

The economic impact of Rugby World Cup 2015

Post event study



Building a better working world

Executive summary

Rugby World Cup 2015 ('RWC 2015') presented a compelling sporting competition to millions of fans around the world and delivered significant commercial, economic and social benefits to the Host Nation.

RWC 2015 was the most successful Rugby World Cup ('RWC') ever held. Over 2.47 million tickets were sold, resulting in near sell-out stadia across the country and helping to generate a festival-like atmosphere throughout the Tournament.

Over 406,000 International visitors came to England during the Tournament, bringing significant economic benefits and contributing to a Tournament which will last long in the memory of fans and the general public alike.

This report summarises the economic impact of RWC 2015 on England and each of the Host Cities.

RWC 2015 is estimated to have:

- ▶ Generated around £2.3 billion in additional Output
- ▶ Contributed £1.1 billion in additional GVA
- ▶ Supported nearly 34,000 jobs and volunteer positions
- ▶ Generated £277 million in total tax receipts to Government

One of the major successes of the Tournament was that the positive economic and tourism benefits were felt across the country and, in particular, at the Host Cities.

The Tournament is estimated to have generated between £15 million and £85 million in Output to Host Cities outside of Cardiff and London, as well as providing a lasting legacy for all of those involved.



Generated
£2.3bn
in additional
Output

Contributed
£1.1bn
to GDP

Generated
£277m
in tax



“England 2015 has been the most competitive, best-attended, most-watched, most socially-engaged, most commercially-successful Rugby World Cup.”

Bernard Lapasset, Chairman of World Rugby

Attracted
406,000
International
visitors

Supported nearly
34,000
jobs and
volunteers

Sold over
2.47m
tickets

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Rugby World Cup 2015 delivered

RWC 2015 delivers on all fronts

RWC 2015 was the most successful Rugby tournament ever held. It sold more tickets than in any previous RWC, with every fixture at or near maximum capacity, and generated a widespread, festival-like feeling across the Host Cities and the wider nation.

The Tournament delivered both on and off the pitch, with significant commercial and economic benefits to the Host Nation, as well as being a compelling sporting spectacle. Of the 20 teams competing, New Zealand ran out as victors for the second Tournament in a row, defeating Australia 34-17 in the final. Whilst New Zealand were regarded as strong favourites to take the crown there were a number of memorable upsets and close finishes which lifted the Tournament, and engaged core and casual fans alike.

For the first time at a RWC, no Northern Hemisphere team made it through to the Semi-Final stage. Despite this, the final stages of the Tournament attracted sell-out crowds, with domestic fans and visitors from around the world continuing to support the Tournament, regardless of their own team's performance.

Within the Host Stadiums, total attendance for RWC 2015 was over 2.47 million; 220,000 more than the previous record set in France at RWC 2007. The official Fanzones also attracted over 1 million visitors, providing access to the Tournament for those without tickets and a focal point for local and visiting Rugby fans.



A memorable afternoon in Brighton as Japan record a shock last minute win against South Africa



The World Record for live attendance at a Rugby World Cup match is broken as Ireland play Romania at Wembley



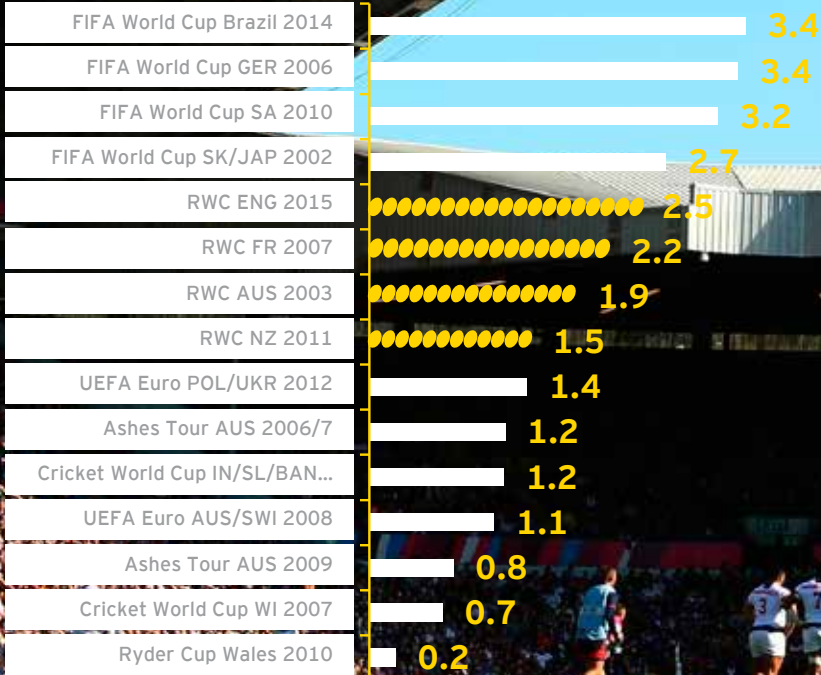
Rugby World Cup has become one of the most popular major sporting events in the world

From total tickets sales to attendance at a single Rugby World Cup game, global TV audiences and Social Media activity, RWC 2015 broke a number of records.

