



# SPORT EVENT DENMARK

## HOSTING WINNERS

### TOURIST ECONOMIC IMPACT ANALYSIS AND EVALUATION

UEFA U/21 European Championship 2011  
11 - 25 June 2011 in Denmark

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**TOURIST ECONOMIC IMPACT ANALYSIS and EVALUATION  
of  
UEFA U/21 European Championship 2011  
11 – 25 June in Denmark**



Photo: Enthusiastic fans at the event

Between 11 – 25 June 2011, Denmark hosted the most prestigious UEFA-event in 2011; the UEFA U/21 European Championship 2011.

On that occasion Sport Event Denmark made a TOURIST ECONOMIC IMPACT ANALYSIS and EVALUATION of the tournament, including the national and international online media coverage.

Here are some of the **key findings**:

#### Fans

- As many as 101,147 spectators attended the event live, of which 7% were international
- The fan zones were visited approx. 104,500 times throughout the event period
- The average age in the fan group was 30 and 2 out of 3 were male fans
- A majority of the fans play football themselves (or did in the past)
- The warmth of welcome and hospitality of Denmark impressed the fans the most
- Almost 3 out of 4 fans felt that Denmark did a great job in hosting the U/21 event
- Especially the Danish fans watched a U21 match for the first time at the UEFA U/21 European Championship 2011
- A majority of fans were accompanied by friends in groups of 6 to 7 on average
- More than every 3<sup>rd</sup> of the Danish fans in the fan zones did not buy tickets for a match<sup>1</sup>
- The fan zones were a popular destination for especially the international fans with match tickets (78% visited at least one fan zone)

#### Media

- More than half of the reporters had other journalistic tasks than reporting from the matches, primarily city activities related to the tournament
- The by far most used information channel for the media to keep updated on the event was UEFA's website

#### Volunteers

- The majority of volunteers had volunteered before (or do it regularly in a sports club)
- The majority of volunteers would like to volunteer again at a future sports event
- The volunteers' main motivation for signing up at this UEFA Under21 event was the great experience of being part of this event, the opportunity of giving the visitors a great time in Denmark and personally they enjoyed the chance of extending their network
- The majority of volunteers felt that they acquired qualifications that they did not have beforehand and/or that the voluntary work at the UEFA Under 21 event strengthened their existing skills
- The value of the voluntary work at the UEFA Under 21 event is estimated at 11.5 mio. DKK (=1,5 mio. Euro)

#### Macro economic impacts

- The event generated a tourism turnover of 61 mio. DKK (Euro 8.1 mio.), of which 41% was international
- The event generated a public revenue of approx. DKK 10.2 mio. (Euro 1.36 mio.)
- The many event visitors generated a total of 81,760 bednights

#### Media coverage

- The national online media coverage peaked in June 2011 with approx. 2,500 articles
- The international online media coverage peaked in June 2011 as well with 7,712 articles
- The event had 98 mio. TV-viewers
- Approx. 520 journalists, photographers etc. reported from the event, the majority came from abroad

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<sup>1</sup> Or was given a match ticket as a gift

- In general about the event visitors
- Social media were widely used, both as information channels for fans and media and as recruitment channel for volunteers
- The changes in event visitor attitude brought about by the hosting of the event were substantial in terms of the UEFA Under 21 event itself, Denmark and the Danish host cities (in a positive direction)

## **PREFACE**

### Background

The rights owners of the UEFA European Under-21 Championship Denmark 2011, the European Football Association, UEFA, appointed Denmark as host for the event back in 2008.

Four Danish host cities; Aarhus, Aalborg, Herning and Viborg were given the honour of hosting the event together with the Danish Football Association (DBU) and their partners; among others the national event organisation, Sport Event Denmark (SEDK).

The Danish organisers decided subsequently to brand the event under the slogan of "Stars of today – Superstars of tomorrow".

According to UEFA, the event is the most prestigious UEFA-event in 2011 and besides, to stress the importance of the tournament, it also served as a qualification tournament for the Olympic Games 2012 in London.

Because of its importance and size, but also because of the unique concept of four Danish cities sharing the hosting of the event, Sport Event Denmark decided to make a thorough impact analysis and evaluation of the event. The findings are presented in full, across all four host cities, in this report in English, whereas, in Danish, a detailed report per host city is available, enabling the local organisers to see the findings specifically for their city compared to the other host cities.

Sport Event Denmark works out 3 to 4 surveys like this annually and has a long-standing experience of more than 10 years in the field.

In the days immediately after the UEFA U/21 European Championship 2011, UEFA had their own survey made. A total sample of 1,011 telephone interviews, consisting of 925 interviews from Danish respondents and 86 from fans from abroad in order to provide a comprehensive overview of the fans' experience.

To avoid too much overlap between Sport Event Denmark's survey set up and UEFA's, Sport Event Denmark has coordinated its efforts with UEFA all the way through. Eventually, UEFA has approved the report findings and the way they are presented in this report.

### Tournament facts

Eight nations: Denmark, England, Belarus, Iceland, Switzerland, Spain, Czech Republic and Ukraine had qualified for the championships, which Spain won after two weeks of great football on the Danish venues and a lot of festivities in the fan zones. Unfortunately, the Danish team did not qualify for the semi-finals.

Spain, Switzerland and Belarus qualified for the Olympic Games (OG) 2012 in London after 15 tournament matches and one play-off qualification match for the OG 2012 (four in Aarhus,

four in Aalborg, four in Herning and four in Viborg).

The match that attracted the largest on-site audience was the match between Denmark and Belarus in Aarhus on Tuesday 14 June (18.152). The total attendance of the event across all four host cities was 101,147.

Thanks to approx. 826 enthusiastic and skilled volunteers, DBU and the four host cities were able to deliver a professional and memorable event.

Beyond the tournament itself, DBU hosted several national and international conferences and seminars such as the UEFA Referee Meeting as well as side-events such as a regional football tournament for the schools in the host regions.

### Funding of the event

The Danish funding of the event amounted to Euro 8,400,000 (63 mio. DKK). It should, however, be emphasized that the Danish hosts received some reimbursement of their expenses from UEFA Tournament budget.

DBU alone had an event budget of approx. Euro 4,666,000 (35 mio. DKK). The remaining Danish hosting expenses were financed by the four host cities and Sport Event Denmark + the Branding Denmark Fund. To this should be added that Sport Event Denmark has financed the four surveys that this report is based on (Euro 27,000). Furthermore, internally Sport Event Denmark has dedicated the necessary manpower to plan, monitor and report on the surveys.

It should be noted that DBU had limited revenue from the ticket sale (app. 400,000 DKK). The main revenue went to UEFA according to the contract between DBU and UEFA and is therefore not included in the tourism turnover in this report.

## **PURPOSE OF THE REPORT**

The purpose of Sport Event Denmark's tourist economic impact analysis and evaluation of the U-21 event is, in short, to:

1. Provide documentation of the many spin-offs generated by the event visitors from outside the host region<sup>2</sup>
2. Collect information about the event visitors' demographical profile and evaluation of the event/host cities etc.
3. The national and international online media coverage of the event
4. Draw a picture of the typical volunteer at the event (volunteer profile)

A short comparison with some of the findings of the Swedish hosting of the UEFA European Under-21 Championship 2009 is made in enclosure no. 1.

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<sup>2</sup> who had the event as main reason to go to Denmark, including fans in the fan zones who never went to see a match

## METHOD AND CONTENTS OF THE REPORT

This report consists of five separate parts, across the four host cities.

### Evaluation of the event by fans, their profile and expenditure – Chapter 1

including their expenditure in Denmark<sup>3</sup>, demographic characteristics, tourism behaviour, use of social media, affiliation with the football sport, sponsor recall (aided) and many other aspects. The evaluation is based on a random sample of on-site personal face-to-face interviews in all four host cities (1,023 answers) on 2 match days in each city, but also a certain degree of visitor self-completion of the questionnaire.

The questionnaire was worked out in Danish and English by Sport Event Denmark and UEFA in common, but before this was done, a meeting was held with DBU and the four host cities to have their input to the questionnaire.

The face-to-face interviews in the fans surveys were conducted by one of Denmark's leading opinion poll agencies, Epinion, and took place in the fan zones and around the stadia (not in the stadia according to agreement with UEFA). Any differences between UEFA's findings and Sport Event Denmark's regarding the fan segment may therefore be due to the fact that UEFA did not pick up any names/e-mail addresses from respondents in the fan zones but concentrated their efforts in and around the stadia.

The accumulated spin-offs *across all four host cities* due to the fan expenditure are shown in chapter one and well as other effects than macro-economic.

### 2) Evaluation of the event by the media<sup>4</sup>, their profile and expenditure – Chapter 2

including info on any other journalistic tasks they may have had during their visit other than reporting from the championships, tourism behaviour, sponsor recall (unaided) and their expenditure in Denmark. The evaluation is based on an anonymous self-completion of an online questionnaire worked out by Sport Event Denmark in English, approved by DBU and UEFA and sent out by mail by UEFA on 23 June (76 answers).

The accumulated spin-offs *across all four host cities* due to the media expenditure are shown in chapter two and well as other effects than macro-economic.

### 3) Expenditure at the event by other visitors than fans and media<sup>5</sup> - Chapter 3

We did not take a sample of this segment. Therefore, based on our long-term experience in the field we have estimated "other visitors'" average daily expenditures and multiplied by the number of nights that the persons in this segment had according to UEFA and DBU.

The estimates used are shown in chapter three *across the four host cities*.

### 4) Evaluation of the event by volunteers, their profile, motivation etc – Chapter 4

including demographic characteristics, experience with voluntary work, wish to volunteer again, motivation for volunteering, affiliation with the football sport, evaluation of the event and many other aspects. The evaluation is based on an anonymous self-completion

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<sup>3</sup> Excluding event ticket expenditure in this specific case, see "Funding of the event"

<sup>4</sup> UEFA-accredited

<sup>5</sup> E.g. UEFA-staff and scouts

of an online questionnaire worked out by Sport Event Denmark in Danish and sent out on 27 June (345 answers).

The volunteers have not been interviewed about their expenditure at the event. Mainly because most of them are from within one of the host regions (municipalities) and by definition we do not include the expenditure by local citizens whatsoever. The other effects *across all four host cities* are shown in chapter four.

5) National/international online media coverage – Chapter 5

Number of articles per month from January 2011 up to and including September 2011 based on certain key words (e.g. UEFA and DBU) and a comparison between international and national online media coverage. Beyond that, we have received the number of TV-viewers from UEFA (98 mio.).

Enclosures

A comparison with the findings of the Swedish hosting of the UEFA European Under-21 Championship 2009 is made in *enclosure no. 1*.

The size of the samples as well as the populations of each visitor group appear from *enclosure no. 2*.

The Return on Investment calculations across all four host cities are shown in *enclosure no. 3*. In other words: how much does a direct public investment in the event give in return in public revenue?

Regarding item 1) and 2) a cross tabulation of the findings has been made and any significant differences are available in *enclosure no. 4*. E.g. the reader can see if the Danish event visitors evaluate the event significantly better or worse than the international event visitors.

Regarding item 1), 2) and 4, elaborations of all the qualitative findings across the four host cities are presented in full in *enclosure no. 5*. The host specific qualitative findings are available in the four separate Danish Executive Summaries only, one per host city.

## **EXECUTIVE SUMMARY**

### Visitor profile and visitor evaluation of the event

#### ***Fans – visitor profile:***

##### *Reason to go:*

- 84% of the fans in this survey were in the host city specifically for the UEFA U/21 Championship<sup>6</sup>

##### *Football experience:*

- For 66% of the fans, it was the first time that they attended an Under21 match.

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<sup>6</sup> and only their expenditure is included in the calculation of the tourism turnover

- The main part of the fans play football themselves or they did in the past (59%) and/or their children do/did in the past (14%)

#### *Demography*

- The majority of the fans live in Denmark (94%), 60% specifically in the 4 host cities.
- 67% of the fans were male and 33% female.
- The average age was 30.

#### *Transport and stay:*

- The Danish fans from outside the host cities were mainly day visitors (67%) and so were the locals. The interregional fans, staying overnight, stayed on average 3.3 days and nights
- The international fans were mainly overnight visitors (89%) with an average length of stay of 3.3 days and nights.
- Hotel was the most used type of accommodation, especially by the international fans
- Most of the overnight visitors were accommodated in hotels in Aarhus.
- Predominantly the fans travelled to the host cities by car (44%).

#### *Travelling companions:*

- The majority of the fans, who did not go to the venues alone, were accompanied by friends (46%).
- Each fan was accompanied by 6 persons on an average

#### *Tickets:*

- Each fan watched 1.4 matches on average
- The fans purchased their tickets through many different channels, but none of them stood out as *the option* no one.
- Of 132,957 tickets sold, 31,810 equal to 24% never showed up, primarily locals

#### *Fan zone visits:*

- 33% of the fans in the fan zones visited the fan-zones only. That is, they did not buy (or were given) any match tickets. This goes in particular for the Danish fans (36%) and only to a small extent for the international fans (16%)
- All in all, the fan zones were widely used and appreciated, especially by the international fans (78% visited at least one fan zone). More than half of the fans say (53%) that the fan zones play an important role for their experience of the hosting of the event.
- The majority of fans visit the fan zones one or two times (in the city of interview).
- Apart from visiting the fan zones and enjoying the concerts and activities there, the fans did not do much (shopping, sightseeing etc.).

#### *Awareness of the event:*

- Most of the fans who showed up became aware of the event through TV/radio, friends and family, but also through the social media, and ¼ of them became aware of the event well in advance, i.e. more than 1 year before kick-off.

#### *Use of social media:*

- 2 out of 3 Danish fans have a Facebook profile
- The social media played a certain role for the Danish fans<sup>7</sup>. 45% heard of the event for the first time through the social media (= 3<sup>rd</sup> most frequent information channel)
- However, only 18% of the Danish fans were specifically aware of the Danish UEFA U/21 Facebook fan page, but the ones who were aware of it, were on the other hand all fans of the page.
- 45% of the Danish fans who were aware of the fan page wrote, liked or contributed with contents on the Facebook page
- 28% of the fans who were aware of the Danish UEFA U/21 Facebook fan page said that being a liker of the fan page contributed to their decision to watch one or more of the U/21 matches in Aarhus, Aalborg, Herning and Viborg live

#### *Sponsor recall:*

- The aided sponsor recall was high. 86% knew of at least one official partner-/sponsor of the event.
- The aided average recall was 5 sponsor brands and the most frequently named sponsor was Adidas followed by Carlsberg.

#### **Fans – visitor evaluation:**

The majority of the fans:

- felt that the price level was fair and the ticket service satisfactory
- changed their opinion about the 2011 UEFA U21 Championship, UEFA, Denmark, the 4 host cities and the sponsors, in a positive direction that is. Especially regarding Denmark, Aarhus and the UEFA U/21 event itself.
- felt Denmark did a great job in hosting this event
- would recommend their family and friends to visit one or more of the four host cities in the future
- were very satisfied with the hosting of the event. The satisfaction rates in terms of the 19 evaluated aspects of the event were between 55% and 83% (=quite-/very satisfied), if the "no answers/don't know answers" are taken out of the survey

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<sup>7</sup> The UEFA U/21 EM Denmark Facebook-page was in Danish, only

The fans were most satisfied with:

- the warmth of welcome and hospitality in Denmark (83%)
- the general standard of the stadium (78%)
- the view from the seating (75%)

and less satisfied with:

- assistance and direction to the stadium from the train station (55%)
- assistance and direction to the stadium from the airport (57%)
- the pre-match entertainment (57%)

According to the typical fan, what worked well?

- the warmth of welcome and hospitality in Denmark (83%)
- the general standard of the stadium (78%)
- the view from the seating in the stands (75%)
- effectiveness of policing in and around the city (74%)
- general level of safety (74%)

According to the typical fan, what worked okay?

- Fan zones (69%)
- Friendliness of the stadium staff (69%)
- Speed of admission at the entrance (66%)
- Security inside and around the stadium, including checks by security staff (66%)
- Ticket prices (64%)
- Ticket service (64%)
- Atmosphere/spirit (64%)
- The transportation to the stadium (63%)
- Transportation in general (62%)
- General organisation of the entrance incl. parking (62%)
- Pre-match entertainment (57%)
- Assistance and direction to the stadium from the airport (57%)
- Assistance and direction to the stadium from the train station (55%)

85% of the fans from outside the host cities who answered the question with a "yes" or "no" would like to recommend one or more of the four host cities and/or Denmark in general to friends and family.

### **Media – visitor profile:**

First, as to the method of collecting data from the media, they were asked if they would have preferred to have the questionnaire on their mobile, if possible, instead of by mail. However, this was not the case. Only 10% answered yes (12% answered "irrelevant to me as I don't have a smartphone").

### **Demography:**

- Almost 6 of 10 reporters were from abroad, mainly from the participating nations.
- Every fifth reporter was from the host cities.

#### *Accreditation characteristics:*

- The majority of the reporters in this survey were from the written press/webmedia.
- In general, the press had access to an average of 2.5 UEFA-zones

#### *Duration of stay:*

- Almost 9 of 10 reporters with permanent residence outside the four host cities stayed overnight in Denmark; 8.6 nights on an average. There was no difference between the interregional reporters and their international counterparts in this respect.
- The main part went straight to the stadium after arrival in the host city, in question.

#### *What did they do?*

- The majority of the reporters covered the final on 25 June in Aarhus between Spain and Switzerland
- More than half of the reporters had other journalistic tasks than reporting from the matches, primarily city activities related to the tournament. The international reporters had other journalistic tasks to a larger extent than their Danish colleagues.

#### *Information channels:*

- The by far most used information channel for the media to keep updated on the event was UEFA's website, which was mentioned by 88% of the reporters. However, a great variety of channels were used; 3.5 per person, including Facebook and Twitter.

#### *Sponsor recall (unaided)*

- Well over half of the reporters were able to mention one or more of the official partners/sponsors of the UEFA Under21 event (unaided), on average 3. Nobody sticks out as to frequency, but Radio 100 and Powerade were not mentioned.

#### **Media – visitor evaluation**

A minority of 21% felt they had negative experiences during their event stay; mainly because of

- a stolen lap top from the media tribune (in Aalborg) and from a hired car
- too much travelling time
- difficulties to reach the last train in the evening of match days
- too restricted opening hours in the media centres.

The changes in attitude brought about by the event were

- quite substantial in terms of "the UEFA U21 Championships" and "Denmark"
- moderate in terms of "UEFA" and
- minor in terms of "sponsor brands"

What is worth noticing is that for each and everyone of these, almost all changes in attitude were in a positive direction.

Generally speaking, the media were quite satisfied with the press facilities and services in all four host cities. The satisfaction rates in terms of the 12 evaluated aspects of the event were between 47% and 86% (=quite/very satisfied).

The press was most satisfied with:

- the level of safety in and around the stadia and host cities (86%)
- the staff assistance in the media working area (85%)
- the hospitality in Denmark (84%)

and less satisfied with:

- the seating at the media tribune (47%)
- the atmosphere/spirit (49%)
- the food and drinks in the media working area (52%)

According to the typical reporter, what worked well?

- the level of safety in and around the stadia and host cities (86%)
- the staff assistance in the media working area (85%)
- the hospitality in Denmark (84%)
- the friendliness of the stadium staff (81%)
- the level and speed of information at the media tribune/in the media working area (76%)
- the technical set-up at the media tribune and in the media working area (70%)

According to the typical reporter, what worked ok?

- the level of internet connectivity at the media tribune (61%)
- the assistance and direction to the stadium from the airport/train station (55%)
- the transportation to/from the stadium (55%)
- the food and drinks in the media working area (52%)

According to the typical reporter, what did not work well?

- the atmosphere/spirit (49%)
- the seating at the media tribune (47%)

### **Volunteers - visitor profile:**

#### *Demography:*

- The typical volunteer at this event is a male of 39 years
- He has permanent place of residence less than 10 km from the host city, i.e. he is a local citizen
- In his civil life he is a fulltime employee with a medium long educational background of 3-4 years

#### *Football experience:*

- He (and/or his family) plays football himself – or did in the past

- Maybe because of his great pre-event involvement in the football sport, his interest in the sport has not risen due to the UEFA Under21 event.

*Information channels:*

- Primarily, he came to know about the possibility of volunteering for the event through the social media and [www.defrivillige.dk](http://www.defrivillige.dk) (a recruitment homepage for volunteers).

*Pre-event volunteer experience and motivation:*

- He had volunteered before (or does it on a regular basis in a sports club)
- His main motivation for signing up at this UEFA Under21 event was "the great experience of being part of this event"
- He prefers to volunteer in fields that strengthen his existing skills.
- He believes that he has acquired qualifications that he did not have beforehand and/or that the voluntary work at the UEFA Under 21 event has strengthened his existing skills.

*UEFA U/21 event duties:*

- His main field of work at the UEFA Under 21 event was in the fan zones and on the stadia
- His primary duties were to hand out accreditation cards, serve in the fan zones and supervise the mini football and table football activities.
- He volunteered for a period of almost 6 days and he found his duties easy to understand and handle.

*Would he/she want to volunteer again?*

- He would, indeed, like to volunteer again at a future sports event, if he gets the opportunity to.

**Volunteers – Visitor evaluation**

*Manning:*

He felt that the number of volunteers, when looked upon over the entire event period, were well balanced, but the first few days he felt that there were far too many volunteers, especially in the fan zones.

*Responsibility:*

He felt, to a certain extent, that the responsibility he was given matched his qualifications. However, he would have been ready to take on more responsibility. This seems to reflect his "number one"- description of the voluntary work he did at the U/21 event: "it was easy" at the expense of "it was challenging" and a list of other pre-fixed options.

*Cooperation:*

He enjoyed the co-operation with his fellow volunteers extremely much.

Besides, he felt that the co-operation with DBU and the host cities was satisfactory, especially before kick-off. However, he felt that the pre-event briefing/information from the organisers, especially in terms of duty guidelines, came too late and were often changed with short notice subsequently.

He did not have much contact to UEFA, but when he did, it did not cause any trouble. On the contrary, he strongly felt that the UEFA-staff appreciated what he (and the other volunteers) did.

*Meals:*

He was not that fond of the free meals at the event. There was enough of it, and he could mostly have it when convenient, but the variety could be better and more fruit would have been nice. He would very much have liked a hot meal at the end of the day and not just a sandwich. In general, he was not very fond of the sandwiches, which he finds stale and not very delicious.

*Appreciation:*

All in all he felt, however, that DBU and the host cities kept their promise to the volunteers and acted according to what was agreed beforehand to the extent possible at the time. This satisfaction also goes for the appreciation that he got from the organisers.

*Event staging:*

From his point of view, the event was well-organised from a visitor point of view as well.

*What stood out?*

He felt that the spirit behind the scenes at the event was great, particularly in the volunteer group, and that overall it is the positive experiences that stand out now that the event is over. Especially he appreciated the opportunity of being part of such a large sporting event together with all the other hard-working volunteers, the opportunity of giving the visitors a great time in Denmark and personally he enjoyed the chance of extending his network.

The volunteers were most satisfied with:

- the spirit behind the scenes, particularly in the volunteer group
- the cooperation with the other volunteers
- the appreciation consisting of free tickets, clothes and after-event party

And less satisfied with:

- the cold evening meal (sandwiches)
- too limited responsibility
- the pre-event info, especially the duty rosters, came late and were often changed subsequently

Finally, in the filled-in questionnaire that 42% of the volunteers (345 out of 823) at the U/21 event returned to Sport Event Denmark, some of them explicitly mentioned that they appreciated the opportunity to be heard post-event and that such a survey was a good idea.

Visitor expenditure and tourist economic impact - all visitor groups

***Fans, media, others altogether***

The many visitors from outside the host region at the UEFA European Under-21 Championship Denmark 2011 generate the following macro economic spin-offs to the Danish society.

**Table 1. Daily expenditure (per day/24 hrs)**

<b>Visitor groups</b>	<b>Danish</b>	<b>International</b>
Fans, average day/overnight visitors	Euro 45.5	Euro 77
Media, average day/overnight visitors	Euro 94	Euro 94
Teams, officials, sponsors, scouts, UEFA-staff etc.	Euro 267	Euro 267

The findings in table 1 are across all host cities and visitor segments in chapter 1 (fans), 2 (media) and 3 (VIPs, sponsors etc.), respectively. The *national* effects generated by the Total Tourism Turnover (TTO) are based on the *international* share, only, whereas the *regional* effects are based on the entire TTO.

