



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

GSIQ and Event Host Evaluation combine to offer comprehensive new event impact solution.

LONDON, 21 January 2025: GSIQ and GSIQ Tourism Insights, the fast-growing sports, sponsorship, and tourism insights agency, has joined forces with Event Host Evaluation, the international leader on event impact planning and measurement, to now provide advanced planning, measurement, and reporting for rights holders and host venues around the world.

The two organisations are working together to provide an unrivalled solution for clients. Event Host Evaluation is already leading the way in ensuring clients fully plan for major events by using best practices alongside benchmarking and detailed measurement. This will now be enhanced by GSIQ's market-leading capabilities to evaluate digital event and social activity, to survey international audiences for sentiment and image change, and to monitor important legacy metrics over time.

Speaking about the new partnership, Event Host Evaluation's founder, Iain Edmondson, says: "We are delighted to be working closely with GSIQ going forward. This agreement means we can offer a deeper and more comprehensive set of measurement capabilities than ever before, helping our clients to understand the success of their events even further."

Charlie Dundas, Co-founder of GSIQ, comments: "For GSIQ, formalising our relationship with Event Host Evaluation means we have been able to develop more services to support EHE's approach while also now being able to provide a fantastic new capability to our own clients. This an exciting win for both our organisations and also for our clients."

"Having worked together for a while, I'm delighted that we have been able to expand how we support each other." adds Oliver Rowe, GSIQ Tourism Insights' Global Managing Partner. "EHE sets the bar for host impact evaluation, and adding a wider set of GSIQ's tools to a combined offer will open up even better solutions for both organisations' clients."

Learn more about GSIQ at <https://gsiq.biz> and GSIQ Tourism Insights at <https://gsiq.biz/tourism-insights/>.

Learn more about Event Host Evaluation at <https://eventhostevaluation.com/>.

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NOTES FOR EDITORS

About GSIQ

GSIQ is a global research and insights agency specialising in providing intelligence analysis to the sports, sponsorship and tourism industries. We customise our approach to meet our clients' needs in order to deliver insightful analyses designed to deliver your goals. Our partners work with GSIQ for a genuinely client-centric approach with proven solutions.

<https://gsiq.biz/>

GSIQ Tourism Insights is a specialised division of GSIQ, dedicated to the global tourism, travel and leisure industry, harnessing innovative intelligence and specialised research to support sustainable growth, enhance visitor experiences, and elevate communication strategies. Collaborating with tourism leaders, we provide insights that inform impactful decisions.

<https://gsiq.biz/tourism-insights/>.

About Event Host Evaluation

Event Host Evaluation uses international guidance to demystify the complex world of impact and sustainability, providing knowledge transfer, training, planning and cost-effective data gathering to rights owners and host destinations.

www.eventhostevaluation.com