

A SPORTS EVENT'S ECONOMIC IMPACT ON THE HOST REGION

Case: Neste Oil Rally Finland 2013

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Abstract The main goal of the thesis was to examine the economic impact of the Neste Oil Rally Finland 2013 on the city of Jyväskylä and the surrounding region. The thesis was assigned by the Sport Business School Finland and the AKK Sports Ltd. The research was executed by the Sport Business School Finland from June to September 2013. Quantitative research method was used in the study. The data was collected before, during and after the rally by using questionnaires. Responses were collected at the special stages, at the Paviljonki Headquarters, at the city centre of Jyväskylä and through Internet. The total number of respondents was 1899. The results show that the Neste Oil Rally Finland 2013 had a significant economic impact on the city of Jyväskylä and the surrounding region. The rally spectators, VIP-guests, rally team members, accredited media representatives and the organizer, AKK Sports Ltd, spent 17.0 M€ in different services. The total economic impact on the host region was 14.7 M€. The consumption on food and beverage and accommodation were clearly the most important contributors of the consumption on the host region. In the future, the researchers should continue to examine the economic impact of the Neste Oil Rally Finland. In order to fully understand the meaning of the event for the host region, it would be useful to widen the research to study the other impacts: such as socio-cultural, political, sports and environmental impact. Also, as a continuum for the impact studies the possible legacies of the event could be examined.		
Keywords Sport event, economic impact, motorsport, Neste Oil Rally Finland		
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Työn nimi URHEILUTAPAHTUMAN TALOUDELLINEN VAIKUTTAVUUS TAPAHTUMA-ALUEELLE Case: Neste Oil Ralli 2013		
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Tiivistelmä Opinnäytetyön tavoitteena oli selvittää Neste Oil Ralli 2013:n taloudellista vaikuttavuutta Jyväskylän kaupungille ja sen lähialueille. Opinnäytetyön toimeksiantajina olivat Sport Business School Finland ja AKK Sports Oy. Sport Business School Finland toteutti tutkimuksen kesä-syyskuun aikana vuonna 2013. Tutkimusmenetelmänä käytettiin kvantitatiivista tutkimusta. Kyselytutkimus toteutettiin ennen ja jälkeen Neste Oil Rally Finland -tapahtuman sekä sen aikana rallin erikoiskokeilla, Paviljongin kilpailukeskuksessa, Jyväskylän keskustan alueella ja Internetin välityksellä. Tutkimukseen vastanneita oli yhteensä 1899. Tulokset osoittavat, että Neste Oil Rallilla 2013 oli merkittävä taloudellinen vaikutus Jyväskylälle ja sen lähialueille. Rallikatsojat, VIP-vieraat, rallitiimien jäsenet, median edustajat ja järjestäjä, AKK Sports Oy, kuluttivat 17.0 M€ eri palveluihin. Taloudellinen vaikutus Jyväskylän alueelle oli yhteensä 14.7 M€. Rahankäyttö ruokaan ja juomaan sekä majoituspalveluihin olivat selkeästi tärkeimmät tekijät alueelle jäävästä kulutuksesta. Tulevaisuudessa tutkijoiden tulisi jatkaa Neste Oil Rallin taloudellisen vaikuttavuuden tutkimista. Olisi hyödyllistä laajentaa tutkimusta ja tutkia myös tapahtuman sosio-kulttuurillista, poliittista, urheilullista ja ympäristöllistä vaikutusta. Näin saataisiin kattava kuva tapahtuman merkittävydestä Jyväskylän alueelle. Vaikuttavuustutkimusten jatkumona voisi myös tutkia mahdollisia tapahtuman perintöjä.		
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1 Introduction

1.1 Background of the thesis

The cooperation between the AKK Sports Ltd and the Sport Business School Finland started in 2011. The Sport Business School Finland conducted research projects during the Neste Oil Rally Finland in 2011 and 2012. After the research project in 2012, the cooperation expanded – in 2013 Sport Business School Finland conducted an event impact research which examined the economic and social impacts of an event on the hosting city of Jyväskylä and the surrounding region. This study was assigned by the AKK Sports Ltd, the city of Jyväskylä, the Jyväskylä Regional Development Company (Jykes Ltd) and the Regional Council of Central Finland.

The first event impact studies of the Neste Oil Rally Finland were made in 2004 and 2008. These studies were used as a basis for the research made in 2013. The aim was to produce reliable and comparable information of the earlier studies but also to produce new information on the impacts of the event. The main idea was to create a clear, reliable and comparable continuum from 2004 to 2013 in order to generate valuable information for the organizer in order to develop the event.

This thesis concentrates on the economic impact part of the research. Sport Business School Finland conducted the research from mid-June to late-September 2013, before, during and after the event. The rally took place 31.7.-3.8.2013. The research was conducted by Sport Business School Finland's staff and an international student group. The data was collected by questionnaires using iPad-tablets, printed questionnaires and web surveys.

The economic impact of the Neste Oil Rally Finland is due to all the activities that the event brings to the region. All the factors affecting the economic impact were taken into consideration: rally spectators, VIP-guests, rally team members, accredited media representatives and the organizer (AKK Sports Ltd). Additional research data was collected from local residents and businesses to deepen and support the main findings.

The subject is very important for the clients because it gives valuable information and understanding of the economic impact and the factors behind it. The sports event industry is growing and changing all the time. Therefore it is vital for the organizers to keep up with the developments and improve their activities according to the research findings.

1.2 The aim of the study

Many economic impact studies have been made at various events. The Neste Oil Rally Finland is one of the most famous sports events in Finland. Before the event in 2013, there were discussions about its future in Jyväskylä and in Finland. Therefore, there is a need for the event's justification and ultimately, for its economic evaluation.

The aim of the thesis is to provide valuable, reliable and useful information on sports events and their impacts, especially the economic impact on the host region. The goal of this thesis is to define the economic impact of the Neste Oil Rally Finland 2013 on the city of Jyväskylä and the surrounding region. The main research question is:

- What is the economic impact of the Neste Oil Rally Finland 2013 on the host region?

The economic impact of the Neste Oil Rally Finland 2013 includes the expenditures of rally spectators, VIP-guests, rally team members, accredited media representatives and the organizer, AKK Sports Ltd. Also, local residents' estimations of their consumption and the impact on the sales figures of the local businesses are presented to clarify and deepen the understanding of the main findings.

By solving the research problem, it is possible to provide valuable information for the organizer and other stakeholders. The results will help the organizer to evaluate the event's recent position and most importantly, to understand where to focus on in the future according to the research findings.

1.3 Outline of the thesis

The thesis consists of five major parts; introduction to the Neste Oil Rally Finland, theoretical framework, research implementation, results and conclusions.

The theoretical framework, “Impacts of sports events”, deepens the understanding of the sports events industry and the impacts of sports events. It also presents the importance of event evaluation and, in accordance with this thesis, how to conduct an economic impact research (figure 1).

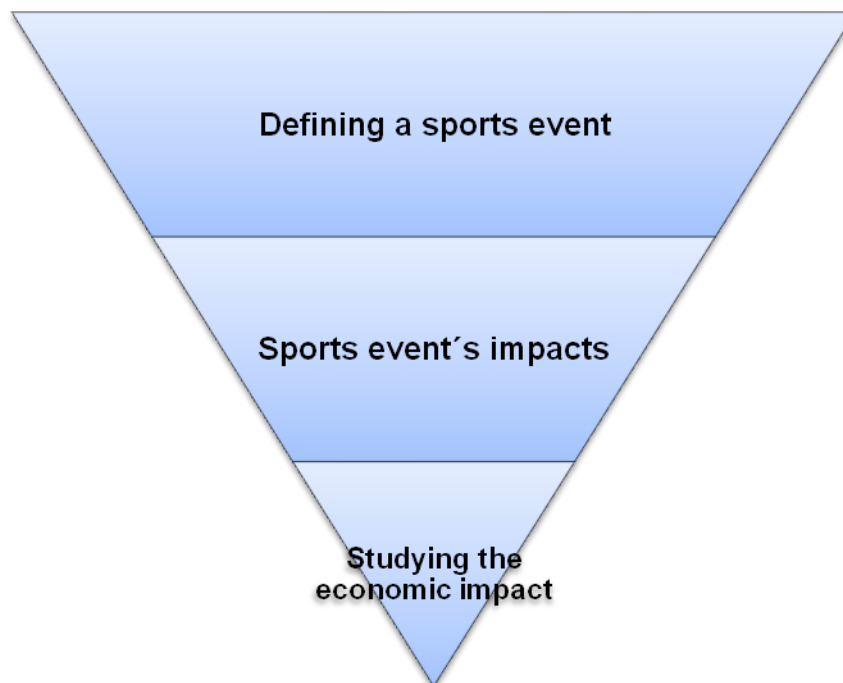


Figure 1. The structure of the theoretical framework of this thesis

The research implementation, “Neste Oil Rally Finland 2013 research”, is presented after the theoretical framework. It demonstrates how the study was conducted, which research method was used and evaluates the reliability and validity issues of the study. The main findings of the economic impact on the city of Jyväskylä and the surrounding region are presented in the results

section. Conclusions and future recommendations are discussed in the last part of the thesis. Concealed data is marked XX in this study.

1.4 Key concepts

Sports event: “Single or multi-sport events in schools and clubs; regional, national or international competitions; local, regional and national programmes for sport participation development; frequent league and infrequent cup competition.” (Taylor 2011, 538).

Event impact: The impact is caused by a short-term impulse, for example, consumption of event visitors. It is a shock to the community directly through an event. For example economic, sports, socio-cultural, political and environmental impact. (Preuss 2007, 212–213).

Economic impact: Economic impact of an event refers to the total amount of additional expenditure generated within a defined area, such as the Jyväskylä region. It is a direct consequence of staging the event. (Event Impacts 2014.)

Event legacy: “Irrespective of the time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself.” (Preuss 2007, 211).

Rally spectator: A person who has come to watch the rally event.

VIP-guest: A person who has been invited to the rally event, for example by companies. VIP (Very Important Person)-guest.

Rally team member: A person who works in an official rally team that participates in the Neste Oil Rally Finland.

Accredited media representative: A person who works for a media company in the rally event.

Local resident: A person who lives in the city of Jyväskylä and the surrounding region.

Local business: A company that operates in the city of Jyväskylä and the surrounding region.

Special stage: A special stage is one part of the rally route, for example the Neste Oil Rally Finland 2013 included 23 special stages.

Headquarters and Service Park: The Rally Headquarters and Service Park were located in the Paviljonki exhibition centre.

Time-switchers: Visitors who wanted to come to the host region but at another time with the event (Crompton, Lee & Shuster 2001; Preuss, Seguin & O'Reilly 2007).

Casuals: Visitors who have some other reason to visit the host region than the event, for example relatives (Crompton et al. 2001; Preuss et al. 2007).

Extentioners: Visitors who will stay in the region for a longer time because of the event (Preuss et al. 2007).

Home stayers: Local residents who want to stay in the region during the event and visit the event rather than go away (Preuss et al. 2007).

Runaways: Local residents who leave the region because of the event and spend their holiday away from the region (Preuss et al. 2007).

Changers: Local residents who leave the region and spend their vacations during the event rather than at some other time (Preuss et al. 2007).

Avoiders: Visitors that will stay away but would have come to the host region without the event (Preuss et al. 2007).

2 Neste Oil Rally Finland

The history of Neste Oil Rally Finland goes back 63 years, to the year 1951. A group of people gathered along in the Casino of Hanko after a rally event. These persons had been in the Monte Carlo rally and they decided that Finland should have an annual rally event. The plans proceeded quickly because this decision was made in July and within the same year the first rally was held in September. All together 26 drivers took part in the first competition and the length of the rally was breathtaking 1666 kilometres. The first official organizer was the Car Club's Finland-Central district. (Ralli kansainvälisen mallin mukaan 2014.)

The rally has had a couple of names; first it was called "Tuhansien järvien ajo" ("Rally of the Thousand Lakes", it was used in the logo of the rally in 1954 for the first time), but soon the name was changed to "Jyväskylän Suurajot". In the 1980's the name changed into "1000 Lakes Rally" but still the name "Rally of the Thousand Lakes" was generally used. The first big change happened in 1994 when a company called Neste became the name sponsor of the event. (Suurajojen aikakausi 2014.)

Next development happened in 1997 when the AKK Sports Ltd started to organize the event. Again, the name of the rally changed to "Neste Rally". The new organizer had clear plans to raise the image of the rally by focusing on safety questions and marketing. It did not take long that the success came; already in 1997 they won Award of Excellence-prize that is given to a rally with great safety. The next year they won the best rally award for the first time and in 1999 they won again "the Award of Excellence". The best rally award has not been tied after 2005, but in total Neste Rally got four awards which is the highest amount of all rallies. The recent name, "Neste Oil Rally Finland", was used for the first time in 2006. (Uuteen aikaan 2014.)

Neste Oil Rally Finland 2013

The Neste Oil Rally Finland was organized by the AKK Sports Ltd mainly in the Jyväskylä region but couple of special stages were driven in the cities of

Jämsä and Lahti. The event took place from 31.7.-3.8.2013. The Headquarters and Service Park were located in the exhibition centre Paviljonki, Jyväskylä. This special area was built for the rally and rally visitors were able to access the area with a ticket. Rally visitors had a possibility to enjoy from different services and events in the Paviljonki area during the event, such as restaurant services, interviews and music concerts. (Neste Oil Rallin reitti 2013.)

The Neste Oil Rally Finland is famous for its fast gravel routes, impressive jumps and lake scenes in the middle of forests. The rally is extremely challenging for the drivers and their co-drivers. Year 2013 was not an exception: huge crowds featured the blistering and challenging special stages during the whole event. (Neste Oil Rally Finland 2014; Victory for Ogier in Finland 2013.)

Overall, the rally consisted of 23 special stages and the length of the rally was 334,21 kilometres. First special stage was driven on Thursday 1.8, and overall length of special stages were 45,51 km. Friday was the busiest day of the rally; most of the special stages were on the schedule and their combined length was 158,50 km. Saturday was the final day of the event and podium places were sealed in the rally routes of 130,20 km. (Neste Oil Rallin reitti ja aikataulu 2013.)

For the third time in a row Finnish drivers were not able to capture the desired first place in the home event. The best Finnish driver was Mikko Hirvonen with fourth place. The winner of 2013 was Volkswagen's French driver Sebastien Ogier, second was Thierry Neuville from Belgium and third Mads Östberg from Norway. (Victory for Ogier in Finland 2013.)

2.1 AKK Sports Ltd – The rally organizer

The AKK Sports Ltd is a marketing company owned by the AKK-Motorsport. The AKK-Motorsport is a parent organization of Finnish motoring and its mission is to give people an opportunity to do motorsports. It consists of about

320 member associations all over Finland and in total there are 32 000 individual members in these associations. (AKK Motorsport 2014.)

The marketing company, AKK Sports Ltd, was established in 1993 because there was a need for a company that could practise business and generate income for the federation. Its business idea is to develop and implement motor racing events. Through this they are able to develop Finnish motorsports business field in general. (AKK Sports Oy 2014.)

The AKK Sports Ltd is a member of the FIA (the Fédération Internationale de l'Automobile) which is the governing body of world's motorsports. The FIA was founded in 1904 and its headquarters is located in Paris, France. It involves 230 motoring and sport organizations from five continents, over 135 countries. (About the FIA 2014.)

The biggest project for the AKK Sports Ltd is to organize annually the Neste Oil Rally Finland. Also, they organize the rallycross championship event in Finland, called the RX Finland. In addition to these international events, the company takes care of numeral other national events, such as the Finnish Rally Series. (AKK Sports Oy 2014.)

2.2 Jyväskylä – The host city

Jyväskylä is the host city of the Neste Oil Rally Finland and every year rally fans gather along in the seventh biggest city of Finland. The population of Jyväskylä was 134 658 in 2014, and the area of Jyväskylä is 1466,5 km². (Jyväskylä pähkinänkuoressa 2014; Jyväskylän kaupunki 2014.)

