



**Preliminary report  
from the local organizer  
IFF CB-meeting August 2015**

# Spectators/Ticket sales

|                                   |                                   |
|-----------------------------------|-----------------------------------|
| Total number of spectators:       | 12 000                            |
| A-division final:                 | 1 778                             |
| A-division bronze match:          | 1 334                             |
| B-division final:                 | 537                               |
| <br>Total number of sold tickets: | <br>4 300 (5 400 printed tickets) |

## Volunteers

Total number of accredited volunteers: 320



ONE WORLD  
ONE BALL  
FLOORBALL

HELSINGBORG 2015

IFF U19 WORLD  
FLOORBALL  
CHAMPIONSHIPS  
29 APRIL-3 MAY

# Team evaluation

Did the WFC meet your expectations (except the results)?

*Responding to a six-point scale where 1 = Did not meet my expectations at all and 6 = Meet my expectations very well.*

Coaches 4.8

Players 5.1

Did Helsingborg meet your expectations as a host city?

*Responding to a six-point scale where 1 = Did not meet my expectations at all and 6 = Meet my expectations very well.*

Coaches 4.7

Players 4.6

Source: RESURS



ONE WORLD  
ONE BALL  
FLOORBALL

HELSINGBORG 2015

IFF U19 WORLD  
FLOORBALL  
CHAMPIONSHIPS  
29 APRIL-3 MAY

# Media

- Media accreditation: 70 (incl TV), 40 of them were international
- 144 videos uploaded on IFF Youtube Channels (match videos, match highlights, daily highlights & player interviews)
- 3 matches live on TV4 (TV4 Sport and TV12) with a total number of 19 000 viewers (and 3 600 extra viewers on TV4 Play)
- All matches were also broadcasted live nationally at HD.se
- wfc2015.se – 28 000 unique visitors from 92 nations (2014.12-2015.05)
- Sponsor Insight will present a media report (for the period of May-August 2015) in September

# Social media

[www.facebook.com/u19wfc](http://www.facebook.com/u19wfc) - [www.instagram.com/u19wfc](http://www.instagram.com/u19wfc) - [www.twitter.com/u19wfc](http://www.twitter.com/u19wfc)

## **Facebook IFF: Apr 27- May 4 2015**

109 posts  
4,0K post likes  
76 post comments  
243 post shares  
206 page likes

## **Instagram iff\_floorball: Apr 27- May 4 2015**

41,2K (number of times images liked or commented upon)  
679 new followers  
50 images posted

## **Twitter IFF\_Floorball: Apr 27- May 4 2015**

158 Tweets  
386 Retweets  
919.6K retweet reach  
64 Mentions  
63,5K Mention Reach  
15 replies  
451 favorited



HELSINGBORG 2015

IFF U19 WORLD  
FLOORBALL  
CHAMPIONSHIPS  
29 APRIL-3 MAY

# Tourism

Two out of three of the visitors were from Sweden and of these, four out of ten from the south of Sweden. Of the foreign visitors came most from Norway, followed by Switzerland and Finland.

In total the U19 WFC (visitors/spectators and teams) resulted in 5 300 guest nights in the City of Helsingborg and 300 more guest nights in the nearby region (of Skåne).

The tourism economic turnover was 6.1 million SEK for the City of Helsingborg and a total of 6.9 million SEK for the whole region of Skåne (including Helsingborg).

Source: RESURS