



EUROPEAN OPEN

European Open 2023 impact and spectator report

The 2023 European Open was the world's most followed disc golf event by several metrics. The Final Round on Sunday attracted over 5,000 spectators, and for the whole competition week the total number was over 15,000. The event was free to spectate on site. In addition to this, over 500,000 people followed the event online in more than 130 countries.

1. Viewership estimates for the 2023 event at Nokia

Wednesday, Presidents Cup: **2,000** spectators

Thursday, Round 1: **2,500**

Friday, Round 2: **2,500**

Saturday, Round 3: **3,000**

Sunday, Final Round: **5,000**

Whole European Open week: **15,000** spectators

2. Impact on the regional economy

The 2023 European Open brought 1,65 million euros (€) to the regional economy

Our estimation is that around 10% of the spectators were local visitors, and 90% arrived at the event from outside Nokia. We also estimate that 20% of the daily visitors from outside Nokia stayed overnight at the Pirkanmaa region.

It was also noteworthy that spectators arrived from several different countries, all the way from the USA, Canada and New Zealand. The event had a more international feel compared to last year.

About 400 people, including pro players, their spouses, family and other organizations related to the event arrived. They stayed in the Pirkanmaa for an average of 7 days.

According to the estimates of the regional economic impact calculation, the host city/region benefits from an overnight tourist about 120 euros and a day tourist about 70 euros. This calculation model is used in Finland in many contexts in event impact calculations. These figures and estimates lead to the following European Open impact calculation.

Visitor type	Share of visitors (%)	Calculated value (€)	Wednesday (2000 visitors)	Thursday (2500)	Friday (2500)	Saturday (3000)	Sunday (5000)
Local visitor	10	20	4 000	5 000	5 000	6 000	10 000
Day visitor	72	70	100 800	126 000	126 000	151 200	252 000
Overnight visitor	18	120	43 200	54 000	54 000	64 800	108 000
Total	100		148 000	185 000	185 000	222 000	370 000

Visitors impact on regional economy total: 1 110 000 €

AM-players impact on regional economy total: 199 100 €

Pro-players impact on regional economy total: 336 000 €

European Open estimated total impact on regional economy: 1 655 100 €

3. Viewers following the event online

(Results service UDisc)

Year	2019	2022	2023	Change
Unique viewers	49,701	120,515	<u>506,535</u>	420 %
Minutes viewed	1,343,412	4,076,628	7,303,051	79 %
Final round minutes viewed	363,211	1,303,232	1,907,604	46 %
Number of countries	89	152	137	-10 %
Peak daily viewers	21,93	67,546	117,900	75 %

Top Countries: % of Viewership

U.S.A	47.6%	54.7%
Finland	30.7%	21.5%
Estonia	5.5%	2.9%
Sweden	4.4%	4.3%
Norway	2.9%	3.4%
Canada	1.8%	2.6%

4. Disc Golf Network live broadcasts

A record number of live broadcasts were produced from the European Open, totaling over 45 hours. Viewer numbers for paid live broadcasts are not available. Disc Golf Network has over 50,000 monthly subscribers.

Here is the Disc Golf Network's European Open media plan:

<https://www.dgpt.com/announcements/2023-european-open-media-plan/>

5. YouTube video visibility

Over 80 different free YouTube videos were published about the European Open. The record number of videos gathered views from a few thousand to over 100 000. The round highlight videos were the most popular ones.

6. European Open in national media

Historically, the European Open has attracted national interest in the Finnish media. The year 2023 was no exception, and more than 50 media representatives were accredited to our event. The European Open was shown both on television and in digital media.

6.1. European Open on TV

YLE Urheiluruutu

Finland's perhaps the most popular sports news on TV, YLE Urheiluruutu, featured a 2 minutes and 7 seconds long segment on Sunday about the European Open (Henna Blomroos, Niklas Anttila and Nate Sexton) which gathered 846 000 viewers (The second most popular TV show on week 29 in Finland)

MTV3 Tuloruutu

On Sunday, a 2 minutes and 4 seconds long segment about the European Open (Heidi Laine, Väinö Mäkelä and Corey Ellis) was featured on MTV3 Tuloruutu (Another popular Finnish TV news show about sports). The TV show gathered 380 000 viewers and was the 89th most followed tv show on week 29 in Finland.

On Wednesday, there was a 2 minutes and 15 seconds long segment about the event (Kristin Tattar). No viewer data available.

6.2. European Open in the national online media

There were a total of 112 online articles about the event in 28 different national media channels (over 100% growth from 2022). Each of Finland's top-5 digital media channels wrote about the European Open in 2023. The weekly reach of these medias are 1-3 million viewers. European Open 2023 had the best media coverage out of all the disc golf events in the world.

