

QUANTUM

QUANTUM EVENT EVALUATION REPORT

The World Games 2025

7-17 AUGUST
CHENGDU | CHINA

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QUANTUM

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

INTRODUCTION

The World Games 2025 (TWG 2025), administered by the International World Games Association (IWGA), was held in Chengdu, China from 7-17 August 2025. It was the largest and most highly rated edition of the event yet.

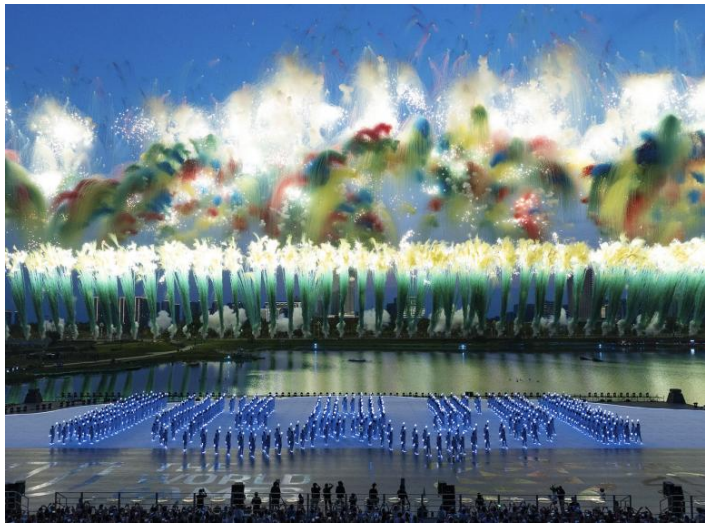
From event experience to media coverage and participation, TWG 2025 set new benchmarks for future editions, confirming the event hosting credibility of Chengdu, as well as the continued growth and development of The World Games among athletes, fans and the media.

Chengdu welcomed 3,896 athletes, the highest-ever participation at The World Games, who competed across 34 sports at world-class venues, none of which were built specifically to host TWG 2025. This maintained a core commitment within the IWGA's sustainability strategy.

Close to 220,000 tickets were sold for the event, with around 53,000 out-of-town spectators visiting Chengdu to attend the Games. Spectators, athletes and other accredited event participants reported exceptionally high satisfaction rates in the post-event surveys, while local residents universally recognised the hosting of TWG 2025 as a source of pride.

International exposure of the event also reached new heights. Broadcast, online and social media coverage all exceeded previous records, predominantly driven by engagement from Chinese media outlets and audiences.

With various community outreach and promotional initiatives, including the first-ever torch relay for The World Games, the organisers successfully engaged local communities, developing a strong foundation for a positive legacy of the event in the short- and long-term.



EXECUTIVE SUMMARY

ECONOMIC & TOURISM

219,875 Ticketed attendance (tickets sold)

23,000 Attendance at the ceremonies

168,186 Unique ticket holders

52,976 Out-of-town spectators

2.9 nights Average length of stay in Chengdu (visiting spectators)

239,403 Bed nights generated locally by TWG 2025

ECONOMIC & TOURISM

- With 168,186 unique ticket holders, including 52,976 visiting spectators, TWG 2025 provided a boost in tourism expenditure in Chengdu with local reports suggesting a significant growth in the number of tourists, local consumption and the overall demand for tourism-related services.
- The ticketed attendance of 219,875 was the third highest ever recorded at The World Games. Despite the late launch of ticket sales, 76% of tickets available were purchased, ensuring good turnout at most venues. While the opening and closing ceremonies were non-ticketed events, an additional 23,000 participants are estimated to have taken part in the ceremonies.
- Gymnastics and wushu competitions attracted the most fans of all sports on the programme. A three-tier ticket category structure was in place – with cheapest tickets available from $4.20 and the most expensive costing $124.
- It is estimated that 239,403 bed nights were generated by visiting participants, including 151,463 by spectators and 87,940 by accredited personnel.



EXECUTIVE SUMMARY

STAKEHOLDER EXPERIENCE

95% Spectator event satisfaction

97% Athlete event satisfaction

99% Guest satisfaction

95% International media satisfaction

% of event participants who rated their experience as good or very good

IMAGE & REPUTATION

92% Positive rating of Chengdu*

97% Chengdu residents that felt pride from hosting TWG 2025

* % of visiting spectators who rated Chengdu as a good or a very good place to visit

STAKEHOLDER EXPERIENCE

- Spectators, athletes, media and guests were all satisfied by their time in Chengdu, praising the level of organisation, hospitality and kindness of the local people. Overall experience scores were significantly higher than those recorded at past editions or when compared to other major sports events.
- The major challenge for most participants was the distances between venues – one of the few factors negatively impacting the event experience. Athletes and guests were also critical about catering options available to them at the competition venues.

IMAGE & REPUTATION

- Chengdu was viewed favourably as the location of TWG 2025, with participants praising not only its overall appeal as a place to visit, but also its safety, friendliness of the locals, public transportation system and access to public spaces.
- Chengdu residents also backed the event, with 97% of those surveyed stating their pride from hosting the event and 95% expressing the wish for Chengdu to host more international events.



EXECUTIVE SUMMARY

COMMERCIAL & MARKETING

448m	TV audience reached (primary and secondary coverage)
2,057h	TV broadcast time
1.7m	TWG Live video plays
430m	Online media reach
4.2bn	Social media reach
$61m	Sponsor revenues (cash and VIK)

COMMERCIAL & MARKETING

TELEVISION

- TWG 2025 had a cumulative reach of 448 million viewers across monitored broadcasts, including 178 million from primary coverage – live, delayed and highlights. Secondary coverage, such as news and sports magazine coverage, contributed a further 270 million in cumulative reach in China alone.
- The total monitored broadcast time was over 2,000 hours, more than during the previous Games in Birmingham, USA (2022) and Wroclaw, Poland (2017).
- TV production covered 90% of all competitions, with around 8,700 hours produced overall.

STREAMING

- TWG 2025 saw the official launch of TWG Live, a streaming service dedicated to The World Games, which generated 1.7 million video plays for Games-related content.

ONLINE MEDIA

- Online media exposure increased notably with the reach of 430 million across 12,855 articles published. Extensive coverage was available also in the Chinese media.
- Germany, United Kingdom and Argentina are the three nations with the highest reach of the monitored online coverage.

SOCIAL MEDIA

- Social media engagement generated a reach of 4.2 billion from 19,239 posts.
- Coverage on IWGA's owned channels, NOC/NSO and IF channels accounted for 38% of all posts and 43% of overall engagement.

SPONSORSHIP

- Two global sponsors were signed for the first time for the Games: Xtep and Sichuan Airlines.
- Sponsorship income from domestic sponsors totalled $61 million, of which $52 million was provided as in-kind support.

EXECUTIVE SUMMARY

PARTICIPATION & PERFORMANCE

3,895	Athletes participating
111	Competing nations
34	Sports
60	Disciplines
256	Medal events

SOCIAL IMPACT & LEGACY

17,000+	Volunteers supporting TWG
1.3m	Volunteer hours completed

PARTICIPATION & PERFORMANCE

- TWG 2025 set a new record in the number of competing athletes (3,895) and nations competing (111), achieving gender parity in terms of the number of male and female athletes (1,934 to 1,961), as well as in the number of competitions contested (111 medal events for men vs. 112 medal events for women).
- Including mixed-gender competitions (33), 256 medal events took place during TWG 2025. China topped the medal table with 34 gold medals (64 in total), followed by Germany (17 gold medals, 45 in total) and Ukraine (16 gold medals, 44 in total).
- China was the most represented nation, with 320 athletes, followed by Germany (211) and Italy (189).

SOCIAL IMPACT & LEGACY

- 17,000+ volunteers contributed almost 1.3 million hours of support for the delivery of TWG 2025.
- Chengdu invested extensive efforts into creating community engagement and sport development programmes, attracting around 500,000 participants to the 1,200 sports events it staged in the lead-up to TWG 2025. This community engagement and marketing effort far exceeds anything previously delivered ahead of past editions of The World Games.





QUANTUM

EVENT OVERVIEW

EVENT OVERVIEW

THE WORLD GAMES HOSTS (1981-2029)

Year	City	Nation
1981	Santa Clara	USA
1985	London	United Kingdom
1989	Karlsruhe	Germany
1993	The Hague	Netherlands
1997	Lahti	Finland
2001	Akita	Japan
2005	Duisburg	Germany
2009	Kaohsiung	Chinese Taipei
2013	Cali	Colombia
2017	Wroclaw	Poland
2022	Birmingham	USA
2025	Chengdu	China
2029	Karlsruhe	Germany

BACKGROUND & OVERVIEW

The World Games 2025 saw the return of the event to Asia for the first time since 2009. Chengdu, China was the third Asian host of the Games following Akita, Japan in 2001 and Kaohsiung, Chinese Taipei in 2009. While Chengdu was awarded the event in May 2019, the ramifications of the Covid-19 pandemic and the postponement of the FISU Summer University Games – also held in Chengdu – from 2021 until 2023 meant that much effort in the preparations to TWG 2025 was concentrated in the last two years prior to the event.

The organisation of TWG 2025 required coordination at the national, regional and municipal level. At the top level, the Organising Committee of The World Games 2025 Chengdu ("Chengdu 2025 OC"), led by Gao Zhidan, the director of the General Administration of Sport of China and Shi Xiaolin, the governor of Sichuan oversaw the preparations, set the overall strategy and approved major plans for the Games.

At the provincial level, the Sichuan Provincial Workgroup for the Promotion and Coordination of TWG 2025 Chengdu was responsible for aligning all provincial departments to support of the Games.

Finally, on 7 March 2024 the Executive Committee of TWG 2025 Chengdu was established to implement decisions of the Chengdu 2025 OC, develop operational plans, manage workforce, handle procurement and coordinate preparations with provincial and municipal departments.

The organising team grew from 359 in 2024 to 6,398 paid staff during Games time, with the delivery of the event also supported by 8,662 professional volunteers and 16,539 contractors.



EVENT OVERVIEW





HOST PROFILE

HOST CITY

- **Chengdu** is one of China's largest cities and in recent years it has been successfully growing its reputation on the world stage by demonstrating itself as a capable international event city as well as a vibrant destination for business and tourism.
- Chengdu's aspiration is to become a globally recognised sport city. Sport is seen by city officials as an important factor in growing Chengdu's international recognition, but also in fostering community engagement and contributing towards economic growth and citizen wellbeing.
- In recent years, Chengdu has played host to a range of major international events, including the World Table Tennis Team Championships in 2022, the FISU Summer University Games in 2023 and the BWF Thomas and Uber Cup in 2024.

VENUES

- **There were 27 competition venues used in total for TWG 2025.** No permanent new venues were built specifically for the Games.
- Nine temporary venues were constructed to host outdoor competitions in sports such as archery, beach handball, beach korfball, sport climbing and waterski & wakeboard. Seven of these temporary facilities are planned to remain in public use.
- Existing venues, many of which were built in recent years for other major sports events, including the FISU Summer University Games, were renovated or upgraded to accommodate the competitions at TWG 2025.
- The wide geographic spread of venues across Chengdu created logistical challenges for organisers and team delegations as it affected travel times, transport coordination and scheduling.

