



Global Sports Impact Event Study

sportcal
Sports Market Intelligence

Sharm El Sheikh 2017

World Taekwondo Cadet Championships

24-27 August 2017

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Data provided by:



Overview

Overview

Executive Summary

Date:	24-27 August 2017
City:	Sharm El Sheikh
Nation:	Egypt
Venue:	Youth & Sports Olympic Hall
Owner:	World Taekwondo
Organiser:	Egyptian Taekwondo Federation
Frequency:	Every two years

The World Taekwondo Cadet Championships 2017 was held in Sharm El Sheikh, Egypt from 24-27 August and was the third edition of the cadet championships.

An estimated 9,279 people were in attendance during the championships and the event was broadcast live via one domestic broadcaster.

A total of 419 athletes from 46 nations across five continents competed in Sharm El Sheikh.

World Taekwondo’s Twitter and Facebook accounts grew by 337 followers over the event period.

The event was supported by 10 sponsors and partners.



ECONOMIC

Attendance – Total	9,279
Venues	1

MEDIA

TV Nations	1
Inc. Magazine / News	1
TV Broadcasters	1
Inc. Magazine / News	8
TV Continental Reach	1
Online Broadcast Nations	30
Online Broadcasters	2
Online Continental Reach	1
YouTube Videos	10
YouTube Views	5,960
WT Website Users	4,400
WT Website Sessions	49
WT Website Page Views	5,238
Accredited Media	65

SOCIAL MEDIA (all accounts)

Posts	16
Likes / Comments / Shares	2,795
New Followers	579

SPONSORSHIP

Event Sponsors / Partners	10
World Taekwondo Partners	4
Main Sponsors	6

SPORTING

Athletes – Total	419
Male / Female	229 / 190
Domestic / Overseas	20 / 399
Continental Reach	5
Competing Nations	46
Officials – Total	423

SOCIAL

Volunteers	70
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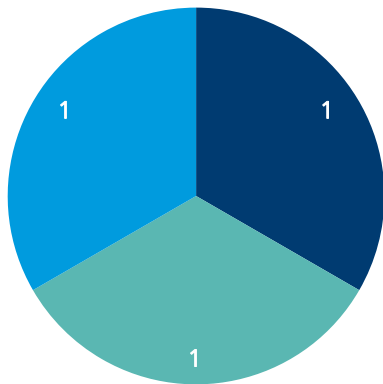
Overview

Event History

World Taekwondo Cadet Championships: Hosts 2014-2017

YEAR	CITY	NATION	CONTINENT
2014	Baku	Azerbaijan	Europe
2015	Muju	South Korea	Asia
2017	Sharm El Sheikh	Egypt	Africa

Continental hosting distribution, 2014-2017



■ Africa ■ Asia ■ Europe

Overview

Previous Edition

Date: 23-26 August 2015
City: Muju
Nation: South Korea
Venue: T1 Arena, Taekwondowon
Organiser: Korean Taekwondo Association

ECONOMIC	
Attendance - Total	n/a
Venues	1
MEDIA	
TV Continental Reach	1
TV Nations	1
Broadcasters	1
Broadcasters	1
Accredited Media	n/a

SPORTING	
Athletes - Total	465
Male / Female	246/219
Domestic / Overseas	20/445
Continental Reach	6
Competing Nations	57
SOCIAL	
Volunteers	n/a

Overview

Host Profile

Egypt

Size:	1,001,450 km ²
Population:	97,041,072 (2017)
GDP per capita:	\$12,600 (2016)
GDP growth:	4.3% (2016)
Nations Index*:	38 th (2017)



Bio: Egypt is located in north-east Africa and has the third highest population on the continent.

Sharm El Sheikh

Size:	60,000 km ² (Sinai Peninsula)
Population:	73,000 (2015)
Cities Index*:	456 th (2017)
Bio:	Sharm El Sheikh is situated in north-east Egypt and is a popular tourist resort town.

