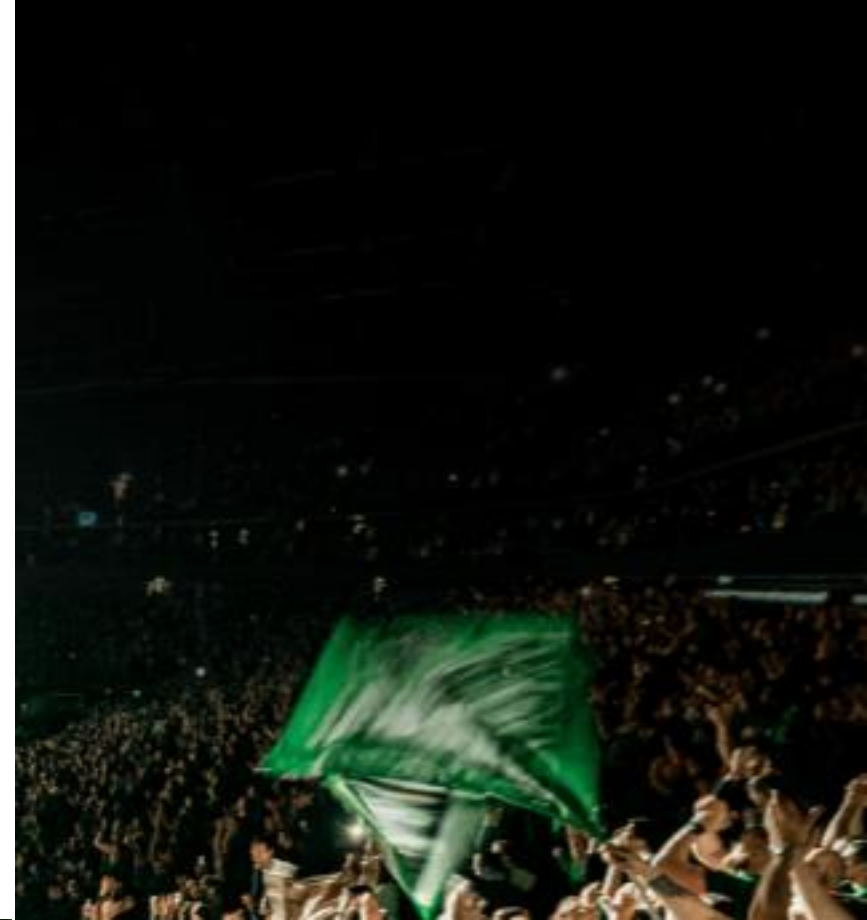


ZALGIRIS IMPACT STUDY



ZALGIRIS GROUP IMPACT STUDY

The Žalgiris group strives to be a driving force in shaping Lithuania's sports and entertainment landscape—fostering momentum through meaningful experiences, fan engagement, wellness programs, social initiatives, and measurable economic impact.

This report presents a comprehensive analysis of Žalgiris Group's contribution to the economy of Kaunas and broader Lithuanian economy. Beyond financial metrics, it explores the organization's influence on quality of life, community well-being, and national and international reputation. By examining these dimensions, the study aims to highlight the multifaceted role Žalgiris plays in enriching the cultural and economic fabric of Lithuania.

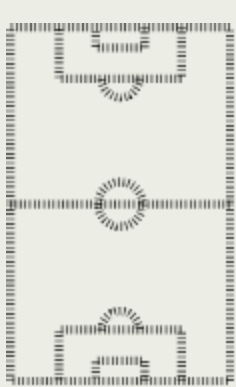


ZALGIRIS GROUP

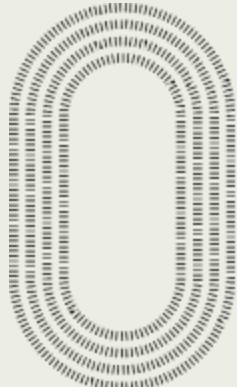
Creating momentum in Lithuania's sports and entertainment landscape

INFRASTRUCTURE

We are a professional sports infrastructure manager focused on developing commercial activities and creating memorable experience for sport fans and visitors.



Creating viral fan moments in Žalgiris arena since 2011



Creating memorable experience in Darius and Girėnas Stadium since 2024

EXPERIENCE

Žalgiris Group is known for ability to throw a good show and create memorable fan experiences from full arena chanting green-white to world-class artists concerts where fans never sit down.

ACADEMIES

Operating multifunctional sports venues, Žalgiris Group opens opportunities for talents and a broader audience to try and engage in a variety of sports.

ZALGIRIS GROWTH

Žalgiris Group shows constant ability to outrun themselves as an organization.

GROWTH 2020-2024

33%

total group revenue growth 2020-2024

Increase of 6,6M

ZALGIRIS GROUP

2024

38%*

total number of events growth 2020-2024

Increase of events: 147

23%

Increase of events 143K m²

managed square meters growth 2020-2025



DARIUS & GIRĖNAS STADIUM

started managing in 2024

49%

total number of attendees' growth 2020-2024

Increase of attendees: 742 746

18%

number of employees growth 2020-2025

Increase of employees: 250

*Compound Annual Growth Rate (CAGR)

ZALGIRO ARENA

17%

total revenue growth in the last five years

68%

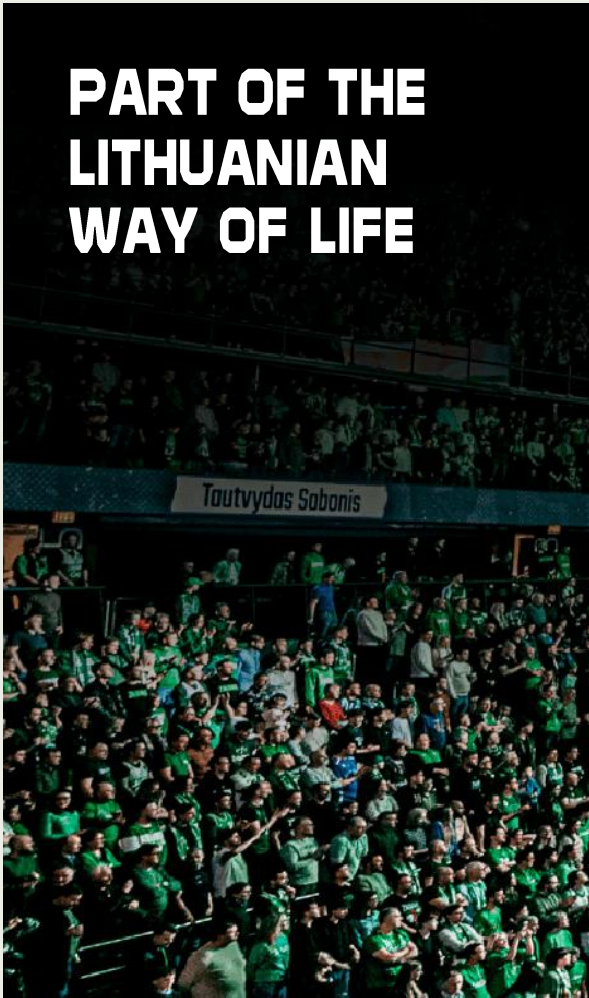
total revenue growth in the last four years

ZALGIRIS IMPACT

Žalgiris Group takes a significant role in Kaunas and Lithuania through different areas.

Žalgiris is...

**PART OF THE
LITHUANIAN
WAY OF LIFE**



**TEAM OF
LITHUANIA**



**REPUTATION
ENGINE FOR
KAUNAS AND
LITHUANIA**



**POWERFUL
ECONOMIC
CONTRIBUTOR**



IMPACT AREAS

Žalgiris arena
Darius and Girėnas stadium



- EuroLeague games
- LKL games
- Concerts
- Other events
- Other sports events

VISITORS

Žalgiris attracts a diverse audience that is comprised of Kaunas citizens, visitors from different parts of Lithuania, and international guests:

- Kaunas citizens
- Visitors from other parts of Lithuania
- International visitors

SPENDING

Apart from tickets, visitors additionally spend on a variety of categories, generating revenue for multiple local businesses:

- Restaurant
- Bar / café
- Accommodation
- Transport
- Entertainment
- Nightlife

MEDIA REACH

Finally, Žalgiris, Kaunas and Lithuania are mentioned in multiple media outlets and help build reputation globally:

- Articles
- Broadcasts
- Social media posts
- Fan posts and shares



WAY OF LIFE

ZALGIRIS

PART OF THE LITHUANIAN WAY OF LIFE

01

HOME OF ENTERTAINMENT

70%

of Lithuanians have visited the Žalgiris arena at least once
KANTAR 2023

932 300

Attendees in 2024

02

EDUCATIONAL ROLE

Sustainability

Ukraine support

Social causes

03

WELLNESS AND SPORTS INITIATIVES

One team

People in sports

EVENTS

Žalgiris group home for sports and music ambition

ZALGIRIS GROUP 2024

203

events organized by Žalgiris or in Žalgiris managed premises

ZALGIRIS GROUP 2024

89
114

organized by Žalgiris
hosted by Žalgiris

ZALGIRIS GROUP 2024

932 300

attendees

EVENT TYPE # OF EVENTS # OF ATTENDEES

Basketball

19 EuroLeague games
42 LKL and other games

269 029
112 627

Concerts

68 concerts

383 648

Football

21 matches

11 779

Other sports

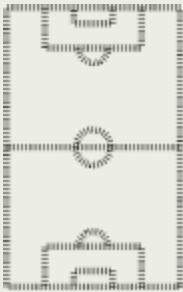
21 games

47 803

Other events

32 events

107 414



In 2024, Žalgiris Group hosted a total of 203 events, attracting over 932,000 attendees across sports, concerts, and other large-scale events. The majority of visitors came for basketball and concert events, with EuroLeague games alone drawing more than 269,000 fans. These figures highlight Žalgiris Group’s role as a key driver of cultural and sporting engagement in the region.

