



INTERNATIONAL
MASTERS GAMES
ASSOCIATION



WINTER WORLD
MASTERS GAMES
LOMBARDIA 2024

EVENT HOST REPORT





Executive Summary

The Winter World Masters Games 2024 was held in the Italian region of Lombardy between 11th and 21st January 2024.

To assess the impact of the event on its participants, audiences and other stakeholders, Event Host Evaluation consultants gathered and evaluated data on the following input areas.

The key performance indicators selected in this report are consistent with international guidance and the International Masters Games Association Event Impact Manual.

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| | | | | |
|--------------------|--|----------|--|--|
| Economy | Total visitors from outside the region staying in paid accommodation (AT18) | 3,690 | | |
| | Average visitor length of stay (AT20) | 10 days | | |
| | Total direct economic benefit to the region (OE7) | €5.7m | | |
| Image | Proportion of participants satisfied (EE1) | 71% | | |
| | Proportion of participants likely to revisit (EE3) | 67% | | |
| | Digital broadcast plan (B3) | IN PLACE | | |
| Social | Proportion of participants female (DI5) | 41% | | |
| | Number of volunteers (V2) | 262 | | |
| | Proportion of volunteers willing to volunteer after the event (V5) | 82% | | |
| Sport | Plan to promote physical activity to targeted audiences (SP1) | IN PLACE | | |
| | Proportion of participants inspired to do more physical activity (SP2) | 62% | | |
| | Number of technical delegates from the local region (SD6) | 33 | | |
| Environment | Public commitment to environmental policies (EP1) | IN PLACE | | |
| | Proportion of participants using sustainable transport, inc car sharing (T2) | 73% | | |
| | Participants inspired to be more environmentally responsible (EP4) | 32% | | |



Methodology

EHE Consultants designed surveys to collect data from spectators and volunteers in Lombardy during the Winter World Masters Games 2024. EHE Consultants also gathered data from the host city and the Local Organising Committee through virtual consultations.

The survey questions and consultations addressed a list of KPIs selected by the host and the Local Organising Committee from the IMGA Event Impact Manual.

EHE consultants analysed the data resulting from surveys and consultations and created a raw data spreadsheet and this data summary to support the event host in producing the final event report.



Each page of this data summary contains KPI reference codes that are consistent with the codes presented in the IMGA Event Impact Manual for future reference and comparison.



The United Nations Sustainable Development Goals to which the KPIs from the IMGA Event Impact Manual are linked are also referenced in each section.

NOTES

Included in the report are notes explaining reasons for some results, which could be relevant for future editions of the event.

Data Gathering



Organising Committee Data

- To establish actual participation, activation and initiatives
- Carried out through meetings with event organisers and document analysis



Registration Survey

- To gain feedback on trip motivations, plans and accommodation expenditure
- Carried out through an online survey during the event
- 350 responses



Post-Event Survey

- To gain feedback on the event experience, visitor perceptions and future intentions
- Carried out through an online survey after the event
- 461 responses



Volunteer Survey

- To gain feedback on their experience and future intentions
- Carried out online via email a week following the event
- 50 responses





WINTER WORLD
MASTERS GAMES
LOMBARDIA 2024



IMGA

Winter World Masters Games

Winter World Masters Games are organised with the support of the International Masters Games Association (IMGA), an organisation recognised by the International Olympic Committee. IMGA's mission is to promote the "sport for all" philosophy of the Olympic Charter. The collaboration of all the different host towns means you are guaranteed to discover some fantastic places whilst enjoying a week of sport and entertainment.

Every multi-sport event organised by IMGA has as its fundamental values, competition, friendship and understanding between "older" athletes, regardless of age, sex, race, religion or sporting condition: the events promoted by the organisation, in fact, offer participants the opportunity to meet people with the same passions, to explore wonderful places around the world whilst at the same time practising the sports they love deeply.

Winter World Masters Games, the most important winter sports event in the world reserved for athletes "over 30". Thousands of athletes, volunteers and enthusiasts will set alight all the various venues of the event which has adopted "sport for all ages and for life" as the values at its core.





Host Destinations and Objectives

Lombardy, Italy

Surrounded by the Alps, Lombardy is a region in the north of Italy rich in nature, cuisine, and fashion. It is the most populated region with 10 million people and one of the richest areas of the country. The hosting of the 2024 World Winter Masters Games was strongly supported by the Italian Ministry of Tourism, the Lombardy region, and by the nine Municipalities that hosted the individual competitions.

Host Organisations

The Municipalities in Lombardy of Aprica, Bormio, Chiavenna, Chiesa in Valmalenco, Madesimo, Ponte di Legno - Tonale and Trentino of Vermiglio and Pellizzano, hosted competitions in 10 winter snow and ice sports. The town of Sondrio staged the Welcome Ceremony.

Nine representatives, one from each Municipality, made up the WWMG Foundation Lombardy 2024, which engaged in every aspect linked to the organisation and promotion of the event and the territories involved.

Host Objectives

The Winter World Masters Games Lombardy 2024 was a communal project aimed at underlining the importance of local mountain tourism and of sport. The host destinations shared the common objective of maximising environmental and economic sustainability.





APRICA

Aprica is a popular mountain destination for families, offering a range of outdoor activities in both summer and winter and including nursery slopes for newcomers to the snow. The town is situated on the Alpine pass sharing its name that links Valtellina with Valcamonica and since 2020/21 can boast the longest illuminated slope in Europe – the Super Panoramica del Baradello.

Hosted Alpine Skiing and Ski Mountaineering competitions.



BORMIO

Bormio is a town that occupies a natural amphitheatre surrounded by the commanding peaks of the Rhaetian Alps. It's a scenario which is suitable for both summer and winter holidays dedicated to sports and outdoor activities such as trekking, biking, golf and skiing on slopes that host international competitions every year, including the Ski World Cup on the celebrated "Stelvio" slope. Bormio will also host the ski mountaineering and men's alpine skiing competitions at the 2026 Winter Olympic Games.

Hosted Figure Skating and Short Track competitions.



CHIAVENNA

Chiavenna combines the "good life" and culture with typical outdoor activities of the mountains: the historic centre of the place is characterised by a wealth of artistic-cultural beauty; museums and mansions that record the history of the area – while all around the mountain peaks of Valchiavenna loom large, and of course the valley's noted crotti are always ready to welcome visitors to taste traditional food and wines.

Hosted the Ice Hockey tournament.



CHIESA IN VALMALENO

Situated precisely at the point where the valley splits into two, Chiesa in Valmalenco, is the main summer and winter tourist resort of Valmalenco, an area immersed in seductive, unspoiled nature, a genuine paradise in winter for lovers of skiing and a range of other disciplines. It's also the stage for the Snowboard World Cup.

Planned to host Ski Orienteering and Speed Skating competitions, however plans had to be changed due to the snow and ice conditions.



MADESIMO

At an altitude of 1550 metres, Madesimo is a well-regarded tourist destination in Valchiavenna surrounded by the majestic peaks of the Rhaetian Alps. During the winter season, sports enthusiasts gather to enjoy the 60 km of slopes of one of the most noted ski areas in the Alpine panorama, whilst in summertime there are plenty of outdoor activities for all the family.

Hosted the Curling competition.



PELLIZZANO

Pellizzano is characterised by seductive corners with reminders of historical events and splendidly unspoiled nature, the latter featuring strongly in this enchanting community between the banks of the Noce. An ideal spot for anyone looking for a holiday dedicated to relaxation, sport and local food and wine, it's famous for ski jumping and nordic combined.

Planned to host the Ski Jumping and Nordic Combined competitions, however plans had to be changed.



PONTE DI LEGNO - TONALE

The most expansive ski area in Lombardy, as well as a crossroads with Trentino, Ponte di Legno - Tonale is one of most popular destinations for alpine skiing enthusiasts, as it boasts over 100 km of slopes for the full range of abilities. In summer, it transforms easily into a paradise for those who want to spend time at the heart of nature enjoying a selection of outdoor activities, including trekking and golf.

Hosted Ski Mountaineering, Alpine Skiing and Snow Run competitions.



SONDRIO

Provincial capital, it represents Valtellina's centre of gravity, as well as the gateway to Valmalenco. The town boasts an important historical and cultural heritage, made evident by the number of theatres, exhibitions and events that are organised in its vicinity.

Hosted the Welcome Ceremony of the WWMG Lombardy 2024.



