

FINAL REPORT

 **innsbruck-tirol
sports**



WINTER WORLD MASTERS GAMES **INNS' BRUCK 2020**

World's Greatest Winter Sport Festival
for 30+ Year Olds

**INNS'
BRUCK**

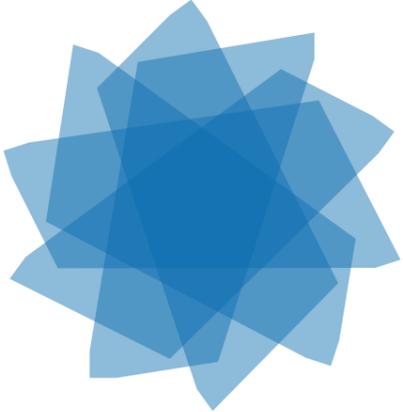
Seefeld

Tirol



Spirit

together



WINTER
WORLD
MASTERS
GAMES

**INNS'
BRUCK
2020**



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WORDS OF WELCOME

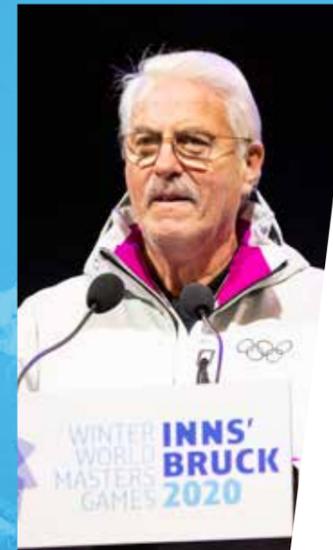


Ladies and gentlemen!

During the Winter World Masters Games 2020 the region of Tyrol once again presented itself to an international audience as a first-class winter sports destination. The competitions, which were characterised by a spirit of fair play, clearly showed the power of sport to unite people, regardless of age or origin, and help them stay fit and healthy. This is a valuable message to everyone – athletes, fans and, not least, the local population here in Tyrol. I would like to take this opportunity to thank the organisers from innsbruck-tirol sports as well as the many volunteers for making this event possible.

Josef Geisler

Deputy regional governor,
responsible for sport at the Tyrolean Regional Government



Innsbruck has proven once again their ability to host major sporting events by setting a new benchmark for the Winter World Masters Games.

The IMGA Masters Games are about promoting sport for life; promoting and encouraging mature athletes to practice sports regularly; promoting friendship and understanding. From the smiles on the athletes' faces, we can read that they enjoyed the Games and had fun, while giving the best of themselves.

I would like to thank all the people who made these Games possible. I look forward to seeing you at our next edition.

Kai Holm

President, International Masters Games Association (IMGA)



INTERNATIONAL
MASTERS
GAMES
ASSOCIATION

Thanks to the organisers and the many volunteers, but above all thanks to the participating athletes, the third edition of the Winter World Masters Games marked yet another milestone in Innsbruck's long and proud history as a host of international sporting events. The joy of the Games, the thrilling sporting competitions and the spirit within the Masters community inspired us all. We are sad to see you leave Innsbruck, but we are pleased that you will now go out into the world and spread your message of fair and friendly competition.

We wish you all best.

Georg Willi
Mayor of Innsbruck

**INNS'
BRUCK**



Georg Spazier

CEO, innsbruck-tirol sports (ITS)

Dear winter sports enthusiasts from around the world!

It was an emotional, exciting ten days, with an incredibly dense sports programme accompanied by many side events. Following on from the first Winter Youth Olympic Games and the International Children's Games, this was the third international multisports event which we, innsbruck-tirol sports, had the honour of organising. Attracting a world record number of participants coupled with the overwhelmingly positive feedback we received makes us proud and grateful. The enthusiasm among the athletes spilled over to our team, volunteers, sports partners and, ultimately, to the Tyrolean population.

The event's motto Spirit Together was visible everywhere. I would like to thank all of you who have supported and accompanied us on this journey from the beginning – the volunteers, the sports clubs and associations, the partners and sponsors and, of course, the athletes and my team. Without you this event would not have been possible!



**innsbruck-tirol
sports**

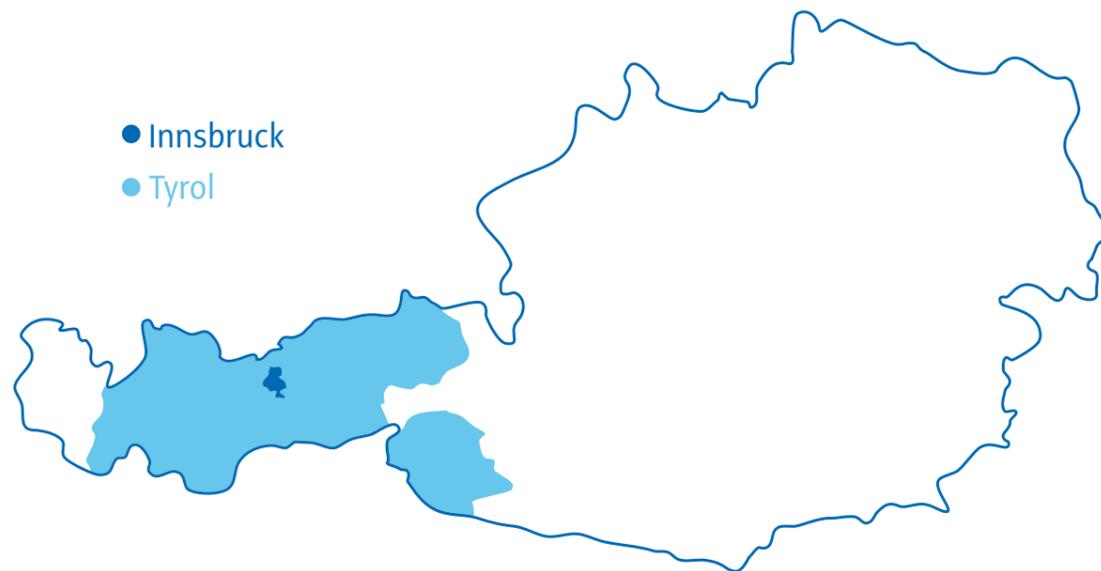


WINTER WORLD MASTERS GAMES INNSBRUCK 2020

OLYMPIC
Historic Olympic venues

The Winter World Masters Games (WWMG) – the world's biggest winter sports festival for 30+ year olds – took place from 10 to 19 January 2020 in Innsbruck. More than 3,500 athletes and companions travelled to Tyrol and experienced unforgettable moments during this major multisports event. The ten-day programme featured competitions in a total of twelve sports. Measured by the number of participants, the WWMG 2020 were the largest winter multi sports event in the world. The competitions were planned and implemented by the organising committee from innsbruck-tirol sports in close cooperation with experienced sports partners. Under the motto Spirit Together, hobby athletes had the unique opportunity to share their passion for sport with like-minded people from around the world. The only condition for taking part was that athletes had to meet the minimum age limit.

The range of sports at the WWMG 2020 covered almost the entire Olympic spectrum: Alpine Skiing, Ski Mountaineering, Curling, Ice Hockey, Figure Skating, Speed Skating, Short Track, Biathlon, Cross-Country Skiing, Nordic Combined, Ski Jumping and Ski Orienteering. More than 2,500 medals were awarded in the twelve sports. True to the Olympic values and the IMGA philosophy "Sport for All", personal best performances were celebrated in a friendly and respectful atmosphere. The IMGA, the umbrella organisation overseeing this event, is recognised by the International Olympic Committee (IOC) and aims to promote sport among Masters athletes all over the world.



INSPIRING
Community and sporting spirit



COSMOPOLITAN
Innsbruck – capital of the Alps

WELCOMING
Genuinely warm welcome





WWMG 2020 HOSTS

HOST CITY INNSBRUCK

Innsbruck is situated in the heart of the Alps and has a very special charm. The capital of Tyrol is world-famous for its tradition, culture and sport. It is this international reputation which attracts hundreds of thousands of visitors each year, who enjoy strolling through the historic alleys of the old town and admiring the breathtaking views of the mountains. In Innsbruck, nothing is far away. This is shown in the fact that it takes just 20 minutes to travel by cable car from the city centre up into the mountains at 1,905 metres above sea level. Innsbruck has a long and proud tradition of hosting major sporting events.

The city has welcomed the Winter Olympics twice, in 1964 and 1976, and has hosted many international competitions in recent decades. Surrounded by the Alps, Innsbruck provides a breathtaking backdrop that makes the hearts of athletes and spectators beat faster and sets the stage for sportsmen and sportswomen to showcase their skills to the world. As well as the 1964 and 1976 Winter Olympic Games, Innsbruck hosted the 2005 Universiade, the 2012 Winter Youth Olympic Games and the 2016 International Children's Games. Innsbruck and Tyrol were once again in the international spotlight during the Winter World Masters Games 2020.



SEEFELD

Located only 20 kilometres northwest of Innsbruck, the five villages which make up the Seefeld Olympic Region offer a wide range of sports and leisure activities. Leutasch, Scharnitz, Mösern, Reith and Seefeld are connected by 245 kilometres of perfectly groomed cross-country skiing trails and are also home to Olympic-standard ski jumping facilities as well as a state-of-the-art biathlon centre. Seefeld has been a regular fixture in the FIS Nordic Ski World Cup for the last ten years and hosted the FIS Nordic World Ski Championships in 2019. Fresh mountain air and guaranteed snow at 1,200 metres above sea level made this sunny plateau an ideal venue for the Winter World Masters Games 2020.



TYROL

The province of Tyrol is known for its expertise in hosting major sporting events. All venues used for the WWMG 2020 – in Innsbruck, Seefeld, Kitzbühel, St.Sigmund/Praxmar and Telfs – are in excellent condition. Many of them regularly host events attracting tens of thousands of spectators. Guests visiting Tyrol appreciate the unique nature, friendly service, modern infrastructure and internationally renowned hospitality. The range of sports and activities on offer in Tyrol is huge. They range from hiking, mountain biking and rock climbing in summer to alpine skiing, cross-country skiing and tobogganing in winter, when the region is covered in a thick layer of snow. Tyrol's towns and villages are home to both ancient customs and a vibrant arts scene. Cosy inns and mountain huts serve hearty food and offer a well-earned rest after a day out and about in the fresh air.

