

## CSI-W5\* HELSINKI INTERNATIONAL HORSE SHOW 2017 / VISITOR SURVEY

The survey was done two weeks after the Horse Show. The questions were sent out to 2994 visitors, out of which 1143 answered.

Total number of visitors 2017: 49 521 (45 850 in 2016)

Age	Visitors	
>10 y.	12 %	
10-19	25 %	
20-29	15 %	
30-39	17 %	
40-49	19 %	
50-59	9 %	
60<	4 %	
Gender	Women	82 %
Living	Greater Helsinki	31 %
	Uusimaa area (incl. Helsinki)	49 %
	South/West of Finland (incl. Helsinki and Uusimaa)	69 %
Income (household)	>30.000 €	15 %
	>50.000 €	33 %
	<50.000 €	41 %
	<110.000 €	10 %
Money spent	Totally during the event week	9.4 – 11.2 million €
	At the event venue	6.7 – 8.0 million €
	In Helsinki	2.7 – 3.2 million €
Profession	Student	20 %
	Worker	21 %
	Functioneer	11 %
	Entrepreneur	7 %
	Expert	15 %
	Executive positions	4 %
Owns horse(s)		38 %
Rider		84 %
Member of the Equestrian Federation		65 %
Working in horse business		8 %
Following Horse Show in social media		69 %

Found information of the Horse Show	<a href="http://www.helsinkihorseshow.fi">www.helsinkihorseshow.fi</a>	65 %
	Facebook (Horse Show)	62 %
	Hippos Magazine	37 %
	Friends	37 %
	Stable	29 %
	Radio Nova	24 %
	Katja Ståhl blog	22 %
	Helsingin Sanomat newspaper	20 %
	Instagram (Horse Show)	20 %
	<a href="http://www.ratsastus.fi">www.ratsastus.fi</a>	17 %
	Hevosurheilu magazine	15 %
	Horse Show brochure	15 %
	News Letter	15 %
	Instagram (others)	12 %
	Giant screen outside the venue	12 %
	Ilta-Sanomat newspaper	10 %
	Tampere Horse Fair	9 %
	YLE Sport TV	9 %
	<a href="http://www.hevostalli.net">www.hevostalli.net</a>	7 %
	Yhteishyvä –members magazine	6 %
	Helsinki Horse Fair	5 %
	Equestrian events	5 %
	Kuninkuus –trotting event	4 %
	Länsiväylä & co free media	3 %
	Other local media	2 %
	Other blogs	3 %
	Hevosmaailma magazine	2 %
Facebook (others)	2 %	
Twitter (Horse Show)	1 %	
Horse Show advertising is	Informative	79 %
	High quality	86 %
	Aroused interest	85 %
Visited the Horse Show before	First time	22 %
	1-2 times before	17 %
	3-5 times before	22 %
	10-30 times	21 %
Other big horse events visited this year	Hevoset Kaivarissa	25 %
	Tampere Horse Fair	25 %
	Apassionata	19 %
	Kuninkuusravit - trotting event	15 %
	Helsinki Horse Fair	15 %
	Ypäjä Finnderby	13 %

	Suomenratsujen kuninkaalliset Ypäjä	9 %
	Hanko SeaHorse Week	9 %
	None	33 %
Hours spent in total at the Horse Show	10 hrs	
With whom to the Horse Show	Family	50 %
	Friend	45 %
	Stable friends	14 %
	Job colleagues	2 %
Ticket prices	Cheap/favourable	41 %
	Can't say	7 %
Impression of the Horse Show	High-class sport	94 %
	Entertaining	93 %
	Good atmosphere	96 %
	Enjoyed visiting	93 %
	Bad	1 %
Recommend to friends	Yes	86 %
	Can't say	6 %
Coming back	For sure	52 %
	Quite sure	41 %
	No	0 %
Most interesting (mention all)	International jumping	85 %
	International dressage	40 %
	Warm-up arena	33 %
	Domestic competitions	23 %
	"The Legends"	22 %
	Mini-clinics	22 %
Success of the Finnish riders	Important	77 %
Good Show program (didn't see)	Dressage Winners Pas de Trois	20 (78) %
	Mini-clinics	35 (66) %
	Childrens' Matiné	17 (82) %
	Squadrons	27 (63) %
	Finland 100 years Cavalcade	35 (66) %
Access to warm-up arena	Good added value	76 %
	Can't say	18 %
Announcers	Clear and loud enough	91 %
Result service	Worked well	80 %

Development actions good (did not recognize)	Restaurants	48 (41) %
	Fence material	71 (28) %
	Program	63 (30) %
	Decoration	54 (42) %
Bought tickets from	Ticketmaster internet	41 %
	Ticketmaster shops	11 %
	Invited	30 %
Knew about ticket campaigns	No	49 %
Used ticket price offers	No	71 %
Restaurants	Good	76 %
Horse Expo	Good	80 %
VIP	Good	70 %
Answered survey before	Never	60 %

## Sponsorship 2017

### Recognized Horse Show sponsor based on business field

Car	Land Rover	56 %
Energy	Fortum/Horse Power	48 %
Watch	Longines	41 %
Jewellery	A. Tillander	35 %
	Westerback	13 %
	Kultajousi	11 %

### Sponsors recognized

Land Rover	91 %
Longines	81 %
Fortum/HorsePower	79 %
A.Tillander	73 %
Horze	70 %
Westerback	64 %
LähiTapiola	63 %
Ticketmaster	62 %
Kultajousi	60 %
Laukka –jewellery	60 %
Radio Nova	56 %
Yliopistollinen Eläinsairaala / Equine Hospital	55 %
Helsinki	46 %
Taittinger	43 %
Boknäs	42 %

Länsiväylä & co media	38 %
Hotel Scandic Park	37 %
Apassionata	32 %
Black Horse	17 %
J-Trading	17 %
Stopteltat	14 %
PricewaterhouseCooper	10 %
Arazzo	7 %
Xerox	7 %
Q-VIO Branding	5 %
Sponsor Insight	4 %

### Visitors attitude towards sponsors

Positive attitude towards company that sponsors the Horse Show	56 %
Important that companies sponsor the Horse Show	87 %
Choses most probably Horse Show sponsor when buying	39 %
Important the the Sports Ministry and Helsinki supports the Horse Show	90 %

### Media coverage

TV (Finland)	Viewers	Broadcast time (hrs:min:sec)
	2 452 000	8:00:04

International Broadcast figures to be delivered mid-2018

Photos in main media 54 photos

### TV-exposure of Horse Show sponsors

Hrs:min:sec

Land Rover	1:00:38 (incl. car)
Longines	46:47
ATillander	29:24
Westerback	27.10
Fortum HorsePower	30:03
Helsinki	20:07
Q-VIO Branding	13:37
Ticketmaster	12:57

### Horse Show social media

Facebook likes	28 544
Facebook reach during the Horse Show week	1 168 244
Facebook reach 12 months	5 700 000
Instagram	10 200
Twitter	1 675