



# EVENT ANALYSIS OF ED SHEERAN CONCERTS ON 23-24 JULY 2019

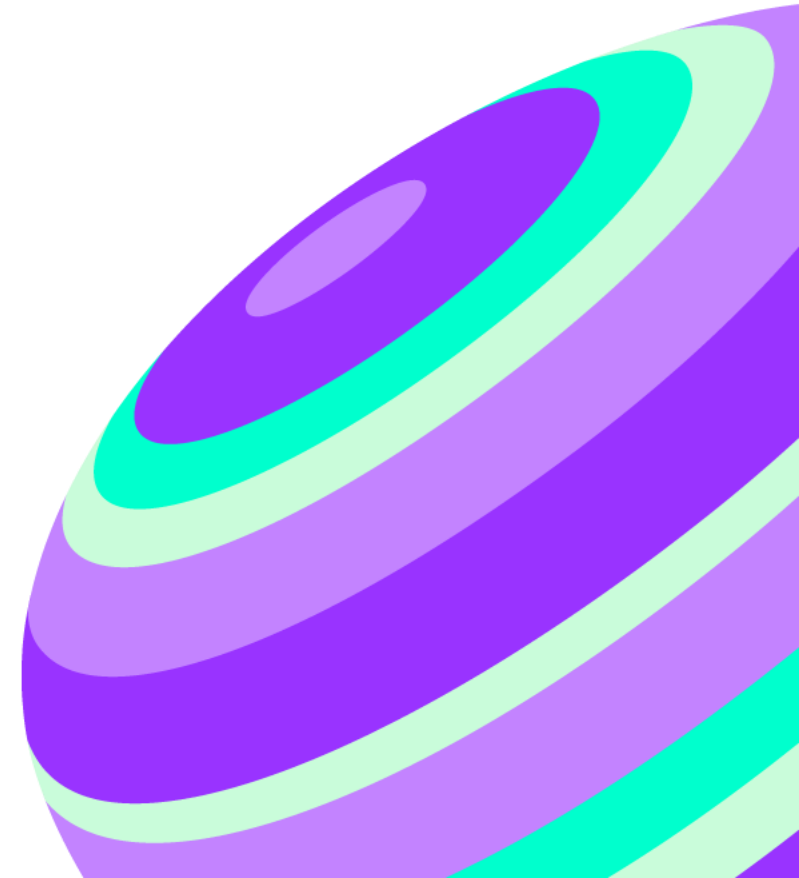
Tapahtumaseminaari 13.11.2019

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 @tleva



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# TELIA CROWD INSIGHTS

People flow insights based on anonymized  
and aggregated mobile network data.

