



INTERNATIONAL  
MASTERS  
GAMES  
ASSOCIATION



Why bid for the World  
Masters Games?

## Why bid for the World Masters Games?

During the bid preparations you are likely to be asked by potential stakeholders, unfamiliar with the games, why your city is bidding. While the reasons behind a bid can be numerous some or all of the factors below should be considered as motivation for hosting the World Masters Games.

All statistics below is derived from independent reports made during or after previous World Masters Games. All reports are either available on the IMGA website or can be requested in their entirety from the IMGA office.

### 1. The World Masters Games is a Major Sports Event

The numbers of participants and the size of the event have been steadily growing since the inaugural games in 1985. It is now attracting over three times as many athletes as the Summer Olympics and has truly established itself as the biggest participatory multi-sports event in the world. Some of the key numbers from the 7th version of the games in Sydney are listed below.

- 9 days of sport
- 28 sports on the program
- 72 venues in use
- 60 full time employees
- 5500 Volunteers
- 95 countries present
- 3593 Visiting Coaches and Officials
- 28292 Athletes
- 61% of participants were International or Outer-state visitors

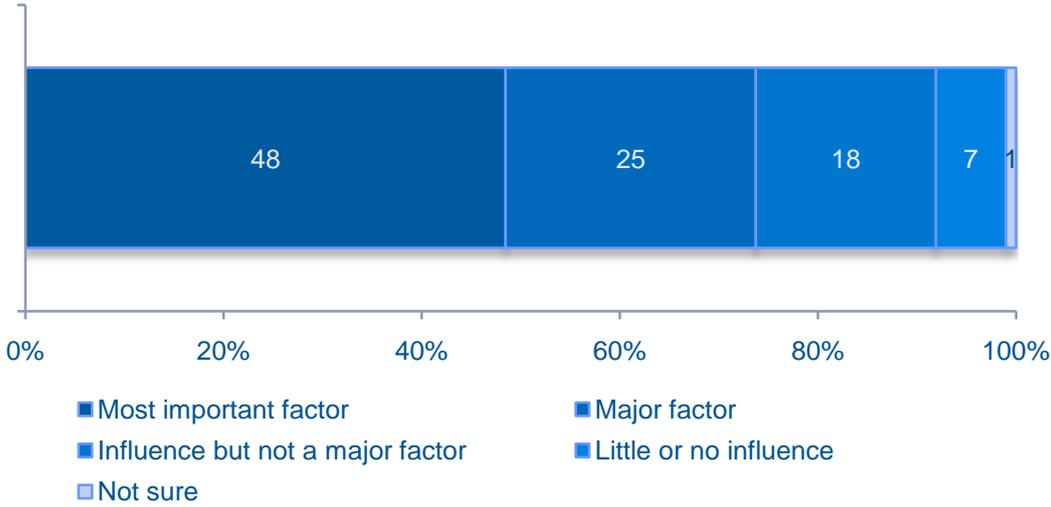
### 2. The World Masters Games is a major tourism event

The following paragraphs go to underline the major tourism aspect of the games. It is encouraged to involve your local tourism board or similar in planning the bid.

### 3. The Games are a major driver of visitation for your city and region

73 % of participants at the 2009 World Masters Games in Sydney said the games were the most important or a major factor for going to Sydney

**Figure 1 Did the Games play a role in you going to Sydney?**



**3.1 Visiting athletes stay for an extensive period of time**

Most participants are making the games part of their vacation and therefore stay longer than just the days they are competing, presenting an excellent opportunity for the host city to offer tour packages, day trip and local tourist attractions. The tables below are very good indicators of length of stay.

National non-local athletes stay on average 9.4 days in the host city and region of the games.

**Table 1 Length of Stay by national athletes during World Masters Games**

National non local participants	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
In Host City	1.0	6.6	0.5	8.1
Regional	0.3	0.8	0.2	1.3
Total stay	1.3	7.4	0.7	9.4

While international athletes tend to stay longer with an average stay in the country of 15.8 days

**Table 2 Length of stay by international athletes at the World Masters Games**

International participants	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
In Host City	1.9	7.4	1.2	10.5
Regional	0.5	1.0	0.9	2.4
Rest of the Country	1.0	0.2	1.7	2.9
Total stay	3.4	8.6	3.8	15.8

### 3.2 Athletes bring Family and friends with them

As the Games often are part of the athlete's vacation, more than half of all non-local athletes are bringing others with them when attending the games

**Table 3 Athletes bringing friends and family with them**

Travel group	National non-local athletes	International athletes
Travelled on my own	43 %	48 %
Travelled with others in my party	57 %	52 %

They brought on average more than 2 additional travellers with them, bringing the number of visitors to the host city up to well over 50.000.