*Sportcal Global Sports Nations and Cities Indices can be found at: www.sportcal.com/impact

Overview

Venue

Youth & Sports Olympic Hall

Capacity:	5,000
Venue type:	Permanent
Admission type:	Non-ticketed



Selected major sports events hosted in Egypt: 2012–2018

SPORT	HOST CITY	EVENT
Taekwondo	Sharm El Sheikh	WTF World Junior Taekwondo Championships 2012
Wrestling	Alexandria	African Wrestling Championships 2015
Karate	Sharm El Sheikh	Karate1 Premier League 2015
Handball	Cairo	African Nations Handball Championships 2016
Squash	El Gouna	PSA Women's World Championship 2016
Taekwondo	Sharm El Sheikh	Sharm El Sheikh 2017 World Taekwondo Cadet Championships 2017
Modern Pentathlon	Cairo	World Modern Pentathlon Championships 2017
Modern Pentathlon	Hurghada	UIPM Biathle and Triathle World Championships 2018

Economic



Economic

Attendance

Attendance by type

TYPE	
Spectators	8,372*
Accredited persons	907
TOTAL	9,279

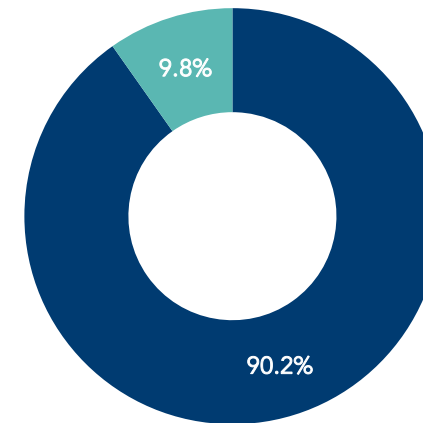
*Spectator attendance data is an estimation

Over the four days of competition a total of 9,279 persons attended the Sharm El Sheikh World Taekwondo Cadet Championships 2017.

It is estimated that there were 8,372 spectators in attendance, an average of 2,100 per day.

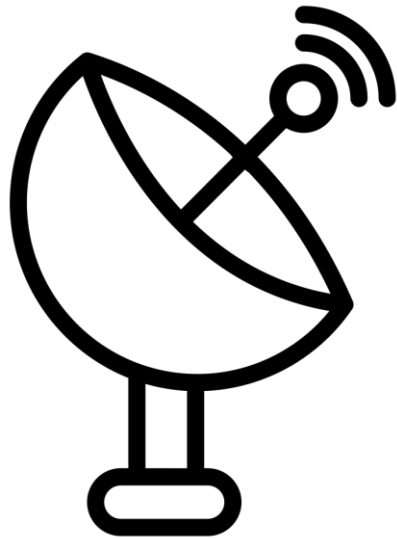
The event was non-ticketed and the majority of the persons in attendance were the athletes and their team entourage as well as family and friends of the athletes.

Attendance breakdown by type



■ Spectators ■ Accredited persons

Media



Media

Television Broadcast

TV broadcasters overview

MEASURE	
Broadcasters	1
Incl. Magazine / News	8
TV nations	1
TV continental reach	1

TV broadcasters breakdown

TERRITORY	BROADCASTER	ACCESS	RIGHTS TYPE
Egypt	dmc sport	Free-to-air	TV, Radio

Exclusive free-to-air TV and radio broadcasting rights to the World Taekwondo Cadet Championships 2017 were acquired by dmc sport, the Egyptian state broadcaster. Coverage of the event was also streamed online by dmc sport. Extended coverage was achieved across a further seven broadcasters within Egypt.

Media

Online Broadcast

Online broadcasters reach

MEASURE	
Broadcasters	2
Nations	30
Continental reach	1

Online broadcasters breakdown

TERRITORY	BROADCASTER	ACCESS	RIGHTS TYPE
Pan-Africa	sport network	Free-to-air	Internet
Worldwide	YouTube	Free-to-air	Internet

The event was visible online via YouTube and sport network, the Egyptian online broadcaster. The online feed was accessed in 30 nations across Africa.

Media

YouTube

World Taekwondo YouTube channel summary: event period

	24-27 Aug	Day average
Videos	1	0.3
Views	3,501	875.3
New subscribers	385	96.3

During the event period the official World Taekwondo YouTube account posted one video. However, this video was unrelated to the World Taekwondo Cadet Championships 2017.

LOC YouTube channel summary: event period

	24-27 Aug	Day average
Videos	9	2.3
Views	2,459	614.8
New subscribers	109	27.3

The LOC set up a YouTube account which posted nine videos during the competition. In total 2,459 views were generated through these videos during the event period.

The account did not post any videos outside of the competition days during the extended event period (17 Aug-03 Sep).

