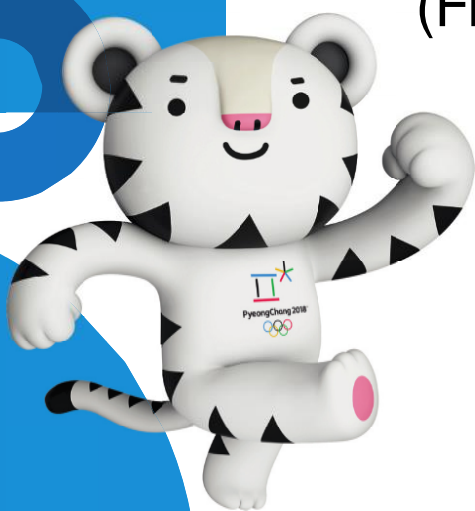


**Pilot study
of the Olympic Festivals 2018**
in Brno and Ostrava
(the Czech Republic),
Rogla
(Slovenia)
and Grenoble
(France)



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Executive summary

This report provides an analysis and evaluation of four Olympic Festivals in the Czech Republic (Brno and Ostrava), Slovenia (Rogla) and France (Grenoble). The analysis combines qualitative and quantitative methodologies. Firstly, it presents data from the pilot survey amongst visitors of the four festivals using a non-probability, convenience sampling method offering a preview of preferences and behaviour of a selected group of visitors. Secondly, conclusions from observations and interviews with stakeholders are introduced. Finally, outcomes of analysis are given, both specifically for single festivals and for all the three countries together.

The study finds that all the Festivals were rated as successful from the point of view of interviewed visitors and stakeholders. Although each country presented a different concept of the Olympic Festival with respect to size, the number of presented activities, budget, location or cooperation with sponsors, all these concepts attracted a considerable number of visitors meeting thus the expectation of the organisers. Families with children were the main target group and a lot of the presented activities and sports aimed at them. Families with children in fact made up a substantial part of all the visitors.

The study identifies the following good practices:

- Location of the Olympic Festival in the city centre and a close cooperation with a city or a region during the preparation of the Festivals.
- Balanced mixture of offered activities and sports comprising all the target groups and presenting widely practised sports as well as less known disciplines such as curling.
- Cooperation with schools and bringing children to the Festivals where selected activities were reserved for them.
- Focus on sustainability and conservation of the Olympic legacy through educational activities or an offer of selected sports grounds that will serve the public in future seasons.
- Involvement of volunteers in the organisation of the Festival that must be preceded by a long-term cooperation resulting in an extensive database of contacts and general know-how.
- Full support from the NOCs was confirmed as a crucial factor for a successful organisation of the Festivals.

The study identifies the following challenges:

- Overemphasis on one target group concerning the presented activities may cause inactivity of other groups.
- Dividing the Festival into separate locations (the city centre and distant ski resorts) caused several problems with transportation, the supply of equipment or ensuring proper branding on site.

- Especially when more Festivals are planned in one country, the selected locations should be evenly distributed throughout the country. In the Czech Republic, two Festivals were held in nearby regions which had a negative impact on the number of visitors from remote parts of the country.
- The opening hours of the Festivals should respect common behaviour of the main target group as well as cultural specificities of the respective country or region. As an example from the Czech Republic shows, late evening hours may leave many activities unused since families with children are already at home.
- The absence of Olympians and other well-known athletes reflects negatively on the attenders' satisfaction with the visit.
- Not having enough time for the preparation of the Festival caused serious problems with negotiations with partners, promotion of activities and general production of the event. Such problems were experienced by all the organising teams to varying extents.



1. Introduction

Introduction

In the Czech Republic, two Olympic Festivals were organised in 2018. Both were held from the 9th to the 25th of January in the second and third largest city of the Czech Republic, Brno and Ostrava. In respect to time, they copied the XXIII Olympic Winter Games and thus continued the tradition of Olympic Parks in 2014 (Sochi – Letná) and 2016 (Rio-Lipno, Ostrava, Pardubice and Plzeň).

According to the organiser, the Czech Olympic Committee (COC), the Festivals follow the idea of active support of the Czech Olympic Team by luring fans from living rooms and bars combined with the possibility to try out sporting disciplines, many of which are known only from TV.

Together with the Czech Olympic Festivals, this study presents data from two other countries that had joined the initiative and also organised the Festivals – Slovenia (Rogla) and France (Grenoble). Firstly, the report provides an evaluation of the four festivals separately for each country. Afterwards, a summary of the findings is presented. Finally, good practices, as well as challenges and opportunities for the organization of future events, are discussed.

Sources of data

The following sources of data were used throughout the study:

SURVEY

- Brno (13. – 17. 2. 2018), Ostrava (21. – 25. 2. 2018)

Visitors of the Czech editions of the Festivals were surveyed via tablet-based electronic questionnaires administered by volunteers. The number of respondents was 228.

- Rogla (17. – 25. 2. 2018)

Visitors at Rogla Festival filled in online questionnaires. The number of respondents was 33. Apart from the initial preparation, the localisation of questionnaire items and addressing respondents was done under the supervision of the Slovenian Olympic Committee.

- Grenoble (24. 2. 2018)

Visitors at Grenoble Festival were approached with paper questionnaires. The number of respondents was 40. As well as in Slovenia, the localisation of the questionnaire, modification of the items and the administration of the questionnaires were carried out by the French Olympic Committee.

OBSERVATION

- Brno, 12. 2. 2018; 18. 2. 2018
- Ostrava, 20. 2. 2018
- Rogla (Slovenia), 17. 2. 2018
- Grenoble (France), 17. 2. 2018

INTERVIEWS/COMMENTS BY STAKEHOLDERS

Czech Republic

- Representatives of the Regional Union of Ice Hockey in the South Moravian Region and a figure skating club in Brno.
- Coordinator of the volunteers in Brno
- Volunteers in Brno and Ostrava
- COC project manager
- Representatives of the City of Brno and the City of Ostrava and the Moravian-Silesian Region
- Representatives of the COC's partners: T-Mobile, Coca-Cola and the Czech Radio

Slovenia

- Slovenian Olympic Committee project manager
- Slovenian NOC's partner: SKB Banka, Unitur

France

- French Olympic Committee project managers
- Representatives of the City of Grenoble
- French NOC's partner: Club Med

Methodological note

In Rogla and Grenoble especially, the number of respondents was extremely low. As such, the data outputs cannot be considered a representative illustration of the population of visitors of the Olympic Festivals. Together with interviews and observations, the survey rather represents a pilot study that offers a remarkable preliminary insight into the organisation of the Olympic Festivals.

Except for the Slovenian survey that was administered via an online tool, the local survey coordinators were provided with a suggestion as to how to choose and address respondents. The goal was to bring the maximum possible randomness into the selection of respondents through interviewers changing their location or waiting for a specific amount of time before approaching another respondent. Still, the convenience sampling method belongs to the non-probability techniques of sampling where the instant personal decision of a respondent is crucial for his/her participation in the survey. A self-selection bias is thus potentially a serious problem for the meaning of the data. Even though the higher number of respondents in Brno and Ostrava compensates for this constraint to some extent, surveys in Grenoble and Rogla are heavily influenced by a low number of respondents. Therefore, the study presents the data gathered and submitted by local organisers from France and Slovenia but, at the same time, it must be interpreted strictly as a preview of respondents' behaviour and preferences without ambitions to give a representative notion of activities of the Festivals' respondents.

Nonetheless, the combination of quantitative and qualitative methods deployed to gather the overall data is a promising tool that may be further utilised in potential future studies of Olympic Festivals or other sporting events.



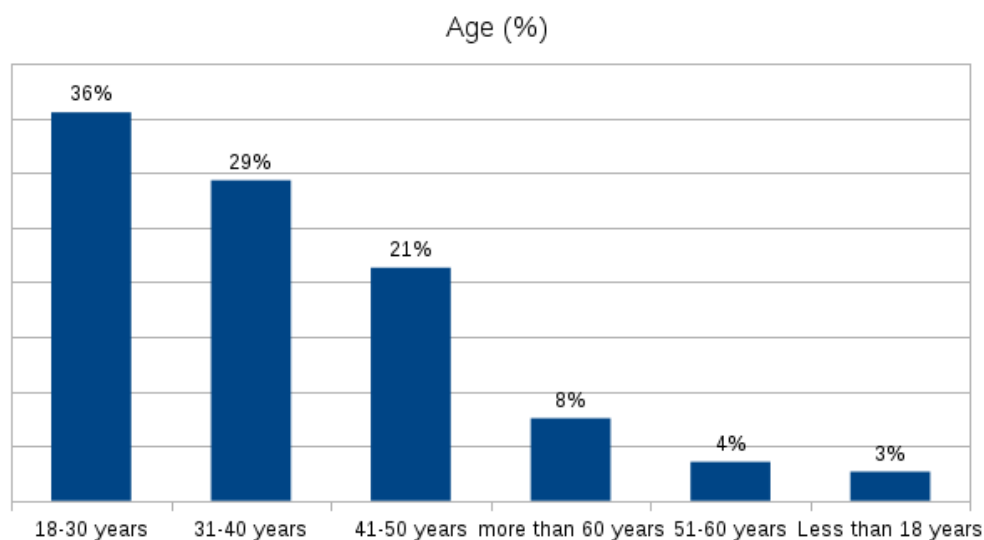
2. Brno and Ostrava

Visitors' survey

GENERAL CHARACTERISTICS

Both Olympic Festivals in the Czech Republic which were organised in Brno and Ostrava between the 9th and the 25th of January attracted more than 250.000 visitors. From this number, 228 randomly selected attenders filled in questionnaires administered by interviewers recruited from volunteers hired by the organisers. This sample was composed of 62 % of women and 38 % of men. Most of the visitors belonged to the 18 – 30 years age category (36 %) followed by the group of 31 – 40 years (29 %) and 41 – 50 years (21 %) – see Graph 1.

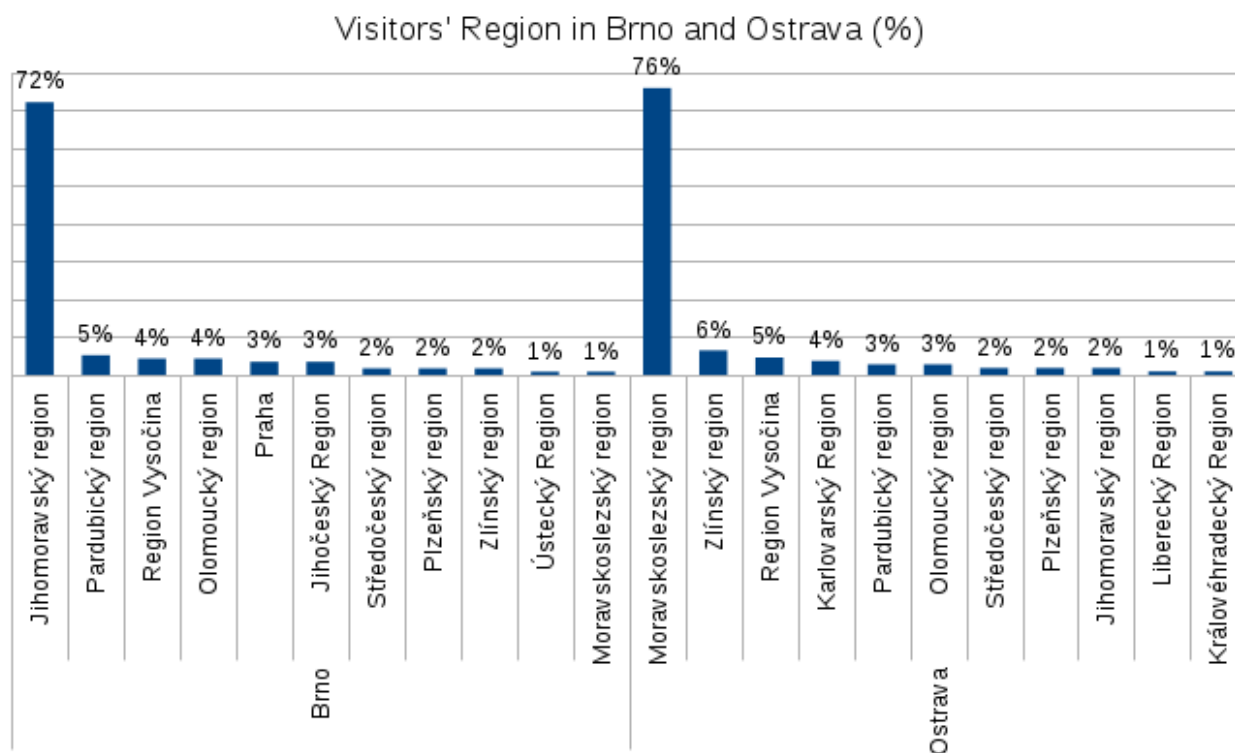
Graph 1 – Age of visitors¹



The festivals took place in two regions of the Czech Republic – South Moravian Region and Moravian-Silesian Region. Most of the visitors were recruited from these two regions equalling together to 75 % of the sum of all attenders. When divided into groups according to the location of the Festival, 72 % of Brno visitors came from the South Moravian Region and 76 % of Ostrava visitors came from the Moravian-Silesian Region (see Graph 2). If we add the bordering regions (Vysočina, Pardubice, Zlín and Olomouc Region) the cumulative percentage of all the visitors reaches 91 %. The rest was more or less equally distributed amongst the other Czech regions with a few visitors from Slovakia attending the Festival in Ostrava. Concerning the place the visitors came from, the biggest portion falls within the category of the cities with more than 100.000 inhabitants (38 %). When the visitors are split according to the Festival venue, Brno attracted almost half of all its visitors from the largest cities category. Ostrava visitors, on the other hand, were more equally distributed within the categories of more than 100.000 (29 %), 10.000 – 50.000 (26 %), 2.000 – 10.000 (17 %), with the rest sharing 14 % of visitors. We may

even interpret such data that the biggest portion of visitors in Brno was made up of Brno inhabitants whereas the visitors in Ostrava were more varied concerning the place they travelled from.

Graph 2 – Visitors by regions and location of the Festivals

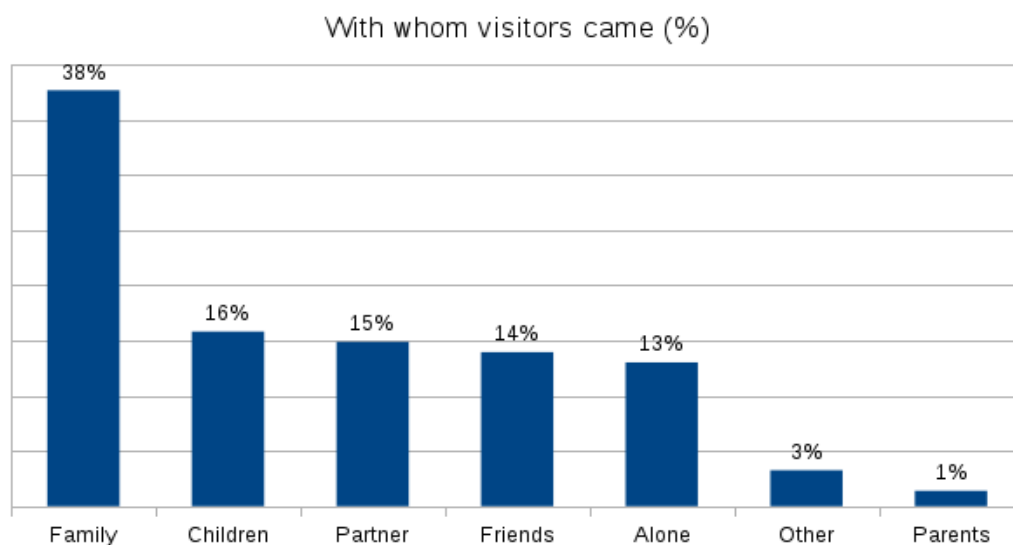


Sometimes, the total sum may not equal to 100 because of the rounding of numbers.

As regards the number of visits, more than a third of the visitors had a previous experience with the Festival (37 %). At the same time, over a half of them planned to visit the Festival at least one more time (55 %).

