ORKNEY 2025

International Island Games XX


















GAMES IMPACT AND EVALUATION REPORT SUMMARY

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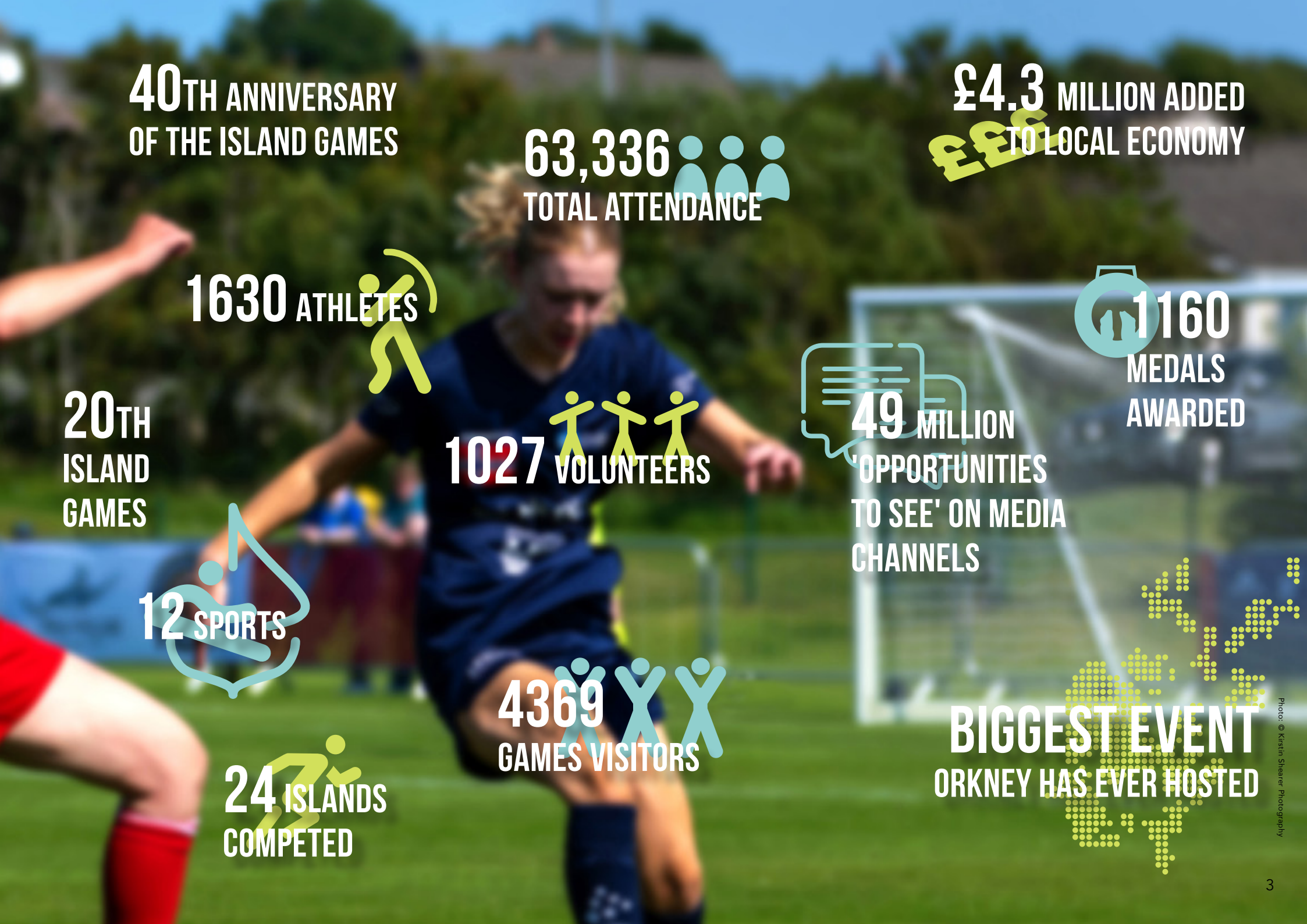
INTRODUCTION



The 20th International Island Games took place in Orkney between 12-18th July 2025 marking the 40th anniversary of the Island Games.

