

8th edition

An overview of the international sport events organized in each European country

EASE

European Association of Sport Employers

With the participation of our members



CONFEDERAZIONE DELLO SPORT

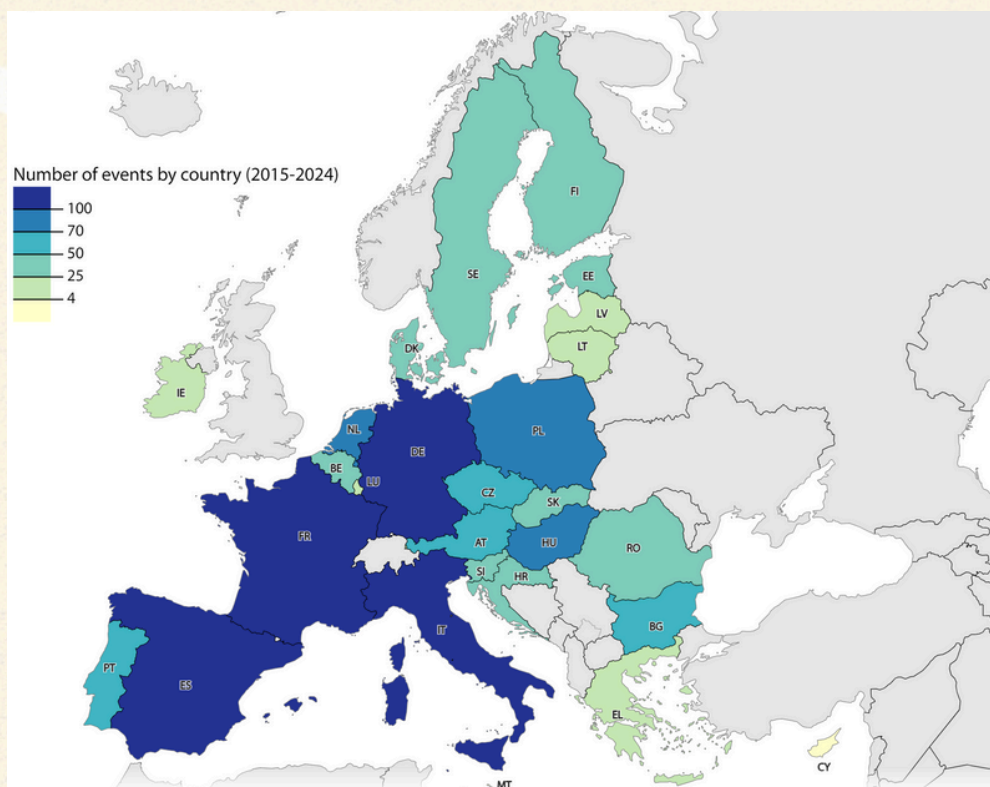


The whole study is based on the response of players in the sport movement to a [Google Form](#) and on the compilation of quantitative data on sport events organisation by country between 2015 and 2024 (see Annex below).

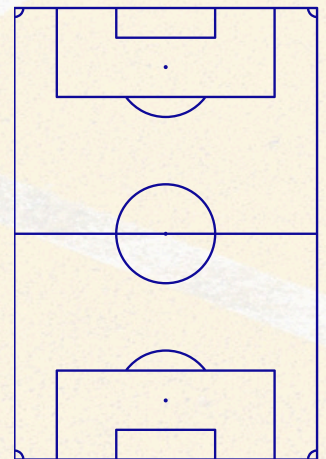
EASE thanks also Mr. Jan Skricka (Czech Biathlon Union) and Mr. Piotr Poplawski (Polish Institute for Sport Governance) for their grassroots feedback during the presentation of this EASE Talk.

A European culture of sport events ?

