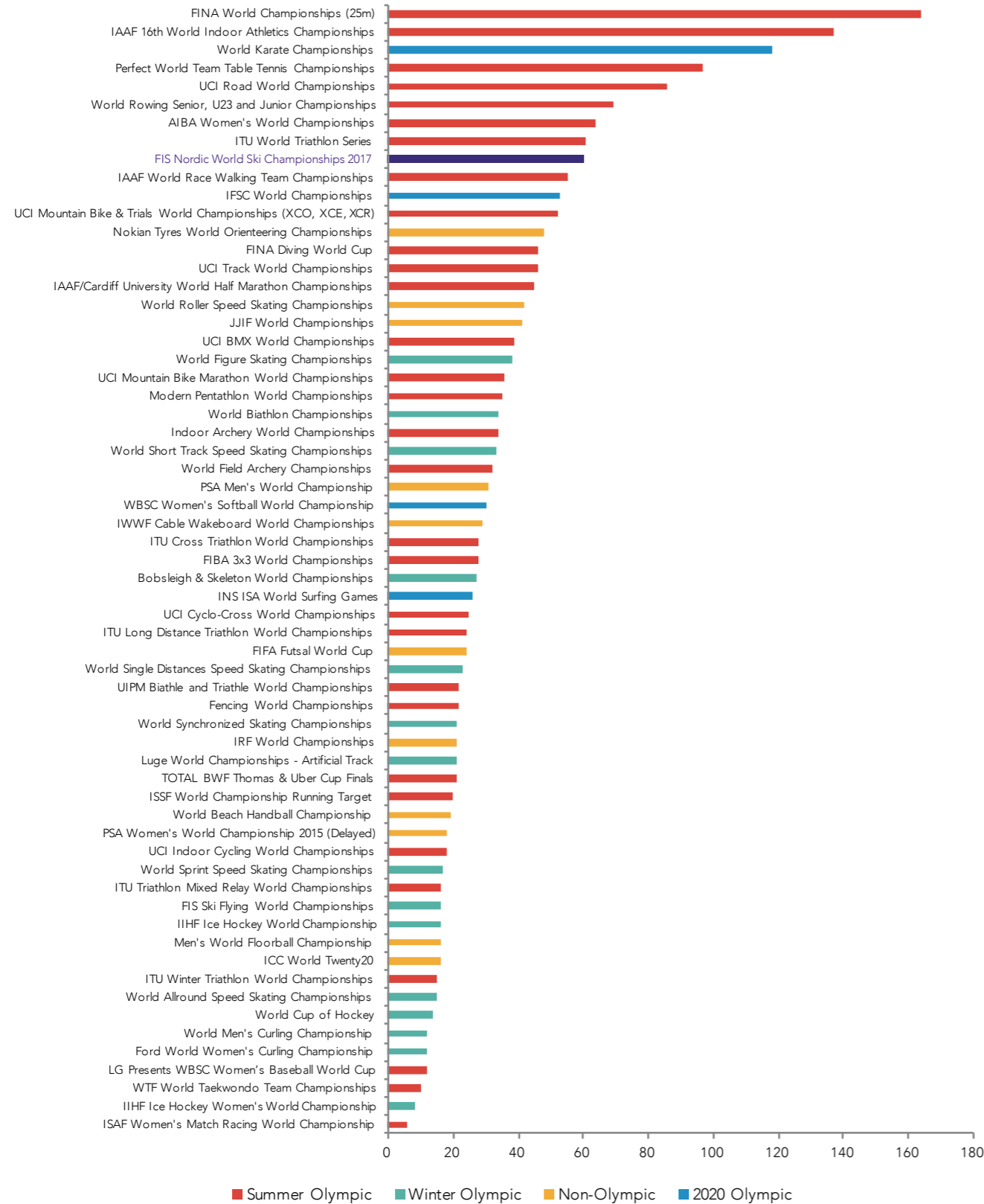


Comparative Data Analysis

# Nations

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Nations Chart: Full rankings



