Global Sports Impact Event Study

FAI World Air Games Dubai 2015

sportcal
Sports Market Intelligence

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The Financial and Sponsorship sections have been removed from this version of the study.

Overview

Executive summary

Date: 01 – 12 December 2015
Location: Dubai, United Arab Emirates
Owner: World Air Sports Federation (FAI)
Organiser: Emirates Aerosports Federation
Frequency: Irregular

The FAI World Air Games Dubai 2015 (WAG 2015) took place across six venues in Dubai, United Arab Emirates.

The event was compact and city-based, with one central hub venue (Skydive Dubai), giving the 10 featured air sports a shared experience unlike any other air sports event.

The event drew in 951 athletes from 52 nations, across all six continents.

An estimated 1,671 overseas visitors came to Dubai for WAG 2015, generating 18,115 bed nights.

Live TV coverage of the event was shown in the Middle East region via Dubai TV. Including highlights shows, the event was televised by 42 broadcasters across 115 nations.

There was further extensive news and web clip coverage, spanning 200 nations.

Over the event period, six related social media accounts on Twitter, Facebook and Instagram registered 1,219 posts, with 66,316 'likes'. Follower numbers increased by an average of 60.4%.

WAG 2015 was made possible by a team of 70 local organisers, five FAI staff and 231 volunteer technical officials.

In addition to the air sport competitions, the event included an aircraft building zone, children's build zone and medical symposium.

Economic	
Attendance - Total	-
Ticketed Attendance	-
Non-Ticketed Attendance	-
Venues	6
Sporting	
Athletes - Total	951
Male / Female	837 / 114
Overseas / Domestic	890 / 61
Continental Reach	6
Competing Nations	52
Media	
TV Continental Reach	4
Incl. Magazine / News	6
TV Nations*	115
Incl. Magazine / News	200
Broadcasters*	42
Incl. Magazine / News	217
Accredited Media	150
Social	
Volunteers	231

**Live, delayed, highlights only.*

Overview

FAI World Air Games

WAG 2015 was the fourth edition of the FAI World Air Games, and marked the first time that it had been held outside of Europe.

The first edition was held in Selçuk, Turkey, in 1997, with subsequent editions taking place in Spain in 2001, and Italy in 2009.

Other editions of the FAI World Air Games had been slated for 2005 and 2011, but did not take place for various reasons.

In Dubai, the games comprised 10 air sports, with 23 disciplines and a total of 40 medal events.

The competition was interspersed with regular air shows by Al Fursan, the UAE Air Force aerobatic display team.

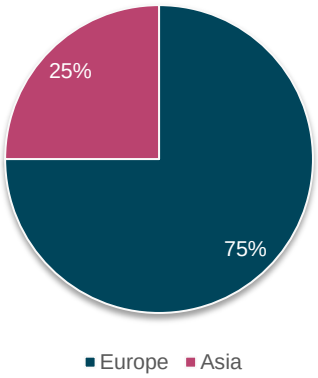
WAG 2015: Sports and disciplines

Air Sport	Discipline
Aerobatics	Powered Aerobatics Glider Aerobatics
Aeromodelling	Radio Control Model Helicopters Radio Control Pylon Racing Model Aircraft Control Line Model Aircraft Radio Control Aerobatics
Aerostats	Hot Air Balloons Hot Air Airships
Amateur-built & Experimental Aircraft	Aircraft Building
General Aviation	Air Navigation Race / Accuracy
Gliding	Gliding Match Racing
Microlights	Trikes Gyrocopters Paramotors
Parachuting	Formation Skydiving Artistic Events Canopy Formation Accuracy Landing Canopy Piloting Speed Skydiving
Paragliding	Aerobatics Landing Accuracy
Rotorcraft	Rotorcraft

FAI World Air Games: Past hosts 1997 - 2015

Year	City	Nation
1997	Selçuk	Turkey
2001	Seville	Spain
2009	Turin	Italy
2015	Dubai	UAE

Continental hosting distribution: 1997 - 2015



Overview

Host profile

Dubai

Size:	4,114 km^2
Population:	2,451,742 (Jan 2016)
GSI Cities Index*:	33rd (2015)
Bio:	Dubai is the largest of the seven emirates that make up the UAE. It has hosted multiple world championships in recent years. Dubai also hosts many world series events annually, notably in the sports of horse racing, tennis, golf, swimming and badminton.

United Arab Emirates

Size:	83,600 km^2
Population:	9,086,139 (2014)
GDP per capita:	$43,962 (2014)
GDP growth:	4.6% (2014)
GSI Nations Index*:	34th (2015)
Bio:	The UAE is located in the Arabian Peninsula in the Middle East region. Approximately 80% of the overall population is made up of expatriates.

**More information on Sportcal Global Sports Nations and Cities Indices can be found at www.sportcal.com*

Selected world championships in Dubai, 2009 - 2016

Year	Sport	Event
2009	Beach Soccer	FIFA Beach Soccer World Cup
2009	Rugby Sevens	IRB Rugby World Cup Sevens
2010	Swimming	10th FINA World Championships (25m)
2012	Modern Pentathlon	UIPM Biathle World Championships
2012	Air Sports	FAI World Parachuting Championships
2015	Table Tennis	ITTF World Team Cup
2016	Equestrian	FEI World Endurance Championships
2019	Soccer	AFC Asian Cup (Joint host with Abu Dhabi & Al Ain)

Overview

Recent air sports events in Dubai

Dubai International Parachuting Championships 2014

Date: 26 Nov – 7 Dec

Main venue: Skydive Dubai

The Dubai International Parachuting Championships has been hosted on five occasions, having inaugurated in 2010. The championships will return in 2016.

FAI World Parachuting Championships Mondial 2012

Date: 28 Nov – 9 Dec

Main venue: Skydive Dubai

The Mondial in 2012 incorporated the world championships in six disciplines of parachuting.

Economic

Economic

Venues

Summary

WAG 2015 utilised six competition venues: four situated in the city of Dubai and two further into the desert, around 50km from the main venue, Skydive Dubai. A seventh site (private airfield) was used as a logistics and storage centre.

Venues summary

Venue	Main disciplines hosted	Proximity to main venue (km)
Skydive Dubai [main venue]	All disciplines	0
Sufouh Beach	Accuracy landing	4
Jebel Ali Racecourse	Parachuting	4
Dubai Mall	Indoor aeromodelling	18
Skydive Dubai Desert Campus	Gliding, parachuting, general aviation	47
RC Airfield	Aeromodelling, microlights	54

Skydive Dubai, Sufouh Beach and Jebel Ali Racecourse were in close proximity to each other. As a result, they shared the same air space area and utilised shared take-off and landing areas.

All venues at WAG 2015 were non-ticketed for spectators, although only the competition areas at Skydive Dubai, Sufouh Beach and Dubai Mall were set up with spectator viewing in mind.

At each venue, WAG 2015 signage and banners were prominent.

Road transport between the venues and accommodation was provided by the organisers for participants. In addition, a boat shuttle operated between Skydive Dubai and Sufouh Beach.

Skydive Dubai

Jebel Ali Racecourse

Economic

Venues | *continued*

- SkyDive Dubai [main venue]
- Sufouh Beach
- Jebel Ali Racecourse
- Dubai Mall
- SkyDive Dubai Desert Campus
- RC Airfield

Skydive Dubai Desert Campus big screen area

Sufouh Beach accuracy landing competition

Economic

Venues | *continued*

Skydive Dubai (Palm Dropzone)

Type:	Permanent
Capacity:	750 capacity seated stand, 100-200 other seats, plus standing areas
Disciplines:	Various

Skydive Dubai was the main venue of WAG 2015. The venue had a full programme through the 12 days of the games, with as many air sports as possible given the opportunity to compete at least one round of their competition at the venue.

A 750-capacity seated spectator stand ran along the edge of the airfield. Two large video screens provided a continuous video feed from the event, accompanied by commentary. As well as the spectator stand, there were shaded seating areas for participants placed under marquee structures.

The site also included a plane building observation area and children's activities area. There were the following provisions for participants, media and officials: organising committee offices, higher organising committee offices, media centre, bulletin office, registration office, athlete's café. There was free wifi on-site and dedicated mobile charging zones.

The site was accessible by road with a large car park, and was also within walking distance of the Dubai Metro and Tram networks.

On the approach to the venue, there was a fan zone with around 25 stalls comprising stands for WAG 2015 local partners, concession stalls, exhibitors, and fan activities.

Opening ceremony

Skydive Dubai was also the venue for the opening ceremony of the event. A temporary all-seated venue with a capacity of around 3,000 was used exclusively for the opening ceremony.

Economic

Venues | *continued*

Sufouh Beach (Beach Dropzone)

Type: Temporary
Capacity: Standing areas
Disciplines: Accuracy landing for multiple disciplines

Sufouh Beach is a popular public sand beach 2km north-east of the Palm Jumeirah, and 4km from Skydive Dubai. The venue was predominantly used for accuracy landing competitions in parachuting and paragliding, and was also utilised for microlights and hot air balloons.

The competition areas consisted of an artificial turf accuracy landing area, and a grass area that had been installed in the sand. A PA system provided commentary for spectators who could watch the event from the area perimeter, with a scoreboard displaying results.

The competition areas were supporting by temporary structures that housed provisions for participants, officials, security and medics.

Jebel Ali Racecourse (Horse Race Dropzone)

Type: Temporary
Capacity: Not applicable
Disciplines: Parachuting

The Jebel Ali Racecourse Dropzone was created specifically for WAG 2015 as a dedicated parachuting venue, given the high number of parachuting disciplines in the games. All parachuting disciplines could take place here, except for canopy piloting.

There was no provision for spectators at this venue, with facilities to serve the participants and officials.

Temporary structures housed a mixing room for athletes, where screens were available to watch video feeds from the event. The structures also housed organisers, judging rooms, security and medics.

Two concrete formation skydive practice areas were adjacent to a carpeted area for participants, outside of the temporary structures. The event site had been levelled, with a rectangular heavy-gravel landing area laid, and a large car park created.

Economic

Venues | *continued*

Dubai Mall

Type: Permanent
Capacity: 392 seated, plus standing areas
Disciplines: Indoor aeromodelling

Dubai Mall ice rink hosted the indoor aeromodelling competition, which took place on 4-5 December.

The ice rink is in the heart of the mall, with 392 permanent seats for spectators on one side of the rink, and standing viewing areas on three levels on the other sides of the rink.

The central location in Dubai Mall represented a site of high footfall.

Spectator screens were used to display the judges' scores after each competitor's routine.

RC Airfield

Type: Permanent
Capacity: Not applicable
Disciplines: Aeromodelling, microlights

The RC Airfield was newly constructed for WAG 2015. It comprised a 300x15m airstrip, plus assorted temporary and permanent facilities.

As well as these buildings, there was a shaded canopy area for participants, but no provision for spectators.

The venue was close to the Skydive Dubai Desert Campus, around 50km from the main venue in Dubai city.

The venue was accessible via car or bus.

Economic

Venues | *continued*

Skydive Dubai Desert Campus (Desert Dropzone)

Type:	Permanent
Capacity:	250 in main viewing area, plus other viewing areas
Disciplines:	Gliding, general aviation, parachuting, rotorcraft

The Skydive Dubai Desert Campus is situated 47km away from the main Skydive Dubai site, located near the settlement of Margham.

The permanent facility, which has a 1,300m runway, is used regularly by parachuting squads for practice and training. As well as parachuting, air sports which used the Desert Campus comprised gliding, general aviation and rotorcraft.

Permanent indoor facilities included large parachute packing areas, a command centre, office space for organisers, additional rooms plus café and full amenities.

On top of the centre was a large viewing area, with capacity for around 250 spectators, from where the runway and a big TV screen could be clearly seen. There were alternative areas to watch the action also, such as a garden area or a terrace outside the café.

An indoor skydiving centre, Inflight Dubai, is located near the Skydive Dubai Desert Campus. Indoor skydiving was not a discipline of WAG 2015.

Economic

Attendance

The six venues at WAG 2016 were non-ticketed and open to access by the public.

There was no provision to count the number of spectators moving in and out of the venues, and as a result the total attendance was not measured.

Anecdotal evidence suggests that the majority of the total attendance was driven by the Skydive Dubai main venue. Spectator stands filled on 2 December (UAE National Day) and over the following three days (3-5 December), but the venue was less well attended on other days of competition.

The competition areas at both Sufouh Beach and Dubai Mall were situated in areas of high footfall, and therefore would have benefitted from passers-by observing the competition.

Moreover, since air sport disciplines are visible from all areas surrounding the competition sites, a large number of people would have been exposed to air sports over the course of WAG 2015.

There were 3,000 spectators for the opening ceremony, held in a specially-built arena at the main venue Skydive Dubai.

For future versions of WAG, provisions could be put in place at non-ticketed venues to count spectators, in order to create better estimates for this area of impact.

Contrast in attendances; Left: 7 Dec morning session. Right: 2 Dec (UAE National Day) Jetman airshow.

Economic

Workforce

WAG 2015 was organised by a team of 70 local organising committee staff (LOC), plus five members of FAI core staff.

The LOC comprised 25 individuals within the higher organising committee, and 45 operational event staff.

Volunteer technical officials numbering 231 supported the event staff, in various roles for each air sports discipline. Technical officials are broken down further in the Sporting section of this study.

Event workforce

LOC	
Higher committee	25
Operational staff	45
FAI	
Core staff	5
TOTAL	**75**
Volunteers	
Technical officials	231

Bed Nights | *LOC room bookings*

A total of 1,130 rooms were booked via the LOC, totalling 14,000 bed nights.

Further breakdown of LOC room bookings, including by visitor type and configuration of rooms (average persons per room) was not made available.

Rooms booked via LOC

Total rooms occupied	1,130
Total bed nights	14,000

Economic

Bed Nights | *Sportcal analysis*

Independent of the LOC room bookings information, Sportcal used data for each visitor type attending WAG 2015, in conjunction with data regarding the minimum and maximum length of stay for athletes in each air sport discipline, to calculate the number of potential bed nights the event produced.

The analysis found that WAG 2015 generated 11,730-24,499 bed nights, equating to 18,115 bed nights if calculated using the estimated average length of stay.

A total of 1,671 overseas visitors visited Dubai for the event, staying on average for 10.8 days.

The true bed nights figure is likely to be higher, since any overseas spectators that do not fall into other visitor groups have not been included in the analysis.

Sportcal's analysis considers all visitors, including those that could book their visit through the LOC, and visitor types that could not.

Anecdotal evidence suggested that some groups of athletes (eg. parachuting squads) arrived further in advance of WAG 2015 to hold training camps. These considerations are not included in the analysis.

As part of the hosting agreement, the LOC paid for accommodation, travel and food for all athletes, officials and event organisers. Therefore, Sportcal's calculated bed night figures have not been extrapolated to create an economic impact figure.

Footnotes

Analysis considers overseas visitors only.
Average length of stay based on analysis of event calendar and Sportcal analysis of visitation across multiple sporting events, including additional consideration pre- and post-event as 'travel recovery days'.
Number of family/friends estimated at 0.5 persons per overseas athlete (395).
Number of overseas accredited media estimated at 50% of total (75 of 150 total accredited media).
Volunteers considered within technical officials.
Participants for aircraft building air sport considered within technical officials.

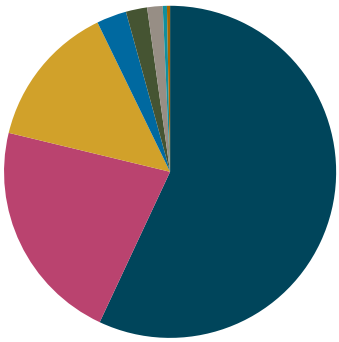
Sportcal bed nights analysis summary

Total overseas visitors	1,671

Length of stay:	
Minimum	3 days
Maximum	25 days
Average	10.8 days

Estimated total bed nights:	
Minimum	11,730
Maximum	24,499
Average	18,115

Bed nights by visitor type



Visitor type	% total bed nights
Athletes	57.0%
Family / Friends	21.8%
Officials: Technical	14.0%
Officials: Team	2.9%
Media	2.1%
FAI Staff	1.5%
FAI Executive Board	0.4%
Symposium speakers and delegates	0.3%

Economic

Bed Nights | *Sportcal analysis continued*

Sportcal overseas visitors and bed nights table

		Length of stay (days)			Estimated bed nights		
	Quantity	Min	Max	Average	Min	Max	Average
Athletes*	890	4	15	11.6	7,288	13,350	10,319
Aerobatics	*21*	*7*	*15*	*11*	*147*	*315*	*231*
Aeromodelling	*51*	*4*	*15*	*9.5*	*204*	*765*	*485*
Aerostats	*71*	*8*	*15*	*11.5*	*568*	*1,065*	*817*
General Aviation	*28*	*9*	*15*	*12*	*252*	*420*	*336*
Gliding	*7*	*8*	*15*	*11.5*	*56*	*105*	*81*
Microlights	*73*	*13*	*15*	*14*	*949*	*1,095*	*1,022*
Parachuting	*549*	*8*	*15*	*11.5*	*4,392*	*8,235*	*6,314*
Paragliding	*59*	*8*	*15*	*11.5*	*472*	*885*	*679*
Rotorcraft	*31*	*8*	*15*	*11.5*	*248*	*465*	*357*
Family / Friends	395	5	15	10	1,975	5,925	3,950
FAI Staff & Media Team	14	14	25	19.5	196	350	273
FAI Executive Board	7	7	14	10.5	49	98	74
Officials: Team	48	7	15	11	336	720	528
Officials: Technical	231	7	15	11	1,617	3,465	2,541
Spectators	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Volunteers	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Media	75	3	7	5	225	525	375
Symposium Speakers & Delegates	11	4	6	5	44	66	55
TOTALS	**1,671**	**3**	**25**	**10.8**	**11,730**	**24,499**	**18,115**

**Aggregation of analysis of each air sport discipline.*

Media

Media

TV | *Overview*

TV exposure of WAG 2015 was predominantly gained through highlights programming and news clips. The event had a limited live TV footprint.