The Orkney 2025 International Island Games brought together athletes, officials, and visitors from over 24 islands worldwide. This was the largest single event ever held in Orkney, the smallest island member of the International Island Games Association to have hosted the games.

The purpose of this evaluation report is to assess the planning, delivery, and outcomes of Orkney 2025, and to provide evidence-based insights into its impact on participants, local communities, and businesses. The report examines how well the Games met their objectives, the effectiveness of financial and operational management, and the legacy created for Orkney.


40TH ANNIVERSARY OF THE ISLAND GAMES
63,336 TOTAL ATTENDANCE
£4.3 MILLION ADDED TO LOCAL ECONOMY
1630 ATHLETES
1160 MEDALS AWARDED
20TH ISLAND GAMES
1027 VOLUNTEERS
49 MILLION 'OPPORTUNITIES TO SEE' ON MEDIA CHANNELS
12 SPORTS
4369 GAMES VISITORS
24 ISLANDS COMPETED
BIGGEST EVENT ORKNEY HAS EVER HOSTED
Photo: © Kirstin Shearer Photography

INTERNATIONAL ISLAND GAMES ASSOCIATION MEMBERS



ALAND
Population – 30,654
Attended 19 previous Games
38 Athletes attended
Competed in 6 sports
Won 15 Medals



FROYA
Population – 5,453
Attended 17 previous games
47 Athletes attended
Competed in 3 sports
0 Medals won



ALDERNEY
Population – 2,167
Attended 16 previous Games
6 Athletes attended
Competed in 2 sports
0 Medals won



GIBRALTAR
Population – 32,688
Attended 18 previous games
59 Athletes attended
Competed in 7 sports
9 Medals won



BERMUDA
Population – 63,779
Attended 9 previous games
74 Athletes attended
Competed in 7 sports
5 Medals won



GOTLAND
Population – 61,029
Attended 19 previous Games
43 Athletes attended
Competed in 8 sports
3 medals won



CAYMAN ISLANDS
Population – 87,866
Attended 12 previous games
35 Athletes attended
Competed in 6 sports
37 medals won



GOZO
Population – 39,287
Attended 1 previous games
56 Athletes attended
Competed in 6 sports
3 medals won



FALKLAND ISLANDS
Population – 3,662
Attended 15 previous games
35 Athletes attended
Competed in 6 sports
5 medals won



GREENLAND
Population – 56,836
Attended 16 previous games
33 Athletes attended
Competed in 4 sports
5 medals won



FAROE ISLANDS
Population – 48,346
Attended 18 previous games
75 Athletes attended
Competed in 8 sports
95 medals won



GUERNSEY
Population – 63,950
Attended 19 previous games
123 Athletes attended
Competed in 11 sports
59 Medals won

Greenland

Bermuda

Cayman Islands

Falkland Islands





HITRA

Population – 5,323
Attended 16 previous games
53 Athletes attended
Competed in 6 sports
0 Medals won



SAAREMAA

Population – 31,435
Attended 16 previous games
26 Athletes attended
Competed in 3 sports
7 medals won



ISLE OF MAN

Population – 84,523
Attended 19 previous games
144 Athletes attended
Competed in 11 events
80 medals won



SARK

Population – 562
Attended 16 previous games
2 Athletes attended
Competed in 1 sport
0 Medals won



ISLE OF WIGHT

Population – 140,794
Attended 19 previous games
77 Athletes attended
Competed in 8 sports
16 medals won



SHETLAND

Population – 22,986
Attended 19 previous games
162 athletes attended
Competed in 12 sports
17 medals won



JERSEY

Population – 103,267
Attended 19 previous games
119 Athletes attended
Competed in 11 sports
75 Medals won



SAINT HELENA

Population – 4439
Attended 15 previous games
4 athletes attended
Competed in 3 sports
0 medals won



MENORCA

Population – 102,477
Attended 8 previous games
49 Athletes attended
Competed in 9 sports
14 medals won



NA H-EILEANAN AN IAR (WESTERN ISLES)

Population – 26,140
Attended 9 previous games
87 athletes attended
Competed in 8 sports
11 medals won



ORKNEY

Population – 21,961
Attended 19 previous games
189 athletes attended
Competed in 12 sports
31 medals won



