



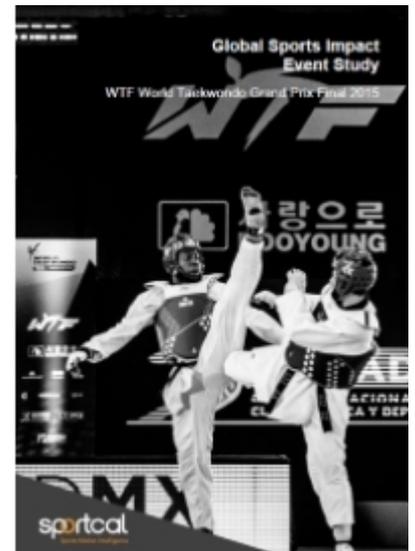
## WTF World Taekwondo Grand Prix Final 2015 analysed in latest Sportcal GSI Event Study

The holistic impacts of the WTF World Taekwondo Grand Prix Final 2015 have been uncovered in the latest published Sportcal GSI Event Study.

The study is an analysis across a range of indicators covering Economic, Financial, Media, Social Media, Sponsorship, Sporting and Social sectors.

The Sportcal GSI Event Study is now available to Sportcal subscribers on request by contacting [gsi@sportcal.com](mailto:gsi@sportcal.com)

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The WTF World Taekwondo Grand Prix Final was hosted in the 5,000-capacity Sala de Armas, Magdalena Mixihuca, in Mexico City. It welcomed 64 of the world's best taekwondo athletes; the top eight competitors in eight weight categories.

It was the second consecutive year that the season-ending event of the Grand Prix series was held in Mexico, after Queretaro played host to the 2014 edition.

Sportcal presented the findings of the WTF World Taekwondo Grand Prix Final 2015 Event Study to the WTF Events 2017-2021 Partnership Workshop in Lausanne, Switzerland, on June 28-29.

WTF president Chungwon Choue said: "We are delighted to have partnered with Sportcal to conduct this study into the WTF World Taekwondo Grand Prix. The Grand Prix Series and Final has developed dramatically since we introduced the competition in 2013 to ensure that the world's best athletes have the opportunity to compete against each other regularly. This report shows just how far we have come and how widely practised taekwondo is even in relation to other Olympic sports.

"This study will be very useful as we enter into a new bidding process which puts a greater emphasis on dialogue and collaboration with potential host cities from the onset. The study will show host cities the many benefits of hosting our events as we look to enter into a partnership with them."

Mike Laflin, CEO, Sportcal, said: “This Sportcal GSI Events Study is further proof of how events like the WTF World Taekwondo Grand Prix Final can bring a range of impacts and benefits to a host city. The study has provided invaluable insight both for WTF and the host, Mexico City.

“Reflecting on the impact that an event has on a host city enables the rights owner to understand more about the real impact that their events deliver and to learn from what has happened in the past, while improving their knowledge share with future host cities. For the host city, it analyses a broad range of impacts, beyond the usual tourism impact, which provides a more holistic view of the real benefits that are created from hosting major sporting events.”

Event owners and hosts alike can find out more about the holistic impacts of their events by commissioning a Sportcal GSI Event Study.

**For more information on GSI Event Studies:**  
[gsi@sportcal.com](mailto:gsi@sportcal.com)

**For more information and to pre-order the Global Sports Impact Report 2016:**  
[sales@sportcal.com](mailto:sales@sportcal.com)

#### **About WTF World Taekwondo Grand Prix Final 2015 – study findings summary:**

**Economic** The WTF World Taekwondo Grand Prix Final 2015, WTF Gala Awards and WTF World Cup Taekwondo Team Championships generated 2,700 bed nights for host region.

**Media** There were nine hours of TV coverage produced for the event. Coverage was shown by 16 broadcasters across a potential 87 TV nations.

**Sporting** The number of athletes representing Asian nations in the Grand Prix Final rose by 35% in 2015, while Europe was still the dominant continent, with 29 of the 64 athletes. In total 28 nations were represented.



#### **About GSI Event Studies**

Sportcal GSI Event Studies offer event owners and hosts the opportunity to understand the true impact of their events. Hosting major sporting events offers a wide range of benefits and impacts, ranging from economic, financial, media, sporting and social. A GSI Events Study will enable a host or event owner to understand more about what these impacts are, how to make the most of them in the future and what the true impact of sporting events really is.

#### **About Sportcal**

Sportcal is the most comprehensive provider of sports market intelligence worldwide. It is the essential resource for anyone in the business of sport. In 2016, Sportcal celebrates its 25th year of providing leading sports intelligence.

Sportcal provides a wide range of services and products that can help event owners and hosts in delivering better impacts from their sporting events. Ranging from strategic planning through to bid matching, data management and event studies Sportcal offers a unique range of services.

Sportcal produces the annual Global Sports Impact Report which analyses the impact of major world championships, multi-sport games, major leagues and series events each year on their host cities and nations.

## Contact Sportcal

Sportcal Global Communications Ltd.

Allington House  
25 High Street  
Wimbledon Village  
London SW19 5DX  
United Kingdom

Company Registration  
No. 02592321  
[sales@sportcal.com](mailto:sales@sportcal.com)  
<http://www.sportcal.com/>

 +44 (0) 20 8944 8786



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