Live

Live and near-live coverage of WAG 2015 was broadcast across the Middle East on domestic free-to-air broadcaster Dubai TV, spanning 12 territories. Live programming was not shown internationally beyond this region.

TV broadcasters: live, delayed

Territory	Broadcaster	Access	Rights Type
Middle East	Dubai TV	Free-to-air	Live, Delayed

Highlights

Two 26-minute highlights packages were produced by Quattro Media and distributed worldwide.

A total of 21 pan-regional and national broadcasters televised the highlights shows, totalling a reach of 103 nations across four continents. This included two pan-regional channels: Motors TV (Europe) and SuperSport (Africa).

A number of local broadcasters also showed highlights, taking the total highlights broadcasters to 41.

Extended

There was extensive coverage of WAG 2015 via news clips. News broadcasters reached approximately 200 TV nations across all continents.

Analysis by Repucom found that the extended coverage of WAG 2015 reached a cumulative audience of 38,557,000.

Footage from WAG 2015 will form part of magazine programme Sports Unlimited in winter 2016. Sports Unlimited has a global reach of 18 broadcasters, reaching a potential 240 million homes.

TV broadcast reach

(Live, delayed, highlights only)

Broadcasters	42
TV nations (potential)	115
TV continental reach	4

TV broadcast reach by continent

(Live, delayed, highlights only)

Africa	53
Asia	45
Europe	15
North America	2
Oceania	0
South America	0
TOTAL	115

TV broadcast extended reach

(Live, delayed, highlights, magazine, news)

Broadcasters	217
TV nations (potential)	200+
TV continental reach	6
Cumulative audience	38,557,000

TV broadcasters breakdown

Live/delayed	1
Highlights	41
Magazine	18
News	200
TOTAL*	217

**Broadcasters that showed coverage via more than one format totalled only once.*

Media

TV | *Overview continued*

Quantum

Across highlights, news and magazine programme broadcasts, there were 21,758 total transmissions featuring WAG 2015, totalling 1403:16:30 (HHHH:MM:SS) in broadcast time.

The results include future broadcasts, but exclude live and delayed coverage by Dubai TV in the Middle East region over the event period.

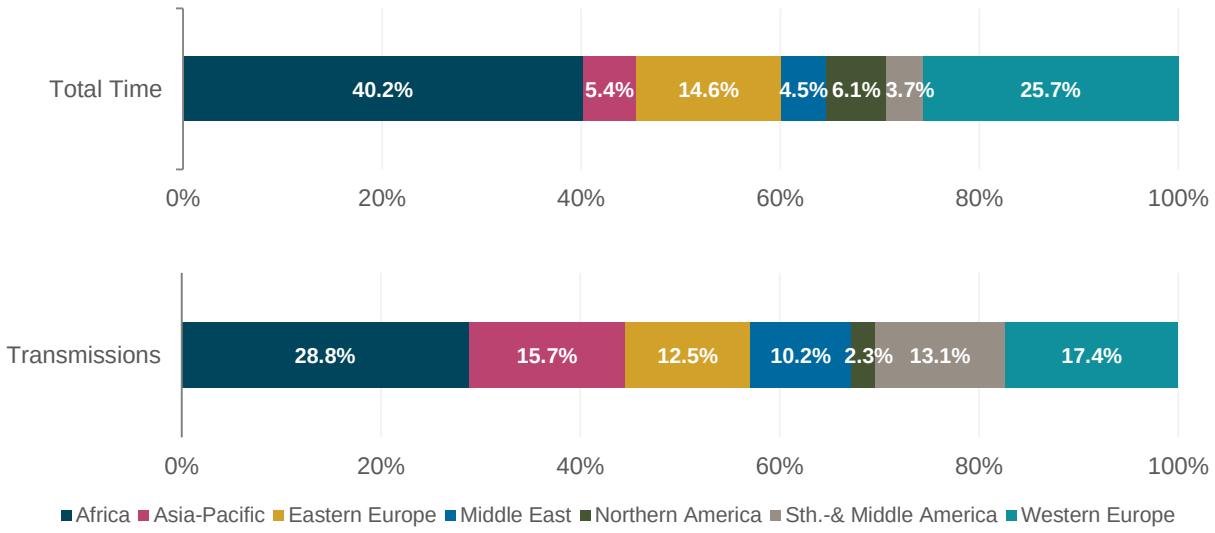
The region with the highest number of transmissions and longest broadcast time is Africa. This is due to the monitoring method used by Quattro Media to total transmissions and time by each individual territory. Regions such as Africa, with a large number of nations covered by a pan-regional broadcaster (SuperSport), can have overstated numbers when calculated via this method.

News, highlights, magazine: Number of transmissions

Africa	6,267
Asia-Pacific	3,426
Eastern Europe	2,713
Middle East	2,224
Northern America	504
South & Middle America	2,848
Western Europe	3,776
TOTAL	**21,758**

News, highlights, magazine: Total time

	HH:MM:SS
Africa	563:33:05
Asia-Pacific	75:29:07
Eastern Europe	204:19:37
Middle East	63:15:07
Northern America	85:11:08
South & Middle America	51:23:32
Western Europe	360:04:54
TOTAL	**1403:16:30**



Media

TV | *Highlights*

The table below lists the pan-regional and national broadcasters that carried highlights programming of WAG 2015.

This includes future broadcasts scheduled for winter 2016, but not magazine programming (Sports Unlimited).

TV broadcasters: highlights

Territory	Broadcaster	Access	Rights Type
Pan European (38 territories), Kazakhstan	Motors TV	Pay-TV	Highlights
Pan Africa (53 territories)	SuperSport	Pay-TV	Highlights
Angola, Mozambique	SPORT.TV ÁFRICA2	Pay-TV	Highlights
Austria	ORF Sport	Free-to-air	Highlights
Austria, Germany, Italy, Liechtenstein, Luxembourg	SKY Sport	Pay-TV	Highlights
Belgium	Sport 40	Free-to-air	Highlights
Belgium, France, Luxembourg, Switzerland, Algeria, Morocco, Tunisia, Israel	Ma Chaine Sport Extreme	Pay-TV	Highlights
Belarus, Kazakhstan, Moldova, Russia, Ukraine, Azerbaijan, Kyrgyzstan	Russkij Ekstrim	Pay-TV	Highlights
Bosnia, Croatia, Macedonia, Poland, Slovenia	Sportklub	Pay-TV	Highlights
Canada	RDS	Pay-TV	Highlights
Cyprus, Greece	Novasports	Pay-TV	Highlights
Czech Republic, Slovakia	TV Fanda	Free-to-air	Highlights
Czech Republic, Slovakia	NOVA Sport	Free-to-air	Highlights
France	Men´s up TV	Free-to-air	Highlights
Italy	RAI Sport	Free-to-air	Highlights
Japan	NTV	Free-to-air	Highlights
Poland	TVP Sport	Free-to-air	Highlights
Portugal	Sport TV	Pay-TV	Highlights
Spain	PR Extreme TV	Unknown	Highlights
Switzerland	Teleclub Sport	Pay-TV	Highlights
USA	Motors TV North America	Pay-TV	Highlights

Media

TV | *News distribution*

There were 18,014 news transmissions worldwide featuring WAG 2015, with a total transmission time of 323:45:23 (HHH:MM:SS).

News broadcasts were monitored in the four months following the event.

There were 200 unique news broadcasters, covering over 200 TV nations.

Number of news transmissions by type

News	16,679
Short report	1,335
TOTAL	18,014

News broadcasters: Transnational agencies and channels

Broadcaster	Territories	Transmissions	Total time (HH:MM:SS)
Channels			
BBC World News	198	7	2:18:36
Deutsche Welle	195	56	12:34:00
Euronews	155	315	139:30:00
TV5 Monde	195	7	1:05:00
Russia Today	182	77	30:35:10
I24 News	148	217	49:42:12
TVE Internacional	124	10	02:20:32
CNBC Europe	113	8	8:47:20
CNBC Asia	21	2	1:38:00
OSN Sports	19	11	8:07:40
Agencies			
European Broadcasting Union			
Thomson Reuters			
SNTV			

Sources

Data for the TV section of this study was provided by FAI via Quattro Media and Repucom, and further analysed by Sportcal.

Media

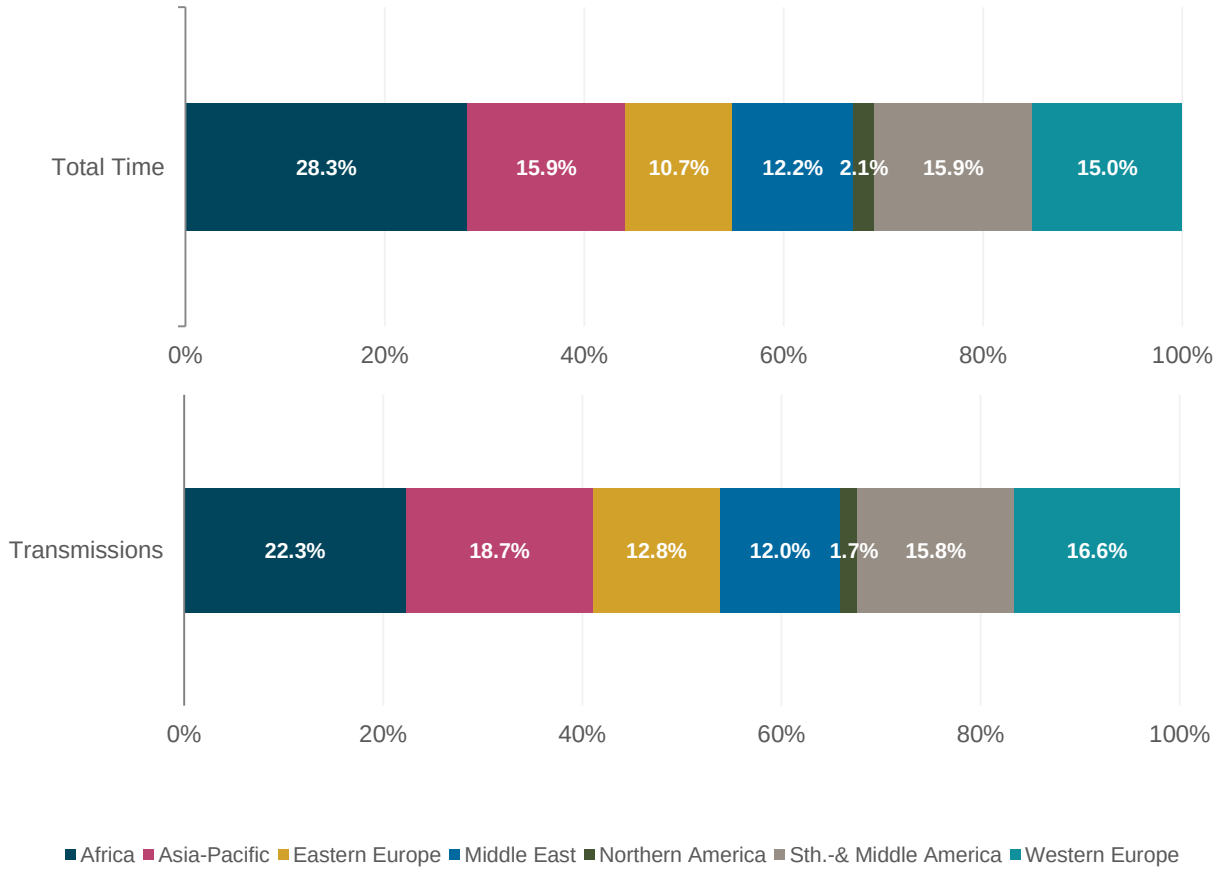
TV | *News distribution continued*

News highlights distribution: Number of transmissions

Africa	4,023
Asia-Pacific	3,372
Eastern Europe	2,306
Middle East	2,169
Northern America	305
South & Middle America	2,848
Western Europe	2,991
TOTAL	**18,014**

News highlights distribution: Total time

	HH:MM:SS
Africa	91:37:04
Asia-Pacific	51:21:07
Eastern Europe	34:35:31
Middle East	39:25:07
Northern America	06:41:18
South & Middle America	51:23:32
Western Europe	48:41:44
TOTAL	**323:45:23**



Media

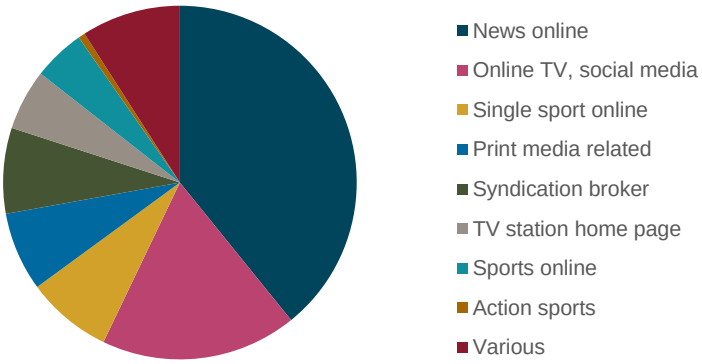
Web Clips

In collaboration with the event organisers and Quattro Media, FAI produced 19 web clips during the event, reaching a total length of 00:44:10 (HH:MM:SS).

The re-distribution of these web clips was tracked by Quattro Media, which found that a total 485 pages across 99 unique websites embedded the web clips.

By platform type, the largest proportion of these pages was on news websites (39.2%), followed by online TV and social media (17.9%).

Web clips distribution by platform type



Platform	Number	%
News online	190	39.2%
Online TV, social media	87	17.9%
Single sport online	38	7.8%
Print media related	35	7.2%
TV station home page	38	7.8%
Syndication broker	27	5.6%
Sports online	23	4.7%
Action sports	3	0.6%
Various	44	9.1%
TOTAL	**485**	

Web clips distribution

Unique websites	99
Web pages	485

Web clips by date

Date	Clips	Length (HH:MM:SS)
1 Dec	1	00:02:47
2 Dec	2	00:02:57
		00:01:23
3 Dec	2	00:01:25
		00:03:02
4 Dec	2	00:01:51
		00:02:07
5 Dec	2	00:03:30
		00:02:40
6 Dec	2	00:01:42
		00:01:54
7 Dec	1	00:02:06
8 Dec	1	00:02:10
9 Dec	1	00:03:24
10 Dec	2	00:02:52
		00:02:19
11 Dec	2	00:02:14
		00:01:56
12 Dec	1	00:01:51
TOTAL	**19**	**00:44:10**

Media

YouTube | *Video analysis*

FAI YouTube channel subscribers

Start (01 Dec 2015) **1,668**

End (14 Dec 2015) **1,841**

FAI YouTube activity summary: event period

	1 – 12 Dec	Day average
Videos	**39**	**3.3**
Views	**18,059**	**n/a**
New subscribers *(by 14 Dec)*	**173** (**10.1%** increase)	**13.3**

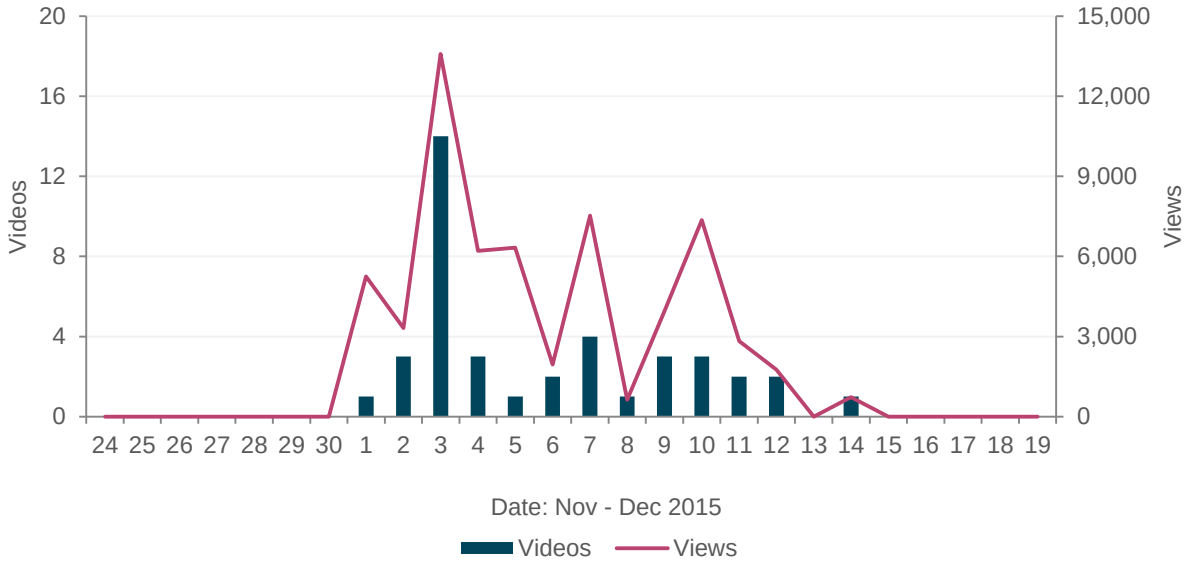
Views data taken two months after event, on 11 February 2016.

Sportcal analysed YouTube and social media activity over the event period (1 – 12 Dec), and over an extended period (24 Nov – 19 Dec) that includes seven days before and after the event, in order to examine wider trends.

The FAI YouTube channel posted 39 videos during the event, accruing over 18,000 views to date. Over the event period, the number of subscribers to the channel rose by 10.1% to 1,841, and has since risen to over 1,900.

Peak activity came on 3 December, when 14 videos were released.

