

Ice Climbers Feedback

We carried out a questionnaire survey at the Saas Fee Ice Climbing world Cup event in February 2008 to get a feedback from the climbers on the organization of the UIAA World Cup events and their perception of the UIAA.

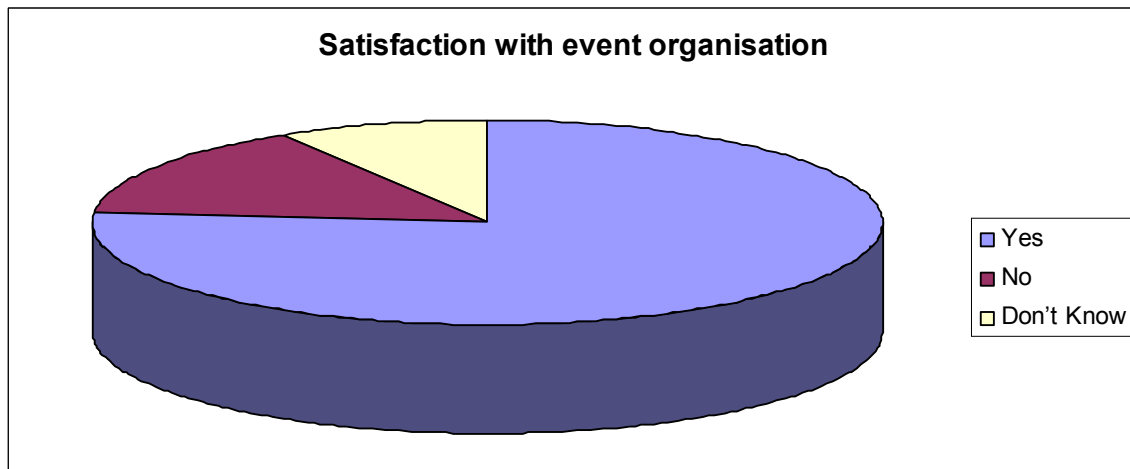
A total of 122 climbers were registered for the three Ice Climbing World Cup events held in Valle di Daone, Busteni and Saas Fee. We could get 55 climbers to respond to our questionnaire.

The questionnaire was divided into two sections. The first was related to event organization and Ice Climbing and the second was about UIAA and its image.

Most of the participants had participated in all three events this year and a third of them had participated in all the events of the World Cup since its inception a few years back. This meant that most of the climbers were had experienced all the events and could compare how the events have evolved over the years.

Organization of Events:

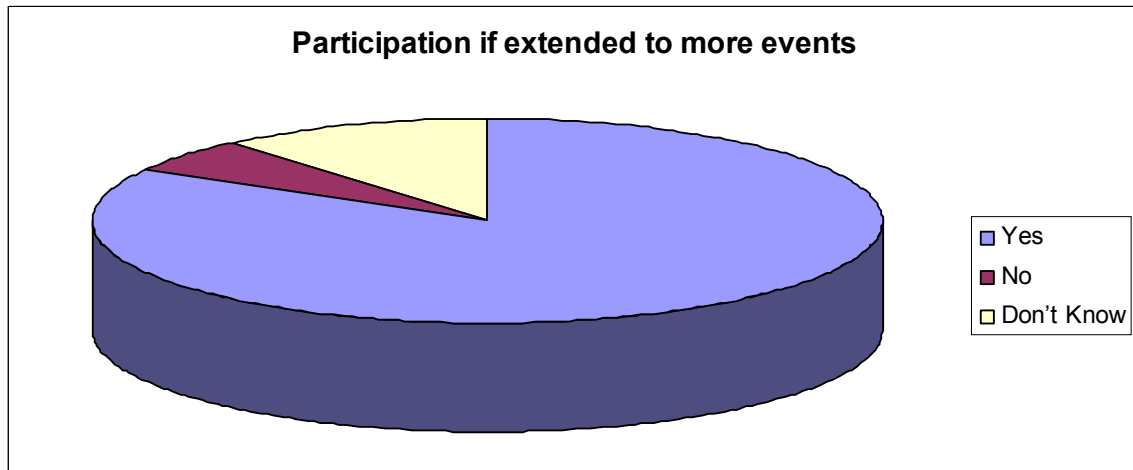
As far as overall satisfaction level is concerned **76% of the climbers were happy** with the organization of these events which is quite a good number.