Media

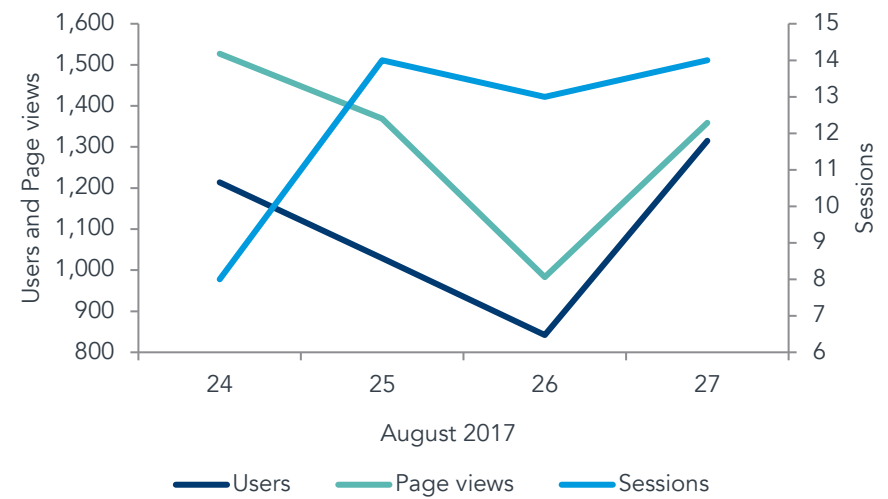
Website

World Taekwondo website visitor summary: event period

	24-27 Aug	Day average
Users	4,400	1,100
Sessions	49	12.3
Page views	5,238	1,309.5

The World Taekwondo website (www.worldtaekwondo.org) received 5,238 page views from 4,400 users during the competition, averaging over 1,300 views per day.

World Taekwondo website analytics: event period (24–27 Aug 2017)



Media

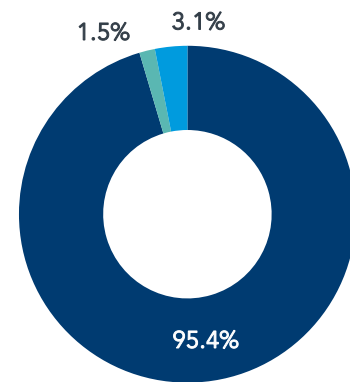
Accredited Media

Accredited media by nation

NATION	
Egypt	62
Iran	2
South Korea	1
TOTAL	65

There were 65 accredited media at the world championships; of which 4.6 per cent (3) were from overseas, and 95.4 per cent (62) were domestic media.

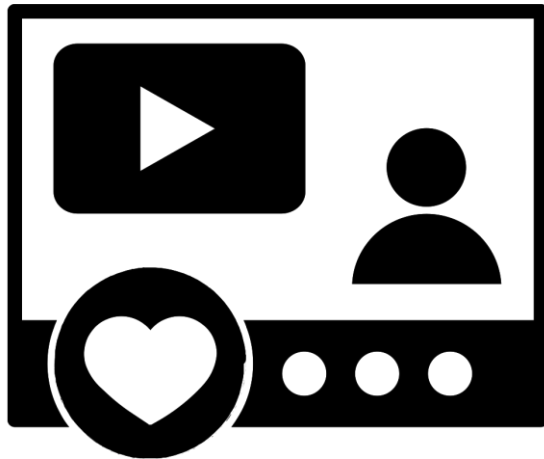
Accredited media by role



■ Media ■ Photographer ■ TV

95.4 per cent (62) of the accredited media attending the event did not have a specified role. There was two television rightsholders (3.1%) onsite and one official photographer (1.5%) representing World Taekwondo.

Social Media



Social Media

Overview

World Taekwondo social media figures: all accounts activity event period

	24-27 Aug	Day average
Posts	16	4
Likes	2,450	612.5
Shares	323	80.8
Comments	22	5.5
New pages likes	579	144.8

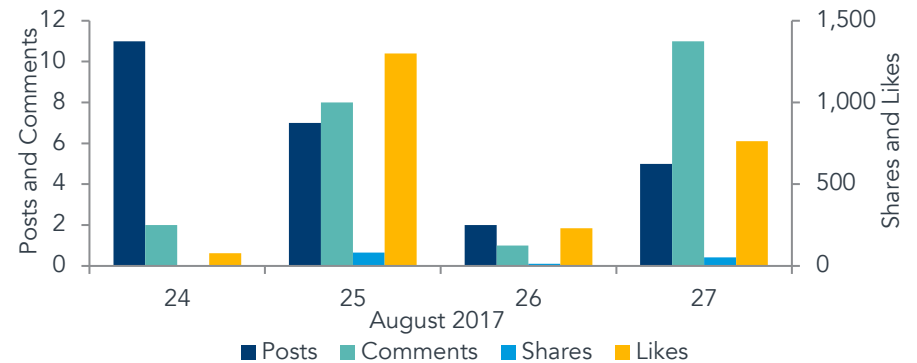
Sportcal measured the official Facebook and Twitter accounts of World Taekwondo. Instagram was also measured, however there were no posts during the event period.