Jyväskylä is known as a sports city and therefore there is a perfect fit between the image of the rally and the city. In the history, Jyväskylä has achieved lots of success in many sports, both in individual sports and team sports. For example there has been success in ski jumping, Finnish baseball, ice hockey, floorball and of course in rally. Success and achievements in sports are not the only issues making Jyväskylä a sports city. Jyväskylä provides high-profile education in sports sector; the Sport Business School Finland in the Jyväskylä

University of Applied Sciences (JAMK), the Faculty of Sport and Health Sciences in the University of Jyväskylä and the Research Institute for Olympic Sports (Kihu) operate in Jyväskylä. Sports education attracts students, experts and athletes to Jyväskylä and therefore strengthens city's image as a leading sports city in Finland. (Faculty of Sport and Health Sciences 2014; Jyväskylän kaupunki 2014; Kihu 2014; Sport Business School Finland 2014.)

As the host city, Jyväskylä has always put effort in hosting a high-quality event which has led to recognition in all over the rally world. It can be seen when the rally is coming: the city centre becomes more vivid, rally enhancements and advertisements take over the city. Organizers are putting up an event which has been voted as the best rally for several times and rally fans have not been disappointed. (Uuteen aikaan 2014.)

2.3 The FIA World Rally Championship

The Neste Oil Rally Finland is part of the FIA World Rally Championship (WRC). The first WRC season was driven in 1973 and the circuit is recognised as the most challenging motorsport series in the world. Last year they celebrated their 40th anniversary. In 2014 the WRC season includes 13 rallies in 15 countries. Rallies are driven in different surfaces: asphalt, gravel and snow. (What is WRC? 2014.)

“The FIA World Rally Championship (WRC) pits drivers and production-based cars against some of the toughest and most varied conditions on the planet.”
(What is WRC? 2014).

There are different categories in the WRC; the principal category World Rally Cars – WRC, and two support categories WRC2 and WRC3. Cars' technical details and performance vary in different categories which is the reason for several categories. Official manufacturers in the WRC are Citroën, Hyundai and Volkswagen. (Categories 2014.)

There is a certain system behind every rally; it consists of 15-25 different routes that are called special stages. Normally, the rally starts on Friday and

ends on Sunday. Before the actual competition, the drivers have a chance to get familiar with the rally routes in practise sessions that last two days. Drivers and their co-drivers try to be as fast as possible. At the end, the fastest driver wins the rally and the best ten drivers get championship points as following basis; 25-18-15-12-10-8-6-4-2-1. Drivers compete for the driver's championship but the teams also try to win the team championship. (What is WRC? 2014.)

3 Impacts of sports events

The theoretical framework of this study aims to deepen the understanding of sports events and their impacts. The framework provides a comprehensive image of the sports events industry and of the impacts of a sports event. Also, in accordance to this thesis, the economic impact study process will be introduced.

3.1 Defining a sports event

Before defining a sports event, an event itself has to be defined. An event can be much more than just a game: it can have a great meaning for the community, city or nation. In the literature, there are numerous ways of how define an event. For example, Oxford Dictionaries (2014) define it as follows:

“A thing that happens or takes place. Especially one of importance: ‘The momentous political events of the late 1980s’.” (Oxford Dictionaries 2014.)

Events have had an important and significant role throughout history in the development of societies. Events are for fun and, at the same time, they are developing communities and societies in many ways. People have celebrated special occasions such as birthdays and funerals. Nowadays we still have events like festivals, exhibitions and sports competitions that were invented hundreds or even thousands of years ago. This proves that events have been playing an important role in our history and they have been shaping our lives for a long-time. (Taylor 2011, 540–541.)

Taylor (2011, 539) provides a comprehensive definition of events. There are definitions of events of all sizes and they also recognise the fact that events can be unplanned or planned (see figure 2). He recognises four types of events; minor, major, hallmark and mega events. (Taylor 2011, 537–539.)

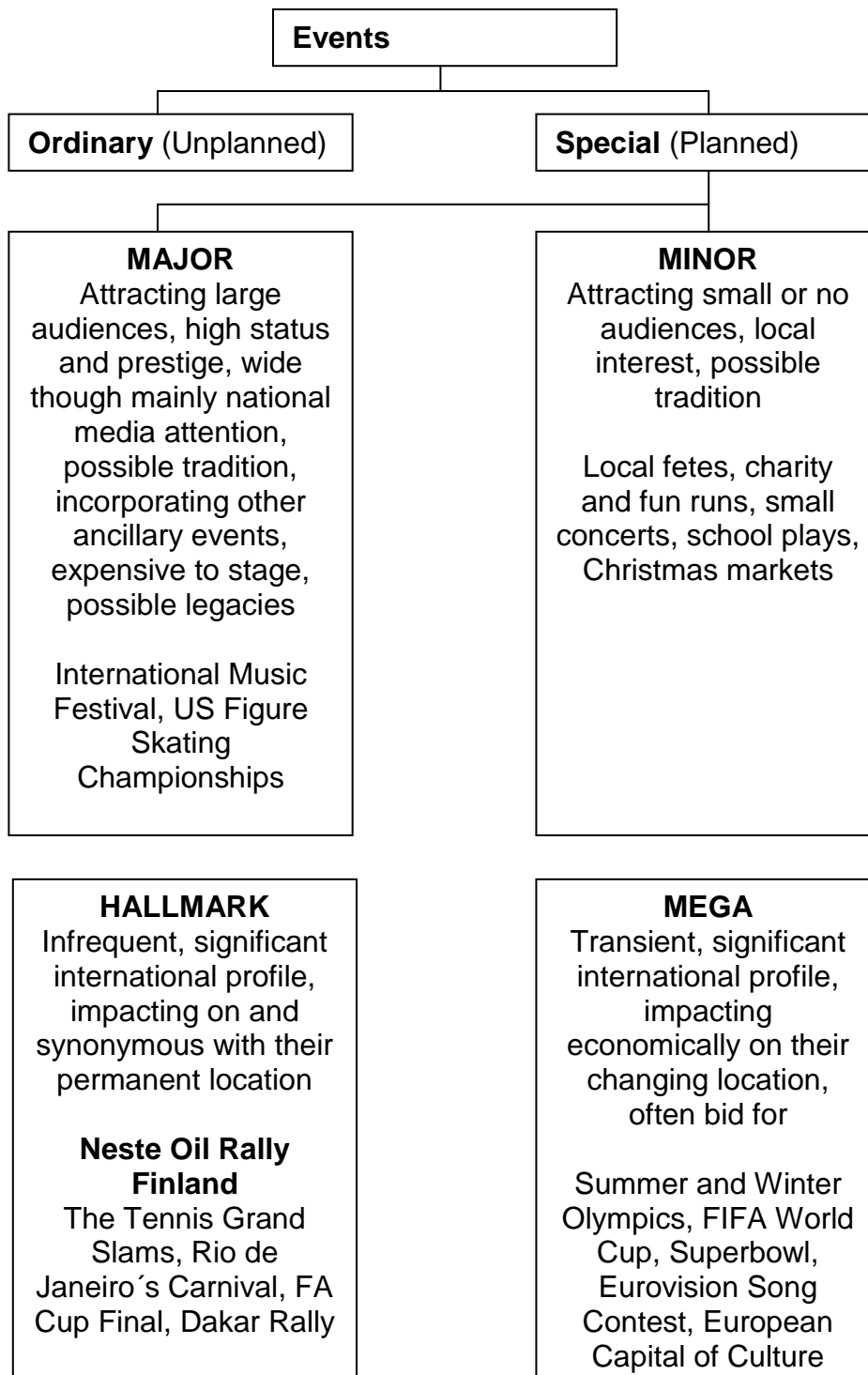


Figure 2. A definition for events (Taylor 2011, 539)

Events can cut all aspects of life and society; sports, politics, business and culture. Also, events can be organized outdoor or indoor and they can be competitive or recreational (Taylor 2011, 537–539). There are many different

sports in the world which organize their own events. Every event should recognise in which category they belong. Understanding of the surrounding environment enables event organizers to create and develop their activities. Sports events can be described as follows:

“Single or multi-sport events in schools and clubs; regional, national or international competitions; local, regional and national programmes for sport participation development; frequent league and infrequent cup competition.”
(Taylor 2011, 538).

Sports can vary greatly; some sports are bigger than others, some are more interesting. What kind of different sports levels exist? Figure 3 presents a hierarchy of sports levels regarding their scale.

Global Events – Olympic Games, FIFA World Cup
Global Circuits – Formula One, World Rally Championship , Tennis, Golf
Global Events – Asian Games, Commonwealth Games, World Championships, Euro Football
Regional Leagues – Champions League
National Leagues – NHL, NBA, NFL
Regional and State Leagues and Competitions
Local Community Sport (Clubs, associations, schools)

Figure 3. Elite and competitive sports levels (Nicholson 2007, 6)

Sports events can be seen as a one match, a one day exhibition, a weekend festival, two weeks tournament, or a league. Maybe the most famous and followed sports events are the sport mega events, such as the Olympics and the FIFA World Cup. It has been recognised that there is a chance to create something valuable through sports events. The sports event sector is growing

and people are interested in different sports. Therefore, event organizers are also interested in staging sports events. (Taylor 2011, 537–539.)

Importance of sports events

Sports events have been modifying our perceptions of society. There are many good examples of sports events that have been organized for a long time; the Olympics were organized for the first time in 1896. The Olympics might be the most recognizable and valuable event for recent generations. (The Olympic Movement 2013; Wilson 2006.)

The main idea of sports events is the sport itself, but every time it involves something more. Sports events have an influence, direct or indirect, in politics, environment, culture, religion and economics. Before 1980's organizers were not sure whether staging major sports events, such as the Olympics, was a wise choice because of the failures in Munich (1972) and Montreal (1976). But Los Angeles showed in 1984 that properly managed event will have a positive financial impact; surplus of £215 million. (Wilson 2006.)

There are impacts and legacies which sports events leave on purpose or non-purpose. The long history of sports events and their influences in societies can be easily recognised. Sports industry is important on a global scale in many ways; economically, politically, socially, environmentally and technologically. (Masterman 2009, 68–80.)

Sports events have been used as platforms of discussions, the most recent example was at the Sochi Winter Olympic Games in Russia; human rights and sexual orientation issues were discussed through the Olympics.

Environmental issues have been discussed in the motorsports, and the Neste Oil Rally Finland is not an exception (Ympäristö 2014). Sports have special features, such as appealing to emotions, varying quality, unpredictability and involvement of people. Because of the special features, there are always discussions which can lead into or can be lead to different topics. (Smith 2008, 20–26.)

The development of sports, music and art depends on the examples that events provide. If there were not any events there would not be spectators or participants who would develop and increase the awareness that events have been doing for a long-time. Events are a big part of societies, at best they are developing and shaping our lives but this can be achieved only with strategic management of events. Every event needs to be managed properly; there need to be objectives to go for and strategies for an efficient implementation. (Masterman 2004, 11–13.)

Event planning process

Event planning plays a key role in creating a successful event. First of all, without careful planning event implementation will not succeed. Secondly, if event organizers want to achieve their objectives they need to undergo an event planning process. It is widely recognised that if sports events want to achieve their goals then they need more systematic event planning. (Ma, Egan, Rotherman & Ma 2011.)

Below is introduced an event planning process (Figure 4) that is adapted from Masterman (2009). This model includes ten steps; objectives, concept, feasibility, proceed, bid procedure, implementation planning, implement event, handover, evaluation and feedback. (Taylor 2011, 549–550.)

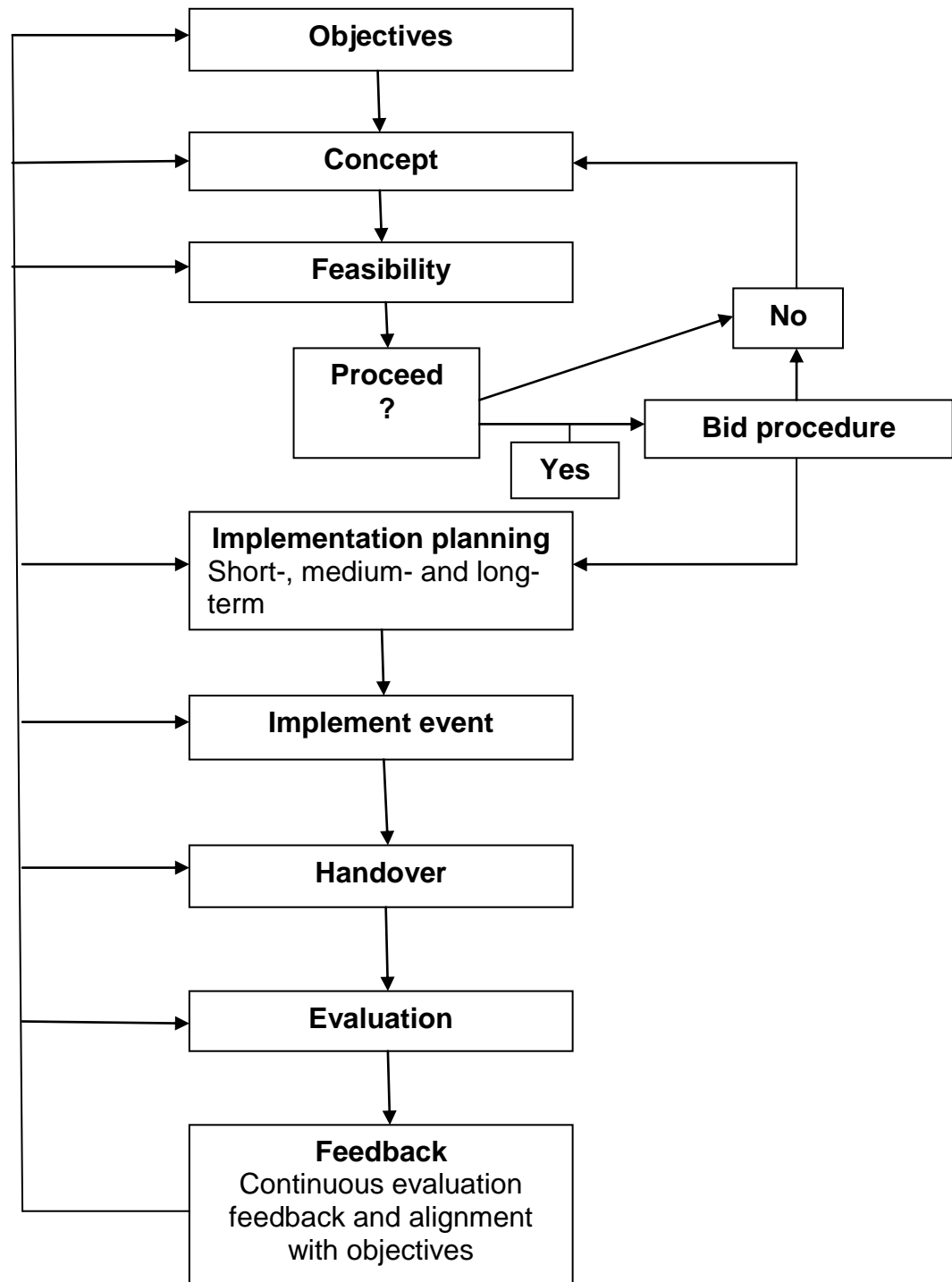


Figure 4. The event planning process, adapted from Masterman 2009 (Taylor 2011, 550)

By following this event planning process, event organizers will go through every crucial point in creating a successful event. Planning process starts from defining event's objectives. After objectives are settled then organizers need to think about potential concept and its feasibility; determining if and how the concept can be run. If everything works then is time to proceed, if not then organizers have to revise the concept. In some cases, potential organizers need to bid for the rights, and if the rights are given then starts implementation procedures. After the event implementation, there are three steps to go; handover, evaluation and feedback. Especially, organizers should pay attention to evaluation and feedback which give vital information for the future. With this information organizers can develop the event and possibly learn from the mistakes. (Taylor 2011, 549–557.)

3.2 Sports event's impacts

There have been discussions of sports events and ultimately their impacts and legacies. This thesis concentrated on event impacts but to fully understand the definition of it, there is a need to define legacy as well. These two terms are quite often defined or understood in the same way, but there is a clear difference between them.