Comparative Data Analysis

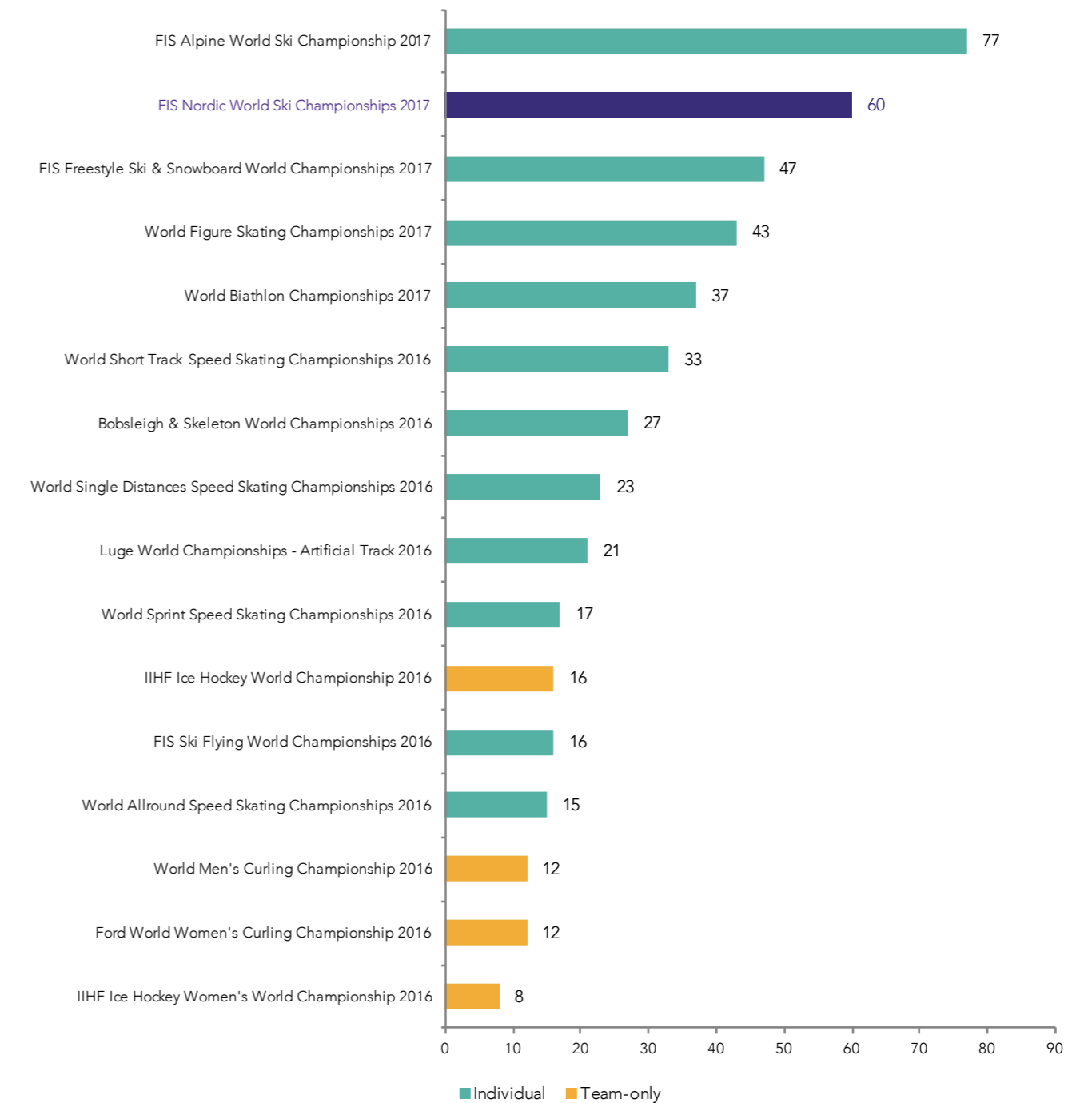
# Nations

## FIS Nordic World Ski Championships 2017 vs select Winter Olympic Sports World Championships

Nations

FIS Nordic World Ski Championships 2017 Rank 60  
2/16 events

Nations Chart: Full rankings



Team-only event nations restricted due to competition formats

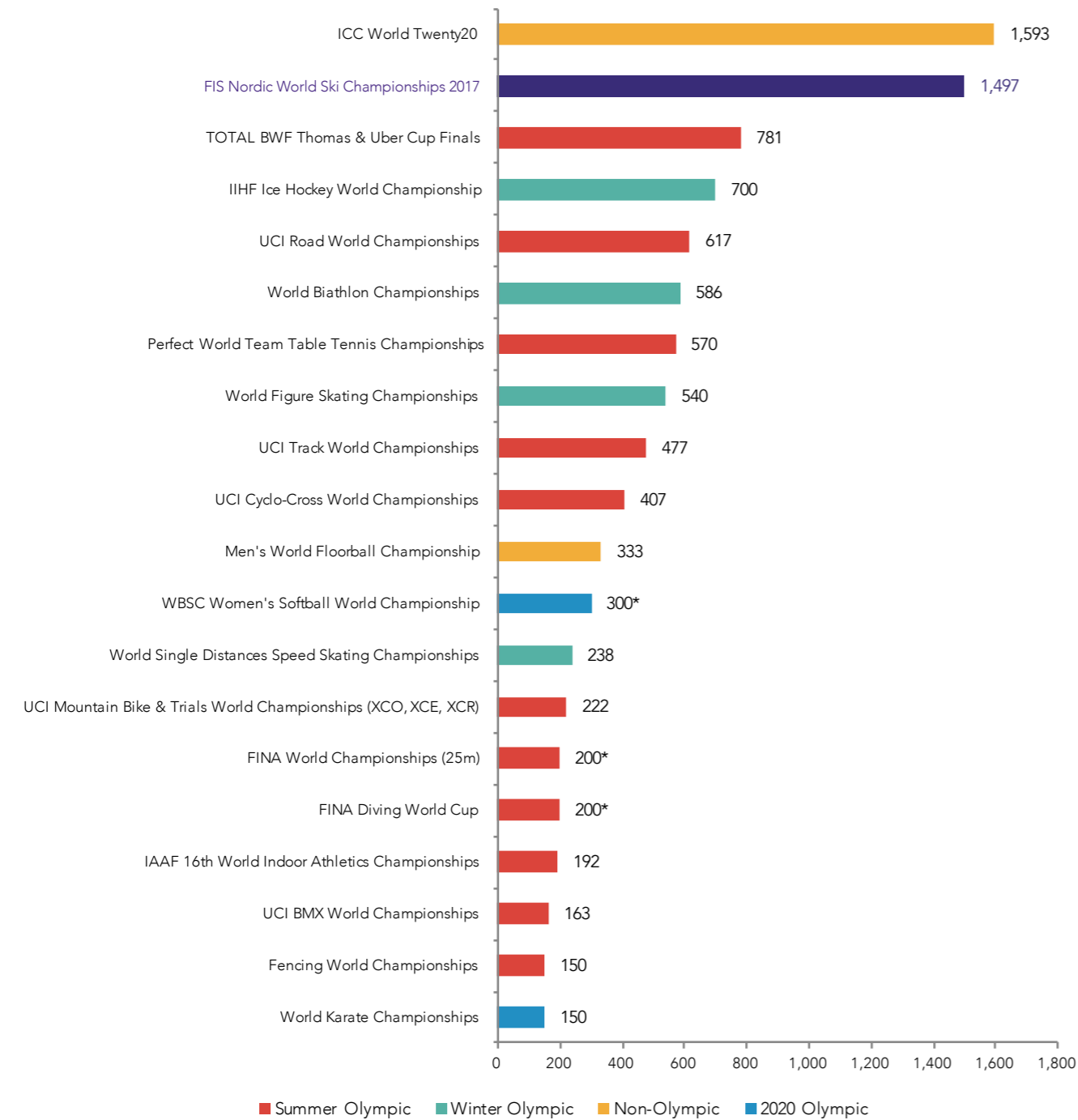