VERMIGLIO

Located at the northern tip of Val di Sole, between mountains, meadows and water courses, it's the perfect destination for practising sports, tasting the exquisite local Trentino gastronomy and discovering history and tradition.

Hosted Biathlon and Cross Country competitions.



WINTER WORLD
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LOMBARDIA 2024

The WWMG Foundation Lombardy 2024

Nine representatives, one from each Municipality, were to breathe life into the WWMG Foundation Lombardy 2024, which is engaged in every aspect linked to the organisation and promotion of the event and the territories involved.

President of the Foundation:

Ivan Faustini (Mayor of Ponte di Legno)

Supported by a Board of Directors made up of representatives of the other eight Municipalities:

Daniela Pilatti, Mayor of Modeseimo

Luca Della Bitta, Mayor of Chiavenna

Renata Petrella, Mayor of Chiesa in Valmalenco

Alessandro Vanoi, Representative of Sondrio and Sport Director

Alessandro Damiani, Councillor for Aprica

Dario da Zanche, Advisor for Bormio

Michele Bertolini, Mayor of Vermiglio

Francesca Tomaselli, Mayor of Pellizzano

CEO of the Foundation:

Alessandro Mottinelli (Consortium of Ponte di Legno)

Deputy CEO of the Foundation:

Daniela De Rosa

General Secretary of the Foundation:

Filippo Maria Pighetti

Marketing and Communications Manager:

Giulia Guanella

Honorary President of the Foundation:

Manuela Di Centa

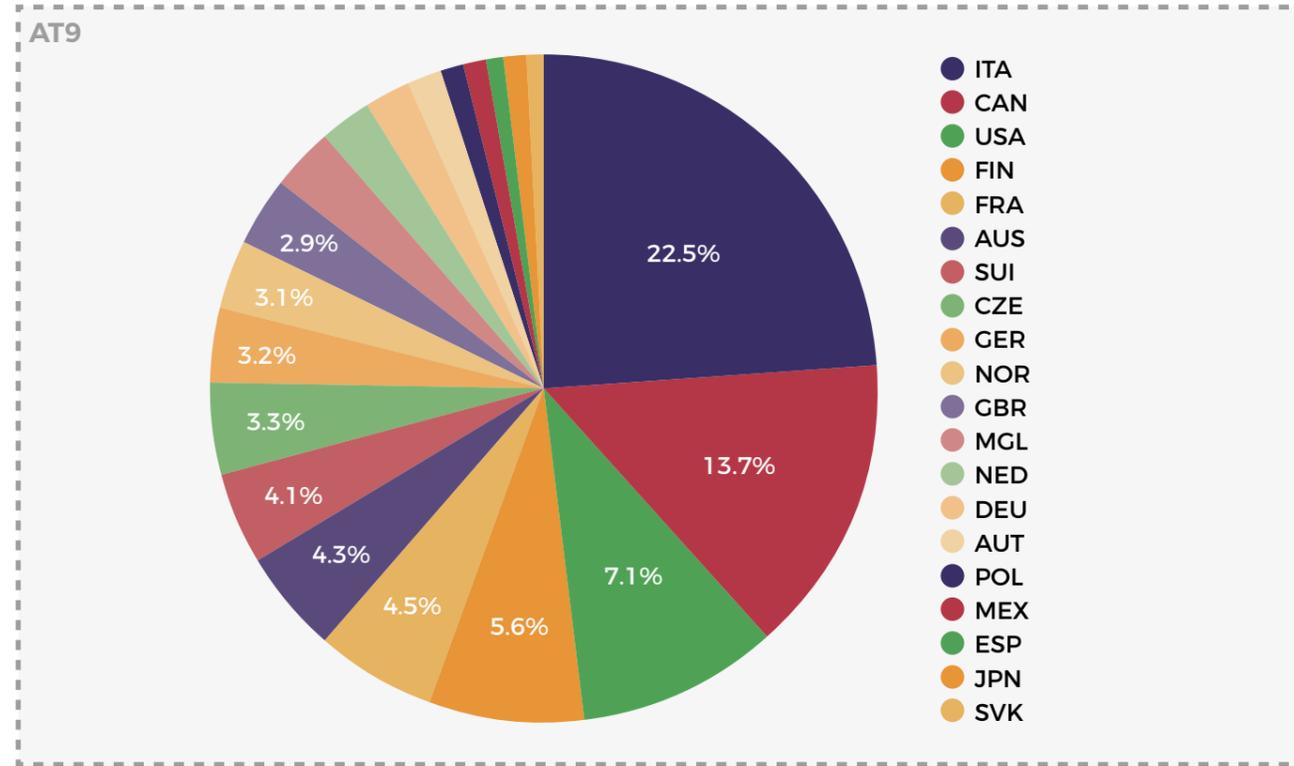


| | FRIDAY 12 | SATURDAY 13 | SUNDAY 14 | MONDAY 15 | TUESDAY 16 | WEDNESDAY 17 | THURSDAY 18 | FRIDAY 19 | SATURDAY 20 | SUNDAY 21 |
|---|------------------------|-----------------------------|-------------------------|-----------------------------|-----------------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|-----------------------------|
| PONTE DI LEGNO - TONALE e APRICA | | | | SUPER G time trial | GSCAT. A+SLCAT. B +SUPER G CAT. C | GS CAT. C +SLCAT. A | SUPER G CAT. A +GS CAT. B | SUPER G CAT. B +SLCAT. C | | |
| VERMIGLIO | | Km 30 CL / M + Km 15 CL / W | | Km 7,5 CL / M + Km 5 CL / W | Km 7,5 SK / m + Km 5 SK / W | Km 15 CL / M + Km 10 CL / W | Km 15 SK / M + Km 10 SK / W | | RELAY | Km 30 SK / M + Km 15 SK / W |
| VERMIGLIO | Km 10 | | | SPRINT | RELAY | | | | | |
| PONTE DI LEGNO - TONALE e APRICA | VERTICAL | | INDIVIDUAL | | APRICA BY NIGHT | | | | | |
| BASELGA DI PINÈ | | | | | 500/3.000 mt | | 1.500/5.000 mt | 1.000/10.000 mt | | |
| BORMIO | 1.500 mt + HEATS RELAY | 500 mt + SEMIFINAL RELAY | 1.000 mt + FINALS RELAY | | | | | | | |
| BORMIO | | | | DANCE INDIVIDUAL SYNCRO | DANCE /INDIVIDUAL | DANCE /INDIVIDUAL | INDIVIDUAL | INDIVIDUAL /PAIRS | INDIVIDUAL | INDIVIDUAL /PAIRS |
| MADESIMO | | | | MIXED & MIXED DOUBLES | MIXED & MIXED DOUBLES | MIXED & MIXED DOUBLES | MIXED & MIXED DOUBLES | MIXED / MIXED DOUBLES /MEN | MIXED / MIXED DOUBLES /MEN | FINALS |
| CHIAVENNA | | WOMEN / MEN +30 | WOMEN / MEN +30 | MEN +30 / WOMEN FINALS | MEN +50 / MEN +30 SEMIFINALS | MEN +50 / MEN +30 FINALS | MEN +50 | MEN +50 | MEN +50 SEMIFINALS | MEN +50 FINALS |
| PONTE DI LEGNO - TONALE | | CLASSIC | | VERTICAL | | | | | | |

Attendance

• 2,165 unique participants from 70 countries

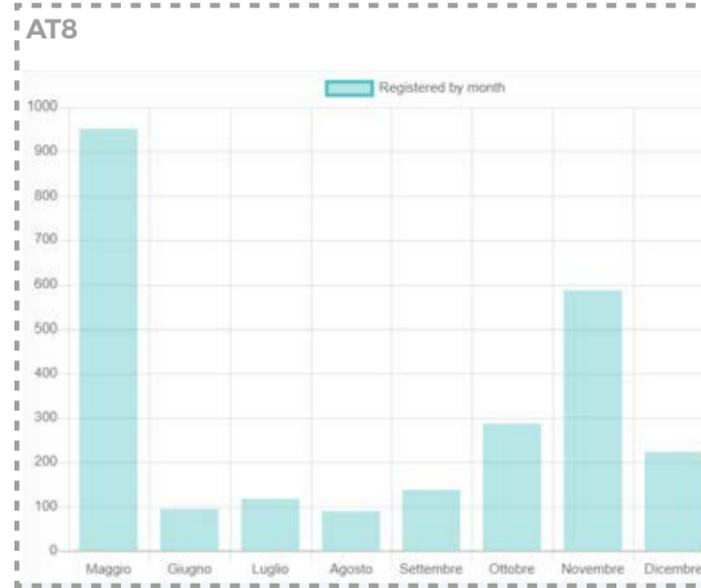
Registrations opened in May 2023, 7 months prior to the event. The graph below shows the profile of registrations. The country with the largest participation was the home nation of Italy (mainly due to the popularity of the alpine events), and the next largest nations participating were Canada and USA. European nations made up the majority of the remaining participants, with Australia also having a notable number of participants (particularly in the ice events).



