

FIBA  
WOMEN'S  
**EUROBASKET**  
Latvia Serbia 2019



**FIBA WOMEN'S EUROBASKET 2019**  
**ECONOMIC IMPACT STUDY**



**FIBA**

We Are Basketball



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## FIBA WOMEN'S EUROBASKET 2019. ECONOMIC IMPACT STUDY.

Publisher: FIBA / Production: Zadruga Agency / Concept & Editing: FIBA Communications Europe / Content of the study and survey: PwC Sports Business Advisory practice / Creative Director, Designer & Layout: Dejan Miletic, Tjaša Pogorevc (Zadruga Agency) / Photos: FIBA, Milad Payami, Ulf Duda, Jan-Pieter De Smedt, Elio Castoria, Hendrik Osula, Heidi Johanna Koivunen, Vesa Koivunen, Sonia Canada, Kaan Verdioglu, Ville Vuorinen / Copyright: FIBA / The reproduction and photocopying, even of extracts, or the use of articles for commercial purposes without prior written approval by FIBA Europe Properties GmbH is prohibited. This is an official FIBA Publication.



## DEAR BASKETBALL FRIENDS,

It is the unbreakable philosophy of my leadership to create equality and parity for Women's Basketball. The FIBA Women's EuroBasket is the cornerstone and main driver for our efforts to grow and strengthen Women's Basketball. This, first of its kind, report is a clear example of our continuous efforts for equality. Like the FIBA EuroBasket, where we have been doing economic impact analyses for the past 10 years, it has been critical to me to also add this important tool to the FIBA Women's EuroBasket.

Now we can properly analyse our main Women's event and ensure that we improve and grow year after year. This detailed report clearly shows the satisfaction of the basketball fans and the impact our event has on the host city. This type of information is critical in receiving support from the public sector and sponsors.

The FIBA Women's EuroBasket 2019 set a new standard for our flagship Women's event. Our hosts, Latvia and Serbia clearly proved that passion, teamwork and professional event execution can elevate our sport and leave a lasting mark on the host cities and fans. The legacy of the event will live on in the streets of Belgrade, Nis, Riga and Zrenjanin for a long time to come.

On the court Spain regained the title for an impressive third time while France and local heroes Serbia took silver and bronze and a spot at the Olympic Qualifying tournaments.

Going forward from the FIBA Women's EuroBasket 2019 our focus is set on further commercialization of Women's Basketball, further support for the development of women's basketball in the national federations and generally strengthening the structures and administration surrounding our young girls and professional players.

I would once again like to thank our incredible hosts and congratulate our medal winners and all the other teams participating in this important event.

Sincerely,

**Turgay Demirel**  
FIBA Europe President



## DEAR BASKETBALL FRIENDS,

As the showpiece event of the women's basketball landscape on the continent, FIBA Women's EuroBasket 2019 was a celebration of basketball that our community can look back upon with pride.

With the multi-host format making a return, the collaboration between the hosts in Latvia and Serbia proved to be an example of two halves equaling more than one whole. It's not always easy to appreciate the scope and scale of the event while it's ongoing, but the organizers in both countries and all four cities – Belgrade, Nis, Riga and Zrenjanin – did an excellent job of delivering at a premium standard.

The success of the tournament can be measured in its ever-growing reach and ground-breaking digital numbers, but what is even more important is the long-lasting impact on the future generation of basketball players and fans, as well as the women's game in both of the hosting countries and across the continent alike.

As we enter a new cycle of the women's basketball calendar, FIBA Women's EuroBasket 2019 has set the bar higher than it has ever been before. Not only does it showcase the fact that we are moving in the right direction, but it motivates us to continue going from strength to strength as an organization.

See you in FIBA Women's EuroBasket 2021,

**Kamil Novak**

FIBA Europe Secretary General





## FIBA WOMEN'S EUROBASKET LATVIA 2019

Dear basketball community,

Latvia is proud to have hosted FIBA Women's EuroBasket games for the second time in the last ten years.

Active participation in international basketball life is a great opportunity to introduce Europe and the world with Latvia, our talented and hospitable people and Riga's great sports and tourism infrastructure.

Latvian women's national team's games with European champions Spain and other elite national teams attracted huge public interest and many girls in Latvia now dream to play like Marta Xargay, Sandrine Gruda or Elina Dikaioulaku.

We are grateful to FIBA for the given trust and we hope that guests who were in Latvia went home with positive emotions, regardless of the sport results of their teams.

In the name of Latvian basketball society,

**Valdis Voins**

President of Latvian Basketball Association



## FIBA WOMEN'S EUROBASKET SERBIA 2019

Dear friends,

As you probably already know, Serbia is a land of basketball. Through the history of our nation, we have organized various sports events including major basketball championships and tournaments. On the other hand, the last major female basketball competition in Belgrade, before FIBA Women's EuroBasket 2019, was organized in the distant 1954.

Co-hosting FIBA Women's EuroBasket 2019 with our friends from Latvia brought the spirit and beauty of female basketball to our country. It helped us to promote the game and its values, attract new fans, but most of all, hosting the competition in three cities engaged new young girls and boys to start practicing basketball.

On behalf of the Basketball Federation of Serbia and the whole basketball community, we would like to express our gratitude to FIBA for entrusting us with the organization of the Group Phase and the Final Phase of FIBA Women's EuroBasket 2019 and for believing in our abilities, determination, and passion.

We hope that we justified your faith and delivered this championship in the best possible light.

Sincerely,

**Predrag Danilovic**

President of Serbian Basketball Federation



# TV

**35**  
RIGHT HOLDERS

**130**  
TERRITORIES



**4.5**

LIVE TV AUDIENCE  
**20 MILLION**  
(25% INCREASE COMPARED TO 2017)

AN ADDITIONAL 145 MILLION WERE GENERATED THROUGH NEWS, HIGHLIGHTS AND MAGAZINE COVERAGE.



**1M**  
VISITS



**3M**  
PAGE VIEWS



FIBA  
WOMEN'S  
EUROBASKET  
Latvia Serbia 2019

# DIGI



**FINAL**



LIVE TV AUDIENCE  
**MILLION**



**42M**  
VIDEO VIEWS



**ITAL**



FIRST FIBA  
WOMEN'S BASKETBALL  
POST TO BREAK

**SOCIAL MEDIA**

**1.2 BILLION**  
IMPRESSIONS

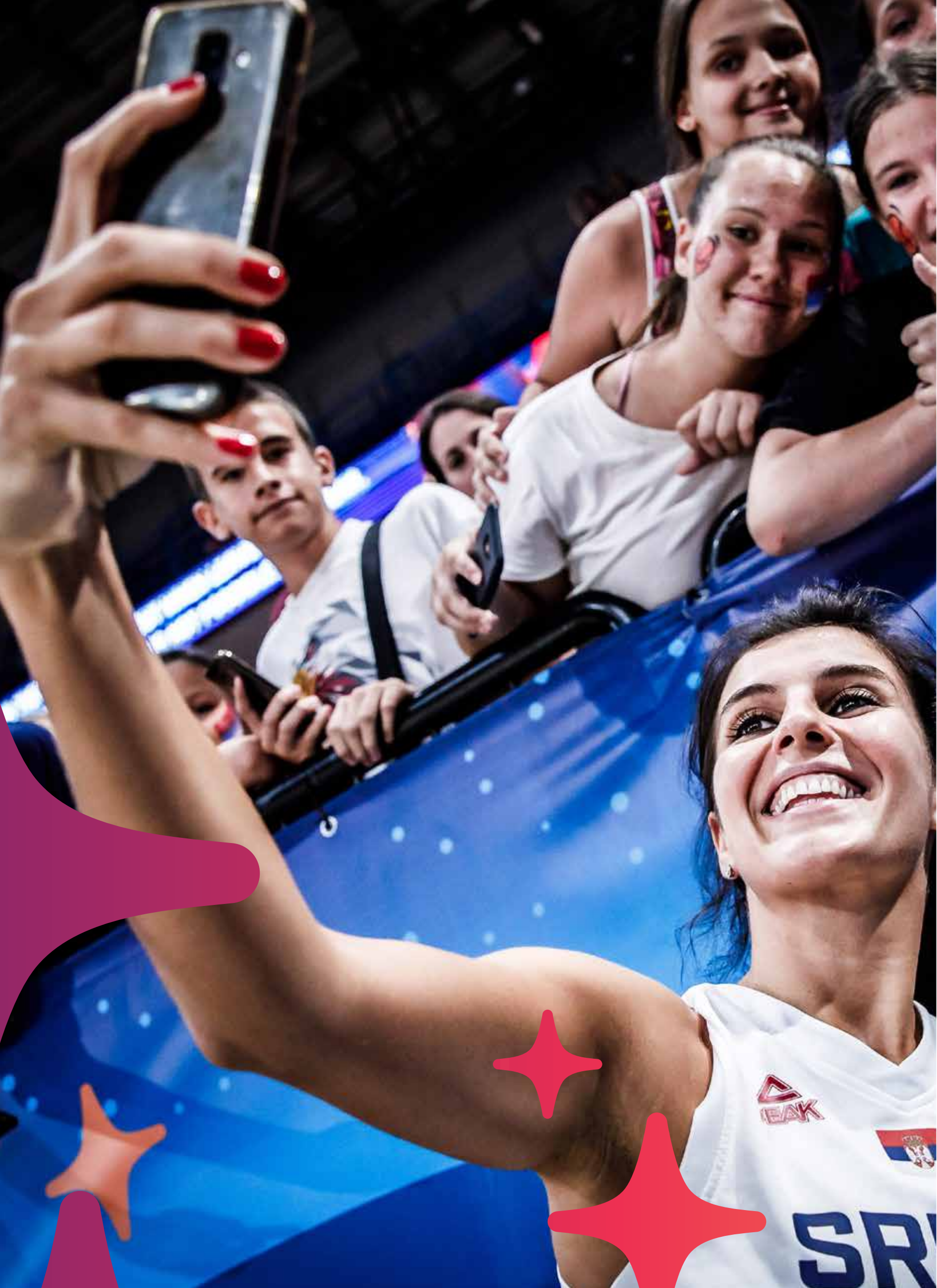
 **42.7K**  
(+266%)\*

 **39.5K**  
(+157%)\*

 **5.2K**  
(+138%)\*

GROWTH DURING\* FIBA WOMEN'S EUROBASKET 2019

**10M** VIEWS



A group of young women are smiling and looking towards the camera. They have colorful face paint on their cheeks. The background is a vibrant blue with white stars and a large white starburst graphic in the bottom right corner. The text 'ECONOMIC IMPACT STUDY' is written in a white, hand-drawn font across the center of the image.

# ECONOMIC IMPACT STUDY



BIJA

# INTRODUCTION

## INTRODUCTION

FIBA Women's EuroBasket is the premier basketball competition contested by the top women national teams in Europe. It is governed by FIBA Europe, the European zone within the International Basketball Federation (FIBA). FIBA Women's EuroBasket 2019 took place in Latvia (Riga) and Serbia (Niš, Zrenjanin and Belgrade).

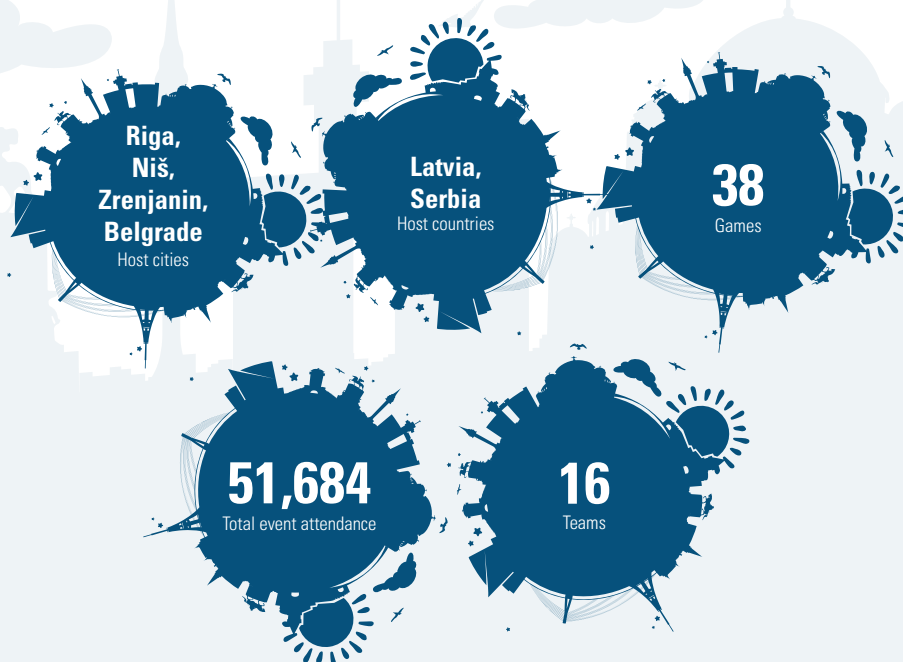
The group phase of FIBA Women's EuroBasket 2019 ran from 27 to 30 June in Riga, Niš and Zrenjanin. Qualifications for the quarter finals took place on 1 July in Riga and 2 July in Belgrade, while the final phase ran from 4 to 7 July in Belgrade.

## PURPOSE OF THIS REPORT

FIBA Europe e.V. engaged PricewaterhouseCoopers AG Switzerland (PwC) with PwC GmbH WPG, Germany and PwC LLP, UK acting as subcontractors to conduct an economic impact assessment to measure the economic and social impacts of FIBA Women's EuroBasket 2019. Additionally, PwC carried out a survey analysing the visitors' attitude towards the host cities and countries. The work was carried out from February 2019 to September 2019.

This report considers the direct and indirect economic impacts and benefits of the event on the economy of the host cities and countries.

In order to analyse the economic impact and benefits of the event, FIBA provided data on the local organising committees, teams, media representatives and tickets. In addition, PwC collected data through a survey of the attendees\*.



\* Please see Appendix for details of data provided by FIBA and the visitors' survey.



# FIBA WOMEN'S EUROBASKET 2019 IMPACTED THE ECONOMIES OF LATVIA AND SERBIA AS WELL AS ITS HOST CITIES IN NUMEROUS WAYS

## FIBA WOMEN'S EUROBASKET Latvia Serbia 2019

### Economic Impact Study

### Catalytic Impact

Expenditures of visitors, teams and local organising committees

Social and other intangible impacts such as...

Multi-region impacts such as...

Direct impact  
(value added)



Operation of hotels, restaurants, etc. and their suppliers ('value chain')



Happiness & community building



Promoting healthy lifestyles



Reducing financial efforts per country



Attracting broader tourism

Indirect impact  
(value added)

## THE AIM OF THE STUDY IS TO DEMONSTRATE THE WIDE-RANGING POSITIVE IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

Based on **expenditures** associated with FIBA Women's EuroBasket 2019, distinct **economic impacts** for direct and indirect\* effects by **stakeholder**, external and local **sources** and expenditure **category** for **Latvia and Serbia and their host cities**.

## THE EXPENDITURES ASSOCIATED WITH FIBA WOMEN'S EUROBASKET 2019 WERE GROUPED BY STAKEHOLDER

In order to calculate the economic impacts of **FIBA Women's EuroBasket 2019**, we took the expenditures of the various **stakeholder groups** into account:

- **Spectators**
- **Media** – Officially accredited media representatives at the event
- **Teams** – Members of teams taking part in the tournament
- **Local Organising Committees (LOCs)** – Local organisation responsible for planning and organising the event in the host city

For Serbia, we divided "**spectators**" into **three** further **subgroups**:

- **Local** – Spectators living in one of the host cities
- **National** – Spectators living in Serbia but outside the host city
- **International** – Spectators living outside Serbia

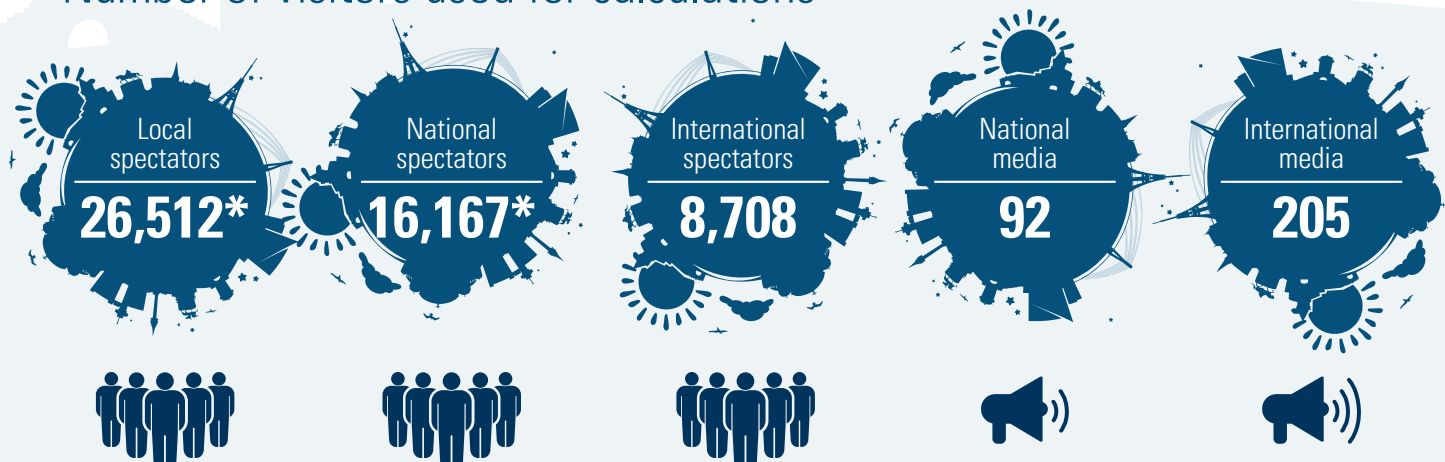
For Latvia, no division between local and national spectators was available. We therefore divided "**spectators**" into the **two** subgroups:

- **National** – Spectators living in Latvia
- **International** – Spectators living outside Latvia

We divided "**media**" into **two** subgroups:

- **National** – Media representatives living in Latvia or Serbia
- **International** – Media representatives living outside Latvia or Serbia

### Number of visitors used for calculations



\* For Riga, all Latvian spectators were classified as „national spectators“.

# THE EXPENDITURES ASSOCIATED WITH FIBA WOMEN'S EUROBASKET 2019 WERE ALSO GROUPED BY EXPENDITURE CATEGORY

The study considers expenditures with respect to the following **five categories**:



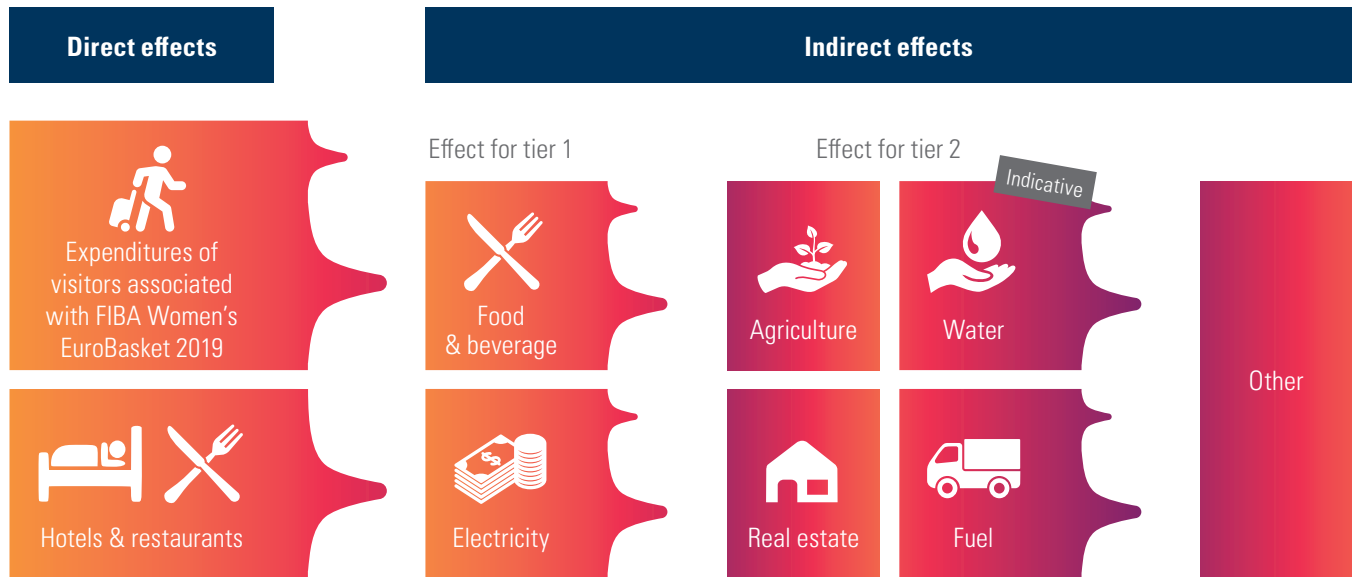
## Note:

- In line with the economic impact studies conducted for FIBA EuroBasket 2017 and FIBA Women's Basketball World Cup 2018, team expenditures were explicitly requested for individual sectors to allow for a deeper analysis of effects (cf. Economic Impact Study FIBA EuroBasket 2017, Economic Impact Study FIBA Women's Basketball World Cup 2018).
- LOC and team expenditures accrued not only in the five categories mentioned on the left, but also in additional sectors as well. Furthermore, some LOC and team expenditures were incurred outside of the host cities. Therefore expenditures of the LOC and teams are reported separately\*.
- Some expenditures were made by FIBA Europe. These expenditures were included in LOC expenditures.

\* For a detailed list of LOC and teams expenditures by country, see Appendix.

# DIFFERENT TYPES OF IMPACTS ASSOCIATED WITH FIBA WOMEN'S EUROBASKET 2019 WERE IDENTIFIED

During FIBA Women's EuroBasket 2019, many people (spectators, teams, sponsors, media representatives) visited the host countries and its host cities and spent money for e.g. hotels and restaurants, retail or inland transportation. As hotels and restaurants require different goods (food and beverages, electricity, gas and water, etc.) to satisfy the needs of their guests, they increased their expenditures as well.



It was essential to identify cross-sectoral linkages to estimate all impacts and impacts by category.

## THE SCOPE OF WORK INCLUDED THE QUANTIFICATION OF DIRECT AND INDIRECT IMPACTS...

### Direct Impacts

Visitors' expenditures while visiting one of the host cities of FIBA Women's EuroBasket 2019 are classified as **direct impacts**. These include – among others – expenditures for accommodation and restaurants, gifts or expenses on museum visits. Further direct impacts are LOC planning and organisation expenditures.

### Indirect Impacts

**Indirect impacts** are effects on the direct and indirect suppliers of goods and services along the whole supply chain due to increasing demand for their products.

### Total Impacts

**Total impacts** are the sum of direct and indirect impacts. They comprise the whole impact on the host cities and countries associated with FIBA Women's EuroBasket 2019.



## Map of economic impacts by expenditure category

						DIRECT
Hotels	Restaurants	Retail trade	Inland transportation	Social & cultural services	Other industries	
Real estate activities	Real estate activities	Real estate activities	Transportation and logistics	Wholesale & retail trade	PR, marketing & business activities	
Wholesale & retail trade	Wholesale & retail trade	PR, marketing & business activities	Wholesale & retail trade	Real estate activities	Wholesale & retail trade	
PR, marketing & business activities	PR, marketing & business activities	Wholesale & retail trade	Real estate activities	Social & personal services	Real estate activities	
Food, beverages & tobacco	Food, beverages & tobacco	Electricity, gas and water supply	Construction	Publishing services	Construction	
Other industries	Other industries	Other industries	Other industries	Other industries	Other industries	INDIRECT

## ... AS WELL AS THE QUANTIFICATION OF SPECIFIC IMPACTS FOR HOST COUNTRIES AND CITIES...

### Impacts for host cities

**Impacts for host cities** including all direct and indirect impacts that contribute to the **economy of the cities** – Riga, Niš, Zrenjanin and Belgrade. These include visitors' expenditures in, as well as effects on suppliers located in, the host cities.

### Impacts for host countries

In contrast to the impacts for host cities, **impacts for host countries** include all impacts that contribute to the **countries' economies**. We compute this by summing up the benefits for the economy inside and outside of the host cities.

# ... ON VALUE ADDED TRIGGERED BY FIBA WOMEN'S EUROBASKET 2019

## Impacts on value added

We quantify economic impacts – additional **value added** – triggered by **FIBA Women's EuroBasket 2019**.

**Value added** is one of the most important variables of the national accounts and is widely used to measure economic impacts. The measure indicates the sum of generated values at every stage of the production process adjusted for the values of required inputs.

An alternative measure to calculate impacts is a country's **production value**. The production value indicates the total value of manufactured goods and services in the whole production process. However, in this case pre-production services are counted multiple times (double-counting). By using value added, this limitation is avoided.





## THE APPROACH WE USED TO QUANTIFY THE IMPACTS IS AS FOLLOWS

Data collection	Analyses	Reporting
<p><b>Input tournament and country specific data:</b></p> <p>i.e. number of people taking part in the tournament, spending for hotel lodging, etc.</p> <p><b>Input statistical data:</b></p> <p>Input-output-table for Latvia and Serbia, regional data for host cities</p>	<p><b>Calculation of economic impacts:</b></p> <ul style="list-style-type: none"> <li>• input-output model</li> <li>• direct effects</li> <li>• indirect effects along the entire supply chain</li> </ul>	<p><b>Economic impacts of FIBA Women's EuroBasket 2019:</b></p> <ul style="list-style-type: none"> <li>• for different stakeholders</li> <li>• for different expenditure categories</li> <li>• for external and local sources</li> <li>• for different countries/cities</li> </ul>



## THE USE OF AN INPUT-OUTPUT MODEL ENABLED THE IDENTIFICATION OF CROSS-SECTORAL LINKAGES AND THE QUANTIFICATION OF INDIRECT IMPACTS

### Input-output models...

- are powerful tools to assess economic impacts, are well established in modern research and are commonly used in professional practice
- allow for the estimation of direct and indirect economic impacts along the entire supply chain
- use so called "input-output-tables", which explain the economy and have the ability to assess how the change in demand for one industry impacts other industries and the economy as a whole

### Impact assessments, based on input-output models...

- estimate the economic impacts of FIBA Women's EuroBasket 2019
- measure the overall contribution to different countries and cities

#### By using input-output-tables, we were able to estimate the indirect impacts of FIBA Women's EuroBasket 2019

- By using an input-output-table for each city and country, we took country-specific cross-sectoral relations into account.
- Identification of city - and country-specific direct and indirect impacts.



# RIGA LATVIA



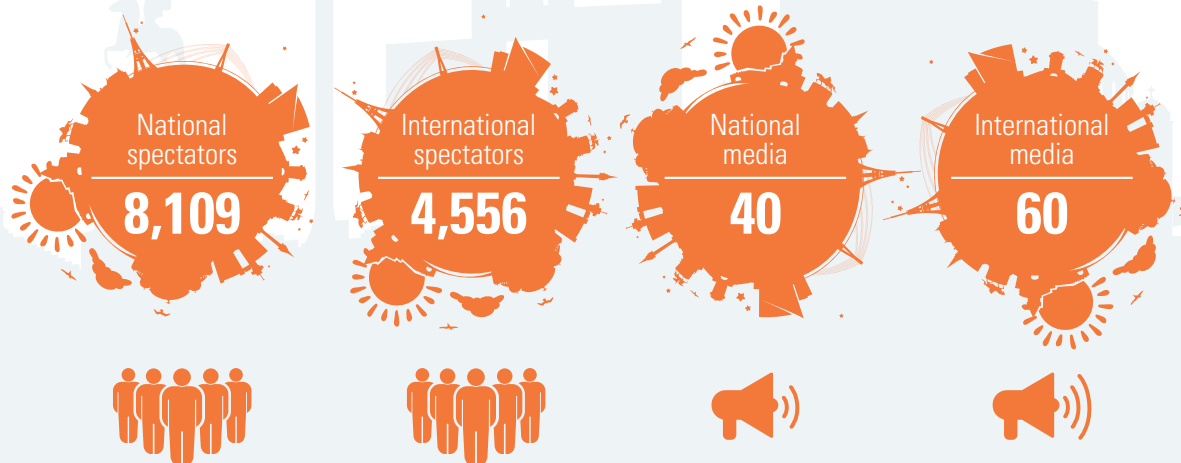
# RIGA

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In Riga, FIBA Women's EuroBasket 2019 attracted **12,765 visitors** from Latvia and abroad (27 June – 1 July 2019). Most of them were national spectators.



Total number of visitors



Source: PwC analysis based on data provided by FIBA.  
National spectators include spectators from inside and outside of Riga.



## OVERVIEW OF RESULTS

In **Riga**, the event generated a total impact of **€4.6m** of which **82%** were direct impacts. Outside of Riga, **FIBA Women's EuroBasket 2019** triggered another **€0.2m**, which led to a total impact of **€4.8m** on the Latvian economy.

Indirect impact

**€0.8m**

Direct impact

**€3.7m**



Total  
impact in Riga

**€4.6m**

Total  
impact outside of Riga

**€0.2m**

Total  
impact in Latvia

**€4.8m**

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum (on this and the following pages).

**Host city:** Riga  
**Scope:** Direct Impact in Riga

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA Women's EuroBasket 2019** and the LOC spent a total amount of **€3.7m** in Riga. **International spectators** spent the largest portion (**€2.0m, 53%**). **National spectators** contributed **€1.1m (30%)**.

### Direct economic impact by stakeholder category

National spectators

**€1.1m 29.9%**

LOC

**€0.5m 14.0%**

Teams

**€0.1m 1.7%**

International media

**<€0.1m 1.1%**

National media

**<€0.1m 0.4%**

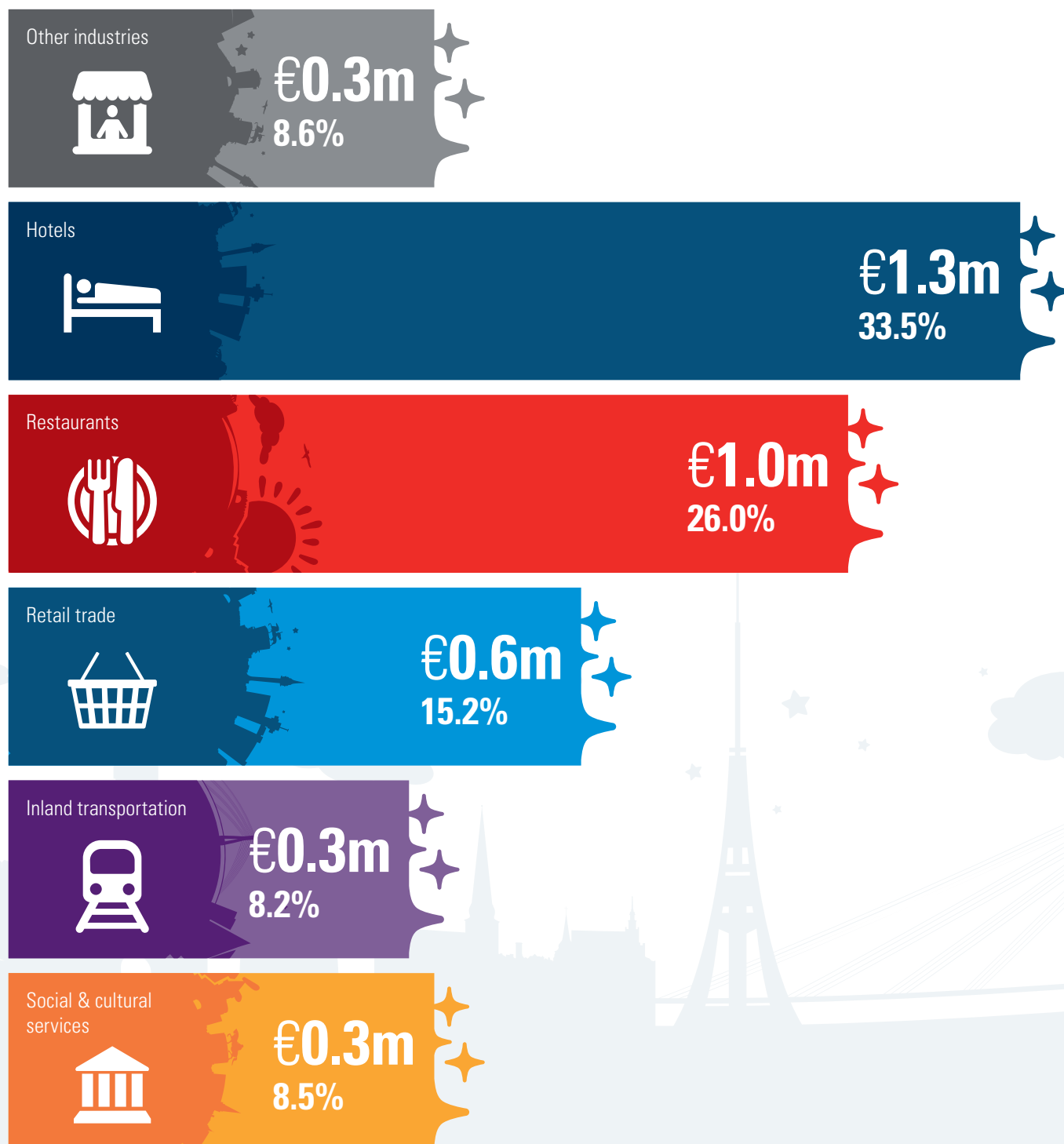
International spectators

**€2.0m 52.8%**

Total  
(rounded figure)  
**€3.7m**  
100%

The **hotel** industry benefited most from FIBA Women's EuroBasket 2019 in Riga as **€1.3m** were spent by visitors and LOC for accommodation. The second and third most expenditures were made in the **restaurant** industry (**€1.0m**) and the **retail trade** industry (**€0.6m**).

## Direct economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Riga  
**Scope:** Direct Impact in Riga

## Direct impact: expenditures of stakeholders by expenditure category

### National spectators



Total	€1,122k	100%
Hotels	21.5%	
Restaurants	30.9%	
Retail trade	25.2%	
Inland transportation	9.6%	
Social & cultural services	12.8%	
Other industries	-	



### International spectators



Total	€1,980k	100%
Hotels	43.8%	
Restaurants	28.1%	
Retail trade	14.0%	
Inland transportation	7.2%	
Social & cultural services	6.9%	
Other industries	-	



### National media



Total	€16k	100%
Hotels	33.9%	
Restaurants	25.0%	
Retail trade	22.2%	
Inland transportation	6.9%	
Social & cultural services	12.0%	
Other industries	-	



### International media



Total	€42k	100%	
Hotels		43.8%	
Restaurants		28.1%	
Retail trade		14.0%	
Inland transportation		7.2%	
Social & cultural services		6.9%	
Other industries		-	



### Teams



Total	€63k	100%	
Hotels		76.8%	
Restaurants		6.8%	
Retail trade		-	
Inland transportation		0.2%	
Social & cultural services		7.4%	
Other industries		8.8%	



### LOC



Total	€525k	100%	
Hotels		14.3%	
Restaurants		10.3%	
Retail trade		-	
Inland transportation		9.9%	
Social & cultural services		5.3%	
Other industries		60.2%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

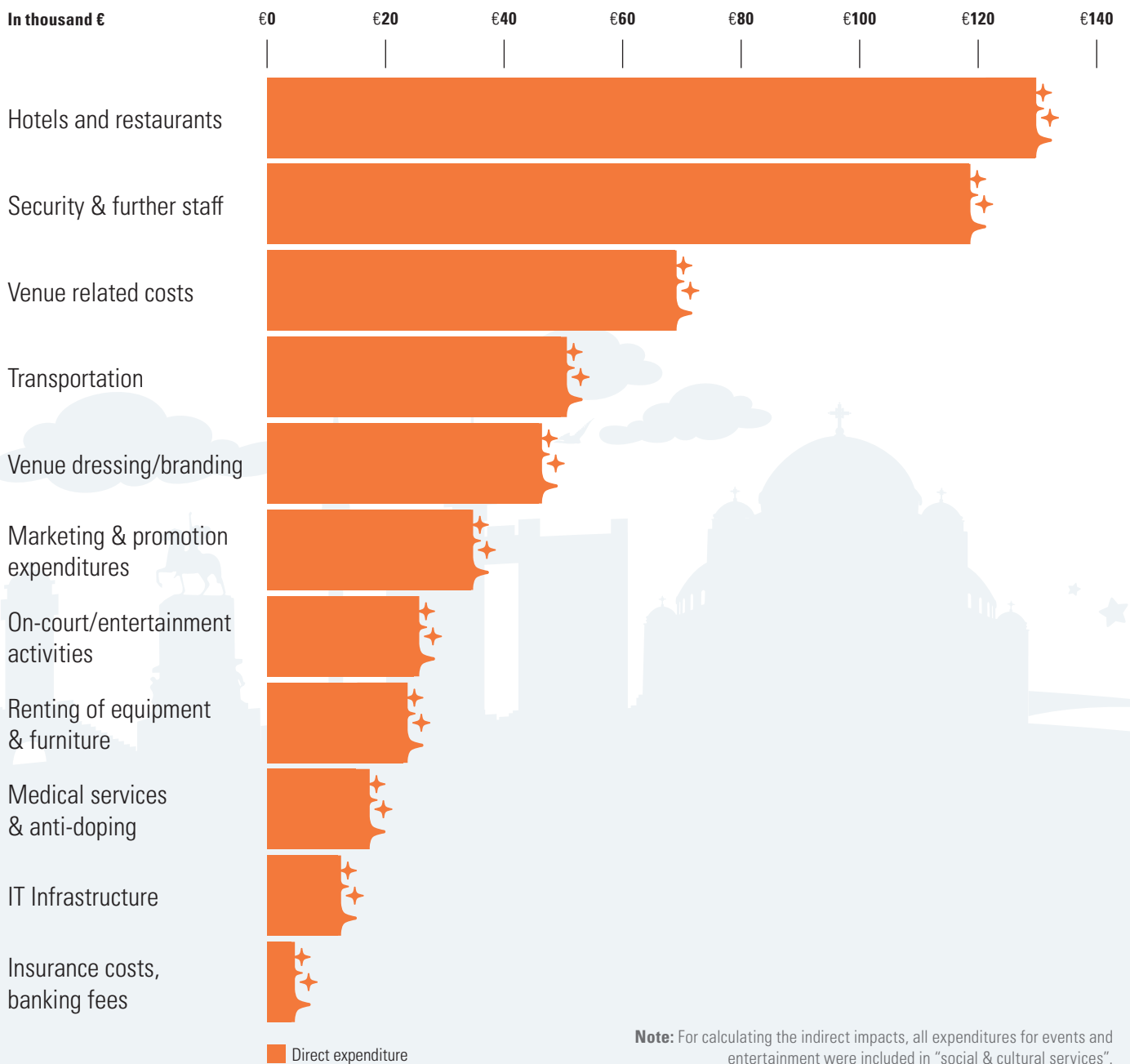
**Host city:** Riga  
**Scope:** Direct Impact in Riga

# LOC SPENDING BY INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€0.5m** in Riga. The main part of these expenditures accrued in the **hotel and restaurants** industry and for **security and further staff** (**€129k** and **€119k** respectively), which jointly comprise **47%** of the LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures

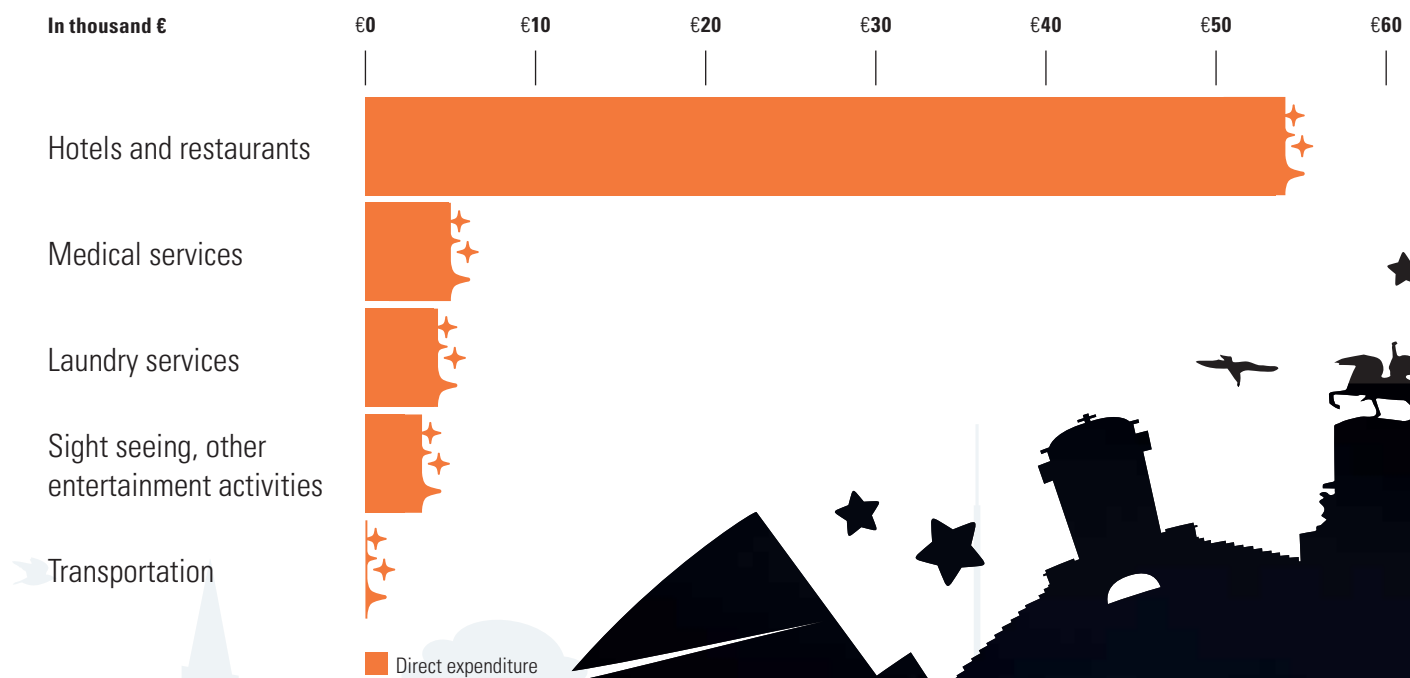


# TEAM EXPENDITURES BY INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€63k** in Riga. The bulk of these expenditures accrued in the **hotel and restaurant** industry (**€53k**) which comprises **84%** of teams' total expenditures.

### Direct impact: main industries affected by team expenditures



**Note:** For calculating the indirect impacts, all expenditures sight seeing, other entertainment activities and laundry services were included in "social & cultural services".

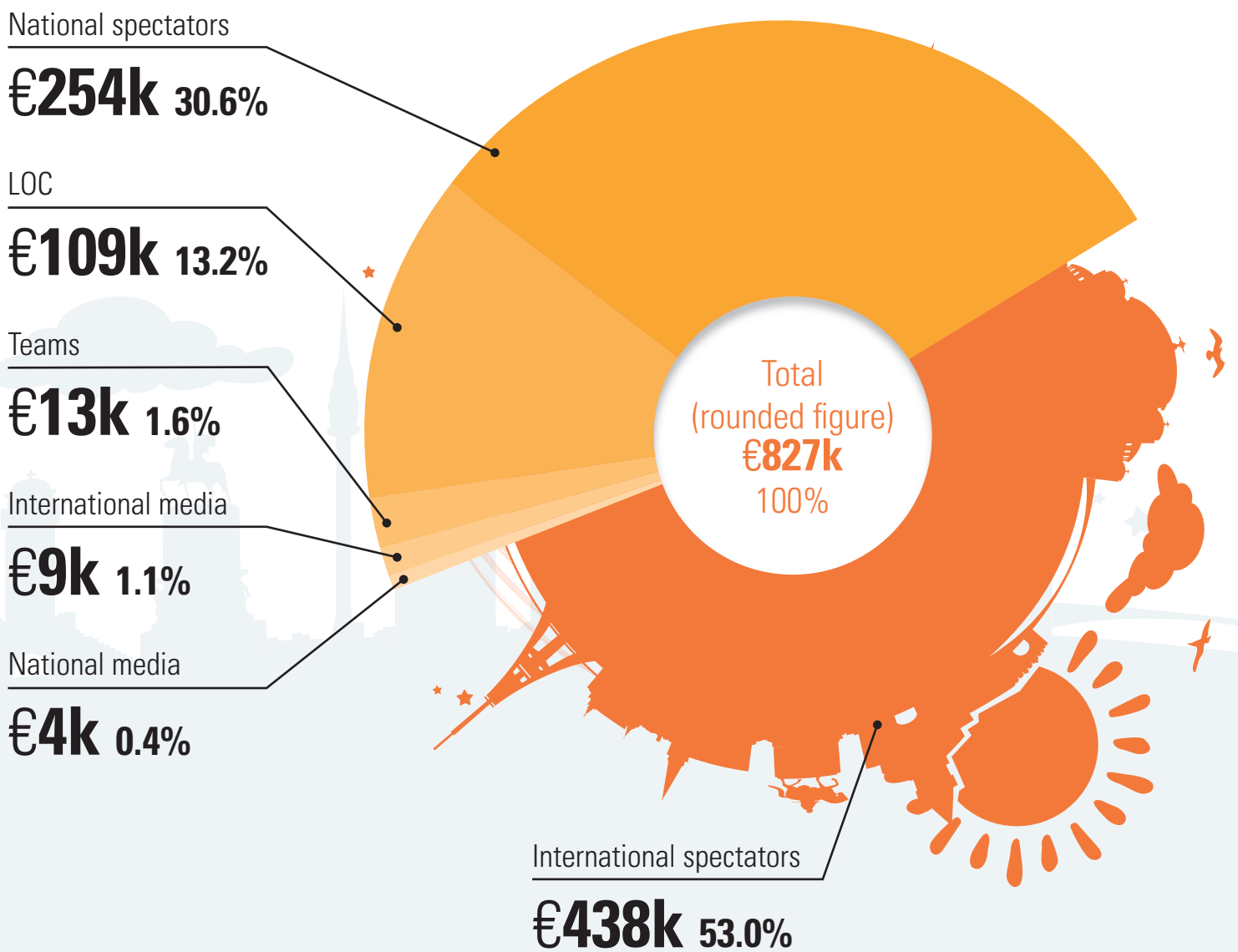
**Host city:** Riga  
**Scope:** Indirect Impact in Riga

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Indirect expenditures during the **FIBA Women's EuroBasket 2019** triggered further positive effects of **€0.8m** for the economy. **International spectators'** expenditures induced an additional **€438k** while **national spectators** had an indirect contribution of **€254k**.

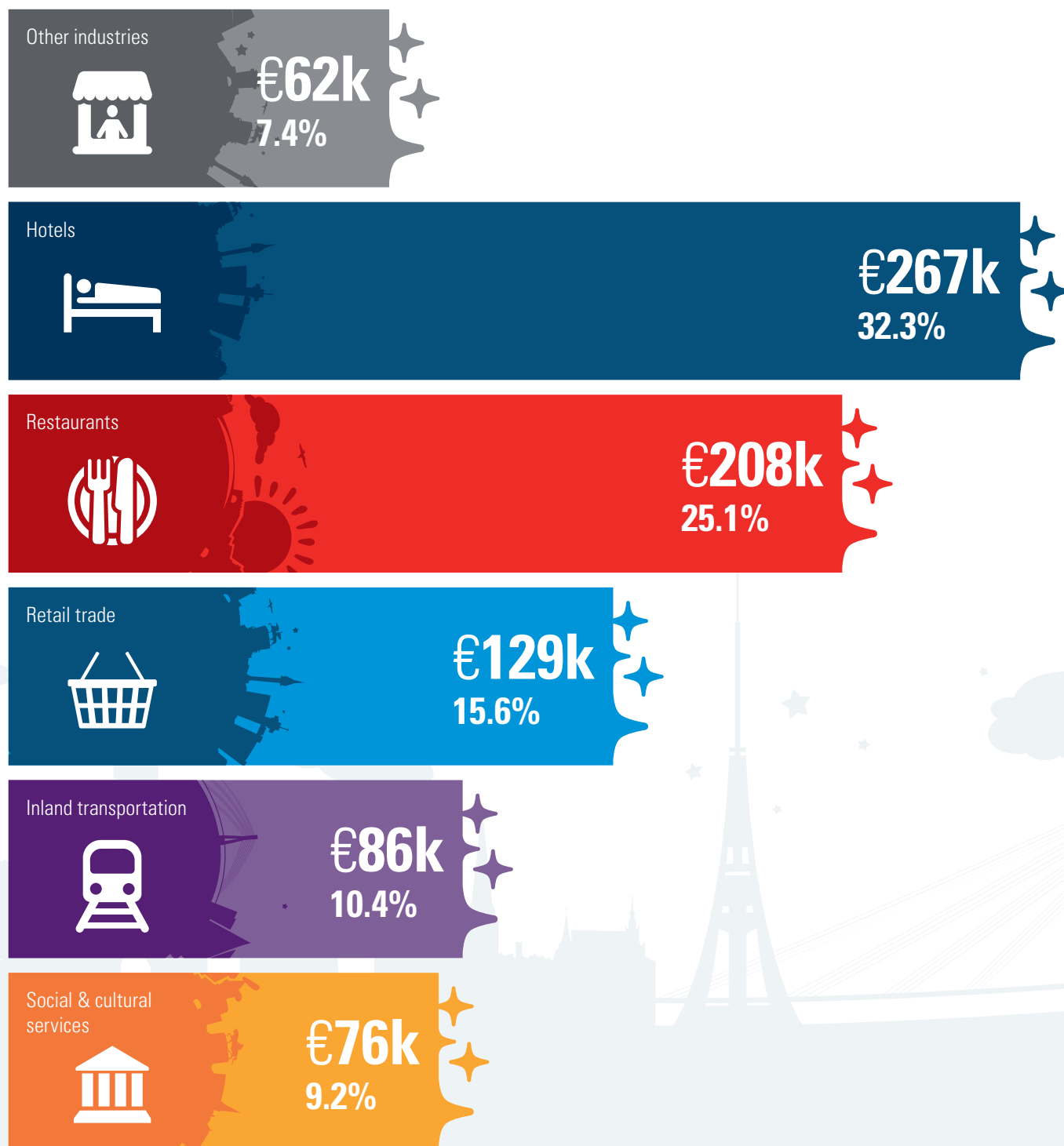
### Indirect economic impact by stakeholder category





The expenditures in the **hotel** and **restaurant** industry induced spending of **€267k** and **€208k**, while suppliers of the **retail** industry benefited by an additional **€129k**.

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Riga  
**Scope:** Indirect Impact in Riga

## Indirect impacts induced by stakeholders and expenditure category

### National spectators



Total	€254k	100%
Hotels	20.3%	
Restaurants	29.1%	
Retail trade	25.3%	
Inland transportation	11.9%	
Social & cultural services	13.5%	
Other industries	-	



### International spectators



Total	€438k	100%
Hotels	42.1%	
Restaurants	27.0%	
Retail trade	14.3%	
Inland transportation	9.2%	
Social & cultural services	7.5%	
Other industries	-	



### National media



Total	€4k	100%
Hotels	32.3%	
Restaurants	23.8%	
Retail trade	22.4%	
Inland transportation	8.7%	
Social & cultural services	12.7%	
Other industries	-	



### International media



Total	€9k	100%
Hotels	42.1%	
Restaurants	27.0%	
Retail trade	14.3%	
Inland transportation	9.2%	
Social & cultural services	7.5%	
Other industries	-	



### Teams



Total	€13k	100%
Hotels	76.9%	
Restaurants	6.8%	
Retail trade	-	
Inland transportation	0.3%	
Social & cultural services	8.2%	
Other industries	7.8%	



### LOC



Total	€109k	100%
Hotels	14.6%	
Restaurants	10.5%	
Retail trade	-	
Inland transportation	13.4%	
Social & cultural services	6.1%	
Other industries	55.4%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

**Host city:** Riga  
**Scope:** Indirect Impact in Riga

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## DIRECT

Hotels  
**€1,255k**

Restaurants  
**€976k**

Retail trade  
**€570k**

## INDIRECT

Wholesale & retail trade  
**€59k**

Wholesale & retail trade  
**€46k**

Wholesale & retail trade  
**€36k**

Finance & insurance  
**€51k**

Finance & insurance  
**€40k**

Transportation & logistics  
**€24k**

Real estate activities  
**€39k**

Real estate activities  
**€31k**

Finance & insurance  
**€20k**

...