KEY FACTS

1

world record!

Most athletes ever at a winter multisports event.

3.

WWMG editions!

Following Bled 2010 & Québec 2015, Innsbruck was the third city to host the Winter World Masters Games.

10

days of competition!

The WWMG lasted from 10 until 19 January 2020.

87

years old!

The oldest participant was a ski racer from Italy.

12

sports!

The WWMG 2020 offered athletes the opportunity to compete in 12 winter sports.

440,000+

hits!

The Games Time website was the main source of information for athletes.

1 mio.+

impressions!

Contacts on Facebook and Instagram.

6

sporting venues!

All the venues were already in place before the WWMG 2020.

900+

members of staff!

More than 900 people – including 465 volunteers and 300 club helpers – together with the team from the organising committee ensured the event ran smoothly.

55

nations!

The number of countries represented at the Games.

€ 6.8 mio.

added value!

The economic boost provided by the WWMG to the local economy.

51.5

years!

The average age of the participants.

3,661

participants!

The number of athletes and companions who took part in the spirit of the Olympic values: performance, friendship and respect.

25,000+

overnight stays!

The accommodation and hospitality sectors benefited from the WWMG.

WWMG 2020 SPORTS

The range of sports on offer at the WWMG 2020 covered almost the entire Winter Olympic spectrum. Participants could choose from a total of twelve sports. All of the competitions were carried out in close cooperation with experienced sports partners from the region.



” *The Games in Innsbruck showed the incredible energy that is generated when lots of enthusiastic people come together in one place to do something they are passionate about. The positive spirit of the Masters is contagious! That is something everyone involved with the participants noticed. There couldn't be a more honest, better advertisement for sport and the joy of exercise. I think we can look back on a perfect event that was positive in every respect. The WWMG 2020 have helped to further establish Masters sport in Europe and to showcase its unique potential.*

Florian Kotlaba
WWMG Event Director



ALPINE SKIING

- WWMG Race
- Slalom
- Giant Slalom



SKI MOUNTAINEERING

- Vertical
- Individual



SHORT TRACK

- 500 m
- 1,000 m
- 1,500 m
- Relay



ICE HOCKEY

- Women 30+
- Men 30+ and 50+



FIGURE SKATING

- Pairs
- Individual
- Ice Dance
- Synchronized



SPEED SKATING

- 500 m
- 1,000 m
- 1,500 m
- 3,000 m
- 5,000 m
- 10,000 m





CURLING

- Mixed
- Mixed Doubles



NORDIC COMBINED

- Individual Gundersen



CROSS-COUNTRY SKIING

- Short C+F
- Middle C+F
- Long C+F
- Relay



SKI ORIENTEERING

- Model Event
- Sprint
- Middle
- Long



BIATHLON

- Sprint
- Individual
- Relay



SKI JUMPING

- HS 42
- HS 75
- HS 109
- Team



WWMG 2020 VENUES

The WWMG 2020 venues in Innsbruck, Seefeld and Tyrol offered excellent conditions for top-level competition. All competition venues – with the exception of Kitzbühel – were located within a 27km radius of Innsbruck. Their state-of-the-art facilities gave athletes the opportunity to perform to the best of their ability and set the stage for exciting contests. Environmental sustainability was a top priority at the WWMG 2020, with no new sports facilities built for the event. Many of the WWMG 2020 venues were, in fact, originally constructed for the 1964 and 1976 Winter Olympics and have been modernised at regular intervals since then.

SEEFELD

The village of Seefeld is known throughout Austria as the country's number one destination for Nordic sports. Cross-country skiers who have had the opportunity to explore the trails in this Olympic Region will without a doubt be able to confirm Seefeld's outstanding reputation. The World Championships Arena offers state-of-the-art facilities not only for cross-country skiing but also for ski jumping, biathlon and Nordic combined. During the Games, Seefeld welcomed well over 1,000 athletes. Many days saw competitions in three different sports. At the same time, athletes and companions were able to enjoy the charming village centre which makes Seefeld a popular destination for tourists in both summer and winter.

Venue for the competitions

Biathlon, Cross-Country Skiing, Nordic Combined, Ski Jumping, Ski Orienteering

TELFs

Situated 27 kilometres from Innsbruck, the small town of Telfs lies at the foot of the mighty Hohe Munde mountain. Together with the Olympiaworld Innsbruck it hosted games of the Ice Hockey tournament during the WWMG 2020. The domed arena at the heart of the ultra-modern sports centre in the west of Telfs created a unique atmosphere. The Ice Art Telfs also served as the training centre for Figure Skating.

Venue for the competitions

Ice Hockey

INNSBRUCK

The Olympic Hall, the TIWAG Arena, the Olympic Speed Skating Ring, the Tyrolean Sports Centre and numerous other sports facilities are all united under one roof at the Olympiaworld Innsbruck. During the WWMG 2020, the Olympiaworld served both as a sporting venue and the main organisational hub. It hosted most of the ice-based competitions.

Venue for the competitions

Ice Hockey, Figure Skating, Speed Skating, Short Track

KITZBÜHEL

Kitzbühel is located about 95 kilometres east of Innsbruck, in the heart of the Kitzbühel Alps. The resort is known around the world as one of the birthplaces of alpine skiing. The annual Hahnenkamm race attracts international interest and draws hundreds of thousands of fans to this small town with a big reputation. During the WWMG 2020, Kitzbühel hosted Curling and Ski Jumping events.

Venue for the competitions

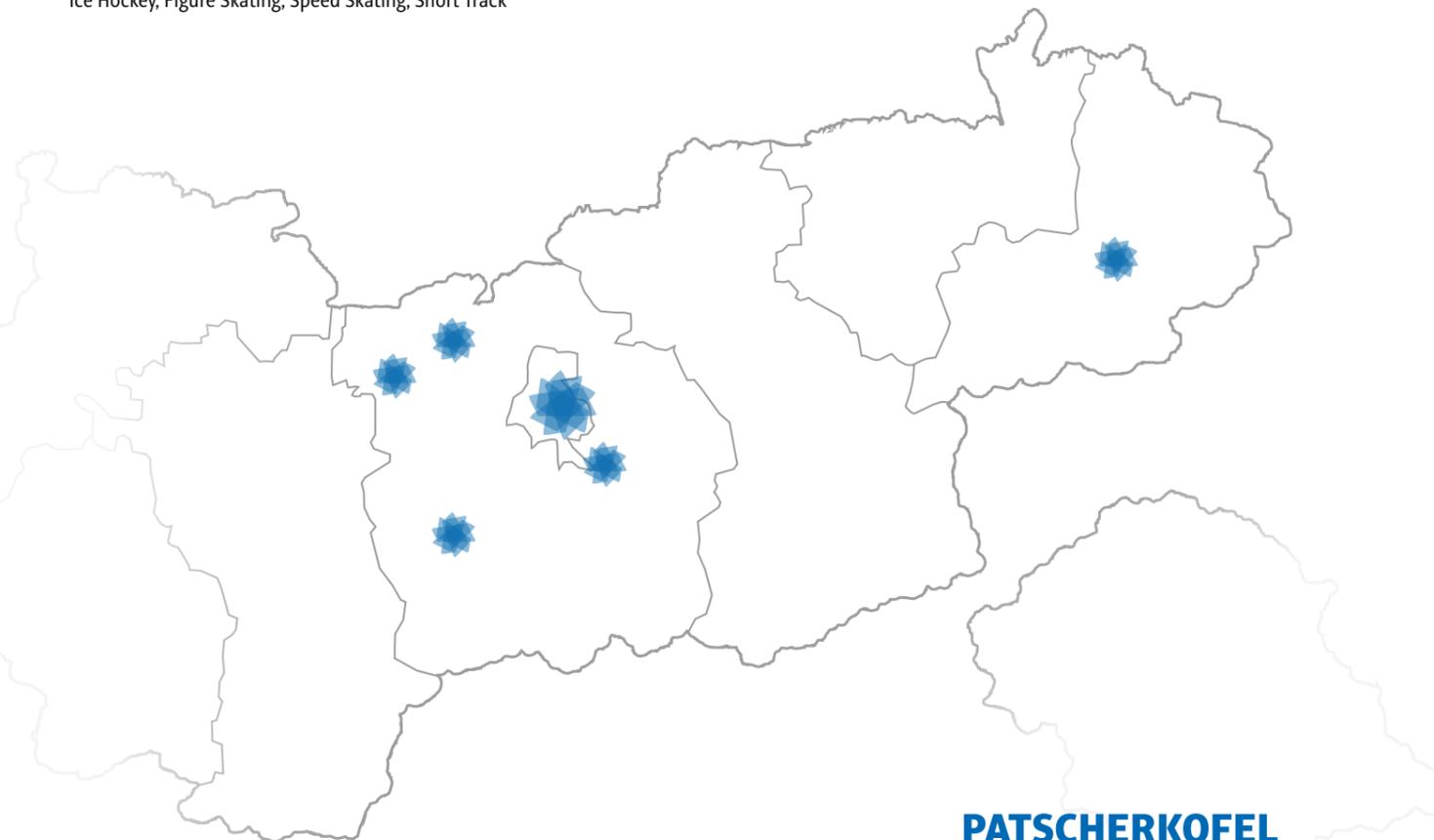
Curling, Ski Jumping

PATSCHERKOFEL

The alpine competitions were held on the Patscherkofel mountain to the south of Innsbruck. This resort just a few kilometres from the city is where many Innsbruck natives learn to ski. It offers fantastic views of not only Innsbruck itself but also of the Nordkette Mountains on the other side of the Inn Valley as well as the snow-capped peaks of the Wipp Valley and the Stubai Valley. As the venue for the alpine competitions during the 1964 and 1976 Winter Olympics, the "Kofel" has a rich sporting pedigree. Since then it has been known as the Olympic Mountain. The ski area installed a brand new cable car in the winter of 2017.

Venue for the competitions

Alpine Skiing, Ski Mountaineering



ALPINE SKIING

presented by



The Alpine Skiing competitions were held in the Patscherkofel ski area. With over 700 participants, Alpine Skiing was the largest sport at the WWMG 2020. The programme included an opening race (WWMG Race) and the disciplines slalom, giant slalom and super G. However, the planned super G had to be replaced by an additional giant slalom at short notice due to the difficult snow situation. The Alpine Skiing races were held in cooperation with the Ski Club Patscherkofel Innsbruck.

