

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 %
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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	www.helsinkihorseshow.fi	63 %
	Facebook (Horse Show)	53 %
	Horse Show Instagram	45 %
	Hippos Magazine	36 %
	Friends	19 %
	Hevosurheilu magazine	18 %
Visited the Horse Show before	First time	13 %
	3-5 times before	22 %
	10-20 times	23 %
	>20 times	11 %
Hours spent in total at the Horse Show	11 hrs (average 1.48 days)	
With whom to the Horse Show	Family	55 %
	Friend	47 %
Impression of the Horse Show	High-class sport	96 %
	Entertaining	96 %
	Good atmosphere	97 %
	Enjoyed visiting	96 %
Most interesting (mention all)	International jumping	87 %
	International dressage	43 %
	Warm-up arena	30 %
	Domestic competitions	25 %
	"The Legends"	22 %
	Mini-clinics	37 %
Success of the Finnish riders	Important	79 %
Image of the Horse Show	International	88 %
	Entertaining	65 %
	High quality	61 %
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