

# UEFA EUROPA LEAGUE FINAL 2024

## IMPACT REPORT

May 2025



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# 1 EXECUTIVE SUMMARY

This report provides an evaluation of the economic and social impacts, as well as the broader commercial reach and tourism legacy, generated by the 2024 UEFA Europa League Final (UEL Final) in Dublin.



## Economic, Tourism and Commercial Impact

The UEFA Europa League Final in 2024<sup>1</sup> generated a significant economic boost to Dublin through direct impacts, spending in supply chains and wider economic spill-over effects. The UEL Final contributed a total of €17.0 million in GVA, and supported nearly 300 full-time equivalent (FTE) jobs across Dublin. The Final was attended by over 47,000 spectators, of which 54% were international visitors from outside of the Republic of Ireland, injecting €10.0 million of spend into the local economy.<sup>2</sup>

The UEL Final attracted a substantial global viewership of 49.5 million, marking the highest global viewership for the UEL Final across the last five seasons, surpassing the 47.3 million viewers in the 2023 UEL Final. The Final also amassed 189 million total impressions on social media.<sup>3</sup>

### UEFA Europa League Final 2024 local economic impact in numbers



€ **17.0** m  
GVA contribution



**287**  
FTE jobs supported



Over  
**25,400**  
international match attendees coming to Dublin



€ **10.0** m  
total spend by visiting attendees

<sup>1</sup> Unless otherwise stated, all references to the UEFA Europa League Final, UEL Final or 'the Final' within this report relates to the 2024 UEFA Europa League Final hosted in Dublin.

<sup>2</sup> Based on EY analysis of UEFA data.

<sup>3</sup> Data provided by UEFA.

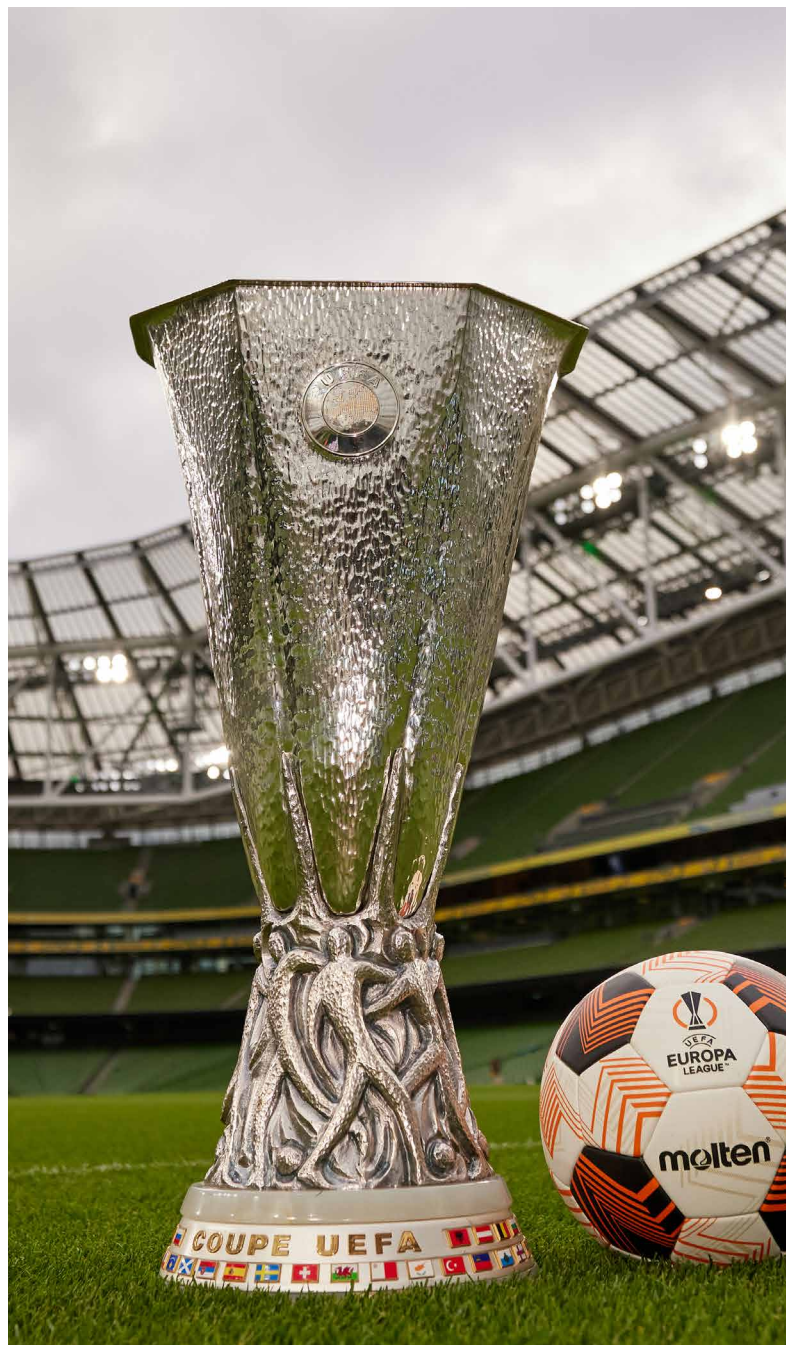


## Social Impact and Sustainability

Alongside the economic and commercial value, the event also delivered significant social benefits, and also considered sustainability in its deliver. The event's inclusivity was evident through the UEFA Fan Festival in Dublin, which engaged individuals of all ages and abilities, creating a sense of unity and was attended by over 34,000 fans. The UEL Final brought a sense of pride and excitement amongst the local community, with 96% of residents who attended the UEFA Fan Festival expressing pride in Dublin being chosen as the Host City. In addition, 94% of local residents surveyed at the UEFA Fan Festival saw the Festival as a great opportunity for locals to connect with the Final.<sup>4</sup>

Sponsors such as Enterprise Rent-a-Car, Hankook, Strauss and bwin used activations in the form of interactive exhibits and competitions to enhance the fan experience, and demonstrate a commitment to community engagement and social impact, leveraging the UEL Final as a platform to create lasting memories and positive contributions to the host city.

Volunteers at the Final contributed over 12,000<sup>5</sup> hours of service, and volunteers evidenced improvements in wellbeing and skills development through their involvement. Environmental sustainability was also considered for the event, and measures were taken such as the encouragement of walking and public transport amongst spectators and providing shuttles from the airport to discourage private car use and reduce carbon footprint.



### UEFA Europa League Final 2024 social impact in numbers



Almost  
**500** volunteers and  
**12,000** hours of  
volunteering service



**34,023**  
fans attending the UEFA Fan Festival  
in Dublin



**96%**  
of surveyed local residents felt proud  
that the UEFA Europa League Final  
was held in Dublin



**80%**  
of spectators walked or took public  
transport to the stadium (from within  
Dublin)

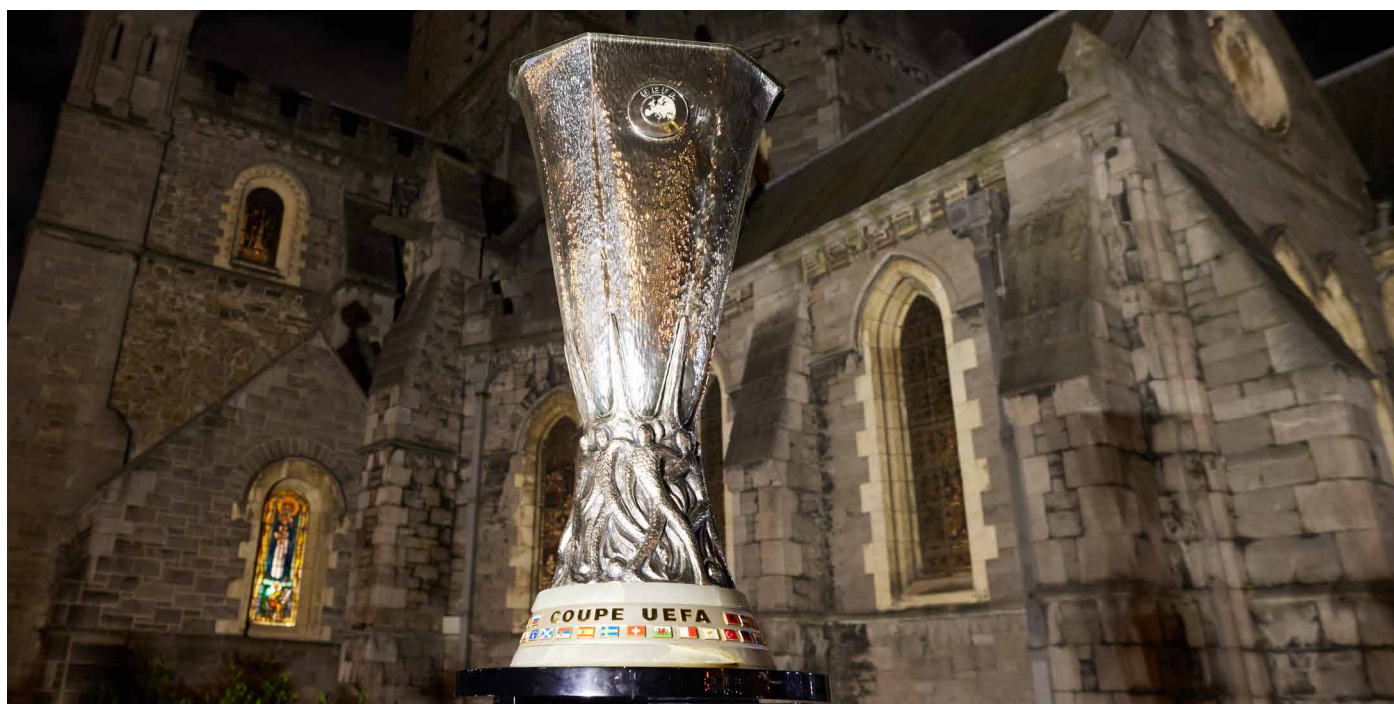
Source: UEFA, UEFA Fan Festival survey

<sup>4</sup> UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024).