YNYS MÔN (ANGLESEY)

Population – 69,049
Attended 19 previous games
94 athletes attended
Competed in 8 events
8 medals won

ORKNEY 2025 MEDAL TABLE

Island	Gold	Silver	Bronze	Total
Faroe	41	31	23	95
Jersey	30	25	20	75
Guernsey	20	19	20	59
Isle of Man	19	27	34	80
Cayman Islands	16	7	14	37
Orkney	11	11	9	31
Isle of Wight	6	3	7	16
Western Isles	6	1	4	11
Menorca	5	4	5	14
Saaremaa	3	1	3	7
Åland	2	7	6	15
Ynys Môn	2	5	1	8
Gibraltar	2	3	4	9
Bermuda	2	2	1	5
Shetland	1	9	7	17
Falkland Islands	1	2	2	5
Greenland	1	2	2	5
Gotland	0	2	1	3
Gozo	0	2	1	3

ORKNEY 2025 VENUES AND LOCATIONS



THE STUDY AND METHODOLOGY

ORKNEY 2025 MISSION STATEMENT

The Orkney 2025 Mission Statement highlights the intention to impact sport and physical activity but the event intended to do more than that:

1. A competitive sporting programme in excellent facilities
2. Create a meaningful legacy for local sport and communities
3. Involve communities and businesses as much as possible
4. Celebrate the best of Orkney: place, produce, and people
5. Make the 2025 Games as environmentally friendly as possible

REPORT FOCUS AND METHODOLOGY

Economic – *Including details of visitor and participant numbers and the direct economic impact of expenditure in the Orkney and Scottish economy.*

Cultural Impact – *Detailing the wider cultural projects and activities inspired by the event.*

Legacy – *Considering the investment in infrastructure, people, coaches and equipment and the likely impact on sport and physical activity.*

Media – *Considering the level of engagement through print, broadcast, social media and streaming that the games had and estimating reach and potential audiences.*

Event Experience – Analysis of participants', spectators' and organisers' experience of the event.

Volunteers and Community Engagement – *Understanding the contribution the volunteers made to the event the benefit of the event to the volunteers and the community events inspired by the games.*

Environmental Sustainability – *Reporting on the efforts made to reduce the impact of the games on the environment*

Methodology – *The evaluation draws on a combination of quantitative and qualitative data, including:*

- *Surveys of athletes, spectators, volunteers, participants and local businesses*
- *Input from stakeholders, and sponsors*
- *Financial and operational records from Orkney 2025 Organising Committee*
- *Media coverage, social media engagement, and other publicly available information*

Using these sources, the report provides a comprehensive assessment of the Orkney 2025 International Island Games and identifies lessons and opportunities for future events.

ECONOMIC IMPACT

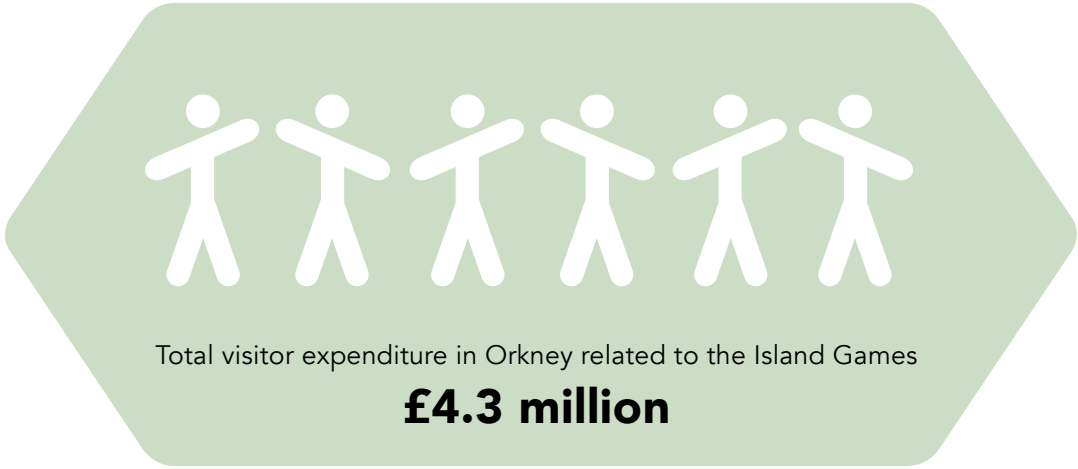
The economic impact of the event refers to the total amount of additional expenditure generated within Orkney, that is the direct result of staging the Island Games.