Combined over the four days of competition, these accounts recorded 16 posts, 2,450 likes, 323 shares, 22 comments and 579 new followers.

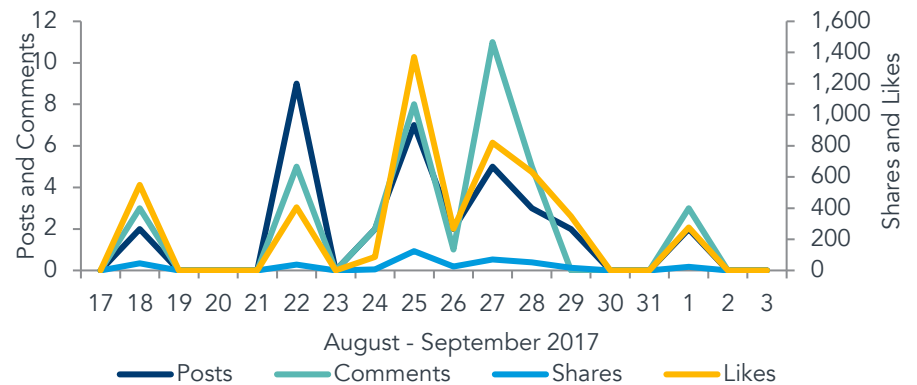
Footnotes

Facebook and Twitter activity was measured 48 hours after publication.

World Taekwondo: all accounts activity event period: (24-27 Aug)



World Taekwondo: all accounts activity extended period: (17 Aug-03 Sep)



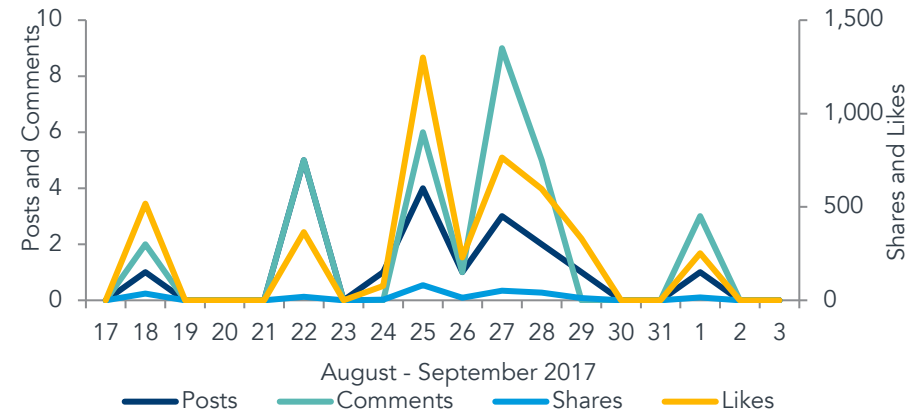
Social Media

Facebook | (WorldTaekwondo1)

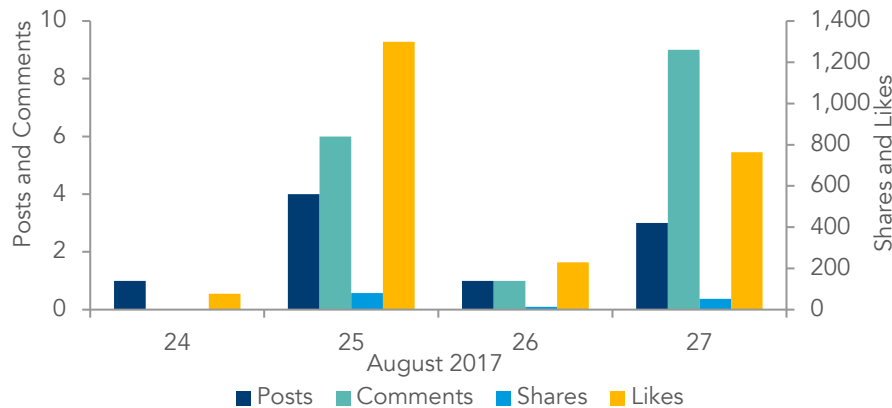
World Taekwondo Facebook activity event period

	24-27 Aug	Day average
Posts	9	2.3
Likes	2,371	592.8
Shares	149	37.3
Comments	16	4
New pages likes	429	107.3