<sup>5</sup> Data provided by UEFA.

## 2 INTRODUCTION

This report assesses the local economic, commercial and social impact of the UEFA Europa League Final, which took place in the Host City, Dublin in May 2024. EY has conducted analysis using primary and secondary data from the Final, drawing insights from various sources, including survey results and information provided by UEFA and the Football Association of Ireland.



### UEFA Europa League Final 2024 in Dublin

The UEFA Europa League (UEL) Final is a pivotal event in European club football, drawing a broad audience and igniting excitement worldwide. As UEFA's second-tier club competition, it showcases 57 football clubs from 34 national associations across Europe,<sup>6</sup> and is eagerly followed each year.

In May 2024, the Dublin Arena welcomed international football fans for the UEL Final, featuring Atalanta BC from Italy and Bayer Leverkusen from Germany. Atalanta's victory ended Leverkusen's 51-game unbeaten streak. This event marked Dublin's second time hosting the UEL Final, the first being in the 2010/11 season, which saw a contest between two Portuguese teams, FC Porto and SC Braga. Dublin's repeat hosting highlights the city's reputation as a capable and established city for major international sporting events, supported by robust infrastructure like the Dublin Arena,

designed to meet the influx of fans and the demands of high-profile match.

The collaboration between UEFA, local authorities, and the stadium's management team was key to the execution of the event, which celebrated not only football excellence but also the unifying spirit of sport. Dublin's track record extends beyond football, with the city having hosted a variety of sports events at both national and international levels. The Dublin Arena and Croke Park have been venues for rugby, Gaelic football, and even American college football matches, reflecting the city's adaptability as a host.

Looking ahead, Dublin's established infrastructure and cultural vibrancy positions the city as a prime location for major sporting events. The city's successful hosting of the UEL Final adds to its extensive portfolio of international sports events.

<sup>6</sup> <https://www.uefa.com/uefaeuropaleague/history/seasons/2024/clubs/>



## Scope of the report

This report analyses the socio-economic and wider contributions made by the UEFA Europa League Final at a local and national level. The analysis examines:

### Economic Impact, Tourism and Commercial impact

Assessing the economic boost, tourism impact and legacy potential generated by the Final, as well as the commercial reach of the event.

### Social Impact and Sustainability

Exploring the social impact of the Final on spectators, residents and volunteers and sustainability initiatives.

Recognising the socio-economic impacts of events such as the UEFA Europa League Final supports in understanding the event's impact and benefits to the Host City. This study also aims to support planning strategies for future UEL Finals and in promoting future sustainable finals.

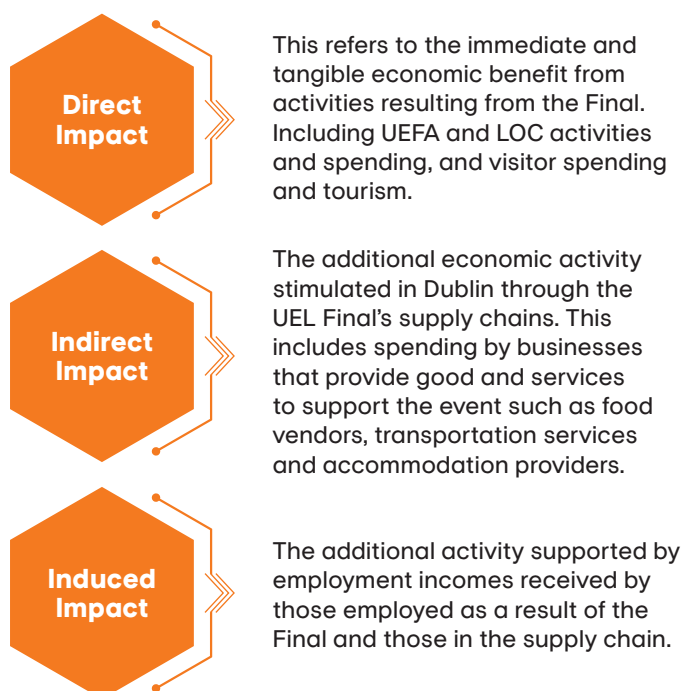


# 3 ECONOMIC, TOURISM AND COMMERCIAL IMPACT

The UEFA Europa League Final played a significant role in stimulating economic growth, job creation and tourism in Dublin, while also highlighting the city's cultural heritage. The event attracted a substantial global audience, with cumulative live global viewership reaching 49.5 million.

## Approach to measuring impact

Hosting a major international football event, like the UEFA Europa League Final, can often bring significant economic benefits to the Host City. This impact arises from UEFA and the Local Organising Committee's (LOC) commercial operations leading up to and during the Final, as well as the influx of international and domestic fans travelling to Dublin for the Final. The economic impact of these activities can be broken down into three distinct categories:



This report considers the economic footprint of the UEFA Europa League Final, based upon a framework of identifying key impact drivers and their respective economic impacts. Figure 1 provides an overview of the UEL Final's key impact drivers which helps inform the economic analysis.

## Economic Contribution

The economic contribution of the 2024 UEL Final is measured for both Dublin and for the whole of the Republic of Ireland (ROI), and is estimated through analysing two key metrics:

- **Gross Value Added (GVA)**: GVA is a measure of economic activity which can be viewed as the incremental contribution to Gross Domestic Product (GDP). GVA takes into consideration the additional value to the economy through the creation of goods and services resulting from the UEL Final being hosted in Dublin.
- **Employment**: The total number of full time equivalent (FTE) jobs created or supported by the total direct, indirect and induced effects of hosting the UEL Final in Dublin.





## National and local economic impact

The assessment of the national economic impact within ROI incorporates spending by international match attendees and the expenditures of UEFA and its sponsors within ROI for the event. This national assessment does not account for spending by domestic match attendees from outside Dublin. At the (local) Dublin level, the economic impact analysis includes spending by all match attendees who come from outside the city, both domestic and international guests, as well as any event organisation expenditures within Dublin.

The direct spending considered at the local level may vary from the national spend, influenced by the amount of national government funding for the event and the proportion of event organisation spending with suppliers in the Host City versus the rest of the Host Country. At the local level, national government contributions to the event budget are included since they represent additional funds for Dublin, but local government contributions are not. Conversely, at the national level, financial contributions from

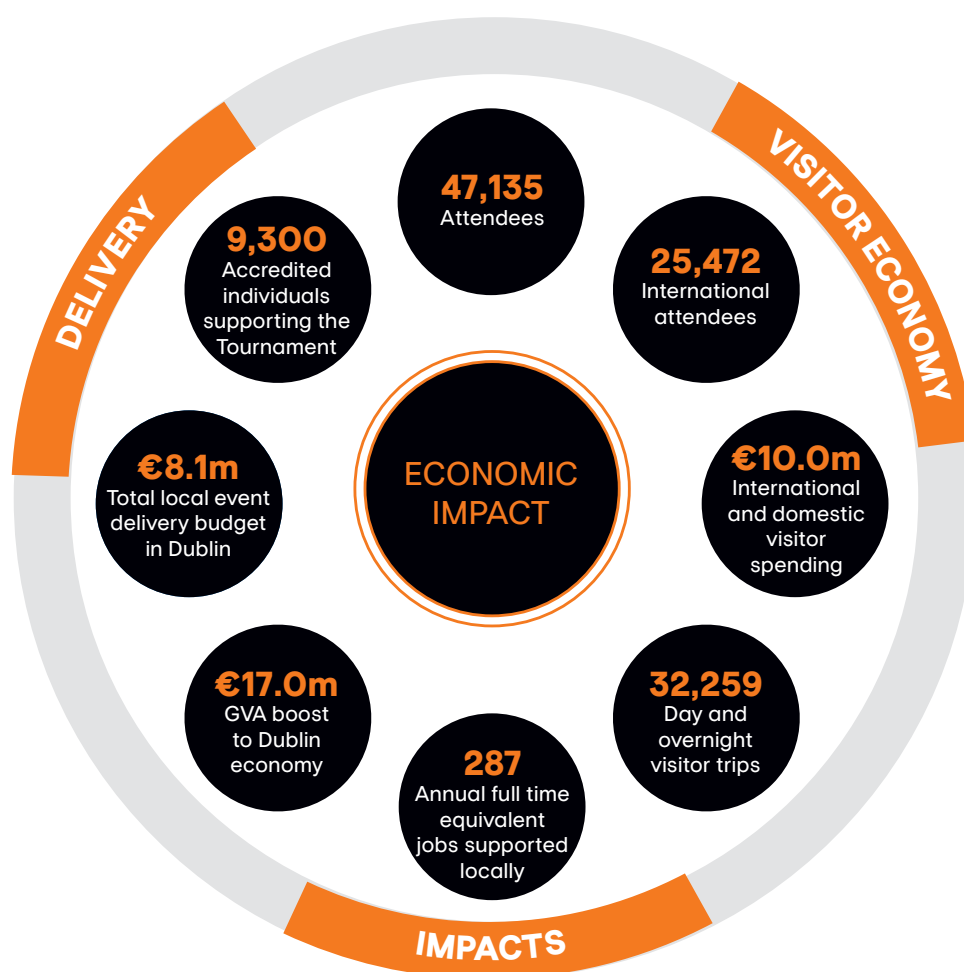
both local and national governments are not included in the impact assessment.

In general, the national economic impact assessment is expected to show a greater indirect and induced impact from the same level of spending than a local or regional assessment. This is attributed to the larger economic multipliers at the national level, which lead to fewer economic leakages and thus more extensive recirculation of funds, enhancing economic activity nationwide. In contrast, at the local level, spending may exit the region, reducing the indirect and induced economic impact.

## Drivers of impact

A major sporting event such as the UEL Final creates additional activity through increased tourism, increased spending, job creation and economic growth. Figure 1 below highlights some key statistics which feed into the economic impact analysis of the UEL Final in Dublin.