EVENT OVERVIEW

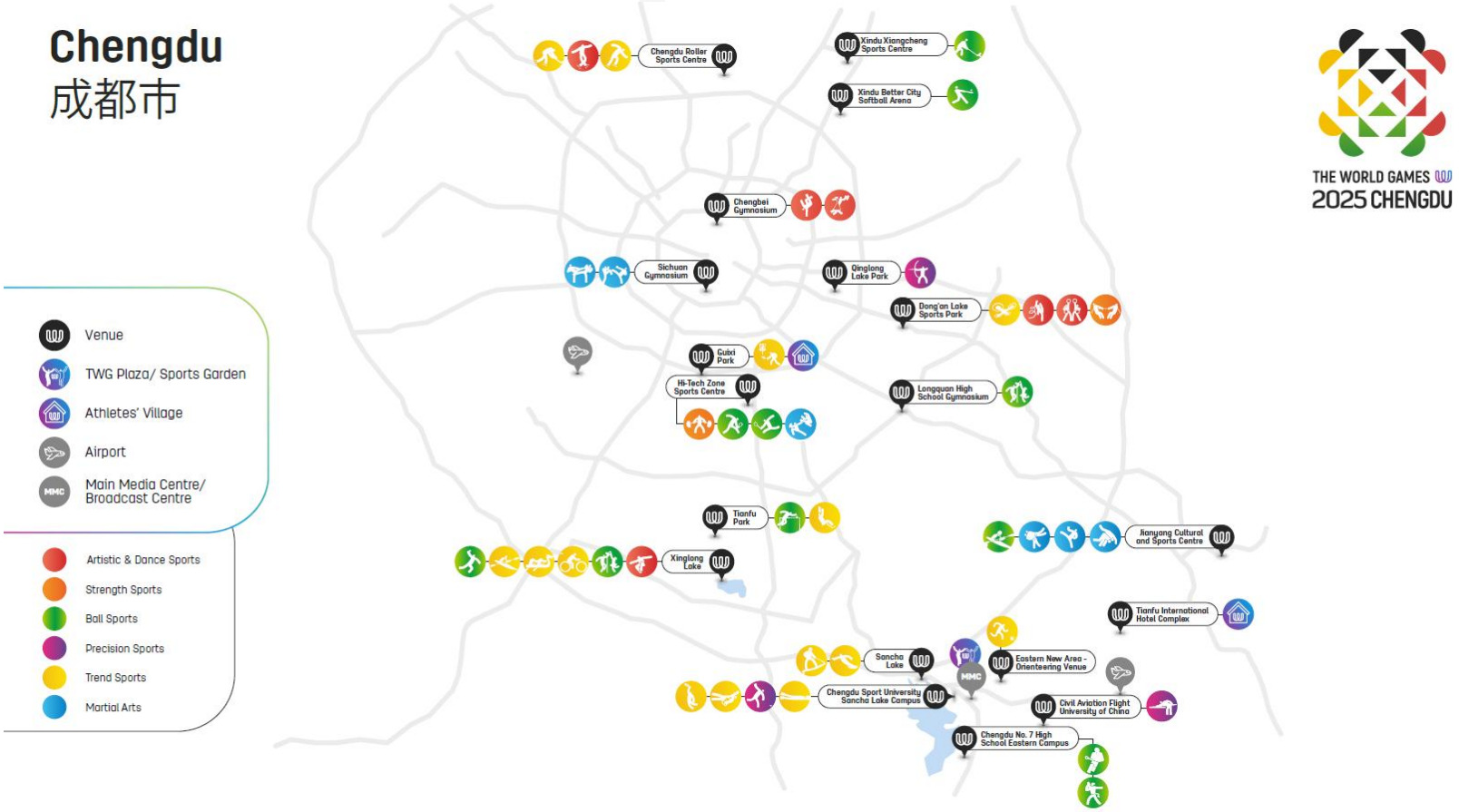
VENUES

TWG 2025 VENUES | OVERVIEW

AREA	VENUE	TYPE	SPORTS & DISCIPLINES
Eastern New Area	Chengdu No.7 High School Eastern Campus Athletics Field	Outdoor	American Football - Flag Football, Lacrosse
Eastern New Area	Chengdu Sport University Sancha Lake Campus Athletics Field	Outdoor	Flying Disc - Ultimate
Eastern New Area	Chengdu Sport University Sancha Lake Campus Boules Sports Court	Outdoor	Boules Sports
Eastern New Area	Chengdu Sport University Sancha Lake Campus Natatorium	Indoor	Life Saving, Underwater Sports
Eastern New Area	Civil Aviation Flight University of China Tianfu Campus Gymnasium	Indoor	Billiards
Eastern New Area	Gaota Village	Outdoor	Orienteering
Eastern New Area	Horticultural Park	Outdoor	Orienteering
Eastern New Area	Sancha Lake Ma'anshan Arena	Outdoor	Powerboating, Waterski & Wakeboard - Wakeboard, Waterski & Wakeboard - Wake Surf
Eastern New Area	Sancha Lake Taohuadao Arena	Outdoor	Waterski & Wakeboard - Cable Wakeboard
Hi-Tech Zone	Guixi Park	Outdoor	Flying Disc - Disc Golf
Hi-Tech Zone	Hi-Tech Zone Sports Centre Gymnasium	Indoor	Powerlifting, Wushu
Hi-Tech Zone	Hi-Tech Zone Sports Centre Public Fitness Gymnasium	Indoor	Racquetball, Squash
Jianyang City	Jianyang Cultural and Sports Centre Gymnasium	Indoor	Ju-Jitsu, Karate, Sambo
Jianyang City	Jianyang Cultural and Sports Centre Natatorium	Indoor	Canoe - Canoe Polo
Jinniu District	Chengbei Gymnasium	Indoor	DanceSport - Breaking, DanceSport - Latin, DanceSport - Standard
Longquanyi District	Dong'an Lake Sports Park Athletics Field	Outdoor	Air Sports - Drone Sports
Longquanyi District	Dong'an Lake Sports Park Central Square	Outdoor	Tug of War
Longquanyi District	Dong'an Lake Sports Park Multi-Function Gymnasium	Indoor	Cheerleading, Gymnastics - Acrobatic
Longquanyi District	Longquan High School Gymnasium	Indoor	Korfball - Indoor
Longquanyi District	Qinglong Lake Park	Outdoor	Archery
Tianfu New Area	Tianfu Park	Outdoor	Fistball, Sport Climbing
Tianfu New Area	Xinglong Lake Beach Arena	Outdoor	Handball - Beach, Korfball - Beach
Tianfu New Area	Xinglong Lake Hubin Arena	Outdoor	Canoe - Dragon Boat, Canoe - Canoe Marathon, Gymnastics - Parkour, Triathlon - Duathlon
Wuhou District	Sichuan Gymnasium	Indoor	Kickboxing, Muaythai
Xindu District	Chengdu Roller Sports Centre	Indoor	Roller Sports
Xindu District	Xindu Better City Softball Arena	Outdoor	Baseball Softball - Softball
Xindu District	Xindu Xiangcheng Sports Centre	Indoor	Floorball

VENUES

TWG 2025 VENUES | MAP



THE WORLD GAMES 2025 CHENGDU

EVENT OVERVIEW

EVENT SCHEDULE

COMPETITION CALENDAR

Sport	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17
Air Sports									●	●	●	
American Football									●	●	●	●
Archery		●	●	●		●	●	●	●	●	●	
Baseball – Softball	●	●	●	●				●	●	●	●	●
Billiards					●	●	●	●	●			
Boules Sports									●	●	●	●
Canoe				●	●			●	●	●	●	
Cheerleading										●	●	
DanceSport			●	●							●	●
Fistball				●	●	●	●	●				
Floorball	●	●	●	●	●	●	●	●				
Flying Disc			●	●	●		●	●	●	●	●	
Gymnastics			●	●	●		●	●		●	●	
Handball		●	●	●	●	●	●					
Ju-Jitsu					●	●	●					
Karate			●	●								
Kickboxing							●	●	●			
Korfball			●	●	●	●	●			●	●	●
Lacrosse		●	●	●	●	●						
Life Saving			●	●								
Muaythai			●	●	●							
Orienteering			●		●	●						
Powerboating										●	●	●
Powerlifting									●	●	●	●
Racquetball								●	●	●	●	●
Roller Sports		●	●	●	●	●	●	●	●	●	●	●
Sambo								●	●			
Sport Climbing									●	●	●	
Squash			●	●	●	●	●					
Triathlon									●	●		●
Tug of War				●	●	●						
Underwater Sports					●	●						
Waterski & Wakeboard			●	●	●							
Wushu			●	●	●	●	●					



QUANTUM

ECONOMIC & TOURISM

ECONOMIC & TOURISM

TICKETED ATTENDANCE

219,875 Total attendance at TWG 2025 based on the number of tickets sold

No data on the number of scanned tickets at entry points to competition venues was collected by organisers

TICKETS AVAILABLE VS. TICKETS SOLD

289,189	Tickets available
219,875	Tickets sold
208,329	Tickets sold through general sale
11,546	Tickets issued for event sponsors and clients*

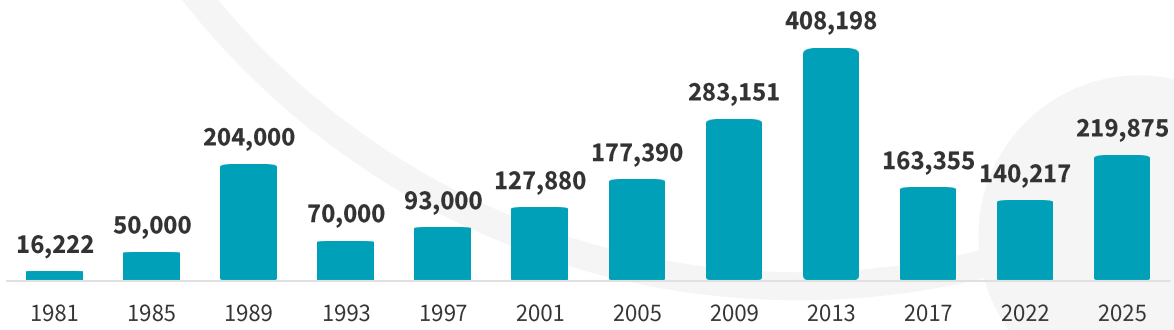
*clients include both contractual and institutional clients (such as IWGA, Chinese Olympic Committee, government agencies, public institutions, etc.)

ATTENDANCE & TICKETING

HIGHLIGHTS

- 219,875 tickets were sold for TWG 2025, making the event in Chengdu the third ever most attended World Games.
- In addition, it is estimated that around 13,000 people (including accredited participants) attended the opening ceremony and another 10,000 the closing ceremony, despite both ceremonies being non-ticketed events with limited seating.
- Of the 219,875 tickets sold, 11,546 (5%) were issued for event sponsors.
- There were 75,103 ticket buyers (unique individuals who purchased event tickets) and 168,186 ticket holders (unique individuals who had valid tickets). On average, 2.9 tickets were purchased by ticket buyers.
- Overall, 76% of all tickets available were sold. However, at most venues, the number of tickets available to purchase was not equal to the full potential venue capacity. Seats with obstructed views, those reserved for security and team delegations, as well as seats in other less favourable areas were not made available during general sale.

TICKETED ATTENDANCE AT THE WORLD GAMES (1981-2025)



Consideration should be given to the different methodologies used by organising committees to report overall attendance.

ECONOMIC & TOURISM

TICKET HOLDERS

168,186 Unique individuals that had a ticket to at least one event at TWG 2025

TICKETS SOLD BY DAY

DAY	TICKET SALES	% OF TOTAL
Wed 6 Aug	1,020	0.5%
Thu 7 Aug	2,299	1.0%
Fri 8 Aug	28,448	12.9%
Sat 9 Aug	32,780	14.9%
Sun 10 Aug	32,193	14.6%
Mon 11 Aug	12,549	5.7%
Tue 12 Aug	18,998	8.6%
Wed 13 Aug	13,023	5.9%
Thu 14 Aug	18,159	8.3%
Fri 15 Aug	26,742	12.2%
Sat 16 Aug	27,557	12.5%
Sun 17 Aug	6,107	2.8%

TICKETING | TICKET SALES

- The ticket booking application phase began on 29 April 2025, with 30,000 tickets released for reservation. Both domestic and overseas fans could book the tickets via the Chengdu 2025 app, as well as Chinese digital platforms WeChat and Alipay.
- The advance sale window, which was available to individuals who had made reservations, ran from 27 June until 30 June 2025, following which, the general sale started.
- Tickets were sold for single sessions. There were no day tickets offered for multiple sessions or venues. Out of 278 competition sessions, 253 were ticketed. No tickets were sold for orienteering, powerboating and waterski & wakeboard, as well as for the opening and closing ceremonies.
- There were up to three ticket categories available, with prices ranging from 30 yuan ($4.20) to 880 yuan ($124) depending on the sport and the competition phase. The average ticket price was around 81 yuan ($11.20).
- The most expensive tickets were sold for competitions in billiard sports, dancesport and kickboxing.
- 42% of all tickets were sold for events held between Friday 8 August to Sunday 10 August, with medals awarded in 101 events across these three days.
- Tickets holders received a 50% discount on tickets to selected sightseeing locations and cultural venues across Chengdu as part of efforts to encourage local tourism.

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TICKETING | TICKET PRICES

Sport	Cheapest ticket		Most expensive ticket	
Air Sports - Drone Sports	¥30	$4	¥60	$8
[illegible]		$7	¥150	$21
Archery - Field	¥30	$4	¥50	$7
[illegible]		$4	¥50	$7
Baseball Softball - Softball	¥80	$11	¥150	$21
Billiards		$25	¥680	$96
Boules Sports	¥30	$4	¥80	$11
[illegible]		$4	¥80	$11
Canoe - Dragon Boat And Canoe Marathon	¥30	$4	¥80	$11
[illegible]		$4	¥100	$14
DanceSport - Breaking	¥240	$34	¥880	$124
DanceSport - Latin	¥360	$51	¥880	$124
DanceSport - Standard	¥360	$51	¥880	$124
Fistball	¥30	$4	¥60	$8
Floorball	¥30	$4	¥100	$14
Flying Disc - Disc Golf	¥30	$4	¥50	$7
Flying Disc - Ultimate	¥30	$4	¥120	$17
Gymnastics - Acrobatics / Trampoline	¥30	$4	¥150	$21
Gymnastics - Parkour	¥30	$4	¥80	$11
Handball - Beach	¥30	$4	¥50	$7
Ju-Jitsu	¥30	$4	¥100	$14
Karate	¥30	$4	¥100	$14

Sport	Cheapest ticket		Most expensive ticket	
Kickboxing	¥80	$11	¥380	$53
Korfball - Beach	¥30	$4	¥50	$7
Korfball - Indoor	¥30	$4	¥80	$11
Lacrosse - Sixes Lacrosse	¥30	$4	¥80	$11
Life Saving	¥30	$4	¥50	$7
Muaythai	¥50	$7	¥280	$39
Powerlifting - Classic	¥50	$7	¥100	$14
Powerlifting - Equipped	¥50	$7	¥100	$14
Racquetball	¥30	$4	¥80	$11
Roller Sports - Inline Freestyle	¥50	$7	¥80	$11
Roller Sports - Inline Hockey	¥30	$4	¥80	$11
Roller Sports - Speed Skating	¥30	$4	¥80	$11
Sambo	¥30	$4	¥100	$14
Sport Climbing	¥30	$4	¥50	$7
Squash	¥30	$4	¥80	$11
Triathlon - Duathlon	¥30	$4	¥50	$7
Tug of War	¥30	$4	¥50	$7
Underwater Sports - Finswimming	¥30	$4	¥50	$7
Underwater Sports - Freediving	¥30	$4	¥50	$7
Wushu - Sanda	¥30	$4	¥120	$17
Wushu - Taolu	¥50	$7	¥100	$14

No tickets were sold for orienteering, powerboating, waterski & wakeboard, or for the opening and closing ceremonies.

TICKETING | BY SPORT

- Gymnastics, wushu and cheerleading are the top three sports with the highest number of tickets sold, albeit competitions in cheerleading and aerobic gymnastics were held as part of one session, so the total number of tickets sold for the relevant sessions was attributed to both sports.
- The top 10 sports by tickets sold accounted for 73% of the overall sales. The majority of sports had a high proportion of tickets sold compared to the number of tickets available. However, as previously noted, ticket availability and venue capacities were controlled by the organisers and held at less than full potential venue capacities.

TOP 10 SPORTS BY TICKETS SOLD AND % AVAILABLE

BY TICKETS SOLD		BY % AVAILABLE	
Sport	**#**	**Sport**	**%**
Gymnastics	45,396*	Sport Climbing	99.8%
Wushu	37,450	Triathlon	99.8%
Cheerleading	25,217**	Cheerleading	99.2%**
Flying Disc	16,548	Air Sports	99.1%
Muaythai	14,585	American Football	98.9%
Kickboxing	11,873	Underwater Sports	98.4%
Canoe	9,719	Life Saving	97.7%
Powerlifting	9,060	Roller Sports	97.3%
Floorball	8,530	Racquetball	97.3%
Korfball	6,729	Gymnastics	97.3%

* Includes 25,217 tickets sold for joint sessions with cheerleading
** Competition held jointly with gymnastics (aerobic)

TICKETING | TICKETS SOLD BY SPORT

Sport	Tickets available	Tickets sold	% Sold to available
Air Sports - Drone Sports	1,856	1,839	99%
American Football - Flag Football	3,170	3,136	99%
Archery - Field	2,250	2,166	96%
Archery - Target	1,126	1,096	97%
Baseball Softball - Softball	5,913	3,740	63%
Billiards	6,256	3,244	52%
Boules Sports	753	732	97%
Canoe - Canoe Polo	10,640	6,996	66%
Canoe - Dragon Boat And Canoe Marathon*	2,760	2,723	99%
Cheerleading / Gymnastics - Aerobic*	25,413	25,217	99%
Dancesport - Breaking	2,254	2,233	99%
Dancesport – Latin	1,086	1,031	95%
Dancesport - Standard	1,087	933	86%
Fistball	7,143	3,798	53%
Floorball	20,224	8,530	42%
Flying Disc - Disc Golf	2,360	2,195	93%
Flying Disc - Ultimate	21,352	14,353	67%
Gymnastics - Acrobatics / Trampoline	19,232	18,696	97%
Gymnastics - Parkour	1,512	1,483	98%
Handball - Beach	7,769	5,895	76%
Ju-Jitsu**	5,229	2,372	45%
Karate	5,276	3,049	58%

Sport	Tickets available	Tickets sold	% Sold to available
Kickboxing	20,481	11,873	58%
Korfball - Beach	3,359	3,317	99%
Korfball - Indoor	5,460	3,412	62%
Lacrosse - Sixes Lacrosse	4,009	3,473	87%
Life Saving	1,578	1,541	98%
Muaythai	16,375	14,585	89%
Powerlifting - Classic	4,962	4,110	83%
Powerlifting - Equipped	5,016	4,950	99%
Racquetball	1,511	1,470	97%
Roller Sports - Inline Freestyle	656	654	100%
Roller Sports - Inline Hockey	2,952	2,841	96%
Roller Sports - Speed Skating	1,902	1,866	98%
Sambo	5,276	2,503	47%
Sport Climbing	2,470	2,466	100%
Squash	1,406	1,250	89%
Triathlon - Duathlon	1,849	1,845	100%
Tug of War	1,689	1,614	96%
Underwater Sports - Finswimming	1,630	1,594	98%
Underwater Sports - Freediving**	1,621	1,604	99%
Wushu - Sanda	24,920	22,342	90%
Wushu - Taolu	25,406	15,108	59%

* Competitions in dragon boat and canoe marathon, as well as competitions in cheerleading and gymnastics (aerobic) were held within one session, meaning that a single ticket holder could attend both competitions.
** Tickets sold for ju-jitsu and freediving competitions include events for athletes with impairments.
No tickets were sold for orienteering, powerboating, waterski & wakeboard, or for the opening and closing ceremonies.