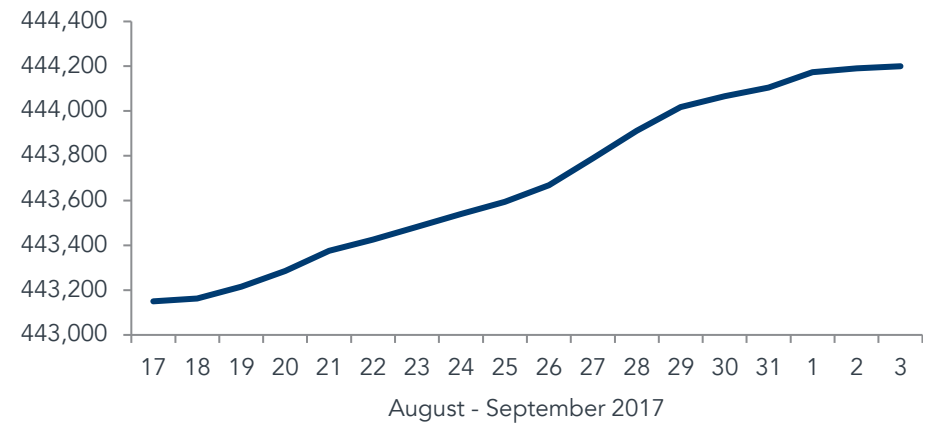
World Taekwondo: Facebook activity extended period: (17 Aug-03 Sep)



World Taekwondo social media figures: all accounts activity event period



World Taekwondo: Facebook followers growth extended period: (17 Aug-03 Sep)



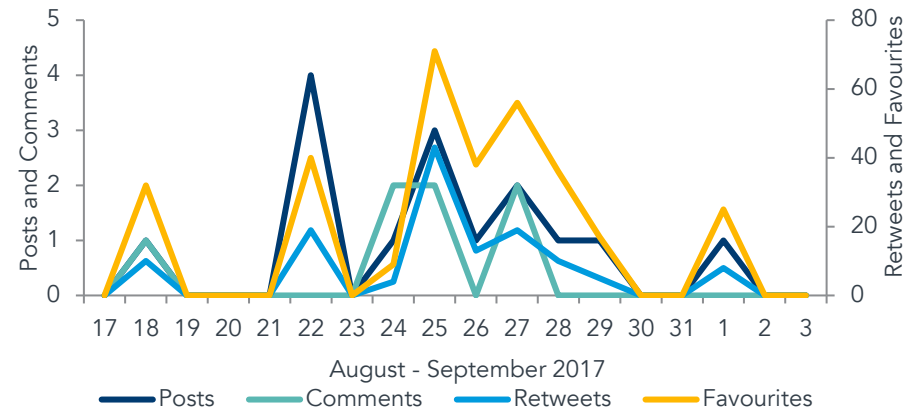
Social Media

Twitter | (@WorldTaekwondo1)

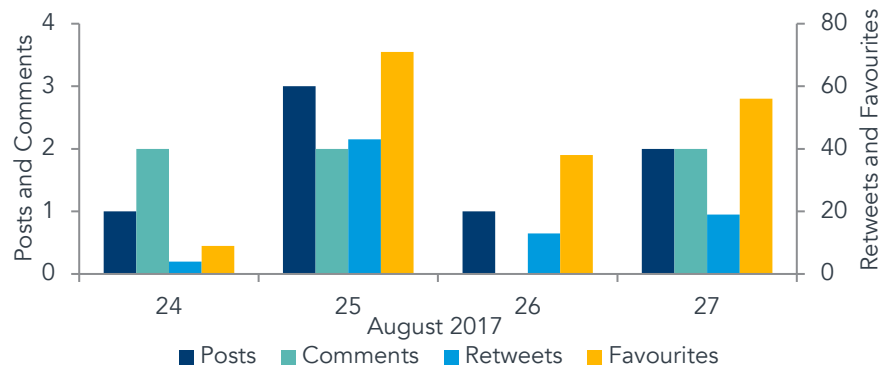
World Taekwondo Twitter activity event period

	24-27 Aug	Day average
Posts	7	1.8
Likes	79	19.8
Shares	174	43.5
Comments	6	1.5
New pages likes	150	37.5