Impact

Events can have positive and negative outcomes both in long-term and short-term (immediately). Immediate short-term outcomes are considered as impacts. It is important for event organizers to try to maximize the positive impacts and minimize the negative ones, and this is only possible through effective planning. Organizers should always pay attention to the event planning. Planning of the event needs to be done carefully; learning from the past, foreseeing the future, setting objectives, carrying out internal and external analyses, and of course have to make sure that everyone in the organization are aware of the plan to ensure effective implementation. (Masterman 2004, 68.)

The impact is caused by a short-term impulse, for example, the consumption of event visitors. It is a shock to the community directly through an event. Although these impacts may be strong, they are short-term and therefore not a legacy. (Preuss 2007.)

The short-term impacts are those that take place when organizing the event. They may also refer to those impacts that happen straight after the event, so they can be seen as immediate benefits or disadvantages. Also, a good rule to remember the difference between shorter and longer impacts is that longer impacts, legacies, are not managed or controlled by the original organizer. So, impacts are immediate and the duration of them is directly proportional to the length of the event. Consumption of event visitors is an impact, and therefore the consumption is going to be greater if the event's duration is one week rather than two days. Of course, there can be exceptions and also need to understand the different levels of sports events (see the figures 2 and 3) because different sized events do not have same potential in creating impacts. (Masterman 2004, 68–69.)

There is one problematic issue when separating short-term impacts and long-term legacies; no one has created a timeline that exactly defines the short-, medium- and long-term periods. Therefore there can be seen different analyses and conclusions in the literature, because after all, it is the organizer or the researcher who decides which are defined as short-, medium- or long-term impacts. (Masterman 2004, 68.)

This thesis concentrated on the economic impact which is normally the first impact to be measured. Other impacts could be political, socio-cultural, environmental, and sports. All of these are important information for the organizer. It is vital for the organizers to understand how to implement a research and get the desired information. When building and studying short-term impacts or long-term legacies, it has to be understood that strategies are different. (Preuss 2007; Masterman 2004, 68–69.)

Legacy

Preuss (2007) defined that impacts are immediate and short-term which can be strong but still they are not legacies. In the literature, can be found different definitions for legacy and for that reason these terms might be confusing.

According to Preuss (2007), Cashman provided an explanation for this; one of the reasons might be that legacy has been considered self-evident, so there is no need for definition. Legacy can be defined as follows:

“Irrespective of the time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself.” (Preuss 2007).

“Legacy planning is defined as a systematic event planning work with the help of relevant data collection in order to maximize the benefits and minimize the negative effects of an event to all the stakeholders.” (Puronaho 2013).

Legacy is a long-term effect that an event can leave. Like impacts, legacies can be positive or negative and organizers should try to maximize the potential positive outcomes. If impacts are going to turn into legacies, the event needs to change structures of the community. For example, temporary increase in employment during the event is not a legacy, it is an impact but if event’s actions change structures permanently and new jobs are created to stay, then it is considered as a legacy. To achieve long-term results there need to be exact plans and strategies behind the actions. Organizers just cannot underestimate this by thinking that positive legacies will come just through hosting an event. (Masterman 2004, 68–69; Preuss 2007; Preuss 2006, 2–5.)

Economic impact

Economic impact is an important data that event organizers should seek to gather. Every event is not organized for free or for good-will. Sports events are part of sport tourism sector and it is one of the fastest growing sectors in

tourism. It is widely recognized that major sports events are attracting visitors and generating economic developments in a region. (Turco, Swart, Bob & Moodley 2003.)

“Most often, the economic impact is measured because it is tangible and needed for political justification of investing scarce public resources in an event.” (Preuss 2007).

The economic impact of sports events has a high importance when justifying event's existence. Organizing major events involve big investments and therefore investors insist arguments for their investments. Negative impact can have serious consequences for the event but also for local tax payers. On the other hand, positive impact will generate revenue for the organizer and the host region. The growing sports industry and long history in organizing events are attracting new event organizers and investors even though the recent financial situation is not ideal. (Masterman 2004, 79.)

Problem for event organizers is to find out key factors creating economic impact. Normally, economic impact is a sum of many factors but generally positive impact comes from the visitor's expenditure during the event. Event visitor is a person who has bought a ticket and come to watch the event. Visitors are spending money to the host region's services, such as accommodation, food and beverage, and transportation. This temporary increase in customer traffic may create employment opportunities which will lead to positive impact on the host region. Events do not create positive impacts automatically. Therefore, the organizers should be aware of the risks that may cause negative impacts. Negative impact might be composed of a leak in the customer traffic caused by the event. Sometimes the image fit between the company and the event does not support each other or a location of the company/event might cause some problems which can lead into negative impact. In general, we can say that the economic impact arises from all the activities that the event causes to the host region. These activities can lead into both positive and negative impacts but the event managers should

try to maximize the positive impacts. (Crompton, Lee & Shuster 2001; Event Impacts 2014; Masterman 2004, 79–80.)

Normally, small and larger sports events intent to make some profit. Sports sector is profit oriented even though sports clubs can be voluntary based and have non-profit purposes. The ultimate aim for event organizers is to make profit or at least reach a break-even point. Most organizers are looking for a surplus and depending on a situation the organizer will use it for commercial or non-profit purposes. The minimum goal is to achieve a result that will enable to host the event in the future. Staging sports events may affect losses for investors but the host city and region may still generate positive impact. For example, investments made for the event's employment, advertising and infrastructure will not disappear. Especially, major sports events need to have healthy financial situation to run its operations satisfactorily. If financial situation is unbearable, it inevitably means the end of the event. (Masterman 2004, 79–80; Taylor 2011, 545–547.)

Sports impact

A sport can achieve some significant benefits by hosting an event. This is possible because events can provide a great exposure. Therefore, sport is being showcased by an event. Sports organizing bodies are aware of the importance of the exposure via the mega-events like the Olympics. But also, minor events can have the same kinds of impacts in smaller scale. (Masterman 2004, 77.)

Sports development can be prominent if the organizers take care of it from the beginning of the event. All the facilities that are built for the event can be used later to raise the awareness and possibilities to do sports. Infrastructural benefits are often the most visible part of sports development, but the question is how to take advantage of them. Also, a possible success in competitions can lead to a greater number of sport participants. Emotions and stories of athletes and organizers are an effective way to encourage people to

participate. Events that offer participation opportunities are a great way to develop sports all the way from the grassroots levels. (Masterman 2004, 78.)

Some times sports development is not taken care of in the event planning stages. This might mean that the event organizers are not able to take advantage of the exposure or infrastructural investments. A good example of this is the Athens Olympics in 2004. After the event, the sports venues were not maintained or controlled. Nobody liked to use them anymore and until now there are some venues which are not used at all. (Athens 2004 Olympics 2012.)

Socio-cultural impact

Events can be socially and culturally beneficial. They can have various impacts on the individual level: such as fun to attend and participate, and fellowship. Because of these socio-cultural impacts, events can be used as conduits for social cohesion, inclusion and compliance. Events, especially sports events, can have a strong impact on emotions and they have the ability to bring people together. Sport is quite often a common interest and it can be easily discussed regardless of your age, gender, religion or income. (Taylor 2011, 543.)

Events can provide wider programmes that are seen culturally and socially important. The International Olympic Committee (IOC) recognises this by requiring Olympic hosts to organize cultural events that need to be an essential part of the Olympics. For example, the Salt Lake City Winter Olympics in 2002 organized Olympic Arts Festival that included 10 exhibitions and 50 community projects. In addition, all the tangible infrastructure and intangible features, such as history making, can be seen as a socio-cultural impact because they shape and develop the host community in many ways. Events will stay in the history of the host city or nation, and arguably, they will leave a clear mark. (The Olympic Movement 2013; Masterman 2004, 76.)

Political impact

It is said that sports and politics should be separated but in practise this is nearly impossible. Sports are a good platform for discussions, which means that many challenges or opportunities can be discussed and solved through sports. The event host will be under the radar all the time: positive and negative issues will be discussed and revealed. But also, they have a chance to make a difference by hosting an event.

“Hall (1997) maintains that despite the fact that some events generate negative impact, more commonly, individual politicians and governments view them as being of benefit, due to their capacity to promote an attractive image that can lead to increased investment and tourism.” (Masterman 2004, 75).

The above mentioned quote summarizes the idea behind possible political impacts. From the political point of view, events can be extremely useful even though they had generated a negative impact. The possibilities and exposure which the event generates can be utilized on a short- and long-term basis.

Staging a successful event can have an impact on the host city's or nation's image, and this improved profile of a government on the national or international level can be valuable. Larger entities or organizations, and also individuals can benefit. (Masterman 2004, 74). This is the reason why politicians might try to take advantage or try to develop their or government's image through the events. It is a chance to make a difference, a chance to show how great the hosts are.

Environmental impact

All events are responsible for environmental issues. The size of an event or a location does not matter. Every event has the same responsibility to be greener. Event organizers need to obey environmental regulations. In practise this can mean taking care of waste disposal. Nowadays, environmental issues have become even more important and sports events can play a key role in the environment policies. (Masterman 2004, 78; Taylor 2011, 547–548.)

Especially, motorsports, such as Formula One and the FIA World Rally Championship have a significant impact on environment and they try to take this into consideration. The FIA World Rally Championship and the international motor sport regulations keep an eye on environmental issues. These regulations have been developed to minimize negative impacts on environment. The Neste Oil Rally Finland as a part of the WRC pays great attention on environmental issues and tries to heighten environmental awareness of rally fans by different campaigns. (Ympäristö 2014.)

3.3 Studying the economic impact

Event evaluation is necessary to find out the impacts of the event and it enables event organizers to make right and justifiable decisions. It involves measuring relevant key variables and assessing positive and negative outcomes. Setting key variables is vital for the success of the study and organizers should determine them according to study problems and objectives. Evaluation should be focused on measuring, assessing and monitoring whether the event has been able to reach its goals. In practise this means that the event evaluation is focused on the main purpose of the event. Results from evaluations are vital for decision making, but it requires that evaluations are properly planned and managed. (Ferdinand & Kitchin 2012, 174–175; Mallen & Adams 2013, 149.)

Event evaluation should occur during the whole event from the beginning to the end. Organizers should evaluate their activities throughout the event; pre-event evaluation, monitoring the event which means evaluation during the event and post-event evaluation. Continuous evaluation enables organizers to react as soon as possible. (Beech & Chadwick 2013, 355.)

The main reason for conducting economic impact studies is to justify event's existence. Event organizers and investors are looking for value for their work, money or other investments. Hosting an event is a continuous process because industry is changing and therefore organizers should keep on learning and developing their activities. Conducting an economic impact study

gives answers and valuable information for stakeholders about event's economic impact. (Masterman 2004, 79; Preuss 2007, 212.)

Below is presented a rationale for the hosting region or city to undertake an economic impact study; it demonstrates the basic study structure and shows how the money flows.



Figure 5. The conceptual rationale for undertaking an economic impact study (adapted from Crompton, Lee & Shuster 2001)

The model shows that community's residents are paying taxes/funds to city that in turn uses funds for its operations, such as hosting sports events. These events attract visitors who spend money on the host region's services. This generates job opportunities and income for the host region and local businesses and residents (Crompton et al. 2001). This simplified model does

not take into consideration other funding sources but it gives a comprehensive look on the idea of why it is of importance for the hosting city to undertake the economic impact study.

The key purpose of economic impact studies is to measure the effects that events create. Organizers look for answers for the overall inflow of revenues and which factors are behind the impact. Economic impact studies measure the economic impact that a specific event is able to output for the host region. (Crompton et al. 2001.)

The general principles of economic impact study

Economic impact studies might be seen as extremely accurate and complicated. Also, it might happen that if three researchers would do an economic impact study on the same event, we still would have many different results. Economic impact studies should be done carefully and accurately because false information will not help anyone. Economic impact analyses involve procedures that need to be clearly stated and researcher's ethics should also be understood. Economic impact studies are used as the justification of the event and this unfortunately might be sometimes strategically misused. While many studies are done with integrity, there are numerous examples of studies where have been used inappropriate procedures to generate high economic impact results. Next are introduced general principles of economic impact studies from two different authors, Crompton et al. (2001) and Preuss et al. (2007). (Crompton et al. 2001; Preuss, Seguin & O'Reilly 2007.)

Crompton et al. (2001) distinguish four basic principles; exclusion of local residents, exclusion of "time-switchers" and "casuals", use of income rather than sales measures and careful interpretation of employment measures.

Exclusion of local residents means that economic impact study should not take into account local residents. It should observe visitors whose primary reason for visiting is to attend an event. By excluding local residents the impact study will show the difference between normal and event's

expenditure. To measure the real economic impact is very important to understand that local residents would spend money in the services anyway. It is not an addition like visitor's expenditure. (Crompton et al. 2001.)

Exclusion of "time-switchers" and "casuals" reflects to the same as exclusion of local residents; expenditures would have occurred without the event. "Time-switchers" are visitors who planned to come to the event's host region but changed the time because of the event. The spending of the "time-switchers" cannot be added in the event's expenditure because it would have occurred without the event. "Casuals" are visitors who have another reason to visit the host region than the event, for example visiting relatives. Their expenditure cannot be linked to the event, so that expenditure is not part of the event's economic impact. (Crompton et al. 2001.)

Use of income rather than sales measures refers to measuring the economic impact that is directly indicated to local resident's income level. Income output shows the addition in income which can be linked to the event. Sales output relates to visitor's expenditure that increases the business activity and consequently affect on turnover. Researchers have to remember that both measures are good and selection of measurement method depends completely on the impact study and its objectives. (Crompton et al. 2001.)

Careful interpretation of employment measures means that not every additional employment opportunity has an effect on the economic impact of the event. There are three important notes to make; include both full- and part-time jobs, assume that all existing workers are fully occupied and therefore there is a need for extra workers, and do not assume that all new jobs are filled with local residents. All of these notes aim to ensure that the real economic impact on the host region is revealed and there are not any leaks outside of the region. (Crompton et al. 2001.)

In addition to Crompton et al. (2001), Preuss (2005) defined eight general groups to be identified in economic impact studies; "extensioners", "event

visitors”, “home stayers”, “runaways”, “changers”, “casuals”, “time switchers” and “avoiders” (Preuss et al. 2007).

“**Extentioners**”, “**event visitors**” and “**home stayers**” create significant economic impact on the host region. They all spend a lot of money on the host region because of the event. “Extentioners” are tourists who will stay in the region for a longer time because of the event, “event visitors” are persons who come to the host region because of the event and “home stayers” are local residents who want to stay in the region and visit the event rather than go away. (Preuss et al. 2007.)

“**Runaways**” and “**changers**” are local residents who avoid the host region for the time of the event. “Runaways” are residents who go away of the region because of the event, and therefore they are creating possibly a significant leak which might be costly in terms of economic impact. “Changers” are residents who go away from the region and spend their vacations during the event rather than some other time. Both groups’ economic impacts are negative and organizers should try to minimize their effect. (Preuss et al. 2007.)

“**Time switchers**” are visitors who wanted to come to the host region but at another time with the event. “**Casuals**” are visitors who have another reason to visit the host region than the event. According to Crompton et al. (2001) “casuals” and “time switchers” are tourists that should be excluded from the economic impact but Preuss (2005) has a different opinion. Preuss (2005) says that “casuals” and “time switchers” should be included in the economic impact, even though their expenditure would have occurred without the event, because they are spending their time and consuming money on the event related issues rather than general tourist attractions. (Preuss et al. 2007.)

“**Avoiders**” are tourists that will stay away but they would have come to the host region without the event. Have to distinguish that avoiders can totally cancel their stay or they can change the time of their stay. Therefore,

“avoiders” are not creating a direct negative impact but they are creating a risk that need to be taken into consideration. (Preuss et al. 2007.)

Event organizers should know the general principles of the economic impact study to be able to conduct the study. Without the knowledge of the general principles is impossible to conduct the economic impact study.

A basic structure for conducting an impact study

Figure 6 demonstrates a basic structure for conducting an event evaluation. The same structure can be adopted for conducting the economic impact studies. This structure can be used to define the comprehensive structure of event evaluation. It is demonstrated to provide sufficient understanding of the event evaluation process, and it also clarifies the economic impact research made in the Neste Oil Rally Finland 2013.