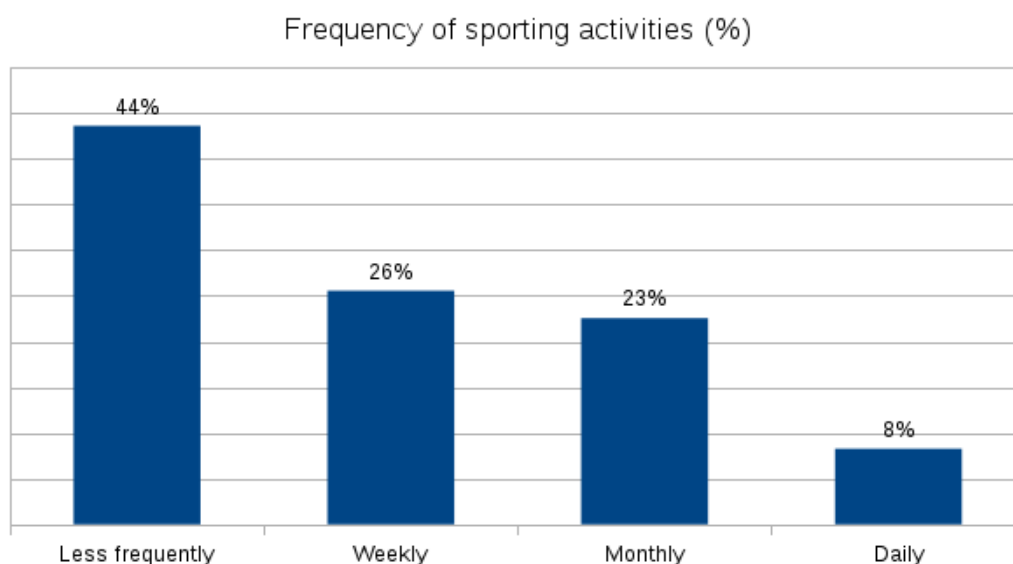
Visitors came to visit the Festivals alone only rarely (13 %). More than a half of them visited the Festival with the whole family (38 %) or with children (16 %). The rest was accompanied by friends or with a partner – see Graph 3. Within the age category, visiting with friends or partners was preferred amongst the 18 – 30 years old (48 %), while older visitors (cumulative category of 31 – 50 years old) spent their “festival time” with children or whole families (more than 70 %).

Graph 3 – Visitors and accompanying persons



Since the festivals offered a chance to actively try out many sporting disciplines, it is no wonder that a lot of visitors reported doing sport (58 %). However, only 57 % of them reported doing sport at least several times a month. The remaining 44 % practice sports less frequently – see Graph 4.

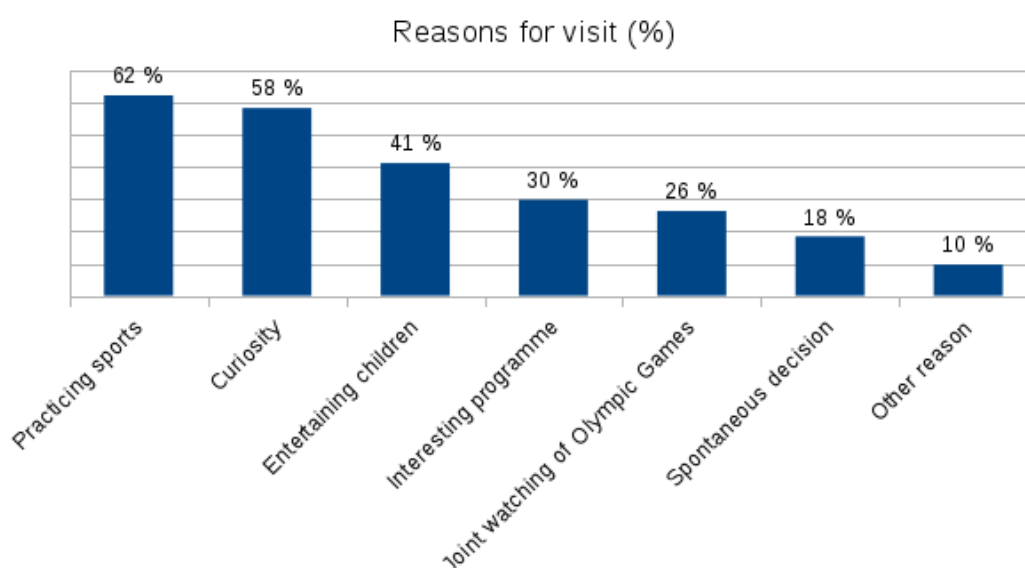
Graph 4 – Respondents who practice sports actively – frequency of sporting activities



PURPOSE OF VISIT

Amongst the reported reasons for the visit (multiple answers were possible), a possibility to do sports dominated (62 %) followed by curiosity (58 %) and a search for entertainment for children (41 %) - see Graph 5. The possibility to practice sports was also the most common main reason for attending the Festival. Simultaneously, a half of the visitors sought information about particular sports clubs while more than 80 % of them were satisfied with the nature of the clubs' presentation.

Graph 5 – Reasons for visiting the Festivals



IMPRESSIONS FROM THE OLYMPIC FESTIVALS

In order to further investigate emotions or associations connected with the Festivals, the visitors were asked to name the first idea they recalled about their visit. A quarter of the reported impressions (27 %) were somehow related to sporting activity:

- Sports, Sportsground, Glad to see these sports, Number of new sports, Medals and sports, Sport and fun, Practicing sports, Possibility to try even the less accessible sports, Fun, Sports and adrenalin.

The others were related to the Festivals' venues or to the Olympic Games and Korea:

- Brno, Ostrava, Olympics, Winter Olympic Games, Lipno, Korea, Reduced version of the Olympics, Brno Fair Grounds, North Korea.

Many interviewees mentioned particular sporting disciplines or famous athletes – Olympians and their feelings towards them:

- Ice hockey, Cheering, Ester Ledecká, Fun, Russian athletes, Winter sports, Super atmosphere, Martin Růžicka, Biathlon, Aleš Valenta, Figure skating, Golden Ledecká.

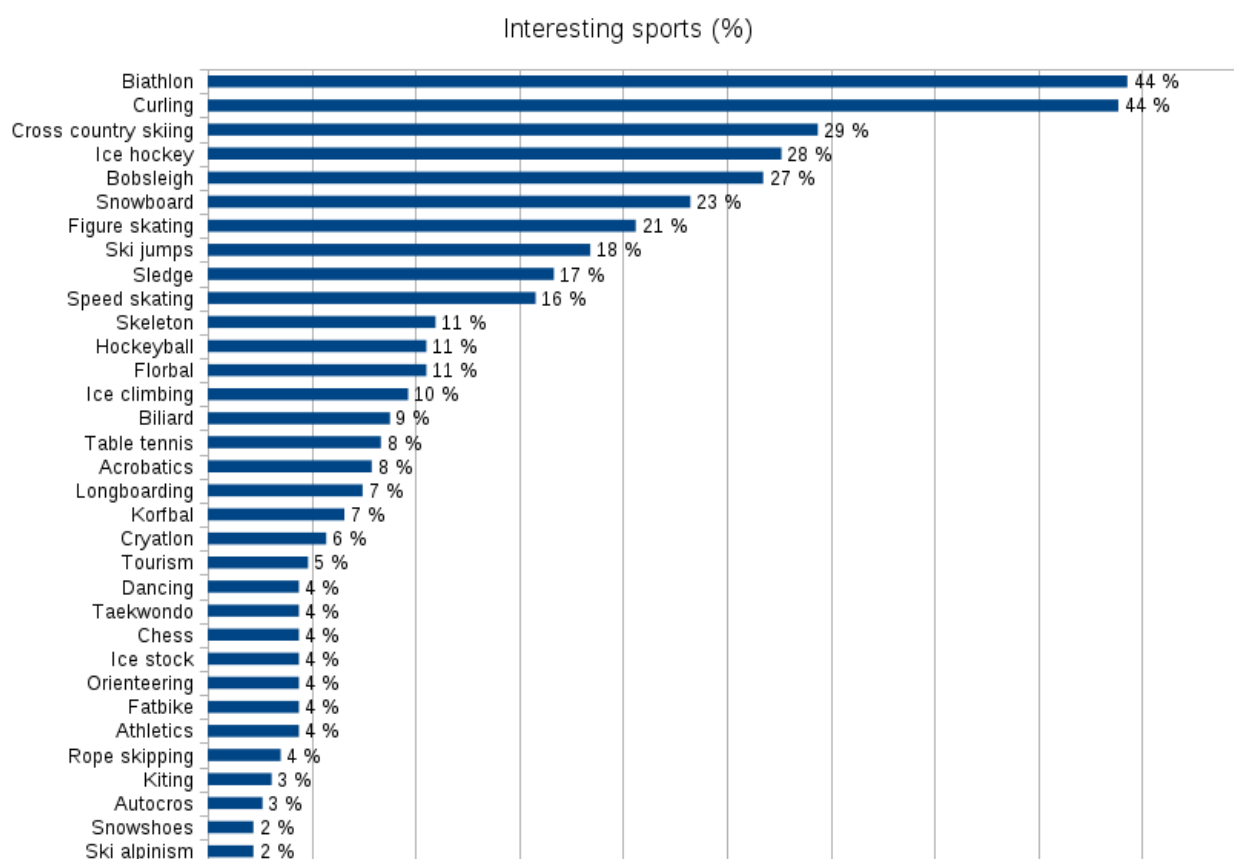
The rest of the responses were rather loosely connected to media, the Olympic Movement or reflected the current experience from the Festival:

- Mascot, That I have never represented the Czech Republic, Czech Television, Kim Jong-Un, Alpine Pro, Angry volunteers, Pleasant volunteers, Czech Olympic Committee, Contest, Good try, Tiger, North Korea, Korean embassy.

PREFERENCE OF SPORT DISCIPLINES

In Brno and Ostrava, 33 different sports and physical activities were offered to visitors to try. The offer ranged from mainstream disciplines such as cross-country skiing, skating or floorball, where the visitors could spend a lot of time while practising them, to rather less known disciplines where they could try to sit on a skeleton or in a bobsleigh or even try ski jumps. With regard to the ability to attract attention, the most interesting disciplines were biathlon and curling (both attracting 44 % of visitors). Luring slightly less than 30 %, there was a group of cross-country skiing, ice hockey and bobsleigh. Still drawing the attention of a substantial part of the visitors (16 % - 23 %), was snowboarding, figure skating, ski jumping, sledge, with speed skating completing the collection of the most popular sports.

Graph 6 – Most attractive disciplines²



Due to a technical error, the survey data do not contain the skating. According to the observation, however, the skating was one of the most popular disciplines comparable to the cross-country skiing or biathlon.

The disciplines that the visitors personally tried out matched those sporting disciplines that the visitors considered the most attractive. Curling was the most often tried out discipline (39 %) being followed by biathlon, ice hockey, cross-country skiing, figure skating and bobsleigh (ranging from 32 % to 24 %).

The Olympic Festival was particularly useful as it provided a unique opportunity to try out sports disciplines; 27 % of visitors had the possibility to try out curling for the first time in their life. The following figures were comparatively lower, yet still relatively high in the case of biathlon (16%) and bobsleigh (14 %) Whereas curling together with biathlon were the most popular amongst adults, children were attracted mainly to bobsleigh, ice hockey, figure skating and, once again, curling, all of them attracting from 26 % to 23 %.

To further confirm the immense attractiveness of the discipline, curling was the most frequent sport that the visitors wanted to try out before leaving – 19 % compared to biathlon in the second place with 13 %. In the same vein, curling and cross-country skiing were amongst the most cited disciplines that the visitors would like to continue actively practising.

PARTNERS' BRANDS

After the visit at the Festival, attendees were asked to remember what brands (partners, sponsors) they had seen at the venue. First, without any further specification, the visitors recalled the following brands:

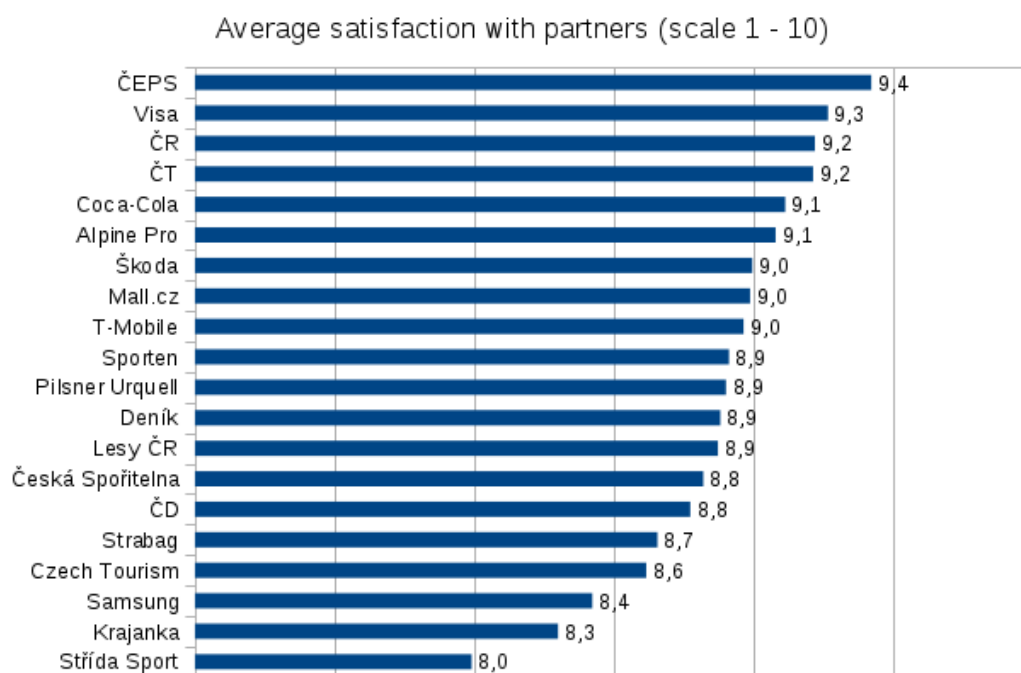
Table 1: Brands recalled by visitors at the Czech Festivals

Brand	Visitors recalling (%)
Škoda	58 %
Alpine Pro	26 %
T-Mobile	21 %
Coca-Cola	15 %
Samsung	9 %
Česká spořitelna	6 %
Mall.cz	6 %

Further brands the visitors mentioned – although only in units of percent: Deník, Pilsner Urquell, Visa, Strabag, Lesy ČR, ČD, Sporten, ČEPS.

As a second step, the visitors were presented with a list of partners' brands and were asked to rate the satisfaction level with the presentation of the partners and with the activity they provided to the public (see Graph 7). However, it should be added that many visitors indicated that they could not remember particular brands in connection with the sponsored activity.

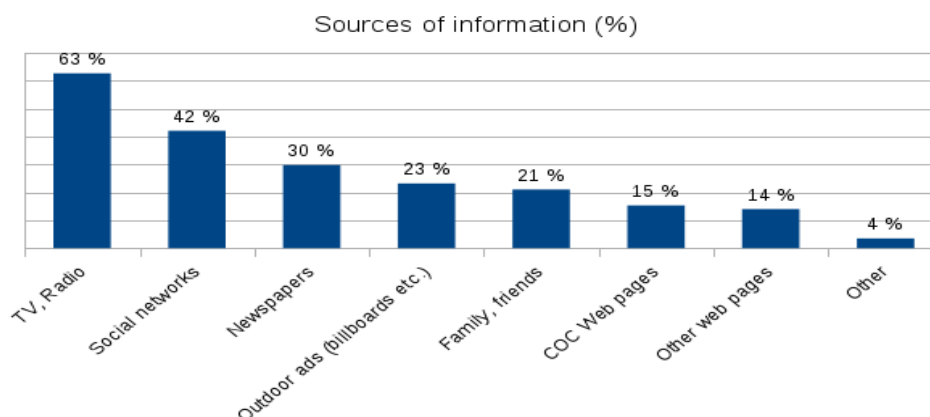
Graph 7: Satisfaction with presentation of partners



PROMOTION AND PRESENTATION OF THE FESTIVALS

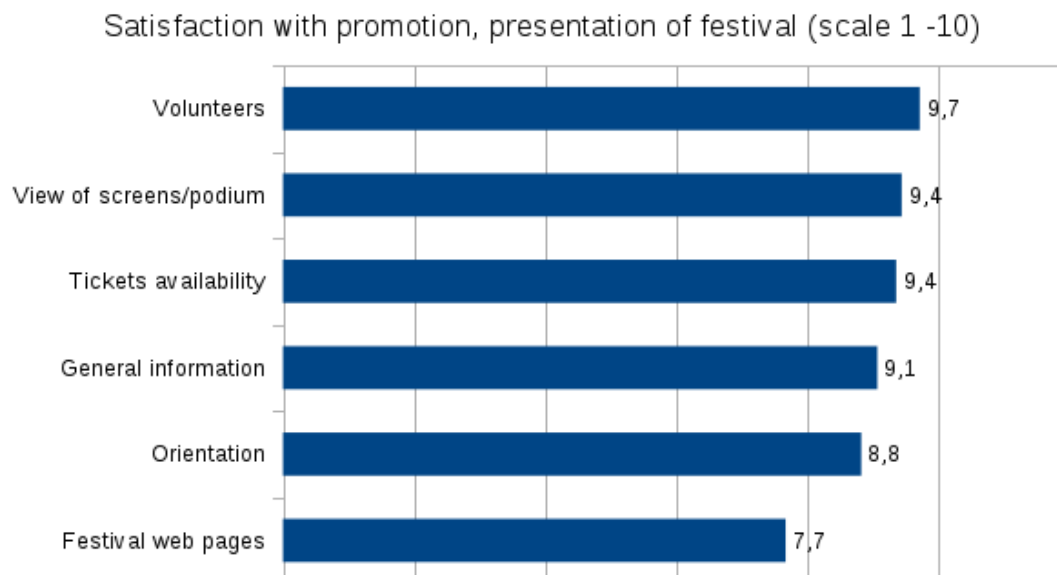
The Olympic Festival was quite broadly promoted using TV ads, outdoor billboards, web pages or social networks. The most frequent source of information that visitors mentioned was TV and radio advertisements (63 %). The other most common information channels were social networks (42 %), newspapers (30 %), outdoor ads and personal information shared amongst families or friends (both slightly more than 20 %). Web pages were used only marginally in this context – see Graph 8

Graph 8 – Use of sources of information about the Olympic Festivals



Concerning the factors that may build the first impression of the Festival amongst the visitors, the work of volunteers was perceived almost exclusively as positive on a scale 1 – 10 where 1 meant “Completely unsatisfied” and 10 “Completely satisfied” (9.7). Almost the same ratings were given to the possibility of a clear view on the big screens and stages and the availability of tickets (both 9.4) followed by the general satisfaction with information about the Festivals and orientation within the venue. The only part of the presentation that obtained significantly lower rating were festival web pages (7.7) – see Graph 9.