ECONOMIC & TOURISM

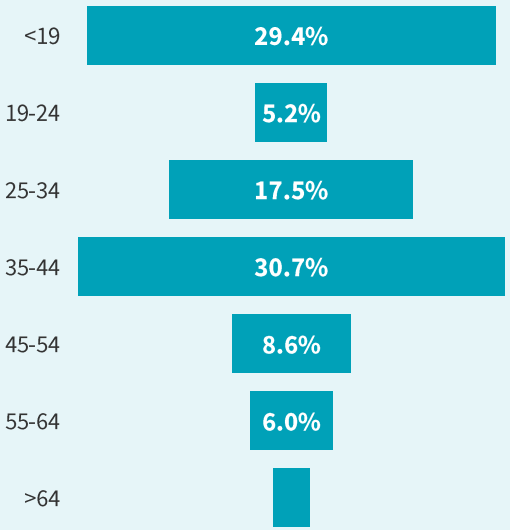
AVERAGE GROUP SIZE

2.8 Average number of people per group attending TWG 2025

GENDER PROFILE

♂ **44%** ♀ **56%**

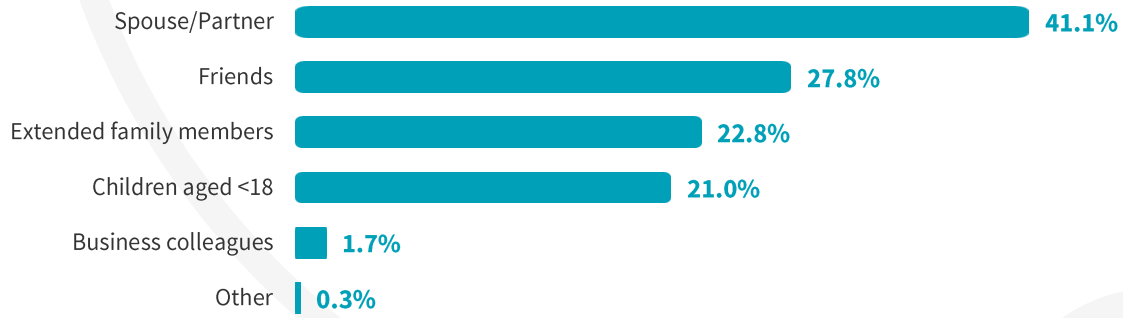
AGE PROFILE



SPECTATORS | DEMOGRAPHICS

- According to ticketing data provided by local organisers, 56% of all tickets were purchased by women and 44% by men, figures which are consistent with the spectator survey findings.
- Based on the same data, 29% of all spectators were below 19, while 48% were between the age of 25 and 44, highlighting a strong youth appeal of TWG 2025.
- 72% of spectators attended the event with other people and the average group size was 2.8.
- Spectators usually attended with their spouse or partner (41%), family members and children. 28% of all attendees attended with friends.

SPECTATOR GROUP TYPE



ECONOMIC & TOURISM

VISITING SPECTATORS

52,976 Out-of-town spectators attending The World Games 2025 in Chengdu

BED NIGHTS

151,463 Total bed nights in Chengdu generated by visiting spectators

2.9 nights Visiting spectators' average length of stay in Chengdu

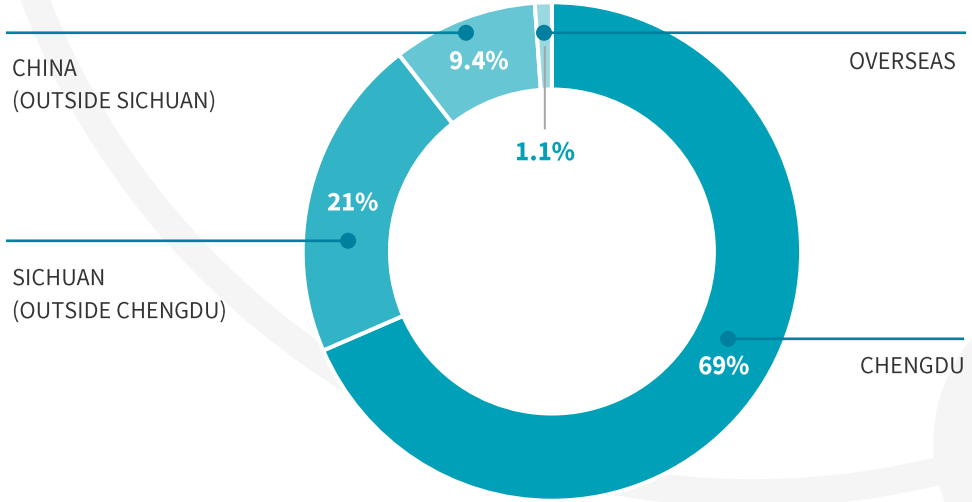


SPECTATORS | ORIGIN & BED NIGHTS

- It is estimated that of the 168,186 unique attendees, 69% (115,210) came from Chengdu, 21% (35,299) from the Sichuan Province outside Chengdu, 9% (15,837) from other Chinese provinces and more than 1% (1,840) from overseas.*
- 72% of visiting spectators stayed in paid accommodation in Chengdu, while 15% stayed with family or friends. On average, out-of-town visitors spent 2.9 nights in Chengdu, contributing 151,463 bed nights to the local economy.

* Estimates are based on the intercept spectator survey (3,016 respondents). Ticketing data provided by the organisers provides a different geographical breakdown due to methodological differences. The intercept survey has been used as the primary data source in this instance.

SPECTATOR ORIGIN



ECONOMIC & TOURISM

ACCREDITATIONS PRINTED BY GROUP

CATEGORY	ACCREDITED
Athlete	3,930
Display Programme	99
Extra Team Official	1,831
Host Broadcaster	1,320
IF Commitment	919
IF Family	208
IWGA Family	58
IWGA Guest	189
NOC Extra Sports Official	265
NOC Family	135
NSO Extra Sports Official	85
NSO Family	22
Observer	16
Overseas Media	152
Rights Holder	65
Service Providers	271
TOTAL	**9,565**

Based on the accreditation audit. Event workforce, including staff, volunteers and contractors has not been included.

Some accredited athletes did not compete at TWG 2025, hence a smaller number of competing athletes considered within the analysis of the Participation & Performance chapter.

ACCREDITED PARTICIPANTS | ORIGIN & BED NIGHTS

- Accredited participants contributed a total of 87,940 bed nights to Chengdu throughout the duration of TWG 2025. The average length of stay was 8.4 nights, with host broadcaster crew and IWGA Family participants staying the longest on average – close to 15 nights.
- Accredited participants represented 123 nations across five continents. The largest numbers came from China (1,814, or 18.9% of the total), followed by Germany (513, 5.4%), USA (426, 4.5%), Italy (343, 3.6%) and Japan (310, 3.2%).

ACCREDITED PARTICIPANT TOURISM STATISTICS

9,565	8.4 nights	87,940
VISITING ACCREDITED PARTICIPANTS	AVERAGE LENGTH OF STAY IN CHENGDU	BED NIGHTS GENERATED IN CHENGDU



ECONOMIC & TOURISM



TOURISM AND ECONOMIC IMPACT

- Detailed information on local spend from the organising committee was not available to conduct a full economic impact analysis, but reports from local media position The World Games as a catalyst for Chengdu's tourism growth and the expansion of the services sector.
- Information provided from the Chengdu Entry-Exit Border Inspection Station evidence a 72.5% increase year-on-year in the number of foreign tourists during the period of 1 August to 15 August 2025 (69,000 in total), with the top three countries of origin for these tourists being Thailand, Vietnam and South Korea. The number of flights from Germany and Spain increased 4.2 and 3.8 times, respectively in comparison with the previous year.
- The increase in inbound tourism has translated into a surge in local expenditure. Further evidence of this comes from data provided by Douyin's Life Services which demonstrates a 51% year-on-year increase in group purchase transactions and a 60% growth in catering and dining payment volumes.
- The event embraced the "ticket-stub economy", a Chinese model whereby ticket holders for sports and cultural events can benefit from discounts and special experiences. For TWG 2025 this included a 50% discount for major tourism attractions in Chengdu, as well as 30% to 80% discounts at partner hotels.
- Accommodation demand from tourists also increased during the event period as a result. According to local press reports, in the Longquanyi District, the location of five TWG 2025 venues, hotel occupancy increased by around 50% relative to the previous year.
- In the post-event survey, 63% of visiting spectators said that they went to see local attractions while attending TWG 2025, while 12% said that they spent additional time in Sichuan outside Chengdu, testament to the economic and tourism impact of the event spreading outside the host city.
- Further insights on the perceived short- and long-term legacy of the event are presented in the Social Impact & Legacy chapter.



QUANTUM

STAKEHOLDER EXPERIENCE

STAKEHOLDER EXPERIENCE

SATISFACTION RATE

97% % of key stakeholders rating their overall experience as 'Good' or 'Very Good'

% OF REPEAT PARTICIPANTS STATING TWG 2025 WAS BETTER THAN PREVIOUS EDITIONS

83% ATHLETES

80% GUESTS

Post-event surveys were conducted to understand the experiences of different stakeholder groups at TWG 2025.

Sample size:

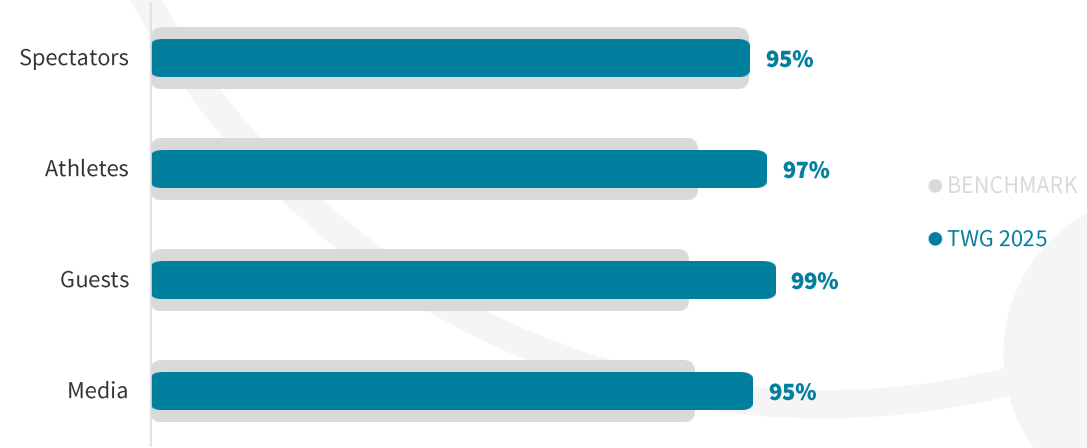
Spectators	*N = 756*
Athletes	*N = 425*
Guests	*N = 85*
Media	*N = 19*

(only international media were surveyed)

STAKEHOLDER EXPERIENCE SUMMARY

- The World Games 2025 delivered an exceptional experience for all participant groups. The average satisfaction rate close to 97% reflected the positive feedback the event received for its organisation, atmosphere and hospitality.
- Praise for the event was consistent across all key stakeholder groups: spectators, athletes, guests and media. The quality of venues, the opening and closing ceremonies, accommodation and volunteer engagement were some of the key success factors contributing to this outcome.
- The opening ceremony in particular received near-universal acclaim for its production quality and atmosphere, ranking among the highest-rated elements by athletes and guests.
- Minor challenges were noted by stakeholders, particularly around distances between venues, transport arrangements, catering at the venues and training facilities for athletes.

STAKEHOLDER EVENT EXPERIENCE – % SATISFIED



Benchmark data is based on average experience scores from TWG 2017 and TWG 2022.

STAKEHOLDER EXPERIENCE

SPECTATOR EXPERIENCE

95% % of spectators rating their overall experience as 'Good' or 'Very Good'

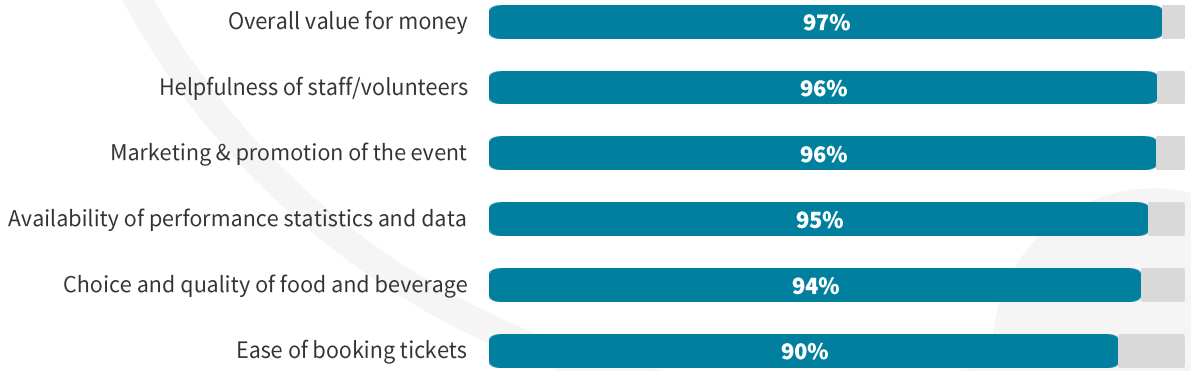


SPECTATOR EXPERIENCE

- Spectators rated The World Games 2025 highly across all key indicators. The overall perception of value for money was exceptionally high at 97%, confirming the positive experience of the attendees.
- Engagement with staff and volunteers was a major strength, as it played an important role in shaping the spectator experience.
- 94% of spectators stated that they would attend TWG 2025 again or recommend it to others.

> This was a wonderful experience which I gladly shared with colleagues, friends and family.
>
> Survey feedback

SPECTATOR EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



STAKEHOLDER EXPERIENCE

ATHLETE EXPERIENCE

97% % of athletes rating their overall experience as 'Good' or 'Very Good'

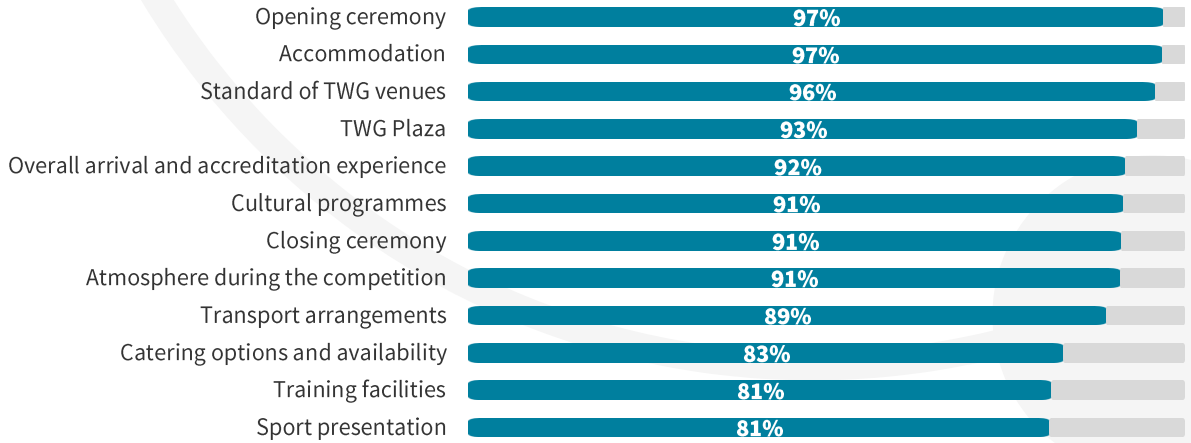


ATHLETE EXPERIENCE

- Athletes reported very high satisfaction with their experience at The World Games 2025, praising in particular the opening ceremony, accommodation arrangements and the quality of venues.
- Comments provided by athletes frequently referenced the positive atmosphere and the enthusiasm and professionalism of event personnel, including volunteers.
- Areas identified for future improvement focused on shortening travel times between accommodations and venues and expanding on-the-go food options.

