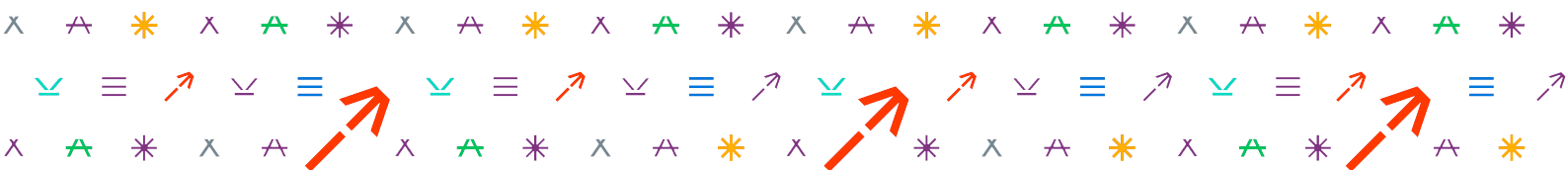




## NUMBERS & VALUES DOSSIER

# Zigulì FEI Endurance European Championship 2025

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# 8.342.780

## Social Media Impression

### Definition:

Total number of views of the content published on the event's official social media channels (Endurance Lifestyle Facebook and Instagram) from April 1st to June 25th, 2025.

### Includes:

- Content produced by the official accounts
- Content generated through collaborations with the International Equestrian Federation
- Sponsored and promoted social media posts

### Why it matters:

It reflects the event's digital reach. More impressions mean more eyes on the brand, greater value for sponsors, and increased visibility for the host location.

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# € 6.580.000

## Indirect Value of the event

### Definition:

This refers to the indirect impact generated by the event on reputation, tourism, visibility, and strategic positioning.

### Includes:

- Value of media coverage (TV, press, web)
- Future tourism stimulated by the event (people who will return to the area)
- Strengthening the region's image as an international destination
- Networking and opportunities for local businesses and institutions

### Why it matters:

It generates long-term benefits that are essential for the legacy and positioning of both the event and the territory.

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# € 2.160.000

## Direct Value of the event

### Definition:

This refers to the immediate, tangible, and monetizable economic impact directly generated by the event within the local area, through expenditures by organizers, athletes, spectators, and sponsors.

### Includes:

- Expenses for setup, logistics, and services (tents, horse boxes, audio, lighting, security, cleaning, etc.)
- Costs for personnel, judges, veterinarians, and staff
- Accommodation and catering for athletes and teams
- Participant spending (airfare, lodging, meals, transfers, merchandising, etc.)
- Sponsor investments (fees, goods, services)

### Why it matters:

It measures the actual economic return for the local supply chain, providing valuable insights for public institutions, sponsors, and economic stakeholders.

# 14.560

## Overnight stays in accommodation facilities

### Definition:

Total number of nights sold by hotels, farm stays, B&Bs, and other accommodation facilities during the event, in Castiglione del Lago and the Province of Perugia, with an average stay of 6,2 nights.

### Includes:

- Athletes, teams, organizers, media, officials, and event staff
- Spectators and accompanying persons
- Overnight stays before and after the event

### Why it matters:

It is one of the key indicators for measuring the impact on local tourism and the event's ability to generate real economic value in the hospitality sector.





2.344

## **Print articles, web coverage and TV reports**

### **Definition:**

The total number of journalistic content pieces (articles, TV features, online publications) from April 1st to June 25th, 2025, that discuss the event, mention sponsors, participants, or the host region.

### **Includes:**

- Articles in sports, general, and international media
- Television features and interviews
- Press and web coverage from both Italian and international outlets

### **Why it matters:**

It represents the event's media and communication value. It is also a key reporting tool for sponsors and institutions.

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426

## **People involved in the organization**

### **Definition:**

Total number of human resources involved before, during, and after the event: staff, technicians, volunteers, operators, suppliers, and competition officials.

### **Includes:**

- Operational personnel
- Administrative and logistics staff
- Technical and medical collaborators
- Volunteers

### **Why it matters:**

It measures the social and professional engagement generated by the event, as well as the activation of local skills and employment, even if temporary.

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# 69

## Sponsors and Partners

### Definition:

Total number of companies, institutions, and brands that contributed to the event with financial, technical, material, or institutional resources.

### Includes:

- Main and secondary sponsors
- Technical partners (service, equipment, and technology providers)
- Institutional endorsements and patronages

### Why it matters:

It reflects the event's level of credibility and commercial appeal. More partners mean more synergies, a larger budget, and greater perceived value.

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# 4,82 out of 5

## Social Impact

### Definition:

A composite index (on a scale from 1 to 5) that measures the perceived social impact of the event on the local area.

### Includes:

- Involvement of the local community
- Accessibility and inclusiveness of the event
- Creation of local pride
- Environmental and social sustainability
- Educational and community-building value

### Why it matters:

It measures what remains for the community after the event ends—not in economic or promotional terms, but in human, environmental, cultural, and civic terms. A score of 4.82 indicates an excellent level of impact.