Comparative Data Analysis

# Accredited Media FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Accredited Media

FIS Nordic World Ski Championships 2017 Rank 2/51 events  
1,497

Accredited Media Chart: 1st – 20th in ranking

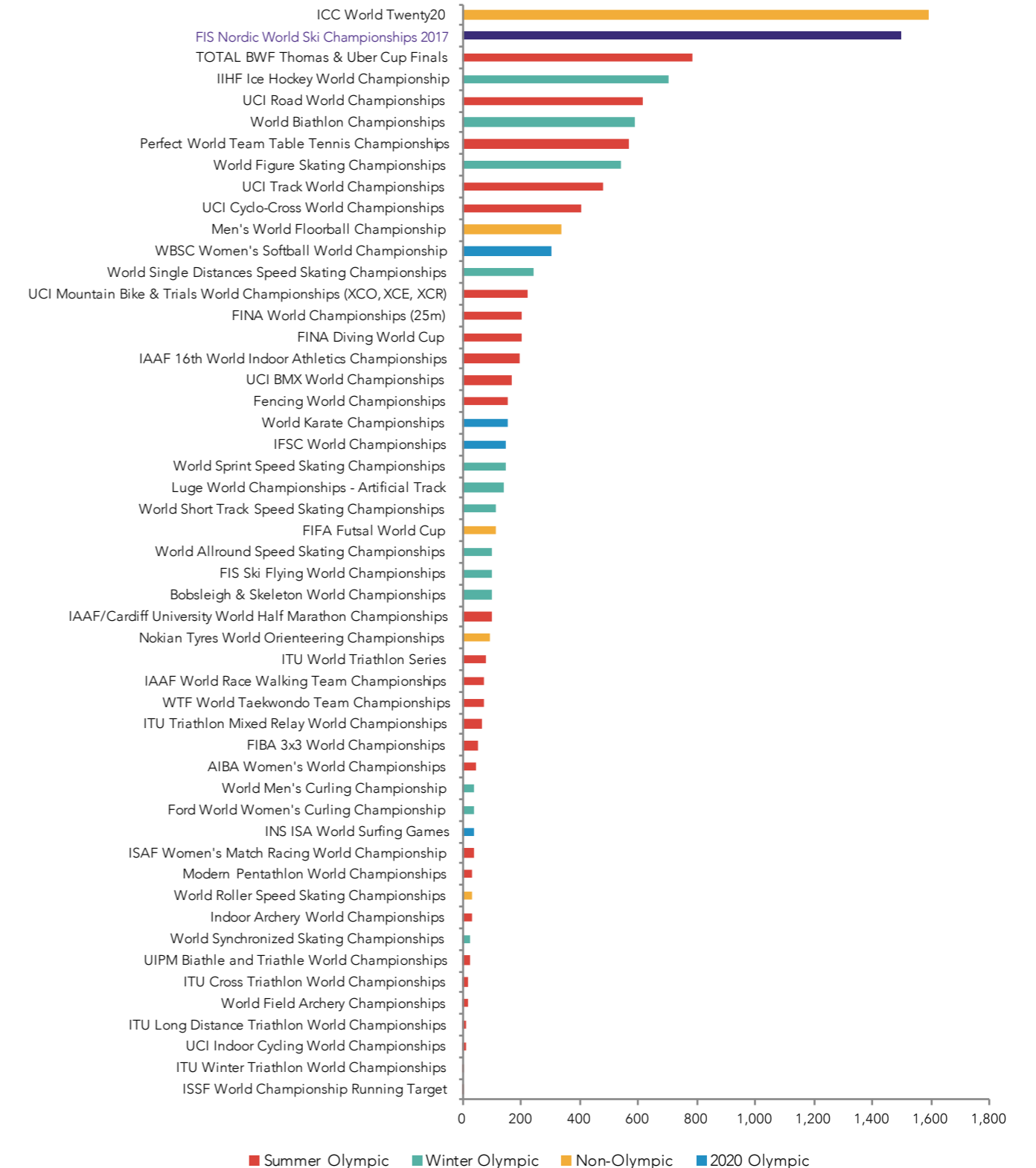


\* Estimated figures  
Accredited media figures were not made available for eleven competitions