> It was a unique experience, very welcoming, with people who were always helpful and ready to assist.
>
> Survey feedback

ATHLETE EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



STAKEHOLDER EXPERIENCE

GUESTS EXPERIENCE

99% % of guests rating their overall experience as 'Good' or 'Very Good'

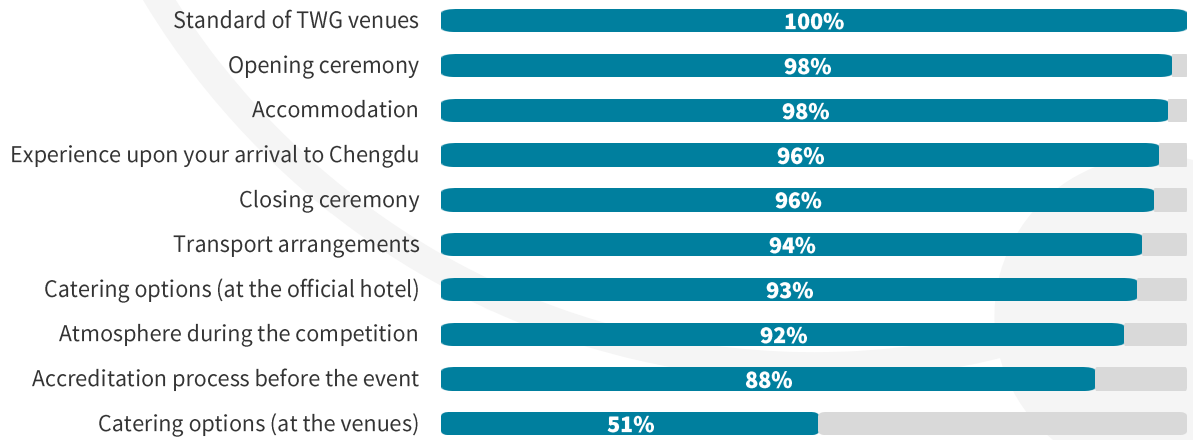


GUEST & VIP EXPERIENCE

- Guests provided the highest satisfaction ratings among all participant groups, describing The World Games 2025 as an exceptionally well-organised and hospitable event.
- The most frequently cited positive aspects were the friendliness of hosts, volunteer support and high-quality competition venues.
- Suggestions for improvement focused primarily on reducing travel distances, making the event more compact and providing more catering options at the competition venues.

> The atmosphere onsite and online was bursting with enthusiasm & excitement.
>
> Survey feedback

GUEST EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



STAKEHOLDER EXPERIENCE

MEDIA EXPERIENCE

95% % of media rating their overall experience as 'Good' or 'Very Good'

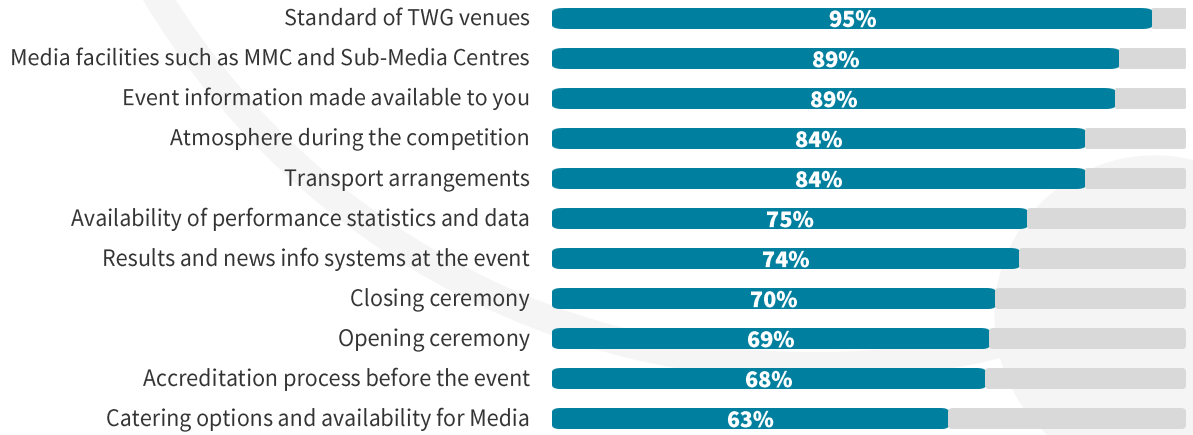


MEDIA EXPERIENCE

- Similarly to other participants, media representatives expressed strong satisfaction with their experience, highlighting the standard of competition venues, hospitality and the overall organisation as key positives.
- While the overall assessment was highly positive, some media mentioned that streamlining the ticketing and pre-event accreditation process could be addressed for future editions. As the number of responses to the media survey was limited, the findings – while largely consistent with other participants – should be interpreted with caution.

> This was the best event I have ever attended in my professional career. Nothing even comes close.
>
> Survey feedback

MEDIA EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')





QUANTUM

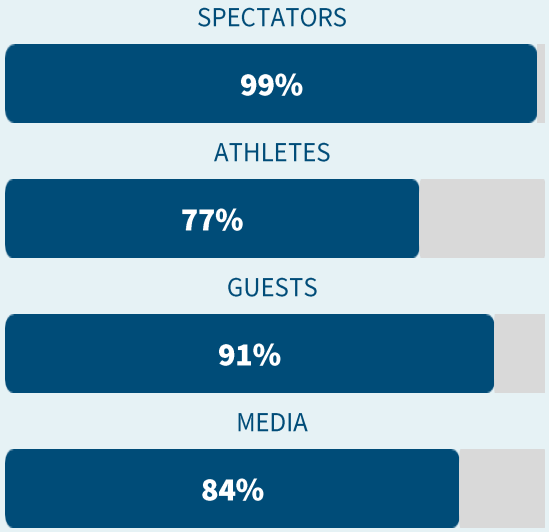
IMAGE & REPUTATION

IMAGE & REPUTATION

CITY SCORE

92% % of visiting participants (athletes, guests, media and spectators) rating Chengdu as a 'Good' or 'Very Good' place to visit

LIKELIHOOD TO RECOMMEND CHENGDU



% of visitors that would recommend visiting Chengdu to friends or family

DESTINATION IMAGE

HIGHLIGHTS

- Feedback across all participant groups confirms that The World Games 2025 had a highly positive impact on the image of Chengdu as an international event destination.
- Participants rated very highly safety, hospitality and transportation, with additional comments suggesting that Chengdu was perceived as a welcoming and well-organised city with strong culture and tradition.
- 96% of spectators and local residents surveyed post-event agreed that TWG 2025 will help to improve the international visibility of Chengdu.

SOCIAL PRIDE

97%

% of Chengdu residents felt proud that their city hosted TWG 2025

95%

% of Chengdu residents believe that Chengdu should host more international events in the future

PERCEPTION OF CHENGDU AS HOST CITY*

Metric	Athletes	Media	Guests	Spectators	AVERAGE
Safety and security	96%	99%	100%	95%	**97%**
Friendliness and hospitality experienced	99%	99%	94%	93%	**96%**
Local ground transportation	93%	94%	94%	97%	**94%**
Outdoor public spaces	92%	97%	88%	95%	**93%**
Restaurant food quality and service	83%	93%	82%	96%	**89%**

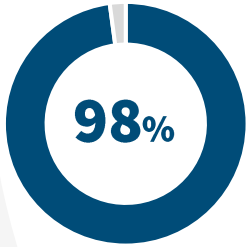
% of participants who rated the above aspects of Chengdu as "good" or "very good"

IMAGE & REPUTATION

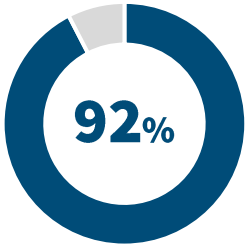


THE WORLD GAMES IMAGE

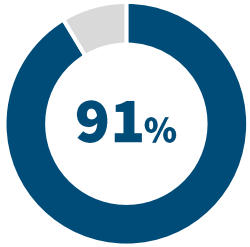
LEVELS OF AGREEMENT WITH STATEMENTS ABOUT THE WORLD GAMES*



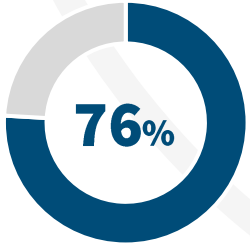
The World Games provides a competitive environment for athletes and teams



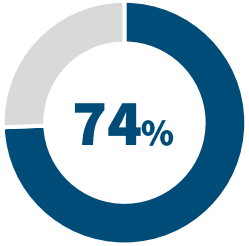
The World Games helps attract new audiences and inspire the next generation of athletes



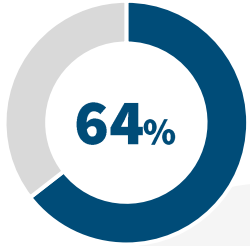
The World Games is the Olympic Games for non-Olympic sports and disciplines



The World Games is committed to sustainability and social responsibility



The World Games is innovative in how it presents sports to audiences



The World Games is a well-recognised event around the world

* Average % across athletes, guests and media



QUANTUM

COMMERCIAL & MARKETING

COMMERCIAL & MARKETING

CUMULATIVE REACH

448m Total audience reached (primary coverage globally + secondary coverage in China)

BROADCAST COVERAGE HIGHLIGHTS

32	TV & Streaming Broadcasters
2,057h	TV Broadcast Time
1.7m	TWG Live Video Plays

TV & STREAMING SUMMARY

HIGHLIGHTS

- The World Games 2025 enjoyed substantial coverage on TV and streaming platforms, with the TV broadcast time and reach setting new records for the event.
- Primary coverage (live, delayed and highlights coverage focusing on the event) had a cumulative reach of 178 million viewers. Whilst China accounted for the vast majority of this figure (96%), coverage in Poland, Czechia and USA attracted more than 1 million viewers each.
- 270 million viewers watched secondary coverage of the event in China through news and sports magazine programming. Based on the news distribution report, 83 broadcasters and 7 TV news agencies operating in 108 countries picked up video news releases from the Games.
- Additional coverage was secured through streaming agreements. TWG 2025 also saw the launch of The World Games Live (TWG Live), a dedicated streaming platform which recorded close to 1.7 million video plays during the event.
- TWG 2025 received the largest broadcast production for the event to date, with more than 8,700 hours produced covering 90% of all competitions held during the Games. Innovations included the use of cinematic cameras, drone cameras and the use of a stroboscopic slow-motion effect to enhance the production value.
- International Sports Broadcasting (ISB), IWGA's long-standing partner, was responsible for the production, the distribution of the media rights (in collaboration with Icarus Sports) and the development of TWG Live platform.

IRIS
INTELLIGENT RESEARCH IN SPONSORING

Media monitoring and sponsor visibility data in this chapter has been provided by global research company IRIS.

COMMERCIAL & MARKETING



MULTI-TERRITORY AGREEMENTS

Abu Dhabi TV (Middle East and North Africa): Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates and Yemen.

Discover Digital (Sub-Saharan Africa): Angola, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Cameroon, Central African Republic, Chad, Comoros, DR Congo, Congo, Cote d'Ivoire, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia and Zimbabwe.

TV & STREAMING BROADCASTERS

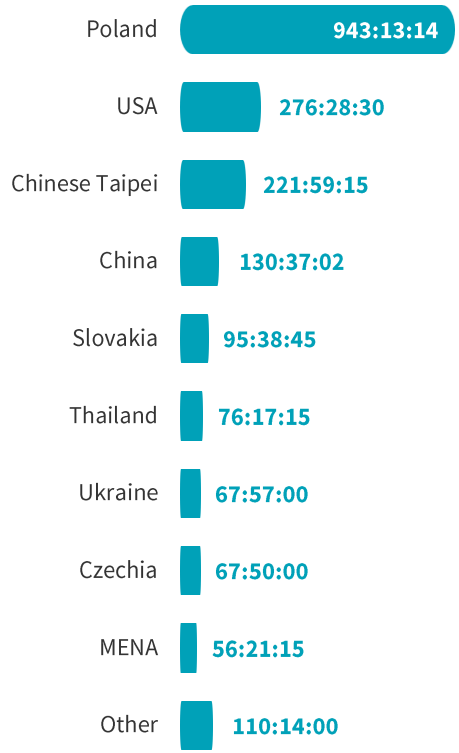
Territory	Broadcaster	Territory	Broadcaster
Austria	ORF Sport +	Mexico, USA	PX Sports
Balkans**	Arena Sports	Pakistan	Tapmad*
Brazil	Woohoo	Poland	Telewizja Polsat
China	CCTV	Russia	Okko*
Chinese Taipei	ELTA	Russia	Start TV
Colombia	Caracol (Ditu TV)*	Slovakia	RTVS
Czechia	Czech TV	Sub-Saharan Africa	Discover Digital*
Germany	ZDF/Sport A	Thailand	T Sports 7
Hungary	MTVA	Ukraine	Suspilne
India	JioTV*	USA	Next Level Sports
Israel	Sport 5	Worldwide with restrictions	ANOC TV*
Japan	NHK	Worldwide with restrictions	Olympic Channel*
Japan	TV Tokyo*	Worldwide****	International Floorball Federation*
Kuwait	Kuwait TV, PRO Company	Worldwide	TWG Live*
Latin America***	DSports	Worldwide	World Archery*
Middle East & North Africa	Abu Dhabi TV		

* streaming only
** Montenegro, North Macedonia, Serbia
*** Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and Venezuela
**** with sub-licensing TV & streaming rights in Czechia, Finland and Sweden

COMMERCIAL & MARKETING

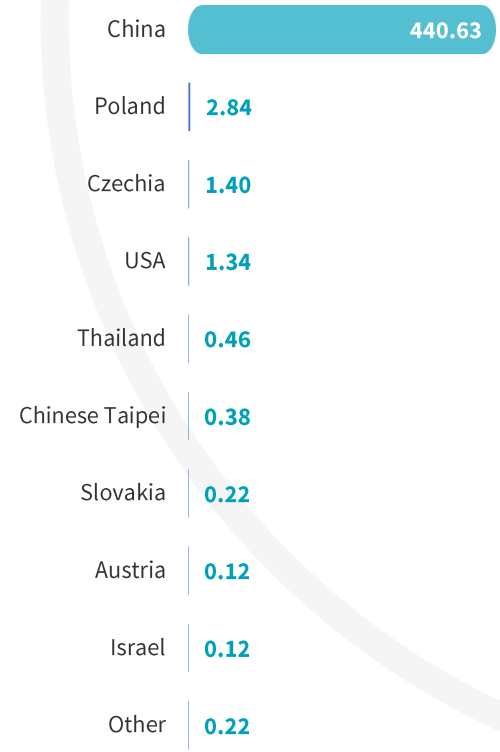
BROADCAST TIME (TV)

BY TERRITORY (HH:MM:SS)



CUMULATIVE REACH (TV)

BY TERRITORY (MILLION)



Cumulative reach – Total audience reached across all broadcasts.

EVENT CONTACTS (TV)

BY TERRITORY (MILLION)

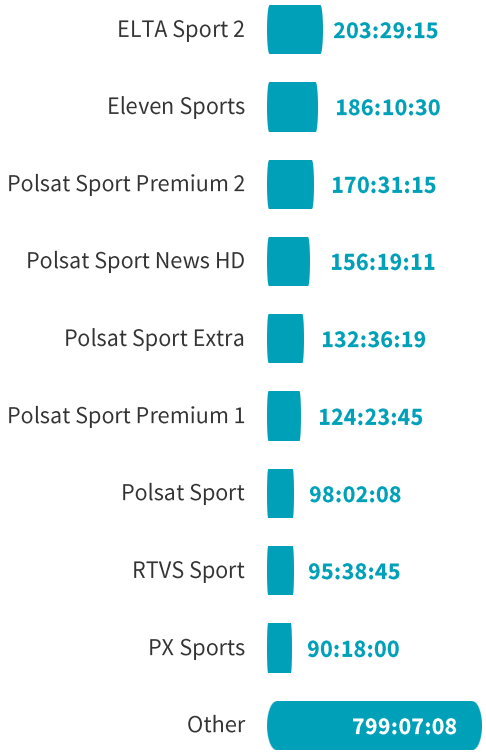


Event contacts – Quality measure of the coverage relating broadcast time and audience ratings. A single contact is equal to one person viewing 30 seconds of a broadcast.