FAI YouTube videos and views *(24 Nov – 19 Dec)*



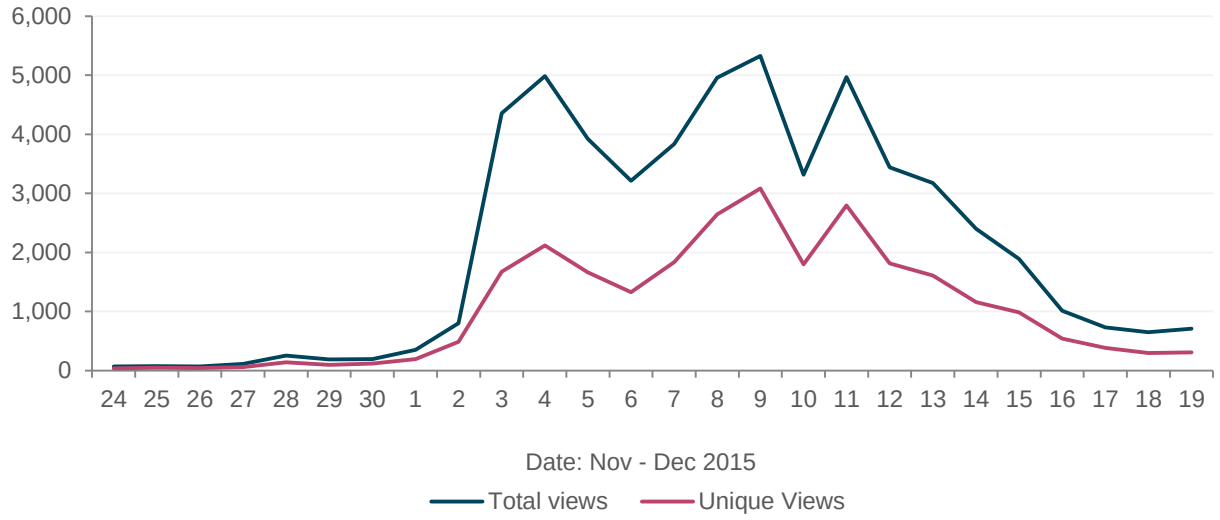
Views data above relates to number of views for the videos released on the dates in chart, as of 11 February 2016.

Media

YouTube | *Channel analysis*

Analysis of FAI YouTube channel activity shows that the number of total and unique viewers peaked on three days in particular: 4, 9 and 11 December. The highest number of views and unique views came on 9 December (5,326 and 3,081 respectively).

FAI YouTube channel views analysis for all videos *(24 Nov – 19 Dec)*



Day	Date	Views	Unique
Tue	24 Nov	68	36
Wed	25 Nov	72	47
Thu	26 Nov	69	43
Fri	27 Nov	110	59
Sat	28 Nov	253	138
Sun	29 Nov	187	95
Mon	30 Nov	191	118
Tue	1 Dec	349	194
Wed	2 Dec	798	485
Thu	3 Dec	4,355	1,671
Fri	4 Dec	4,982	2,117
Sat	5 Dec	3,922	1,661
Sun	6 Dec	3,212	1,325

Day	Date	Views	Unique
Mon	7 Dec	3,833	1,835
Tue	8 Dec	4,959	2,641
Wed	9 Dec	5,326	3,081
Thu	10 Dec	3,315	1,799
Fri	11 Dec	4,966	2,792
Sat	12 Dec	3,440	1,816
Sun	13 Dec	3,173	1,607
Mon	14 Dec	2,401	1,157
Tue	15 Dec	1,892	985
Wed	16 Dec	1,009	537
Thu	17 Dec	732	383
Fri	18 Dec	646	295
Sat	19 Dec	710	305
TOTAL 1 - 12 Dec		43,457	n/a

Media

YouTube | *Channel analysis*

Geographic

Over the extended analysis period (24 Nov – 19 Dec), over two-thirds of views on the FAI YouTube channel were from Europe (67.7%).

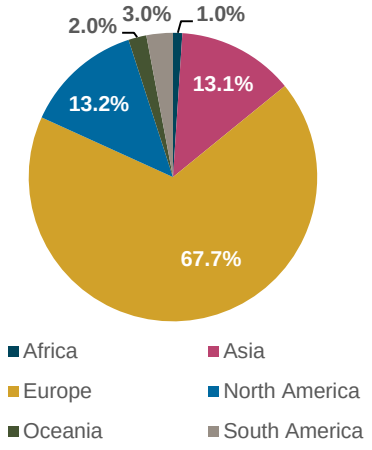
Despite this, the leading nation in terms of views was USA in North America. United Arab Emirates was the next non-European nation in fifth.

FAI YouTube channel audience by nation – top 10 *(24 Nov – 19 Dec)*

	Nation	Continent	Views
1	USA	North America	5,727
2	United Kingdom	Europe	4,829
3	Germany	Europe	4,174
4	Poland	Europe	4,151
5	United Arab Emirates	Asia	3,699
6	France	Europe	3,037
7	Italy	Europe	2,529
8	Russia	Europe	2,409
9	Bulgaria	Europe	1,740
10	Spain	Europe	1,628

FAI YouTube channel audience by continent

(24 Nov – 19 Dec)



Continent	Views	%
Africa	570	1.0%
Asia	7,173	13.1%
Europe	37,082	67.7%
North America	7,249	13.2%
Oceania	1,109	2.0%
South America	1,625	3.0%

Media

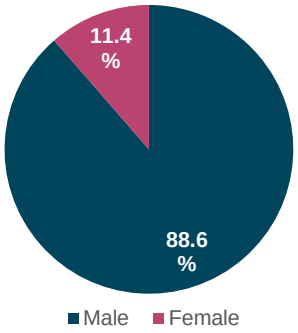
YouTube | *Channel analysis*

Demographic

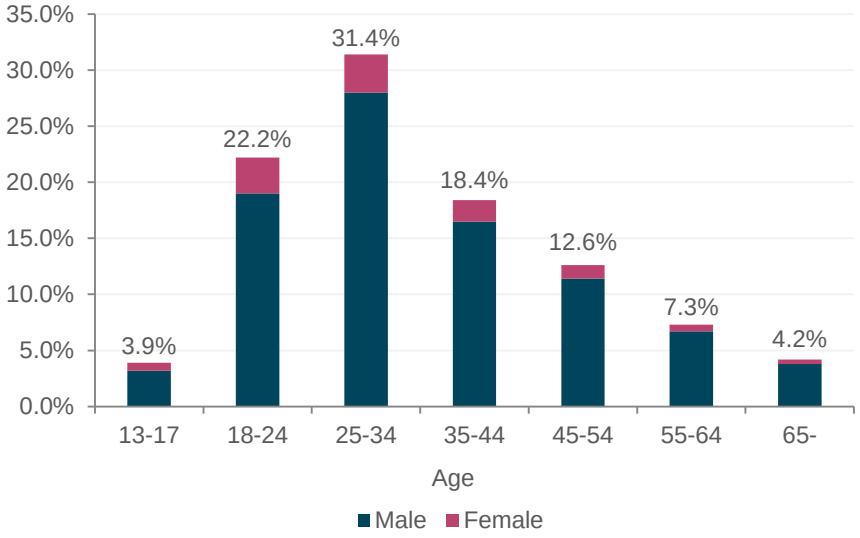
According to YouTube data, the demographic of FAI YouTube watchers was overwhelmingly male (88.6%).

The most prevalent age group watching the FAI channel was 25-34 (31.4%). In the 18-24 and 25-34 age brackets, there was a higher proportion of female viewers than in other age ranges.

FAI YouTube channel audience by gender *(24 Nov – 19 Dec)*



FAI YouTube channel audience by age and gender *(24 Nov – 19 Dec)*



Media

Online | *FAI*

FAI website visitor summary

	1 - 12 Dec	Day Average
Users	21,247	1,771
Sessions	23,902	1,992
Page views	66,825	5,569

The FAI website www.fai.org featured articles and images from WAG 2015, delivered by the dedicated FAI media team at the event, as well as being the portal for further information on all sir sports disciplines.

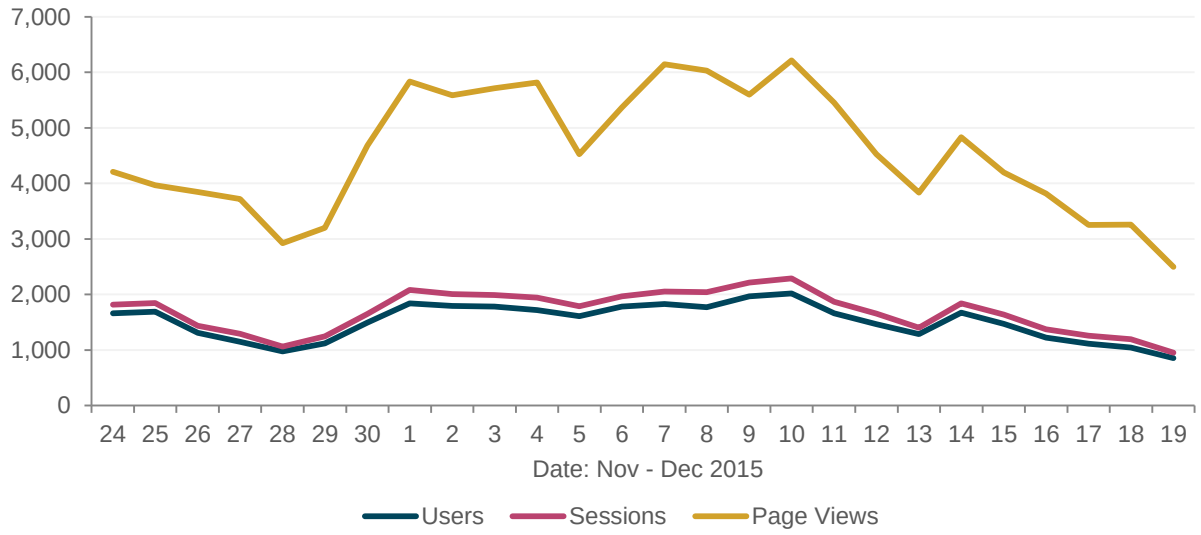
There were 52 articles produced for the website over the course of the event, with a daily newsletter driving further traffic to these articles.

The website handled 66,825 page views from 21,247 users over the event period, averaging 5,569 page views per day.

Traffic to the FAI website was relatively consistent through the event. Peak activity was reached on 10 December, with 2,021 users, 2,288 sessions and 6,216 page views recorded.

Sportcal did not have access to any data from the official event website www.wagdubai.ae.

FAI website visit data *(24 Nov – 19 Dec 2015)*



Media

Articles

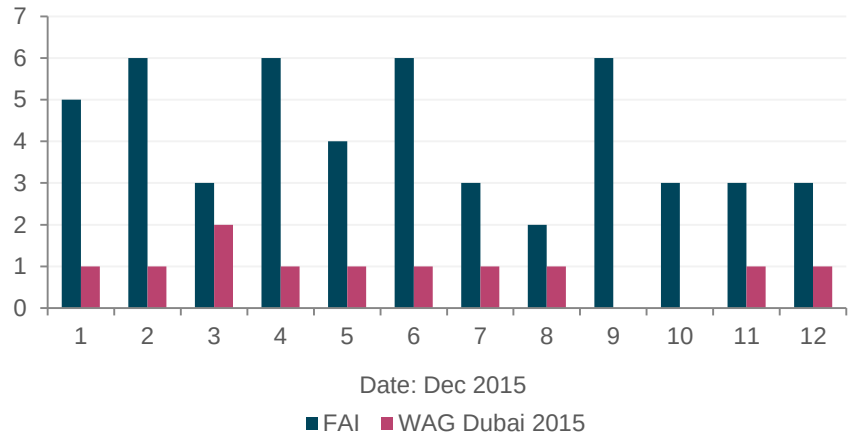
Tracking by Vocus identified 706 articles that were released worldwide on WAG 2015.

Articles were published in over 20 nations, as well as being distributed on international websites.

There were 50 articles on the games published on the FAI website during the event period, and 11 articles published on the World Air Games Dubai 2015 website.

FAI articles were distributed via a daily newsletter.

Number of articles by day (event period)



A total of 61 press releases were distributed by FAI during the event, with press releases in English, French, German, Russian and Spanish.

Accredited media

There were approximately 150 accredited media at WAG 2015.

Further breakdown of accredited media, including analysis by origin and by media type, is not available.

The FAI mobilised its own media team of nine persons for the event, which worked in conjunction with the LOC media team.

News articles (event period): Global tracking

Online, consumer	267
Online, trade/industry	137
Online, news and business	111
Television programme, national	76
Television station	8
Magazine, consumer	5
News distribution service	2
Newspaper	2
Online, technical/scientific/academic	2
Newspaper, community	1
No classification	58
International	37
TOTAL	**706**

News articles (event period): FAI and event website

FAI website	50
Event website	11
TOTAL	**61**

FAI press releases

English	13
French	13
German	17
Russian	5
Spanish	13
TOTAL	**61**

Accredited media overview

Accredited media	150
FAI media team	9

Social Media

Social Media

Social Media Activity Summary

Sportcal measured six related social media accounts related to FAI and WAG 2015, across Twitter, Facebook and Instagram. Combined over the event period, they recorded 1,219 posts, 66,316 'likes' and 22,728 new followers.

Twitter

The FAI and World Air Games Dubai 2015 Twitter accounts were each active over the event period, posting 14.9 and 36.4 tweets per day on average.

FAI peak activity came on the final day of the event (12 Dec), when 39 posts yielded 34 retweets. The World Air Games Dubai 2015 account was most active over the first three days of the event (1 – 3 Dec). It delivered 44.3 posts on average over these three days, compared to 33.8 posts on average over the next nine days.

Facebook

The FAI Facebook page showed an impressive growth in the number of page likes over the event, rising 117.9% to 21,100 likes by 14 December. The 26-day shows that levels of interaction on FAI Facebook posts peaked on 9 December, before declining in the final three days of the event.

Over the course of the event, 200 posts were made on the World Air Games Dubai 2015 Facebook account, gathering 7,861 post likes and attracting a 23% increase in followers.

Instagram

The FAI Instagram account was not used during the event until the final five days of competition. The account has a modest number of followers, which rose to 37 by the end of the event.

The World Air games Dubai 2015 Instagram account was more active, posting 251 tiems during the event. It attracted 3,797 likes on its images daily – over 45,000 in the 12 days of the games..

Accounts analysed

Twitter

@airsports_fai

@wagdubai

Facebook

/airsports.fai

/worldairgames

Instagram

@faiworldairsports

@wagdubai

Social media totals – All accounts

Posts	1,219
Likes	66,316
New followers	22,728
Average increase in followers	60.4%

Footnotes

Twitter, Facebook and Instagram activity was measured 48 hours after post publication.

A 26-day span was used to measure the wider trend of social media activity, which measures seven days before and after the event as well as the event period.

Social Media

@airsports_fai followers

Start (01 Dec 2015) **2,335**

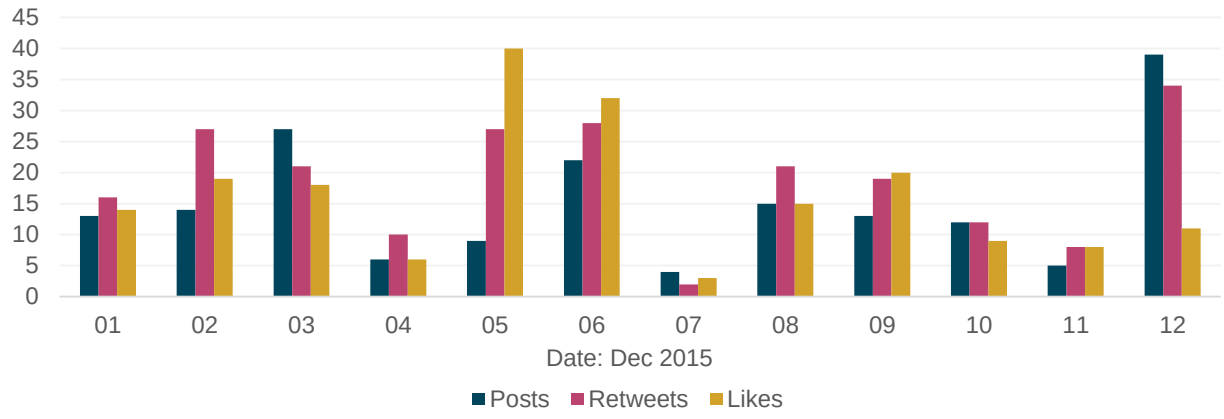
End (14 Dec 2015) **2,406**

Twitter | *FAI*

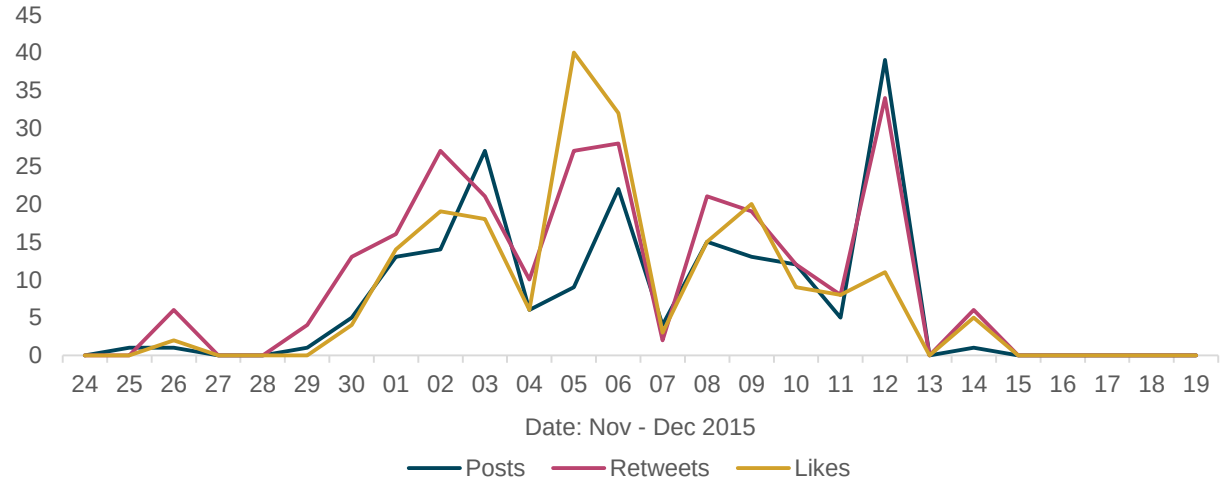
FAI Twitter activity summary: event period (@airsports_fai)

	1 – 12 Dec	Day average
Posts	179	14.9
Retweets	225	18.8
Favourites	195	16.3
Comments	5	0.4
New followers *(by 14 Dec)*	71 (3% increase)	5.5