**Figure 1: UEFA Europa League Final 2024 economic impact drivers**



## Gross Value Added

For Dublin the Final generated a total GVA contribution of €17.0 million. 76% million of the total GVA contribution relates to the direct impact of UEL Final activity and spending as a result of the event, this was largely driven by the increased number of domestic and international match attendees in Dublin for the Final - which resulted in increased visitor spending and benefits to local businesses. A further €1.4 million was stimulated by spending within the Final's supply chains and €2.7 million – from the spending of employment incomes.

For the Republic of Ireland as a whole, the Final generated a total national GVA contribution of €17.4 million, this isolates the impact of the international match attendees coming into the country, as well as excluding any national government contributions to organisation/delivery spend.<sup>7</sup>



## Employment

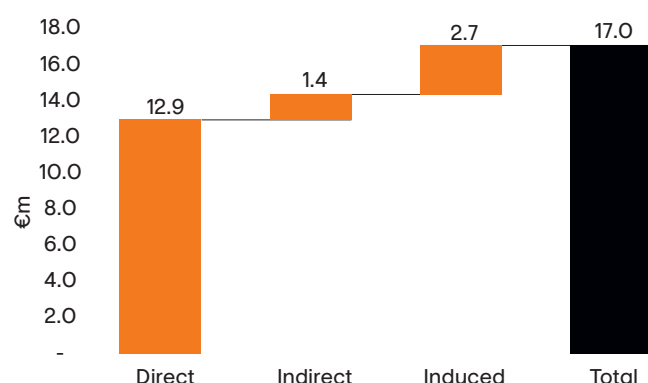
The 2024 UEL Final supported 287 full-time equivalent (FTE) jobs across Dublin. Nearly half (47%) of these FTEs were directly employed or supported by the direct spending of non-local domestic and international match attendees, whilst 131 jobs were supported indirectly, through supply chains. A further 21 jobs were supported through indirect effects and the spending of employment incomes.

The jobs being supported due to the Final are largely within the accommodation, hospitality, catering and retail sectors.

Overall, the UEL Final's operations and match activity supported 2 FTE jobs in Dublin in total for every 1 FTE employed directly due to the Final.

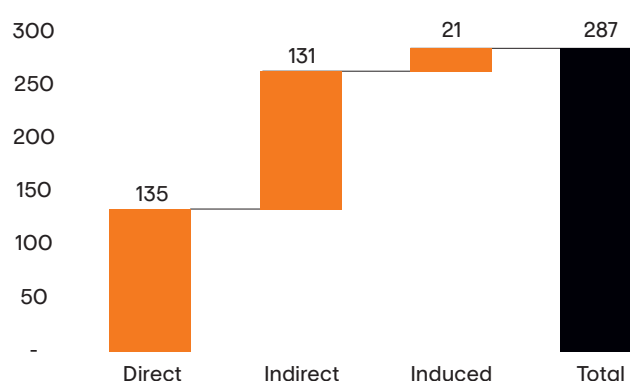
For the Republic of Ireland as a whole, the resulting impact on jobs is in line with the local impact, with 289 FTE jobs supported.

**Figure 2: GVA contribution of the 2024 UEL Final in Dublin, €m**



Source: EY analysis of UEFA data

**Figure 3: Employment impact of the 2024 UEL Final in Dublin, FTE jobs**



Source: EY analysis of UEFA data



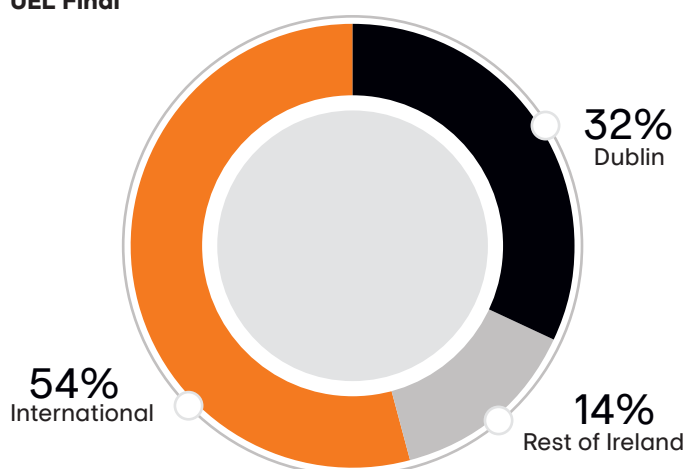
<sup>7</sup> The impact at a national (ROI) level is similar to the local-Dublin impact, this is due to a lower direct spend at a national level, when excluding domestic visitor spend and national government contributions. However this is offset by a higher indirect and induced impact for ROI, driven by the higher national multipliers with a lower level of leakages in the economy.

## The visitor economy

The presence of a large event can often be a catalyst for an influx of international and non-local match attendees and their spend in the Host City. This can provide a significant boost to businesses in the local economy - in particular local businesses such as hotels, restaurants, and retailers.

The 2024 UEL Final attracted over 47,000 match attendees.<sup>8</sup> Out of those who attended the Final, 32% were local to Dublin, while 14% were non-local domestic visitors from elsewhere in the Republic of Ireland; and 54% were international visitors.<sup>9</sup>

**Figure 4: Origin of ticketholders attending the 2024 UEL Final**



Source: EY analysis of UEFA data



Visitor trips by international and non-local match attendees generated approximately €10.0 million in additional spending in Dublin and €10.3 million in additional spending in the Republic of Ireland more broadly.<sup>10</sup> This spending is directly related to the UEL Final, including travel, accommodation, food & beverage spend and tourism activities.

The majority presence of international visitors attending the UEL Final match played a crucial role in boosting the local and national economy. This is because their expenditure during their visit is considered wholly additional to Dublin's local economy, and by extension, the wider national economy. On average, international match attendees have a higher average spend per head, the international visitor spending in Dublin amounted to nearly €9.5 million across the Final.<sup>11</sup>

**"DUBLIN CITY COUNCIL WAS PROUD TO PLAY SUCH AN INTEGRAL ROLE IN THE DELIVERY OF A VERY SMOOTH AND SUCCESSFUL UELF 24. IT WAS A BIG WIN FOR OUR LOCAL BUSINESSES AND COMMUNITIES, WHO FULLY ENGAGED WITH THE EVENT. THE EVENT SUCCEEDED IN CREATING A VERY SPECIAL AND UNIQUE ATMOSPHERE IN THE CITY. THE COMPREHENSIVE PROJECT PLANNING PROCESS, AND THE STRONG WORKING RELATIONSHIPS FORGED WILL SERVE US WELL AS WE SEEK TO ATTRACT SIMILAR HIGH PROFILE SPORTING EVENTS TO DUBLIN IN THE YEARS TO COME."**

Richard Shakespeare, Chief Executive Dublin City Council.

**"HOTELS HAD STRONG DEMAND AND OCCUPANCY, WITH LIVERPOOL FANS BOOKING IN ANTICIPATION AND LEVERKUSEN FANS STAYING FOR 2-3 NIGHTS. THERE WAS A LOT GOING ON DURING UELF, AND THE FEEDBACK FROM BARS AND RESTAURANTS WAS POSITIVE, WITH NO SIGNIFICANT ISSUES REPORTED."**

Gerard Farrell, Director of Operations, DublinTown

Source: Stakeholder interviews. DublinTown is a business representative body for businesses based in Dublin city centre.

<sup>8</sup> Data provided by UEFA.

<sup>9</sup> Based on UEFA ticketholder nationality data.

<sup>10</sup> Additional spending in Republic of Ireland includes the spending of international match attendees (excluding domestic visitors), and also captures any spending within the Republic of Ireland and outside of Dublin.

<sup>11</sup> This is at the Dublin level and includes the spending by international spectators, guests of sponsors and VIPs.



## Fan meeting points



Fan meeting points were set up as dedicated gathering spaces for supporters on the day of the UEFA Europa League final. These points served as lively spots for ticketholders to come together, featuring live entertainment and stalls with food and drinks. The event was free to enter, with Bayer Leverkusen fans gathering at the historic Shelbourne Park and Atalanta supporters meeting at the RDS Simmonscourt, a venue with a rich history dating back to 1731.



Atalanta's fan meeting point attracted an estimated crowd of

**6,170**



Bayer Leverkusen's fan meeting point saw a turnout of approximately

**5,700**  
fans.



Source: UEFA

## The Final provided a welcome boost to local businesses

The UEFA Fan Festival in Dublin and UELF fan meeting points drew large crowds of both fans and locals. Nearby city centre businesses, such as shops, restaurants, and pubs, saw a rise in visiting fans, attributed to their close location to the event. The rise was particularly significant as the match took place on a Wednesday, which is ordinarily a quieter day for such establishments, with the exception of corporate customers.<sup>12</sup>

The UEFA Fan Festival drew in over 34,000 fans visiting over the course of two-days. This turnout not only engaged the local community and non-ticket holders but also contributed to the local economy, the Festival featured a variety of local independent food trucks serving food and beverages in the Festival zone.

In addition to the retail and hospitality sectors, the Final also offered a prime occasion for corporate hospitality. The match was attended by 3,400 individuals from sponsor companies and their guests. Moreover, the UEFA Fan Festival allowed sponsors to directly engage with the local market, showcasing their brands and forging connections with the community.



<sup>12</sup> Interview with DublinTown.