- An “International sport event” must bring together international or European contestants and, for the purposes of this study, these events must not be held every year in the same country.
- The study also focuses on the period 2015-2024, taking into account five years before and after the Covid-19 health crisis. The aim is to understand whether there have been any breakthroughs.
- The database features 1.365 events from 40 different sports (Annex Table 1)



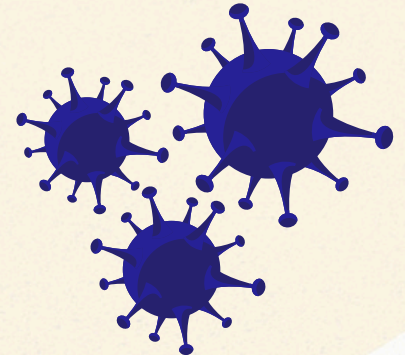
International and European sport events organized in each European country between 2015 and 2024



- The country that organises the most international sporting events is **Italy** (140 events, Table 2). The four other most populous countries are also the **biggest event organisers** (France, Spain, Germany and Poland, in that order).
- **Hungary** comes sixth (71 events) despite being only the 13th most populous country in the EU. **Croatia** is also the 12th biggest organizer (48 events) while it is only the 20th most populous country. According to those involved in the Hungarian and Croatian sports movements, this is a consequence of the desire to **occupy diplomatic space through these events**.
- Conversely, **Romania** (6th largest population in the EU but 17th largest number of events organised) and **Belgium** (8th largest population and 19th largest number of events organised) are not very keen on organising events. They moreover **focus on their specific sports** (wrestling and weightlifting in Romania, cycling, volleyball and hockey in Belgium).

A moderate and disparate impact of the Covid-19 health crisis on the sport events organisation since 2020

- Despite the activity break in 2020, most European countries have resumed their efforts to organise international sport competitions.
- As part of its policy to increase the number of sport events it hosts, **Croatia** has seen its number increase after 2021.
- Other countries, such as **the Netherlands** and **Poland**, had no major impact and remained stable.
- Activity in **Finland** and **Estonia** has been halved. According to those surveyed, this is a direct consequence of the health crisis, as the recovery has been slower in the northern countries.



A gap between the political willingness and the aspirations of European countries' population ?



- Most of the sport event actors interviewed for this study (Google Form) noted a gap between the political willingness and that of the public. On average, that of the **public (8.07/10)** is **slightly higher** than the authorities (7.84/10).
- States that organise a lot of events have less public support. **France, Estonia** and **Hungary** are particularly affected by this.
- On the other hand, in countries such as **Luxemburg** and **Slovenia**, the events are more exceptional and generates public enthusiasm.

“We are a sport nation and people in our country love sport. Hosting an international event is always a pleasure for our inhabitants” (National Olympic Committee of Slovenia)

Six key priorities for successful sport events

The organizing committee and the public authorities have unveiled their priorities for the organisation of events, to find out what impact they should have on their country's society. The surveyed were asked to select and rate these priorities on the Google Form according to their importance.

● Priority 1: The host city must promote the event (4,18/5)

+ Croatia, Hungary

- Spain, France



● Priority 2: Events generate economic benefits (4,09/5)

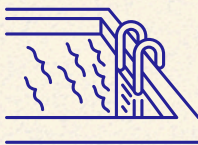
+ Croatia, Belgium

- Spain, Poland

● Priority 3: Improve diplomatic influence of the country (4,00/5)

+ Poland, Hungary

- Belgium, the Netherlands



● Priority 4: Event must benefit to the host city (3,81/5)

+ Spain, France

- Cyprus, Luxemburg

● Priority 5: Population's sporting activity must increase (3,79/5)

+ Slovenia, Estonia

- Spain, the Netherlands, Hungary



● Priority 6: Excellence of national athletes (3,72/5)

+ Ireland, Slovenia

- Belgium, Finland



Finally, it should be noted that most international sporting events take place in the country's largest cities, which limits the enthusiasm of the suburban and rural populations.

In **Poland**, the EU's 5th most populous country, only 7 cities hosted more than 80 sport events. The same was true for **Finland** (Helsinki, Espoo, Lathi and Tampere) and **Ireland** (Dublin and Cork)

France and **Spain** have spread their events more evenly, with more than 20 cities hosting events since 2015.