NOTES

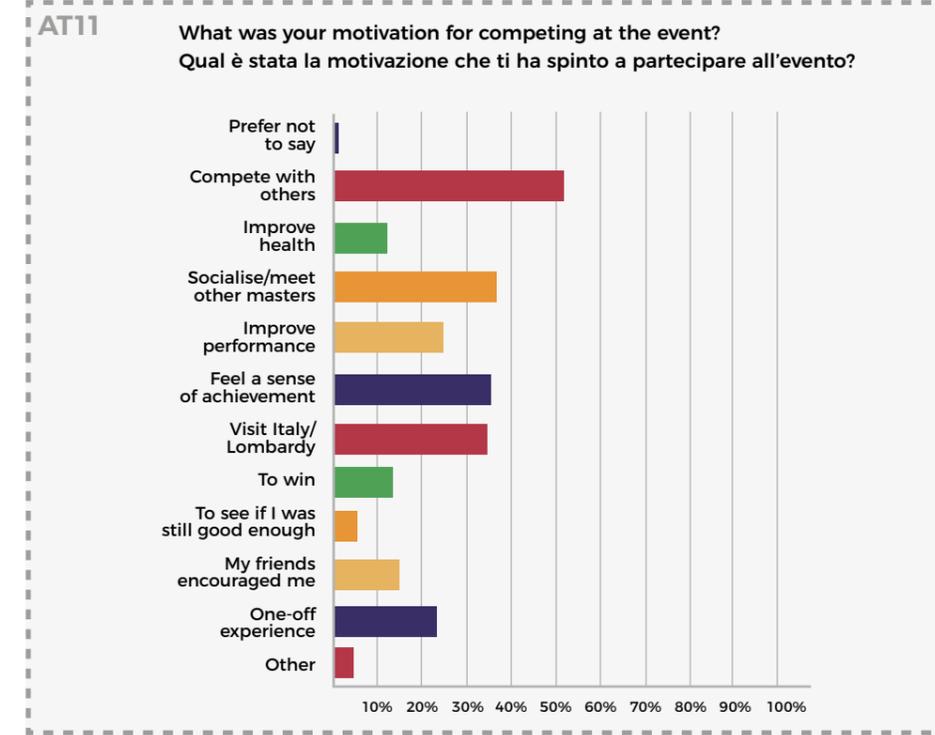
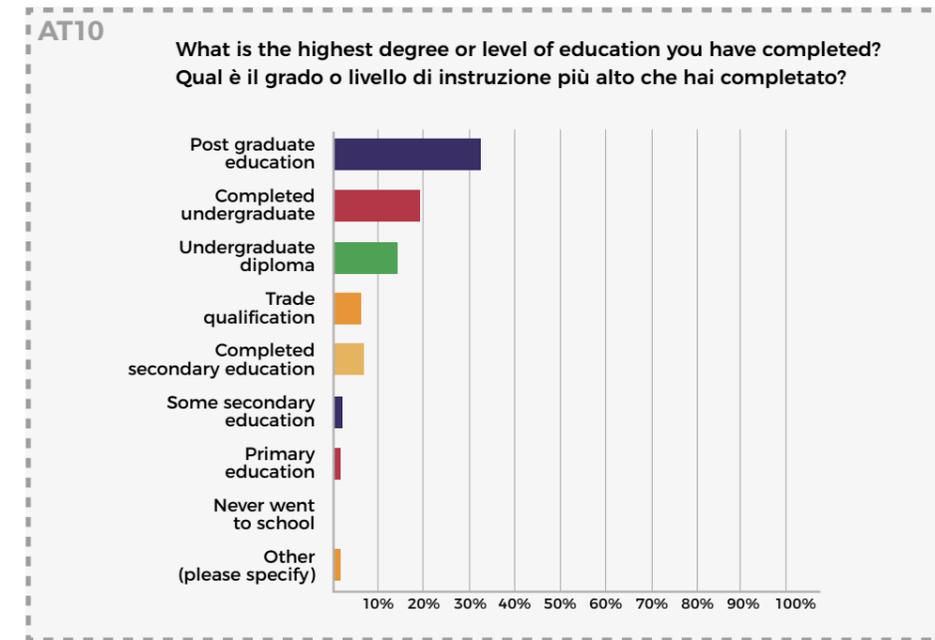
The registration take-up for the 2024 Winter World Masters Games was impacted by a number of issues which resulted in changes to the planned programme:

- the spread of venues and large distances making it difficult for participants to participate in several sports or socialise with athletes from other venues
- the Italian requirement for participants to have medical certificates



Consistent with other Masters Games, the majority of participants came from a highly-educated background.

Their motivation for participation was varied, but heavily influenced by the desire for social interaction and interest in travel and tourism, as shown in the graph below.





APRICA

- Alpine Skiing (Super Giant Slalom) – 455 participants
- Ski Mountaineering (Ski by Night) – 85 participants

Aprica is in the Orobie Alps, 1180 metres above sea level, in the north of Lombardy. Situated between the provinces of Sondrio and Brescia.

The modern ski complex has 50km of downhill slopes, equipped with snow-making facilities, and served by 16 lifts. The 20 runs are suitable both for beginners ("Campetti", right in town, is the perfect place to learn to ski), and skilled skiers that can enjoy runs coming down from 2300m through panoramic slopes or luxuriant woods, reaching the village. In the past, international competitions were held on the slope "Benedetti", where the WWMG SuperG athletes raced.

In the last few years, the thing Aprica has become famous for is the 'Superpanoramica', the longest floodlit slope in Europe with its 6km. At different nights, it's open for skiing and for ski-mountaineering or snowshoes. WWMG night ski-mountaineering competition was run on this breath-taking slope.

| Reference code | AT20 | AT21 |
|--------------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Alpine Skiing | 13 | € 172 |
| Ski Mountaineering | 6 | € 172 |

Origin of participants

| COUNTRY | ALP | MTN |
|-------------|-----|-----|
| ITALY | 43% | 48% |
| CANADA | 8% | 1% |
| AUSTRIA | 6% | 3% |
| SPAIN | 5% | 3% |
| SWITZERLAND | 4% | 5% |
| USA | 4% | 6% |
| FINLAND | 4% | |
| POLAND | 3% | 8% |
| JAPAN | 3% | |
| FRANCE | 3% | 14% |
| CZECH | 3% | 1% |



Winter World Masters Games 2024

11 gennaio SONDRIO
CERIMONIA DI APERTURA dalle ore 17,00 - Piazza Garibaldi

da sabato 13 a sabato 20 gennaio APRICA
WINTER MASTER GAMES VILLAGE dalle ore 13,30 alle ore 18,30 Piazza delle sei contrade

PROGRAMMA ATTIVITÀ

- **Giovedì 18 gennaio** ore 16,00 WINTER WORLD PARTY con la voce di Malaika e la chitarra di Giulio Maceroni Piazza delle sei contrade
- **Venerdì 19 gennaio** ore 16,00 WINTER LIVE IN APRICA SONIK DJ in concerto

PROGRAMMA PREMIAZIONI

- **Ore 15,00 - Winner plaza** Piazza delle sei contrade Tutti i pomeriggi dopo le gare

PROGRAMMA GARE

| SPORT | VENERDI 12 | SABATO 13 | DOMENICA 14 | LUNEDI 15 | MARTEDI 16 | MERCOLEDI 17 | GIOVEDI 18 | VENERDI 19 | SABATO 20 |
|---------------|------------|-----------|-------------|----------------------|-------------------|--------------|----------------|----------------|-----------|
| SUPER G | | | | SUPER G PROVE LIBERE | SUPER G CAT. C | | SUPER G CAT. A | SUPER G CAT. B | |
| SCI ALPINISMO | | | | | APRICA BY NIGHT | | | | |
| LOCALITÀ | | | | PALABIONE | SUPER G PALABIONE | | PALABIONE | PALABIONE | |

[Click here to watch video highlights of Day 7 \(including Ski by Night\)](#)



PONTE DI LEGNO-TONALE

- Alpine Skiing (Giant Slalom, Slalom) – 512 participants
- Ski Mountaineering (Vertical, Individual) – 128 participants
- Snow Running – 46 participants

Ponte di Legno-Tonale is in the Camonica Valley, 1260 metres above sea level in the north of Lombardy in the province of Brescia.

