



PDGA Pro Worlds 2025 Impact and Spectator Report

The PDGA Professional World Championships have been held since 1983. The PDGA Pro Worlds in Tampere and Nokia were by far the most widely covered event in the sport's history.

The championships broke records across multiple measures. They drew the largest on-site audience in the history of the sport, set new viewership records for Worlds broadcasts, generated more media coverage than any previous disc golf event, and were widely regarded within the disc golf community as the best World Championships to date.

"These are the best championships I've ever seen. The finest disc golf I've ever had the chance to be part of."

– Gannon Buhr, World Champion 2025
(MTV Uutiset, August 4, 2025)

"The best disc golf tournament ever."

The opinion among players, staff, and spectators was unanimous at last week's World Championships in Nokia and Tampere.

-YLE / STT



Spectators

The PDGA Pro Worlds attracted the largest on-site audience in the history of disc golf.

Date	Venue (A and C Pools)	Attendance
Wednesday, July 30	Nokia	2800
Thursday, July 31	Tampere	2000
Friday, August 1	Tampere	2000
Saturday, August 2	Nokia	7500
Sunday, August 3	Nokia	11 500
Total		25 800

The competition days in Nokia were free to attend, while entry to the Tampere venue required a ticket. Both competition days in Tampere were sold out.

In addition, the rounds for Pools B and D attracted hundreds of spectators each day, which are not included in the official attendance figures.

Economic Impact

The PDGA Pro Worlds generated an estimated €3.99 million for the local economy.

We estimate that, of all attendees (both ticketed and free-entry spectators), roughly 15% were local residents and 85% traveled from outside the Pirkanmaa region. Of the daily non-local visitors, about 25% stayed overnight in Pirkanmaa.

In addition to spectators, approximately 800 people – including pro players, spouses, family members, and event personnel – traveled to the area for the championships. On average, they stayed in Pirkanmaa for 10 nights.

Before the professional competition, the European Amateur Open 2025 was held – the largest disc golf event in Europe. The tournament hosted 530 amateur players plus their support teams. We estimate that the European Amateur Open brought 700 people to Pirkanmaa, with an average stay of 5 nights.

According to standard Finnish event impact calculations, an overnight visitor generates approximately €120 for the host city/region, and a day visitor about €70. Using this model and our attendance estimates, we calculate the following economic impact of the PDGA Pro Worlds.

Visitor Type	Share of Visitors (%)	Estimated Value (€)	Wednesday (2800 visitors)	Thursday (2000)	Friday (2000)	Saturday (7500)	Sunday (11500)
Local visitor	15	20	8 400	6 000	6 000	22 500	34 500
Day visitor	60	70	117 600	84 000	84 000	315 000	483 000
Overnight visitor	25	120	84 000	60 000	60 000	225 000	345 000
Total	100		210 000	150 000	150 000	562 500	862 500

Total estimated economic impact from spectators: €1,935,500

Total estimated economic impact from amateur players: €420,000

Total estimated economic impact from pro players and associated groups: €960,000

Ticket sales + Disc Golf Expo sales: €665,000

Estimated total economic impact of the PDGA Pro Worlds: €3.99 million

Ticket Sales

Ticket sales for the PDGA Pro Worlds exceeded all expectations, totaling over €300,000.

The majority of tickets sold were VIP tickets, which provided access to the VIP grandstands and other designated VIP spectator areas. The event also sold the most expensive disc golf tickets in history, priced at €15,000 each.

Of all ticket buyers:

- 21% were residents of Pirkanmaa
- 57% traveled from elsewhere in Finland
- 22% came from abroad

Tickets by Country

- Finland: 3,086 (78%)
- United States: 209 (5%)
- Sweden: 176 (4%)
- Germany: 120 (3%)
- Norway: 76 (2%)
- Other countries: 299 (8%)

International customers accounted for 22% of all ticket buyers.

More than 4,000 paid tickets were sold, in addition to 1,600 tickets provided to players, clubs, and other stakeholders. Total ticket revenue for the event was €315,000.

Demographics

Of all ticket buyers, 22% traveled to the event from outside Finland. Among those who purchased tickets priced over €100, more than half were international visitors. From the sport's largest market, the United States, nearly 1,000 people — including players, their families, and spectators — attended the event.

Volunteers

The PDGA Pro Worlds were made possible by 350 volunteers representing nearly 20 different countries, from New Zealand to the United States.

Live Broadcasts

In addition to the U.S.-based Disc Golf Network, YLE served as a live broadcast partner for the PDGA Pro Worlds. The event featured more than 40 hours of live coverage in two languages — English and Finnish.