COMMERCIAL & MARKETING

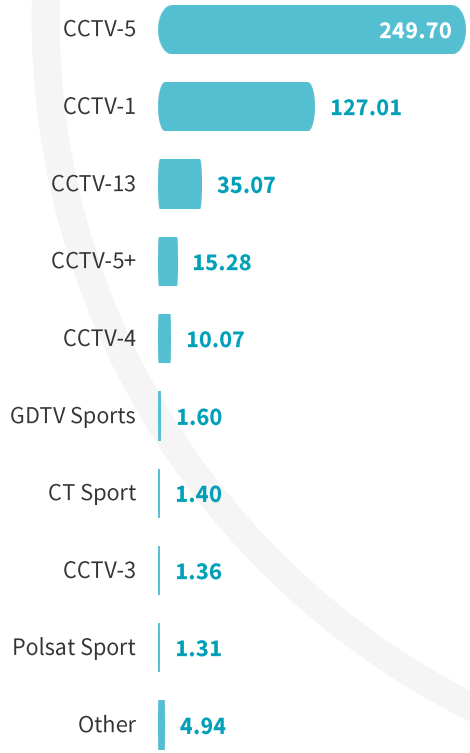
BROADCAST TIME (TV)

BY CHANNEL (HH:MM:SS)



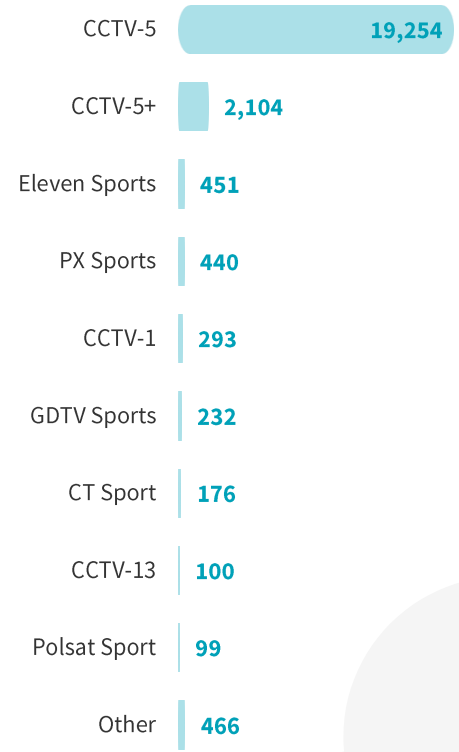
CUMULATIVE REACH (TV)

BY CHANNEL (MILLION)



EVENT CONTACTS (TV)

BY CHANNEL (MILLION)



TV BROADCAST TIME & REACH BY TERRITORY AND CHANNEL

Territory	Channel	Broadcasts	Broadcast Time	Reach (million)	Event Contacts (million)	PR Value ($)
Austria	ORF Sport +	47	45:45:00	0.12	14.6	254,156
China	CCTV-1*	23	0:26:47	127.01	292.9	5,102,581
China	CCTV-3*	1	0:01:00	1.36	2.7	47,251
China	CCTV-4*	5	0:02:52	10.07	11.0	191,151
China	CCTV-5*	129	57:19:03	249.70	19,253.5	345,513,066
China	CCTV-5+	70	51:22:45	15.28	2,104.4	37,930,162
China	CCTV-13*	20	0:28:26	35.07	100.0	1,741,413
China	CCTV-14*	1	0:01:00	0.55	1.1	19,177
China	GDTV Sports	23	20:55:09	1.60	232.4	4,163,431
Chinese Taipei	ELTA Sport 1	8	13:30:00	0.00	0.4	7,716
Chinese Taipei	ELTA Sport 2	176	203:29:15	0.36	73.8	1,340,395
Chinese Taipei	ELTA Sport 3	10	5:00:00	0.02	1.0	16,618
Czechia	CT Sport	59	67:50:00	1.40	175.7	3,061,054
Israel	5 Live	7	7:50:00	0.04	7.7	133,782
Israel	5 Plus	13	16:39:00	0.04	9.3	168,102
Israel	5 Sport	6	13:30:00	0.03	8.2	142,305
Latin America	Dsports 2	8	4:00:00	0.11	6.8	119,033
MENA	Abu Dhabi Sports (EN) 1	4	3:24:45	0.04	8.4	153,974
MENA	Abu Dhabi Sports (EN) 2	22	52:56:30	0.03	11.9	212,137
Poland	Polsat Sport	252	98:02:08	1.31	98.6	1,800,695
Poland	Polsat Sport Extra	314	132:36:19	0.62	51.4	939,073
Poland	Polsat Sport Fight	78	86:16:36	0.05	8.6	156,807
Poland	Polsat Sport News HD	384	156:19:11	0.50	49.7	907,872
Poland	Polsat Sport Premium 1	72	124:23:45	0.12	41.5	755,421
Poland	Polsat Sport Premium 2	108	170:31:15	0.18	49.1	885,035
Poland	Polsat Sport Premium 3 PPV	28	67:04:15	0.02	10.8	196,561
Poland	Polsat Sport Premium 4 PPV	20	37:22:00	0.01	3.9	70,153
Poland	Polsat Sport Premium 5 PPV	16	32:22:15	0.01	3.1	55,371
Poland	Polsat Sport Premium 6 PPV	19	38:15:30	0.01	2.6	47,866
Russia	Start Triumph	18	32:30:00	0.03	6.4	111,960
Slovakia	RTVS Sport	158	95:38:45	0.22	24.3	432,078
Thailand	True Sport 7 (EN)	91	76:17:15	0.46	57.6	1,035,983
USA	Eleven Sports	56	186:10:30	0.67	451.2	8,228,302
USA	PX Sports	40	90:18:00	0.67	439.5	8,024,442

* includes secondary coverage

Broadcast data was not available for all rights holders. Suspilne in Ukraine broadcast 68h of coverage.



STREAMING

- With the growth of digital engagement defined as one of the objectives of the media rights distribution strategy for TWG 2025, multiple streaming agreements were reached to expand the coverage of the event.
- This included targeted partnerships with streaming platforms in countries without a TV deal, as well as with international federations that streamed TWG 2025 live via their own OTT services.

STREAMING CASE STUDIES

The **International Floorball Federation** purchased the rights to stream the floorball competition during TWG 2025 on its mobile app, along with the sub-licensing rights in Czechia, Finland and Sweden. Digital coverage of the IFF and its partners generated 18,378 unique users and 122,485 views.

Indian streaming service **JioTV** showed the coverage of the event across its three sports channels. In total, 649,836 viewers tuned in to follow the competition, generating 10,114 watch hours.

TV Tokyo streamed the coverage of TWG 2025 in Japan on its YouTube channel, generating 270,850 views across all videos. The coverage focused on flag football, lacrosse and softball, with the women's softball semi-final between Japan and USA attracting 98,281 views.

World Archery acquired the rights to show the archery competitions via the archery+ video streaming platform and to distribute news content from TWG 2025 to its own broadcast partners. On archery+, the video streams from TWG 2025 reached 5,037 subscribers, with close to 2,100h streamed.

ANOC's OTT platform, **ANOC.tv** streamed nine competitions of TWG 2025 (including archery, beach handball, gymnastics, flying disc, softball and squash), with 2,400 unique users recorded during the event.

Olympic Channel streamed select competitions live in Brazil, Egypt, France, Germany, India, Indonesia, Japan, Korea, South Africa, Spain and the United Kingdom. 2,324 unique users and 12,140 video plays were recorded.

COMMERCIAL & MARKETING

KEY TWG LIVE METRICS

1,069,052	Unique users
1,660,029	Video plays
362,339	Watch time (hours)

Monitoring period: 4-20 August 2025. Archive content views were excluded from the analysis.



THE WORLD GAMES LIVE

- Close to 1.1 million unique users and 1.7 million video plays were recorded on TWG Live, with fans from 205 territories tuning in to follow the coverage of TWG 2025.
- The top five sports by video plays – American football (flag football), flying disc, korfball, gymnastics and roller sports – accounted for 46% of all views. Viewership for the flag football and flying disc competitions was particularly notable, with both sports drawing more than 170,000 users and 240,000 plays each.
- The last day of the women's flag football competition was the most watched stream of the Games, with 64,030 views for the live stream, many of which were for the final match between USA and Mexico.
- The interest in the flag football competition from Mexican fans was the decisive factor in Mexico generating the most views of all territories. Germany, USA, France and Netherlands were also among the top five territories with the most views.
- TWG Live was officially launched in July 2025 in the weeks leading up to the event. Earlier versions of the platform were tested during TWG Series events in Hong Kong and Chengdu which were held in October 2024 and March 2025, respectively. The development of the platform was led by ISB, IWGA's production partner.
- The platform will host archive content from past editions of TWG and TWG Series, and will remain the official streaming platform for future IWGA events.

TWG LIVE VIEWS – TOP 10 TERRITORIES

1.	Mexico	237,782
2.	Germany	174,511
3.	USA	164,139
4.	France	83,941
5.	Netherlands	71,961
6.	Italy	54,981
7.	Colombia	50,751
8.	Indonesia	45,219
9.	United Kingdom	44,569
10.	Canada	41,632

COMMERCIAL & MARKETING

TWG LIVE VIEWERSHIP BY SPORT

Sport	Unique users	Video plays	Watch time (hours)
Air Sports - Drone Sports	7,871	10,812	1,810
American Football - Flag Football	170,812	277,818	84,749
Archery - Field	9,053	13,067	3,094
Archery - Target	3,554	5,093	820
Baseball Softball - Softball	35,615	58,124	16,155
Billiards	29,815	45,216	7,261
Boules Sports - Lyonaisse	7,575	9,725	1,266
Boules Sports - Petanque	2,136	2,915	636
Canoe - Canoe Polo	20,975	31,355	7,205
Canoe - Dragon Boat And Canoe Marathon	15,870	26,191	4,070
Cheerleading	8,174	11,717	2,201
DanceSport - Breaking	1,976	2,719	639
DanceSport - Latin	5,790	12,842	1,342
DanceSport - Standard	5,043	7,194	1,263
Fistball	44,189	70,795	17,463
Floorball	38,664	54,575	12,517
Flying Disc - Disc Golf	18,008	23,906	5,218
Flying Disc - Ultimate	159,344	220,073	55,771
Gymnastics - Acrobatics / Trampoline	37,533	58,494	11,838
Gymnastics - Aerobic	12,282	18,676	3,465
Gymnastics - Parkour	6,164	7,958	1,360
Handball - Beach	28,529	42,962	10,166
Ju-Jitsu	16,208	29,598	3,739
Karate	21,246	38,023	5,236
Kickboxing	22,758	36,893	4,227

Sport	Unique users	Video plays	Watch time (hours)
Korfball - Beach	24,328	33,358	7,045
Korfball - Indoor	37,805	54,652	12,234
Lacrosse - Sixes Lacrosse	14,641	20,150	4,462
Life Saving	7,053	11,358	1,523
Muaythai	10,129	14,944	1,724
Orienteering	3,839	5,096	1,364
Powerboating	3,692	5,082	715
Powerlifting - Classic	40,284	62,294	16,591
Powerlifting - Equipped	8,018	13,803	4,295
Racquetball	16,183	23,815	4,120
Roller Sports - Inline Freestyle	9,521	13,945	3,074
Roller Sports - Inline Hockey	13,024	18,666	2,996
Roller Sports - Speed Skating Road	18,280	28,753	5,151
Roller Sports - Speed Skating Track	15,948	22,932	4,022
Sambo	11,345	19,339	2,965
Sport Climbing	18,701	30,457	5,276
Squash	14,094	21,238	3,340
Triathlon - Duathlon	5,673	8,444	1,853
Tug of War	15,135	22,485	4,758
Underwater Sports - Finswimming	9,353	15,582	2,916
Underwater Sports - Freediving	8,835	12,934	1,945
Waterski & Wakeboard	22,708	28,896	2,549
Wushu - Sanda	11,376	17,015	1,679
Wushu - Taolu	7,954	11,921	2,232

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WEBSITE TRAFFIC | IWGA

- The IWGA website (www.theworldgames.org) was the go-to platform for fans to access the event schedule and live results during TWG 2025.
- The overall traffic was comparable with previous editions of the Games – while the overall number of users decreased slightly, the number of sessions and page views was greater than in the past.

KEY DATA – IWGA WEBSITE (7-17 AUGUST 2025)

242,093	532,393	1,201,954
USERS	SESSIONS	PAGE VIEWS

USERS BY COUNTRY OF ORIGIN

Mexico	11.2%
United States	10.2%
Germany	7.3%
China	6.6%
Netherlands	3.3%
United Kingdom	3.3%
Poland	3.2%
Canada	3.0%
France	3.0%
Italy	2.9%

WEBSITE TRAFFIC | TWG 2025

- TWG 2025 website (theworldgames2025.com) recorded close to 400,000 users and more than 850,000 visits during the event period.
- The numbers registered by the official event website were smaller than at previous Games, but this can be attributed to the event location, local media consumption habits, as well as the fact that fans could also access event information via an official mobile app.
- Excluding the host nation China, the top 10 nations by unique visitors were: USA, Germany, Mexico, Belgium, France, Poland, Italy, United Kingdom, Canada and Indonesia.

KEY DATA – TWG 2025 WEBSITE (7-17 AUGUST 2025)

382,935	850,673
USERS	VISITS

ACCREDITED MEDIA

- More than 2,000 media representatives were accredited for TWG 2025. This includes 200+ overseas journalists and media rights holders that were present in Chengdu for the Games. In total, media staff represented almost 40 different nationalities, with most overseas media representatives coming from Thailand, Chinese Taipei and Hong Kong, China.
- In addition, 125 accreditations were issued to media staff from International Federations and National Olympic Committees who produced content for their own platforms.
- On online news centre system was developed by the organisers in collaboration with Xinhua News Agency to provide all journalists with access to resources and content. Nearly 3,000 pictures and 1,100 video materials were produced, along with additional written material and other content pieces relating to the event, TWG sports, venues and the host city.



COMMERCIAL & MARKETING

KEY ONLINE MEDIA METRICS

430m Reach

$21.1m PR Value

12,855 Articles

Data provided by IRIS. Monitoring based on identifying relevant articles using pre-defined search terms.

Monitoring period: 31 July – 24 August 2025.

Reach – Cumulative number of website users that have seen relevant articles.
PR Value – Estimated financial value of reaching the same audience through paid advertising.

ONLINE MEDIA REACH BY COUNTRY – TOP 5

Country	Reach
Germany	67.0m
United Kingdom	35.8m
Argentina	34.2m
USA	33.1m
China	32.5m

ONLINE MEDIA

- Online media exposure of The World Games 2025 was significantly greater than for the previous edition in 2022. The number of media articles about TWG rose from 8,720 (2022) to 12,855 (2025) and the cumulative reach increased from 186 million to 430 million.
- Substantial growth in the exposure of the event was observed not only in China (107% increase in total reach), but also in other key territories such as India (796%), United Kingdom (676%) and Spain (99%). In the next host nation, Germany, online reach grew by 59% from 42 million to 67 million.
- Flag football was one of the competitions that generated the most interest from high-profile media, with media also reporting on the success of local athletes and the uniqueness of The World Games.
- In China, more than 200 local media outlets produced over 160,000 reports on TWG 2025, according to the information provided by the organisers. This figure is not included in the international online media monitoring figures.