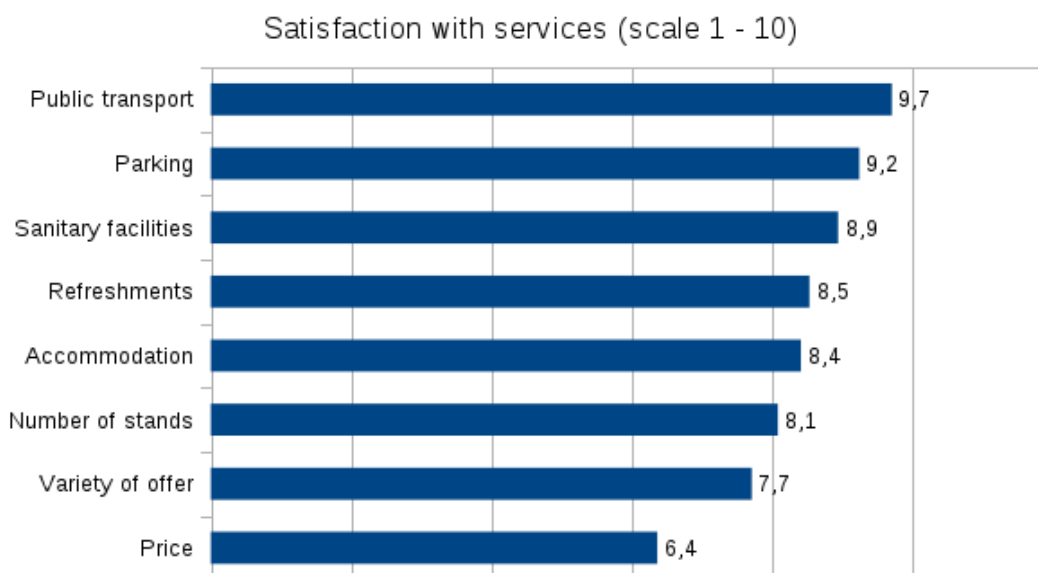
Graph 9 – Average level of satisfaction with the presentation and promotion of Festivals (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



SERVICES AND ACTIVITIES AT THE FESTIVALS

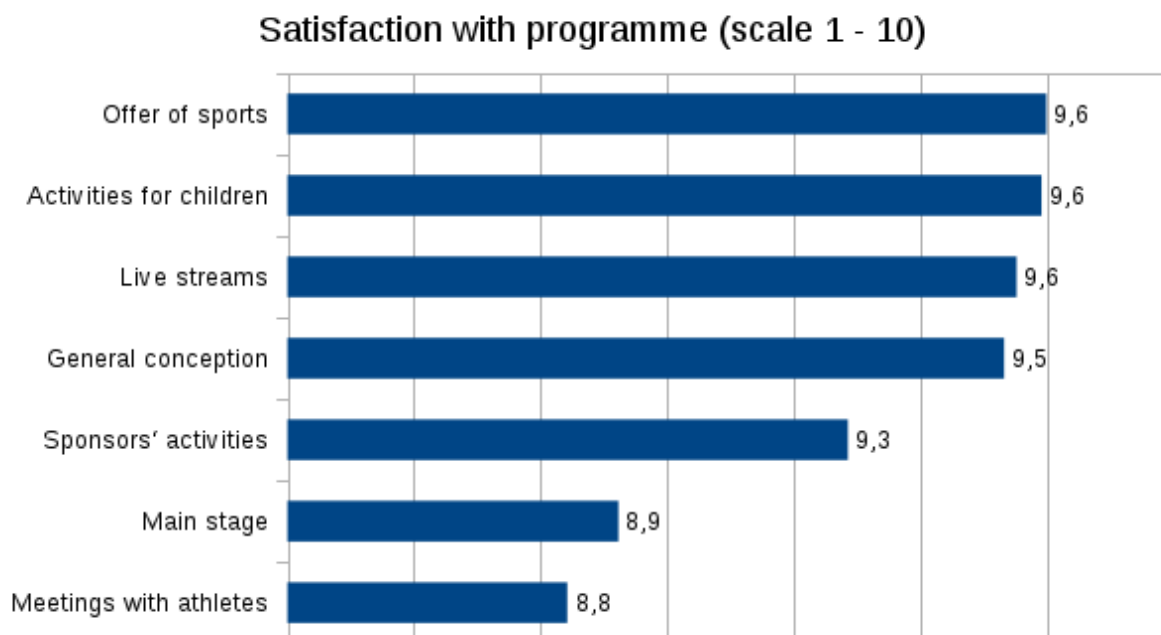
The Festivals offered a variety of activities to try out and at the same time provided quite a lot of services to ensure that visitors had a good time during their visit. By comparison, the visitors declared the highest satisfaction with the availability of public transport to venues and parking space (9.7 and 9.2). Also, the level of sanitary facilities, quality of refreshments, the offer of accommodation and number of stands with food and drinks were ranked quite high (8.1 – 8.9). Expressed opinions on a variety of refreshments were somewhat lower, even though still far above the average (7.7). Finally, it was the price of offered services that received the lowest rating with the mean satisfaction of visitors at 6.4 – see Graph 10.

Graph 10 – Average level of satisfaction with services (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



Emphasising the offer of activities directly connected with the main focus of the Festivals, the visitors were asked about their satisfaction with the programme at the venues. All the sections of the programme were assessed at a very high level, including the general concept of the Olympic Festivals. Especially the variety of sports to try out, children’s activities and live Olympic streams on big screens were the most popular parts of the programme (9.6). Even though the last three items were rated slightly lower, they still received an average rating approaching 9 on a scale of 1 – 10.

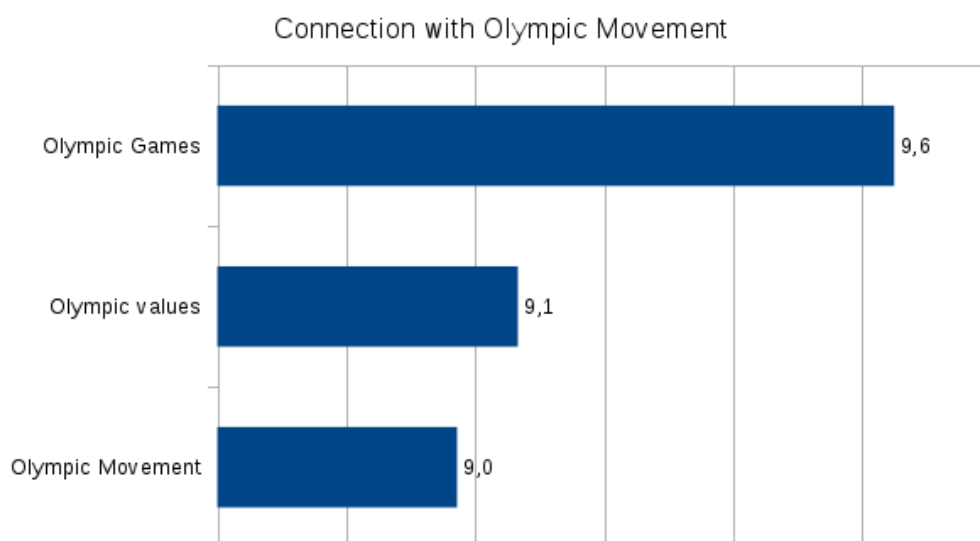
Graph 11 – Average level of satisfaction with programme (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



CONNECTION WITH OLYMPIC MOVEMENT AND OTHER FESTIVALS

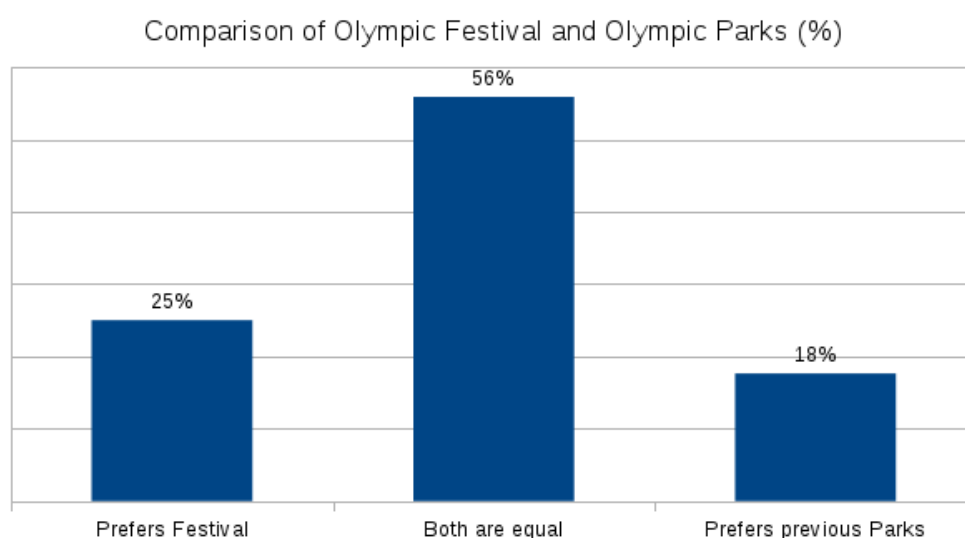
Being inseparably connected to the Czech Olympic Team and the idea of the Olympic Movement in general, the Festivals presented messages that may inform the public about activities of the Olympic Committees. In addition, the visitors were asked about their agreement with three statements regarding the informational and symbolic interconnection of the Festival and the Olympic Movement, Olympic values and Olympic Games. Probably as expected, most of the visitors agreed on a visible connection between the Festival and the Olympic Games (9.6). The attachment with Olympic values and the Olympic Movement was slightly less clear but the visitors could still recognise these meanings as well with an average agreement reaching 9 – 9.1 – see Graph 12.

Graph 12 – Average level of agreement with statements regarding a link with Olympic Movement ideas (1 = “Completely disagree”; 10 = “Completely agree”)



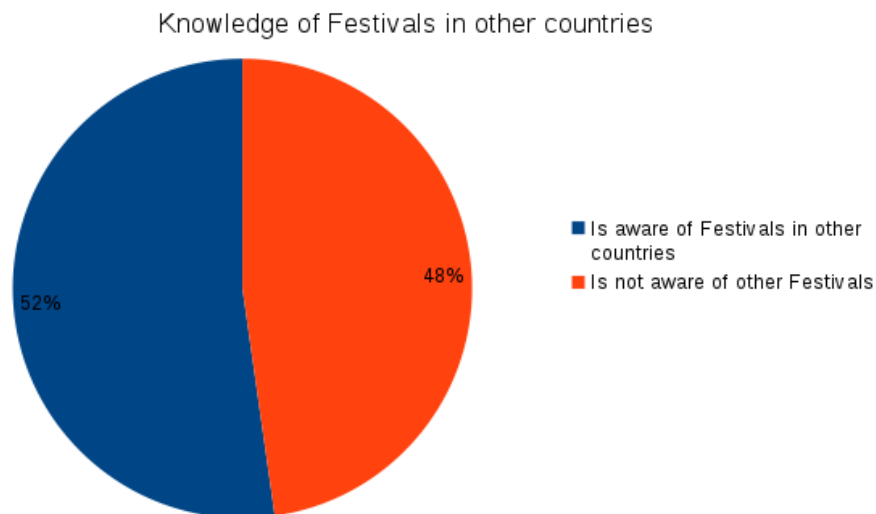
Because of the tradition of Olympic Parks in the Czech Republic, visitors further answered the question whether they visited any of the Olympic Parks in 2014 or 2016. Out of the total of 228 respondents, 72 visited one of the previous Olympic Parks. More than a half of them agreed that both events were at the same level and liked them both. A quarter preferred the current Festival and 18 % liked the previous Olympic Parks better – see Graph 13. Still, most of the respondents (84 %) would like the Festivals to be organised again in the years to come in parallel to the Olympic Games.

Graph 13 – Comparison of the Olympic Festivals and Olympic Parks



With regard to the Festivals held in France and Slovenia, the knowledge of these other events was surveyed as well amongst Czech visitors. A little over a half of the visitors were aware of the Festivals abroad (52 %) - see Graph 14.

Graph 14 – Awareness of the Olympic Festivals in France and Slovenia



Observation and interviews

The Czech Olympic Festival 2018 took place at two kinds of venues – a spacious exhibition ground in Brno and an ice hockey arena and its immediate surroundings in Ostrava. While the Brno Festival offered a lot of space and generous conditions for the festival production, the Festival in Ostrava gave an impression of a “compact” event which provided visitors with a “domestic and homely” atmosphere. In general, **both styles** of the festival arrangements worked well and the visitors were satisfied with the offer at the event. As the interview with a COC project manager and the observation suggest, the “domestic” atmosphere in Ostrava was probably further reinforced by the intensive presentation of the City of Ostrava itself focusing on local sporting history and well-known athletes.

Both locations were situated more or less in the **city centre** with a good public transport access and, at the same time, with adequate parking space. Moreover, as a Brno municipality representative stressed, people were used to visiting various events at the exhibition grounds.

Although the Czech Festivals were not free of charge, the number of visitors was high, probably also due to a relatively low entrance fee (50 CZK / 2 EUR; children free of charge). As a COC project manager explained, the relatively low fees were possible thanks to the involvement of municipalities that wanted to leave the event open to the widest public. On the other hand, as the project manager added, the current expenses are rather unsustainable for the COC on a long-

term basis. Hence, the stress on increasing the income from the Festivals will be much higher in the future.

At the venues, the **organisation and security measures** were visibly on a good level. Visitors could witness paramedics moving within the premises as well as police officers. Even at the entrance, the security agency employees were polite and acted correctly. The available parking lots were sufficient even though, at least in Brno, the capacity was nearly filled during weekends. The organisers present at the car park were, however, active and navigated arriving cars to free parking lots.

Mainly upon the request of the Moravian-Silesian Region, the Festival in Ostrava included not only the main venue in the city, but also **four mountain ski resorts**. Although this solution contributed to the increasing visibility of the Festival, as regards the organisation and the production of the Festival, this divided model of the event caused numerous **problems**. These issues were also admitted by the Moravian-Silesian Region whose representatives mentioned several problems, including insufficient presentation of the regional brand.

Actually, both Czech Festivals took place in the eastern part of the Czech Republic, in **Moravia**. By contrast, the initial plan of the COC was to comprise a location in **Bohemia** as well. Unfortunately, the negotiations with the cities of Prague and Liberec failed and a rather unbalanced geographical coverage remained with two Festivals in one part of the country.

Being confirmed by observation and during interviews with the organisers, the primary target groups of the Festivals were **families and children**. This was further upheld by the cooperation with **schools** in both regions which were offered free transport to the Festivals and a reserved time slot during weekdays. Additionally, children were even more motivated to come and actively try out as many presented activities as possible with an offer of a playing card where the completion of selected disciplines was registered. In the end, depending on the number of disciplines completed, children could obtain a diploma, medals or a reward – a special gift.

During mainly weekend observation, many families were seen arriving at the Festival and carrying their own sporting equipment (skates, snowboards etc.). Thus, the meaning of the Festivals as a place which is easy to reach, located in the city centre and offering an opportunity to practice favourite sports was reasserted to a greater extent. On the other hand, the evening times when families with children were at home were less busy and many sporting sites **remained unused**.