The PDGA Pro Worlds became the most-watched disc golf event in history. On Sunday, the broadcast reached a record audience, with more than 1.3 million viewers following the action.



In Finland, YLE's coverage introduced hundreds of thousands of viewers to disc golf, as a growing number of Finns tuned in to watch the PDGA Pro Worlds.

Over the five days of competition, YLE Areena recorded more than 1.8 million streams. In addition, the FPO final drew an average television audience of over 300,000 viewers on YLE TV2.

Event previews and highlight segments from the PDGA Pro Worlds were featured on YLE's Urheiluruutu and MTV3's Tulosruutu.

Date	Program	Duration of Worlds Coverage	Reach (people)
Sat, July 26	Tulosruutu (MTV3)	2:25	315 000
Mon, July 28	Tulosruutu (MTV3)	2:10	320 000
Wed, July 30	Tulosruutu (MTV3)	1:14	309 000
Wed, July 30	Urheiluruutu (YLE TV1)	0:55	734 000
Thu, July 31	Tulosruutu (MTV3)	2:22	406 000
Thu, July 31	Urheiluruutu (YLE TV1)	0:31	635 000
Fri, Aug 1	Tulosruutu (MTV3)	0:42	380 000
Fri, Aug 1	Urheiluruutu (YLE TV1)	1:00	464 000
Sat, Aug 2	Tulosruutu (MTV3)	0:49	424 000
Sat, Aug 2	Urheiluruutu (YLE TV1)	2:34	747 000
Sun, Aug 3	Tulosruutu (MTV3)	2:38	408 000
Sun, Aug 3	Urheiluruutu (YLE TV1)	3:01	746 000

News Articles and Broadcasts

- 1,000+ news articles
- 150+ accredited media representatives
- 25+ news broadcasts across outlets (YLE, MTV, SVT, Delfi)

The PDGA Pro Worlds crossed the national news threshold in late 2023, when the sport's governing body, the PDGA, awarded the event to Tampere and Nokia.

Throughout 2024, the upcoming home championships were mentioned in hundreds of news articles across Finnish media.

By 2025, the PDGA Pro Worlds had generated a record-setting total of well over 1,000 news articles across online media worldwide.

The championships also attracted exceptional interest from television news, with extensive coverage on Urheiluruutu and Tulosruutu, reaching millions of viewers in Finland.

In addition to national visibility, media representatives attended on-site in Tampere and Nokia from countries including Estonia, the United States, Sweden, China, France, and Spain.

Social Media

The PDGA Pro Worlds dominated major global social media channels. Through content shared by players, spectators, and other creators, the event reached an estimated 100 million impressions across social platforms.

YouTube

Dozens of content creators covered the event, producing a steady stream of videos. For example, JomezPro's post-produced coverage had reached 1.97 million views within a week of the event.

In total, more than 200 videos from the championships have been published, generating over 3 million views.

Instagram

The official PDGA Pro Worlds Instagram account grew to 4,400 followers, reached 138,000 unique users, and generated nearly 1 million impressions.

Disc Golf Expo

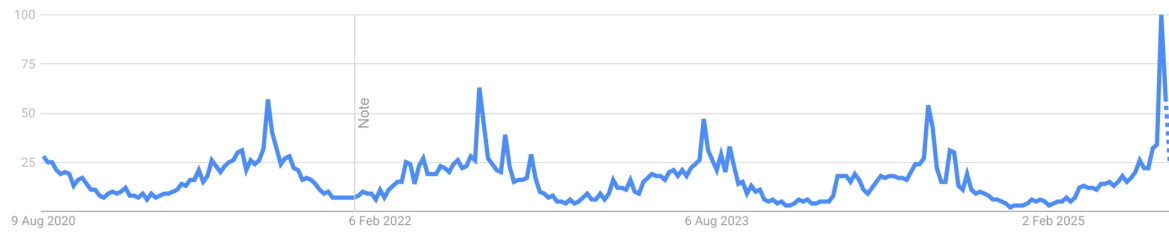
Held alongside the PDGA Pro Worlds, the Disc Golf Expo became the largest disc golf trade show in the world in terms of attendance. Over the two days, it welcomed more than 15,000 visitors and featured exhibitors from five countries.

The Expo also had a significant economic impact, with more than €350,000 in disc golf products sold during the two-day event.

Google Trends

As a result of the PDGA Pro Worlds, the search terms "frisbeegolf" and "disc golf" began trending on Google — especially in Finland — reaching their highest level in history. This is particularly notable given that disc golf was already one of the fastest-growing sports and search terms during the COVID-19 pandemic.

Interest over time ?



Further Information:

Media, Sales and Partnerships

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