...

...

Food, beverages & tobacco  
**€17k**

Food, beverages & tobacco  
**€13k**

Construction  
**€2k**

Other industries  
**€100k**

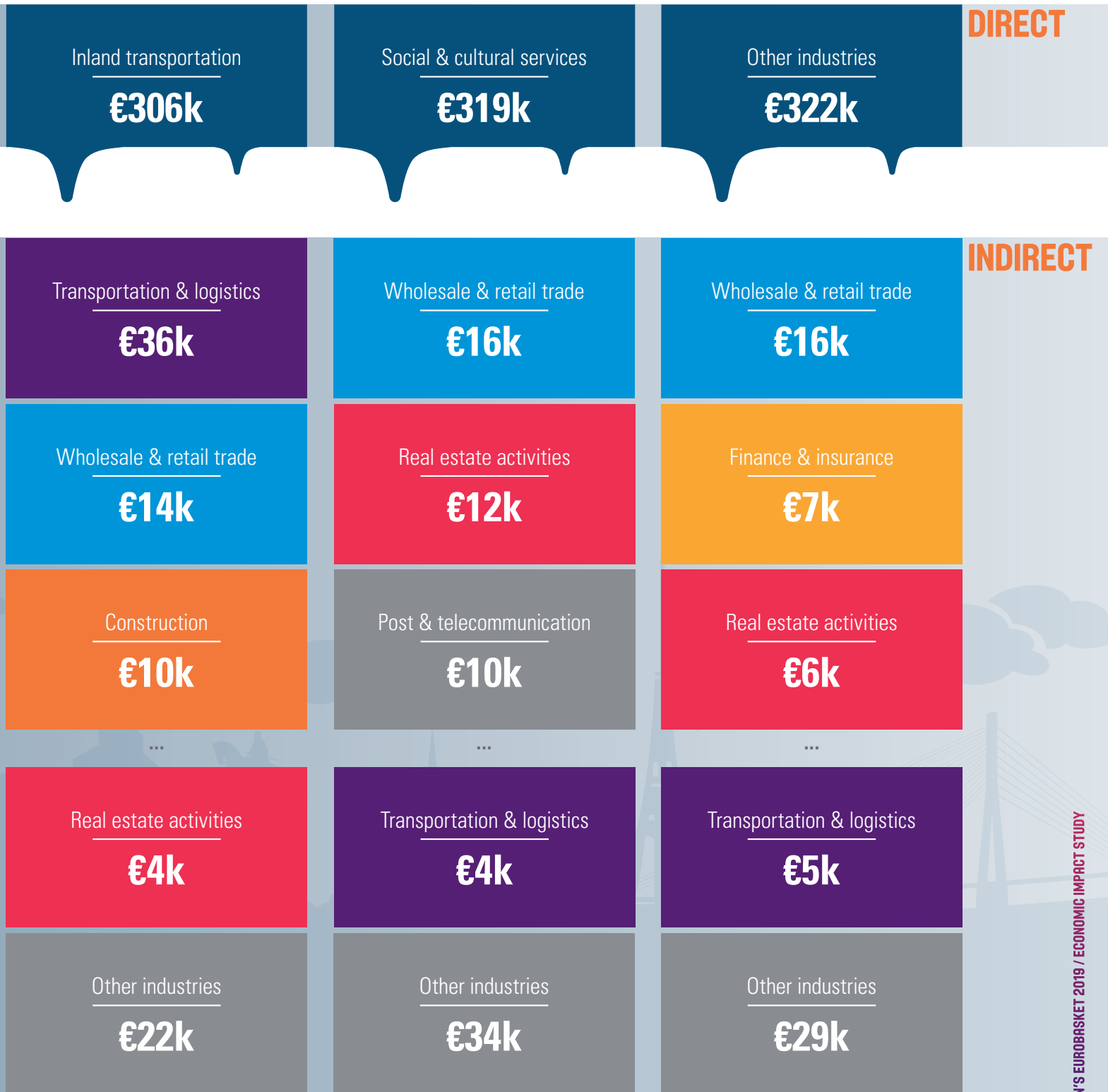
Other industries  
**€78k**

Other industries  
**€46k**

Real estate activities Construction Finance & insurance Wholesale & retail trade

## INDIRECT IMPACTS

Companies benefited from **FIBA Women's EuroBasket 2019** along the whole supply chain. Companies in the **wholesale & retail trade** industry profited most from expenditures for **hotels** and **restaurants** (€59k and €46k) while expenditures for **inland transportation** increased the demand in the **transportation and logistics** industry (€36k).



■ Food, beverages & tobacco
 ■ Transportation & logistics
 ■ Other industries

**Host city:** Riga

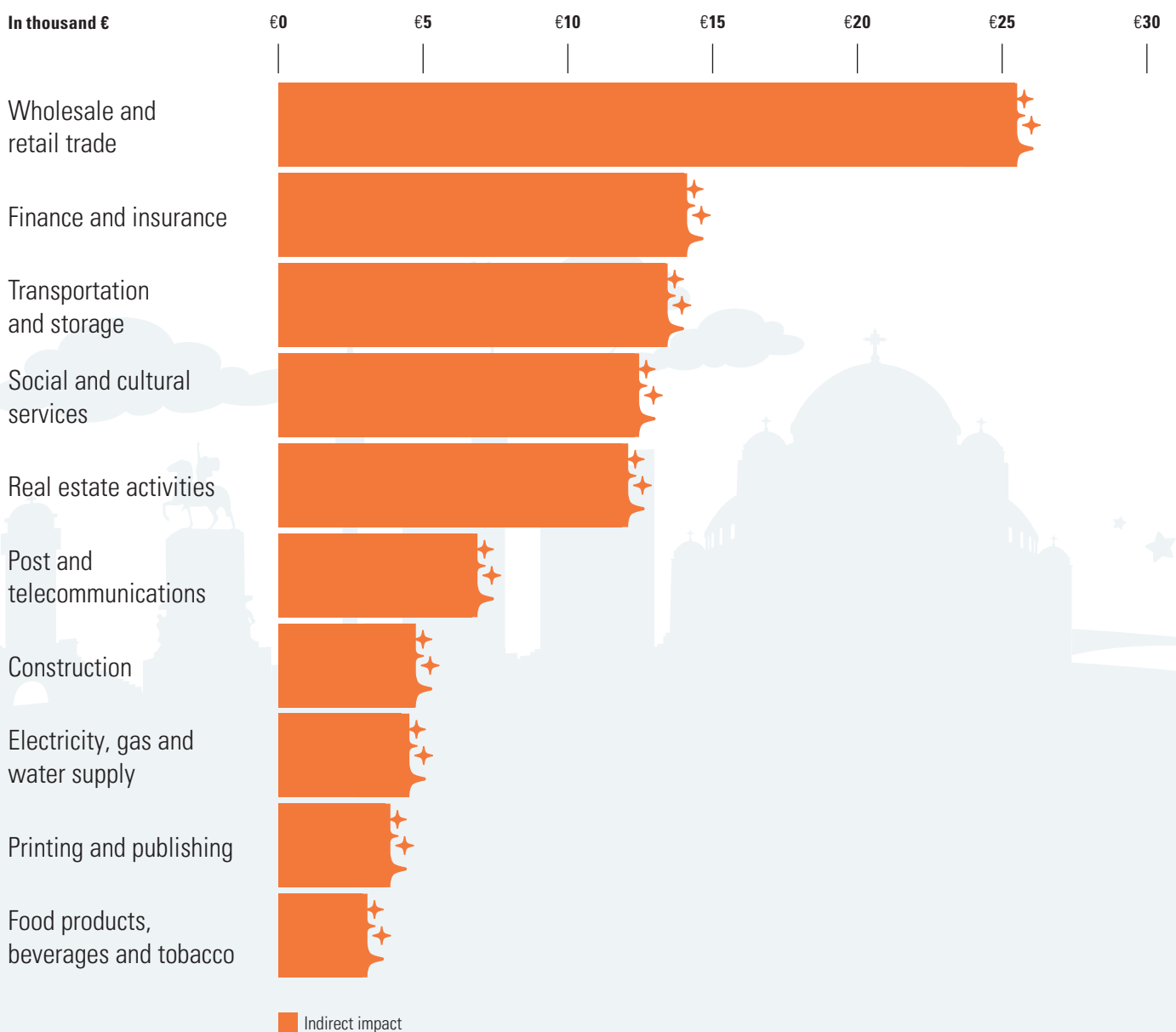
**Scope:** Indirect Impact in Riga

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

The LOC triggered an additional impact of **€109k** in Riga. The main part of these expenditures accrued in **wholesale and retail trade** industry and for **finance and insurance** (€25k and €14k respectively), which jointly comprise more than **36%** of the LOC's total expenditures.

### Indirect impact: main industries affected by LOC expenditures

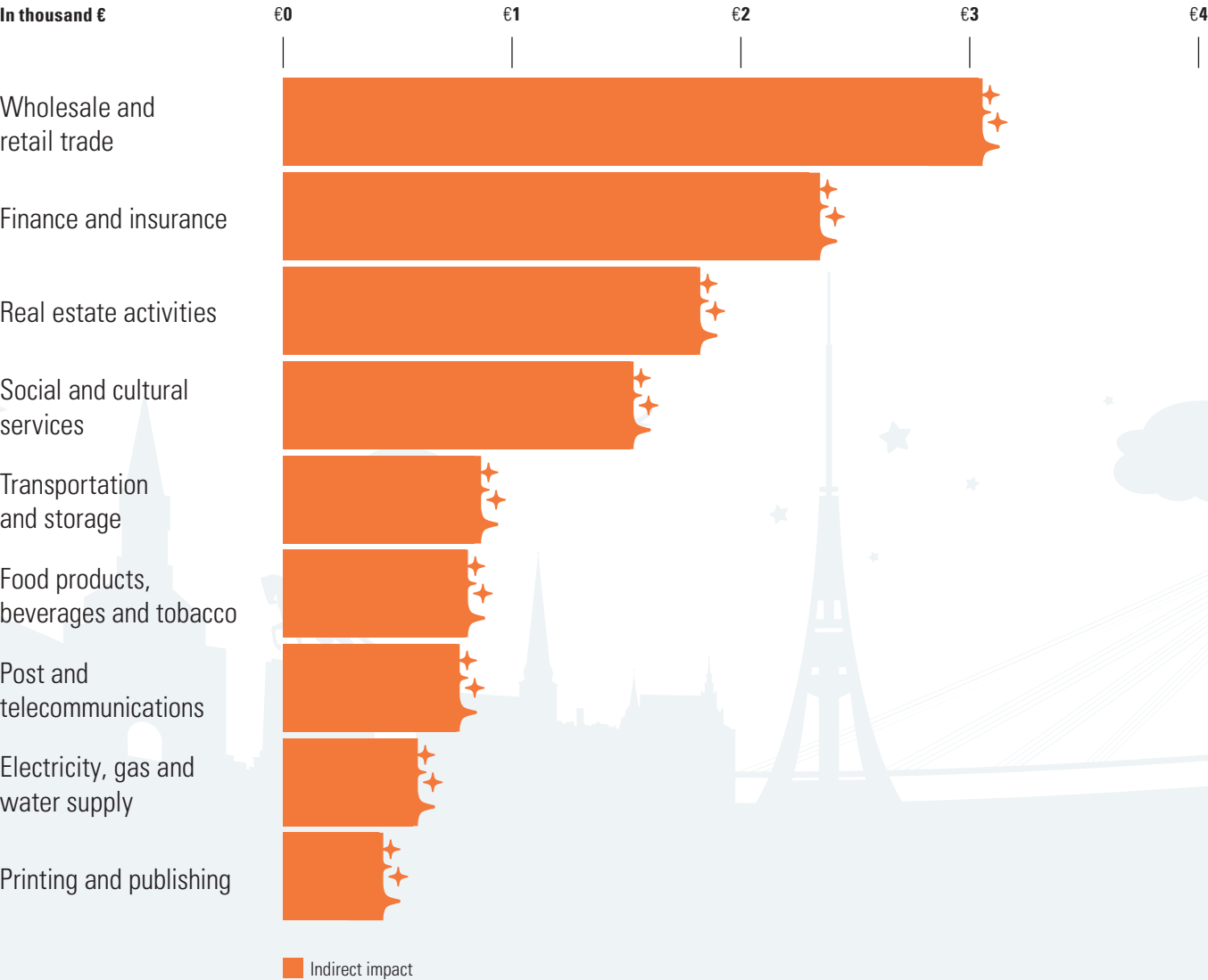


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered an additional **€13k**. The sector **wholesale and retail trade** benefited most by receiving **€3k** followed by **finance and insurance sector (€2k)**, which jointly comprise **40%** of total indirect impact induced by team expenditure.

### Indirect impact: main industries affected by team expenditures



**Host city:** Riga  
**Scope:** Total Impact in Riga

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA Women's EuroBasket 2019 generated total value added of **€4.6m** in Riga. **International spectators'** expenditures induced **€2.4m** of value added (**53%** of total). The **LOC's** expenditure contributed directly and indirectly **€0.6m** to GDP.

### Total economic impact by stakeholder category

National spectators

**€1.4m 30.1%**

LOC

**€0.6m 13.9%**

Teams

**€0.1m 1.7%**

International media

**€0.1m 1.1%**

National media

**<€0.1m 0.4%**

International spectators

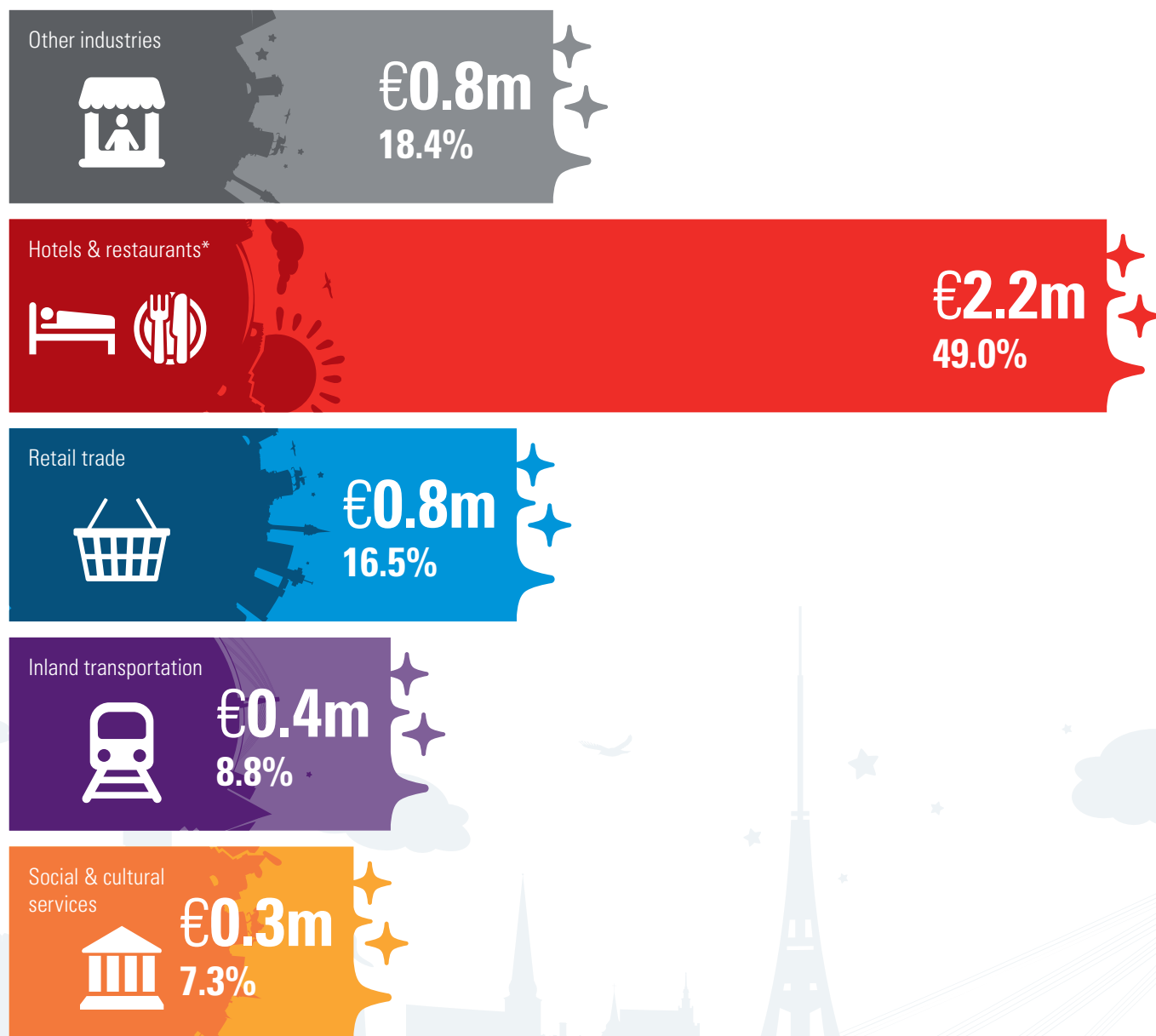
**€2.4m 52.8%**

Total  
(rounded figure)  
**€4.6m**  
100%



49% of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in this industry benefited from additional **€2.2m** followed by companies in **other industries** (**€0.8m, 18%**).

## Total economic impact by expenditure category



\*As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. We hence summed up the total impacts of both categories.

**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Riga

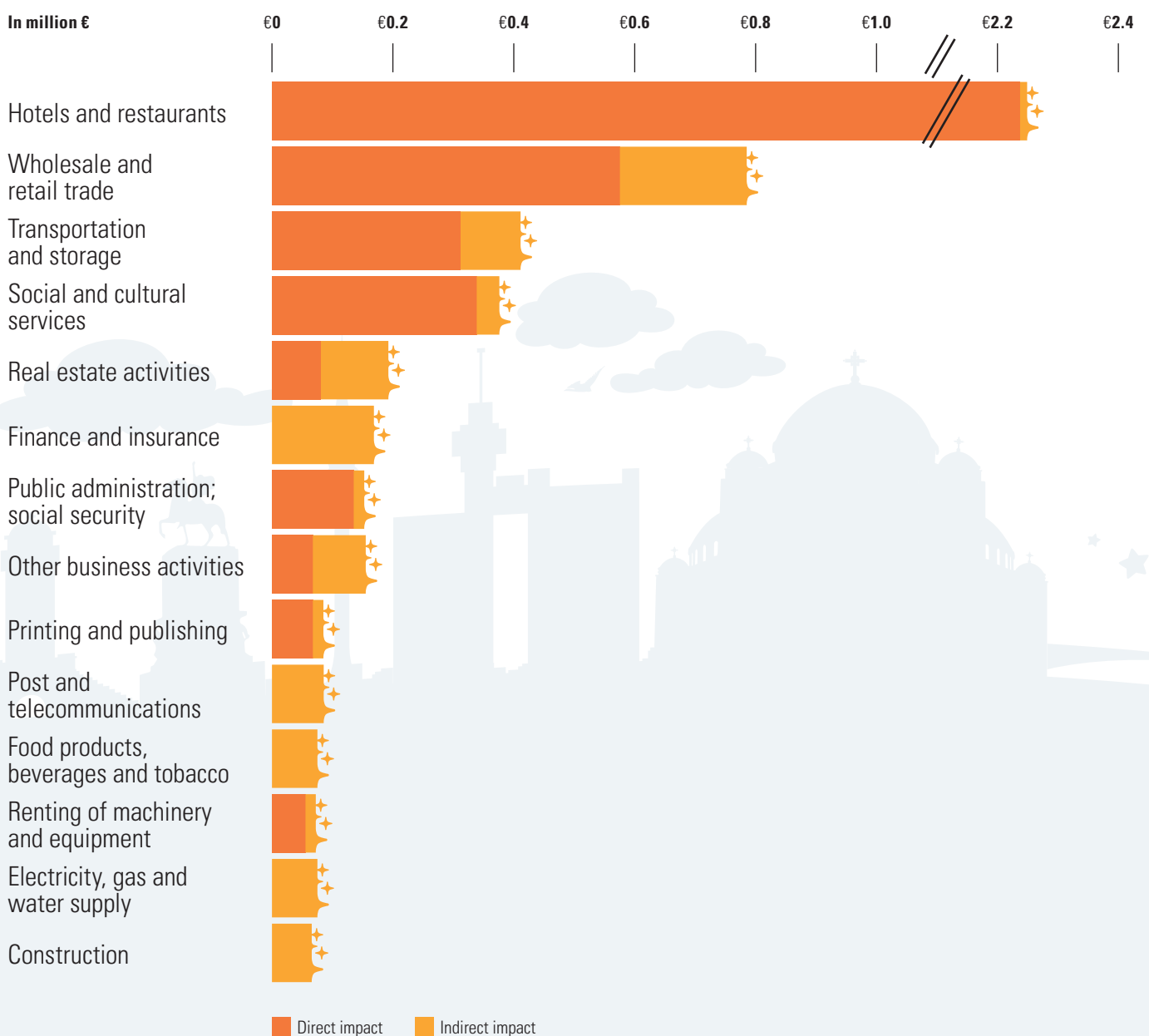
**Scope:** Total Impact in Riga

# MAIN INDUSTRIES AFFECTED BY FIBA WOMEN'S EUROBASKET 2019

## TOTAL IMPACT

In total, **FIBA Women's EuroBasket 2019** induced value added of **€4.6m** in **Riga**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. In particular, companies in the **wholesale and retail trade** industry and **transportation and storage** industry profited from direct impacts created by FIBA Women's EuroBasket 2019.

## Total impact: main industries affected by FIBA Women's EuroBasket 2019





**Host city:** Riga

**Scope:** Indirect Impact outside Riga

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

**Outside of Riga**, companies benefited indirectly from **FIBA Women's EuroBasket 2019**. They provided inputs for the economy of Riga. Companies profited most by spending of **international spectators (€105k)**.

### Indirect economic impact by stakeholder category

National spectators

**€52k 27.9%**

LOC

**€22k 11.9%**

Teams

**€4k 2.0%**

International media

**€2k 1.2%**

National media

**<€1k 0.4%**

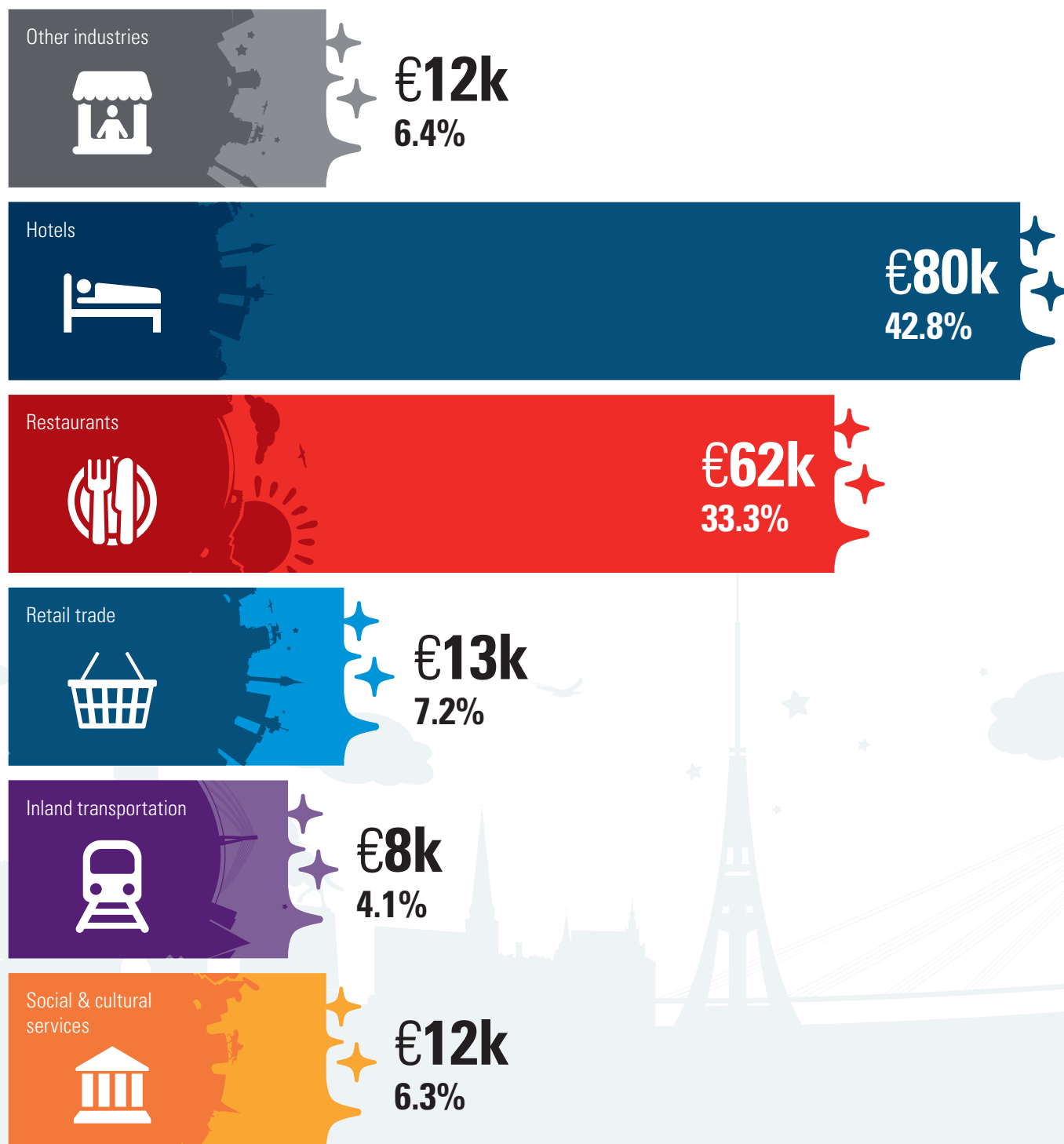
International spectators

**€105k 56.6%**

Total  
(rounded figure)  
**€186k**  
100%

Suppliers of goods and services for the **hotels** industry benefited most by an additional value added of **€80k**, followed by suppliers of the **restaurant** industry (**€62k**).

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

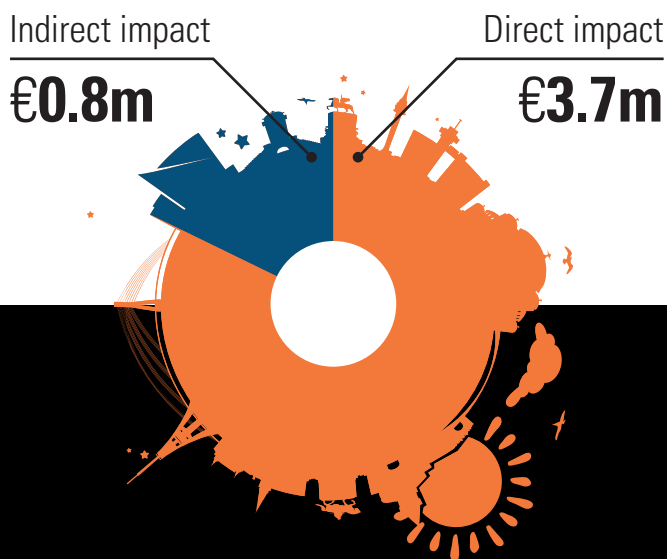
**Host city:** Riga  
**Scope:** Total Impact in Latvia

# TOTAL IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

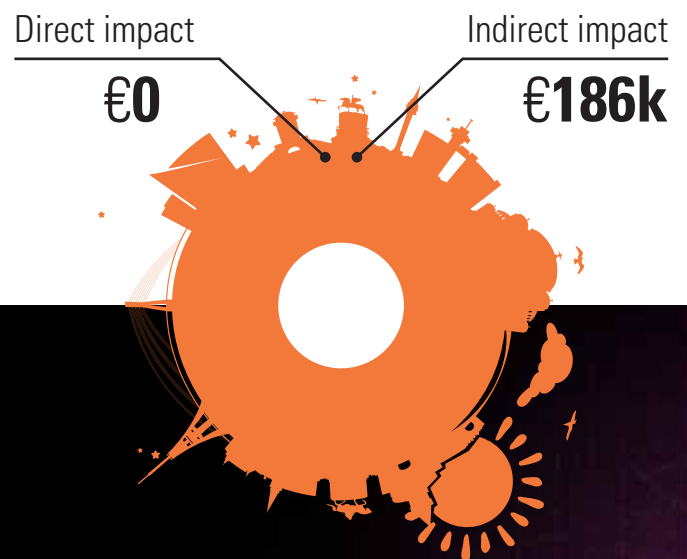
## TOTAL IMPACT

The **Latvian economy** benefited by additional value added of **€4.8m** created by **FIBA Women's EuroBasket 2019**. While **€0.2m** accrued outside of Riga, the economy of Riga benefited by **€4.6m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in and outside of Riga.

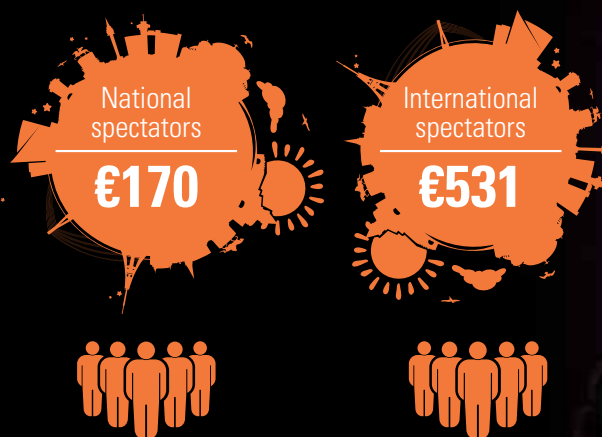
### Total impact in Riga



### Total impact outside of Riga



### Total impact in Riga (per head)



**Host city:** Riga  
**Scope:** Total Impact in Latvia

# ADDITIONAL IMPACT: SPONSORS' AND LOCAL INSTITUTIONS' SPENDING

## TOTAL IMPACT

The **Latvian economy** benefited from several event sponsors by receiving **€65k**. One Euro of spending generated on average **additional €0.25 in Latvia**. On average, sponsor's spending triggered a total impact of **€81k** in Latvia.

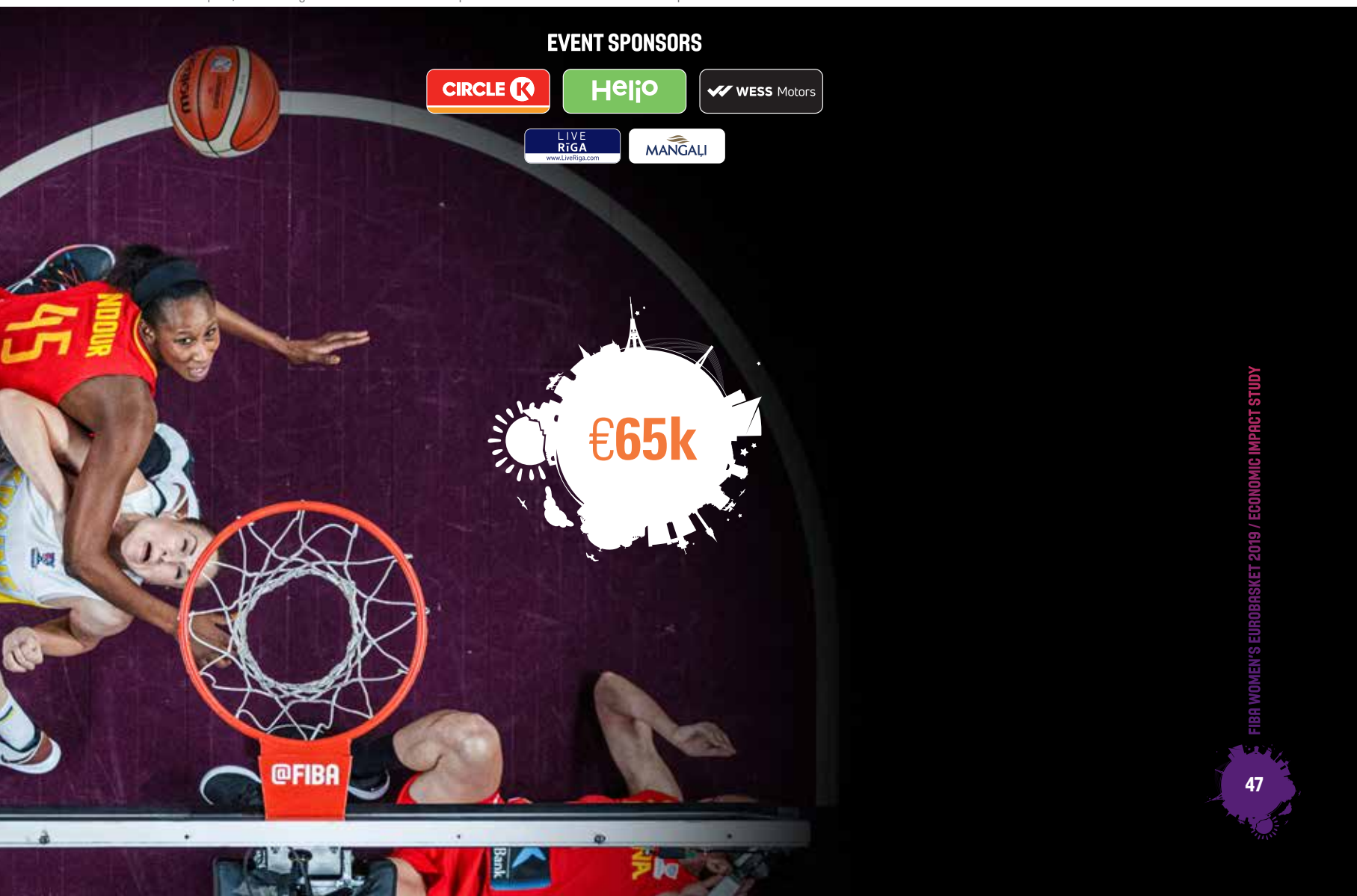
### Average multiplier (Latvia)

Additional Euro per Euro spent	
Indirect	€0.25
Total	€1.25

### Average impact (Latvia)

Total impact	
Event sponsors	€81k

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum.



**Host city:** Riga

**Scope:** Total Impact in Latvia

# LEGACY OF FIBA WOMEN'S EUROBASKET 2019

## Popularization of female basketball

Female sport, be it basketball, soccer or almost any other sport, is facing great challenges worldwide in terms of spectator attendance, number of girls participating in sports as well as sponsors' involvement. Nevertheless, female basketball in Latvia could be considered a great exception in all of the above mentioned areas. This is impacted not only by the great results of Latvian female basketball players but just as much by the opportunity to organize large scale events such as FIBA Women's EuroBasket, which Latvia has had the honour of hosting for the second time in the past decade.

These events have had a great positive impact on the development of women's basketball in Latvia in the long term, as well as immediate outcomes.

Since organizing the first FIBA Women's EuroBasket in Latvia in 2009, the number of registered youth female basketball players in the country has increased by an amazing 59% (32% of all youth basketball players in the country). These improvements sounds even more significant when taking into account the overall demographic decrease of females aged 0-14 in Latvia from 2009 to 2019. Hosting FIBA Women's EuroBasket 2019 is expected to have further positive impact in popularizing basketball among girls in the upcoming years.

One of the main goals during events such as FIBA Women's EuroBasket is to display female basketball as more than just a sport: it's a source of positive emotions to spectators, socially responsible athletes and many more. Based on these parameters, FIBA Women's EuroBasket 2019 can be considered as another great success story. In the summer of 2019 members of Latvian women's national team were active ambassadors of the campaign against breast cancer, called 'Pink Ribbon' (for the eighth consecutive year). Over this period, the campaign achieved great awareness success, with the number of women to have examined themselves rising from 19.4% to 42.1% of the entire population. Social responsibility and the fact that Latvia was hosting the Women's EuroBasket attracted the interest of one of the most famous documentary makers in Latvia to produce an art piece about Latvian players. This movie is planned to be released in the spring of 2020 and is expected to further popularize female basketball in the country.

Finally, despite not having the best possible sports results and the Latvian team not qualifying for the Quarter-Finals, more than 3,000 fans in Arena Riga were standing for the final minute of the final Latvian game and applauding the team, which shows that the event had brought positive emotions to them. In terms of increasing attendance, the Latvian Basketball Association, in close cooperation with Swedish Basketball Federation, developed a package of initiatives, which attracted more than 600 Swedish fans to Riga, who felt like at home and part of the event.

Last but not least, a general sponsor for the Baltic Women's Basketball League was found this autumn after several years of operating without it. We strongly believe that the successful organization of FIBA Women's EuroBasket 2019 might have had certain arguments for further business involvement in female basketball in Latvia.

FIBA Women's EuroBasket 2019 in Riga was a huge success by many standards and we believe it will once again provide the base for maintaining the popularity of female basketball in Latvia.

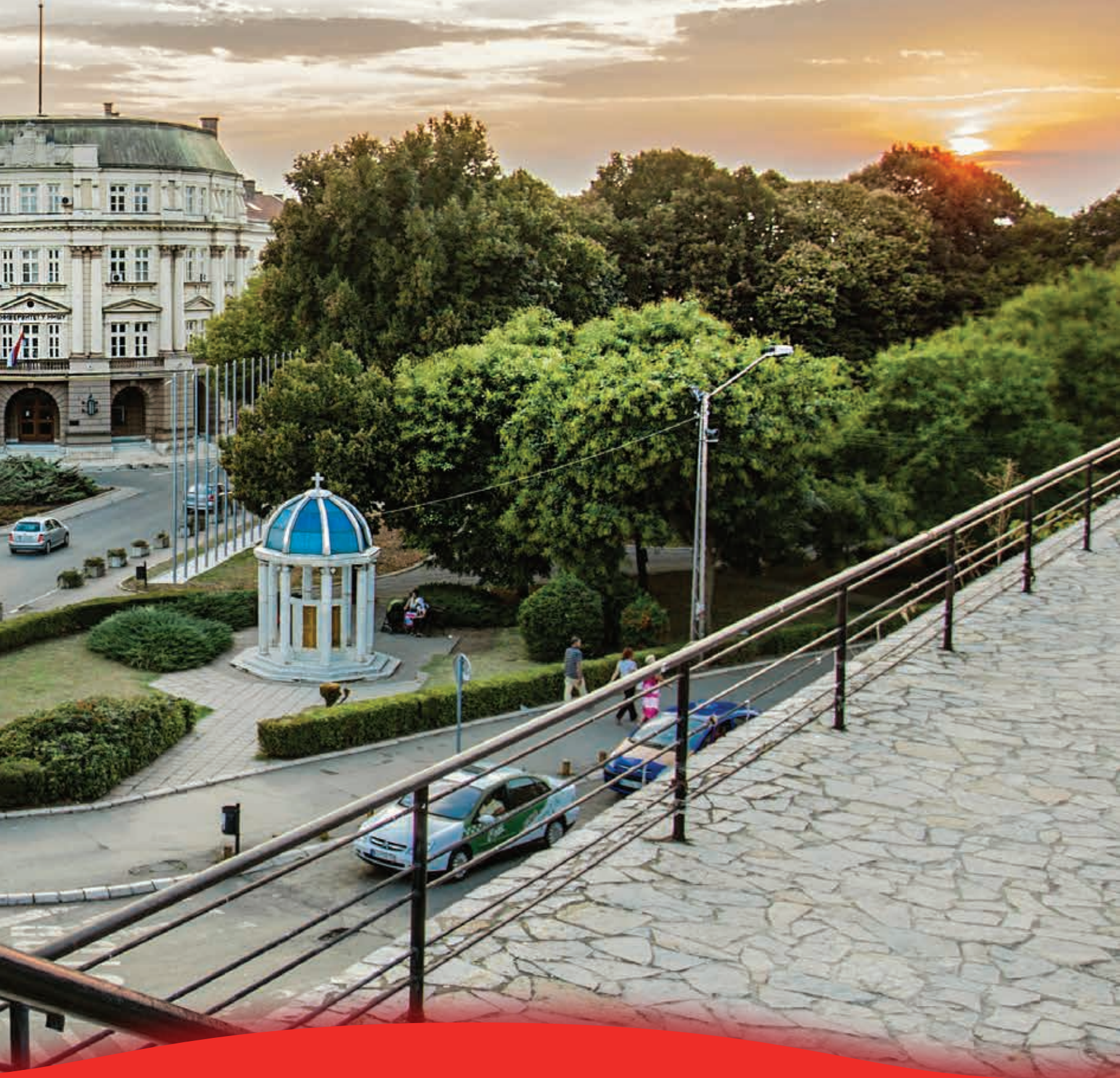








**NIS  
SERBIA**



# Niš

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In Niš, FIBA Women's EuroBasket 2019 attracted **3,691** visitors from Serbia and abroad (27 June – 30 June 2019). Most of them were local spectators.



Total number of visitors



Source: PwC analysis based on data provided by FIBA.

## OVERVIEW OF RESULTS

In **Niš**, the event generated a total impact of **€1.2m** of which **86%** were direct impacts. Outside of Niš, **FIBA Women's EuroBasket 2019** triggered another **€0.1m**, which led to a total impact of **€1.3m** on the Serbian economy.

Indirect impact

**€0.2m**

Direct impact

**€1.0m**

Total  
impact in Niš  
**€1.2m**

Total  
impact outside of Niš  
**€0.1m**

Total  
impact in Serbia  
**€1.3m**

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum (on this and the following pages).

**Host city:** Niš

**Scope:** Direct Impact in Niš

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA Women's EuroBasket 2019** and the LOC spent a total amount of **€1.0m** in Niš. **LOC** spent the largest portion (**€412k, 41%**). **International spectators** contributed **€272k (27%)**.

### Direct economic impact by stakeholder category

International spectators

**€272k 27.2%**

National spectators

**€119k 11.9%**

Local spectators

**€89k 8.9%**

Teams

**€86k 8.6%**

International media

**€16k 1.6%**

National media

**€7k 0.7%**

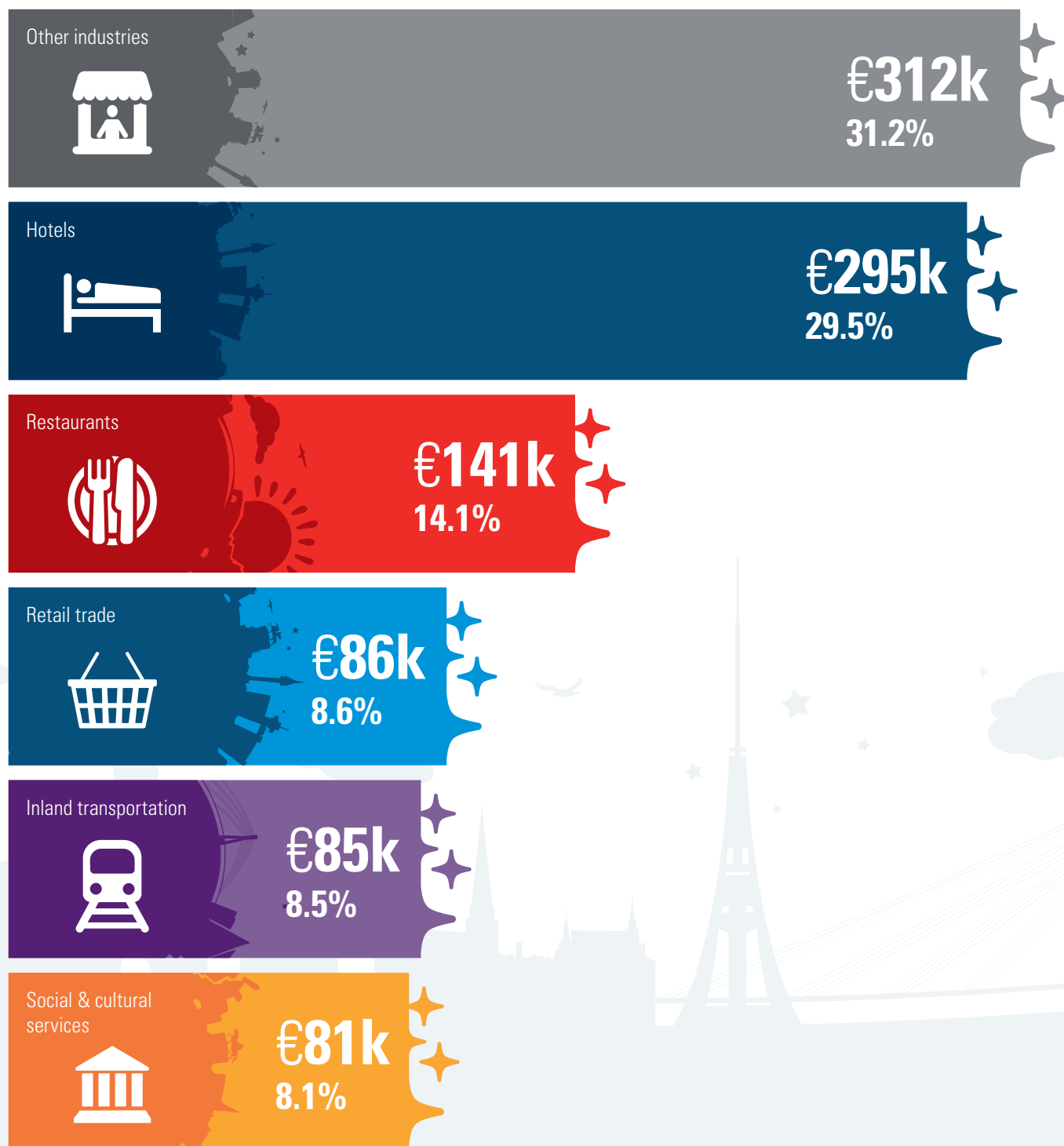
LOC

**€412k 41.2%**

Total  
(rounded figure)  
**€1.0m**  
100%

The **hotel** industry benefited most from FIBA Women's EuroBasket 2019 in Niš as **€295k** were spent by visitors for accommodation. The second and third most expenditures were made in the **other** industries (**€312k**).

## Direct economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Niš  
**Scope:** Direct Impact in Niš

## Direct impact: expenditures of stakeholders by expenditure category

### Local spectators



Total	€89k	100%
Hotels	-	
Restaurants	38.0%	
Retail trade	22.1%	
Inland transportation	21.1%	
Social & cultural services	18.8%	
Other industries	-	



### National spectators



Total	€119k	100%
Hotels	42.2%	
Restaurants	22.7%	
Retail trade	11.9%	
Inland transportation	8.3%	
Social & cultural services	14.9%	
Other industries	-	



### International spectators



Total	€272k	100%
Hotels	34.6%	
Restaurants	23.7%	
Retail trade	17.8%	
Inland transportation	12.3%	
Social & cultural services	11.5%	
Other industries	-	



### National media



Total	€7k	100%
Hotels	42.2%	
Restaurants	22.7%	
Retail trade	11.9%	
Inland transportation	8.3%	
Social & cultural services	14.9%	
Other industries	-	





### International media



Total	€16k	100%
Hotels	34.6%	
Restaurants	23.7%	
Retail trade	17.8%	
Inland transportation	12.3%	
Social & cultural services	11.5%	
Other industries	-	



### Teams



Total	€86k	100%
Hotels	54.1%	
Restaurants	4.4%	
Retail trade	-	
Inland transportation	10.3%	
Social & cultural services	12.9%	
Other industries	18.2%	



### LOC



Total	€412k	100%
Hotels	23.3%	
Restaurants	1.5%	
Retail trade	-	
Inland transportation	2.9%	
Social & cultural services	0.4%	
Other industries	71.9%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

**Host city:** Niš

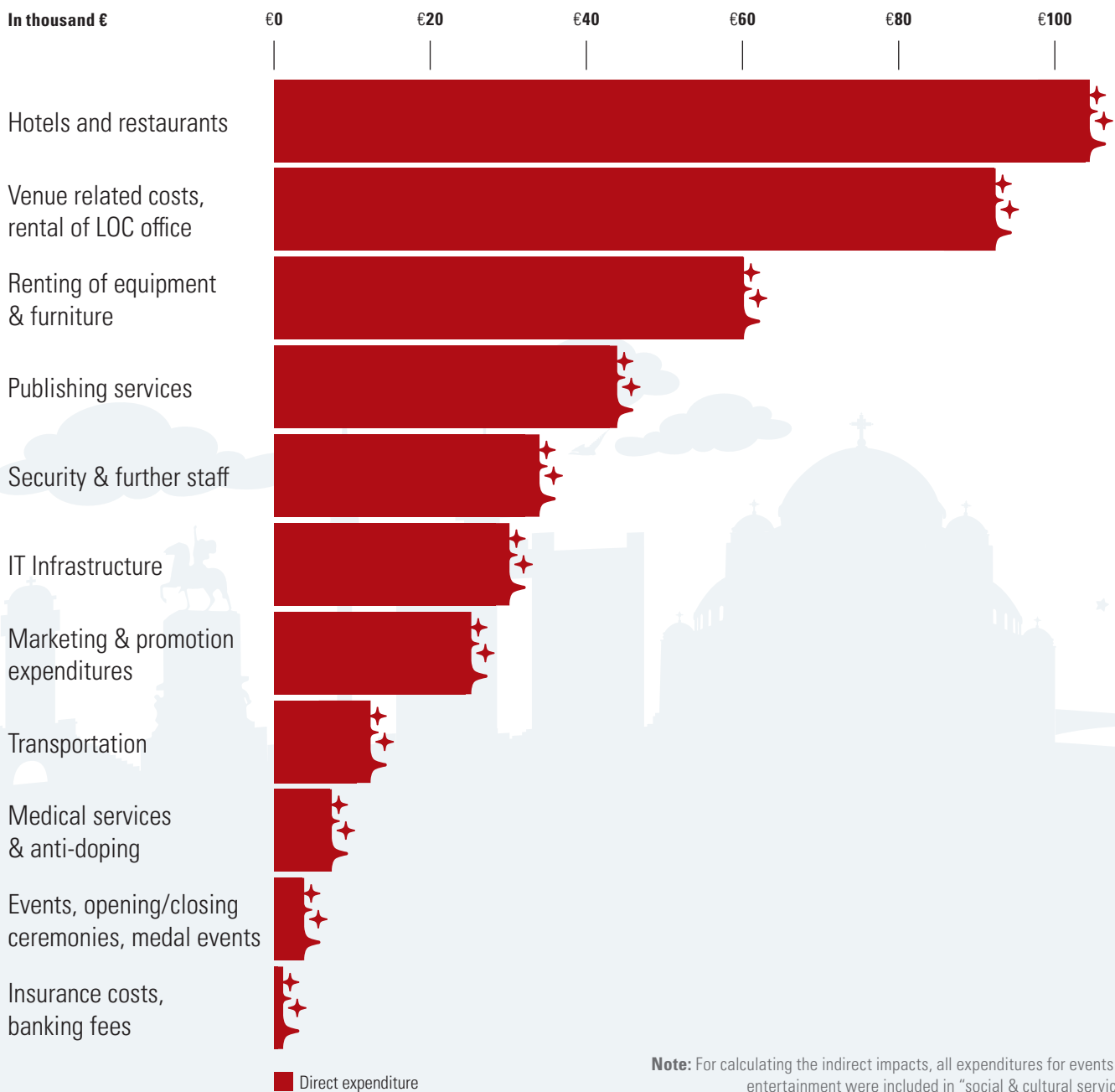
**Scope:** Direct Impact in Niš

# LOC SPENDING BY INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€412k** in Niš. The main part of these expenditures accrued in the **hotel and restaurants** industry and for **venue related costs, rental of LOC office** (**€102k** and **€95k** respectively), which jointly comprise **48%** of the LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures

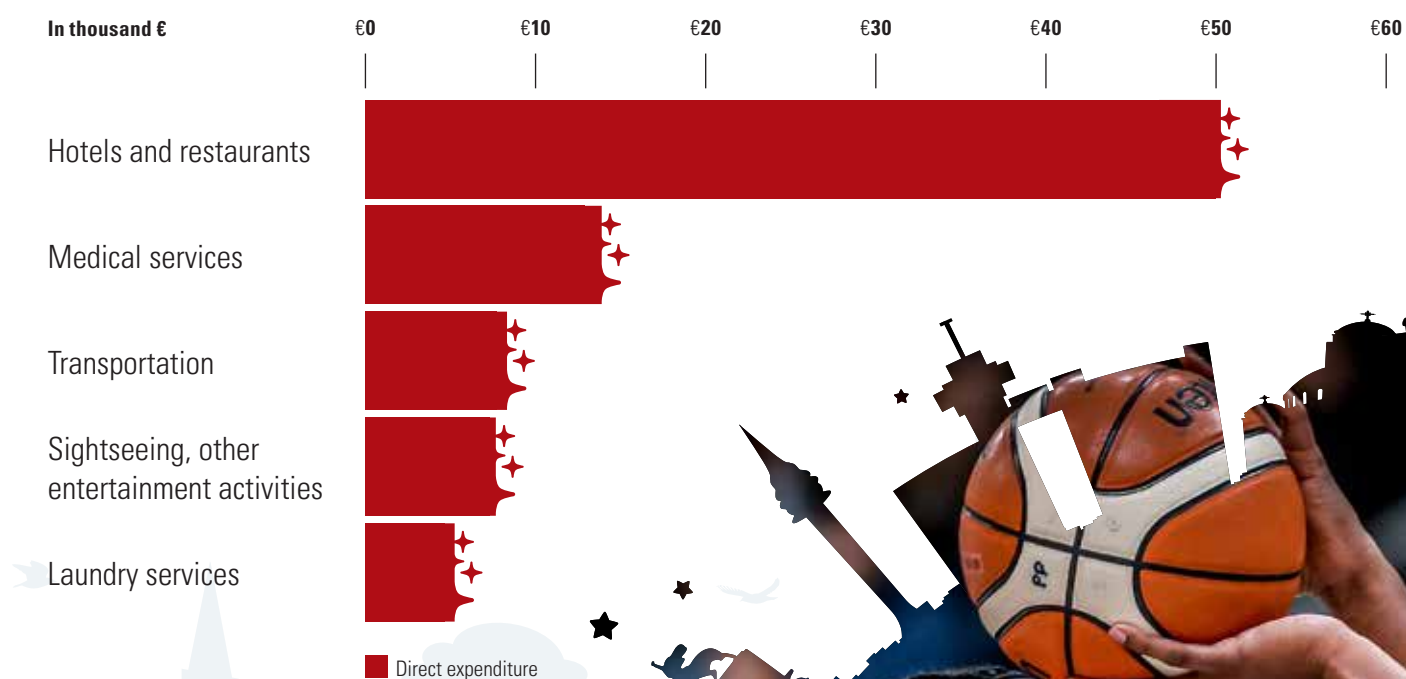


# TEAM SPENDING BY INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€86k** in Niš. The bulk of these expenditures accrued in the **hotel and restaurant** industry (**€50k**) and for **medical services** (**€12k**), which jointly comprise **76%** of teams' total expenditures.