The approach taken was based on the eventIMPACTS framework endorsed by UK Sport to measure the impact of sporting, cultural and business events.

The analysis looked at how much was spent on a daily basis by visitors who were solely here to attend the Island Games, i.e. event participants and spectators.

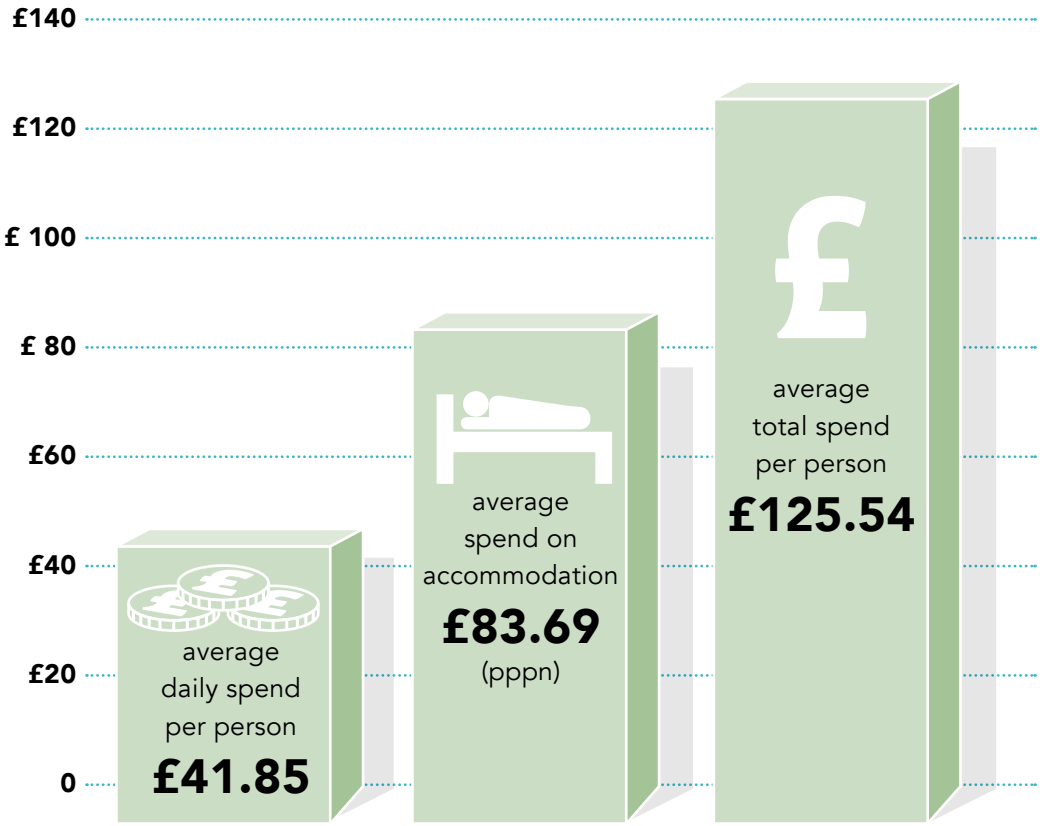
The spending patterns of these visitors were established through sampling using a direct survey.

- The Orkney 2025 total attendance was **63,336**. **41%** came from outside Orkney. **22%** came from outside Scotland and **14%** came from overseas.
- There were **4369** unique visitors/spectators at the event. On average visitors stayed **7** days.
- Over the course of their stays attendees contributed **£2,058,498** into Orkney through spend on accommodation and daily expenditure.
- On average games participants stayed **8 nights** in Orkney. They generated **£1,586,477** spend on accommodation and spent a further **£690,720** on non-accomodation items.



