Economic impact and social utility of equestrian events, examples from France

This study is part of the research program « horse and territory » which associates the national institute of agronomic research (INRA), the Center of Sport Law and Economics (CDES) and the French Horse and Riding Institute (IFCE). It is financed by the IFCE.

This poster presents a methodology that has highlighted the significant impact of small or medium equestrian events on local dynamism and population well-being.

The objective is to create an effective methodology to analyze the economic, social and environmental impact of equestrian events.

From small to big events.

This poster presents experimental results on the economic and social aspects of equestrian events, examples from France.

Context: development of equestrian sports and leisure in France
- 1 million horses
- More than 2 million horse riders
- More than 700,000 members of the French Equestrian Federation
- 120,000 competitions/year (+111% in 10 years)

Two methodologies:

Economic impact:
- Adaptation of the economic base theory:

Social utility:
- Cost-benefit analysis based on economic welfare theory
- Here is presented a first step which evaluates the attributes that spectators and local populations associate with equestrian events
- Interviews of 762 spectators during 7 competitions and shows which took place in two national studs in "Lorraine" and "Bourgogne" regions
- Interviews of 318 local inhabitants

Results: economic impact

<table>
<thead>
<tr>
<th>Study zones</th>
<th>Equirando</th>
<th>Grand Complet</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Gross injection</td>
<td>Net injection</td>
</tr>
<tr>
<td>Local level: 17 closest communities</td>
<td>114,000€</td>
<td>57,000€</td>
</tr>
<tr>
<td>Orne county</td>
<td>193,000€</td>
<td>115,000€</td>
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<tr>
<td>Basse Normandie region</td>
<td>325,000€</td>
<td>210,000€</td>
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</tbody>
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Results: social utility

Use value: Spectators’ pleasure in watching the event
Non-use value: People’s intention to attend future events

Equestrian events are important for the local economic, social, patrimonial and territorial values.

Prospects:
- Continue improving the methodology: counting spectators in open areas, calculating social utility, evaluating environmental impact...
- to take into account not only the short term economic impact of equestrian events but also their social and environmental externalities and long term role in territorial development.
- Study the impact of equestrian events, but also of more disseminated equestrian activities (leisure, tourism...)

Tests during events which took place in “Le Pin” national stud in the “Basse-Normandie” region:
1) “the Equirando” (European gathering of horstrekking riders)
2) the “Grand Complet” (international competition of eventing)

Social utility:
- Contribution to an equestrian cultural legacy
- Improvement in the image of the region
- Attractiveness for tourists
- Local identity
- Dynamism of the equestrian sector
- Contribution to young people’s education

Context:
- Volunteers/employees
- Exhibitors
- Members of the Horses Federation

Provision of data by:
- Céline VIAL - IFCE, INRA Montpellier, vialc@supagro.inra.fr
- Eric Barget, Jean-Jacques Gouguet - Centre de Droit et d’Economie du Sport de Limoges, France

IFCE, INRA Montpellier, vialc@supagro.inra.fr