Behind the FIFA Football World Cup, RWC 2015 was the fifth largest single sporting events in terms of tickets sold, with over 2.47 million purchased, representing over 98% of those available.

This level of success was largely delivered across all of the Host Cities, regardless of stadium size or the fixture being hosted.

Attendance at major single sport events (millions)



Sources: FIFA, FSMS, EY analysis

A total of **2.47** million tickets were sold across **13** venues in **11** Host Cities

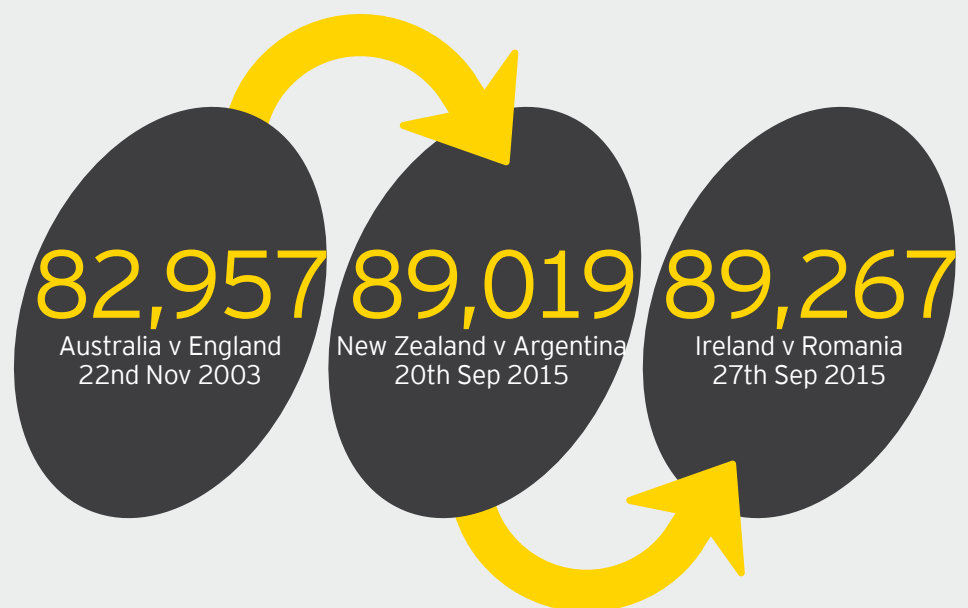


A Tournament to last in the memory



The attendance record for a single Rugby World Cup game was broken twice at RWC 2015

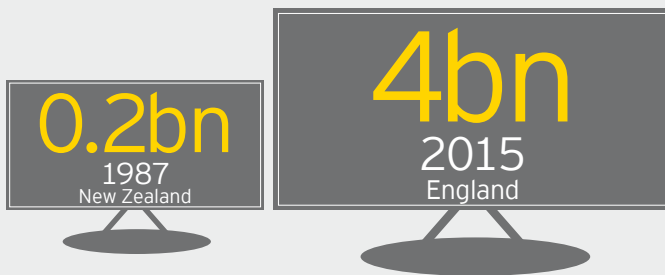
The attendance record for a single Rugby World Cup match was broken twice over the course of the Tournament; the two matches held at Wembley Stadium broke the previous record set at RWC 2003.



Global TV audience

RWC 2015 was broadcast to an estimated global TV audience of over 4 billion viewers, reaching 780 million homes. This is twenty times the number of people reached by the first Rugby World Cup in 1987.

In the UK, RWC 2015 was the most viewed sporting event to date with an average of 8.7 million viewers per game. In Japan, a TV audience of 25 million was recorded for the game between Japan and Samoa.



Social Media engagement



Over the course of the Tournament, the hashtag **#RWC2015** was used twice a second, culminating in over **5 million** tweets in total.

RWC 2015 app was downloaded 2.8m times across 204 nations



RWC 2015 was broadcast to an estimated global TV audience of over 4 billion viewers, reaching **780 million** homes.

In the UK, RWC 2015 was the **most viewed** sporting event to date with an average of **8.7 million** viewers per game. In Japan, the recorded TV audience of **25 million** watched the game between Japan and Samoa. This audience represented nearly **20%** of the population and a TV audience share in excess of 64%.