**Table 2. MACRO ECONOMIC SPIN-OFFS AARHUS, AALBORG, VIBORG, HERNING – all visitors<sup>8</sup>**

Key figure	National vs. regional level	Value
Total tourism turnover		60.8 mio. DKK (8.1 mio. Euro)
International share of TTO		25 mio. DKK (3.3 mio. Euro)
International share of TTO %		41%
Man years generated by TTO	National	36
Man years generated by TTO	Regional	54
Public revenue	National	10.2 mio. DKK (1.36 mio. Euro)
Public revenue	Regional, to host municipalities	1.8 mio. DKK (0.24 mio. Euro)
Gross Factor Income	National	18.7 mio. DKK (2,5 mio. Euro)
Gross Factor Income	Regional	31.7 mio. DKK (4.2 mio. Euro)

### Return on Investment (ROI):

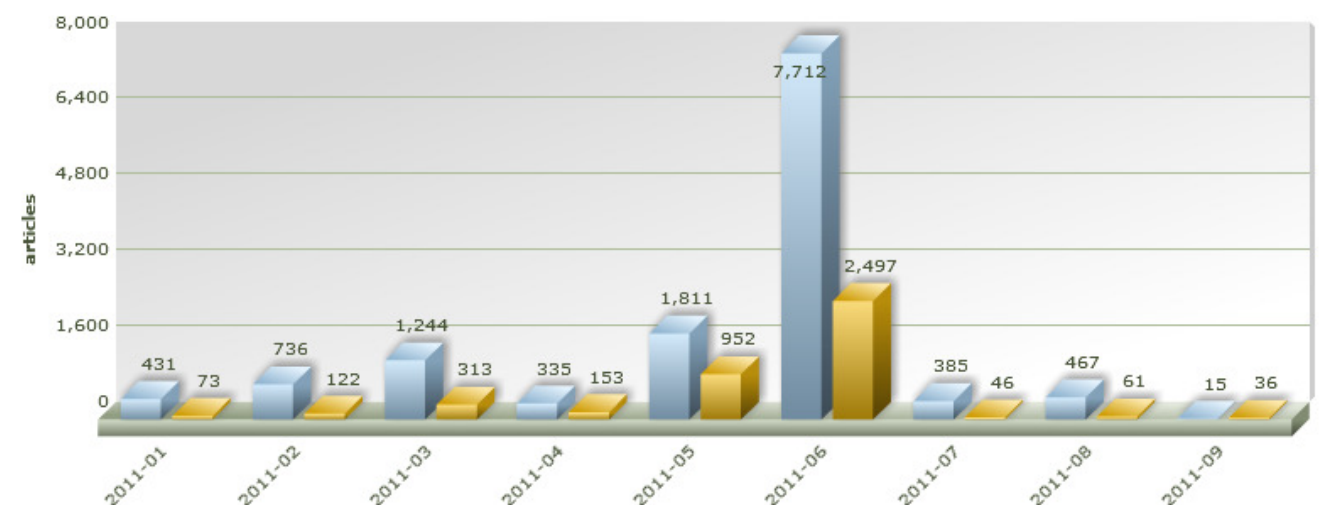
There are numerous ways to calculate the Return on Investment. We have listed a number of scenarios in enclosure no. 3, and the results range from between 0.16 and 0.97.

*It should be stressed, however, that the ROI-calculations in this report do not allow for the fact that the Danish hosts received some reimbursement of their expenses from UEFA.*

### Extent of national and international online media coverage

Not surprisingly, the online media coverage was at its peak in June 2011. In May, a run-up for the event can be seen. The international online media coverage is 3.2 times larger than the national. However, both fade out soon after the event is over.

**Fig. 1. Comparison between international and national online media coverage by month (blue = international, yellow = national)**



<sup>8</sup> Excluding volunteers and, in general, excluding event visitors from the host region (locals)

# Chapter 1

## Evaluation of the event by fans, their profile and expenditure

### Preface

This chapter describes the characteristics of the U/21 fans who either attended the matches in one or more of the four host cities and/or attended the fan zones in the centre of the cities.

The fans were randomly picked out for a personal face-to-face on-site interview during the event and 1,023 interviews were conducted in the four host cities altogether. This is a relatively large sample compared to the samples at Sport Event Denmark's spectator surveys in the past. For further information on the sample, see enclosure no. 2.

### Findings – fan survey

#### Non-economic spin-offs:

The non-economic spin-offs are all the descriptive characteristics of the event visitors: demography, attitudes and behaviour (=visitor profile) as well as their evaluation of the event. The findings below are across all four host cities and the percentages "% of respondents".

As can be seen there are quite many "no answer/don't know". In the Executive Summary, where appropriate, these are extracted from the presented findings to give a more proper picture of the part of the event visitors, who bothered to express their attitude.

**Table 1: Gender**

	% of respondents
Male	67 %
Female	33 %
Total	100 %

**Table 2: Age**

	% of respondents
15-25	47 %
26-35	23 %
36-45	15 %
46-55	9 %
55+	5 %
Total	100 %

**Table 3: In which country is your permanent residence?**

	% of respondents
Belarus	1 %
England	4 %
Denmark (Aarhus)	26 %
Denmark (Aalborg)	12 %
Denmark (Herning)	8 %
Denmark (Viborg)	15 %
Denmark (other than the host cities)	25 %
Switzerland	2 %
Czech Rep.	1 %
Ukraine	0 %
Iceland	2 %
Spain	1 %
Other nations than the above:	4 %
Total	100 % (1023)

**Table 4: What connection or relationship do you have with the person(s) whom you attend the match(es) or fan zone(s) with?**

	% of respondents
Children	9 %
Husband/partner	17 %
Other relatives	12 %
Fanklub friends	5 %
Friends in general	46 %
Colleaguers	10 %
No answer/don't know	24 %
Total	123 % (1023)

**Table 5: In what way are you connected with football?**

	% of respondents
I am or have been an active player in a football club	51 %
As above, but instead of "I": one or more of my children	12 %
As above, but instead of "I": Other relatives/family	17 %
I am or have been a football coach	9 %
I am a member of a fan club	14 %
General interest in the sport	48 %
No answer/don't know	13 %
Total	164 % (1023)

**Table 6: How did you become aware of this UEFA U/21 event?**

	% of respondents
Through the national football association in my home country	2%
Through the Danish FA (DBU)/a Danish football club	18 %
Through UEFA's official website (www.uefa.com)	7 %
Through the event website (www.u21denmark2011.com)	8 %
Through DBU's website (www.dbu.dk)	5 %
Through the social media	27 %
Through family, friends etc.	31 %
Through sports magazines etc.	12 %
Through TV/radio	39 %
Through another football event	8 %
Other than the above	11 %
No answer	4 %
Total	173 %(1023)

**Table 7: When did you become aware of this UEFA U/21 event?**

	% of respondents
<one week ago	9 %
1-4 weeks ago	15 %
1-3 months ago	21 %
4-6 months ago	17 %
7-12 months ago	12 %
>1 year ago	23 %
No answer	3 %
Total	100 % (1023)

**Table 8: Are you or have you been a fan of the 'UEFA U/21 in Denmark' på Facebook?**

	% of respondents
Yes	13 %
No	84 %
No answer	3 %
Total	100 % (1023)

**Table 9: If yes, have you written comments, liked or contributed with contents on the Facebook fan page?**

	% of respondents
Yes	46 %
No	40 %
No answer	14 %
Total	100 % (136)

**Table 10: Has Facebook contributed to your decision to watch one or more of the U/21 matches live?**

	% of respondents
Yes	28 %
No	53 %
No answer	19 %
Total	100 % (136)

**Table 11: Did you know that there was a 'UEFA U/21 EM Denmark' Facebook-side?**

	% of respondents
Yes	15 %
No	70 %
No answer	15 %
Total	100 % (856)

**Table 12: Do you have a Facebook profile?**

	% of respondents
Yes	67 %
No	16 %
No answer	17 %
Total	100 % (856)

**Table 13: Which forms of transportation did you use to travel to the match(es) you attended at the UEFA U/21 event?**

	% of respondents
Bus / Fan-bus	10 %
Train	8 %
Car	34 %
Public transport	7 %
Plane	4 %
Ferry/boat	2 %
Bike	7 %
Other than the above (e.g. bike)	6 %
No answer	23 %
Total	100 % (1023)

**Table 14: How much money do you think you have spent in Denmark on an average (on food, drinks, shopping etc.) excluding match ticket(s)? (1 Euro = appr. 7.5 DKK)**

	% of respondents
1 - 250 DKK	38 %
251 - 500 DKK	32 %
501 - 750 DKK	12 %
750 DKK+	19 %
Total	100 % (278)

**Table 15: What did you do before arriving at the stadium/venue?**

	% of respondents
I never went to the venue/stadium	13 %
I went straight to the stadium	9 %
I went to the fan zone	39 %
I went to a pub/bar/restaurant	13 %
I went shopping in the host city	3 %
I went sightseeing in and around the host city	3 %
No answer	21 %
Total	100 % (1023)

**Table 16: How important is it for you and your experience of this event that there is a fan zone?(1=not important, 5=very important)**

	% of respondents
1	9 %
2	9 %
3	19 %
4	26 %
5	27 %
No answer/don't know	11 %
Total	100 % (1023)

**Table 17: How many times do/did you go to the fan zone in this city ?**

	% of respondents
None	7 %
Once	36 %
Twice	24 %
Three times	10 %
Four times	3 %
More than four times	10 %
No answer/don't know	9 %
Total	100 %

**Table 18: Can you name any of the official partners/sponsors at this UEFA U/21 event?**

	% of respondents
Adidas	55 %
Arriva	28 %
Carlsberg	53 %
Carlsberg Sport	47 %
Coca-Cola	43 %
Ekstra Bladet	34 %
Intersport	24 %
Jyske Bank	40 %
Kia Motors	44 %
McDonalds	42 %
Powerade	10 %
Radio 100	16 %
Sharp	36 %
Sport Event Danmark	32 %
Other than the above	4 %
No answer/don't know	14 %
Total	522 %(1023)

**Table 19: Is the UEFA U/21 event in Denmark the first time you attend an Under-21 match?**

	% of respondents
Yes	55 %
No	28 %
No answer	17 %
Total	100 % (1023)

**Table 20: How satisfied are you with the signage to the stadium from the airport if you arrived by plane? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1 -	1 %
2	2 %
3	5 %
4	4 %
5 -	7 %
Don't know	37 %
No answer	44 %
Total	100 % (1023)

**Table 21: How satisfied are you with the signage to the stadium from the train station if you arrived by plane? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	3 %
3	5 %
4	5 %
5	8 %
Don't know	34 %
No answer	43 %
Total	100 % (1023)

**Table 22: How satisfied are you with the transportation to the stadium? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	2 %
3	8 %
4	9 %
5	10 %
Don't know	30 %
No answer	39 %
Total	100 % (1023)

**Table 23: How satisfied are you with the transportation from the stadium? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	2 %
3	7 %
4	8 %
5	9 %
Don't know	32 %
No answer	41 %
Total	100 % (1023)

**Table 24: How satisfied are you with the transportation in general (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	2 %
3	10 %
4	10 %
5	11 %
Don't know	26 %
No answer	40 %
Total	100 % (1023)

**Table 25: How satisfied are you with the admission conditions at the entrance including parking facilities (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	2 %
3	9 %
4	10 %
5	10 %
Don't know	28 %
No answer	39 %
Total	100 % (1023)

**Table 26: How satisfied are you with the speed of admission at the entrance (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	2 %
3	8 %
4	9 %
5	11 %
Don't know	29 %
No answer	40 %
Total	100 % (1023)

**Table 27: How satisfied are you with the friendliness of the stadium staff ? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	1 %
3	8 %
4	10 %
5	13 %
Don't know	28 %
No answer	39 %
Total	100 % (1023)

**Table 28: How satisfied are you with the security inside and around the stadium, including security checks? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	2 %
3	7 %
4	10 %
5	11 %
Don't know	30 %
No answer	39 %
Total	100 % (1023)

**Table 29: How satisfied are you with effectiveness of policing in and around the city? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	1 %
3	8 %
4	13 %
5	16 %
Don't know	24 %
No answer	36 %
Total	100 % (1023)

**Table 30: How satisfied are you with the general level of safety? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	1 %
3	8 %
4	13 %
5	16 %
Don't know	24 %
No answer	37 %
Total	100 % (1023)

**Table 31: How satisfied are you with the view from the seating in the stands? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	1 %
3	6 %
4	10 %
5	14 %
Don't know	28 %
No answer	39 %
Total	100 % (1023)

**Table 32: How satisfied are you with the general standard of the stadium? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	1 %
3	5 %
4	13 %
5	13 %
Don't know	26 %
No answer	40 %
Total	100 % (1023)

**Table 33: How satisfied are you with the warmth of welcome/hospitality in Denmark? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	1 %
3	6 %
4	12 %
5	27 %
Don't know	18 %
No answer	36 %
Total	100 % (1023)

**Table 34: How satisfied are you with atmosphere/spirit? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	4 %
3	13 %
4	16 %
5	16 %
Don't know	15 %
No answer	35 %
Total	100 % (1023)

**Table 35: How satisfied are you with the pre-match entertainment? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	4 %
3	13 %
4	14 %
5	12 %
Don't know	19 %
No answer	36 %
Total	100 % (1023)

**Table 36: How satisfied are you with the fan zone? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	4 %
3	13 %
4	17 %
5	20 %
Don't know	13 %
No answer	33 %
Total	100 % (1023)

**Table 37: Where did you purchase your entrance tickets for this UEFA U21 event?**

	% of respondents
From door sales on the day	5 %
From the official UEFA ticket office	9 %
From ticket box outlets across Denmark	11 %
From uefa.com (the official website)	12 %
From a ticket tout	4 %
From a sponsor promotion/competition	8 %
Tickets were included in an all-inclusive package deal tour	1 %
Other than the above	22 %
No answer	32 %
Total	103 % (1023)

**Table 38: What is your opinion regarding ticket prices at this UEFA U21 event? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	2 %
2	4 %
3	21 %
4	18 %
5	31 %
Don't know	24 %
Total	100 % (1023)

**Table 39 : What is your opinion regarding ticket service at this UEFA U21 event? (1=not at all satisfied, 5=very satisfied)**

	% of respondents
1	1 %
2	3 %
3	18 %
4	18 %
5	23 %
Don't know	36 %
Total	100 % (1023)

**Table 40: Thinking about your overall experience of attending this UEFA U21 event, how much did the experience change your opinion about the 2011 UEFA U21 Championship? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1 -	0 %
2	1 %
3	20 %
4	22 %
5	17 %
Don't know	10 %
No answer	30 %
Total	100 % (1023)

**Table 41: How much did the experience change your opinion about UEFA? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	2 %
2	4 %
3	28 %
4	12 %
5	8 %
Don't know	12 %
No answer	35 %
Total	100 % (1023)

**Table 42: How much did the experience change your opinion about Denmark? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	0 %
2	1 %
3	23 %
4	14 %
5	19 %
Don't know	9 %
No answer	33 %
Total	100 % (1023)

**Table 43: How much did the experience change your opinion about the host city Aarhus? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	1 %
2	1 %
3	15 %
4	11 %
5	16 %
Don't know	18 %
No answer	38 %
Total	100 % (1023)

**Table 44: How much did the experience change your opinion about the host city Aalborg? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	1 %
2	1 %
3	17 %
4	7 %
5	9 %
Don't know	22 %
No answer	41 %
Total	100 % (1023)

**Table 45: How much did the experience change your opinion about the host city Herning? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	2 %
2	2 %
3	16 %
4	6 %
5	7 %
Don't know	24 %
No answer	42 %
Total	100 % (1023)

**Table 46: How much did the experience change your opinion about the host city Viborg? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	2 %
2	2 %
3	14 %
4	6 %
5	9 %
Don't know	24 %
No answer	43 %
Total	100 % (1023)

**Table 47: How much did the experience change your opinion about the sponsors? (1= much more negative, 3= did not change my opinion, 5= much more positive)**

	% of respondents
1	1 %
2	1 %
3	25 %
4	10 %
5	9 %
Don't know	16 %
No answer	38 %
Total	100 % (1023)

**Here are some statements which may describe your personal impression of this UEFA U-21 event. Please circle your answer on a scale from 1 to 5;**

**Table 48: The UEFA U21 championship has enhanced the image of Denmark abroad? (1=not at all, 3= yes and no, 5=yes indeed)**

	% of respondents
1	1 %
2	1 %
3	23 %
4	24 %
5	17 %
Don't know	11 %
No answer	23 %
Total	100 % (1023)

**Table 49: The UEFA U21 championship is a great success(1=not at all, 3= yes and no, 5=yes indeed)**

	% of respondents
1	1 %
2	3 %
3	18 %
4	29 %
5	13 %
Don't know	12 %
No answer	24 %
Total	100 % (1023)

**Table 50: The UEFA U21 championship provided high-quality football (1=not at all, 3= yes and no, 5=yes indeed)**

	% of respondents
1	1 %
2	5 %
3	20 %
4	23 %
5	10 %
Don't know	15 %
No answer	26 %
Total	100 % (1023)

**Table 51: The UEFA U21 championship was over-commercialized (1=not at all, 3= yes and no, 5=yes indeed)**

	% of respondents
1	5 %
2	10 %
3	30 %
4	11 %
5	7 %
Don't know	13 %
No answer	25 %
Total	100 % (1023)

**Table 52: Denmark did a great job in hosting the UEFA U21 championship (1=not at all, 3= yes and no, 5=yes indeed)**

	% of respondents
1	1 %
2	1 %
3	10 %
4	26 %
5	28 %
Don't know	11 %
No answer	24 %
Total	100 % (1023)

**Table 53: When did you arrive?**

	% of respondents
Earlier today	44 %
Yesterday	11 %
The day before yesterday	1 %
More than 2 days ago	7 %
No answer	37 %
Total	100 % (401)

**Table 54: Would you recommend your family/friends to visit the host city in the future?**

	% of respondents
Yes	52 %
No	3 %
No answer/don't know	46 %
Total	100 % (1023)

*Demographic differences across the four host cities:*

There were large differences between the four host cities in terms of share of tickets sold to local fans.

The highest share of local fans were seen in Viborg and the lowest in Herning. Well over approximately 60% of the ticket sale in Viborg was local in contrast to only approximately 25% of the ticket sale in Herning.

On average, i.e. across the four host cities, approximately 50% of the Danish attendance was local.

The largest share of fans who where in the host city specifically due to the event were seen in Aalborg (91%) and the lowest in Viborg (73%).<sup>9</sup>

The largest share of female fans were seen in Viborg (47%)<sup>10</sup>

The age profile was clearly the youngest in Viborg (64% of the fans were beteen 15 and 25 years old compared to the average across all four host cities of 47% in this age group). Viborg was the only host city that offered extended SMS services to the fans (Gowalla, Foursquare, Face book), which were among other things introduced exactly to attract and involve youngsters in the celebration of the event.

**Macro-economic spin-offs:**

The macro-economic spin-offs are the ones generated through the expenditure that the visitors from outside the host region<sup>11</sup> have in Denmark/the host cities in relation to their event stay.

***Fans:***

In terms of number, the fans were by far the largest visitor group at this U/21 event. The tourism turnover by this segment includes the fans, who were in the fan zones only.

The fans, both the ones who were in the fan zones only and the ones who actually showed up at one or more matches, represent a tourism turnover of DKK 43.3 mio. (=5.7 mio. Euro), equivalent to 71% of the total tourism turnover.

As mentioned above, only the fans who were in the host region specifically due to the event are included (0.84%).

---

<sup>9</sup> 88% in Herning and 79% in Aarhus

<sup>10</sup> Aarhus (29%) as well as in Aalborg (29%) and Herning (30%).

<sup>11</sup> Municipality + the event as main reason to go to Denmark

## **Discussion – fan survey**

At such a UEFA European Under-21 Championship there are several circumstances beyond the organisers' control, circumstances that can have a major negative impact on the spin-offs and evaluation of the event.

First and foremost the weather. Bad weather can cause a chain reaction, leading to extraordinarily high rates of no-show, only few fan-zone visits, low spending, low satisfaction rates with the staging of the event etc. etc.

Secondly, the organisers do not have any influence on which nations qualify for the tournament and which of them make it to the semi-finalists/finalists. By nature, the semi-finals/finals of the tournament usually attract the highest audiences, but to a large extent it depends on which nations are actually playing the semi-finals/final!

Thirdly, the domestic fans tend to drop out if their home team is sent out of the tournament, unless the teams left in the tournament strongly appeal for them.

As for all three aspects of the tournament 2011, the luck was not on the Danish organisers' side.

The weather was changeable throughout the tournament; a lot of rain and only a few sunny days. And several of the football nations, rich in tradition and with a strong fan culture, did not qualify for the tournament (a.o. Italy, Germany and France). Furthermore, it is highly probable that the fact that the Danish team did not qualify for the semi-finals had a negative impact on the ticket sale and on the number of ticket holders who never showed up.

However, the most profound dilemma with U/21 tournaments like this is the fact that often the final teams are set with a very short notice, because the top players may not be released from their clubs till very close to kick-off and/or they may be injured. This makes it difficult for the organisers to use key top players' participation in the tournament as leverage for their branding and marketing and to utilize the hype that surrounds these players.

Nevertheless, the fans that showed up at the UEFA European Under-21 Championship 2011 in Denmark, had a good time and almost 3 out of 4 felt that Denmark did a great job in hosting the event.

## Chapter 2

### Evaluation by media, their visitor profile and expenditure

#### Preface

This chapter describes the characteristics of the UEFA-accredited media at the event.

76 of the 514 reporters, photographers etc. responded to the on-line questionnaire that was sent out for anonymous self-completion at the end of June by UEFA on behalf of Sport Event Denmark. For further information on the sample, see enclosure no. 2.

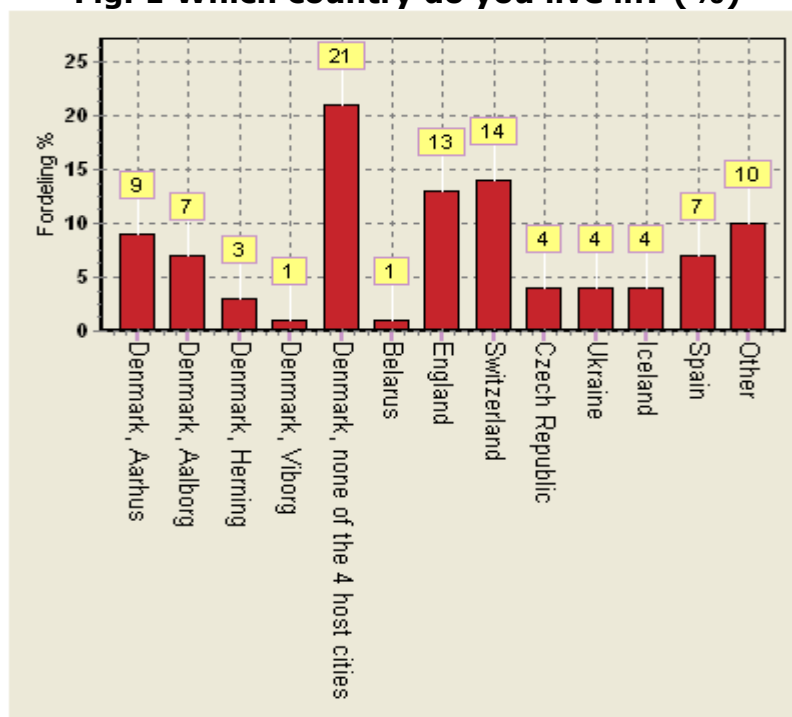
Neither UEFA nor Sport Event Denmark had any experience to draw on in respect of collecting such on-line data from the media. Realising that reporters are busy people, however, we made a conservative pre-event estimate of a response rate of 10%. The response rate turned out to be 15%, however.

#### Findings – media survey

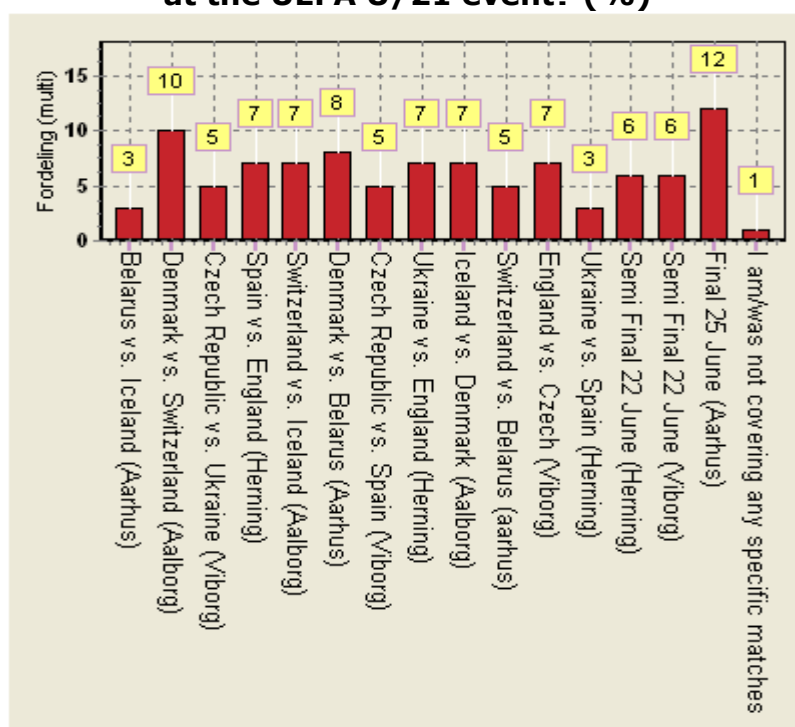
##### Non-economic spin-offs:

The non-economic spin-offs are all the descriptive characteristics of the event visitors: demography, attitudes and behaviour (=visitor profile) as well as their evaluation of the event. The percentages (%) are “percentages of responses”.