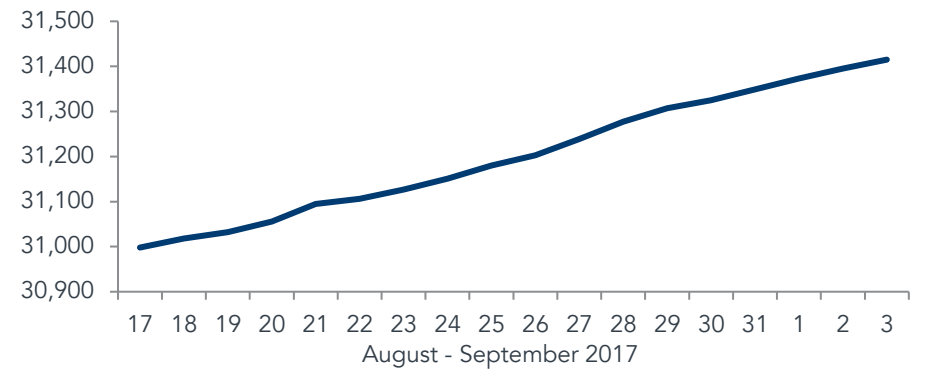
World Taekwondo: Twitter activity extended period: (17 Aug-03 Sep)



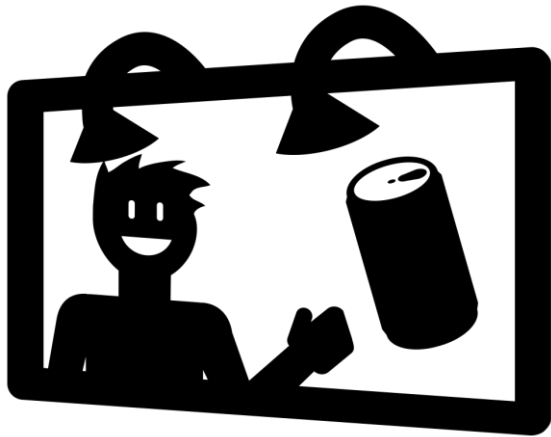
World Taekwondo: Twitter activity event period: (24-27 Aug)



World Taekwondo: Twitter follower growth extended period: (17 Aug-03 Sep)



Sponsorship



Sponsorship

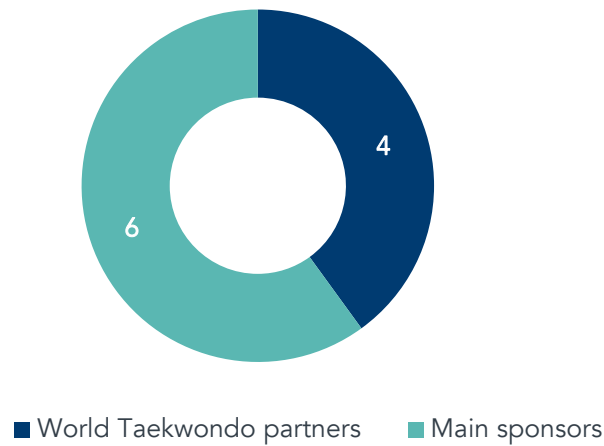
Overview

Event sponsors/partners breakdown

PARTNERSHIP	
World Taekwondo partners	4
Main sponsors	6
TOTAL	10

The World Taekwondo Cadet Championships 2017 was supported by a total of 10 partners, comprising four World Taekwondo partners and six event sponsors.

Partners breakdown by type



Partners and sponsors breakdown by level and sector

WORLD TAEKWONDO PARTNERS	SECTOR
Booyoung	Construction
AZ Group	Construction equipment
Kukkiwon	Venue
Dae Do	Sports equipment
TOTAL	4

MAIN SPONSORS	SECTOR
dmc sport	Media broadcaster
National Bank of Egypt	Banking
Egypt Air	Airliner
Tez Tour	Travel
Takhfeed.com	Online retail
Egypt Sports Network	Online media
TOTAL	6

Sporting



Sporting

Competing Nations

Competing nations by continent (2014, 2015 & 2017)