A Tournament to last in the memory



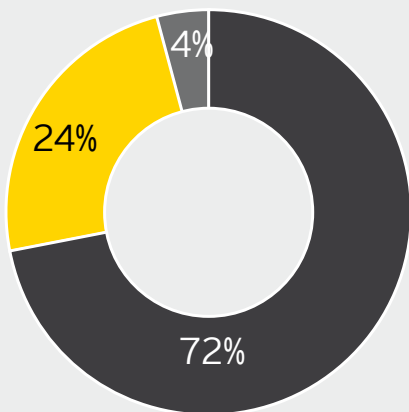
Hosting RWC 2015 not only generated immediate economic benefits for England, it also acted as a showcase for the country to International tourists.

The success of RWC 2015 should therefore not only be measured in the successful delivery of a compelling sporting event but also the extent to which it provided a positive experience to those who visited.

Overall, visitors to RWC 2015 reported a high level of satisfaction with their experience of the Tournament. On a scale of 0 to 10, where 10 equals 'excellent', 72% ranked RWC 2015 as a 9 or 10, with a further 24% ranking it at 7 or 8.

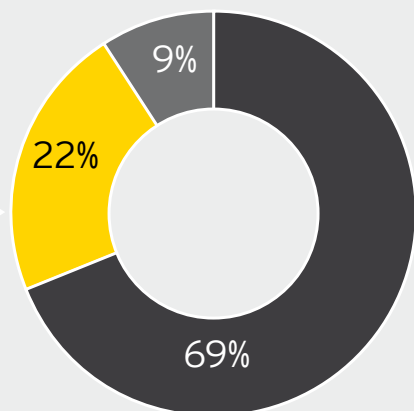
This positive experience of the Tournament is also reflected in visitor's views as to whether they would revisit England in the future and whether they would recommend a visit to friends and family.

How would you describe your experience of RWC 2015, on a scale of 0 to 10 where 0 = very poor and 10 = excellent?

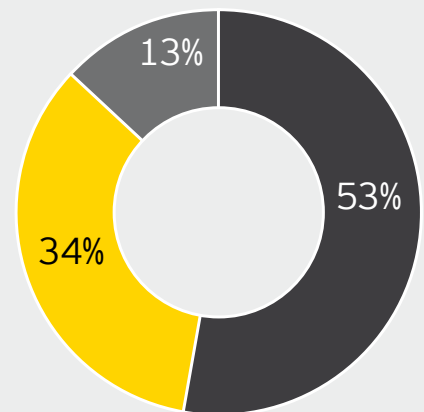


Delivering a positive experience encourages visitors to return in the future

How likely are you to return to the UK in the future? Where 0 = not at all likely and 10 = extremely likely



How likely are you to recommend the UK as a holiday destination to a friend, family member or colleague? Where 0 = not at all likely and 10 = extremely likely



Visitors who have enjoyed the experience recommend the UK to friends and family, stimulating future tourism