### Direct impact: main industries affected by team expenditures



**Note:** For calculating the indirect impacts, all expenditures sightseeing, other entertainment activities and laundry services were included in "social & cultural services".

**Host city:** Niš

**Scope:** Indirect Impact in Niš

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Indirect expenditures during the **FIBA Women's EuroBasket 2019** triggered further positive effects of **€159k** for the economy. **LOC** expenditures induced an additional **€57k** while **International spectators'** had an indirect contribution of **€48k**.

### Indirect economic impact by stakeholder category

International spectators

**€48k** 30.0%

National spectators

**€21k** 13.1%

Local spectators

**€16k** 9.8%

Teams

**€14k** 9.0%

International media

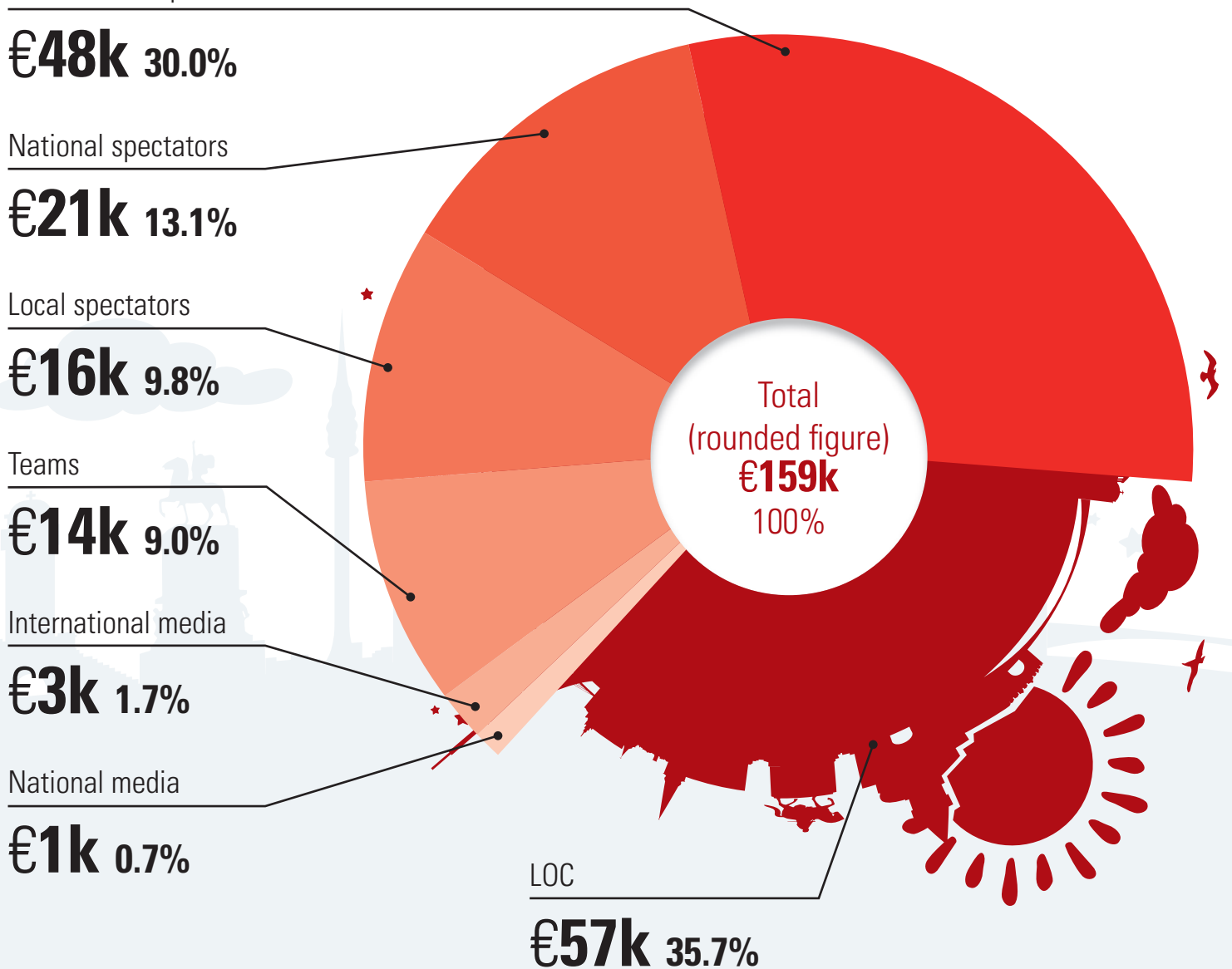
**€3k** 1.7%

National media

**€1k** 0.7%

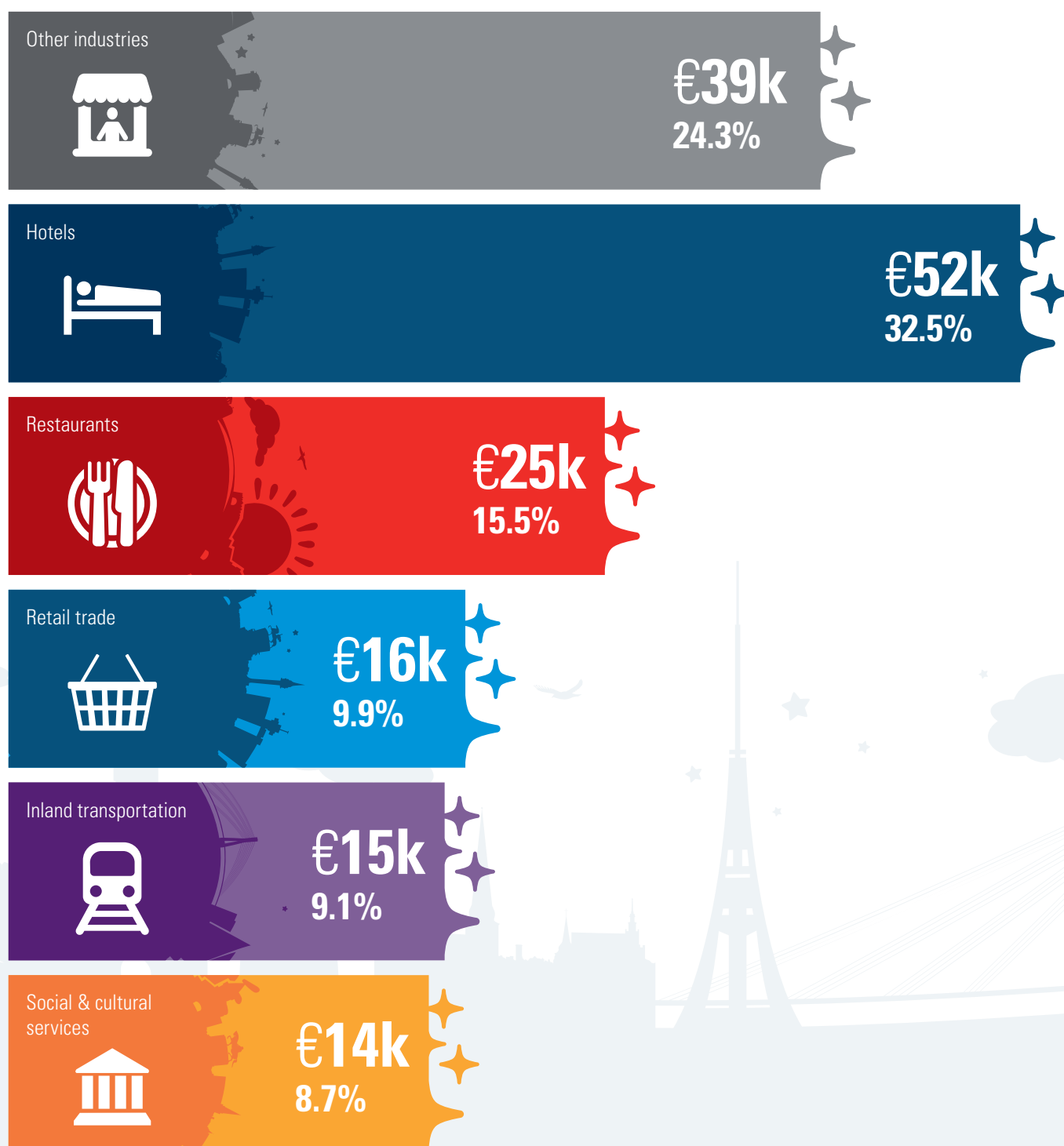
LOC

**€57k** 35.7%



The expenditures in the **hotel** and **restaurant** industry induced spending of **€52k** and **€25k**, while suppliers of the **other industries** benefited by an additional **€39k**.

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Niš  
**Scope:** Indirect Impact in Niš

## Indirect impacts induced by stakeholders and expenditure category

### Local spectators



Total	€16k	100%
Hotels	-	
Restaurants	38.0%	
Retail trade	23.2%	
Inland transportation	20.5%	
Social & cultural services	18.3%	
Other industries	-	



### National spectators



Total	€21k	100%
Hotels	42.2%	
Restaurants	22.7%	
Retail trade	12.5%	
Inland transportation	8.0%	
Social & cultural services	14.5%	
Other industries	-	



### International spectators



Total	€48k	100%
Hotels	34.6%	
Restaurants	23.7%	
Retail trade	18.6%	
Inland transportation	11.9%	
Social & cultural services	11.2%	
Other industries	-	



### National media



Total	€1k	100%
Hotels	42.2%	
Restaurants	22.7%	
Retail trade	12.5%	
Inland transportation	8.0%	
Social & cultural services	14.5%	
Other industries	-	



### International media



Total	€3k	100%
Hotels	34.6%	
Restaurants	23.7%	
Retail trade	18.6%	
Inland transportation	11.9%	
Social & cultural services	11.2%	
Other industries	-	



### Teams



Total	€14k	100%
Hotels	56.7%	
Restaurants	4.7%	
Retail trade	-	
Inland transportation	10.4%	
Social & cultural services	13.2%	
Other industries	15.1%	



### LOC



Total	€57k	100%
Hotels	29.7%	
Restaurants	1.9%	
Retail trade	-	
Inland transportation	3.6%	
Social & cultural services	0.5%	
Other industries	64.4%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

**Host city:** Niš  
**Scope:** Indirect Impact in Niš

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## DIRECT

Hotels  
**€295k**

Restaurants  
**€141k**

Retail trade  
**€86k**

## INDIRECT

Real estate activities  
**€8k**

Real estate activities  
**€4k**

Agriculture  
**€4k**

Agriculture  
**€7k**

Agriculture  
**€3k**

Transportation & logistics  
**€2k**

Wholesale & retail trade  
**€5k**

Wholesale & retail trade  
**€3k**

Real estate activities  
**€2k**

...

...

...

Food, beverages & tobacco  
**€2k**

Food, beverages & tobacco  
**€1k**

Finance & insurance  
**€1k**

Other industries  
**€30k**

Other industries  
**€14k**

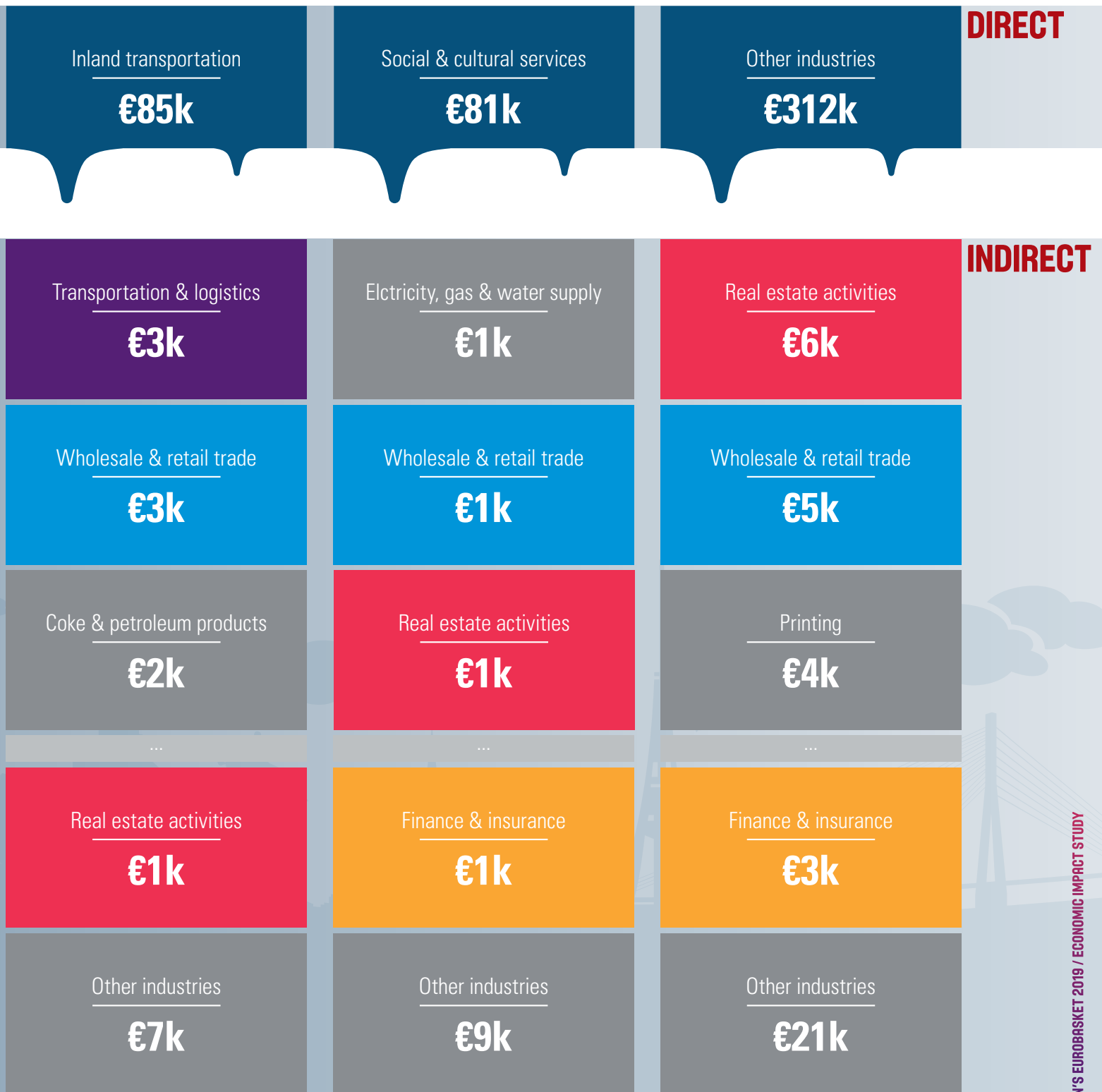
Other industries  
**€8k**

Real estate activities Agriculture Finance & insurance Wholesale & retail trade



## INDIRECT IMPACTS

Companies benefited from **FIBA Women's EuroBasket 2019** along the whole supply chain. Companies in the **real estate activities** industry profited most from expenditures for **hotels** and **restaurants** (**€8k** and **€4k**) while expenditures for inland transportation increased the demand in the **transportation and logistics** industry (**€3k**).



■ Food, beverages & tobacco
 ■ Transportation & logistics
 ■ Other industries

**Host city:** Niš

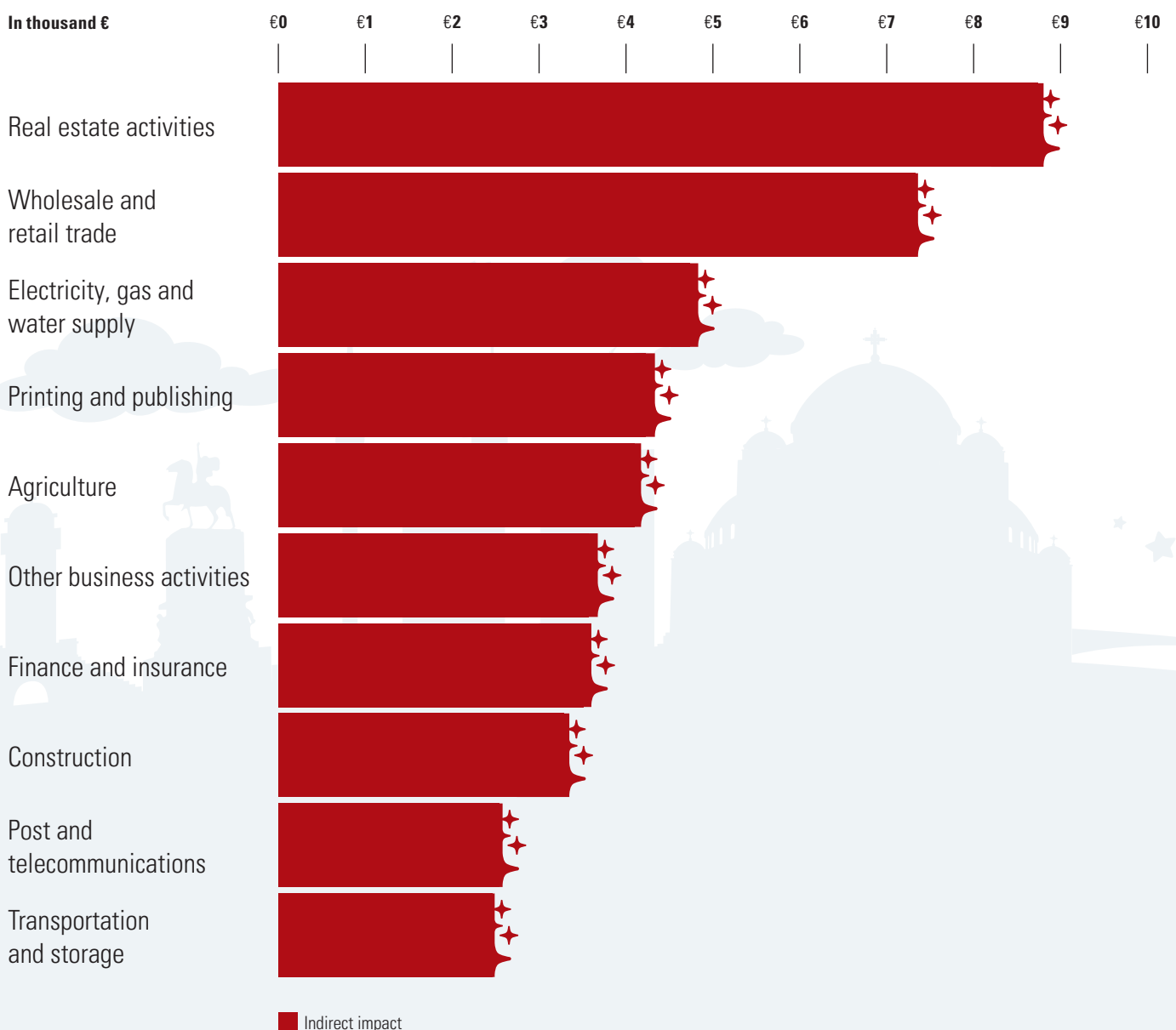
**Scope:** Indirect Impact in Niš

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

The LOC triggered an additional impact of **€57k** in Niš. The main part of these expenditures accrued in **real estate** industry and for **wholesale and trade** (€9k and €7k respectively), which jointly comprise more than **28%** of the LOC's total expenditures.

### Indirect impact: main industries affected by LOC expenditures

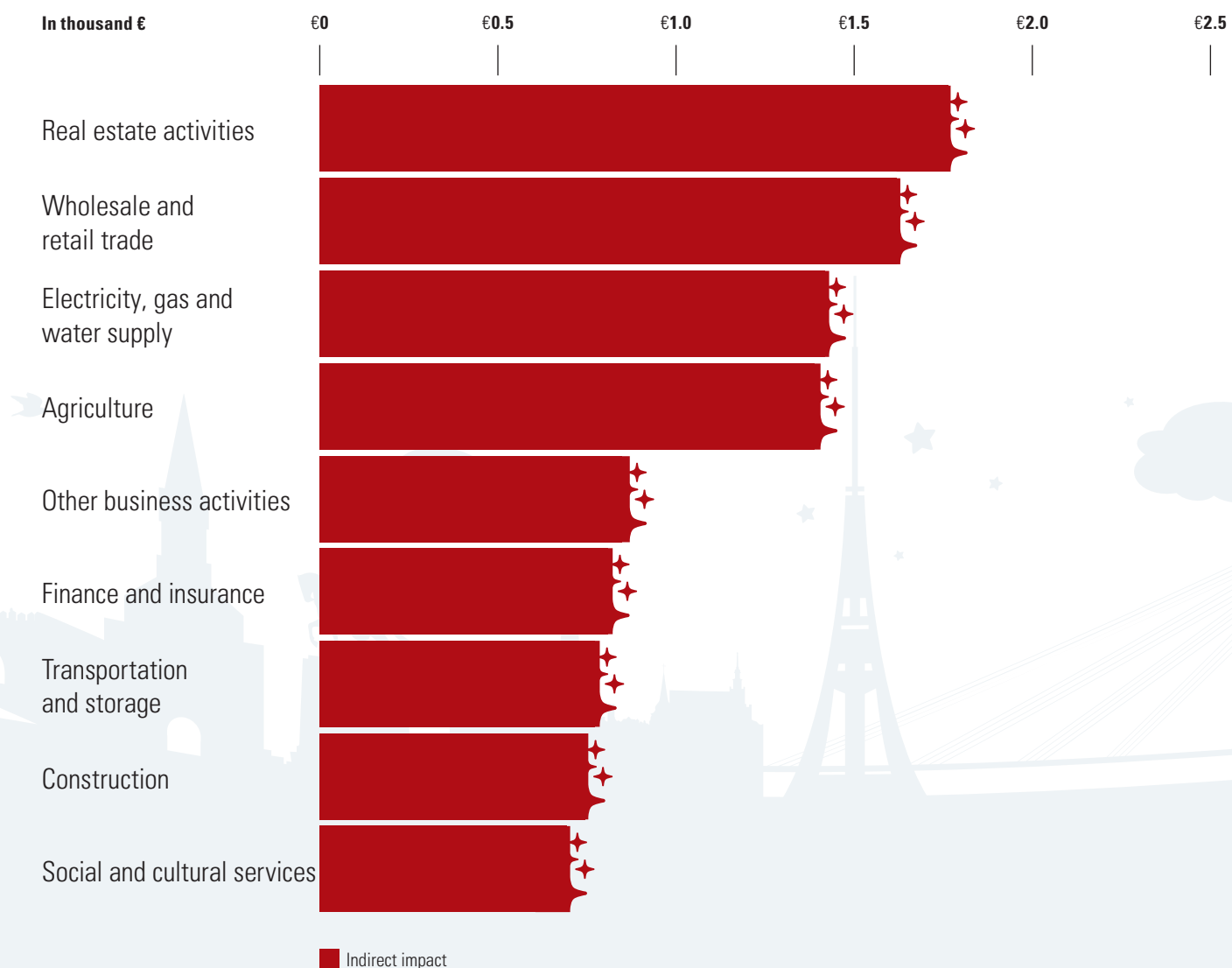


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered an additional **€14k**. The sector **real estate activities** benefited most by receiving **€2k** followed by **wholesale and retail trade industry (€2k)**, which jointly comprise **23%** of total indirect impact induced by team expenditure.

### Indirect impact: main industries affected by team expenditures



**Host city:** Niš

**Scope:** Total Impact in Niš

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA Women's EuroBasket 2019 generated total value added of **€1.2m** in Niš. The **LOC's** expenditure contributed directly and indirectly **€469k** to GDP. **International spectators'** expenditures induced **€320k** of value added.

### Total economic impact by stakeholder category

International spectators

**€320k** 27.6%

National spectators

**€140k** 12.1%

Local spectators

**€104k** 9.0%

Teams

**€100k** 8.6%

International media

**€18k** 1.6%

National media

**€8k** 0.7%

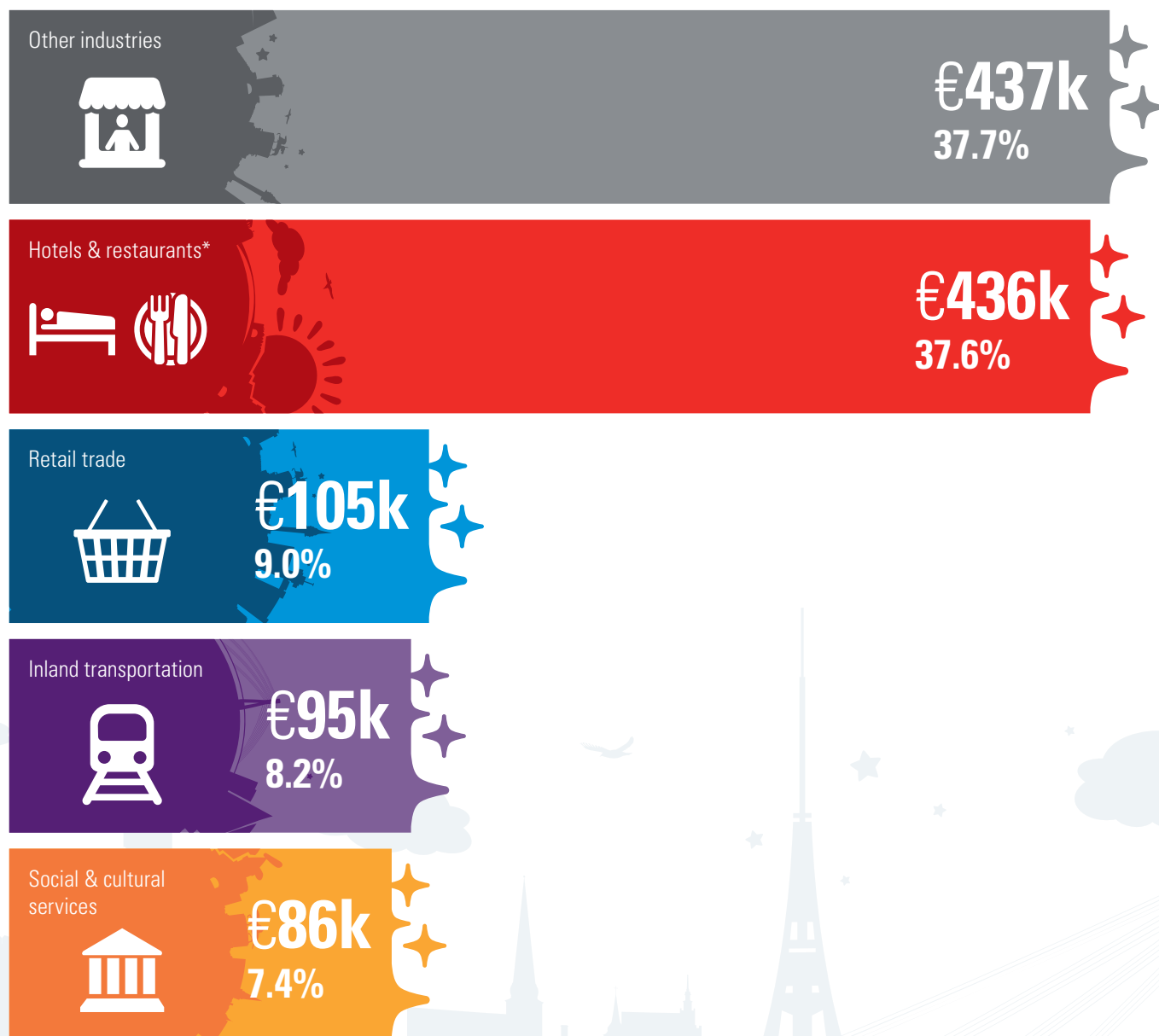
LOC

**€469k** 40.4%

Total  
(rounded figure)  
**€1.2m**  
100%

**38%** of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in this industry benefited from additional **€436k**. Companies in **other industries** benefited from additional **€437k (38%)**.

## Total economic impact by expenditure category



\*As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. We hence summed up the total impacts of both categories.

**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Niš

**Scope:** Total Impact in Niš

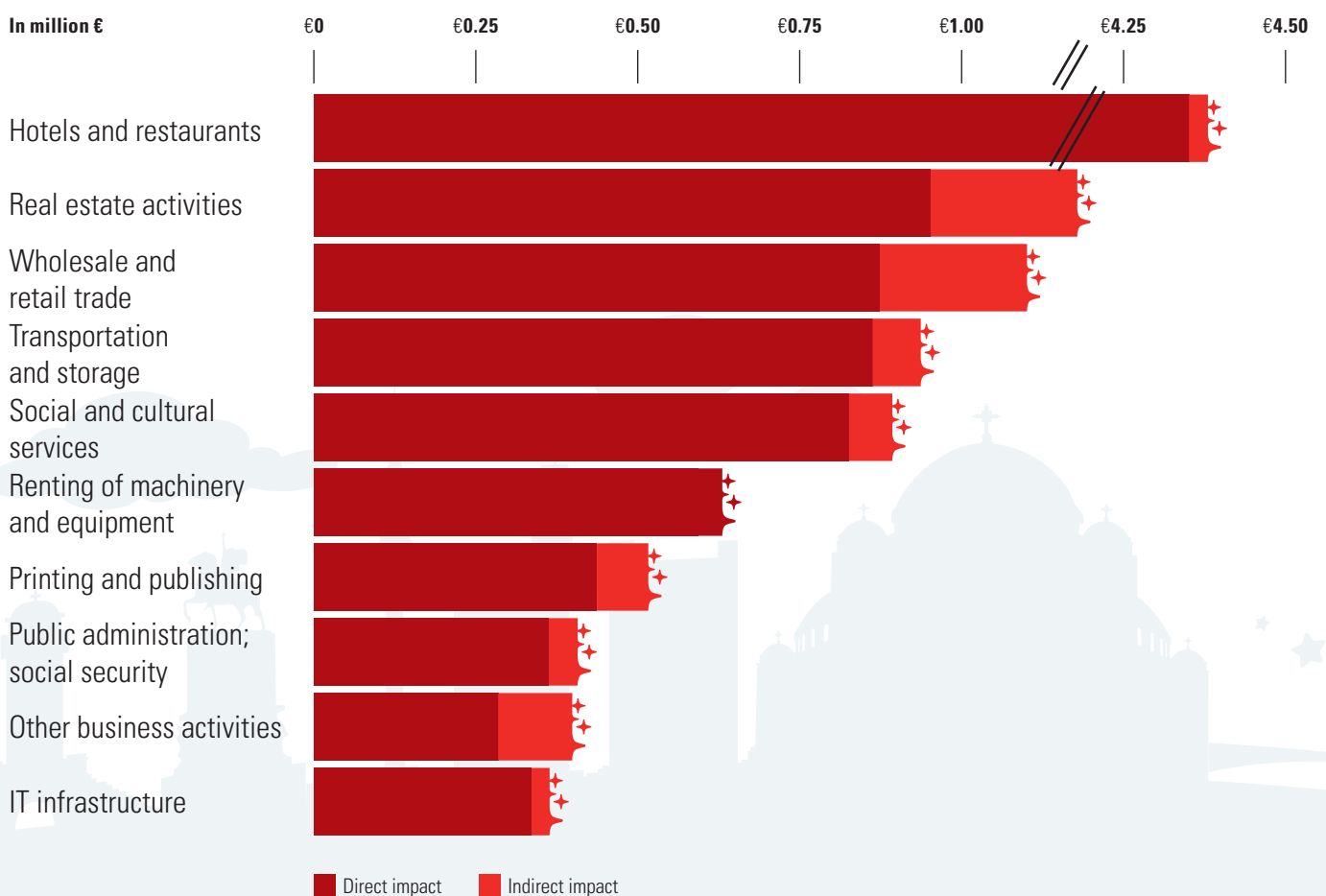
# MAIN INDUSTRIES AFFECTED BY FIBA WOMEN'S EUROBASKET 2019

## TOTAL IMPACT

In total, **FIBA Women's EuroBasket 2019** induced value added of **€1.2m** in **Niš**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. In particular, companies in the **real estate** industry and **wholesale and retail** industry profited from direct impacts created by FIBA Women's EuroBasket 2019.



## Total impact: main industries affected by FIBA Women's Eurobasket 2019





**Host city:** Niš

**Scope:** Indirect Impact outside Niš

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

**Outside of Niš**, companies benefited indirectly from **FIBA Women's EuroBasket 2019**. They provided inputs for the economy of Niš. Companies profited most by spending of **LOC (€46k)**.

### Indirect economic impact by stakeholder category

International spectators

**€36k 29.0%**

National spectators

**€16k 12.7%**

Local spectators

**€12k 9.8%**

Teams

**€11k 8.8%**

International media

**€2k 1.7%**

National media

**<€1k 0.7%**

LOC

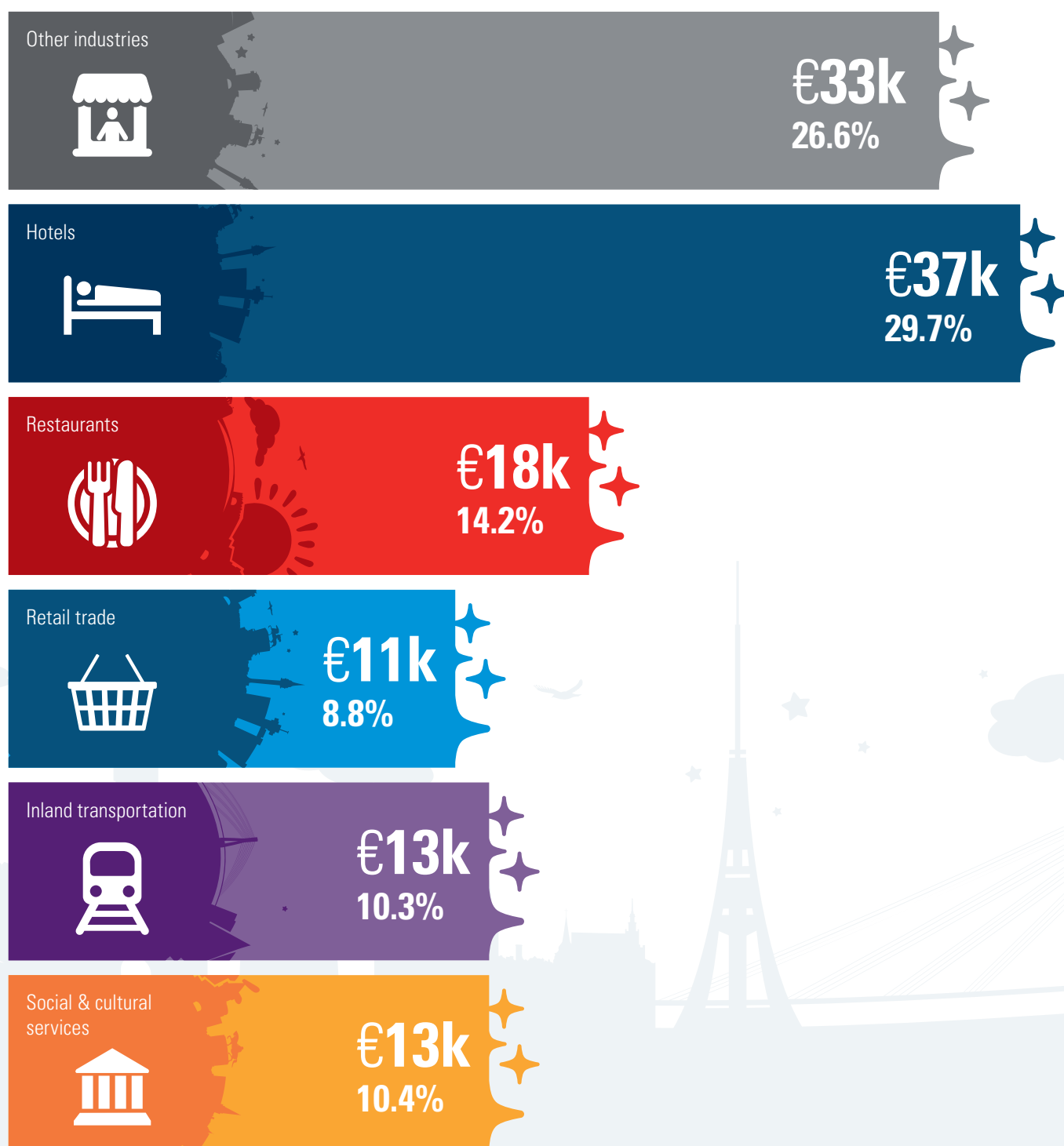
**€46k 37.2%**

Total  
(rounded figure)  
**€123k**  
100%



Suppliers of goods and services for the **hotels** industry benefited most by an additional value added of **€37k**, followed by suppliers of **other industries** (€33k) and the **restaurant** industry (€18k).

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

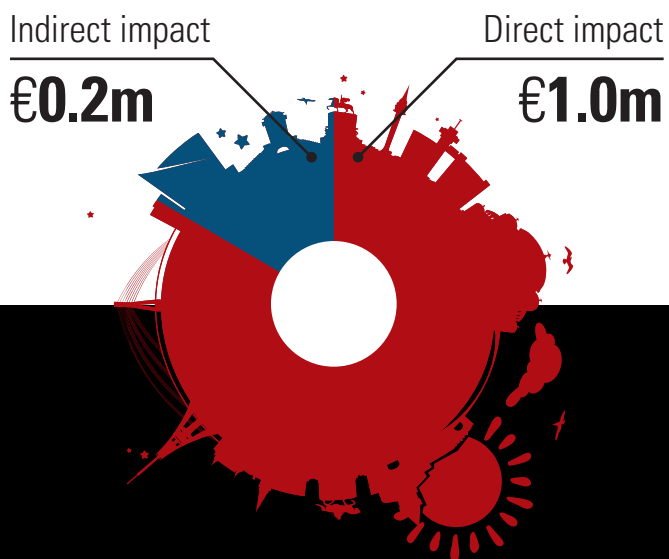
**Host city:** Niš  
**Scope:** Total Impact in Serbia

# TOTAL IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

## TOTAL IMPACT

The **Serbian economy** benefited by additional value added of **€1.3m** created by **FIBA Women's EuroBasket 2019 in Niš**. While **€0.1m** accrued outside of Niš, the economy of Niš benefited by **€1.2m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in and outside of Niš.

### Total impact in Niš



### Total impact outside of Niš



### Total impact in Niš (per head)





**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum.





# ZRENJANIN SERBIA



# ZRENJANIN

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In Zrenjanin, FIBA Women's EuroBasket 2019 attracted **6,493 visitors** from Serbia and abroad (27 June – 30 June 2019). Most of them were national spectators.



Total number of visitors



Source: PwC analysis based on data provided by FIBA.

## OVERVIEW OF RESULTS

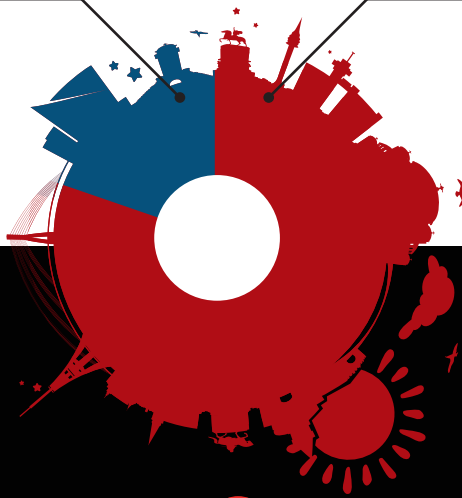
In **Zrenjanin**, the event generated a total impact of **€1.5m** of which **82%** were direct impacts. Outside of Zrenjanin, **FIBA Women's EuroBasket 2019** triggered another **€0.1m**, which led to a total impact of **€1.6m** on the Serbian economy.

Indirect impact

**€0.3m**

Direct impact

**€1.2m**



Total  
impact in Zrenjanin

**€1.5m**

Total  
impact in Serbia

**€1.6m**

Total  
impact outside of Zrenjanin

**€0.1m**

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum (on this and the following pages).



**Host city:** Zrenjanin  
**Scope:** Direct Impact in Zrenjanin

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA Women's EuroBasket 2019** and the LOC spent a total amount of **€1.2m** in Zrenjanin. **LOC** spent the largest portion (**€384k, 31%**). **International spectators** contributed **€334k (27%)**.

### Direct economic impact by stakeholder category

International spectators

**€334k 26.8%**

National spectators

**€312k 25.1%**

Local spectators

**€120k 9.7%**

Teams

**€72k 5.8%**

International media

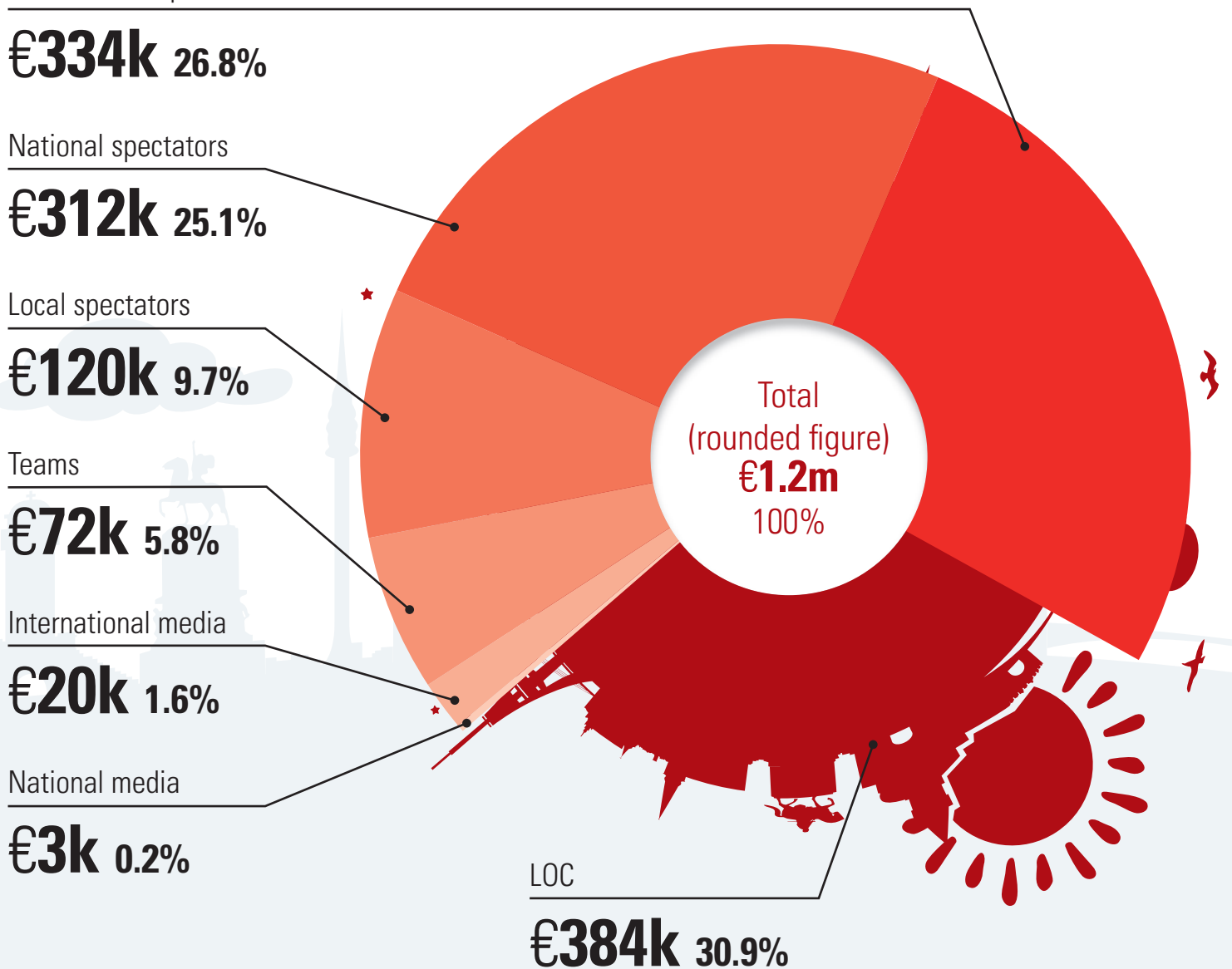
**€20k 1.6%**

National media

**€3k 0.2%**

LOC

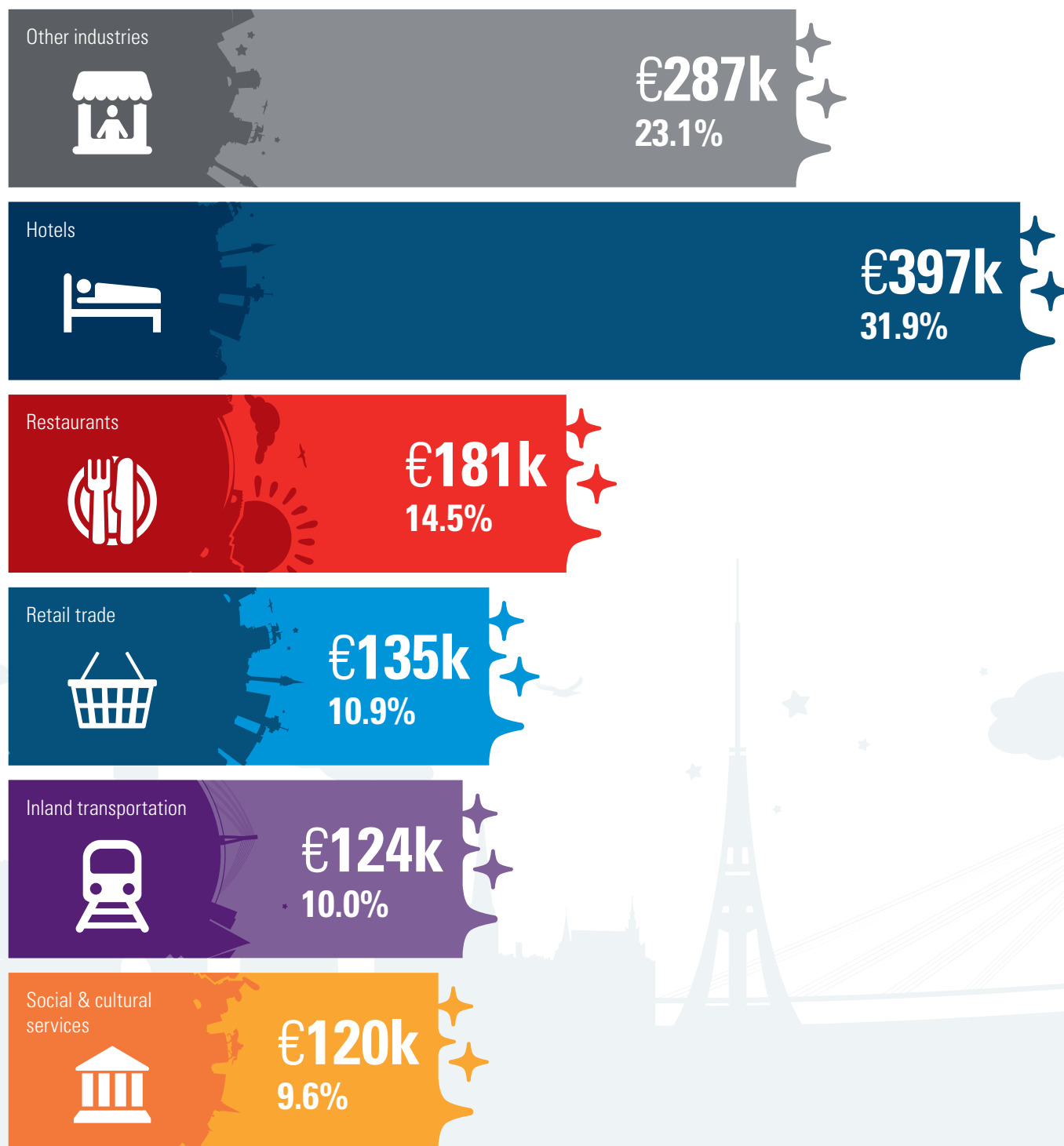
**€384k 30.9%**





The **hotel** industry benefited most from FIBA Women's EuroBasket 2019 in Zrenjanin as **€397k** were spent by visitors for accommodation. The second and third most expenditures were made in the **other** industries (**€287k**).