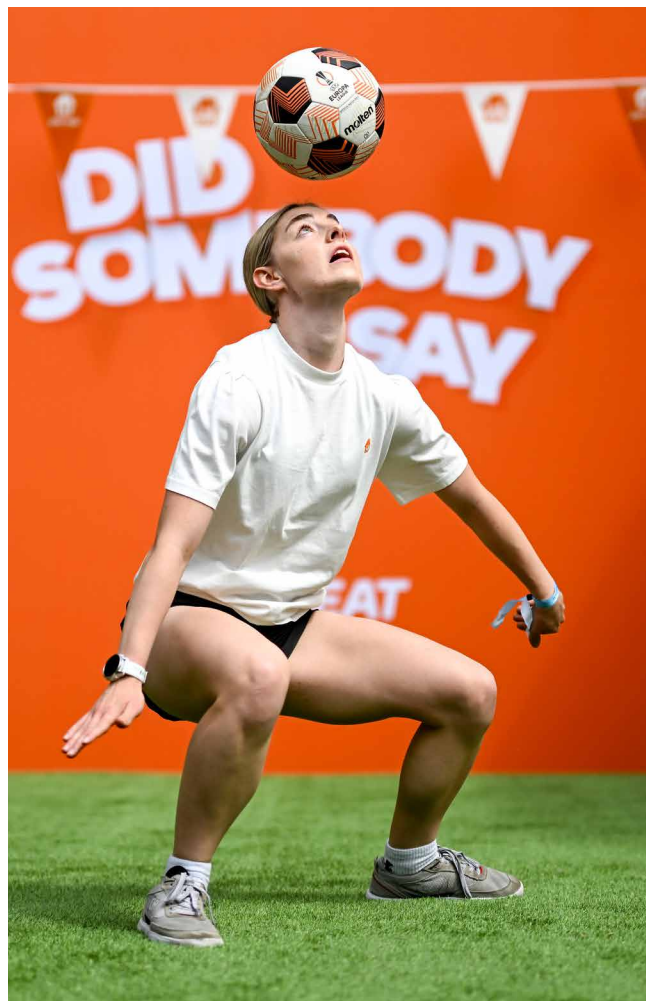
## Just-Eat sponsorship activation

During the 2024 UEFA Europa League final, Just-Eat Takeaway.com (JET) seized the opportunity to connect with football fans through a dynamic sponsorship activation. Their "Deliver at Home" campaign, fronted by the legendary footballer Shay Given, was designed to captivate the Irish audience and amplify the excitement surrounding the event. At the heart of the UEFA Fan Festival, JET's presence was unmissable with a giant inflatable replica of their signature courier bag, which quickly became a hit for photo opportunities among attendees. To further engage with festival-goers, JET distributed vouchers, encouraging the use of their Just-Eat service to support local food establishments.

Adding to the festive atmosphere, JET's booth featured skilled freestylers who shared their football tricks with fans, providing an interactive and fun experience. This blend of entertainment and practical giveaways was a strategic move to deepen JET's brand engagement with the crowd.

JET's thoughtful initiatives continued at the stadium, where they enhanced the match experience by offering popcorn to fans leaving the UEFA Europa Lounge, a gesture that added a touch of hospitality to the event.

Overall, JET's comprehensive activation strategy at the 2024 UEFA Europa League final not only elevated their brand visibility but also succeeded in creating a lasting impression on the local community. By integrating celebrity appeal, interactive entertainment, and considerate gifts, JET crafted an engaging and memorable brand experience for football enthusiasts.



Source: UEFA, Just-Eat Takeaway.com

## Showcasing Dublin as a cultural and tourism destination for visitors

The Final provided an opportunity to showcase Dublin's cultural heritage to international and non-local match attendees, with the stadium in close proximity to the city centre and interesting landmarks such as National Gallery of Ireland, the Dublin Writers Museum, and St Stephen's Green. These attractions provided a backdrop for the event, enriching the experience for fans and tourists alike, with the UEFA Fan Festival and Fan meeting point locations, such as Dublin Castle and Shelbourne Park selected by the council to showcase different parts of the city to visitors.

The city's cultural richness resonated with spectators, with 69% of spectators agreeing that Dublin has a rich cultural heritage and cultural attractions. 68% of spectators agreed that Dublin is a premium visitor destination, highlighting the city's appeal to visitors. Notably, 66% of international spectators visited Dublin for the first time to attend the UEL Final.<sup>13</sup>

### Survey data from the event reflects the positive impression left on spectators:



**68%**

of spectators agreed that Dublin is a premium visitor destination.



**69%**

of spectators agreed that Dublin has a rich cultural heritage with several cultural attractions.

Source: UEFA Europa League Final 2024 Spectator Survey (June 2024)



<sup>13</sup> UEFA Europa League Final 2024 Spectator Survey (June 2024).



## Spectator feedback

**"DUBLIN IS A WONDERFUL CITY, I LIVE JUST 100 MILES AWAY AND DON'T GET TO VISIT IT AS MUCH AS I SHOULD. I THINK AFTER THE FINAL I WILL MAKE MORE AN EFFORT TO VISIT MORE OFTEN."**

Male spectator from Northern Ireland, aged 30-39

**"BEAUTIFUL CITY, WITH A CENTRE THAT CAN EASILY BE EXPLORED ENTIRELY ON FOOT, AND VERY KIND AND HELPFUL PEOPLE."**

Male spectator from Italy, aged 20-29

**"I WILL BE BACK FOR SURE BUT NOT ONLY FOR DUBLIN, I AM ALSO GOING TO VISIT MORE PARTS OF IRELAND."**

Female spectator from the Netherlands, aged 50-59

**"I'VE NEVER MET SUCH NICE, KIND AND HELPFUL POLICE OFFICERS AS IN DUBLIN. I ALWAYS FELT MOST COMFORTABLE AND SECURE. THANK YOU FOR THAT!"**

Male spectator from Germany, aged 40-49

**"WE ALL FOUND THE ORGANIZATION OF THE BUSES AT THE AIRPORT REMARKABLE AND UNIQUE, PLUS IT WAS FREE, A REALLY GREAT SERVICE!"**

Male spectator from Germany, aged 20-29

**"I ONLY EXPERIENCED MOST OF THE CITY FROM THE SHUTTLE BUS, BUT I REALLY LIKED THE CITYSCAPE ITSELF. IN ADDITION, THE LOCALS WHO TALKED TO US FANS WERE EXTREMELY HOSPITABLE AND FRIENDLY."**

Female spectator from Germany, aged 50-59



Source: UEFA Europa League Final 2024  
Spectator Survey (June 2024)

## Tourism legacy and looking ahead

The 2024 UEL Final has positively influenced Dublin's image with nearly half of travelling spectators reporting that they now have a more positive perception of Dublin than before, as a result of their experience at the UEL Final. This boost in perception is timely as Dublin prepares to host UEFA EURO 2028 matches, where the ability to offer a memorable fan experience will be crucial in the successful delivery of the event. The event has also prompted a willingness among spectators to endorse Dublin, with 65% willing to recommend the city to others.<sup>14</sup>

In terms of visit duration, the majority of domestic fans (79%) and 15% of international fans visited Dublin as a day-trip for the UEL Final.<sup>15</sup> Tourism was not a primary objective for the UEL Final given it is a one-day event and mid-week, however this does differ to other events like US College Football, which typically draws in more tourism, with in longer stays and more extensive visitor activity. As Dublin looks ahead to UEFA EURO 2028, there is an opportunity for Dublin to promote greater football tourism and encourage visitors to extend their stays and explore Dublin and Ireland in general.



These other events and the experience gained at 2024 UEL Final can offer strategic insights for maximizing the tourism impact of future football events such as the EURO 2028, with the aim of sustaining and enhancing the city's reputation as a host of major sporting events.



<sup>14</sup> UEFA Europa League Final 2024 Spectator Survey (June 2024).

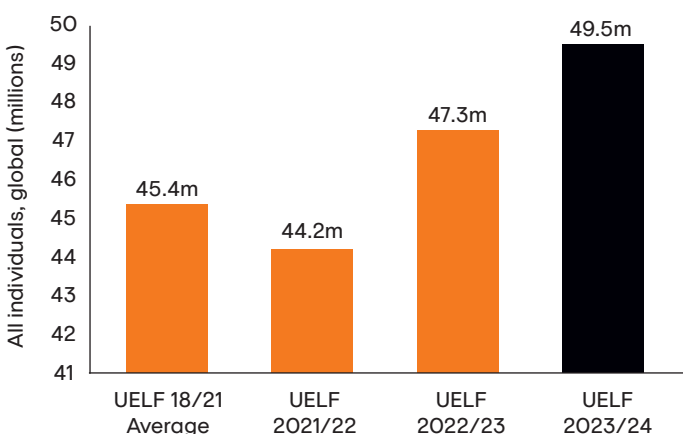
<sup>15</sup> UEFA Europa League Final 2024 Spectator Survey (June 2024).