**RELIABLE**



**HOLISTIC**

**CONTINUOUS**



# PERSONAL INTEGRITY IS OF THE HIGHEST IMPORTANCE



ANONYMIZATION

+



AGGREGATION

+



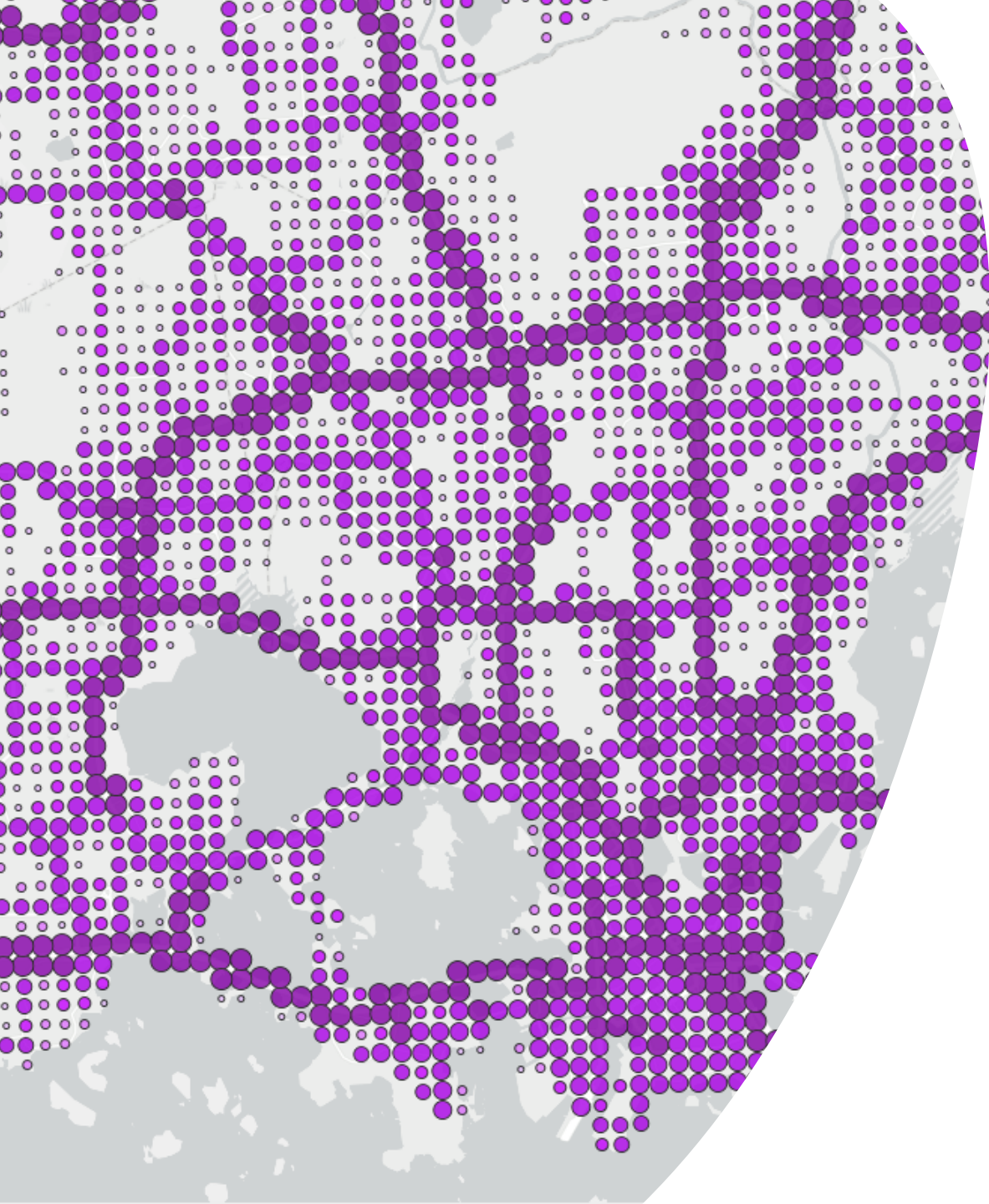
DAILY REFRESH

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PERSONAL INTEGRITY







# MAKE BETTER DECISIONS

TRANSPORTATION



URBAN DEVELOPMENT



TOURISM & EVENTS

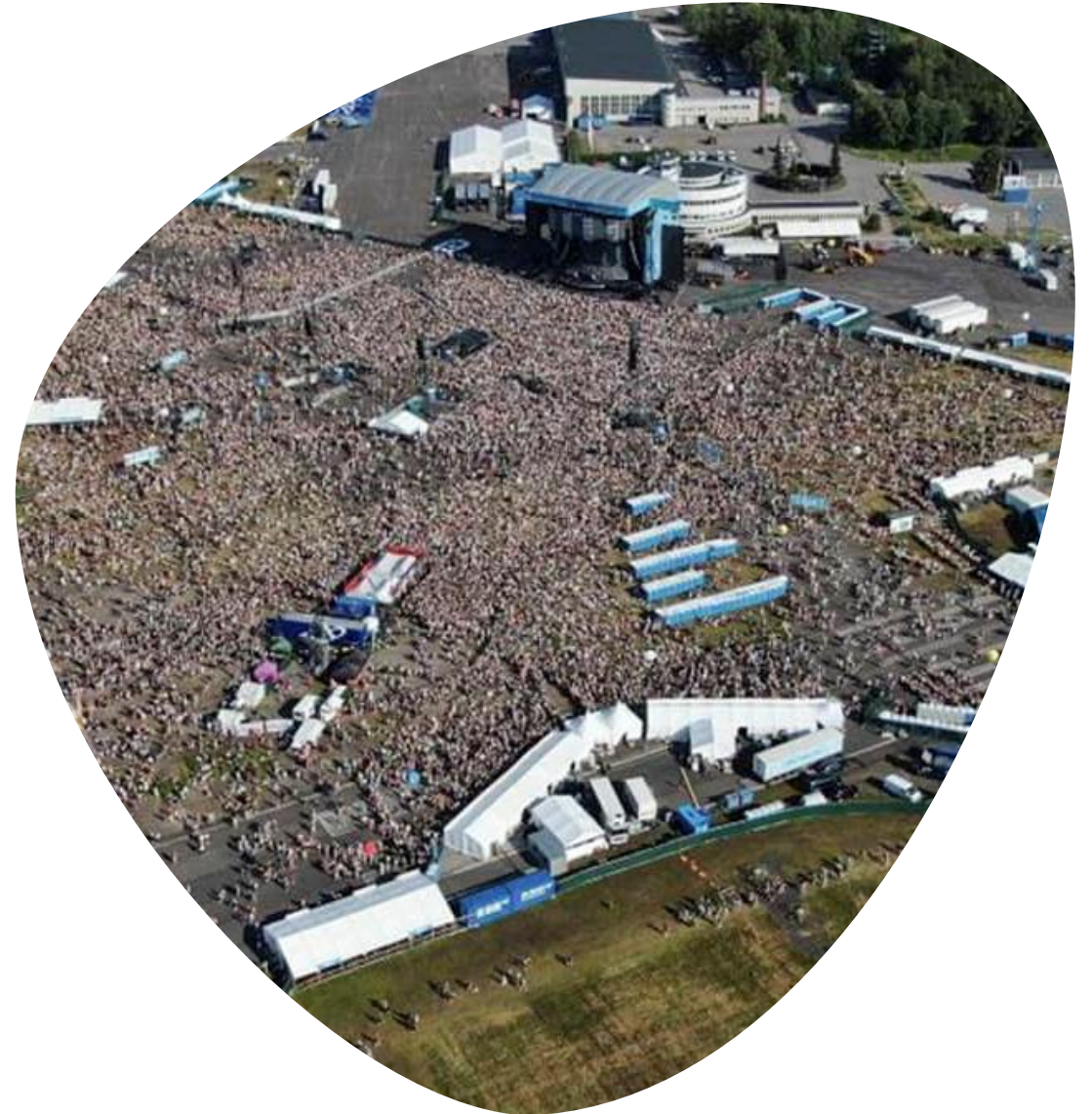


RETAIL & REAL ESTATE



# HOW THE EVENT ANALYSIS WAS CONDUCTED?

- Counting unique daily and hourly visitors using Telia Crowd Insights Location analysis
- Origin and overnight location identified by the first and last signal of the day
- Time periods analyzed:
  - Event days: 23-24 July
  - Reference days: 30-31 July
- Key questions answered
  - How many people visited the event?
  - What was the hourly profile of the event?
  - Where in the city the event affected?
  - Where did visitors come from?
  - What was the share of local, day and overnight visitors?