TOP CONTRIBUTORS

# ARTICLES		REACH	
Website		**Website**	
chinaview.cn	322	infobae.com	19.2
english.news.cn	295	kicker.de	14.8
polsatsport.pl	174	bbc.co.uk	14.6
china.org.cn	160	163.com	12.7
xinhuanet.com	137	bbc.com	12.0
163.com	128	si.com	11.0
cgtn.com	104	lanacion.com.ar	10.6
antaranews.com	103	yahoo.com	10.4
oasport.it	102	bild.de	9.8
chinadaily.com.cn	85	as.com	8.9

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KEY SOCIAL MEDIA METRICS

4.23bn Reach

13.1m Engagement

$63m PR Value

19,239 Posts

Data provided by IRIS. Monitoring based on identifying relevant posts using pre-defined search terms. Only international social media platforms were monitored.

Monitoring period: 31 July – 24 August 2025.

Reach – Cumulative number of social media users that have seen relevant posts in their feed.
PR Value – Estimated financial value of reaching the same audience through paid advertising.
Engagement – Amount of interactions with posts/videos on social media platforms.

SOCIAL MEDIA

- Social media played a crucial role in reaching international audiences, with the cumulative reach of social media posts relating to TWG 2025 totalling 4.2 billion. This compares with the 335 million recorded for TWG 2022 in Birmingham.
- The growth in the level of coverage was achieved in both owned and earned channels. For owned channels, engagement rose by more than 90%, while in earned channels it increased 3.5-fold.
- The jump in overall reach was even greater and while this can be largely attributed to the exposure generated by the global social media accounts of the Chinese media outlets, there was a notable increase in the overall event coverage on social media, including from NOC/NSO and International Federation accounts.
- Facebook was the number one platform in terms of cumulative reach, while Instagram generated the most engagement.

KEY SOCIAL MEDIA METRICS BY PLATFORM

Platform	# Posts	Reach (m)	PR Value (m)	Engagement
Facebook	3,772	2,574	$26.5	1,118,038
X	9,226	1,130	$21.2	554,058
Instagram	5,656	436	$13.4	11,070,217
YouTube	456	77	$1.1	28,004
TikTok	129	15	$0.7	326,597

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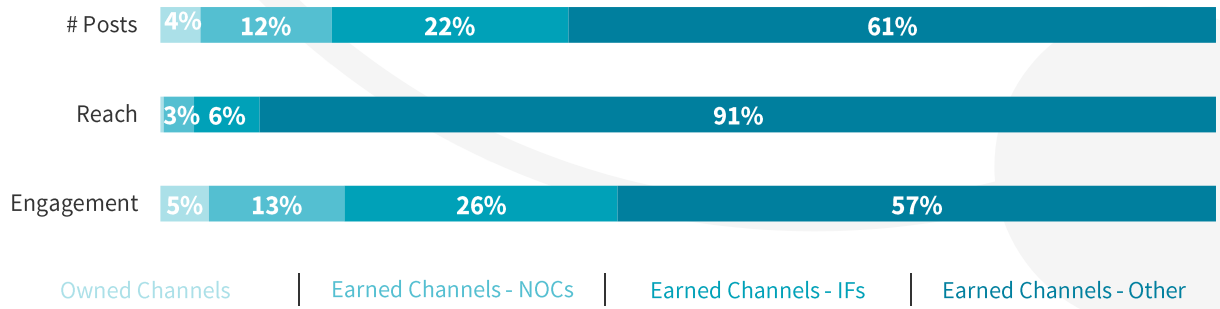


SOCIAL MEDIA

TOP AUTHORS

# POSTS		REACH (M)	
Author		**Author**	
The World Games	685	China Xinhua Sports	778
Korfball.org	529	CGTN	402
World Lacrosse	447	China Daily	364
Team Deutschland	388	China Xinhua News	293
International Floorball Federation (IFF)	380	China Plus Culture	239
sportaustria	362	CCTV - China	212
International Gymnastics Federation - FIG	307	Global Times	145
CGTN Sports Scene	307	China.org.cn	101
World Baseball Softball Confederation	281	ABS-CBN News	87
World Confederation of Billiards Sports	273	China.org.cn DE	79

EARNED VS. OWNED COVERAGE

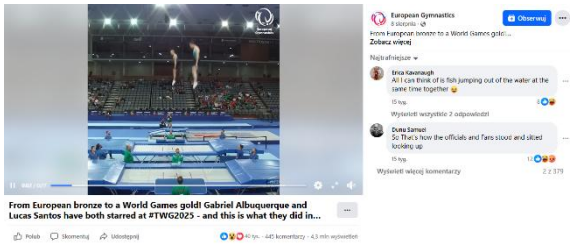


SOCIAL MEDIA | MOST POPULAR POSTS

BY ENGAGEMENT | FACEBOOK

Facebook

8 August 2025



Link:
https://facebook.com/EuropeanGymnastics/videos/1464126287942871

Author: EuropeanGymnastics

42,385
TOTAL ENGAGEMENTS

BY ENGAGEMENT | INSTAGRAM

Instagram

16 August 2025



Link:
https://www.instagram.com/p/DNaZ0q9JTvf

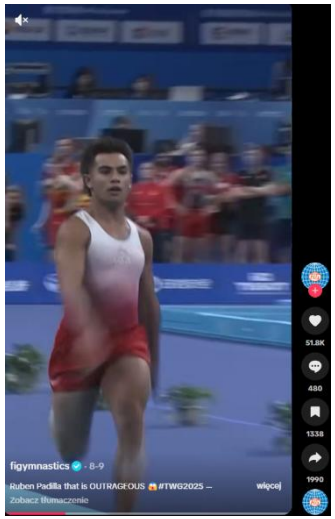
Author: ethan_tumbler

594,906
TOTAL ENGAGEMENTS

BY ENGAGEMENT | TIKTOK

TikTok

9 August 2025



Link:
https://www.tiktok.com/@figymnastics/video/7536487194022726934

Author: figymnastics

53,967
TOTAL ENGAGEMENTS

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SPONSORSHIP REVENUE (LOC)

$60.7m Total LOC sponsorship revenue, including cash and in-kind contributions



SPONSORSHIP SUMMARY

HIGHLIGHTS

- The World Games 2025 was the first edition of the Games for which global sponsors were signed. It also set a new record in sponsorship revenue generated by local organisers.
- The International World Games Association worked with China-based agency Shankai Sports on developing the marketing programme for the Games, in close collaboration with the organising committee.
- As a result, Chinese brands Xtep and Sichuan Airlines were announced as global sponsors in the apparel and airline category, respectively. Tissot continued its long-standing partnership with IWGA as the official timekeeper.
- The organising committee reported revenue of ¥ 437 million ($60.7 million) from sponsorship sales. This comprised ¥63 million ($8.7 million) in cash and ¥374 million ($52 million) in in-kind contributions from domestic sponsors.
- In addition to the global sponsor level, five sponsor tiers were set: Official Partner (Tier 1), Official Sponsor (Tier 2), Official Exclusive Supplier (Tier 3), Official Supplier (Tier 4), and Designated Category Products/Services/Platforms (Tier 5). Moreover, Chengdu Gas was signed as the special sponsor for the torch relay.
- The LOC also ran a successful merchandising programme, with more than 500 licensed products and a total of 218 retail points of sale, generating record merchandise revenues.

COMMERCIAL & MARKETING



SPONSORSHIP | SPONSOR LIST

Global partners	
Xtep	Apparel
Sichuan Airlines	Aviation
Official timekeeper	
Tissot	Watchmaking
Official partners	
China Telecom	Comprehensive information security
AsiaInfo Security	Network information security
Geely	Automobile
PICC P&C	Insurance
Official sponsors	
Sina Weibo	Social media
Zhiyang Sports	TV advertising
CNPC	Oil, gas and clean energy
Official exclusive suppliers	
Andreal	Sports technology facilities
Ganten	Drinking water

Official suppliers	
Wuliangye	Liquor
Industrial and Commercial Bank of China	Banking
Bank of China	Banking
Designated products	
SANE	Furniture
Huiyuan Juice	Juice and beverage
Uni-President	Instant food
JML	Instant food
Haizhiyan	Electrolyte water
Yili	Dairy
Sichuan Flavor Impression	Snack food
Chengdu High-speed Railway Media	Outdoor advertising
Master Kong	Tea drink
Bank of Chengdu	Banking
Torch relay sponsor	
Chengdu Gas	

TISSOT

SPONSORSHIP VALUE

$186m

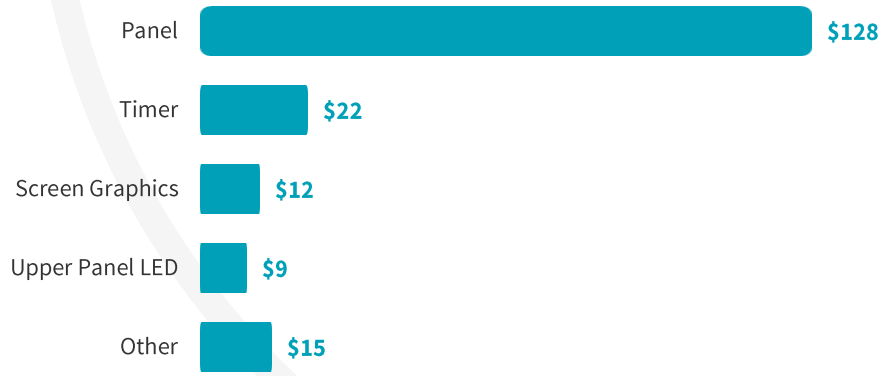
Advertising value equivalent (AVE) generated for Tissot



SPONSORSHIP EVALUATION | TISSOT

- Tissot was the official timekeeper and one of the key partners of The World Games 2025. As such, it was featured prominently on advertising boards and was highly visible during broadcast transmissions from the Games.
- The total advertising value equivalent (AVE) of $186 million generated during TWG 2025 was driven by TV coverage, with Tissot's logo visible during the broadcasts for more than 900 hours.

SPONSORSHIP VALUE BY ADVERTISING SOURCE (IN $M)



Panel = Perimeter advertising boards.

Sponsorship value is the monetary value of a sponsorship based on an assumed CPT (Cost Per Thousand).

The sponsorship value is calculated based on CPT and the number of sponsorship contacts which themselves depend on sponsor visibility and audience per 30 seconds.

SPONSORSHIP VALUE

$180m

Advertising value equivalent (AVE) generated for Xtep



SPONSORSHIP EVALUATION | XTEP

- Xtep was announced as the first global partner in the apparel category for TWG 2025 in August 2024. As one of the two global partners of IWGA and The World Games (the other being Sichuan Airlines), Xtep enjoyed significant exposure through branding at all TWG 2025 venues.
- The AVE of $180 million was estimated for Xtep with the brand often positioned in the eye of the camera during TWG 2025 broadcasts. Aside from traditional sources of exposure, strong value was generated also from event officials wearing Xtep-branded uniforms during the Games.

SPONSORSHIP VALUE BY ADVERTISING SOURCE (IN $M)



Panel = Perimeter advertising boards.

Sponsorship value is the monetary value of a sponsorship based on an assumed CPT (Cost Per Thousand).

The sponsorship value is calculated based on CPT and the number of sponsorship contacts which themselves depend on sponsor visibility and audience per 30 seconds.



QUANTUM

PARTICIPATION & PERFORMANCE

PARTICIPATION & PERFORMANCE

KEY PARTICIPATION DATA

3,895	Athletes
49.7% : 50.3%	Ratio of male to female athletes
111	Competing nations
34	Sports
60	Disciplines
256	Medal events

EVENT FORMAT

- TWG 2025 featured 34 sports and 60 disciplines, with athletes competing across 12 days and 256 medal events. This includes seven sports that have been on the sports programme of every edition of The World Games since its inaugural event in 1981: gymnastics, karate, powerlifting, roller sports, tug of war, underwater sports and waterski & wakeboard.
- The sports of cheerleading and powerboating made their debut on the programme, while bowling and sumo are the two official sports of TWG 2022 that were not included in the programme for Chengdu.
- Continuing the inclusive approach first introduced at TWG 2022, the Chengdu edition featured two sports for athletes with impairments – freediving and ju-jitsu – both included in the official competition programme. In addition, athletes with disabilities competed in target archery and drone sports.

EVENTS WITH MEDALS AWARDED BY DATE

Wednesday 6 August	0 events
Thursday 7 August	0 events (Opening ceremony)
Friday 8 August	23 events
Saturday 9 August	29 events
Sunday 10 August	48 events
Monday 11 August	24 events
Tuesday 12 August	22 events
Wednesday 13 Augst	21 events
Thursday 14 August	35 events
Friday 15 August	15 events
Saturday 16 August	19 events
Sunday 17 August	20 events (+ Closing ceremony)



EVENT FORMAT

SPORTS AT THE WORLD GAMES (1981-2025)*

Sport	1981	1985	1989	1993	1997	2001	2005	2009	2013	2017	2022	2025	Total
Aikido	-	-	-	●	●	●	●	-	-	-	-	-	4
Air Sports	-	-	-	-	●	●	●	●	●	●	●	●	8
American Football	-	-	-	-	-	-	●	-	-	●	●	●	4
Archery	-	●	●	●	●	●	●	●	●	●	●	●	11
Badminton	●	-	-	-	-	-	-	-	-	-	-	-	1
Baseball Softball	●	●	-	-	-	-	-	●	●	-	●	●	6
Billiards	-	-	-	-	-	●	●	●	●	●	●	●	7
Bodybuilding	●	●	●	●	●	●	●	●	-	-	-	-	8
Boules Sports	-	●	●	●	●	●	●	●	●	●	●	●	11
Bowling	●	●	●	●	●	●	●	●	●	●	●	-	11
Canoe	-	-	-	-	-	-	●	●	●	●	●	●	6
Casting	●	●	-	●	●	●	●	-	-	-	-	-	6
Cheerleading	-	-	-	-	-	-	-	-	-	-	-	●	1
Cycling	-	-	●	-	-	-	-	-	-	-	-	-	1
DanceSport	-	-	-	-	●	●	●	●	●	●	●	●	8
Fistball	-	●	●	●	●	●	●	●	●	●	●	●	11
Floorball	-	-	-	-	●	-	-	-	-	●	●	●	4
Flying Disc	-	-	●	-	-	●	●	●	●	●	●	●	8
Gymnastics	●	●	●	●	●	●	●	●	●	●	●	●	12
Handball	-	-	-	-	-	●	●	●	●	●	●	●	7
Ju-Jitsu	-	-	-	-	●	●	●	●	●	●	●	●	8
Karate	●	●	●	●	●	●	●	●	●	●	●	●	12
Kickboxing	-	-	-	-	-	-	-	-	-	●	●	●	3

● official sport, ● invitational sport (only IWGA member sports – past and present – are displayed)
* sports of present or past IWGA members