The slalom and giant slalom competitions saw racers battle it out not only for WWMG medals but also for valuable FIS points. The status of the race as an official FIS Masters Cup event was an important factor in attracting participants. The WWMG Race was held as a sprint giant slalom with short distances between the gates and served as the opening competition. On all five days of racing, two parallel race courses were used in order to accommodate the 730 racers. These included the oldest participant at the WWMG 2020, who was 87 years of age.

STATISTICS

Competition days/races	5/9
Participants	730
Percentage of women	18.5 %
Average age/oldest	55.2/87 years
Number of nations	38
Best represented nations	AUT, ITA, CAN, GER
Sports staff	125
Facebook group members	656
Fun fact	7,000 metres of safety nets

”

Everything was just perfect. The courses, the weather and the enthusiasm among the athletes were great. The cooperation with ITS and the Patscherkofel ski resort worked really well. They were long and exhausting days, but the happy faces of the athletes made all the hard work worthwhile. The WWMG will remain in our memories for many years to come!

“

Hubert Bertignoll
Sporting Director



SKI MOUNTAINEERING



The WWMG 2020 were the first time that separate races were held in Ski Mountaineering exclusively for Masters athletes. The regulations enabling this were adopted by the ISMF only shortly before the WWMG 2020. Medals were awarded in two disciplines: Vertical and Individual. The Vertical Race was organised by the Ski Club Sistrans, while the Individual Race was organised in cooperation with the Ski Club Sellrain. The Vertical Race was a pure uphill race, held at night on the slopes of the Patscherkofel mountain.

presented by



A total of 954 metres of altitude gain had to be climbed from the start at the bottom of the resort to the finish at the top. The Individual Race, which consisted of ascents, descents and a carry section, took place above the village of Praxmar in the Sellrain Valley. With the active support of the ISMF, Ski Mountaineering celebrated a successful debut at the Masters Games.

STATISTICS

Competition days/races	2/2
Participants	102
Percentage of women	18.6 %
Average age/oldest	49.7/71 years
Number of nations	17
Best represented nations	AUT, USA, ITA, ESP
Sports staff	120
Facebook group members	81
Fun fact	1,322 volunteer hours worked at Individual Race

”

It was a really successful event with perfectly organised competitions. What a great advert for Tyrol. This motivates us to promote ski mountaineering even more in the future.

“

Werner Brugger
Sporting Director, Vertical Race

”

Our long tradition in ski mountaineering, which we built up with the Wildsau race here in Sellrain, has found a worthy successor in the WWMG.

“

Heinz Kapferer
Sporting Director, Individual Race



ICE HOCKEY



The Ice Hockey matches were played at the TIWAG Arena in Innsbruck and the sports centre in Telfs. There was a single women's tournament open to all players over 30 years of age. The men's tournament had two age groups: 30+ and 50+. A third age group for men (40+) was not possible due to a lack of registrations. All in all Ice Hockey proved to be the most difficult sport to recruit participants. Nevertheless, with teams from Asia, Australia, North America and Europe, a total of four continents were represented.

The Ice Hockey competitions were held in cooperation with the Tyrolean Ice Hockey Association. The WWMG was aimed at all ice hockey players, regardless of their ability. There was no physical contact, and multinational teams were allowed. Despite the competitive nature of the games, the event was first and foremost about fun and fair play. This approach prevented injuries and made the tournament an enjoyable experience for everyone.

STATISTICS

Competition days / games..... 9/45
 Participants..... 215
 Percentage of women.....23.3 %
 Average age / oldest..... 45.9/72 years
 Number of nations..... 19
 Best represented nations. AUT, CAN, GER, USA
 Sports staff..... 60
 Facebook group members..... 168
 Fun fact..... 500 WWMG-branded pucks



For us it was an interesting and definitely a positive experience. All the games went off without any serious injuries or foul play. The feedback we received was excellent. The organisation, the ice, the changing rooms and the venues contributed significantly to the success of the Ice Hockey tournaments.

Peter Schramm “
 Sporting Director



FIGURE SKATING



The Figure Skating competitions were held in Innsbruck's historic Olympic Hall. It was the first time that Figure Skating featured at the WWMG. There were individual competitions for men and women for all ISU disciplines: pairs skating, ice dance and synchronised skating. With a minimum age of 28 years, the figure skaters were also the youngest participants at the WWMG 2020. The competitions were held in cooperation with the Union Ice Skating School Innsbruck.

The organisers were surprised by the huge level of interest among participants in the Figure Skating competitions. The competitions were sold out within just a few hours of the registration system opening. In order to create extra capacity, the competition times were extended and the schedule was changed. In the end, almost 600 athletes were able to participate.

A special feature of adult figure skating is that, as well as age categories, there are also several different performance categories based on skating ability.

STATISTICS

Competition days/competitions.....7/8
 Participants..... 588
 Percentage of women.....81.1 %
 Average/oldest..... 44.9/81 years
 Number of nations..... 31
 Best represented nat. .CAN, GER, AUS, ITA, FIN
 Sports staff..... 65
 Facebook Group members..... 1135
 Fun fact.. 104 hours of sporting competitions



With almost 1,000 athletes, skating sports proved to be hugely popular. As a representative of the Tyrolean Skating Federation, I am delighted that men and women from all over the world took part in figure skating, ice dance, short track, pairs skating, speed skating and synchronised skating during the WWMG 2020. The competitions in all the ice-based disciplines were exciting, fast, elegant, touching, beautiful and demanding. I look forward to the next event!

Georg Ganner “
 Sporting Director



SPEED SKATING



The Speed Skating competitions took place on the outdoor ice rink at the Olympiaworld Innsbruck. Three days of competition saw races held over six distances. The 250 places available were sold out. Competitions were sanctioned by the ISU and the IMSSC and were held in cooperation with the Union Speed Skating Club Innsbruck. The WWMG 2020 featured the classic distances of 500m, 1,000m, 1,500m, 3,000m, 5,000m and 10,000m.

The athletes were particularly pleased with the inclusion of a 10,000m race, a distance which rarely features in Masters competitions. Despite the fact that each race had four athletes competing at the same time, with almost 1,000 individual starts there were around 11 hours of racing per day. The average age of the competitors was 56 years – the highest of all sports.

STATISTICS

Competition days/distances..... 3/6
 Participants 247
 Percentage of women 27.9 %
 Average age/oldest..... 56/81 years
 Number of nations.....20
 Best represented nat.. HOL, GER, RUS, CAN, NOR
 Sports staff..... 50
 Facebook Group members..... 350
 Fun fact..... 2 Masters WRs
 104 PBs
 over 2,500km raced

“ *Innsbruck was once again able to underline its excellent reputation as one of the fastest outdoor speed skating rinks in the world. As a result, the young-at-heart athletes of all ages were able to perform to the best of their abilities. I have been involved in speed skating for fifty years, so it was a special experience for me to welcome back three athletes who took part in the 1964 and 1976 Olympic Games.*

Werner Jäger
 Sporting Director



SHORT TRACK



Before the figure skaters, it was the turn of the short track athletes to take to the ice at the Olympic Hall in Innsbruck. Each of the three days of competition featured one individual distance plus heats of the relay competitions. As the first sport to be held, Short Track had the honour of opening the Winter World Masters Games 2020. The competitions were held in cooperation with the Austrian Speed Skating Federation.

In Short Track the skaters do not compete against the clock but instead against other athletes over the distances 500m, 1,000m, 1,500m and in relay races, with the fastest skaters advancing to the next round. The relay races were carried out in an open mixed-sex format to attract as many teams as possible. The small but very friendly short track Masters community was almost completely represented in Innsbruck and impressed with its positive spirit and enthusiasm.

STATISTICS

Competition days/distances.....3/4
 Participants90
 Percentage of women33.3 %
 Average age/oldest 47.9/76 years
 Number of nations..... 20
 Best represented nations. . CAN, FRA, SUI, AUS
 Sports staff.....20
 Facebook group members..... 300
 Fun fact.....9179 laps &
 1,020km raced



“ *On the extremely fast ice rink in Innsbruck's legendary Olympic Hall, many personal best times were set in thrilling duels. With the Australian James Lynch we were even able to welcome the first official world champion in short track. Innsbruck and the province of Tyrol have once again presented themselves with vision and feeling for the future, as the Masters Games undoubtedly represent a future model for sporting events in tourism.*

Hermann Filipic
 Sports director



CURLING



Due to the lack of facilities around Innsbruck, the Curling competitions were held at the Kitzbühel Sports Park. A temporary playing area with six sheets was set up there for the WWMG. Medals were awarded in the disciplines Mixed and Mixed Doubles. The competitions were held in cooperation with the Kitzbühel Curling Club. The minimum age was 35 years in Mixed and 50 years in Mixed Doubles.

Each team was split 50/50 between men and women. In order to fully integrate the curlers into the WWMG, shuttle services were provided to the Opening Ceremony and Closing Ceremony as well as to the most important medal ceremonies at the Masters Village in Innsbruck. Further all curlers were invited to a reception which was held in cooperation with the tourism board and town of Kitzbühel.

STATISTICS

Competition days/competitions6/2
 Participants 108
 Percentage of women..... 50 %
 Average age/oldest 49.5/72 years
 Number of nations..... 15
 Best represented nations. . USA, CAN, RUS, SUI
 Sports staff.....35
 Facebook group members..... 342
 Fun fact..... Curling open day attracted 200 members of the public



The athletes were really enthusiastic and all went home with a massive smile. The feedback we received has been really positive. We've managed to share our message Spirit Together with the international curling family.

Veronika Huber
 Sporting Director



BIATHLON



The Biathlon competitions were held at the World Championships Arena in Seefeld. The participants were able to take part in two individual competitions – Sprint and Individual – as well as a relay race. The competitions were organised in cooperation with Seefeld Ski Club, with support at the shooting range provided by the Hochfilzen Biathlon Centre.