ZALGIRIS ARENA

Žalgirio arena – the go-to destination for events

ATTENDANCE

KANTAR 2023

70%

of Lithuanians have visited Žalgiris arena at least once

50%

of Lithuanians reported that they visit the arena at least once a year

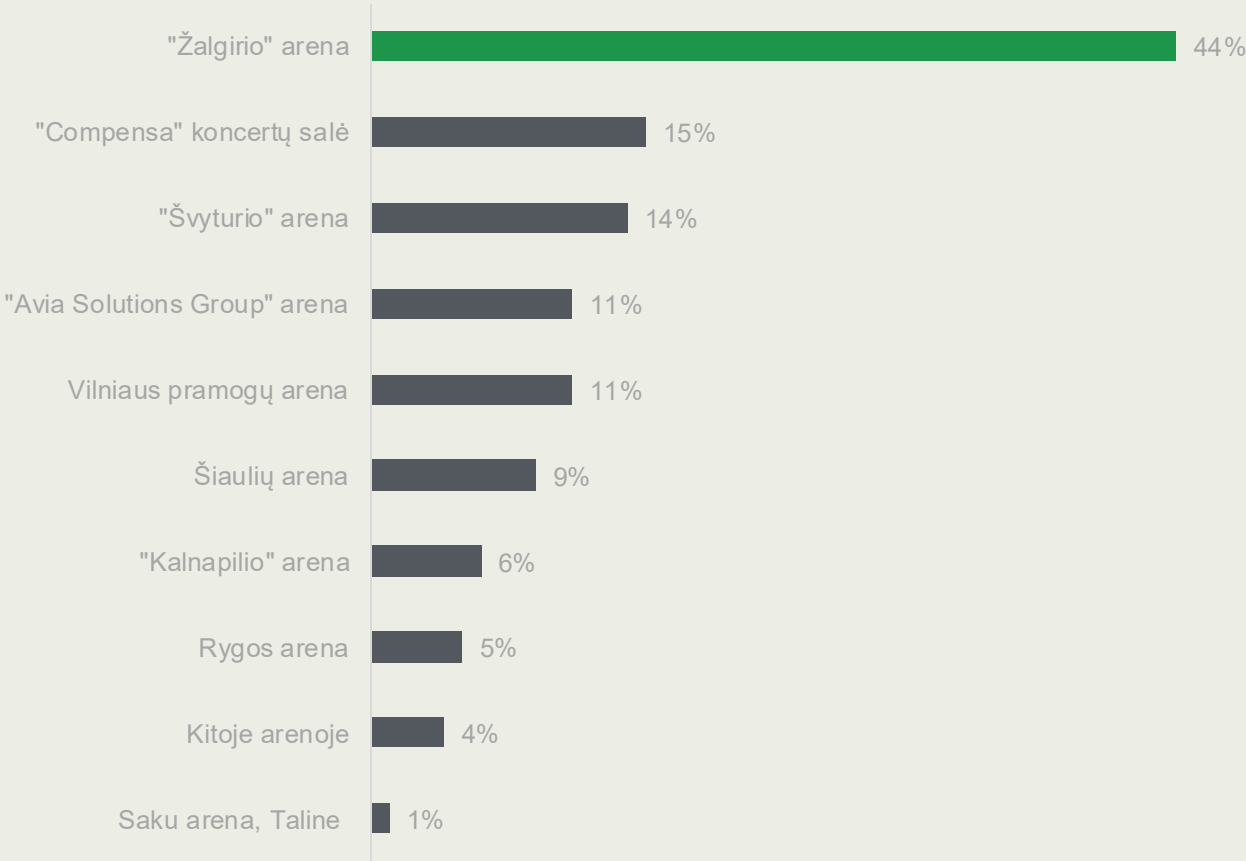
32%

of Lithuanians reported that they visit the arena couple of times a year

COMPARISON TO OTHER ARENAS IN LITHUANIA

KANTAR 2023, %

% of all respondents who visited arenas at least once in the last year



ATTENDEES

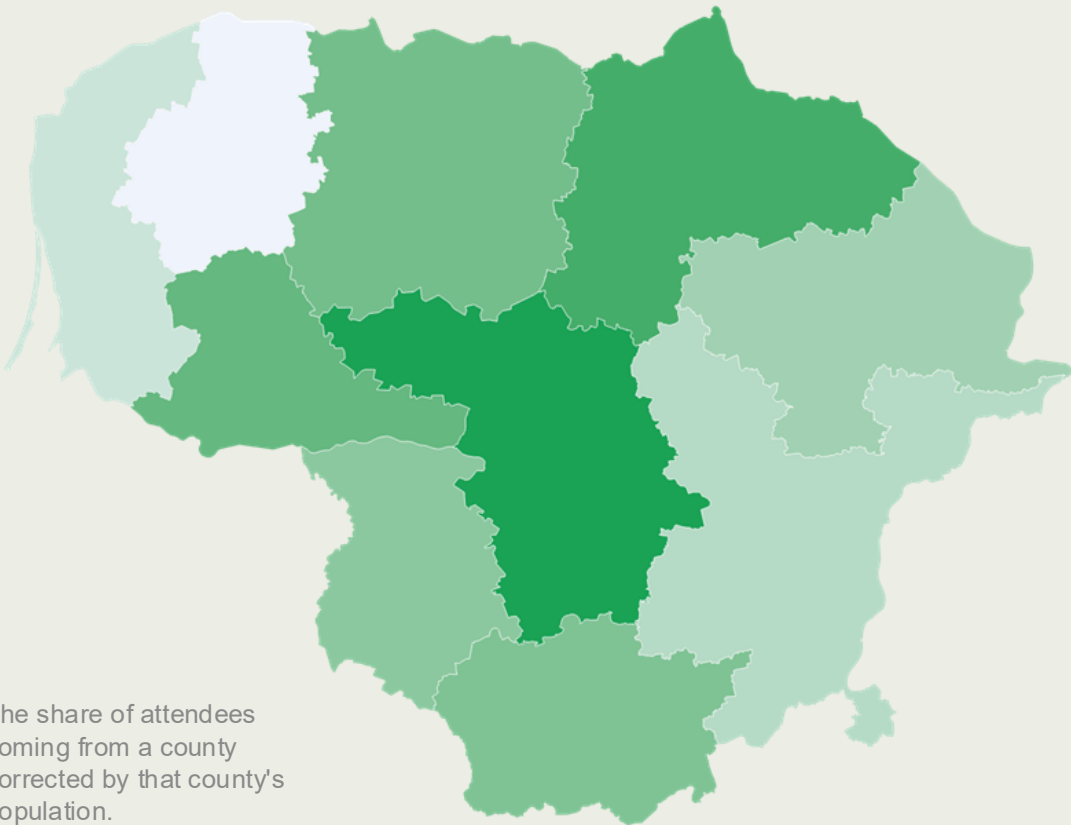
Žalgiris group home for sports and music ambition

ZALGIRIS ARENA ATTENDEES

KANTAR 2023

Share of visitors corrected by population size

7% 13%



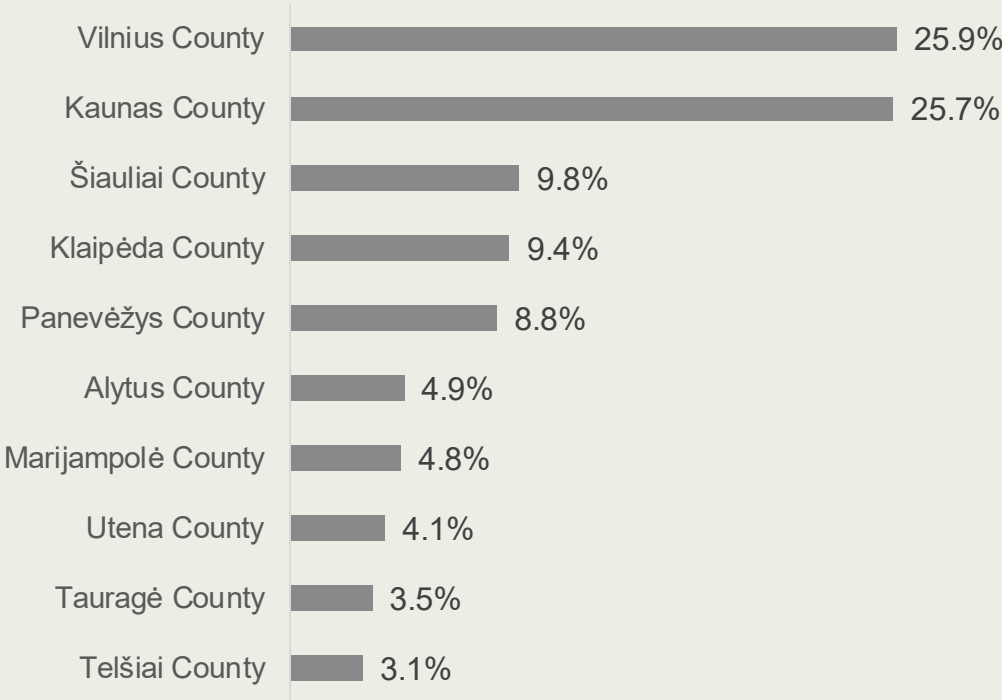
The share of attendees coming from a county corrected by that county's population.

70%

of Lithuanians have visited Žalgiris arena at least once

ZALGIRIS ARENA ATTENDEES ORIGIN

KANTAR 2023



COMMUNITY WELLNESS



ZALGIRIS BASKETBALL ACADEMY

1 300

children and teenagers train at Žalgiris Basketball Academy.

40%

of LKL players come from Žalgiris system.

Season 2024/25

108

academy graduates competed in ANG (Adidas NextGen EuroLeague) tournaments.

54

graduates now play for professional clubs in Lithuania and abroad

Higher conversion of graduates to pro leagues than from Madrid or Barcelona academies.

COMMUNITY WELLNESS



ONE TEAM INITIATIVE

480

kids and teenagers with intellectual disabilities who are prone to delinquency trained.

34 560 H



ŽALGIRIS FOOTBALL ACADEMY

800

children and teenagers train in Žalgiris football academy.

EDUCATIONAL ROLE



GREEN TRIBUNE

Initiative reach: almost **2000** attendees.

Key activities: **200+** 3x3 basketball games in different cities (Raseiniai, Druskininkai, Anykščiai and Ukmergė), "Žalgiris" team members engaged in tournaments and promoted joining the initiative.