Total visitor expenditure in Orkney related to the Island Games

£4.3 million



EVENT BUDGET

Orkney Islands Council **£1.4m**

Scottish Government (Event Scotland) **£0.7m**

Sponsors **£221k**

Other income generated by Games **£1.4m**

Orkney 2025 Games budget £3.7m

66% **£2.4m+** spent with Orkney suppliers

15% **£500k+** spent with suppliers elsewhere in Scotland

13% Nearly **£400k+** spent with suppliers elsewhere in UK

9% **£200k+** spent with suppliers overseas

ECONOMIC BENEFITS

From Games budget **£2.4m**

Additional visitor spend **£4.3m**

Sportscotland investment into Sports, Facilities Athelete & Coach Development **£1.1m**

Economic benefit to Orkney from the Games £7.8m

- Total Public Funding **£2.1m**
- Public Funding (ROI) **1:3.7**
- OIC Funding (ROI) **1:5.6**

SOCIAL IMPACT

















CULTURAL IMPACT

Alongside the sporting focus of the games, the event aimed to have a wider cultural impact and deliver on its objective to celebrate the best of Orkney as a place, its produce and people. This was achieved through a series of original, creative and cultural projects linked to the games.

These projects gave the Orkney creative community the chance to respond to the games through music, writing, sculpture, art and design. Exploring themes of Islandness and the islander sense of place, allowed an inclusive approach and a wider engagement with of Orkney's community.

Projects included a special tartan, created to celebrate the games. The design reflects the spirit of the islands, with colours representing the sea, landscape, rich culture, heritage and strong community spirit.

Island culture was celebrated through a number of installations in the St Magnus Cathedral, including the re-installation of the St Magnus Sails, inspired by a poem by George Mackay Brown, as well as a soundtrack commissioned especially for the games. The Orkney 2025 Scrivener developed a poetry book with contributions from islanders from all the member islands, with voice recording in the cathedral and haiku to be spotted about Orkney.

A number of local competitions brought about Ola the Orca, the Island Games Mascot, designed by Sarah Sutcliffe, and the beautiful medals designed by Jodie Brown, which were then produced by Sheila Fleet Jewellery by way of sponsorship, as well as a sculpture, designed and made by local craftsman Kevin Gauld, and sponsored by Sutherland's Pharmacy. This was used during the Water Gathering Ceremony during the Opening Ceremony of the Games. This is now permanently sited at the Pickaquoy Centre.

VOLUNTEERS AND COMMUNITY ENGAGEMENT

Orkney is the smallest Island to have hosted the Island Games. This was only possible because of the support of the Orkney community and the volunteers who provided their time, energy and skills across the 27 organisational areas of Orkney 2025.

Volunteers came forward to provide time and resources to enable the games, without which the event could not have been delivered.



RESPONSES FROM VOLUNTEER SURVEY

99.5% of volunteers felt their contribution to the games was a positive experience.

84% of volunteers confirm they are likely to get involved in another local event following the games.

98% of participants (athletes and officials) rated the experience provided by the volunteers as being excellent or very good.

Over 46% of the volunteers thought the event had developed their various skills and knowledge and another **29.8%** felt it possibly had.

60% of people when asked for reasons why they volunteered said they did it because they were proud of their community and wanted to give something back...

...and nearly **30%** said they volunteered as it would make them feel better about themselves.


orkney
volunteers
team
week
volunteer
part
great
games
experience
made
organised
event
enjoyed
amazing
thoroughly
proud
volunteering
fantastic
everyone
training
well
positive
done
lots
involved
time
given
volunteered
loved
people
organisation
events
thank
community
sports
meeting
enjoyable
felt
absolutely
brilliant
wonderful
friendly
medical
organisers
information
athletes
really
every
cycling
much
lot
one
support
venue
small
run
person
job
many
also
put
just
things
think
future
good
helping
lifetime
accommodation
friends
day
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island
shifts
roles
teams
less
minute
times
make
whole
use
watch
officials
ceremony
appreciate
however
packs
provided
rewarding
work
jobs
glad
helped
better
going
lovely
another
uniform
left
didn't
huge
like
best
see
fully
opportunity
particularly
definitely
beginning
start
others
got
fabulous
irrelevant
dormitories
contribution
difficult
memorable
inspired
fun
joy
etc
late
supportive
football
pleasure
forms
swimming
managers
online
somewhat
something
nothing
worth
effective
lead
forever
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working
giving
spectators
volunteering
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kerri
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different
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club
food
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ever
expected
sit
never
far
local
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logistics
issues
promised
including
leaders
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events
didn't
another
uniform
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going
lovely
helped
better
glad
local
thank
community
sports
meeting
enjoyable
felt



EVENT EXPERIENCE

The event was experienced by different groups in different ways. Understanding the participant perspective and their impression of the event organisation, delivery and implementation is important feedback to inform future events. Visiting spectators' experiences also critical, understanding what else they did as part of their visit and their impressions of Orkney are useful to visitor organisations in Orkney.