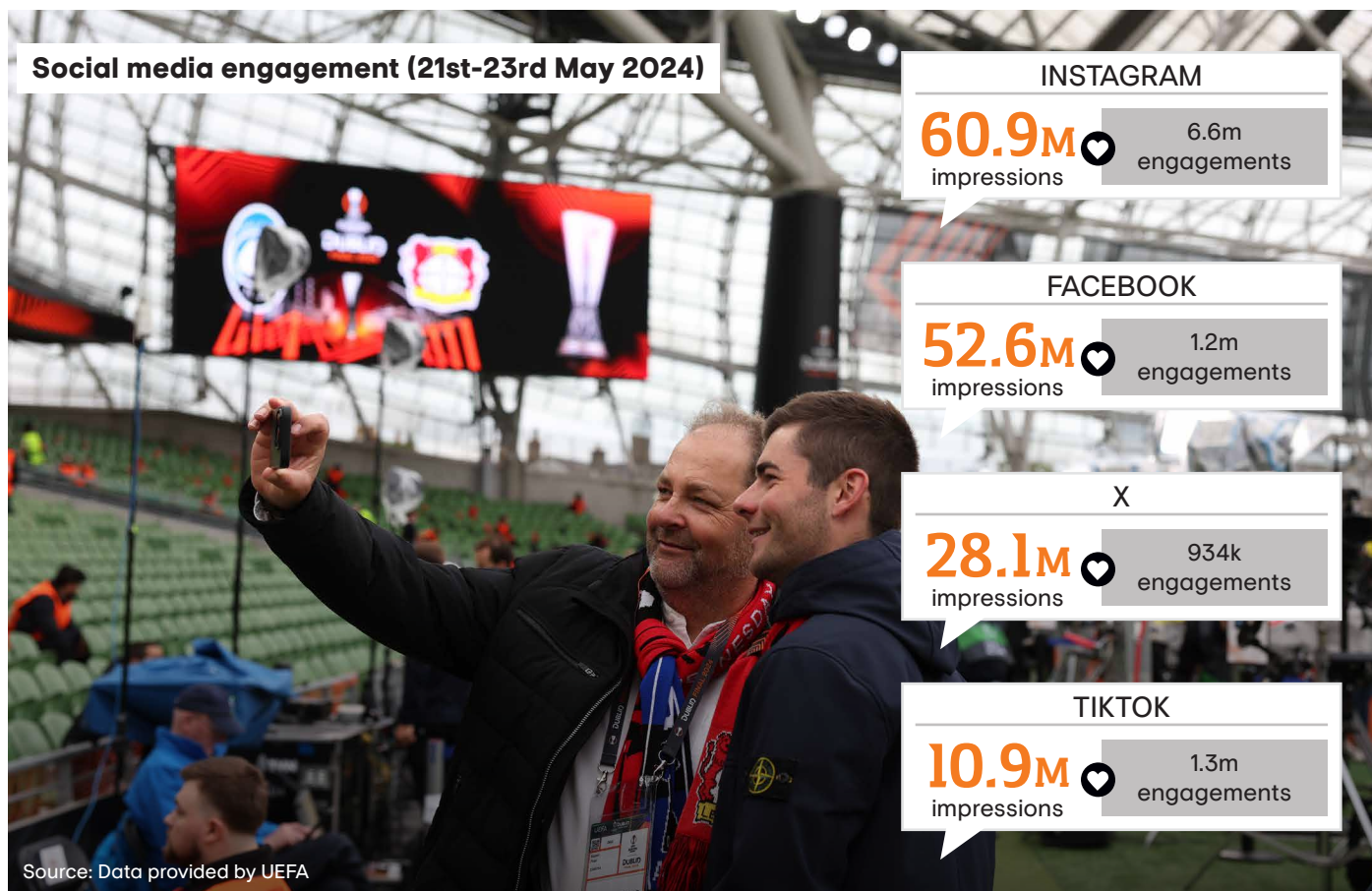
## Engaging Football Fans worldwide

The 2024 UEL Final attracted a substantial global viewership of 49.5m. This surpasses the 47.3m viewers in the 2023 UEL Final by 4.7% and exceeds the 2018-2021 UEL Final average of 45.4m viewers by 9.0%. Germany had the largest share of global viewers, with over 8.9 million people, making up 18% of the total audience. Italy followed closely with 17.6%.

Figure 5: Global live viewership of UEL Final year on year<sup>16</sup>



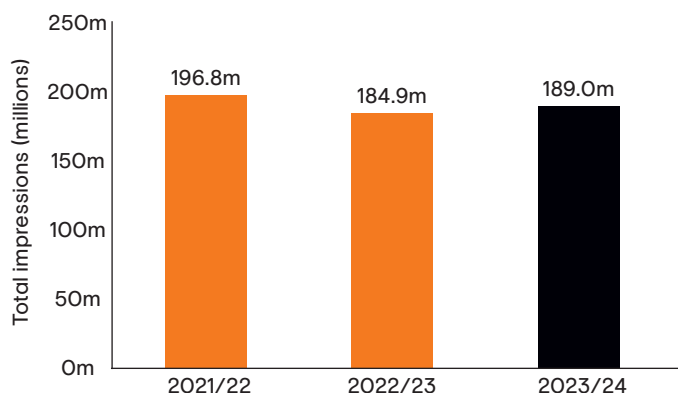
The UEL Final witnessed high levels of social media engagement, with platforms like Instagram, Facebook, Twitter, and TikTok seeing millions of impressions and thousands of interactions, indicating the enthusiasm across the global football community. Facebook posts related to the Final generated 52.6 million impressions, while Instagram saw a 6.6 million engagements.<sup>17</sup> This reflects a 21.9% increase in total Facebook impressions and a 47.2% increase in Instagram engagements since the 2022/23 Final. In total, the UEL Final generated 189.0 million social media impressions – this is a 2.2% increase from the 2022/23 Final.



<sup>16</sup> Data provided by UEFA

<sup>17</sup> Impressions are the number of times content was displayed on social media and engagement is the interactions the piece of content received from users such as likes, comments and shares.

**Figure 6: Total social media impressions for UEL Final year on year**



### Future UEFA engagement

The 2024 UEL Final in Dublin not only met but exceeded fan expectations, with a remarkable 91% of attendees confirming the match lived up to or surpassed what they had hoped for. The event fostered a strong sense of community, with 69% of fans agreeing they had opportunities to connect with fellow fans.

Fan survey data showed that 53% of fans attended the UEL Final to support their club, while 49% were there to experience a major football event. The findings suggest that the event's appeal as a prestigious football fixture is just as strong as the desire of fans to back their own team.

Moreover, the lasting impact of the Final was evident, as 87% of spectators agreed that the Final experience allowed them to create memories. This enthusiasm extends to future events, with 73% expressing interest in attending subsequent UEL Finals and 75% interested in attending subsequent UEL season matches in person.

#### The UEL Final provided sufficient opportunities to... (% fans agreeing)



Source: UEFA Europa League Final 2024 Fan Experience Survey

18 Data provided by UEFA.

19 UEFA Europa League Final 2024 Fan Experience Survey. Note this question was multi-response and respondents could select multiple reasons for attending the Final.

20 UEFA Europa League Final 2024 Fan Experience Survey (June 2024).

21 UEFA Europa League Final 2024 Spectator Survey (June 2024).









# 4 SOCIAL IMPACT AND SUSTAINABILITY

The 2024 UEFA Europa League Final not only delivered an exciting display of football but also acted as a driving force for social engagement, involving fans, the local community, and volunteers in the event, in particular through opening the Final up to the local community through the two-day UEFA Fan Festival in Dublin. The event also implemented strategies around fan mobility in the City to reduce its environmental footprint.

## SOCIAL IMPACT

### Local community engagement with the UEL Final

Thirteen years after its last hosting, the UEL Final returned to Dublin. 96% of surveyed local residents surveyed at the Festival, said they felt proud that the UEL Final was held in Dublin. Additionally, the event had a positive impact on residents' sentiments about their city, with 83% agreeing that the Final positively influenced their feelings about living in Dublin. The sense of community was also strengthened, as 78% of residents felt that the UEL Final contributed to bringing their community closer together. As a result of their experience with the UEL Final, 96% of surveyed Dublin residents are supportive of future sporting events being hosted in the city.



The UEFA Fan Festival in Dublin, was especially successful in engaging local residents. Survey feedback from local residents attending revealed that 94% of respondents saw the Festival as a great opportunity for locals to connect with the Final. Furthermore, 91% felt that the festival strengthened community bonds and celebrated Dublin's spirit, contributing to a sense of pride among residents.

The Festival also served as a platform for local economic engagement, with 78% of respondents discovering and interacting with various brands and businesses. The positive economic impact was recognised by 91% of attendees, who acknowledged the festival's role in attracting visitors and boosting tourism. Encouraged by their experiences, a resounding 93% of respondents expressed their willingness to attend another UEFA Fan Festival in the future.

In addition to the Festival's success, the match itself saw a uniquely high turnout of local and domestic fans, distinguishing it from other UEL Finals and further amplifying the sense of local engagement and pride.

22 Local resident responses from attendees at the UEFA Fan Festival in Dublin, as part of the UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024).



## UEFA Fan Festival in Dublin: A celebration for all

Dublin Castle, at the heart of the city, provided a historic and central stage for the UEFA Europa League Final Fan Festival, coinciding with the 2024 UEL Final. This two-day offered a family-friendly and inclusive atmosphere that appealed to more than just football fans — it was an invitation for the entire community to come together and celebrate.

Open to the public and emphasising key themes of equality, diversity, and inclusion, the festival aimed to give attendees a sense of participation in the Final's excitement. The picturesque setting of Dublin Castle, with its rich cultural significance, offered the perfect venue for fans and visitors to immerse themselves in the celebratory atmosphere.

The festival's entertainment lineup was designed to appeal to a broad audience, featuring live DJ sets, interactive games, and a special 4-a-side mini-pitch where UEFA legends showcased their skills. Attendees had the chance to take pictures with the UEFA Europa League trophy and enjoy giveaways from UEFA's commercial partners. Sponsor-led activations further enhanced the experience, with Just Eat, Heineken, and EA Sports among the companies providing engaging activities. The Just Eat Garden offered a tranquil space for fans to relax, while the Heineken O.Ólé bar served up refreshing drinks alongside football skill challenges. The EA SPORTS FC booth was a hit with gaming enthusiasts, and the Molten Greatest Kick of Your Life activation allowed fans to test their football abilities.

Source: Event guide: Dublin Fan Festival | UEFA Europa League 2023/24 | UEFA.com

## The UEL Final being hosted in Dublin showed positive impacts on local residents



**96%**

of surveyed residents felt proud that the UEL Final was held in Dublin



**87%**

of surveyed residents felt happier than normal due to the UEL Final



**83%**

of surveyed residents agreed that the Final has made a positive difference to how they feel about living in Dublin



**78%**

of surveyed residents agreed that UEL Final has brought their community closer



**74%**

of surveyed residents agreed that the UEL Final has brought limited negative consequences or disruption to their daily life as a resident in Dublin



**96%**

of surveyed residents would be supportive of future sporting events being hosted in Dublin, as a result of their experience with the UEL Final



Source: Local resident responses from attendees at the UEFA Fan Festival in Dublin, as part of the UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024)



## Local enthusiasm at the 2024 UELF Final

The 2024 UEFA Europa League final in Dublin witnessed a unique turnout, with a higher proportion of local fans compared to the previous year. While the 2023 UEL Final in Budapest saw 78% of attendees coming from abroad, the 2024 Final featured only 54% international fans in the audience, underscoring a significant increase in domestic engagement despite neither of the final teams hailing from the host country.

The historic ties between Ireland and Liverpool, coupled with the city's substantial Liverpool fanbase, had fuelled expectations of the team's participation in the Final, leading many Dublin-based fans to purchase tickets in advance. Despite Liverpool not making it to the Final,

the enthusiasm of Dublin's football community remained strong. The anticipation of witnessing a major match, resulted in a robust local presence at the stadium, eager to be part of the electric atmosphere of a rare European football spectacle on Irish soil.