FAI Twitter activity: event period by day *(1 – 12 Dec 2015)*



FAI Twitter activity: 26-day span *(24 Nov – 19 Dec 2015)*



Social Media

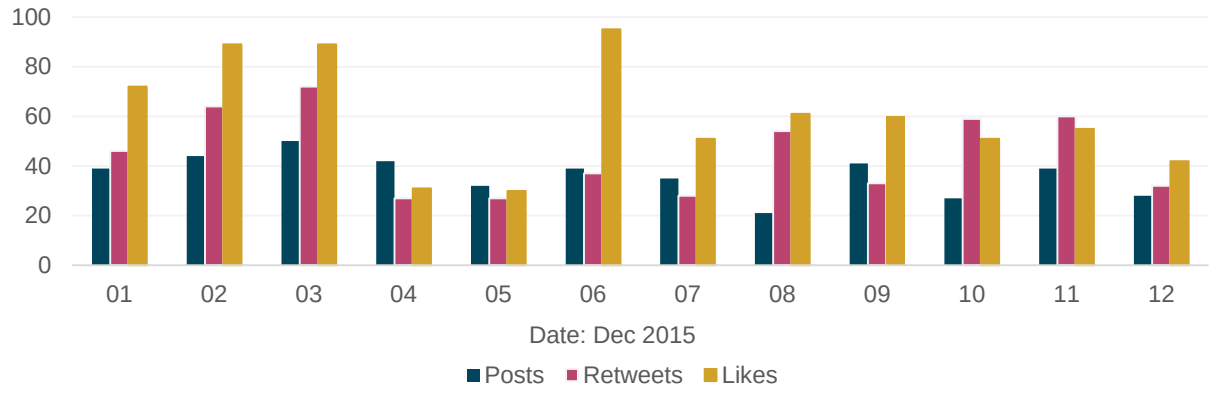
Twitter | *World Air Games Dubai 2015*

@WagDubai followers
Start (01 Dec 2015) **14,366**
End (14 Dec 2015) **18,651**

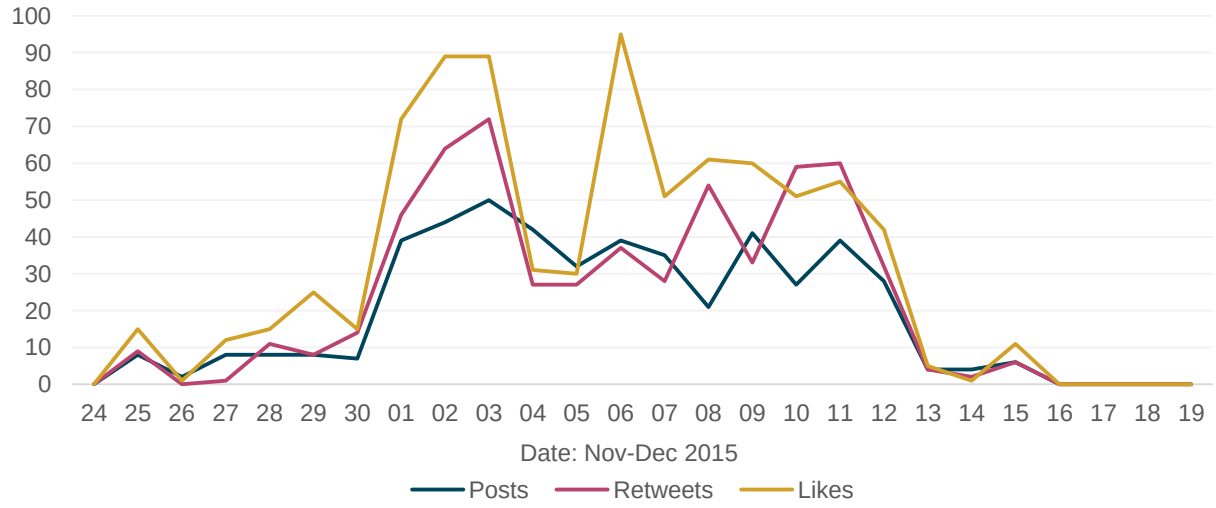
World Air Games Dubai 2015 Twitter activity summary: event period (@WagDubai)

	1 – 12 Dec	Day average
Posts	437	36.4
Retweets	539	44.9
Likes	726	60.5
Comments	23	1.9
New followers *(by 14 Dec)*	4,285 (29.8% increase)	329.6

World Air Games Dubai 2015 Twitter activity: event period by day *(1 – 12 Dec 2015)*



World Air Games Dubai 2015 Twitter activity: 26-day span by day *(24 Nov – 19 Dec 2015)*



Social Media

Facebook | *FAI*

FAI page likes

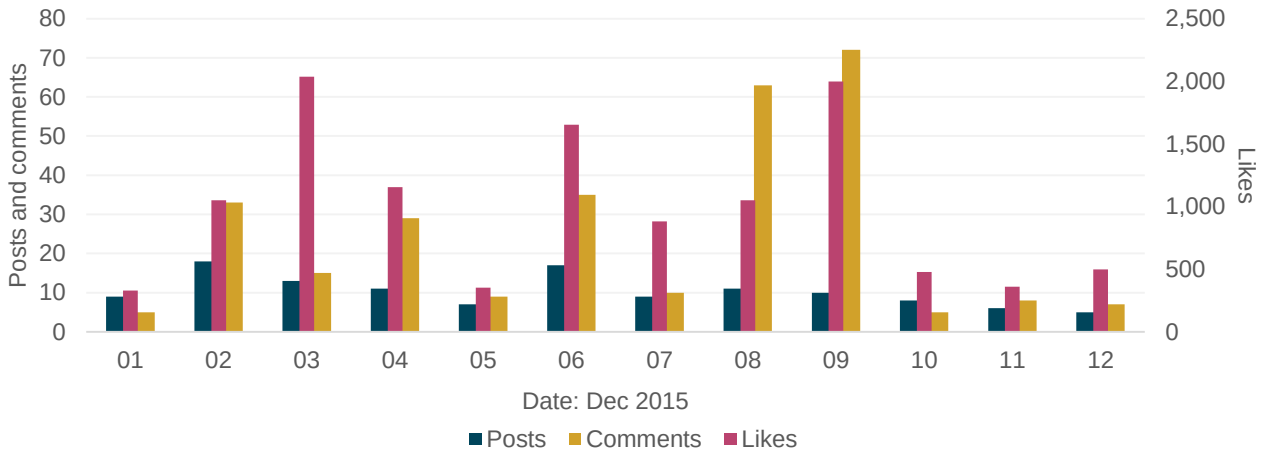
Start (01 Dec 2015) **9,683**

End (14 Dec 2015) **21,100**

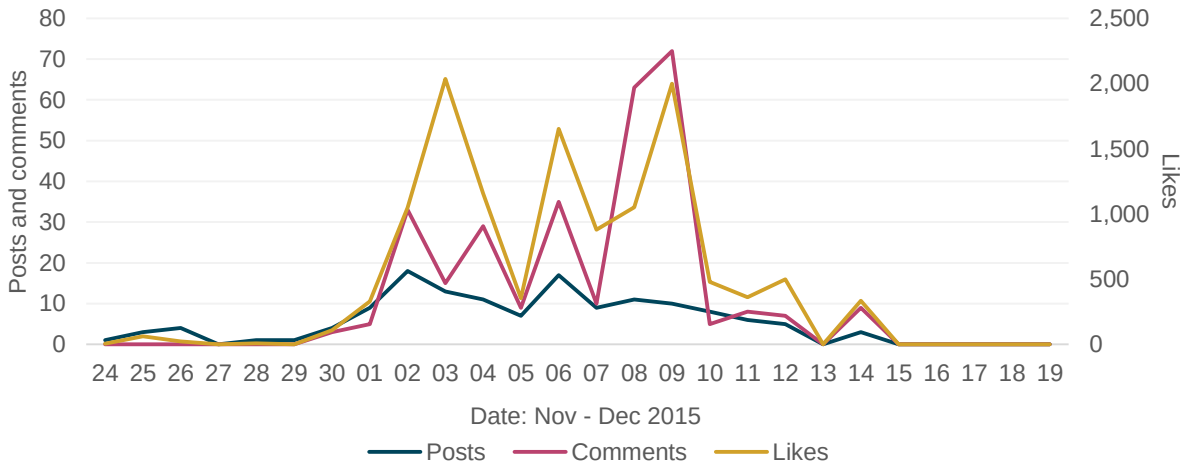
FAI Facebook activity summary: event period

	1 – 12 Dec	Day average
Posts	124	10.3
Likes	11,841	986.8
Comments	291	24.3
New page likes *(by 14 Dec)*	11,417 (117.9% increase)	878.2

FAI Facebook activity: event period by day *(1 – 12 Dec 2015)*



FAI Facebook activity: 26-day span by day *(24 Nov – 19 Dec 2015)*



Social Media

Facebook | *World Air Games Dubai 2015*

WAG Dubai 2015 page likes

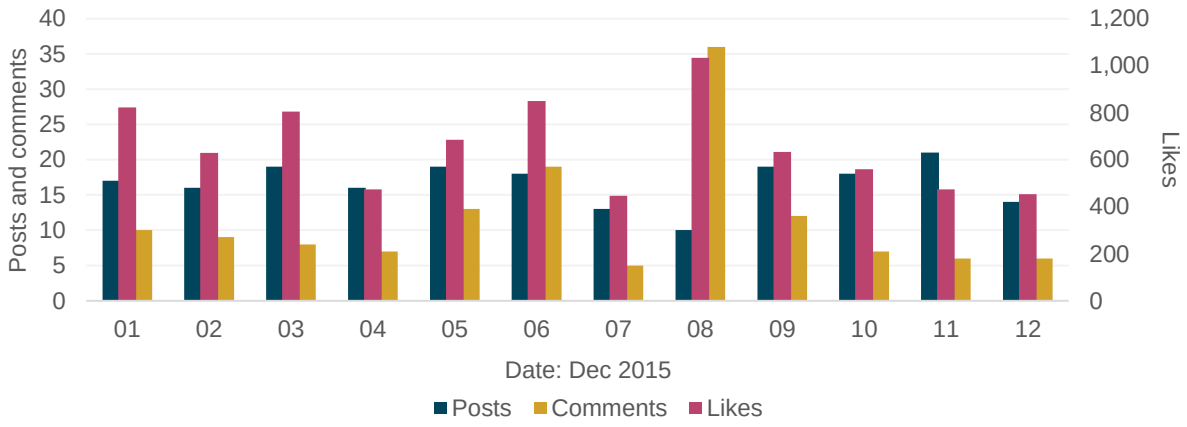
Start (01 Dec 2015) **16,663**

End (14 Dec 2015) **20,496**

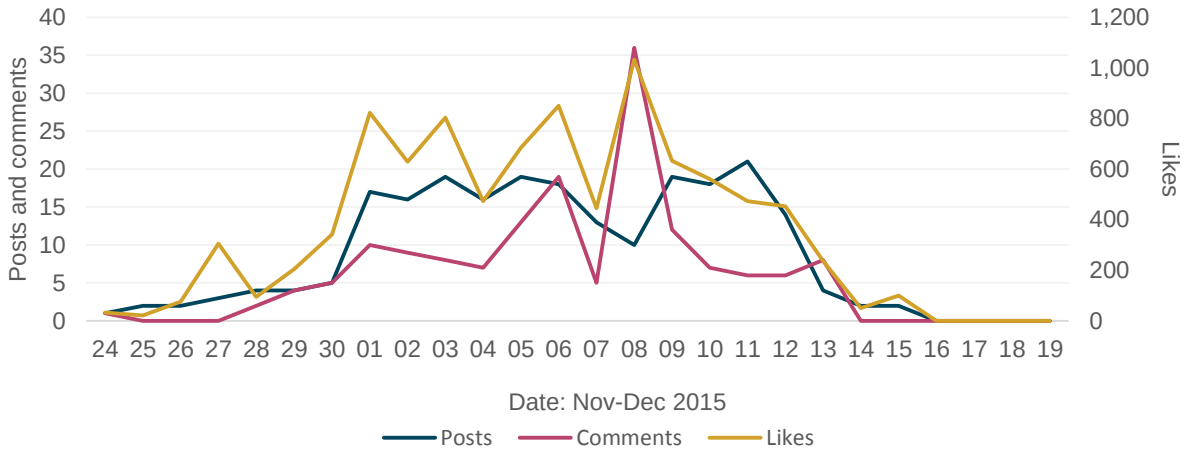
World Air Games Dubai 2015 Facebook activity summary: event period

	1 – 12 Dec	Day average
Posts	**200**	**16.7**
Likes	**7,861**	**655.1**
Comments	**138**	**11.5**
New page likes *(by 14 Dec)*	**3,833** (**23%** increase)	**294.8**

World Air Games Dubai 2015 Facebook activity: event period by day *(1 – 12 Dec 2015)*



World Air Games Dubai 2015 Facebook activity: 26-day span by day *(24 Nov – 19 Dec 2015)*



Social Media

Instagram | *FAI*

@faiworldairsports page likes

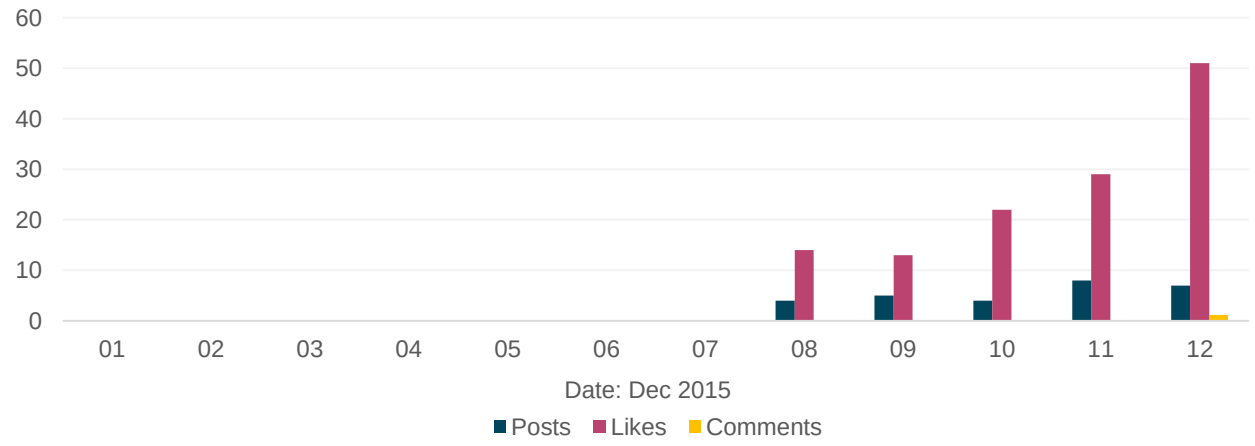
Start (01 Dec 2015) **16**

End (14 Dec 2015) **37**

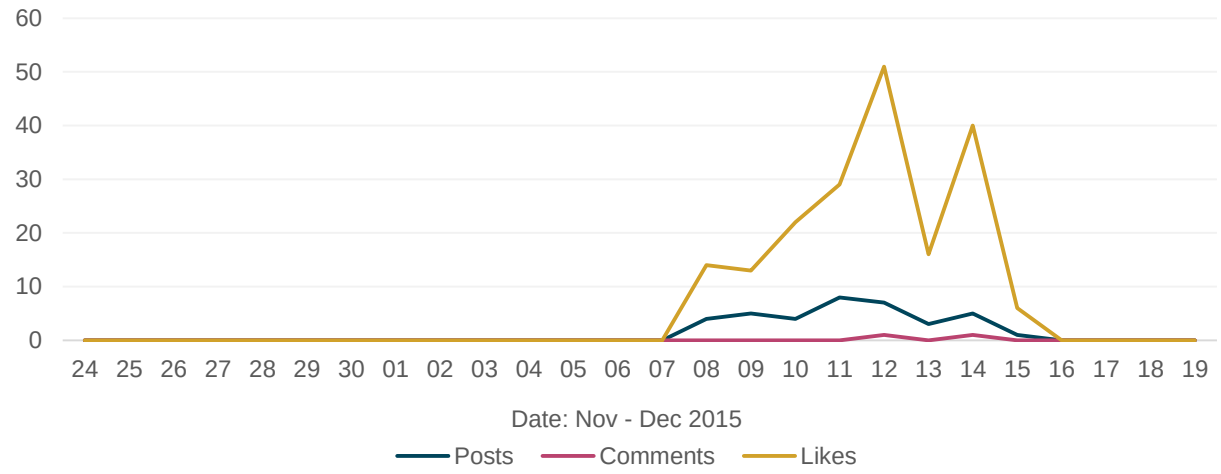
FAI Instagram activity summary: event period (@fairworldairsports)

	1 – 12 Dec	Day average
Posts	28	2.3
Likes	129	10.8
Comments	1	0.1
New page likes *(by 14 Dec)*	21 (131.3% increase)	1.6

FAI Instagram activity: event period by day *(1 – 12 Dec 2015)*



FAI Instagram activity: 26-day span by day *(24 Nov – 19 Dec 2015)*



Social Media

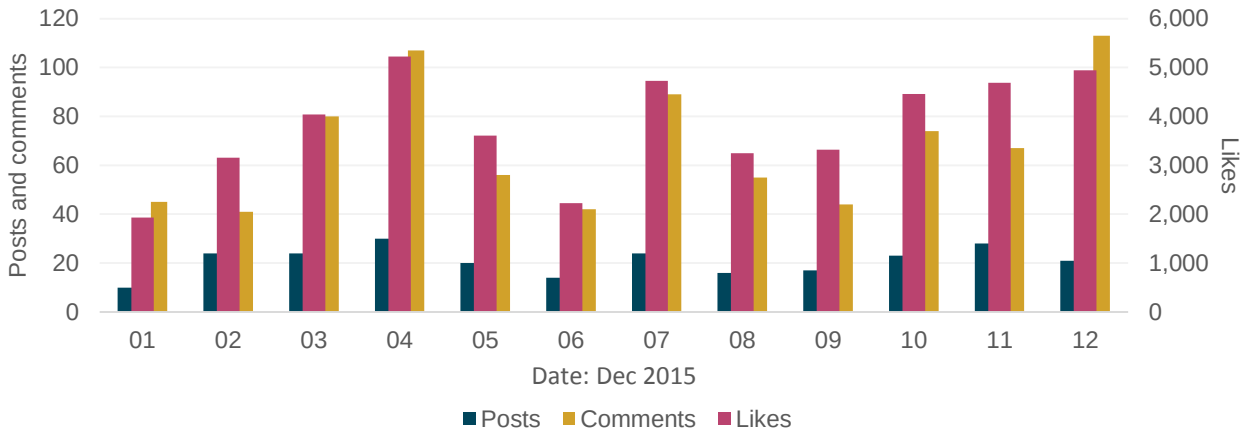
Instagram | *World Air Games Dubai 2015*