Media	Number of publications (17.7.-29.7.)
Aamulehti	7
Nokian Uutiset	6
Aamuposti	5
Etelä-Saimaa	6
Etelä-Suomen Sanomat	5
MTV Uutiset	2
Helsingin Sanomat	4
Ilta-Sanomat	4
Iltalehti	4
Itä-Häme	5
YLE	1
Itä-Savo	5
Karjalainen	2
Keski-Uusimaa	6
Keskisuomalainen	5
Kouvolan Sanomat	6
Kymen Sanomat	5
Länsi-Savo	5
Satakunnan kansa	4
Savon Sanomat	7
Uusimaa	5
Salon Seudun Sanomat	1
Sportti	6
Valkeakosken sanomat	2
LS24	1
Mesta	1
Stara	1
Findance	1
28	112

7. European Open in sports media

European Open 2023	
News media	Number of publications
Frisbeegolfmedia	16
Suomen Frisbeegolfliitto	7
Disc Golf Team Finland	2
Innova Discs	1
UDisc Blog	2
Ultiworld	5
BVM Sports	5
Disc Golf Pro Tour	10
PDGA	10
Discmania	5
Disc Golf Fanatic	2
Discgolfa.se	1
Green Splatter	1
13	67

8. Greetings from the winners of the Women and Open divisions



kristin.tattar
Nokia, Finland

kristin.tattar One of my big dreams and goals has come true - I won the European Open. 🥳

I was really heartbroken last year, having to miss out due to my elbow injury. So coming into this week and stepping onto the biggest disc golf stage in Europe, meant the world to me. I'm happy and proud that I was able to play for team Europe in the Presidents Cup, where we were able to give a great battle against team USA. And of course I'm very pleased with putting together 4 very solid round scores in the individual tournament, averaging 1000 rated golf.

Thank you to everyone who came out and kept an eye on the live action. 🙏

Thank you to @opendiscgolf for putting together a high level tournament here in Europe. 🌟

Huge thank you to @latitude_64 for standing by my side on this journey and supporting me every step of the way! 🙏

🏠 @opendiscgolf

#discgolf #europeanopen2023 #opendiscgolf #latitude64

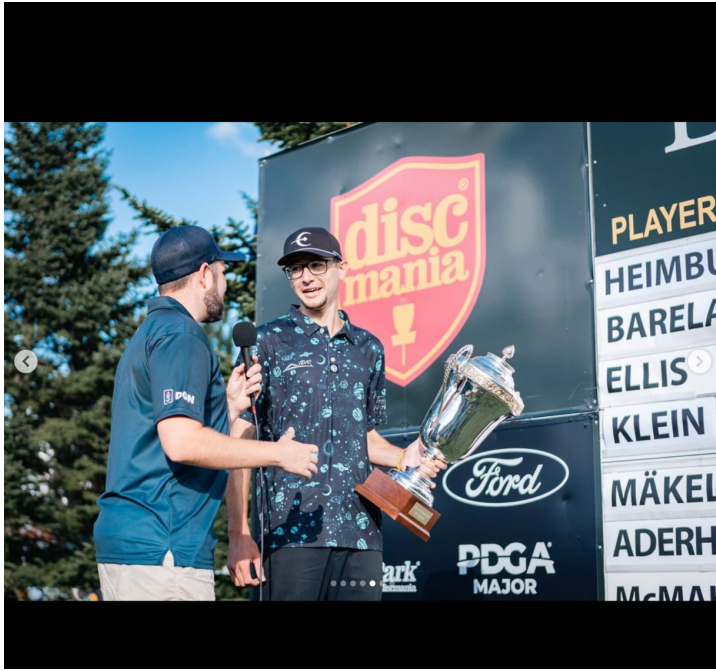
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jeniffer15354 Congratulations!!!! So happy for you!

👍 🗨️ 📌

Liked by eburst81 and 12,659 others

JULY 23



chain_antagonist
Barboursville, West Virginia

chain_antagonist 1st place at The European Open!

We finally made it home after a 9 hour flight and a 10 hour drive from NY.

I can remember watching the 2013 European Open with my dad. We would talk about how crazy it would be to get to travel overseas just to play disc golf as your job. 10 years later I made that dream a reality and capitalized on the opportunity. I've dedicated my life to this sport we all love, and it has finally paid off. I'm living proof that dreams do come true. You just have to want something bad enough to make it your reality. The amount of fans that came out to watch was insane. "The Beast" is truly a special place with a unique atmosphere. This has to be the most professionally run event in the sport today. It was a pleasure battling it out with @cheimborg, @kyle.klein.dg, and @anthonybarela11 you are all class acts as always.

A huge thank you to everyone for all the congratulations in person and messages. I don't know if I'll be able to respond to all of them but just know I greatly appreciate it. Thank you to my sponsors for making this incredible journey possible for @me.is.molly and I. #TeamDiscraft #SquatchSquad #IdioSports #TeamResistance #Circle1disc #WhaleSacs #DiscGolf #EuropeanOpen #Discraft #GuardianAliens #shaffersportsmanagement #pdga



Liked by [dustin.keegan](#) and 2,807 others

JULY 26

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