"4 PERCENT" FOR THE DEFENSE

Žalgiris supported the civic initiative "4 Percent" by inviting to sign a petition for allocating 4% of GDP for the defence.



ZALGIRIS AT YOUR SCHOOL

The project encourages students to build their school community and connect in an informal environment.

Initiative reach: In the 2024/25 season, **120** schools participated, **2100+** children attended LKL games.

Key activities: Special games during "Betsafe-LKL" matches and opportunities to get player autographs after the games. The most active school will receive a visit from the team or other prizes.

SUPPORT FOR UKRAINE



RADAROM

Žalgiris donated 2014/15 LKL championship trophy to the Radarom auction, which was sold for 25K EUR donation to Ukraine.

25 100 euros were donated
by "Etapas Group" to
support Ukraine



SUPPORT FOR UKRAINE

Initiative reach: 5 173 attendees, donated 30K EUR to three different foundations supporting Ukraine.

Key activities: sponsors' games with prizes during timeouts and half-time.

5 173 attendees

30K euros were donated
to support Ukraine



FANS' SUPPORT

Kauno Žalgiris – Belgrade Partizan game – last home EuroLeague match of the 24/25 season.

Key activities: sponsors' games with prizes during timeouts and half-time.

15K+ attendees

2,6M TV viewers* (live, delayed,
repeat, news, and highlights)

*Average viewership per Žalgiris EuroLeague game (2024/25)

SOCIAL RESPONSIBILITY



ACCESSIBILITY

Žalgiris Arena is fully accessible for people with disabilities. Disabled parking spaces are located on level zero of the arena's car park, providing easy access to all areas of the arena (green/silver/gold/VIP zones).



COLLABORATIONS WITH SOCIAL SERVICES

Children from orphanages are welcome to attend Žalgiris matches at Žalgiris Arena in Kaunas (upon prior request).

Extended cooperation with "Mamų unija" charity foundation, which takes care of Lithuanian children with oncological diseases.

Žalgiris will also contribute to the welfare of four-legged friends by cooperating with the animal welfare organisation "Penkta Koja".

SUSTAINABILITY



GREEN ENERGY

A 500 kW solar power plant was installed on the roof of Žalgiris Arena a few years ago, generating as much as a third of the building's energy needs to promote sustainability in the sports and entertainment industry.

Žalgiris Arena has an energy management system that saves more than 200,000 kWh of electricity and more than 100,000 kWh of thermal energy annually.



BEEHIVES

To promote biodiversity and the thriving of bees—creatures crucial to it—3 beehives were established on the roof of the swimming pool at Žalgiris Arena. The bee colonies were settled in hives representing Kaunas modernism.



REUSABLE CUPS

To reduce pollution, a reusable cup initiative will be implemented at the Darius and Girėnas Stadium, and at Žalgiris Arena. It is estimated that plastic emissions will be reduced by up to 80%.



RECYCLING

Visitors of Žalgiris Arena are encouraged to recycle waste. To ensure high-quality sorting, all waste generated in the arena is additionally inspected and, if necessary, re-sorted. All electronic waste is also collected separately.



TEAM OF LITHUANIA

ZALGIRIS

TEAM OF LITHUANIA

01

AUDIENCE DIVERSITY

- Diverse age
- Diverse gender
- Diverse origin

02

FANS FROM ALL LITHUANIA

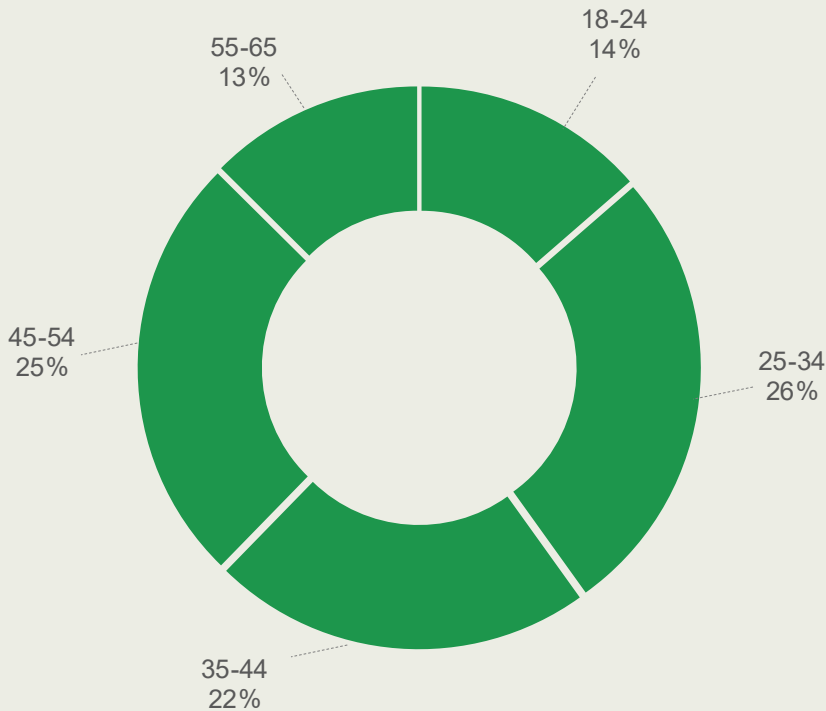
73.84%

% fans not from
Kaunas county
KANTAR 2023

SPORTS VS CONCERTS/EVENTS

Most active age groups for sports: 25-34 and 45-55.

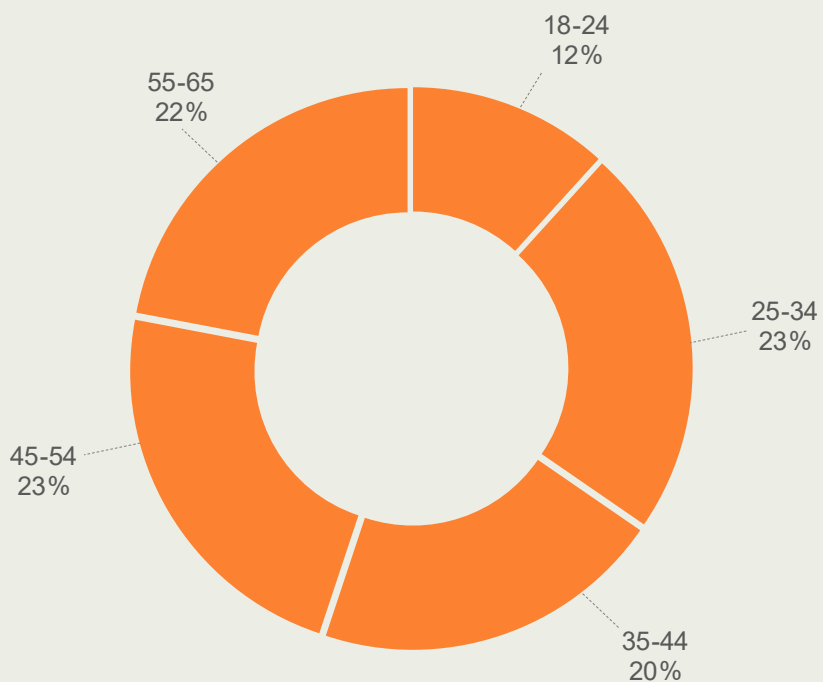
Youth are the most interested in other sports (16%).



AMONG SPORT EVENTS ATENDEES:

30%  70% 

Most active age groups for events: 55-65 (youth visit more concerts, older people more other events).

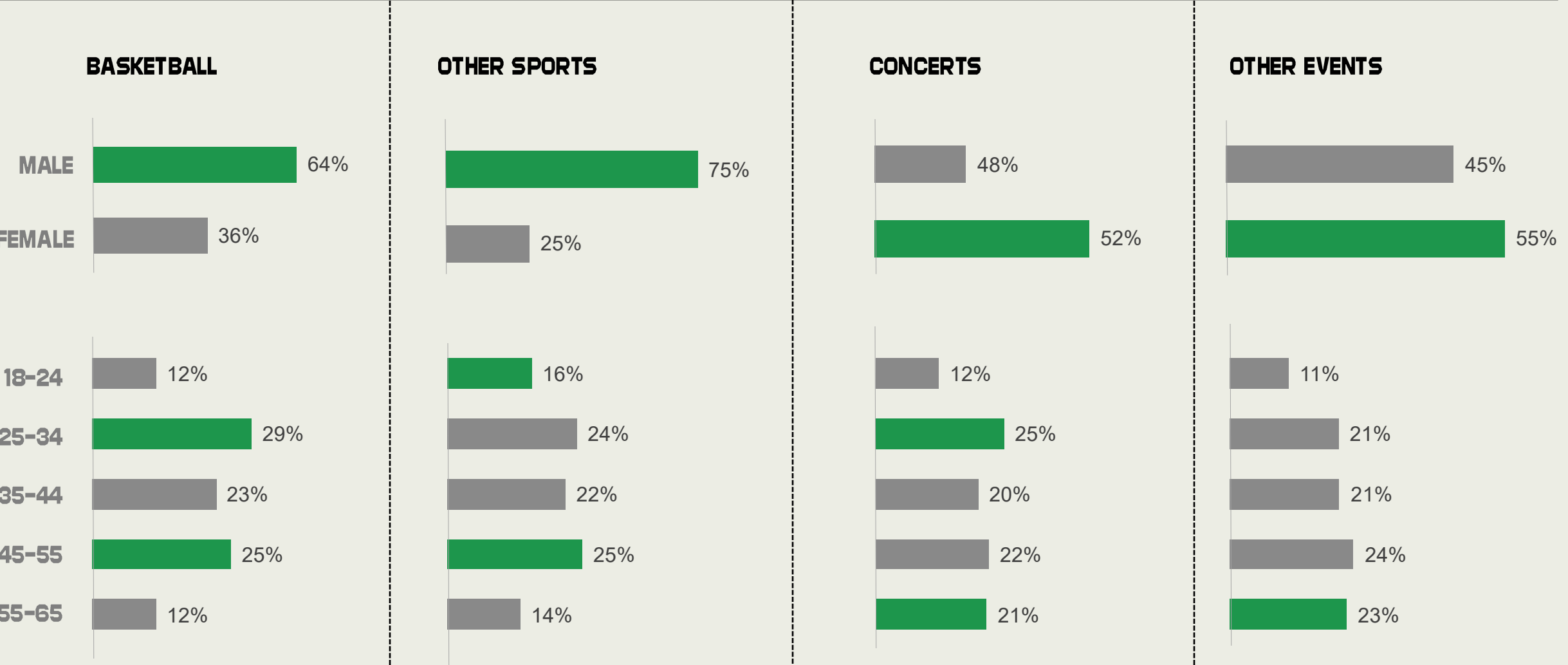


AMONG CONCERT AND EVENT ATENDEES:

54%  46% 

AUDIENCE DIVERSITY

Žalgiris group aims to tailor its activities and events to diverse audience



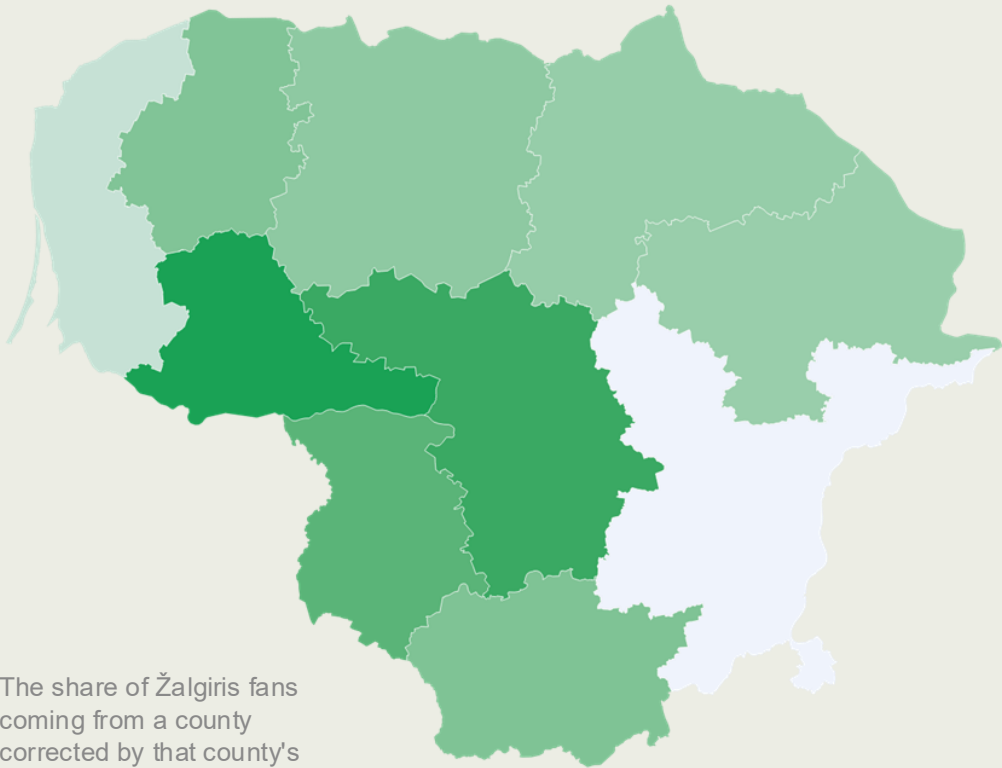
FANS FROM ALL LITHUANIA

ZALGIRIS FANDOM

KANTAR 2023

Share of visitors corrected by population

7% 13%



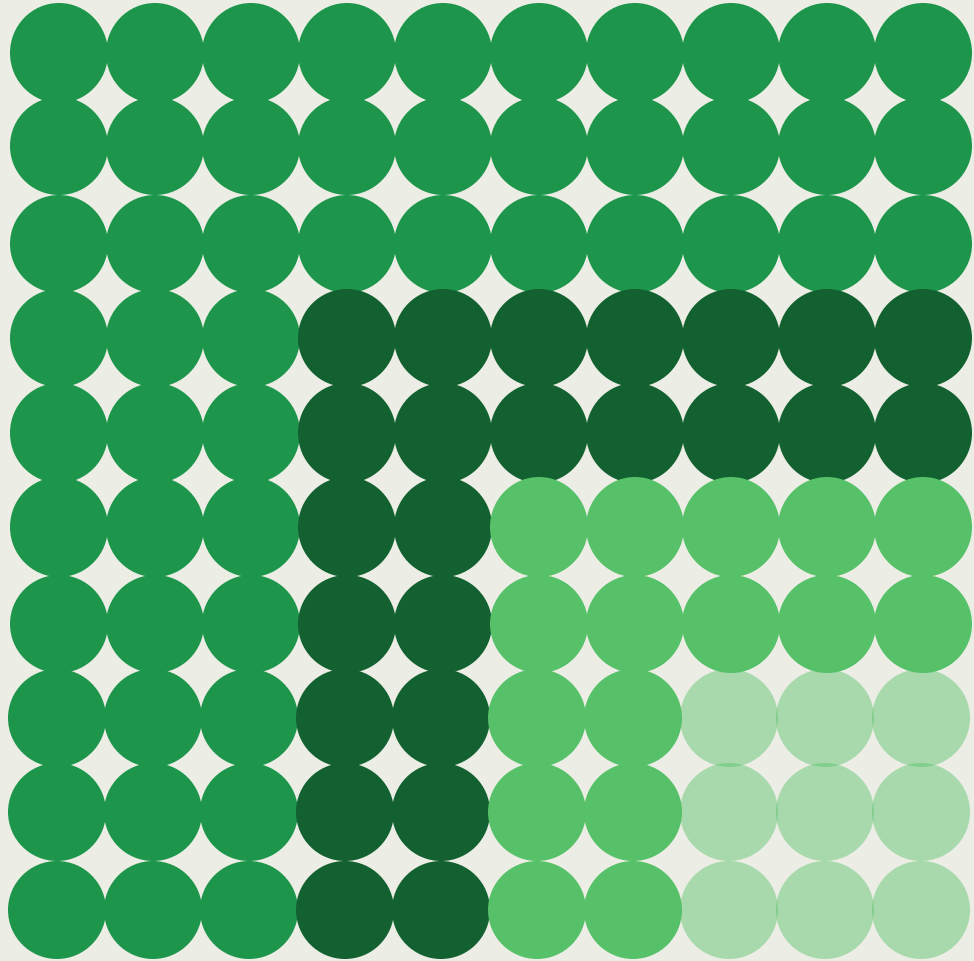
The share of Žalgiris fans coming from a county corrected by that county's population.

Team	% fans not from home county
Kauno „Žalgiris“	73,84%
Vilniaus „Rytas“	21,05%
Panevėžio „7-bet Lietkabelis“	23,26%
Klaipėdos „Neptūnas“	26,67%
Jonavos „Cbet“	44,83%
Šiaulių „Šiauliai“	29,17%

In the fandom, women dominate only in Žalgiris (55%) and Neptūnas (53%).

Žalgiris has a lot of young fans (18-34 (33%)). Only the fans of Jonavos "Cbet" are younger – 41% 18-34 years old.

ZALGIRIS FANDOM



400 000

basketball attendances per season

70 000

Žalgiris app users

6 500

“Insider” subscribers

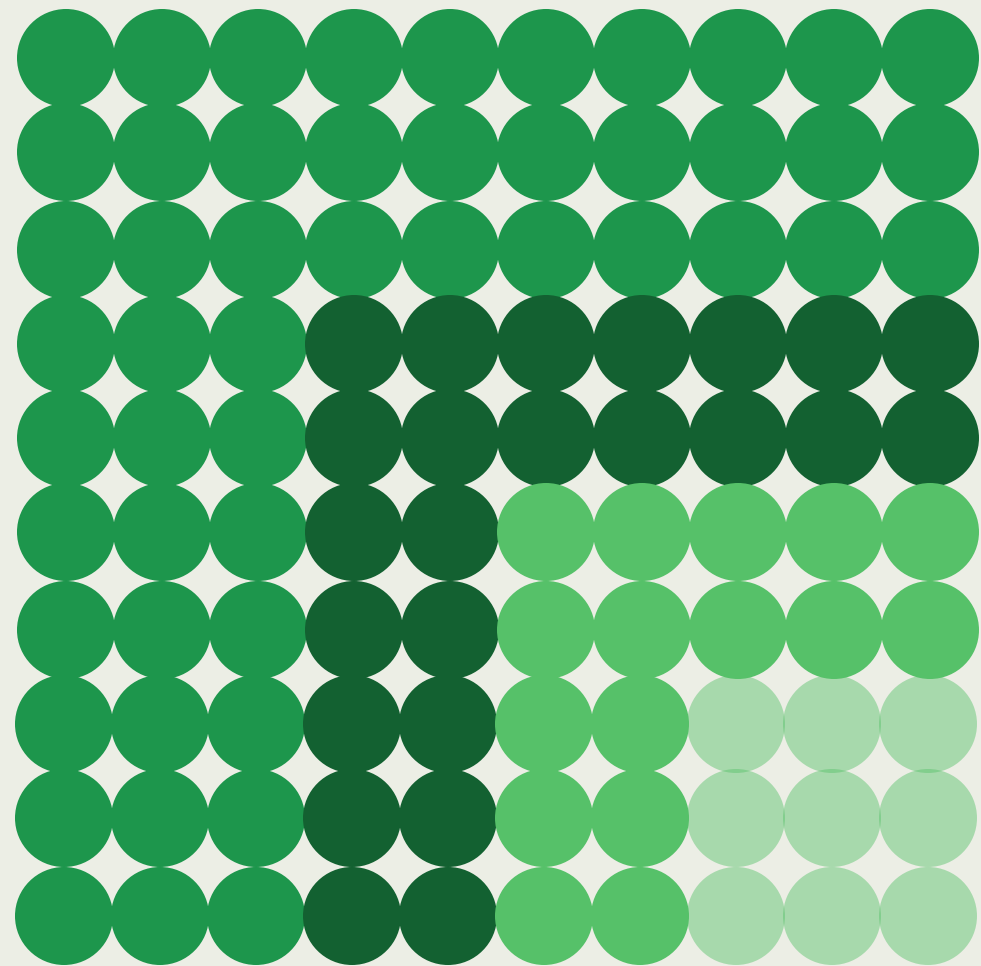
5 000

season ticket holders

ZALGIRIS FANDOM

17 Every single EuroLeague home game was soldout in 2024/25 season.

ZALGIRIS FANS
REMAIN LOYAL,
REGARDLESS
OF THE GAME'S
OUTCOME



— **400 000**
basketball attendances per season

— **70 000** Žalgiris app users

— **6 500** "Insider" subscribers

— **5 000** season ticket holders



REPUTATION & REACH

REPUTATION ENGINE FOR KAUNAS AND LITHUANIA





ZALGIRIS AND KAUNAS NAMES HEARD INTERNATIONALLY

MEDIA MENTIONS

More than **32 500** articles were published mentioning Žalgiris in one year*.