Regarding the subjective impression of the presentation of the Festivals, the main messages of the events may be formulated as “Let’s watch the Olympic Games together” or “Be part of the Olympic Games”. From the perspective of the visitors, these statements were fulfilled. People cheered within big crowds in front of the big screens during live broadcasts from Korea and were active in trying out new sports or practising the popular ones. The mutual interconnection was further boosted by the possibility of buying clothes from the Olympic collection and thus wear the same apparel as Olympians or TV commentators at the Olympics. One of the initial

Olympic ideas “it is not important to win but to take part” was clearly visible since all the disciplines were focused on sport activities without accenting maximum performance or excellence. This notion was confirmed even by an ice hockey regional union representative who stressed the need to promote physical activity during the Festival instead of trying to recruit new players. Be it while trying out new or less popular sports such as curling or practising most popular disciplines such as skating, cross-country skiing or biathlon, the visitors had an opportunity to be physically active for most of the time spent at the event. When comparing Ostrava to Brno, it seemed that the ice hockey stadium in Ostrava sometimes tempted more people to sit and watch the programme on the ice. Concerning the Brno Festival, it must be added that the City of Brno bought mobile ice rinks used for skating and curling and will offer them during future winter seasons, thus keeping the “legacy” of the Olympic Festival alive.

Sporting federations and clubs had often already known the concept of the former Olympic Parks and were aware of the opportunity to use the event for the **recruitment of new members** or **promoting their** own activities. On the other hand, the potential of the Festivals to help the clubs find new member is unclear and should be further investigated. Moreover, the recruitment purposes differed across sport disciplines. As an ice hockey representative further confirmed, this kind of event cannot fully reach their target group, at least in comparison with their own major recruitment events. Instead, the ice hockey presentation focused on making children try out physical winter activity, to get them moving and, possibly, make them try ice hockey for fun. Simultaneously, smaller sports, such as figure skating, used the Festival as a unique opportunity for presenting themselves and attract new members.

As a distinctive feature of the Czech Festivals, a large number of **athletes** (more than 150 in Brno and Ostrava), both current Olympians and others, took part in the event. Although their role was miscellaneous, an observation from Ostrava offers an example: a top-level athlete was skiing around the cross-country skiing track helping other skiers, mainly children and total beginners, with the basics of the skiing technique. This kind of athletes’ involvement seems to further promote the inclusive idea of the Olympic Festivals.

As both the local organisers and coordinators agreed, the role of **volunteers** was irreplaceable. They often served as the first point of contact for visitors and solved their most common problems. Although volunteers cannot have all the information that visitors ask for, their activity and positive attitude were highly rated by both the visitors and the organisers. The COC clearly benefits from a long tradition of working with volunteers in case of many sporting events. This helps to create an extensive database of collaborators who progressively learn new skills and are engaged through an elaborated system of motivation.

Concerning the collaboration with partners and **sponsors**, there seemed to be no major problems. Although the negotiations before the event were difficult and the form of their presentation sometimes needed to be changed completely, satisfaction on both sides seems to prevail. Some difficulties probably stemmed from the specific style of sponsors’ presentation at the venue which was based not on their own brand but on the connection with a particular

sporting activity. It was, however, beneficial for the attractiveness of the Festival. As one of the sponsors suggested, a clarification and clearer communication of the general concept of the Olympic Festivals could help with solving future misunderstandings.

Directly onsite, there was not much reference to the **international scope** of the Festivals. The exhibition match between a local and a Korean ice hockey club in Ostrava was, nevertheless, a good way of symbolically connecting the venue with the distant site of the Olympic Games. As for other ways of connecting the Festival and the Olympics, the International Olympic Committee (IOC) would like to accentuate **Olympic education** in the future, as the current edition of the Czech Festivals somewhat lacked it.

Summary of findings

The Czech edition of the Olympic Festivals proved that the location more or less in the centre of big cities was an optimal decision. Moreover, the visitors highly ranked the availability of public transport and a sufficient amount of parking lots.

The Festivals motivated mainly families with children who enjoyed the offer of both popular sports such as cross-country skiing, skating, ice hockey and sports that are less known or are not easy to try out such as curling, biathlon or sitting in a racing bobsleigh. Even here the location in the big cities supported the role of the Festivals as a place where visitors may practice popular winter sports. This can be further illustrated by attenders bringing their own sporting equipment such as skates or snowboards.

Probably as a result of the extensive PR activities of the COC, the promotion of the Festivals was perceived as adequate. The most common source of information about the Festival were TV or radio advertisements together with social networks and newspapers. On the contrary, the concept of web pages of the Festival might be reassessed as they did not fully meet the requirements of the visitors.

The offer of refreshments, comprising a unique focus on the concept of “Olympic Bread Karel”, was met with praise. The only part of accompanying services that received a low rating were prices, presumably referring to products offered at stands.

Whereas the presence of popular athletes was extensive, the possibility to meet them obtained a slightly lower rating from the visitors. Thus, although the athletes were undoubtedly fully cooperating with the COC and the sponsors, the way of meeting the visitors might be further thought about. Even the statements that came to the visitors’ minds when the Olympic Festival was mentioned often included names of famous athletes.

Czech attenders were relatively well aware of the international connection with other Olympic Festivals and the tradition of Olympic Parks transformed into Festivals is well established in the Czech Republic. A presence of foreign athletes, for example during the exhibition matches, might be a good way of enhancing the international feature of the Festival and the connection with the location of the current Olympic Games.



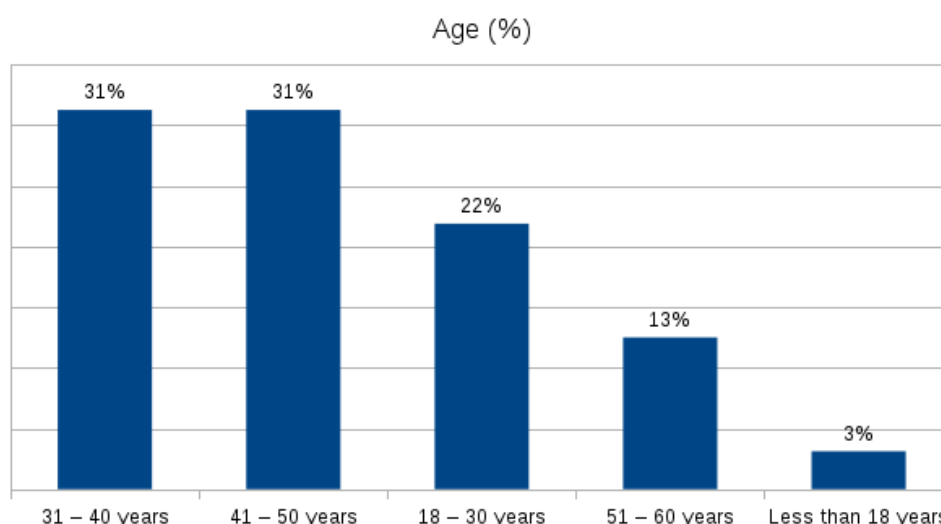
3. Rogla

Visitors' survey

GENERAL CHARACTERISTICS

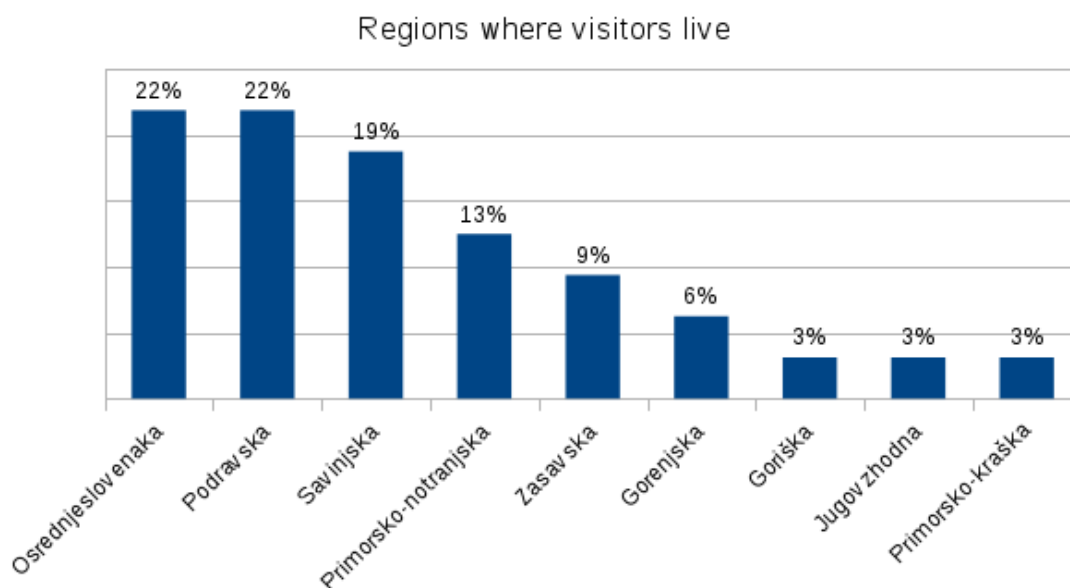
The Slovenian Olympic Festival took place in Rogla. The event lasted only one day and took place on the 17th January. Initially, a second day was also planned, but had to be cancelled due to strong wind. During that single day approximately 1.000 visitors came to try out various winter sports. Having been asked by the organisers, 33 of them filled in an online survey. Following the request of the commissioner of the research study, some basic statistics could be presented. The sample consisted of 55 % of women and 45 % of men. With regard to age, the age groups of visitors were rather homogenous, with 22 % in 18 – 30 years group, 31 % in 31 – 40 years group and 31 % in 41 – 50 years group – see Graph 14.

Graph 14 – Age of respondents in Rogla



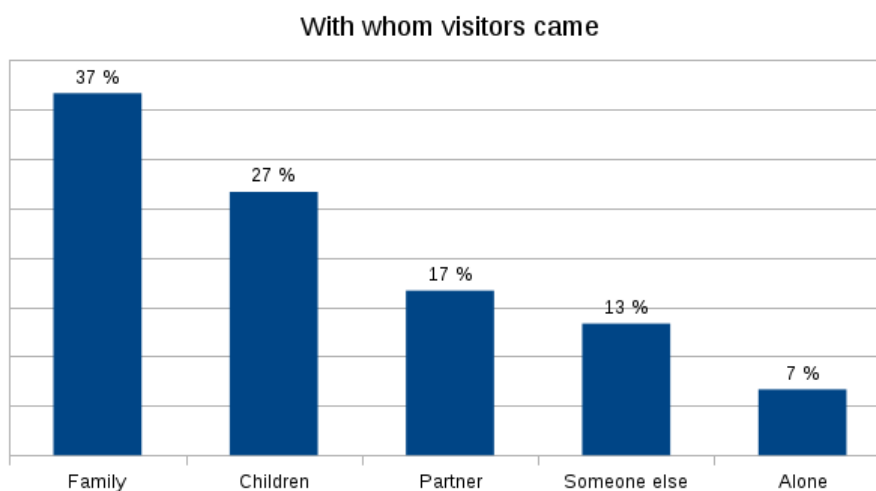
The Festival attracted visitors from various regions. Whereas the region of Rogla, Savinjska, was indicated by 19 % of respondents, both regions Osrednjeslovenska and Podravska were home to 22 % of respondents. Despite being selected only by a few people, another 6 regions were mentioned – see Graph 15. At the same time, 35 % of respondents live in a municipality with the population of 2.000 – 10.000 people. 26 % came from towns with 10.000 – 50.000 people, and the same number of 19 % from less than 2.000 and more than 100.000 people.

Graph 15 – Respondents by regions in Rogla



Similarly to other Festivals, most respondents did not come to Rogla alone. Mostly, they arrived with children or the whole family (64 %). The rest of them visited the Festival with a partner (17 %), alone (7 %) or, alternatively, selected the “other” option (13 %) - see Graph 16.

Graph 16 – Respondents and accompanying persons in Rogla

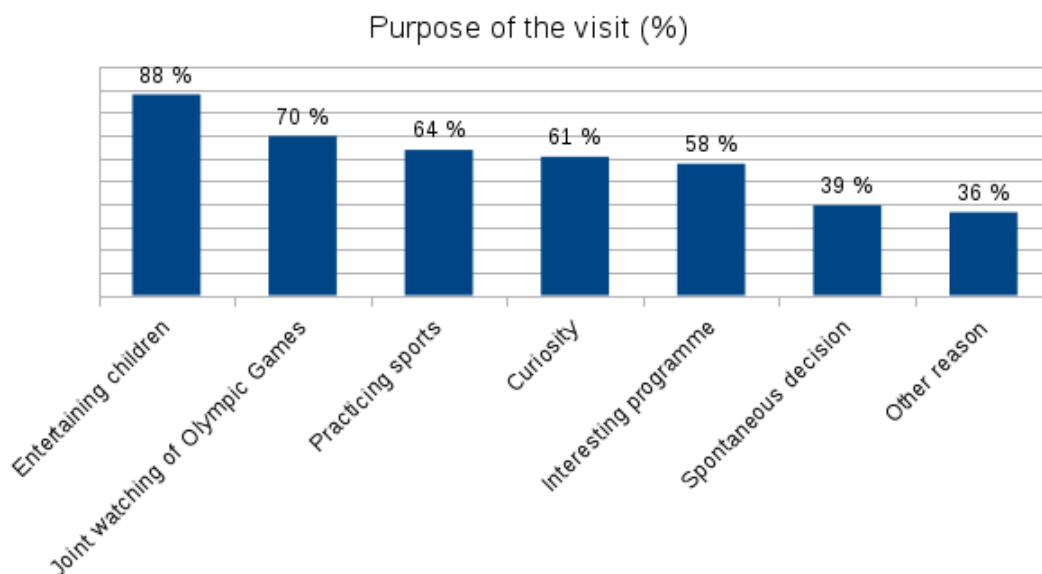


PURPOSE OF VISIT

When asked about the purpose of their visit, the respondents could choose multiple responses but, most often, they wanted to entertain children (88 %), jointly watch the TV broadcast from

the Olympic Games (70 %), practice sports (64 %) or just out of curiosity (61 %) – see Graph 17. The motivation to entertain children was also the indicated main reason for 58 % of visitors.

Graph 17 – Reasons for visiting the Festival in Rogla



IMPRESSIONS FROM THE OLYMPIC FESTIVAL

The visitors in Rogla were asked to express an association or a current feeling evoked by the Olympic Festival. Most of the thoughts were related to sports somehow and mostly included a positive connotation:

- Sporting party, Super sport, Sports & fun & socialising, Winter sports, Sport games, Biathlon, Fun during getting to know new sports.

The second main group was connected with the Olympic Games:

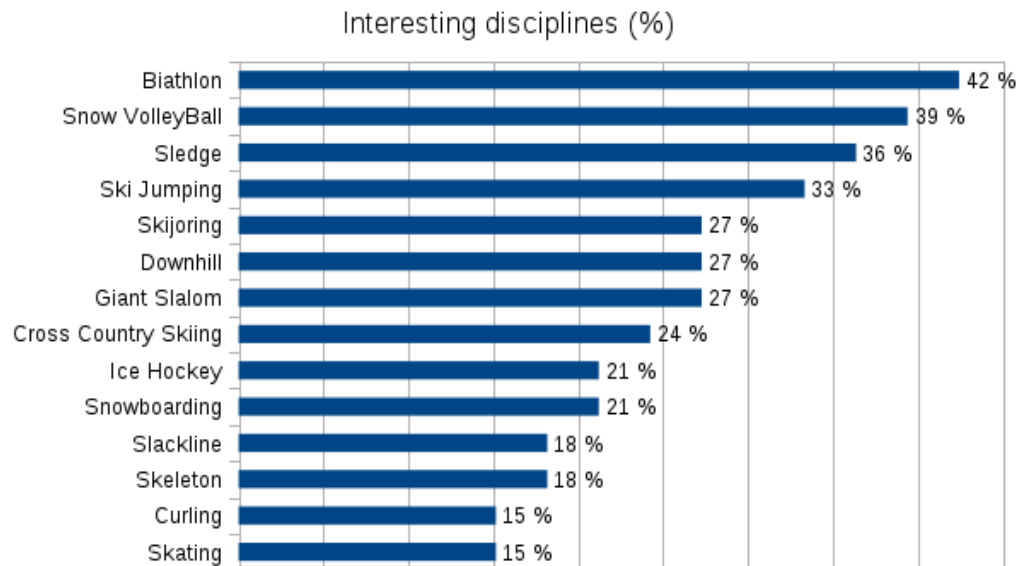
- Medals, Connection with the Olympic Games, Mini-version of Olympic activities, Olympic Games at home, Activities associated with sports and Olympics, Fighting for medals, Olympic Games in PyeongChang, Winter Olympic environment.

