

8th edition

# An overview of the international sport events organized in each European country

# EASE

European Association of Sport Employers

With the participation of our members



CONFEDERAZIONE DELLO SPORT



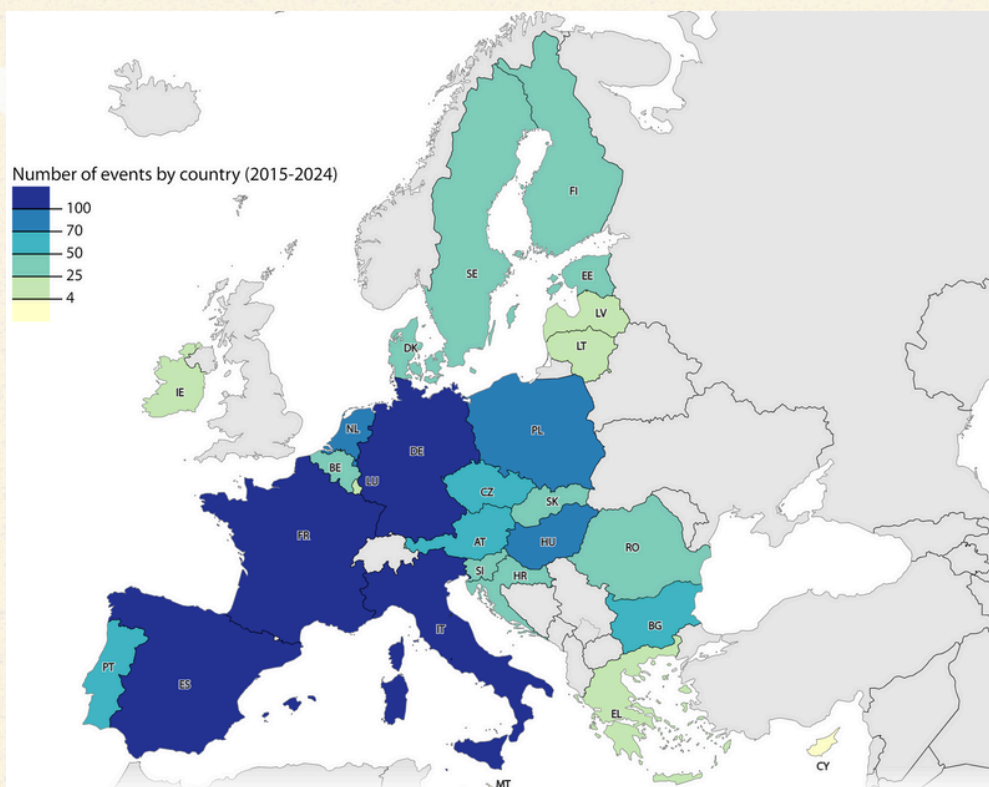
The whole study is based on the response of players in the sport movement to a [Google Form](#) and on the compilation of quantitative data on sport events organisation by country between 2015 and 2024 (see Annex below)

January 2024

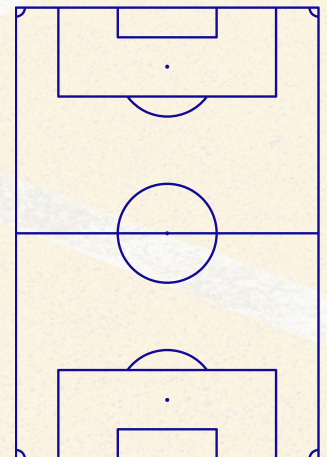


## A European culture of sport events ?

- An “International sport event” must bring together international or European contestants and, for the purposes of this study, these events must not be held every year in the same country.
- The study also focuses on the period 2015-2024, taking into account five years before and after the Covid-19 health crisis. The aim is to understand whether there have been any breakthroughs.
- The database features 1.365 events from 40 different sports (Annex Table 1)