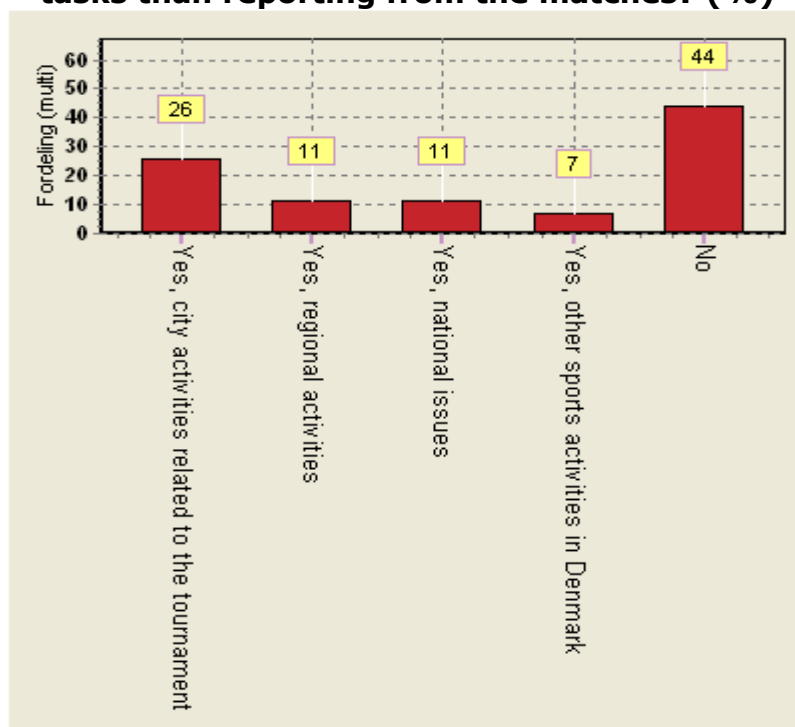
**Fig. 1 Which country do you live in? (%)**



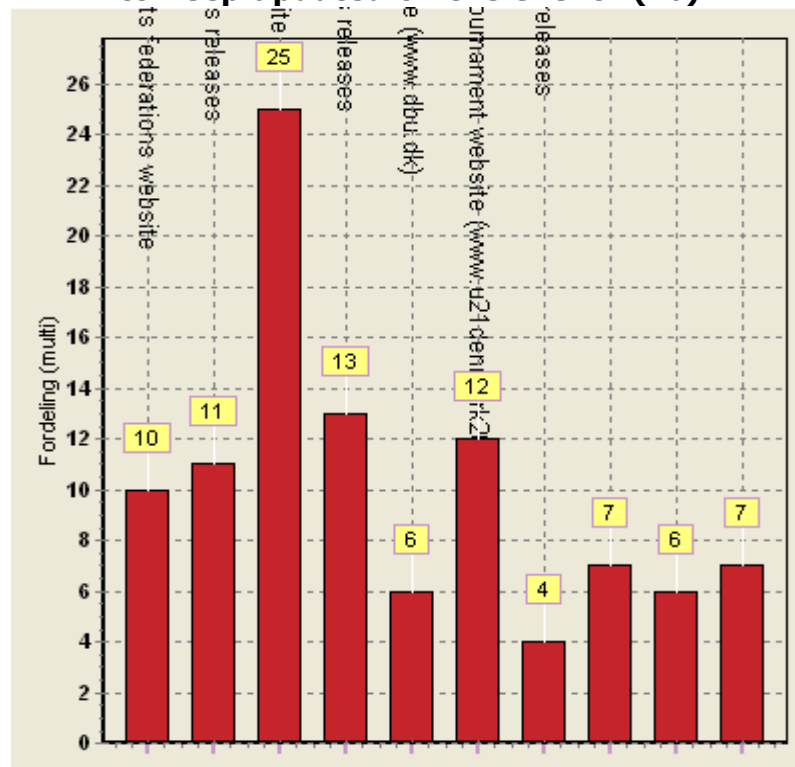
**Fig. 2 Which matches did you cover at the UEFA U/21 event? (%)**



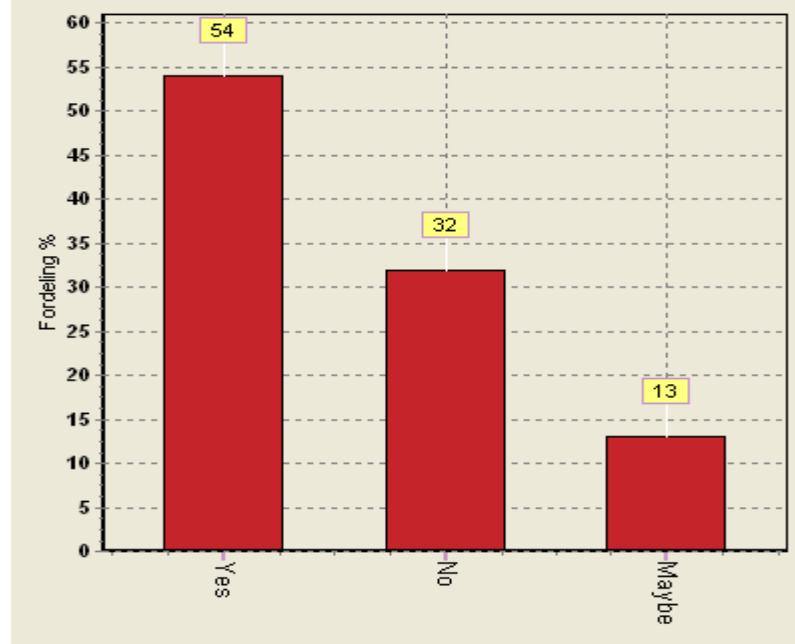
**Fig. 3 Did you have any other journalistic tasks than reporting from the matches? (%)**



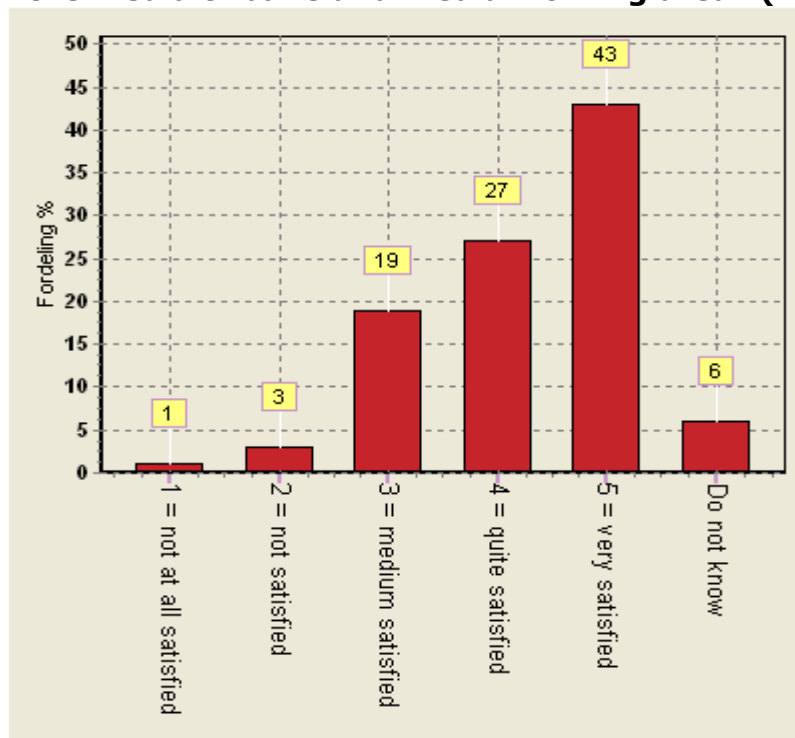
**Fig. 4 Which informations channels did you use to keep updated on the event? (%)**



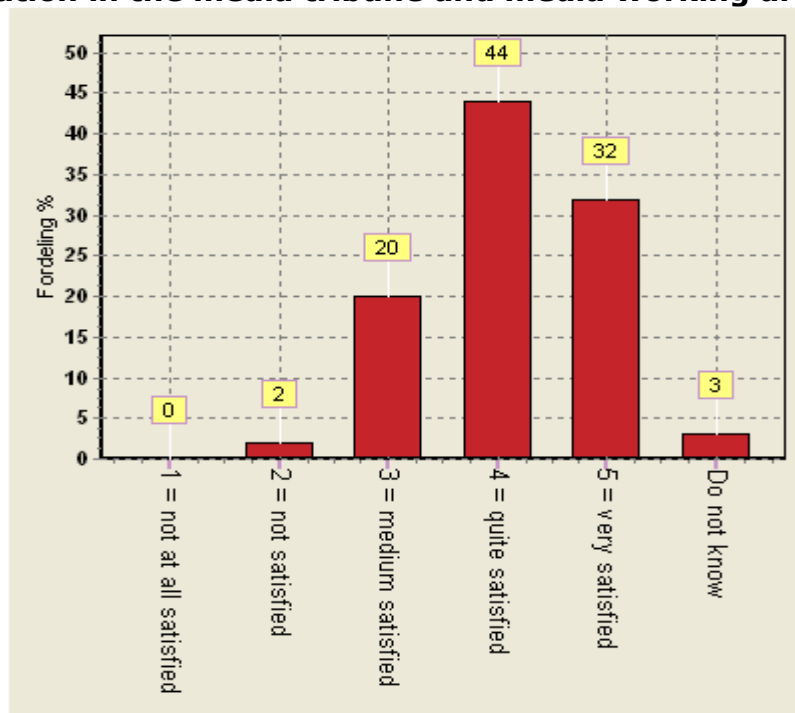
**Fig. 5 Can you name any of the official partners/sponsors of this UEFA U/21 event? (%)**



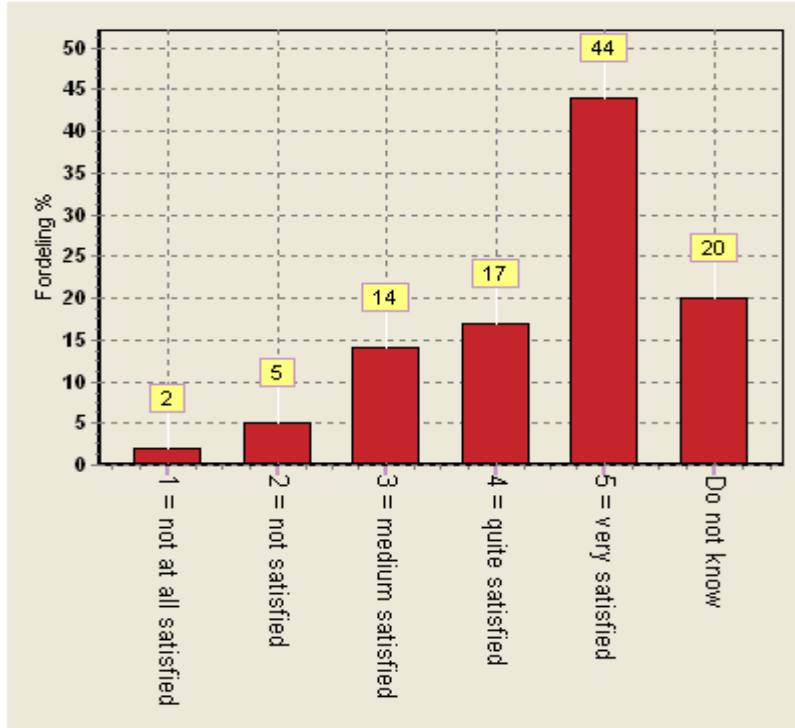
**Fig. 6 How satisfied are you with the technical set-up in the media tribune and media working area? (%)**



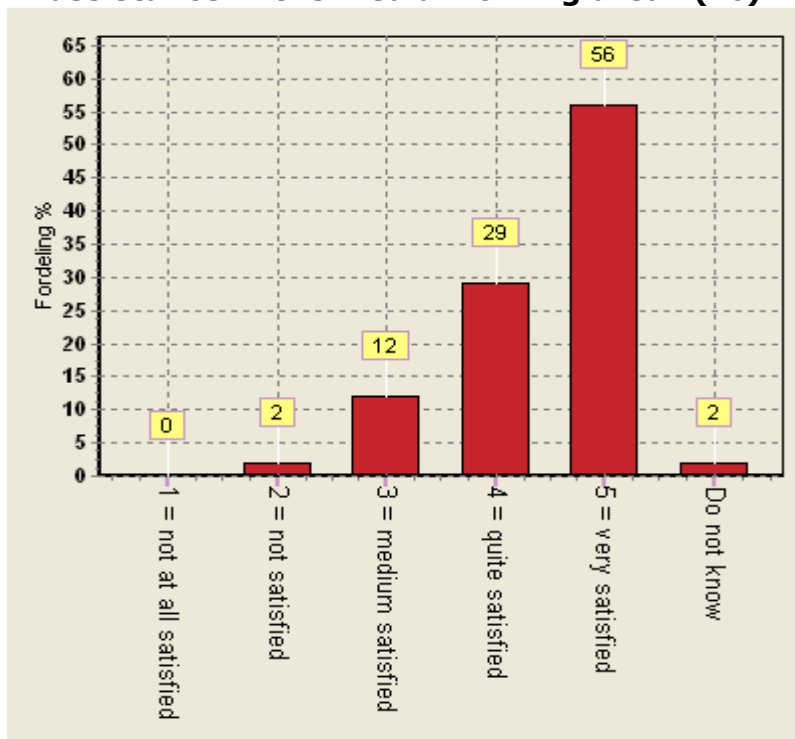
**Fig. 7 How satisfied are you with the level and speed of information in the media tribune and media working area? (%)**



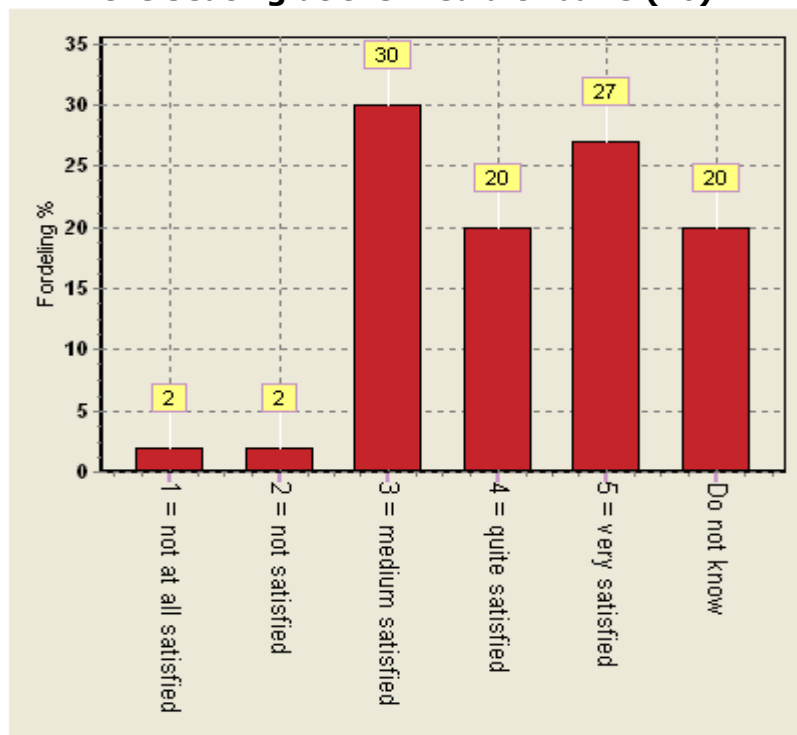
**Fig. 8 How satisfied are you with the level of internet connectivity at the media tribune? (%)**



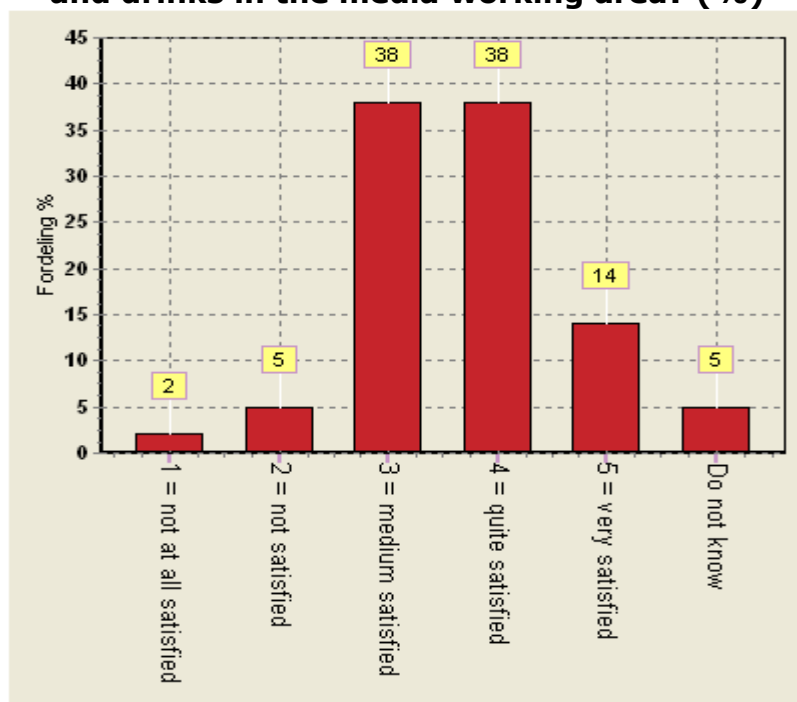
**Fig. 9 How satisfied are you with the staff assistance in the media working area? (%)**



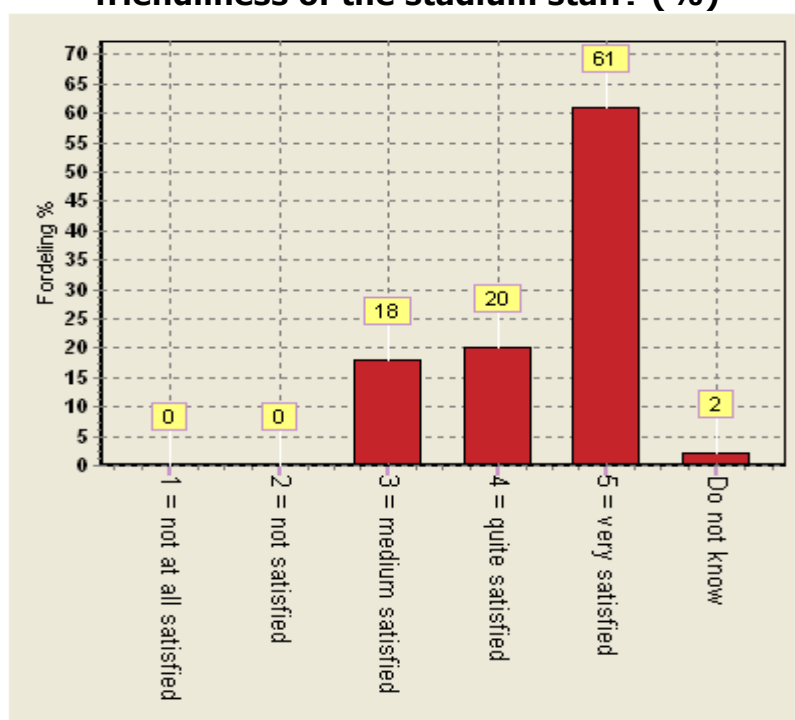
**Fig. 10 How satisfied are you with the seating at the media tribune (%)**



**Fig. 11 How satisfied are you with the food and drinks in the media working area? (%)**



**Fig. 12 How satisfied are you with the friendliness of the stadium staff? (%)**



**Fig. 13 How satisfied are you with the assistance and direction to the stadium from the airport/train station? (%)**

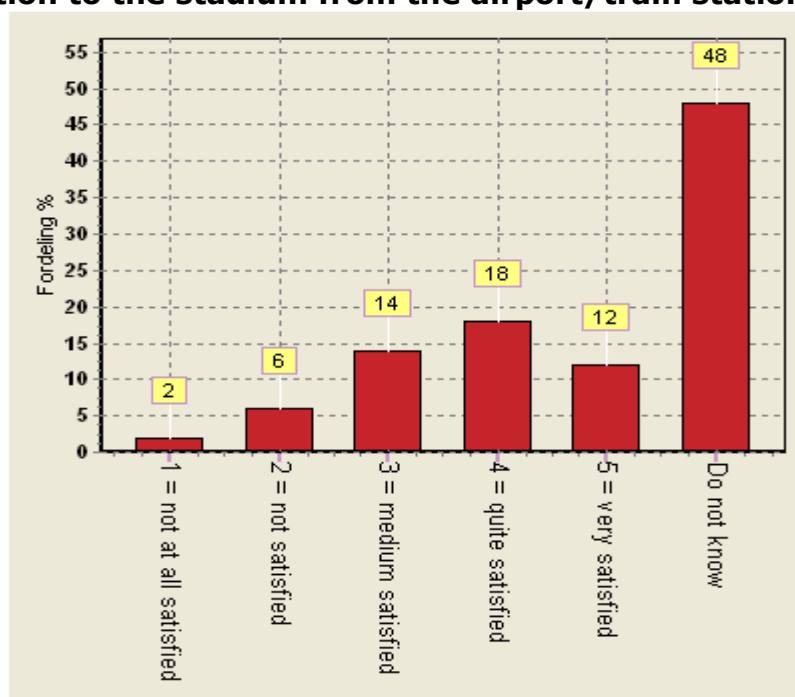


Fig. 13 shows that almost half of the reports answered "don't know", most probably because the question was irrelevant for them (went by car).

**Fig. 14 How satisfied are you with the transportation to/from the stadium? (%)**

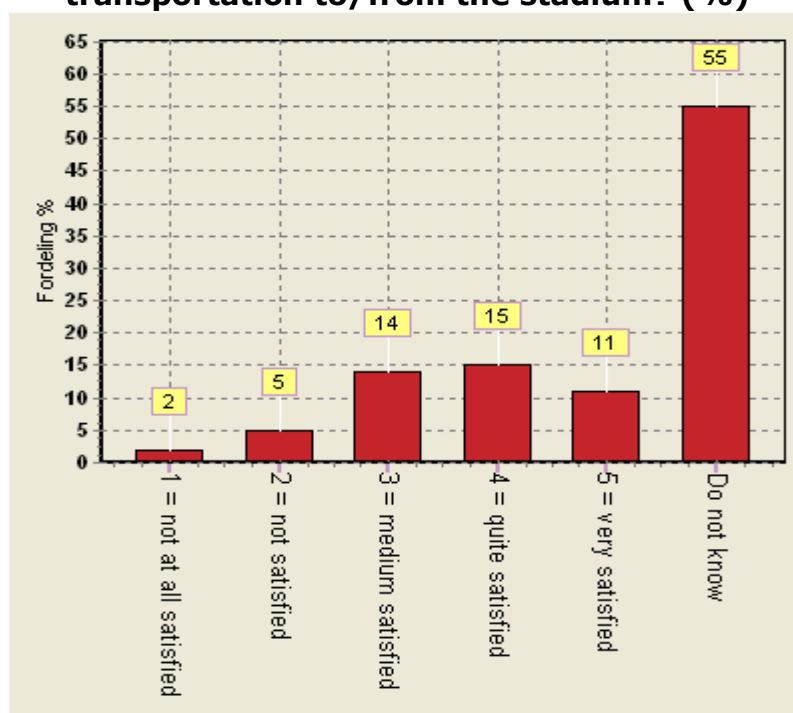
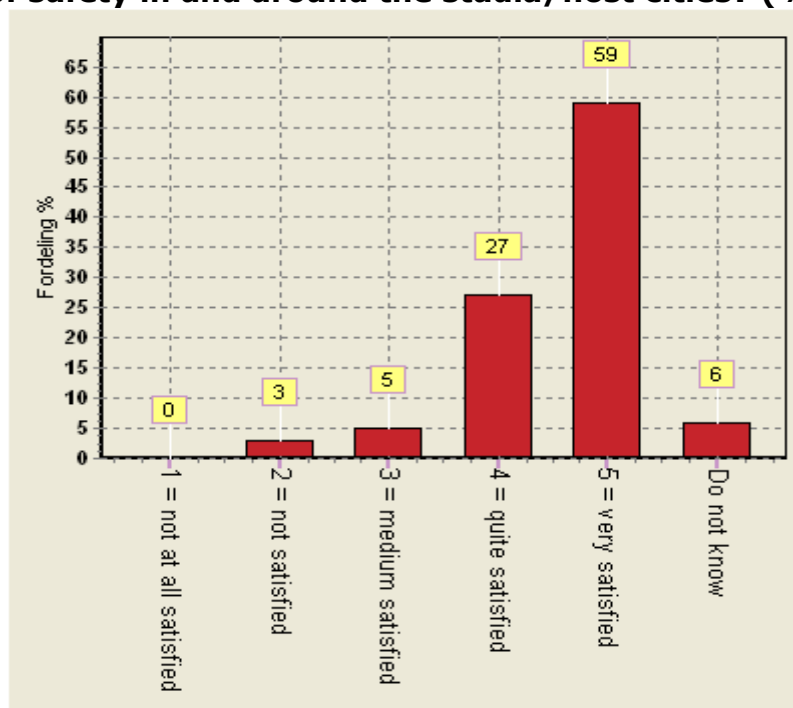
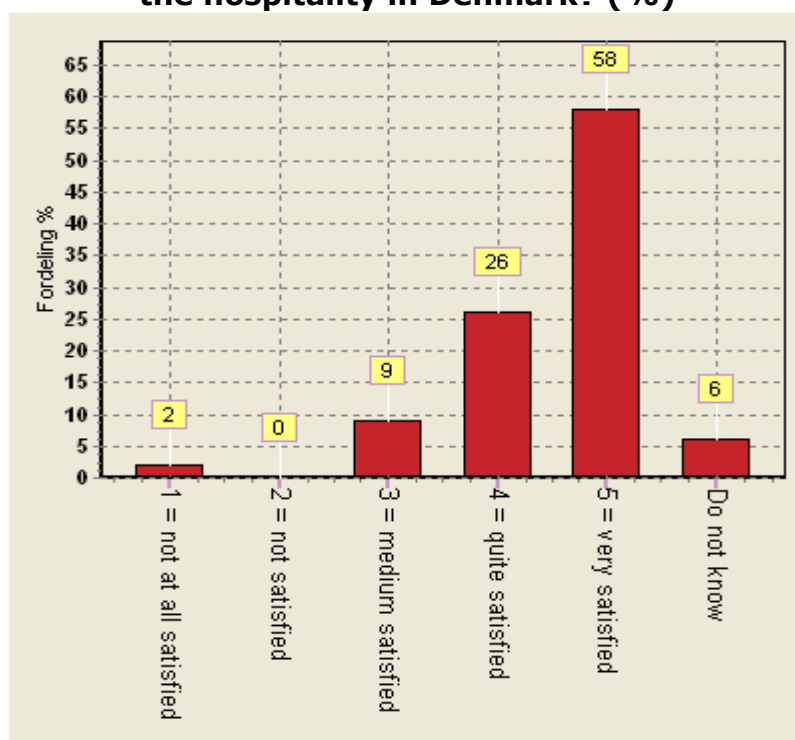


Fig. 14 shows that almost half of the reports answered "don't know", most probably because the question was irrelevant for them (went by car).

