Impact and legacy of the 2013 EuroBasket in Slovenia

Simon Ličen, Washington State University
Slovenia

- 20,273 km² (7,827 mi²)
- Pop. 2.1m
- GDP/cap $34,063
- HDI 0.890 (very high)
Final operational costs ($ bn), sel.

<table>
<thead>
<tr>
<th>Event</th>
<th>Costs (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 London Olympics</td>
<td>$10.4 (Wikipedia)</td>
</tr>
<tr>
<td>2016 Rio Olympics</td>
<td>$4.6 (Wikipedia)</td>
</tr>
<tr>
<td>2013 EuroBasket</td>
<td>$0.027 (Ivaškovič, 2013)</td>
</tr>
</tbody>
</table>
Final operational costs ($ bn), sel.

- 2012 London Olympics: $10.4b (Wikipedia)
- 2016 Rio Olympics: $4.6b (Wikipedia)
- 200 Major Events (est.): $5.4b (est.)
Impact and legacy of the 2013 EuroBasket in Slovenia


Methods and content

• Event: Four cities (five venues) **Sept. 4-22, 2013**

• Three surveys: One month before ($n_{pre} = 710$), immediately following ($n_{post} = 744$), two months after ($n_{later} = 256$). One week each.

• Popular attitudes

• Media coverage and promotion

• Costs, funding, tourism
Greatest benefits

- World-wide recogn. of SLO
- More opport. to attend games for people in SLO
- Profits for SLO businesses
- Increase of state income through taxes
- Promotion of “I Feel Slovenia” nat. brand
- Promotion of active lifestyle
- Experience in org. major sports events
- Infrastr. legacy of the event
- No significant benefits

First survey
Second survey
Third survey
World-wide recognition

- Newspaper coverage of the tournament in 13 countries over the course of one year:

![Bar chart showing coverage by host, neighbor, and rest of the world](image)
## Content focus

<table>
<thead>
<tr>
<th></th>
<th>Delo (SLO)</th>
<th>Jutarnji (CRO)</th>
<th>Other (part.)</th>
<th>Other (non-part.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive aspects: focus on own nation</td>
<td>77 21.1%</td>
<td>89 54.3%</td>
<td>77 81.9%</td>
<td>NA /</td>
</tr>
<tr>
<td>Competitive aspects: focus on Slovenia</td>
<td>NA /</td>
<td>1 0.6%</td>
<td>2 2.1%</td>
<td>2 9.1%</td>
</tr>
<tr>
<td>Competitive aspects: focus on other nation</td>
<td>134 36.8%</td>
<td>30 18.3%</td>
<td>9 9.6%</td>
<td>18 81.8%</td>
</tr>
<tr>
<td>Competitive aspects: other aspects</td>
<td>10 2.7%</td>
<td>0 0%</td>
<td>1 1.1%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Host country/cities</td>
<td>9 2.5%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Venues/sports halls</td>
<td>14 3.8%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Sponsors</td>
<td>4 1.1%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Financing (other than sponsors)</td>
<td>11 3.0%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Other organizational details/issues</td>
<td>28 7.7%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Tourism—Slovenia as a tourist</td>
<td>11 3.0%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>destination, travel options, and so on</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport in Slovenia in general</td>
<td>1 0.3%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Slovenian politics</td>
<td>1 0.3%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Slovenian economy</td>
<td>2 0.6%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Slovenian sport policy/politics</td>
<td>1 0.3%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>Reflection/comparison to sports</td>
<td>2 0.6%</td>
<td>0 0%</td>
<td>0 0%</td>
<td>0 0%</td>
</tr>
<tr>
<td>events hosted by own country</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>59 16.2%</td>
<td>44 26.8%</td>
<td>5 5.3%</td>
<td>2 9.1%</td>
</tr>
<tr>
<td></td>
<td>364 100%</td>
<td>164 100%</td>
<td>94 100%</td>
<td>22 100%</td>
</tr>
</tbody>
</table>
Financial impact

• State investment: €9.8m (≈ $12.7m)
  – Event hosting fee (€7.9m ≈ $10.3m)
  – Venues (€1.9m ≈ $2.5m)

• Recovered €6.4m (≈ $8.3m) in value added and income taxes
Negative aspects

- Price or inaccessibility of tickets
- Exaggerated/uncritical media reports
- Poor organization of event
- Ticket confusion (unclear comp. schedule)
- Insufficient number of foreign fans
- Insufficient number of spectators for non-SLO games
- Future venue costs
- Increased pollution and environmental load
- Unkind, unprofessional organizers, volunteers, etc.
- No negative aspects

* denotes significant differences between surveys.
Impact on tourism

• Foreign visitors: 45.8% ticket purchases, 31,480 visitors, 179,562 visiting days (CBA commissioned by organizers)
  – More than for 2004 UEFA Euro?! (Iotti, 2008)
  – PyeongChang expects 83,000 foreign t. (Yonhap)

• All tourism in Slovenia in September 2013:
  – Domestic: -2.6% YOY
  – Foreign: +3.4% YOY (incl. of athletes, reporters...
Stated willingness to pay (SWTP)

• Public funding: About €10 per taxpayer
• Est. value of SWTP (Tobit m.): €18.7/taxp.

greater than

• Germany, actual pro capita direct federal subsidy for 2006 FIFA World Cup: €7/taxp.
Was national awareness (as a public good) delivered?

- No.

<table>
<thead>
<tr>
<th>Trait</th>
<th>One month before</th>
<th>Immediately after</th>
<th>After two months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patriotism</td>
<td>5.66</td>
<td>5.80</td>
<td>5.74</td>
</tr>
<tr>
<td>Nationalism</td>
<td>5.47</td>
<td>5.52</td>
<td>5.56</td>
</tr>
<tr>
<td>Internationalism</td>
<td>4.27</td>
<td>4.29</td>
<td>4.35</td>
</tr>
<tr>
<td>Smugness</td>
<td>3.78</td>
<td>3.99</td>
<td>3.91</td>
</tr>
</tbody>
</table>

- Seven-point scale (1-7)
- Patriotism: Sense of attachment to one’s country
- Nationalism: Sense of superiority over other countries
- Internationalism: Sense of world sharing or global welfare
- Smugness: Brazen sense of primacy

(Kosterman and Feshbach, 1989)
What should we learn?

• Promotional, tourist benefits are **overstated**
  – Verify official documents, analyses
• SWTP may be unexpectedly **high**
• Sport events **do not** build nations
  – But may feed “sports patriotism”
  – Autocrats, American universities take note.
• Small budgets for smaller events may be disproportionately large
Slovenia and major sports events

• Men’s EuroBasket 2017
  – Eventually withdrew offer to bid
• Men’s European Volleyball Championship 2019
  – Awarded co-hosting (one group)
• World Rowing Championships 2020
  – Awarded
• Men’s European Team Handball Ch. 2022 or ’24
• ...and more
Full video presentation

• Washington State University
Sport Management Research Meeting,
October 25, 2017:
https://www.youtube.com/watch?v=bRXk4Udeck0
Miha Mišič, a reporter for TV Slovenia, the public service broadcaster, reacts after Slovenia scores in the men’s 2011 European Basketball Championship.

Simon Ličen: Impact and Legacy of the 2013 EuroBasket in Slovenia

http://education.wsu.edu/simon-licen  •  http://www.simonlicen.com  @drsimonlicen