## Direct economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Zrenjanin  
**Scope:** Direct Impact in Zrenjanin

## Direct impact: expenditures of stakeholders by expenditure category

### Local spectators



Total	€120k	100%
Hotels	-	
Restaurants	30.2%	
Retail trade	26.4%	
Inland transportation	25.2%	
Social & cultural services	18.1%	
Other industries	-	



### National spectators



Total	€312k	100%
Hotels	41.2%	
Restaurants	17.3%	
Retail trade	12.8%	
Inland transportation	13.1%	
Social & cultural services	15.7%	
Other industries	-	



### International spectators



Total	€334k	100%
Hotels	36.9%	
Restaurants	21.9%	
Retail trade	17.9%	
Inland transportation	11.6%	
Social & cultural services	11.8%	
Other industries	-	



### National media



Total	€3k	100%
Hotels	41.2%	
Restaurants	17.3%	
Retail trade	12.8%	
Inland transportation	13.1%	
Social & cultural services	15.7%	
Other industries	-	



### International media



Total	€20k	100%
Hotels	36.9%	
Restaurants	21.9%	
Retail trade	17.9%	
Inland transportation	11.6%	
Social & cultural services	11.8%	
Other industries	-	



### Teams



Total	€72k	100%
Hotels	73.9%	
Restaurants	8.2%	
Retail trade	-	
Inland transportation	7.7%	
Social & cultural services	9.8%	
Other industries	0.5%	



### LOC



Total	€384k	100%
Hotels	21.9%	
Restaurants	1.8%	
Retail trade	-	
Inland transportation	1.7%	
Social & cultural services	-	
Other industries	74.6%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

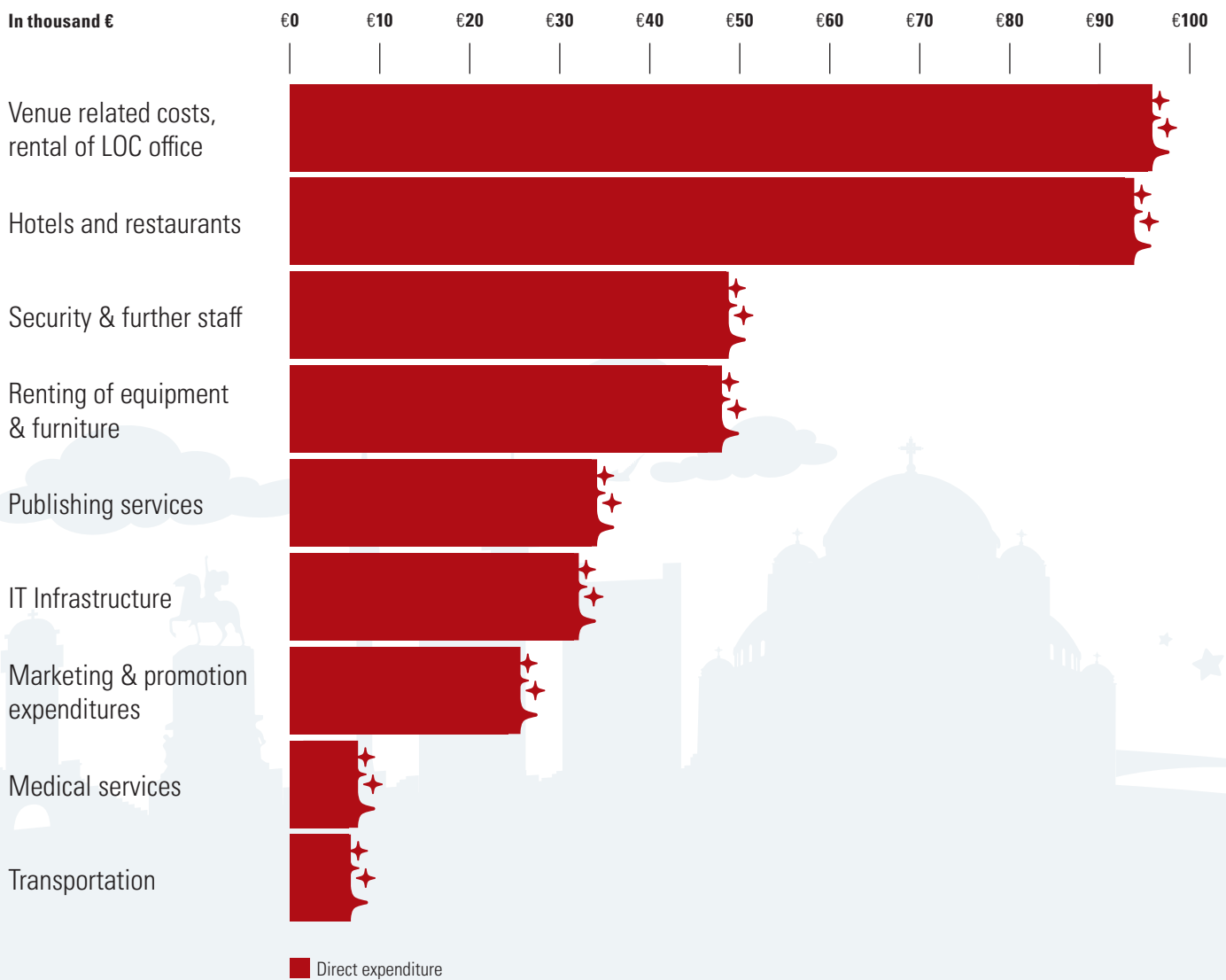
**Host city:** Zrenjanin  
**Scope:** Direct Impact in Zrenjanin

# LOC SPENDING BY INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€384k** in Zrenjanin. The main part of these expenditures accrued for **venue related costs** and in the **hotel and restaurants industry** (€95k and €91k respectively), which jointly comprise **48%** of the LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures



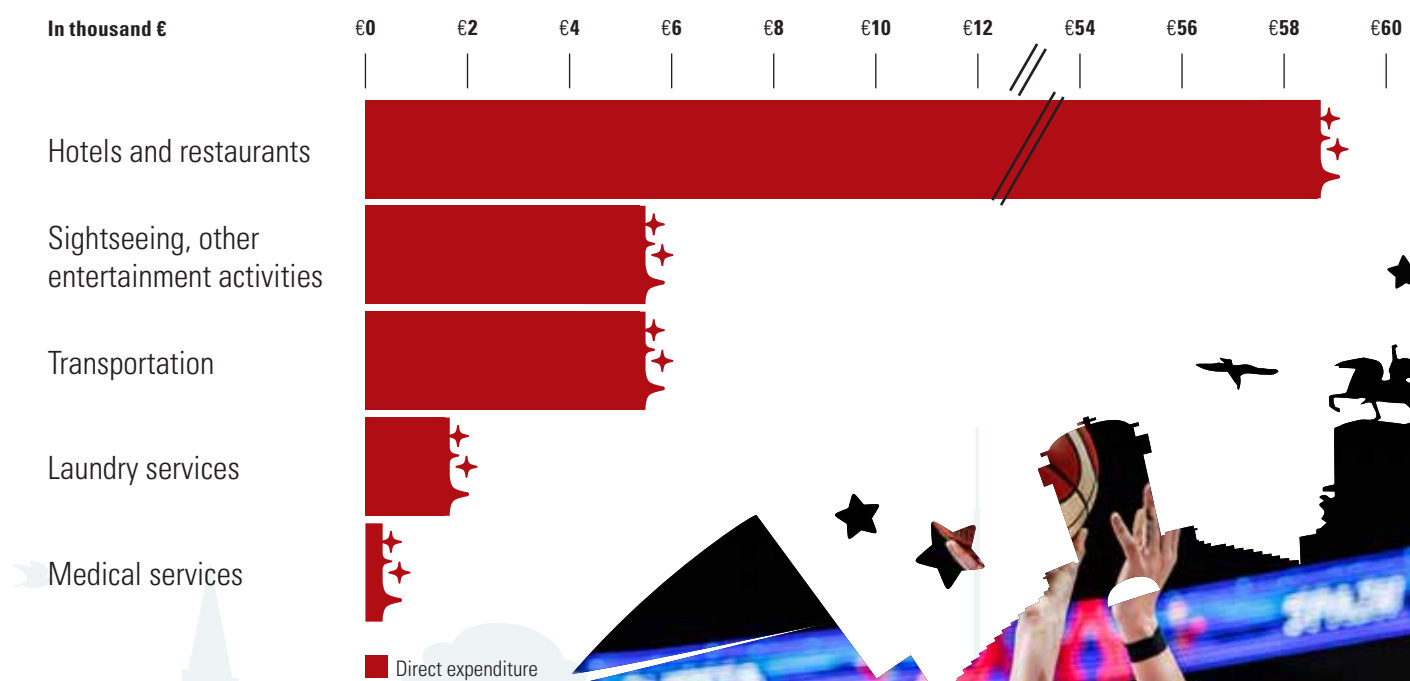
**Note:** For calculating the indirect impacts, all expenditures for events and entertainment were included in "social & cultural services".

# TEAM EXPENDITURES BY INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€72k** in Zrenjanin. The bulk of these expenditures accrued in the **hotel and restaurant** industry (**€59k**) and for **sightseeing and other entertainment activities** (**€6k**).

### Direct impact: main industries affected by team expenditures



**Note:** For calculating the indirect impacts, all expenditures sightseeing, other entertainment activities and laundry services were included in "social & cultural services".

**Host city:** Zrenjanin  
**Scope:** Indirect Impact in Zrenjanin

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Indirect expenditures during the **FIBA Women's EuroBasket 2019** triggered further positive effects of **€268k** for the economy. **International spectators'** expenditures induced an additional **€77k** while **LOC's** had an indirect contribution of **€71k**.

### Indirect economic impact by stakeholder category

National spectators

**€72k** 26.7%

LOC

**€71k** 26.5%

Local spectators

**€28k** 10.3%

Teams

**€16k** 6.1%

International media

**<€1k** 1.7%

National media

**<€1k** 0.2%

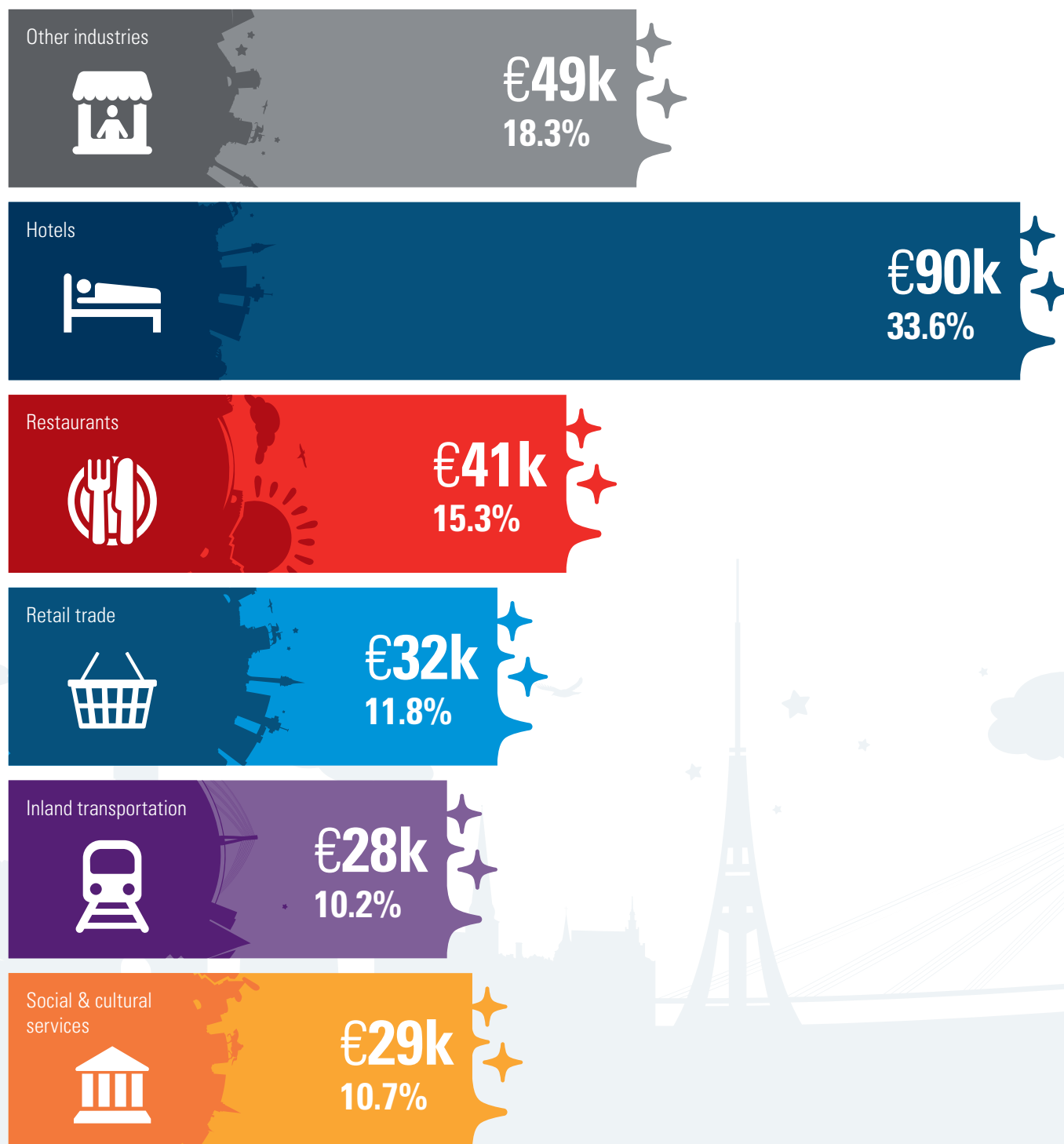
International spectators

**€77k** 28.6%

Total  
(rounded figure)  
**€268k**  
100%

The expenditures in the **hotel** and **restaurant** industry induced spending of **€90k** and **€41k**, while suppliers of the **other industries** benefited by an additional **€49k**.

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Zrenjanin  
**Scope:** Indirect Impact in Zrenjanin

## Indirect impacts induced by stakeholders and expenditure category

### Local spectators



Total	€28k	100%
Hotels	-	
Restaurants	29.9%	
Retail trade	27.0%	
Inland transportation	24.2%	
Social & cultural services	19.0%	
Other industries	-	



### National spectators



Total	€72k	100%
Hotels	40.8%	
Restaurants	17.1%	
Retail trade	13.1%	
Inland transportation	12.6%	
Social & cultural services	16.4%	
Other industries	-	



### International spectators



Total	€77k	100%
Hotels	36.6%	
Restaurants	21.7%	
Retail trade	18.3%	
Inland transportation	11.1%	
Social & cultural services	12.3%	
Other industries	-	



### National media



Total	€1k	100%
Hotels	40.8%	
Restaurants	17.1%	
Retail trade	13.1%	
Inland transportation	12.6%	
Social & cultural services	16.4%	
Other industries	-	





### International media



Total	€5k	100%
Hotels	36.6%	
Restaurants	21.7%	
Retail trade	18.3%	
Inland transportation	11.1%	
Social & cultural services	12.3%	
Other industries	-	



### Teams



Total	€16k	100%
Hotels	73.6%	
Restaurants	8.1%	
Retail trade	-	
Inland transportation	7.4%	
Social & cultural services	10.3%	
Other industries	0.6%	



### LOC



Total	€71k	100%
Hotels	26.9%	
Restaurants	2.2%	
Retail trade	-	
Inland transportation	2.0%	
Social & cultural services	-	
Other industries	68.9%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

**Host city:** Zrenjanin  
**Scope:** Indirect Impact in Zrenjanin

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## DIRECT

Hotels  
**€397k**

Restaurants  
**€181k**

Retail trade  
**€135k**

## INDIRECT

Real estate activities  
**€11k**

Real estate activities  
**€5k**

Agriculture  
**€6k**

Wholesale & retail trade  
**€10k**

Wholesale & retail trade  
**€4k**

Wholesale & retail trade  
**€3k**

Agriculture  
**€9k**

Agriculture  
**€4k**

Finance & insurance  
**€3k**

...

...

...

Food, beverages & tobacco  
**€3k**

Food, beverages & tobacco  
**€1k**

Transportation & logistics  
**€3k**

Other industries  
**€57k**

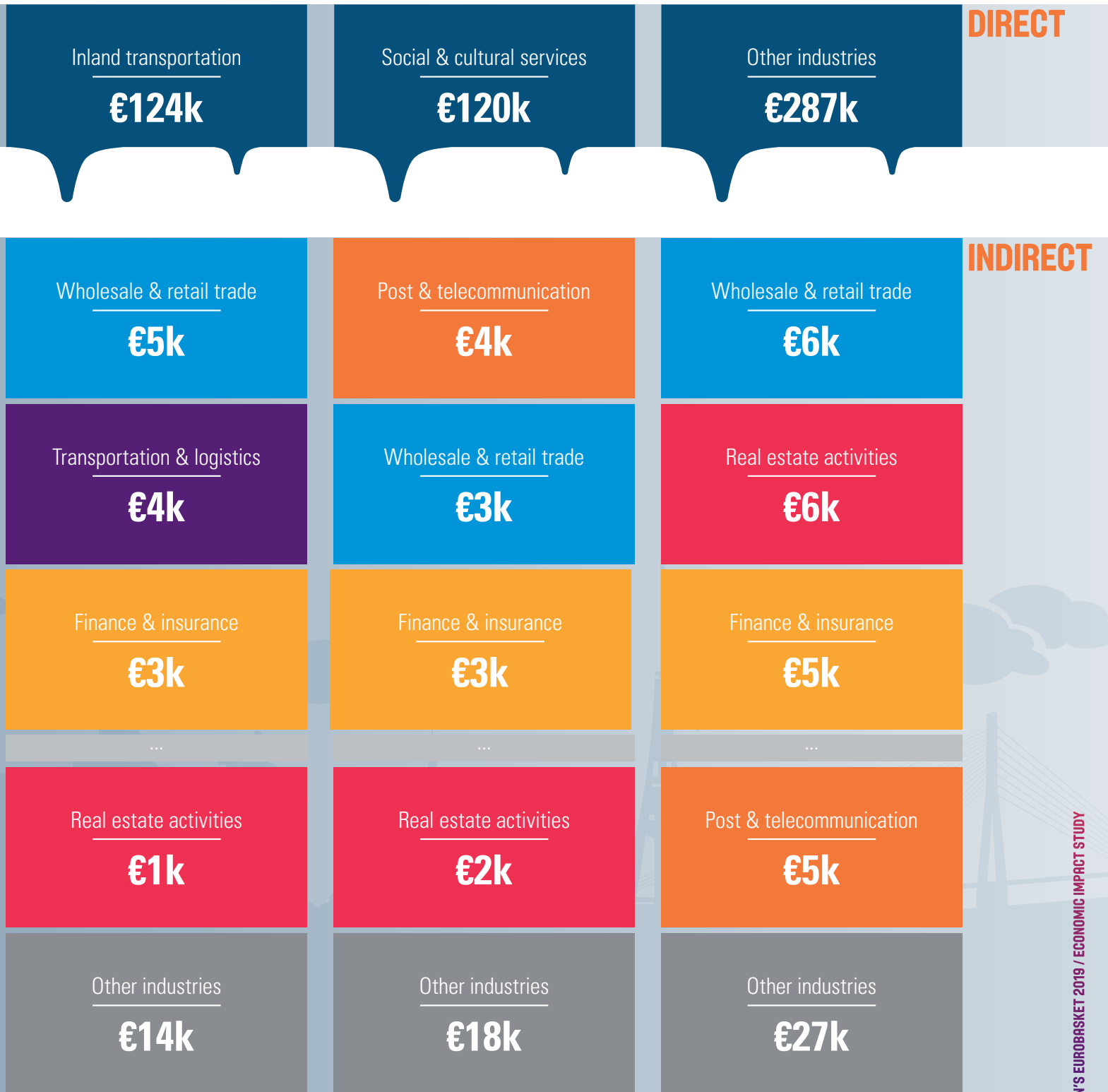
Other industries  
**€26k**

Other industries  
**€17k**

Real estate activities    Post & telecommunication    Finance & insurance    Wholesale & retail trade

## INDIRECT IMPACTS

Companies benefited from **FIBA Women's EuroBasket 2019** along the whole supply chain. Companies in the **real estate activities** industry profited most from expenditures for **hotels** and **restaurants** (€11k and €5k) while expenditures for **inland transportation** increased the demand in the **wholesale and retail trade** industry (€5k).



■ Food, beverages & tobacco 
 ■ Transportation & logistics 
 ■ Other industries

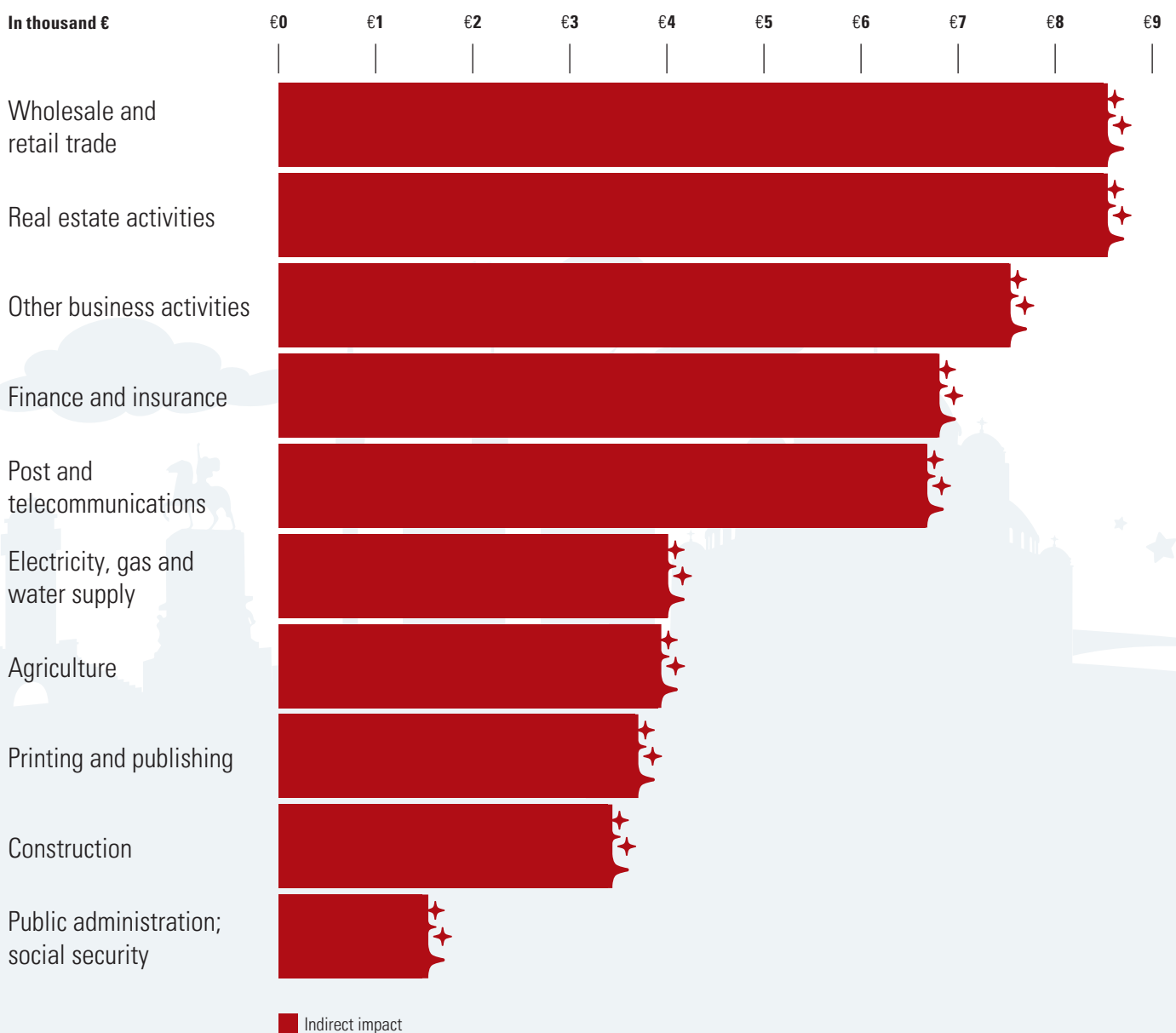
**Host city:** Zrenjanin  
**Scope:** Indirect Impact in Zrenjanin

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

The LOC triggered an additional impact of **€71k** in Zrenjanin. The main part of these expenditures accrued in **wholesale and retail trade** industry and for **real estate activities** (**€9k** and **€8k** respectively), which jointly comprise more than **25%** of the LOC's total expenditures.

### Indirect impact: main industries affected by LOC expenditures

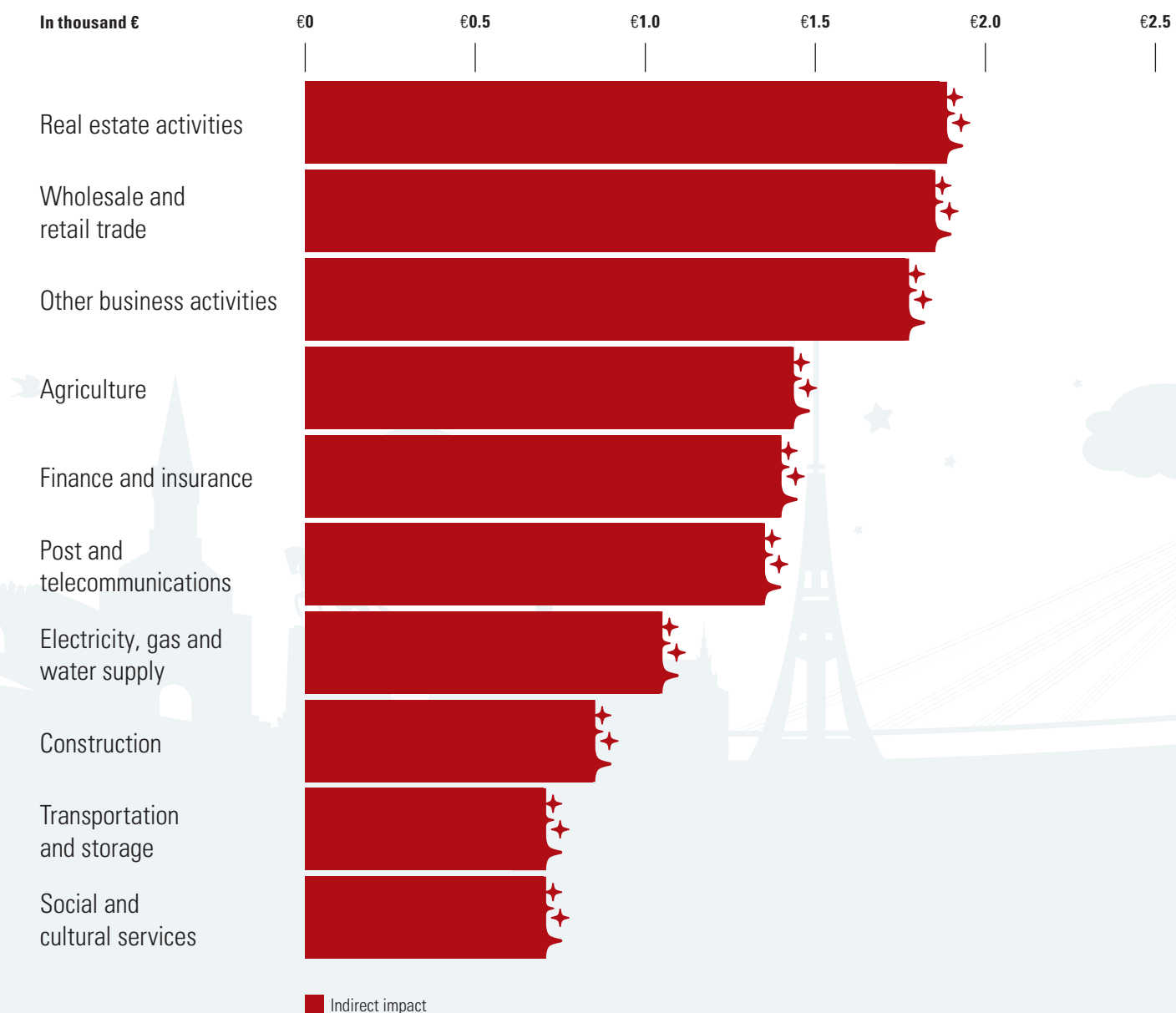


# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACTS

**Team expenditures** triggered an additional **€16k**. The sector **real estate activities** benefited most by receiving **€2k** followed by **wholesale and retail trade industry (€2k)**.

### Indirect impact: main industries affected by team expenditures



**Host city:** Zrenjanin  
**Scope:** Total Impact in Zrenjanin

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA Women's EuroBasket 2019 generated total value added of **€1.5m** in **Zrenjanin**. The **LOC's** expenditure contributed directly and indirectly **€455k** to GDP. **International spectators'** expenditures induced **€411k** of value added.

### Total economic impact by stakeholder category

International spectators

**€411k** 27.1%

National spectators

**€384k** 25.4%

Local spectators

**€148k** 9.8%

Teams

**€88k** 5.8%

International media

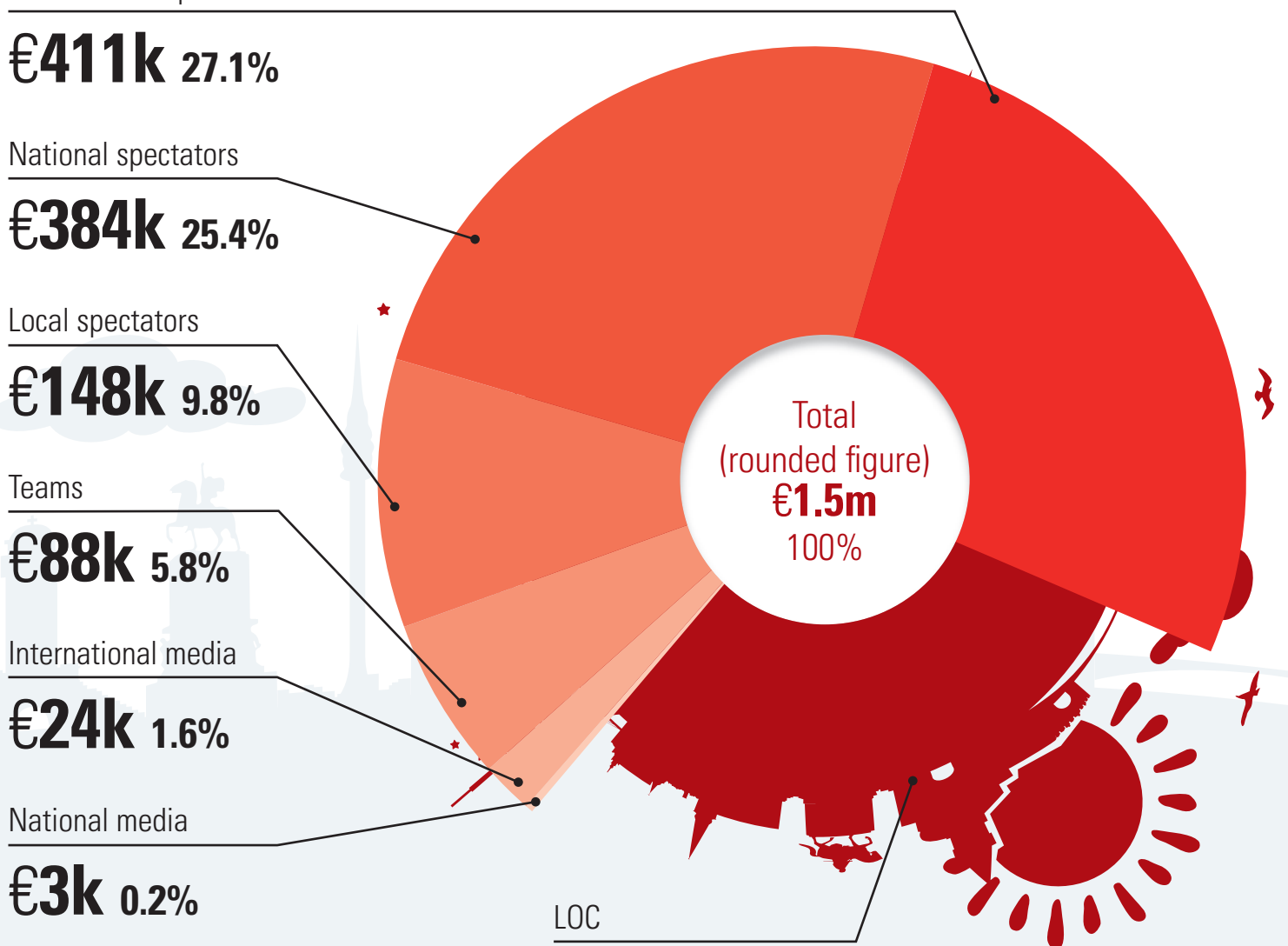
**€24k** 1.6%

National media

**€3k** 0.2%

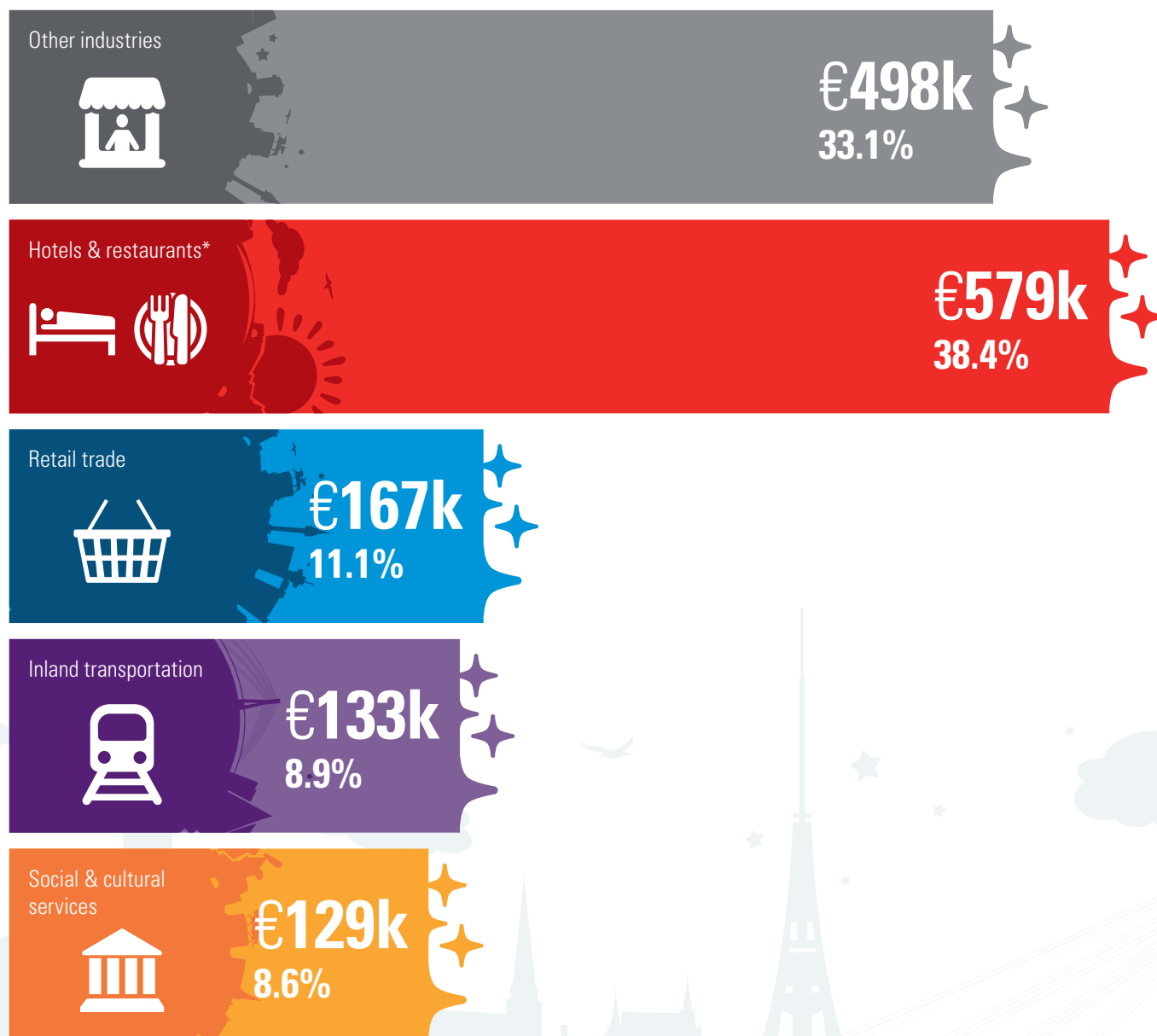
LOC

**€455k** 30.1%



**38%** of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in this industry benefited from additional **€579k** followed by companies in **other industries** (**€498k, 33%**).

## Total economic impact by expenditure category



\*As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. We hence summed up the total impacts of both categories.

**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

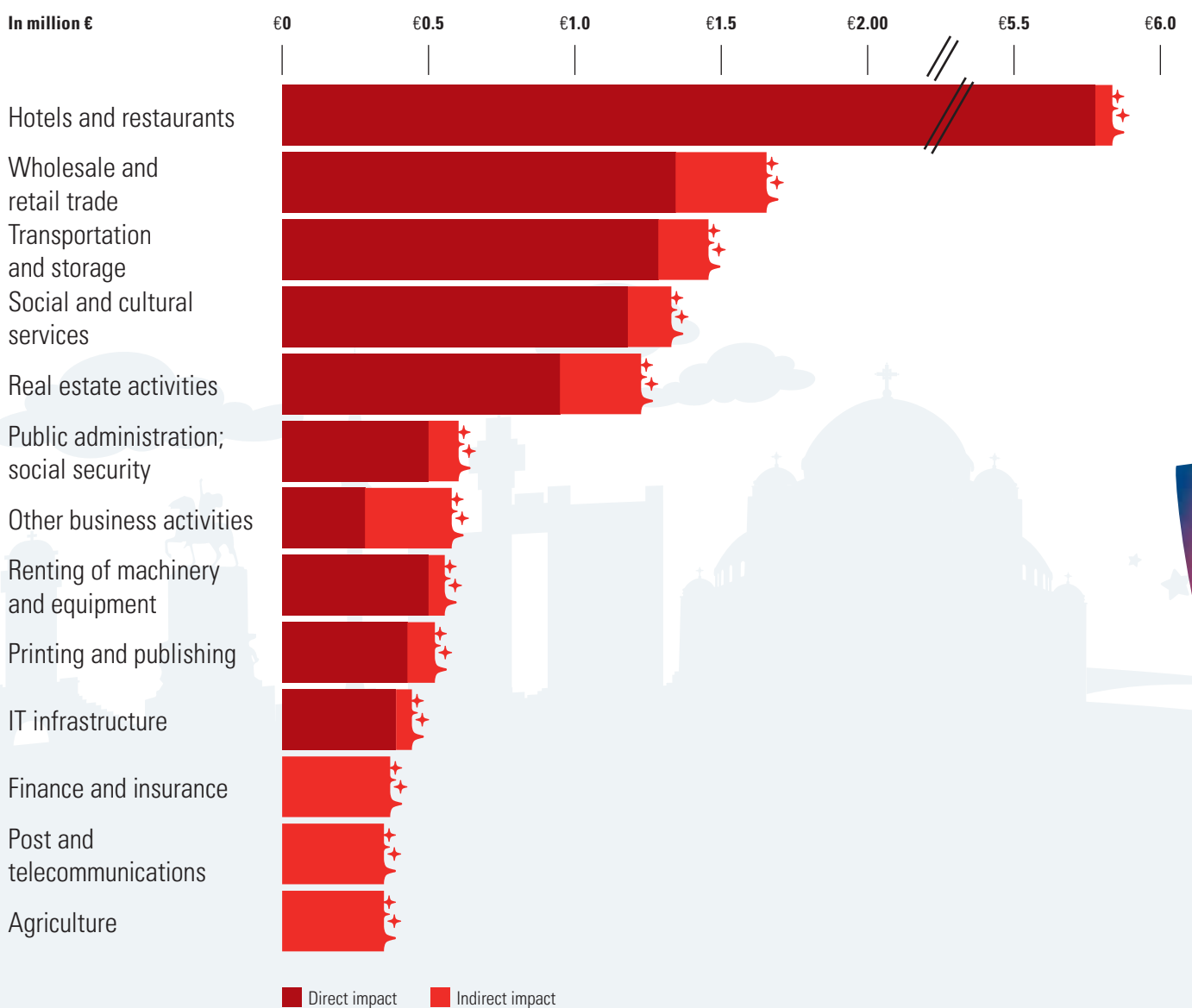
**Host city:** Zrenjanin  
**Scope:** Total Impact in Zrenjanin

# MAIN INDUSTRIES AFFECTED BY FIBA WOMEN'S EUROBASKET 2019

## TOTAL IMPACT

In total, **FIBA Women's EuroBasket 2019** induced value added of **€1.5m** in **Zrenjanin**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. In particular, companies in the **wholesale and retail trade** industry and transportation and storage industry profited from direct impacts created by FIBA Women's EuroBasket 2019.

### Total impact: main industries affected by FIBA Women's Eurobasket 2019







**Host city:** Zrenjanin  
**Scope:** Indirect Impact outside of Zrenjanin

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACTS

Outside of Zrenjanin, companies benefited indirectly from **FIBA Women's EuroBasket 2019**. They provided inputs for the economy of Zrenjanin. Companies profited most by spending of **international spectators (€26k)**.

### Indirect economic impact by stakeholder category

National spectators

**€25k** 27.2%

LOC

**€22k** 24.9%

Local spectators

**€10k** 11.0%

Teams

**€5k** 6.0%

International media

**€2k** 1.7%

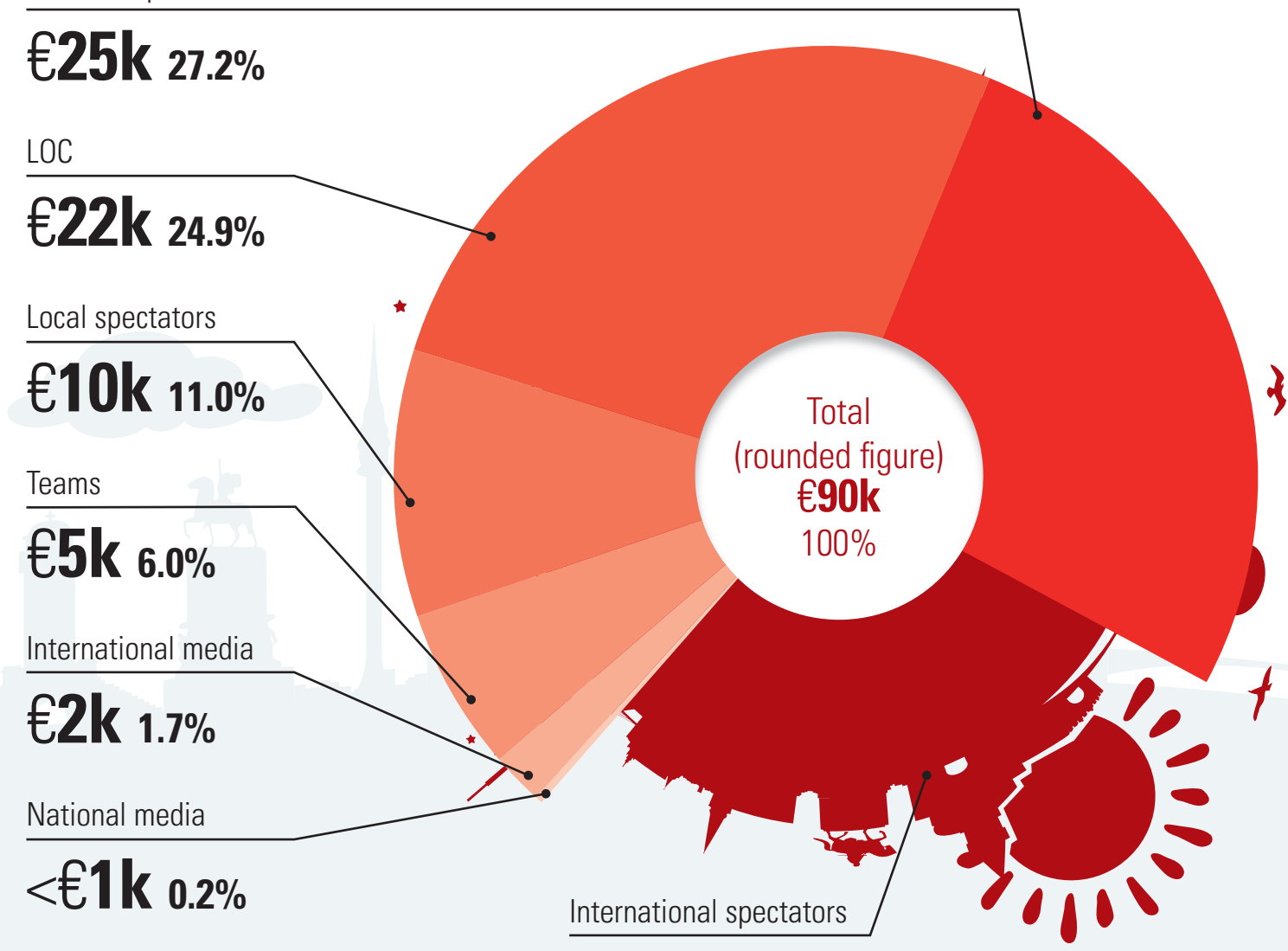
National media

**<€1k** 0.2%

International spectators

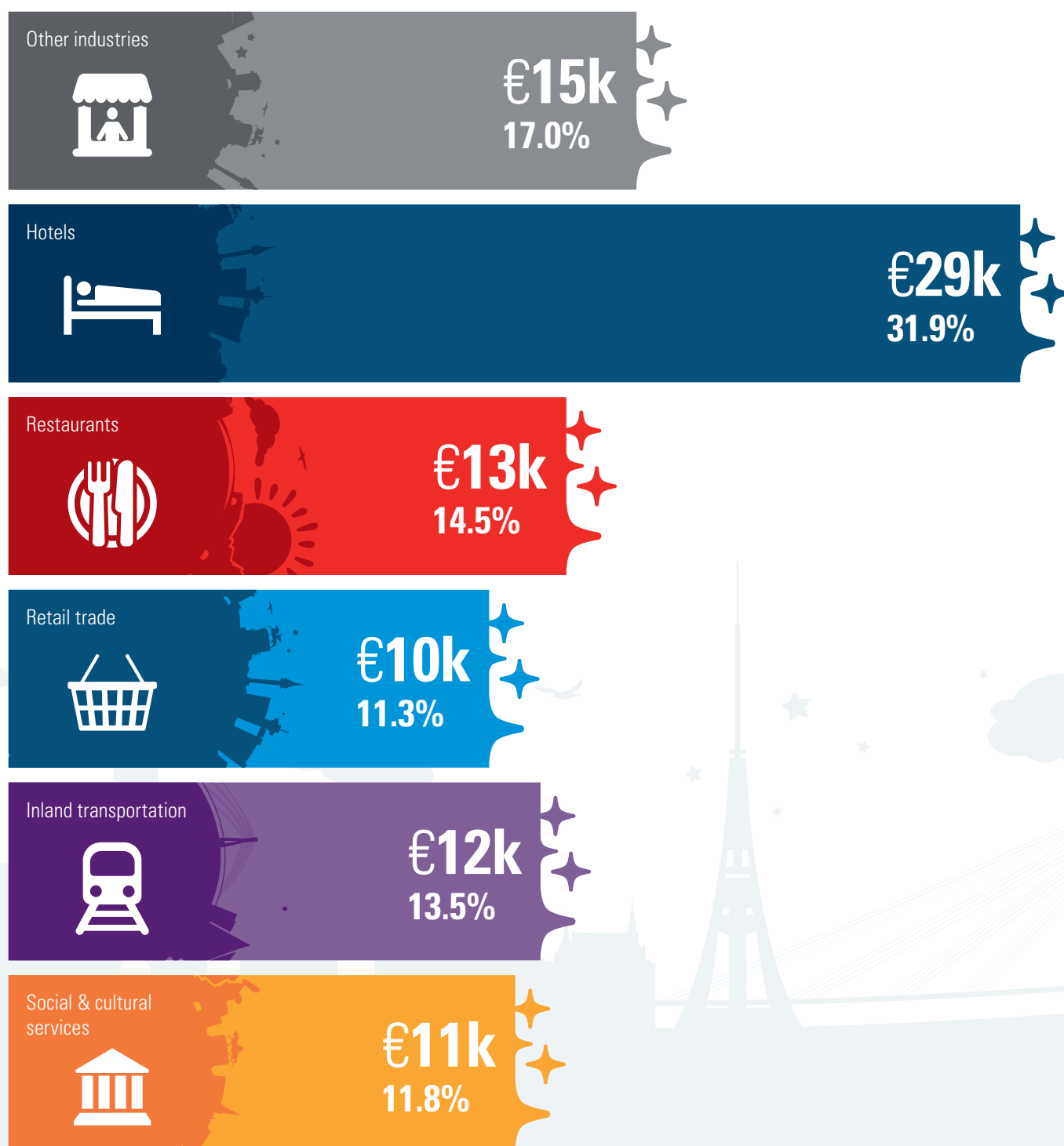
**€26k** 28.8%

Total  
(rounded figure)  
**€90k**  
100%



Suppliers of goods and services for the **hotels** industry benefited most by an additional value added of **€29k**, followed by suppliers of the **restaurant** industry (**€13k**).

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

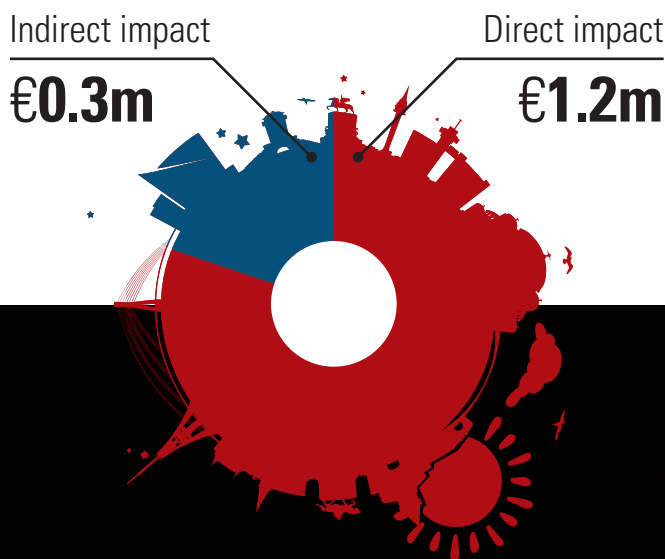
**Host city:** Zrenjanin  
**Scope:** Total Impact in Serbia

# TOTAL IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

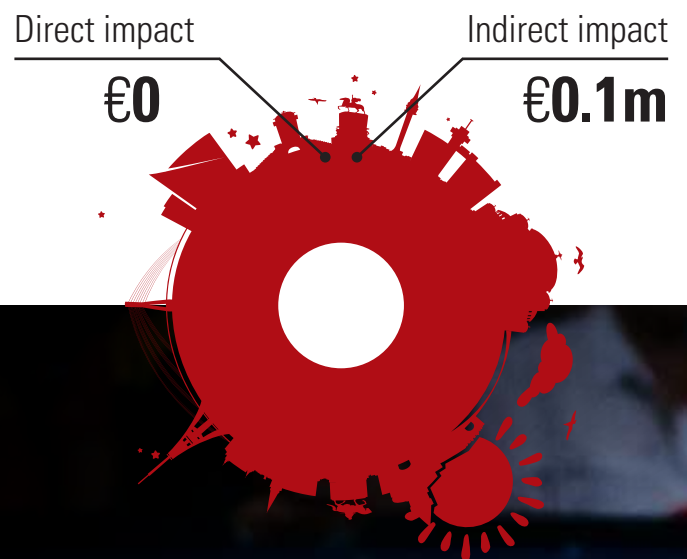
## TOTAL IMPACT

The **Serbian economy** benefited by additional value added of **€1.6m** created by **FIBA Women's EuroBasket 2019 in Zrenjanin**. While **€0.1m** accrued outside of Zrenjanin, the economy of Zrenjanin benefited by **€1.5m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in and outside of Zrenjanin.