@wagdubai page likes
Start (01 Dec 2015) **5,407**
End (14 Dec 2015) **8,508**

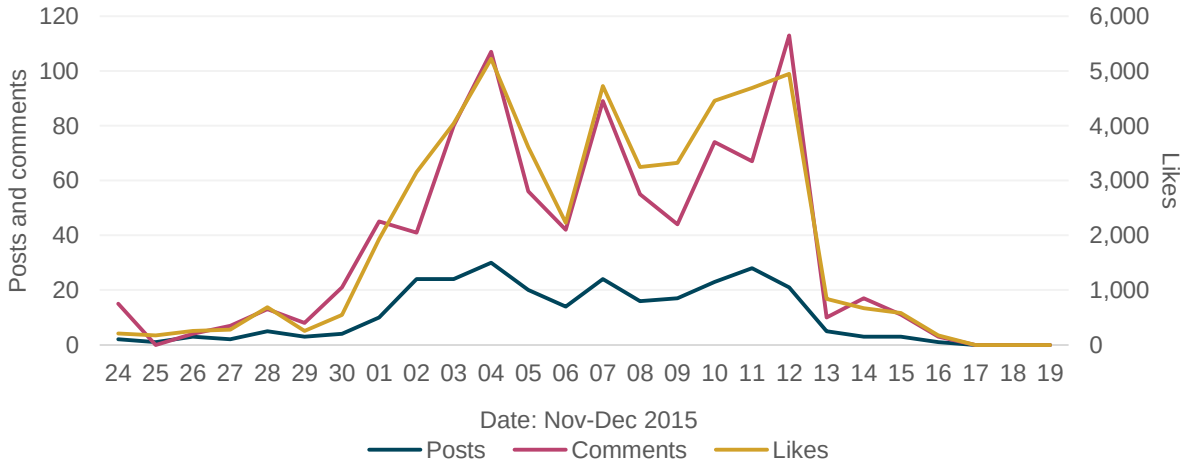
World Air Games Dubai 2015 Instagram activity summary: event period (@fairworldairsports)

	1 – 12 Dec	Day average
Posts	251	20.9
Likes	45,564	3,797
Comments	813	67.8
New page likes *(by 14 Dec)*	3,101 (57.4% increase)	238.5

World Air Games Dubai 2015 Instagram activity: event period by day *(1 – 12 Dec 2015)*



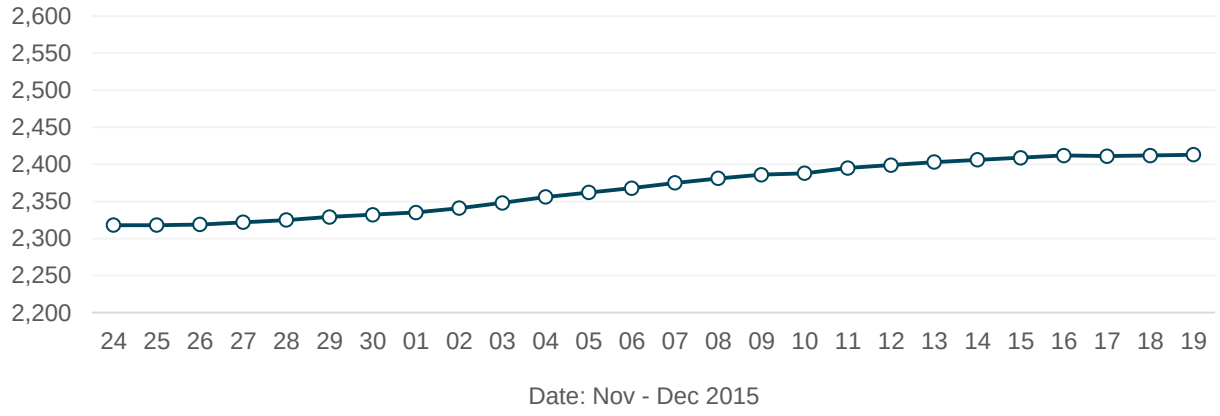
World Air Games Dubai 2015 Instagram activity: 26-day span by day *(24 Nov – 19 Dec 2015)*



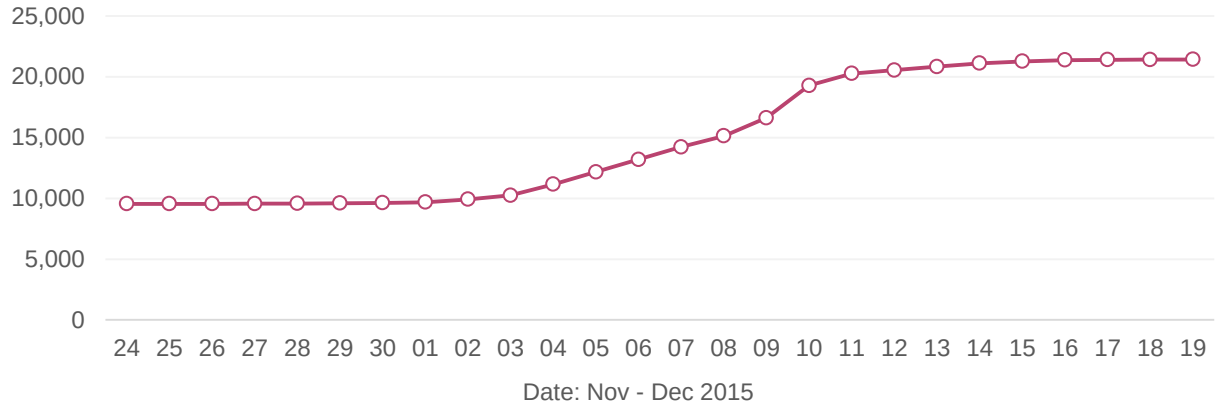
Social Media

Followers | *FAI*

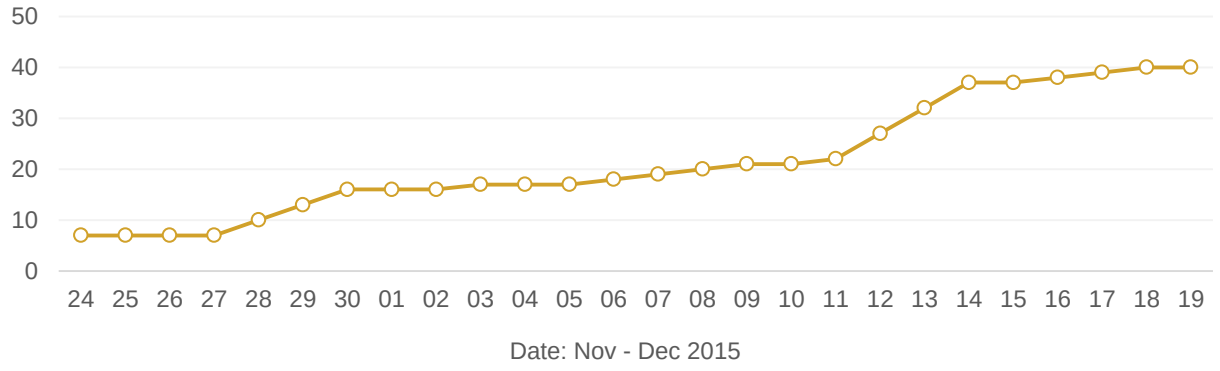
Twitter Followers: FAI *(24 Nov – 19 Dec 2015)*



Facebook Followers: FAI *(24 Nov – 19 Dec 2015)*



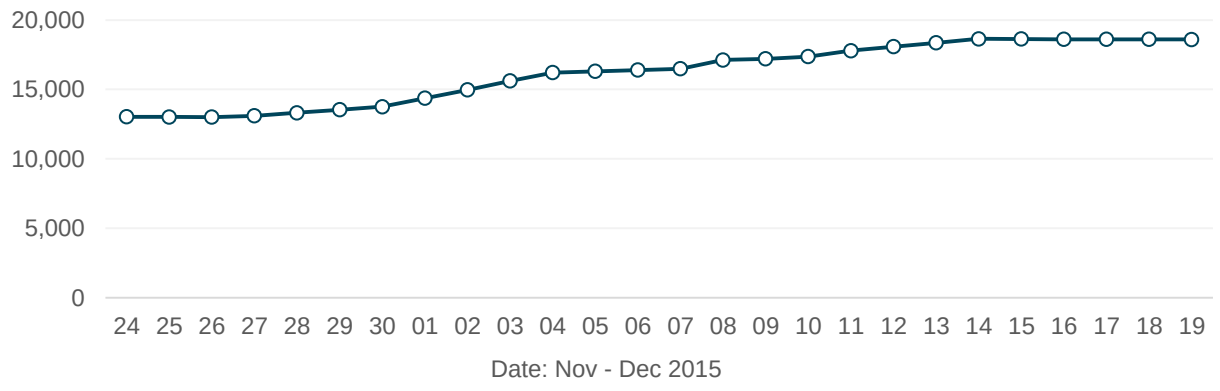
Instagram Followers: FAI *(24 Nov – 19 Dec 2015)*



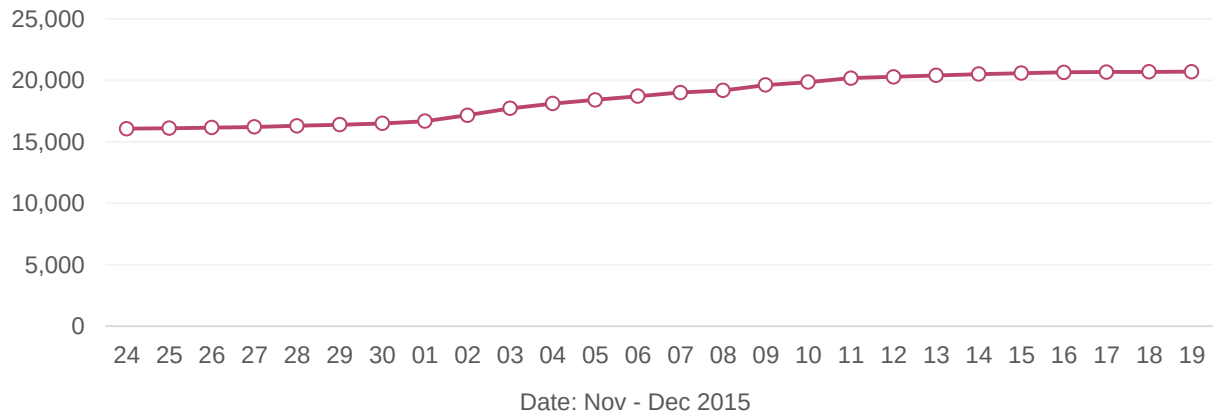
Social Media

Followers | *World Air Games Dubai 2015*

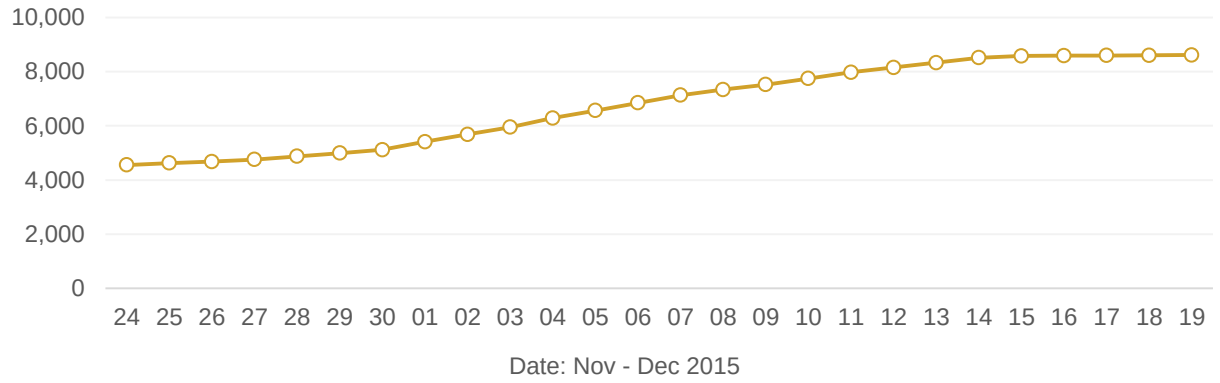
Twitter Followers: World Air Games Dubai 2015 *(24 Nov – 19 Dec 2015)*



Facebook Followers World Air Games Dubai 2015 *(24 Nov – 19 Dec 2015)*



Instagram Followers World Air Games Dubai 2015 *(24 Nov – 19 Dec 2015)*



Social Media

Trends

Twitter trend term totals via Topsy

	1 – 12 Dec	Day average
#wagdubai	2,601	216.8
World Air Games	2,229	185.8
FAI World Air Games	343	26.6
TOTAL	5,173	431.1

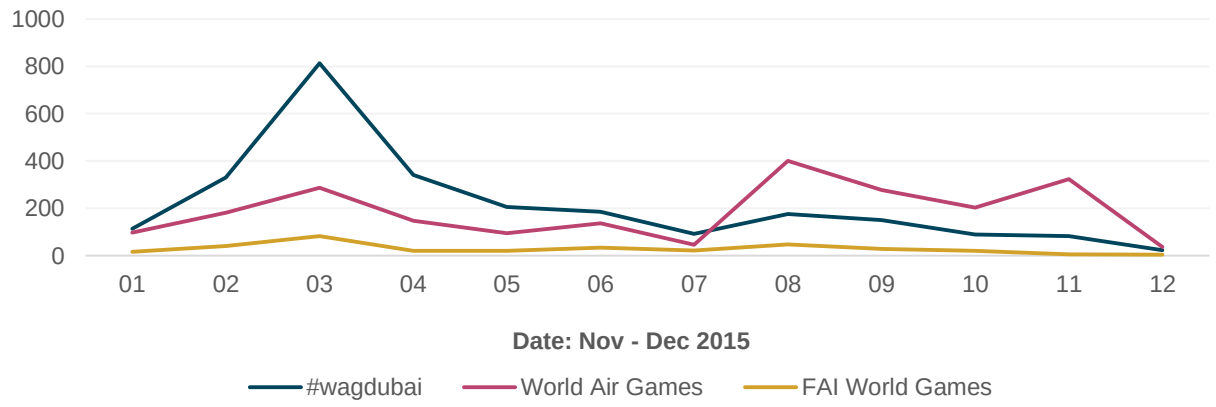
Sportcal used Topsy, the online social media monitor website, to track the number of Twitter mentions for three key terms:

#wagdubai	Official hashtag of the event.
World Air Games	Commonly used event title.
FAI World Air Games	Correct event title.

Analysis showed that over the event period, there were a total of 5,173 mentions of these terms, averaging 431.1 uses per day.

Of the three, #wagdubai was the most used trending term related to the World Air Games, totalling 2,601 uses over the event period. Peak use of the hashtag came on 3 December, the second day of UAE National Day, when it was used 813 times.

Twitter trend term analysis via Topsy *(1 – 12 Dec 2015)*



Topsy ceased operations on 16 December 2015. As a result, only trend data from the event period itself has been used for this analysis.

Sporting

Sporting

Athletes

There were 951 athletes registered at WAG 2015, from 52 competing nations.

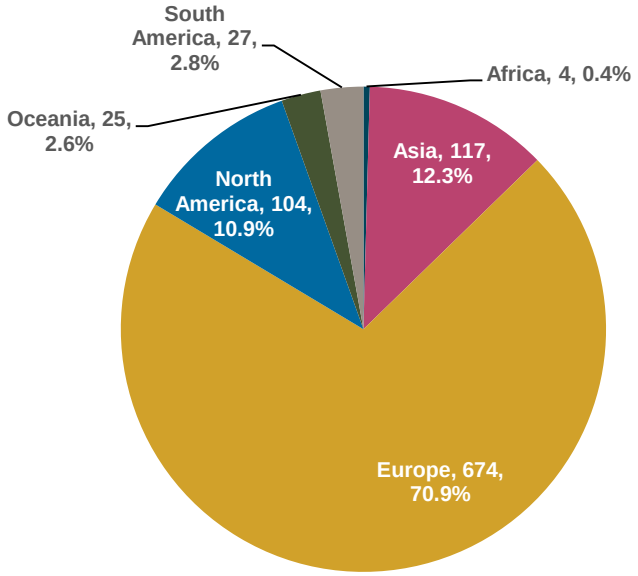
Over two-thirds of these athletes (674, 70.9%) came from European nations. Asia was the second-best represented continent (117 athletes, 12.3%), while Africa was the least represented with four athletes (0.4%).

Male athletes made up 88% of the field (837 athletes). There were 114 female athletes (12%).

93.6% of athletes (890) came from overseas.

The athlete numbers in this study represent those registered with FAI for WAG 2015 approximately three weeks before the event. Changes to entries after this point were not tracked by FAI.

Athletes by continent



Due to a lack of data available from the previous three FAI World Air Games, this study cannot compare the data from 2015 with that from past editions.