More than **18 000** articles were published mentioning Kaunas in combination with Žalgiris in one year.

ZALGIRIS

Žalgiris got more than **63,8 BILLION** media impressions in one year, **51 BILLION** of them were from non-Lithuanian sources.

Žalgiris' media attention for one year was worth more than **1,55 BILLION** euros.

KAUNAS

Because of Žalgiris, Kaunas got **51 BILLION** impressions in one year, **28,7 BILLION** of them from non-Lithuanian sources.

Kaunas' media attention for one year was worth more than **706 MILLION** euros.

MEDIA

Making the name of Kaunas and Žalgiris heard abroad

ZALGIRIS MEDIA MENTIONS ——— 2024* ——— IMPRESSIONS



MEDIA VALUE 2024

1,55 B

KAUNAS + ŽALGIRIS MEDIA MENTIONS ——— 2024 ——— IMPRESSIONS



706 M

KAUNO ŽALGIRIS MEDIA MENTIONS ——— 2024 ——— IMPRESSIONS



22 M

**All media mentions were counted from 01/03/2024 – 01/03/2025*

MEDIA MENTIONS

2024*

52%

of total Kaunas mentions
in international media is
due to Žalgiris

KAUNAS + ŽALGIRIS MEDIA INTERNATIONAL MENTIONS

10 247

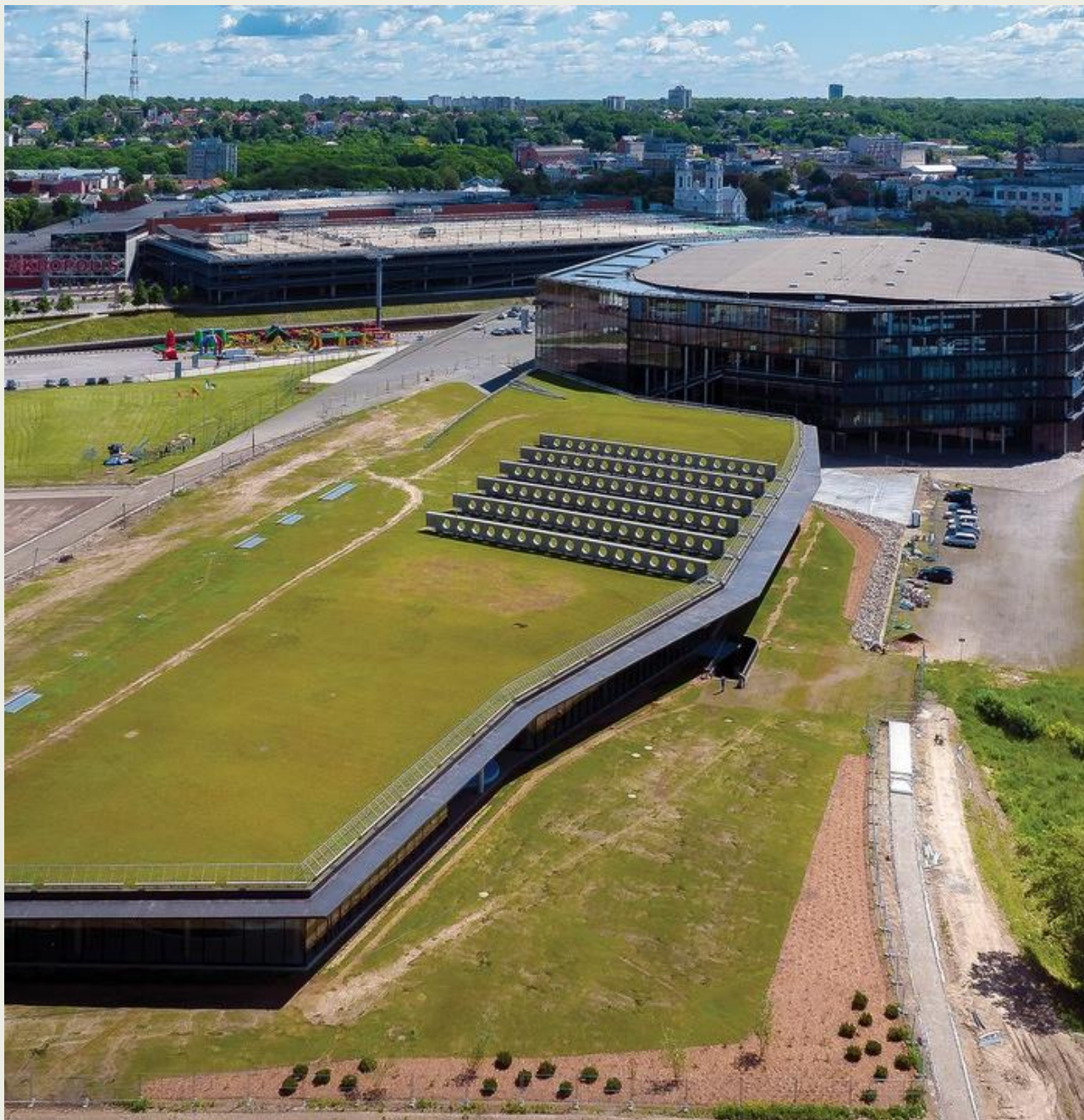
Kaunas covered in
traditional media due
to Žalgiris activities

KAUNAS + ŽALGIRIS INTERNATIONAL MEDIA IMPRESSIONS

28,7B

56%

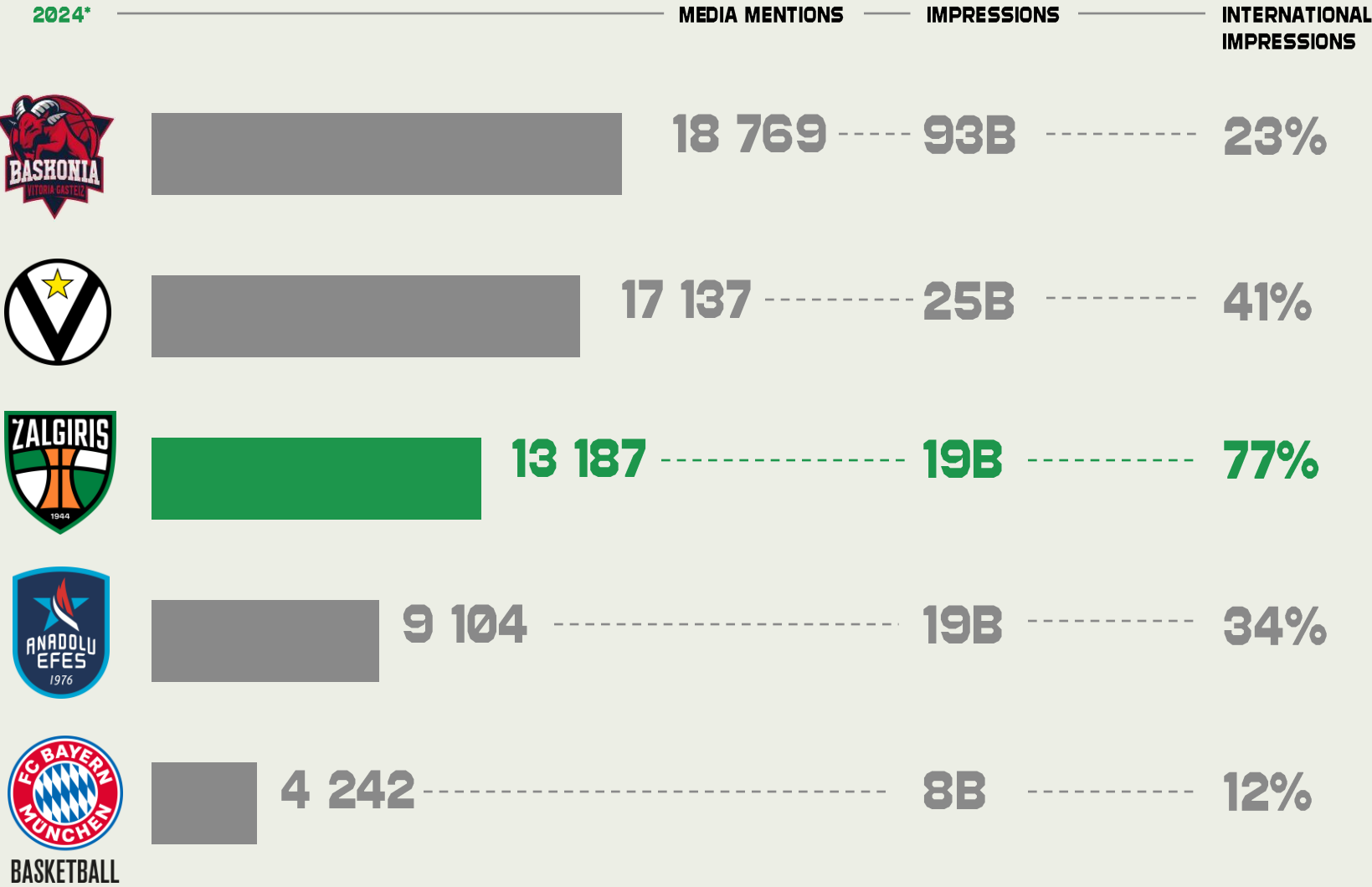
INTERNATIONAL
IMPRESSIONS



*All media mentions were counted from 01/03/2024 – 01/03/2025

MEDIA: EUROLEAGUE

Kaunas media attention on a par with other EuroLeague clubs



In the 2023/24 season, Anadolu Efes finished higher in the standings than Žalgiris, yet received less media coverage. Bayern Munich, which finished just below Žalgiris, had three times fewer media mentions.