### Total impact in Zrenjanin



### Total impact outside of Zrenjanin



### Total impact in Zrenjanin (per head)



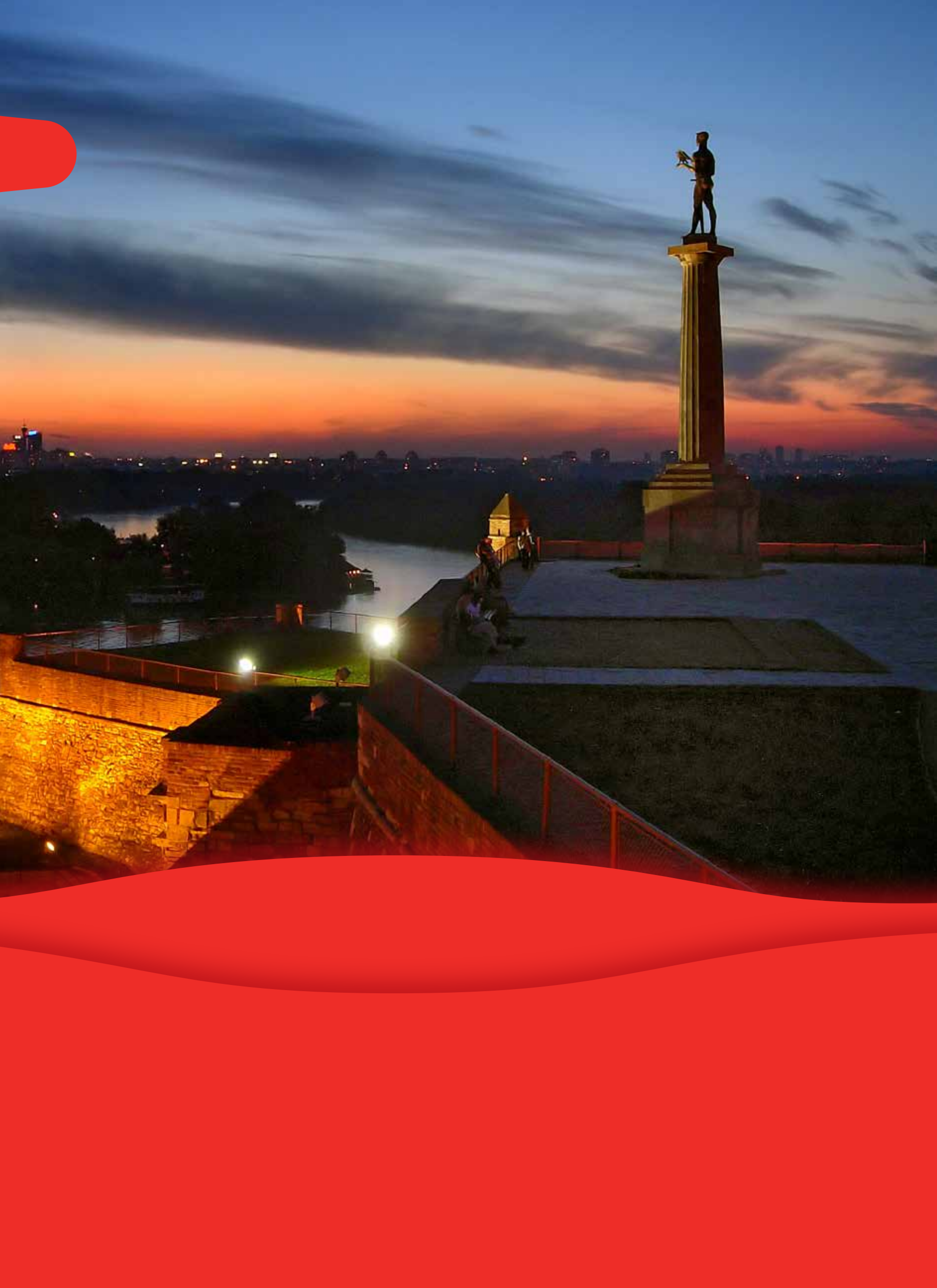


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# BELGRADE SERBIA



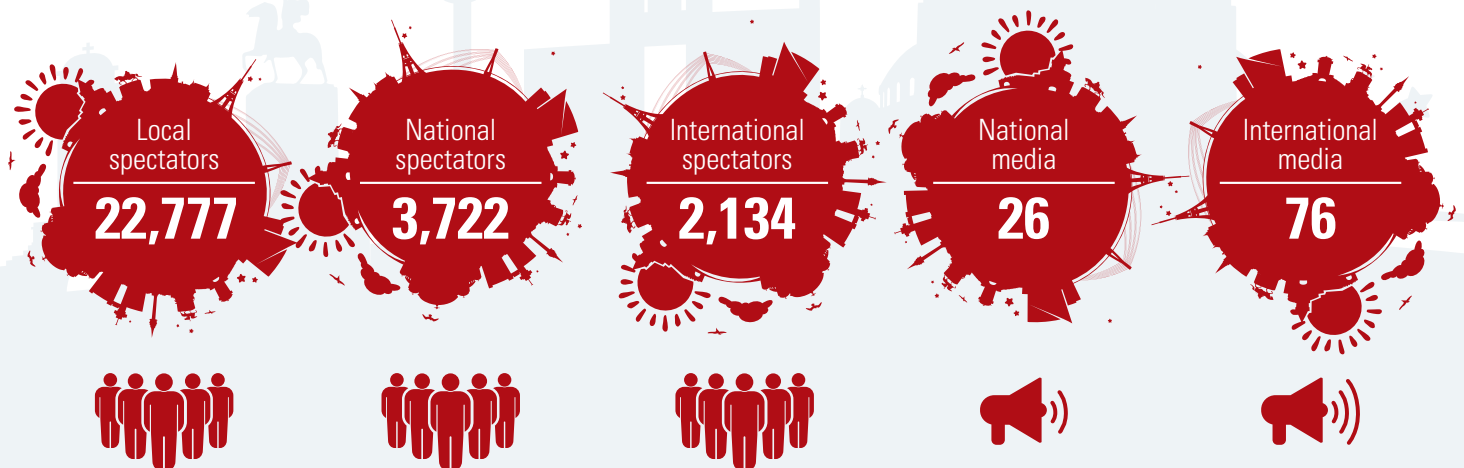
# BELGRADE

## VISITORS' BACKGROUND AND OVERVIEW OF RESULTS

In **Belgrade, FIBA Women's EuroBasket 2019** attracted **28,735 visitors** from Serbia and abroad (2 July – 7 July 2019). Most of them were local spectators.



Total number of visitors



Source: PwC analysis based on data provided by FIBA.



## OVERVIEW OF RESULTS

In **Belgrade**, the event generated a total impact of **€5.8m** of which **83%** were direct impacts. Outside of Belgrade, **FIBA Women's EuroBasket 2019** triggered another **€0.4m**, which led to a total impact of **€6.2m** on the Serbian economy.

Indirect impact

**€1.0m**

Direct impact

**€4.8m**



Total  
impact in Belgrade

**€5.8m**

Total  
impact in Serbia

**€6.2m**

Total  
impact outside of Belgrade

**€0.4m**

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum (on this and the following pages).

**Host city:** Belgrade  
**Scope:** Direct Impact in Belgrade

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## DIRECT IMPACT

Visitors and teams attending the **FIBA Women's EuroBasket 2019** and the LOC spent a total amount of **€4.8m** in Belgrade. **Local spectators** spent the largest portion (**€1.9m, 40%**). LOC contributed **€1.3m (26%)**.

### Direct economic impact by stakeholder category

LOC

**€1.3m 26.4%**

National spectators

**€0.7m 15.1%**

International spectators

**€0.7m 13.8%**

Teams

**€0.2m 3.7%**

International media

**<€0.1m 0.9%**

National media

**<€0.1m 0.2%**

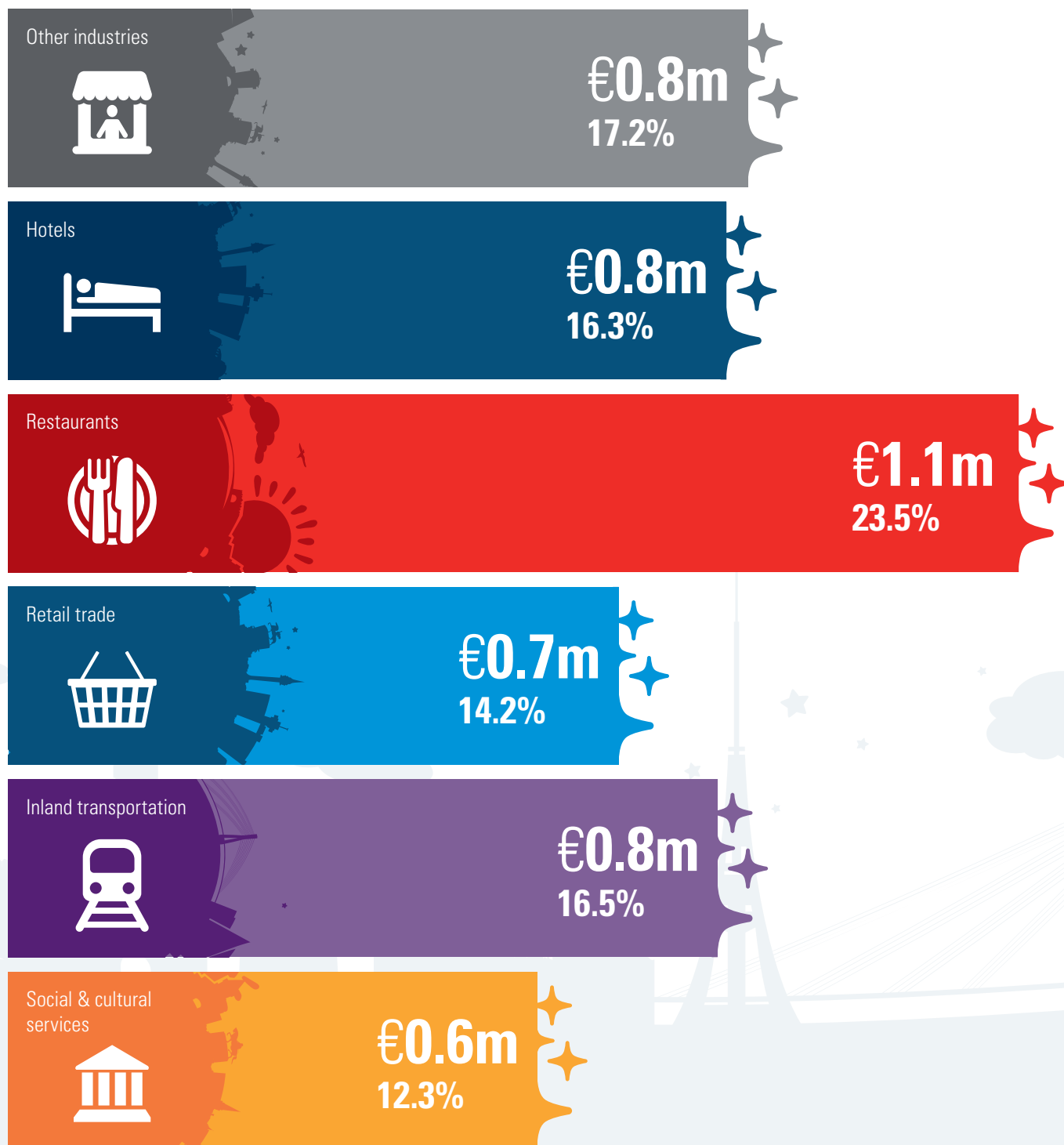
Local spectators

**€1.9m 39.9%**

Total  
(rounded figure)  
**€4.8m**  
100%

The **restaurant** industry benefited most from FIBA Women's EuroBasket 2019 in Belgrade as **€1.1m** were spent by visitors for food. The second and third most expenditures were made in the **inland transportation and hotels** industry (**€0.8m** each) and the **retail trade** industry (**€0.7m**).

## Direct economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Belgrade  
**Scope:** Direct Impact in Belgrade

## Direct impact: expenditures of stakeholders by expenditure category

### Local spectators



Total	€1.919k	100%
Hotels	-	
Restaurants	37.6%	
Retail trade	20.4%	
Inland transportation	23.7%	
Social & cultural services	18.3%	
Other industries	-	



### National spectators



Total	€724k	100%
Hotels	25.4%	
Restaurants	25.7%	
Retail trade	19.3%	
Inland transportation	15.6%	
Social & cultural services	14.0%	
Other industries	-	



### International spectators



Total	€665k	100%
Hotels	32.8%	
Restaurants	25.3%	
Retail trade	20.9%	
Inland transportation	8.0%	
Social & cultural services	13.0%	
Other industries	-	



### National media



Total	€9k	100%
Hotels	25.4%	
Restaurants	25.7%	
Retail trade	19.3%	
Inland transportation	15.6%	
Social & cultural services	14.0%	
Other industries	-	



### International media



Total	€43k	100%	
Hotels		32.8%	
Restaurants		25.3%	
Retail trade		20.9%	
Inland transportation		8.0%	
Social & cultural services		13.0%	
Other industries		-	



### Teams



Total	€176k	100%	
Hotels		59.9%	
Restaurants		7.2%	
Retail trade		-	
Inland transportation		3.8%	
Social & cultural services		19.8%	
Other industries		9.3%	



### LOC



Total	€1.271k	100%	
Hotels		20.6%	
Restaurants		2.3%	
Retail trade		-	
Inland transportation		12.7%	
Social & cultural services		0.8%	
Other industries		63.7%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

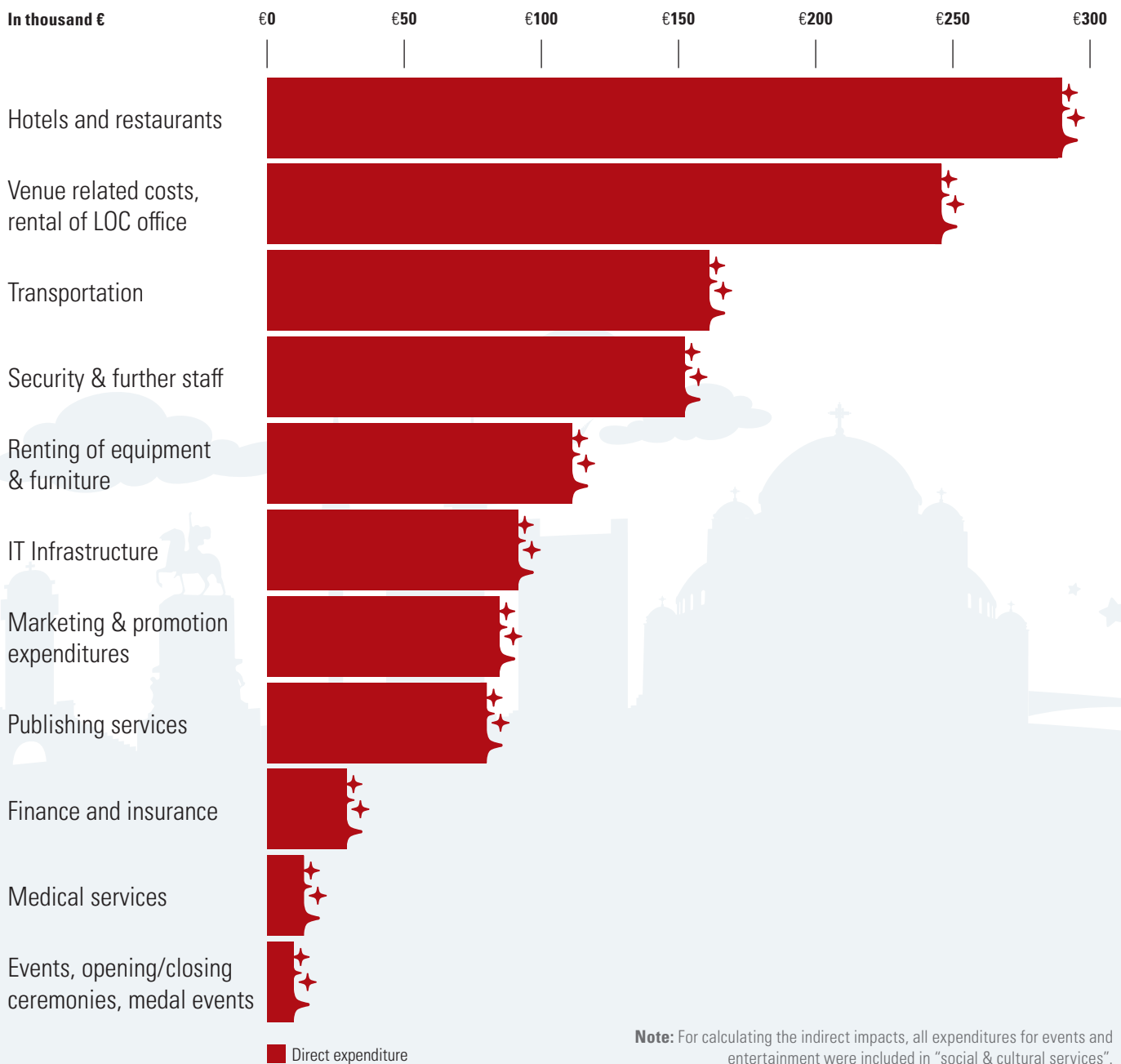
**Host city:** Belgrade  
**Scope:** Direct Impact in Belgrade

# LOC SPENDING BY INDUSTRY

## IMPACT OF LOC SPENDING

The LOC spent a total amount of **€1.3m** in Belgrade. The main part of these expenditures accrued in the **hotel and restaurants** industry and for **venue related costs** (€290k and €247k respectively), which jointly comprise more than **42%** of the LOC's total expenditures.

### Direct impact: main industries affected by LOC expenditures

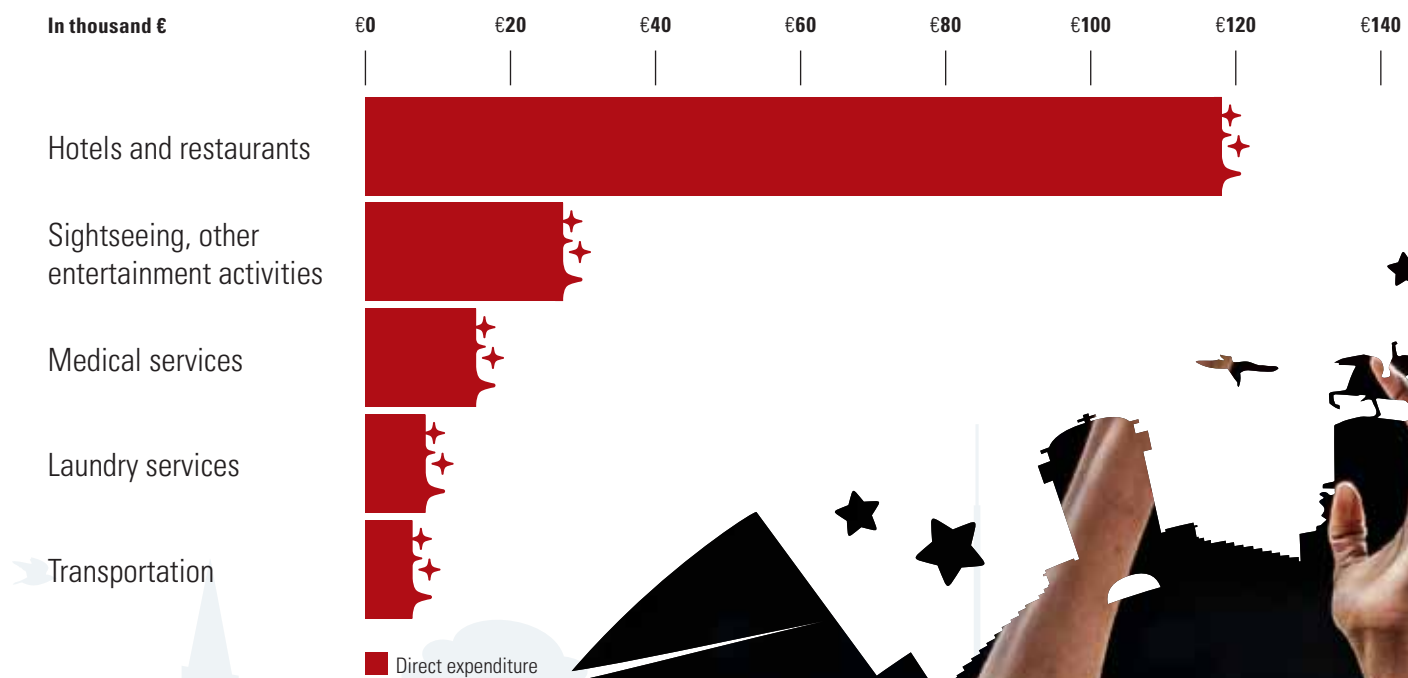


# TEAM EXPENDITURES BY INDUSTRY

## IMPACT OF TEAM SPENDING

Teams attending the competition spent a total amount of **€176k** in Belgrade. The bulk of these expenditures accrued in the **hotel and restaurant** industry (**€118k**) and for **sightseeing and other entertainment activities** (**€27k**).

### Direct impact: main industries affected by team expenditures



**Note:** For calculating the indirect impacts, all expenditures sightseeing, other entertainment activities and laundry services were included in "social & cultural services".

**Host city:** Belgrade  
**Scope:** Indirect Impact in Belgrade

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACT

Indirect expenditures during the **FIBA Women's EuroBasket 2019** triggered further positive effects of **€1.0m** for the economy. **Local spectators'** expenditures induced an additional **€428k** while **LOC** had an indirect contribution of **€240k**.

### Indirect economic impact by stakeholder category

LOC

**€240k** 23.6%

National spectators

**€157k** 15.5%

International spectators

**€142k** 14.0%

Teams

**€37k** 3.6%

International media

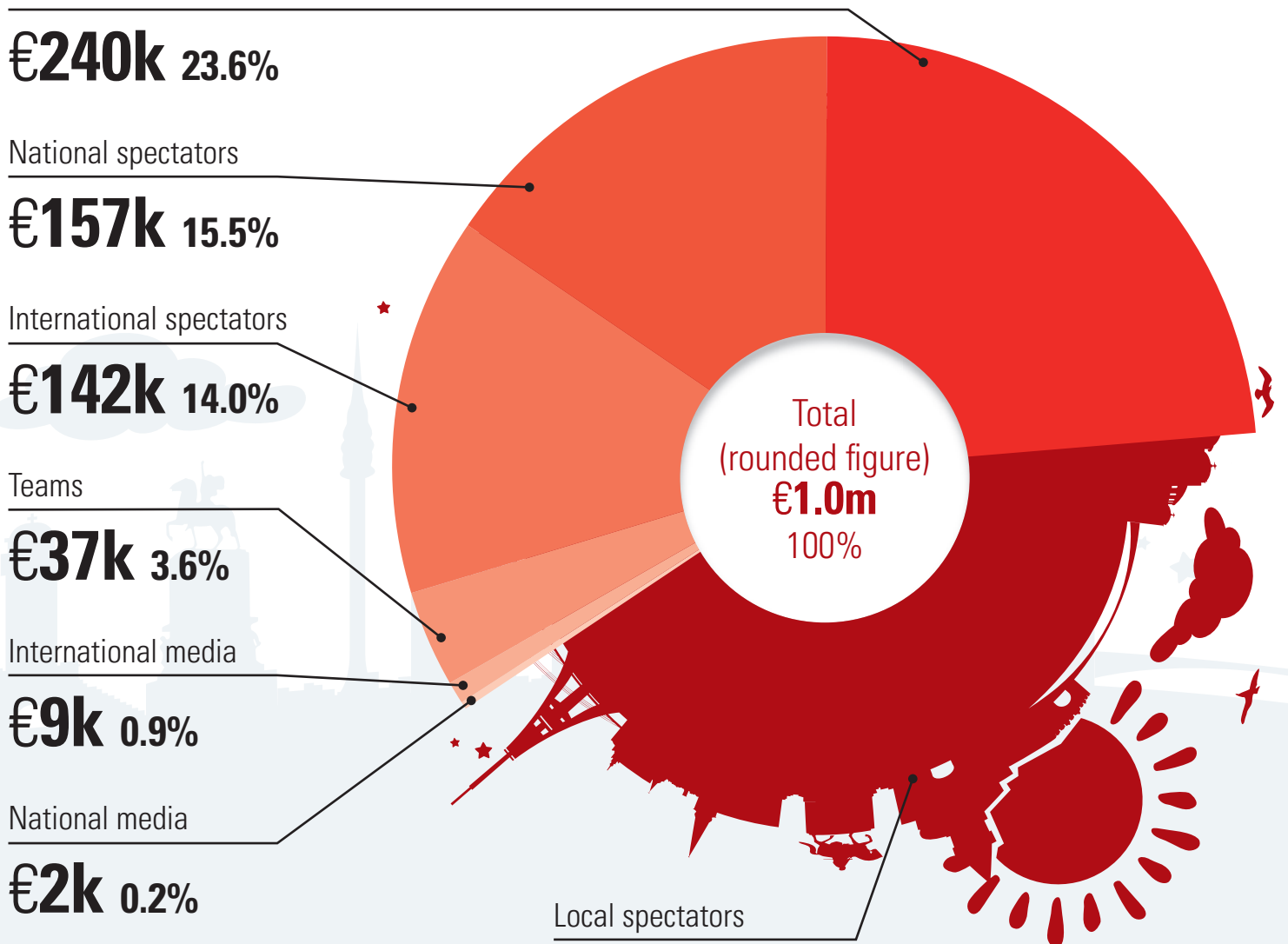
**€9k** 0.9%

National media

**€2k** 0.2%

Local spectators

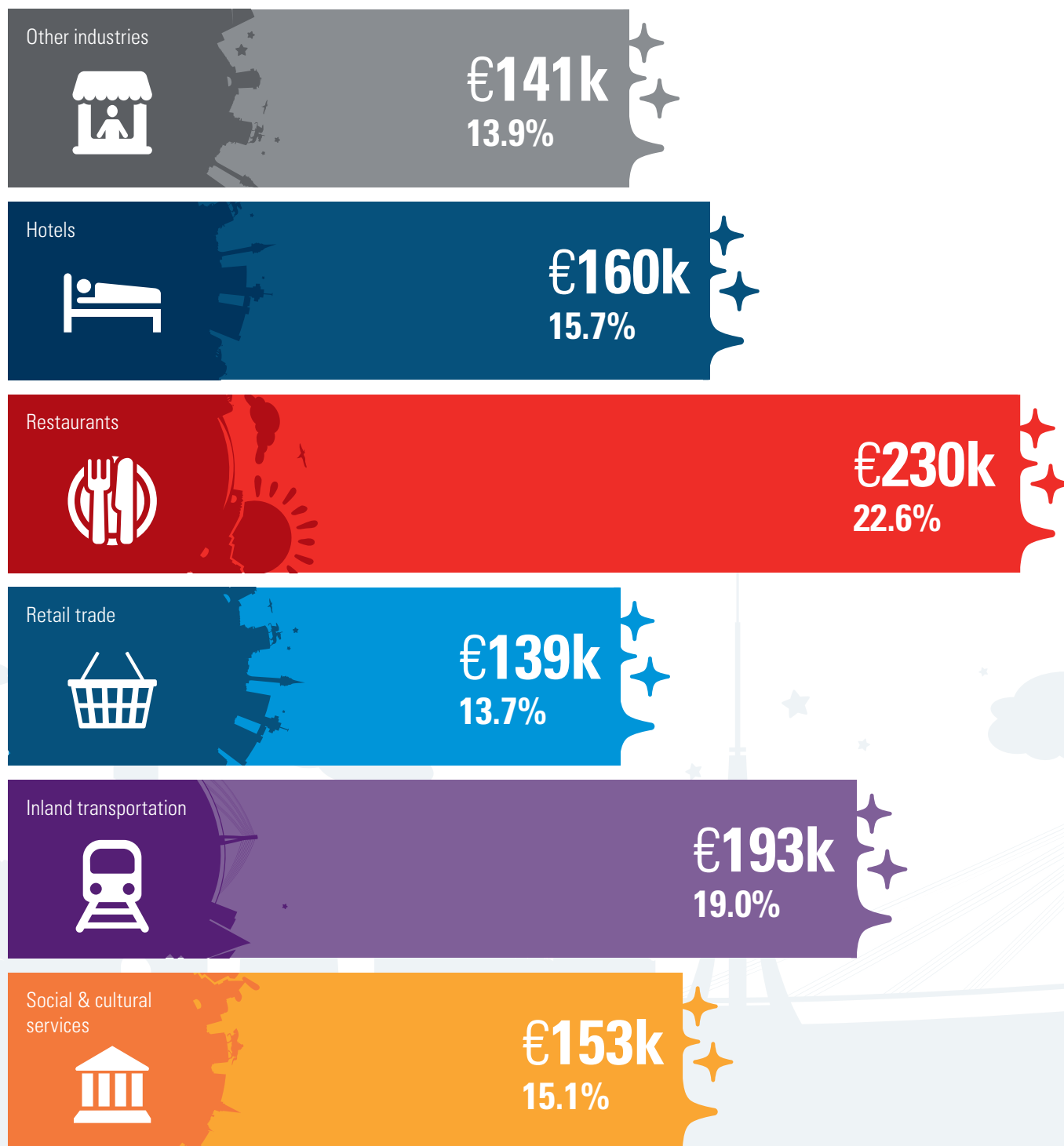
**€428k** 42.2%





The expenditures in the **restaurant** and **hotel** industry induced spending of **€230k** and **€160k**, while suppliers of the **retail** industry benefited by an additional **€139k**.

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

**Host city:** Belgrade  
**Scope:** Indirect Impact in Belgrade

## Indirect impacts induced by stakeholders and expenditure category

### Local spectators



Total	€428k	100%
Hotels	-	
Restaurants	34.2%	
Retail trade	18.7%	
Inland transportation	25.8%	
Social & cultural services	21.3%	
Other industries	-	



### National spectators



Total	€157k	100%
Hotels	23.7%	
Restaurants	24.0%	
Retail trade	18.1%	
Inland transportation	17.4%	
Social & cultural services	16.7%	
Other industries	-	



### International spectators



Total	€142k	100%
Hotels	31.2%	
Restaurants	24.0%	
Retail trade	19.9%	
Inland transportation	9.1%	
Social & cultural services	15.8%	
Other industries	-	



### National media



Total	€2k	100%
Hotels	23.7%	
Restaurants	24.0%	
Retail trade	18.1%	
Inland transportation	17.4%	
Social & cultural services	16.7%	
Other industries	-	



### International media



Total	€9k	100%	
Hotels		31.2%	
Restaurants		24.0%	
Retail trade		19.9%	
Inland transportation		9.1%	
Social & cultural services		15.8%	
Other industries		-	



### Teams



Total	€37k	100%	
Hotels		58.0%	
Restaurants		6.9%	
Retail trade		-	
Inland transportation		4.4%	
Social & cultural services		24.5%	
Other industries		6.2%	



### LOC



Total	€240k	100%	
Hotels		22.2%	
Restaurants		2.4%	
Retail trade		-	
Inland transportation		16.4%	
Social & cultural services		1.1%	
Other industries		57.9%	



**Note:** Other industries comprise different industries like real estate services or security services. The industries are explained in more detail on the following pages.

**Host city:** Belgrade  
**Scope:** Indirect Impact in Belgrade

# MAIN INDUSTRIES AFFECTED BY EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## DIRECT

Hotels  
**€786k**

Restaurants  
**€1.129k**

Retail trade  
**€681k**

## INDIRECT

Real estate activities  
**€22k**

Real estate activities  
**€32k**

Transportation & logistics  
**€20k**

Wholesale & retail trade  
**€21k**

Wholesale & retail trade  
**€31k**

Wholesale & retail trade  
**€19k**

Post & telecommunication  
**€20k**

Post & telecommunication  
**€28k**

Finance & insurance  
**€17k**

Food, beverages & tobacco  
**€3k**

Food, beverages & tobacco  
**€4k**

Real estate activities  
**€14k**

Other industries  
**€93k**

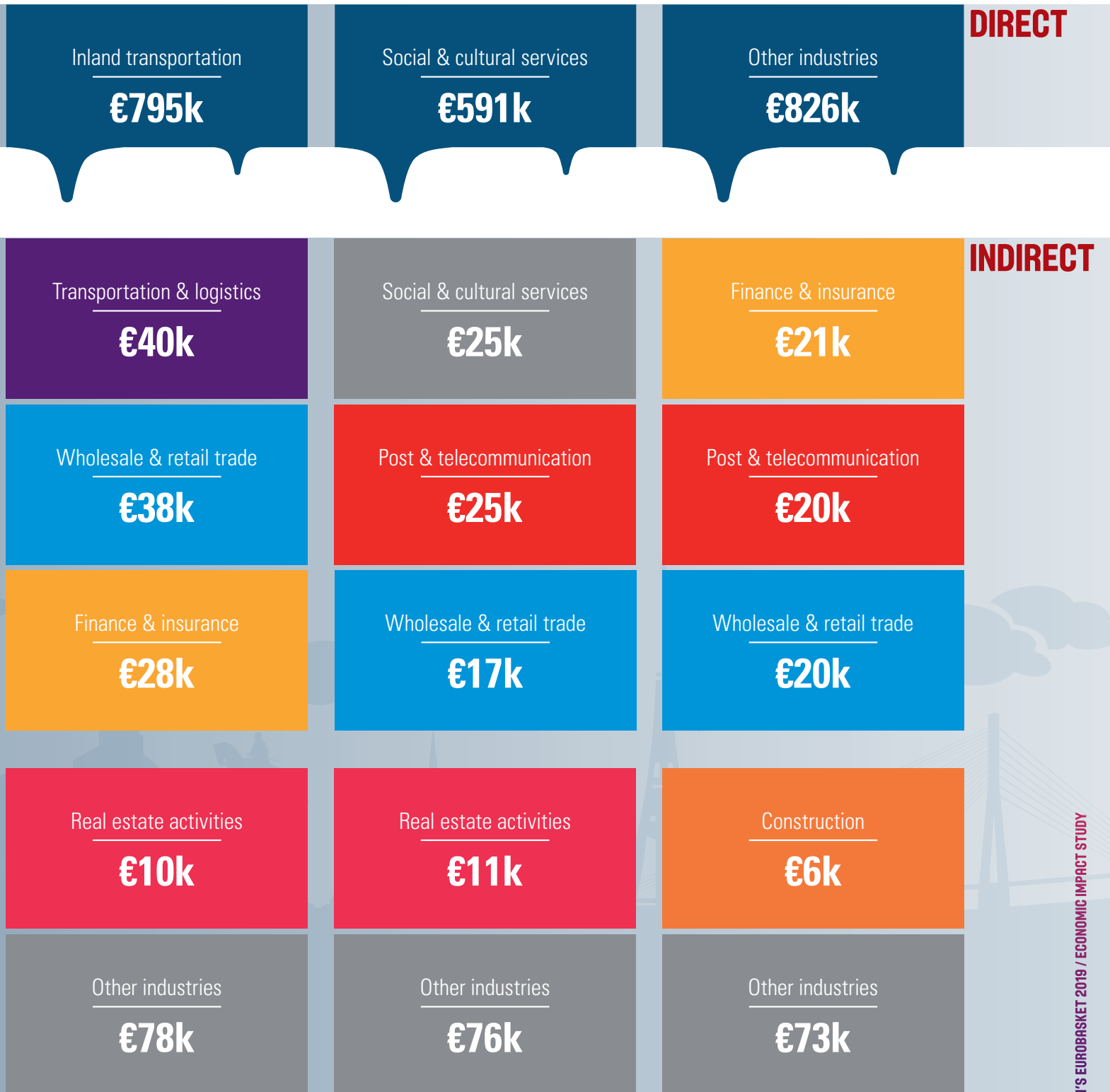
Other industries  
**€134k**

Other industries  
**€68k**

Real estate activities Finance & insurance Construction Post and telecommunication

## INDIRECT IMPACTS

Companies benefited from **FIBA Women's EuroBasket 2019** along the whole supply chain. Companies in the **real estate activities** industry profited most from expenditures for **hotels** and **restaurants** (€22k and €32k) while expenditures for **retail trade** and **inland transportation** increased the demand in the **transportation and logistics** industry (€20k and €40k).



■ Wholesale & retail trade
 ■ Food, beverages & tobacco
 ■ Transportation & logistics
 ■ Other industries

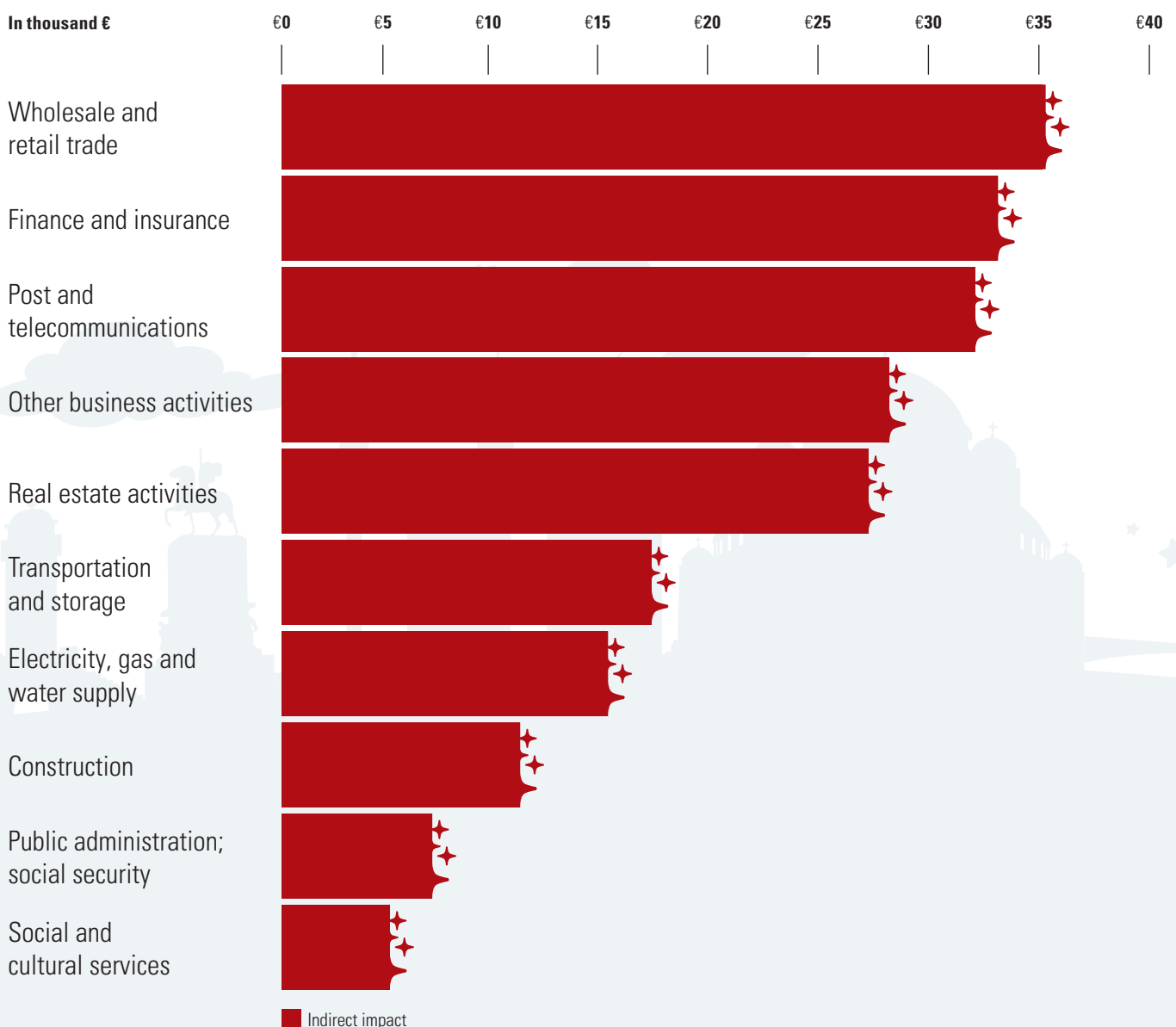
**Host city:** Belgrade  
**Scope:** Indirect Impact in Belgrade

# MAIN INDUSTRIES AFFECTED BY LOC EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACT

The LOC triggered an additional impact of **€240k** in Belgrade. The main part of these expenditures accrued in **wholesale and retail trade** industry and for **finance and insurance** (€35k and €33k respectively).

### Main industries affected by LOC expenditures



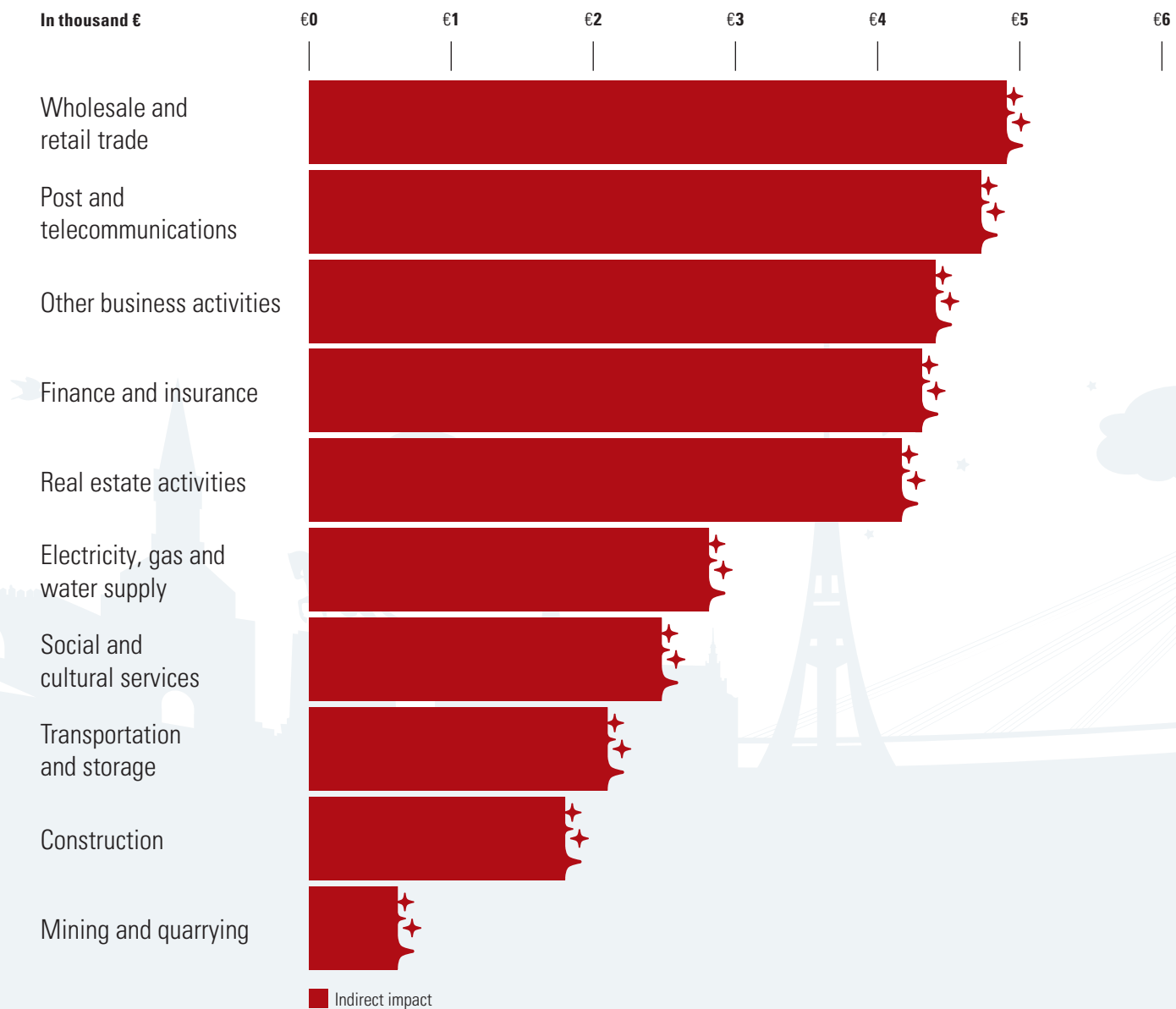
**Host city:** Belgrade  
**Scope:** Indirect Impact in Belgrade

# MAIN INDUSTRIES AFFECTED BY TEAM EXPENDITURES: IMPACTS ALONG THE SUPPLY CHAIN

## INDIRECT IMPACT

**Team expenditures** triggered an additional **€37k**. The sector **wholesale and retail trade** benefited most by receiving **€5k** followed by **post and telecommunication (€5k)**, which jointly comprise **26%** of total indirect impact induced by team expenditure.

### Main industries affected by team expenditures



**Host city:** Belgrade  
**Scope:** Total Impact in Belgrade

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## TOTAL IMPACT

FIBA Women's EuroBasket 2019 generated total value added of **€5.8m** in **Belgrade**. **Local spectators'** expenditures induced **€2.3m** of value added. The **LOC's** expenditure contributed directly and indirectly **€1.5** to GDP.

### Total economic impact by stakeholder category

LOC

**€1.5m** 25.9%

National spectators

**€0.9m** 15.1%

International spectators

**€0.8m** 13.9%

Teams

**€0.2m** 3.7%

International media

**€0.1m** 0.9%

National media

**<€0.1m** 0.2%

Local spectators

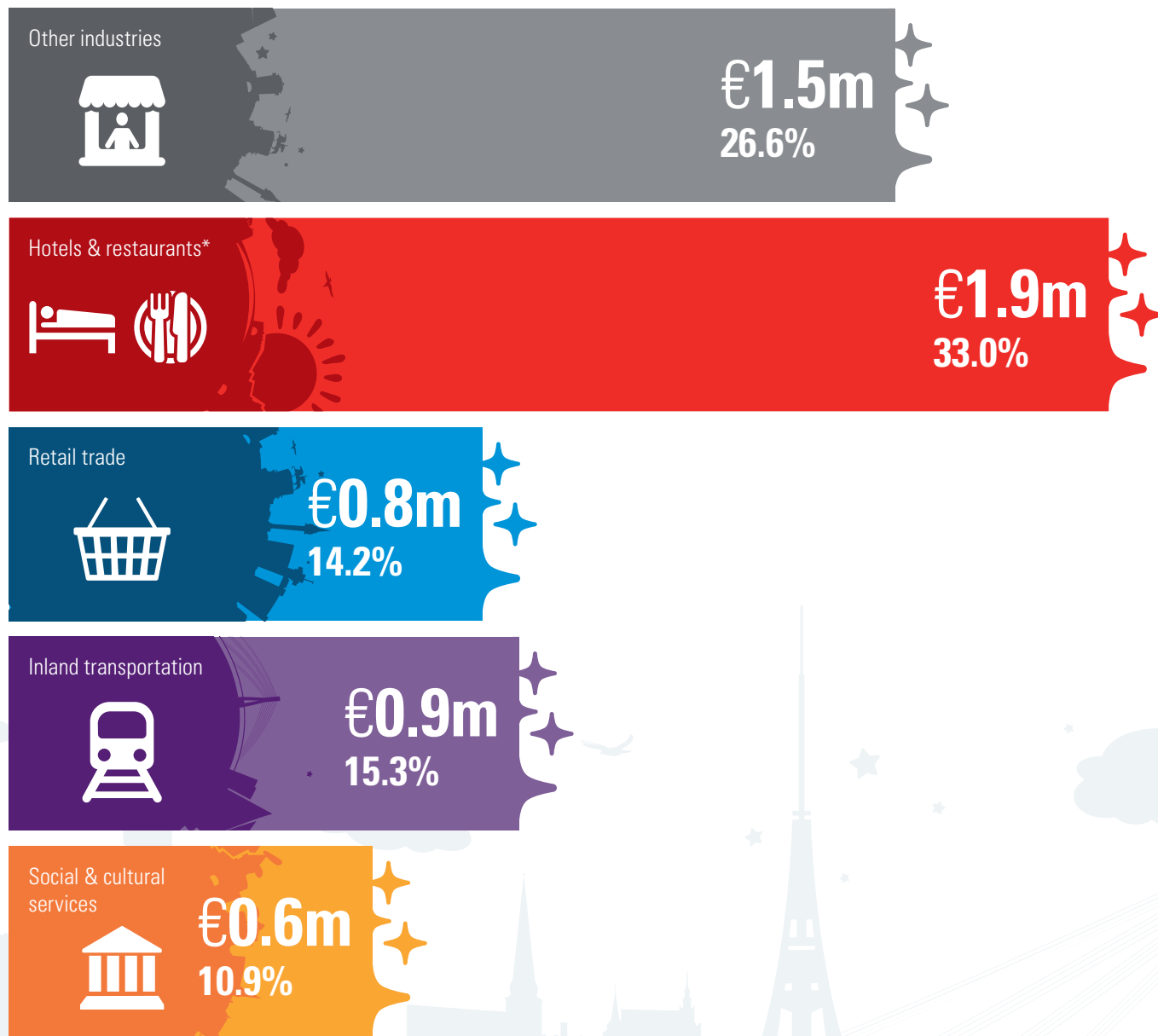
**€2.3m** 40.3%

Total  
(rounded figure)  
**€5.8m**  
100%



**33%** of total impacts accrued in the **hotel and restaurant** industries due to the huge direct expenditures. Companies in this industry benefited from additional **€1.9m** followed by companies in **other industries** (**€1.5m**, **27%**).

## Total economic impact by expenditure category



\* As a result of the input-output modelling approach it is no longer possible to determine the impacts for hotels and restaurants separately. We hence summed up the total impacts of both categories.  
**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

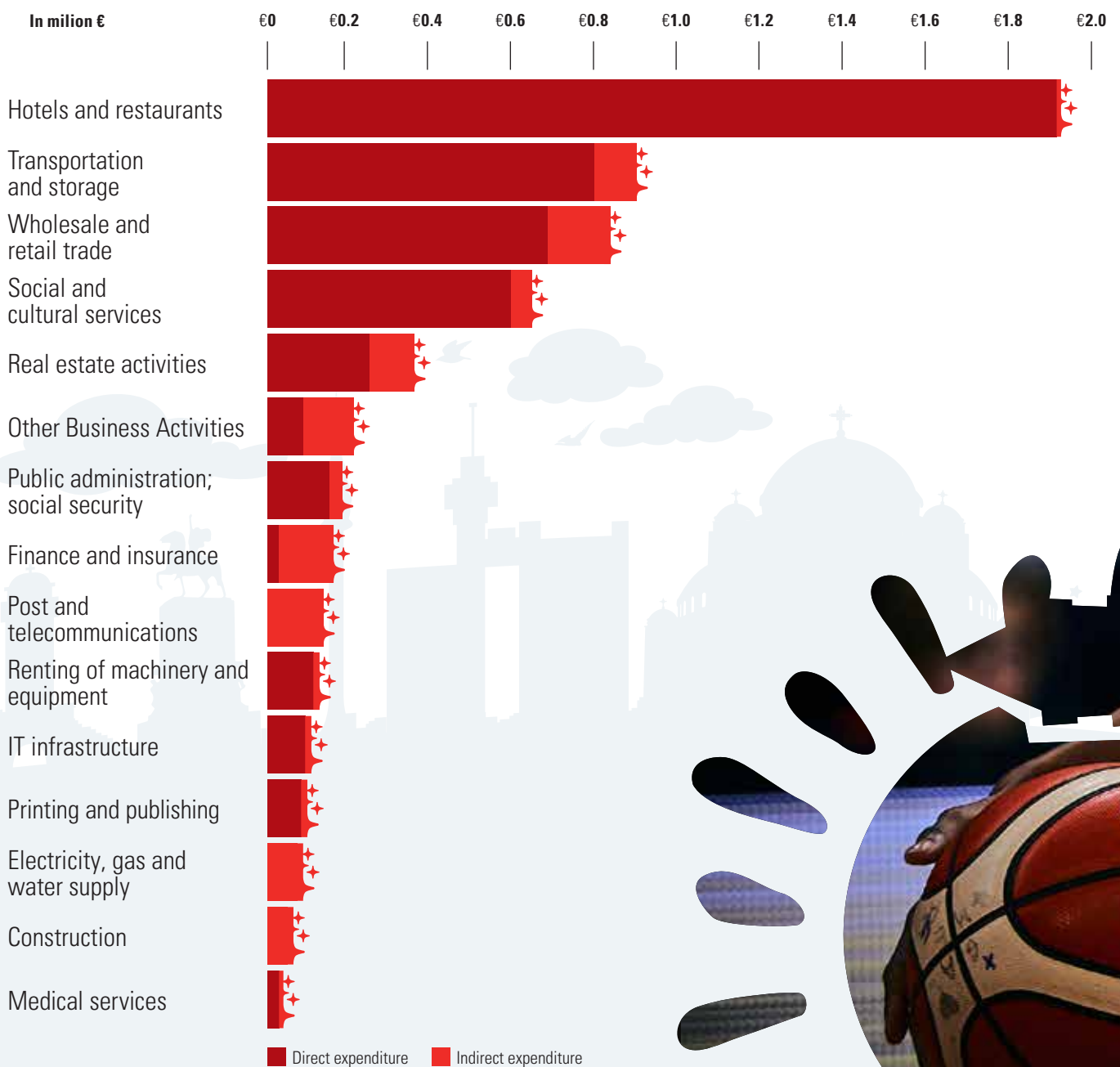
**Host city:** Belgrade  
**Scope:** Total Impact in Belgrade

# MAIN INDUSTRIES AFFECTED BY FIBA WOMEN'S EUROBASKET 2019

## TOTAL IMPACT

In total, **FIBA Women's EuroBasket 2019** induced value added of **€5.8m** in **Belgrade**. The **hotel and restaurant** industries benefited most due to high visitors' expenditures. In particular, companies in the **transportation and storage** industry and **wholesale and retail trade** industry profited from direct impacts created by FIBA Women's EuroBasket 2019.