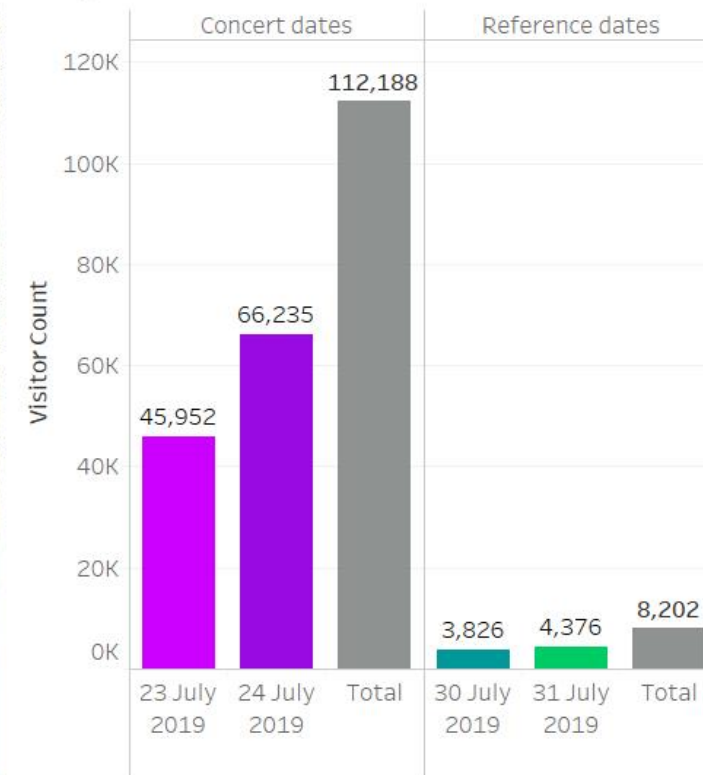


# LOCATION OVERVIEW AND EVENT VISITOR COUNTS

Location: Malmi Airport



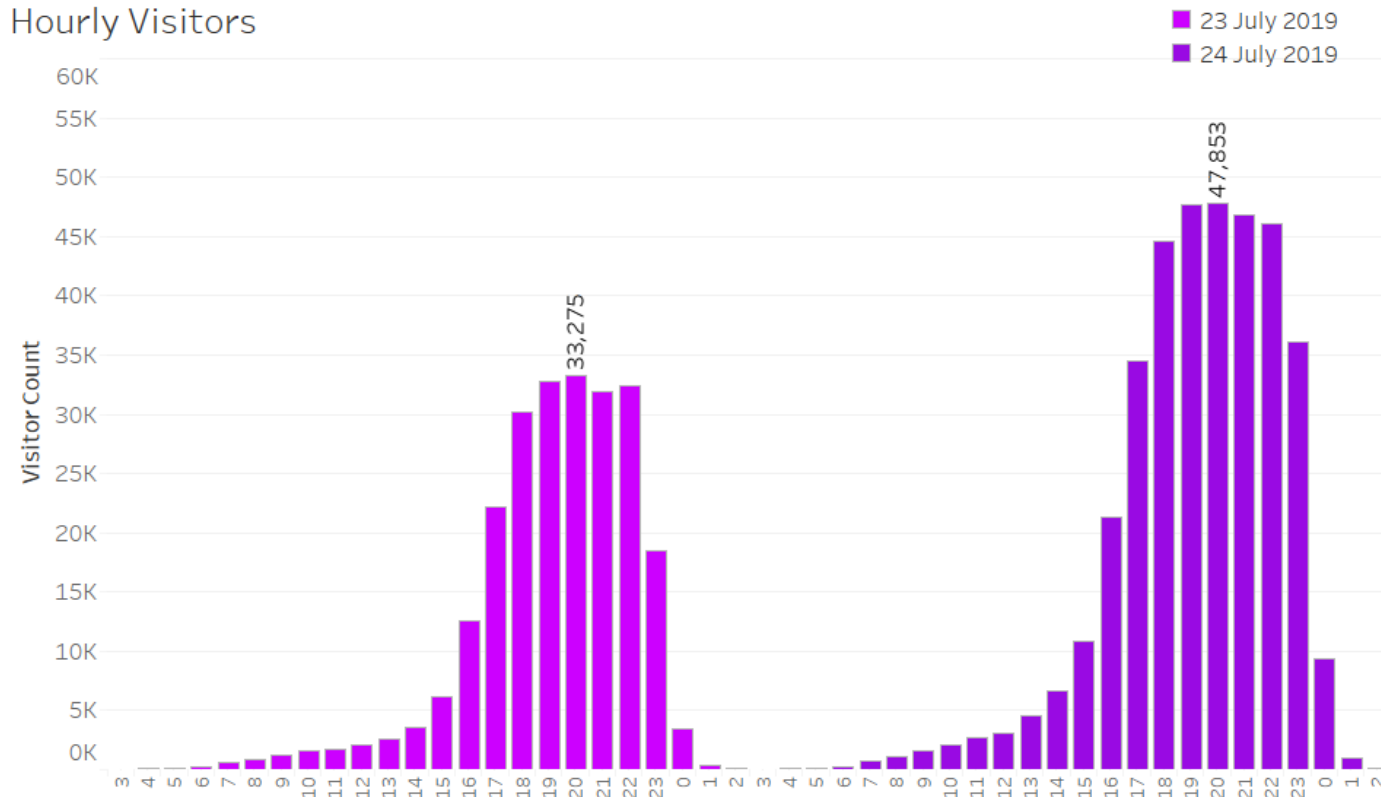
Daily Visitors



- The concerts were held at Malmi Airport during 23-24 July 2019.
  - Malmi airport was defined as 1 x 1 km area shown in the map
- The two concert days had total of 112 000 visitors in the area.
  - First day: 46 000 visitors
  - Second day: 66 0000 visitors
- Reference days 30-31 July had around 4 000 visitors on both days on the area.



# HOURLY PROFILE OF EVENT VISITS



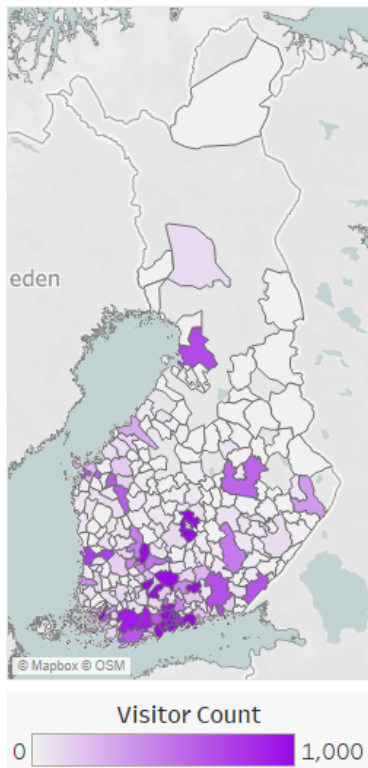
- The visitor count peaked at 20:00 during both concert nights with 33 000 people on the 23rd and 48 000 people on the 24th.
- High visit counts lasted between 5-7 hours, 17:00-00:00 for both dates. The concerts ended between 22:00-23:00, after which we see a sharp drop in visit counts.



# WHERE DID THE VISITORS COME FROM?

## TOP MUNICIPALITIES

First Zones



Top 15 First Municipalities

Concert dates	
Helsinki	36.5% (39,529)
Espoo	10.7% (11,576)
Vantaa	8.8% (9,542)
Tampere	4.6% (4,940)
Turku	3.4% (3,698)
Lahti	2.1% (2,286)
Kirkkonummi	1.5% (1,580)
Jyväskylä	1.4% (1,566)
Tuusula	1.3% (1,390)
Järvenpää	1.2% (1,264)
Nurmijärvi	1.1% (1,179)
Hämeenlinna	1.0% (1,060)
Kerava	1.0% (1,045)
Porvoo	0.9% (1,009)
Hyvinkää	0.9% (983)
Grand Total	100.0% (108,440)

- During the concert days visitors came from 247 out of Finland's 311 municipalities.
- More than a third (36.5 %) of the visitors started their day in Helsinki, and almost two thirds (65 %) of the visitors started their day in one of the top 5 municipalities.
- The total air distance\* travelled by the visitors from their first zone to the concert location is roughly 25 000 000 km.
- A total of 14 municipalities had more than 1 000 visitors.