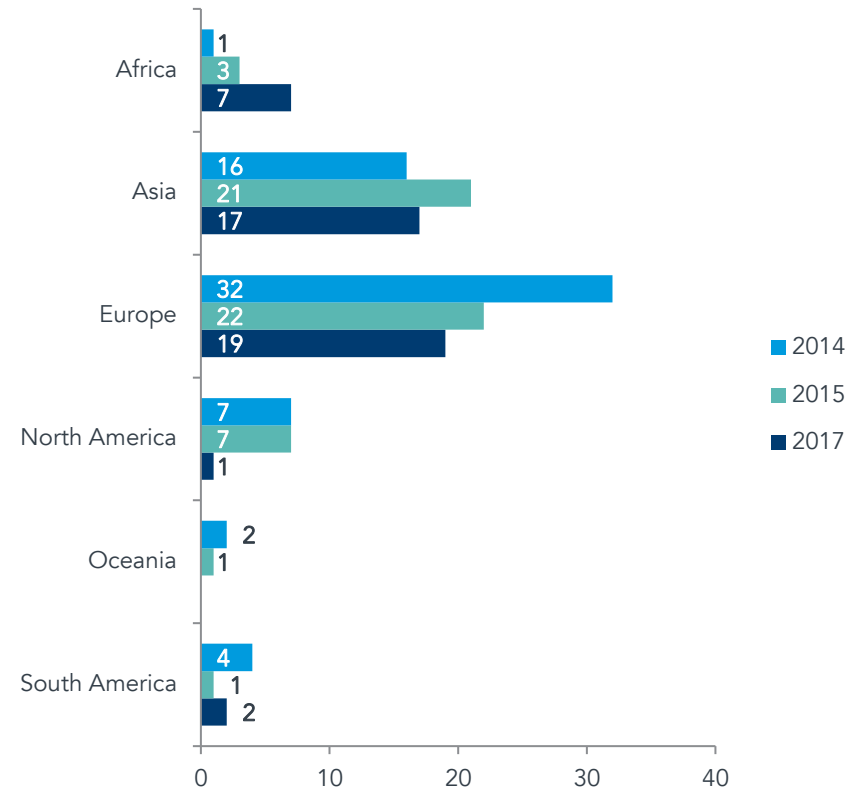
CONTINENT	2014	2015	2017
Africa	1	3	7
Asia	16	21	17
Europe	32	22	19
North America	7	7	1
Oceania	2	1	0
South America	4	1	2
TOTAL	62	55	46

In total 46 nations from five continents were present at the World Taekwondo Cadet Championships 2017. The 2017 edition was the first not to feature any nations from Oceania.

Europe was the most represented continent with 19 (41.3%) nations present, closely followed by Asia with 17 (37%). Africa, the host continent, had seven (15.2%) nations present.

Africa is the only continent to have registered a year-on-year increase in competing nations since the inaugural edition in 2014.

Competing nations by continent (2014, 2015 & 2017)



Sporting

Athletes

Athletes overview (2014, 2015 & 2017)

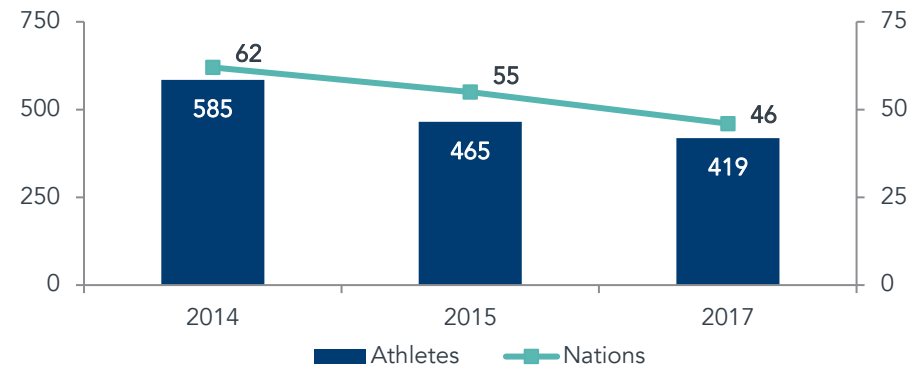
MEASURE	2014	2015	2017
Athletes	585	465	419
Male/Female	304/281	246/219	229/190
Domestic	20	20	20
Overseas	565	445	399
Athletes per nation	9.4	8.5	9.1

419 athletes competed in Sharm El Sheikh, with male athletes accounting for 54.7 per cent (229) and female athletes comprising 45.3 per cent (190) of all athletes present.