## Main industries affected by FIBA Women's EuroBasket 2019





**Host city:** Belgrade  
**Scope:** Indirect impact outside of Belgrade

# IMPACT BY STAKEHOLDER AND BY EXPENDITURE CATEGORY

## INDIRECT IMPACT

**Outside of Belgrade**, companies benefited indirectly from **FIBA Women's EuroBasket 2019**. They provided inputs for the economy of Belgrade. Companies profited most by spending of **local spectators (€170k)**.

### Indirect economic impact by stakeholder category

LOC

**€86k** 21.3%

National spectators

**€66k** 16.3%

International spectators

**€62k** 15.3%

Teams

**€15k** 3.8%

International media

**€4k** 1.0%

National media

**€1k** 0.2%

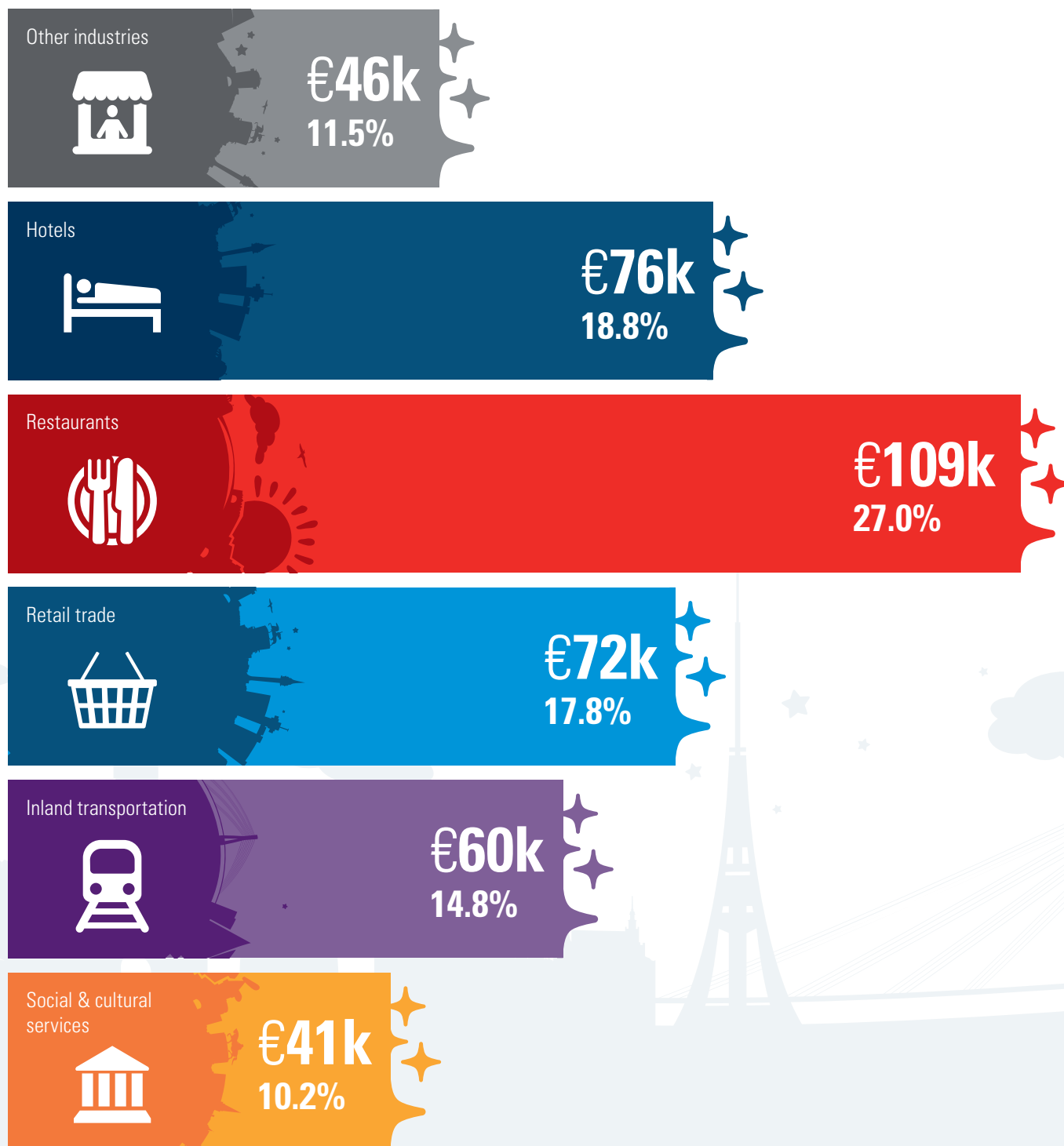
Local spectators

**€170k** 42.0%

Total  
(rounded figure)  
**€404k**  
100%

Suppliers of goods and services for the **restaurants** industry benefited most by an additional value added of **€109k**, followed by suppliers of the **hotel** industry (**€76k**).

## Indirect economic impact by expenditure category



**Note:** Other industries comprise expenditures in different industries like real estate services or security services.

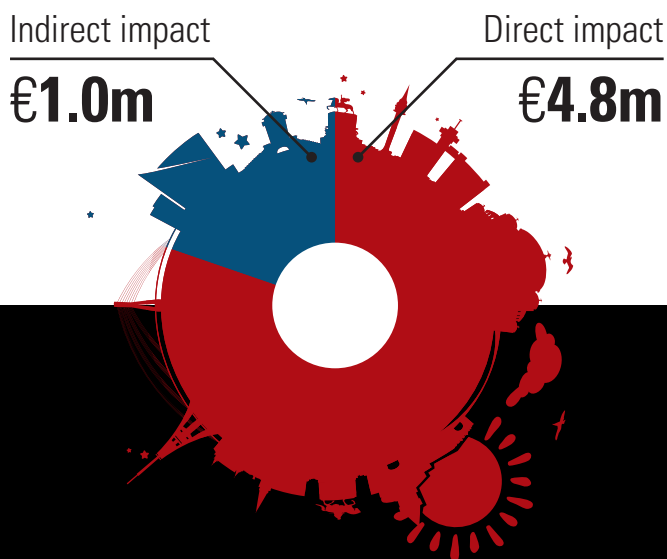
**Host city:** Belgrade  
**Scope:** Total Impact in Serbia

# TOTAL IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

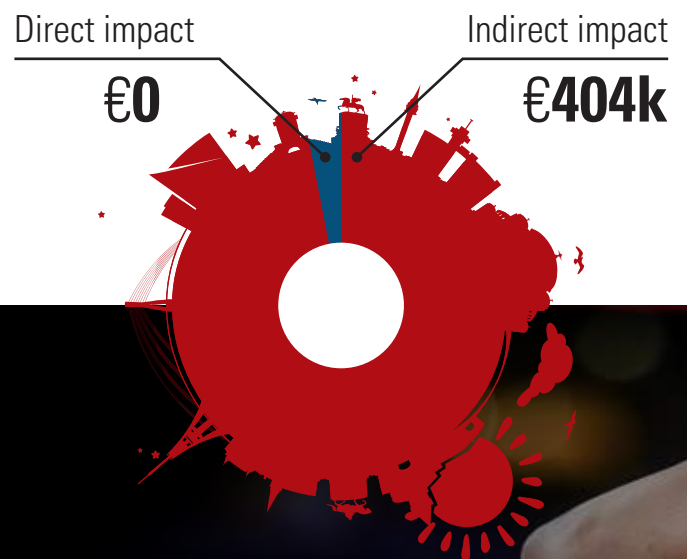
## TOTAL IMPACT

The **Serbian economy** benefited by additional value added of **€6.2m** created by **FIBA Women's EuroBasket 2019** in Belgrade. While **€0.4m** accrued outside of Belgrade, the economy of Belgrade benefited by **€5.8m**. Initial spending of local, national and international spectators, national and international media, teams and the LOC triggered considerable indirect effects, both in and outside of Belgrade.

### Total impact in Belgrade



### Total impact outside of Belgrade



### Total impact in Belgrade (per head)



**Host city:** Niš, Zrenjanin, Belgrade  
**Scope:** Total Impact in Serbia

# ADDITIONAL IMPACT: SPONSORS' AND LOCAL INSTITUTIONS' SPENDING

## TOTAL IMPACT

The **Serbian economy** benefited from several event sponsors by receiving **€280k**. One Euro of spending generated on average **additional €0.26 in Serbia**. On average, sponsor's spending triggered a total impact of **€353k** in Serbia.

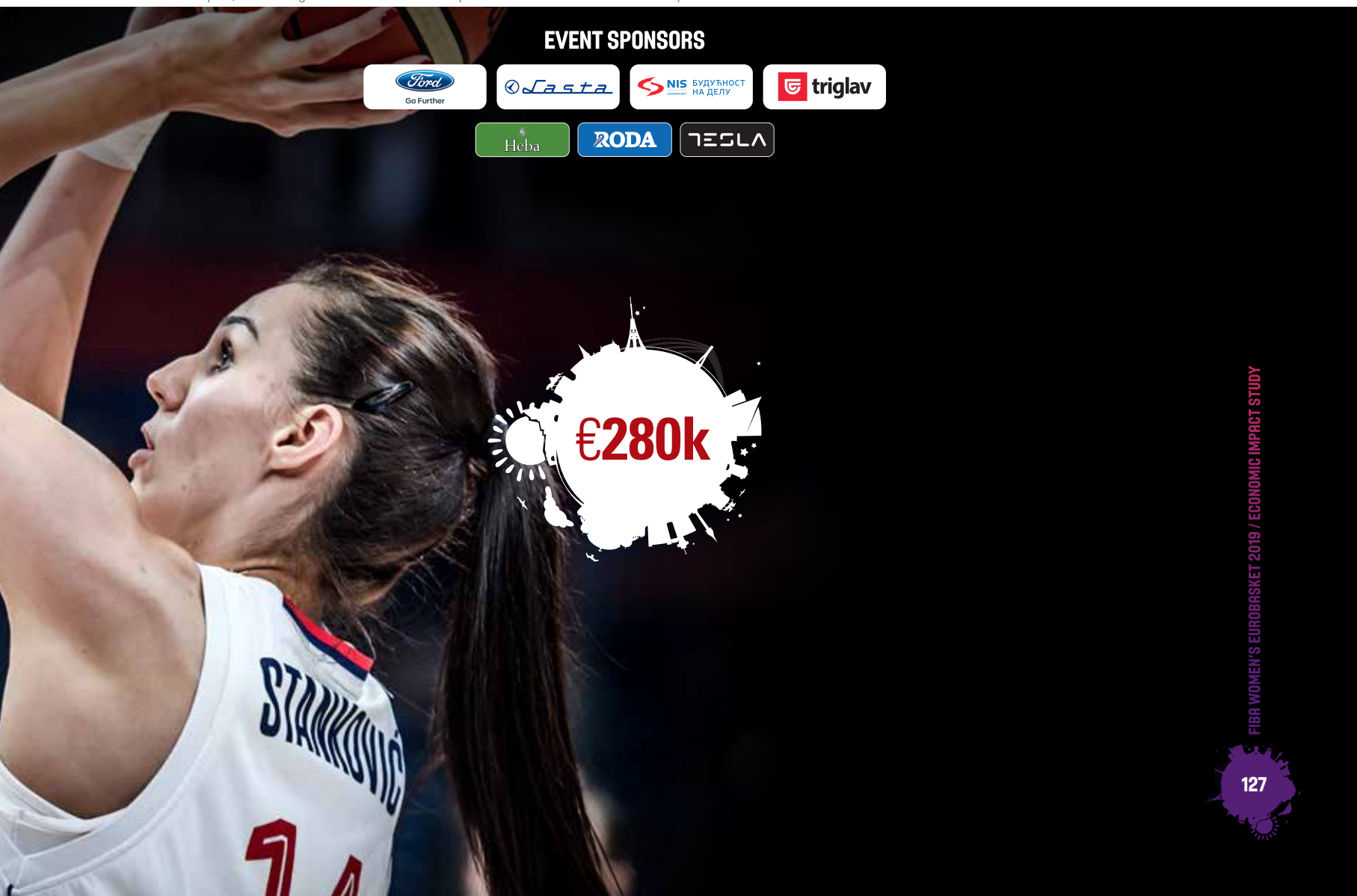
### Average multiplier (Serbia)

Additional Euro per Euro spent	
Indirect	€0.26
Total	€1.26

### Average impact (Serbia)

Total impact	
Event sponsors	€353k

**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum.



### EVENT SPONSORS

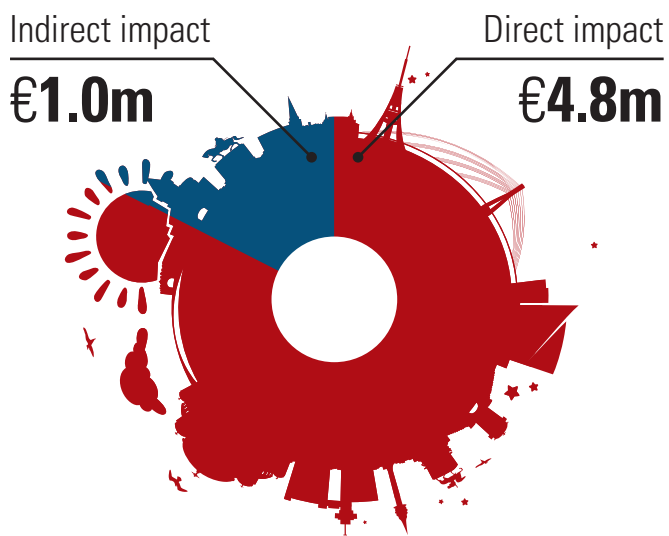


€280k

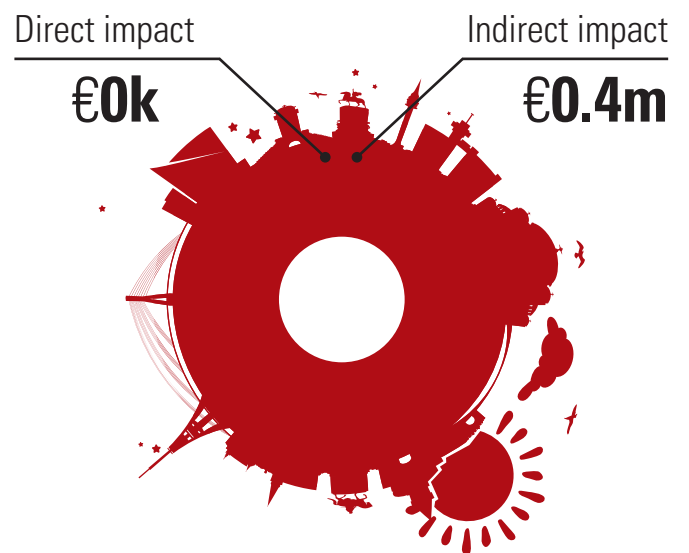
**Host city:** Niš, Zrenjanin, Belgrade  
**Scope:** Total Impact in Serbia

# TOTAL IMPACTS OF FIBA WOMEN'S EUROBASKET 2019

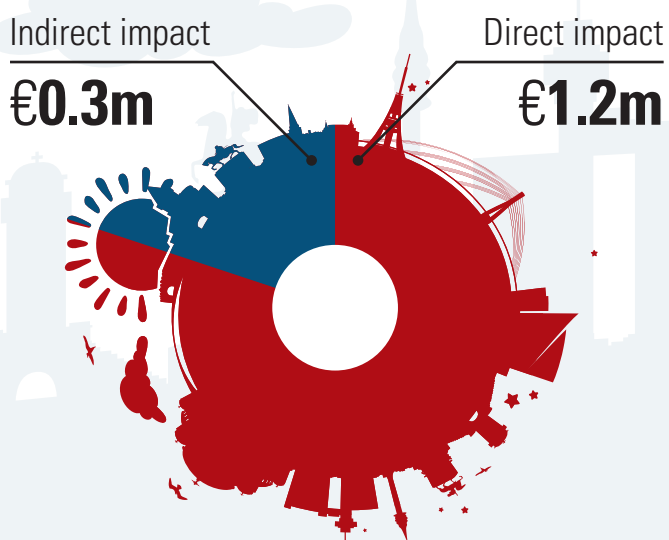
## Total impact in Belgrade



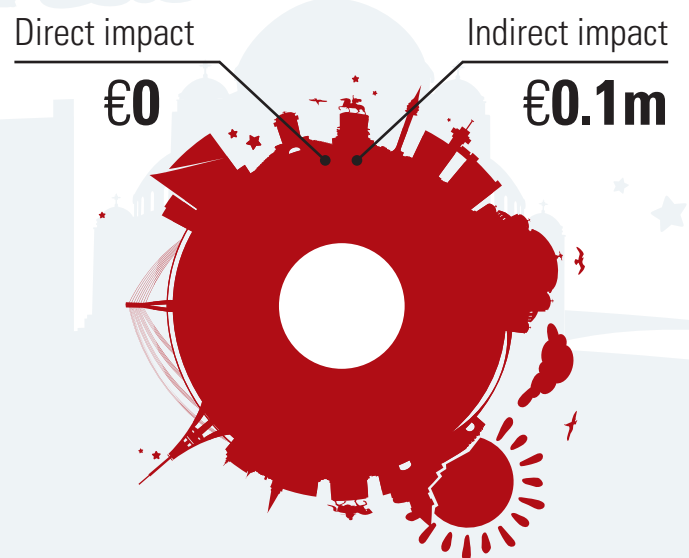
## Total impact outside of Belgrade



## Total impact in Zrenjanin



## Total impact outside of Zrenjanin

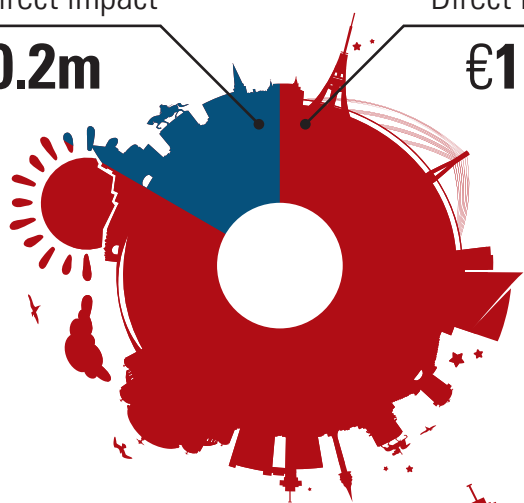




## Total impact in Niš

Indirect impact  
**€0.2m**

Direct impact  
**€1.0m**



## Total impact outside of Niš

Direct impact  
**€0**

Indirect impact  
**€0.1m**



Total impact in Serbia  
**€9.1m**



**Note:** In the report, rounded figures are used. Hence it is possible that the totals do not correspond to the sum.

For one host city (e.g. Belgrade) the other two host cities (Zrenjanin, Niš) are part of the region "outside of host city" ("outside of Belgrade"). Hence, the expenditures of one host city might trigger additional indirect impacts in another host city and thereby increase the impacts for another host city. The results shown above are based on the assumption that the event in one host city triggers no further impacts in another host city since such impacts are expected to be relatively small (due to size of a host city compared to Serbia in total).

**Host city:** Niš, Zrenjanin, Belgrade

**Scope:** Total Impact in Serbia

# LEGACY OF FIBA WOMEN'S EUROBASKET 2019

Growing together in the same direction

Serbia is a small country with a rich and longstanding basketball history. We have organized several major basketball events through the decades, both for men and women, and our basketball players compete all over the world. However, hosting FIBA Women's EuroBasket 2019 was an entirely new experience and even though it was a challenging process, it brought a lot of enjoyment, excitement and togetherness.

The Basketball Federation of Serbia was honored and pleased to organize the Group Phase and the Final Phase of FIBA Women's EuroBasket 2019, alongside our good friends from the Latvian Basketball Federation. The competition was a 10-day adventure but we, as a federation, wanted to use every possible moment to improve and affect our community through the game of basketball and its values. In the leadup to the actual tournament, we organized promotional and CSR activities, with the goal of promoting the game and female athletes and also showing the power of basketball in helping the youngest members of our society.

Throughout the 10 days of FIBA Women's EuroBasket 2019, local, national and international spectators watched the best European female basketball live in the arenas. The Group Phase was organized in two cities, Nis and Zrenjanin, attracting 10,184 fans who followed the games live in our cities. The Final Phase took place at the Belgrade Arena which hosted 28,735 spectators in four days. Over the 10 days of the competition, female basketball in Serbia gained all the attention and it was followed with enthusiasm and passion all around the country.

Hosting FIBA Women's EuroBasket 2019 brought a lot of benefits to Serbian basketball and our whole country. It improved our tourism, economy and encouraged gender equality. Also, hosting the event promoted female basketball to the youth and attracted new basketball lovers. By watching the best European basketball live, a lot of kids decided to start practicing the game in local clubs. One of the missions of the Serbian Basketball Federation is to expand and develop our basketball community and by organizing FIBA Women's EuroBasket 2019, we have moved one step forward in that mission.

FIBA Women's EuroBasket 2019 was most definitely a success. The experience gained through the whole process of the organization was insightful and essential for the future development of our federation. The structure of our federation is set and ready for what is coming next. We all sincerely hope that we will continue to deliver major events in the future.







# VISITORS' SURVEY

EXECUTIVE  
SUMMARY



# BACKGROUND AND METHODOLOGY

## BACKGROUND

The **key objective** of this research was to determine the **social and economic impact** of the FIBA Women's EuroBasket 2019 on host cities as well as to understand the respondents overall satisfaction with **Riga, Niš, Zrenjanin** and **Belgrade** and the FIBA Women's EuroBasket 2019.

The research was structured around four key themes:

- Impact of event on the host city
- Legacy impact of FIBA Women's EuroBasket
- Satisfaction with FIBA Women's EuroBasket

## METHODOLOGY

- Respondents were contacted using three methods:
  - FIBA representatives interviewing game attendees face-to-face in Belgrade, Zrenjanin, Niš and Riga (primary collection method)
  - QR codes placed around the arenas
  - Links sent to ticketholder email addresses
- All data was collected in an online survey designed and hosted by PwC.
- A total of **2096 online responses** were collected across the four cities.
- The survey was live during a two week period from 27/06/19 to 12/07/19.

### Overview of respondents

Number of respondents



Type of respondent



Spectator/ticket holder



Media representative

### RIGA



875

99% 1%

### NIŠ



165

99% 1%

### ZRENJANIN



338

90% 10%

### BELGRADE



718

99% 1%

TOTAL



2096

Please note: Some totals may not add up to 100% due to rounding





# RIGA LATVIA





Host city: Riga

## OVERVIEW OF RIGA

Key takeaways...

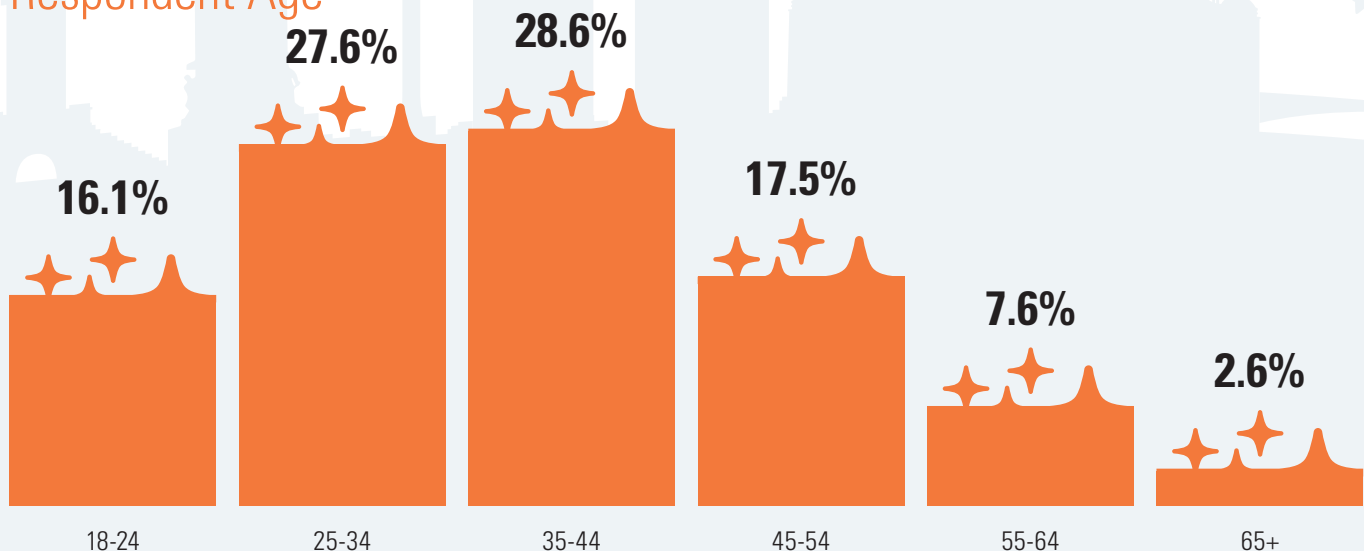
- While many of the respondents in Riga had visited the city before, the FIBA Women's EuroBasket 2019 attracted some new visitors who would not have considered visiting the city, had it not been for the games.
- Overall, respondents were satisfied with the FIBA Women's EuroBasket 2019 and would be likely to attend another FIBA event. Improving the food/drink offered at events as well as information available about the event may increase the overall satisfaction levels of visitors to future FIBA events.

More details...

- Most of the respondents in Riga were from Latvia (72.3%) of which a similar proportion (70.6%) were from the city. 16.5% of respondents were from Sweden with the rest were mainly from other European countries (10.4%). The event in Riga attracted slightly older fans than the other cities with over a quarter (27.7%) of respondents aged 45+.
- Three quarters (73.8%) of those surveyed in Riga had visited the city before. Of the 26.2% who were visiting for the first time, around half (47.3%) would not have considered visiting Riga if the FIBA Women's EuroBasket games had not been there. The majority (82.3%) of respondents in Riga stayed in the city for less than a week. Almost two-thirds of respondents (59.8%) would be very likely to recommend the Riga as a place to visit with tourist attractions and restaurants ranked the top reasons to visit.
- The majority (91.2%) of respondents were very satisfied/satisfied with the FIBA Women's EuroBasket 2019 in Riga. They were particularly satisfied with the arena and atmosphere however, one in seven (15.9%) were very dissatisfied/dissatisfied with the food/drink at the games in Riga.
- Most (90.1%) of respondents in Riga had been to a professional basketball game before, however, based on their experience of the FIBA Women's EuroBasket 2019, over half (56.2%) are very likely to attend another FIBA tournament. On average, respondents in Riga attended 4 games. As a result of their visit to the tournament, nearly half (49.6%) of respondents in Riga are very likely to consume more basketball content either through TV, online or on social media but only a third (32.0%) are very likely to play more basketball in the future.

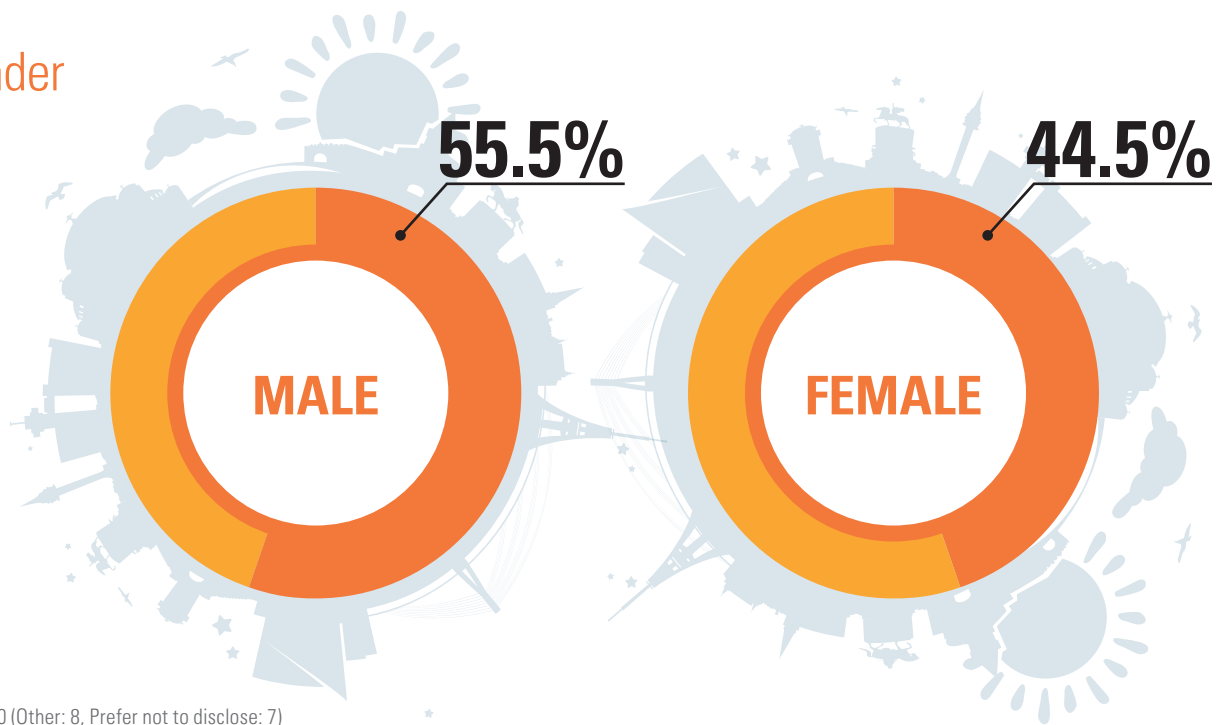
## DEMOGRAPHICS

### Respondent Age



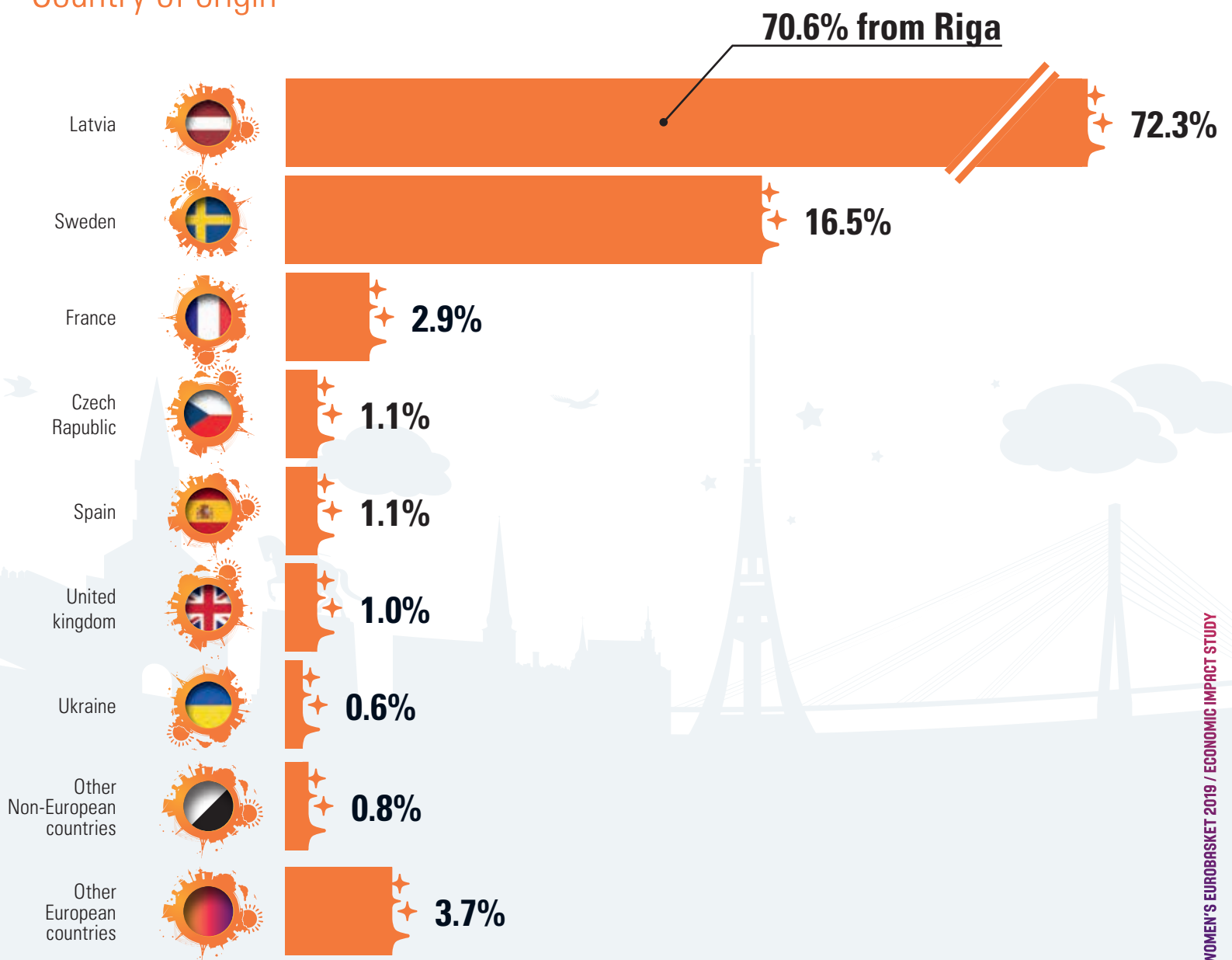
Base: 844 (Prefer not to disclose: 31)

## Gender



Base: 860 (Other: 8, Prefer not to disclose: 7)

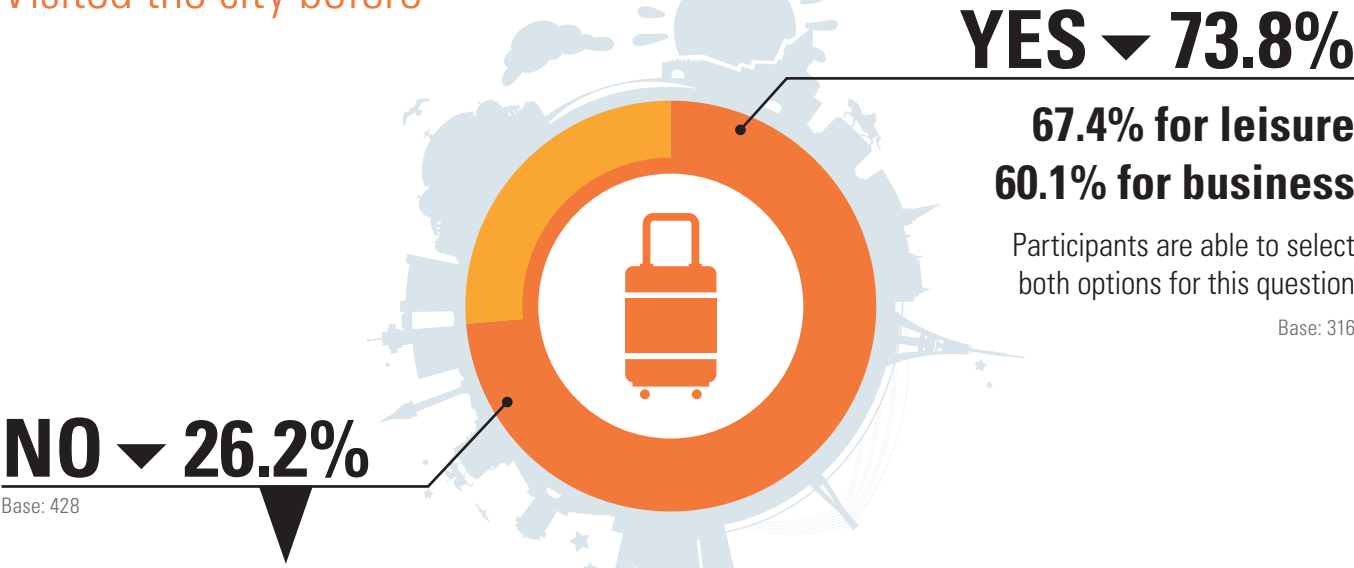
## Country of origin



Base: 875

One-quarter of respondents in Riga had never visited the city before and almost half of these would not have considered visiting if the games had not been there

Visited the city before



Considered visiting Riga

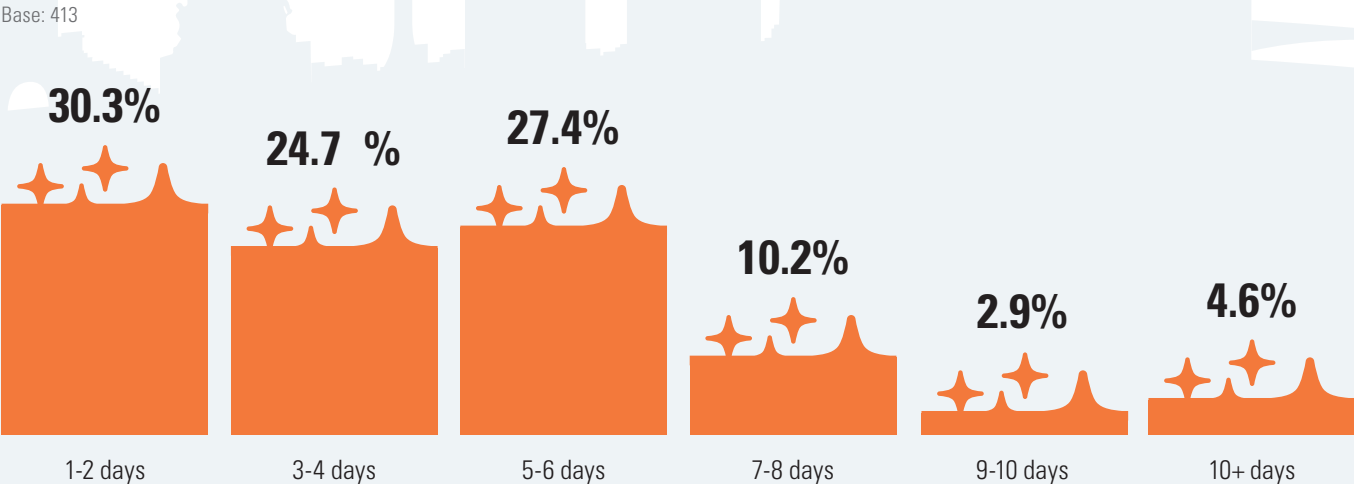


**Why not?**

*"Not on my radar"*  
*"I went there to watch basketball mainly. But the city was very nice so I would go back."*  
*"It was a very nice town but we haven't considered Riga as a possible town to spend the holiday in."*  
*"No, since I would like to visit other bigger cities like Paris or Rome."*

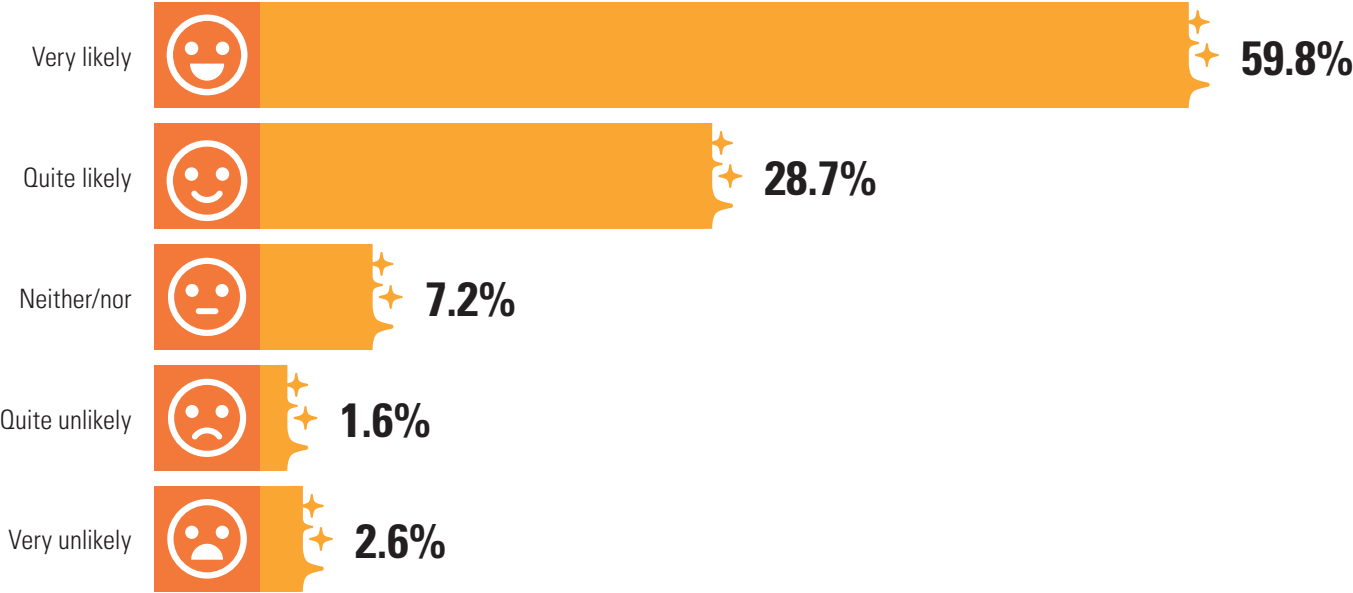
Base: 7 (low base)

Number of days in Riga



89% of respondents are likely to recommend Riga to others

### Likelihood to recommend Riga

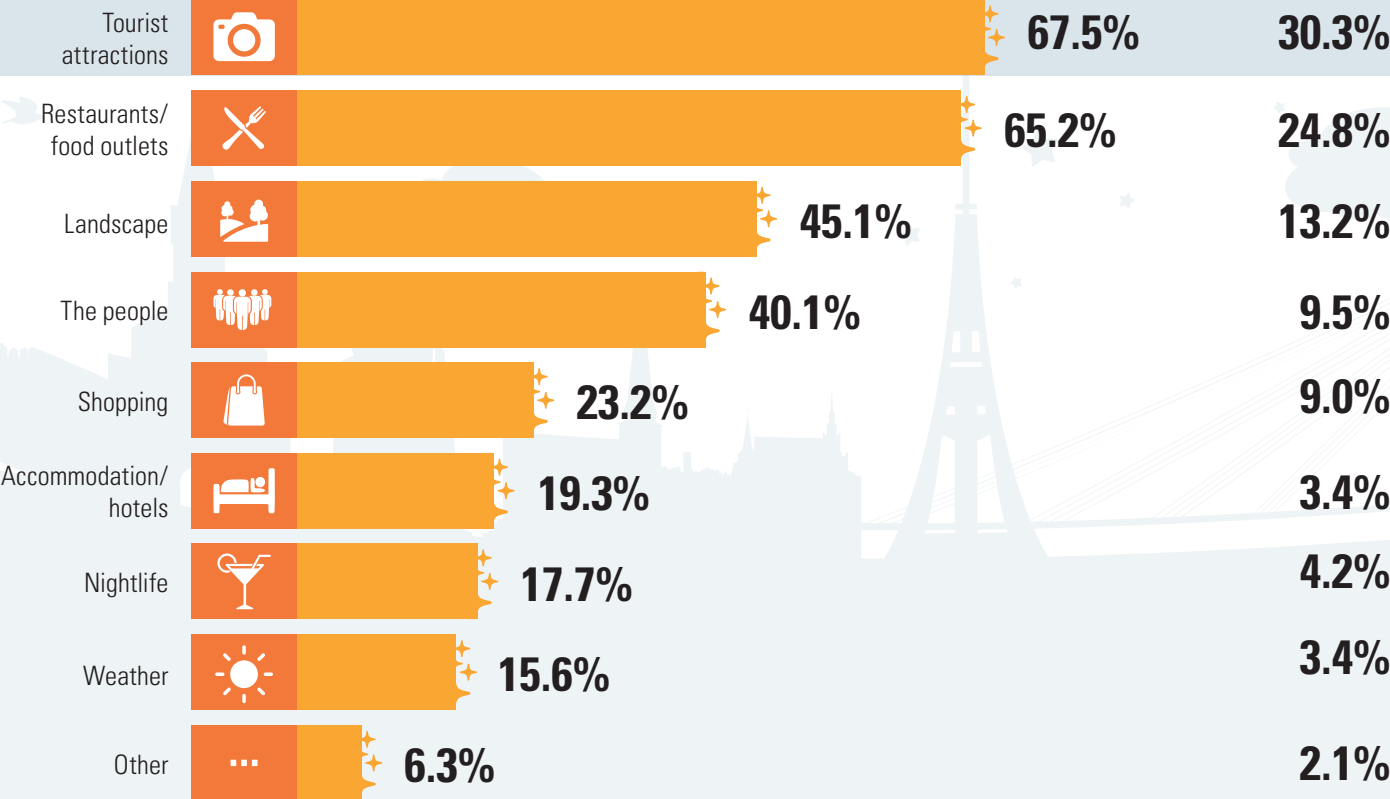


Base: 428

Tourist attractions and restaurants were cited as the top reasons to visit Riga

### Reasons to recommend Riga (% that each of the below reasons was Ranked 1 – 3 by the visitors)

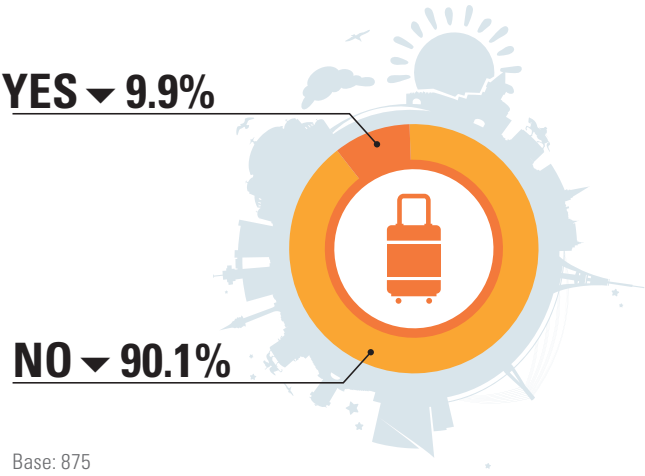
### Reasons to recommend Riga (Ranked 1)



Base: 379 (Those who would recommend Riga)

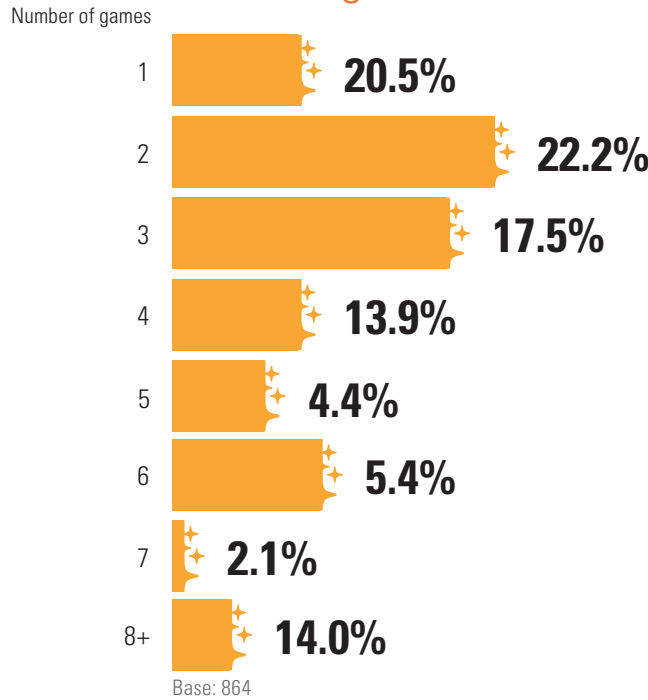
Only 10% of respondents in Riga had not been to a professional basketball game before, however, following the FIBA Women's EuroBasket 2019, over half would attend another FIBA tournament

First time attending a professional basketball game...



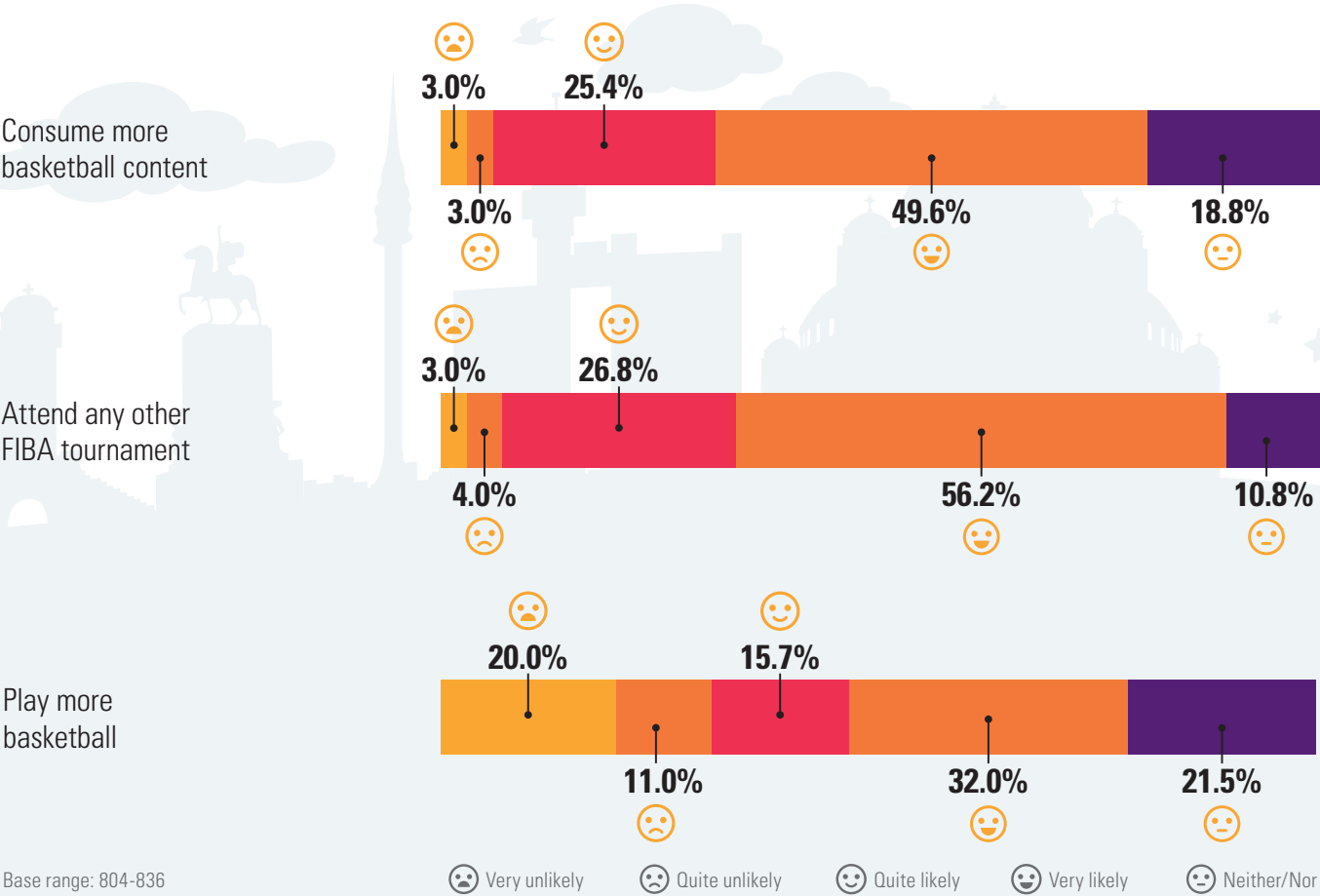
Base: 875

Number of games attended



Base: 864

How likely are you to...