It is one of the most noted destinations for Alpine skiing enthusiasts, a favourite spot for lovers of the mountains who want to enjoy their magic in full measure throughout the seasons. Thanks to the Presena glacier (max 3,000 metres) within the Ponte di Legno-Tonale ski area straddling Lombardy's Valle Camonica and Trentino's Val di Sole, you can ski from autumn to spring.

The medals ceremonies for all the sports staged at Ponte di Legno-Tonale took place on stage at the Master outdoor Village in main square of Piazza XXVII Settembre.

| Reference code | AT20 | AT21 |
|--------------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Alpine Skiing | 13 | € 172 |
| Ski Mountaineering | 6 | € 172 |

Origin of participants

| COUNTRY | ALP | MTN | RUN |
|-------------|-----|-----|-----|
| ITALY | 43% | 48% | 50% |
| CANADA | 8% | 1% | 9% |
| AUSTRIA | 6% | 3% | 1% |
| SPAIN | 5% | 3% | |
| SWITZERLAND | 4% | 5% | |
| USA | 4% | 6% | |
| FINLAND | 4% | | |
| POLAND | 3% | 8% | |
| JAPAN | 3% | | 2% |
| FRANCE | 3% | 14% | 4% |
| CZECH | 3% | 1% | |
| INDIA | | | 7% |



[Click here to watch video highlights of Day 2 \(including Snow Running\)](#)

11-21 gennaio

Winter World Masters Games 2024

ENJOY YOUR PASSION

PONTE DI LEGNO PIAZZA XXVII SETTEMBRE | 17:00-19:30 / 5:00PM-7:30PM

VEN/FRI 12
Intrattenimento con DJ SET
DJ SET entertainment
Premiazioni sci alpinismo / Ski mountaineering award ceremony

SAB/SAT 13
Spettacolo di benvenuto con BRIANZA PARADE BAND
Welcome show with BRIANZA PARADE BAND
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - Apres Ski folk with "Fisama"
19:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks
Premiazioni snow running award ceremony

DOM/SUN 14
Animazione DJ SET
DJ SET entertainment
Premiazioni sci alpinismo / Ski mountaineering award ceremony

LUN/MON 15
LED Fluo Party: animazione, gadget, led ed effetti speciali
LED Fluo Party: entertainment, gadgets, leds and special effects
Premiazioni snow running award ceremony

MAR/TUE 16
Animazione con DJ SET e talk con ARMEN KHATCHIKIAN di Huskyland
DJ SET entertainment and talk with ARMEN KHATCHIKIAN of Huskyland
Premiazioni sci alpino / Alpine skiing award ceremony

MER/WED 17
"La grande notte del Rock&Roll" con Luca Guaraldi e la sua band
"The big night of Rock&Roll" with Luca Guaraldi and his band
19:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks
Premiazioni sci alpino / Alpine skiing award ceremony

GIO/THU 18
Animazione con DJ SET e transito delle auto storiche della WINTER MARATHON
DJ SET entertainment and transit of WINTER MARATHON historical cars
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - "Il mio canto libero" Lucio Battisti Tribute
Premiazioni sci alpino / Alpine skiing award ceremony

VEN/FRI 19
Musica live 80 VOGLIA DI 90 2000
Live music: 80 VOGLIA DI 90 2000
Premiazioni sci alpino / Alpine skiing award ceremony

SAB/SAT 20
WINTER WORLD MASTER GAMES PARTY animazione e DJ SET
WINTER WORLD MASTER GAMES PARTY animation and DJ SET
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - Italian Underground
19:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks



BORMIO

- Figure Skating – 606 participants
- Short Track – 120 participants

Bormio (1225 metres above sea level), also called the 'Magnifica Terra', owes its fortune to its geographical position, a strategic corridor for transalpine communications.

Bormio, located at the very heart of the Stelvio National Park, is recognised by mountain enthusiasts for its legendary slopes, outdoor activities in intimate contact with nature, the ancient thermal springs accessible the whole year round, but also for the beauty and attractions of the historic centre characterised by churches, ancient mansions and museums. Bormio is also host to the ski mountaineering and men's alpine skiing competitions at at the 2026 Winter Olympic Games.

For the Winter World Masters Games the competition venue, which also hosted the Master House, was the Bormio Ghiaccio Ice Stadium, the federal training centre for the Italian Ice Sports Federation (FISG).

| Reference code | AT20 | AT21 |
|----------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Figure Skating | 13 | € 131 |
| Short Track | 6 | € 120 |

Origin of participants

| COUNTRY | ALP | MTN |
|-------------|-----|-----|
| CANADA | 19% | 15% |
| ITALY | 13% | 7% |
| FINLAND | 11% | |
| AUSTRALIA | 8% | 8% |
| USA | 8% | 5% |
| GERMANY | 6% | 5% |
| UK | 5% | 3% |
| MEXICO | 5% | |
| HONG KONG | 4% | |
| SWITZERLAND | 4% | 8% |
| CZECH | 3% | |
| NETHERLANDS | | 12% |
| FRANCE | 2% | 11% |



[Click here to watch video highlights of Day 4 \(including Figure Skating\)](#)

Bormio side events

- January 12th –18th** Christmas Market
- January 13th** Short Track Dinner
- January 14th** Athletes Parade for farewell Ceremony for Short Track Athletes and for Welcome Ceremony for Figure Skating Athletes with live music and DJ set
- January 17th** guided tour at the distillery of Braulio, a tipycal herbs liqueur of Bormio
- January 18th** City guided tour
- January 19th** Figure Skating Dinner





CHIAVENNA

• Ice Hockey – 185 participants

The centre for the ice hockey competitions was the Palazzo del Ghiaccio in Chiavenna, set at the heart of the Rhaetian Alps.

Recognised for its artistic and cultural beauty, gastronomic traditions and 'slow living', Chiavenna was awarded the Orange Flag by the Italian Touring Club. The historic centre dates back to the 16th century and includes the famous 'crotti': small caverns created by landslides over the centuries through which air currents known as 'sorel' breeze, making them ideal for the storage of cold cured meats and cheeses.

During the Winter World Masters Games competitions were staged for teams of over 30s, over 50s and over 60s for men, and over 30s and over 40s for women. During the event Chiavenna also hosted a series of additional activities for visiting participants, including live music entertainment on stage at Piazza Bertacchi.

Origin of participants

| COUNTRY | IH |
|-----------|-----|
| CANADA | 29% |
| USA | 16% |
| ITALY | 11% |
| MONGOLIA | 11% |
| UK | 9% |
| CZECH | 8% |
| ROMANIA | 7% |
| AUSTRALIA | 4% |

[Click here to watch video highlights of Day 3 \(including Ice Hockey\)](#)

| Reference code | AT20 | AT21 |
|----------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Ice Hockey | 10 | € 88 |