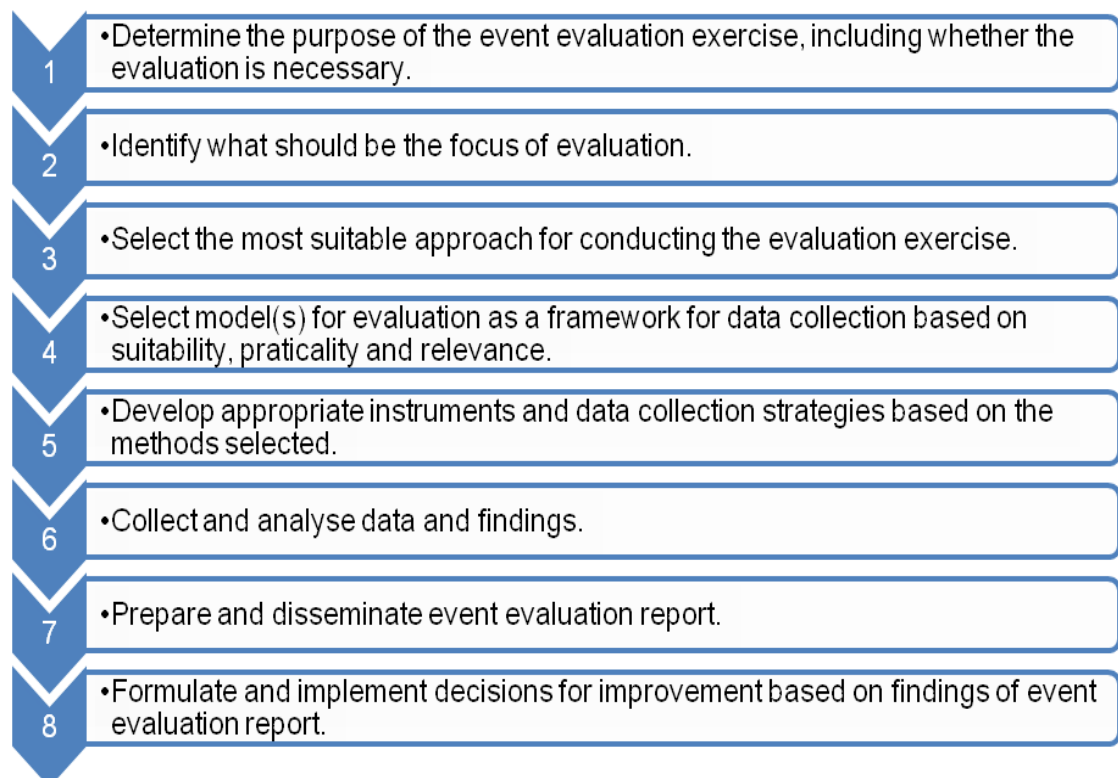


Figure 6. A basic structure for conducting an event evaluation (Ferdinand & Kitchin 2012, 176)

This model by Ferdinand and Kitchin (2012) includes eight steps. Every event evaluation starts from determining the purpose of the event evaluation exercise; what are we going to evaluate? The first two steps involve careful planning and accurate definitions of the evaluation's focus point. The next three steps are about selecting suitable and relevant approaches for conducting the event evaluation process. In the economic impact research, the research method can be qualitative and/or quantitative research. Qualitative research method could be for example interviewing vendors or other service providers on the economic impact of the event for gaining feedback. Maybe the most used quantitative research method is questionnaire survey and the data can be collected by personal interviews. Quantitative research is often used when the focus is on estimating the economic impact because quantitative research provides numeric (n) and percentual (%) information. (Ferdinand & Kitchin 2012, 176–181.)

After selecting and developing suitable approaches, it is time to do the field work and collect the data. Collected data should be carefully analyzed and presented by using qualitative and/or quantitative methods depending on the study. Research results and conclusions are presented in the event evaluation report. This report should give answers to determined purpose of the event evaluation, like in this thesis the purpose is to examine the economic impact of the Neste Oil Rally Finland 2013 on the city of Jyväskylä and the surrounding region. (Ferdinand & Kitchin 2012, 176–181.)

4 Neste Oil Rally Finland 2013 research

The purpose of this chapter is to examine how the economic impact research was conducted, what kind of research method was used and to show that the reliability and validity requirements of the study are fulfilled.

4.1 Conducting the study

The Sport Business School Finland implemented a broad research on the economic and social impacts of the Neste Oil Rally Finland 2013. The planning of the research started at the beginning of 2013, and ultimately the data was collected from mid-June to late-September 2013.

The data of this study, economic impact, was collected before, during and after the event. The event took place 31.7.-3.8.2013. The aim of the research was to estimate the economic impact on the city of Jyväskylä and the surrounding region by the rally spectators, VIP-guests, rally team members, accredited media representatives and the organizer (AKK Sports Ltd). Additionally, the local residents' estimations of their personal consumption and the local businesses' impacts on their sales are presented to support the main findings.

The research data was collected by the staff of Sport Business School Finland and an international student group. The data was collected using iPad-tablets, printed questionnaires and web surveys. The languages used in the interviews were Finnish and English depending on the respondent in question. An interview took approximately 10-20 minutes and the results were stored in the Webropol data collection system.

The responses of the rally spectators, VIP-guests and rally team members were collected during the event by personal interviews at the special stages, at Paviljonki – the rally headquarters, and at the city centre of Jyväskylä. The expenditure and investments of the AKK Sports Ltd were given from the organizer itself. The accredited media representatives, and local residents and businesses were studied using a web survey. The accredited media

representatives and local businesses were studied after the event but the local residents were studied both before and after the event.

There were 1899 respondents, who took part in the research on the economic impact. In the research, the number of individual rally spectators is estimated to be XX. The number of spectators is based on the sold tickets and rally passes, and number of VIP-guests, rally team members and accredited media representatives.

Table 1. The economic impact survey: number of respondents and data collection places

	Special stages	Headquarters Paviljonki	City centre of Jyväskylä	Internet	Total
Rally spectators	504	194	100		798
VIP-guests	170				170
Rally team members		115			115
Accredited media representatives				38	38
Local residents				673 (*516+157)	673
Local businesses				105	105
Total	674	309	100	816	1899

* 516 before the event and 157 after the event

4.2 Quantitative research

A quantitative research tries to generalise a phenomena. The basic idea is to select a small/target group, a sample which in turn represents a larger group called population. The collected data is processed with statistical methods and then the research results can be seen to represent the whole population. The quantitative research is based on positivism which aims to absolute and objective truth. Positivism emphasizes arguments, reliability, objectivity and unambiguity of the information. (Kananen 2011a, 17–18.)

The quantitative research method can be used when the phenomenon is known. It also requires understanding of theories that are affecting the phenomenon. Knowing the key variables is vital for the quantitative research because if you do not know the variables then measuring is impossible. In the quantitative research, a questionnaire is a typical and maybe the most used data collection method like in this research. (Kananen 2011b, 72.)

Structure of quantitative research

The structure of the quantitative research and the qualitative research are the same, they contain the same sections. But the approaches are different. In the quantitative research, first the researcher needs to understand the theory. The researcher needs to know the variables and correlations between them to measure them. The basic idea is to go from theory to practice. (Kananen 2011b, 72–74.)

Figure 7 presents a quantitative research process by Kananen (2011b, 72) and it applies for this thesis as well.

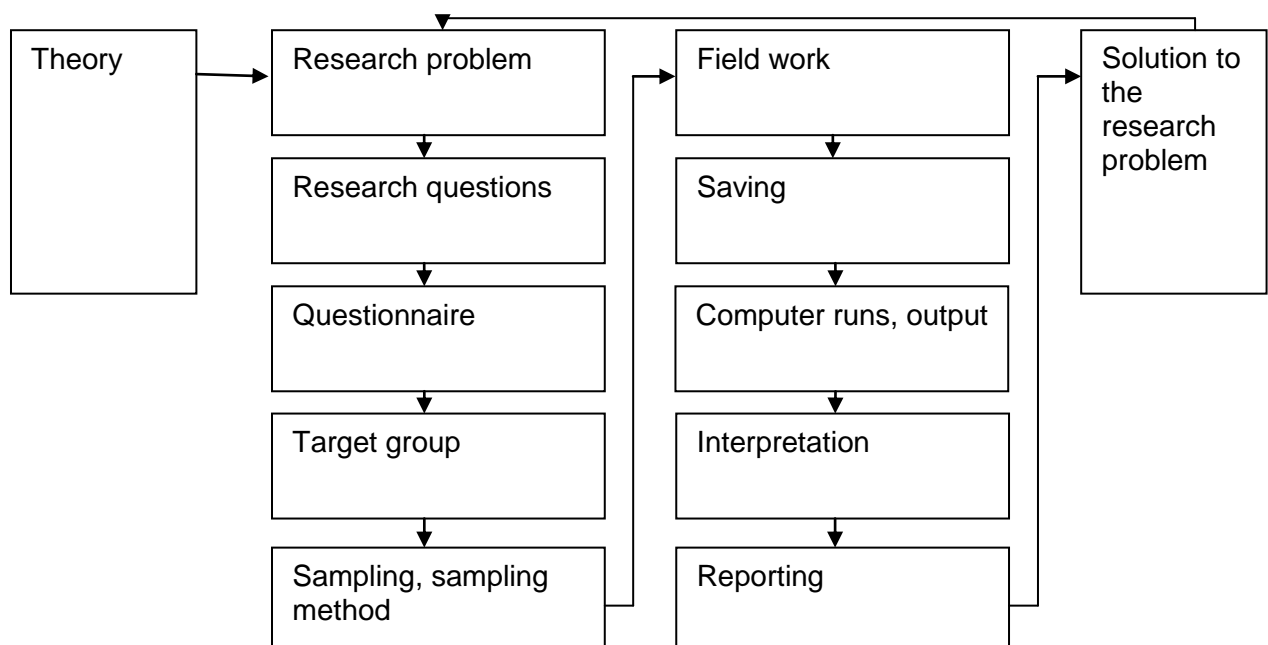


Figure 7. Quantitative research process (Kananen 2011b, 72)

In the quantitative research, the researcher has a research problem and research questions derived from it. Based on theory and research problem, the researcher develops a questionnaire which gives the needed information. Collected data provides answers to the questions which are supported by theory. (Kananen 2011b, 72–74.)

Sampling and sampling methods

The samples included in the quantitative research should represent the whole population. The population describes the specific group of people the study is about. If selected target group, a sample, does not represent a larger group, population, then cannot be made any generalisation. (Kananen 2011b, 94.) The population in this research are persons and companies that have effect on the economic impact of the Neste Oil Rally Finland 2013.

Planning of sampling begins with the population and after it is established then is time to select a suitable sampling method. Sampling methods can be divided into two groups; non-probability sampling and probability sampling. Non-probability methods include judgement sampling, quota sampling and convenience sampling. Probability methods include simple random sampling, systematic random sampling, stratified sampling and cluster sampling. (Kananen 2011b, 94–95.) In this research is used probability sampling; simple random sampling. This was used by interviewers who interviewed the rally spectators, VIP-guests and rally team members at the special stages, at the city centre of Jyväskylä and at the Paviljonki – the rally headquarters. In practise interviewers were asked to select every tenth person to be interviewed.

Presentation of the research results

Researchers should estimate and set objectives for the data collection to make sure to get enough data for reasonable and justifiable generalisations. Studies are always case-specific but one general rule is that research should have at least one hundred observations. Sometimes it is said that research should have a certain percentage of population to be sufficient. At the end, the

size of the sample depends on the amount of needed data, the structure of population, the costs involved and the accuracy of the data. (Kananen 2011b, 100.)

Quantitative research results should be presented in table formats. The basic table formats are frequency distribution and cross tabulation. Frequency distribution tables show how the answers are divided between different question alternatives. The distribution can be numeric (n) or percentual (%). Cross tabulations include two different variables which are compared. Most often cross tabulation format is percentage (%). (Kananen 2011b, 101–103.)

The research group in the Neste Oil Rally Finland 2013 had clear objectives for the data collection to make sure that enough data was collected. The data was analyzed carefully and the results of the study are presented in table formats, where can be seen the total amount of money that different research groups have used in different services.

4.3 Reliability and validity of the study

The reliability and validity of the study have to be always evaluated in the scientific research. The quality of the research can be properly evaluated after successful reliability and validity evaluations. Research aims to get truthful and reliable information. To ensure this, the reliability and validity issues should be taken care of, at the beginning of the study, in the planning stages. After you have completed data collection, it is basically impossible to improve or change the reliability and validity of the research. (Kananen 2011b, 125.)

In the quantitative research, evaluation of the reliability and validity are vital for the success of the research. If reliability issues are not fulfilled then the whole research might be meaningless. Reliability and validity are two important concepts that need to be taken into consideration. In the quantitative research, reliability refers to the consistency of the study. Reliability can be proved by repeating the research. Validity refers to the fact if the study measured and researched the right things. (Kananen 2011b, 125–126.)

Reliability consists of two sub-concepts; stability and consistency. Stability means that the measure does not vary over the time, and consistency means that the study measures the same thing. Reliability can be ensured by repeating the study but in some cases it might be too expensive or difficult because the sample is normally hundreds or thousands, like in this study the sample is nearly two thousand (n=1899). Also, the phenomenon might not be permanent, therefore a new measurement would not guarantee reliability. (Kananen 2011b, 126.)

The first event impact studies for the Neste Oil Rally Finland were made in 2004 and 2008. These studies were used as a basis of the research made in 2013 to ensure comparability. The reliability of the study was taken care of during the research as well. All the interviewers were educated to minimize errors in the interview process and to ensure comparable research data. Also, the Sport Business School Finland's professional networks have been used in the research planning process to produce an effective plan and a reliable questionnaire for the impact study. The same research structure has been used earlier in the major sporting events, such as in the FIFA World Cup 2010 and the UEFA European Championship 2012.

Validity can be divided into external and internal. External validity is often considered as the most important sub-group of validity. It refers to the generalisation of the results to the population. It can be said that if the sample is valid and it is identical to the population then everything is fine. It is crucial that the selected sample refers to the population in every way. (Kananen 2011b, 126.) The external validity of this study was taken care of from the beginning of the research. All factors affecting on the economic impact on the city of Jyväskylä and the surrounding region were taken into account; the rally spectators, VIP-guests, rally team members, accredited media representatives, the organizer, and the local residents and businesses.

Internal validity involves three components; content validity, theoretical validity and criterion validity. These components measure the reliability of the research process. Content validity expresses the accuracy of the

measurement and whether it measured the things that were supposed. Theoretical validity refers to the theory background of the study; to what extent theory was included in the whole process from the planning to the research results and how well it supports the study. Criterion validity means how you have used other studies to support your own findings. If there are similar results, in the literature, then you can refer to them which might give a reliable impression. Ensuring internal validity might be difficult to prove but it can be done best by describing and justifying measures and concepts as accurately as possible. (Kananen 2011b, 127–129.)

In this research, the internal validity has been taken into account by carefully planning and implementing the research, and analyzing the results. The whole research process was managed properly from the beginning to the end. The distribution of work was clear which enabled efficient implementation. Also, the research was supported and consulted by the Sport Business School Finland's professional networks that have examined and conducted economic impact studies in the sports events.

Kananen (2011b, 128–129) underlines the importance of describing everything as accurately as possible, this was one of the main points in this thesis. The theoretical framework presents the existing theories which are used to support the key findings of the study. The research implementation, results, and conclusions of the study are described and presented thoroughly to ensure internal validity.

5 Results

This chapter introduces the research results. It presents the economic impact of the Neste Oil Rally Finland 2013 on the city of Jyväskylä and the surrounding region. It clarifies the different factors behind the economic impact, the expenditure of the rally spectators and VIP-guests, the expenditure of the rally team members and accredited media representatives, and the expenditure and investments of the organizer (AKK Sports Ltd). Additionally, local residents' estimations of their personal consumption and the effects of the sales on the local businesses are presented, which deepen, support and clarify the understanding of the main findings.