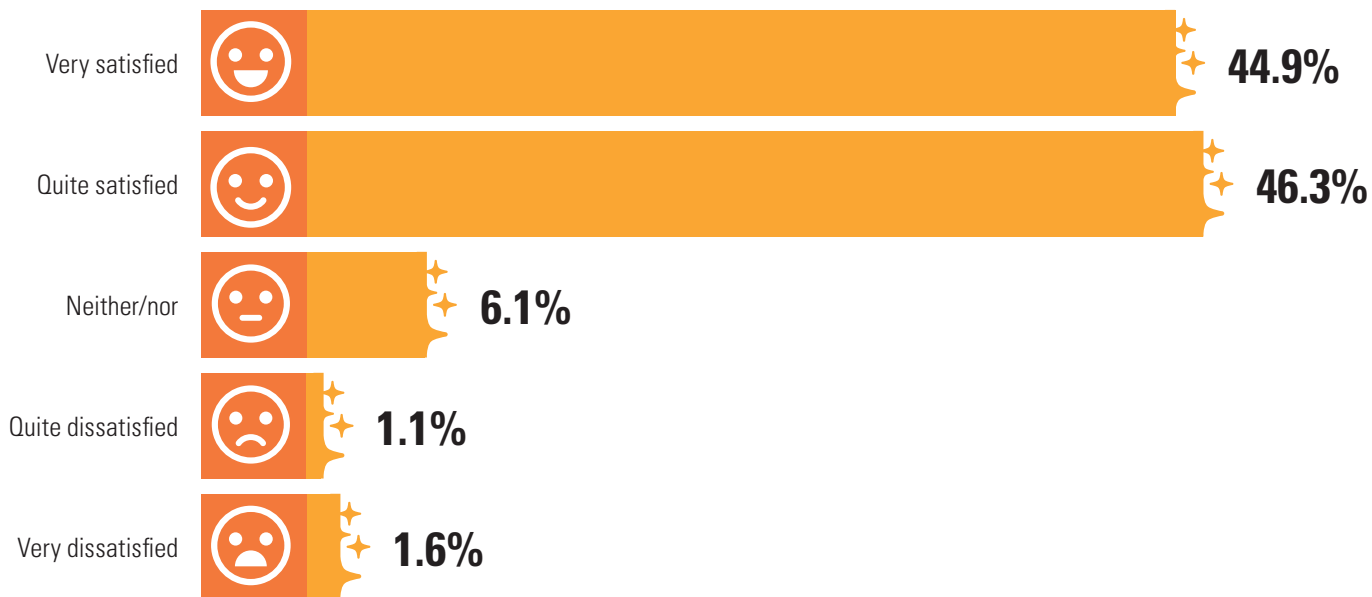


Base range: 804-836

Very unlikely    Quite unlikely    Quite likely    Very likely    Neither/Nor

Overall satisfaction with games in Riga was high, with the arena receiving the highest level of satisfaction

## Satisfaction with FIBA Women's EuroBasket 2019



Base: 875

## How would you rate your satisfaction with...

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Neither/ Nor
Arena	0.5%	0.5%	40.2%	56.0%	2.9%
Atmosphere in arena	0.6%	1.9%	37.5%	52.7%	7.3%
Security	0.9%	2.2%	44.9%	45.5%	6.6%
Toilet facilities	1.3%	0.5%	47.3%	43.0%	7.8%
Event staff	0.6%	1.5%	44.9%	42.0%	11.0%
Ticketing	1.0%	2.8%	44.2%	41.2%	10.9%
Environmental friendliness	1.5%	4.7%	39.6%	34.8%	19.5%
Information about FIBA Women's EuroBasket 2019	1.5%	6.3%	44.4%	32.2%	15.7%
Game entertainment	1.4%	5.1%	44.9%	31.5%	17.1%
Food/drink	3.4%	12.5%	39.7%	19.3%	25.1%

Base: 745-840



**NIŠ  
SERBIA**





**Host city:** Niš

## OVERVIEW OF NIŠ

Key takeaways...

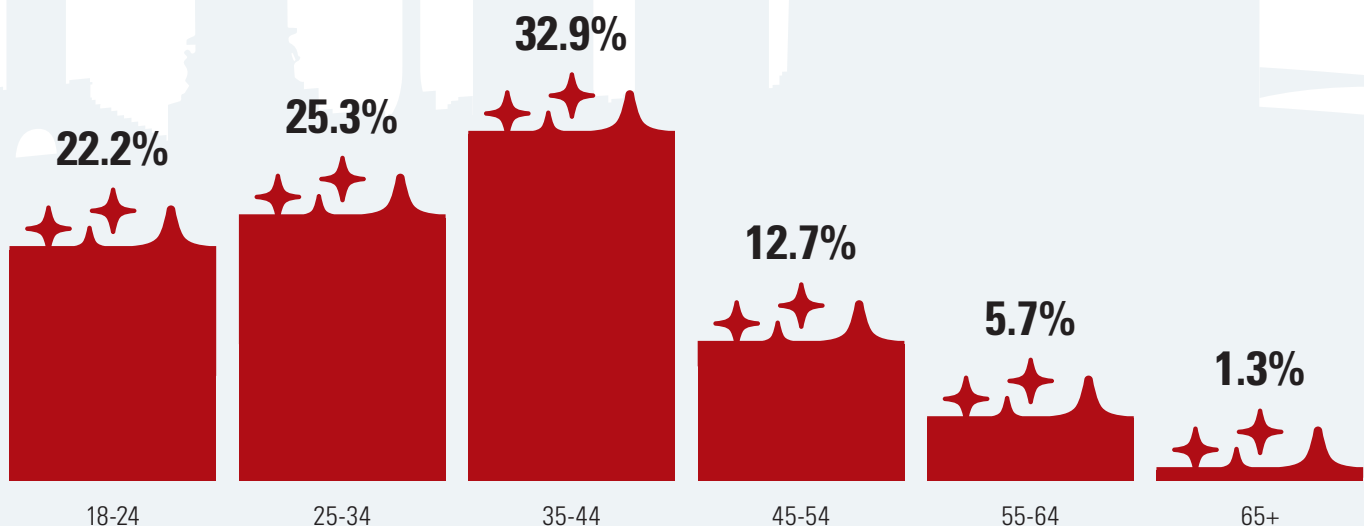
- The FIBA Women's EuroBasket 2019 attracted many visitors to Niš who would not have considered visiting the city had it not been for the games, including visitors from Slovenia and Hungary.
- Overall, respondents were satisfied with the FIBA Women's EuroBasket 2019 and would be likely to attend another FIBA event. Improving the food/drink offered at events as well as information available about the event may increase the overall satisfaction levels of visitors to future FIBA events.

More details...

- Two-thirds (64.8%) of respondents in Niš were from Serbia, of which the majority (90.7%) were from the city. The rest of the respondents were from Slovenia (15.8%) and Hungary (10.9%) or other European countries (8.5%). The majority of respondents (80.4%) were aged 44 or younger and male (66.0%).
- Three-fifths (58.8%) of those surveyed in Niš had never visited the city before. The majority of these (82.5%) would not have considered visiting Niš if the FIBA Women's EuroBasket games had not been there. After their time in the city, less than half (42.6%) of respondents would be very likely to recommend Niš as a place to visit. Over two-fifths of respondents stay in Niš for 3-4 days, while a further 28.4% stayed for 5-6 days.
- The majority (89.7%) of respondents were very satisfied/satisfied with the FIBA Women's EuroBasket 2019 in Niš. They were particularly satisfied with the arena, security and event staff. Almost one fifth (19.0% very dissatisfied/dissatisfied) were dissatisfied food/drink in the arena and a further 15.0% were dissatisfied with the information provided about the tournament.
- Most (90.3%) of respondents in Niš had attended a professional basketball game before, and after attending the games, two thirds (67.3%) of respondents are very likely to attend another FIBA tournament. On average, respondents in Niš attended 3 games. As a result of their visit to the FIBA Women's EuroBasket 2019, nearly two-thirds (59.9%) of respondents are very likely to consume more basketball content either through TV, online or on social media and two-fifths (39.6%) are very likely to play more basketball in the future.

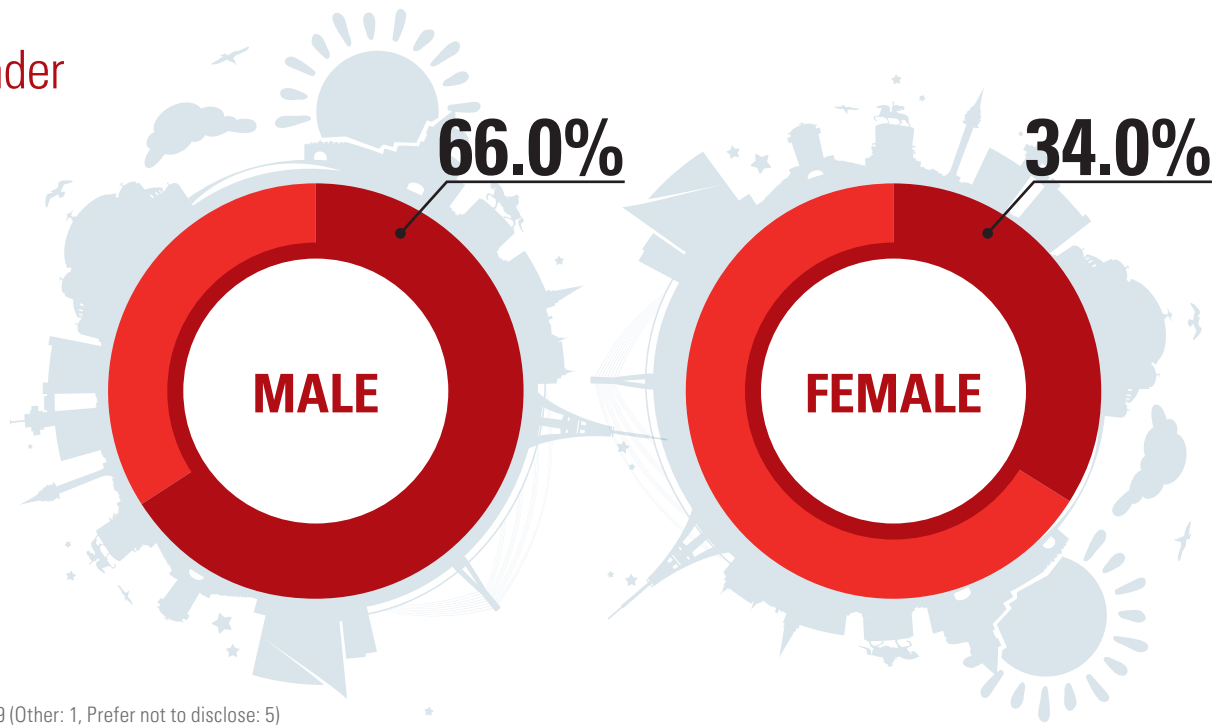
## DEMOGRAPHICS

### Respondent Age



Base: 158 (Prefer not to disclose: 7)

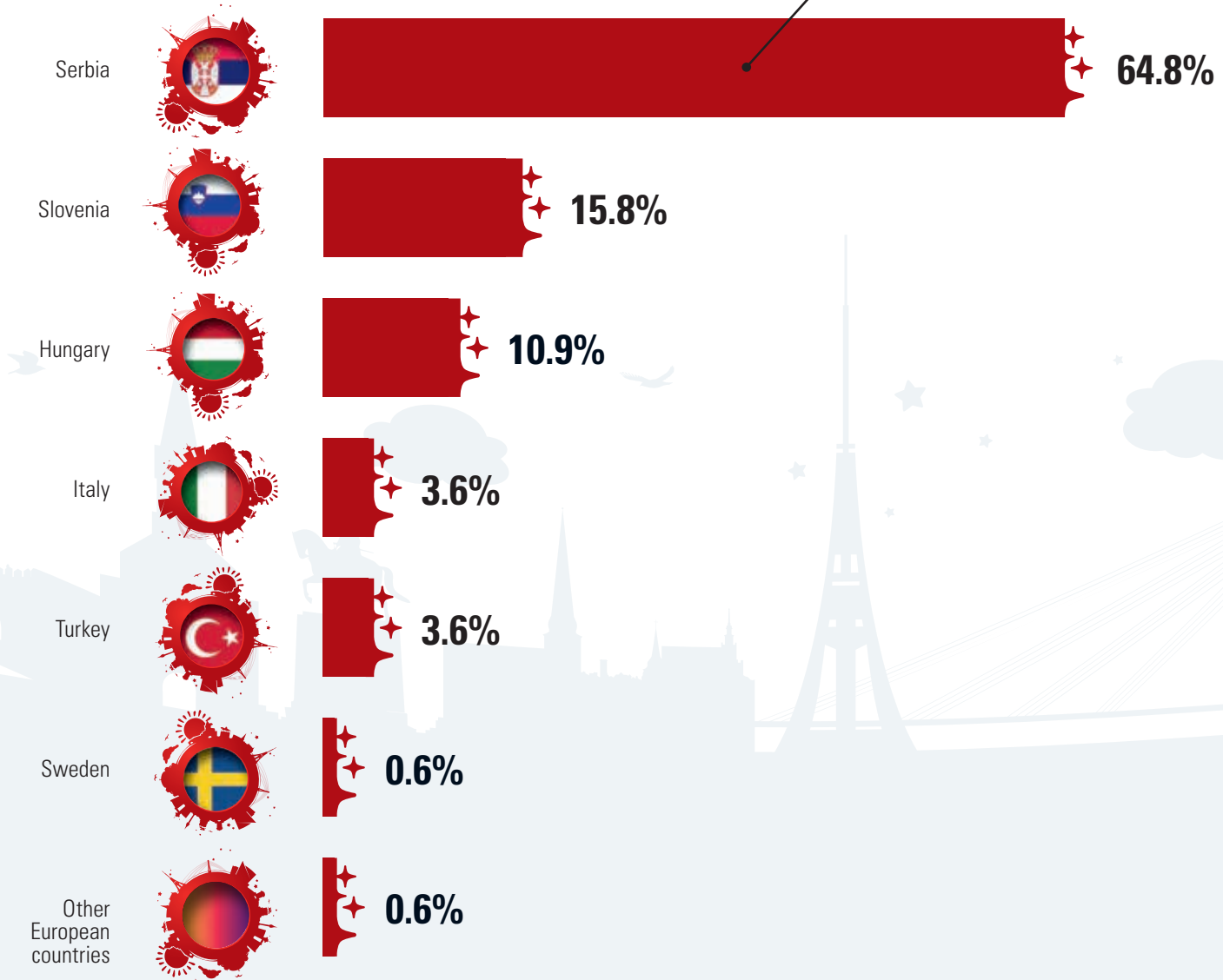
## Gender



Base: 159 (Other: 1, Prefer not to disclose: 5)

## Country of origin

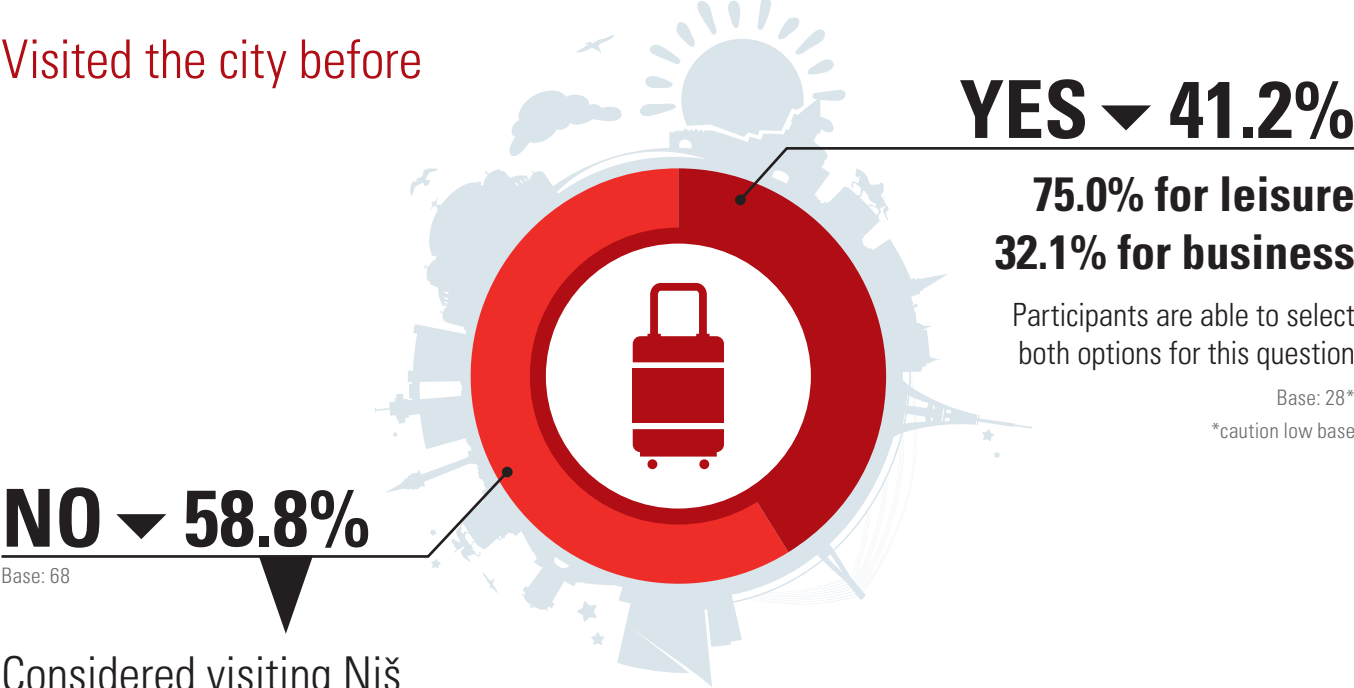
90.7% from Niš



Base: 165

83% of respondents in Niš would not have considered visiting the city had the games not been hosted there

Visited the city before



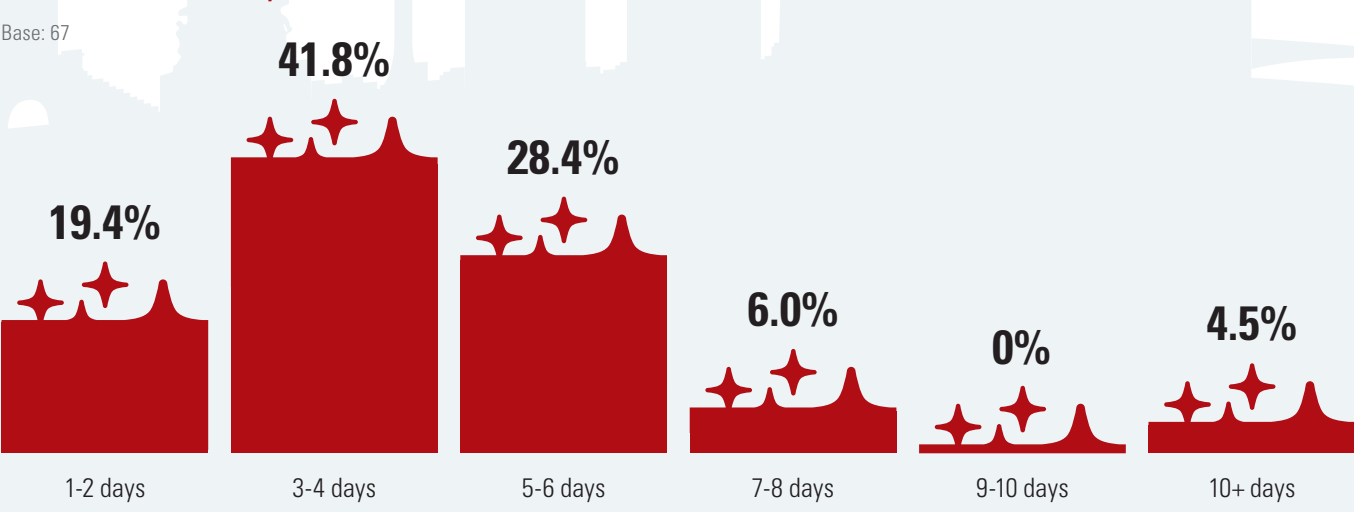
Considered visiting Niš



**Why not?**

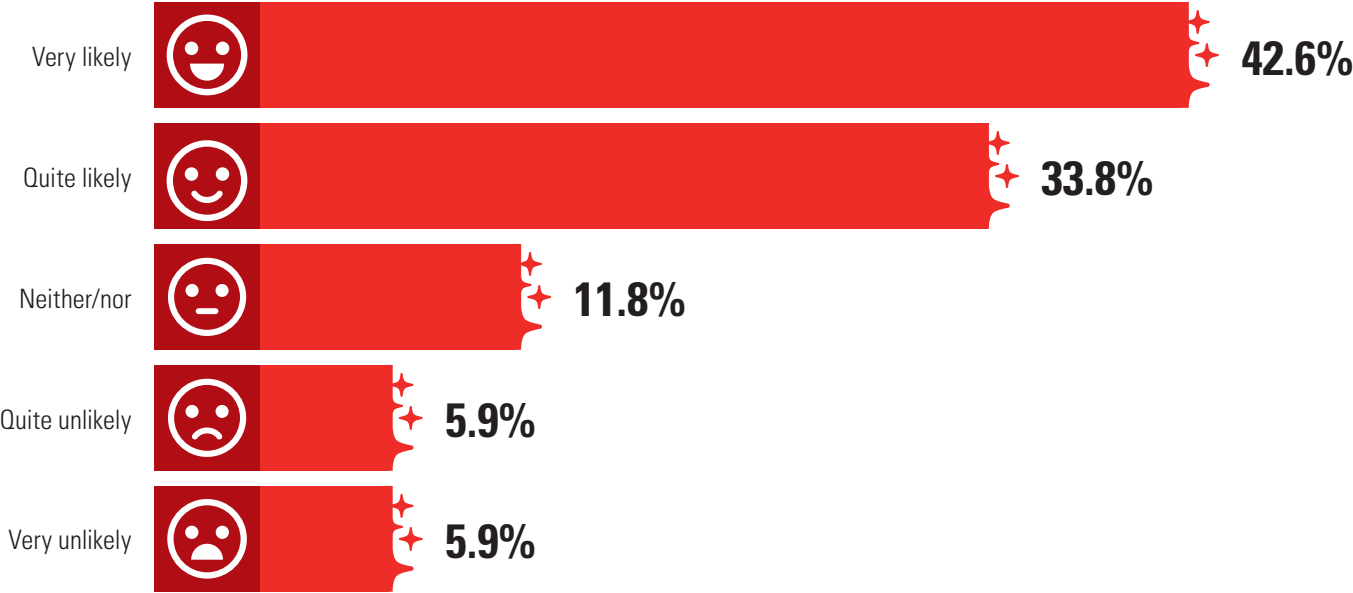
- "Not too interesting"
  - "It is far, not a tourist destination"
  - "Low infrastructure, dirty, messy, few attractions, lot of smoking people"
  - "I did not know Nis, I just know that it is the biggest city in south Serbia"
- Base: 40

Number of days in Niš



77% of respondents are likely to recommend Niš to others

Likelihood to recommend Niš



Base: 68

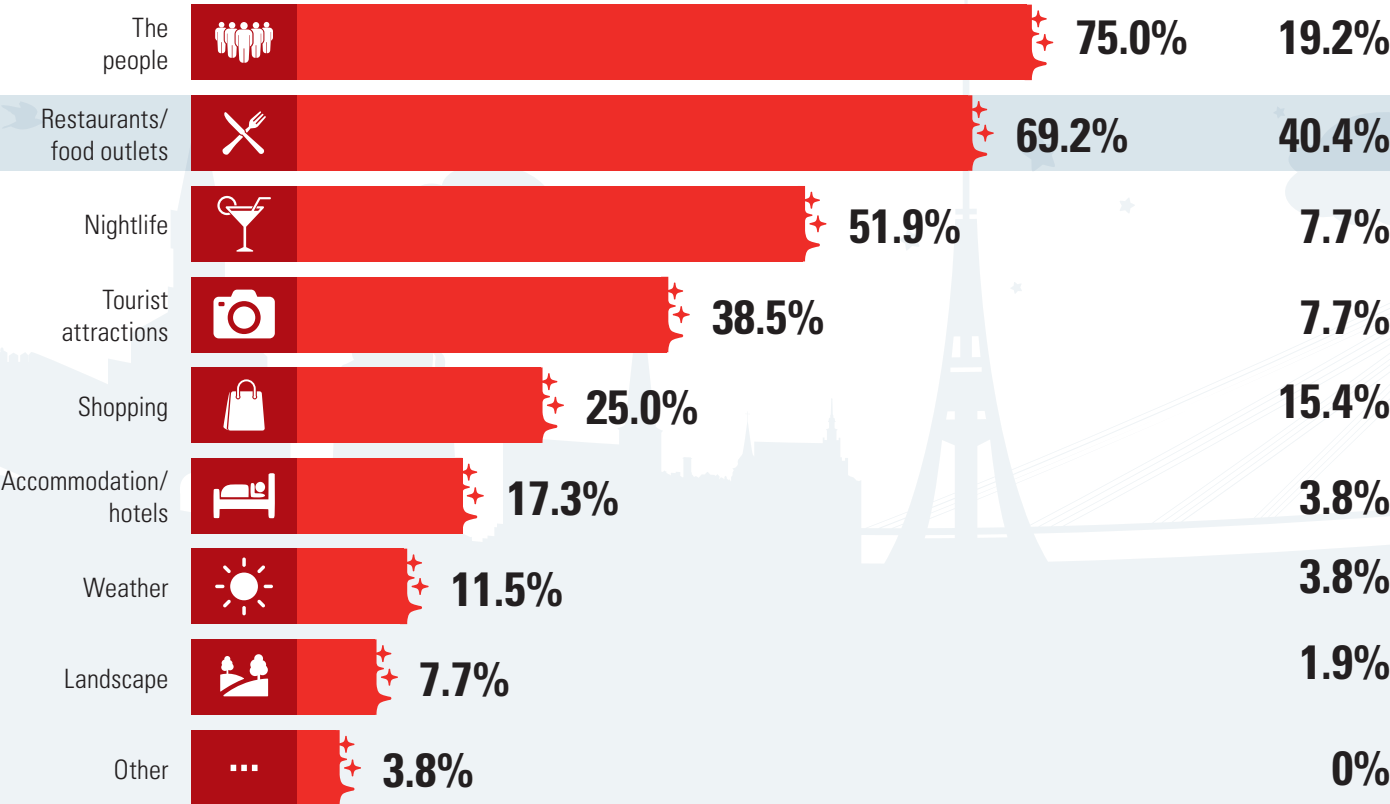
40% of visitors to Niš ranked restaurants/food as the top reason to visit the city

Reasons to recommend Niš

(% that each of the below reasons was Ranked 1 – 3 by the visitors)

Reasons to recommend Niš

(Ranked 1)



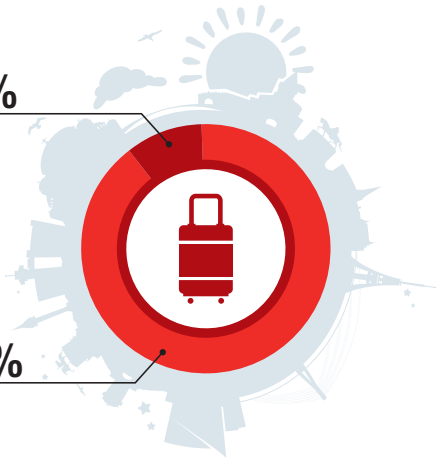
Base: 52 (Those who would recommend Niš)

Only 10% of respondents in Niš hadn't been to a professional basketball game before, however, two-thirds are now very likely to attend another FIBA tournament

First time attending a professional basketball game...

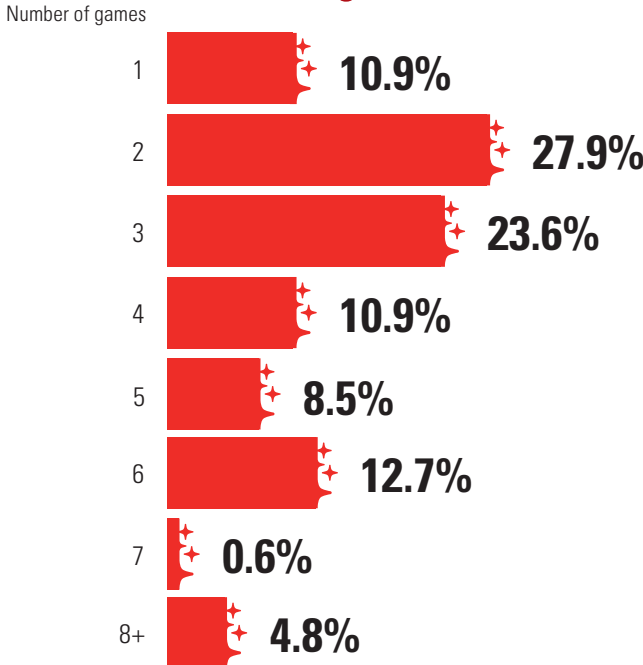
**YES** ▾ 9.7%

**NO** ▾ 90.3%



Base: 165

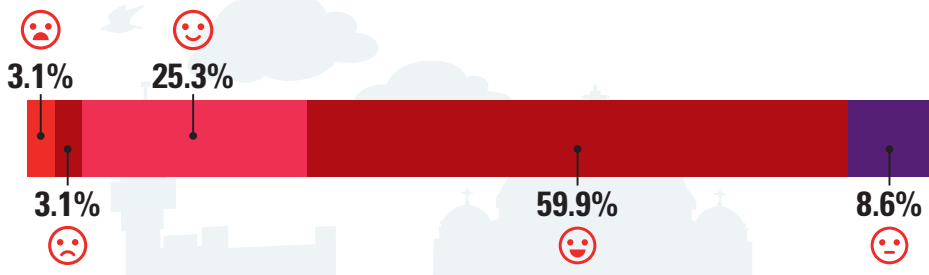
Number of games attended



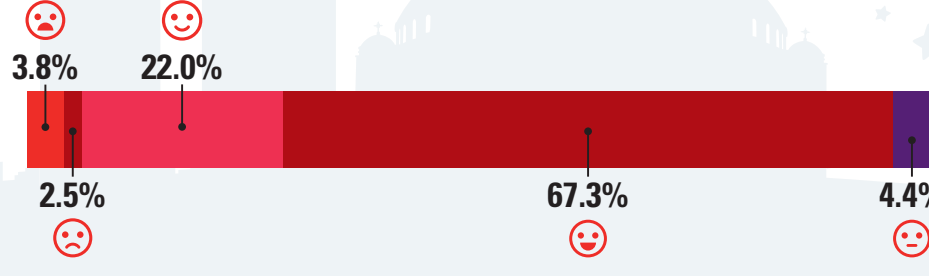
Base: 165

How likely are you to...

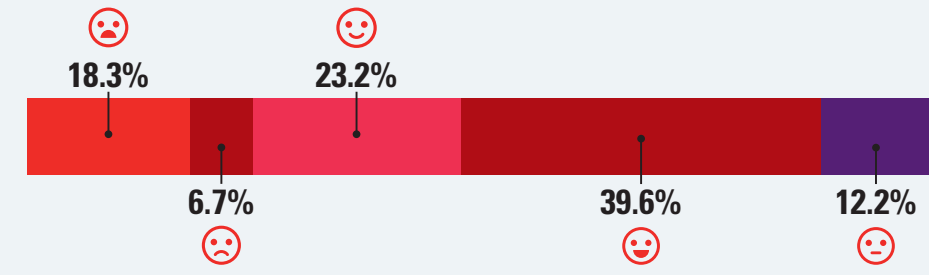
Consume more basketball content



Attend any other FIBA tournament



Play more basketball

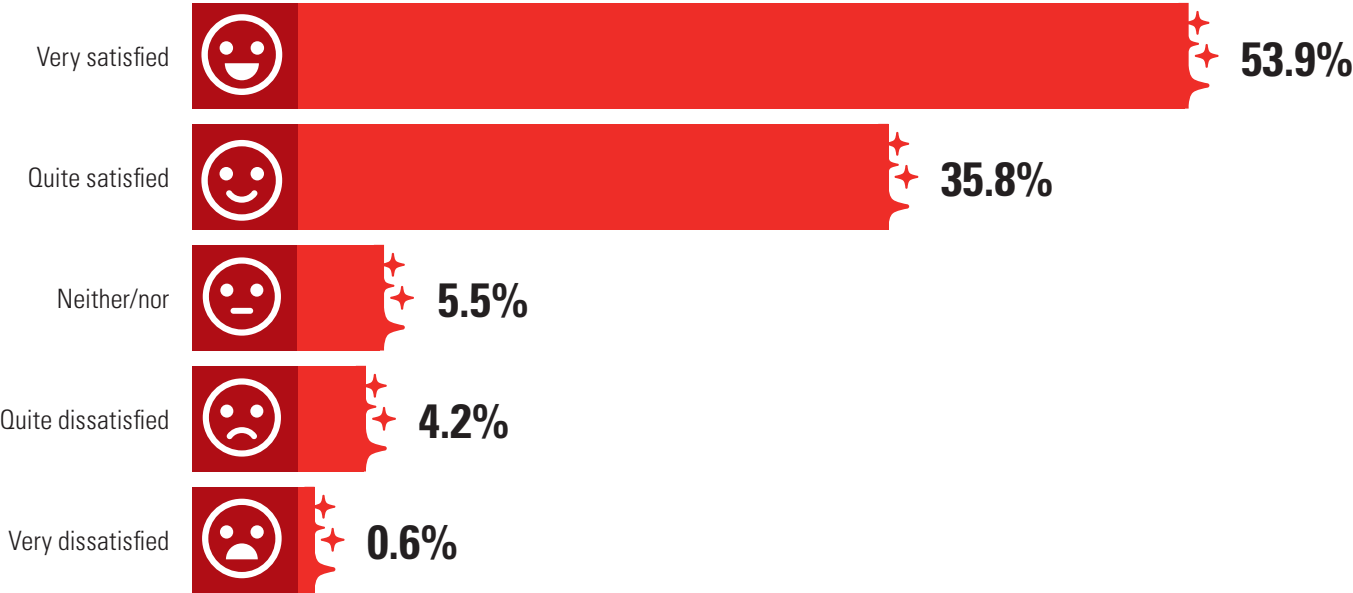


Base range: 159-164

Very unlikely    Quite unlikely    Quite likely    Very likely    Neither/Nor

90% of respondents were satisfied with their FIBA Women's EuroBasket 2019 experience, with the arena and security being cited as the top reasons

### Satisfaction with FIBA Women's EuroBasket 2019



Base: 165

### How would you rate your satisfaction with...

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Neither/Nor
Arena	0.6%	4.3%	30.9%	59.3%	4.9%
Security	3.1%	2.5%	32.5%	57.1%	4.9%
Event staff	3.1%	3.1%	30.4%	56.5%	6.8%
Atmosphere in arena	1.8%	6.1%	30.1%	52.1%	9.8%
Ticketing	1.9%	4.9%	37.0%	48.1%	8.0%
Game entertainment	1.8%	6.1%	36.2%	42.3%	14.1%
Information about FIBA Women's EuroBasket 2019	3.8%	11.3%	34.4%	41.3%	9.4%
Environmental friendliness	2.5%	4.4%	41.3%	40.6%	11.3%
Toilet facilities	2.6%	5.8%	40.0%	38.1%	13.5%
Food/drink	7.6%	11.4%	31.0%	32.9%	17.1%

Base range: 155-163



# ZRENJANIN SERBIA





**Host city:** Zrenjanin

## OVERVIEW OF ZRENJANIN

Key takeaways...

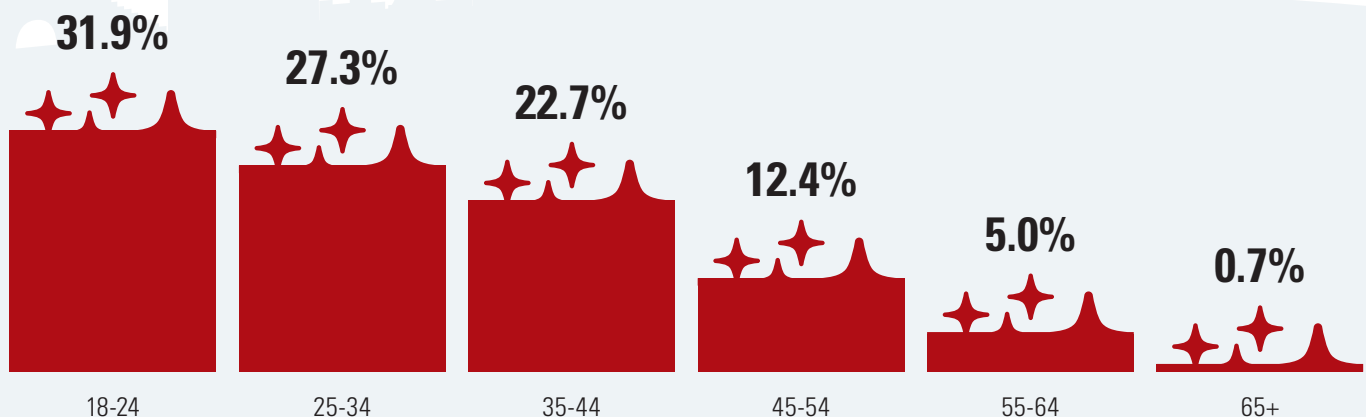
- The FIBA Women's EuroBasket 2019 attracted visitors to Zrenjanin who would not have considered visiting the city had it not been for the games. As a result of their visit, the vast majority would recommend Zrenjanin as a place to visit mainly based on their experience with the local people.
- Overall, respondents in Zrenjanin were satisfied with the FIBA Women's EuroBasket 2019 and would be likely to attend another FIBA event. Improving the food/drink offered at events as well as the toilet facilities may increase the overall satisfaction levels of visitors to future FIBA events.

More details...

- Most of respondents in Zrenjanin were from Serbia (91.1%), of which 68.5% were from Zrenjanin. The majority of respondents (81.9%) were aged 44 or younger.
- Just a third (29.9%) of those surveyed in Zrenjanin were visiting for the first time, but half of these would not have considered visiting Zrenjanin if the FIBA Women's EuroBasket games had not been there. Two-fifths (39.7%) of respondents stayed in Zrenjanin for 1-2 days while the same proportion (39.7%) stayed for between 3-6 days. After their time in the city, 49.6% of respondents would be very likely to recommend the city as a place to visit, with almost a third (31.5%) ranking the local people as the top reason to visit. However, only one in seven ranked restaurants, landscape or tourist attractions as top reasons to visit the city.
- The vast majority of respondents were satisfied with the FIBA Women's EuroBasket 2019, with 95.3% stating they were satisfied/very satisfied (64.2% very satisfied). They were particularly satisfied with the atmosphere in the arena and the event staff. Respondents were less satisfied with the environmental friendliness of the games and the toilet facilities in Zrenjanin. Over one in ten (12.6% very dissatisfied/dissatisfied) were dissatisfied food/drink offered in the arena.
- Almost a third (34.6%) of respondents in Zrenjanin had not been to a professional basketball game before, however, after attending the games, over two thirds of respondents are very likely to attend another FIBA tournament (68.3% very likely). On average, respondents in Zrenjanin attended 4 games. As a result of their visit to the FIBA Women's EuroBasket 2019, nearly two-thirds (60.5%) of respondents are very likely to consume more basketball content either through TV, online or on social media and over half (55.2%) are very likely to play more basketball in the future.

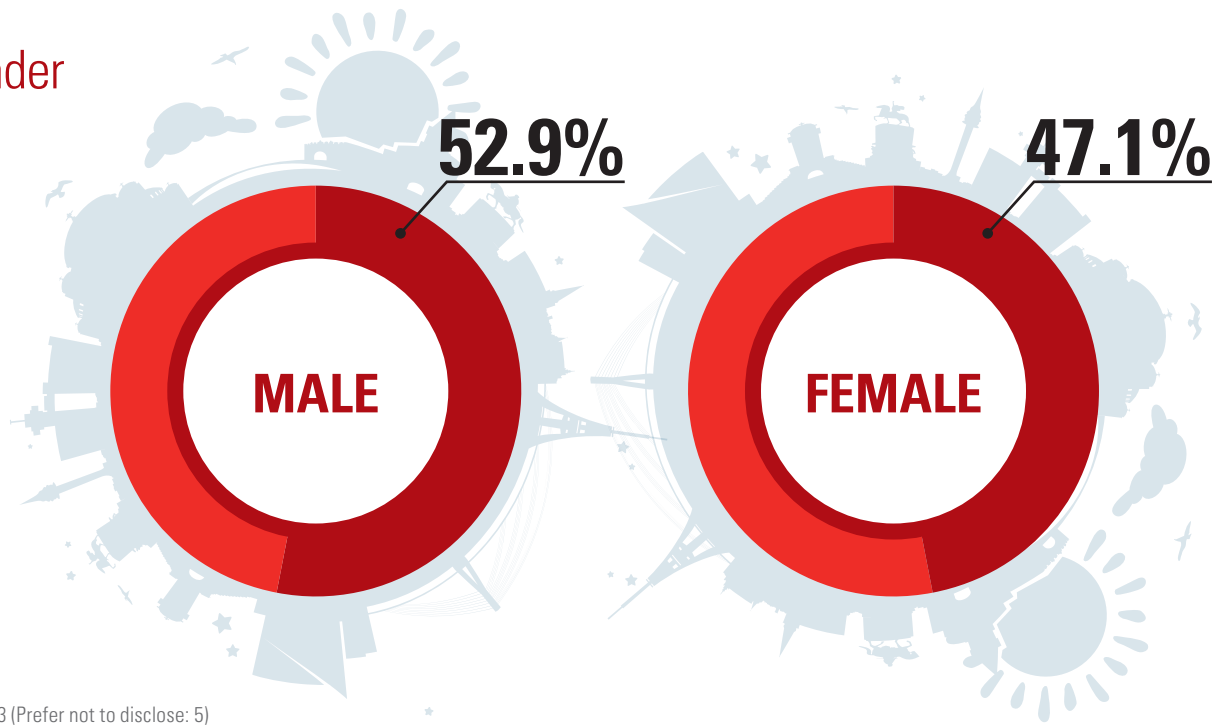
## DEMOGRAPHICS

### Respondent Age



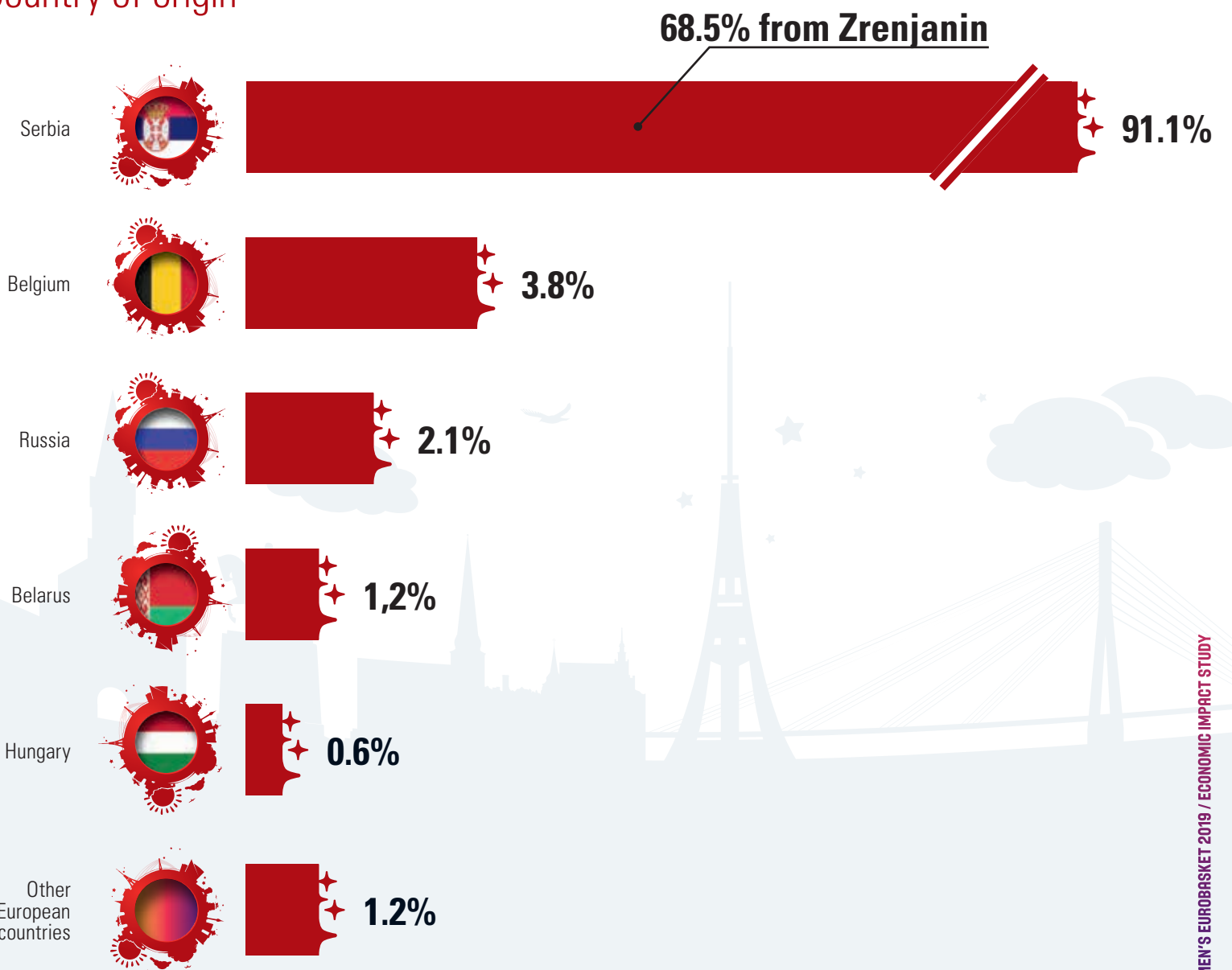
Base: 282 (Prefer not to disclose: 56)

## Gender



Base: 333 (Prefer not to disclose: 5)

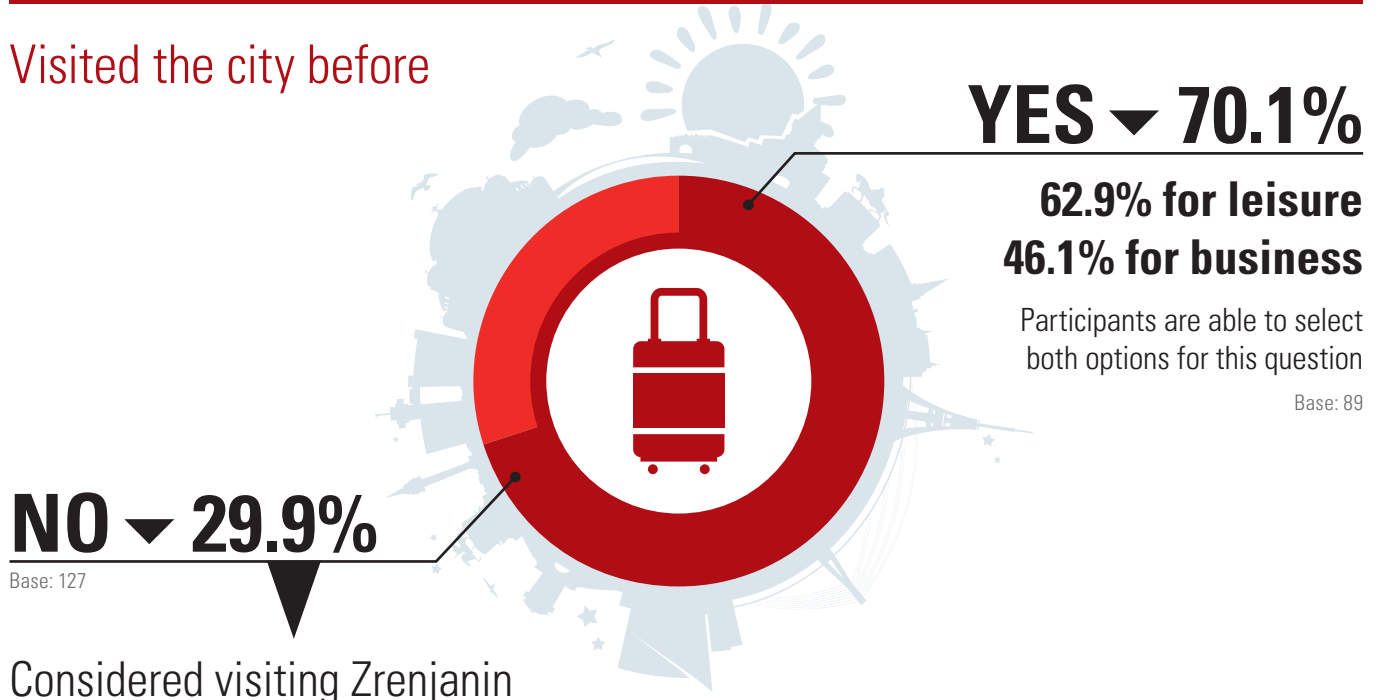
## Country of origin



Base: 338

Half of those who had not visited Zrenjanin before would not have considered visiting the city if the FIBA Women's EuroBasket 2019 games had not been there