### International and European sport events organized in each European country between 2015 and 2024

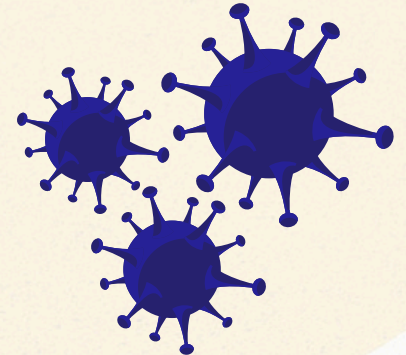


- The country that organises the most international sporting events is **Italy** (140 events, Table 2). The four other most populous countries are also the **biggest event organisers** (France, Spain, Germany and Poland, in that order).
- **Hungary** comes sixth (71 events) despite being only the 13th most populous country in the EU. **Croatia** is also the 12th biggest organizer (48 events) while it is only the 20th most populous country. According to those involved in the Hungarian and Croatian sports movements, this is a consequence of the desire to **occupy diplomatic space through these events**.
- Conversely, **Romania** (6th largest population in the EU but 17th largest number of events organised) and **Belgium** (8th largest population and 19th largest number of events organised) are not very keen on organising events. They moreover **focus on their specific sports** (wrestling and weightlifting in Romania, cycling, volleyball and hockey in Belgium).



## A moderate and disparate impact of the Covid-19 health crisis on the sport events organisation since 2020

- Despite the activity break in 2020, most European countries have resumed their efforts to organise international sport competitions.
- As part of its policy to increase the number of sport events it hosts, **Croatia** has seen its number increase after 2021.
- Other countries, such as **the Netherlands** and **Poland**, had no major impact and remained stable.
- Activity in **Finland** and **Estonia** has been halved. According to those surveyed, this is a direct consequence of the health crisis, as the recovery has been slower in the northern countries.



## A gap between the political willingness and the aspirations of European countries' population ?



- Most of the sport event actors interviewed for this study (Google Form) noted a gap between the political willingness and that of the public. On average, that of the **public (8.07/10)** is **slightly higher** than the authorities (7.84/10).
- States that organise a lot of events have less public support. **France, Estonia** and **Hungary** are particularly affected by this.
- On the other hand, in countries such as **Luxemburg** and **Slovenia**, the events are more exceptional and generates public enthusiasm.

**“We are a sport nation and people in our country love sport. Hosting an international event is always a pleasure for our inhabitants” (National Olympic Committee of Slovenia)**



## Six key priorities for successful sport events

The organizing committee and the public authorities have unveiled their priorities for the organisation of events, to find out what impact they should have on their country's society. The surveyed were asked to select and rate these priorities on the Google Form according to their importance.

### ● Priority 1: The host city must promote the event (4,18/5)

+ Croatia, Hungary

- Spain, France



### ● Priority 2: Events generate economic benefits (4,09/5)

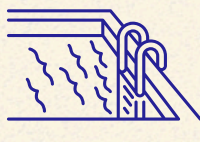
+ Croatia, Belgium

- Spain, Poland

### ● Priority 3: Improve diplomatic influence of the country (4,00/5)

+ Poland, Hungary

- Belgium, the Netherlands



### ● Priority 4: Event must benefit to the host city (3,81/5)

+ Spain, France

- Cyprus, Luxemburg

### ● Priority 5: Population's sporting activity must increase (3,79/5)

+ Slovenia, Estonia

- Spain, the Netherlands, Hungary



### ● Priority 6: Excellence of national athletes (3,72/5)

+ Ireland, Slovenia

- Belgium, Finland

Finally, it should be noted that most international sporting events take place in the country's largest cities, which limits the enthusiasm of the suburban and rural populations.

In **Poland**, the EU's 5th most populous country, only 7 cities hosted more than 80 sport events. The same was true for **Finland** (Helsinki, Espoo, Lathi and Tampere) and **Ireland** (Dublin and Cork)

**France** and **Spain** have spread their events more evenly, with more than 20 cities hosting events since 2015.

**EASE Talk n°8 - International sport events organized in  
European countries.  
Database 2015-2024**

<b>_ Table 1 - Number of events in EASE database (2015-2024)</b>		
<b>Sport</b>	<b>Events</b>	<b>Ranking</b>
Cycling	108	1
Volleyball	104	2
Golf	99	3
Football	76	4
Sailing	71	5
Triathlon	66	6
Basketball	64	7
Canoeing	59	8
Field Hockey	56	9
Athletics	53	10
Handball	53	10
Auto racing	42	12
Ice skating	40	13
Badminton	37	14
Gymnastics	33	15
Ice Hockey	33	15
Skiing	33	15
Aquatics	32	18
Rowing	28	19
Fencing	21	20
Shooting	21	20
Equestrianism	20	22
Biathlon	19	23
Wrestling	19	23
Judo	18	25
Table Tennis	18	25
Archery	17	27
Billard	17	27
Luge	15	29
Bobsleigh	14	30
Sport climbing	12	31
Curling	10	32
<i>Multisports</i>	10	32
Weightlifting	10	32
Rugby	9	35
Taekwondo	9	35
Motorcycle sport	8	37
Modern pentathlon	6	38