Interest in starting places for the Biathlon competitions was very strong, as few Masters competitions are available in this sport. The capacity at the shooting range was therefore doubled to 24 targets, meaning a total of 200 places could be allocated. Interest in the relay competition was also outstanding, with 165 athletes competing in 55 teams of three.

STATISTIKEN

Competition days/competitions3/3
 Participants 205
 Percentage of women.....19.5 %
 Ave rage/oldest..... 52/79 years
 Number of nations..... 18
 Best represented nat. . USA, RUS, FIN, CAN, CZE
 Sports staff..... 45
 Facebook group members..... 347
 Fun fact..... 24 shooting lanes



The biathlon competitions were very exciting and at a very high standard considering that all the athletes were amateurs. The participants were for the most part well prepared and had no problems with the rules and regulations of biathlon. They were really nice people (many took the time to thank us personally). All the competitions in Seefeld were very well coordinated and well organised. It was a pleasure to work here.

Wolfgang Wörgötter
 Race Director, Biathlon



CROSS-COUNTRY SKIING



The Cross-Country Skiing competitions took place at the World Championships Arena in Seefeld. Six individual and one relay competition were held over seven days of competition. With participants from 38 countries, Cross-Country Skiing was (together with Alpine Skiing) the sport which attracted the largest number of nationalities. The competitions were carried out in cooperation with Seefeld Ski Club. Each participant

had the opportunity to participate in up to three individual races as well as the relay. Individual races were held over the three distances of 7.5km, 15km and 30km, each in freestyle and classic technique. In the relay competition the age limit was defined by the total age of the four team members added together. The cross-country skiing trails used were built for the FIS Nordic World Ski Championships in Seefeld one year earlier.

STATISTICS

Competition days/competitions	7/7
Participants	544
Percentage of women	18.0 %
Average age/oldest	53.8/85 years
Number of nations	38
Best represented nat.	AUT, GER, RUS, SUI, POL
Sports staff	50
Facebook group members	440
Fun fact	6 different courses used

”

First of all I have to say that I was impressed by the atmosphere and the spirit that the athletes in the different sports all radiated. We were lucky with the weather, which made the event one big celebration. Even after the event I met many participants who gave me really positive feedback. All in all I can say that it was a great week for me and I am very happy to have been part of this team.

“

Thomas Unterfrauner
Race Director, Cross-Country Skiing



SKI JUMPING & NORDIC COMBINED



The Ski Jumping competitions were held on the Schattbergschanze ski jump in Kitzbühel (HS42) and in the World Championships Arena in Seefeld (HS 75 & HS 109, Team). The Nordic Combined competition was integrated in the Ski Jumping event and featured a night XC race. The competition on the smallest hill size (HS 42) was organised in cooperation with the Kitzbühel Ski Club, while all other competitions were

organised with the Seefeld Ski Club. The large starting field of 163 jumpers included ten athletes over 70 years old. Former professional ski jumpers Andreas Goldberger and Martin Koch also took part. Among the competitors were also four women. A total of 49 men and 1 woman participated in the Nordic Combined. As in all other sports, there were no serious injuries.

STATISTICS

Competition days/competitions	4/5
Participants	163
Percentage of women	4.3 %
Average age/oldest	50.5/80 years
Number of nations	15
Best represented nations	NOR, AUT, RUS, FIN
Sports staff	30
Facebook group members	202
Fun fact	3 ski jumping hills used

”

An unbelievably fun and friendly event that offered the opportunity for former professionals and enthusiastic amateurs to meet. It was great to have all these people from all over the world as guests here in Seefeld.

“

Werner Frieser
Mayor of Seefeld and
chairman of Seefeld Ski Club



SKI ORIENTEERING



The Ski Orienteering competitions were held in the Seefeld Olympic Region. The WWMG 2020 competitions also served as the World Masters Ski Orienteering Championships (WMSOC). Despite difficult snow conditions, all three races took place as scheduled. The responsible organiser of the WMSOC was Orienteering Innsbruck Imst.

The WWMG offered athletes the opportunity to compete over three different distances: Sprint, Medium and Long. The winners also secured the title of IOF Masters World Champion. A special challenge in the run-up to the competitions was creating additional 50 kilometres of temporary cross-country skiing trails in and around Seefeld. As part of these preparations, the entire ski area was re-mapped. This digital mapping will form an important basis for future ski orienteering activities in the region.

STATISTICS

Competition days/competitions3/3
 Participants 249
 Percentage of women34.1 %
 Average age/oldest 55.2/84 years
 Number of nations..... 27
 Best represented nations.. FIN, SUI, RUS, NOR
 Sports staff..... 35
 Facebook group members..... 226
 Fun fact.....50km temporary XC ski trails

“ It was a successful debut at the WWMG 2020, the effort was worth it and the team did a great job. Ski orienteering can certainly look forward to a positive future in Seefeld.

Adrian Wickert
 Organiser, Ski Orienteering



COMPANIONS

The registration packages for companions made it possible for people who were not actively participating in the competitions to be part of the Winter World Masters Games. It was aimed in part at coaches and support staff looking after their protégés before and during the competitions. In some sports, such as Biathlon, Short Track and Figure Skating, accreditation as a companion was required for access to the sports areas. The other main target group were families and friends accompanying their athletes to the WWMG 2020. By

registering, they too became official participants. This allowed them to march in the Athletes' Parade during the Opening Ceremony and to receive the same starter backpacks and many other participant benefits as the athletes. Admission to all WWMG 2020 competitions was free of charge, so there were in fact many more people accompanying the athletes at the Games in Innsbruck in addition to the officially registered companions.

STATISTICS

Participants 427
 Percentage of women53.1 %
 Average age 51.1 years
 Oldest 81 years
 Number of nations..... 38
 Best represented nat.. CAN, GER, RUS, GB, AUT

“ It's just great to be part of it, I can only recommend it to everyone.

“ It was incredible to go to Innsbruck – like one big sporting family.



CULTURE & EVENT PROGRAMME

MASTERS VILLAGE

The Masters Village was the cultural and social hub for all competitors, companions, locals and guests keen to be part of the world's biggest winter sports festival for 30+ year olds. Exciting attractions and a welcoming atmosphere made the Masters Village a great place to be. Located in the centre of Innsbruck, it was home to many attractions and side events inviting visitors to participate, experience and get involved. After a long day of sport, everyone gathered there to celebrate together in style. From 11 to 19 January 2020 selected medal ceremonies for all sports were held between 18:00 and 19:00 on stage in the Masters Village.



“ It was an exciting task to create a culture and event programme that appealed to young and old as well as locals, tourists and the athletes of the Winter World Masters Games. The highlight was the Opening Ceremony with almost 4,000 people taking part. The acts on stage ranged from traditional local dancers to young bands from Innsbruck Music School and famous Austrian singer-songwriter Josh. The international character of the Games was embodied by a Brazilian chair-balancing artist and an Australian singer-songwriter at the Closing Ceremony.



Bastian Mensig

Venue Manager, Masters Village

NUMBERS TO REMEMBER

12.000 spectators over all days

4.000 spectators at the Opening Ceremony

350 artists on stage

1.400+ minutes of live music

OPENING CEREMONY

The Winter World Masters Games 2020 were officially opened on 11 January 2020 with a huge party for everyone. True to the event's motto Spirit Together the celebration started in the early evening with the Athletes' Parade. Around 4,000 athletes gathered in the heart of Innsbruck to spread the unique atmosphere of the Masters Games through the old town and the city centre. Led by mayor Georg Willi, the participants processed past the Golden Roof, Innsbruck's most famous landmark, into the Masters Village. The irresistible sporting spirit of the athletes and their companions created an electric atmosphere and inspired the numerous guests in attendance. The Opening Ceremony was accompanied by music from a selection of bands. It also featured the first medal ceremony on the main stage. The evening concluded with a performance by the band Matakustix in the Masters Village.



THEMED EVENINGS

Sports-specific themed evenings were offered on six days during the WWMG. In the Rossignol Store in Innsbruck's old town numerous skiers gathered and enthusiastically exchanged ideas about racing. At the Casino Innsbruck the themed evening was all about ice-based sports. Not far from the Masters Village, in the Sportler Alpine Flagship Store, mountaineer Benedikt Böhm invited guests to a talk on his high alpine adventures. In Seefeld there were lively anecdotes by and with former pro ski jumpers Andi Goldberger and Martin Koch. While hockey players celebrated a fun night at Hard Rock Café Innsbruck, Kitzbühel rewarded its curlers with a traditional Tyrolean evening full of thigh-slapping fun. And, last but not least, the official WWMG gala evening was held at Nordkette, high above Innsbruck, with its extraordinary view.



CLOSING CEREMONY

The Closing Ceremony on 19 January 2020 was a fitting conclusion to a successful event. As well as moving words of thanks, the evening featured international acts. Athletes, guests and locals gathered to celebrate the spirit of the Masters Games as professional trial bike rider Tom Öhler showcased his skills on two wheels ahead of the Crankworx Innsbruck mountain bike festival.



MASTERS VILLAGE HIGHLIGHTS

CHORKUMA

The mixed choir Chorkuma brought a swinging mixture of current pop and rock songs to the stage in the Masters Village. The ensemble comprising over 60 singers performed a mixture of popular hits and their own arrangements.



DUST N BONES GUNS N' ROSES COVERBAND

PRESENTED BY HARD ROCK CAFÉ INNSBRUCK

Europe's best Guns N' Roses tribute band presented GnR at its BEST! This show was a feast for the eyes and ears of die-hard Gunners and will remain in the memory of all rock fans for long to come.



TRADITIONAL DANCE AND MUSIC GROUPS

WITH FRIENDLY SUPPORT FROM INNSBRUCK TOURISM

A special evening in the Masters Village showcasing the best of Innsbruck's traditions and customs with plenty of music and dancing.

WALTZ NIGHT by Polai & INN SEIT'N BIG BAND

Ferry & Julia Polai from the Polai Dance School in Innsbruck taught both international visitors and curious locals one of the most beautiful dances in the world: the waltz. Music was provided on stage by the Inn Seit'n Big Band, which has already performed many concerts in Tyrol and Germany.

ERWIN & EDWIN

PRESENTED BY KRONEHIT

This five-strong band from Austria got the crowd up on their feet and dancing with their unique mix of electronic beats, brass band sounds and German-language rap.