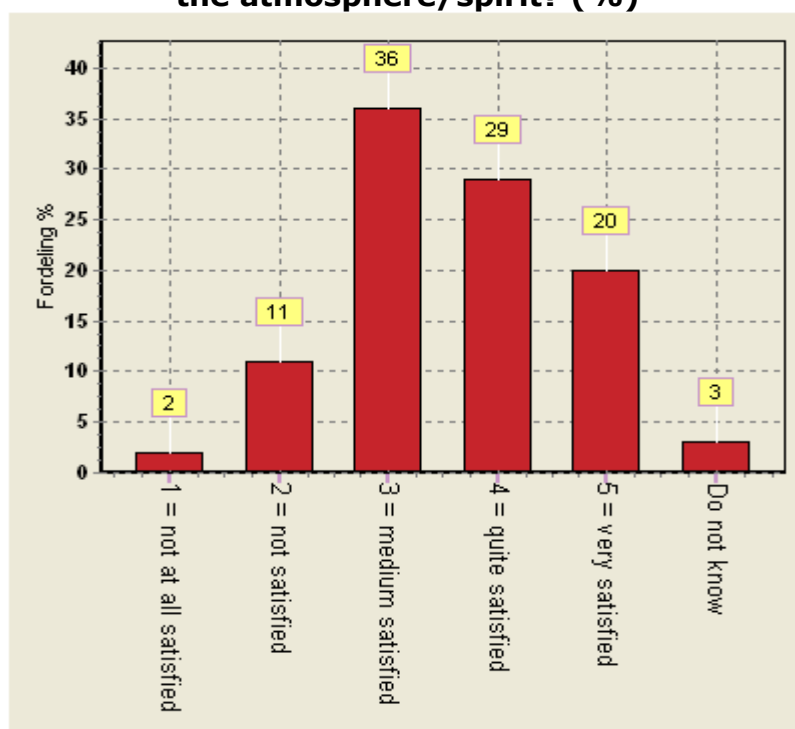
**Fig. 15 How satisfied are you with the general level of safety in and around the stadia/host cities? (%)**



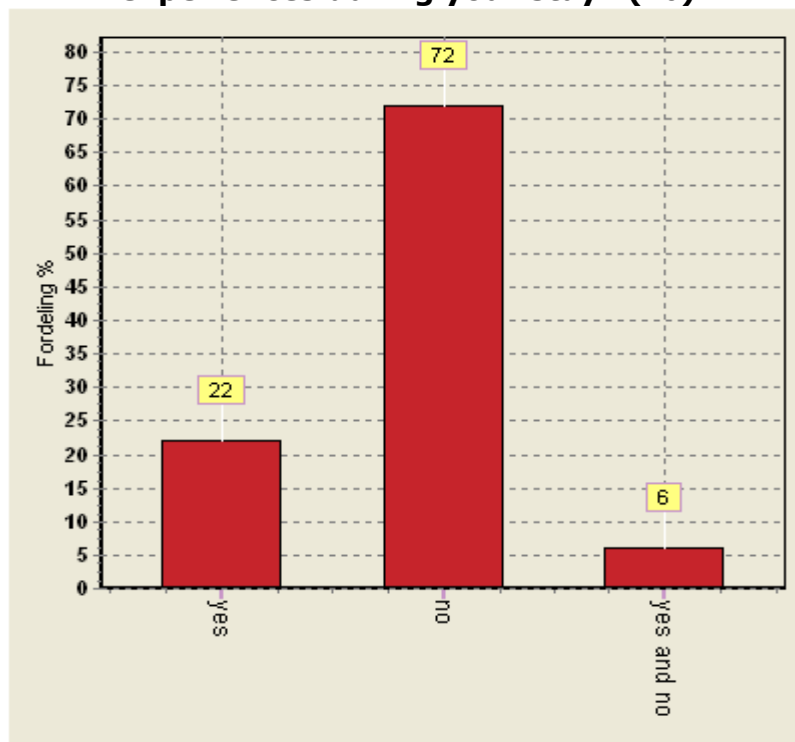
**Fig. 16 How satisfied are you with the hospitality in Denmark? (%)**



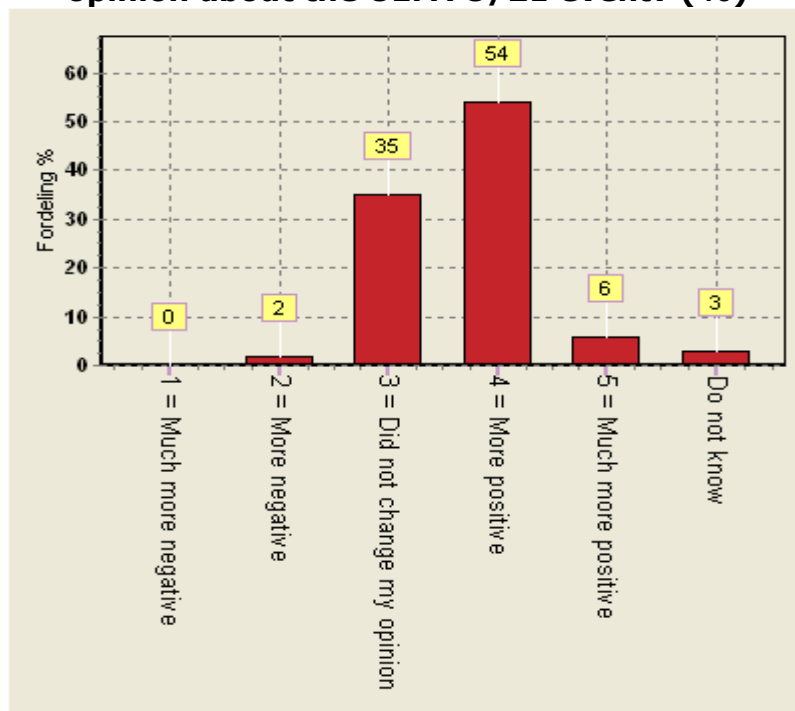
**Fig. 17 How satisfied are you with the atmosphere/spirit? (%)**



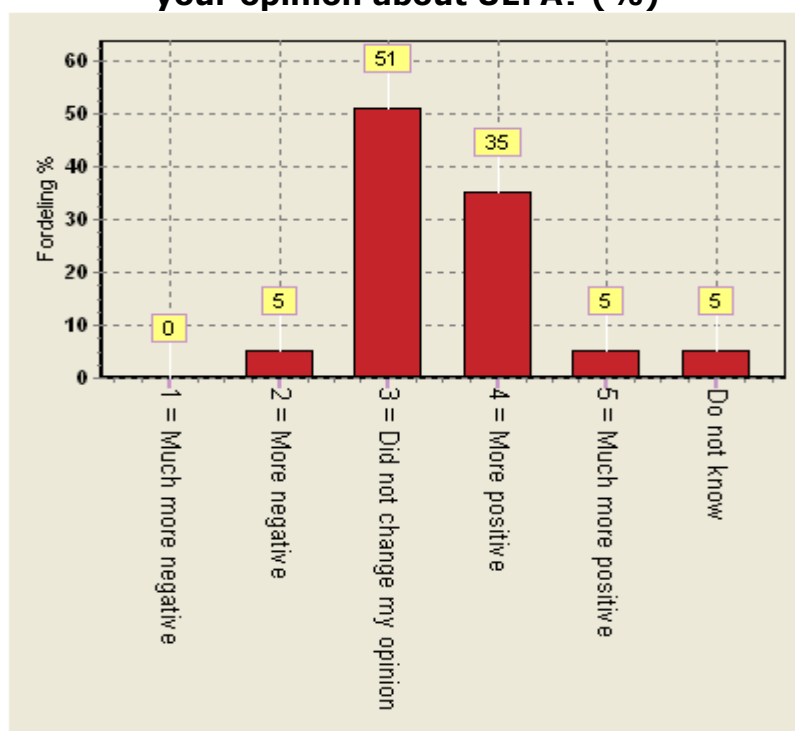
**Fig. 18 Did you have any negative experiences during your stay? (%)**



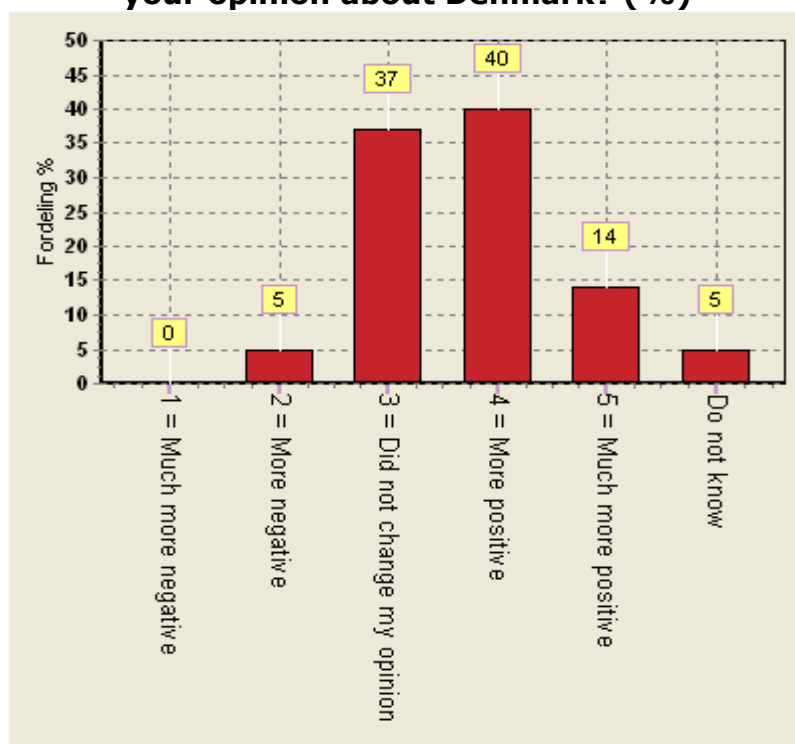
**Fig. 19 How much did you stay change your opinion about the UEFA U/21 event? (%)**



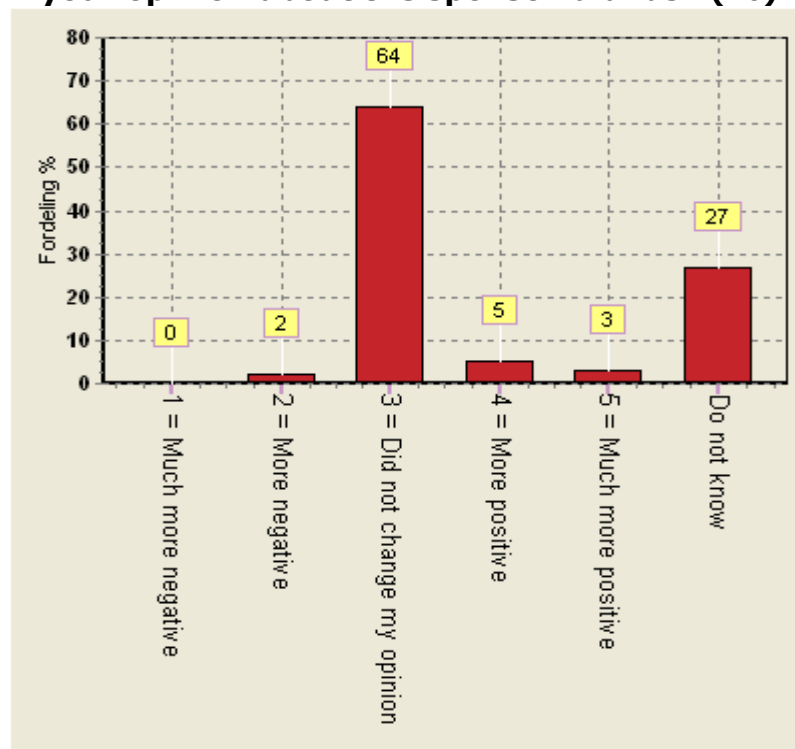
**Fig. 20 How much did you stay change your opinion about UEFA? (%)**



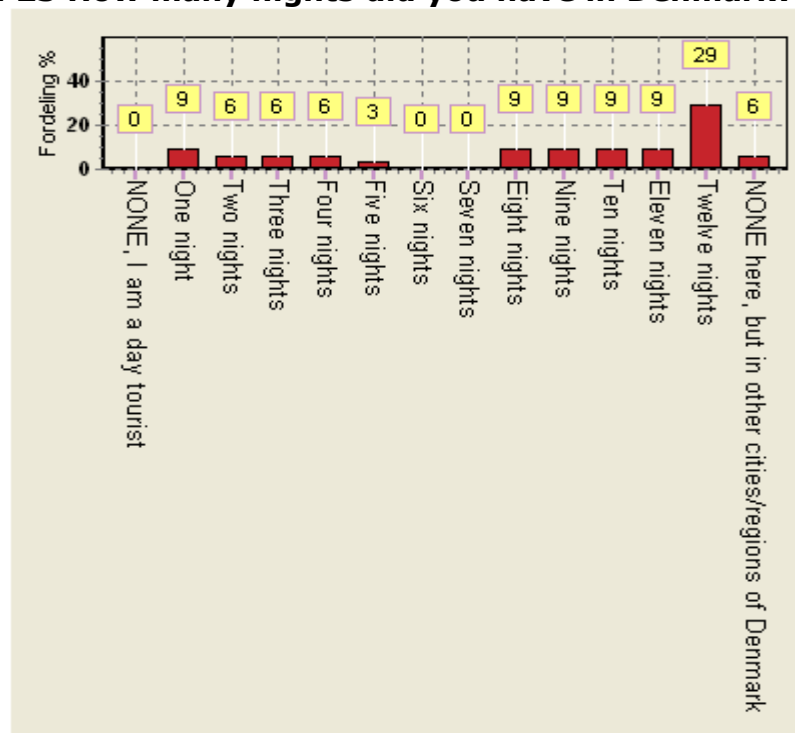
**Fig. 21 How much did you stay change your opinion about Denmark? (%)**



**Fig. 22 How much did your stay change your opinion about the sponsor brands? (%)**



**Fig. 23 How many nights did you have in Denmark? (%)**



### Macro-economic spin-offs:

The macro-economic spin-offs are the ones generated through the expenditure that the visitors from outside the host region<sup>12</sup> have in Denmark/the host cities in relation to their event stay.

### **Media:**

The total number of UEFA-accredited members of the press (514) are substantial for a U/21 event in Denmark. Of the 514, almost 300 were international.

The average expenditure per reporter on a daily basis across the four host cities and across nationality was Euro 94.

The media represent a tourism turnover of approx. DKK 3.1 mio. (=0.4 mio. Euro), equivalent to 5% of the total tourism turnover.

### **Discussion – media survey**

As such, the media at international sports events like the European Under-21 Championship Denmark 2011 travel a lot and see a lot. Thus, they have a wide experience in evaluating the hosting and staging of such events and the hospitality in the host cities. Therefore their evaluation of the European Under-21 Championship Denmark 2011 in Denmark is an important input to the ongoing process of always trying to improve the hosting of major international sports events in Denmark.

At the European Under-21 Championship Denmark 2011, the Danish organisers demonstrated that when Danes host major international sports events we have a lot to offer, especially strong human resources. We are accommodating towards our event visitors. At the European Under-21 Championship Denmark 2011, this claim is substantiated by the fact that two out of the three most popular aspects of the hosting were all related to areas of human resources and hospitality (the staff assistance in the media working area and the friendliness of the stadium staff).

All in all, the Danish organisers succeeded in coming across to the media with the message that Denmark is a professional sports event destination.

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<sup>12</sup> Municipality + the event as main reason to go to Denmark

## CHAPTER 3

### Other event visitors' expenditure

#### **Preface**

This chapter includes an estimate of the expenditure that all the other visitor segments than the fans and media had during their event stay.

Their daily expenditure is estimated at Euro 267 (DKK 2000) based on our long-term experience in quantifying the spin-offs of hosting major international sports events.

#### ***Other visitors:***

This segment comprises a lot of different sub-segments such as: the participating teams, scouts/agents, the UEFA-staff, the DBU-staff, sponsors and (other) UEFA- and DBU-guests. All in all quite a large segment of 635 individuals.

The average expenditure per "other visitor" on a daily basis across the four host cities and across nationality is estimated Euro 267.

The "other visitors" represent a tourism turnover of approx. DKK 14.4 mio. (=1.92 mio. Euro), equivalent to 24% of the total tourism turnover.

## Chapter 4

### Evaluation by the volunteers and their profile

#### Preface

This chapter describes the characteristics of the volunteers at the event.

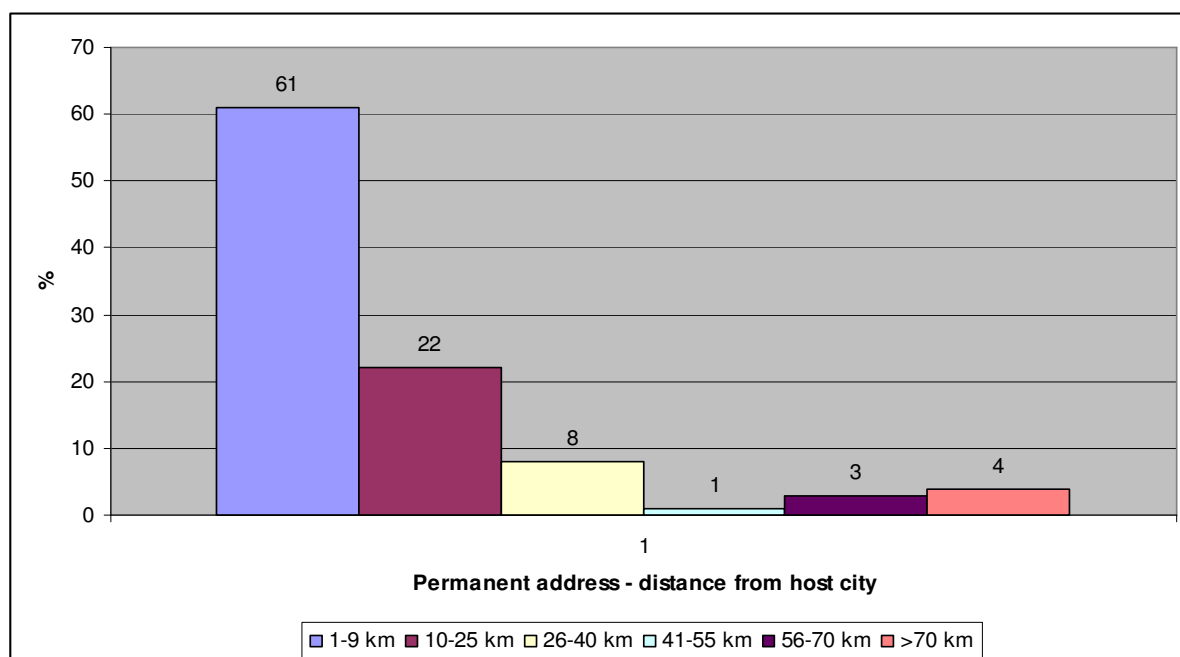
345 the 823 volunteers (=41%) recruited for the event responded to the on-line questionnaire that was sent out for anonymous self-completion on 23 June by Sport Event Denmark. This is an acceptable response rate compared to the samples at Sport Event Denmark's spectator surveys in the past. For further information on the sample, see enclosure no. 2.

#### Findings – volunteer survey

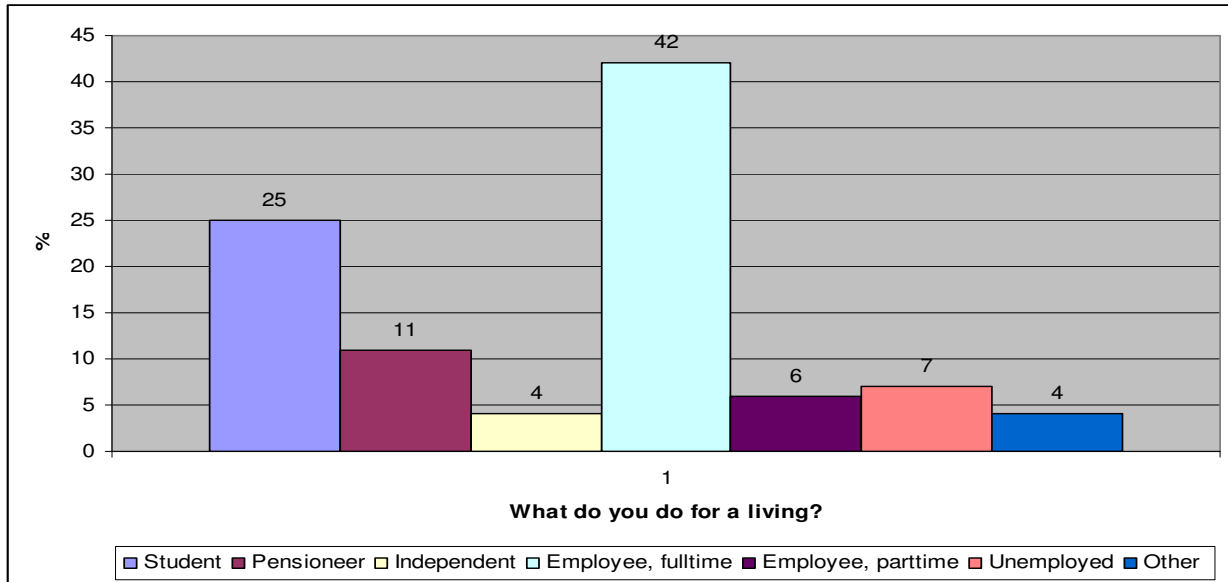
The distribution of responses in each figure is shown as a percentage of the total number of responses collected on that specific question. Some accumulated percentages are >100% because the respondents had the opportunity to give more than one answer.

As mentioned in the Executive Summary, the volunteers' average age was 39 years and 65% of them were male.