Chiavenna JANUARY 2024

| | | | |
|---|---|--|---|
| <p>THURSDAY 11th OPENING CERIMONY in SONDRIO <small>(Shuttle from Madesimo/Sondrio)</small></p> | <p>SATURDAY 13th From 2 to 4 pm PALAZZO VEREMATE FRANCHI GUIDED TOUR & TYPICAL CROTTO TASTING Meeting point at Master Village in Piazza Bertacchi at 2 o'clock. Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 12th o'clock. Price per person €12 (Max 20 persons)</p> | <p>SUNDAY 14th From 5 to 7 pm LIVE MUSIC ENTERTAINMENT Master Village in Piazza Bertacchi VIN BRULÉ/TEA FREE FOR ATHLETES (get your free drink pass at the Master Village)</p> | <p>MONDAY 15th H 10 am CHIAVENNA SIGHTSEEING TOUR (90 minutes with Marta) Meeting point at Master Village in Piazza Bertacchi Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Free (Max 25 persons)</p> |
| <p>TUESDAY 16th H 2 pm CHIAVENNA SIGHTSEEING TOUR (90 minutes with Deborah) Meeting point at Master Village in Piazza Bertacchi Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Free (Max 25 persons)</p> | <p>WEDNESDAY 17th From 4 to 6 pm WINE TASTING IN PIANAZZOLA WITH PANORAMIC VIEW Hermas Wines, 3 types of wines with typical food. Shuttle meeting point at Master Village Piazza Bertacchi at 3:45 pm. Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Price per person € 45 (Max 20 persons)</p> | <p>THURSDAY 18th H 2 pm CHIAVENNA SIGHTSEEING TOUR (90 minutes with Deborah) Meeting point at Master Village in Piazza Bertacchi Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Free (Max 25 persons)</p> | <p>FRIDAY 19th H 10 am CHIAVENNA SIGHTSEEING TOUR (90 minutes with Marta) Meeting point at Master Village in Piazza Bertacchi Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Free (Max 25 persons)</p> |
| <p>From 4 to 6 pm WINE TASTING WITH PANORAMIC VIEW Hermas Wines, 3 types of wines with typical food. Shuttle meeting point at Master Village Piazza Bertacchi at 3:45 pm. Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Price per person € 45 (Max 20 persons)</p> | <p>SATURDAY 20th H 6 to 7:30 pm CROTTO EXPERIENCE Typical Wine and food tasting in a typical natural cave, special evening to know and live the typical Chiavenna traditions. Crotto Nivalis in Viale Pratogiano. Coral entertainment with Coro Nivalis. Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock. Price per person € 15 (Max 20 persons)</p> | <p>From 5 to 7 pm LIVE MUSIC ENTERTAINMENT Master Village in Piazza Bertacchi VIN BRULÉ/TEA FREE FOR ATHLETES (get your free drink pass at the Master Village)</p> | <p>SUNDAY 21st CLOSING CERIMONY <small>(Shuttle from Madesimo)</small></p> |



MADESIMO

• Curling – 60 participants

Madesimo, one of the most celebrated ski areas in the Alpine panorama hosted the curling competitions at the newly-renovated Palazzo del Ghiaccio.

Madesimo is located in Valchiavenna and offers endless opportunities for lovers of outdoor mountain activities and excellent food and wine.

Four sheets of ice were installed in the ice arena for the period of the Winter World Masters Games, which staged competitions for Mixed and Mixed Doubles teams.

During the period of the event Madesimo offered hospitality to the visiting participants, including a Gala Dinner at a mountain restaurant for 110 guests, and a separate evening of live music in the town square.

Origin of participants

| COUNTRY | CUR |
|-------------|-----|
| USA | 27% |
| SWITZERLAND | 17% |
| CANADA | 13% |
| HUNGARY | 8% |
| AUSTRALIA | 7% |
| SLOVENIA | 5% |
| ITALY | 3% |
| LATVIA | 3% |
| UK | 3% |

[Click here to watch video highlights of Day 10 \(including Curling\)](#)

| Reference code | AT20 | AT21 |
|----------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Curling | 13 | € 93 |





VERMIGLIO & PELLIZZANO, Trentino

- Biathlon – 218 participants
- Cross Country – 319 participants

Vermiglio sits on the slopes of Monte Boai: made up of the three historic villages Flaviano, Cortina and Pizzano. Over the years it has become one of the capitals of cross-country skiing in Italy and has hosted numerous national and international competitive events.

Home to two hugely-popular and spectacular races within the prestigious cyclo-cross World Cup on snow, Vermiglio is also a paradise for Alpine skiing thanks to the nearby Ponte di Legno-Tonale ski area which touches 3,000 metres in parts with 100 km of slopes and 28 ski-lifts.

Together, Vermiglio and Pellizzano hosted a programme of activities for visiting participants including awards ceremonies, night skiing and live music entertainment.

Origin of participants

| COUNTRY | CC | BI |
|-----------|-----|-----|
| ITALY | 25% | 4% |
| FRANCE | 15% | 9% |
| GERMANY | 9% | 7% |
| NORWAY | 5% | 5% |
| USA | 5% | 18% |
| CZECH | 5% | 12% |
| FINLAND | 4% | 14% |
| SLOVAKIA | 4% | 5% |
| ESTONIA | 2% | 5% |
| CANADA | 1% | 8% |
| LITHUANIA | | 8% |

NOTES

Unfortunately the ski jumping and nordic combined events due to be held in Pellizzano had to be cancelled due to low registration numbers.



Vermiglio & Pellizzano side events

January 12th –15th
Master House, Vermiglio

January 17th
Medal Ceremonies, Pellizzano

January 21st
Closing Party, Pellizzano



| Reference code | AT20 | AT21 |
|----------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Biathlon | 9 | € 119 |
| Cross Country | 9 | € 105 |

[Click here to watch video highlights of Day 9 \(including Cross Country\)](#)



SONDRIO

• Welcome Ceremony – est 1,000 attendees

Sondrio, as the gateway to Valmalenco, hosted the opening ceremony of WWMG Lombardia 2024. Visiting participants we brought in by bus from the different competition venues and participated in a Parade through the city ending at the Piazza Garibaldi where the ceremony was held, followed by an ice dance performance by a pair of young athletes from the National Figure Skating Team.

[Click here to watch video highlights of the Opening Ceremony](#)



BASELGA DI PINE

• Speed Skating – 157 participants (moved from Chiesa in Valmalenco)

Unfortunately, due to adverse weather conditions at the venue in Chiesa in Valmalenco, the ski orienteering competition had to be cancelled and the speed skating competition moved to the Olympic sized rink at the Piné Ice Stadium in Baselga di Piné, Trentino.

Origin of participants

| COUNTRY | SS |
|-------------|-----|
| NETHERLANDS | 43% |
| NORWAY | 14% |
| GERMANY | 12% |
| CANADA | 8% |
| JAPAN | 5% |
| ITALY | 4% |
| MONGOLIA | 4% |
| AUSTRALIA | 3% |
| SWITZERLAND | 2% |

| Reference code | AT20 | AT21 |
|----------------|---------------------|-----------------------------------|
| Sport | Average trip length | Total av spend per person per day |
| Speed Skating | 13 | € 78 |





VISITOR EXPENDITURE



86%

from outside the Lombardy region

€5.7m

total direct economic benefit

The WWMG 2024 attracted participants from other places in Italy and from across the globe to the region of Lombardy. These participants travelled in groups or accompanied by at least one other person.

The money spent by these participants who live outside the host economy and their travelling companions on accommodation, food and beverage, transportation, other touristic attractions, and retail in the region of Lombardy was a key contributor to the total direct economic impact of the event.

| IMGA IMPACT MANUAL KPI | Reference Code |
|---|----------------|
| 5,000 estimated total event attendance | AT13 |
| 1 average no. of accompanying people travelling per participant | AT16 |
| 3,690 total visitors from outside Lombardy staying in paid accommodation | AT18 |
| 10 days average length of stay | AT20 |
| 36,515 est bed nights in paid accommodation | AT22 |



Contributing towards UN SDG target 8.9 - promote sustainable tourism & create jobs



ECONOMY

The 'economic impact' of the WWMG 2024 refers to the net amount of additional money spent in the host economy as a result of staging the event.

WWMG 2024 created a positive impact on the Lombardy region as a result of spending by visiting attendees, and also additional expenditure necessary for staging the event made with local suppliers.



VISITOR EXPENDITURE

Detailed analysis of spending by visiting participants and accompanying guests resulted in a calculation of total visitor expenditure of €4.89 million.

AT20 Average visitor trip spend and length of stay by nation (per person)

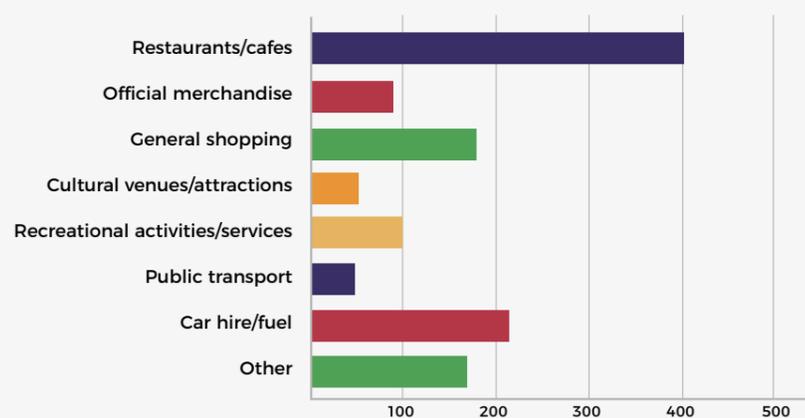
| | Participants | Total trip spend | Av. trip length |
|---------------------------|--------------|------------------|-----------------|
| Overall (visitors) | 1,863 | € 1,225 | 9.5 |
| Italy (exc Lombardy) | 158 | € 589 | 6 |
| Canada | 297 | € 2,102 | 13 |
| USA | 187 | € 1,753 | 10 |
| Finland | 132 | € 780 | 8 |
| Germany | 124 | € 747 | 7.5 |
| France | 120 | € 421 | 7 |
| Australia | 99 | € 3,347 | 17 |
| Switzerland | 93 | € 667 | 6 |
| Netherlands | 83 | € 812 | 9.5 |
| Czech | 81 | € 441 | 8 |
| United Kingdom | 66 | € 1,184 | 8.5 |
| Norway | 61 | € 893 | 10 |
| Mexico | 42 | € 1,885 | 11.5 |