SILENT DISCO DJ BATTLE

PRESENTED BY AUDIOVERSUM

A total of 2,000 wireless headphones, each with two channels to choose between, were available at the Masters Village for visitors and locals. Two DJs played at the same time, but only the participants knew who they were listening to.



JOSH

PRESENTED BY KRONEHIT

Singer-songwriter Josh has shot to fame in the German-speaking world over the last 12 months with his authentic sound and unmistakable Viennese dialect. Josh performed on stage in the Masters Village, where he captivated the audience with his unique voice, expressive melodies and touching lyrics.



MUSIKSCHULE INNSBRUCK

As part of the cooperation between the Winter World Masters Games 2020 and the Innsbruck Music School, various concerts were held at the Masters Village and also in the run up to the Games.

MASTERS VILLAGE PROGRAMME

Saturday 11.01.2020	Sunday 12.01.2020	Monday 13.01.2020	Tuesday 14.01.2020	Wednesday 15.01.2020	Thursday 16.01.2020	Friday 17.01.2020	Saturday 18.01.2020	Sunday 19.01.2020
17:00 Meeting Point Landestheater	Activation & Exhibition Area Opening Hours every day from 11:30 till 22:00							
Selected Medal Ceremonies are being held in the Masters Village. More information on www.innsbruck2020.com								
18:00 Opening Ceremony incl. Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony	18:00 Medal Ceremony
	19:00 DJ by Kronehit	19:00 Volunteer & Athletes Stage	19:00 Tiroler Abend Familie Gundolf 20:00 Rumer Muller	19:00 #FetterGig Music School of Innsbruck	19:00 Waltz Night by Polai	19:00 DJ PVL by Audioversum	19:00 Holoson & die Antifrisöre Music School of Innsbruck	19:00 Closing Ceremony
20:30 - 22:00 Matakustix	20:30 - 22:00 Chorkuma feat. Anton Zapf	20:30 - 22:00 Dust N Bones presented by Hard Rock Café	20:30 - 22:00 Musikkapelle Oberperfuß	20:30 - 22:00 Erwin & Edwin	20:30 - 22:00 Inn Seit'n Big Band	21:00 - 00:00 Silent Disco DJ Battle by Audioversum	20:30 - 22:00 Josh	Thank you very much for being part of the WWMG 2020

SPORT EVENINGS

detailed information regarding the evenings on www.innsbruck2020.com

Opening Afterparty	← Sport Evening →	Alpine Skiing	Galadinner	ICE Hockey	Nordic Cluster	Curling	ICE Cluster	Ski Mountaineering	Volunteer Party
Hard Rock Café	← Location →	Rossignol Store Casino Innsbruck	Restaurant Seegrube	Hard Rock Café	Seefeld	Rasmushof Kitzbühel	Casino Innsbruck	Sportler Witting	Hard Rock Café

THE PARTICIPANTS

The Winter World Masters Games are a sporting event open to everyone. There are no entry criteria except the minimum age limit of the respective sports. Athletes of all skill levels, from former professionals to enthusiastic amateurs, are welcome

to take part. The Winter World Masters Games bring together sports lovers from around the world keen to experience their personal Olympic dream.

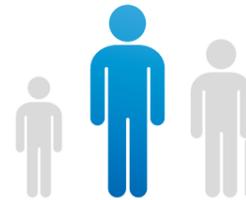


3,661 participants

3,234 athletes
427 companions



35.2 % women
64.8 % men



51.5 years

Average age of participants



70% university graduates

Level of education



7 nights

Average duration of stay



€ 2,800 net/month

Average income of participants



€ 147/day

Average spending per person during WWMG



48 % hotel

47 % B&B/apartment

5 % other

Type of accommodation



55 nations

66 % Europe / 17 % North America
17 % Rest of the world

TOP 10 NATIONS

Austria	13.55 %
Germany	10.49 %
Canada	10.11 %
Russia	8.52 %
USA	7.21 %
Finland	5.79 %
Italy	5.49 %
Switzerland	4.23 %
Australia	3.63 %
Norway	3.58 %

TOP THREE REASONS FOR TAKING PART



1. Love of winter sports 90 %



2. International event 84 %

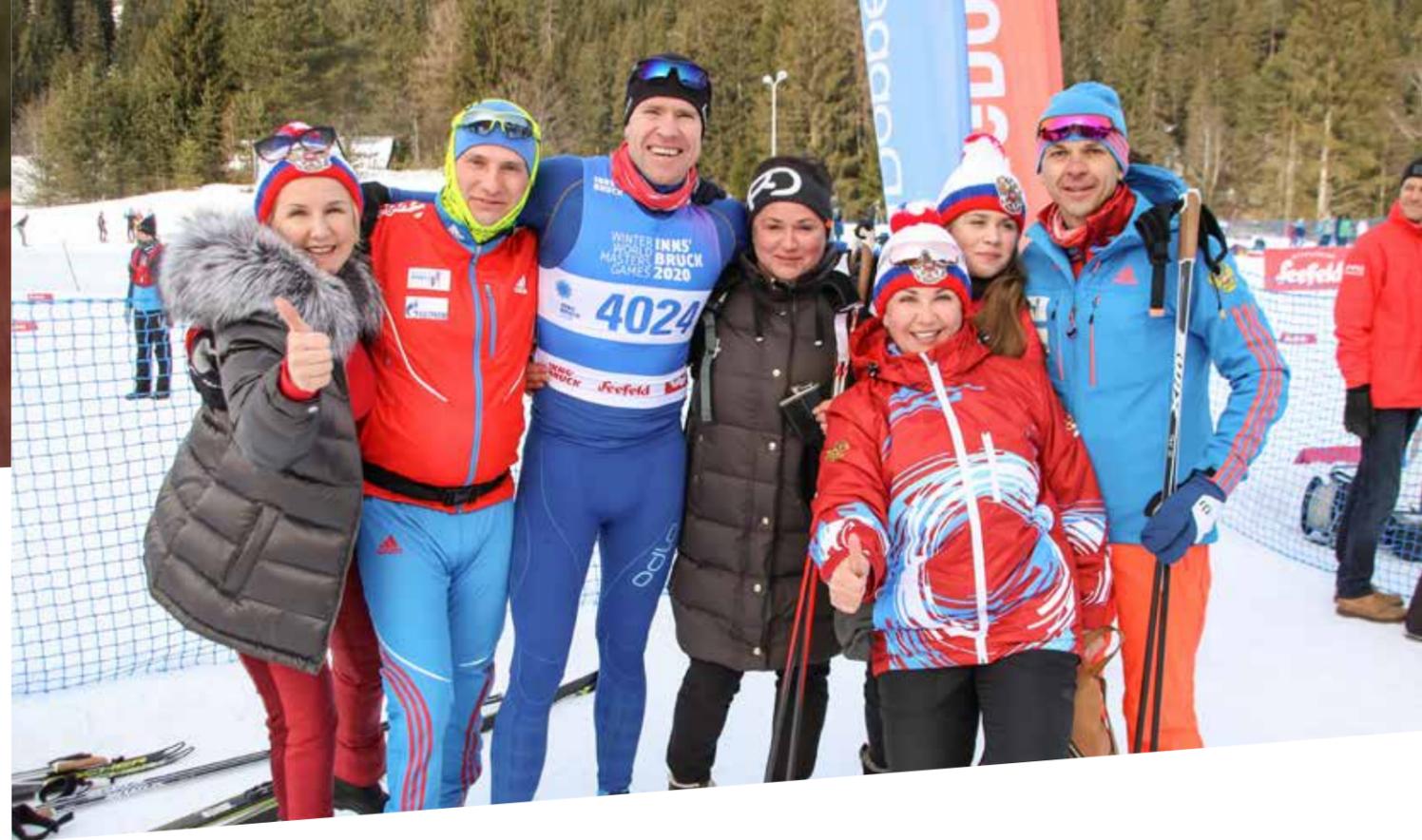


3. Vibe & atmosphere 81 %

“ I started skiing almost ten years ago. Today I am taking part in the Winter World Masters Games. I love skiing and I'm here to have fun. ”

“ It's a really special feeling to line up alongside Olympians and former world-class athletes. ”





“ You have to do something that keeps you young! Never stop having fun getting involved and participating. ”

“ It's about doing sport, enjoying life and being in the mountains. If you stay active then you don't get any older! ”

“ My passion is flying, the feeling of soaring through the air. It is a wonderful sensation. ”

“ Every ten years I learn a new sport. The main thing is being active and having fun! ”

“ I like taking on new challenges as I get older. That is why I am taking part in the Winter World Masters Games 2020. ”

“ I just love it! ”

“ I'll keep going as long as I possibly can. It's good for my health! ”

“ It is the will that drives you every day and makes you say YES to new challenges. It's never too late! ”



OUR VOLUNTEERS

More than 750 volunteers and helpers from sports clubs supported the organising committee with the successful implementation of the WWMG 2020. The volunteers not only acted as an indispensable link between all the people involved in the Games – the organising committee, officials, athletes, companions, etc. – but also represented the face of the WWMG 2020.



“ Our volunteers, including 465 volunteers from the volunteer team tirol as well as another 300 helpers from clubs and associations, have shown once again what can be achieved for others through teamwork and dedication. As at other major events supported by the volunteer team tirol, we are particularly proud of the diversity within our team. All in all, volunteers from over 35 countries were involved in the WWMG 2020 and made the Games an unforgettable experience for everyone involved. All the volunteers deserve our heartfelt and sincere thanks.



Michael Furtmayr
Volunteer Manager

The main deployment period for the 465 members of the volunteer team tirol ran from 7 to 20 January 2020, with working schedules varying according to the individual tasks and the amount of time available to each volunteer. All volunteers were assigned to one of the following areas: Sports, Client Services, Media & Communications, Event Operations or General Management. In turn, these areas were subdivided into a total of 13 job profiles. Volunteers could indicate their preferred job profiles when registering. Over the course of the WWMG 2020, the volunteers from the volunteer team tirol worked more than 23,750 hours in more than 2,500 shifts at seven venues. They were coordinated on site by 15 team leaders (also volunteers). The volunteers did not only contribute to the smooth running

of the event but through their helpfulness and hospitality also helped create a great atmosphere and unforgettable memories for the visitors and participants.