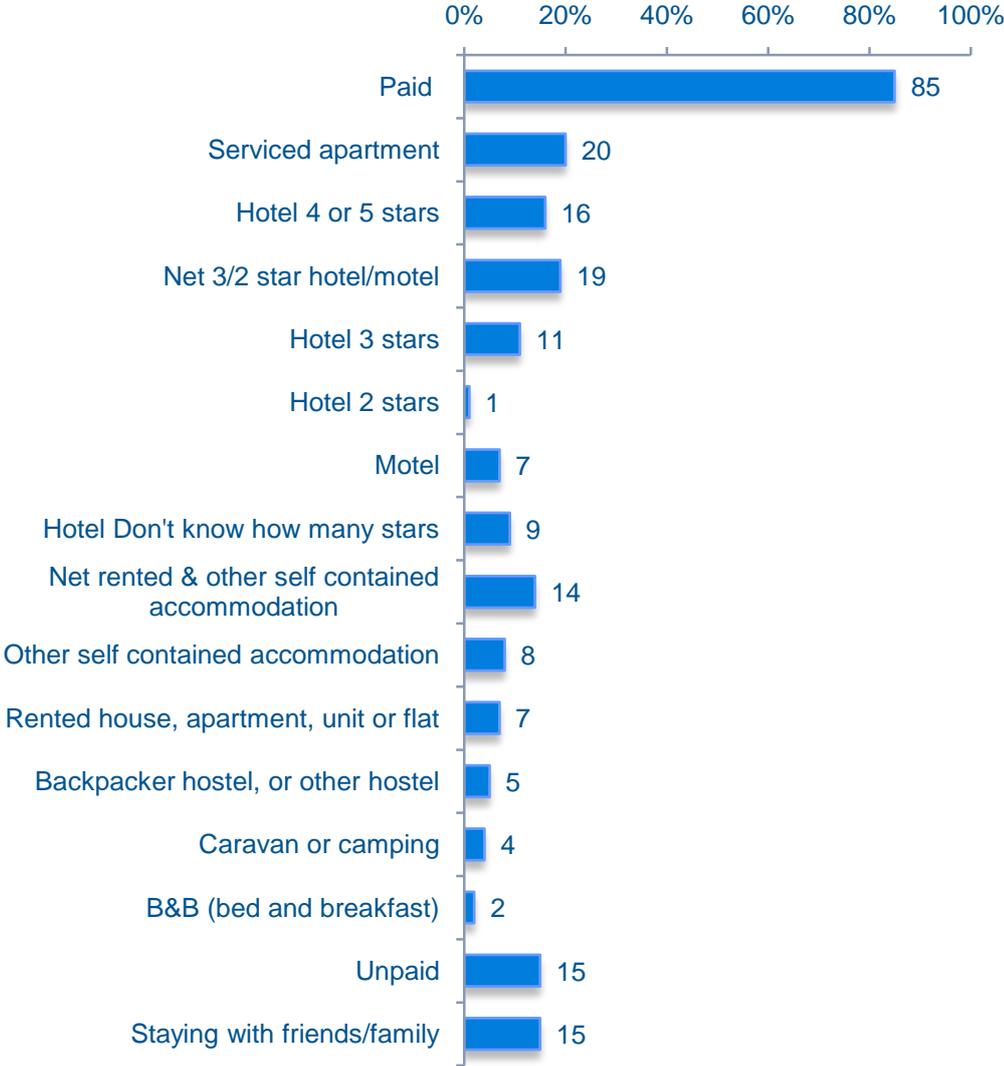
**Table 4 Average size of traveling party**

Average travel party size	National non-local athletes	International athletes
Average number of additional travellers	2.0	2.3
Average number of total travel party size, including Games participant	3.3	3.7

### 3.3 Where do they stay

Studies have shown 85% of all visitors stay in paid accommodation. Especially serviced apartments and hotels have proven very popular.

**Figure 2 Participants choice of accommodation during the World Masters Games**



Those staying in serviced apartments tend to be international athletes (23%), females (25%) and aged between 40 to 49 years (24%)

Visitors staying in either 4 or 5 star hotels are most likely to be international athletes (21%), male (19%) and be travelling with others (18%)

Unpaid accommodation (those staying with family or friends) is higher among non-local national athletes (31%)

### 3.4 Activities during the Games

Social interaction is a major part of masters sport and athletes predominantly spent their money on eating out, shopping and tourist attractions throughout their stay, apart from games registration and accommodation.