SPORTS PREFERENCE

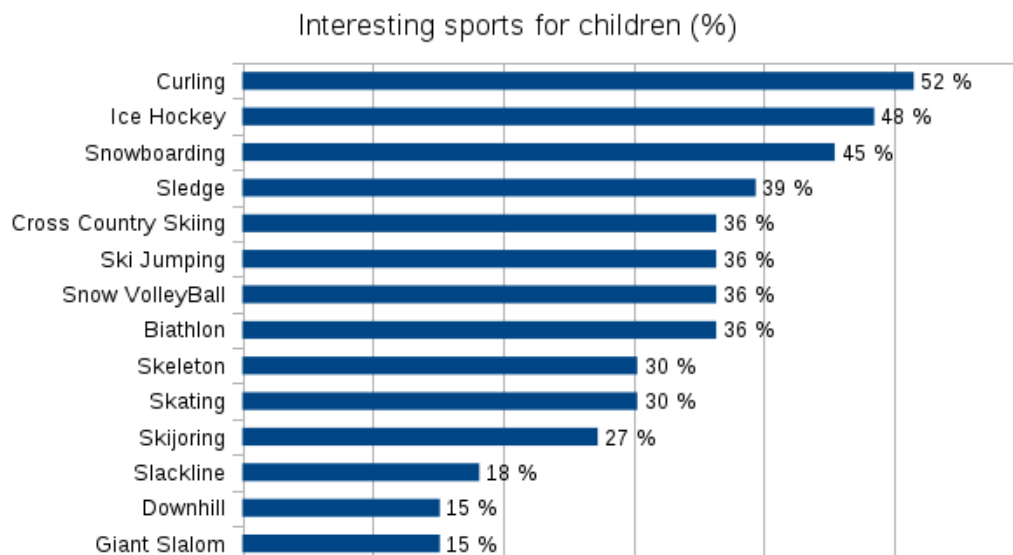
In Rogla, 14 different sporting disciplines were presented to visitors who were, at the same time, able to try them out. The following sports were chosen as the most interesting: biathlon (42 %), snow volleyball (39 %), sledge (36 %) and ski jumping (33 %). Even the next four disciplines (skijoring, downhill, giant slalom and cross-country skiing) were popular amongst a quarter of the respondents – see Graph 18. An interesting turn can be seen when the disciplines popular amongst adults and children are compared. Although sports attractive for

adults are still popular even amongst children, these disciplines are ranked as the most liked: curling (52 %), ice hockey (48 %), snowboarding (45 %) or sledge (39 %) – see Graph 19.

Graph 18 – Most attractive disciplines in Rogla



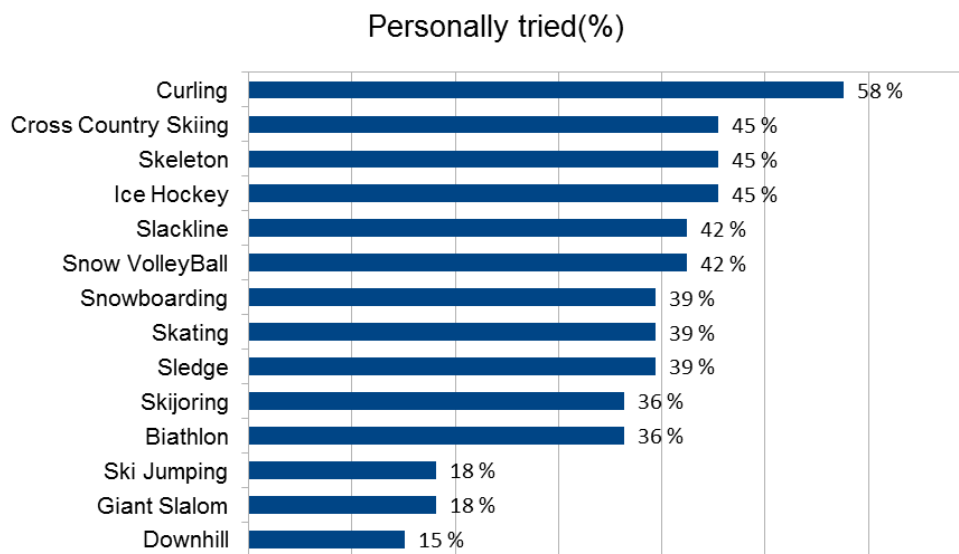
Graph 19 – Most attractive disciplines for children in Rogla



While the visitors marked particular disciplines as interesting, their choice of sports that they actually tried out was somewhat different. The discipline that was tried most frequently was

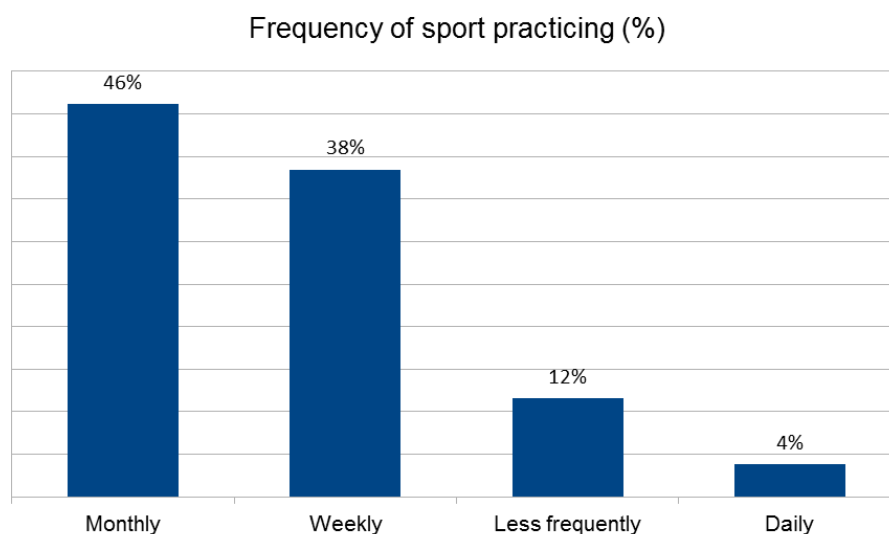
curling (58 %), followed by cross-country skiing, skeleton and ice hockey (all 45 %) and slackline with snow volleyball (both 42 %) – see Graph 20. As for the sports that the visitors tried out for the first time, the majority agreed on snow volleyball (42 %), cross-country skiing, curling and biathlon (39 %). Furthermore, the following disciplines were marked by more than a quarter of the visitors: skeleton, ice hockey and skijoring. The visitors were additionally asked which sports they would still like to try out at the venue. Amongst the most wanted were skating, cross-country skiing, snowboarding and sledging. In the same vein, both snowboarding and cross-country skiing were selected as those which the respondents would like to actively practice in the future (24 % and 18 %).

Graph 20 – Disciplines tried by respondents in Rogla



In Rogla, most of the visitors (79 %) were physically active. From the offered sports, giant slalom and skating were practised most frequently. As regards the regularity of practising, nearly all the visitors are engaged in sporting activities on a monthly or weekly basis – see Graph 21.

Graph 21 – Respondents who practice sports actively – frequency of sporting activities in Rogla



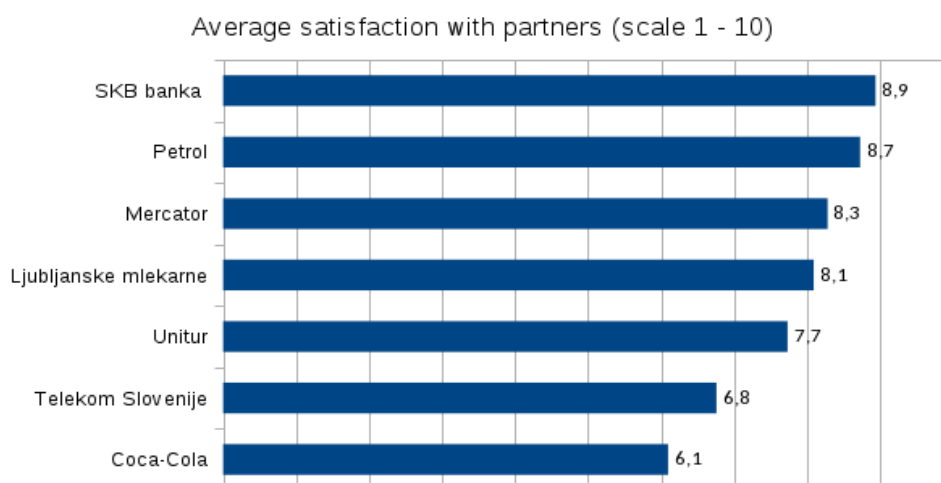
PARTNERS' BRANDS

When the visitors left the Festival, they were asked which sponsors/partners' brands they were able to recall. All the recalled brands are presented in Table 2. Concerning the further questions on the satisfaction with specific brands, there is a perfect match between the most recalled brands and the sponsors' activities which visitors were satisfied with: SKB Banka, Petrol and Mercator – compare with Graph 22.

Table 2: Brands recalled by visitors at the Rogla Festival

Brand	Visitors recalling (%)
SKB Banka	64 %
Petrol	39 %
Mercator	36 %
Telekom Slovenije	30 %
Ljubljanske Mlekarne	18 %
Coca-Cola	12 %
Unitur	6 %

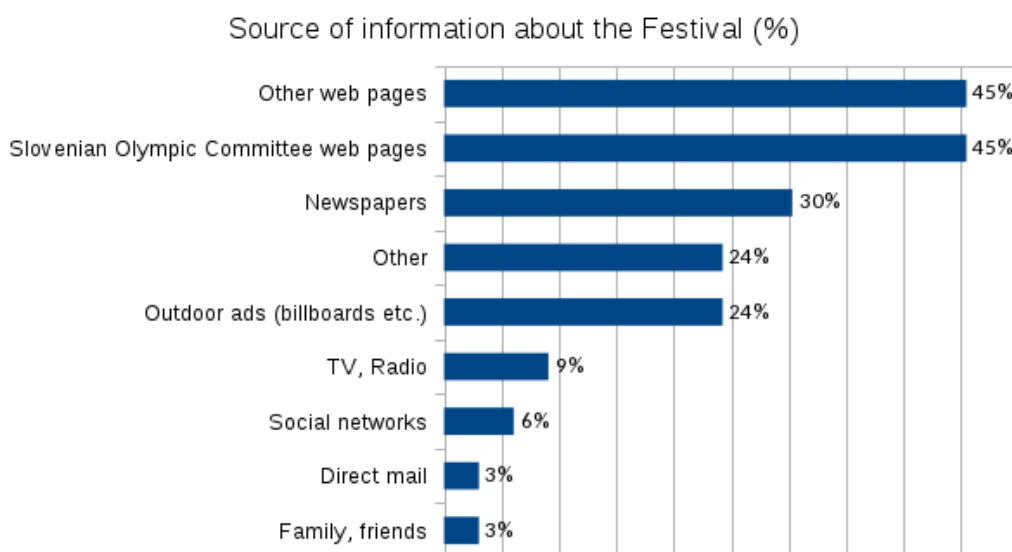
Graph 22 – Satisfaction with presentation of partners in Rogla



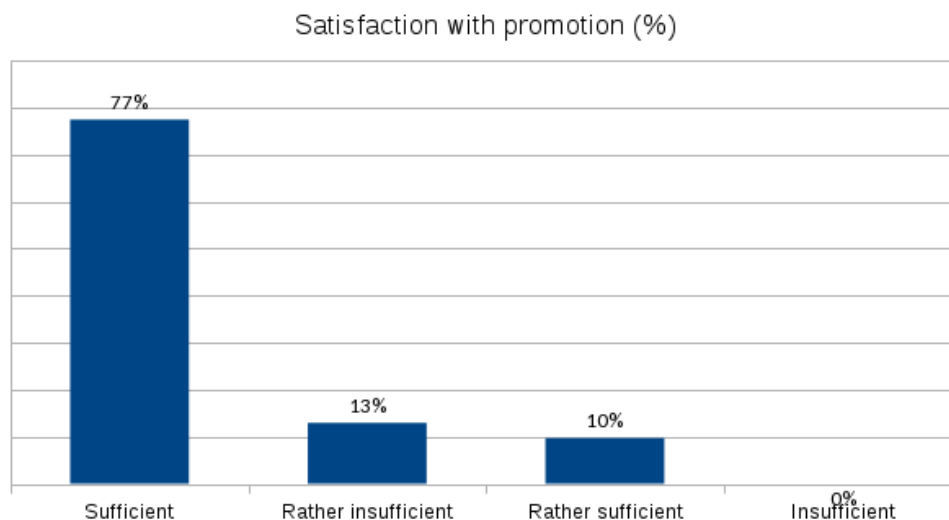
PROMOTION AND PRESENTATION OF THE FESTIVAL

When asked, the respondents cited both the web pages of the Slovenian National Olympic Committee (NOC) and various others as the most common source of information about the Festival (45 %). Newspapers were another important source of details about the event (30 %). Together with billboards, the category “Other” was chosen by 24 % of visitors. Unfortunately, based on current information, we are unable to identify this rather important source of news about the Festival – see Graph 23. However, the respondents rated the overall level of promotion of the Olympic Festival as above-average: 77 % agreed on the assessment as completely sufficient – see Graph 24.

Graph 23 – Use of sources of information about the Olympic Festival in Rogla

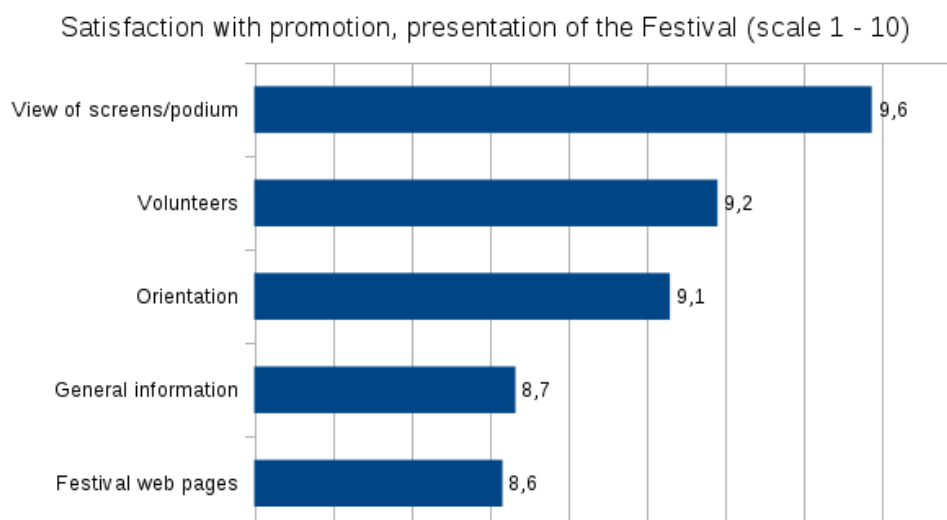


Graph 24 – Level of satisfaction with promotion of the Rogla Festival



Furthermore, the respondents were first asked about their satisfaction with the presentation/promotion of the Festival. All the items received a comparably high rating. The average values ranged from the highest (Views on screens/podiums) 9.6 to the lowest, although still relatively high, 8.6 (Festival web pages). The other items are Work of volunteers (which were actually animators – paid co-workers of the NOC), Orientation signage at the venue and General information about the Festival – see Graph 25.

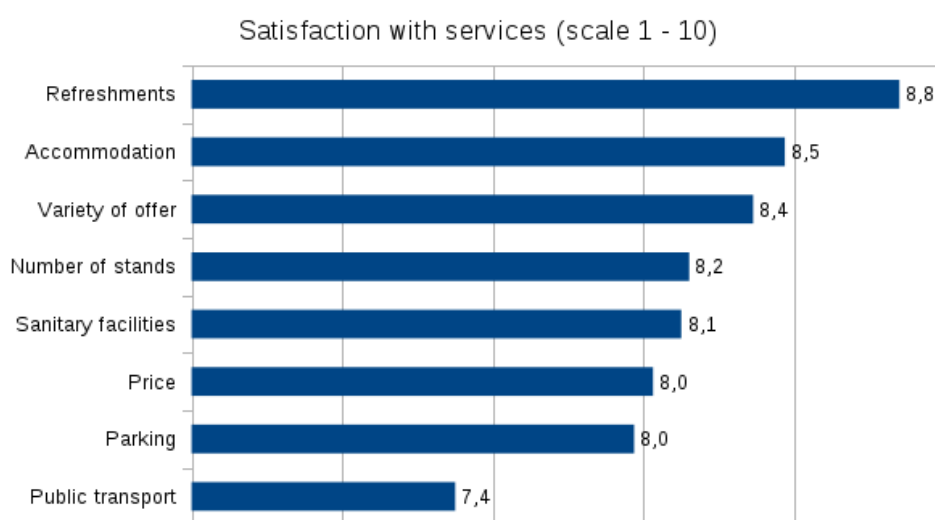
Graph 25 – Average level of satisfaction with the presentation and promotion of the Rogla Festival (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



SERVICES AND ACTIVITIES AT THE FESTIVAL

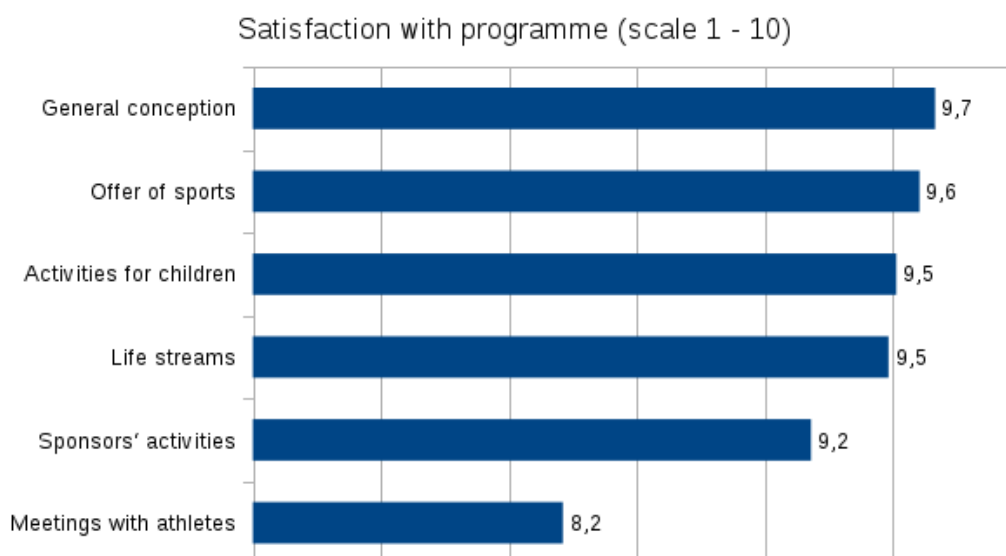
In comparison, the average satisfaction with the services within the venue was relatively low in contrast to many other areas of the Olympic Festival. Although the level of refreshments was seen as adequate (8.8), the variety of offer and the number of stands and prices received visibly lower ratings (8.4 to 8). Travel-related topics such as parking and public transportation were ranked as even worse (8 and 7.4), even though each item was still rated as above-average – see Graph 26.