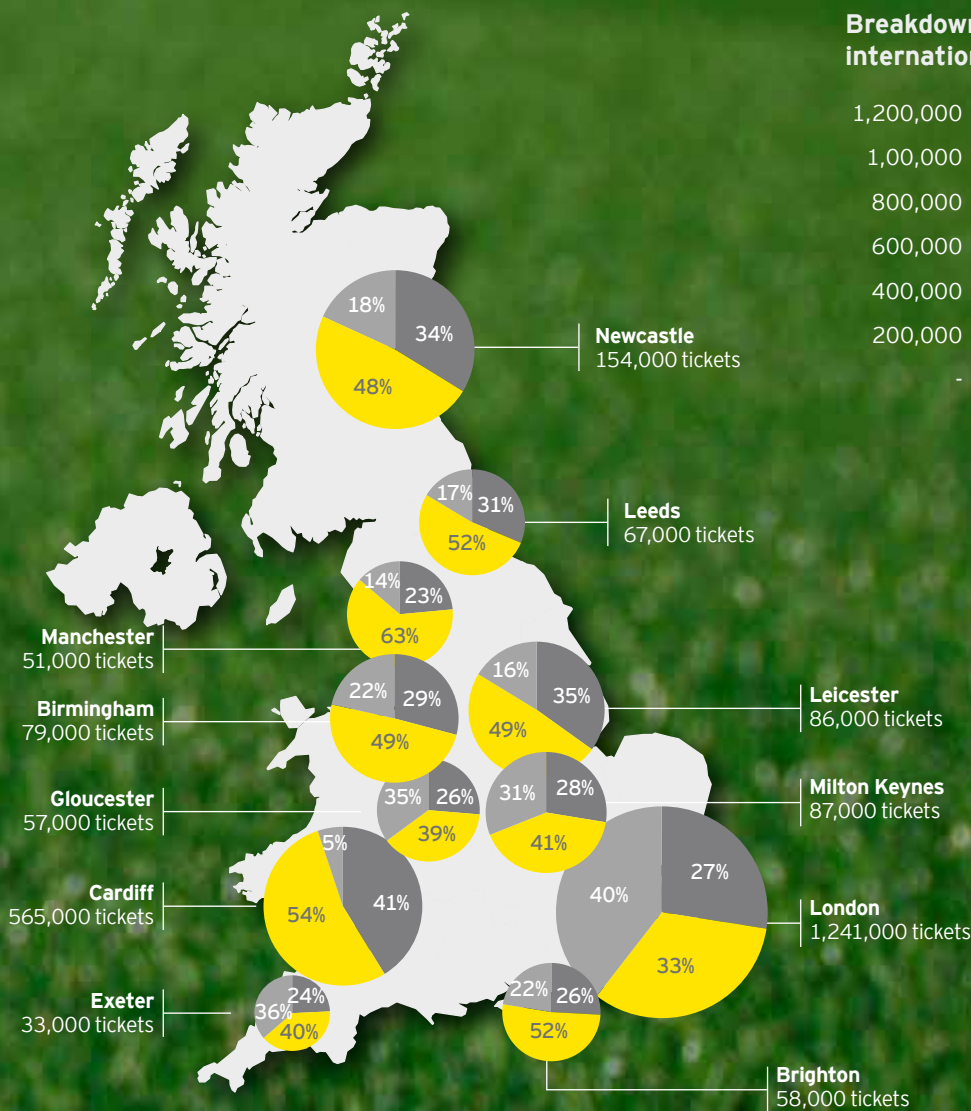
Source: Goodform

Rugby World Cup 2015 in numbers

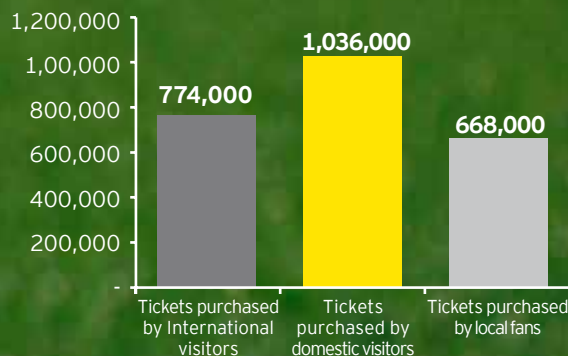
Tickets purchased by International and domestic visitors by Host City*

International and domestic tourists travelled far and wide across England, bringing significant benefits to the Host Cities and beyond.

Each of the Host Cities experienced near sell-out stadiums for virtually all of their fixtures. The Host Cities benefited from International and domestic tourism as visitors spent money on travel, accommodation, food and drink and other entertainment, providing a significant boost to local businesses.



Breakdown of total tickets purchased by international and domestic visitors*



*Numbers presented are rounded to the nearest thousand for presentation purposes
 **Domestic visitors are residents of England that live outside of the respective Host City
 ***Local fans are residents of England that live within the Host City

Attracting visitors to RWC 2015

A major factor in assessing the economic benefit of RWC 2015 is the degree to which the Tournament attracted International visitors, the length of their stay, and the amount which they spent during their trip*. At a National level, it is this spend which drives incremental benefits to the Host nation as a whole. At a Host City level, it is also necessary to understand the amount of domestic tourism stimulated by the Tournament, and the additional spending this brought to each of the Host Cities.

A number of factors influenced the number of International visitors attracted to RWC 2015, including the location of the Tournament, links to England (and the UK) via friends and family, and the expected and actual performance of the participating teams. Hosting the Tournament in England provided a significant opportunity for many Rugby fans from across Europe to access the Tournament with relative ease, building in shorter and relatively lower cost trips than those visiting from long-haul destinations such as Australia, New Zealand, Japan and South Africa.

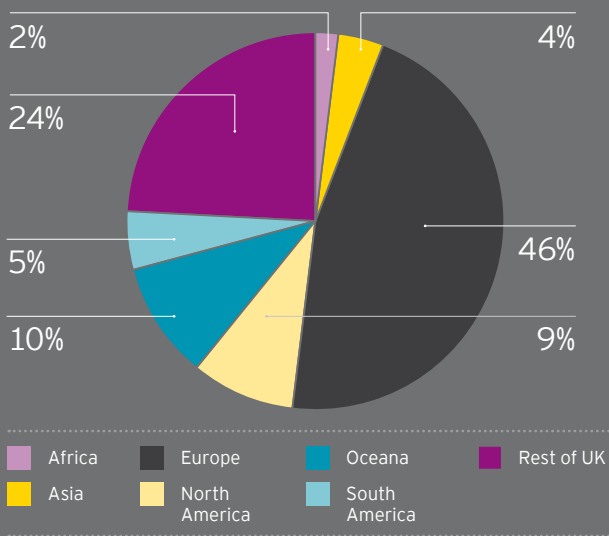


On average, each International visitor purchased between **two** and **four** tickets



* A trip represents a continuous stay by one person to England/ Cardiff. If that person returned to their origin country and then re visited England/ Cardiff this would represent two visits.