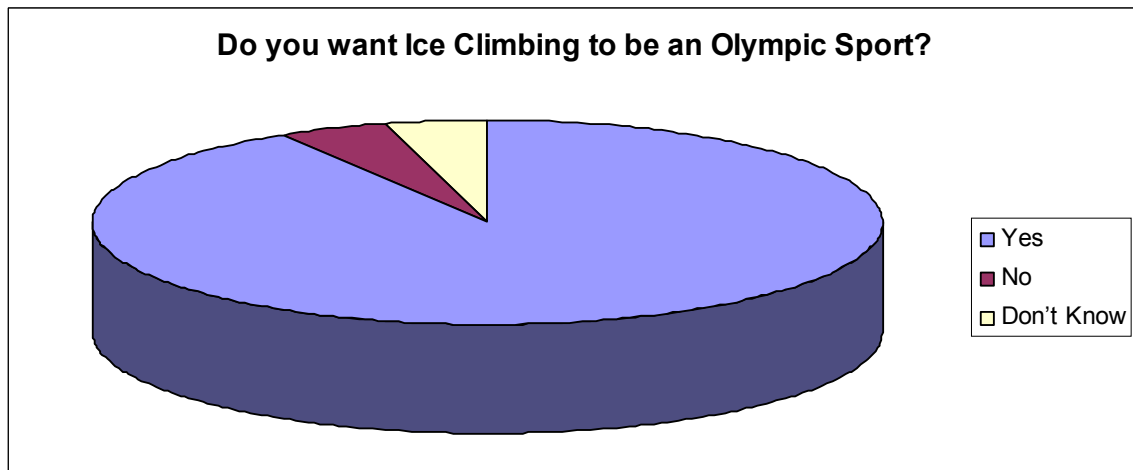
The following **areas of improvement** were mentioned by the climbers spontaneously:-

- Isolation zone should be made more comfortable. Warm up areas should be better equipped, cleanliness of toilets and surrounding areas.
- Better scheduling.
- There should be more judges and from neutral countries.
- More route setters.
- Better food in Busteni.

Well over a majority i.e. 63% were interested in participating if events were organized in different venues and continents.



An overwhelming 92% of the climbers would be happy to see their sport in the Olympics while 4.3% said that they were not interested in going to the Olympics.



Areas of improvement in the Sport of Ice Climbing:

The climbers suggested these improvements spontaneously.

1. 25% of the climbers wanted to have more events.
2. 20% were against Spurs being allowed on competitions.
3. More ice on the route and more route setters.
4. Licensing made easy.
5. Marketing of events and media coverage.
6. More accessible to general public and more possibilities to try the sport.

Some of the events that the climbers participate in apart from UIAA events are:-

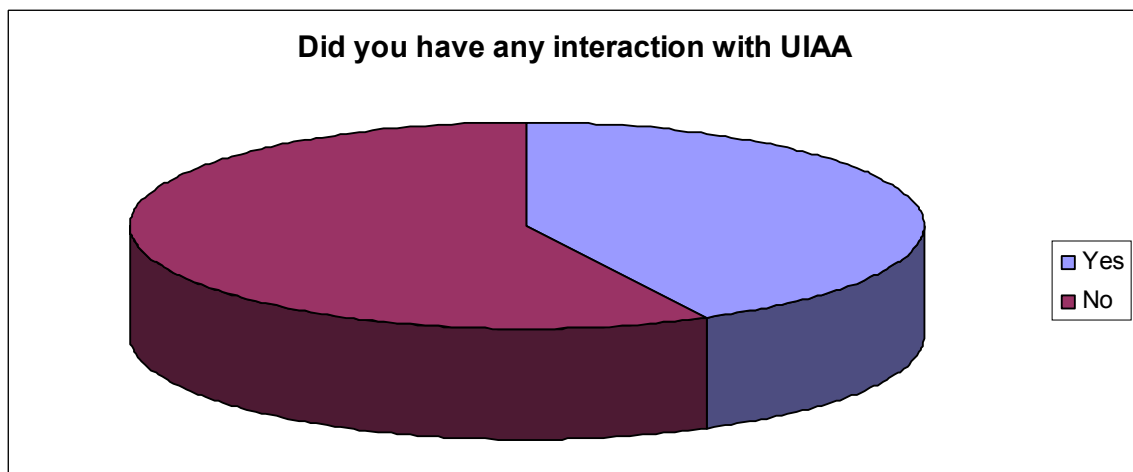
- Kandersteg
- Ovray
- Woodstock
- Gorozeretie
- Innsbruck

UIAA Image analysis:

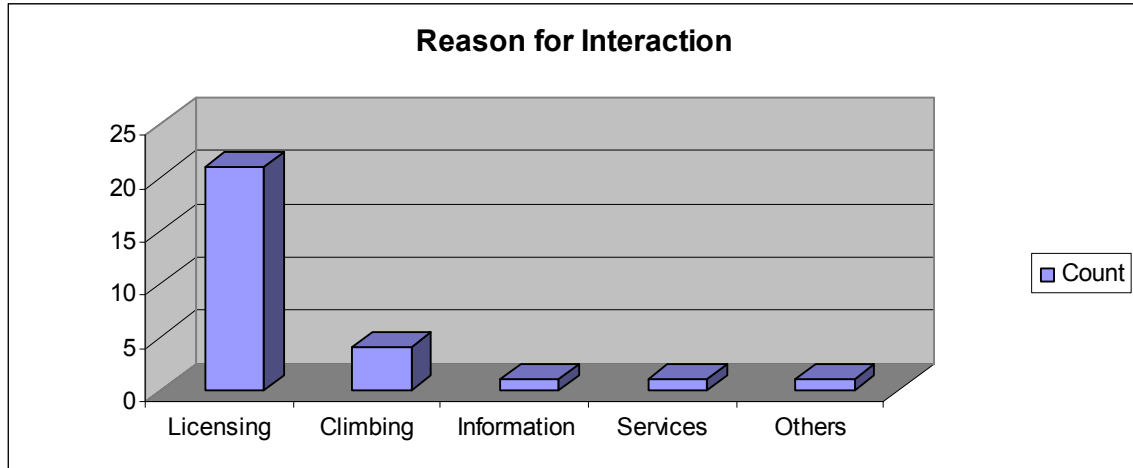
This section concentrated mainly on the awareness of UIAA activities amongst the climbers and what support they need from the federation.

75% of the climbers were aware of the UIAA since the time they started climbing but a quarter had never heard of the UIAA which is a matter of concern. If the climbers themselves have not heard of the International Federation it shows that there is a lack of UIAA presence at events. This asks for more marketing of UIAA activities.

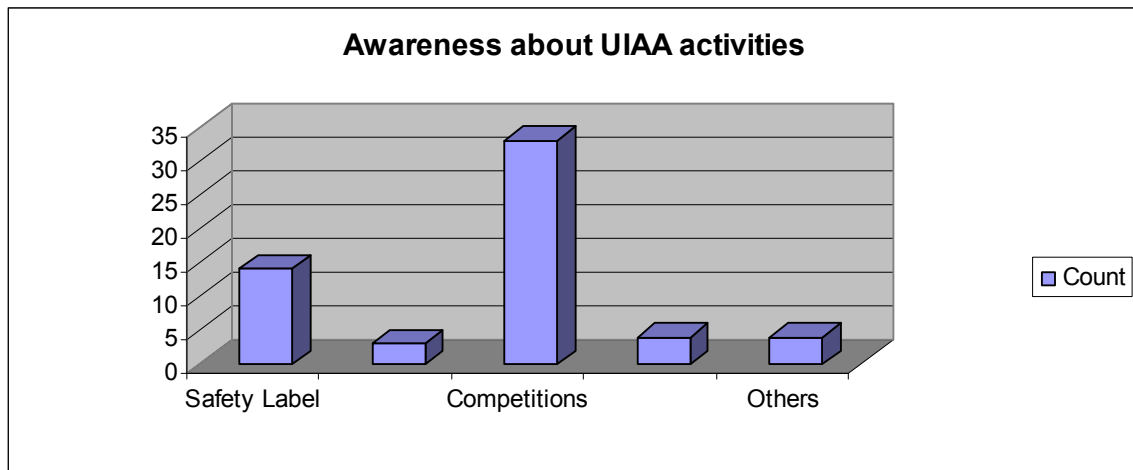
Of those climbers who were aware of the UIAA 58% had never had any kind of interaction with UIAA.



The main reason for interaction is licensing which accounts for close to 50%.



The main activities of UIAA that the climbers knew of were organization of events (44.7% which is obvious given that the respondents are competitors) and the safety label (29%).