This unexpected shift in attendance composition, while different from the economic boost typically driven by international match attendees, demonstrates the deep-rooted passion for football among Dublin's residents. It also highlights their readiness to support major events, contributing to a vibrant local sports culture and showcasing Dublin's love for football.

Source: UEFA ticketing data, FAI, Dublin City Council





## Engagement at the UEFA Fan Festival

The UEFA Fan Festival was attended by over 34,000 fans across the two-day period and saw a high level of engagement, with the majority of attendees spending significant time exploring the activities on offer. Notably, 81% festival-goers attended for one hour or more. The positive reception was further underscored by the fact that 93% of attendees reported having a good or excellent experience, with every survey respondent participating in at least one sponsor activation.

The UEL trophy display emerged as the most favoured feature by 40% of attendees – with 4,000 photos taken with the trophy. The UEFA-organised matches on the festival pitch was also the most enjoyed feature by a quarter of attendees.

The Festival also served as a platform for engaging with diverse groups, including refugees who participated in a special UNHCR (United Nations High Commissioner for Refugees) football match on the main stage, and individuals who enjoyed a showcase of power chair football, highlighting the event's commitment to inclusivity and community outreach. The festival also featured walking football matches to promote physical activity amongst older participants.



## Festival attendee experience

### UEFA Fan festival experience rating



### Number of sponsor activations visited



Source: UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024)



23 UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024).

24 UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024).

25 Data provided by UEFA.

26 UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024).

## Case study

### European Power Chair Football Association (EPFA) match

The European Power Chair Football Association (EPFA) held an inspiring match at Dublin Castle, captivating audiences with the skill and competitive spirit of power chair football. This sport, tailored for individuals with severe physical disabilities, was given a prominent platform, allowing it to gain wider recognition and admiration.

The EPFA's involvement at the festival aimed to highlight the inclusivity of power chair football and the remarkable abilities of its players. The match featured athletes who, despite their physical challenges, showcased remarkable agility and teamwork, embodying the spirit of football and its capacity to overcome barriers.

This power chair football exhibition was a significant moment for the festival, promoting the development of the sport and inspiring more individuals with disabilities to participate in athletic activities. It emphasised the inclusive nature of football and its power to unite people, regardless of their physical abilities, fostering a sense of community and empowerment among players and spectators alike. The game at the UEFA Fan Festival thus became a powerful symbol of football's universal appeal and the importance of accessibility in sports.

## Case study

### UNHCR Refugee Match

The UEFA Fan Festival became a platform for social change and unity. At the heart of the festivities, a special match organised by the UNHCR featured young refugees, turning the spotlight on the unifying and transformative power of the sport, which brings individuals together from various backgrounds to celebrate their shared love for football.

The match provided an opportunity for refugees to demonstrate their footballing talents, fostering a sense of community and belonging. It was supported by organisations committed to using sports as a means of integrating refugees into society. The involvement of UEFA Ambassador and former footballer Robbie Keane was particularly impactful. His interaction with the players, offering words of encouragement and support, brought an added layer of inspiration to the event.

This initiative went beyond the realm of sport; it was a powerful demonstration of inclusivity and the role of football in enhancing social integration and well-being for refugees. The refugee match at the UEFA Fan Festival exemplified the sport's capacity to unite diverse groups and highlighted the positive impact football can have on individuals' lives, restoring faith in its potential to drive positive social change.

Source: FAI, [Event guide: Dublin Events | UEFA Europa League 2023/24 | UEFA.com](#)

Source: UEFA





**“LOCAL SCHOOLS AND YOUTH GROUPS EXPRESSED CONSIDERABLE ENJOYMENT AND APPRECIATION FOR THE CHANCE TO PARTICIPATE IN THE FAN FESTIVAL ASSOCIATED WITH THE UEL FINAL. THEIR INVOLVEMENT IN THE CELEBRATIONS CONTRIBUTED TO A SENSE OF COMMUNITY AND CIVIC PRIDE, HIGHLIGHTING THE POSITIVE IMPACT OF THE EVENT ON THE YOUNGER MEMBERS OF THE DUBLIN COMMUNITY.”**

Des Tomlinson, FAI, Social and Environmental Sustainability Manager

Source: Stakeholder interview with FAI.

#### Local community engagement at the UEFA Fan Festival



**94%**

of respondents agreed that the UEFA Fan Festival provided a great opportunity for residents to engage with the Final



**91%**

of respondents agreed that the UEFA Fan Festival strengthened the bond amongst supporters and the local members of the Host City



**91%**

of respondents agreed that the UEFA Fan Festival celebrated Dublin and instilled pride in the community



**88%**

of respondents agreed the UEFA Fan Festival brings Dubliners together and creates a shared sense of belonging in our community



**93%**

of respondents said they would attend another UEFA Fan Festival in person, based on their experience in Dublin

Source: Local resident responses from attendees at the UEFA Fan Festival in Dublin, as part of the UEFA Europa League Final 2024 UEFA Fan Festival survey (May 2024)



## Sponsor activations engaging fans and the community at the UEFA Fan Festival

The UEFA Fan Festival provided an opportunity for sponsors to connect with fans and the Dublin community. These sponsor-led activities aimed to enhance the fan experience but also demonstrate sponsor commitment to community engagement and social impact.

A number of these initiatives are highlighted below:



- **Heineken:** Heineken's competition offered fans a unique experience by granting access to the match tunnel, allowing them to witness the pre-match preparations. The competition aimed to bring fans closer to the action and enhance their connection to the game. By offering such an immersive experience, Heineken reinforced its commitment to creating memorable moments for football enthusiasts and celebrating the passion of the sport.



- **Enterprise Rent-a-Car:** the "My City" campaign was crafted to accentuate the distinct culture and allure of Dublin. The campaign facilitated fan exploration of the city through curated experiences, emphasizing Dublin's historical sites, cultural landmarks, and local enterprises. By collaborating with local guides and influencers to recommend personalised itineraries, Enterprise Rent-a-Car aimed to enrich the fan experience while supporting community businesses and promoting the tourism industry. In addition to this, Enterprise Rent-a-Car elevated the fan experience by offering a comprehensive UEL final package through a competition. Winners received flights, transfers, hotel accommodations, and match tickets.



- **bwin:** bwin organised the Fans Final at Dublin Arena, where selected participants enjoyed a special training session, attended the Final, and had the opportunity to play on the pitch the following morning. The teams were managed by football legends Robert Pirès and Diego Forlán, with three influencers capturing and sharing the experience across social media channels.



- **Hankook:** Hankook re-engaged with its Referee Mascots programme, in collaboration with the UEFA Foundation for Children, inviting kids to accompany match officials onto the pitch at Dublin Arena. This initiative provided young fans with a memorable experience and a unique perspective on the game.



- **Strauss:** Strauss partnered with the UEFA Foundation to give 22 children the chance to walk out with the players, ensuring an unforgettable experience. The children received custom Strauss-branded replica kits, gifts, and photos to commemorate the day. The experience was further enriched by a visit from former Republic of Ireland international John O'Shea before the opening ceremony.



## Empowering personal growth and social impact through volunteering

The UEL Final provided a platform for empowering personal growth and fostering social impact through volunteering. Nearly 500 volunteers dedicated over 12,000 hours collectively, playing a crucial role in the smooth execution of various event aspects. Their contributions went beyond the operational success of the event, leaving a profound impact on both the volunteers as individuals and the broader local community.

The volunteering experience at the UEL Final was a significant contributor to personal well-being, with 84% of volunteers reporting heightened levels of happiness compared to how they normally feel. Actively participating in a high-profile event also equips volunteers with valuable skills, with 74% recognizing improvements in teamwork, communication, and problem-solving. Additionally, 73% of volunteers noted an increase in confidence and self-esteem, while 71% reported an improved sense of belonging through their involvement in the event.

The positive effects of volunteering at the UEL Final have had a ripple effect, with 82% of volunteers motivated to volunteer more of their time in sport and physical activity in the future. This commitment not only signifies their desire to give back to the community but also reflects their passion for contributing to the sport they love. The UEL Final thus served as a meaningful opportunity for volunteers to develop personally while making a significant social contribution.



## Empowering growth, well-being, and social impact through volunteering at the UEFA Europa League Final

### Positive impact on well-being



**84%**

felt happier than they normally do as a result of the event



**71%**

agree that volunteering has improved their sense of belonging

### Enhanced employability



**73%**

agree that volunteering has improved their confidence and self-esteem



**74%**

agree that volunteering has improved their skills such as leadership, teamwork, and communication



**54%**

agree that volunteering has improved their employability

### Inspiring future volunteering and physical activity



**82%**

agree that volunteering at this event has inspired them to give more of their time as a volunteer to support sport and physical activity



**56%**

agree that the UEL Final has personally inspired them to do more sport and physical activity in general

Source: UEFA Europa League Final 2024 Volunteer survey



28 UEFA Europa League Final 2024 Volunteer survey (June 2024): post-Final survey issued to UEL Final volunteers part of the volunteer programme.

29 Data provided by UEFA.

## Case study

## Volunteer Profile



Name: **Finian Treanor**  
 Age: **26**  
 Occupation: **Warehouse Assistant**  
 Role at event: **Anti-Doping  
 Chaperone**

With a deep passion for football and a love for meeting new people, volunteering at a major European event was an opportunity I couldn't pass up. The chance to help others and work towards a common goal was a no-brainer for me. My motivation to volunteer stems from my desire to give back to the clubs I've worked with and to open up new opportunities that I never dreamed possible. The experience has been incredibly rewarding, allowing me to connect with many wonderful people who have helped me reach where I am today.

One of my most memorable moments as a volunteer was having pitch side and tunnel access, which allowed me to walk into the Atalanta dressing room. This unique experience, along with many others, has left a lasting impression on me. Looking ahead, I plan to earn my Coaching Badges and collaborate with Koju Sports International Agency at various football events. This collaboration will enable me to participate in different football sessions and events worldwide, contributing to my growth both as a person and as a coach. Volunteering has been an experience I'll cherish and share with family and friends for years to come.