**Table 5 Average consumption per athlete during the 2009 World Masters Games**

	Local residents \$	National \$	International \$
<b>AVERAGE PER PERSON</b>	560	2,174	3,476
Accommodation including any meals and drinks where you were staying and any amounts prepaid as part of a package	37	669	1,264
Domestic airfares	2	242	276
Vehicle hire	4	102	157
Shopping (including duty free)	21	147	311
Meals, food & beverages – all purchases made apart from any you included in your accommodation	79	312	418
Event registration fees	227	222	224
Eating out (cafés, restaurants, food outlets)	49	188	296
Tour services & tourist attractions	3	34	164
Entertainment activities (eg cinema, nightclubs etc)	15	38	61
Event merchandise & retail purchases	62	84	130
Car expenses, petrol, toll, parking	15	14	1
Taxi transport	5	30	51
Personal services (hair dressing, laundry, massages)	17	19	20
Tickets to any SWMG event requiring purchased tickets	11	15	27
Other transport (buses, trains etc)	8	9	25
Other	3	7	50

Based on the numbers above, the total direct spending by participants at the 2009 World Masters Games was conservatively calculated to:

**\$ 60.2 Million**

This number does not include any multipliers and do therefore not take into account the indirect spending boost to the local economy.

All previous World Masters Games where comparable studies have been made shows similar or better results guaranteeing a return of investment many times above the total investment in the games. This is one of the major reasons the event has become so popular to host.

Economic impact studies from previous games are available on the IMGA website or by request from the IMGA administration

#### **4. Increase and strengthen the event knowledge of the city**

The World Masters Games is a very large and complex multi-sports event which will add to the operational games expertise within the city and region. Hosting a multi-sports event is very different from an individual sports events and such experience is beneficial when hosting both small and large events.

The IMGA has additionally assembled such experience from past host cities and compiled it into a Games operations manual comprising of recommendations, document templates, contract samples and suggested timelines etc. which we make available to the next host city

#### **5. Strengthen relationships with the International World of Sport**

The IMGA is recognised by the International Olympic Committee (IOC) and owned by the international sports federations and therefore very closely linked into the international world of sport. There are currently 11 IOC members and 8 presidents of Olympic sports on the board of IMGA (see section 6 for more detail). Hosting the World Masters Games offers access to some of the most influential decision makers in sport which can be very beneficial when bidding for future sports events or establishing a future bid strategy.

#### **6. No expenditure on new venues**

There are no costly expenditures on venue construction as no new venues can be built for the World Masters Games. The games are designed to be participatory rather than spectator oriented, which allows the city to use many smaller venues placed in schools, universities and sports clubs in addition to the more traditional big event venues.

#### **7. No expenditure on event software**

The IMGA has worked closely with an IT partner to provide a software solution free of charge and suited specifically to the World Masters Games. The Software covers Expression of interest, registration, payment link to bank, accreditation, games management and results.

#### **8. Build a strong Sport for All legacy**

The World Masters Games offers a platform to promote sport for all - both locally and nationally. The athletes are role models who as colleagues, parents, coaches, teachers or friends will inspire peers and youth in the community. The advocacy of a healthy lifestyle and an overall improved fitness level has long term benefits to society and especially to those with an aging population. Surveys of past World Master Games have shown an increase in local sports club memberships of up to 60% in the age groups over 30, following the games.

## 9. Media exposure

While the World Masters Games is not a traditional media orientated sports event it does offer interesting content due to the diversity of athletes, particularly with regards to lifestyle rather than live sport. A media survey of the 2009 games showed they generated just over \$ 13 million in Advertising value.

**Table 6 Advertising values generated by media type**

Media Type	Volume	Audience/Circulation	Advertising Space Rate
Television	3,292	57,543,702	\$7,818,513
Radio	2,945	36,712,200	\$2,098,333
Press	2,224	134,985,567	\$3,219,842
Total	8,461	229,241,469	\$13,136,688

## 10. Boost community and regional ties

It is unlikely all sports events can be held in the city centre, due to the size of the games and vast numbers of venues needed. This gives surrounding suburbs and other parts of the region a chance to actively be part of the games and thereby help in strengthening community and regional ties.

## 11. Athletes Database

The IMGA has over the years build a database with over 80.000 email addresses of active masters athletes which will but made available to the next host city for promotion of the games.