In the 2024/25 season, both Bayern Munich and Anadolu Efes again ranked higher than Žalgiris, but still generated fewer media mentions.

Žalgiris leads in the percentage of international impressions among all these clubs.

While the budgets of Anadolu Efes and Bayern Munich are twice as large as that of Žalgiris, this does not translate into greater media visibility.

*All media mentions were counted from 01/03/2024 – 01/03/2025

Žalgiris media coverage goes beyond just sports performance

TOPICAL ANALYSIS

Topic	% of total articles	Impressions	% of total impressions
Match Outlook, Competitive Stakes and Rivalries	33,47%	14B	32,36%
Team and Player Performance	24,32%	9,5B	21,83%
Club Operations and External Factors	11,74%	5,8B	13,39%
Transfers, Roster and Coaching changes	9,22%	4,5B	10,44%
Team Cohesion, Well-being and Injuries	8,22%	3,4B	7,78%
Historical Context and Basketball Legacy	7,95%	3,9B	8,99%
Fan Engagement, Support, and Atmosphere	5,08%	2,3B	5,19%

Žalgiris historical context and basketball legacy generated almost 4 billion impressions throughout one year shifting focus beyond just EuroLeague performance.

Žalgiris fan engagement, support and unique atmosphere of the games generated more than 2 billions impressions proving its unique fandom.

MEDIA: LKL

- 01 Žalgiris had three times more media impressions in 2024* than all the other LKL teams combined (Žalgiris – 63,8B, others – 20B).
- 02 In 2024, Žalgiris was mentioned in many more articles than all the other clubs combined.
- 03 Žalgiris is the clear winner in terms of international media impressions in 2024 (while BC Wolves coming in second).



*All media mentions were counted from 01/03/2024 – 01/03/2025

MEDIA: LKL

Žalgiris has more impressions in the media than all the other LKL teams combined

2024*		MEDIA MENTIONS	IMPRESSIONS	INTERNATIONAL IMPRESSIONS		MEDIA MENTIONS	IMPRESSIONS	INTERNATIONAL IMPRESSIONS
		32 518	63,8B	80%		1 552	1,1B	5%
		4 332	4,4B	48%		1 405	0,97B	34%
		4 300	5,5B	57%		1 386	1,0B	5%
		2 517	1,5B	8%		954	0,58B	0,4%
		1 851	1,3B	10%		428	0,24B	0,4%

*All media mentions were counted from 01/03/2024 – 01/03/2025

BROADCAST DATA

Making the name of Kaunas and Žalgiris heard abroad

EUROLEAGUE ————— NIELSEN OCTOBER 2023 – JUNE 2024

102M

viewers across all markets through Live, delayed & repeat and News & Highlights TV coverage

LKL ————— NIELSEN OCTOBER 2023 – JUNE 2024

3,8M

Viewers across all markets through Live, delayed & repeat and News & Highlights TV coverage



FAN VOICES & ENGAGEMENT



65%

of people who came to Žalgiris events shared memories on their social media

Žalgiris visitor survey, 2025

32%

INTERNATIONAL
ENGAGEMENT

68%

LOCAL
ENGAGEMENT



276K

FOLLOWERS

61K

ENGAGEMENTS



123K

FOLLOWERS



198K

FOLLOWERS

12,5K

ENGAGEMENTS



108K

FOLLOWERS



85K

FOLLOWERS

3,4K

VIEWS
AVERAGE

SOCIAL MEDIA

Making the name of Žalgiris
and Kaunas heard abroad

EUROLEAGUE JULY 2024 – DECEMBER 2024

63,4M

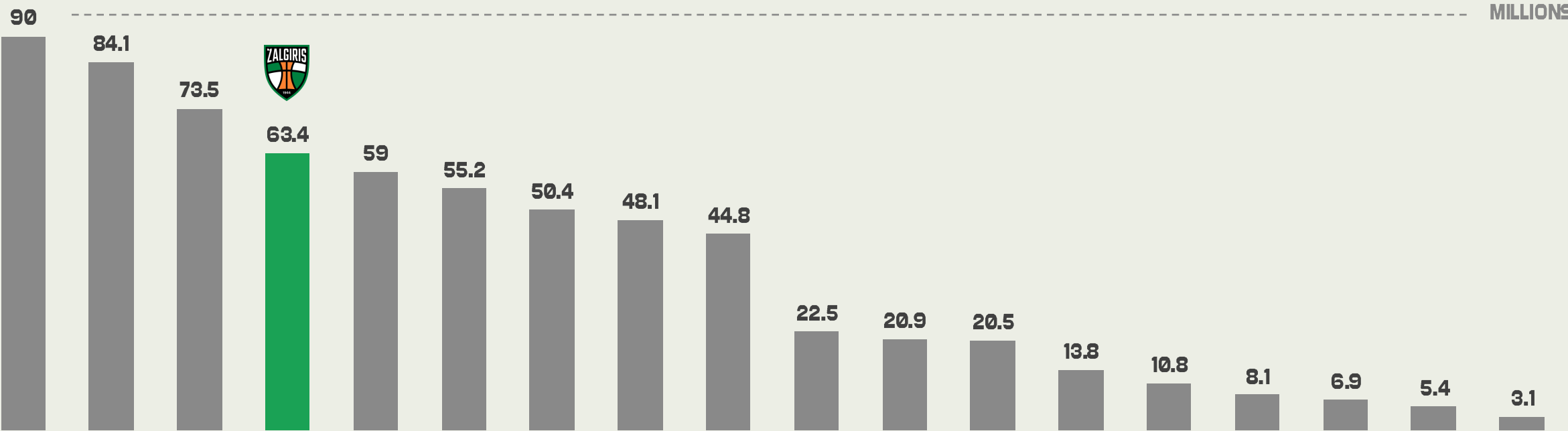
Estimated Views on Social Media (across Facebook, Instagram, and X)

9,3%

Žalgiris accounts for approximately 9,3% of total club views (63,4M out of 680,2M).

4TH

place in total social media views among all EuroLeague clubs



REACHING WIDER AUDIENCE THROUGH INTERNATIONAL MUSIC EVENTS

SATISFACTION

NPS
(GOAL >70%)

79%

GENERAL EVALUATION
(SCALE 1-10)

9,2

VIRAL MOMENTS



TIKTOK

16,2M Views

YOUTUBE

3,7M Views

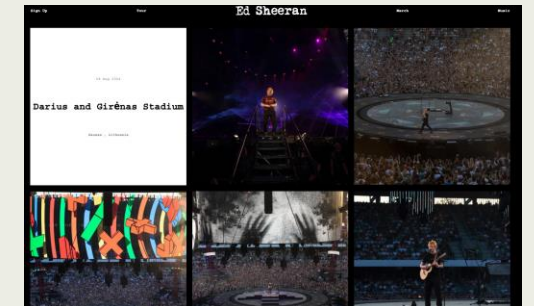
INSTAGRAM

2,8M Reactions

NUMBERS

More than **1000** employees ensured the best experience for concert attendees.

The equipment for Sheeran's concert was transported by more than **100** heavy trucks. Previous record amount in the history of Kaunas events was 24.