## Case study

## Volunteer Profile

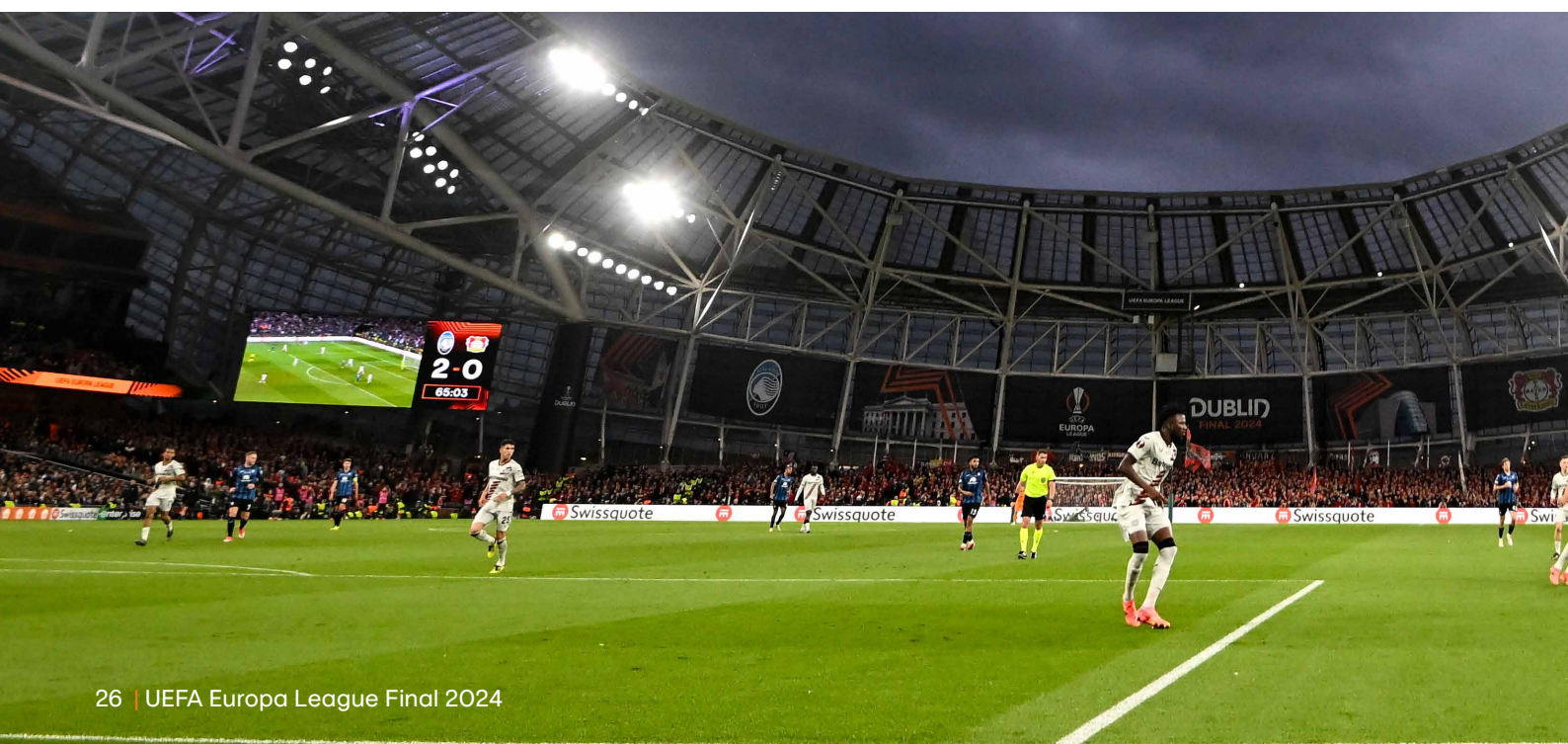


Name: **Emma Lane Farré**  
 Age: **22**  
 Occupation: **Campaigns  
 Coordinator**  
 Role at event: **Fan Festival Volunteer**

I wanted to volunteer for UEFA because of my passion for football. This opportunity allowed me to immerse myself in the sport I love while contributing to such an important event. The prospect of experiencing a Final from a behind-the-scenes perspective also intrigued me. I was excited about the chance to meet new people within the industry, expanding my network and learning from professionals involved in organising a major football event.

Volunteering was one of the highlights of my summer. Handing over the trophy to Daithí de Róiste, the Lord Mayor of Dublin at the time, as he inaugurated the Fan Festival, will stay with me for a long time. My most memorable moment was when I helped in the celebration rehearsals at the Dublin Arena. I played the role of the winning team captain and lifted a pretend trophy on the podium with my "teammates." Growing up watching many teams lift trophies on TV, I never thought I would get to experience seeing myself in that position, on the big screen, lifting a trophy in such an iconic stadium.

I hope to volunteer for major sporting events in the future, both in Ireland and internationally, to gain experience and pursue a career in this industry.







## Case study

## Volunteer Profile



Name: **Vijay Krishna C V**

Age: **43**

Occupation: **Blogger, Podcaster, and Startups Executive**

Role at event: **Ceremonies Maker**

Relocating from India to Ireland to be closer to football was a significant decision for me, and volunteering at the UEFA Europa League final has been a dream come true. This opportunity allowed me to meet and interact with professionals from UEFA and FAI, providing a once-in-a-lifetime experience. Managing a grassroots football club, I was thrilled to represent my community team on such a prestigious platform. The chance to be on the pitch and contribute to the event was an added incentive that made the experience even more rewarding.

Volunteering has profoundly impacted me by offering insights into the football ecosystem and the various pathways to work with UEFA, either as a volunteer or through educational courses. The interactions with diverse individuals have broadened my perspective and reinforced my belief in the vast opportunities within football-related work. This experience has been the perfect launch pad for my aspirations, and I am eager to continue my journey by participating in future events like the Euros 2028 and the Champions League finals, including the Women's Champions League. Additionally, I look forward to volunteering at any FAI events or tournaments, further deepening my involvement in the sport I love.





## SUSTAINABILITY

### Environmental sustainability at the UEFA Europa League Final

In planning the UEL Final, consideration was given to sustainability and minimising the environmental impact of the event. UEFA creates ESG (Environmental, Social, Governance) strategies for all its events, in line with both its corporate strategy and overall sustainability strategy, “Strength Through Unity”. UEFA’s ambitions for its events are structured around its UEFA Event Sustainability Performance Evaluation System and this requires that events should progressively incorporate sustainability activities, this is applied from the bidding process to the action plan implemented - with key targets, activities and measured KPIs across ESG.

At the Final, initiatives to promote public transportation and pedestrian routes were in place to minimise the event's carbon footprint. Match ticket holders benefited from free public transport on the day of the match. In addition, spectators were encouraged to walk to the Stadium once within the City - the UEFA Fan Experience survey results showed that over half of spectators did this, and a further 29% took public transport. Airport shuttles were also provided for spectators to transport into the city, to also provide an eco-friendly travel options for international spectators.



Over half of the event budget was spend locally within the host country with Irish businesses. In addition, UEFA partnered with OLIO on the ‘food waste heroes’ programme for food donation, to prevent surplus waste of food from businesses. The use of recyclable cups at the venue further



30 [Event guide: Dublin Travel | UEFA Europa League 2023/24 | UEFA.com](#)

31 UEFA Europa League Final 2024 Fan Experience Survey (June 2024).

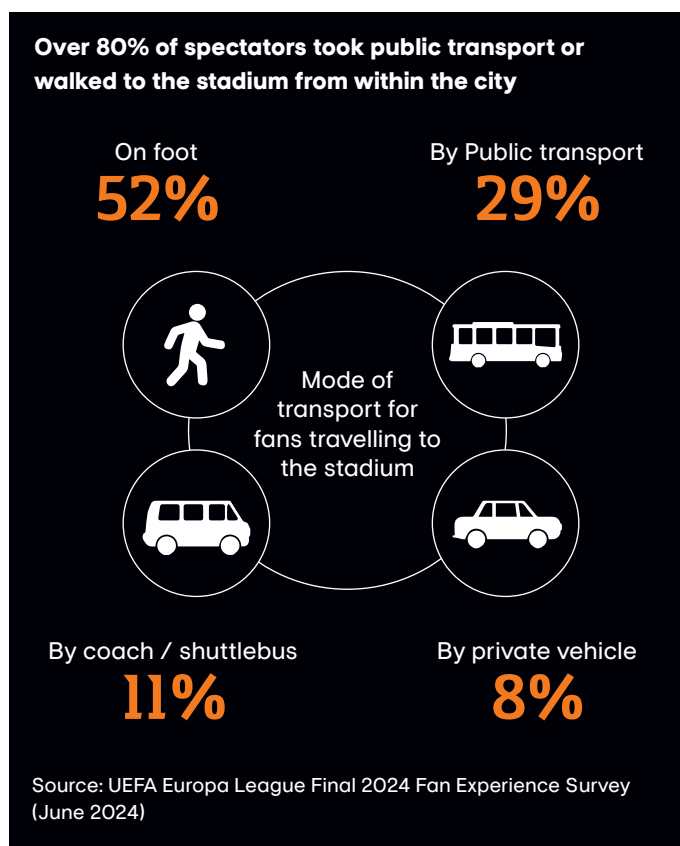
32 Information provided by UEFA.



demonstrated a concerted effort to cut down on plastic waste. There was also a deposit return scheme - a new concept deposit return scheme which was in place for soft plastic bottles (+15 cents deposit), this encouraged collection of bottles post-match, and the money collected supported the stadium foundation project.

UEFA have implemented the UEFA Carbon Footprint Calculator to measure the event's carbon footprint, in order to better understand and mitigate the environmental impact of the event. The event's carbon footprint was 1,157.5 tCO<sub>2</sub>, this was a 11% reduction from the previous UELF, this was driven by reductions in the emissions related to Mobility (organiser accommodation and travel) and purchased goods and services.