Breakdown of International fans by origin



European fans represented the largest group of visiting supporters, with an estimated 188,000 (or 46%) making the trip. This number would likely have been significantly greater were any of the European teams to make it through to the Semi-final and Final stages of the Tournament. Instead, a significant proportion of Southern Hemisphere fans made unplanned trips or extended their stay to watch the remainder of the Tournament. The net result of this was a marginally lower than expected total of International visitors, but a greater proportion of long-haul visitors who stayed longer and spent larger sums on a per person basis.



Visitors travelled far and wide

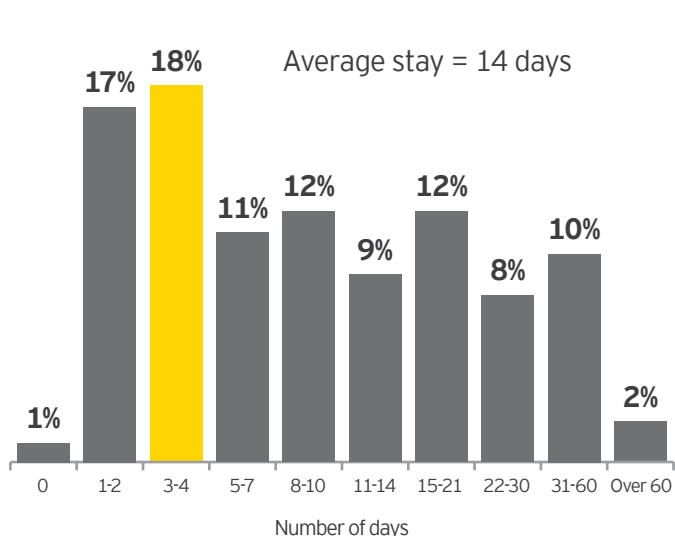
As a Tournament, RWC 2015 was spread over 44 days from start to finish. This provided significant opportunity for visitors to extend their stay over several days, or even weeks, to watch a number of matches, and to enjoy the wider attractions that England has to offer.

The length of time that visitors stayed in the UK varied significantly depending upon where they came from (typically those travelling furthest stayed the longest) and the performance of their team.

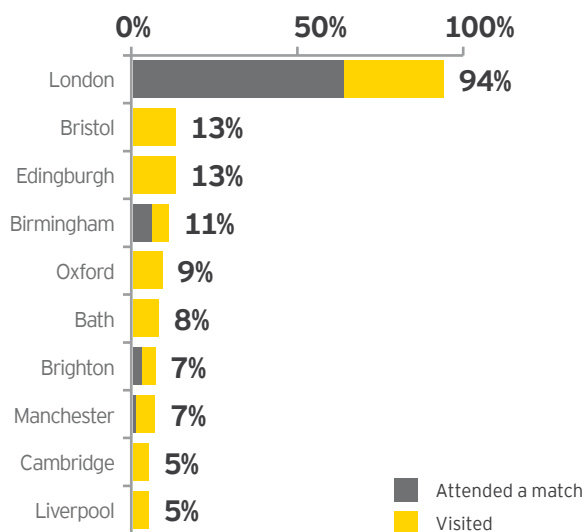
Visitors who bought tickets for RWC 2015 matches came from 151 countries around the world. On average, visitors stayed for 14 days (largely from long-haul origins), with the most common length of stay at between 3 and 4 days (largely from European origins).

The majority of International visitors passed through London as part of their trip (even if not seeing a match), while a number also visited non-Host Cities such as Edinburgh, Bristol and Oxford.

International visitors; length of stay in the UK



Destinations visited, by % of International visitors



Source: Goodform



The economic benefits of hosting Rugby World Cup 2015

Each International visitor to RWC 2015 generated incremental economic value to the Host Nation





Measuring the benefits of RWC 2015 to England

Hosting RWC 2015 delivered economic benefits before, during and after the Tournament

The economic benefits of hosting RWC 2015 were significant and varied.

RWC 2015 involved a significant degree of planning, infrastructure development and stadia refurbishment before the tournament began.

During the tournament, the operation and delivery of the matches, Fanzones and other related activities generated revenue and stimulated additional employment.