Comparative Data Analysis

# Accredited Media FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Accredited Media Chart: Full rankings



Accredited media figures were not made available for eleven competitions

Comparative Data Analysis

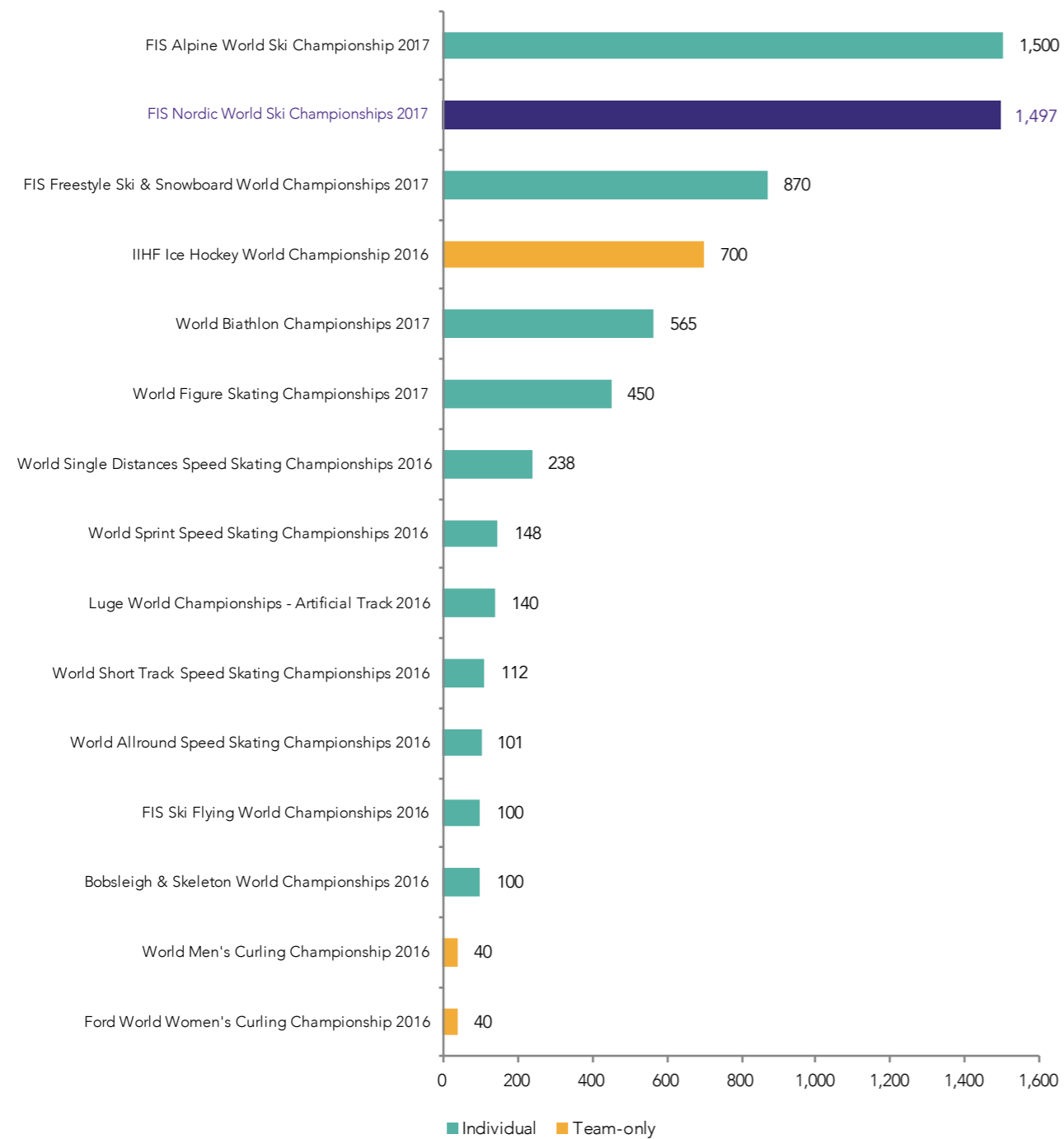
# Accredited Media

## FIS Nordic World Ski Championships 2017 vs select Winter Olympic Sports World Championships

Accredited Media

FIS Nordic World Ski Championships 2017 Rank 2/15 events  
1,497