### Visited the city before



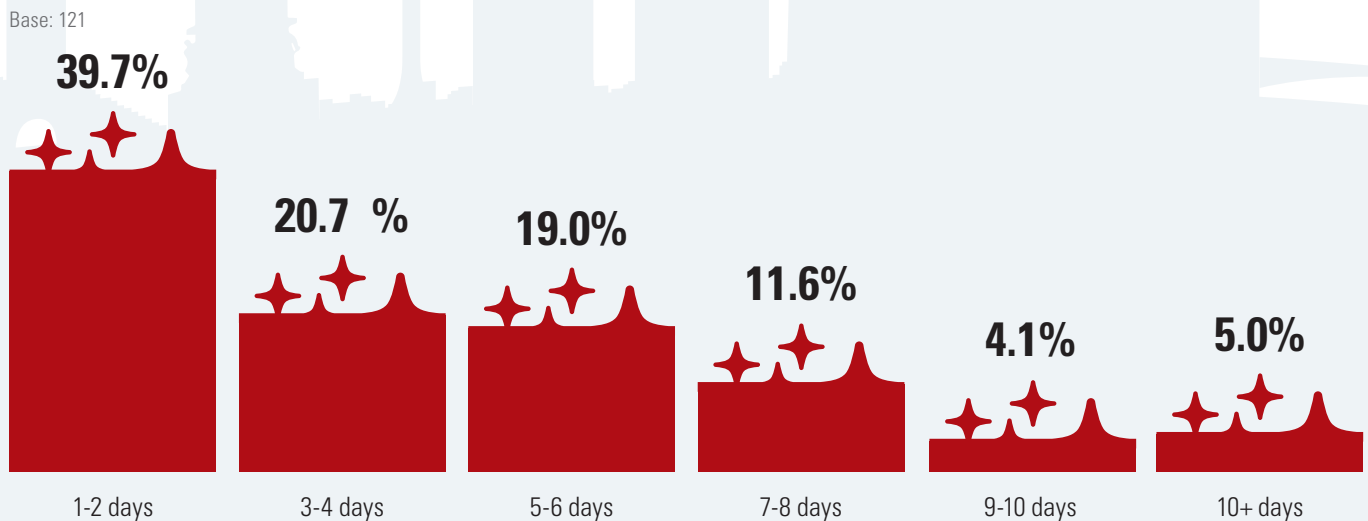
### Considered visiting Zrenjanin



### Why not?

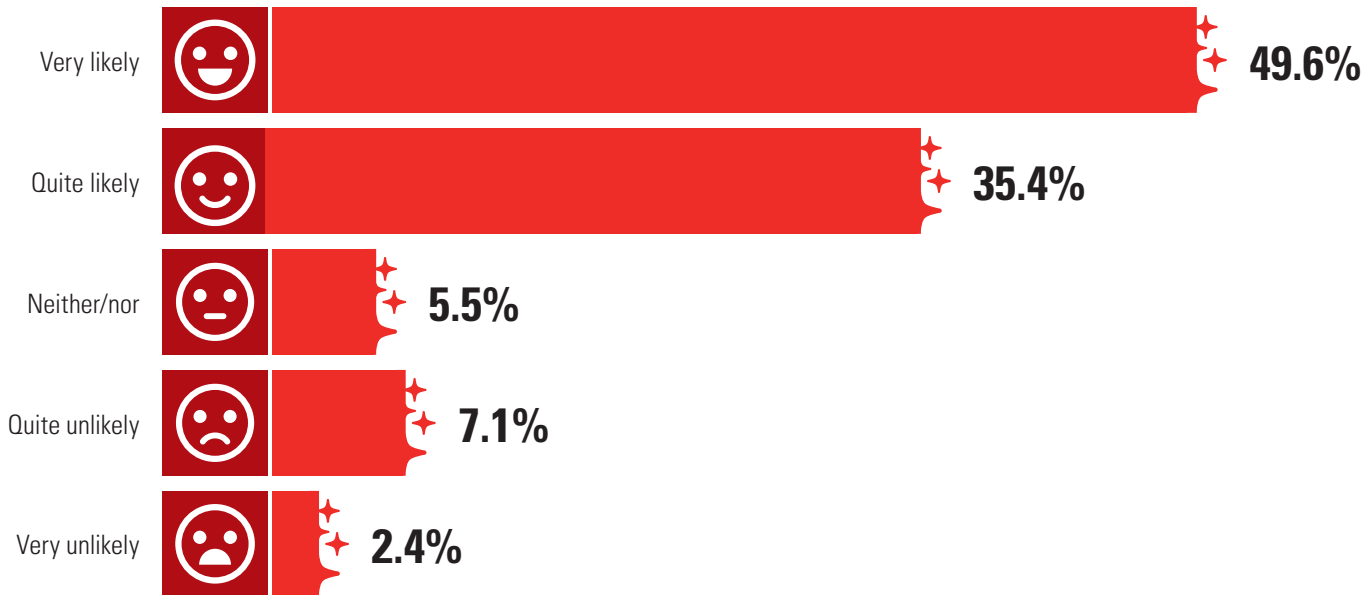
- "No, since I do not know Zrenjanin. But now I would go again. Nice city!"
- "Not famous, not a lot to do or to visit"
- "For us this city was totally new, never heard of it before"
- "I did not have the opportunity nor the need to go to this part of Serbia"

### Number of days in Zrenjanin



Half of respondents are very likely to recommend Zrenjanin to others

### Likelihood to recommend Zrenjanin



Base: 127

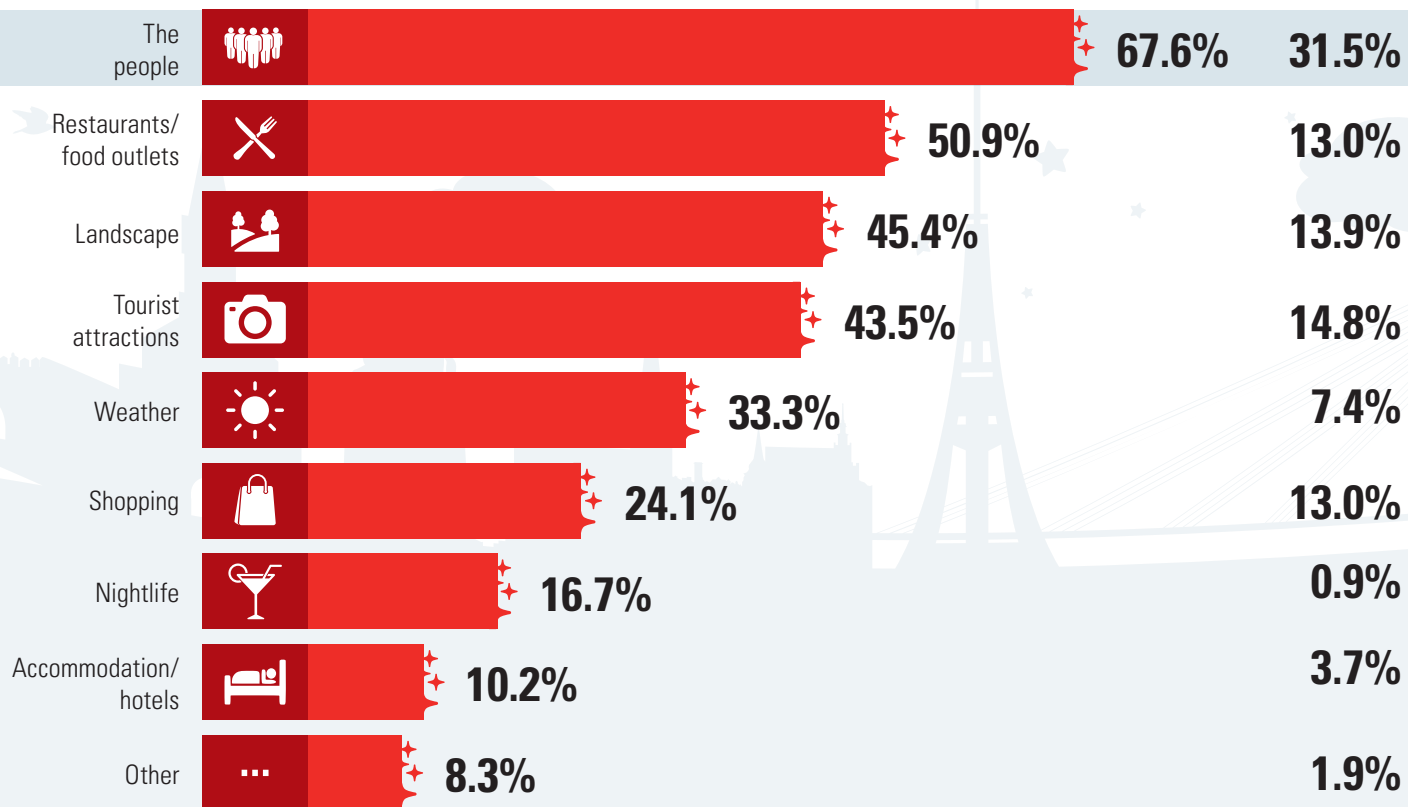
31% of visitors to Zrenjanin ranked the local people as the top reason to recommend the city as a place to visit

### Reasons to recommend Zrenjanin

(% that each of the below reasons was Ranked 1 – 3 by the visitors)

### Reasons to recommend Zrenjanin

(Ranked 1)



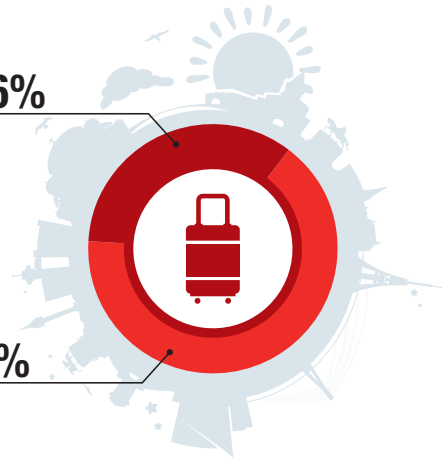
Base: 108 (Those who would recommend Zrenjanin)

Only one-third of respondents in Zrenjanin hadn't been to a professional basketball game before, however, as a result of attending the games, over two thirds are very likely to attend another FIBA tournament

First time attending a professional basketball game...

**YES** ▾ 34.6%

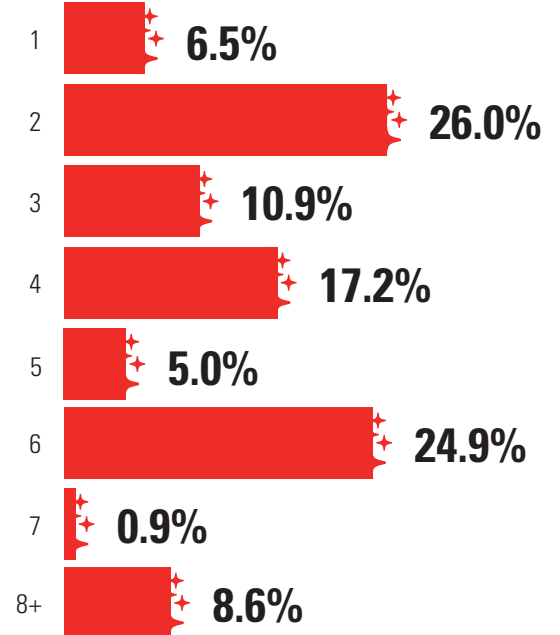
**NO** ▾ 65.4%



Base: 338

Number of games attended

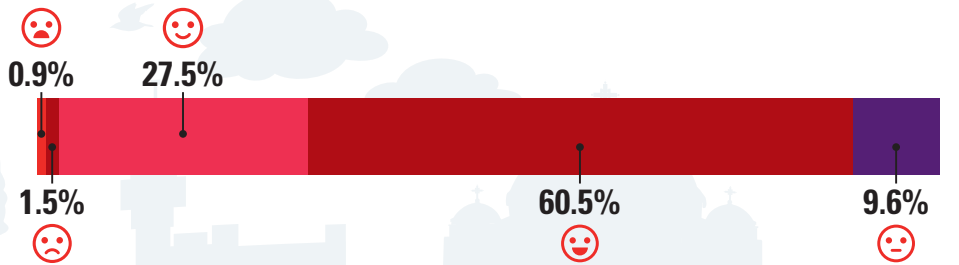
Number of games



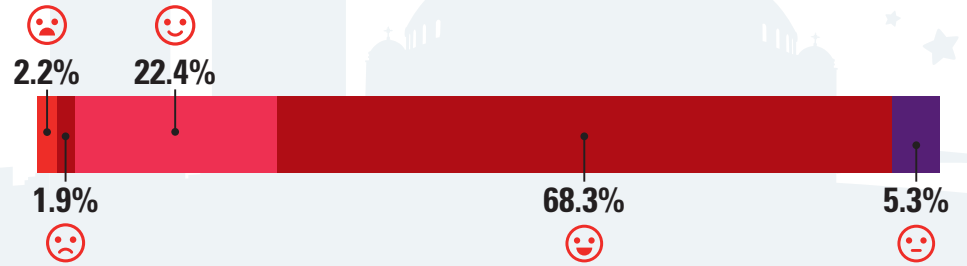
Base: 338

How likely are you to...

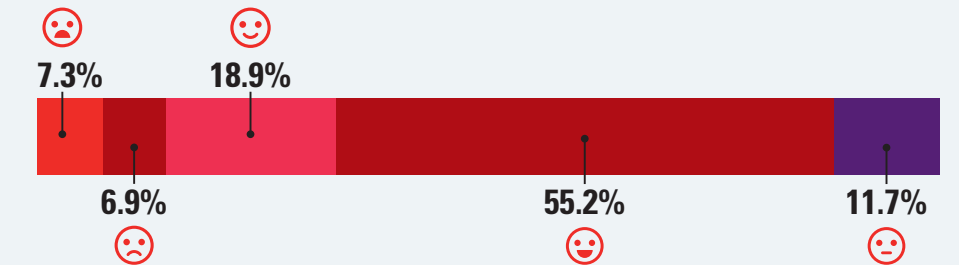
Consume more basketball content



Attend any other FIBA tournament



Play more basketball

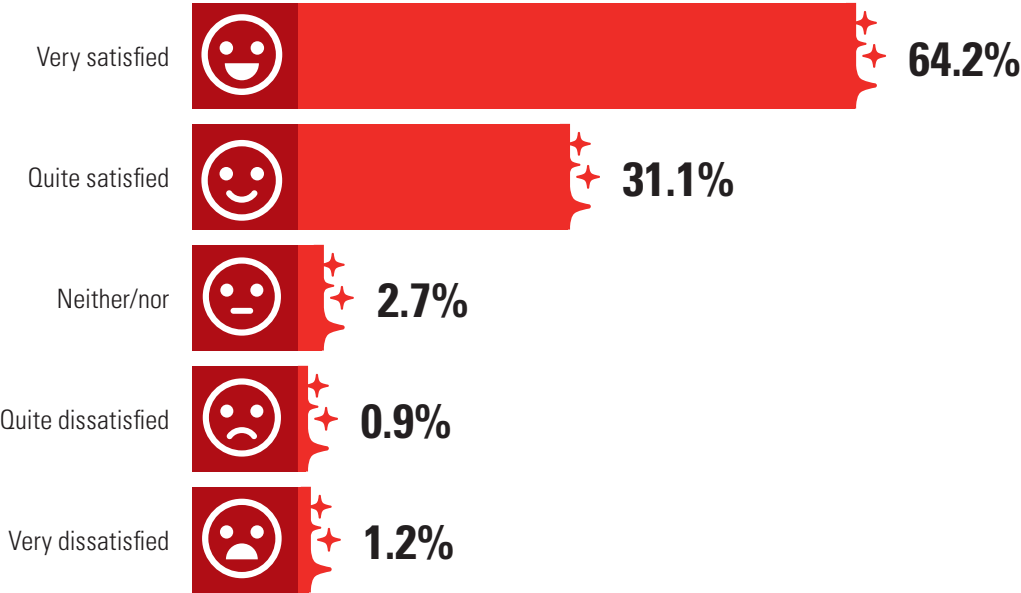


Base range: 317-324

Very unlikely    Quite unlikely    Quite likely    Very likely    Neither/Nor

95% of respondents were satisfied with the FIBA Women's EuroBasket 2019 event, with atmosphere in the arena being the top reason

### Satisfaction with FIBA Women's EuroBasket 2019



Base: 338

### How would you rate your satisfaction with...

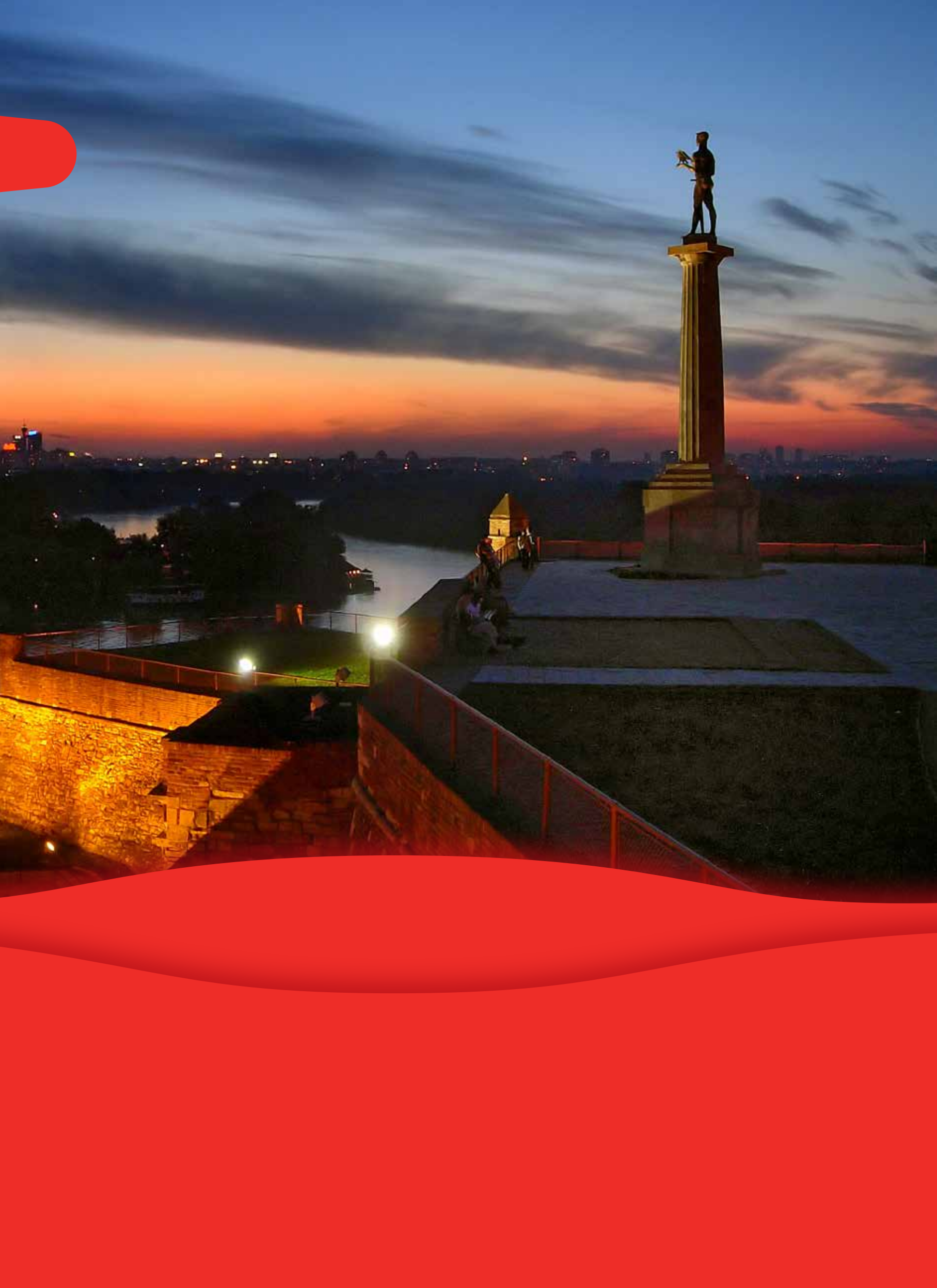
	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Neither/ Nor
Atmosphere in arena	0%	1.2%	23.0%	74.6%	0.9%
Event staff	0%	1.5%	21%	73.3%	3.9%
Arena	0.6%	0.9%	23.3%	71.9%	3.3%
Security	1.2%	2.1%	22.9%	70.2%	3.6%
Game entertainment	0%	1.8%	25.1%	68.0%	4.8%
Ticketing	3.6%	3.6%	23.1%	64.9%	4.8%
Information about FIBA Women's EuroBasket 2019	0.6%	2.7%	27.6%	64.0%	5.1%
Environmental friendliness	0.6%	2.1%	26.7%	62.6%	7.9%
Toilet facilities	1.5%	5.5%	27.4%	56.2%	9.4%
Food/drink	4.3%	8.3%	22.5%	55.1%	9.8%

Base range: 325-335



# BELGRADE SERBIA





**Host city:** Belgrade

## OVERVIEW OF BELGRADE

Key takeaways...

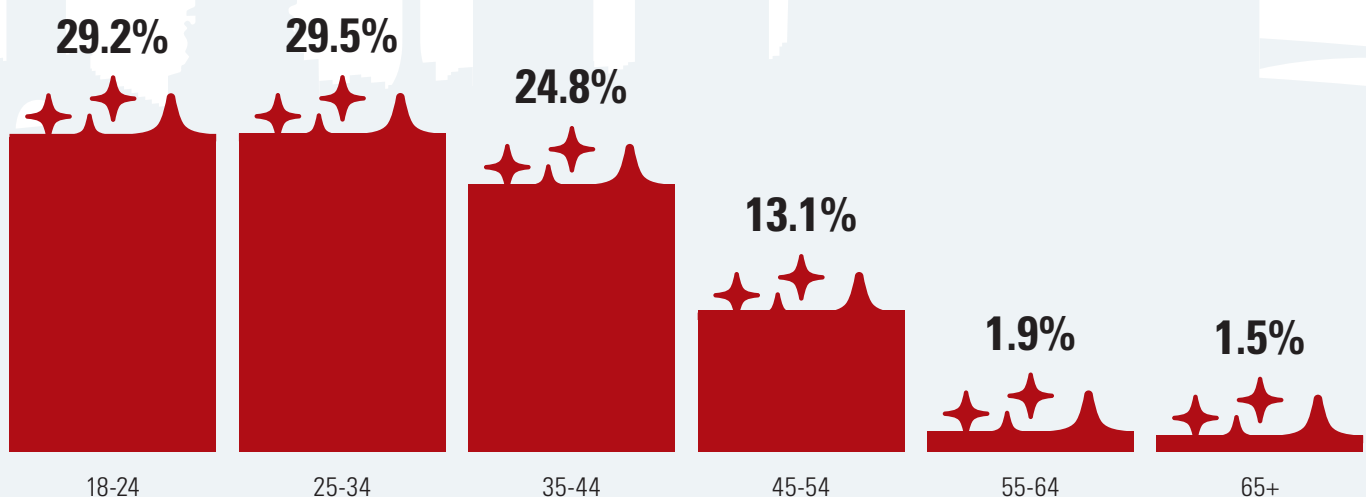
- The FIBA Women's EuroBasket 2019 attracted visitors to Belgrade who would not have considered visiting the city had it not been for the games. As a result of their visit, the vast majority would recommend Belgrade as a place to visit.
- Overall, respondents were satisfied with the FIBA Women's EuroBasket 2019 and would be likely to attend another FIBA event. Improving the food/drink offered at events as well as the toilet facilities may increase the overall satisfaction levels of visitors to future FIBA events.

More details...

- The majority of respondents in Belgrade were from Serbia (63.9%), of which 78.9% were from Belgrade. The majority of respondents (83.6%) were aged 44 or younger.
- Almost half (47.2%) of respondents stayed in Belgrade for between 3-6 days. A quarter of those surveyed in Belgrade had never visited the city before. Over half (54.4%) of these would not have considered visiting Belgrade if the FIBA Women's EuroBasket games had not been there. The majority (93.5%) would be likely/very likely to recommend Belgrade as a place to visit, with the restaurants, tourist attractions and local people ranking as the highest reasons to visit.
- Overall, respondents were satisfied with the FIBA Women's EuroBasket 2019, with 94.8% stating they were satisfied/very satisfied (55.2% very satisfied). They were particularly satisfied with the arena, the atmosphere and the event staff. Respondents were less satisfied with the environmental friendliness of the games and the toilet facilities in Belgrade while over one in five (22.3% very dissatisfied/dissatisfied) were dissatisfied with the food/drink offered in the arena.
- Only 13.5% of respondents in Belgrade hadn't been to a professional basketball game before, yet 92.9% of respondents are now likely to attend another FIBA tournament (68.5% very likely). On average, respondents in Belgrade attended 4 games. As a result of their visit to the FIBA Women's EuroBasket 2019, over half (55.2%) of respondents are very likely to consume more basketball content either through TV, online or on social media and over two fifths (44.4%) are very likely to play more basketball in the future.

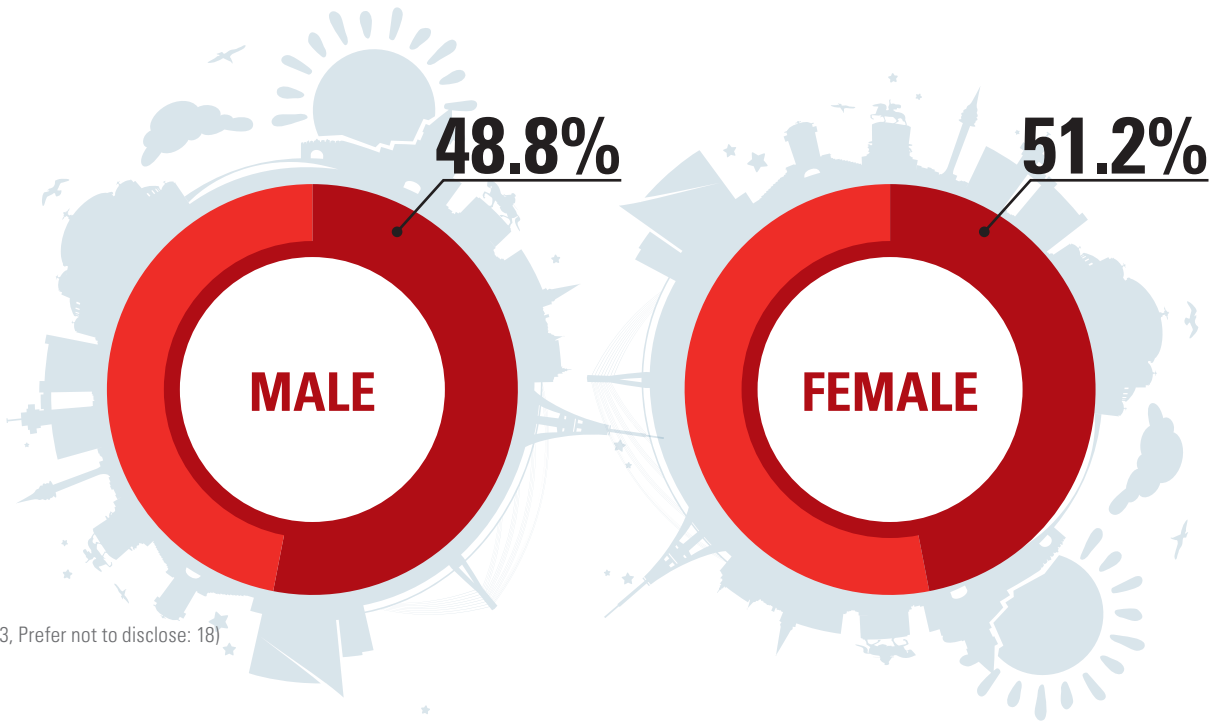
## DEMOGRAPHICS

### Respondent Age



Base: 681 (Prefer not to disclose: 37)

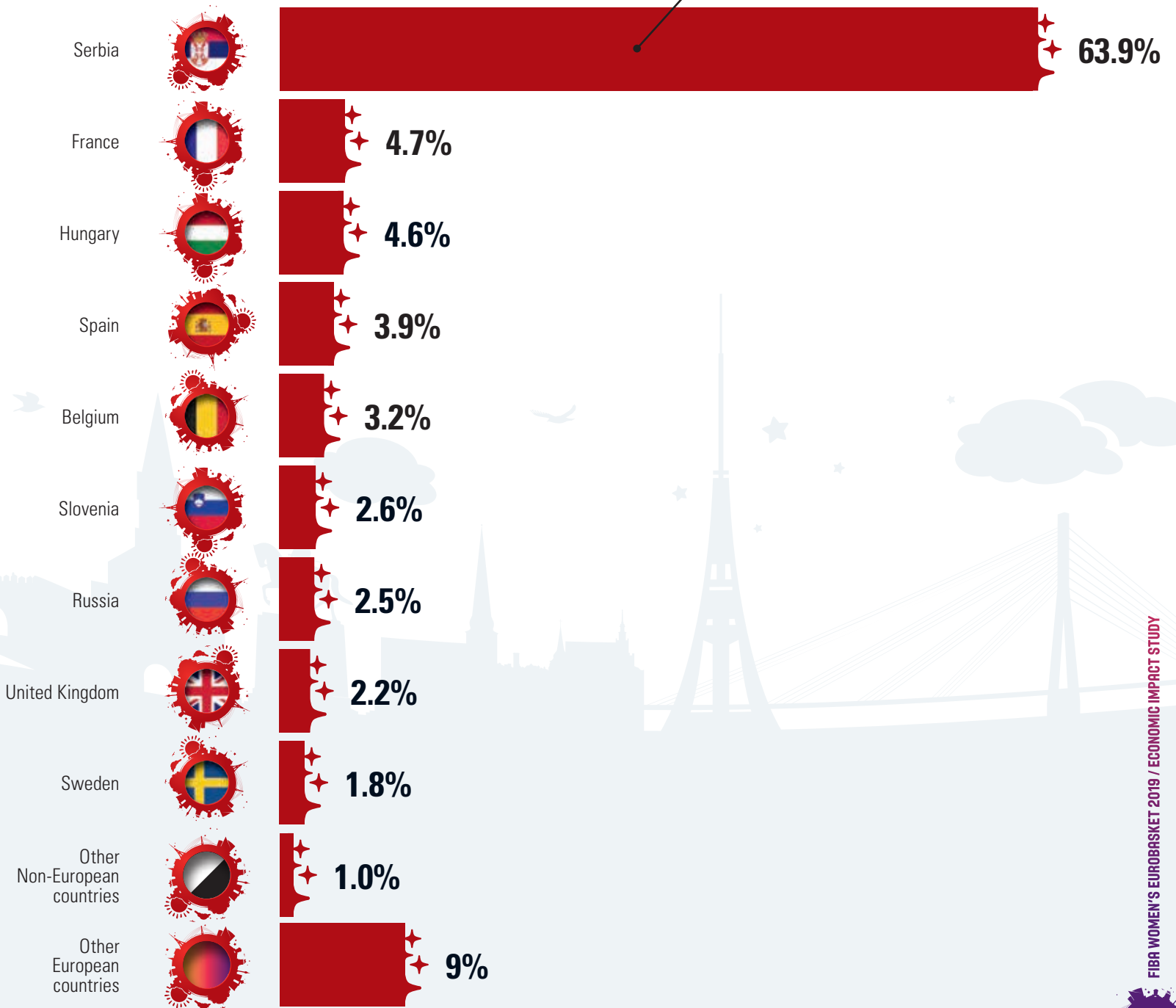
## Gender



Base: 697 (Other: 3, Prefer not to disclose: 18)

## Country of origin

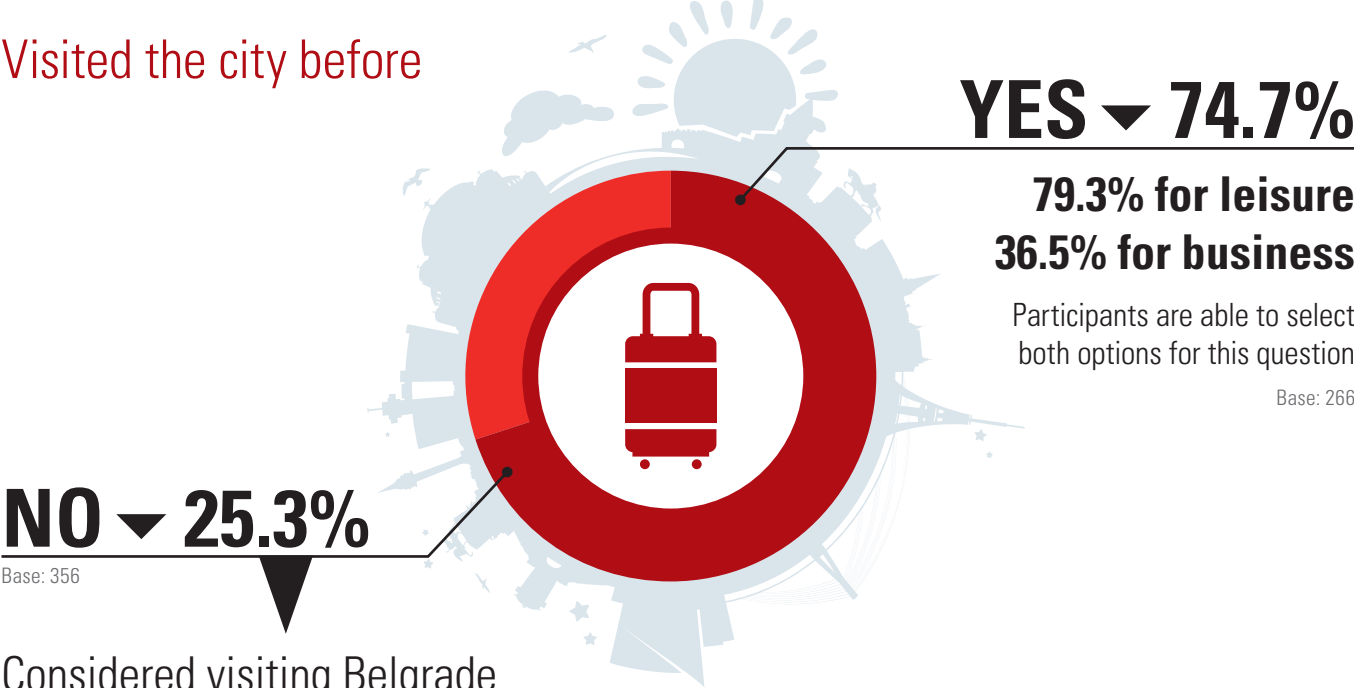
**78.9% from Belgrade**



Base: 718

Over half of those who had not visited Belgrade before, would not have considered visiting the city if the FIBA Women's EuroBasket 2019 games had not been there

Visited the city before



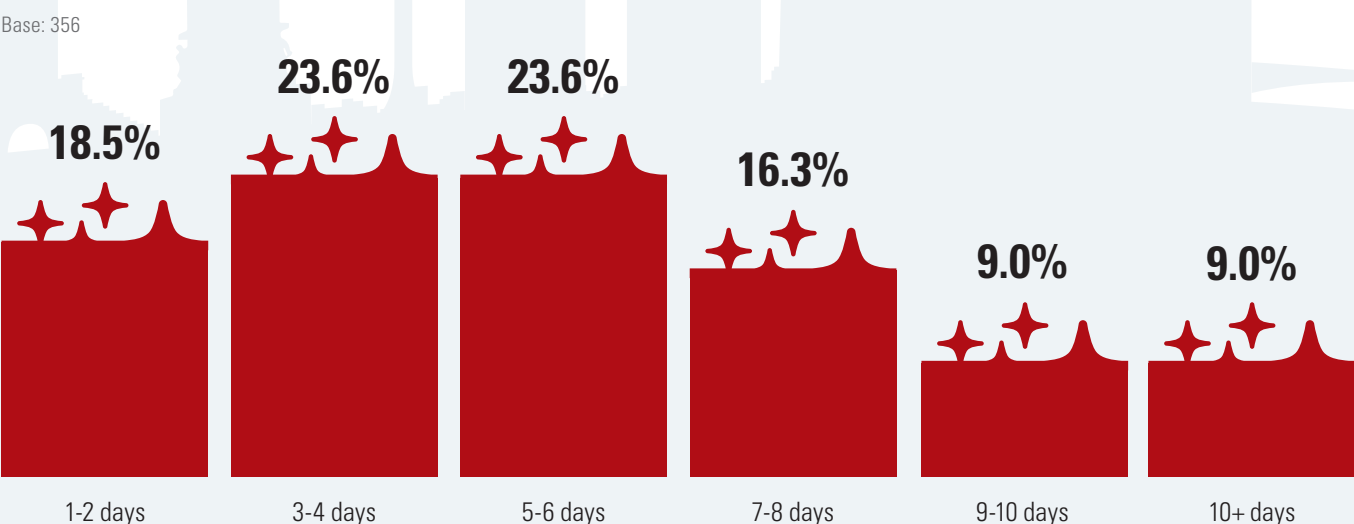
Considered visiting Belgrade



Why not?

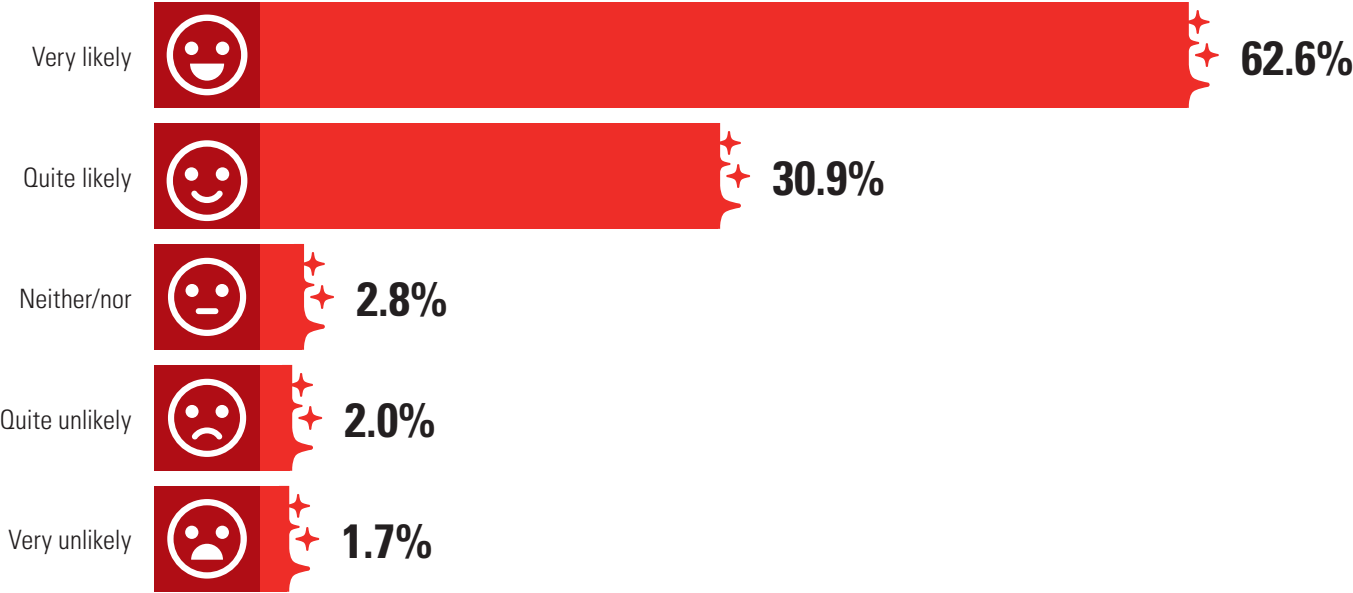
- "It's not a typical tourist destination"
- "I visited Belgrade just because of the basketball"
- "It wasn't on my radar"
- "No attraction as a tourist"
- "I didn't have a great awareness of the city. It's beautiful and should invest in marketing to the UK more"
- "No, because it wasn't very attractive for me. I didn't know much about the place"

Number of days in Belgrade



94% of respondents are likely to recommend Belgrade to others

### Likelihood to recommend Belgrade



Base: 356

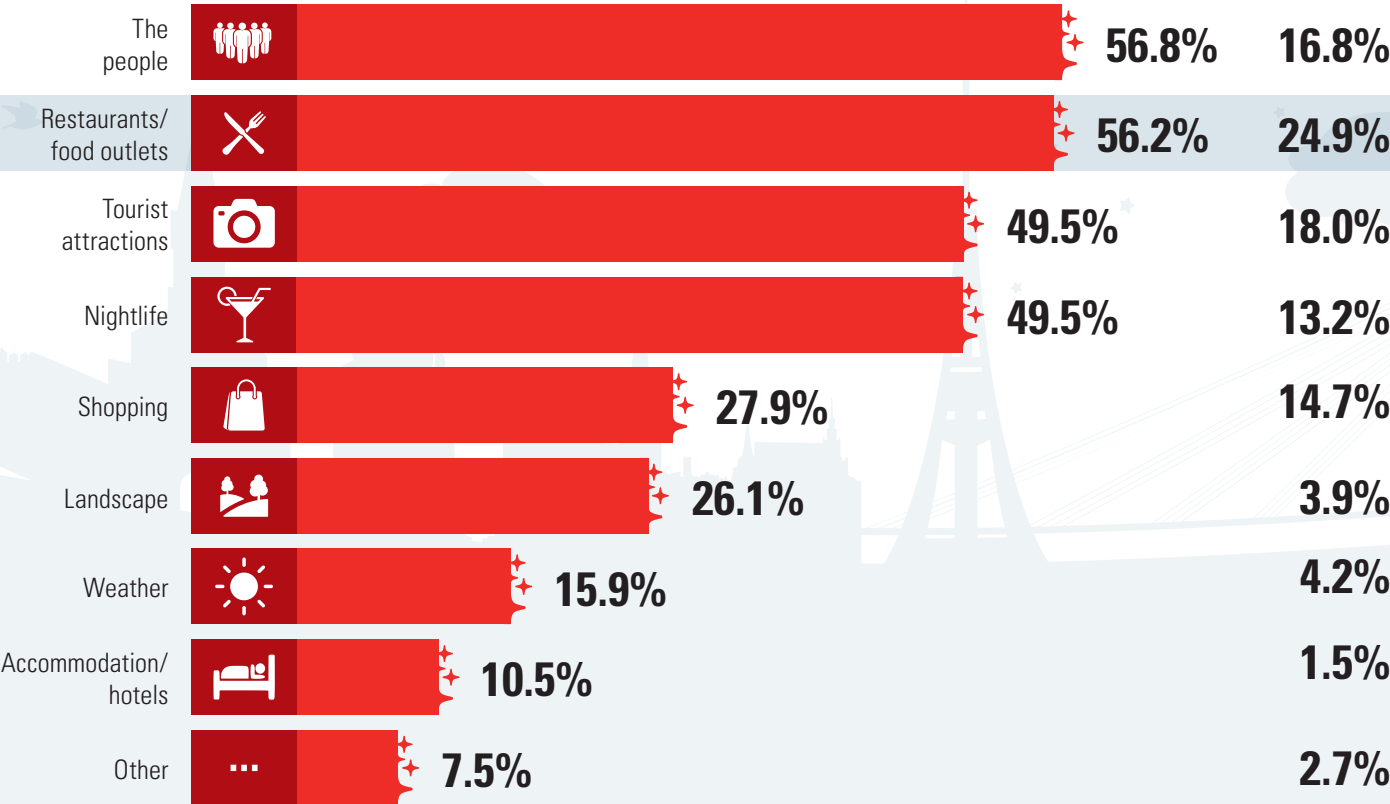
Restaurants and the local people are the main reasons cited to recommend Belgrade as a city to visit

### Reasons to recommend Belgrade

(% that each of the below reasons was Ranked 1 – 3 by the visitors)

### Reasons to recommend Belgrade

(Ranked 1)



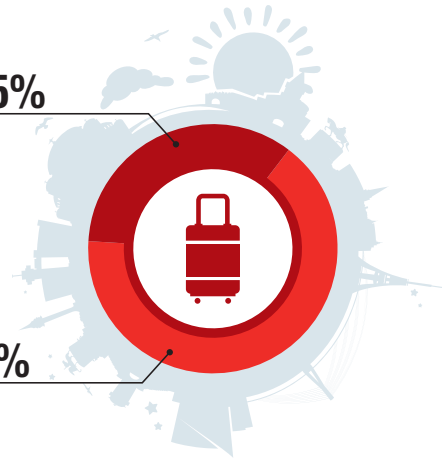
Base: 333 (Those who would recommend Belgrade)

Only 14% of respondents in Belgrade hadn't been to a professional basketball game before, yet 92% are now likely to attend another FIBA tournament

First time attending a professional basketball game...

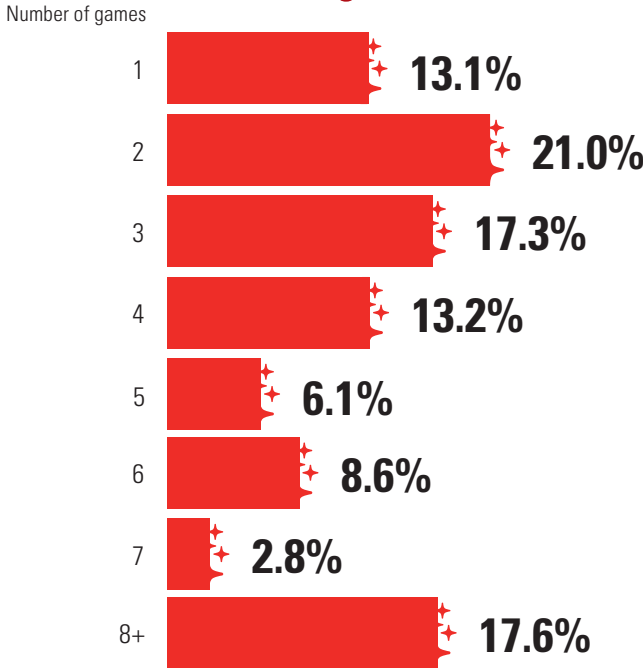
**YES** ▾ 13.5%

**NO** ▾ 86.5%



Base: 718

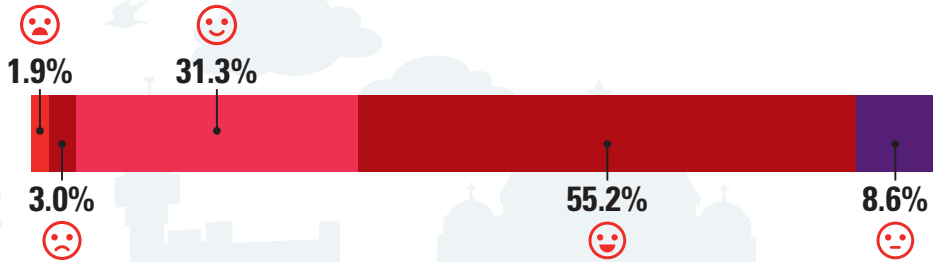
Number of games attended



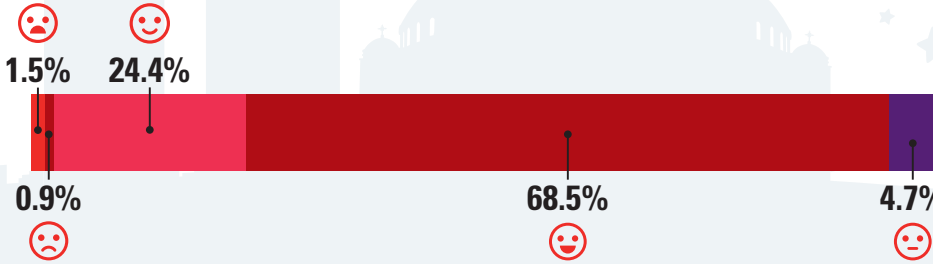
Base: 716

How likely are you to...

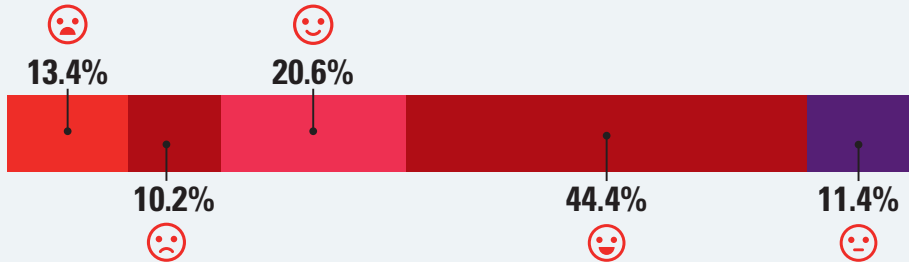
Consume more basketball content



Attend any other FIBA tournament



Play more basketball

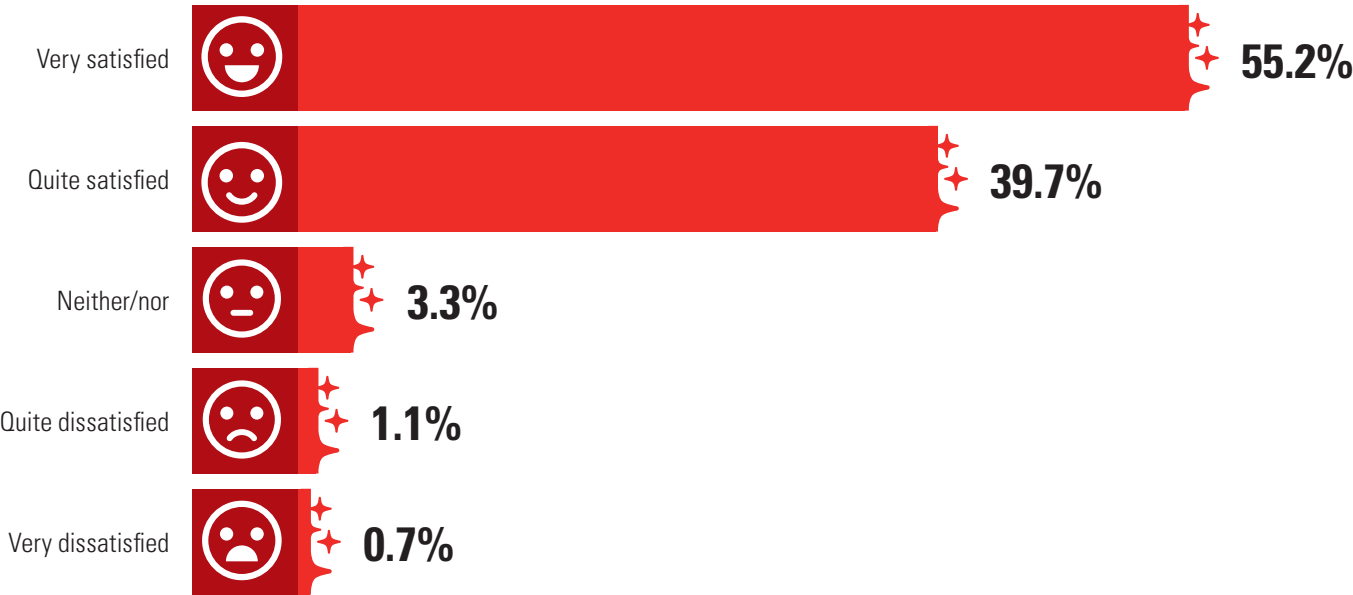


Base range: 647-677

☹️ Very unlikely    ☹️ Quite unlikely    😊 Quite likely    😊 Very likely    😐 Neither/Nor

Overall satisfaction with the games in Belgrade was very high. The arena, atmosphere and staff were cited as the top reasons, however, over 1 in 5 were not satisfied with the food/drink offered in the arena

### Satisfaction with FIBA Women’s EuroBasket 2019



Base: 718

### How would you rate your satisfaction with...

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Neither/ Nor
Arena	0.7%	1.0%	24.8%	70.9%	2.5%
Atmosphere in arena	0.8%	3.3%	26.3%	63.8%	6%
Event staff	0.9%	1.4%	29.1%	62.5%	5.8%
Security	1.4%	2.4%	35.5%	57.1%	3.6%
Ticketing	1.3%	2.9%	34.6%	56.0%	5.2%
Game entertainment	1.1%	3.9%	29.8%	54.9%	10.2%
Information about FIBA Women’s EuroBasket 2019	1.1%	3.6%	38.6%	47.9%	8.9%
Environmental friendliness	1.5%	4.6%	35.6%	47.0%	11.3%
Toilet facilities	1.9%	4.8%	41.3%	40.2%	11.8%
Food/drink	5.0%	16.4%	29.8%	31.1%	16.7%

Base range: 671-709

XVI XIX CHAMPIONS XVI XIX CHAMPIONS XVI XIX



FIBA  
WOMEN'S  
**EUROBASKET**  
Latvia Serbia 2019

**CHAMPIONS**







CHAMPIONS

CHAMPIONS

CHAMPIONS



FIBA  
WOMEN'S  
**EUROBASKET**  
Latvia Serbia 2019

FIBA WOMEN'S EUROBASKET 2019  
ECONOMIC IMPACT STUDY

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FIBA PARTNERS