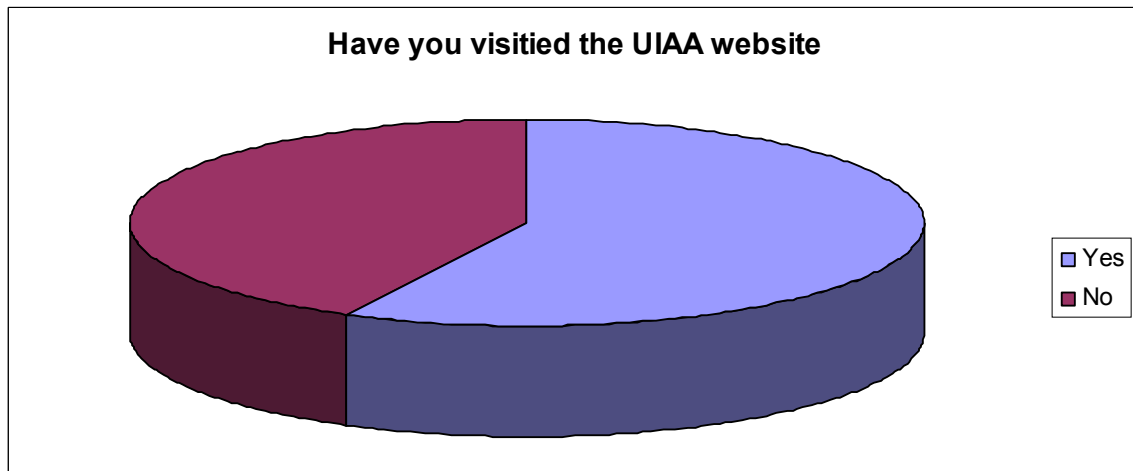


This shows that the UIAA must be more aggressive in marketing their activities like the youth camps and environmental work.

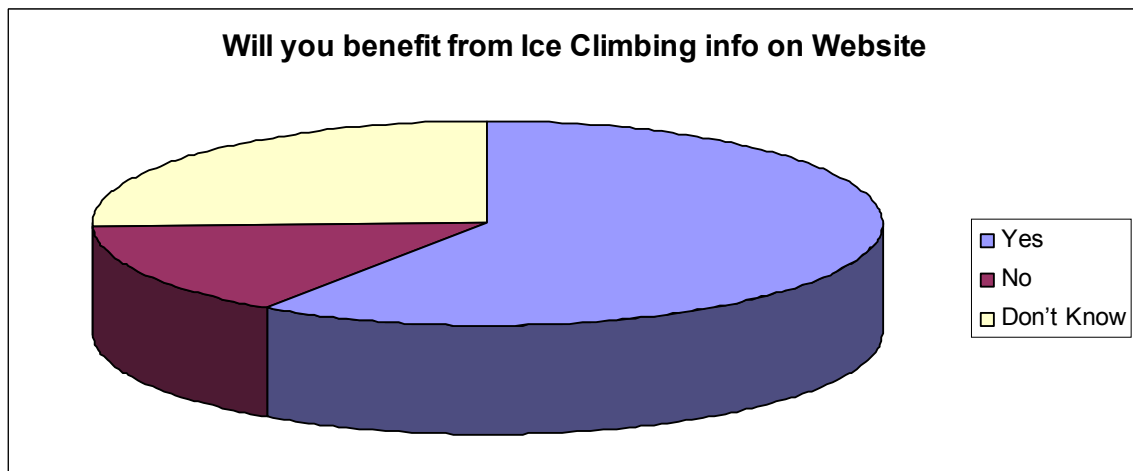
At events the UIAA is visible through banners, officials and sponsors. 50% of the climbers had seen the UIAA banner at the venue while 30% had some interaction with UIAA representatives.

Going by the Saas Fee event(only two small banners and one of them was put up where nobody could see it) and the banners present there the UIAA must make itself more visible at events through banners, logos and maybe a stall to present what UIAA is, what its activities are and how the climbers could benefit from being associated with UIAA.

58 % of the climbers have visited the UIAA website and the same numbers are aware of the **online registration system** that was started this year. Therefore the UIAA should use the website to reach out to the climbers.



60% said that they would like to see more Ice Climbing information, videos, pictures on the website.



Improvements that the climbers suggest in UIAA:

This was also where the climbers made suggestions spontaneously

- More publicity and marketing. Media presence.
- Organize more events.
- Easier to interact with. Be more transparent.
- Announce events calendar in advance.

Ratings of individual events:

After the end of the 2008 Ice Climbing season we sent a questionnaire to all the participants in which they had to rate each event based on specific areas of organization like Venue, Climbing structure, Judging, Lodging, food, Spectators and Prizes.