Athletes summary

Total	**951**
Male / Female	**837 / 114**
Overseas / Domestic	**890 / 61**
Competing nations	**52**
Continental reach	**6**

Athletes by continent

	Total	%
Africa	4	0.4%
Asia	117	12.3%
Europe	674	70.9%
North America	104	10.9%
Oceania	25	2.6%
South America	27	2.8%

Athletes by nation – top 10

Nation	M	F	T
France	89	15	104
UK	68	12	80
Russia	67	11	78
USA	58	9	67
UAE	49	12	61
Germany	39	8	47
Canada	28	7	35
Switzerland	25	2	27
Austria	26	0	26
China	18	7	25

Sporting

Athletes | *continued*

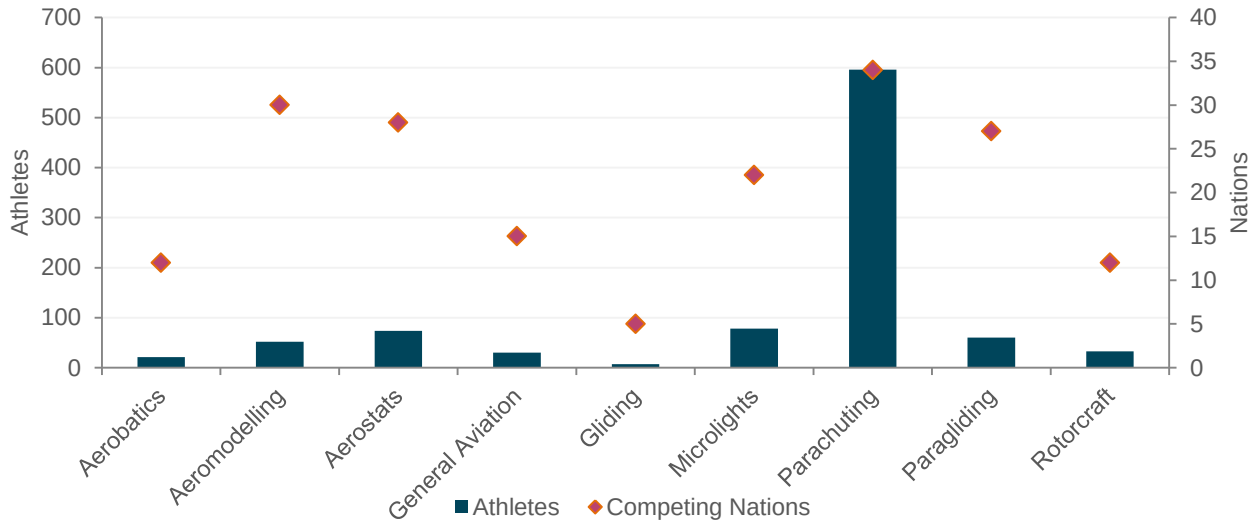
Almost two thirds of athletes at WAG 2015 competed in parachuting events (596 athletes, 62.7%). Gliding had the lowest number of athletes (seven athletes, 0.7%).

Parachuting also had the most nations represented, numbering 34, followed by aeromodelling (30) and aerostats (28).

Parachuting has the highest proportion of female athletes, at 15.6% (93 of 596). There were just 21 female athletes across the other air sports combined.

Participants in amateur-built & experimental aircraft are accounted for as technical officials in this study.

Athlete and competing nations breakdown by air sport



Air sport	Male	Female	Total	%	Nations
Aerobatics	19	2	21	2.2%	12
Aeromodelling	52	0	52	5.5%	30
Aerostats	72	2	74	7.8%	28
General Aviation	26	4	30	3.2%	15
Gliding	6	1	7	0.7%	5
Microlights	74	4	78	8.2%	22
Parachuting	503	93	596	62.7%	34
Paragliding	54	6	60	6.3%	27
Rotorcraft	31	2	33	3.5%	12
TOTAL	**837**	**114**	**951**		**52**

Sporting

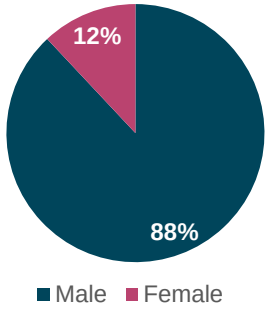
Gender

Of the three continents with over 100 athletes present at WAG 2015, Asia had the highest proportion of female athletes from its delegation, at 18.8%.

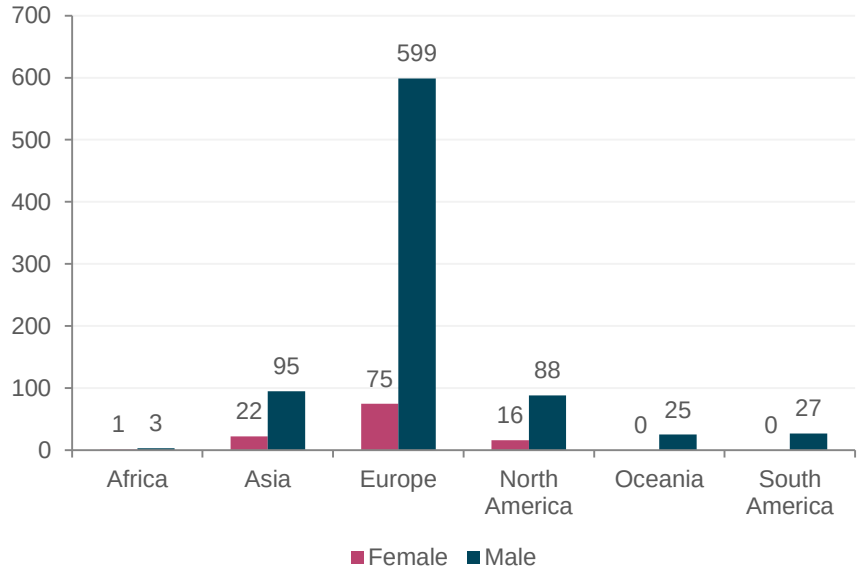
North America had the next-highest proportion of female athletes (15.4%), followed by Europe (11.1%).

There were no female athletes from Oceania or South America. There was one female athlete from Africa, which made up 25% of the four-person delegation from the continent.

Overall gender breakdown



Athletes by continent and gender



	Female		Male		Total
	#	%	#	%	#
Africa	1	25%	3	75%	4
Asia	22	18.8%	95	81.2%	117
Europe	75	11.1%	599	88.9%	674
North America	16	15.4%	88	84.6%	104
Oceania	0	0%	25	100%	25
South America	0	0%	27	100%	27

Gender equality by air sport

Air sport	Female	Male
Aerobatics	9.5%	90.5%
Aeromodelling	0%	100%
Aerostats	2.7%	97.3%
General Aviation	13.3%	86.7%
Gliding	14.3%	85.7%
Microlights	5.1%	94.9%
Parachuting	15.6%	84.4%
Paragliding	10.0%	90.0%
Rotorcraft	6.1%	93.9%

Sporting

Nations

Of all nations with one or more member associations of the FAI, 59.1% of these were represented by athletes competing at WAG 2015.

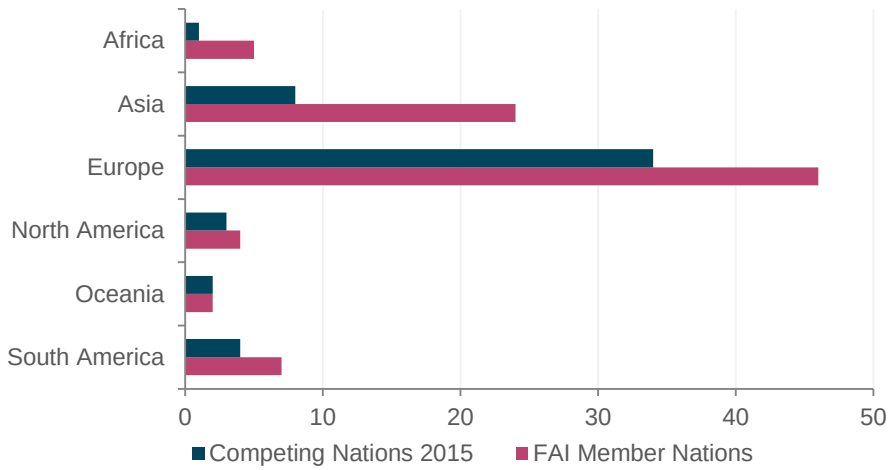
Oceania had 100% of its member nations (two nations; Australia and New Zealand) present at the event. Africa had the lowest percentage, with one of the five member nations participating.

European nations made up 65.4% of all nations represented at the games.

Average team size by continent

	Av. Team size
Africa	4.0
Asia	14.6
Europe	19.8
North America	34.7
Oceania	12.5
South America	6.8
OVERALL	**18.3**

Competing nations and FAI member nations by continent



	WAG 2015	FAI Member Nations	%
Africa	1	5	20.0%
Asia	8	24	33.3%
Europe	34	46	73.9%
North America	3	4	75.0%
Oceania	2	2	100.0%
South America	4	7	57.1%
TOTAL	**52**	**88**	**59.1%**

For this analysis, nations with more than one member association have been counted as one 'member nation'.

Sporting

Disciplines

Of the 10 official air sports at WAG 2015, nine were competition sports, since 'amateur-built and experimental aircraft' is a non-competition category.

Across these nine air sports, there were 23 disciplines, containing 40 medal events.

Over half of these medal events (21, 52.5%) were in parachuting disciplines.

Medal events by air sport

Air sport	Medal events
Aerobatics	2
Aeromodelling	4
Aerostats	2
General aviation	3
Gliding	1
Microlights	3
Parachuting	21
Paragliding	3
Rotorcraft	1
TOTAL:	**40**

Male and female athletes can compete on a level playing field in most air sports, with the exception of some parachuting disciplines.

The total number of golds in the medal table numbers 41, due to one event having a split-nationality pairing as the winners (France and Spain in paragliding aerobatics synchro).

In total, there were 273 medals handed out; 91 gold, silver and bronze respectively. This number is greater than the total medal events due to team competitions.

As a non-competition discipline, amateur-built & experimental aircraft is examined further in the Social section of this study.

Parachuting medal events by discipline

Discipline	Medal events
Formation skydiving	4
Artistic events	2
Canopy formation	2
Accuracy landing	6
Canopy piloting	6
Speed skydiving	1
TOTAL:	**21**

Sporting

Officials

Technical officials

There were 231 volunteer technical officials at WAG 2015.

Of the air sports commissions, aeromodelling had the highest number of officials (42). Gliding had the fewest (6).

Comparing the number of officials to the number of athletes in each air sport, aerobatics had the highest ratio, at 1.19 technical officials per athlete. Parachuting had just 0.04 technical officials per athlete, although there were additional officials that administered the parachuting competition, which were categorised as LOC members.

There were 25 LOC higher committee staff members, 45 LOC operational event staff members, and six FAI staff, detailed further in the Economic section of the study.

The officials accredited under amateur-built and experimental aircraft, include six organisers of the children's build zone.

Team officials

There were 43 heads of delegations present at WAG 2015.

Of all nations competing, there were no heads of delegation recorded for UAE (61 athletes), Czech Republic (23), New Zealand (5), South Africa (3), Chile, Macedonia, Greece, Moldova and Venezuela (1).

There were no other recorded team officials.

Technical officials

Air sport	
Aerobatics	25
Aeromodelling	42
Aerostats	38
Amateur-built & experimental aircraft	17
General aviation	12
Gliding	6
Microlights	31
Parachuting	24
Paragliding	20
Rotorcraft	13
Super jury	3
TOTAL	**231**

Technical officials per athlete

Air sport	
Aerobatics	1.19
Aeromodelling	0.81
Aerostats	0.51
General aviation	0.40
Gliding	0.86
Microlights	0.40
Parachuting	0.04
Paragliding	0.33
Rotorcraft	0.39
OVERALL	**0.22**

Team officials

Heads of delegations	43

Sporting

Performance

USA finished top of the medals table, ahead of France by one gold medal.

USA was the notable exception in a medals table dominated by European nations. Analysing by continent, European nations took 88 (71.5%) of total medals, including 27 golds (65.8%).

Due to USA's performance, North America is second in the medals table by continent, behind Europe. Asia placed third.

Domestic performance

Host nation United Arab Emirates placed 11th in the medals table, with one gold and four bronze medals.

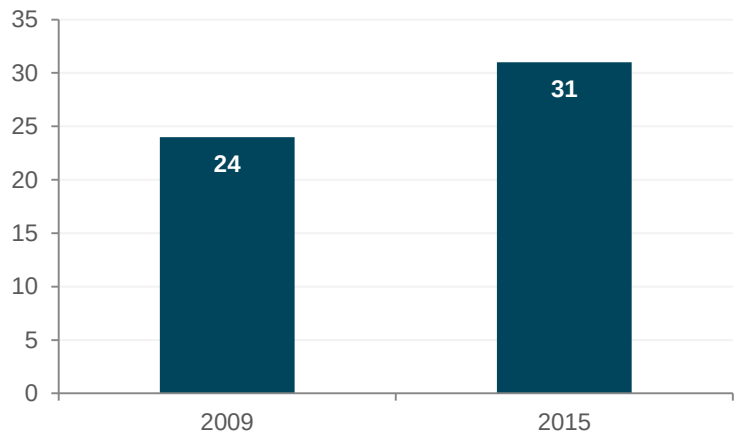
This was an improvement from the last FAI World Air Games in 2009, when UAE did not register a single medal.

Medal winning nations

31 of the 52 nations (59.6%) competing at WAG 2015 won at least one medal.

This is greater than FAI World Air Games 2009, when 24 nations won medals, although on that occasion there were fewer medal events (20).

Number of medal winning nations



Medals Table – top 10

	Nation	G	S	B	T
1	USA	7	4	6	17
2	France	6	10	2	16
3	Russia	6	4	3	11
4	Germany	3	2	1	6
5	China	3	2	1	6
6	Poland	2	5	0	7
=7	Switzerland	1	1	3	5
=7	UK	1	1	3	5
9	Belgium	1	1	1	3
10	Romania	1	1	0	2

Continental medals table

	Continent	G	S	B	T
1	Europe	27	33	28	88
2	North America	8	4	7	19
3	Asia	4	4	5	13
4	Africa	1	0	1	2
5	Oceania	1	0	0	1
6	South America	0	0	0	0

Number of athletes per medal – by continent

Continent	Athletes per medal
Africa	2
Asia	9.0
Europe	7.7
North America	5.5
Oceania	25
South America	n/a

Sporting

Anti-doping

Anti-doping testing at WAG 2015 was conducted by FAI in collaboration with the SportAccord Doping-Free Sport Unit. All Therapeutic Use Exemptions (TUEs) were administered by FAI.

There was one day of testing, with four athletes randomly selected by a small committee to be tested. This satisfies WADA compliance.

Including WAG 2015, FAI tested athletes at five competitions in the 2015 season. There were 20 out-of-competition tests conducted, which was double the number from the year before.

Anti-doping: WAG 2015

Days of testing	1
Number of tests	4

Anti-doping: FAI season 2015

Competitions tested	5
Out of competition tests	20

Social

Social

Volunteers

WAG 2015 utilised 231 volunteers in the delivery of the event, comprising the technical officials for each air sport discipline.

Volunteers were selected on account of their expertise and skill in their respective air sport discipline. There was no public volunteering initiative to serve the event.

These volunteer technical officials were utilised for the successful organisation of each competition.

The majority of volunteers were from overseas, although the full breakdown of volunteers by origin is unknown.

Volunteers and officials gather during general aviation competition.

Volunteers summary

Total volunteers	231
Technical officials	231

Roles taken up by volunteers: (non-exhaustive)

Event directors / co-ordinators
Timekeepers
Judges
Scorers
Stewards / Marshals
Equipment operators
Children's build zone assistants
Aircraft assembly zone assistance

Social

Participation / Education

At the Skydive Dubai main site, there were marquees housing a children's build zone and aircraft building.

Children's build zone

At the children's build zone, families could create and decorate their own polystyrene model planes, before test-flying them around the venue.

There were six accredited officials looking after the children's build zone. It is not known how many participants there were for this zone over the course of the event.

The games also inspired children outside of the competition site. On the morning of Day 8, the hot air ballooning competition started from school playing fields near Meydan, with the whole school coming out to watch the launch. Similar initiatives to launch ballooning competitions from schools have been experimented with at other events.

There were no further children's initiatives that stretched into schools or the local community.

Aircraft assembly zone

There were two aircraft assembly projects occurring simultaneously during the games: one gyrocopter, and one Aiero 1 aeroplane. Spectators could visit, watch and interact with the builds as they were happening.

There were 11 'aircraft builders', comprising six from overseas and five from UAE.

The aircraft assembled by the teams were then tested on the runway at Skydive Dubai, following competition.

Children's build zone, with gyrocopter build beyond.

Aircraft assembly zone: Aiero 1 aeroplane.

Social

Education | *Medical Symposium*

A two-day medical symposium took place on 4-5 December in the Meydan Hotel, Dubai, while WAG 2015 was taking place.

The symposium was the first of its kind at any FAI World Air Games. It was organised on the theme of 'Medical Challenges in Extreme Air Sports and Aviation'.

The symposium followed the format of presentations followed by discussions:

Topics

New medical technologies and their impact on aviation medicine
UAE sports medicine overview
Acceleration tolerance physiology and application to tactical aviation
High G loads in air racing sporting and safety considerations
Special lecture: Ebola, MERS, Fukushima… why should aviation be involved?
Fly safe, fly well. Is the current method of aeromedical assessment fit for purpose?
Effects of social and work stresses on flight safety
Need for world wide database for aeromodel and drone/UAV/UAS
Introduction of Pharma-flight project, focusing on aero medical activities
Update on FAI anti-doping in air sports
Mental health challenges in aviation and extreme air sports
Safety and survival issues in civil aviation
Extreme situations – a global context
Aeromedical issues in extreme air sport
Mt Everest glider flying in extremes: risk management in hostile environments
Specific challenges in air sports: AeroMed considerations and advice

Medical Symposium delegates summary

Delegates registered	179
Delegates attended (Day 1)	145
(Day 2)	103

Registered delegates by nation

Cyprus	1
France	1
Hungary	1
Netherlands	1
Saudi Arabia	2
Sweden	1
Switzerland	3
Taiwan	1
United Arab Emirates	168
Total	**179**

Speakers

Overseas	9
Domestic	3
Total	**12**

Social

Torch Tour

WAG 2015 was preceded by a torch tour, which was a promotional tool for the event and for the destination of Dubai.

The flame was lit at a ceremony at the Olympic Museum in Lausanne, Switzerland, on 28 May 2015. The tour then visited eight nations before arriving in Dubai to be presented at the opening ceremony.