The Tournament will continue to have a legacy for England for many years to come. The sport of Rugby received a boost in exposure giving an anticipated lift to participation in the game over time.

Host Cities also gained exposure to International markets, raising their International profile, and encouraging future tourism.

Our approach to measuring the benefits:

EY have estimated the impact of the RWC 2015 to the economy through the direct, indirect and induced contributions which are incremental to hosting the Tournament.

The values that are estimated, therefore, represent the benefits solely attributable to RWC 2015 and would not have existed had the Tournament taken place elsewhere.

The economic impact analysis works on the basis of basic prices, which strips out non-deductible VAT, trade margins and transportation costs from purchase prices to provide an accurate reflection of the actual value added to the economy.

	Direct impact: Spending directly related to the Tournament	Indirect impact: Activity stimulated in supply chains	Induced impact: Spending by employees
Pre-Tournament preparations	<ul style="list-style-type: none"> ▶ Infrastructure development ▶ Stadium refurbishment ▶ Planning and delivery team costs 	<ul style="list-style-type: none"> ▶ Increased demand throughout relevant supply chains in England resulting from the additional direct Tournament activity 	<ul style="list-style-type: none"> ▶ Spending across the economy stimulated by the additional employment related to the incremental Direct and Indirect Tournament activity
Delivering RWC 2015	<ul style="list-style-type: none"> ▶ Ticket revenue* ▶ Match day food and drink ▶ Fanzones ▶ Tourist spending in local economies ▶ "Feel good" factor 		
Legacy after the Tournament	<ul style="list-style-type: none"> ▶ Increased participation in the sport ▶ Improved local infrastructure ▶ Lasting tourism effect ▶ Profiling of host cities for inward investment 		

*Ticket revenue included within the analysis reflects the proportion of the total used to cover the cost of delivering the Tournament

When estimating the total impact of RWC 2015 we only include those elements which are incremental to the hosting of the Tournament (i.e., that would not have occurred in its absence).

At a National level, the expenditure of domestic residents in relation to RWC 2015 (i.e., on tickets or stadia spending) is considered to be “displaced” as that money would have been spent elsewhere in the economy had the tournament not taken place. This approach assumes that domestic residents have a fixed leisure budget and that they would forego other leisure activities in order to attend RWC 2015.

This is a conservative assumption and therefore the numbers presented could be considered as a low-range estimate. It is likely that many local and domestic fans had forgone international holidays to attend RWC 2015 and/or utilised savings as part of their

expenditure. In this case, their spending at RWC 2015 would not displace spending elsewhere in the economy.

However, for the purposes of our analysis the numbers presented for the Tournament as a whole relate primarily to the impact generated through the spend of International visitors.

We have also estimated the economic impact at a Host City level (i.e., benefits to each Host City). At a regional level we have assessed the impact generated by both International and domestic visitors (i.e., visitors who have travelled from another part of England or Wales). This approach captures the incremental spend in each Host City in isolation of the wider National economy whilst controlling for local economic displacement (i.e., spending by Host City residents does not represent an incremental benefit as a result of hosting RWC 2015 fixtures).



*Ticket revenue included within the analysis reflects the proportion of the total used to cover the cost of delivering the Tournament

The key measures included within this economic impact assessment are the additional **'Output'** generated (this is equal to expenditure) and the value that this additional output delivers to the economy as a whole (the **Gross Value Added [GVA]**). GVA is the measure which represents the impact upon overall GDP figures.

These measures are broken down as direct, indirect and induced impacts to highlight the way in which RWC 2015 will create economic activity and employment down supply chains and in local economies, bringing a benefit to the whole of England as well as the individual Host Cities.

Delivering the Tournament across the regions

The revenue generated through ticket sales was used to deliver the Tournament

The ticket revenue generated was used to run, facilitate and promote the Tournament. This included the hiring of the stadia, operational costs, technology upgrades and other essential costs that are involved in delivering the Tournament. The spend on these essential products and services stimulated a variety of sectors in the economy and had further impacts down the supply chain.

Any profits generated by the Tournament are reinvested in the sport nationally by the RFU and internationally by World Rugby.

UK suppliers are estimated to have accounted for 96% of the total Tournament expenditure. The breakdown provided highlights the spend across the country and includes all of the Tournament delivery costs and reflects where key suppliers of the Tournament are based.

The largest amount was spent in Richmond, London, where the England Rugby 2015 delivery team were based.





96%
of the total
Tournament
expenditure was
in the UK

- £0 - £0.5m
- £1m - £2m
- £5m - £10m
- £0.5 - £1m
- £2m - £5m
- £10m +

Fanzone and Host City spend



Fanzones helped to create a festival-like atmosphere and provided access to the Tournament for International and domestic fans alike

In total, 15 Fanzones were operated across the country, with one in each of the Host Cities, plus additional venues in London (Trafalgar Square) and in Rugby.