The climbers would have to rate each of these events on a scale of 1 to 5 based on their level of satisfaction on each of the above mentioned aspect.

This would enable us to identify strengths and weaknesses of each of the three events and help us in improving the quality of the events in the following years. This will also help in setting guidelines for any new organizers who want to conduct an event under the UIAA banner.

We have so far received only 5 responses to this questionnaire and there fore cannot make any conclusions due to lack of responses. We hope to get more answers in due course and shall publish the findings shortly.

Conclusion:

As far as the events are concerned the climbers want more events. This means expanding the Ice Climbing circuit to new venues across the world.

The events that are going on now could be run more professionally with better facilities for climbers at venues like isolation area, food, and accommodation.

The climbers appear to be against spurs. (See page 2)

Ice Climbing must aim to be an Olympic Sport in the coming years. It certainly has the potential to become one since it is exciting to watch and from the survey we can see that most climbers want to go to the Olympics.

The climbers are aware of UIAA but do not have any opinion (good or bad) on it. The interaction with UIAA is minimal. There are so many activities that UIAA undertakes but this does not reach out to the climbers.

The UIAA must therefore market itself better by being present at the events and using its great website as a platform of communication.

Annex: Ice Climbers' Feedback

Please write clearly and feel free to answer in your language if English is not your preferred language.

The information provided by you will be kept confidential.

Name(Optional):.....

Section A: Feedback on Ice Climbing Competitions

1. How many years have you been Ice Climbing?

2. How many events of the UIAA Ice Climbing World Cup have you participated in?
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3. Were you happy with the organization of these events?
Yes No Don't know

4. What improvements would you like to suggest in the organization of these events?
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5. Would you participate if the Ice Climbing Circuit was expanded to more number of events and to other continents?
Yes No Don't know

6. Are you aware of any other successful Ice Climbing Competitions?

Yes

No

If yes could you name them?

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7. What improvements would you like the UIAA to make in the sport of Ice Climbing?

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8. Would you like to see Ice Climbing as an Olympic Sport?

Yes

No

Don't know

Section B: Feedback on UIAA

1. When did you first hear of the UIAA?

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2. Have you had any interaction with the UIAA?

Yes

No

If yes for which of the following reasons:-

Licensing

Competition Climbing

on artificial surfaces (Governed by UIAA till last year)

General information

Please specify.....

UIAA services

Please specify.....

Others

Please specify.....

3. Are you aware that the UIAA is involved in the following activities?

Safety Label

Youth Camps

Competitions

Environmental Work

Others

.....

4. Did you see the presence of UIAA at the Ice Climbing events by any of the following means:-

UIAA Banners

Officials

Sponsors

Other

Please Specify.....

5. Have you visited the UIAA website: www.theuiaa.org ?

Yes

No

6. Are you aware of the Online Registration and Payment system for Ice Climbing Licenses?

Yes

No

7. Would you benefit from and use the Ice Climbing section of the UIAA website such as training videos, blogs, and competition videos?

Yes

No

Don't Know

8. Which are the areas that you would like the UIAA to improve?

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Section C: Feedback on organisation of 2008 Ice Climbing Events

Evaluation of the quality of organisation based on the following points:-

Venues:

Conditions of Isolation Area, heat, wooden structure for warming Up, toilets, music.

Climbing Structure:

Quality of the structure, design of the route, quality of the ice, diversity of movements, aesthetics of the route.

Judging:

Quality of the Judging, fairness of the judges, exemption on the decisions, sympathy of the Judges.

Lodging:

Diversity of lodging places, good ratio quality/price, distance from competition, overall quality.

Food:

Quality of the meals served during the competitions, quantity of intermediate meals, warm enough meals, diversity of food served, respect for meals constraints (vegetarian, vegan etc.).

Public:

Involvement of spectators, number of assisting public, reaction of the public during the climb (competition), interaction with the public.

Prizes:

Amount given in the competition, number of athletes to whom the prize is given, Medals and trophies in the event.

Organisation:

Overall opinion on the organisational issues, respect for the time schedule, efficiency in producing results, sympathy of the stewards, promptness in attending requests.

Evaluate using the following scale for the points stated above with respect to each of the three events:

1: No Opinion **2:** Not at all satisfied **3:** Minimally satisfied **4:** Satisfied **5:** Very satisfied.

Evaluation Criteria	Valle di Daone	Busteni	Saas Fee
Venue			
Climbing Structure			
Judging			
Lodging			
Food			
Public			
Prizes			
Organisation			