Graph 26 – Average level of satisfaction with services in Rogla (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



As regards the programme of the Festival, the respondents were satisfied namely with the general concept of the Festival (9.7) and in fact with all the other items – see Graph 27. The only exception was the chance to meet well-known athletes, with an average satisfaction of 8.2.

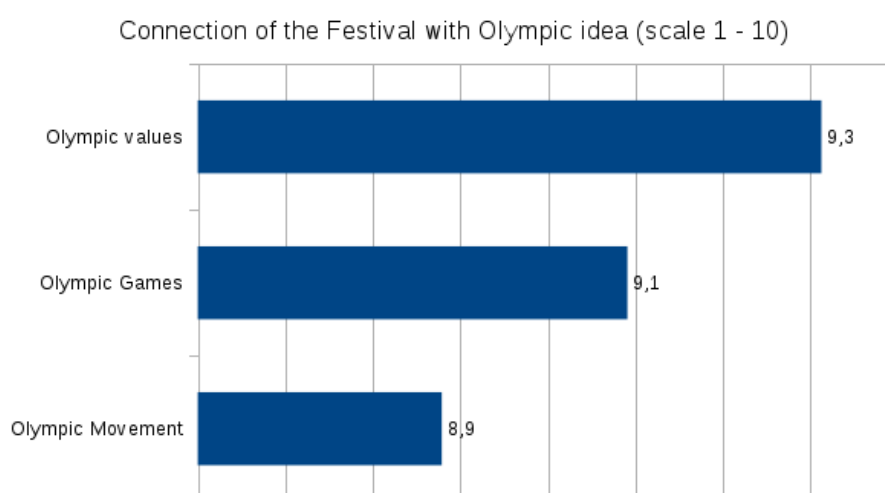
Graph 27 – Average level of satisfaction with programme in Rogla (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



CONNECTION WITH THE OLYMPIC MOVEMENT AND OTHER FESTIVALS

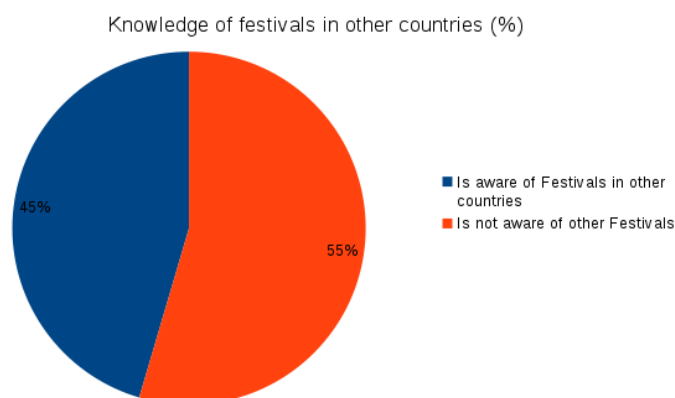
An important part of the Olympic Festivals is the presentation and promotion of Olympic values and general information about the Olympic Movement. The respondents clearly recognised the interconnection between these ideas and the Festival in Rogla together with the attachment to the Olympic Games. The average agreement level with statements presenting the above-mentioned items was 9.3 for the connection with Olympic values, 9.1 for the Olympic Games and 8.9 for the Olympic Movement – see Graph 28.

Graph 28 – Average level of agreement with statements regarding a link with Olympic Movement ideas in Rogla (1 = “Completely disagree”; 10 = “Completely agree”)



Another international topic was represented by a question about the existence of other Festivals abroad. The group of those respondents who were aware of the organisation of other Festivals was slightly smaller (45 %) than of those who were not aware (55 %) – see Graph 29. Finally, when asked whether the Festival should take place during the next Olympic Games, all the visitors agreed on that; with 91 % who agreed completely and 9 % who rather agreed.

Graph 29 – Awareness of Rogla respondents of the Olympic Festivals in France and the Czech Republic



Observation and interviews

The Olympic Festival in Rogla was introduced as a small event planned just for two days with the second day cancelled due to bad weather. Still, it included all the elements that formed the Festivals in other countries, even though to a smaller extent. Being specific for Rogla, the Festival was held in the **open air** in the local ski resort. With approximately 1.000 visitors, the organisers were satisfied with the outcome of the event, as well as with the venue that was offered for free since the owner of the ski resort is one of the NOC's partners. A NOC representative, however, suspected that the location attracted the already physically active public with fewer people coming just out of curiosity.

In Rogla, comparatively to the Czech Olympic Festivals, a lower emphasis was put on the opportunity to watch the Olympic Games live. On the other hand, the possibility of trying out new, Winter Olympics-related sport disciplines was accentuated. According to observations, the event was family friendly with a “homely” atmosphere. The goal was to target **children and whole families** with a main clearly visible statement “to get children moving”. The offered activities, however, were not physically demanding; having fun was presented as the leading concept. Children were further motivated by the collection of stamps after completing each discipline and were offered a quiz involving Olympic issues. Thus, even Olympic education was present.

As the interview with a project manager revealed, a primary focus on children leads to less activity of adults who preferably watched live broadcasts and enjoyed the accompanying programme. As for the future, more activities for **adults** will be considered, e.g. two separate slopes for snowboarding of children and adults.

Unlike at the other Festivals, **volunteers** were not included in Rogla. Instead, mainly university students who received remuneration assisted at particular stands and sports. Similarly to the volunteers in other countries, students' positive attitude to visitors was recognised and regarded as helpful.

As far as the organisation of the event was concerned, sport federations were first asked to participate together with the current partners of the NOC. Furthermore, an event agency was involved in the preparation of the Festival. On the other hand, no public administration bodies took part, even not during the introductory speeches. In contrast, the Festival was introduced in accordance with the **Olympic Protocol** including the presence of the Olympic flame, flag and oath which additionally supported the dissemination of Olympic values and education within the event. The Olympic symbols were also included in official booklets, medals for children or use of jackets of the Slovenian Olympic Team. Otherwise, the connection to other Olympic events abroad, including the Olympic Festivals, was only moderate.

As a popular part of the Festivals, well-known athletes or current **Olympians** were of interest of the organisers. Due to the only one day of the Festival in the middle of the Olympic Games, only one member of the Olympic Team arrived together with a medallist from the Games in Lillehammer.

As a Slovenian project manager points out, one of the hindrances to a smooth organisation was time pressure during the preparation period when the final decision and the agreement with the IOC had been made in the last quarter of 2017. Another **problematic issue** resulting in a low budget and not an optimal process of organisation was allegedly the lack of importance of the event for the Slovenian NOC. The Olympic Festival was "only" one of the events but not a priority unlike, for example, in the Czech Republic.

Summary of findings

The Olympic Festival in Rogla is a demonstration of a small event in terms of the size of the venue, the number of visitors and the offer of activities. The resort where the Festival took place was located outside an urban area which probably resulted in significantly lesser satisfaction with the public transport and parking. In contrast to the other Festivals, the Slovenian edition did not involve any volunteers but used paid assistants/animators helping with particular sports. Apparently, there is not much of a tradition of cooperating with volunteers in the Slovenian NOC.

The Festival attracted visitors not only from the region where Rogla lies, Savinjska, but even more from two other regions: Osrednjeslovenska and Podravska. We cannot, however, conclude whether these visitors came solely because of the visit or if they had already spent some of their free time in the mountains and combined their stay with visiting the event.

The Festival was conceived as a family event and, accordingly, most of the visitors arrived with children or as whole families. As a NOC project manager presumed, most of the visitors were simultaneously active athletes who would have perhaps come anyway. In the first place, they wanted to entertain children, jointly watch live streams from Korea or practice sports. These data are in accordance with the wish of the NOC to better balance out the focus of the event both on children and adults. Correspondingly, the data reveals different objects of interest for children (curling, ice hockey or snowboarding) and adults (biathlon, snow volleyball, sledge or ski jumps).

As a result of cooperation with sporting federations and clubs, the event was sport-centred, which was affirmed even by the connotations associated with the Olympic Festival, where the visitors named mainly sports and Olympics-related issues. Moreover, the education feature was present in Rogla, as more than a half of the visitors were aware of other Festivals abroad and a relatively high number confirmed a link between the event, Olympic values and the Olympics in general.

The presentation and promotion of the Festival depended mostly on web pages and newspapers, which was regarded as sufficient by the visitors. The experienced connection with the Olympics was significantly high. However, a more intense cooperation with Olympians or other well-known athletes should be considered.



4. Grenoble

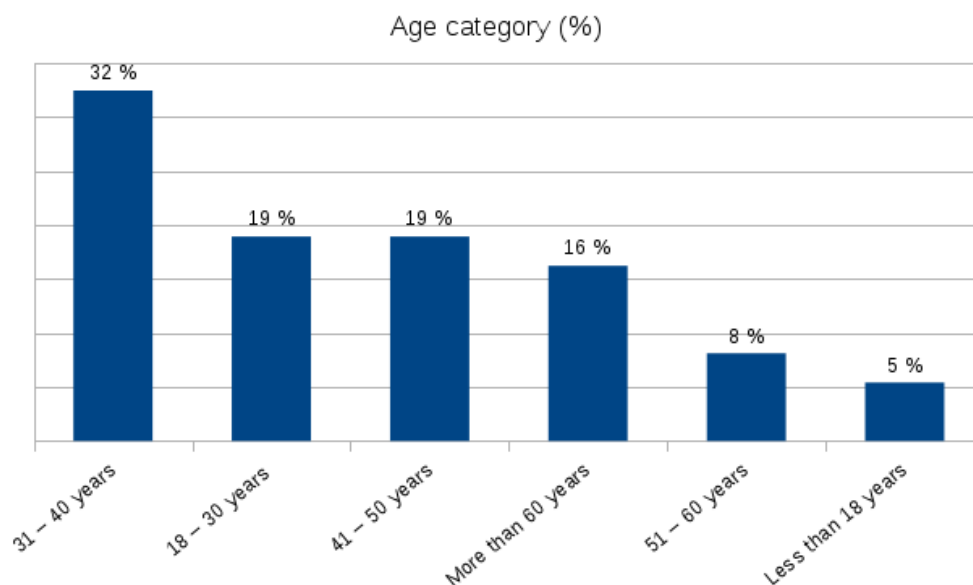
Visitors survey

GENERAL CHARACTERISTICS

The French Olympic Festival was held between the 10th and the 24th of February in Grenoble. In fourteen days it was attended by approximately 21.000 people. Unlike the Festivals in other countries, the French Festival was closely bound with activities connected to the 50th anniversary of the Olympic Games in Grenoble.

A survey administered by interviewers was filled in by 40 respondents, 55 % of women and 45 % of men. Similarly to the Rogla Festival, a very low number of respondents had a negative impact on the possibility of generalising the results. Therefore, the outcomes of the survey are presented as a basic overview of a particular group of visitors at the Festival. As regards the age, the most frequent age category was 31 – 40 years (32 %). Otherwise, the sample was relatively homogenous, with the next three categories (18 – 30 years, 41 – 50 years and more than 60 years) consisting of 16 – 19 % of visitors – see Graph 30.

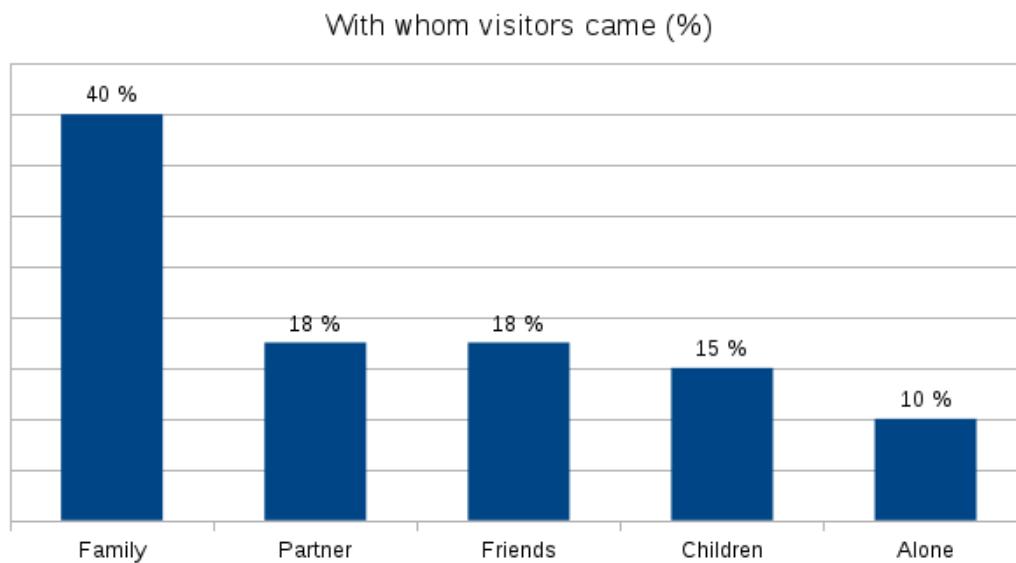
Graph 30 – Age of respondents in Grenoble



Most of the respondents came to the Grenoble Festival from the Auvergne Rhône Alpes region (86 %), with only a few people arriving from other regions (PACA, Bourgogne Franche-Comté and a few others). The biggest group of the respondents lives in cities with more than 100.000 inhabitants (59 %) followed by 21 % living in municipalities of the size of 2.000 – 10.000.

In most cases, the respondents arrived with the whole family (40 %), being followed by groups which were accompanied by friends or partners (both 18 %). Only 15 % came only with children (which, on the other hand, means that the respondents with children or families made up 55 % of the whole sample) or alone (10 %) – see Graph 31. In addition, more than 50 % of visitors planned to come back at least one more time.

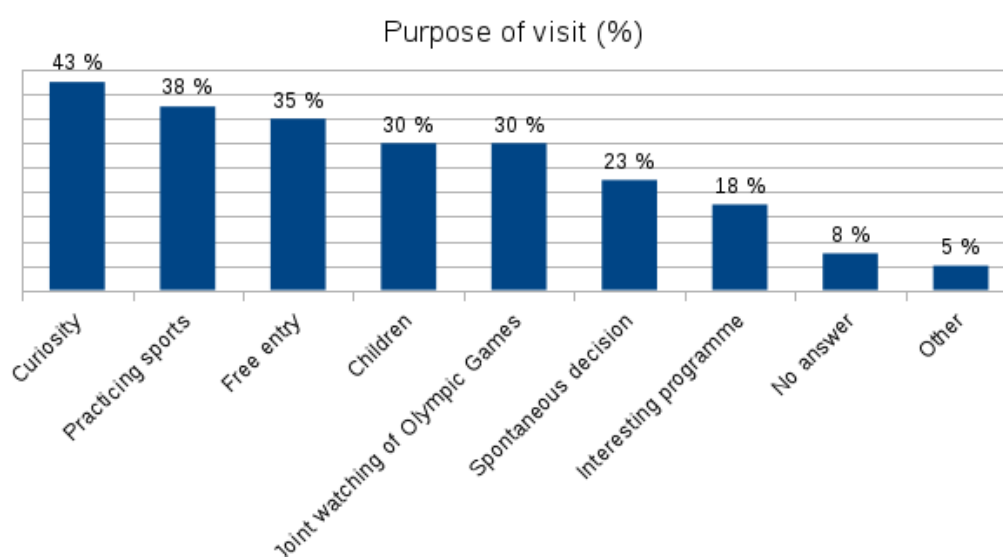
Graph 31 – Respondents and accompanying persons in Grenoble



PURPOSE OF VISIT

Concerning the indicated purpose of visit, a big portion of the respondents selected reasons that might be interpreted as an accidental decision: 43 % chose curiosity, 35 % preferred free entry and 23 % directly chose a spontaneous decision. 38 % of respondents were also attracted by the possibility to try out various sports, 18 % wanted to experience an interesting programme and 30 % preferred the joint watching of the Olympic Games broadcasts. Again, 30 % wanted to entertain children, which was one of the main reasons for their arrival also in Grenoble – see Graph 32.

