

Tapahtuman kävijäkysely

CSI5*-W HELSINKI INTERNATIONAL HORSE SHOW 2024/ VISITOR SURVEY

The survey was sent out to the visitors 2 weeks after the event. The survey was answered by 979 visitors.

Total number of visitors 2024: 45 280 visitors

Age (of survey answers) Visitors

>18 y.	3 %
18-19	1 %
20-29	12%
30-39	18%
40-49	31%
50-59	11%
60<	13 %

Gender Women 93 %

Living Greater Helsinki 33 %
Uusimaa area (incl. Helsinki) 54 %
Helsinki 15 %

Income (household) >30.000 € 8 %
>50.000 € 57%
<50.000 € 23 %
>100.000 € 25%

Money spent Totally during the event week 11.1 million €
At the event venue 7,4 million €
In Helsinki 3,7 million €

Profession Student 5 %
Worker 22 %
Functionary 8 %

Entrepreneur	11 %
Expert	21 %
Executive positions	8 %
 Owns horse(s)	 39 %
Rider	84 %
Member of the Equestrian Federation	63 %
Working in horse business	8 %
 Found information of the Horse Show	 63 %
www.helsinkihorseshow.fi	53 %
Facebook (Horse Show)	45 %
Horse Show Instagram	36 %
Hippos Magazine	19 %
Friends	18 %
Hevosurheilu magazine	
 Visited the Horse Show before	 13 %
First time	22 %
3-5 times before	23 %
10-20 times	11 %
>20 times	
 Hours spent in total at the Horse Show	 11 hrs (average 1.48 days)
 With whom to the Horse Show	 55 %
Family	47 %
Friend	
 Impression of the Horse Show	 96 %
High-class sport	96 %
Entertaining	97 %
Good atmosphere	96 %
Enjoyed visiting	
 Most interesting (mention all)	 87 %
International jumping	43 %
International dressage	30 %
Warm-up arena	25 %
Domestic competitions	22 %
“The Legends”	37 %
Mini-clinics	
 Success of the Finnish riders	 Important
	79 %
 Image of the Horse Show	 88 %
International	65 %
Entertaining	61 %
High quality	
 Interest in Finland of the Horse Show: (Navigator Survey 2024 by Sponsor Insight Oy).	 In total 530.000 persons

Partnership 2024

Visitors attitude towards Partners

Positive attitude towards companies that are Partners of the Horse Show	56 %
Important that companies sponsor the Horse Show	87 %
Choses most probably Horse Show Partners when buying	40 %

Media coverage

TV (Finland)	Viewers	Broadcast time (hrs:min)
	2 278 000	4:52 hrs

International Broadcast figures (2023)

18 channels
45 broadcasts
15 countries
44:11 hrs broadcast time
42,08 million contacts

TV-exposure of Horse Show sponsors (8 biggest): 16-57 minutes of effective exposure

Horse Show media

Social media	52 570
Facebook likes	30 705
Social media cumulative during 11/23-10/24	5 207 584
Instagram	21 825
Social media reach in October 2024	2 684 660
Social media reach August-October 2024	3 384 511
Horse Show News Letter	11 500
Horse Show homesite	116 280 unique/424 750 clicks

Sources:

Sponsor Insight Oy Visitor Survey 2024 & Media statistics
FEI TV-statistics (2023; 2024 results in June 2025)
Ticketmaster Oy ticket statistics
Hippobase GmbH accreditation statistics