Benefits available to WWMG 2020 volunteers

- Pre-event parties ahead of the WWMG 2020
- Full four-piece uniform with exclusive WWMG design
- Volunteer training sessions for each individual job
- Free food & drink during shifts
- Free transport all over Tyrol
- Volunteer certificate confirming participation
- Big final celebration at the end of the event
- Discounts at various retail partners
- Raffle of goodies



“ I travelled from India especially to support the Winter World Masters Games 2020 as a volunteer. The time in Innsbruck was very interesting, because I took home a lot of interesting impressions and met a lot of friendly people I will stay in contact with in the future.

Shardul Shah

“ It's just fun to work with people of all ages from all over the world, to break out of everyday life and experience something different.

Lisbeth and Günter Peirer

“ Whether it's the Winter Olympics, World and European Championships or the World Road Cycling Championships – experiencing an event in your own country is always something very special. I can only say thank you for the many amazing experiences and new friendships.

Monika Lesink

“ I was mainly stationed at the Games Centre at Olympiaworld Innsbruck. I wanted to feel the international flair of the WWMG myself and be close to the sport and the athletes. During my assignments in the accreditation centre, at the info points and finally as a course marshal in Seefeld I was able to use my personal strengths and gain great experiences.

Laura Braun

NUMBERS TO REMEMBER

- 465** volunteers from the volunteer team tirol
- 15** of them as team leaders for several months
- 13** different job profiles
- 2,500** volunteer shifts
- 23,750** hours worked
- 16 – 83** years age range
- 64 %** female **36 %** male
- 35+** nations
- 58 %** from Austria, mainly Tyrol
- 42 %** from the rest of the world

WORKFORCE

One challenge of multisports events is that during the preparation phase a small core team defines the strategies and plans the operational processes which then have to be implemented simultaneously at many locations during the event. The WWMG organising committee at innsbruck-tirol sports was able to draw on years of experience organising major international sporting events, including most recently the 2018 UCI World Road Cycling Championships. Many of the sports partners were also involved in the 2012 Winter Youth Olympic Games and the 2016 International Children's Games, which were all held in Innsbruck and Tyrol.

NUMBERS TO REMEMBER

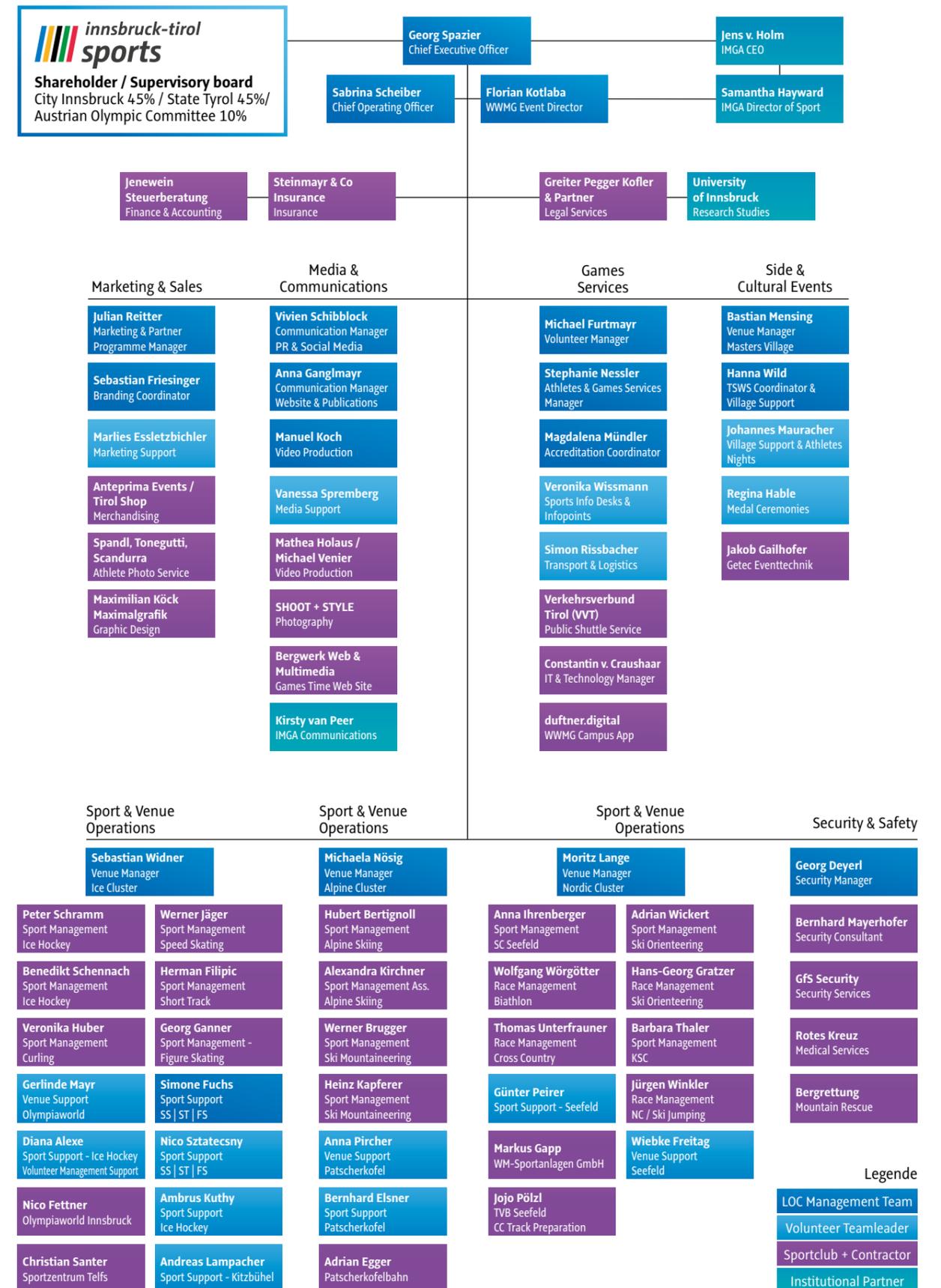
- 900+ total workforce team
- 20 members of organising committee
- 750+ volunteers
- 465 members of the volunteer team tirol
- 300 helpers from local clubs
- 130+ contractors & service providers

“ Success factors for a smooth implementation of the WWMG were certainly (1) well thought-out planning of roles and teams, always with a view towards Games Time, (2) early involvement of the relevant partners, service providers and authorities as well as (3) goal-oriented exercises and training for the organisation team itself and for the many volunteers. It was great to see how we all grew together as a team through the challenges of the event and how much we were inspired by the enthusiasm of the athletes.

Sabrina Scheiber
Chief Operating Officer



GAMES TIME ORGANISATION CHART



PROJECT MANAGEMENT



2016
Innsbruck is officially named as host city

2018
Development of a detailed event concept & communication strategy, preparation of athlete recruitment



2017
Basic decisions on sports schedule & competition venues, resource planning

March 2019
Start of online registration phase



November 2019
Milestone of 3,000 registered athletes & launch of Games Time website

April 2019
First draft of sports schedule

May 2019
Unveiling of countdown clock



July 2019
Visit and knowledge transfer at the 2019 EMG in Turin



January 2020
GAMES TIME!



institute of microtraining

WWMG CAMPUS APP POWERED BY INSTITUTE OF MICROTRAINING

The WWMG Campus App was developed together with the Institute of Microtraining and the cooperation partner Samsung Electronics. More than 450 volunteers were able to complete mobile training sessions to prepare them for their tasks at the WWMG 2020. Athletes were offered the opportunity to get to know the host region of Tyrol via innovative learning modules in the app and to access interesting facts and figures about their competition venues. Moreover, the app was used by the organisers to inform athletes in real time about important sports-specific developments and postponements.

PROJECT ORGANISATION

PLANNING

- 6 departments, 51 projects
 - General Management
 - Sports & Venues
 - Marketing & Sales
 - Media & Communication
 - Games Services
 - Culture & Event Programme
- 4 site visits by IMGA
- 4 sports cluster preparation meetings (2x ice, 2x Nordic)
- 2 workforce readiness training
- 3 volunteer training sessions

IMPLEMENTATION

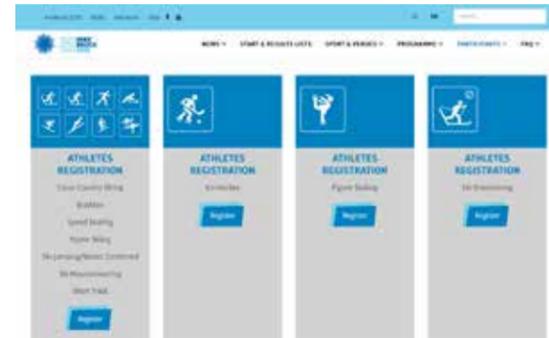
- 1 Event Office (200+ hours of operations) at Olympiaworld Innsbruck
- 3 Venue Offices (Seefeld, Patscherkofel, Masters Village)
- 488 activities documented in process organisation
- 10 team meetings

REGISTRATION

ONLINE REGISTRATION

In order to participate in the WWMG 2020, each participant had to register online. Therefore an online platform was chosen to manage the registration procedure. As a multisports event, the WWMG showed a very complex structure which had to be reproduced digitally. Finally it was possible to create an online registration portal tailored to the complex needs of the event. Therefore registration of a big number of participants did work in a fully automated way.

The registration process launched at the start of March 2019. Potential participants were redirected from the event homepage www.innsbruck2020.com to the registration platform. This was built as a one stop shop to enter the Games. Participants could register for a sport, select their respective disciplines and pay by credit card – all in one process. Two packages were available: one for athletes or and one for companions/coaches.



PRICES & PACKAGES

The starter package for athletes included participation in all competitions of a selected sport at the WWMG 2020. Individual starting places for single competitions were not possible in order to encourage participants to fully commit the Spirit of the Games. The package also included many additional services (see box). The standard price for a package was €180 for athletes and €90 for companions. Travel, accommodation and meals were not included in the packages and had to be organised by the participants themselves. To encourage participants to book early, free cancellation was possible until 1 October 2019.