\* Distance calculated from the centroid of origin municipality to the event location.

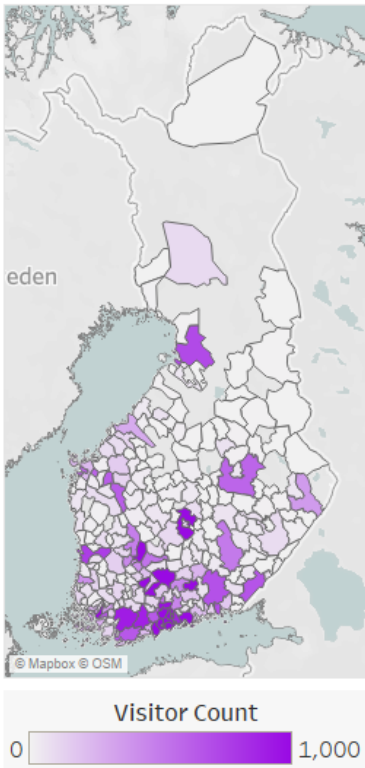




# WHERE DID THE VISITORS COME FROM?

## TOP MUNICIPALITIES PER DAY

First Zones



Top 15 Municipalities/Day

	23 July 2019	24 July 2019
Helsinki	37.3% (16,494)	35.9% (23,035)
Espoo	10.8% (4,756)	10.6% (6,820)
Vantaa	9.8% (4,316)	8.1% (5,226)
Tampere	3.7% (1,648)	5.1% (3,291)
Turku	3.0% (1,316)	3.7% (2,381)
Lahti	1.9% (822)	2.3% (1,464)
Kirkkonummi	1.6% (721)	1.3% (859)
Jyväskylä	1.3% (578)	1.5% (988)
Tuusula	1.6% (686)	1.1% (703)
Järvenpää	1.2% (520)	1.2% (744)
Nurmijärvi	1.2% (527)	1.0% (652)
Hämeenlinna	1.0% (430)	1.0% (631)
Kerava	0.9% (417)	1.0% (628)
Porvoo	1.0% (459)	0.9% (550)
Hyvinkää	0.9% (405)	0.9% (578)
Grand Total	100.0% (44,238)	100.0% (64,202)

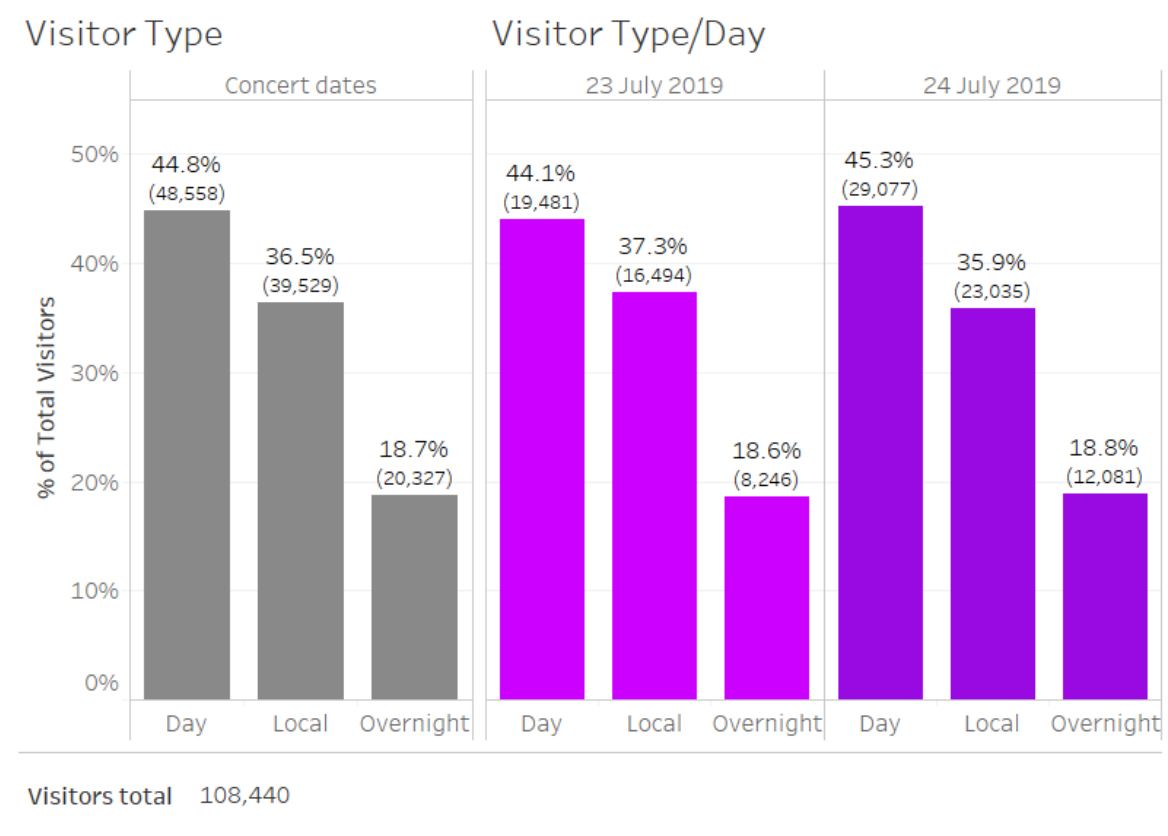
- Across the two concert days the top municipalities are the same, however, on the 24th the visitors came from further away municipalities.
- On the 23rd, 40 % of the visitors came from municipalities further than 100 km\* from the concert location, whereas on the 24th the same number was 49 %.

