

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



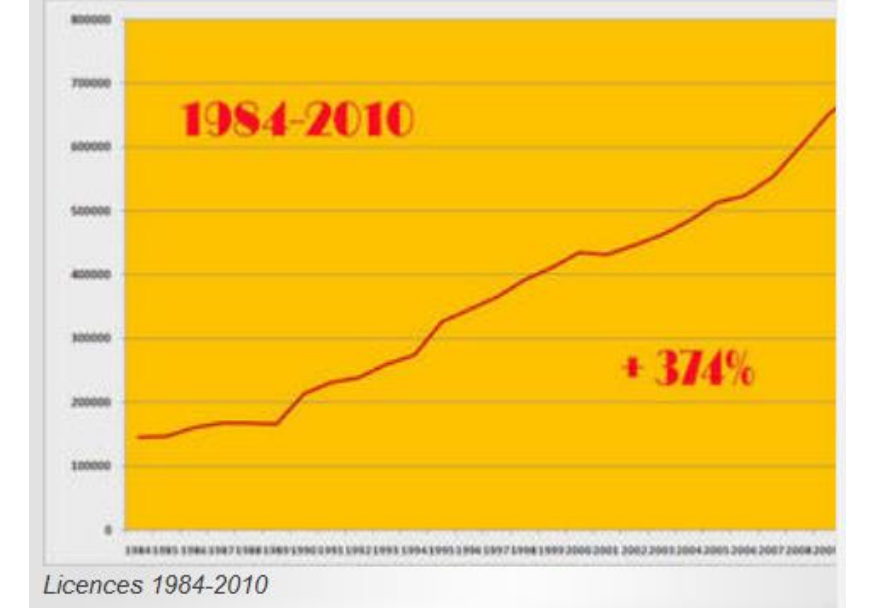
This study is part of the **research program « horse and territory »** which associates the national institute of agronomic research (INRA), the Center of Sport Law and Economics (CDES) and the French Horse and Riding Institute (IFCE). It is financed by the IFCE.

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

## 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)



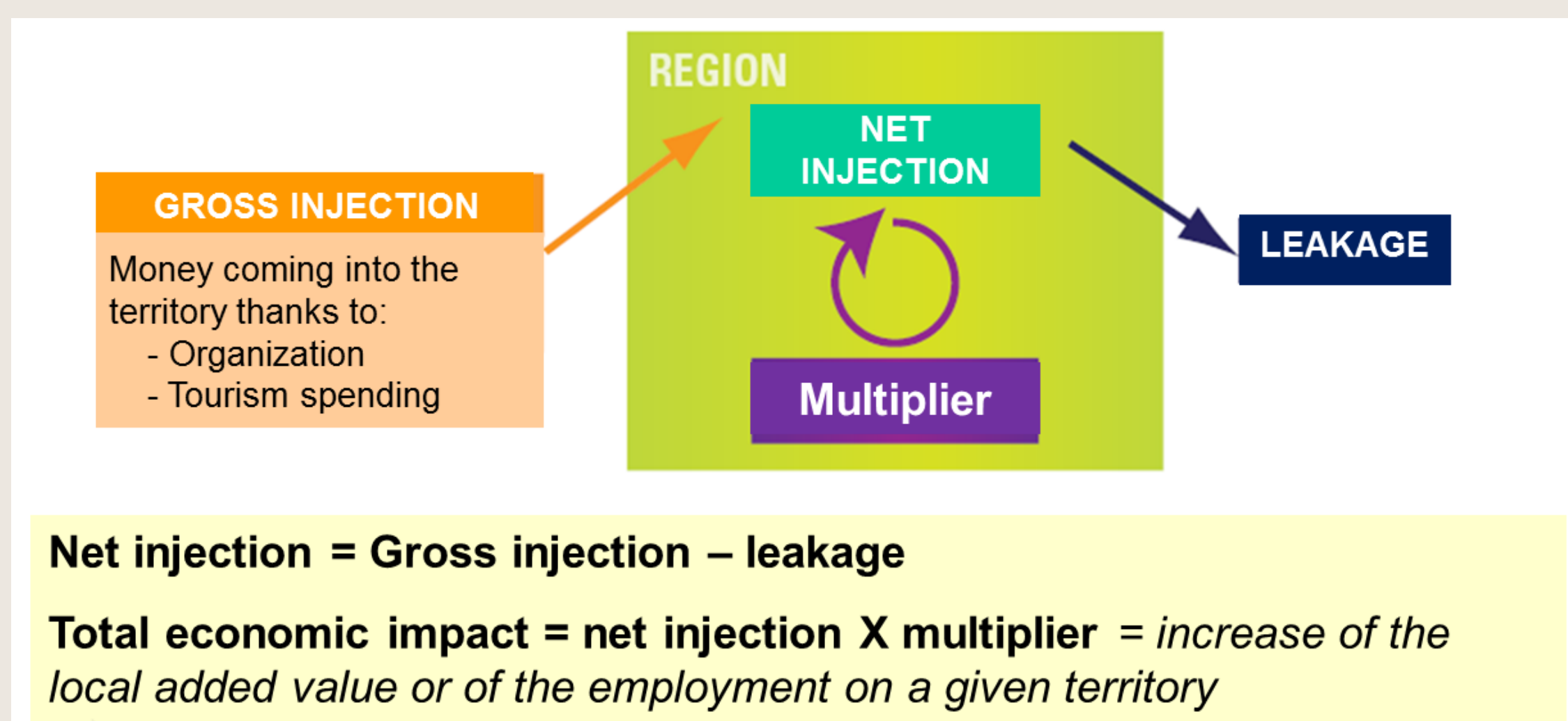
## The objective is to create an effective methodology to analyze the economic, social and environmental impact of equestrian events