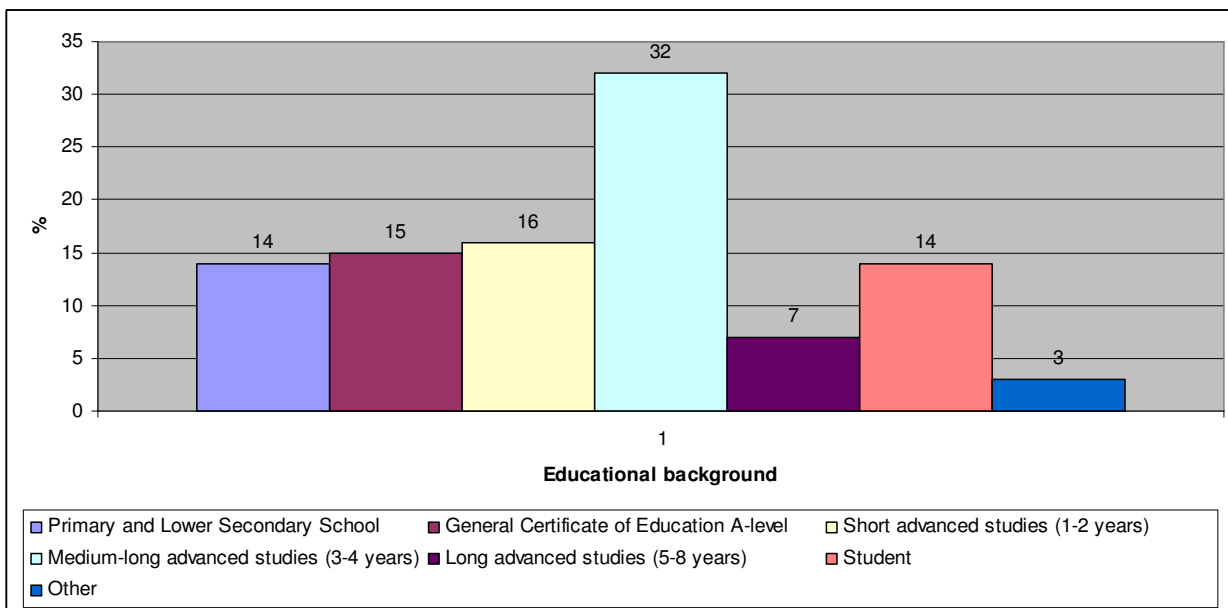
**Fig. 1. Place of residence in km from host city**



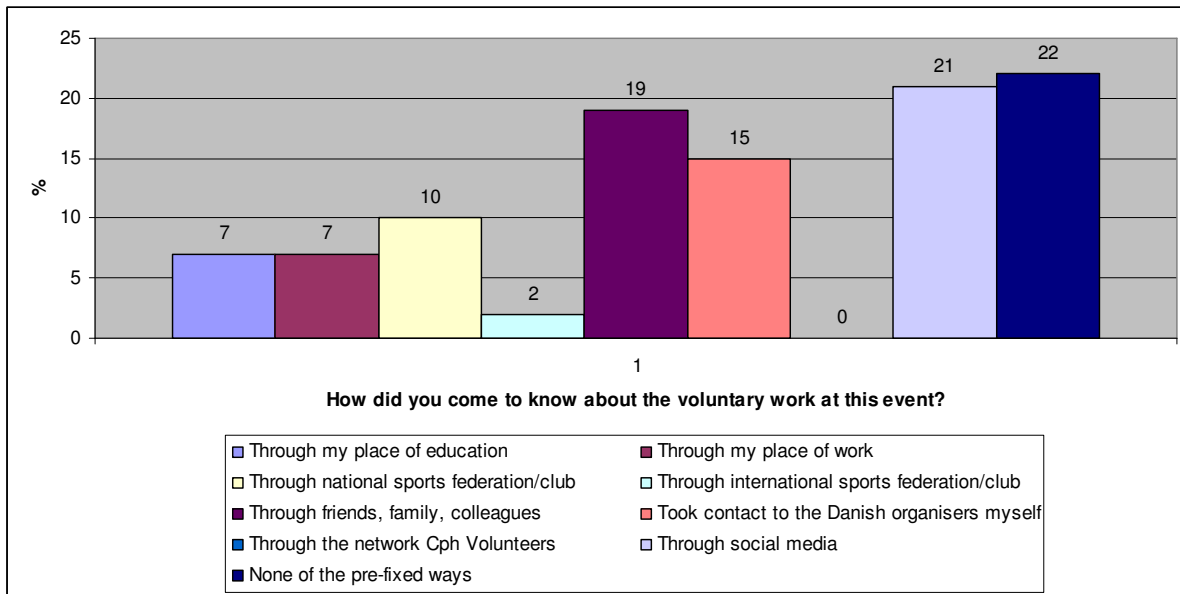
**Fig. 2. What do you do for a living?**



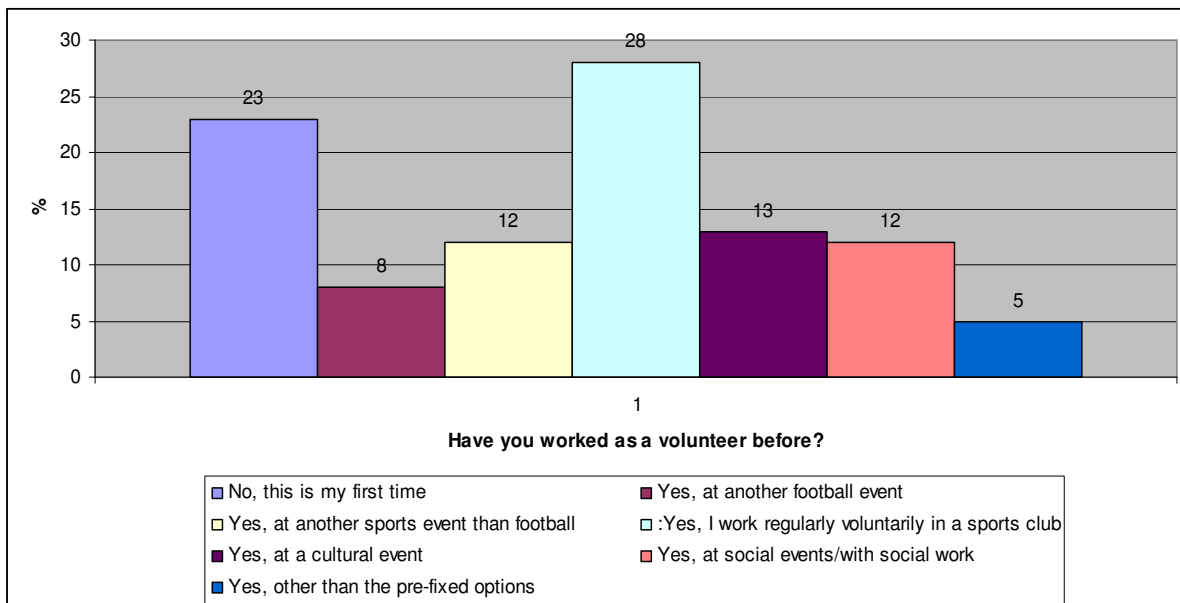
**Fig. 3. Educational background**



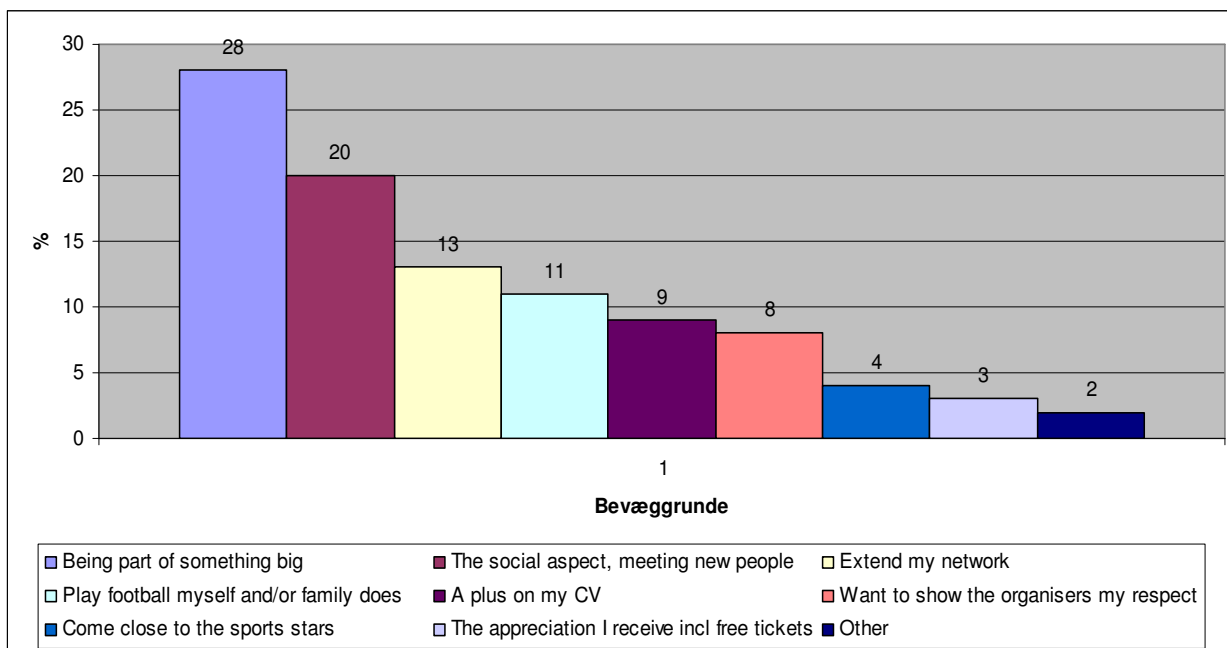
**Fig. 4. Recruitment channels**



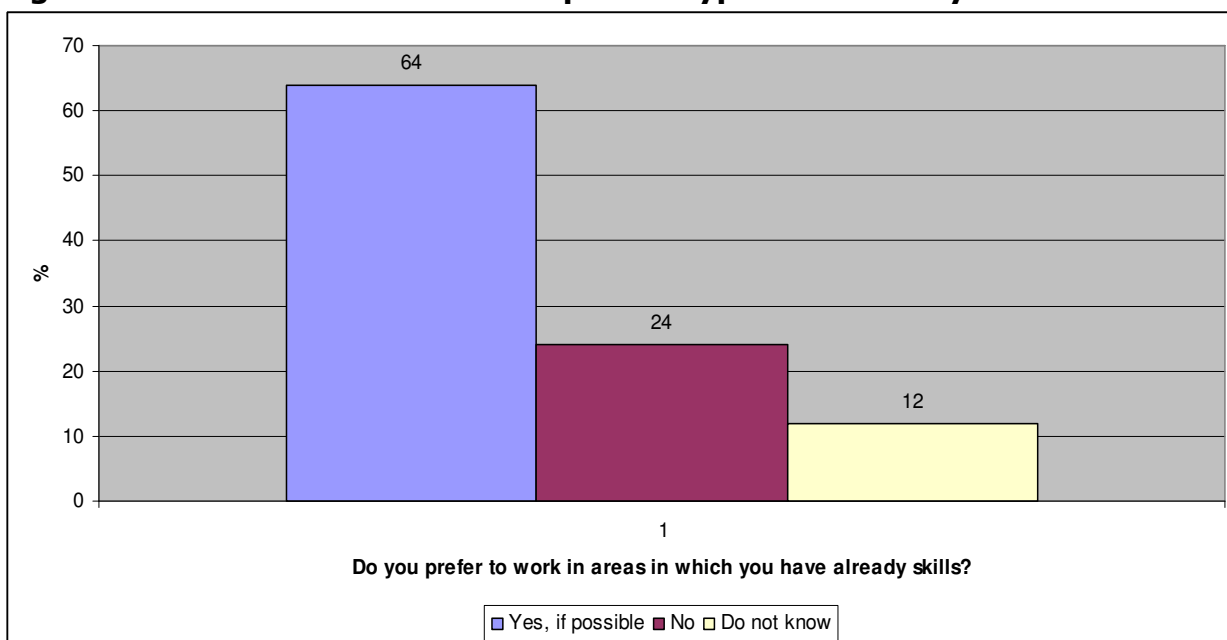
**Fig. 5. Experience as a volunteer**



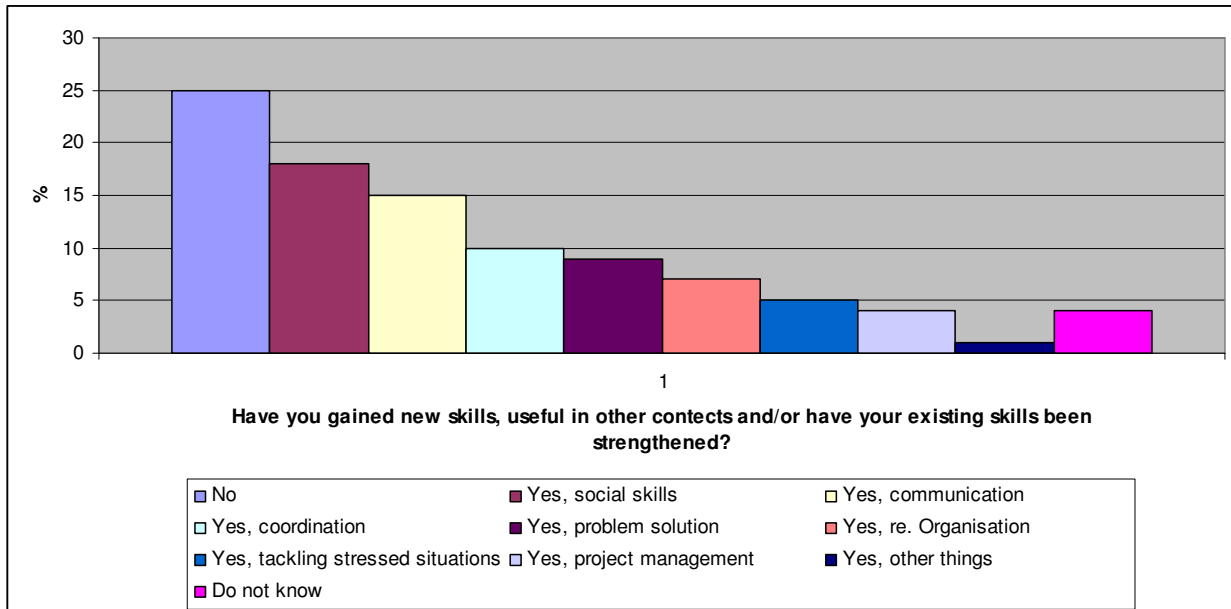
**Fig. 6. Motivation for signing up as a volunteer**



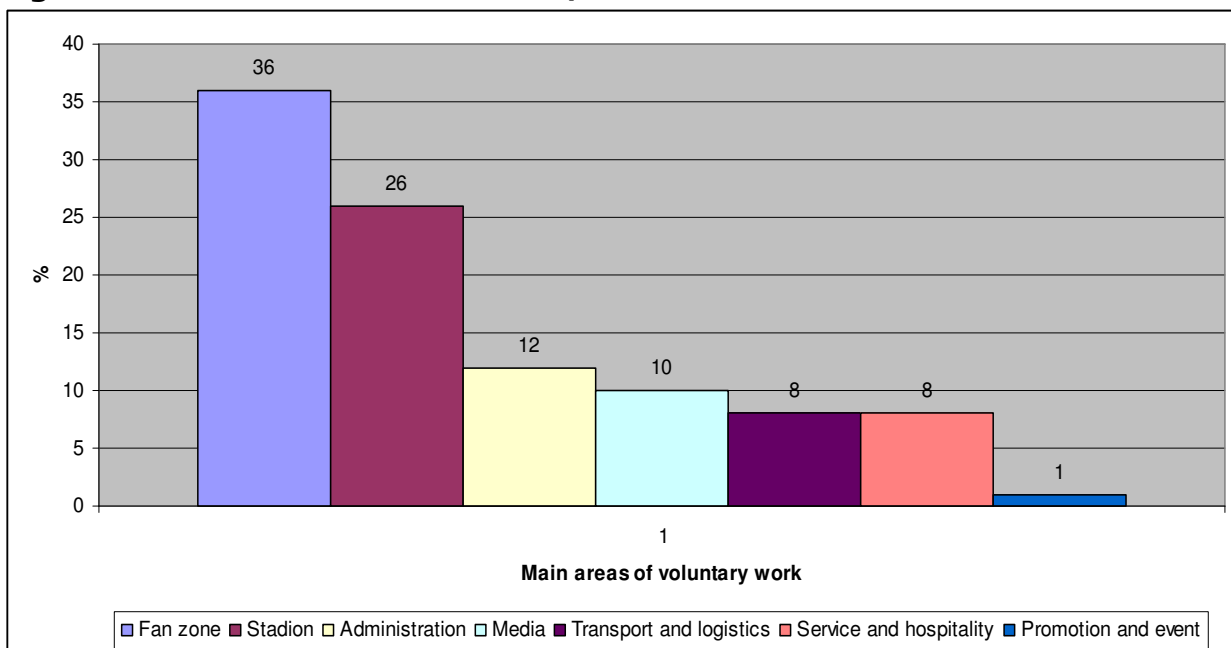
**Fig. 7. Preferences in terms of scope and type of voluntary work**



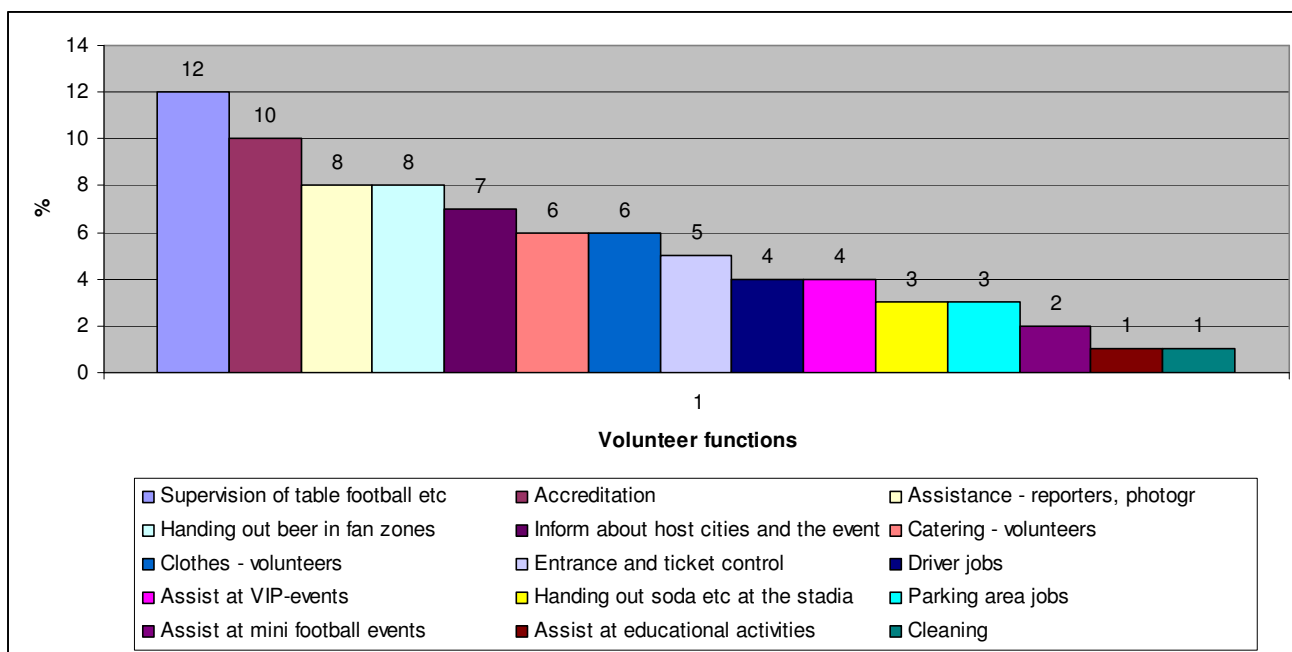
**Fig. 8. New skills gained and/or existing skills strengthened?**



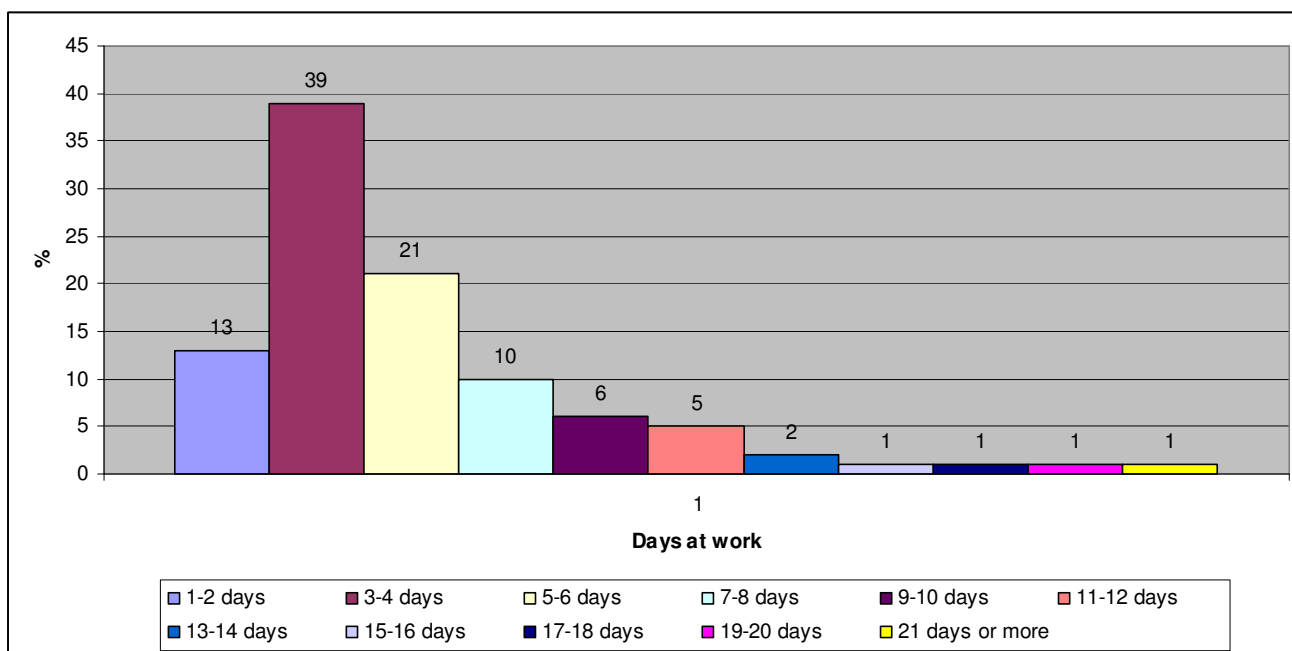
**Fig. 9. Main areas of work at the U/21 event?**



**Fig. 10. Main functions at the U/21 event**

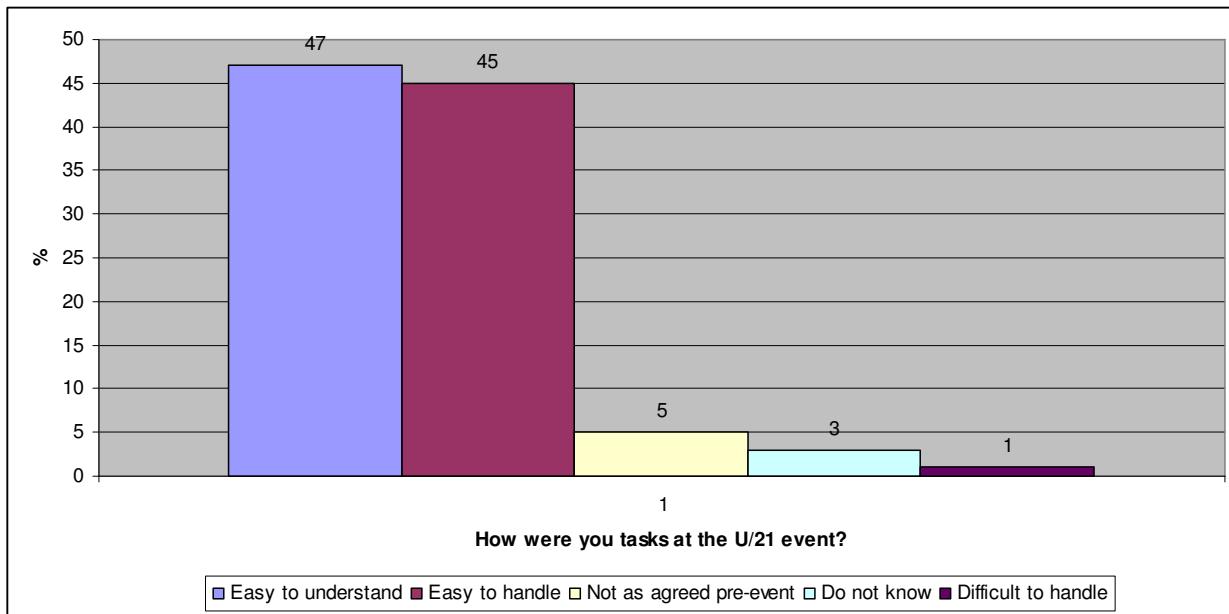


**Fig. 11. Days at work at the U/21 event**

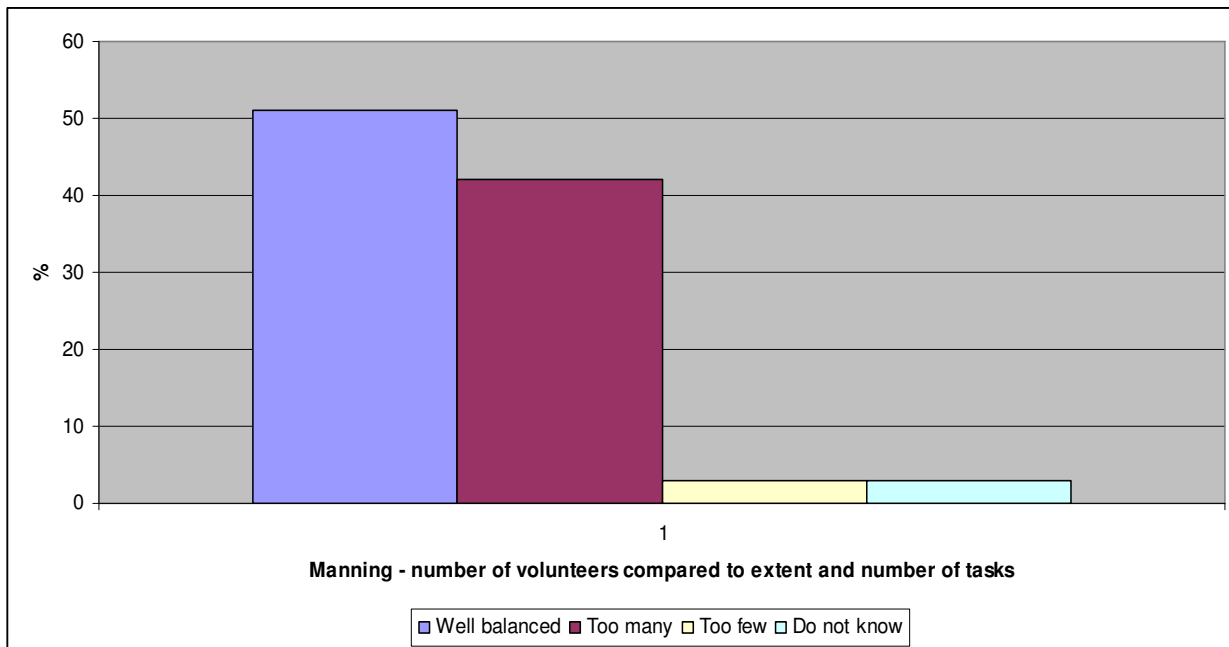


On average, each volunteer worked for almost 7 days at the UEFA Under 21 event equal to 57,610 hours of voluntary work, estimated at 11.5 mio. DKK (=1.5 mio. Euro).