\* Distance calculated from the centroid of origin municipality to the event location



# VISITOR TYPES

## LOCAL VISITORS, DAY VISITORS AND OVERNIGHT VISITORS



- During the two concert days 44.8% of the visitors were day visitors, meaning they started and ended their day outside of Helsinki.
- Roughly a third of the visitors were locals from Helsinki and 20 000 (18.7%) were overnight visitors.
- The differences between the concert days are minimal with slightly more local visitors during the 23rd and slightly more day visitors during the 24th.

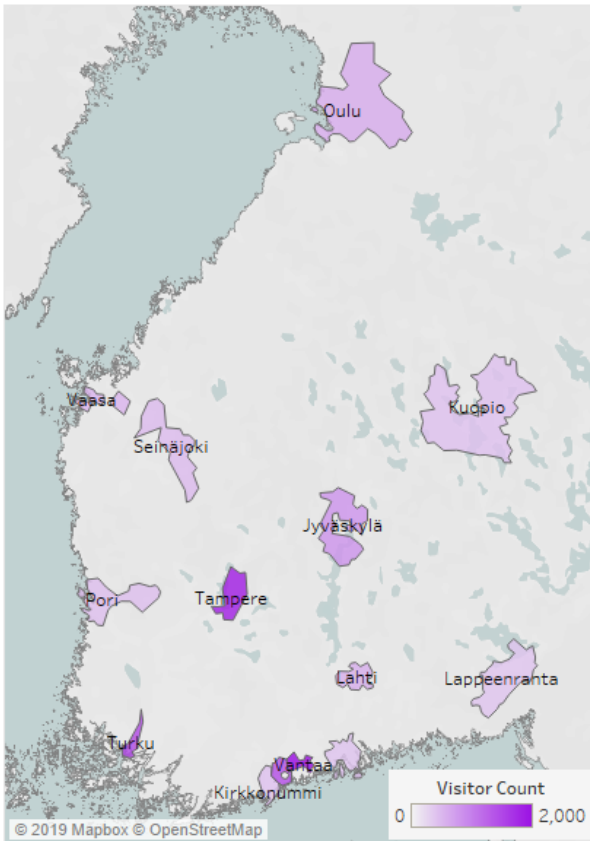
**Local** visitors arrived from Helsinki.

**Overnight** visitors arrived outside of Helsinki and stayed overnight in Helsinki after the event.

**Day** visitors arrived outside of Helsinki and left Helsinki after the event.



# WHERE DID OVERNIGHT VISITORS COME FROM?



Overnight visitors Helsinki

First Zone // Last Zone	Overnight
Vantaa // Helsinki	11.4% (2,324)
Tampere // Helsinki	8.9% (1,810)
Turku // Helsinki	7.0% (1,431)
Espoo // Helsinki	6.8% (1,386)
Jyväskylä // Helsinki	3.8% (775)
Oulu // Helsinki	2.8% (567)
Lahti // Helsinki	2.7% (557)
Vaasa // Helsinki	2.5% (510)
Seinäjoki // Helsinki	2.2% (449)
Pori // Helsinki	2.0% (415)
Kirkkonummi // Helsinki	2.0% (399)
Kuopio // Helsinki	1.9% (394)
Porvoo // Helsinki	1.9% (378)
Lappeenranta // Helsinki	1.8% (365)
Joensuu // Helsinki	1.4% (292)
Grand Total	100.0% (20,327)