STARTER PACKAGE ATHLETE/COMPANION

- Participation in the WWMG 2020 (athletes only)
- Participation in the official Opening Ceremony
- Free use of public transport in and around Innsbruck and transport to the competition venues
- Free use of cable cars/XC skiing trails (alpine/Nordic venues) (athletes only)
- Starter backpack with lots of goodies
- Side events and activities for free
- Official certificate of participation and accreditation (athletes only)
- Start numbers could be kept as a souvenir
- Ceremony and medals
- Results lists available on the internet
- Participation in the Closing Ceremony
- Many great deals and discounts
- Free cancellation option until 1.10.2019



REGISTRATION PERIOD

Registration for the majority of the sports opened on 5 March 2019. Within the first two days the original contingent of 100 starting places for Biathlon had already sold out. Figure Skating, which went online on 21 March 2020, was even more popular: the contingent of over 400 starting places sold out in a few hours. The organising committee subsequently worked to create additional capacity in the most popular sports, while the registration numbers for other sports developed more evenly.

Precisely two months after the start of the registration phase we passed the milestone of 1,000 participants. As expected, registration was quiet over the summer – the 2,000 mark was reached at the beginning of October. Only very few people made use of the free cancellation option.

The record of 3,000+ athletes, a target set at the beginning of the campaign, was reached at the end of November. This made the WWMG 2020 officially the largest winter multisports event in history measured by the number of participants. At the end of a successful campaign 3,234 athletes and 427 companions had signed up to take part, giving the Winter World Masters Games 2020 a total of 3,661 participants.

ATHLETE RECRUITMENT

The recruitment challenges in the individual sports were as varied as the range of sports on offer. Contacting and informing potential athletes was anywhere between very simple to highly complex, depending on the degree of organisation and cooperation required. These recruitment activities were adapted to match the potential and registration status of the individual sports. A broad spectrum of measures was used, including event promotion, e-mails, advertisements, newsletters, stands at sports fairs, Facebook ads, video clips and cooperation partnerships.

DEVELOPMENT OF PARTICIPANT REGISTRATION NUMBERS



SPORTS & VENUE MANAGEMENT

The operational implementation of the event was organised in three main venues, known as clusters. These were the Ice Cluster (which also included the Games Centre) the Alpine Cluster and the Nordic Cluster. Each cluster formed a single unit in which organisational and operative processes were closely coordinated. A Venue & Sport Manager from the WWMG organising committee was in charge of each cluster.

In addition to ongoing planning and coordination with all decision-makers from the sports, operations and venues, the final phase of preparation also featured several workshops. These "cluster meetings" turned out to be an important factor for the smooth running of the event.

“ The Nordic Cluster in Seefeld was the venue for a total of five sports and therefore the competition venue for more than 1,000 athletes. With the Ski Club Seefeld and Orienteering Innsbruck Imst we were supported by two experienced sports clubs. Together we were able to ensure everything went smoothly on the eight days of competition. As in the other clusters, there were lots of things to take care of as well as the sporting competitions themselves – sound, catering, waste disposal, etc. Together with local tourism board in Seefeld and the Ski Club Seefeld, we were able to draw on many years of World Cup and World Championship experience. In my opinion, the highlights were the night race in the Nordic Combined, the relay races in the Biathlon and Cross-Country Skiing as well as the athletes from countries around the world like Mexico and New Zealand, who really embodied the Spirit of the Games.



Moritz Lange
Nordic Cluster
Venue & Sport Manager



Ice, ice baby! At the Olympiaworld, all available ice surfaces were used for the four ice-based sports of the WWMG. The Olympic Hall also housed the Games Centre, the first port of call for the 3,661 athletes and companions, as well as the organisational headquarters of the Games. Everything under one roof? Yes we can! Together with the sports partners and the Olympiaworld team, it was possible to successfully create a room utilisation and signposting system that satisfied all client groups. The unifying highlight was definitely the embodiment of the motto Spirit Together: incredibly positive people who transformed the Ice Cluster into a place where people from around the world came together across sports to celebrate with each other.

Sebastian Widner
Ice Cluster
Venue & Sport Manager



Experienced experts were recruited to help run the competitions. They all came from local non-profit sports clubs and associations with a wealth of experience in organising high-level international competitions. Innsbruck-tirol sports

had already cooperated with many of these Sports Partners during the 2012 Winter Youth Olympic Games and the 2016 International Children's Games.

“ The alpine sports featured lots of new elements, which was exciting but also challenging. The Alpine Skiing competitions were held as WWMG and official FIS Masters Cup race at once, which drew a lot of attention. At games time, the pleasing high number of athletes, however, met extremely unfavourable snow conditions, which meant that we had to move the race courses to a different location. In the end, however, the many extra hours of hard work and night shifts paid off with bright sunshine and top piste conditions enabling fair and largely injury-free racing.

Ski Mountaineering celebrated its premiere in a mayor masters event, which meant we had a lot of freedom when it came to designing the event. Thanks to the great commitment of the many helpers and our sports partners we succeeded in drawing the attention of the international ski mountaineering scene to Innsbruck and Tyrol. Smiling faces and the gratitude of the athletes were a fine reward in the end for all that hard work.



Michaela Nösig
Alpine Cluster
Venue & Sport Manager

ATHLETES SERVICES



One of the biggest challenges at the WWMG 2020 was providing the athletes with information in all phases before and during the event. Normally, national coordinators serve as important multipliers at classic sporting events to share information with the members of their teams and delegations. However, as the participants at the WWMG 2020 were not organised into national teams, it was not possible to fall back on this tried-and-tested method of communicating information. Therefore, different communication strategies were required for the period before and during the Games.

GAMES-TIME SERVICE

Both before and during the WWMG the homepage was the main source of information for participants. A separate Games Time homepage was developed tailored to the needs of sharing information quickly and efficiently during the event. In addition to general information, the aim was to communicate sports-specific information such as starting lists, schedules and results. Each venue also had an Information Point, where athletes and companions could ask questions. Another puzzle piece was the event app, which was downloaded by almost half of all participants.

GAMES CENTRE

The Games Centre at the Olympiaworld Innsbruck was the first point of call for all participants. It was there that the athletes received their accreditation as well as an event guide full of information about the WWMG. For more specific information there were Sport Information Desks, Transport Desks and General Info Desks.

“Taking care of over 3,500 participants was a really exciting challenge. As well as answering up to 200 e-mails a day, we also had to prepare concepts for communication during Games Time. The Masters athletes were really friendly and grateful for our work.”

Stephanie Nessler
Athlete Service Manager



PRE-EVENT SERVICES

In the run-up to the Games, both potential and registered participants were, of course, keen to receive information. This was especially because the processes and procedures at the Winter World Masters Games as a multisport event are often a little different from those which athletes are accustomed to in their sports. Moreover, much of the relevant information only became available in the months and weeks before the Games. The homepage www.innsbruck2020.com was identified as the main element for successful communication. It provided all available information in its most up-to-date form at all times. Newsletters and a Facebook page including sport-specific sub-groups were used to inform the participants about news and updates. Finally, there was also the option of contacting the WWMG organising committee by e-mail or phone.



OPERATIONS



MEDICAL

The medical care of the participants played an important role in the operative planning. The core idea of the concept was that medical personnel had to be on site for all races, training sessions and other official events. Emergency medical care was provided by the Austrian Red Cross and the local branches of the Tyrolean Mountain Rescue Service. Apart from one potentially serious injury, which was not suffered by a participant or member of staff, all injuries at the WWMG 2020 were minor or moderately serious. A total of 90 people were treated, 12 of whom had to be transported to the nearest hospital.



TECHNOLOGY

The main focus was on setting up and maintaining a suitable IT infrastructure at the various venues, including the provision of the necessary hardware. The various volunteer teams were also equipped with the smartphones, laptops and workstations they needed for their work. For the duration of the event, 15 printers, 20 laptops and 30 smartphones were distributed and 7 additional internet networks were installed.



TRANSPORT

Transport was divided into three main areas: logistics, staff shuttles and the transport of participants (the largest area). The regional public transport operator VWT was the perfect partner for transporting participants. A new concept was developed, with each participant receiving a voucher for an online ticket in their starter package. By redeeming this voucher, participants could use all public transport throughout Tyrol free of charge. Logistics and staff shuttles were handled by the experienced team leader Simon Rissbacher with the support of drivers from the volunteer team tirol. A total of 20 vans, minibuses and cars were used.



COMMUNICATION

The aim of the communication around the Winter World Masters Games 2020 was to generate interest and attention as well as provide comprehensive information to both the participants and all other interested parties. From starting and results lists to the latest news on sports competitions and side events or live timing/streaming, the website www.innsbruck2020.com served as the main communication hub.

As well as providing information, it was designed to embody the motto Spirit Together by showcasing the joy of doing exercise and sport together. This was reflected on the WWMG 2020 social networks, where content was posted with the hashtag #spirittogether. These videos and photos allowed fans, friends and family to experience this spirit around the world.

”



Each athlete, regardless of their where they finished, told his or her personal story by participating in the Games. This infectious spirit and enthusiasm offered media representatives around the world plenty of potential for reporting on the WWMG 2020. When it comes to social media, Facebook proved to be the ideal platform for athletes in the Masters age group.

Vivien Schibblock
Communication Manager

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MEDIA

Press conferences and press releases provided media representatives with good starting points for reporting on the world's biggest multisports event. The initial press conference at the Bergisel ski jumping stadium in Innsbruck brought together representatives from politics, tourism, sport, the organising committee and the volunteer team tirol. Together, they put together the five apostrophes to form the snowflake symbol of the WWMG 2020. After hosting so many major

winter sports events, the WWMG 2020 were the final missing piece in the puzzle of Innsbruck's sporting history. Press events like the official kick-off marked the start of the final phase. WWMG Ambassadors such as legendary ski jumpers Toni Innauer and Alexander Pointner were welcome guests and motivated amateur athletes to stay active even at all ages by participating in the WWMG 2020.