5.1 The economic impact of the Neste Oil Rally Finland 2013

In the research, the number of individual rally spectators is estimated to be XX. The number of spectators is based on the sold tickets and rally passes, and number of VIP-guests, rally team members and accredited media representatives. The percentage of the Finnish spectators is estimated to be between 90-94 % with the rest of the spectators 6-10 % being foreigners. The percentages of the spectators are based on random sampling.

The research results (see table 2) show a significant positive economic impact on the city of Jyväskylä and the surrounding region. The total consumption was 17.0 million euros which refers to the respondents' own estimations of their consumption during the event. The consumption in the region (direct economic impact), 14.7 M€, is the total consumption excluding the official rally products and tickets purchased. This income does not stay in the region. Rally spectators, VIP-guests, rally team members, accredited media representatives and the organizer of the event (AKK Sports Ltd) bring millions of euros to the support of the economy of the city of Jyväskylä and the surrounding region.

The total consumption (17.0 M€) of the event includes the expenditure of the rally spectators (13.9 M€) and VIP-guests (2.2 M€), and the expenditure of the rally team members (0.7 M€) and accredited media representatives (0.2 M€).

The direct economic impact on the hosting region (14.7 M€) consists of the expenditure of the rally spectators (11.3 M€) and VIP-guests (1.5 M€), rally team members (0.7 M€) and accredited media representatives (0.2 M€), including the expenditure and investments of the AKK Sports Ltd (1.0 M€).

As shown in table 2, the most important factor creating an economic impact are the rally spectators. The rally spectators' consumption composes over 76 % of the direct economic impact and over 81 % of the total consumption. If the VIP-guests consumption was added to the expenditure of the rally spectators, their overall consumption would be 87 % of the direct economic impact and 94 % of the total consumption.

Also, the expenditure of the rally team members (70 % of the rally team members are foreigners in the table 2) and accredited media representatives is relatively high. In total, their combined consumption is a little under one million euro (0.9 M€) which is only a fraction of the total consumption but the respondents of rally team members and accredited media representatives was low (n=153).

Table 2. The economic impact of the Neste Oil Rally Finland 2013

Respondent group	Total consumption	Consumption in the region
Rally spectators	13.9 M€	11.3 M€
VIP-guests	2.2 M€	1.5 M€
Rally teams	0.7 M€	0.7 M€
Media	0.2 M€	0.2 M€
Organizer	-	1.0 M€
Total	17.0 M€	14.7 M€

The direct economic impact on the hosting region is in millions of euros (14.7 M€), and there is no doubt about the benefits that the event can provide. These results demonstrate that the Neste Oil Rally Finland event creates value for the host region and for the organizer if planned and managed properly.

5.2 The expenditure of the rally spectators and VIP-guests

Rally spectators

In total, 798 rally spectators took part in the study. When estimating the economic impact, the rally spectators were divided into two groups; the Finnish spectators and the foreign spectators. There were 753 Finnish respondents (94,36 %) and 45 foreign respondents (5,64 %). Most of the respondents (75,60 %) were men.

As shown in the table 3, the rally spectators are spending millions of euros in the different services; accommodation, food and beverage, fuel, transportation, tickets and official rally products. The total expenditure of the rally spectators was 13.85 million euro, divided between Finnish spectators, 12.39 M€, and foreign spectators, 1.46 M€.

The rally spectators spent clearly most of their money on food and beverage, 5.37 M€ which is almost 39 % of the total expenditure of the visitors. Especially, the expenditure of the Finnish spectators on food and beverage is considerable. Even though, the foreign spectators also spent most of their money on food and beverage, still there is a clear difference between the Finnish spectators´ and foreign spectators´ consumption behaviour. Other significant subjects of consumption were tickets (2.08 M€), accommodation (1.99 M€) and fuel (1.92 M€).

Table 3. The expenditure of rally spectators in the Neste Oil Rally Finland 2013

Purpose	Finnish spectators	Foreign spectators
Accommodation	1.65 M€	0.34 M€
Food & Beverage	4.87 M€	0.50 M€
Fuel	1.71 M€	0.21 M€
Transportation	1.09 M€	0.04 M€
Tickets	1.87 M€	0.21 M€
Official rally products	0.44 M€	0.05 M€
Other expenses	0.76 M€	0.11 M€
Total	12.39 M€	1.46 M€
SPECTATORS TOTAL	13.85 M€	

VIP-guests

170 VIP-guests were interviewed during the event at the three VIP areas of the special stages; Koukunmaa, Killeri and Kakaristo were selected together with the rally organizer. The respondents in VIP-guest data were mainly men (81,07 %).

Table 4 demonstrates the expenditure of the VIP-guests which follows almost the same main features as the expenditure of the rally spectators (see table 3) but the amount of money spent is much lower. The VIP-guests spent most of their money on tickets, 0.65 M€. The next two main subjects of expenditure were food and beverage (0.58 M€) and accommodation services (0.37 M€). The total expenditure was 2.17 M€.

Notable in the expenditure of the VIP-guests is that 137 of them (80,60 %) were invited by companies. This means that their expenditure was covered by their host to some extent, therefore they did not spend a lot of money, at least compared to the expenditure of the rally spectators.

Table 4. The expenditure of VIP-guests in the Neste Oil Rally Finland 2013

Purpose	VIP-guests
Accommodation	0.37 M€
Food & Beverage	0.58 M€
Fuel	0.09 M€
Transportation	0.17 M€
Tickets	0.65 M€
Official rally products	0.03 M€
Other expenses	0.28 M€
VIP-GUESTS TOTAL	2.17 M€

5.3 The expenditure of the rally team members and accredited media representatives

Rally team members

In total 95 rally teams took part in the Neste Oil Rally Finland 2013. There were 115 respondents in total and the percentage of foreign respondents (60 %) was higher than Finnish respondents (40 %). Nearly 90 % of the respondents of the rally teams were men.

The total expenditure of the rally team members was approximately 0.71 M€, divided as follows; the Finnish respondents 216 000 € and the foreign

respondents 492 000 €. The rally team members consumed most of their money on food and beverage, 278 000 € which is over third (39 %) of their total consumption. Also, the consumption in accommodation services (197 000 €) and fuel (112 000 €) was clearly higher than in the other services.

Table 5. The expenditure of rally team members in the Neste Oil Rally Finland 2013

Purpose	Finnish respondents	Foreign respondents
Accommodation	55 000 €	142 000 €
Food & Beverage	82 000 €	196 000 €
Fuel	46 000 €	66 000 €
Transportation	2 000 €	33 000 €
Tickets	14 000 €	17 000 €
Official rally products	11 000 €	10 000 €
Other expenses	6 000 €	28 000 €
Total	216 000 €	492 000 €
RALLY TEAMS TOTAL	0.71 M€	

Accredited media representatives

Questionnaires were sent to 159 media representatives and 38 persons answered. There were 14 Finnish and 24 foreign representatives who took part in the study. The percentage of men respondents was again very high (90,77 %).

The total expenditure of the accredited media representatives was estimated to be 0.24 M€, and it consists of the Finnish representatives' consumption, 52 860 €, and the foreign representatives' consumption, 188 800 €. The share of foreign representatives (78 %) is notable. The top three subjects of expenditure were accommodation services (102 300 €), food and beverage (66 000 €), and fuel (35 600 €).

One important issue to notice is that the accredited media representatives did not need to pay for the tickets because they had accreditation for the event. Also, the Finnish media representatives did not pay anything for transportation which in turn is quite high for the foreign representatives (9 300 €).

Table 6. The expenditure of accredited media representatives in the Neste Oil Rally Finland 2013

Purpose	Finnish respondents	Foreign respondents
Accommodation	24 400 €	77 900 €
Food & Beverage	14 300 €	51 700 €
Fuel	12 400 €	23 200 €
Transportation	0 €	9 300 €
Tickets	0 €	0 €
Official rally products	360 €	8 900 €
Other expenses	1 400 €	17 800 €
Total	52 860 €	188 800 €
ACCREDITED MEDIA REPRESENTATIVES TOTAL	0.24 M€	

5.4 The expenditure and investments of the AKK Sports Ltd

The AKK Sports Ltd was the main organizer of the Neste Oil Rally Finland 2013. The organizer is also one important contributor to the economic impact of the event. The AKK Sports Ltd invested nearly one million euro (0.98 M€) in the event (see table 7). All the investments were acquired from companies and entrepreneurs of the Jyväskylä region.

The biggest investment was worth of 530 000 €, which is 54 % of the total investments. This investment was directed to the construction of facilities and the headquarters area, and for all the preparatory arrangements of the event. The second biggest investment, 221 000 €, is also significantly bigger than the other investments. This investment was divided between local clubs, associations and non-governmental organizations (NGO), which were responsible for the special stage arrangements, for example the security of the rally route. In total, these two investments made up 76 % of the investments of AKK Sports Ltd. Both investments were highly important for the success of the event preparations. Neste Oil Rally Finland 2013 was very important for the local clubs and associations; the event employed 4500-5000 volunteers and on average the event generated 29 % of the voluntary organisations' annual earnings.

Table 7. The expenditure and investments of the AKK Sports Ltd.

Organizers in	AKK Sports & Partners
Arrangements, facilities and headquarters area	530 000 €
Local NGOs including Special Stage -organisations)	221 000 €
Accommodation and food for staff and guests	82 000 €
Road leases and tenancies and road overhaul after the rally	91 000 €
Other costs	56 000 €
TOTAL	0.98 M€

5.5 Local residents – Estimations of personal consumption

The local residents were interviewed before (n=516) and after (n=157) the event. Before the event, there was an open survey on the website of the city of Jyväskylä. Everyone was able to answer the questionnaire. The respondents to the after event survey were the respondents from the pre-event study who gave a permission for the control survey. The percentages of men and women respondents were almost equal but the men's percentage was a little bit higher in both studies; 50,58 % before the event and 51,28 % after the event.

The local residents were asked about their estimation of personal consumption both before and after the event. They were asked to compare their consumption during the event to the equivalent period of time in the summer. Figure 8 presents the estimations of personal consumption before the event and figure 9 shows the estimations after the event. It can be seen that personal consumption does not vary much compared to the normal consumption. Before the event, the local residents, who planned to take part

in the rally event, estimated that they would use more money on restaurant services (see figure 8) but otherwise the biggest share of respondents estimated their consumption to be normal. The after event data (see figure 9) strengthens the before event data by showing that the consumption of respondents, who took part in the event and stayed at the region, estimated to be relatively normal in each sector.

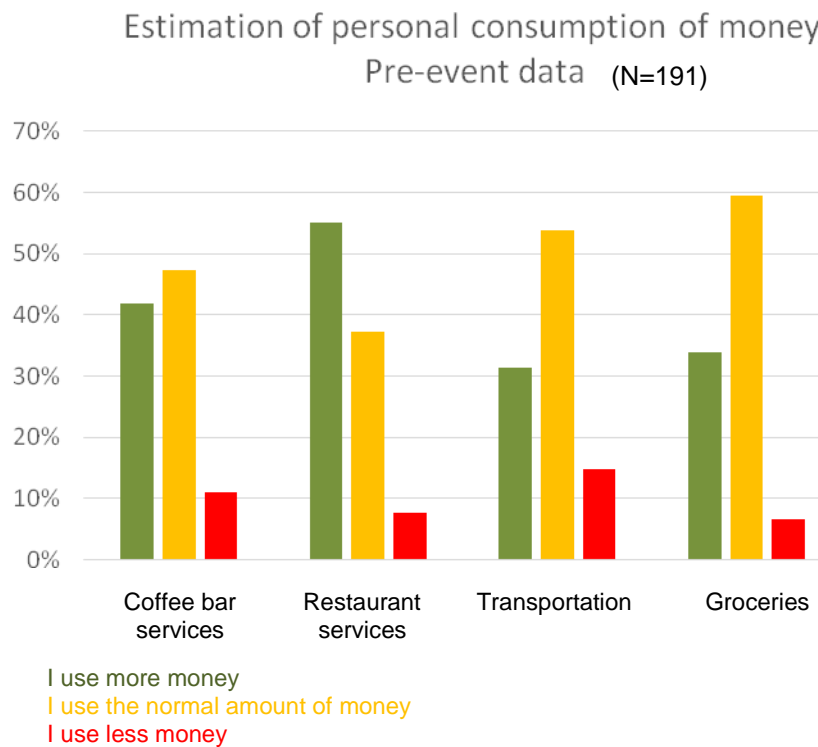


Figure 8. Local residents' estimations of personal consumption (Pre-event)

One notable issue is that before the event estimations are clearly more positive than those after the event. The option "I use more money" got more answers than "I use less money" in every service sector. But the after event data shows that the situation has changed and that only the spending on restaurant services was estimated to be increased. Still, the overall consumption is estimated to be relatively normal.

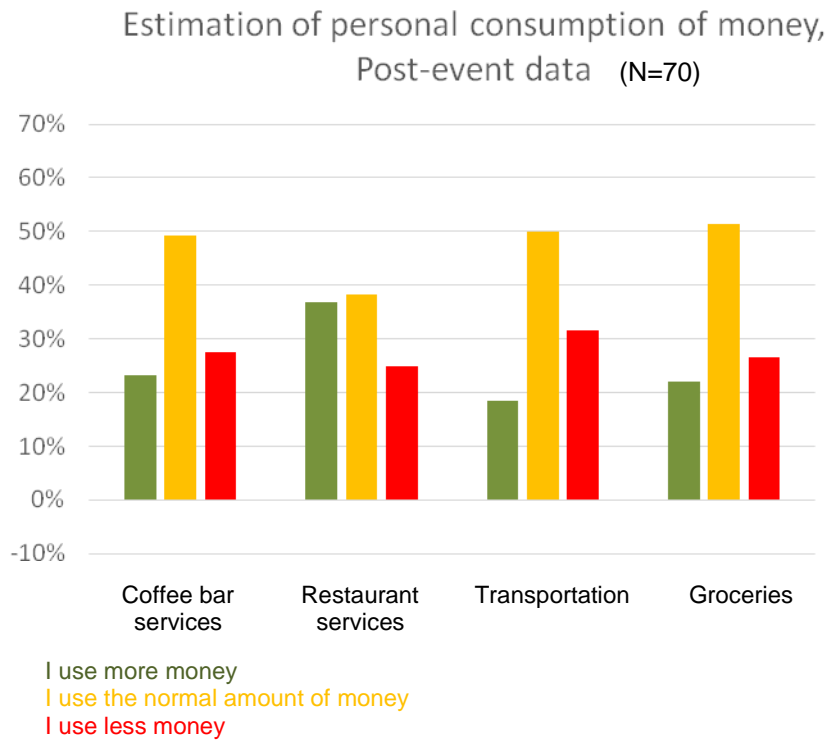


Figure 9. Local residents' estimations of personal consumption (Post-event)

5.6 Local businesses – Effects on sales

The local businesses operate in the city of Jyväskylä and the surrounding region. The businesses in this study were selected from the list that the Jyväskylä Regional Development Company, Jykes Ltd provided.

Questionnaires were sent to 323 companies and out of these 105 responded. The industries to where the local businesses' survey was targeted, were accommodation, restaurant and cafeteria, retail, service stations, tourism services, local transportation (includes taxi services) and leisure services.

The respondents were in the different positions in the companies, most of the respondents were in the position of manager (49,52 %), entrepreneur (42,86 %) and chief executive officer, CEO, (6,67 %). Respondents' gender variation was nearly equal as men's percentage was 50,96 %.

The local businesses were asked if the Neste Oil Rally Finland event had an effect on their sales. It can be seen from the figure 10, that the event had an

impact on sales in 72 % of the companies, and 28 % said there was no difference at all.