The Fanzones provided a key focal point for the Tournament in each city, providing a public space for ticket holders to gather before and after the game, and for non-ticket holders to watch live Rugby with other fans from around the world.

Fanzones also provided an opportunity to maximise economic benefits by providing the opportunity for International and domestic tourists to stay longer and spend more money on food, drink and other entertainment.

Despite not hosting any matches, the town of Rugby leveraged its historical role in the game. The Fanzone was open for the entire duration of the tournament, with 30,000 visitors on match days and an estimated 10,000 visitors attracted to its cultural programmes.

Over **1** million people attended a Fanzone

65% International tourists used a Fanzone - around 265,000 in total

Each International tourist spent an average **£40** in the Fanzones

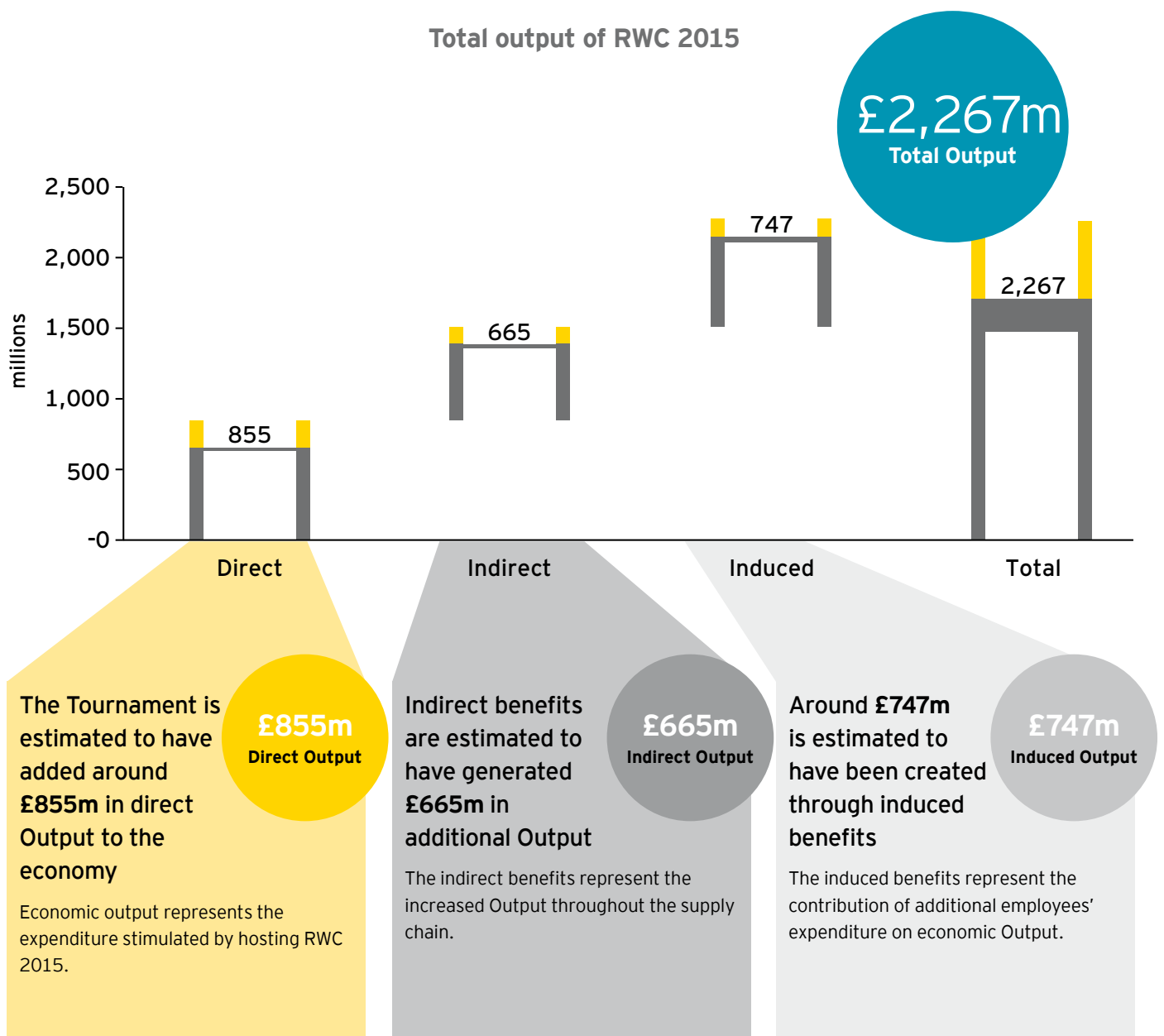
Total Fanzone spend by International visitors of **£10m** in local economies



RWC 2015 is estimated to have contributed just under £2.3bn of Output to the economy

The estimation of Output represents the expenditure within the economy attributed to hosting RWC2015. Our analysis suggests that around £2.27 billion was spent throughout the Tournament. This number represents the incremental spending in the economy as a result of International tourism, investment in facilities and the associated wider indirect and induced impacts.