AT19 Average accommodation cost per night (split by rating)

| | | Av. trip length | Av. spend per person day |
|-------------------|-----|-----------------|--------------------------|
| AirBnB or similar | 36% | 9.7 | € 47.59 |
| Bed & Breakfast | 9% | 8.2 | € 59.90 |
| Hotel 3* or below | 17% | 8.3 | € 94.17 |
| Hotel 4* or above | 26% | 7.8 | € 69.03 |
| Other | 12% | 8.0 | € 48.07 |

Many participants stayed at more than one place. 43% of participants extended their stay before and/or after the period of their competition.

To the nearest Euro, not including accommodation of international travel, please estimate how much you spent on the following during your trip.
Escluso alloggio o viaggio, stima quanto hai speso in euro per quanto di seguito indicator durant il tuo viaggio.



ORGANISER EXPENDITURE

In addition to visitor expenditure, organiser expenditure is another key aspect of how an event contributes to its host economy.

The table below lists the amount of expenditure made in the region of Lombardy from the event budget.

For economic benefit calculations, income sourced from within the host region is discounted from this total, therefore allowing for the funding provided by the local organisations, the net additional economic benefit from organiser expenditure is estimated at €816,000.

| LOCAL EXPENDITURE | € |
|------------------------------|------------------|
| Overlay | 332,000 |
| Participant Services | 137,000 |
| Technical Staff & Volunteers | 227,000 |
| Branding & Equipment | 80,000 |
| Promotion & Communications | 220,000 |
| Events & Activation | 200,000 |
| Finance & Administration | 81,000 |
| Total | 1,277,000 |

| IMGA IMPACT MANUAL KPI | Reference Code |
|---|----------------|
| €1,302,000 overall event budget | OE2 |
| €1,277,000 spent with local suppliers | OE4 |
| 36% of budget from commercial revenue | OE5 |
| €816,000 economic impact from organiser spend | OE6 |



Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs



ORGANISER EXPENDITURE

Part of the WWMG 2024 LOC expenditure locally was invested in branding and merchandising which contributed not only to the economic impact of the event, but also to the image impact of the event.

The branding helped grow awareness of the event locally and engaged casual visitors and the merchandising also helped promote the Masters Games brand beyond the footprint of the event.





IMAGE

The 'Image' impact of the WWMG 2024 refers to the benefits derived from the media promotion of the event such the promotion of the host region to potential new visiting tourists. Each of the host destinations benefited from the media promotion of the whole event from its launch in September 2022.

DIGITAL BROADCAST

Broadcasting an event can influence the behaviour of existing, and potential future, consumers in many ways, for example to become future participants or tourists to the host destination.

WWMG 2024 curling, short track and speed skating events were broadcast through a digital streaming platform promoted via the WWMG 2024 social media channels. This service provided was provided for male and female events equally. In addition, a daily highlights video was created and shared on IMGA's Youtube channel.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| PLAN IN PLACE for digital broadcast | B1 |
| 50% percentage of live streamed content dedicated to females | B2 |



Contributing towards UN SDG target 5.1 - end all forms of discrimination against all women



PRESS

The Lombardy region is mainly recognised internationally with the Milan and Como Lake brands. As a result the 2026 Milan-Cortina Winter Olympic Games indirectly brought value to the region.

The WWMG 2024 organisers took advantage of the fact that the event happened exactly two years before the 2026 Winter Olympic Games and that there are common host destinations such as Bormio, a host venue for both events, to attract media attention and create stories.

Organisers developed a marketing plan to generate interest in participating in the event, focusing on key markets, from northern Italy to target countries in Europe including Switzerland, Austria, Germany, Scandinavian countries, Finland, Czech Republic, Poland, Belgium, Holland, and the UK.

The marketing plan included four main outlets: radio, digital media, local TV, and paid advertisement.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| PLAN IN PLACE to promote to targeted audiences | P1 |
| 120,400 unique website users | P2 |



Contributing towards UN SDG target 8.9 - promote sustainable tourism & create jobs



NOTES

- In the lead up to the opening of registrations for the event, there was a change in venue plan resulting in a wide spread in venues. This made it more difficult for potential visitors to plan a trip which involved more than just one sport.
- Once registrations were open, there was a delay before the paid marketing and communications plan was launched (14 September 2023), which may have impacted on the number of registrations in the months leading up to the event (see graph on page 14).

SOCIAL MEDIA

As part of the marketing plan in the lead up to the event the organisers used a media platform called Teads to maximise reach.

Teads provided a cross-device campaign carried out on all smart devices that surf the web (mobile, PC, tablet) to intercept the target audience everywhere it is found. For a creative format, the campaign involved the use of inRead video that was inserted into the text of online articles and activated while scrolling web pages, attracting attention without stop reading and ensuring a high level of engagement with a minimum level of invasiveness. The campaign went live on Teads' partner publications, both in Italy and abroad, covering a wide range of markets and interests for the purpose of intercepting the largest possible audience.

WWMG 2024 regularly shared content about the event and the host destinations through their own Facebook and Instagram accounts. Daily highlights videos were also produced and posted on YouTube.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| 1.6 million impressions of event-related content | SM5+8 |
| 38,000 engagements of event-related content | SM4+7 |



Contributing towards UN SDG target 8.9 - promote sustainable tourism & create jobs

Over five days immediately prior to the event the organisers hosted three social media influencers selected to share content from the region - @valentinaraso, @_lagiuditta and @fattidiviaggi. During the tour they were provided with a rich experience of the history and culture, food and wine, and the naturalistic aspect of the host localities, between them publishing 127 different Instagram stories with over 300,000 social media reach.

| Facebook | | |
|----------|---|------------------|
| SM1a | No. of social followers of the event (Facebook) | 1,768 |
| SM4a | No. of engagements of event-related content pre-event (Facebook) | 11,482 |
| SM5a | No. of impressions of event-related content pre-event (Facebook) | 1,182,355 |
| SM7a | No. of engagements of event-related content during event (Facebook) | 5,045 |
| SM8a | No. of impressions of event-related content during event (Facebook) | 149,226 |

| Instagram | | |
|-----------|--|----------------|
| SM1c | No. of social followers of the event (Instagram) | 2,273 |
| SM4c | No. of engagements of event-related content pre-event (Instagram) | 8,382 |
| SM5c | No. of impressions of event-related content pre-event (Instagram) | 194,861 |
| SM7c | No. of engagements of event-related content during event (Instagram) | 6,261 |
| SM8c | No. of impressions of event-related content during event (Instagram) | 56,248 |

| YouTube | | |
|---------|---|--------------------|
| SM1d | No. of social followers of the event (YouTube) | 729 |
| SM6d | No. of event-related posts during the event (YouTube) | 13 videos |
| SM7d | No. of engagements of event-related content (Youtube) | 6,874 views |



EVENT EXPERIENCE



67%

of participants are likely to revisit Lombardy as a result of the event

EE3

The experience and perception of participants and other visitors can influence the future behaviour and consumption of both themselves and others, underpinning positive event economic and social outcomes.

Participants responded to a survey using a standard 5-point Likert Scale of response options. The results showed a high percentage of satisfaction in most sports. Participants were also asked to rate individual elements of the event on a 5 star scale (results shown below).

The event achieved a positive Net Promoter Score, which is calculated based on participants willingness to recommend the event (NPS ranges from -100 to +100) and a high proportion of the visiting participants stating their likelihood to revisit in future.

NOTES

Insufficient snow at Vermiglio created difficulties for the organisers. The Cross Country courses had to be redesigned to have shorter loops and the Biathlon competition also suffered from poorly maintained targets and technical officials cancelling at the last minute.