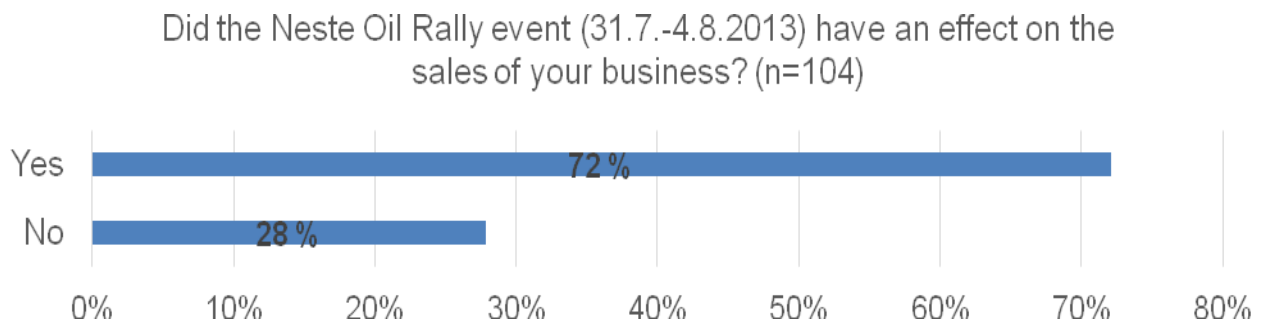


Figure 10. Local businesses' effects on sales

If the businesses answered "Yes" then they were also asked whether the effect on sales was positive or negative. 91 % of the businesses declare that the sales variation was positive and only 9 % said that the effect was negative (see figure 11).

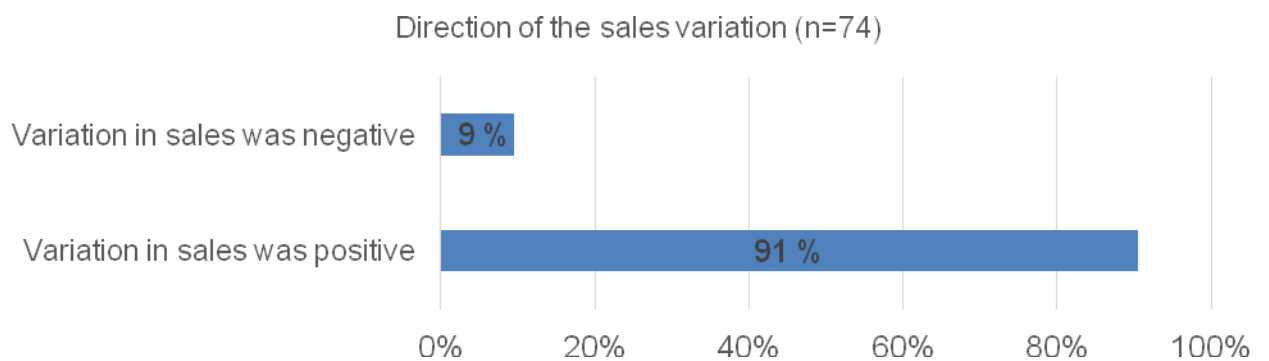


Figure 11. Local businesses' sales variation

This information is valuable because it demonstrates and reminds that the effect on sales might be negative as well but nearly all of the companies had a positive effect on the sales through the Neste Oil Rally Finland 2013. Even though the results are encouraging, still we do not know the exact sales volumes. But we can say that the sales variation was positive nearly in all of the companies and it supports the main findings, which show a significant economic impact on the city of Jyväskylä and the surrounding region, 14.7 M€.

6 Conclusions

The Neste Oil Rally Finland has been a very important part of the history of Jyväskylä and Finland. The research results show that the economic impact of the event is significant.

It is extremely important for event organizers to understand the sports event industry to really create something valuable for the stakeholders. It is possible for host regions and organizers to make profit or to take advantage of the event in different ways, as the Neste Oil Rally Finland 2013 was able to generate a significant economic impact.

Implementing a successful sports event might be challenging but nowadays event organizers do have the tools for creating a profitable event, which also benefits the host region. First of all, organizers need to have a deep understanding of the sports event industry, as Taylor (2011), and Nicholson (2007) have presented (see figures 2 and 3). When organizers have a clear understanding of their event and the event industry, they are able to develop the event more precisely. The event planning process is important in creating a great event. If the planning of the event is not done properly, the implementation will be extremely difficult or impossible. By following event planning processes, such as Masterman's (2009), organizers can go through every important step from defining the objectives to the implementation and evaluation of the event (Taylor 2011, 550). Based on the presented theories, a model can be drawn, which demonstrates the steps to creating a successful and profitable event (see figure 12).

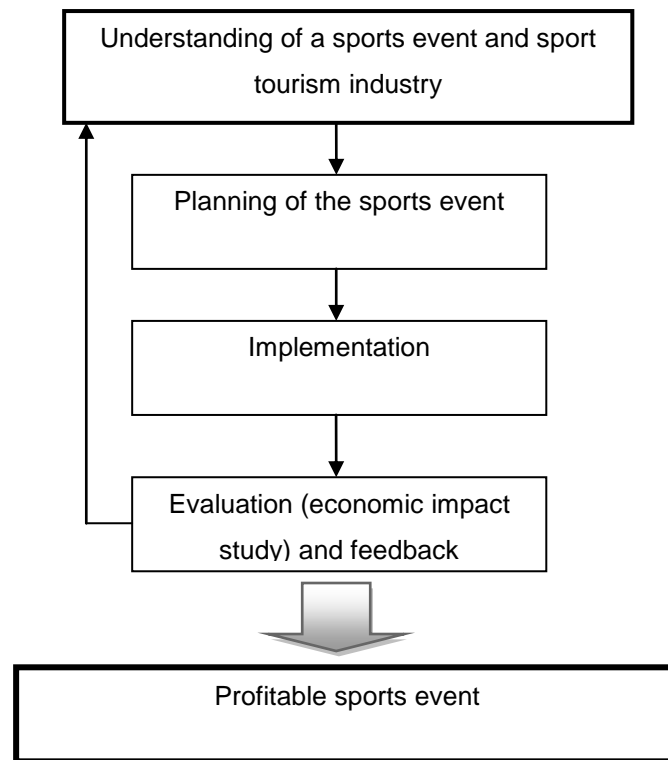


Figure 12. Sports event implementation model, adapted from Taylor (2011) and Nicholson (2007)

The model (figure 12) emphasises the importance of a systematic and strategic process in creating and managing an event. The model shows the important steps which need to be taken to achieve the desired results. The most important issue in every step is that they should be carefully planned and managed. Organizing sports events might be very complex task, especially without professional planning and management. Therefore, event organizers should pay attention to this before rushing to the implementation of the event. The model presents a procedure for sports event organizers to follow, and it can be modified for different sports and objectives.

This study shows that the Neste Oil Rally Finland has managed to create a profitable event for the city of Jyväskylä and the surrounding region. It is only possible through a deep understanding, effective planning and a successful implementation of the event.

6.1 Impact of the Neste Oil Rally Finland 2013

The Neste Oil Rally Finland 2013 created a significant economic impact on the city of Jyväskylä and the surrounding region. The results support and encourage the organizers to stage the event in Finland and in Jyväskylä. The event brings remarkable amount of visitors to the region. They spend millions of euros on the services of Jyväskylä. The amount of money spent in the city of Jyväskylä and surrounding region, 14.7 M€, through the event is considerable. It is clear that not many events can create such a significant impact.

The most important contributors of the event's economic impact are the rally spectators. The rally spectators spent most of their money on food and beverage (5.37 M€), tickets (2.08 M€), accommodation (1.99 M€) and fuel (1.92 M€). Their consumption on food and beverage is significantly higher than on other items. The rally spectators' consumption on food and beverage is over 31 % of the total economic impact of the Neste Oil Rally Finland 2013 and this amount directly benefits the host region. The enterprises and entrepreneurs that provide food and beverage should take this into consideration. It would be useful for them to cooperate, modify, associate and market their services in the best possible way to take advantage of the event.

Additionally, the research results of local businesses support the finding above because 72 % of the companies said that the Neste Oil Rally Finland had an effect on their sales. And 91 % of the enterprises declared that the sales variation was positive. Even though we do not know the exact sales volume, the positive sales variation still supports the main findings which show a significant economic impact on the city of Jyväskylä and the surrounding region. But at the same time, the local residents' estimations of their personal consumption do not vary much compared to the normal summer weekend consumption. The consumption of local residents stays quite constant and highlights the importance of rally visitors as contributors to the economic impact.

The results are very encouraging for the rally organizer and for the city of Jyväskylä. Hosting the event is profitable and therefore justifiable. Also, staging the rally strengthens the image of the city of Jyväskylä as a sports city. Now, it is very important that the results are analyzed and understood properly within the organizing parties. These results shown in this study help the organizers of the Neste Oil Rally Finland to justify its importance to the city of Jyväskylä and the surrounding region. This information is extremely valuable because it reveals the most important factors behind the economic impact. The organizers should take this into account and develop the event according to them. The results are very useful within the rally world itself but they also benefit other sports events as well.

6.2 Future recommendations

Some critical aspects of the study are presented before discussing the recommendations for future researches. Overall, the whole study process went well, and the results gave valid and reliable information of the Neste Oil Rally Finland's economic impact. The study also gives a good basis for future studies.

Critical aspects of the study

This study gave a good and comprehensive picture of the economic impact of Neste Oil Rally Finland 2013 on the city of Jyväskylä and the surrounding region. The samples of the study presented the population well. All the contributors behind the economic impact were taken into account.

In this study, the data on local residents and businesses was collected to support and deepen the main findings. It sufficiently demonstrates and highlights the results but this data could be more in-depth in the future. It would be useful to get more information on the local residents' and businesses' economic impacts.

During the interviews the respondents once in a while complained about the length of the questionnaire. The questionnaire was felt to be challenging

among the respondents, and some of them did not complete the interview. It is normal that some of the selected interviewees were not suitable or they might stop answering in the middle of the interview. However, the researchers were able to collect the desired number of answers during the rally. Therefore, it is questionable whether the structure of the questionnaire should be changed or should there be some kind of reward for those taking part in the research.

Future research

This study focused on the total consumption and direct economic impact of the Neste Oil Rally Finland 2013, and the research results are comparable to the earlier studies on the economic impact conducted in 2004 and 2008. The Sport Business School Finland, as the executor of the research, managed to create a continuum from 2004 to 2013, which gives the organizer a chance to compare and evaluate the present and previous findings. In the future, it will be important to continue conducting economic impact studies at the Neste Oil Rally Finland to measure the effectiveness of the event and to evaluate its economic impact on the city of Jyväskylä and the surrounding region. The future studies on the economic impact should take into consideration the critical aspects of this study.

These studies on the economic impact give a great understanding of the Neste Oil Rally Finland's different visitors' total consumption in terms of direct economic impact but to fully understand the meaning of the event for the host region, it would be useful to widen the research to study the other impacts, such as the socio-cultural, sports, environmental and political impacts. Studying other impacts would give a better understanding of the event, and it would also create a comprehensive image of the Neste Oil Rally Finland.

While studying the impacts of the Neste Oil Rally Finland, it would be very interesting to start to examine the possible legacies of the event. Preuss (2007) defined that the impacts of an event might be strong but they are not legacies because they occur during or straight after the event. Legacies are long-term effects, planned or unplanned, which remain longer than the event

itself. Further studies could deepen the understanding of the impacts of the Neste Oil Rally Finland by focusing on the possible legacies of the event.

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Appendices

Appendix 1. Event impact study: the spectators



Neste Oil Rally Finland 2013 EVENT IMPACT STUDY The spectators

BACKGROUND INFORMATION

1. The location of the interview

- A special stage
- Paviljonki HQ
- Jyväskylä city center

2. Gender?

- Male
- Female

3. Age?

please choose ▾

4. Professional status?

- In a managing position
- Entrepreneur
- Managerial employee

- Functionary employee
- Employee
- Undergraduate
- Student
- Unemployed
- Retired
- Something else, what?

5. How did you come to the Neste Oil Rally event?

- By car
- By RV
- By motorbike
- By bus
- By train
- By plane
- By something else, what?

6. The postal code of your home address?

In case you don't live in Finland, please write down your country of residence and your home town.

7. How many times before have you attended Neste Oil Rally Finland?

- I have not attended the Rally before
- Once
- 2-4 times
- 5-8 times
- over 8 times

8. Have you arranged your summer holidays so that you can attend the Neste Oil Rally event?

- Yes
- No

9. Please answer "Yes" or "No" to the following phrases.

Yes No

- My relative participates in the Rally as a driver or a team member
- My friend participates in the Rally as a driver or a team member

ACCOMMODATION, SPECIAL STAGES AND ADDITIONAL SERVICES

Jyväskylä region = Municipalities of Hankasalmi, Jyväskylä, Laukaa, Muurame, Petäjävesi, Toivakka ja Uurainen

10. Where and how many nights will you stay in the Jyväskylä region during the Rally event (July 31st - August 4th) ?

Please indicate your choice of accommodation and the number of nights you will stay there. You can choose several alternatives.

- At home / I don't need any accommodation
- At a hotel nights at a hotel
- In a rental cabin nights in a rental cabin
- In a rental apartment nights in a rental apartment
- At a friends' house nights at a friends' house
- In an RV / in a trailer / in a tent nights in an RV / in a trailer / in a tent
- In a private holiday apartment nights in a private holiday apartment

11. Please mention the most fundamental reasons (1-3) to come to the Neste Oil Rally event?

1.

2.

3.

12. How many different special stages are you going to see during this Rally? *

Please choose from the dropdown menu the amount of how many different special stages you are going to see during the Rally event including the Ruuhimäki Qualifying. Please notice that special stages that are driven twice are considered as separate special stages.

13. On how many days will you follow this Rally at the Rally settings?

The days of the event: Wednesday, Thursday, Friday, Saturday (31.7.-3.8.2013)

- On one day
- On two days
- On three days
- On four days
- I will not follow the Rally at the Rally settings

14. What kind of ticket do you have?

- Rally Pass
- Biker's Pass
- Special Stage Ticket
- Jyväskylä Paviljonki Service Park Ticket
- Jyväskylä Paviljonki Service Park Wristband (Wed-Sat)
- A free pass / Invited guest
- Something else, what?
- I don't have a ticket / I'm not going to buy a ticket to the event

15. From where did you get your ticket?

- On the Internet (from the event's official online ticket shop)
- From a Neste Oil service station
- From a special stage
- From the Jyväskylä Rally Info
- Somewhere else, where?

16. Please indicate which of the following additional services you are going to use during the Neste Oil Rally 2013 event (July 31st - August 4th).

You can choose several alternatives.

- Partner Lounge Paviljonki (Wed-Sun)
- Golden VIP Koukunmaa, Thursday 1.8.
- Golden VIP Killeri, Thursday 1.8.
- Golden VIP Killeri, Friday 2.8.
- VIP Mökkiperä 1 or 2, Friday 2.8.
- Golden VIP Kakaristo 1 or 2, Saturday 3.8.
- VIP Kakaristo 2, Saturday 3.8.
- Exclusive VIP "Tallin ylinen" 1 or 2, Saturday 3.8.
- Exclusive VIP "Navetta ja Nyppy" 1 or 2, Saturday 3.8.

- Other VIP services, what?
- Services in the Paviljonki Service park
- Services in the main pedestrian street in Jyväskylä
- Other travel services in the Jyväskylä region, what?
- Other services, what?

17. Are you going to attend the Neste Oil Rally event next year?

- Yes
- No
- I don't know

18. In case you answered "No" to the previous question, would you be as kind to explain why not?

CONSUMPTION DURING THE EVENT

Please estimate your consumption of money during the Rally event (July 31 - August 4, 2013).

19. Please estimate how much money you are going to spend on the following things during Neste Oil Rally (in Euros, €).

Please estimate your personal consumption of money during the event. In case you won't be using any money on the subject in question, please mark the number 0 (zero) to the open field.

- | | | |
|--|----------------------|---------------------------------------|
| Food | <input type="text"/> | <input type="checkbox"/> I don't know |
| Beverages | <input type="text"/> | <input type="checkbox"/> I don't know |
| Rally passes and entrance tickets | <input type="text"/> | <input type="checkbox"/> I don't know |
| Accommodation costs | <input type="text"/> | <input type="checkbox"/> I don't know |
| Fuel costs | <input type="text"/> | <input type="checkbox"/> I don't know |
| Transport costs (taxi, bus tickets etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |
| Official fan products | <input type="text"/> | <input type="checkbox"/> I don't know |
| Other purchases (clothes, souvenirs etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |
| Other services (entertainment, sightseeing etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |

20. What kind of use would you have had for the previously mentioned funds if you wouldn't have attended the Neste Oil Rally event?