MAKING KAUNAS THE CENTRE OF GLOBAL MUSIC SCENE IN THE BALTICS

20 industry events visited

150 artist outreached

120 negotiations started

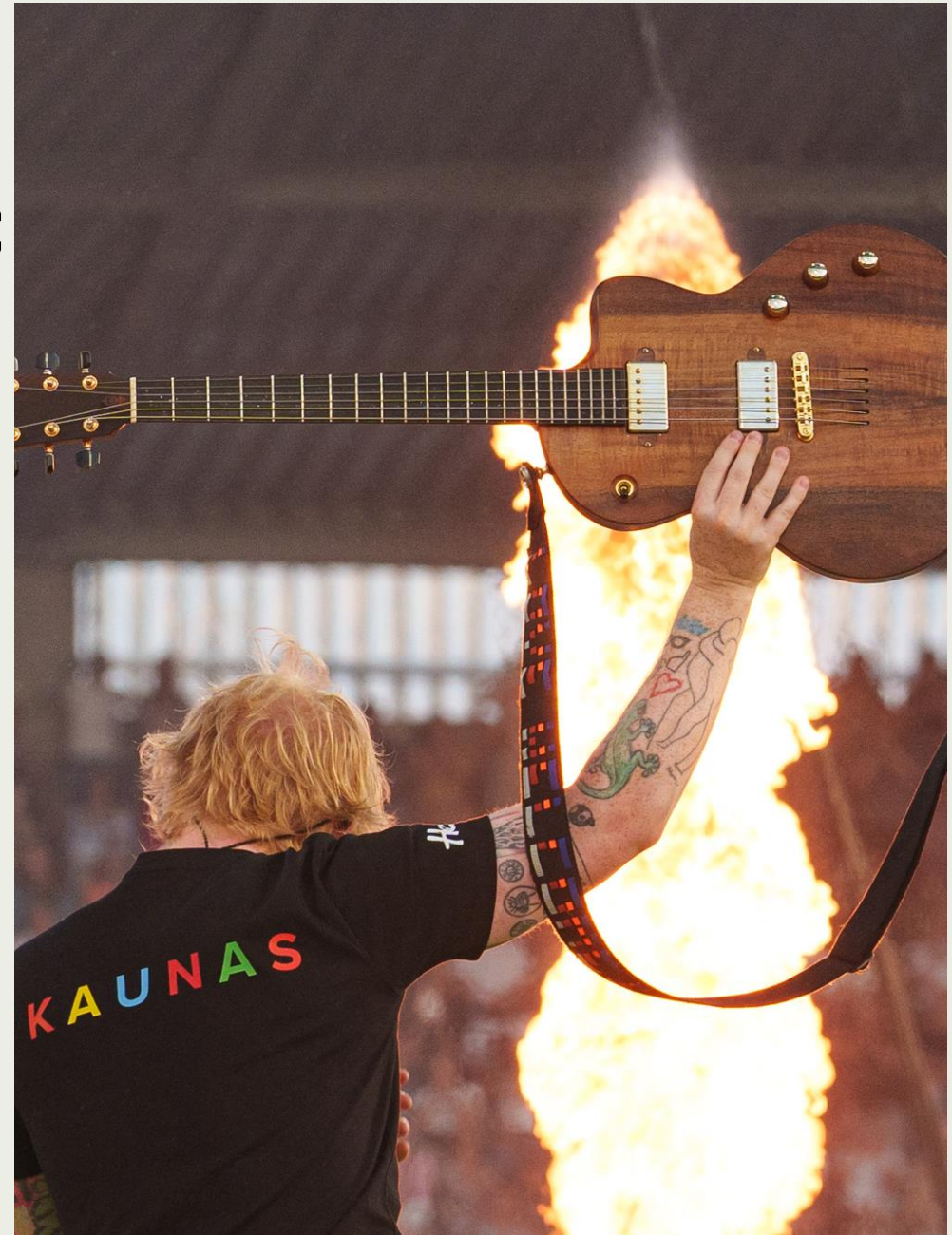
100 agreements

CONVERSION RATE

80%

CONVERSION RATE

83,3%



UPCOMING MUSIC EVENTS

- 01

Justin Timberlake

45K attendees
- 02

Guns N' Roses

30K attendees
- 03

Robbie Williams

25K attendees
- 04

Post Malone

30K attendees
- 05

Kylie Minogue

15K attendees





ECONOMIC IMPACT

POWERFUL ECONOMIC CONTRIBUTOR

01	02	03
TAXES PAID	ECONOMIC MULTIPLIER	ECONOMIC VALUE
8.6M paid in taxes by Žalgiris group in 2024	3.37 for every €1 spent on Žalgiris, the economy gains €3,37	138M economic value added

TAXES



+58% GROWTH FROM 2020

GPM ----- 2,4M

PVM ----- 3,6M

PELNO ----- 0,5M

VSDFV ----- 2M

In 2024, Žalgiris group, all activities and entities combined, paid almost 9 million euros in taxes which is equivalent to almost 3% of Kaunas budget.

ECONOMIC IMPACT

To quantify the economic footprint of the Žalgiris group, a detailed economic impact analysis was conducted, combining survey data, internal attendance figures, and publicly available economic datasets. This section outlines how visitor spending—across event types and visitor origins—translates into added value for the local and national economy.

By segmenting attendees based on their origin (Kaunas residents, non-Kaunas Lithuanians, and international visitors) and the type of event attended (EuroLeague games, LKL games, or other events), the analysis captures a nuanced view of spending behaviour. The data were used to estimate average expenditures across various service categories, including bars, restaurants, transport, accommodation, entertainment, and nightlife.

Using these figures, the total direct and indirect economic contributions of Žalgiris-related activity in 2024 were calculated. Furthermore, the application of an economic multiplier—based on national input-output models—captures the ripple effects of this spending throughout the broader economy. The resulting estimates demonstrate how the Žalgiris group not only fuels entertainment and sport but also generates significant value across multiple sectors of the Lithuanian economy.

RIPPLE ECONOMIC EFFECT

ECONOMIC MULTIPLIER

3,37

for every €1 spent on Žalgiris, the economy gains €3,37

AFFECTED INDUSTRIES

- Restaurants
- Bars & cafes
- Accommodation
- Transport
- Entertainment
- Nightlife

Žalgiris visitor survey, 2025

97%

of the people outside of Kaunas came to Kaunas specifically for the events

INSIGHTS FROM LOCAL BUSINESS

AFFECTED INDUSTRIES

FOOD & BEVERAGES

Nearly all restaurants and cafés near Žalgiris Arena, especially those in Akropolis, report a noticeable increase in visitor flow on event days. Even venues located farther away acknowledge increased activity, though it's less consistent and more dependent on event size and timing. Businesses typically see visitor flow double or even triple, depending on the event's scale, day of the week, and timing. Some cafes bring in additional staff to manage the increased demand during the event days. For the most popular places, weekday events tend to drive more growth than weekends. For smaller places, the opposite – weekend events bring in more clients.

+10–50%

customer increase during events
(depending on event type, weekday)

ACCOMMODATION

Most hotels confirm that events at Žalgiris Arena or the stadium significantly boost visitor numbers, particularly during major concerts and EuroLeague games. Events held on Friday and Saturday result in a higher likelihood of overnight stays, compared to weekday events. A +20–35% occupancy increase is typical for major events. Events also impact hotels occupancy during the off-season period positively.

+20–35%

Average occupancy increase during events

TRANSPORT

EuroLeague games significantly increase customer traffic at nearby gas stations – visits nearly double during event times. The busiest periods are 1–2 hours before and around 1 hour after the events. LKL games and other smaller events tend to have much less impact.

+100%

approximate customer traffic increase
during big events

ECONOMIC VALUE

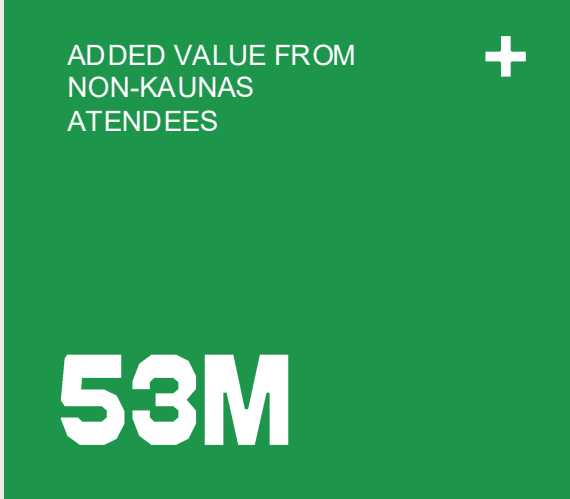
The Žalgiris group generates €35 million in revenue.



Kaunas residents attending sports events or concerts in Žalgiris arena or stadium contribute an additional €28 million to related industries.



Visitors from other parts of Lithuania attending events in Kaunas generate €53 million in added value.



Although the share of foreign visitors is relatively small, they still contribute an additional €23 million to the economy.



TOTAL

138 MILLION ADDED VALUE

**Note that throughout the report figures are rounded to the nearest million. As such, totals may not sum due to rounding.*

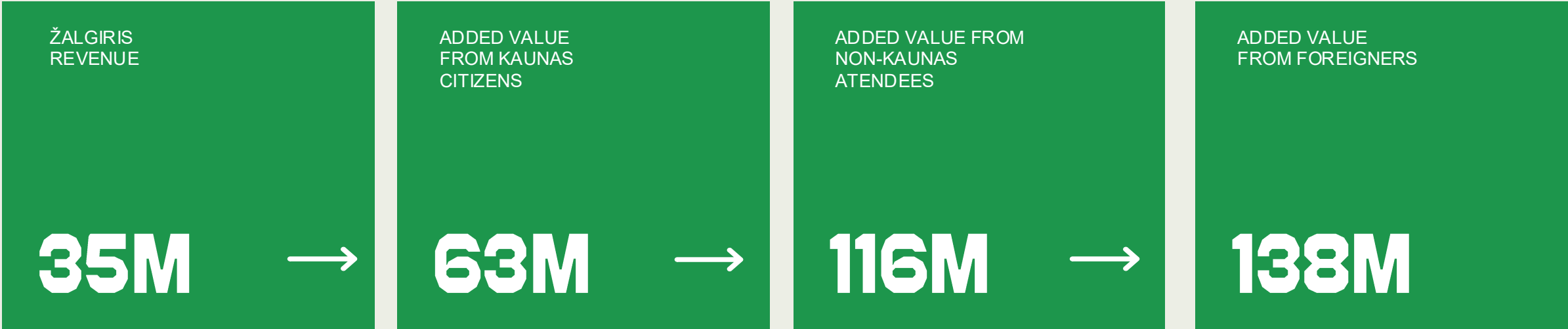
ECONOMIC VALUE (CUMULATIVE)

The Žalgiris group generates €35 million in revenue.

Including spending by Kaunas residents attending the events, the total added value reaches €63 million.

With attendees from other parts of Lithuania, the total added value increases to €116 million euros.

Final €138 million euros of added value includes additional value contributed by foreign visitors.



TOTAL **138 MILLION ADDED VALUE**

PAST, PRESENT & POTENTIAL

Based on the value calculations for 2024, estimates for other years can also be made. For calculating the added value of the last 5 years, the number of attendees were put through the same calculations as for 2024. It was assumed that the origin and event type percentages, as well as the same ripple effect also applied to these years, and the added value was corrected for inflation. For the future years, the number of basketball attendees was kept the same as 2024 to consider the fact that there is a limit to the number of LKL and EuroLeague games every year. The attendees of other events, as well as the revenue for Žalgiris, were either extrapolated using the growth of the last 5 years or were kept the same as 2024. This creates the range of the Potential value, from either no increase in any revenue or visitors, to following the current growth. Estimates for inflation of the next 5 years were also taken into account.

ŽALGIRIS 2024 ADDED VALUE	PRESENT
138M	
ŽALGIRIS 2020-2024 ADDED VALUE	PAST
373M	
ŽALGIRIS 2025-2029 ADDED VALUE	POTENTIAL
736M – 1,14B	

Year	Value
2020	€37M
2021	€35M
2022	€71M
2023	€113M
2024	€138M
2025	€152M
2026	€156M
2027	€160M
2028	€164M
2029	€168M

SUPPORTED JOBS

For all industries that Žalgiris created added value for, the number of supported jobs were calculated. This was done by looking at each industry and calculating which share of the revenue is paid to its employees*. This share is multiplied by the added value that Žalgiris created and divided by the average yearly salary of an employee in each industry.

So, in 2024 , Žalgiris supported a total of more than 2 150 jobs, apart from its own employees. This is in line with statements from local businesses in the area that claim that due to Žalgiris, more people are employed to take care of the large groups of visitors that come to visit Žalgiris.