SPORTS AT THE WORLD GAMES (1981-2025)* – *CONTINUED*

Sport	1981	1985	1989	1993	1997	2001	2005	2009	2013	2017	2022	2025	Total
Korfball	-	●	●	●	●	●	●	●	●	●	●	●	11
Lacrosse	-	-	-	-	-	-	-	-	-	●	●	●	3
Life Saving	-	●	●	●	●	●	●	●	●	●	●	●	11
Muaythai	-	-	-	-	-	-	-	-	-	●	●	●	3
Netball	-	●	●	●	-	-	-	-	-	-	-	-	3
Orienteering	-	-	-	-	-	●	●	●	●	●	●	●	7
Powerlifting	●	●	●	●	●	●	●	●	●	●	●	●	12
Racquetball	●	●	-	●	-	-	-	●	●	-	●	●	7
Roller Sports	●	●	●	●	●	●	●	●	●	●	●	●	12
Rugby	-	-	-	-	-	●	●	-	●	-	-	-	3
Sambo	-	●	-	●	-	-	-	-	-	-	-	●	3
Sport Climbing	-	-	-	-	-	-	●	●	●	●	●	●	6
Squash	-	-	-	-	●	-	●	●	●	●	●	●	7
Sumo	-	-	-	-	-	●	●	●	●	●	●	-	6
Taekwondo	●	●	●	●	-	-	-	-	-	-	-	-	4
Triathlon	-	-	●	●	-	-	-	-	●	-	●	●	5
Tug of War	●	●	●	●	●	●	●	●	●	●	●	●	12
Underwater Sports	●	●	●	●	●	●	●	●	●	●	●	●	12
Volleyball	-	-	-	●	-	-	-	-	-	-	-	-	1
Waterski & Wakeboard	●	●	●	●	●	●	●	●	●	●	●	●	12
Weightlifting	-	-	-	-	●	-	-	-	-	-	-	-	1
Wushu	-	-	-	-	-	-	-	●	●	-	●	●	4

● official sport, ● invitational sport (only IWGA member sports – past and present – are displayed)
* sports of present or past IWGA members

PARTICIPATION & PERFORMANCE

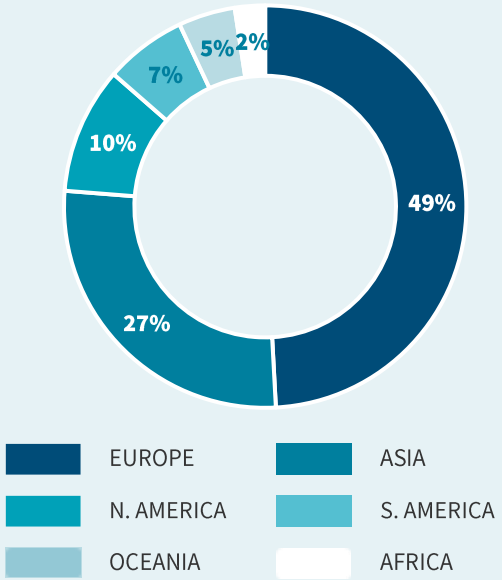
ATHLETES & NATIONS

3,895 Athletes

111 Competing nations

6 Continents

ATHLETES BY CONTINENT



SPORT PARTICIPATION

- A total of 3,895 athletes from 111 nations competed at The World Games 2025, the highest number in the event's history, exceeding the previous record set in Birmingham in 2022 by 438 athletes.
- Europe accounted for the largest share of participants, with 1,897 athletes (49%), followed by Asia with 1,051 competitors (27%) and North America with 392 athletes (10%). Participation from Asian nations more than doubled compared with the 2022 edition, reflecting the strong regional interest generated by hosting the Games in China.
- In total, 41 European nations took part in TWG 2025, alongside 30 from Asia, 13 from North America, 12 from South America, 12 from Africa and 3 from Oceania.
- China was the most represented nation, with 320 athletes, followed by Germany (211), Italy (189), the USA (180) and Japan (151).
- 33 athletes from Belarus and Russia were permitted to compete as Individual Neutral Athletes (AIN). Their participation is not included in the continental analysis.

COMPETING NATIONS

Edition	City	Nation	Continent	Nations	Athletes
1981	Santa Clara	USA	North America	58	1,453
1985	London	United Kingdom	Europe	51	1,400
1989	Karlsruhe	Germany	Europe	50	1,359
1993	The Hague	Netherlands	Europe	67	2,026
1997	Lahti	Finland	Europe	70	2,016
2001	Akita	Japan	Asia	80	2,380
2005	Duisburg	Germany	Europe	85	3,149
2009	Kaohsiung	Chinese Taipei	Asia	83	3,040
2013	Cali	Colombia	South America	89	3,103
2017	Wroclaw	Poland	Europe	103	3,292
2022	Birmingham	USA	North America	99	3,457
2025	Chengdu	China	Asia	111	3,895

PARTICIPATION & PERFORMANCE

SPORT PARTICIPATION

ATHLETES BY NATION

Nation	Continent	Athletes
Afghanistan	Asia	1
Algeria	Africa	2
Argentina	South America	65
Armenia	Europe	6
Aruba	South America	1
Australia	Oceania	120
Austria	Europe	55
Azerbaijan	Europe	14
Belgium	Europe	67
Benin	Africa	2
Bermuda	North America	1
Bolivia	South America	2
Brazil	South America	52
Brunei Darussalam	Asia	4
Bulgaria	Europe	11
Cambodia	Asia	15
Cameroon	Africa	3
Canada	North America	130
Chile	South America	28
China	Asia	320
Chinese Taipei	Asia	119
Colombia	South America	50
Costa Rica	North America	6
Côte d'Ivoire	Africa	1
Croatia	Europe	38
Cuba	North America	1
Cyprus	Europe	2

Nation	Continent	Athletes
Czechia	Europe	125
Denmark	Europe	51
Dominican Republic	North America	3
Ecuador	South America	13
Egypt	Africa	19
El Salvador	North America	1
Estonia	Europe	12
Finland	Europe	38
France	Europe	130
Georgia	Europe	1
Germany	Europe	211
Great Britain	Europe	90
Greece	Europe	19
Guatemala	North America	9
Hong Kong	Asia	22
Hungary	Europe	72
India	Asia	18
Indonesia	Asia	26
Iran	Asia	30
Iraq	Asia	2
Ireland	Europe	16
Israel	Europe	32
Italy	Europe	189
Jamaica	North America	1
Japan	Asia	151
Jordan	Asia	2
Kazakhstan	Asia	31

ATHLETES BY NATION – *CONTINUED*

Nation	Continent	Athletes
Korea	Asia	67
Kosovo	Europe	1
Kuwait	Asia	3
Kyrgyzstan	Asia	6
Latvia	Europe	29
Lebanon	Asia	3
Liechtenstein	Europe	1
Lithuania	Europe	5
Luxembourg	Europe	2
Madagascar	Africa	3
Malaysia	Asia	5
Mauritius	Africa	1
Mexico	North America	40
Moldova	Europe	4
Mongolia	Asia	9
Montenegro	Europe	3
Morocco	Africa	10
Myanmar	Asia	12
Namibia	Africa	15
Nauru	Oceania	1
Netherlands	Europe	86
New Zealand	Oceania	54
Nigeria	Africa	1
Norway	Europe	13
Pakistan	Asia	3
Panama	North America	2
Paraguay	South America	1
Peru	South America	2
Philippines	Asia	48
Poland	Europe	62
Portugal	Europe	56
Puerto Rico	North America	17
Qatar	Asia	1
Romania	Europe	30
San Marino	Europe	1
Saudi Arabia	Asia	3
Serbia	Europe	4
Singapore	Asia	44
Slovakia	Europe	34
Slovenia	Europe	7
South Africa	Africa	22
Spain	Europe	104
Suriname	South America	14
Sweden	Europe	64
Switzerland	Europe	91
Thailand	Asia	53
Tunisia	Africa	14
Turkey	Europe	22
Turkmenistan	Asia	1
Ukraine	Europe	99
United Arab Emirates	Asia	8
Uruguay	South America	1
USA	North America	180
Uzbekistan	Asia	19
Venezuela	South America	25
Vietnam	Asia	25
Virgin Islands	North America	1

AIN athletes (33 in total) also competed at the event

PARTICIPATION & PERFORMANCE

SPORT PARTICIPATION

ATHLETES BY SPORT & CONTINENT

Sport	Africa	Asia	Europe	North America	Oceania	South America	Total
Air Sports		11	18	2			**31**
American Football		24	36	36			**96**
Archery	4	18	50	15	7	3	**97**
Baseball Softball		75	30	75	30	30	**240**
Billiards	3	37	24	7	2	6	**79**
Boules Sports	6	8	16		2	2	**34**
Canoe	2	122	172		11	2	**309**
Cheerleading		6	8	4	2	2	**22**
DanceSport		29	87	4	1	3	**124**
Fistball			70	9	19	52	**150**
Floorball		56	140	28			**224**
Flying Disc		32	50	32	16	14	**144**
Gymnastics		46	158	21	17	5	**247**
Handball	10	30	100			20	**160**
Ju-Jitsu	2	37	72	6		12	**129**
Karate	10	36	36	5	2	5	**94**
Kickboxing	11	19	49	8	3	6	**96**
Korfball		40	94	6	6	14	**160**
Lacrosse		24	36	24	12		**96**
Life Saving		10	71		13		**94**
Muaythai	3	15	23	4			**45**
Orienteering	1	13	52	2	8	4	**80**
Powerboating		18	17	6			**41**
Powerlifting	3	19	61	23	6	7	**119**
Racquetball		8	6	12		6	**32**
Roller Sports	14	65	76	19	1	29	**204**
Sambo	10	26	20	7	1	6	**70**
Sport Climbing	4	31	21	8	8		**72**
Squash	5	20	31	2	2	3	**63**
Triathlon	1	28	23	5	2	4	**63**
Tug of War		22	113	8			**143**
Underwater Sports	2	29	82	1		12	**126**
Waterski & Wakeboard		30	39	8	4	3	**84**
Wushu	2	67	18	5		4	**96**
	93	**1,051**	**1,897**	**392**	**175**	**254**	**3,862**

PARTICIPATION & PERFORMANCE

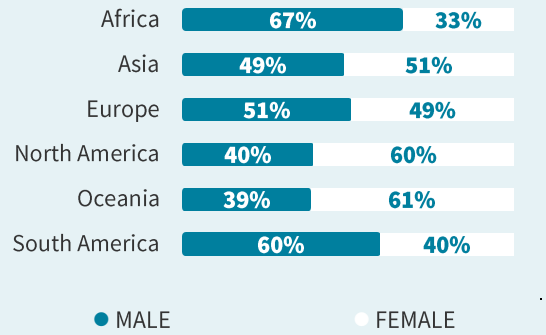
AVERAGE ATHLETE AGE

27 Average age of athletes at The World Games 2025

GENDER BREAKDOWN

♂ **49.7%** ♀ **50.3%**

GENDER BREAKDOWN BY CONTINENT



SPORT PARTICIPATION | ATHLETE AGE & GENDER

- The World Games 2025 achieved gender parity among participating athletes. Of the 3,895 competitors, 1,934 were male (49.7%) and 1,961 female (50.3%), marking a significant milestone in fulfilling the IWGA's commitment to gender balance within the event programme.
- There were 112 medal events for women and 111 medal events for men held during TWG 2025, reflecting IWGA's approach to ensuring gender balanced participation. Three sports featured competitions for only one gender: flag football (women), lacrosse (women) and inline hockey (men).
- At TWG 2025 mixed-gender participation reached a new milestone, with events featured across 16 sports. Mixed-gender disciplines were included in air sports, archery, billiards, boules sports, canoe, cheerleading, dancesport, gymnastics, ju-jitsu, korfball, orienteering, powerboating, racquetball, flying disc, triathlon, and tug of war. In total, 33 mixed-gender medal events were contested in Chengdu, representing a significant increase from the 20 events at TWG 2022 in Birmingham.
- The average age of participating athletes was 27 years. The oldest athlete, Gary Yamaguchi (USA, archery), was 68 years old, while the youngest, Ziyuan Yin (China, squash), was 13 years old.

OLDEST ATHLETES - AVERAGE AGE

Billiards	36
Racquetball	32
Tug of War	32
Powerlifting	32
Archery	32

YOUNGEST ATHLETES - AVERAGE AGE

Cheerleading	20
Air Sports	21
Sport Climbing	22
Gymnastics	22
Floorball	24

PARTICIPATION & PERFORMANCE

TWG 2025 MEDAL TABLE – TOP 20

#	Nation	G	S	B	Total
1st	China	36	17	11	**64**
2nd	Germany	17	14	14	**45**
3rd	Ukraine	16	14	14	**44**
4th	Italy	13	25	19	**57**
5th	France	11	11	16	**38**
6th	USA	11	10	7	**28**
7th	Hungary	11	8	5	**24**
8th	Spain	8	2	13	**23**
9th	Japan	7	12	5	**24**
10th	Colombia	7	8	6	**21**
11th	Switzerland	7	5	2	**14**
12th	Poland	6	6	2	**14**
13th	Israel	6	4	4	**14**
14th	Sweden	6	3	4	**13**
15th	Chinese Taipei	5	6	4	**15**
16th	Belgium	5	5	6	**16**
17th	Korea	5	2	7	**14**
18th	Netherlands	4	5	6	**15**
19th	Thailand	4	4	7	**15**
20th	Indonesia	4	4	1	**9**

SPORT PERFORMANCE

- Host nation China topped the medal table at The World Games 2025 for the first time in the history of its participation. China's previous best finish (2nd) came at TWG 1997 in Lahti, Finland. This also marked only the second occasion on which a host nation finished first in the medal standings.
- China's total of 64 medals, including 36 gold, represents the highest medal count ever recorded by any nation at The World Games. The host nation was particularly dominant in sport climbing (10 medals, including 5 gold) and Inline Freestyle (8 medals, including 3 gold).
- In total, 83 nations won medals (with 55 winning at least one gold medal) which is 10 more than in Birmingham 2022 and the highest number in the event's history. Notably, Armenia, Benin, Cameroon, Cuba, Cyprus, Lebanon, Namibia and Paraguay celebrated their first-ever World Games medals in Chengdu.
- A total of 14 World Games records and 21 world records (more than at any previous World Games) were set during the event. The world records were achieved across finswimming, freediving, life saving, powerlifting and sport climbing.

MEDAL TABLE – TOP 3 NATIONS (1981-2025)

Edition	Host	1st	2nd	3rd
1981	USA	USA	Korea	Italy
1985	Great Britain	Italy	USA	Spain
1989	Germany	Italy	Germany	USSR
1993	Netherlands	Germany	Italy	France
1997	Finland	USA	China	Germany
2001	Japan	Russia	USA	Germany
2005	Germany	Russia	Germany	Italy
2009	Chinese Taipei	Russia	Italy	China
2013	Colombia	Russia	Italy	France
2017	Poland	Russia	Germany	Italy
2022	USA	Germany	USA	Ukraine
2025	China	China	Germany	Ukraine

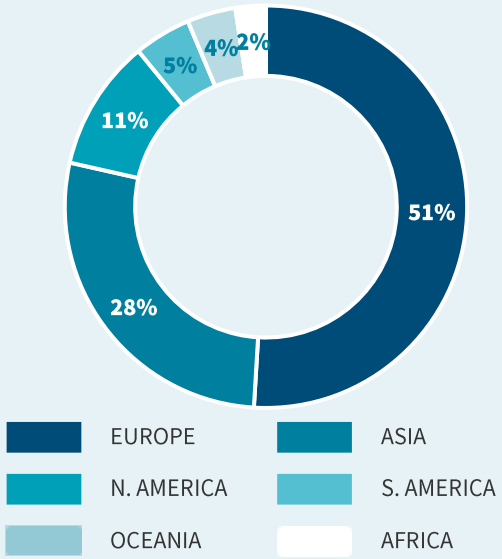
PARTICIPATION & PERFORMANCE

OFFICIALS

1,976 Team officials

763 Technical officials

OFFICIALS BY CONTINENT



TEAM & TECHNICAL OFFICIALS

- Based on their respective roles, officials have been categorised as team officials and technical officials for the purpose of this analysis. Accreditations were issued for 1,976 team officials and 763 technical officials.
- 73% of all officials were male and 27% were female.
- Just over half of all officials came from Europe. 28% were from Asia, 11% from North America and 11% from other continents.