- From small to big events
- This poster presents experimental results on the economic and social aspects

## Two methodologies:

### Economic impact:

- Adaptation of the **economic base theory**:



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

### 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

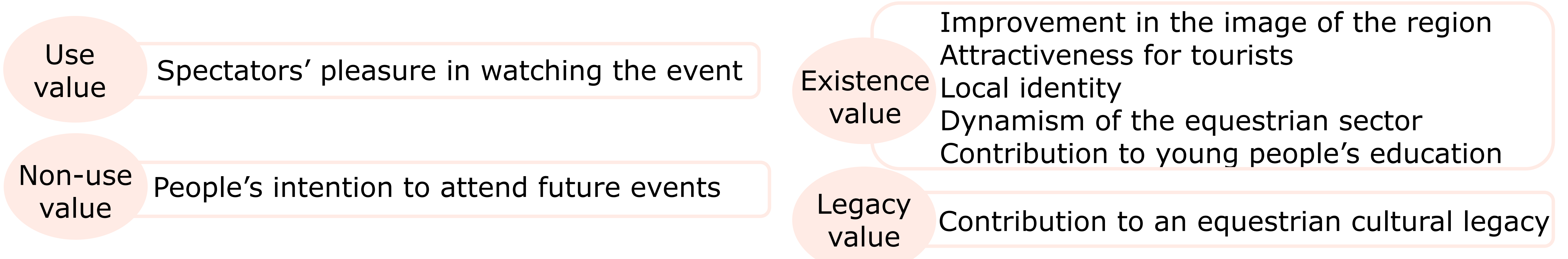
	Equirando		Grand Complet	
	Interviews (processable)	Total population	Interviews (processable)	Total population
- Participants	40	1184	90	250
- Spectators/accompanying persons	25	> 500	301	15 000
- Exhibitors and restaurateurs	9	9	11	11
- Volunteers/employees	16	40	0	100
<b>Total</b>	<b>90</b>		<b>402</b>	

## Results: economic impact

Study zones	Equirando			Grand Complet		
	Gross injection	Net injection	Total impact	Gross injection	Net injection	Total impact
<b>Local level: 17 closest communities</b>	114,000€	57,000€	<b>106,000€</b>	226,000	113,000€	<b>215,000€</b>
<b>Orne county</b>	193,000€	115,000€	<b>191,000€</b>	277,000	146,000€	<b>241,000€</b>
<b>Basse Normandie region</b>	325,000€	210,000€	<b>501,000€</b>			



## Results: social utility



**➔ 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...)