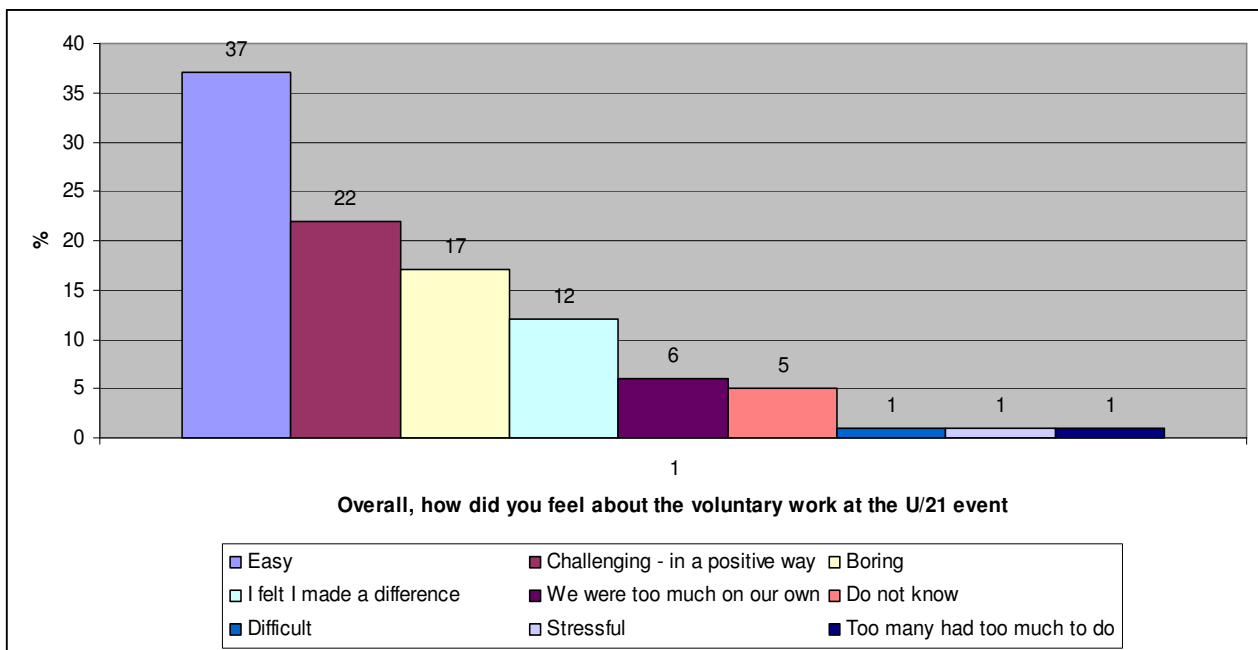
**Fig. 12. Description of voluntary work at the event**



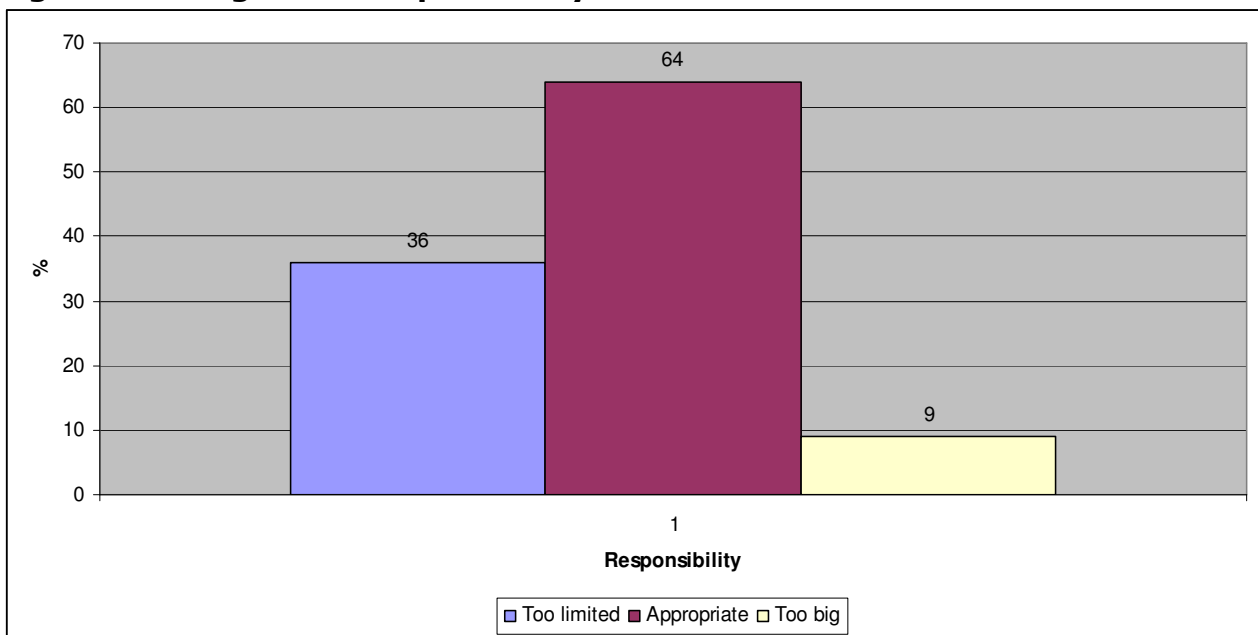
**Fig. 13. Number of volunteers compared to extent and number of tasks**



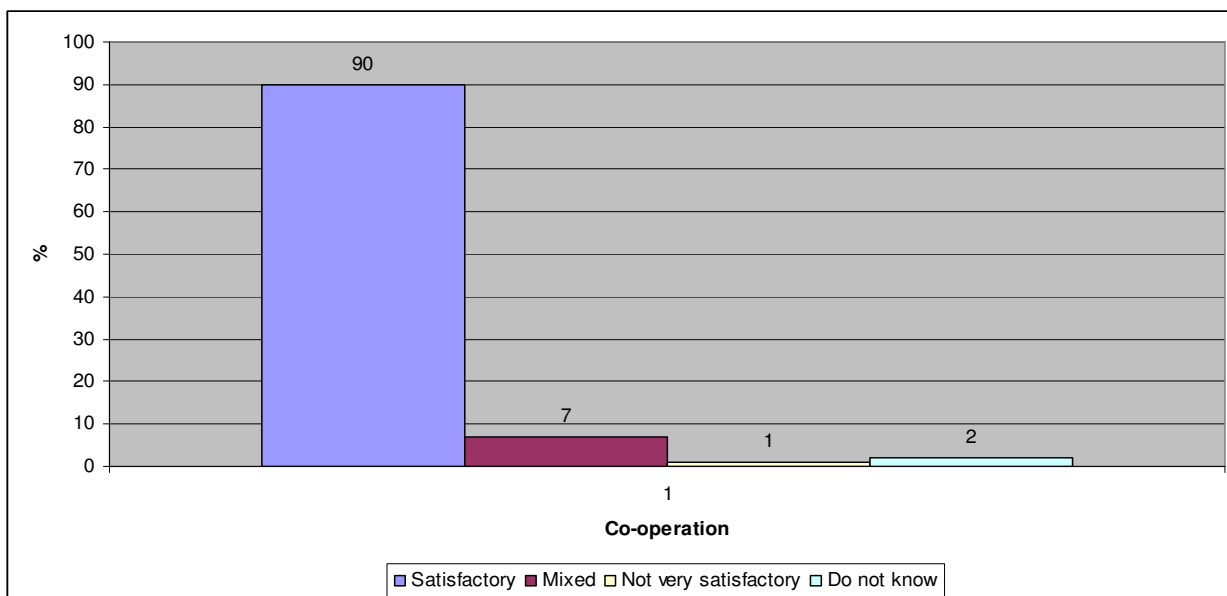
**Fig. 14. Overall description of the voluntary work at the U/21 event**



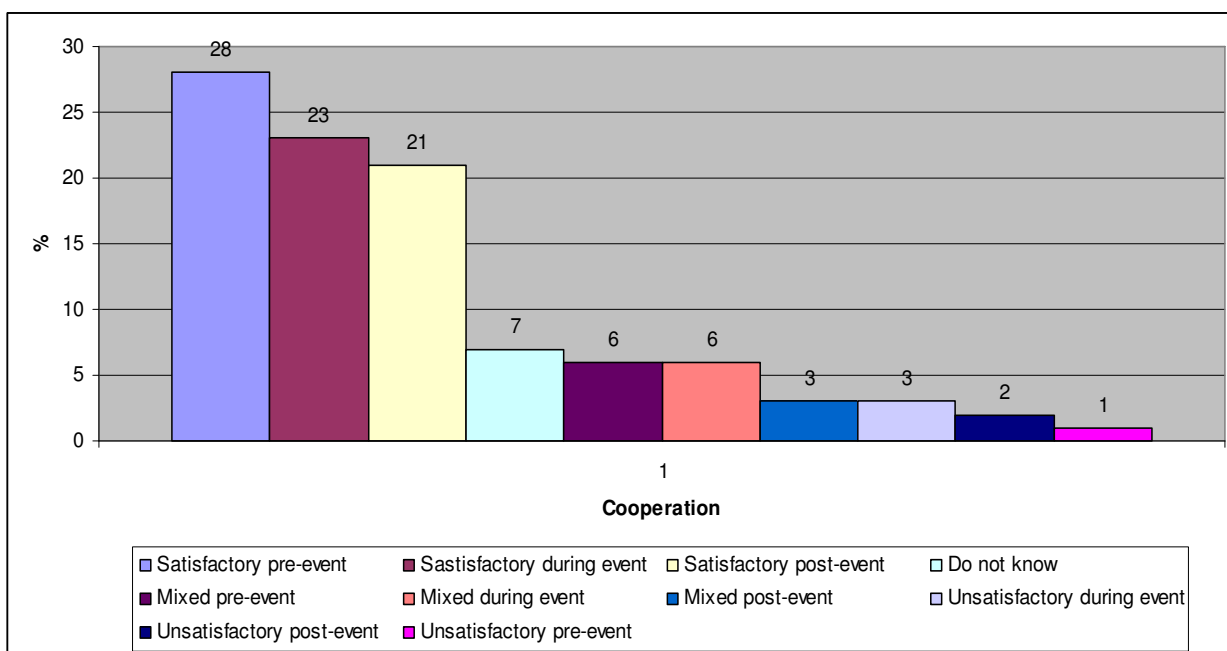
**Fig. 15. Feeling about responsibility**



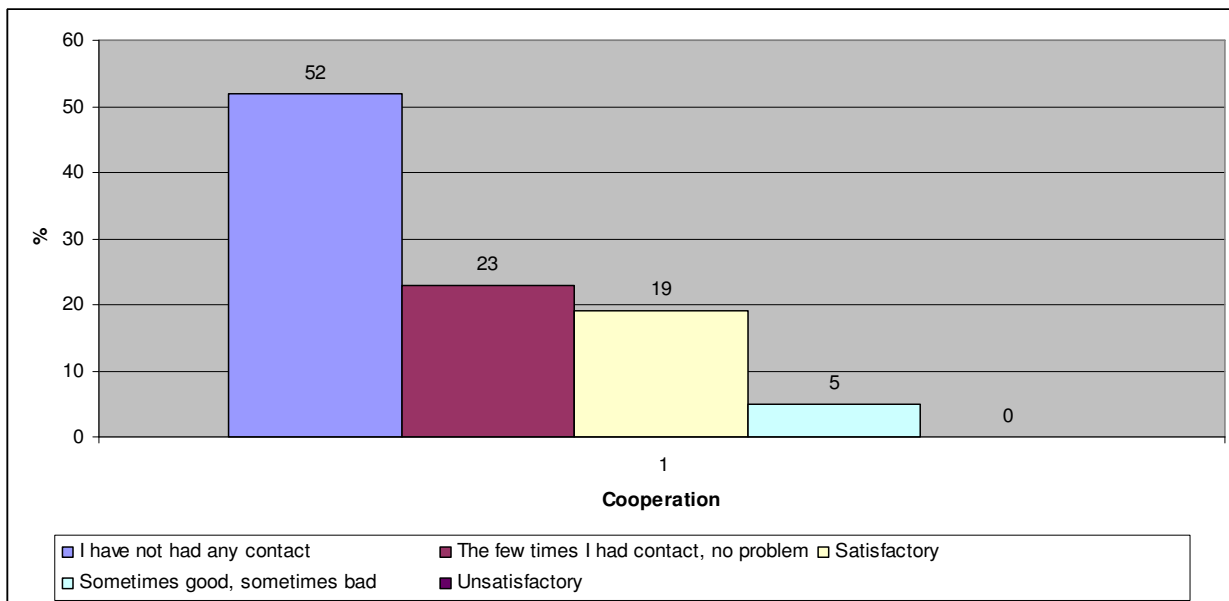
**Fig. 16. Feeling about the cooperation with the other volunteers**



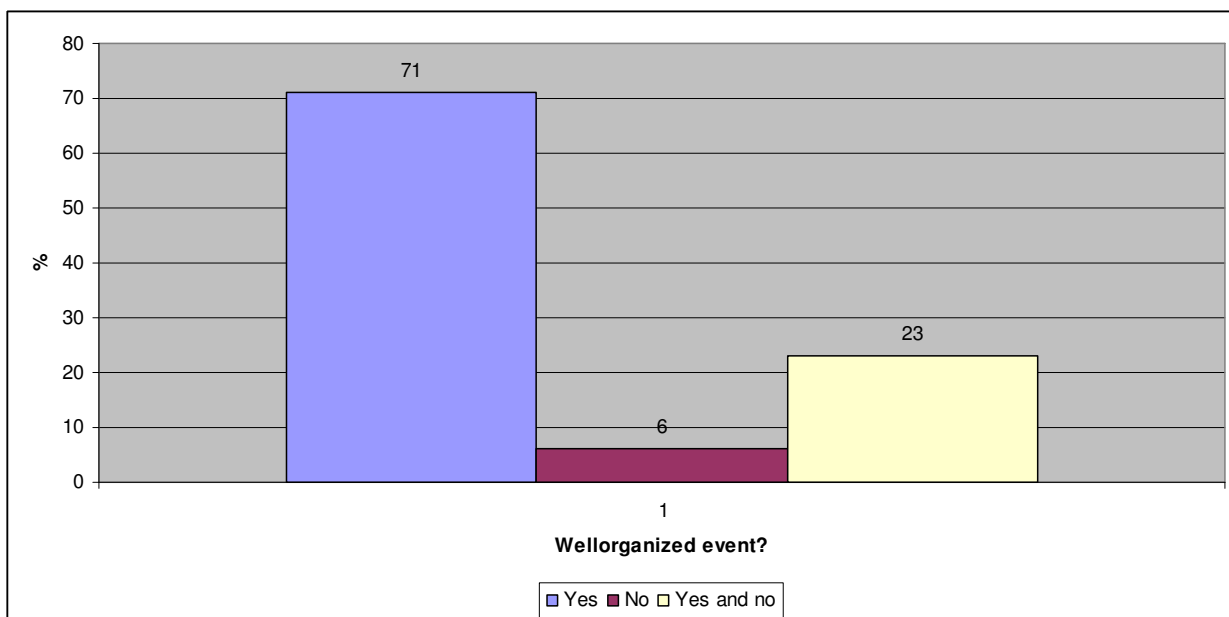
**Fig. 17. Feeling about the cooperation with DBU and the host cities**



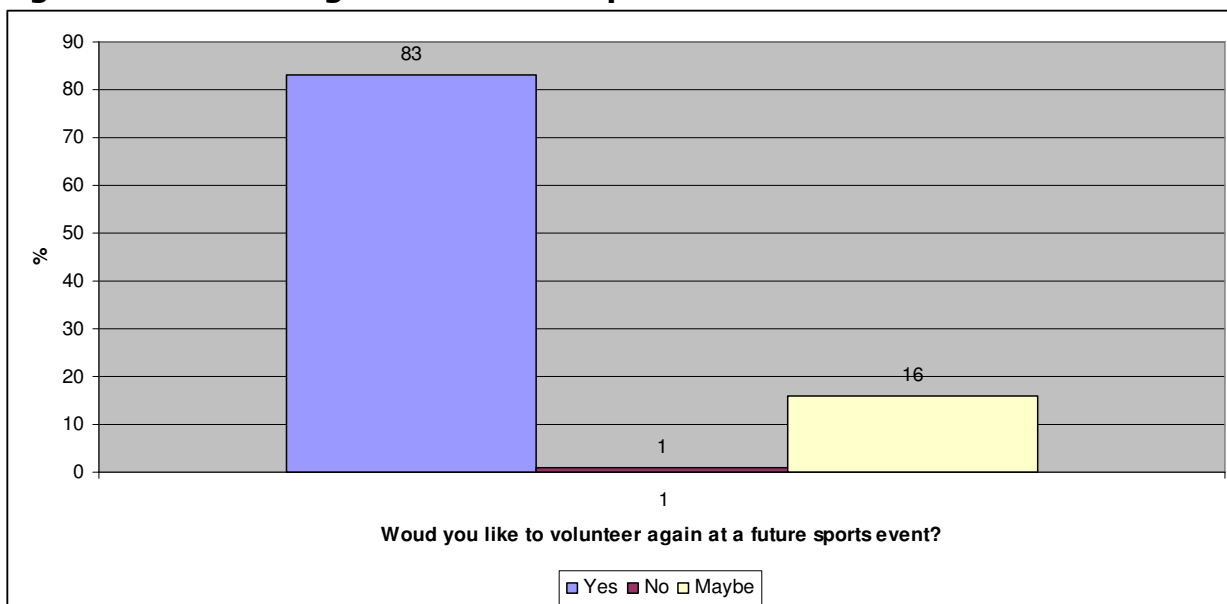
**Fig. 18. Feeling about the cooperation with UEFA**



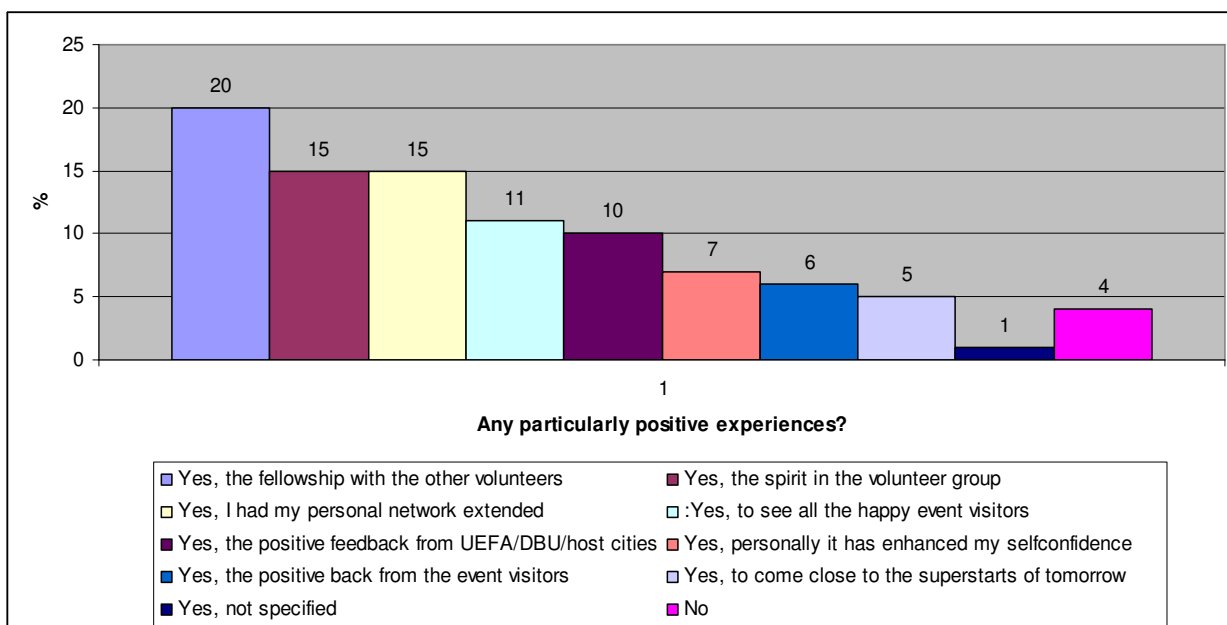
**Fig. 19. From a volunteer point of view, a well organised event?**



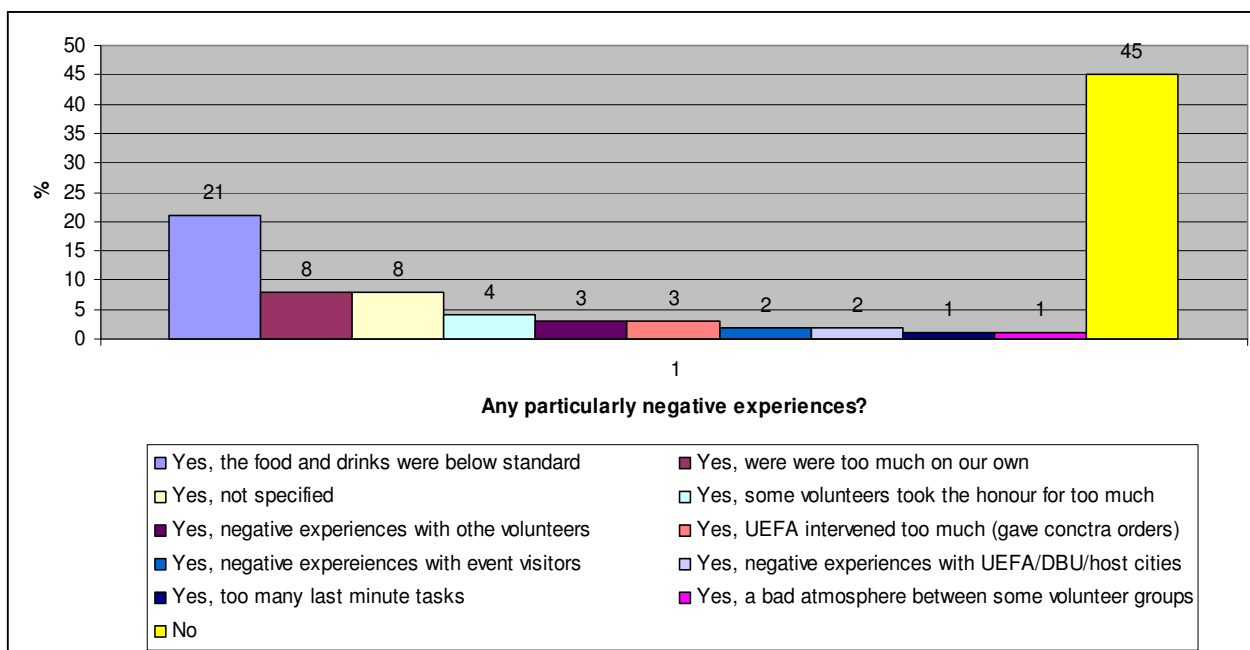
**Fig. 20. Volunteer again at a future sports event?**