Graph 32 – Reasons for visiting the Grenoble Festival



IMPRESSIONS FROM THE OLYMPIC FESTIVAL

As well as at the other Festivals, the respondents in Grenoble were asked to name a connotation that they would associate with the Olympic Festival. The most frequent ideas were directly connected to sports and particular disciplines:

- Sport, Medals, Ski, Snow, Biathlon, Fun and Sport Festivities

The next group referred to Olympics:

- Winter Olympic Games 2018, Champion/Martin Fourcade, TV Broadcasting, 50th Anniversary of 1968 Olympic Games in Grenoble, Team France.

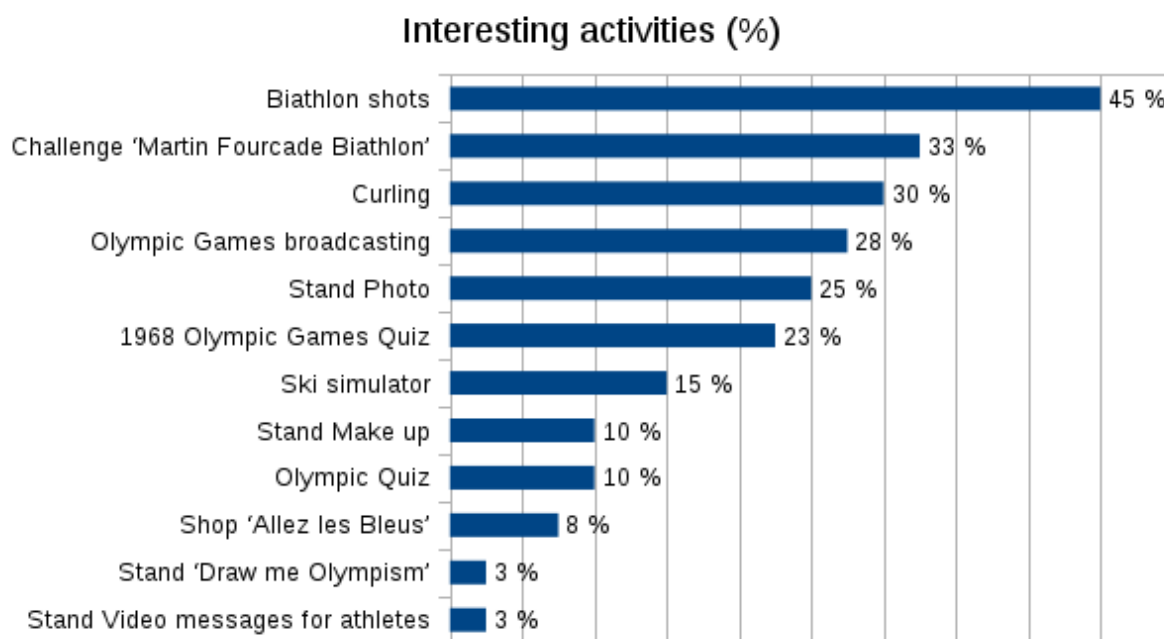
SPORTS PREFERENCE

Concerning the presented activities, the organisers of the Grenoble Festival chose a somewhat different way of what to offer. Whereas purely sporting activities prevailed at the other Festivals, the offer in Grenoble was more varied. It included an Olympic Quiz together with a contest related to the 1968 Olympic Games in Grenoble, drawing pictures on Olympics-related themes, selling products branded by the French Olympic Committee and, of course, sports such as curling, biathlon shots or a special “Martin Fourcade Biathlon” challenge.

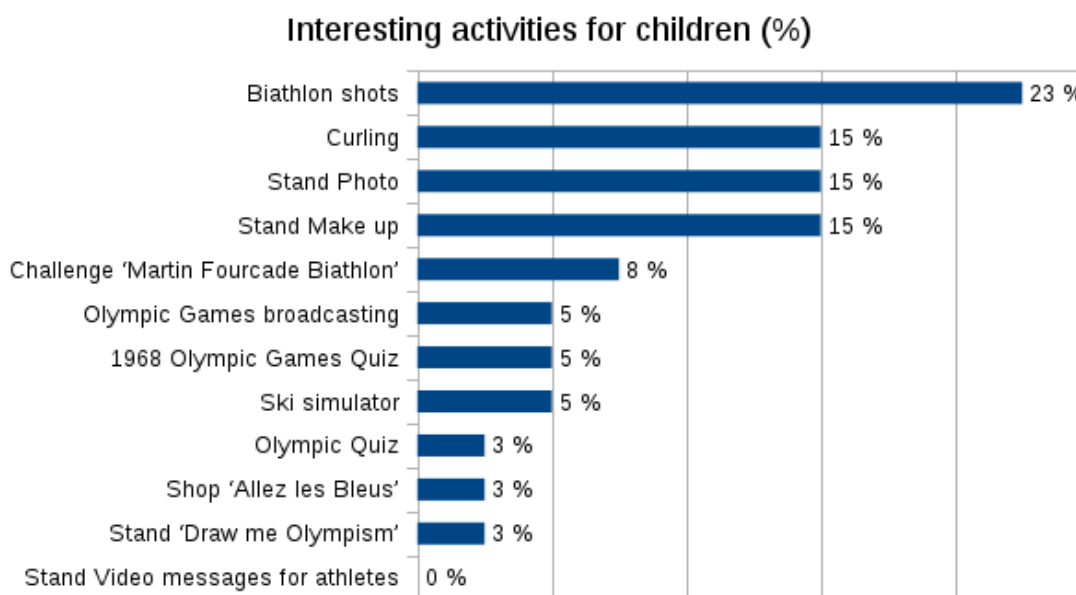
Being asked to choose the most interesting activity, respondents, nevertheless, chose the sports: the most popular were Biathlon shots (45 %), Martin Fourcade challenge (33 %) and Curling

(30 %). Then came Olympic broadcasting (28 %), Photo stand (25 %) or 1968 Olympics Quiz (23 %) – see Graph 33. The activities that the respondents actually tried out almost equalled to the most interesting ones. Even for children, the most favoured activity was Biathlon shots (23 %) followed by Curling, Photo stand and Make-up stand (15 % each) – see Graph 34.

Graph 33 – Most attractive disciplines in Grenoble



Graph 34 – Most attractive disciplines for children in Grenoble



PARTNERS' BRANDS

When asked to recall the brands they saw at the Festival, the respondents mostly noted Club Med, France Télévisions, Lacoste and MGEN. The rest of the brands was recalled by only a few respondents – see Table 3. In contrast to other countries, the French organisers decided to survey particular partners and their activities that the respondents tried instead of the level of satisfaction with those activities. Nonetheless, more than a half of the respondents were not able to name any brand or activity.

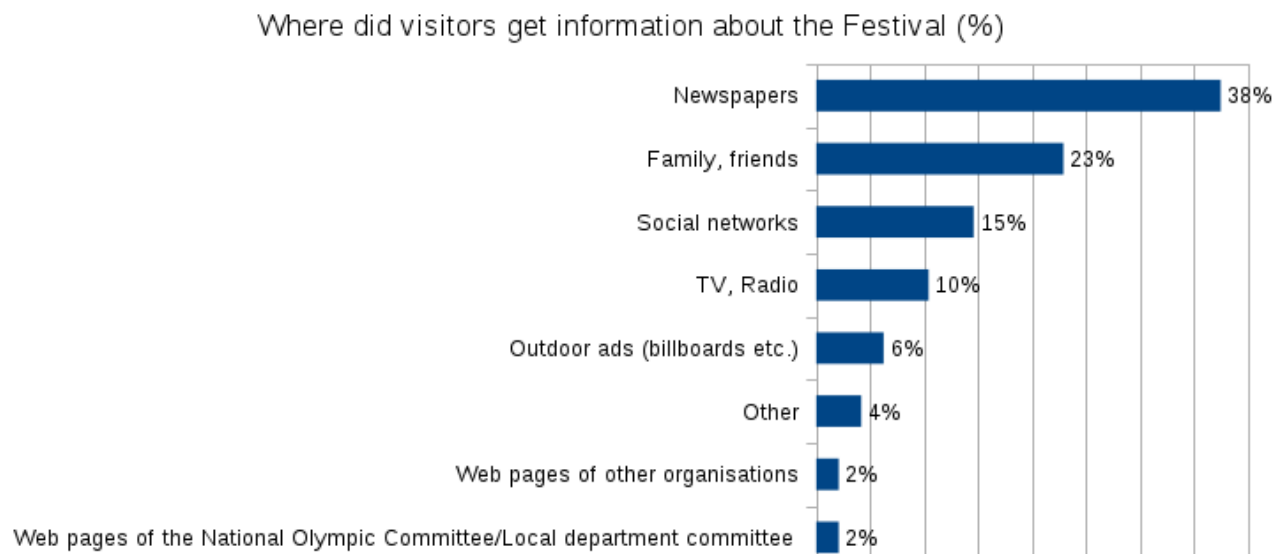
Table 3: Brands recalled by visitors at the Grenoble Festival

Brand	Visitors recalling (%)
No answer	58 %
Club Med	13 %
France Télévisions	10 %
Lacoste	8 %
MGEN	8 %

PROMOTION AND PRESENTATION OF THE FESTIVAL

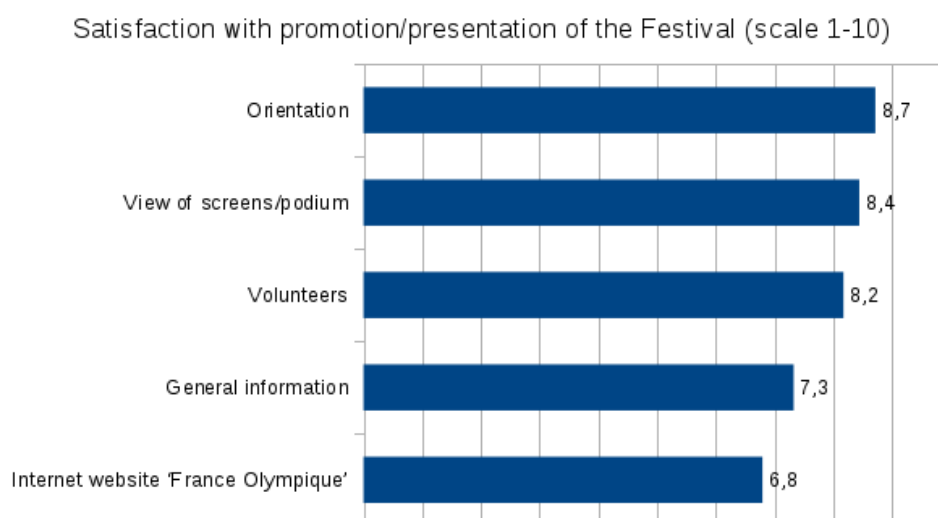
The primary source of information about the Festival were newspapers (38 %) and, quite surprisingly, personal contacts amongst family members and friends (23 %). Only 15 % of the respondents drew information from social networks or from TV or radio – see Graph 35. Despite all this, the respondents seemed satisfied with the level of promotion, as more than a half of them chose “satisfied” in their response.

Graph 35 – Use of sources of information about the Olympic Festival in Grenoble



After the visit, the respondents rated their level of satisfaction with promotion activities and other attributes of the Festival that built the overall picture of the event. Items such as on-site orientation, a clear view of screens and podiums and the work of volunteers were rated as quite satisfactory (8.2 – 8.7 on a scale 1 – 10). The rest was, however, not perceived that well. General information about the Festival and the internet website “France Olympique” bringing news about the Festival were rated as 7.3 and 6.8 – see Graph 36.

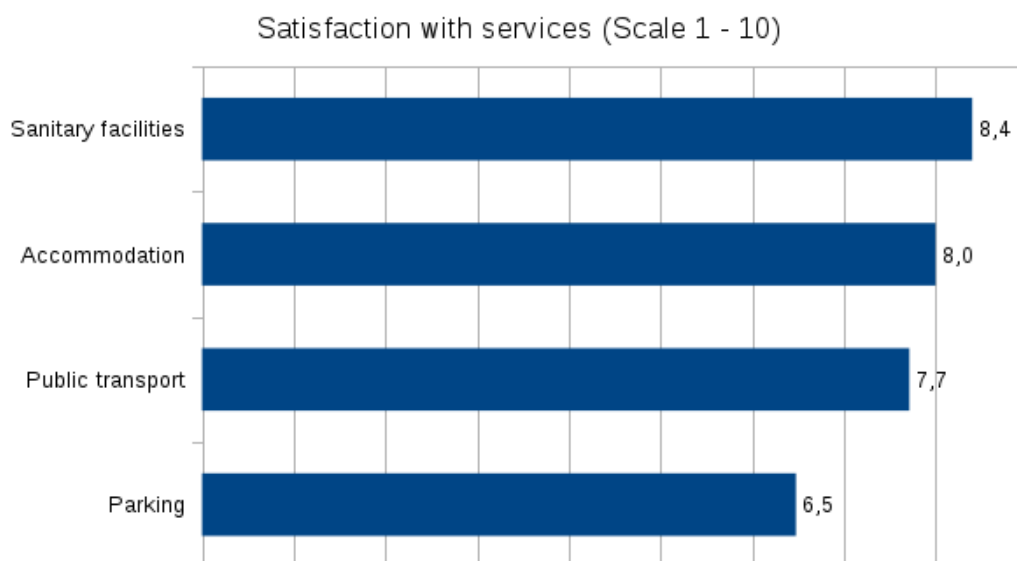
Graph 36 – Average level of satisfaction with the presentation and promotion of the Grenoble Festival (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



SERVICES AND ACTIVITIES AT THE FESTIVAL

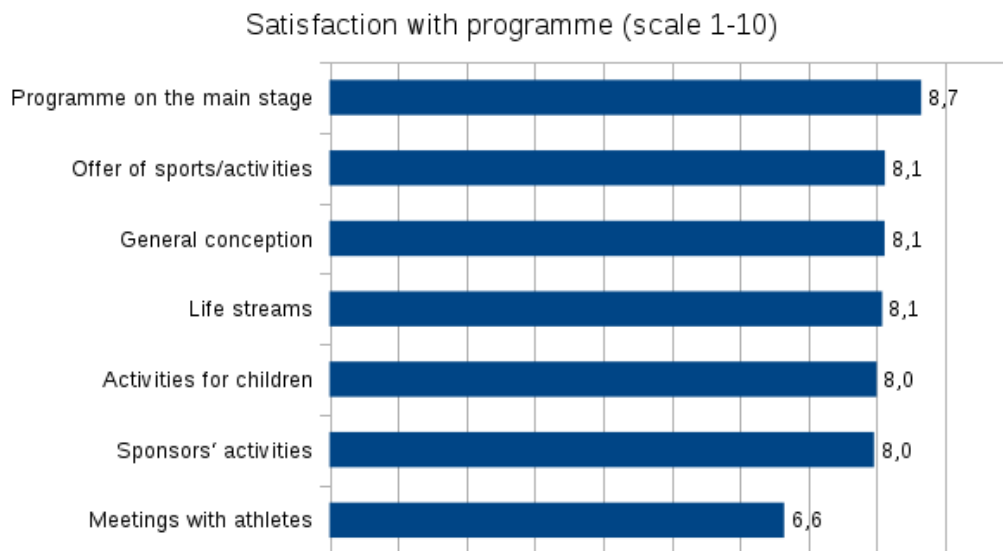
Since the Grenoble Festival did not include any refreshments stands, the respondents rated the following services: Sanitary facilities (8.4), Accommodation possibilities (8.0), Public Transport (7.7) and Parking (6.5), which was seen as the worst – see Graph 37.

Graph 37 – Average level of satisfaction with services in Grenoble (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



Furthermore, most of the programme activities were evaluated as high above average. Almost all of the items received from 8.0 to 8,7 points with the Programme on the main stage on the highest level. Only one item, Meeting with athletes, was rated lower, receiving 6.6 points – see Graph 38.