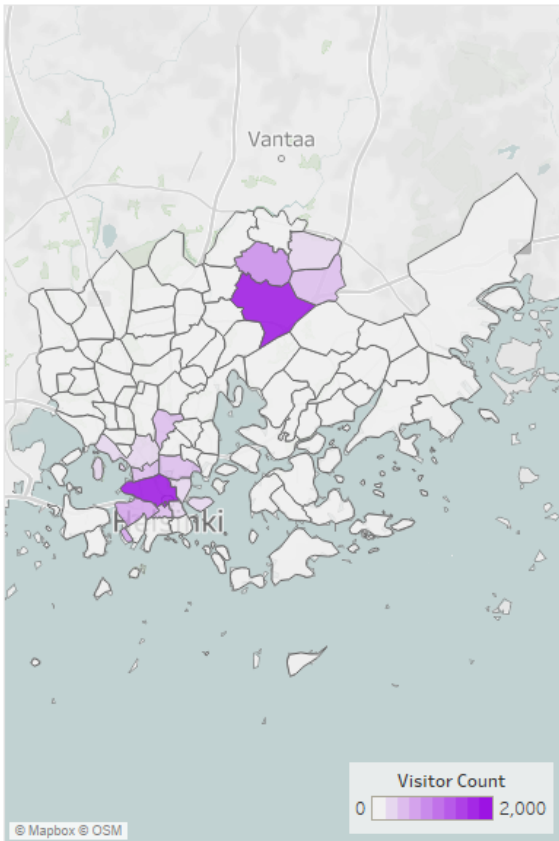
- The neighbouring municipality Vantaa had the most overnight visitors.
- However, most of the overnight visitors come from further away municipalities.
- The overnight visitor count correlates with municipality population.





# WHERE DID THE CONCERT VISITORS END THEIR DAY?

## LOCAL AND OVERNIGHT VISITORS SEPARATED



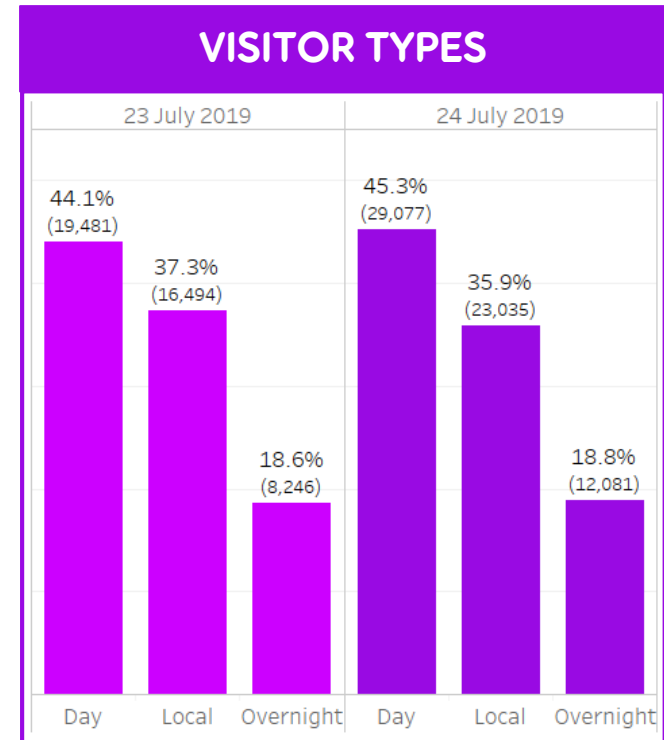
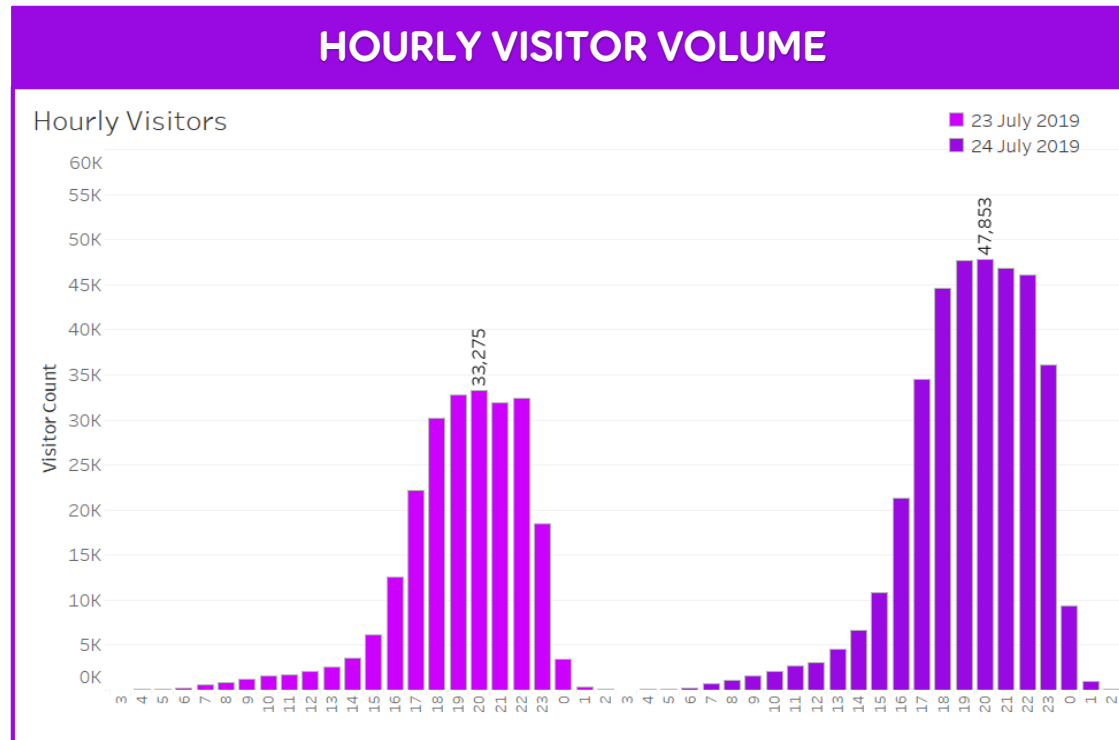
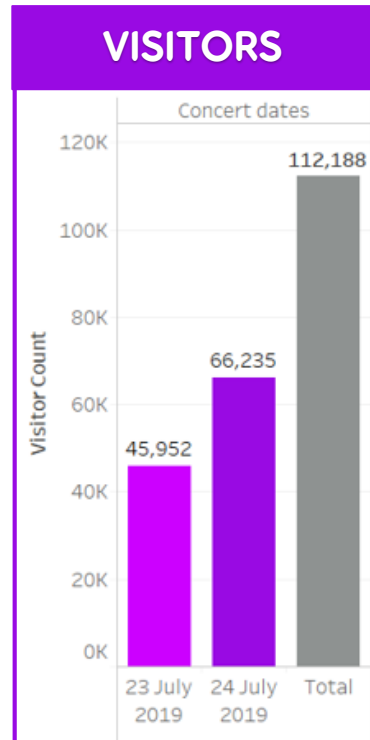
Last Zone & Visitor Type