Accredited Media Chart: Full rankings



Accredited media figures were not made available for one competition

Comparative Data Analysis

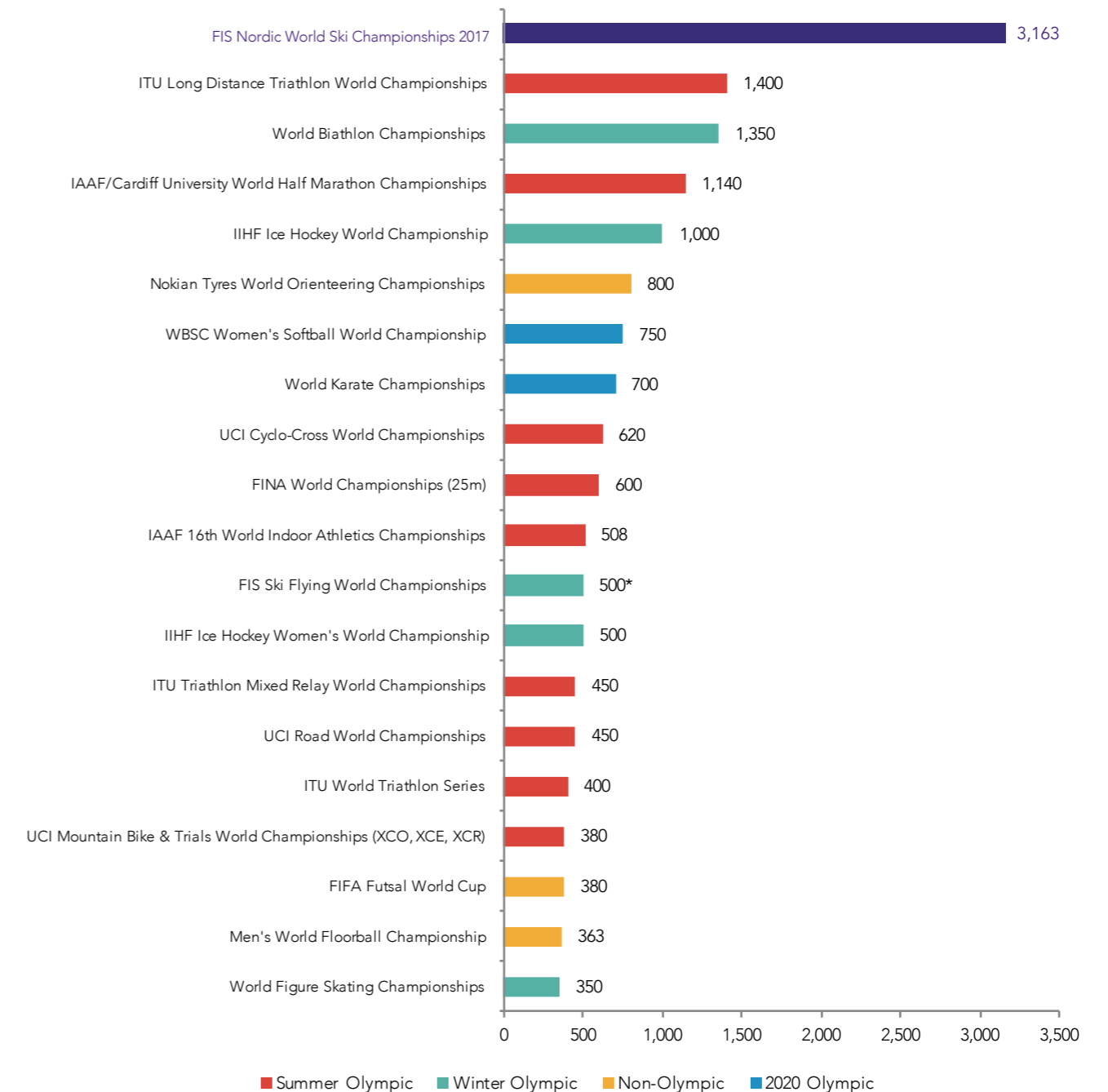
# Volunteers

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Volunteers

FIS Nordic World Ski Championships 2017 Rank 1/54 events  
3,163

Volunteers Chart: 1st – 20th in ranking



\* Estimated figures

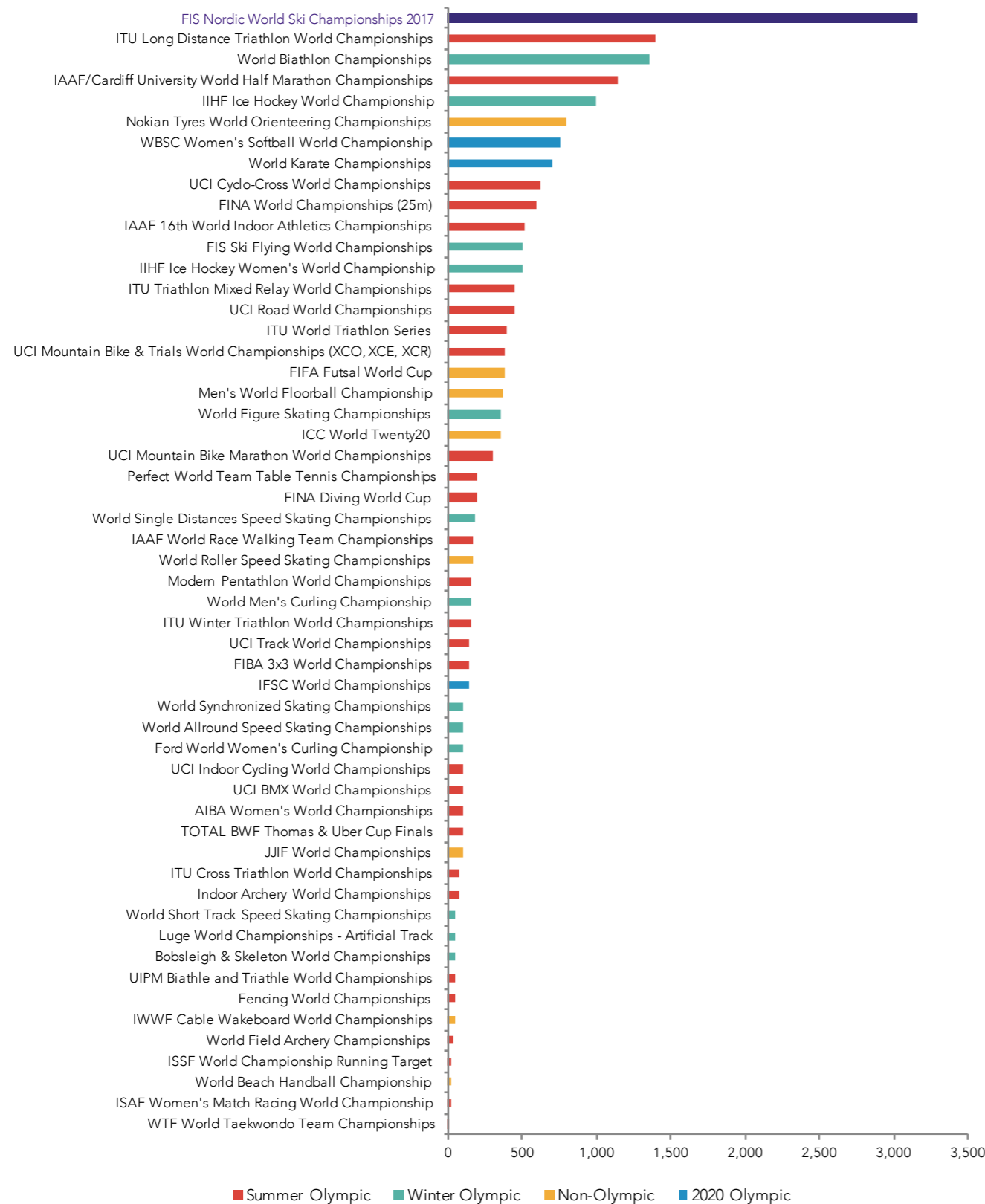
Volunteer figures were not made available for eight competitions