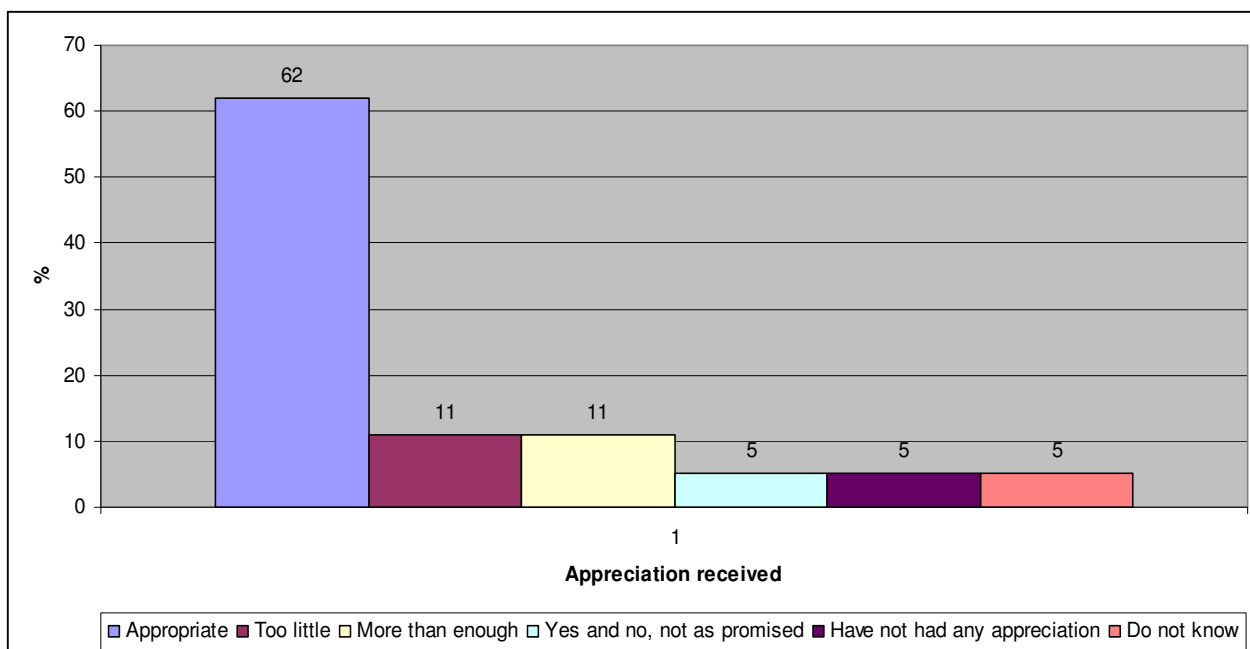
**Fig. 21. Positive experiences that stand out?**



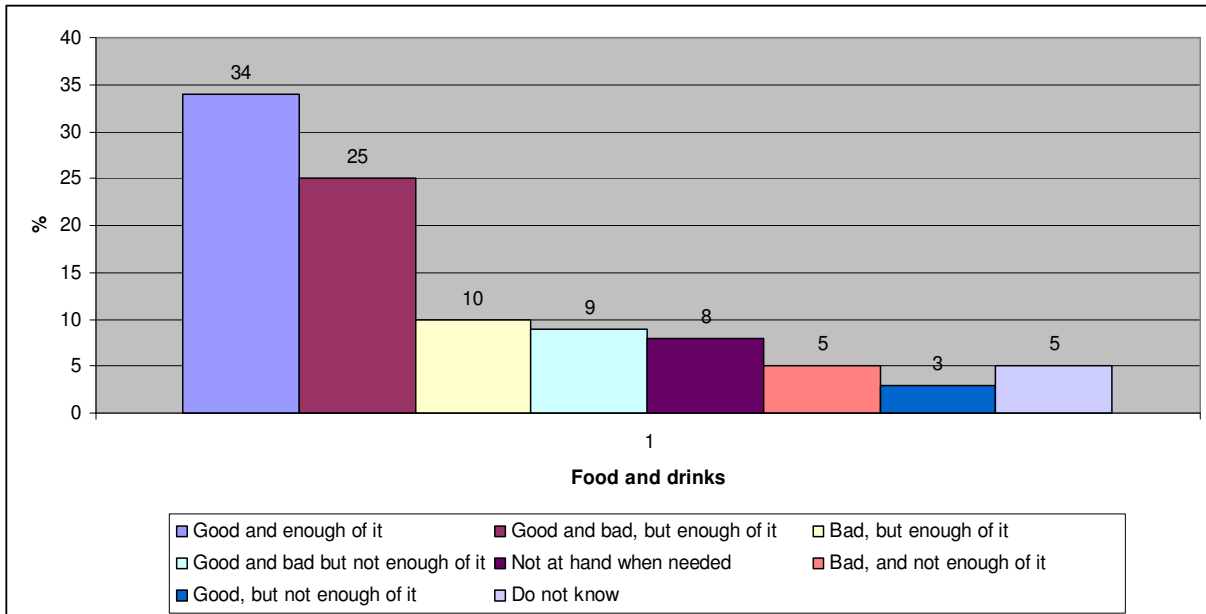
**Fig. 22. Negative experiences that stand out?**



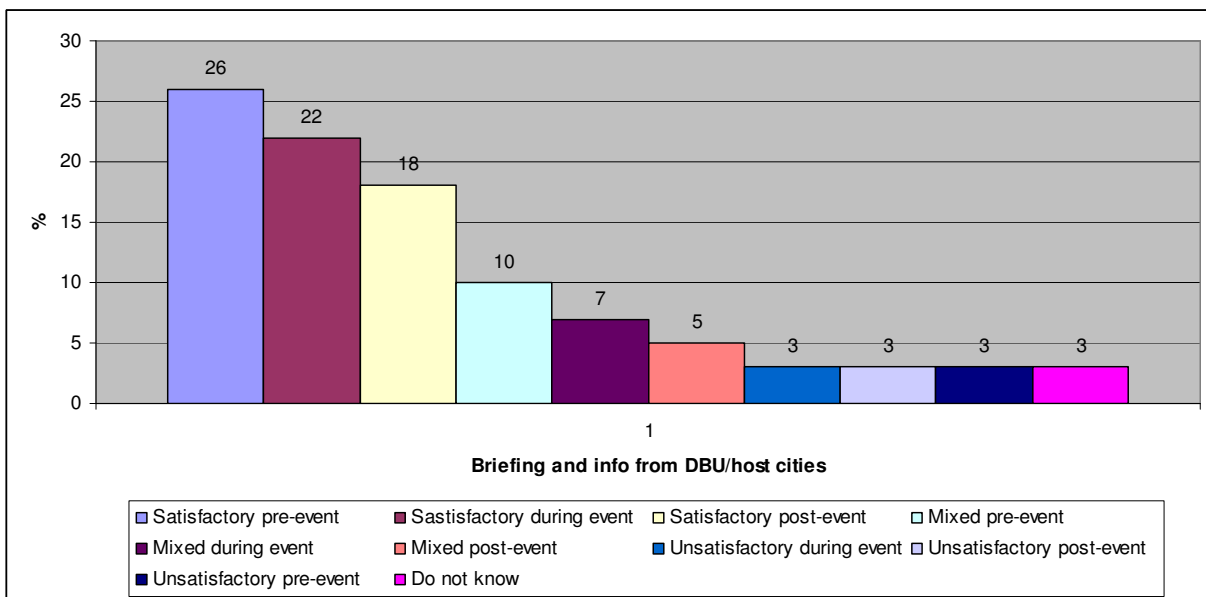
**Fig. 23. Feeling about level of appreciation?**



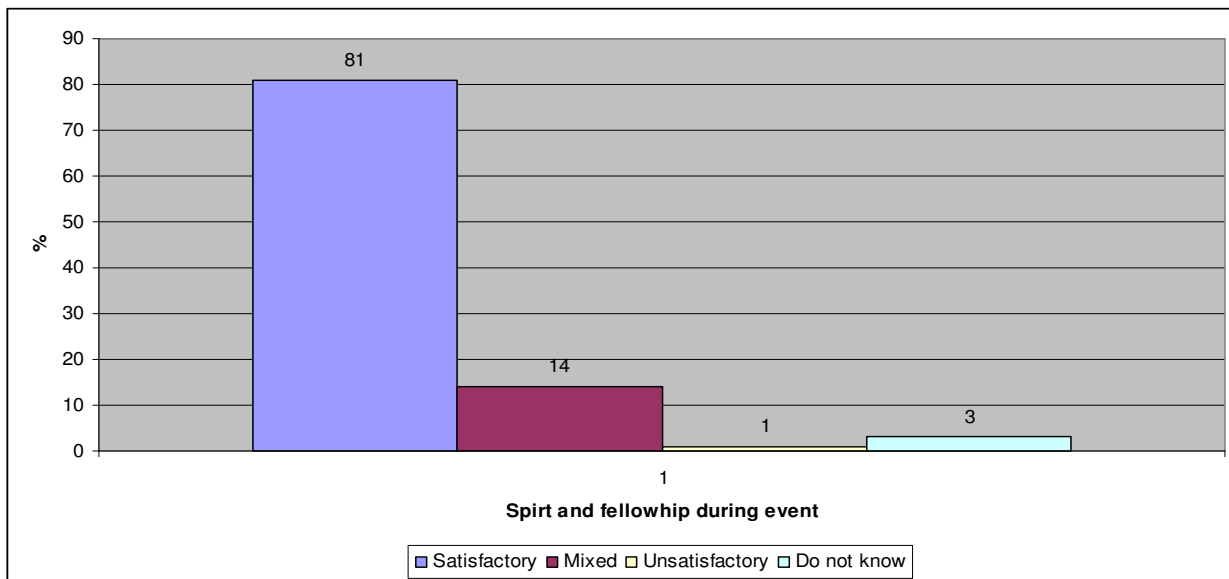
**Fig. 23. Feeling about food and drinks for the volunteers?**



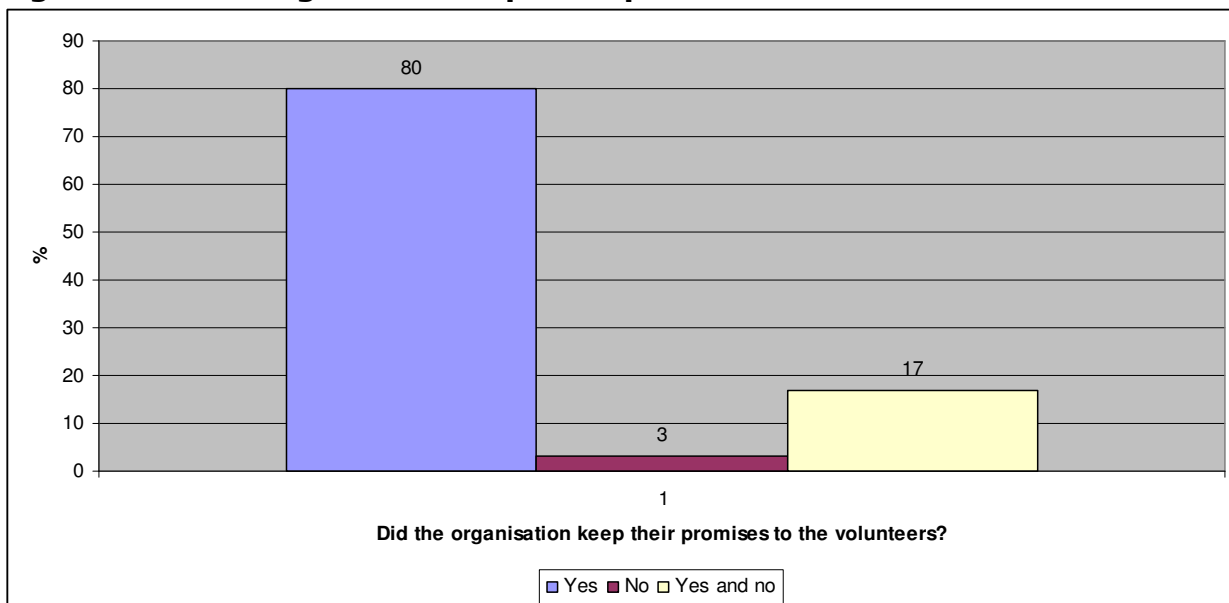
**Fig. 24. Feeling about information from DBU/host cities?**



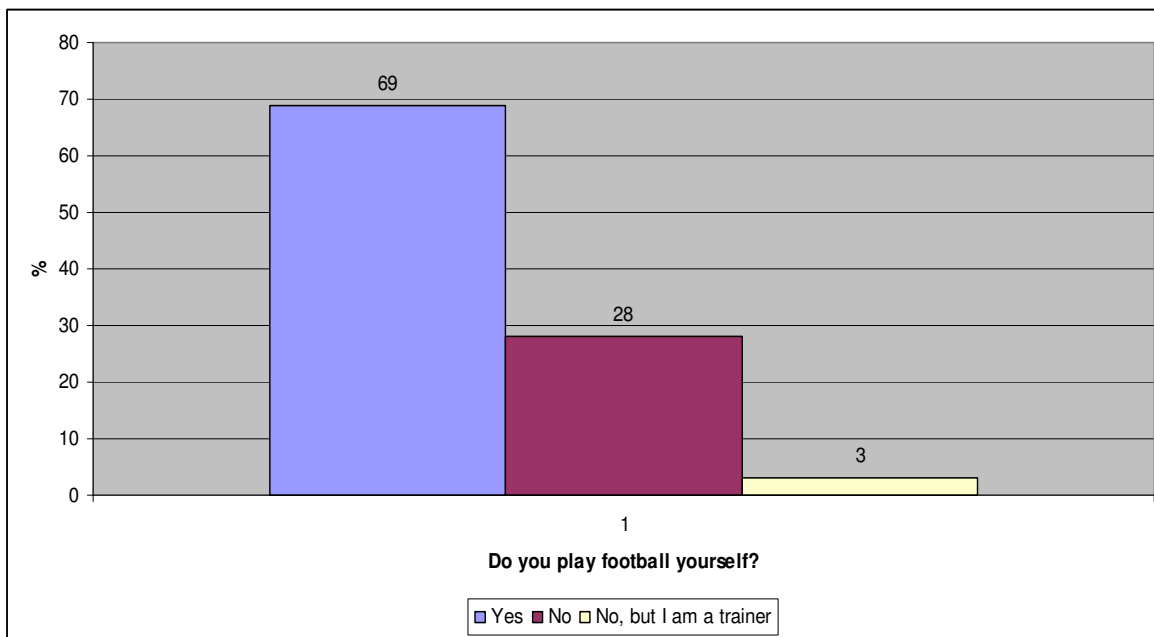
**Fig. 25. Feeling about overall spirit behind the scene**



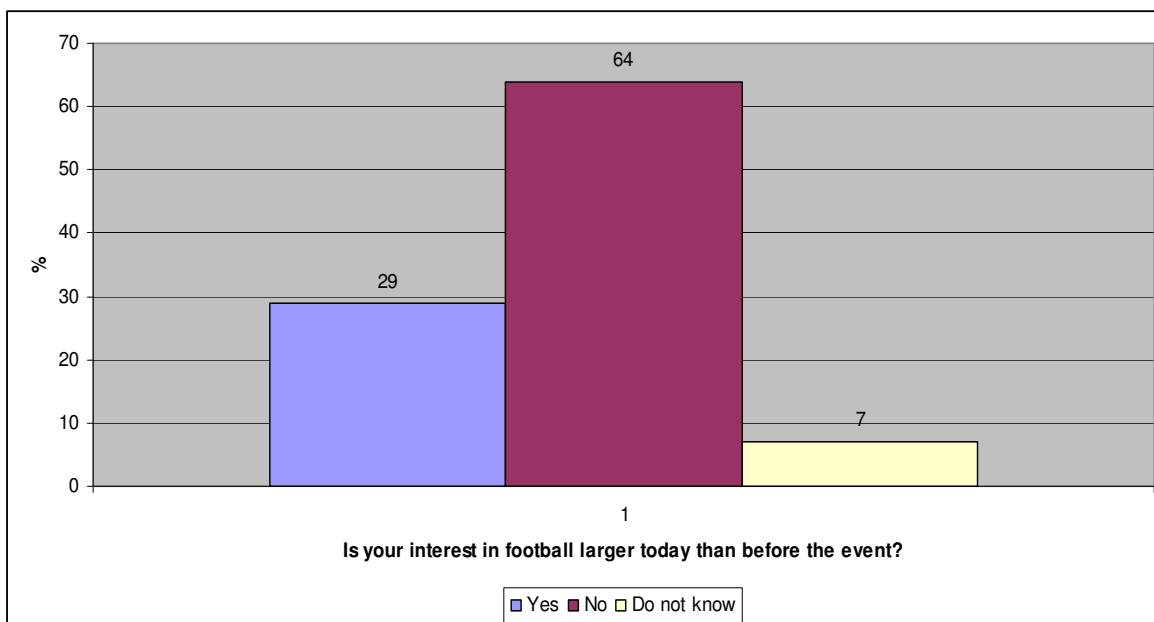
**Fig. 26. Did the organisers keep their promises to the volunteers?**



**Fig. 27. Do the volunteers play the game themselves?**



**Fig. 28. Have the volunteers' interest in football risen post-event?**



*Key differences across the four host cities (relatively)*

- the absolute number of responses are the highest in **Aarhus**
- in **Aarhus** the volunteers felt to a less extent that they "made a difference"
- the volunteers in **Aarhus** felt to a less extent than the others that they had gained new skills and/or that their voluntary work at the UEFA Under21 had strengthened their skills
- the volunteers in **Aarhus** felt to a less extent that the event, when looked upon from outside, was successfully organised (but still almost 2 out of 3 felt it was a success)
- there were more volunteers in **Aarhus** who liked the meals they had without reservations
- there were more volunteers with a medium-long/long educational background in **Aalborg**
- there were many more students in the volunteer group in **Aalborg**
- there were more volunteers in **Aalborg** working ordinarily as a volunteer in a local sport club
- for the volunteers in **Aalborg** it plays a bigger role, generally speaking, that the duties they are asked to take on are in line with their actual skills
- there were more volunteers in **Aalborg** who felt that the cooperation with DBU/the host cities was satisfactory, both before, during and after the event
- the volunteers in **Aalborg** were more in contact with UEFA than the others and felt that the cooperation went well
- there were more volunteers in **Aalborg** that appreciated the opportunity to get close to the "stars of today – superstars of tomorrow" and less who felt that there was a unique the fellowship-feeling behind the scenes
- there were more volunteers in **Aalborg** who play football themselves (or did in the past) and/or whose family members play football (or did in the past)
- the relative response rate is higher in **Viborg** than in the other three host cities
- in **Viborg** it is of the least importance whether the duties they are asked to take on are in line with their actual skills
- in **Viborg** the volunteers felt to a greater extent that the number of volunteers were appropriate (in the other three host cities, half of the volunteers felt there were too many)
- in **Viborg** the volunteers felt to a less extent that their duties were boring
- there were more volunteers in **Viborg** ready to volunteer again at a future sports event

- there were more volunteers in **Viborg** with both particularly positive *and* negative experiences
  - there were more volunteers in **Viborg** who felt that the organisers delivered their promises in full
  - there were more volunteers in **Viborg** whose interest in football rose after the event
  - the volunteers in **Herning** had the furthest to go to and from the event
  - there were many more pensioners in the volunteer group in **Herning**
  - on average, the volunteers in **Herning** worked for more days than the other volunteers
  - there were less volunteers in **Herning**, who play football themselves (or did in the past) and/or whose family members play football (or did in the past)
  - volunteering because he/she plays the game or is a football trainer (and/or someone in his/her family)
  - in **Herning** the volunteers felt to a greater extent that their duties were challenging in the good sense of the word
  - friends and family played the biggest role as recruitment channel in **Aarhus** and **Aalborg**
  - the social media played the biggest role as recruitment channel in **Herning** and **Viborg**
  - there were a clear majority of volunteers in **Aarhus** and **Herning** working in the fan zone
  - there were more volunteers in **Aarhus** and **Aalborg** who felt their responsibility was too limited
  - there were more volunteers in **Aarhus** and **Viborg** who felt that the appreciation from the organisers was sufficient or even more than sufficient
- there were more volunteers in **Aalborg** and **Herning** who felt that the briefing/information from DBU/the host cities was satisfactory, both before, during and after the event
- there were more volunteers in **Aarhus** and **Aalborg** who came up with ideas and suggestions regarding future events
  - the average age is the highest in **Aarhus** and **Herning**
  - the share of male volunteers are larger in **Herning** and **Aalborg**

## **Discussion – volunteer survey**

There is no doubt that the volunteers are ready to go far to help the organisers deliver a successful event to the rights owners.

However, the key word is respect. Respect for their time, respect for their skills and respect for the agreements made with them pre-event. And then just a bit of appreciation in return.

Also, they ask for more responsibility and more challenges, which are commensurate with their skills and know-how from their everyday life. In fact, they say explicitly "we prefer too much to do than too little".

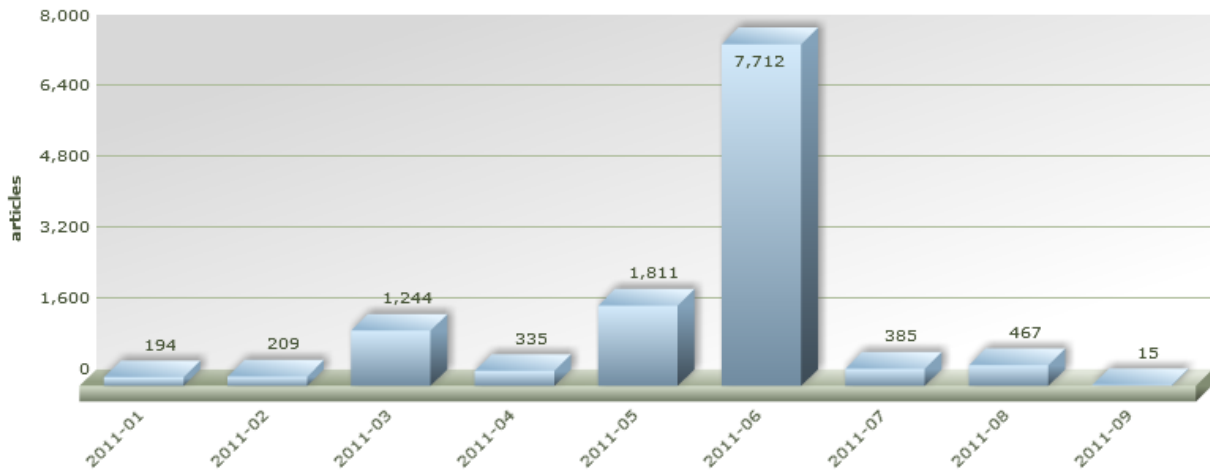
In terms of appreciation it seems that especially more varied food is required, at all times, even late night, because sometimes the volunteers are not off duty till the kitchen has closed.

Had the organisers had to raise money for hiring and paying the volunteers at this event, it would have been an extra burden for them financially, DKK 11.5 mio. (Euro 1.5 mio.) and, indeed, a bit of a challenge.