*Derived from the most recent Input-Output table found on the [Official Statistics Portal](#)

ED SHEERAN

, + - = ÷ × TOUR

ATTENDEES ————— 2024		REVENUE ————— EUR	
82 240		864 660	
47 201	08-03	196 160	from tickets
35 030	08-04	626 500	from F&B
ACCOMMODATION* ————— COMPARED TO 2023			
REVENUE		LISTING NIGHTS BOOKED	
+133%		+86%	
260K	110K	3 447	1 850
*Data from Airbnb			



IMPACT FOR KAUNAS

ED SHEERAN +-÷× TOUR, 2024

TOTAL SPENDING

EUR

8 521 042

KAUNAS CITIZENS

16%

NON-KAUNAS CITIZENS

69%

INTERNATIONAL VISITORS

16%

AFFECTED INDUSTRIES

RESTAURANTS, CAFES, BARS

3 851 973

ACCOMMODATION

1 277 182

TRANSPORT

2 703 082

ENTERTAINMENT

505 720

NIGHTLIFE

183 086

JESSICA SHY

ATTENDEES — 2024

39 599

REVENUE — EUR

461 533

199 611 from tickets

249 422 from F&B

ACCOMMODATION* — COMPARED TO 2023

REVENUE

+72%

160K 91K

LISTING NIGHTS BOOKED

+63%

2 451 1 503

*Data from Airbnb



EUROLEAGUE FINAL FOUR

ATTENDEES ————— 2023

22 477

11 411 05-19

11 066 05-23

ACCOMMODATION* ————— COMPARED TO 2024

REVENUE

+137%

350K 150K

LISTING NIGHTS BOOKED

+9%

2 622 2 405

*Data from Airbnb



METHODOLOGY



The research was conducted using Žalgiris internal data, an external survey, and publicly available datasets to assess the social and economic impact of the Žalgiris group across four key dimensions: Lithuanian way of life, national engagement, reputation, and economic contribution.

MEDIA MENTIONS ANALYSIS METHODOLOGY

General methodology

Media mentions were collected using the Agility PR Solutions Monitoring Tool. This platform allows users to input one or more search terms and retrieves all news articles containing those terms anywhere within the text. All media monitoring was conducted for the period from March 1, 2024, to March 1, 2025. Estimated impressions and monetary values per article were also sourced from the Agility PR software. These represent the estimated average audience reach and financial value of articles based on their originating source.

As the software only provides article URLs, the full text of each article was retrieved separately. Based on testing with multiple search terms, it was determined that approximately 80.15% of all mentions reported by Agility PR contained the intended search term within the article text. Therefore, a correction factor of – 19,85% was applied across all reported volumes, impressions, and value metrics. For example, if the search term “Basketball” generated 10,000 articles with 1,000,000 impressions, the adjusted figures would be 8,150 articles and 815,000 impressions.

EuroLeague teams mentions

To compare EuroLeague teams, search terms were constructed by combining the word “EuroLeague” with the respective team names. In some cases, localized versions of the term “EuroLeague” were used depending on the language of the team's home country—e.g., “Eurolyga” for Žalgiris and “Euroliga” for Baskonia. To determine international reach, all articles originating from the team's home country were excluded from the calculation of volume and impressions.

Kaunas mentions

To assess international media visibility of the city Kaunas, all non-Lithuanian articles containing the term “Kaunas” were gathered, and their total impressions were calculated. In addition, all articles retrieved through the “Žalgiris” keyword search were analyzed to identify which ones also contained the term “Kaunas”. The number of impressions for non-Lithuanian articles containing both terms was then compared to the total international impressions for “Kaunas” to determine the percentage of Kaunas impressions attributable to Žalgiris-related content.

LKL mentions

For the analysis of Lithuanian Basketball League (LKL) teams, article counts, impressions, and value estimates were gathered using only the names of the respective clubs as search terms. Due to the grammatical structure of the Lithuanian language, alternative endings and grammatical cases—such as “Žalgirio” and “Žalgiris”—were included to ensure more comprehensive coverage. As with the EuroLeague analysis, international volume and impressions were calculated by excluding all articles originating from Lithuania.

ECONOMIC IMPACT METHODOLOGY

A survey was conducted among 700 attendees of Žalgiris events to assess the economic impact associated with these events. Based on the collected responses, the calculation of economic contributions was undertaken.

Initially, respondents were categorized into three origin-based groups: residents of Kaunas, Lithuanian visitors from outside Kaunas, and international visitors. Subsequently, attendees were further segmented according to the type of event they attended, distinguishing between EuroLeague games, LKL games, and other events such as concerts, exhibitions, and various sports events.

Using these classifications, an attendance matrix was constructed to estimate the distribution of attendees from each origin group across different event types.

Data regarding EuroLeague game attendance were derived from actual ticket sale distributions. For other events, statistics were partially based on verified ticket data from major occasions, such as the Ed Sheeran concerts. However, for events like LKL games and less documented occasions, the estimates relied solely on the survey responses.

Tickets sales data + survey results			
Attendance	Kaunas citizens	Non-Kaunas Lithuanians	International visitors
EuroLeague game	21% of attendees	68% of attendees	11% of attendees
LKL game	59% of attendees	38% of attendees	2% of attendees
Other Events	44% of attendees	53% of attendees	3% of attendees

ECONOMIC IMPACT METHODOLOGY

As part of the survey, attendees were also asked to report their expenditures on various services used before or after attending an event. These services included bars, restaurants, transport, accommodation, nightclubs, and other forms of entertainment such as museums. Based on the responses, average expenditures were calculated for each service category, segmented by both the origin of the attendee and the type of event attended.

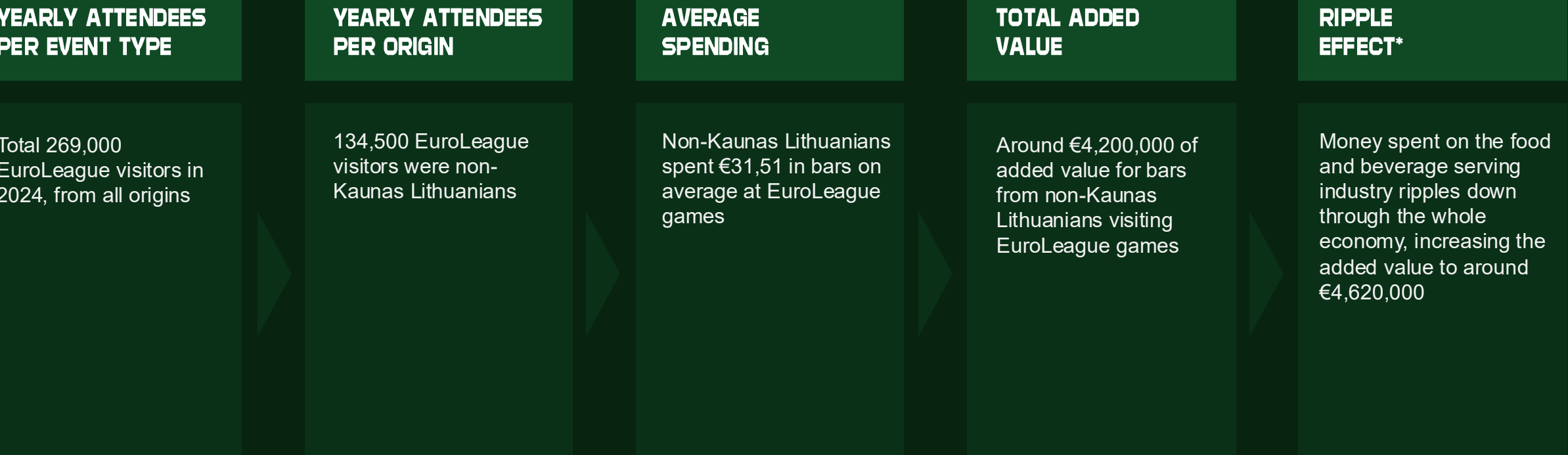
These averages were organized into matrices for each service category. For illustrative purposes, an example matrix displaying average spending in bars is presented on the right. Similar matrices were constructed for all other service categories.

In cases where attendees indicated that they had stayed in a hotel, Airbnb, or hostel, but did not provide specific accommodation costs, an imputed value was used. These missing values were replaced with the average cost for the respective accommodation type, calculated from the responses of attendees who did report their spending in that category.

Survey results			
Money spent in a bar before or after the game	Kaunas citizens	Non-Kaunas Lithuanians	International visitors
EuroLeague game	€26,69 on average	€31,51 on average	€83,00 on average
LKL game	€25,74 on average	€35,23 on average	€41,25 on average
Other Events	€33,12 on average	€17,89 on average	€56,25 on average

ECONOMIC IMPACT METHODOLOGY

ECONOMIC MULTIPLIER for every €1 spent on Žalgiris, the economy gains €3,37



Derived from the most recent Input-Output table found on the [Official Statistics Portal](#)

ECONOMIC IMPACT METHODOLOGY

By applying the same calculation method across all combinations of visitor origin, event type, and service category, the total added economic value generated by Žalgiris attendees in 2024 was estimated. The results of these calculations are presented in the table below.

Among the analyzed service categories, bars and transport services were found to benefit the most from visitor spending, followed by restaurants and accommodation. Nightclubs contributed the least to the overall added value, particularly in the case of international visitors.

Services	Kaunas citizens	Non-Kaunas Lithuanians	International visitors	Total added value
Total	€28M	€53M	€23M	€103M
Bar	€10,8M	€13,9M	€4,4M	€29,2M
Transport	€4,0M	€13,7M	€7,3M	€25,0M
Restaurants	€5,5M	€8,4M	€3,8M	€17,8M
Accommodation	-	€11,6M	€4,8M	€16,4M
Entertainment	€3,9M	€3,7M	€2,0M	€9,6M
Nightclubs	€3,0M	€1,0M	€0,3M	€4,2M

ECONOMIC IMPACT METHODOLOGY

The economic multiplier was calculated by dividing the total annual revenue by the total added value generated within the same year. In this context, the total added value encompasses all economic contributions associated with visitor spending across service categories such as bars, restaurants, and transport, including the ripple effects throughout the local economy.



THANK YOU