Comparative Data Analysis

# Volunteers

## FIS Nordic World Ski Championships 2017 vs World Championships held in 2016

Volunteers Chart: Full rankings



Comparative Data Analysis

# Volunteers

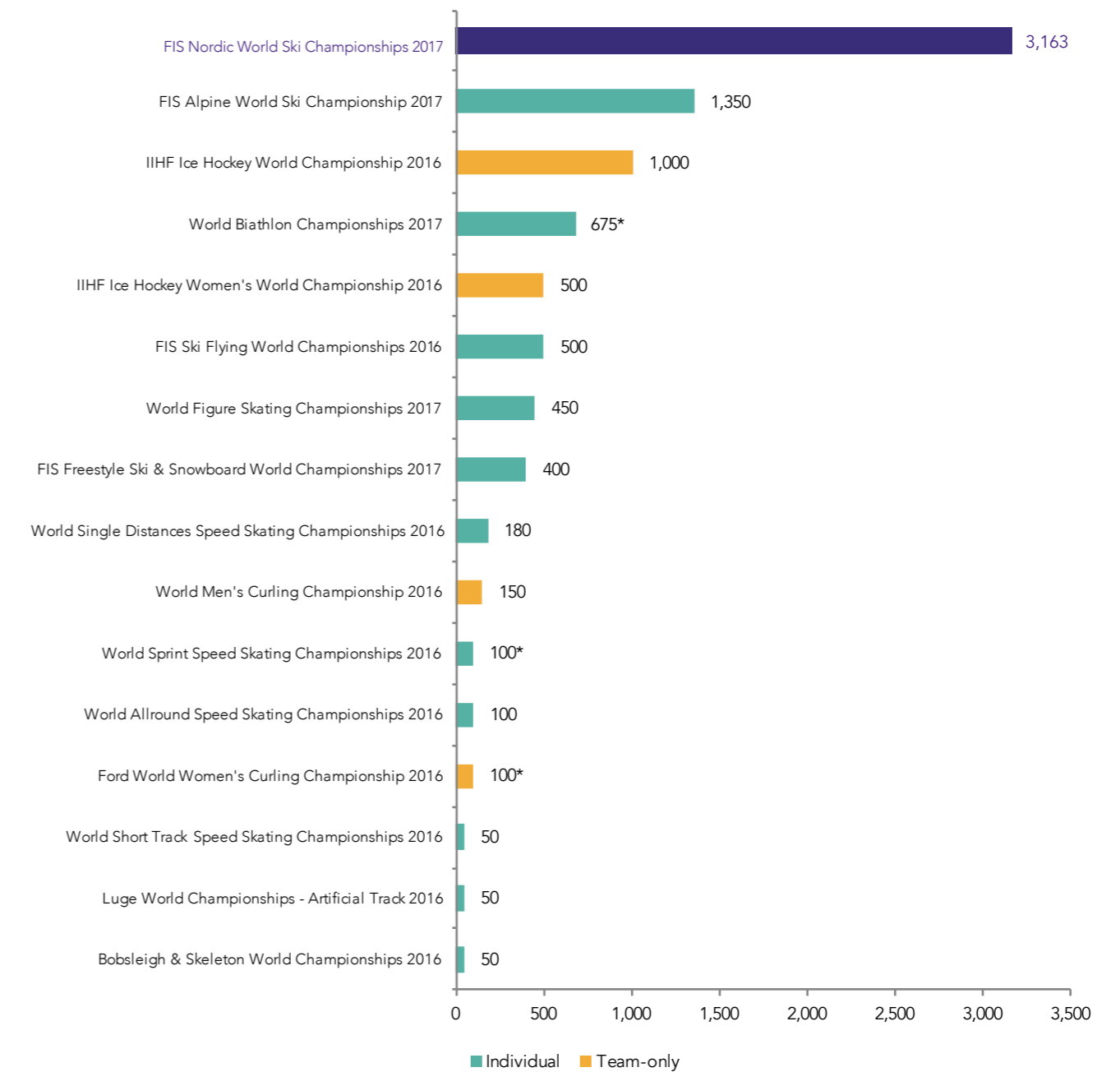
## FIS Nordic World Ski Championships 2017 vs select Winter Olympic Sports World Championships