83%
of participants rated their transport experience excellent or good

70%
of participants that received OIC catering at accommodation sites rated it either excellent or very good.

93%
of participants through the accreditation experience was either excellent or good.

94%
of participant 'always' felt safe in Orkney during their stay.

81%
of participants felt their accommodation met their expectations

75%
of spectators said they would definitely or probably return to Orkney based on their visit

90%
of participants reported that their arrival into Orkney was either excellent of good.

62%
of spectators went to other visitor attractions during their stay

LEGACY

One of the key aspirations for the Island Games was that there should be benefits felt from it for years to come.

As well as the immediate positive economic impact there have been many longer-term improvements in sports infrastructure through improvements to venues and equipment, as well as investment in people through the training of coaches and officials. These are all important factors in making sports clubs sustainable as well as giving them opprtunities to grow over the coming years.

Legacy investment associated with the event included:

- **Archery** – Investment in new target bosses
- **Athletics** – renewal of running track at The Pickaquoy Centre
- **Sailing** – fleet of competition sailing boats
- **Golf** – Improvements to Kirkwall and Stromness courses
- **Gymnastics** – provision of approved equipment
- **Swimming** – new LED digital display board
- **Coach and Officials Development** support to train and develop new coaches in Orkney

78%
of Orkney Sport Leads think that the games will encourage participation in their sport

89%
of Orkney Sport Leads thought the Games provided a positive legacy for their sport in the future

100%
of Orkney Sport Leads thought that athlete training and performance in their sport was positively impacted by the games

Over £1.5m
invested in infrastructure, equipment and coaching in Orkney linked to the games





Photos: © Kirstin Shearer Photography



MEDIA

A multi-faceted media approach to the games enabled comprehensive coverage and allowed the games to become an international showcase for participants and the Island. Becoming the most 'seen' event ever held in Orkney, projecting the Island to a more diverse audience than ever before:

There were **117** accredited media at the event.

There were **857** radio items broadcast in connection to the Games and **719** online articles reaching a potential audience of **46.7m**.

There were **93** print articles produced about the games, with an estimated audience of **2.7m**.

The games website received **522,744** views, and there were **9300** social media followers.

There were at least **224** TV items broadcast about the games.

113 livestreams received **582,900** views - nearly **95,000** hours spent watching the games.

ENVIRONMENTAL SUSTAINABILITY

Positive steps were taken to enhance the environmental sustainability of the event. The games delivered low impact, accessible travel for spectators, volunteers and participants. Extra bus services were provided, which were free to accredited participants and open to the public to reduce car use. Games only services were also added, that could only be used by accredited participants. The total number of games passengers carried on additional services was **5921**. There were approximately **1500-2800** passenger journeys per day on the special Games shuttles and many more on the standard network.

In Stromness and Kirkwall, safe walking and cycling routes to events and venues were advertised and promoted.

Working with Scottish Water a campaign was launched to urge everyone attending the event to carry a refillable water bottle, and use the existing and new water top up points installed for the event. It is estimated that the *Top up Taps* for athlete and spectator use filled the equivalent of **30,000** (330ml) water bottles, making a considerable reduction in one-use plastic waste.





Photos: © Kirstin Shearer Photography


CANTABRIA
CANTABRI
156
ROCHELT ROIG

















ORKNEY 2025

International Island Games XX

The Scottish Government
Riaghaltas na h-Alba

Orkney Islands Council

sportscotland
the national agency for sport

The event could not have successfully taken place without public funding and the excellent business engagement and sponsor involvement.

Orkney 2025 would like to thank all its funders, sponsors and partners

www.orkney2025.com

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