<b>Table 2 - Most event-organizing countries between 2015 and 2024</b>		
Country	Events	Ranking
Italy	140	1
France	120	2
Germany	118	3
Spain	100	4
Poland	83	5
Hungary	71	6
Netherlands	70	7
Portugal	63	8
Austria	56	9
Czech Republic	53	10
Bulgaria	50	11
Croatia	48	12
Sweden	46	13
Slovenia	44	14
Denmark	43	15
Slovakia	41	16
Finland	39	17
Romania	39	17
Belgium	33	19
Estonia	31	20
Greece	21	21
Latvia	21	21
Ireland	13	23
Lithuania	13	23
Luxembourg	4	25
Malta	3	26
Cyprus	2	27

<b>Table 3 – First Country by sport</b>		
<b>SPORT</b>	<b>COUNTRY(ies)</b>	<i>Number of events</i>
Cycling	FRANCE	20
Volleyball	ITALY	13
Golf	FRANCE	11
Football	SPAIN	10
Sailing	ITALY	13
Triathlon	SPAIN	18
Basketball	HUNGARY	10
Canoeing	GERMANY	9
Field Hockey	GERMANY	10
Athletics	ITALY	7
Handball	CROATIA & SLOVENIA	6
Auto racing	ITALY	7
Ice skating	NETHERLANDS	8
Badminton	POLAND	8
Gymnastics	ITALY & PORTUGAL	6
Ice Hockey	FINLAND	5
Skiing	SLOVENIA	6
Aquatics	HUNGARY	9
Rowing	BULGARIA, CZECH REPUBLIC, ITALY, POLAND	4
Fencing	BULGARIA	6
Shooting	HUNGARY	5
Equestrianism	GERMANY	7
Biathlon	ESTONIA, SLOVAKIA	3
Wresting	HUNGARY, ROMANIA	5
Judo	CROATIA, FRANCE, HUNGARY, PORTUGAL	3
Table Tennis	FRANCE, GERMANY, SWEDEN	3
Archery	GERMANY	5
Billard	FRANCE, ITALY	3
Luge	GERMANY	6
Bobsleigh	GERMANY	8
Sport climbing	AUSTRIA, FRANCE, ITALY	3
Curling	GERMANY	9
<i>Multisports</i>	POLAND	2
Weightlifting	ROMANIA	3
Rugby	FRANCE	4
Taekwondo	BULGARIA, CROATIE	2
Motorcycle sport	SPAIN	2
Modern pentathlon	HUNGARY	3



<b>Table 4 – Most organized sport by country (for which sport the proportion of events organized by a country is the highest ?)</b>		
<b>Country</b>	<b>Sport</b>	<b>Proportion</b>
Austria	SPORT CLIMBING	25,00% <sup>1</sup>
Belgium	BILLARD	11,76%
Bulgaria	FENCING	28,57%
Croatia	TAEKWONDO	22,22%
Cyprus	TAEKWONDO	11,11%
Czech Republic	ROWING	14,29%
Denmark	ARCHERY	11,67%
Estonia	CURLING	20,00%
Finland	ICE HOCKEY	15,15%
France	RUGBY	44,44%
Germany	BOBSLEIGH	57,14%
Greece	BASKETBALL	10,94%
Hungary	AQUATICS	28,13%
Ireland	RUGBY	22,22%
Italy	SPORT CLIMBING	25,00%
Latvia	LUGE	8,87%
Lithuania	BASKETBALL	4,69%
Luxemburg	TABLE TENNIS	5,56%
Malta	AQUATICS	3,13%
Netherlands	ICE SKATING	20,00%
Poland	BADMINTON	21,62%
Portugal	GYMNASTICS	18,18%
Romania	WRESTLING	26,32%
Slovakia	BIATHLON	15,79%
Slovenia	SKIING	18,18%
Spain	TRIATHLON	27,27%
Sweden	CURLING	40,00%

<sup>1</sup> The data should be read as follows: “Austria organized 25% of the sport climbing events in Europe between 2015 and 2024. This is the highest proportion of all the sports that Austria has hosted.”