IMAGE EFFECTS

21. In your opinion, how the Neste Oil Rally event affects the image of the city of Jyväskylä?

SCALE: -3 = Very negatively... 0 = No effect... 3 = Very positively...

	-3	-2	-1	0	1	2	3
As a domestic travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As an international travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As the organizing city of public events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a location for business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. In your opinion, how important is it that Jyväskylä continues to host Neste Oil Rally Finland also in the future?

SCALE: 1 = Not important at all... 5 = Very important

	1	2	3	4	5	
Not important at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

23. Would you recommend taking part to the Neste Oil Rally event to your friends?

	1	2	3	4	5	
Not in any case	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes, absolutely

OPEN FEEDBACK

24. The best qualities of Neste Oil Rally Finland?

25. The worst qualities of Neste Oil Rally Finland?

26. Your proposals for developing the Neste Oil Rally event?

Appendix 2. Event impact study: the VIP-guests



Neste Oil Rally 2013 EVENT IMPACT STUDY The VIP guests

BACKGROUND INFORMATION

1. The location of the interview

- VIP Koukunmaa
- Golden VIP Killert
- Golden VIP Kakaristo
- Other VIP

2. Gender

- Male
- Female

3. Age

Please choose ▾

4. Professional status?

- In a managing position
- Entrepreneur

- Managerial employee
- Functionary employee
- Employee
- Undergraduate
- Student
- Unemployed
- Retired
- Something else, what?

5. How did you come to the Neste Oil Rally event?

- By car
- By RV
- By motorbike
- By bus
- By train
- By plane
- By something else, what?

6. The postal code of your home address?

In case you don't live in Finland, please write down your country of residence and your home town.

7. How many times before have you attended Neste Oil Rally Finland?

- I have not attended the Rally before
- Once
- 2-4 times
- 5-8 times
- over 8 times

8. Did you visit the VIP ceremony / the VIP area....?

- As an Inviter
- As an Invited guest
- In another role, what?

ACCOMMODATION, SPECIAL STAGES AND ADDITIONAL SERVICES

Jyväskylän region = Municipalities of Hankasalmi, Jyväskylä, Laukaa, Muurame, Petäjävesi, Toivakka and Uurainen

9. Where and how many nights will you stay in the Jyväskylä region during the Rally event (July 31st - August 4th, 2013)?

Please indicate your choice of accommodation and the number of nights you will stay there. You can choose several alternatives.

- | | |
|---|--|
| <input type="checkbox"/> At home / I don't need any accommodation | |
| <input type="checkbox"/> At a hotel | <input type="text"/> nights at a hotel |
| <input type="checkbox"/> In a rental cabin | <input type="text"/> nights in a rental cabin |
| <input type="checkbox"/> In a rental apartment | <input type="text"/> nights in a rental apartment |
| <input type="checkbox"/> At a friends' house | <input type="text"/> nights at a friends' house |
| <input type="checkbox"/> In an RV/ In a trailer / In a tent | <input type="text"/> nights in an RV/ in a trailer / in a tent |
| <input type="checkbox"/> In a private holiday apartment | <input type="text"/> nights in a private holiday apartment |

10. How many different special stages are you going to see during this Rally? *

Please choose from the dropdown menu the amount of how many different special stages you are going to see during the Rally event including the Ruuhimäki Qualifying. Please notice that special stages that are driven twice are considered as separate special stages.

Please choose

11. Please indicate which of the following additional services you are going to use during the Neste Oil Rally 2013 event (July 31st - August 4th).

You can choose several alternatives.

- Partner Lounge Paviljonki (Wednesday-Sunday)
- Golden VIP Koukunmaa, Thursday 1.8.
- Golden VIP Killeri, Thursday 1.8.
- Golden VIP Killeri, Friday 2.8.
- VIP Mökkiperä 1 or 2, Friday 2.8.
- Golden VIP Kakaristo 1 or 2, Saturday 3.8.
- VIP Kakaristo 2, Saturday 3.8.
- Exclusive VIP "Tallin ylinen" 1 or 2, Saturday 3.8.
- Exclusive VIP "Navetta ja Nyppy" 1 or 2, Saturday 3.8.

- Other VIP-services, what?
- Services in the Paviljonki Service park
- Services in the main pedestrian street in Jyväskylä
- Other travel services in the Jyväskylä region, what?
- Other services, what?

CONSUMPTION DURING THE EVENT

Please estimate your consumption of money during the Rally event (July 31st - August 4th).

12. Please estimate how much money you are going to spend on the following things during Neste Oil Rally (in Euros, €).

Please estimate your personal consumption of money during the event. In case you won't be using any money on the subject in question, please mark the number 0 (zero) to the open field.

- | | | |
|--|----------------------|---------------------------------------|
| Food | <input type="text"/> | <input type="checkbox"/> I don't know |
| Beverages | <input type="text"/> | <input type="checkbox"/> I don't know |
| Rally passes and entrance tickets | <input type="text"/> | <input type="checkbox"/> I don't know |
| Accommodation costs | <input type="text"/> | <input type="checkbox"/> I don't know |
| Fuel costs | <input type="text"/> | <input type="checkbox"/> I don't know |
| Transport costs (taxi, bus tickets etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |
| Official fan products | <input type="text"/> | <input type="checkbox"/> I don't know |
| Other purchases (clothes, souvenirs etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |
| Other services (entertainment, sightseeing etc.) | <input type="text"/> | <input type="checkbox"/> I don't know |

13 What kind of use would you have had for the previously mentioned funds if you wouldn't have attended the Neste Oil Rally event?

IMAGE EFFECTS

Staff's willingness to serve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lavatories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of the VIP-area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other aspect of evaluation, what? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OPEN FEEDBACK

18. The best qualities of Neste Oil Rally Finland?

19. The worst qualities of Neste Oil Rally Finland?

20. Your proposals for developing the Neste Oil Rally event?

Appendix 3. Event impact study: rally team members



Neste Oil Rally 2013 EVENT IMPACT STUDY Rally Team Members

BACKGROUND INFORMATION

1. Gender

 Male Female

2. Age

3. Nationality?

4. The size of your team?

 2-4 persons 5-8 persons 9-15 persons

over 15
persons

5. Your task in the team?

Team principal

Team manager

Team coordinator

PR and communication

Engineer

Chief mechanic

Mechanic

Driver

Co-driver

Something else, what?

6. The class of the team?

Car manufacturer

WRC Team

WRC-2

WRC-3

Junior WRC

Private team entry

Private entry

- Nelivetomies
- Vetomies

7. In how many World Rally Championships will your team participate in 2013?

Please choose

8. In how many Finnish Rally Championships will your team participate in 2013?

Please choose

9. How many times before have you attended Neste Oil Rally Finland as a team member?

- I have not attended the Rally before
- Once
- 2-4 times
- 5-8 times
- over 8 times

ACCOMMODATION, SPECIAL STAGES AND ADDITIONAL SERVICES

Jyväskylän region = Municipalities of Hankasalmi, Jyväskylä, Laukaa, Muurame, Petäjävesi, Toivakka and Uurainen

10. Where and how many nights will you stay in the Jyväskylä region during the Rally event (July 31st - August 4th, 2013)?

Please indicate your choice of accommodation and the number of nights you will stay there. You can choose several alternatives.

At home / I don't need any accommodation

nights at a hotel

- | | | | |
|--------------------------|------------------------------------|--------------------------|---|
| <input type="checkbox"/> | At a hotel | <input type="checkbox"/> | nights in a rental cabin |
| <input type="checkbox"/> | In a rental cabin | <input type="checkbox"/> | nights in a rental apartment |
| <input type="checkbox"/> | In a rental apartment | <input type="checkbox"/> | nights at a friends' house |
| <input type="checkbox"/> | At a friends' house | <input type="checkbox"/> | nights in an RV/ in a trailer / in a tent |
| <input type="checkbox"/> | In an RV/ In a trailer / In a tent | <input type="checkbox"/> | nights in a private holiday apartment |
| <input type="checkbox"/> | In a private holiday appartement | | |

11. Please indicate which of the following additional services you are going to use during the Neste Oil Rally 2013 event (July 31st - August 4th)

You can choose several alternatives.

- Partner Lounge Paviljonki (Wednesday-Sunday)
- Golden VIP Koukunmaa, Thursday 1.8.
- Golden VIP Killeri, Thursday 1.8.
- Golden VIP Killeri, Friday 2.8.
- VIP Mökki-perä 1 or 2, Friday 2.8.
- Golden VIP Kakaristo 1 or 2, Saturday 3.8.
- VIP Kakaristo 2, Saturday 3.8.
- Exclusive VIP "Tallin ylinen" 1 or 2, Saturday 3.8.
- Exclusive VIP "Navetta ja Nyppy" 1 or 2, Saturday 3.8.
- Other VIP-services, what?
- Services in the Paviljonki Service park
- Services in the main pedestrian street in Jyväskylä

Other travel services in the Jyväskylä region, what?

Other services, what?

CONSUMPTION DURING THE EVENT

Please estimate your consumption of money during the Rally event (July 31st - August 4th).

11. Please estimate how much money you are going to spend on the following things during Neste Oil Rally (in Euros, €).

Please estimate your personal consumption of money during the event. In case you won't be using any money on the subject in question, please mark the number 0 (zero) to the open field.

Food	<input type="text"/>	<input type="text"/>	I don't know
Beverages	<input type="text"/>	<input type="text"/>	I don't know
Rally passes and entrance tickets	<input type="text"/>	<input type="text"/>	I don't know
Accommodation costs	<input type="text"/>	<input type="text"/>	I don't know
Fuel costs	<input type="text"/>	<input type="text"/>	I don't know
Transport costs (taxi, bus tickets etc.)	<input type="text"/>	<input type="text"/>	I don't know
Official fan products	<input type="text"/>	<input type="text"/>	I don't know
Other purchases (clothes, souvenirs etc.)	<input type="text"/>	<input type="text"/>	I don't know
Other services (entertainment, sightseeing etc.)	<input type="text"/>	<input type="text"/>	I don't know
			I don't know
			I don't know
			I don't know

IMAGE EFFECTS

12. In your opinion, how important is it that Jyväskylä continues to host Neste Oil Rally Finland also in the future?

SCALE: 1 = Not important at all... 5 = Very important...

1 2 3 4 5

Not important at all Very important

13. Would you recommend taking part to the Neste Oil Rally event to your friends?

Not in any case Yes, absolutely

OPEN FEEDBACK

14. The best qualities of Neste Oil Rally Finland?

15. The worst qualities of Neste Oil Rally Finland?

16. Your proposals for developing the Neste Oil Rally event?

Appendix 4. Event impact study: accredited media representatives



Neste Oil Rally 2013 EVENT IMPACT STUDY Media Representatives

BACKGROUND INFORMATION

1. Gender

- Male
- Female

2. Age

Please choose ▾

3. Your job description in the event?

- Print journalist
- Radio reporter
- Television reporter
- Freelancer media reporter
- Internet reporter
- Photographer
- Producer
- Something else, what? _____

4. The postal code of your home address?

In case you don't live in Finland, please write down your country of residence and your home town.

5. How many times before have you attended Neste Oil Rally Finland?

- I have not attended the Rally before
- Once
- 2-4 times
- 5-8 times
- over 8 times

ACCOMMODATION, SPECIAL STAGES AND ADDITIONAL SERVICES

Jyväskylä region = Municipalities of Hankasalmi, Jyväskylä, Laukaa, Muurame, Petäjävesi, Toivakka and Uurainen

6. Where and how many nights did you stay in the Jyväskylä region during the Rally event (July 31st - August 4th, 2013)?

Please indicate your choice of accommodation and the number of nights you will stay there. You can choose several alternatives.

- | | |
|---|---|
| <input type="checkbox"/> At home / I don't need any accommodation | |
| <input type="checkbox"/> At a hotel | <input type="text"/> nights at a hotel |
| <input type="checkbox"/> In a rental cabin | <input type="text"/> nights in a rental cabin |
| <input type="checkbox"/> In a rental appartement | <input type="text"/> nights in a rental apartment |
| <input type="checkbox"/> At a friends' house | <input type="text"/> nights at a friends' house |
| <input type="checkbox"/> In an RV / In a trailer / In a tent | <input type="text"/> nights in an RV / in a trailer / in a tent |
| <input type="checkbox"/> In a private holiday apartment | <input type="text"/> nights in a private holiday apartment |

7. How many different special stages you visited during the Rally? *

Please choose from the dropdown menu the amount of how many different special stages you are going to see during the Rally event including the Ruuhimäki Qualifying. Please notice that special stages that are driven twice are considered as separate special stages.

8. Please indicate which of the following additional services you attended during the Neste Oil Rally 2013 event (July 31st - August 4th)

You can choose several alternatives.

- Partner Lounge Paviljonki (Wednesday-Sunday)
- Golden VIP Koukunmaa, Thursday 1.8.
- Golden VIP Killeri, Thursday 1.8.
- Golden VIP Killeri, Friday 2.8.
- VIP Mökkiperä 1 or 2, Friday 2.8.
- Golden VIP Kakaristo 1 or 2, Saturday 3.8.
- VIP Kakaristo 2, Saturday 3.8.
- Exclusive VIP "Tallin yllinen" 1 or 2, Saturday 3.8.
- Exclusive VIP "Navetta ja Nyppy" 1 or 2, Saturday 3.8.
- Other VIP-services, what?
- Services in the Paviljonki Service park
- Services in the main pedestrian street in Jyväskylä
- Other travel services in the Jyväskylä region, what?
- Other services, what?

CONSUMPTION DURING THE EVENT

Please estimate your consumption of money during the Rally event (July 31st - August 4th).

9. Please estimate how much money you spent on the following things during Neste Oil Rally (in Euros, €).

Please estimate your personal consumption of money during the event. In case you won't be using any money on the subject in question, please mark the number 0 (zero) to the open field.

- | | | |
|--|---|---------------------------------------|
| Food | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Beverages | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Rally passes and entrance tickets | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Accommodation costs | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Fuel costs | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Transport costs (taxi, bus tickets etc.) | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Official fan products | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Other purchases (clothes, souvenirs etc.) | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |
| Other services (entertainment, sightseeing etc.) | <input style="width: 50px;" type="text"/> | <input type="checkbox"/> I don't know |

IMAGE EFFECTS

10. In your opinion, how the Neste Oil Rally event affects the image of the city of Jyväskylä...

SCALE: -3 = Very negatively... 0 = No effect... 3 = Very positively...

	-3	-2	-1	0	1	2	3
As a domestic travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As an international travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As the organizing city of public events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a location for business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. In your opinion, how important is it that Jyväskylä continues to host Neste Oil Rally Finland also in the future?

SCALE: 1 = Not important at all... 5 = Very important...

	1	2	3	4	5	
Not important at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

12. Would you recommend taking part to the Neste Oil Rally event to your friends?

	1	2	3	4	5	
Not in any case	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes, absolutely

OPEN FEEDBACK

13. The best qualities of Neste Oil Rally Finland?

14. The worst qualities of Neste Oil Rally Finland?

15. Your proposals for developing the Neste Oil Rally event?

Appendix 5. Event impact study: local residents (pre-event)



Neste Oil Ralli 2013 - tapahtuman vaikuttavuustutkimus Jyväskylän alueen asukkaat

Sukupuoli?

- Nainen
 Mies

Ikä?

valitse ▾

Ammattiryhmä?

- Johtavassa asemassa
 Yrittäjä
 Yiempi toimihenkilö
 Alempi toimihenkilö
 Työntekijä
 Opiskelija
 Koululainen
 Työtön
 Eläkeläinen
 Muu,
mikä?

Kotiosoitteen postinumero?

postinumero

Kuinka suhtaudut Neste Oli Ralli -tapahtumaan yleisesti?