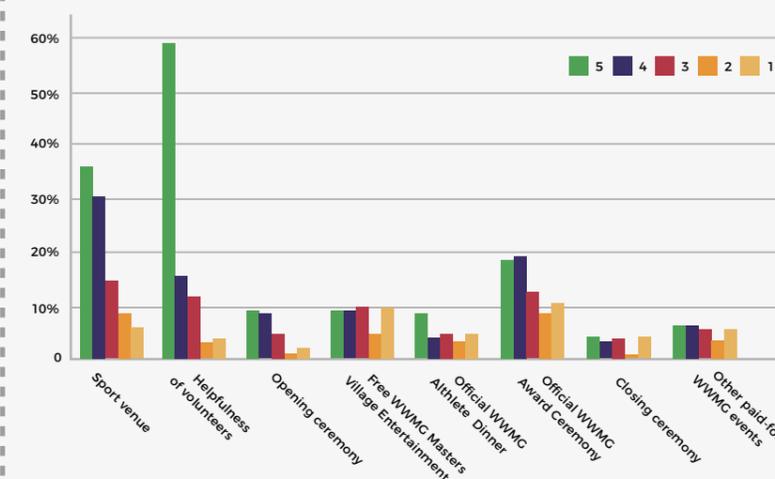
| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| 71% of participants satisfied with the event | EE1 |
| +2 Net Promoter Score of participants | EE2 |
| 67% of visitors likely to revisit in future | EE3 |



Contributing towards UN SDG target 8.9 - promote sustainable tourism & create jobs

| SATISFACTION BY SPORT | |
|-----------------------|------|
| ALPINE SKIING | 65% |
| BIATHLON | 24% |
| CURLING | 100% |
| CROSS COUNTRY | 58% |
| FIGURE SKATING | 79% |
| ICE HOCKEY | 74% |
| SHORT TRACK | 95% |
| SKI MOUNTAINEERING | 67% |
| SNOW RUNNING | 90% |
| SPEED SKATING | 90% |

Based on your experience, rate each of the following on a scale of 1-5 (where 1 is poor and 5 is excellent)
 In base alla tua esperienza, valuta ciascuno dei seguenti punti su una scala da 1 a 5 (dove 1 significa scarso e 5 è eccellente)



4.3

Spectator rating of the helpfulness of volunteers (out of 5)

3.8

Spectator rating of the venues (out of 5)

3.8

Spectator rating of the Opening Ceremony (out of 5)





COMMUNITY ACTIVATION



96%

local volunteers proud

CE2c

Each venue engaged in a programme of hospitality for the athletes, to integrate them with the local towns and their residents. This included athlete parades, awards presentations, Gala Dinners, music performances and local sightseeing.

All venues had "Masters Houses" for athletes in addition to the competition venues, and there were also dedicated stages in place in the centre of Aprica, Ponte di Legno Tonale, Chiavenna and Madesimo.

The post-event surveys showed how local people were proud of hosting the event, contributing positively towards their health and wellbeing.

| LOCAL PARTICIPANT PRIDE BY VENUE | |
|----------------------------------|------|
| APRICA | 88% |
| BORMIO | 91% |
| CHIAVENNA | 100% |
| MADESIMO | 100% |
| PONTE DI LEGNO TONALE | 88% |
| VERMIGLIO | 31% |

NOTES

The result for Vermiglio was influenced by the challenges of the snow conditions. The local volunteers were required to prioritise their efforts on preparing the courses including transporting snow immediately prior to the competitions starting.



| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| PLAN IN PLACE to engage local community | CE1 |
| 71% of local participants proud of region hosting the event | CE2b |
| 96% of volunteers proud of the event | CE2c |
| 57% of local participants inspired to contribute to their local community | CE3 |
| 71% of local participants more happy | CE4 |



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion



SOCIETY

WWMG 2024 made a social impact through the engagement of local volunteers, the hosting of community activities, and the planning for equal opportunities and inclusion.

The organisers worked with host venues and regional partners to create a programme of animation and activity to encourage local communities to get involved and benefit from the event.

DIVERSITY AND INCLUSION



41%

of participants female

DI5

The WWMG 2024 was an inclusive event by nature, encouraging mature individuals of all ages to participate and offering a wide range sports and disciplines. Overall the event had a relatively high proportion of female participation, and the table below shows how this varied between sports.

In addition to the inclusive nature of the event, the event organisers also took the initiative in guaranteeing gender equality in both board representation and pay.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--------------------------------|----------------|
| 50% of organising board female | DI3 |
| 1:1 LOC gender pay ratio M:F | DI2 |
| 41% of participants female | DI5 |
| 9% of participants disabled | DI7 |



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion

| FEMALES BY SPORT | |
|--------------------|-----|
| ALPINE SKIING | 22% |
| BIATHLON | 23% |
| CURLING | 40% |
| CROSS COUNTRY | 22% |
| FIGURE SKATING | 82% |
| ICE HOCKEY | 35% |
| SHORT TRACK | 35% |
| SKI MOUNTAINEERING | 25% |
| SNOW RUNNING | 40% |
| SPEED SKATING | 30% |

| PARTICIPANTS' AGE | |
|-------------------|-----|
| 30-34 | 7% |
| 35-39 | 9% |
| 40-44 | 13% |
| 45-49 | 14% |
| 50-54 | 15% |
| 55-59 | 16% |
| 60-64 | 11% |
| 65-69 | 8% |
| 70-74 | 4% |
| 75-79 | 2% |
| 80-84 | 1% |
| 85-89 | <1% |



VOLUNTEERS



262

volunteers

V2

Volunteers are key to the success of any major sporting event.

Working in partnership with each host destination within the host region, the organisers recruited and trained 262 volunteers of all ages who, after the event, reported that they were highly satisfied with their experience.

As only a small percentage of the volunteers (11%) were from outside the host region of Lombardy, most of the skills and experience developed remained in the host region contributing to the social impact of the event.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| 262 VOLUNTEERS 32% female 14% disabled 29% under 35 | V2/3 |
| 98% satisfied with their experience | V4 |
| 82% inspired to volunteer locally after the event | V5 |
| 22 HOURS volunteering per person | V6 |



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion

| ORIGIN OF VOLUNTEERS | |
|----------------------|-----|
| LOCAL TOWN | 67% |
| REST OF LOMBARDY | 22% |
| REST OF ITALY | 5% |
| OUTSIDE ITALY | 6% |

| VOLUNTEERS BY AGE | |
|-------------------|-----|
| UNDER 25 | 10% |
| 25-34 | 19% |
| 35-44 | 29% |
| 45-54 | 15% |
| 55-64 | 23% |
| OVER 65 | 4% |



SKILLS



41%

of volunteers gained new skills and opportunities

AT16

In addition to short-term satisfaction and well-being, volunteering can help people develop skills which can enable them find work or improve their career prospects.

WWMG 2024 were trained by the LOC at the specific host destinations and the majority reported to have gained new skills and opportunities through their experience in the event.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| 17 of organising committee staff (hired) | SK1a |
| IN PLACE public commitment to labor rights | SK2 |
| 68% of volunteers gained new skills & opportunities | SK3 |



Contributing towards UN SDG target 10.2 - promote social, economic and political inclusion





SPORT DEVELOPMENT

Each sport hosted at the Winter World Masters Games was organised in collaboration with local and national sports organisations. As well as benefiting from the technical expertise, the event enabled these organisations and individuals to gain experience of staging an international event.

Of the 100 technical officials, one third of them were based in Lombardy, providing increased skills and capability for the region, with the majority of the remaining officials from elsewhere in Italy.

| IMGA IMPACT MANUAL KPI | Reference Code |
|---|----------------|
| PLAN IN PLACE to increase capacity of local sport organisations | SD1 |
| 33% of technical officials from local region | SD6 |



Contributing towards UN SDG target 17.17 – promote civil society partnerships

| LOCAL/NATIONAL SPORTS ORGANISATIONS INVOLVED | |
|--|---|
| CURLING | ASD CLUB DEL GHIACCIO |
| CROSS COUNTRY | SCI FONDO VAI DI SOLE |
| FIGURE SKATING | FISG |
| ICE HOCKEY | CHIAVENNESE POLISPORTIVA |
| SHORT TRACK | BORMIO GHIACCIO |
| SKI MOUNTAINEERING | FISI, ADAMELLO SKI TEAM |
| SPEED SKATING | CIRCOLO PATTINATORI PINE, FISG, ASSOKRONOS TRENTO |

SPORT

WWMG 2024 made a social impact through the engagement of local volunteers, the hosting of community activities, and the planning for equal opportunities and inclusion.