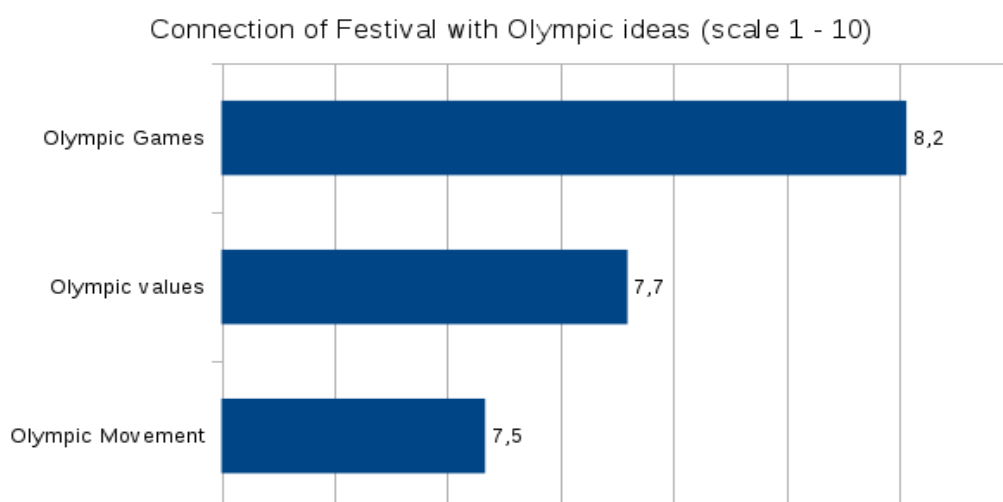
Graph 38 – Average level of satisfaction with programme in Grenoble (1 = “Completely unsatisfied”; 10 = “Completely satisfied”)



CONNECTION WITH THE OLYMPIC MOVEMENT AND OTHER FESTIVALS

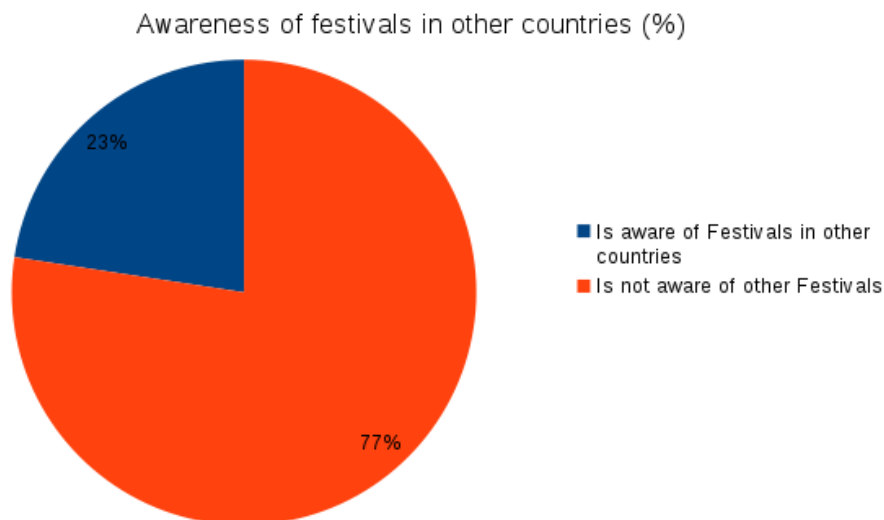
Finally, the respondents were asked to think about a link between the Festival and different kinds of Olympic Movement ideas. This time, they ranked their agreement with the presented statements – see Graph 39.

Graph 39 – Average level of agreement with statements regarding a link with Olympic Movement ideas in Grenoble (1 = “Completely disagree”; 10 = “Completely agree”)



Finally, the respondents were asked about their awareness of other Olympic Festivals in Slovenia and the Czech Republic. In Grenoble, knowledge about other festivals was quite low – see Graph 40. However, the vast majority of respondents would welcome organising the Festival in future years.

Graph 40 – Awareness of Grenoble respondents of Olympic Festivals in Slovenia and the Czech Republic



Observation and interviews

The **Olympic Festival** in Grenoble was held between the 10th and the 24th of January in the Palais des Sport de Grenoble. The venue is historically connected to the 1968 Winter Olympic Games in Grenoble and the celebration of the 50th anniversary of this event took place in parallel to the Festival. The venue was opened for 4 hours in the afternoon on weekdays and for 6 hours during weekends with a free entrance for visitors. The number of attenders reached approximately 21.000. The capacity of the venue seemed to be sufficient, as the only queues that could be seen were at the video games stand where a competition took place and at the ice rink which was, in fact, a part of the anniversary event and not the Festival itself. The leading ideas were sharing Olympic values and bringing the atmosphere of the Olympic Games to French fans together with the atmosphere of “togetherness”.

Again, many activities aimed at **children** whereas many adults chose not to attend those activities but rather spent time in the broadcasting area. The attendance was further enhanced during a school holiday, when many children camps came to visit. The children’s awareness of Olympic values was strengthened in advance because of an event preceding the Olympic Festival – local educational bodies together with the local Departmental Olympic Committee prepared

an Olympic Programme where children learnt about Olympics-related sports, athletes, countries and Olympic values in general.

Due to the size of the event, not many **volunteers** were needed. During the Festival, fifteen volunteers per day were present with one volunteer working at each activity. They were recruited by the local Olympic Committee and the organisers were satisfied with their work.

Contrary to the other Festivals, not many sporting **activities** were offered in Grenoble. The rest was, however, not physically demanding and even mentally and physically disabled people participated. The Festival together with the ice skating rink, which was officially not a part of the Festival, attracted even more people than expected. Yet, as a NOC project manager asserts, they would have prepared the event on a bigger scale if there had been enough time for its preparation, i.e. more than the two months they had. Time pressure was in fact a common denominator for all the Festivals, but especially the French and Slovenian editions followed last-minute negotiations with the IOC.

The programme was supported by local clubs and sport organisations. For example, the local hockey club played exhibition matches and its players met with visitors afterwards. However, the presence of famous **athletes** was only limited and none of the current Olympians arrived at the event.

As well as at the other Festivals, only the NOC's **partners** took part in the event where they were offered with tailor-made activities for the activation. Out of 12 activities, 8 were supported by a specific sponsor.

According to project managers, the **attendance** was increasing despite a limited publicity with the important role of "a word of mouth", causing a significant surge in visitors after the first week of the Festival.

At the beginning, there was a tense atmosphere between the French NOC and the representatives of the city of Grenoble preparing the anniversary celebration. It was partly probably due to the late start of the preparation which was in fact December 2017 with the initial start of discussions a year earlier. Finally, a solution was found when two thirds of the venue hosted the **anniversary celebration** and one third was reserved for the **Olympic Festival**. In the end, both events benefited from the connection as the 50th anniversary and the Olympic Festival were, as a matter of fact, complementary in terms of the presentation of the history of Olympics with the ice hockey rink stylised into the year of 1968 and the Festival bringing visitors back to 2018 and connecting them with the current Olympic Games. In any case, the French NOC would like to establish the Olympic Festival as a regular activity for the future.

Summary of findings

In the context of the Festivals in three European countries, The Grenoble Olympic Festival was a middle-sized event opened just for half a day and employing a moderate number of

volunteers. Unlike the other Festivals, the French edition was firmly merged with the event celebrating the 50th anniversary of the 1968 Winter Olympic Games in Grenoble. As such, it brought an opportunity to foster Olympic education focused mainly on children.

Even here, the combination of well-known and popular sports such as biathlon and of an interesting and not often seen discipline of curling attracted visitors. Especially biathlon was immensely popular in Grenoble, probably due to the successes of Martin Fourcade, French biathlete and a multiple Olympic gold medallist

As regards the activities of the NOC's partners, their on-site presentation was probably rather limited. In the same vein, the promotion of the Festival itself seemed to be on a low level as well. As interviewed project managers assumed, a lot of attenders drew the information from their personal contacts amongst friends and family members instead of web pages, billboards or TV promotion.

Furthermore, several interviews with project managers confirmed that another problem emerged when almost no popular athletes were present on site. On the one hand, a parallel running of the Festival and the Olympic Games is highly problematic in terms of inviting active Olympians and, therefore, presents a challenge for the organisers for the future. On the other hand, as the experience from the Czech Republic suggests, even non-Olympians or former Olympians may boost the visitors' satisfaction with the visit.



5. Conclusions

Overall summary

To sum up, all the Olympic Festivals that were held in the Czech Republic, Slovenia and France in 2018 were quite successful concerning the overall level of satisfaction reported by their visitors and stakeholders. Moreover, the Festivals proved that different kinds of concepts, with respect to size, the number of presented activities, budget, location, cooperation with sponsors etc., may function well. Regarding the 2018 edition, we witnessed a small one-day event which, nonetheless, created a welcoming “homely” atmosphere (Rogla), a middle-sized, sixteenday-long event struggling only with limited promotion and with partial sharing of the venue with a second major event (Grenoble) and, finally, a big event organised for the whole duration of the Olympic Games and offering a substantial number of activities within a large area and held in two big cities at once (Brno and Ostrava). For comparison, the budget in the Czech Republic was 2 million EUR per each of the two Festivals, in Slovenia 30.000 EUR and in France 80.000 EUR.

Comparing all the events, a focus on families and children was a common feature that affected the general presentation, opening hours and the selection of the offered activities. As a matter of fact, this target group made up a substantial part of all the visitors. Even though Slovenian and French organisers complained that some adults were less active and rather sat and watched live Olympic broadcasts (which was, however, part of the concept), all three editions of the Festival offered activities attracting both major groups of attenders – children and their parents. At the same time, the Slovenian and French Festivals offered activities focused on Olympic education while the Czech NOC emphasises the educational issues as one of its future goals.

In France and especially in the Czech Republic, volunteers played a crucial role in the organisation and operation of the Festivals. In the Czech edition, hundreds of them were involved and above all were motivated to help with the organisation for only a simple material reward. For the future, sharing experience as to how to establish the tradition of working with volunteers and how to maintain a relation between Olympic committees and volunteers might provide a significant benefit for running any upcoming Olympic Festivals.

As the evidence from Grenoble and partially from Rogla suggests, an event of national significance cannot be actually confirmed and the preparation started only a few months before its beginning. As interviews and experience from the events further outline, the lack of time hindered proper promotion of the Festivals, let alone the difficulties in the work of organising committees and a possible withdrawal of some sponsors. Similarly, good communication of Olympic values may contribute to a better perception of the whole concept of the Olympic Festival. All in all, the final number of visitors met the expectations of the organisers.

As one of the vital and common features of the Festivals, meetings with well-known athletes greatly contributed to the general picture of the event. The athletes could cooperate with organisers or sponsors but their presence definitely attracted the attention of visitors to a great extent.

Success factors

After analysing all the survey data, interviews with various stakeholders and comparing them with the conclusions of the observations, we present several factors that may lead to a successful organisation of the event:

Festivals can take various forms (differing in size or offered activities), each providing a specific atmosphere and experience. There is no need to insist on a particular arrangement since the data confirmed that all the Olympic Festivals offered at least something that attracted visitors' attention and positively affected their satisfaction with the event.

Comparing the Festivals in 2018, the low **entry fee** (the Czech Republic) or an entry for free (France and Slovenia) seemed to make no difference in the general visitors' satisfaction. This aspect needs to be considered in the future when the pressure on increasing the income from the Festivals may rise.

Sport-centred presentation of the host city or region may add a special "domestic and homely" feeling to the Festival. Sporting history, successful athletes or historical equipment worked well in this way. As a municipality representative further mentions, the interest of local administration may be boosted by approaching local or regional suppliers.

A well-known venue which **people are used to visiting** on the occasion of similar events seems to be the right location for the Festival. Examples from Brno exhibition grounds and Ostrava ice hockey arena support this notion.

In addition, many visitors apparently used the Festival in the centre of a city as a place where they can **practice favourite sports** such as snowboarding, cross-country skiing or skating without having to travel to respective sports grounds. Some of them even brought their own equipment (e.g. snowboards or skates).

As the experience from all the three countries shows, visitors welcome a **balanced mixture of presented activities**. They like popular sports such as skating or cross-country skiing with an opportunity to practice them together, as well as less known disciplines, in which curling plays the major role. Furthermore, all the main target groups should be taken into account regarding the offer of activities. The major focus on children may sometimes lead to decreased activity of adults. Thus, some disciplines can be divided into separated sporting sites that would aim at children and adults or experienced users.

When choosing the Festival location, it is better **not to divide** it as the Ostrava edition chose to do. Although it cannot be completely condemned, problems with transportation, the supply of equipment or branding emerged at the mountain ski resorts that were integrated into the Ostrava Festival.

Although the negotiations between the Czech NOC and the cities in question failed this time, the reflection of various stakeholders suggests that an **even geographical coverage** of the country

in case of more Festivals is important. As was the case of the Czech Republic, both Festivals were located in the same part of the country, which had a negative impact on the number of visitors from remote regions.

In order to fill the venue in less busy times, approaching schools in the region and **bringing children to the Festival** where various activities are reserved for them, is definitely a good practice. Thus, the potentially idle activities are utilised and the idea of bringing children to sports is put into practice, affecting a significant part of the target group. On the other hand, the middle- or long-term impact on the involved children's sporting activities cannot be evaluated.

Furthermore, offering a **playing card** to (mainly) children where particular fields are marked after completing single disciplines and activities is a method of guiding children through most of the presented activities. Children could obtain a card at the entrance and after completing a required number of disciplines be rewarded with medals, diplomas or attractive gifts. By means of fun and games, children could be presented with perhaps all the attractions offered at the venue.

Reflecting the experience of Czech project managers, the **evening opening hours** of the Festivals can last until 6 or 7 p.m. but no longer. In the later hours (the Czech Festivals were opened till 9 p.m. during weekends), only a limited number of visitors attended while families with children were already at home leaving thus many an activity unused. Of course, cultural distinctions across different countries must be respected.

The Olympic Festival provided a good opportunity for a public viewing of mega-sport events. The installation of **big screens for live broadcasts** from the Olympic Games contests was a major contribution to the atmosphere at the venue and helped to build a feeling of "togetherness" amongst the visitors. During the moments of broadcasting popular sports, big crowds gathered and jointly cheered for athletes from the national Olympic Team.

Moreover, the offer of clothes **from the Olympic collection** also contributed to the identification with the Olympic Team. Children especially seemed to love wearing the same caps as athletes on TV do.

The concept of the Festival as an event focused on trying new sports is a better choice than an organisation accenting maximum performance or excellence. The idea of the Olympic Festival is better expressed via **non-competitive events** whereas contests may be presented in the form of exhibition matches.

Even though it is primarily a financial matter rather than a decision of the organising committee, the case of the Brno Festival shows an example of retaining the "legacy" of the Olympic Festival. The City of Brno bought mobile ice rinks which will serve the citizens in future seasons. This solution adds a touch of **sustainability** to the concept of the Olympic Festivals.

Even though major sports need not perceive the Festival as a unique opportunity to present themselves (they are capable of organising their own big recruitment events), smaller sports,

such as figure skating (in the context of the Czech Republic) welcomed the Festival as a principal **platform for presentation** and even recruitment of new members.

Concerning the satisfaction of the visitors, a possibility to **meet well-known athletes** plays a major role. Those festivals that did not manage to bring any famous names or current Olympians were rated worse in this respect.

Cooperation with volunteers is beneficial mainly to large-scale events which were presented in the Czech Republic. As the evidence from the other two countries (mainly Slovenia) suggests, attracting volunteers to help during sporting events assumes a long-time process. While the Rogla event did not manage to bring any volunteers, the Czech organisers have an extensive database of volunteers and mainly the know-how as to how to best work with them (how to address them, what to offer them or how to coordinate them on the place). Even the location of the Festival in big cities helps to bring in the required number of volunteers. Of course, time pressure is crucial and without having the contacts at hand, preparing an event at the last minute means having almost no time to simultaneously approach new volunteers.

Time pressure was reported as a significant hindrance factor by all the NOCs' representatives. Especially in Rogla and Grenoble, more **time for the preparation** would enable organizing the event on a bigger scale and the deployment of a much more intensive promotion campaign.

As it appears from the reflection of communication with sponsors/partners, after establishing the tradition of the Festivals (or Parks as in the case of the Czech Republic), it is easier to convince **sponsors** to take part in a concept they already know.

To better fulfil the idea of the Olympic Festivals in order to promote Olympic values, a strong focus on **Olympic education** within the event is recommended, for example in the form of interactive games or quizzes for children that were presented in the French edition of the Olympic Festival. As the example from Rogla shows, the use of the Olympic Protocol (the Olympic Flame, Flag and Oath at the launch of the Festival) may help, too. Furthermore, presenting exhibition matches with foreign teams or sharing information about other Olympic Festivals helps to accentuate the international overlap and thus strengthen a sense of the international Olympic community. Especially for older children, a kind of an educational centre may also be prepared, where they could not only try out a particular sporting discipline but, at the same time, learn about its history or even hear some critical notions about its social or environmental implications. Local universities or NGOs could be involved in this educational activity.

As the evidence from the Czech Republic proves, full **support from the NOCs** which sees the Festival as a priority is crucial for organising a successful event. At the same time, a Slovenian project manager confirms that when the NOC does not consider the Olympic Festival as a priority but perceives it rather as one of several events taking place in the respective year, the outcome is heavily influenced.