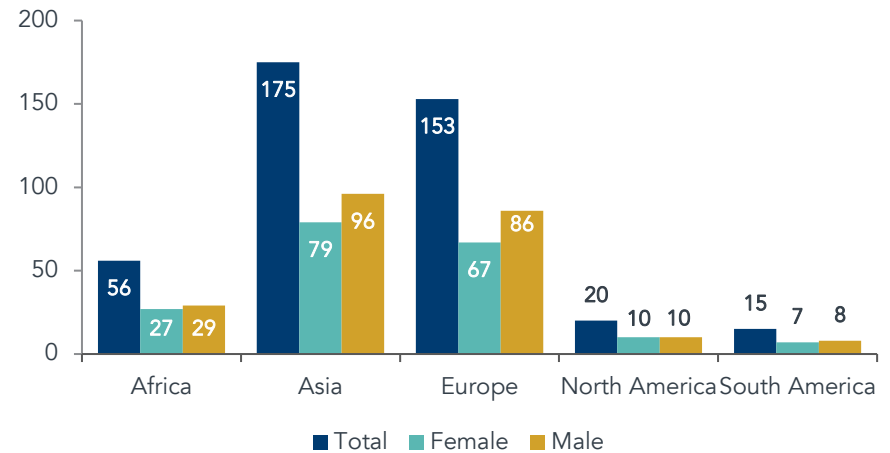
Although there was a continued decline in the total number of competing athletes and nations, the athlete to nation ratio increased in 2017, highlighting the importance of this event to participating nations.

Asia (175, 41.8%) was the most represented continent at the championships. 153 athletes came from Europe (36.5%), 56 were from Africa (13.4%) and 20 from North America (4.8%). South America (15, 3.6%) had the lowest representation.

Number of athletes and nations 2014–2017



Athletes by gender and continent



Sporting

Officials

Officials breakdown

TYPE	
Team officials	240
LOC	83
Technical officials	65
World Taekwondo	28
VIP, delegates and guests	7
TOTAL	423

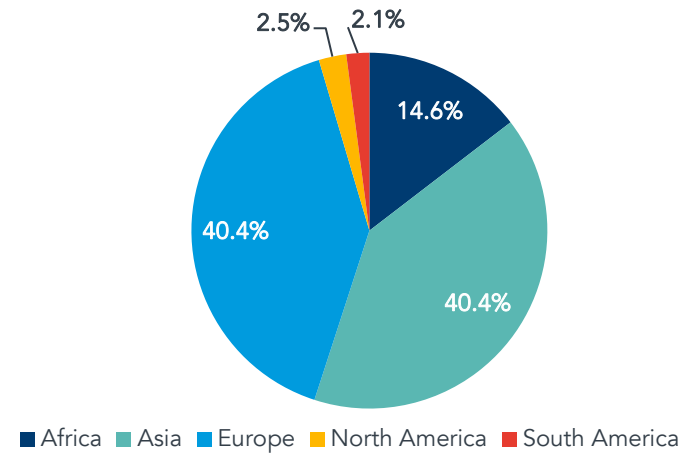
In total there were 423 officials present at the World Taekwondo Cadet Championships 2017.

240 officials were team officials from the 46 competing nations. Asia and Europe had the most team officials by continent with 97 officials each.

83 LOC officials were present in Sharm El Sheikh, and a total of 65 technical personnel officiated at the championships.

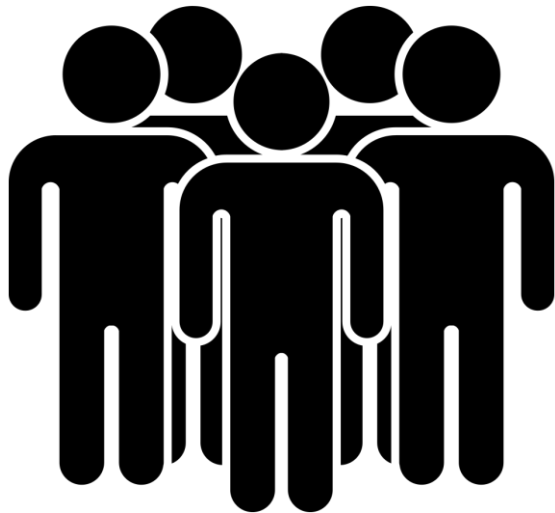
World Taekwondo staff (28) and VIP, delegates and guests (7) made up the remainder of the officials present at the championships.

Team officials breakdown by continent



The majority (80.8%) of team officials came from Asia and Europe (194). There were 35 team officials from Africa, six from North America and five from South America. There were 0.57 team officials supporting every athlete present at the event.

Social



Social

Volunteers

Volunteers nationality breakdown

MEASURE	
Egyptian	70
International	0
TOTAL	70

In total there were 70 volunteers present over the four competition days at the World Taekwondo Cadet Championships 2017.

All 70 volunteers present in Sharm El Sheikh were from Cairo, the capital city of Egypt, which is around 500km away.

There were no international volunteers at the event.





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