As the UEL Final is a one-day event, new sustainability and environmental measures were not introduced by the Host City as part of the Final, however Dublin's commitment to green practices was evident. Dublin's status as a sustainable energy community was reflected in the active use of recycling facilities and responsible waste management strategies during the event. Moreover, the Dublin Arena, which hosted the Final, is recognised for its sustainable operations with an ISO 2021 certification. In addition to this, DublinTown (a business representative body) working alongside the Sustainable Energy Authority of Ireland (SEAI) to encourage energy efficiency and sustainable waste management among local businesses.



33 [Championing sustainability at UEFA club finals | UEFA.com](#)

34 Event carbon emissions within UEFA's control, excluding ticket holder mobility.

35 [Sustainability | Aviva Stadium](#).

36 Information provided by DublinTown.

# 5 IMPACT MEASUREMENT METHODOLOGY

## ECONOMIC IMPACT

This report assesses the local economic impact of 2024 UEFA Europa League Final, based on the event delivery activities and spending locally, as well as the incremental spending of match attendees and accredited personnel visiting Dublin. The economic impacts are broken down into three categories:



### Direct spending in the Host City and Host Country

The direct impacts for visitor spending are informed by primary research into visitor profiles and spending patterns, combined with additional sponsor spending estimates from TEAM Marketing; and UEFA data on attendances and nationalities of spectators. Estimates of accredited personnel impacts is considered based on estimated spend data and reports on accreditations.

The impact study focuses only on the impacts of spending that is judged to be additional to the Host City (Dublin) and Host Country (Republic of Ireland). In particular:

- Visitor impacts (non-local and international match attendees) include only the spending of ticketholders who identify the event as the main purpose of their visit.
- Accreditation impacts exclude the spending of local media and broadcast professionals.
- Event delivery impacts include only the costs incurred in the host locality (or host nation for the national impact lens).
- Local government-funded spending in the Host City is excluded from the impact analysis, since this spending may have occurred at another time in the absence of the event. National government funding is considered within the local-Dublin economic impact.

Extensive primary research was conducted to build up an understanding of the economic activity supported by the 2024 UEL Final, including the spending patterns of match attendees during their stay. This involved conducting surveys by sharing online questionnaires with a sample of spectators post the Final.

### Direct economic impacts

Once the direct spending impacts in the Host City and Host Country have been estimated, they are categorised according to their specific sector of the economy. This allows spending figures to be translated into sector-by-sector estimates of direct impacts on employment and Gross Value Added (GVA). These estimates are based on the ratios of GVA and employment to output by sector, taken from local and national economic accounts.

Our estimate includes direct jobs and GVA generated as part of organising the event, and also direct jobs and GVA supported by the broader visitor spending generated as a result of the Final. This includes direct spending by international and domestic non-local spectators at the event (including VIP and guests of sponsors), as well as direct spending of accredited personnel (including media and broadcasters) specifically due to the Final.

### Indirect and induced impacts

Indirect and induced impacts are calculated using EY's economic impact model, which estimates the GVA and employment 'effects' driven by direct sector spending. These effects show the additional impact on the host locality's economy for each €1 of spending resulting from the event. The effects are driven by the structure of the local economy, including the extent to which the local economy relies upon imports from abroad and from elsewhere in the host country. This follows the input-output framework pioneered by Wassily Leontief, and is based on national and local economic accounts.

37 Including general public spectators, guest of sponsors and VIP attendees.



## FURTHER CONSIDERATIONS

The approach taken to economic impact measurement is effective in understanding the key drivers behind the economic impact of each event. This includes accounting for impacts which may occur without the events having taken place.

A number of factors could not be fully captured within the approach to this study given the information available, in particular:

### Consumer welfare

Where there is a positive difference between the amount that a consumer is willing to pay for a good or service and the amount actually paid, this results in a positive impact on consumer welfare. An indication of this potential impact could be captured through the surveys of spectator attitudes, though this does not necessarily capture the views of all local residents.

### Social benefits

Impacts resulting from increased physical activity and general wellbeing that may be derived from increased sports participation supported by the events are not quantified as part of this study, though there is evidence that major events can drive such impacts.

### Economic and social costs

Disruption, such as to the transport network or to local residents, which may in turn result in reduced economic activity, is not explicitly captured within this study. However, is it likely that the majority of economic activity that is disrupted over the course of the events will be displaced to periods prior or following the events, while the approach to additionality aims to include only impacts that are net additions to the Host City. Analysis of environmental costs and benefits was outside the scope of the study.

### Additionality

As far as possible, this study seeks to include only those economic impacts which are additional to the Host City. As a result, only the impacts of expenditure from outside of the Host City (i.e., by domestic and international match attendees) are included within the overall impact. To the extent that the events have actively discouraged visitors into the Host City, this may reduce the impacts from those stated within this report.



## SOURCES

### PRIMARY RESEARCH

Primary research was carried out in the form of surveys issued to spectators, attendees and volunteers in June 2024, following the Final, and UEFA Fan Festival in May 2024. Qualitative interviews were also carried out with key external stakeholders the Host City and Country.

#### Spectator survey

This online survey was issued to a sample of ticket purchasers, post the UEL Final, the survey questions covered areas such as:

- Origin of respondent
- Size of their party
- Length of stay in the host city
- Total spend in host city across various categories
- Experience of event
- Experience of the host city

The results of spectator surveys were weighted according to the estimated origins of the total spectator population. This information was obtained through ticket purchaser information and secondary information held by UEFA.

#### UEFA Fan Festival survey

This targeted face-to-face survey was completed by members of public (both ticketholders and non-ticketholders) who attended the UEFA Fan Festival in Dublin, local residents were targeted in particular to complete the survey. The survey questions covered areas such as:

- Dublin resident Final engagement
- Societal and community impacts
- UEFA Fan Festival engagement and experience

A total of 309 responses were recorded for the survey. A key objective of this survey was to gather insights from local residents regarding the social and community effects of the UEL Final and the UEFA Fan Festival (56% of overall responses were from Dublin residents). It is important to note, however, that there may be a limitation to the representativeness of the findings, as the respondents, being present at the Festival site, might have a predisposition towards positive views of the event compared to other members of the public who might not be as aware of or engaged with the Final.

From all other attendees, the survey focused on UEFA Fan Festival engagement and experience.

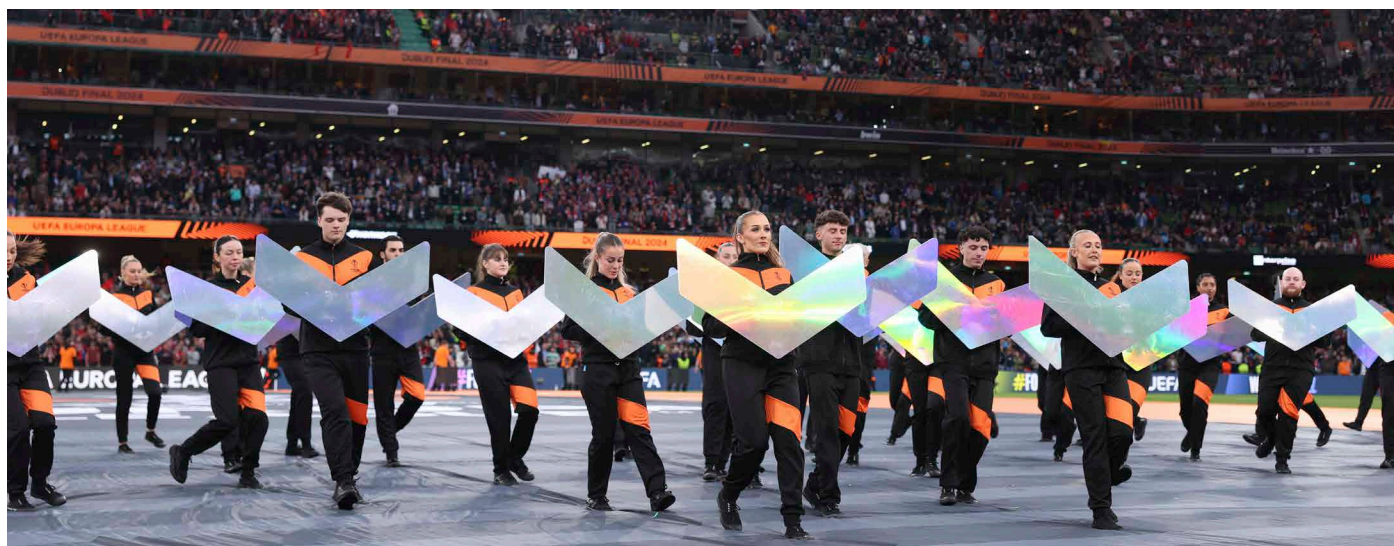
#### Volunteer survey

An online volunteer survey was issued to UEL Final volunteers, as part of the UEFA volunteering programme. This provided insights on volunteering experience and satisfaction, social and individual impact of volunteering and motivations for future sport/major event volunteering.

#### Stakeholder interviews

Qualitative interviews were conducted with DublinTown, Dublin City Council, and The Football Association of Ireland (FAI) to discuss their experience and learnings from hosting the UEL Final.

Further qualitative interviews were also conducted with Fáilte Ireland and the Irish Hotels Federation (IHF), to gain insights and learnings regarding the tourism impact during the UEL Final.





## SECONDARY RESEARCH

Additional information from the following sources was also used to inform the impact assessments:

### UEFA

- Official accreditation information, to calculate direct spending in the Host City.
- Information related to broadcasting and social media activity associated with the events, to understand the wider reach.
- Attendance and ticketing data, to calculate direct spending in the Host City.
- The investment and operational costs to host the Final, and the sources of funding.

### TEAM Marketing

- Estimates for sponsor activation spend in the Host City.
- Data on guests of sponsor attendances and average spending.
- Data on broadcast reach of the event and event benchmarks.

### Football Association of Ireland (FAI)

- Data on spending within the Host City as part of hosting the Final, including sources of funding.

### Organisation for Economic Cooperation and Development

- National and regional economic accounts were used to understand the links between the event and the wider Host City economy for the purposes of calculating direct, indirect and induced impacts.

### Oxford Economics

- Data on local employment in the Host City by sector.









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