ASTEIKKO; 1= En pidä tapahtumasta lainkaan... 5= Pidän tapahtumasta todella paljon

	1	2	3	4	5
En pidä tapahtumasta lainkaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pidän tapahtumasta todella paljon					

Huomioitthahan, että seuraavat kolme kysymystä liittyvät Neste Oil Rallin vaikutukseen Jyväskylän KAUPUNGILLE.

Miten Neste Oil Ralli -tapahtuma vaikuttaa mielestäsi JYVÄSKYLÄN kaupungin imagoon...

ASTEIKKO; -3 = Erittäin kielteisesti, 0 = Ei vaikutusta, 3= Erittäin myöntelisesti

	-3	-2	-1	0	1	2	3
Kotimaan matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisenä matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yleisötapahtumien järjestäjäkaupunkina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asuinpaikkakuntana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yritysten sijaintipaikkana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Arvioi seuraavien Neste Oil Ralli -tapahtuman hyötyjen merkittävyyttä JYVÄSKYLÄN kaupungille.

ASTEIKKO; 1= Tapahtumalla ei lainkaan merkitystä... 5= Tapahtumalla erittäin paljon merkitystä

	1	2	3	4	5	En osaa sanoa
Taloudelliset hyödyt Jyväskylän yrityksille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taloudelliset hyödyt Jyväskylän seuroille ja järjestöille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taloudelliset hyödyt Jyväskylän asukkaille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylän näkyvyys kansallisessa mediassa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylän näkyvyys kansainvälisessä mediassa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kotimaisen turismin kasvu Jyväskylässä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisen turismin kasvu Jyväskylässä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylän tunnettuuden lisääntyminen kansallisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylän tunnettuuden lisääntyminen kansainvälisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu hyöty, mikä? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Arvioi seuraavien Neste Oil Ralli -tapahtuman haittojen merkittävyyttä JYVÄSKYLÄN kaupungille.

ASTEIKKO; 1= Tapahtumalla ei lainkaan merkitystä... 5= Tapahtumalla erittäin paljon merkitystä

Muu hyöty, mikä?

Arvioi seuraavien Neste Oil Ralli -tapahtuman haittojen merkittävyyttä Jyväskylän SEUDULLE.

ASTEIKKO; 1= Tapahtumalla ei lainkaan merkitystä... 5= Tapahtumalla erittäin paljon merkitystä

	1	2	3	4	5	En osaa sanoa
Liikennepuuhkat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilman saasteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meluhaitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roskaaminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Järjestyshäiriöt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liikenteen sulkualueet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rallireitin teiden kunnan heikkeneminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu haitta, mikä? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Onko Neste Oil Ralli -tapahtumasta teille henkilökohtaisesti hyötyjä?

Maintkaa 1-5 hyötyä alla oleville riville

-
-
-
-
-

Onko Neste Oil Ralli -tapahtumasta teille henkilökohtaisesti haittoja?

Maintkaa 1-5 haittaa alla oleville riville

-
-
-
-
-

Kuinka tärkeää mielestäsi on, että Jyväskylä on jatkossakin Neste Oil Rallin isäntäkaupunki?

1
 2
 3
 4
 5
 Ei lainkaan tärkeää Erittäin tärkeää

Aiotteko osallistua tänä vuonna Neste Oil Ralli -tapahtumaan?

- Kyllä
 En
 En osaa sanoa

Millä tavoin osallistutte Neste Oil Ralli -tapahtumaan?

Voitte halutessanne valita useamman vaihtoehdon.

- Erikolsekselle katsojana
 Paviljongin kilpailukeskukselle katsojana
 Vapaaehtoisryhtymänä tapahtumassa
 Jyväskylän keskustan kaupunkitapahtumiin
 Muuten, miten?

Mikä saa teidät osallistumaan Neste Oil Ralli tapahtumaan?

Voitte mainita 1-3 tälle tärkeää asiaa.

1.
2.
3.

Arvioikaa kuinka paljon käytätte rahaa rallitapahtuman tuotteisiin ja palveluihin?

Rallitapahtuman tuotteilla ja palveluilla tarkoitetaan rallipasseja, pääsylippuja, katsojaopasta, tapahtuman oheistuotteita sekä Paviljongin tapahtuma-alueen palveluja.

yhteensä €

Arvioikaa rahankäyttöönne Jyväskylän seudulla Neste Oil Rallin aikana verraten sitä normaaliin kulutukseenne vastaavana aikana (ke-su) kesäkaudella?

	Käytän enemmän rahaa	Käytän saman verran rahaa	Käytän vähemmän rahaa	En osaa sanoa
Kahvilapalveluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ravintolapalveluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kuljetuspalveluihin (taksit ja linja-autot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ruokaostoksiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Miksi ette aio osallistua Neste Oil Ralli -tapahtumaan?

Voitte mainita 1-3 asiaa.

1.

2.

3.

Aiotteko poistua Jyväskylästä Neste Oil Ralli -tapahtuman ajaksi?

- Kyllä
- En

Mikäli poistutte Jyväskylästä tapahtuman ajaksi, olkaa hyvä ja valitkaa toinen alla esitetyistä vaihtoehdoista.

- Poistun kokonaan Jyväskylän seudulta
- Jään Jyväskylän seudulle, mutta en osallistu tapahtumaan

AVOIN PALAUTE JA YHTEYSTIEDOT

Neste Oil Ralli -tapahtuman parhaat puolet?

Neste Oil Ralli -tapahtuman huonoimmat puolet?

Kehitysehdotuksenne tapahtuman järjestäjälle?

Jätättehän yhteystietonne alla mikäli haluatte osallistua palkintojen arvontaan.

Nimi

Matkapuhelin

Sähköposti

Yhteystietojani saa käyttää Neste Oil Rallin vaikuttavuustutkimuksen jälkikyselyn lähettämiseksi.

Jälkikysely toimitetaan sähköpostiin tapahtuman jälkeen viikolla 32.

- Kyllä
- Ei

Appendix 6. Event impact study: local residents (post-event)



Neste Oil Ralli 2013 - tapahtuman vaikuttavuustutkimuksen jälkikysely Jyväskylän alueen asukkaat

Sukupuoli?

- Nainen
 Mies

Ikä?

valitse ▾

Ammattiryhmä?

- Johtavassa asemassa
 Yrittäjä
 Yliempi toimihenkilö
 Alempi toimihenkilö
 Työntekijä
 Opiskelija
 Koululainen
 Työtön
 Eläkeläinen
 Muu,
mikä?

Kotiosoitteen postinumero?

postinumero

Kuinka suhtaudut Neste Oli Ralli -tapahtumaan yleisesti?

ASTEIKKO: 1= En pidä tapahtumasta lainkaan... 5= Pidän tapahtumasta todella paljon

	1	2	3	4	5
En pidä tapahtumasta lainkaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pidän tapahtumasta todella paljon					

Miten tämänvuotinen (2013) Neste Oil Ralli -tapahtuma vaikutti mielestäsi JYVÄSKYLÄN kaupungin imagoon...

ASTEIKKO: -3 = Erittäin kielteisesti, 0 = Ei vaikutusta, 3 = Erittäin myöntelisesti

	-3	-2	-1	0	1	2	3
Kotimaan matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisenä matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yleisötapahtumien järjestäjäkaupunkina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asuinpaikkakuntana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yritysten sijaintipaikkana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Miten tämänvuotinen (2013) Neste Oil Ralli -tapahtuma vaikutti mielestäsi Jyväskylän SEUDUN imagoon...

ASTEIKKO: -3 = Erittäin kielteisesti, 0 = Ei vaikutusta, 3 = Erittäin myöntelisesti

	-3	-2	-1	0	1	2	3
Kotimaan matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisenä matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yleisötapahtumien järjestäjäseutuna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asuinseutuna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yritysten sijaintipaikkana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Oliko tämänvuotisesta (2013) Neste Oil Ralli -tapahtumasta teille henkilökohtaisesti hyötyjä?

Mainitkaa 1-5 hyötyä alla oleville riville.

-
-
-
-
-

Oliko tämänvuotisesta (2013) Neste Oil Ralli -tapahtumasta teille henkilökohtaisesti haittoja?

Mainitkaa 1-5 haittaa alla oleville riville.

-

2.
3.
4.
5.

Kuinka tärkeää mielestäsi on, että Jyväskylä on jatkossakin Neste Oil Rallin isäntäkaupunki?

1 2 3 4 5
 Ei lainkaan tärkeää Erittäin tärkeää

Osallistuitteko tämänvuotiseen (2013) Neste Oil Ralli -tapahtumaan?

- Kyllä
- En

AVOIN PALAUTE JA YHTEYSTIEDOT

Tämänvuotisen Neste Oil Ralli -tapahtuman parhaat puolet?

Tämänvuotisen Neste Oil Ralli -tapahtuman huonoimmat puolet?

Kehitysehdotuksenne tapahtuman järjestäjälle ensi vuodeksi?

Jätättehän yhteystietonne alla mikäli haluatte osallistua palkintojen arvontaan.

Nimi

Matkapuhelin

Sähköposti

Appendix 7. Event impact study: local businesses



Neste Oil Ralli 2013 -tapahtuman vaikuttavuustutkimus Jyväskylän seudun yrittäjät ja yritykset

1. Vastaaajan sukupuoli?

- Mies
- Nainen

2. Asema yrityksessä?

- Yrittäjä
- Toimitusjohtaja toisen palveluksessa
- Esimies / päällikkö
- Muu, mikä?

3. Yrityksen / toimipisteen viimeisimmän tilikauden liikevaihto?

Liikevaihto (€)

4. Yrityksen / toimipaikan pääasiallinen toimiala?

- Majoituspalvelut
- Ravintolapalvelut
- Kahvilapalvelut
- Vähittäiskauppa
- Liikennemyymälät ja huoltoasemat
- Matkailupalvelut

TAPAHTUMAN VAIKUTUKSET JYVÄSKYLÄN ELINKEINOELÄMÄLLE

8. Arvioi Neste Oil Ralli -tapahtuman merkittävyyttä JYVÄSKYLÄN kaupungin elinkeinoelämälle?

1 2 3 4 5
 Ei lainkaan merkitystä Erittäin suuri merkitys

9. Millaisia hyötyjä Neste Oil Ralli -tapahtuma tuottaa JYVÄSKYLÄN kaupungin elinkeinoelämälle?

Voitte mainita 1-3 asiaa.

1.

2.

3.

10. Millaisia haittoja Neste Oil Ralli -tapahtuma aiheuttaa JYVÄSKYLÄN kaupungin elinkeinoelämälle?

Voitte mainita 1-3 asiaa.

1.

2.

3.

TAPAHTUMAN VAIKUTUKSET YRITYKSEN / TOIMIPAIKAN TOIMINNALLE

11. Arvioi Neste Oil Ralli -tapahtuman merkittävyyttä yrityksenne / toimipaikan toiminnalle?

1 2 3 4 5
 Ei lainkaan merkitystä Erittäin suuri merkitys

12. Millaisia hyötyjä Neste Oil Ralli -tapahtuma tuotti yrityksenne / toimipaikan toiminnalle?

Voitte mainita 1-3 asiaa.

1.

2.

3.

13. Millaisia haittoja Neste Oil Ralli -tapahtuma aiheutti yrityksenne / toimipaikan toiminnalle?
 Voitte mainita 1-3 asiaa.

1.

2.

3.

IMAGOVAIKUTUKSET

14. Miten Neste Oil Ralli -tapahtuma vaikuttaa mielestäsi JYVÄSKYLÄN imagoon...
 ASTEIKKO: -3 = Erittäin kielteisesti, 0 = Ei vaikutusta, 3 = Erittäin myöntelisesti

	-3	-2	-1	0	1	2	3
Kotimaan matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisenä matkailukohteena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yleisötapahtumien järjestäjäkaupunkina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asuinpaikkakuntana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yritysten sijaintipaikkana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Kuinka tärkeää mielestäsi on, että Jyväskylä on myös jatkossa Neste Oil Ralli -tapahtuman isäntäkaupunki?

	1	2	3	4	5
Ei lainkaan tärkeää	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erittäin tärkeää					<input type="radio"/>

TALOUDELLINEN VAIKUTTAVUUS

16. Vaikuttko Neste Oil Ralli -tapahtuma (31.7.-4.8.2013) yrityksenne / toimipaikan myyntiin?

- Kyllä
- Ei
- En osaa sanoa

17. Mikäli tapahtuma vaikutti yrityksenne / toimipaikan myyntiin, kuinka suuri oli myynnin muutos?

Arvioi tapahtumasta aiheutunutta myynnin muutosta suhteessa keskimääräiseen myyntiin vastaavana ajankohtana (ke-su), sekä merkitkää oliko muutos positiivinen vai negatiivinen.

myynnin muutos euroina (€) Myynnin muutos positiivinen Myynnin muutos negatiivinen

18. Vaikuttko Neste Oil Ralli -tapahtuma (31.7.-4.8.2013) yrityksenne / toimipaikan asiakasmääriin?

- Kyllä
 Ei
 En osaa sanoa

19. Mikäli tapahtuma vaikutti yrityksenne / toimipaikan asiakasmääriin, kuinka suuri oli asiakasmäärän muutos?

Arvioi tapahtumasta aiheutunutta asiakasmäärien muutosta suhteessa keskimääräisiin asiakasmääriin vastaavana ajankohtana (ke-su), sekä merkittävää oliko muutos positiivinen vai negatiivinen.

muutos asiakkaina (kpl) Asiakasmäärät kasvoivat Asiakasmäärät laskivat
 muutos prosentteina (%)

VAIKUTUKSET HENKILÖSTÖÖN

20. Rekrytoiko yrityksenne / toimipaikka lisää työvoimaa Neste Oil Ralli -tapahtuman (31.7.-4.8.2013) vuoksi?

- Kyllä
 Ei

20.1 Mikäli rekrytoitte lisää työntekijöitä, kuinka monta henkilöä rekrytoitte ja arvioikaa kuinka monta työtuntia lisätyövoima teki?

henkilöä
 työtuntia

21. Vaikuttko Neste Oil Ralli -tapahtuma yrityksenne / toimipaikan vakituisen henkilöstön työmäärään?

- Kyllä
 Ei

21.1 Mikäli tapahtuma vaikutti yrityksenne / toimipaikan vakituisen henkilöstön työmäärään, kuinka monta ylimääräistä työtuntia vakituinen henkilöstö teki tapahtuman vuoksi?

ylimääräistä työtuntia (yhteensä)

22. Arvioikaa, kuinka suuren palkkakustannuksen Neste Oil Ralli -tapahtumasta aiheutuva lisätyö aiheutti yritykselle / toimipaikalle?

euroa yhteensä

VAIKUTUKSET MARKKINOINTIIN JA MAINONTAAN

23. Vaikuttko Neste Oil Ralli 2013 -tapahtuma yrityksenne / toimipaikan markkinointiin ja mainontaan käytettyyn rahასummaan?

Arvioi tapahtumasta aiheutunutta markkinointipanostusten muutosta suhteessa keskimääräisiin markkinointipanostuksiin vastaavana ajankohtana (ke-su).

- Markkinointipanostukset kasvoivat tapahtuman aikana
- Tapahtuma ei vaikuttanut markkinointipanostuksiin
- Markkinointipanostukset vähenivät tapahtuman aikana

23.1 Mikäli käytitte lisää rahaa markkinointiin ja mainontaan, mihin panostuksenne kohdistuivat?

- Sanomalehtimainontaan
- Televisiomainontaan
- Radiomainontaan
- Mainontaan sosiaalisessa mediassa
- Internet -mainontaan
- Katu- ja tienvarsimainontaan
- Muuhun promootiotyöhön, mihin?
- Hankittuihin VIP- ja hospitality palveluihin
- Suhdetoimintaan
- Muuhun, mihin?

23.2 Mikäli käytitte lisää rahaa markkinointiin ja mainontaan, arvioikaa lisäpanostuksesta aiheutunutta kokonaiskustannusta.

lisäpanostus euroina

%-osuus markkinointibudjetista

AVOIN PALAUTE

24. Neste Oil Ralli -tapahtuman parhaat puolet?

25. Neste Oil Ralli -tapahtuman huonoimmat puolet?

26. Kehitysehdotuksenne tapahtuman järjestäjälle?