Volunteers

FIS Nordic World Ski Championships 2017  
3,163

Rank  
1/16 events

Volunteers Chart: 1st – 20th in ranking



\* Estimated figures



## Comparative Data Analysis

## List of comparison events

## World championships in 2016

SPORT	EVENT	CITY	NATION
Archery	World Archery – World Indoor Championships	Ankara	Turkey
Archery	World Archery – Field Championships	Dublin	Ireland
Athletics	IAAF World Indoor Athletics Championships	Portland	USA
Athletics	IAAF World Race Walking Team Championships	Rome	Italy
Athletics	IAAF World Half Marathon Championships	Cardiff	United Kingdom
Badminton	Thomas & Uber Cup Finals	Kunshan	China
Baseball	WBSC Women's Baseball World Cup	Busan	Korea
Basketball	FIBA 3x3 World Championships	Guangzhou	China
Beach handball	World Beach Handball Championships	Budapest	Hungary
Biathlon	IBU World Championships Biathlon	Oslo	Norway
Bobsleigh	Bobsleigh & Skeleton World Championships	Innsbruck	Austria
Boxing	AIBA Women's World Championships	Astana	Kazakhstan
Cricket	ICC World Twenty20	Various	India
Curling	World Women's Curling Championship	Swift Current	Canada
Curling	World Men's Curling Championship	Basel	Switzerland
Cycling – BMX	UCI BMX World Championships	Medellin	Colombia
Cycling – cyclo-cross	UCI Cyclo-Cross World Championships	Heusden-Zolder	Belgium
Cycling – indoor	UCI Indoor Cycling World Championships	Stuttgart	Germany
Cycling – mountain bike	UCI Mountain Bike & Trials World Championships	Nové Město na Moravě	Czech Republic
Cycling – mountain bike	UCI Mountain Bike Marathon World Championships	Laissac	France
Cycling – road	UCI Road World Championships	Doha	Qatar
Cycling – track	UCI Track World Championships	London	United Kingdom
Diving	FINA Diving World Cup	Rio de Janeiro	Brazil
Fencing	FIE World Championship	Rio de Janeiro	Brazil
Figure skating	World Figure Skating Championships	Boston	USA
Floorball	Men's World Floorball Championship	Riga	Latvia
Futsal	FIFA Futsal World Cup	Various	Colombia
Ice hockey	IIHF World Championships	Moscow & Saint Petersburg	Russia
Ice hockey	IIHF World Women's Championships	Kamloops	Canada
Ice hockey	World Cup of Hockey	Toronto	Canada
Ju-jitsu	JJIF World Championships	Wroclaw	Poland
Karate	World Karate Championships	Linz	Austria
Luge	Luge World Championships – Artificial Track	Königssee	Germany
Modern pentathlon	World Modern Pentathlon Championships	Moscow	Russia