zip	Last Zone (zip5)	Local	Overnight
100	Helsinki Keskusta - Etu..	46.3% (3,387)	53.7% (3,934)
700	Malmi	69.7% (4,468)	30.3% (1,945)
730	Tapanila	60.9% (1,347)	39.1% (866)
530	Kallio	67.3% (1,206)	32.7% (585)
180	Kamppi - Ruoholahti	59.4% (1,050)	40.6% (716)
120	Punavuori	59.3% (791)	40.7% (542)
260	Keski-Töölö	52.7% (662)	47.3% (594)
510	Etu-Vallila - Alppila	81.6% (878)	18.4% (199)
250	Taka-Töölö	78.6% (779)	21.4% (212)
770	Jakomäki - Alppikylä	59.2% (584)	40.8% (402)
500	Sörnäinen	82.7% (784)	17.3% (164)
200	Lauttasaari	90.1% (831)	9.9% (92)
520	Itä-Pasila	50.9% (437)	49.1% (422)
550	Vallila	81.4% (692)	18.6% (158)
760	Suurmetsä	65.0% (548)	35.0% (295)
Grand Total		70.7% (36,649)	29.3% (15,186)
Total - municipality level		66.0% (39,529)	34.0% (20,327)

- Most overnight visitors stay in the central Helsinki where less than 50% of the last zone visitors were local.
- Also other areas with hotels – such as Kallio, Kamppi - Ruoholahti, Punavuori, Keski-Töölö and Itä-Pasila – have large share of overnight visitors

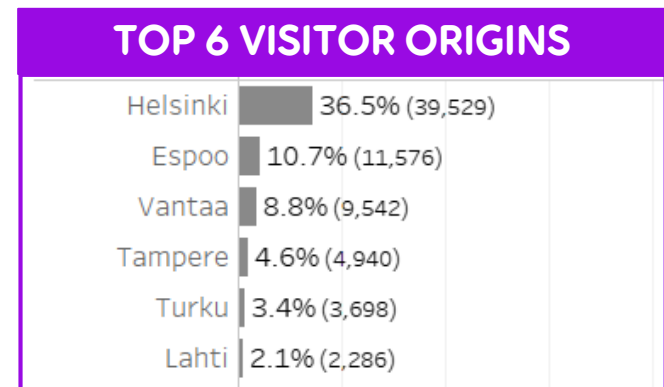


# ED SHEERAN AT MALMI AIRPORT ON 23-24 JULY 2019



## ECONOMIC IMPACT OF THE EVENT (M€)

CONCERT	DAY VISITORS (100 € / visitor*)	OVERNIGHT VISITORS (200 € / visitor*)	TOTAL
First concert	1,9	1,6	3,6
Second concert	2,9	2,4	5,3
<b>Both concerts</b>	<b>4,9</b>	<b>4,1</b>	<b>8,9</b>



\* Calculation based on rough estimate on spending of day and overnight visitors



# CITY VITALITY INSIGHTS PROVIDES CONTINUOUS INSIGHTS ON EVENT IMPACT IN THE CITY

+ VISITOR COUNTS

+ CATCHMENT AREA

+ EVENT IMPACT

+ TOURISTS