The organisers worked with host venues and regional partners to create a programme of animation and activity to encourage local communities to get involved and benefit from the event.



SPORT PARTICIPATION



62%

of participants inspired to do more physical activity as a result of the event

SP2

In addition to the activities put in place at the Masters Houses and Masters Villages, venues also promoted involvement in sport and physical activity by encouraged the participation of local schools during the event.

Most of this engagement involved schools visiting the venues, however in Bormio there was a dedicated education session involving the International Masters Games Association President, former Olympic Champion and UNESCO Ambassador, Sergey Bubka.

The post-event survey showed that the majority of participants were inspired to do more sport and physical activity as a result of their participation, and the commitment to the training required to compete at the Masters Games provides the platform for ongoing health and wellbeing.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| PLAN IN PLACE to promote sport & physical activity to targeted audiences | SP1 |
| 62% participants intending to do more regular exercise | SP2 |



Contributing towards UN SDG target 3.4 - promote mental health & well-being



Incontri da campioni
A TU PER TU CON Sergej Bubka

Incontro con il campione
Nonni e nipoti si raccontano
Laboratorio creativo (max 15 partecipanti - dai 7 anni)

VENERDÌ 12 GENNAIO | ORE 16-30

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INFO E CONTATTI
Biblioteca di Bormio
biblioteca@comune.bormio.it

Bormio.eu
#bormio_laurum
#wintermasters24

BiAV BORMIO bormio





ENVIRONMENT

Even though the use of resources for event delivery often generates a negative environmental impact, events can also serve as platforms to promote best practice and standards such as waste recycling, which may be adopted more widely by individuals and organisations after the event.

Environmental sustainability is one of the most important matters for mountain resorts. Therefore WWMG 2024 organisers made a commitment to ensuring the sustainability of the competitions, paying special attention to every part of the event.

ENVIRONMENTAL PROMOTION

The WWMG2024 organisers implemented strategies to reduce waste, carbon emissions and the overall the environmental impact of the event set up and promotion. These strategies were proactively communicated with participants and included:

Limited use of printed materials

The print types were printed entirely on certified virgin fibre paper (FSC or PEFC certificate or Ecolabel).

Digital advertising options were used (e.g. homepage, newsletter, email, social networks) and the application was exclusively digital (complete waiver of printed matter). The number of pages of the printed matter was limited to what is necessary and the printed materials (flyers, programs, posters) were distributed in a targeted manner.

The documents for the visitors were made available mostly in digital form, they were not printed out. Advertising materials (e.g. banners, flags, roll-ups) were reused from previous events.

The press documents were made available digitally and were not printed out. The documents for the press and/or visitors were printed on both sides on recycled paper, the number of colour prints was reduced.

Sustainable and reusable products

PVC-free material was used for new signs, banners and roll-up.

Reusable or large containers (e.g. reusable crates and containers, barrels, bulk packs) were predominantly used for the products and their transport.

| IMGA IMPACT MANUAL KPI | Reference Code |
|---|----------------|
| PLAN IN PLACE Public commitment to environmental policies | EP1 |
| 32% inspired to be more environmentally responsible | EP4 |



Contributing towards UN SDG target 13.2 – integrate climate change measures



> **YOU CAN HELP!** Use public transport to get around.
We do our best to use as little water as possible. Lombardy's drinking water is of outstanding quality and comes straight from the mountains.

> **YOU CAN HELP!** Use the water bottle we provided in the welcome kit and drink tap water instead of mineral water from plastic bottles.
We are able to save tonnes of waste thanks to reusable plates, dishes, etc. Any rubbish which cannot be avoided is separated and recycled.

All documents are available in digital form and can be downloaded from our website: www.lombardia2024.it
> **YOU CAN HELP!** Please only print documents that you really need.

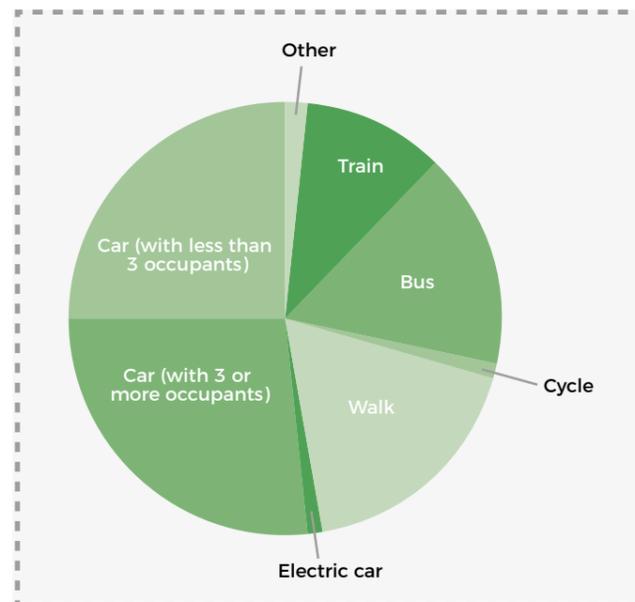
TRANSPORT

Public Transportation

The individual event locations were all easily reached by shuttle bus or on foot or by cable car.

Where necessary there were shuttles which brought the athletes, guests and officials to the event locations, such as the Opening Ceremony, and picked them up again from there.

| PARTICIPANT TRANSPORT USE DURING THE EVENT | |
|--|-----|
| TRAIN | 9% |
| BUS | 17% |
| WALK or CYCLE | 17% |
| ELECTRIC CAR | 1% |
| CAR (3 OR MORE OCCUPANTS) | 29% |
| CAR (LESS THAN 3 OCCUPANTS) | 25% |
| OTHER | 2% |



| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| 73% of participants used sustainable transport (inc car share) | T2 |



Contributing towards UN SDG target 12.8 – awareness for lifestyles in harmony with nature



WASTE

Penalties were set for competitors if they left waste during competition (rules). Volunteers and members of the organization were provided with waste collection bags and the public were concentrated to prevent the dispersion of people around the circuit.

The use of fungible material was limited to that which was strictly necessary.

Athlete materials

The name tags and lanyards used by participants and organisers were collected and reused at the end of the event.

The gadgets for participants and the prizes were services or gifts from regional production and/or from environmentally friendly or natural materials.

Decoration and signage

Proper anchorage of signs and banners were ensured to prevent dispersal in strong winds. The decoration materials were compostable or recyclable. Ties and flanges were coloured to stop them from getting lost in the snow. Organic based dye in alternative to the chemical aniline will be used for course marking.

Safety

The amount of explosives used for security reasons, i.e. to prevent avalanches, was rationalised and the number of detonations was limited to those that are strictly necessary. Cleaning of waste was set up from explosions.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--------------------------------|----------------|
| IN PLACE Waste management plan | W1 |



Contributing towards UN SDG target 12.5 – reduce waste generation





LANDSCAPE & BIODIVERSITY

The impact of the event was localised with short-term effects.

The local high mountains are habitats of many wild animals such as deer and white partridge, that have been stabilized in all the forests around the slopes for many years.

Event Venues

Superstructures and equipment (e.g. bar, tables, tents, stage) were reused from previous events or recycled.

Those responsible at the event location were informed of the measures in the areas of water consumption, hygiene and cleaning and asked to implement the measures.

The competitions were scheduled on existing ski runs, or in the areas nearby. Therefore, the effects on physical and biological environment were low since because the areas were already anthropized.

| IMGA IMPACT MANUAL KPI | Reference Code |
|--|----------------|
| IN PLACE Landscape and biodiversity plan | LB1 |



Contributing towards UN SDG target 12.8 - awareness for lifestyles in harmony with nature

ENERGY

Energy management

Those responsible at the event location were made aware of the energy measures and asked to implement them. The amount of lighting was reduced to a minimum. The devices, lighting, etc. remained switched on only as long as necessary. In the event area, energy-saving lamps (e.g. LED lamps) were predominantly used. The electrical devices used were energy-efficient (e.g. energy efficiency class A). In most of the event areas and venues, the energy used for heating and/or cooling came from renewable sources (e.g. wood and geothermal energy). The energy used to heat the water came from renewable sources. Power was supplied from the public grid (not from diesel or petrol generators). Event rooms were heated to a maximum of 20°C and the heating temperature was lowered at night. Drones were used for videography rather than helicopters to reduce carbon emissions.

| IMGA IMPACT MANUAL KPI | Reference Code |
|---|----------------|
| IN PLACE Energy management plan | E1 |



Contributing towards UN SDG target 12.5 - reduce waste generation



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