NUMBERS TO REMEMBER

- 1,000,000+** impressions on Facebook and Instagram
- 440,000+** visits to the Games Time website
- 92** video clips for event promotion
- 16** press releases
- 7** TV reports distributed

Online channels of the WWMG 2020		
Website	Official website of the WWMG 2020	www.innsbruck2020.com
Facebook	Winter World Masters Games 2020	@Innsbruck2020
Instagram	International Masters Games Association	@imgamasters
YouTube	Winter World Masters Games 2020	



”

The Games Time website served as a central information platform for all those involved in the event. In order to make the wealth of relevant details easily accessible to all client groups, special attention was to ensuring the website was user-friendly and intuitive as possible. With the Rapid Reaction Box, competition delays or postponements were immediately visible. From the sports schedule – the heart of the site – it was possible to access all sports pages, venue maps and start & result lists with just one click.

Anna Ganglmayr
Communications Manager

“



MARKETING

At the Winter World Masters Games 2020, the world's largest winter multisports event, everything revolved around the ambitious, athletic, international athletes and their companions. This trend-setting aspect was also taken into account in the acquisition and support of tourism and industry partners.

Focus was placed on creating additional services, offers, sporting and cultural experiences together with these partners. All activities – promotion, city dressing, merchandising, evening events and additional paid services – were designed and implemented with the participants in mind and in cooperation with many local partners.

“ For us as organisers, mass-participation events bring many challenges but also many opportunities. I am particularly pleased that together with our tourism partners in Innsbruck, Seefeld and Tyrol – as well as our industry partners, above all Doppelmayr – were able to create unforgettable moments for our international participants. My thanks go to all our partners and supporters, without whom we would not have been able to create so much added value.

Julian Reitter
Marketing & Partner Programme Manager



<p>More than 90,000 goodies supplied by our partners were given out to participants, volunteers and employees in 5,200 Welcome Bags.</p> 	<p>240 + 10 days – the countdown clock brought the WWMG 2020 into the heart of Innsbruck and even featured an integrated podium for that perfect selfie.</p> 
<p>132 colourful flags decorated Innsbruck's cityscape, from bridges in the city centre to and the individual competition venues.</p> 	<p>Hanny and Joe, the parents of Yoggi (2012 YOG) and Yosi (2016 ICG), were our two friendly chamois mascots and posed for thousands of selfies.</p> 
<p>Banners, flags, boards, hoardings and inflatables were used to decorate the venues in the colours of our partners.</p> 	<p>Six merchandising products available on pre-sale plus three stands with extra merchandise during the event.</p> 
<p>Photo service available in Olympiaworld, Patscherkofel, Seefeld and Kitzbühel.</p> 	<p>Custom engraving of WWMG medals and commemorative coins available in the Masters Village.</p> 



Unique alpine-urban experiences for international guests



Perfect cross-country skiing trails and Nordic facilities in the Olympic region



Winter flair and a warm welcome in the heart of the Alps



State-of-the-art lift technology – and chill-out gondolas in the Masters Village



Taking care of young participants at the Tyrolean School Winter Games



Exciting content and games at the Athletes' Evenings for alpine and ice-based sports



A well-deserved beer at the end of the day in the Masters Village



Always the right wax, whether in Seefeld or Patscherkofel



Perfect carving style with the Rossignol Master Range



Start the day the right way with the ideal organic breakfast cereal



Quench your thirst and keep a cool head in the stressful world of volunteering



Print and advertising material of the highest quality at the WWMG



A listening and dancing experience at the Silent Disco



KNOWLEDGE MANAGEMENT

ACADEMIC STUDIES

Researchers at the Universities of Innsbruck and Salzburg used the WWMG 2020 to collect data on the long-term impact of the Games. Four independent studies were carried out during the WWMG 2020 looking at the participant profiles, athlete satisfaction, tourism-related issues and the impact of injuries on sporting careers. University students were involved and encouraged to research on this practical example and will write up the results of the studies as part of their final thesis. There were also cooperations with schools and education partners such as Innsbruck Tourism College.

“Analysing an event from different perspectives creates a good basis for evaluating it as a whole. Furthermore, the knowledge generated by such studies can be passed on and used for future events. However, cities or regions need to successfully organise several events over a number of years in order to develop a strong reputation as a host.”

Dr Martin Schnitzer
University of Innsbruck

OBSERVER PROGRAMME

HOSTED BY INNSBRUCK-TIROL SPORTS

Building on our extensive experience hosting major sporting events, we wanted to offer future host cities and other event professionals the opportunity to take a look behind the scenes at the Winter World Masters Games 2020. Delegations from six countries (Finland, Spain, Italy, China, Korea and the USA) and three continents to Innsbruck took up the invitation to come to Innsbruck and benefit from this transfer of knowledge. Representatives of future European and World Masters Games as well as other sports event networks, such as Olym-

pic Cities and the International Association of Event Hosts, were given a unique insight from 13 to 15 January into how the WWMG 2020 were planned and implemented as an international multisports event. Representatives of the organising committee and the competition venues presented the behind the WWMG 2020, talked about the challenges faced by the team and explained which tried-and-tested concepts were successfully used.



ECONOMIC CONTRIBUTION & PARTICIPANT SATISFACTION

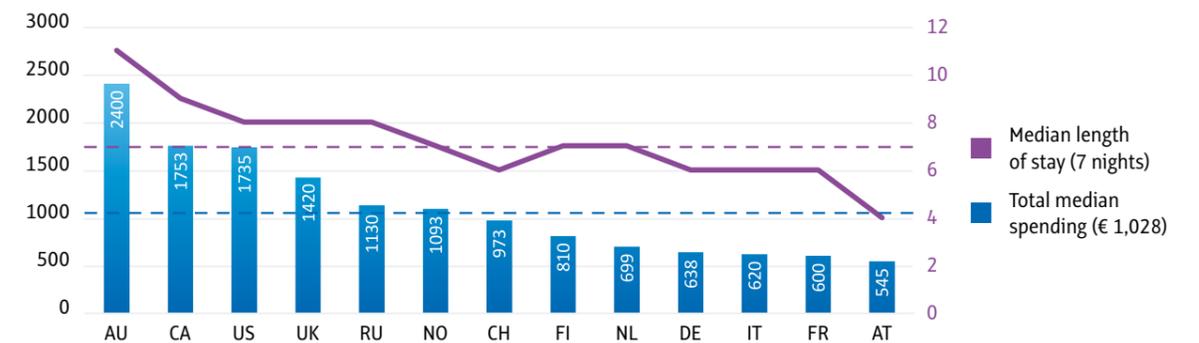
IMPORTANCE TO THE REGIONAL ECONOMY

On behalf of the organising committee, the University of Innsbruck conducted a study on the economic impact and satisfaction of the participants at the WWMG 2020. The data was collected using an online questionnaire sent to all 3,661 registered participants after the event. With 1,280 answers, the response rate was 35%.

A more detailed look at the figures shows that the high proportion of international guests in particular was decisive when it comes to adding value for the region

- €6.8 million boost to the regional economy in Tyrol
- For every €1 of public money €3.8 was spent in the regional economy
- 25,600 additional overnight stays generated

Total expenditure (€) and length of stay by nation



It was found, that the regional economic effect triggered in relation to the spent budget at the WWMG 2020 was higher than at comparable events in Tyrol such as the 2012 YOG or

the 2016 ICG. The factor was also higher than at other Masters events such as the 2017 World Masters.

PARTICIPANT SATISFACTION

Participants were also asked to rate their satisfaction with certain areas and aspects of the Games. The proportion of positive answers can overall be described as very good. The question about potential interest in future Masters events in

Tyrol was answered "YES" by over 70% of those who responded. Even more of those asked, 80%, said they were planning to come back to Tyrol.

Selected criteria



TYROL SCHOOL WINTER GAMES

Parallel to the Winter World Masters Games 2020, the region hosted the third edition of the Tyrolean School Winter Games. Around 86 school teams from all over Tyrol took part in the event on 14 and 15 January 2020. Masters athletes mingled with the young athletes at Olympiaworld Innsbruck, Patscherkofel and Seefeld, giving this year's edition of the Tyrolean School Winter Games a very special charm.

The Tyrolean School Winter Games were held for the first time during the International Children's Games in 2016. Innsbruck-tirol sports together with the regional education authority was pleased to be able to organise the Tyrolean School Winter Games once again in 2018 and, for a third time in 2020.

Around 1,000 students took part in the 2020 edition of the Tyrolean School Winter Games. The focus was once again on enthusiasm for winter sport in its many facets.

Action-packed and exciting competitions in six different sports gave pupils the opportunity to do exercise and have fun together. All events were team competitions in order to place to focus firmly on team spirit and working together.



THINK GREEN

The organising committee of the WWMG 2020 was particularly keen to promote ecological, economic and social sustainability. With every decision we made, we tried to contribute to protecting the climate, supporting the environmental and minimising resources as well as to promoting greater social justice. In this spirit, we only used existing sports facilities and infrastructure in Innsbruck and Tyrol.

With the exception of Kitzbühel, all venues were located within a 27km radius of Innsbruck and were easily accessible by public transport. We paid attention to the careful use of water and pointed out to all participants the excellent quality of drinking water in Tyrol.

We were able to save tonnes of waste thanks to reusable crockery. Any unavoidable waste was separated and correctly disposed of. Printed material was produced in small quantities and in an environmentally friendly manner using FSC-approved or recycled paper. Only the most necessary documents

were printed. All documents were made available in digital form and could be downloaded from our website. When it came to services and products, we made a conscious effort to work with regional partners. Our goal was to support future generations in their development – not only in sport but in general. This is why we will continue to work closely with schools and educational institutions in the future.

Volunteering at the WWMG 2020 united people of different genders, ages, ethnicities and nationalities. This has made it possible to build up social capital in the region by bringing people together. In all these aspects, we focused on the well-being of society so that we in Innsbruck and Tyrol can continue to prosper for a long time to come.





THANK YOU!





THANK YOU TO OUR PARTNERS!

HOST CITY

INNS' BRUCK

INSTITUTIONAL PARTNERS

Seefeld



MAIN SPONSOR



OFFICIAL SPONSORS

Tiroler Tageszeitung

OFFICIAL SUPPLIERS

CASINOS AUSTRIA
INNSBRUCK • SEEFELD

Zipfer

TOKO SWIX

ROSSIGNOL

VERIVAL
TIROLER BIOMANUFAKTUR

BELLUTTI
Out of Home

Coca-Cola



spirit
together