OFFICIALS BY ROLE

TEAM OFFICIAL	
Role	**#**
Coach	1,208
Team Manager	287
Medical Staff	196
Other Staff	135
Media Staff	120
Equipment Staff	30

TECHNICAL OFFICIALS	
Role	**#**
Judge / Jury / Referee	590
Competition Manager (incl. deputies)	76
Technician	75
IT Manager	22

In accordance with the taxonomy of TWG 2025 accreditation report, some IF staff were categorised as IT Manager / Technician and supported the technical delivery of competitions, and therefore are captured under Technical Officials.



QUANTUM

SOCIAL IMPACT & LEGACY

SOCIAL IMPACT, SUSTAINABILITY & LEGACY



COMMUNITY ENGAGEMENT & SPORTS PROMOTION

Chengdu integrated TWG 2025 into public life through a citywide programme of sports engagement. The focus was to increase familiarity with The World Games sports and promote active lifestyles in communities, schools and public spaces. The city staged more than 1,200 sports events in communities, parks and business districts. These activities drew over 500,000 participants and established widespread visibility for the Games.

COMMUNITY ENGAGEMENT

- The “TWG Sports into Communities” programme reached more than 600 communities. Nearly 200,000 residents took part in local experience activities featuring sports such as flying disc and tug of war.
- Seventy seven sports parks and 407 community sports corners were built or renovated to support these activities. This investment strengthened local access to everyday sport and embedded TWG sports across the city landscape.

TRAINING & CAPACITY BUILDING

- Chengdu collaborated with sports associations to train 600 physical education teachers and coaches in sports including parkour, cheerleading and floorball.
- This training ensured safe delivery of the new programmes and created a skilled workforce to support long-term development of emerging sports in schools.

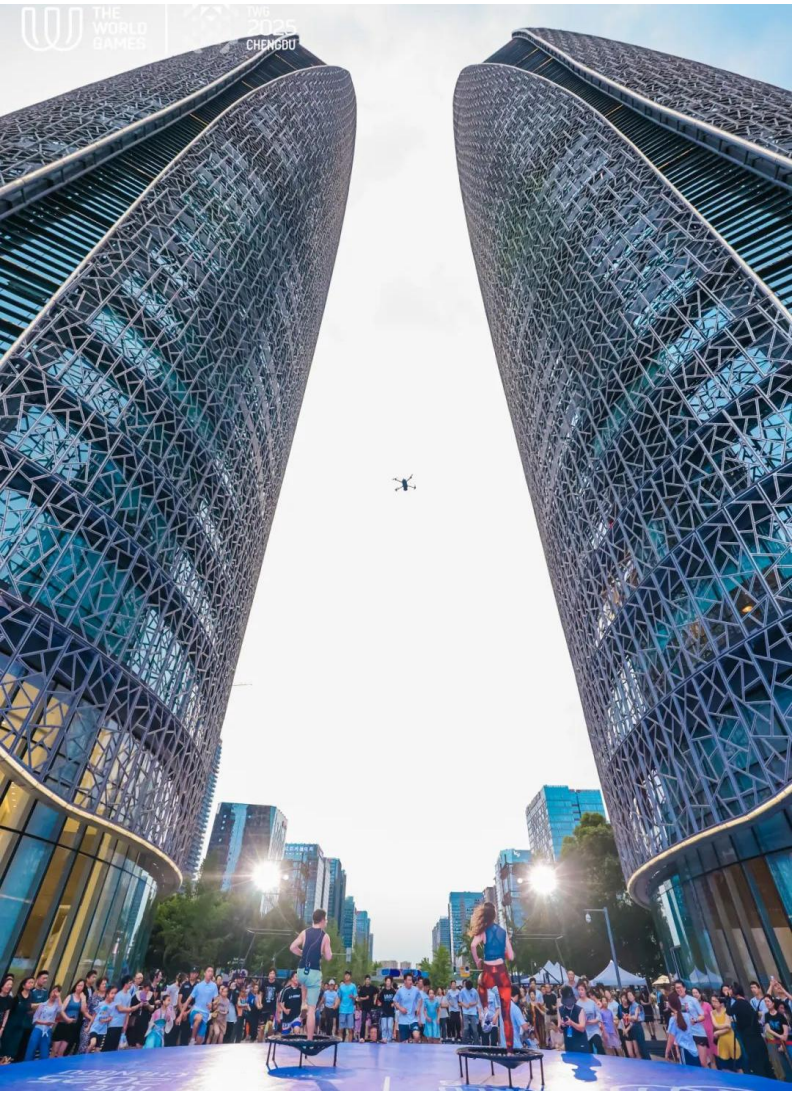
SCHOOL ENGAGEMENT

- A major school-based programme ran across 118 primary and secondary schools.
  - More than 300 activities were delivered
  - Over 4,000 lessons were taught
  - More than 58,000 students were engaged
- The work introduced The World Games sports into physical education and created 30 new school teams that competed in inter-school leagues. This provided a path for continued participation and learning through competition.

TRAVEL WITH TWG

- The “Travel with TWG” promotional tour visited cities including Bazhong, Leshan, Meishan, Suining and Ya’an. These activities extended visibility beyond Chengdu and strengthened regional engagement in TWG 2025.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY



COMMUNITY ENGAGEMENT & SPORTS PROMOTION | TWELVE MONTHLY FAIRS

- Chengdu ran a year-long sequence of monthly fairs to maintain public awareness and build momentum toward the Games. These events reached large audiences and activated multiple districts across the city and region.
- The sequence of fairs created a continuous public presence for the Games and offered regular opportunities for community involvement.
- Key milestones included:
  - One-Year Countdown Carnival in August 2024 with over 120,000 visits
  - Joy Fair in February 2025 with 150,000 visits
  - Boat Fair in June 2025 with 80,000 visits
  - Water Fair in July 2025 with 60,000 visits
  - Wushu Fair during Games-time with 80,000 visits





SOCIAL IMPACT, SUSTAINABILITY & LEGACY

TORCH RELAY

- The first-ever torch relay event was organised on 26 July 2025 to promote The World Games 2025. It went along a 11-kilometer route in Chengdu and the neighbouring cities of Deyang and Meishan.
- The flame lighting ceremony was held at the Sanxingdui Museum in Deyang before the torchbearers carried the flame along the scenic route which visited landmark sites such as the Chengdu Research Base of Giant Panda Breeding and the Chengdu Wuhou Shrine Museum.
- 120 torchbearers took part in the torch relay, including Chinese celebrities, influencers and athletes such as actor Jackie Chan, social media vlogger Li Ziqi and two-time Olympic champion in table tennis Ma Long.
- During the opening ceremony the flame lit at the start of the torch relay was used to ignite the official Games cauldron in a performance involving two Chinese wakeboard athletes, Xu Lu and Alu Xiaobo.





SOCIAL IMPACT, SUSTAINABILITY & LEGACY

VOLUNTEERS

17,000+ Total number of volunteers (professional & general volunteers) at TWG 2025.

Professional volunteers – volunteers assigned to key roles requiring specific skillset or specialisation
General volunteers – volunteers providing support in event delivery and performing tasks not requiring specific training

VOLUNTEER HOURS

1,268,700 Volunteer hours served over the duration of TWG 2025



VOLUNTEER PROGRAMME | OVERVIEW

- Chengdu placed public participation at the centre of its approach to major event delivery. The city's model of social co-governance uses volunteers to support services across sport, health and wellbeing. This programme is designed to bring residents together, strengthen community cohesion and build practical capacity for future events.
- The TWG 2025 volunteer programme supported four legacy priorities of the city: event organisation, equipment and infrastructure, social participation and capability building.
- Public interest in the programme was high. A total of 75,874 people submitted applications and 8,662 volunteers were selected to support the Games in what were termed as 'professional volunteer' roles, meaning roles that required pre-existing skillsets or experience to fulfil the specialist role. In addition, general volunteers were recruited to provide support across roles requiring less specialisation.
- Volunteers supported all operational areas, with the largest being: sports services, media and broadcasting services and services for ceremonies. Volunteers contributed 1,268,700 hours during the event period.

VOLUNTEERS BY ROLE (PROFESSIONAL VOLUNTEERS)

Arrival and Departure Services	176
Award Ceremony	458
Catering Services	51
Cultural Events	117
Doping Control	206
Equipment Management	372
General Affairs	95
IT Management	76
Media and Broadcasting Services	1,148
Media and Communication	25
Meeting Services	17
Participant Services	281
Reception Services	286
Services for Ceremonies	1,157
Sponsor and Licensee Services	22
Sports Presentation	119
Sports Services	1,744
Ticketing and Spectator Services	1,804
Transportation Services	295
Workforce and Volunteer Management	213

BREAKDOWN BY GENDER

♂ 26% ♀ 74%

VOLUNTEERS BY AGE GROUP

18 years old	7%
19-24 years old	87%
25-34 years old	4%
35-44 years old	1%
45 and over	<1%

VOLUNTEER PROGRAMME | VOLUNTEER DEMOGRAPHICS

- The volunteer programme engaged a young population, with 87% of all volunteers being aged 19 to 24. The average age of those volunteering was 20 years old, the youngest was 18 whilst the eldest was 53 years old.
- In general volunteers represented a narrow age range and were predominantly local. This reflects the strength of youth mobilisation in Chengdu and provides a foundation for long-term engagement in event volunteering.



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SOCIAL IMPACT, SUSTAINABILITY & LEGACY

OVERALL VOLUNTEER EXPERIENCE

91% % of volunteers rating their overall experience as ‘Good’ or ‘Very Good’



VOLUNTEER PROGRAMME | VOLUNTEER EXPERIENCE

- In the post-event survey, volunteers declared a positive experience at TWG 2025, with 91% rating it as good or very good. Four in five volunteers stated that their experience was better than anticipated.
- For one in five respondents it was their first experience volunteering. 86% of volunteers said that they will ‘probably’ or ‘definitely’ volunteer again at a major sports event.

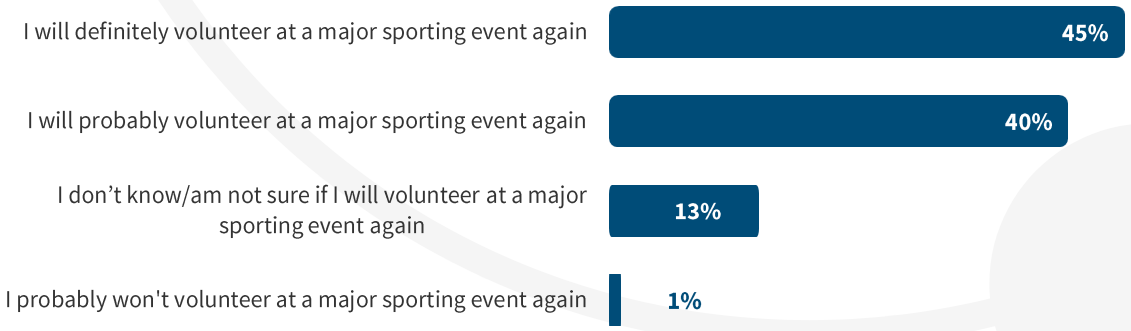
VOLUNTEERING EXPERIENCE VS. EXPECTATIONS

81% % of volunteers who believe that their experience was better or much better than expected

15% % of volunteers who believe that their experience was as they expected

5% % of volunteers who believe that their experience was worse or much worse than expected

LIKELIHOOD TO VOLUNTEER AT MAJOR SPORTS EVENTS IN THE FUTURE



SOCIAL IMPACT, SUSTAINABILITY & LEGACY

TWG PLAZA ATTENDANCE

52,610 Total attendance across eight days of activities at TWG Plaza

TWG PLAZA EVENTS

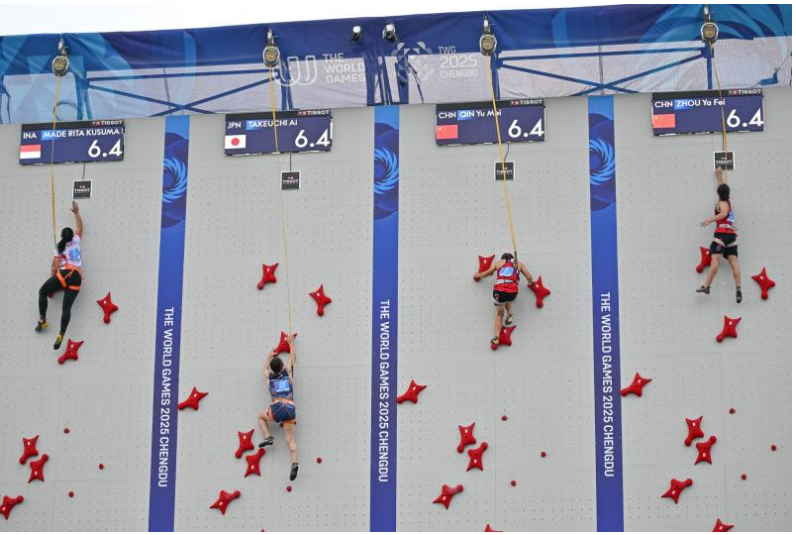
8 August	Launch Ceremony for the Plaza
9 August	Special performance for Ya'an City and Athlete of the Day awards
10 August	Joint performances from multiple cities
11 August	Handover for the day of recognition for athletes
12 August	*Closed*
13 August	Closing Ceremony rehearsal
14 August	Peak attendance day hosting cultural tourism promotions and performances
15 August	Special performance for Bazhong City
16 August	Last open day featuring a Chinese folk orchestra performance

THE WORLD GAMES PLAZA

- TWG Plaza served as the main public hub for the Games from 8 to 16 August. It offered cultural and artistic performances, demonstration sports and activities celebrating TWG athletes. The Plaza recorded 52,610 visits across its operational period. On average, TWG Plaza had 6,576 visitors across eight days.
- The location at the International Horticultural Exhibition Park proved challenging to reach for some visitors, which shaped overall attendance.
- Despite this, the Plaza delivered a steady programme of cultural exchange and public celebration and supported the city's wider engagement goals.
- Demonstrations were organised by several international federations promoting their sports, including: aikido, archery, casting, dancesport floorball, flying disc, karate, muaythai and triathlon.



SOCIAL IMPACT, SUSTAINABILITY & LEGACY



LEGACY

EQUIPMENT & INFRASTRUCTURE

- Chengdu prioritised refurbishment and temporary competition-specific adaptations rather than new construction, as required by IWGA's Sustainability Strategy. Four venues, including the fistball pitch in Tianfu Park, will remain open to the public as fitness and leisure spaces.
- Three venues at Chengdu Sport University will support teaching and training. Other facilities will be adapted for flexible uses such as e-sports or concerts. Movable equipment from the Games has been donated to local schools to enhance sports provision and encourage participation in sports featured at The World Games.

SOCIAL PARTICIPATION

- The city aims to sustain public involvement in sport through continued support for volunteers, enhanced neighbourhood sports facilities and a network of community sports corners as outlined earlier in this chapter.
- The creation of multi-use sports parks will combine daily recreation with structured training and long-term participation pathways. Several international federations participating at The World Games already have or will hold discussions with the city and stakeholders to further develop the coverage of their sport in the region.

EVENT HOSTING AND GLOBAL POSITIONING

- Hosting TWG 2025 strengthens Chengdu's status as a leading city for international sport and cultural exchange. The city plans to build on experience gained from TWG 2025 and the FISU Summer World University Games by pursuing further international events and partnerships. This includes hosting international events in Olympic sports such as the ITTF Mixed Team World Cup in 2026 and 2027, as well as the Artistic Gymnastics World Championships and the FIBA U19 Women's Basketball World Cup, both in 2027.
- Agreement was reached in principle with 10 International Federations to host a further 15 events in The World Games sports in the coming years.

CAPABILITY & CAPACITY BUILDING

- Chengdu developed Green and Low-Carbon Operations Guidelines for TWG 2025. A full carbon neutrality review will be completed and findings will be published in a Green and Low-Carbon Organisation Report.
- This work will inform future event planning and support the city's environmental objectives.



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