## Comparative Data Analysis

## List of comparison events

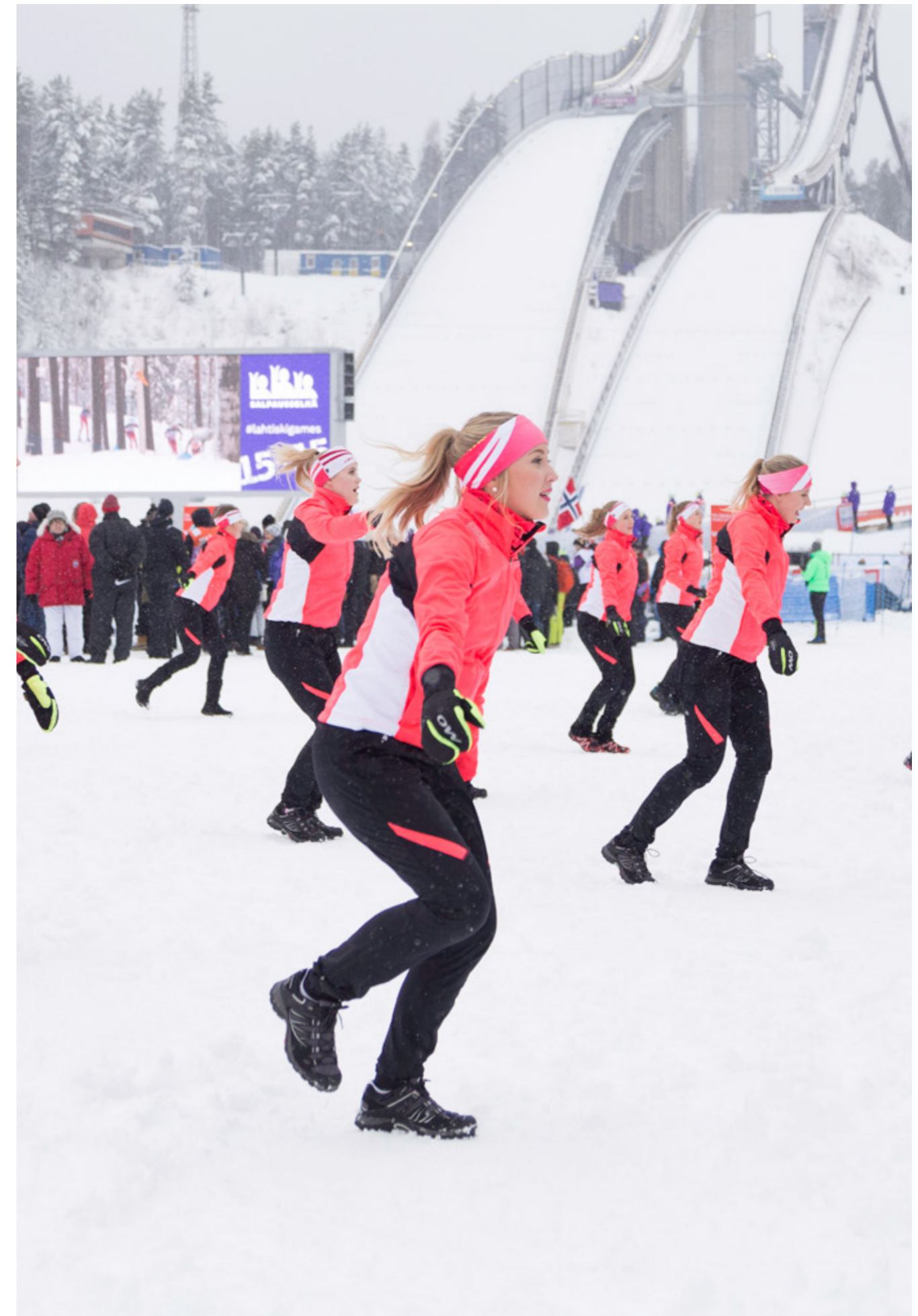
SPORT	EVENT	CITY	NATION
Modern pentathlon	Biathlon and Triathlon World Championships	Sarasota	USA
Orienteering	World Orienteering Championships	Strömstad & Tanum	Sweden
Racquetball	World Racquetball Championships	Cali	Colombia
Roller sports	World Roller Speed Skating Championships	Nanjing	China
Rowing	World Rowing Senior, U23 and Junior Championships	Rotterdam	Netherlands
Sailing	ISAF Women's Match Racing World Championship	Sheboygan	USA
Shooting	ISSF World Championship Running Target	Suhl	Germany
Short track speed skating	ISU World Championship	Seoul	Korea
Ski jumping	FIS World Ski-Flying Championships	Bad Mitterndorf	Austria
Softball	WBSC Women's Softball World Championship	Surrey	Canada
Speed skating	ISU World Allround Speed Skating Championships	Berlin	Germany
Speed skating	ISU World Single Distances Speed Skating Championships	Kolomna	Russia
Speed skating	ISU World Sprint Speed Skating Championships	Seoul	Korea
Sport climbing	IFSC Climbing World Championships	Paris	France
Squash	PSA Men's World Championship	Cairo	Egypt
Squash	PSA Women's World Championship	Kuala Lumpur	Malaysia
Surfing	ISA World Surfing Games	Jaco	Costa Rica
Swimming	FINA World Championships (25m)	Windsor	Canada
Synchronised skating	World Synchronized Skating Championships	Budapest	Hungary
Table tennis	World Team Table Tennis Championships	Kuala Lumpur	Malaysia
Taekwondo	WTF World Taekwondo Team Championships	Baku	Azerbaijan
Triathlon	ITU Cross Triathlon World Championship	Lake Crackenback	Australia
Triathlon	ITU Long Distance Triathlon World Championships	Oklahoma City	USA
Triathlon	ITU Triathlon Mixed Relay World Championships	Hamburg	Germany
Triathlon	ITU Winter Triathlon World Championships	Zeltweg	Austria
Triathlon	ITU World Triathlon Series	Cozumel	Mexico
Wakeboard	IWWF Cable Wakeboard World Championships	Xoxocotla	Mexico

## Comparative Data Analysis

## List of comparison events

## Winter Olympic sports world championships

SPORT	EVENT	CITY	NATION
Bobsleigh	Bobsleigh & Skeleton World Championships 2016	Innsbruck	Austria
Luge	Luge World Championships - Artificial Track 2016	Königssee	Germany
Short track speed skating	World Short Track Speed Skating Championships 2016	Seoul	Korea
Curling	Ford World Women's Curling Championship 2016	Swift Current	Canada
Speed skating	World Allround Speed Skating Championships 2016	Berlin	Germany
Speed skating	World Sprint Speed Skating Championships 2016	Seoul	Korea
Curling	World Men's Curling Championship 2016	Basel	Switzerland
Speed skating	World Single Distances Speed Skating Championships 2016	Kolomna	Russia
Skiing - Freestyle	FIS Freestyle Ski & Snowboard World Championships 2017	Sierra Nevada	Spain
Figure skating	World Figure Skating Championships 2017	Helsinki	Finland
Ski jumping	FIS Ski Flying World Championships 2016	Bad Mitterndorf	Austria
Ice hockey	IIHF Ice Hockey Women's World Championship 2016	Kamloops	Canada
Biathlon	World Biathlon Championships 2017	Hochfilzen	Austria
Ice hockey	IIHF Ice Hockey World Championship 2016	Moscow & Saint Petersburg	Russia
Skiing - alpine	FIS Alpine World Ski Championship 2017	St. Moritz	Switzerland





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