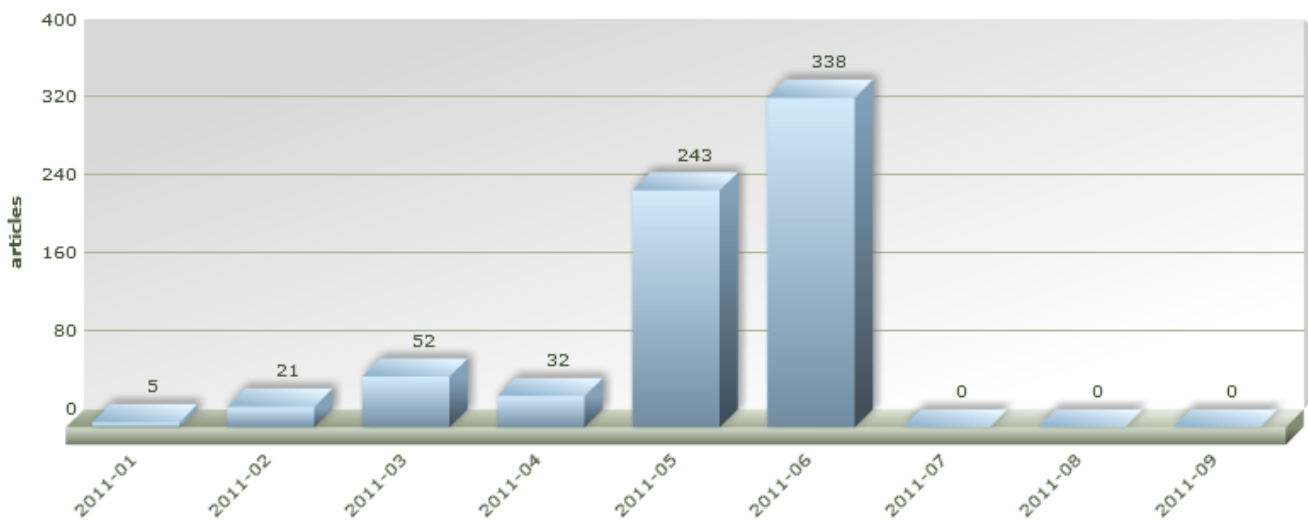
## Chapter 5 – Online media coverage

### International

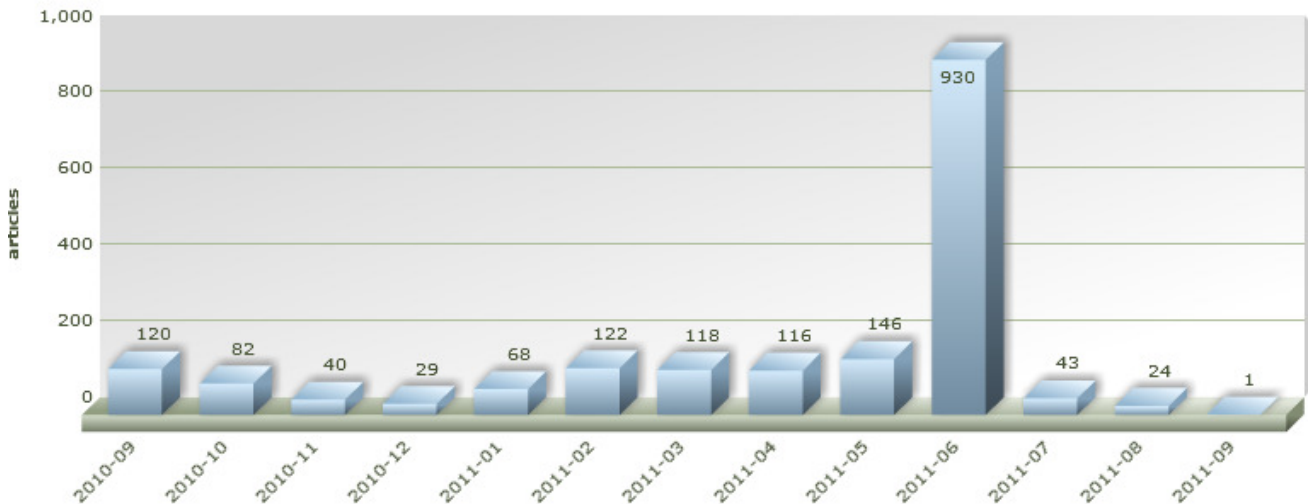
**Fig. 1. UEFA U/21 European 2011 - International online coverage, articles/month**



**Fig. 2. UEFA U/21 European 2011 and DBU - International online coverage, articles/month**



**Fig. 3. UEFA U/21 European 2011 and UEFA - International online coverage, articles/-month**

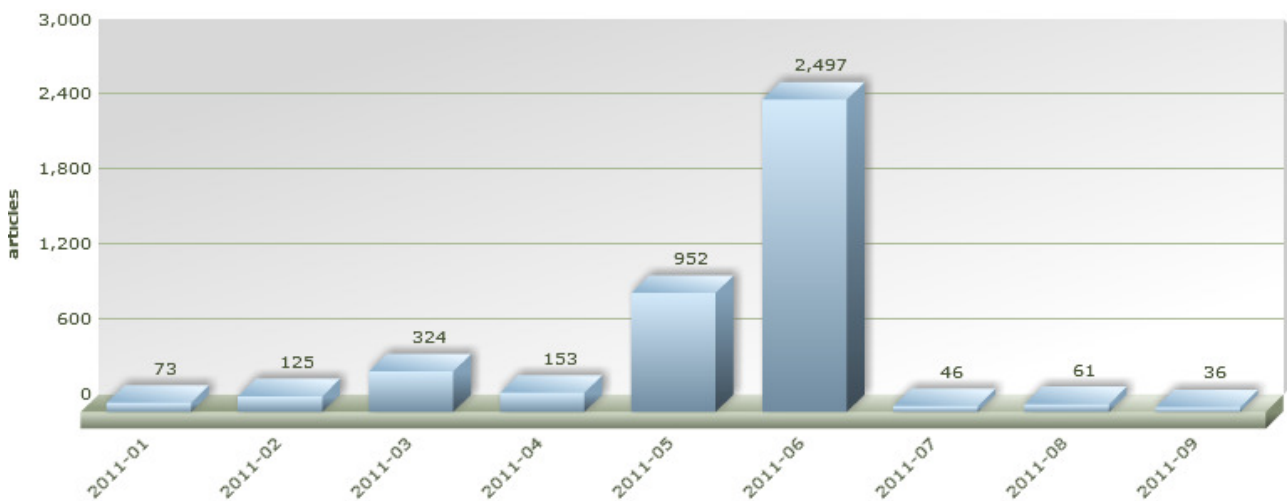


Host city specific key differences from the qualitative overall findings of 1) and 4) are listed under each chapter.

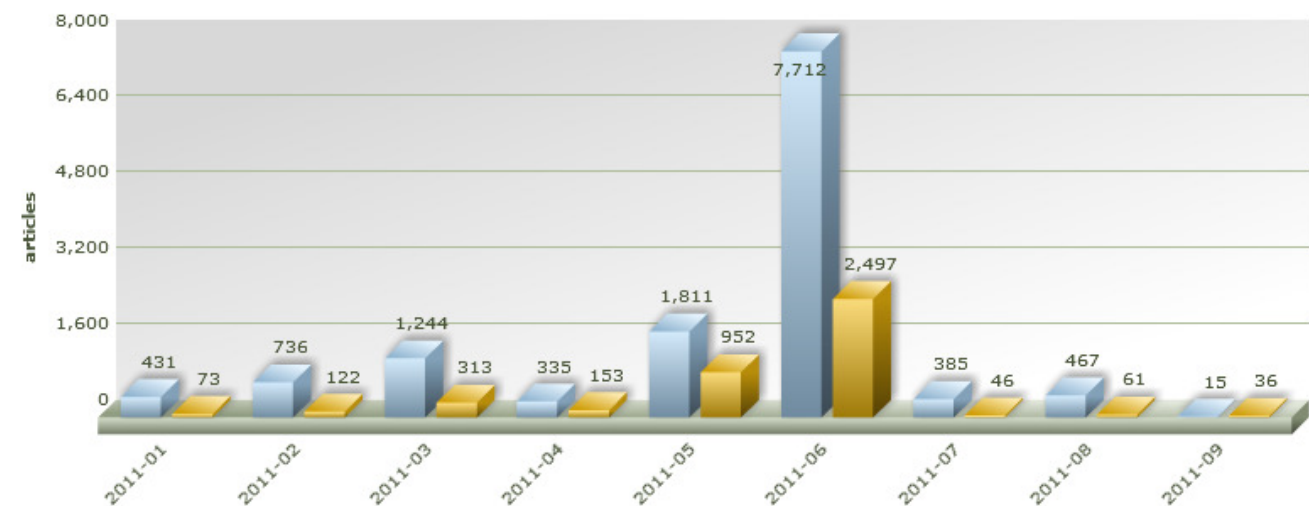
To this should be added, that acc to UEFA/DBU, the event was seen by 98 mio. TV-viewers throughout the world.

National

**Fig. 4. UEFA U/21 European 2011 - National online coverage, articles/month**



**Fig. 5. Comparison between international and national online media coverage by month (blue = international, yellow = national)**



**Fig. 6. Comparison between international and national online media coverage**



## ENCLOSURE No. 1 – Comparison with the findings of the Swedish hosting in 2009

	<u>Sweden 2009</u>	<u>Denmark 2011</u>
<b><u>TV-coverage and Audience perspective:</u></b>		
No. of programmes	739	1,257
Hours of coverage	1,322	2,366
Cumulative audience	85.3 mio.	98 mio.
<b><u>Tourism economic impacts:</u></b>		
Match visits (attendance)	163,196	101,147
No. of matches per spectator	1.9	1.4
Unique number of spectators at the stadia	86,145	72,248
No. of fans in host city fan zones	115,000	85,000
Tourism turnover (TTO) specific*	Euro 11.7 mio.	Euro 8.1
International share of TTO	16%	41%
Number of interviews on site	703 <sup>13</sup>	1,023 <sup>14</sup>
The event was primary reason to go	91%	84%
Average age – fans	33 years	30 years
Share of male fans	76%	67%
Average size of group of fans	4.6	7

\* event visitors with the U/21 event as main reason to go to Denmark

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<sup>13</sup> Matchbesøgende

<sup>14</sup> Fans også i fan zoner

## ENCLOSURE No. 2 – Sample vs. populations

### SAMPLE - fans

**Table 1 – Composition of fans in the sample (1,023 respondents)**

Place of residence	No. of respondents
Abroad	147
DK, outside the four host cities	257
DK, local citizens	619
Total	1,023

**Table 2 : Fan interviews per host city**

	Procentandel
Aalborg	24 % (244)
Aarhus	36 % (368)
Herning	21 % (213)
Viborg	19 % (198)
Total	100 % (1023)

### POPULATION - fans

**Table 3 – Fans in the stadia – at the matches**

Place of residence	No. of respondents
Abroad	5,376 unique spectators (attendances: 7,527)
DK, outside the four host cities	33,436 unique spectators (attendances: 46,810)
DK, local citizens	33,436 (attendances: 46,810)
Total	72,248 (attendances: 101,147)

To this should be added that there were a lot of fan zone visits and some of the visitors there did not go to see any matches.

**Fan zone visits:**

Aalborg: 17,500  
 Herning: 22,000  
 Viborg: 25,000  
 Aarhus: 40,000

**Total 104,500**

**SAMPLE – media****Table 4. UEFA accredited media in the sample**

Place of residence	No. of respondents
Abroad	46
DK, outside the four host cities	15
DK, local citizens	15
Total	76

**POPULATION – media****Table 5. UEFA accredited media at the event**

Place of residence	No. of respondents
Abroad	295
DK, outside the four host cities	219
DK, local citizens	??
Total	514

**SAMPLE – other visitors e.g. the eight national teams**

There was not taken any sample of this segment.

**POPULATION – other visitors e.g. the eight national teams****Table 6. Other event visitors at the event**

Place of residence	No. of respondents
Abroad	580
DK, outside the four host cities	55
DK, local citizens	??
Total	635

**SAMPLE – volunteers**

345 persons

**POPULATION – volunteers**

823 persons

### ENCLOSURE No. 3 – Return on Investment calculations

<b>ROI-1:</b>			
<u>Total public revenue</u>	=	<u>Euro mio. 1.36</u>	0.16
Total direct public investment		Euro mio. 8.4	
<b>ROI-2:</b>			
<u>Total tourism turnover (interreg./international)</u>	=	<u>Euro mio. 8.13</u>	0.97
Total direct public investment		Euro mio. 8.4	
<b>ROI-3:</b>			
<u>International tourism turnover</u>	=	<u>Euro mio 3.3</u>	0.39
Total direct public investment		Euro mio. 8.4	
<b>ROI-4:</b>			
<u>National gross factor income</u>	=	<u>Euro mio 2.5</u>	0.30
Total direct public investment		Euro mio. 8.4	
<b>ROI-5:</b>			
<u>Regional gross factor income</u>	=	<u>Euro mio 4.2</u>	0.50
Total direct public investment		Euro mio. 8.4	

## **ENCLOSURE No. 4 – Statistically significant differences between Danish and international fans**

A significantly higher share of the international fans at the U/21 matches:

- visit fan zones, pubs, restaurants, go shopping and sightseeing
- are very satisfied with the fan zones
- feel that the hosting of the event is a great succes

A significantly higher share of the British fans at the U/21 matches:

- are male
- are >25 years
- would like to, along with the fans from Iceland, recommend Denmark/the host cities to friends and family

A significantly higher share of the Icelandic fans at the U/21 matches:

- would like to, along with the fans from England, recommend Denmark/the host cities to friends and family
- have a longer event stay (on average)

A significantly higher share of the Danish fans at the U/21 matches:

- watches a U/21 match for the first time
- are <25 years

A significantly higher share of the fans at the U/21 matches in Viborg:

- are <25 years
- are women

A significantly *lower* share of the local fans at the U/21 matches in Herning, Aalborg and Viborg:

- are very satisfied with the ticket prices

## **ENCLOSURE No. 5 – Elaboration of the qualitative findings across the four host cities**

The statements that were made several times by the fans and volunteers are listed in this enclosure and can be taken as a trend.

The statements that were made by the media are listed in this enclosure in full.

### ***Fans – across all four host cities:***

#### **Q. How did you learn about the event:**

Through my work  
Advertisements

### ***Media – across all four host cities:***

#### **7 Which information channels do/did you use to keep updated on the event?**

soccer association website for statistics, other website for news

EBU

soccernet.com

bs test

Swiss and international Newspapers (Print and Web), TV

www.U21live.com

Mainly bold.dk and Sky Sports, occasionally others.

BBC

Bbc.co.uk, www.voicesinfootbal.com

BBC, RAI, Gazzetta.it, Repubblica.it, English Press, ESPN

#### **22 Did you have any negative experiences during your stay?**

no tv monitors in press tribune a major problem

I tried to get permission from UEFA to access the spectators area in Herning to make overall shots of the Stadium. Which was impossible to obtain. My client for the over all picture was Herning Stadium/MCH.....

The notebook of a friend got stolen from the press tribune

It was my first time to cover an UEFA-event, so I made a few mistakes. Fx I forgot to mail accreditation services, when I changed my plans for a match and were no show. But the

dialog with the services cleared the mistakes.

During the game between Denmark and Iceland the Internet was bad so several journalists had to leave the stadium to go write in the press area.

Parkering

the robbery of a colleague's laptop on the media tribune in Aalborg

A stolen Laptop from my Colleague on first game from the media tribüne an no help from the security and stewards there

Final in Aarhus: Wireless connection at the pitch was bad. Not enough cables for photographers and the cables were only on one side. Aalborg: not enough food in the media center

Billund Airport on a Sunday. 45km from Herning, Would have had to sell my house to pay for a taxi(I am freelance) Waited 3 hours for a bus, went 30mins then waited 70 mins for one to Herning. Hardly anything open. Tourist office closed on a match day. What did 17 year old Justin Bieber do for fun in Herning on a Sunday!! The EVENT CAPITAL OF DENMARK got the 3 min train raid to stadium and received accreditation

Hire car was broken into and laptops were stolen - although took place away from tournament venue.

Colleague's lap top stolen from the press tribune

Am zweiten Spieltag der Gruppenphase spielte die Schweiz am frühen Abend in Aalborg. Die Rangliste der Gruppe und die Qualifikation zum Halbfinal war aud vom anderen, späteren Spiel des Abends abhängig. Also brauchten wir auch nach dem Spiel Dänemark-Weissrussland genügend Zeit, um unsere Berichte anzupassen. Hingegen war von der Uefa angeordnet, das Stadion und die Medienzone kurz nach dem zweiten Spiel zu schliessen. Wir mussten somit, obwohl wir schon sehr unter Zeitdruck standen, noch erklären, dass wir diese Zeit noch unbedingt brauchten. Dieser Umstand wäre vermeidbar gewesen.

Much time spent travelling. Wouldn't it have made more sense to have matches in, say, Randers, Aarhus, Horsens and Vejle for instance? Otherwise a very positive experience overall.

Team of England behaviour.

I had mostly very positive experiences - I would only suggest that train services were extended to take account of match nights. The relative paucity of accommodation in Jutland compared to Copenhagen made me depend on rail services to reach hotels in towns close to the host cities, as taxis would have been too costly, and some of those rail services ended only 45 minutes after final whistle, which made my journalistic tasks at the stadium tough to complete. With relatively late kick-offs (20.45) perhaps there could have been an extra trains laid on..? Ultimately the lack of affordable accommodation close to some of the venues was the bigger problem.

bedre vejr tak

the opening hours of the media area, lousy internet access at a hotel recommended by the

tournament site.

All very kind. Got free transport on trains...

### **32 Any final comments ? please fill in below**

good friendly atmosphere

a pity that games weren't sold out. why not give free tickets to local schools? atmosphere was poor. but, as usual with uefa very well organised.

it is very interesting tour to Denmark and UEFA hospitality extremely good.

the position of the remote photo cameras behind the goals was too late controlled by uefa. please control remote cameras 20 min before kickoff, so photographers had enough time to put cameras in the right position.

all perfect, congratulations

Everything was great! I lived in Herning and the only thing I was surprised by is almost empty streets in the evenings and days-off. I expected to see more people in cities and on the stadiums. And we could hardly find any souvenir products, concerning the city and the tournament. I liked red T-shirts with the emblem of European U-21 Championship Denmark, which were shown everywhere in the shops and worn by the staff, but unfortunately they were not for sale. But it's a trifle:) Of course, I would be more happy, if my team (Ukraine) showed better results, but I think it is not you, who is responsible for it:)

Actually, I spent 18 nights in Viborg and the amount of money per day is in Dkr.

Thanks to the Swiss team...;)

Internet connection in Aalborg was very poor. This is not only a Danish issue but an issue wherever I've been in Stadiums in Europe to cover matches in the Europe League, Champions League or other international matches.

Internet connection via LAN wires is desirable for the media tribune

Good work!

The accreditation was a farce. It was extremely difficult. Once we were told that everything was done alright, but then we were told to give UEFA all the information again. When we showed up at the stadium, all of TV2/NORD's six accreditations had gone wrong. From the other journalist I heard that we were far from the only ones who had had major difficulties with this.

The organisation was absolutely perfect.

BRILLIANT AND FRIENDLY local organizing pros and volunteers. Could not have asked for more, and food in press centres first class. I have been to 12 FIFA World Cups and many tournaments and matches in 70 countries and compares with the best. The local LOC's do most of the work. Too many UEFA 'ERMOS' I coined the phrase-easily replaceable minor officials) with cell phone attached to their ears permanently(just joking, maybe) The media

chief in Aarhus was brilliant and so was Tourist chief at Herning bureau when they were open.

One negative. The chief of Spains delegation smoking in the VIP area in Herning annoying everybody, and he needed a haircut. They do have barbers in Sevilla don't they? England delegation and press behind him were annoyed. UEFA press guro from Spain said it was legal so long as he didnt smoke on the pitch and inside. Rubbish.

Also though there was not enough mixing with players and locals. England hidden away in luxury, while Belarus came 1,900 km each way by bus. Amusing when catching airport bus outside SAS Blu hotel Arhus one of FA big wigs, ex famous coach staying there was going crazy because 'his driver' hadn't showed up. This is NOT the World Cup, should have caught the bus with everyone. I write and have organized tournaments world wide and been to many Dana Cups in Hjorring, Frederikshavn etc. and think there was FAR TOO MUCH security with press and the public at a low key event. The Tourist chief in Herning and 12 year old son didnt get into stadium until 20 mins after KO of England v Spain and Spanish fans missed their only goal. UEFA WAS RESPONSIBLE for this lack of judgement at such a friendly and non confrontational event. Money could have been better spent on youth football and social problems in Denmark and everywhere but Switzerland!!

Outside far side of Aarhus stadium lots of gravel and small stone. Luckily we didnt have Serbian and other such fans that could have used them if there had been decisions against them.

Unlucky for Denmark that Holland, Germany, Italy, France Sweden didnt qualify and more visitors. I hope this has been helpful. I have been at internationl football tournaments since 1960 Rome Olympics. 'For the good of the game'. Ron

The UEFA Broadcast Tribune managers in Viborg & Herning were both extremely helpful towards our broadcast needs - we thank them for that. In Herning, it was annoying for working media to be refused carrying plastic bottled drinks into the media tribune by the stewards. When working for many hours in the tribune it is not practical to have to have plastic cup (without a lid) on the desk. It would have been great if there had been more fans in the stadiums. When we were travelling across Denmark, not many people seemed to know about the Championship, so perhaps it wasn't as well publicised as it might have been locally, to enable more local people to attend matches. It meant the atmosphere inside the grounds wasn't as good as everyone would have wanted.

positive experience, people really interested to the young tournament, nice atmosphere

The accreditation for the tournament could have been made more easy

Overall a very positive experience. Viborg stood out, though. People were very friendly in the city and at the stadium, and there were better signs with directions for the stadium. (I didn't go to Herning).

I wish go to Denmark in the near future.

I enjoyed my experience very much on the whole. My only reservations are the small range of accommodation in the host cities and the at-times skeletal transportation. Whilst the venues were all fairly close to each other in Jutland, I kept wondering if it still would have

been better to have had one venue in Copenhagen, for the purposes of publicity, access and accommodation options. But thank you for the fine media facilities and easy working conditions in Denmark.

I thought the event was fantastic. I can an amazing sense of fulfilment visiting these event and part taking in the spirit of the tournament, meeting fans and players. I enjoy the marketing side of the event and monitoring the organisation and planning that went into event. I thought Denmark was great, especially Aarhus. I liked the idea of giving attendees with tickets free access to the Tivoli gardens near the stadium. I want to say well done, a great event with great fan participation. Damon Main [www.voicesinfootball.com](http://www.voicesinfootball.com)

Transport and accommodation for Press should be better organized ( Ie: Time ahead as Hotels triple their rates before the events)

Nope.

I had a great time and Spain played some beautiful football on a lovely night in Aarhus

### ***Volunteers – across all four host cities:***

*How did you come to know about the opportunity to work as a volunteer at the UEFA U/21 event?*

- Århus Stiftidende (regional newspaper)
- Herning Folkeblad (regional newspaper)
- [www.defrivillige.dk](http://www.defrivillige.dk) (regional volunteer network)
- Welcome-to-new-citizens-meeting in Viborg
- Banners, posters in the city and at the stadia

*Volunteered before?*

- Yes, at a great variety of events, not only sports events, e.g. Tall Ship Race in Aalborg and Gymnastrada in Herning

*Motivation for signing up?*

- Help my city in their efforts to brand the city

*Main areas of work?*

- Youth programme
- Runner
- Steward at the stadium

*Overall description of the voluntary work at the UEFA U/21:*

- Sponsors expected too much or it was never clear to us what they expected from us, they were too absent themselves
- The demand for information was limited so at the information desk at the town square we were bored
- Boring in the accreditation centre
- Not enough challenges, well-educated volunteers should not just pour beer!

*Number of volunteers compared to extent of work:*

- Too many volunteers in the accreditation centre
- Too many volunteers in the fan zones

*Description of responsibility:*

- Had no responsibility at all
- Too little

*Cooperation with the other volunteers:*

- Magnificent, we supported each other in all situations, including situations arisen due to misunderstandings between UEFA/DBU

*Cooperation with DBU/host cities:*

- A disappointment to register for so and so many duties, having adjusted my work place schedule accordingly and given up other leisure activities, paid for transport to/from the host city myself and then, eventually, be informed that they don't need my labour after all due to too volunteers at the time
- It was clear that The City of Herning and Exhibition Centre Herning are used to staging events, very professional and pleasant
- Why ask us what are skills are if you don't want to make the slightest use of them?
- Don't send out invitations to after party to the volunteers who never came to work for you!
- My deepest respect for the relevant persons of the City of Viborg, who decided to take on this large event as a relatively unexperienced city in terms of hosting major international sports events
- Sometimes you got the feeling that the employees from DBU/the host cities looked down on the volunteers which was not fair
- No communication with DBU/host cities post-event, therefore fine with this questionnaire, enabling us to make ourselves heard

*Cooperation with UEFA:*

- Good at showing their appreciation
- Very professional
- They knew how they wanted things done..

*Do you feel the event has been well-organised?*

- The organisers have obviously under-estimated the burden it is to organise so many volunteers. In the beginning there was some confusion about things and stuff, but after a couple of days things were running smoothly
- The fan zones were not sufficiently promoted (a lot of the people who passed the area did not know what was going on in the city) and it's too bad that the concert with Mads Langer in Aarhus was announced at 20:00 hrs but took place at 22:00 hrs
- The variety of food and drinks were insufficient and so were the quantities for long hours duties
- Very professional in Herning
- Kasper, Marie and Nicki from Aarhus' fan-zone deserve great appreciation
- Mads Elbrønd, Aarhus deserves great appreciation for his way of supervising his volunteers

*What do you feel about the appreciation you received (free tickets, clothes etc.):*

- What a nice after party on 26 June in Turbinehallerne in Aarhus, thanks for that

- Clothes alright but in wrong sizes and it's not that funny to have an XXL if you're a size XS

In general:

- A must that there is a good and skilled team leader for each project group (accreditation, fanzones, stadia etc.)

# SPORT EVENT DENMARK

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