At each location, the torch was presented in a Dubai-branded balloon.

Torch tour route

Date (2015)	**City**	**Nation**	**Event**
28 May	Lausanne	Switzerland	Lighting ceremony
17-21 Sep		Spain	Skydive in Spain
22-26 Sep	Rotterdam	Netherlands	FAI General Conference
29 Sep – 4 Oct		Botswana	Aviation Day in Botswana
18-25 Oct	Milan	Italy	Expo Milan
3-9 Oct	Albuquerque	USA	The Albuquerque International Balloon Fiesta
9-12 Oct	Mungyeong	South Korea	6th CISM World Games
30 Oct – 3 Nov	Saga Prefecture	Japan	Saga International Balloon Fiesta
2-7 Nov		Saudi Arabia	RC tournament

WAG 2015 torch tour route.

Source: FAI World Air Games Dubai 2015

Legacy

Legacy

Legacies | *FAI*

The legacies for the FAI and air sports from WAG 2015 include:

Event

- The compact nature of the Dubai event was acclaimed and encouraged greater integration of the different air sports at the games, from commission level to athlete level.
- The use of a 'hub' venue, which had a full day of competition scheduled on each day of the event, incorporating multiple air sports.
- The presence of a dedicated FAI media team at the event (in addition to LOC media team), which meant that desired FAI messages could be spread during the games.
- WAG 2015 demonstrated that the FAI World Air Games can be held in the midst of a busy air space area; the Dubai competition sites were between two busy international airports.

FAI

- WAG 2015 could be used as a catalyst to promote a stronger culture of cross-commission co-operation in the future.
- This culture could see the emergence of more multi-discipline competitions on the FAI calendar.
- A dedicated website and new bidding process has emerged since the games.

Legacy

Legacies | *Host*

The legacies from WAG 2015 for Dubai and the Emirates Aerosports Federation include:

Venue

- An ever-improving hub venue for air sports;
  The Skydive Dubai venues (Palm and Desert campuses) have undergone extensive development since the introduction of the Dubai International Parachuting Championships in 2010, and continue to improve. The venue itself did not have any permanent facilities added to host the games. Instead, it used temporary structures so that the space could be returned to general use after the event.
- A new airfield for aeromodelling disciplines;
  The RC Airfield, which hosted aeromodelling and microlight competitions, was built specially for WAG 2015, creating a new permanent facility .

Equipment

- The equipment legacy from WAG 2015 in Dubai is unknown.

Events / Knowledge

- Local knowledge of organising multiple air sports;
  Despite being a young national federation, the Emirates Aerosports Federation was already a distinguished host of parachuting competitions. Following hosting WAG 2015, EAF now has improved local knowledge of organising other air sports events.
  The favourable climate in Dubai for air sports means that it is a potential venue for further single- and multi-discipline air sports world championships in the future.
- Further developed transferable knowledge of hosting multi-sports events.

Participation

- The effect of WAG 2015 on interest and participation in air sports in Dubai, and worldwide, is unknown.

Comparative Data Analysis

Comparative Data Analysis

Overview

World championships

Sportcal compared WAG 2015 to the other 73 world championships that took place in 2015, across four key indicators.

WAG 2015 ranking against world championships in 2015

	WAG 2015	Rank /74
Athletes	951	5th
Nations	52	=21st
Accredited Media	150	32nd
Volunteers	231	41st

Equivalent events

Sportcal also compared WAG 2015 to the most recent edition of four events deemed 'equivalent' to the FAI World Air Games, satisfying the following criteria:

Single-sport

Multi-discipline

Multi-venue

WAG 2015 ranking against equivalent events (most recent edition)

	WAG 2015	Rank /5
Athletes	951	5th
Nations	52	5th
Accredited Media	150	4th
Volunteers	231	5th

For the full list of championships compared, please view list on page 77.

Data gathered by Sportcal Research, as part of the GSI project. Last updated March 2016.

Comparative Data Analysis

Total Athletes

World championships in 2015

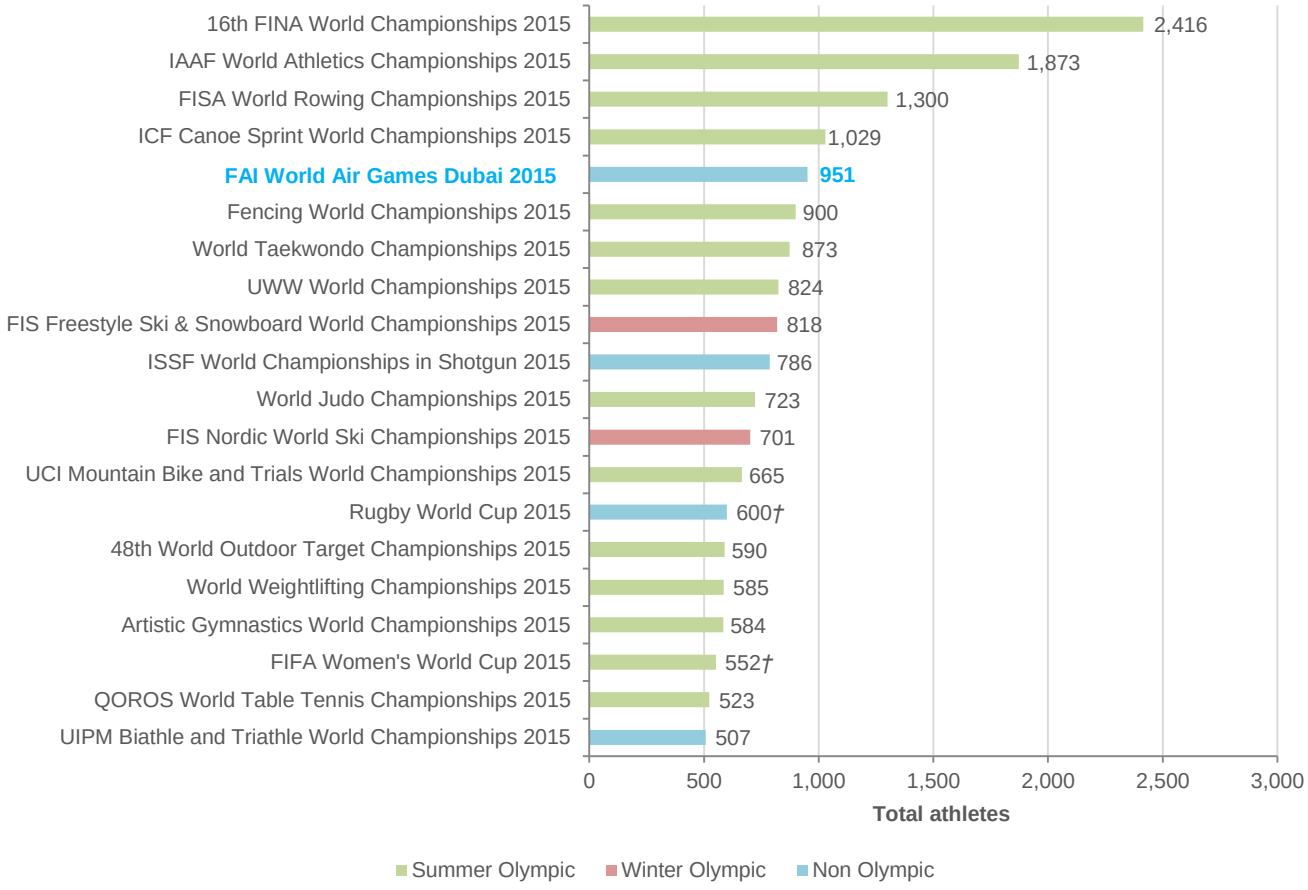
WAG 2015

951

Rank

5/74 events

Chart: 1st - 20th in ranking



†Number of athletes constrained by event format.

Comparative Data Analysis

Total Athletes

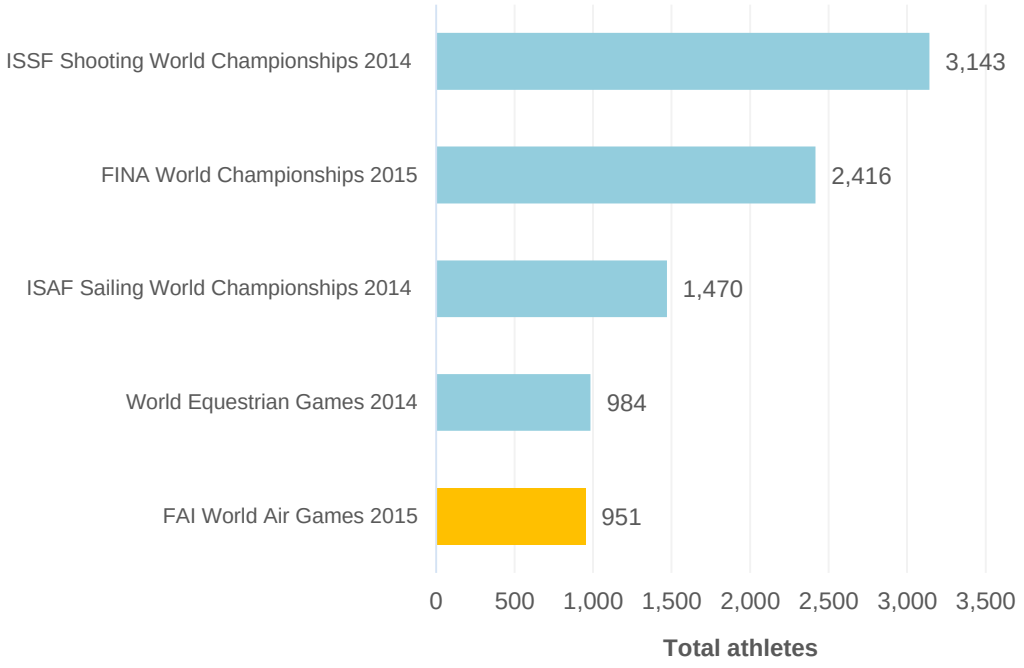
Equivalent events (most recent edition)

WAG 2015

951

Rank

5/5 events



Comparative Data Analysis

Competing Nations

World championships in 2015

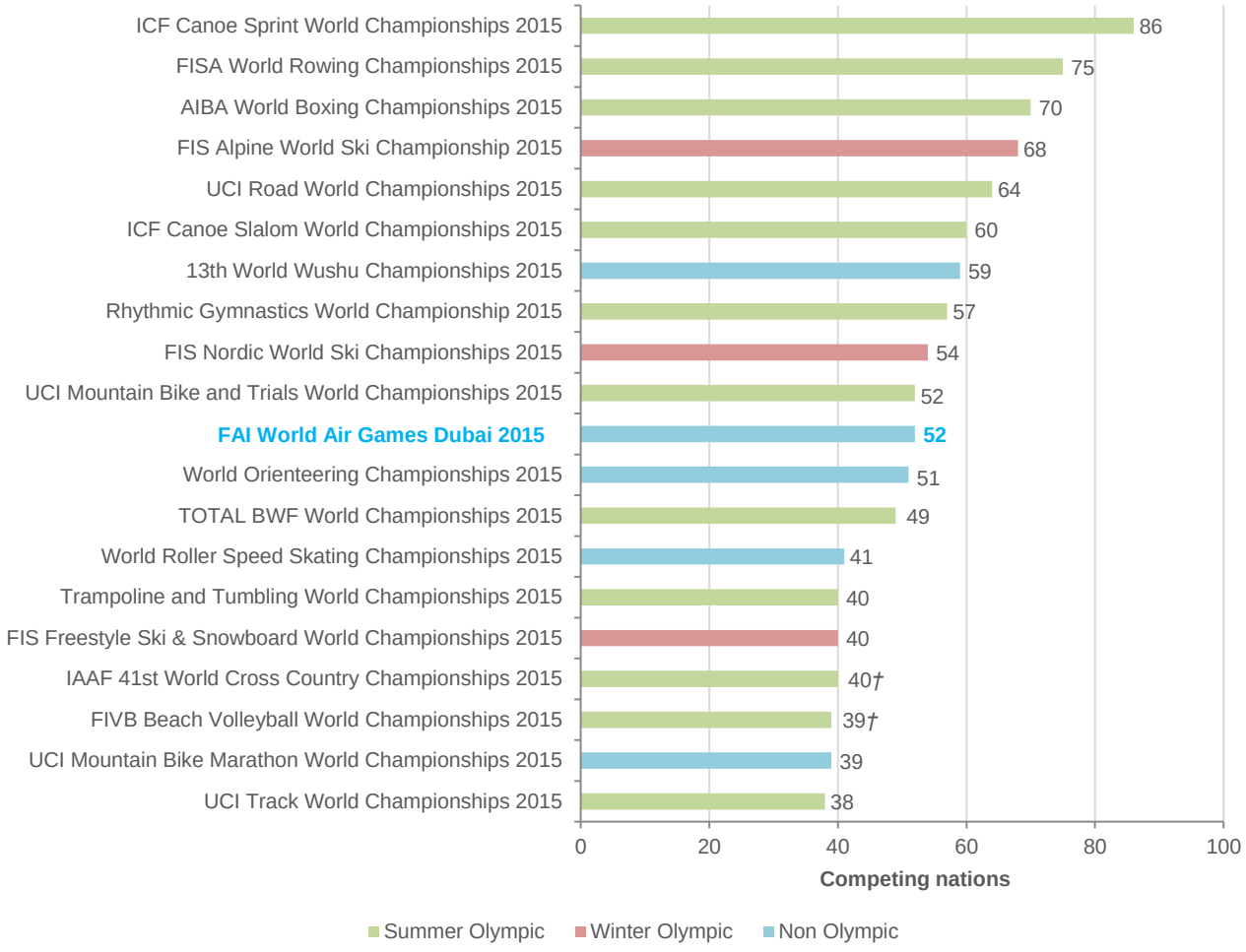
WAG 2015

52

Rank

=21/74 events

Chart: 12th – 31st in ranking



†Number of competing nations constrained by event format.

Comparative Data Analysis

Competing Nations

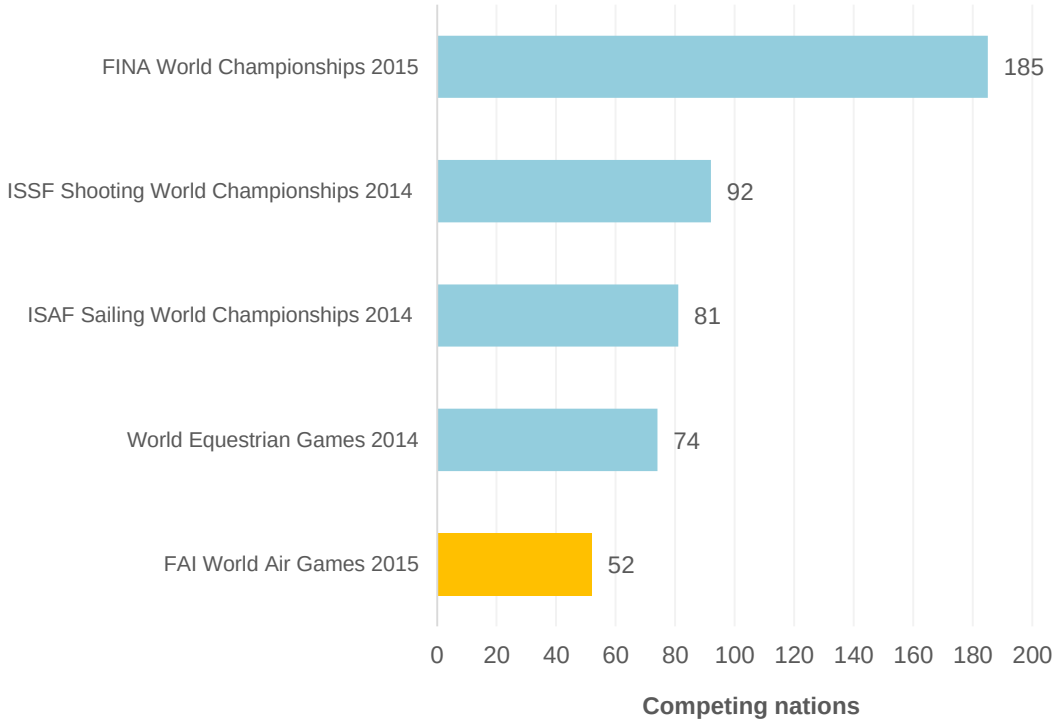
Equivalent events (most recent edition)

WAG 2015

52

Rank

5/5 events



Comparative Data Analysis

Accredited Media

World championships in 2015

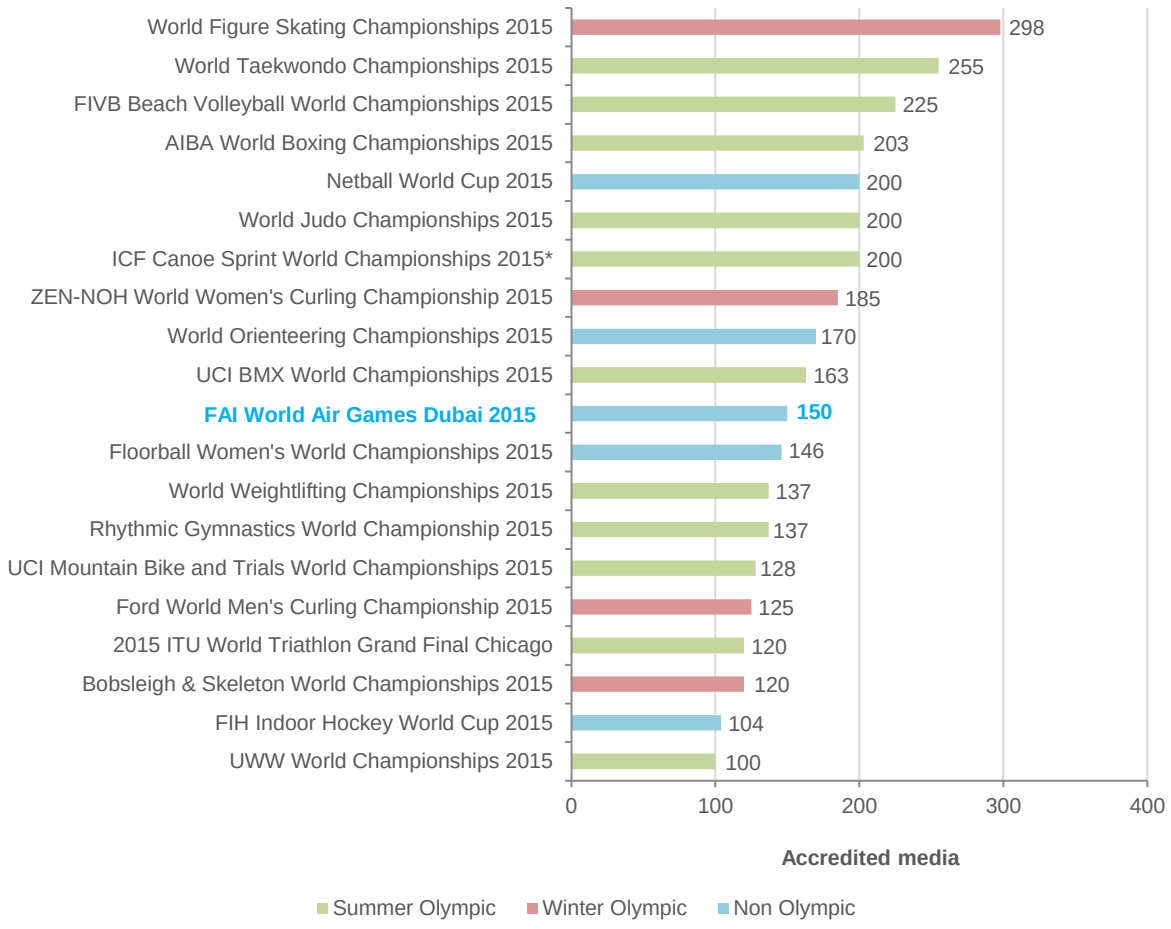
WAG 2015

150

Rank

32/74 events

Chart: 22nd – 41st in ranking



**Data estimated based on previous editions of event.*

Comparative Data Analysis

Accredited Media

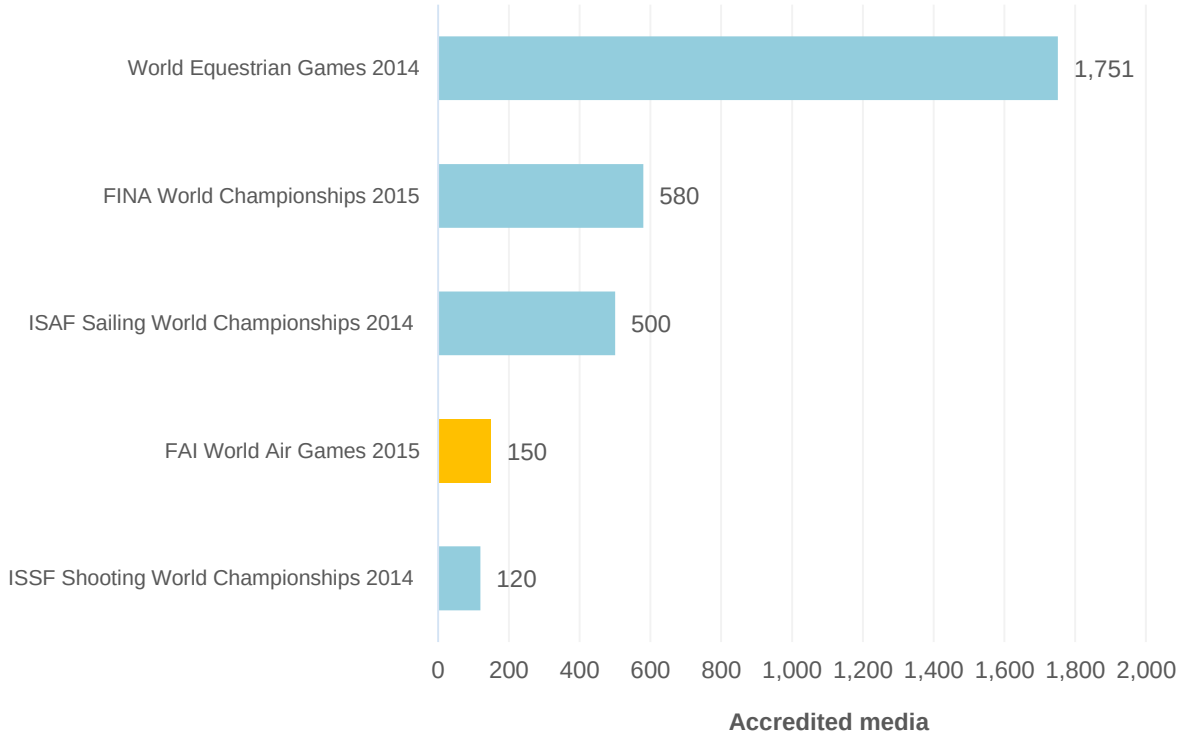
Equivalent events (most recent edition)

WAG 2015

150

Rank

4/5 events



Comparative Data Analysis

Volunteers

World championships in 2015

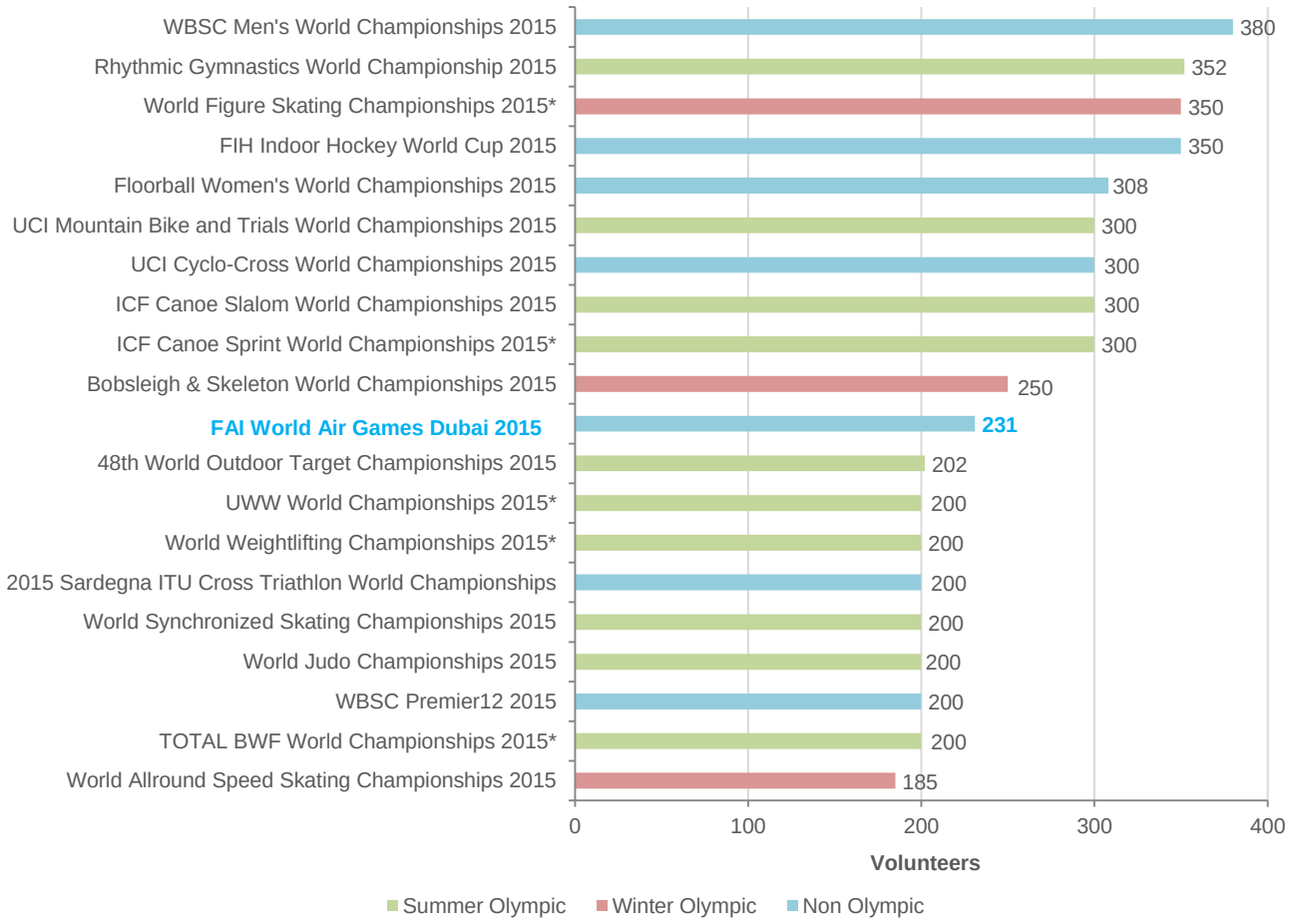
WAG 2015

231

Rank

41/74 events

Chart: 31st – 50th in ranking



**Data estimated based on previous editions of event.*

Comparative Data Analysis

Volunteers

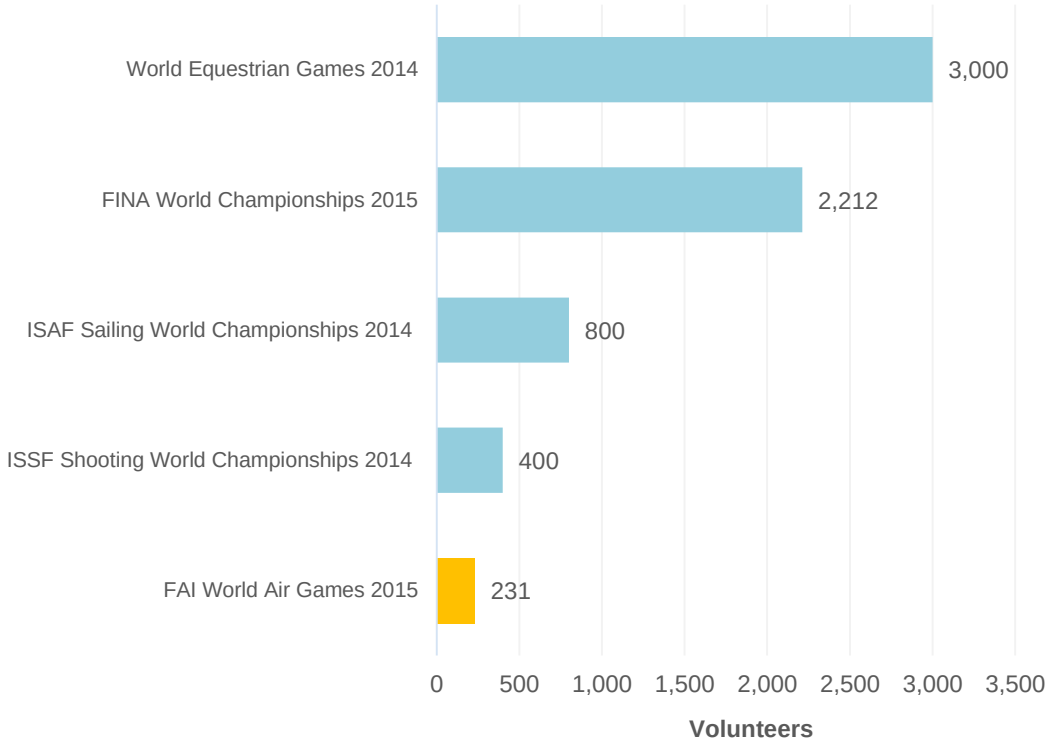
Equivalent events (most recent edition)

WAG 2015

231

Rank

5/5 events



Comparative Data Analysis

List of comparison events

World championships in 2015

Archery	World Archery Championships 2015	Copenhagen	Denmark
Athletics	IAAF 41st World Cross Country Championships 2015	Guiyang	China
Athletics	IAAF World Athletics Championships 2015	Beijing	China
Badminton	TOTAL BWF World Championships 2015	Jakarta	Indonesia
Badminton	VIVO BWF Sudirman Cup 2015	Dongguan	China
Baseball	WBSC Premier12 2015	Various	Taiwan & Japan
Beach Soccer	FIFA Beach Soccer World Cup 2015	Gaia	Portugal
Beach Volleyball	FIVB Beach Volleyball World Championships 2015	Various	Netherlands
Biathlon	47th World Biathlon Championships 2015	Kontiolahti	Finland
Bobsleigh	Bobsleigh & Skeleton World Championships 2015	Winterberg	Germany
Boxing	AIBA World Boxing Championships 2015	Doha	Qatar
Canoeing	ICF Canoe Slalom World Championships 2015	London	England
Canoeing	ICF Canoe Sprint World Championships 2015	Milan	Italy
Cricket	ICC Cricket World Cup 2015	Various	Various
Curling	Ford World Men's Curling Championship 2015	Halifax	Canada
Curling	ZEN-NOH World Women's Curling Championship 2015	Sapporo	Japan
Cycling - BMX	UCI BMX World Championships 2015	Heusden-Zolder	Belgium
Cycling - Cycle-Cross	UCI Cyclo-Cross World Championships 2015	Tabor	Czech Republic
Cycling - Indoor	UCI Indoor Cycling World Championships 2015	Malacca Town	Malaysia
Cycling - Mountain Bike	UCI Mountain Bike and Trials World Championships 2015	Vallnord	Andorra
Cycling - Mountain Bike	UCI Mountain Bike Marathon World Championships 2015	Selva Val Gardena	Italy
Cycling - Road	UCI Road World Championships 2015	Richmond	USA
Cycling - Track	UCI Track World Championships 2015	Saint-Quentin	France
Fencing	Fencing World Championships 2015	Moscow	Russia
Field Hockey	FIH Indoor Hockey World Cup 2015	Leipzig	Germany
Figure Skating	World Figure Skating Championships 2015	Shanghai	China
Floorball	Floorball Women's World Championships 2015	Tampere	Finland
Gymnastics - Artistic	Artistic Gymnastics World Championships 2015	Glasgow	Scotland
Gymnastics - Rhythmic	Rhythmic Gymnastics World Championship 2015	Stuttgart	Germany
Handball	Men's World Handball Championship 2015	Doha	Qatar
Handball	Women's World Handball Championships 2015	Various	Denmark
Ice Hockey	IIHF World Championships 2015	Various	Czech Republic
Ice Hockey	IIHF World Women's Championships 2015	Malmo	Sweden
Judo	World Judo Championships 2015	Astana	Kazakhstan
Korfball	IKF World Korfball Championship 2015	Ghent, Tielen & Antwerp	Belgium
Luge	Luge World Championships - Artificial Track 2015	Sigulda	Latvia
Modern Pentathlon	UIPM Biathle and Triathle World Championships 2015	Tbilisi	Georgia
Modern Pentathlon	World Modern Pentathlon Championships 2015	Berlin	Germany
Netball	Netball World Cup 2015	Sydney	Australia
Orienteering	World Orienteering Championships 2015	Inverness	Scotland

Comparative Data Analysis

Roller Sports	World Roller Speed Skating Championships 2015	Kaohsiung	Taiwan
Rowing	FISA World Rowing Championships 2015	Aiguebelette	France
Rugby Union	Rugby World Cup 2015	Various	United Kingdom
Sailing	ISAF Team Racing World Championship 2015	Rutland	England
Sailing	ISAF Women's Match Racing World Championship 2015	Middelfart	Denmark
Shooting	ISSF World Championships in Shotgun 2015	Lonato	Italy
Short Track Speed Skating	World Short Track Speed Skating Championships 2015	Moscow	Russia
Skiing - Alpine	FIS Alpine World Ski Championship 2015	Various	USA
Skiing - Freestyle	FIS Freestyle Ski & Snowboard World Championships 2015	Kreischberg	Austria
Skiing - Nordic Combined	FIS Nordic World Ski Championships 2015	Falun	Sweden
Soccer	FIFA Women's World Cup 2015	Various	Canada
Softball	WBSC Men's World Championships 2015	Saskatoon	Canada
Speed Skating	World Allround Speed Skating Championships 2015	Calgary	Canada
Speed Skating	World Single Distances Speed Skating Championships 2015	Heerenveen	Netherlands
Speed Skating	World Sprint Speed Skating Championships 2015	Astana	Kazakhstan
Squash	PSA Men's World Championship 2015	Bellevue	USA
Surfing	ISA World Surfing Games 2015	Popoyo	Nicaragua
Swimming	16th FINA World Championships 2015	Kazan	Russia
Synchronised Skating	World Synchronized Skating Championships 2015	Hamilton	Canada
Table Tennis	QOROS World Table Tennis Championships 2015	Suzhou	China
Taekwondo	World Taekwondo Championships 2015	Chelyabinsk	Russia
Taekwondo	WTF World Cup Team Taekwondo Championships	Mexico City	Mexico
Ten Pin Bowling	World Tenpin Bowling Championships for Women 2015	Abu Dhabi	UAE
Trampoline	Trampoline and Tumbling World Championships 2015	Odense	Denmark
Triathlon	2015 Sardegna ITU Cross Triathlon World Championships	Orosei	Italy
Triathlon	2015 Motala ITU Long Distance Triathlon World Championships	Motala	Sweden
Triathlon	2015 Hamburg ITU Triathlon Mixed Relay World Championships	Hamburg	Germany
Triathlon	2015 ITU World Triathlon Grand Final Chicago	Chicago	USA
Wakeboard	IWWF World Wakeboard Championship 2015	Cancun	Mexico
Waterskiing	IWWF World Waterski Championship 2015	Chapala	Mexico
Weightlifting	World Weightlifting Championships 2015	Houston	USA
Wrestling	UWW World Championships 2015	Las Vegas	USA
Wushu	13th World Wushu Championships 2015	Jakarta	Indonesia

‘Equivalent’ events (single-sport, multi-discipline, multi-venue)

Swimming	FINA World Championships 2015	Kazan	Russia
Sailing	ISAF Sailing World Championships 2014	Santander	Spain
Equestrian	World Equestrian Games 2014	Caen	France
Shooting	ISSF Shooting World Championships 2014	Granada	Spain

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