In addition to the immediate impact, the economy is likely to receive legacy benefits through tourism in the future due to an enhanced perception of England, as a place to visit.



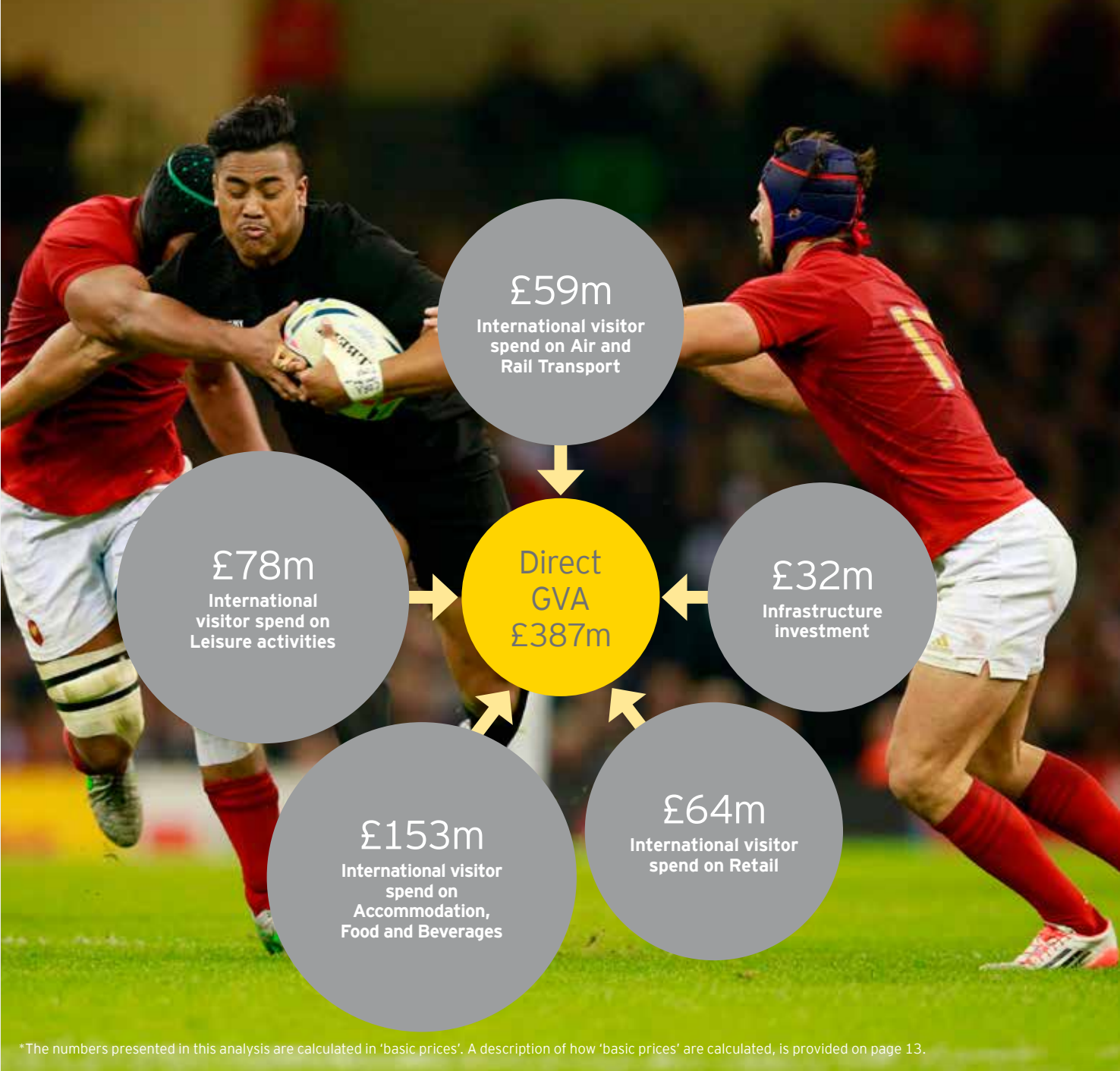
Breakdown of the contribution to Direct Output (basic prices)*



*The numbers presented in this analysis are calculated in 'basic prices'. A description of how 'basic prices' are calculated, is provided on page 13.

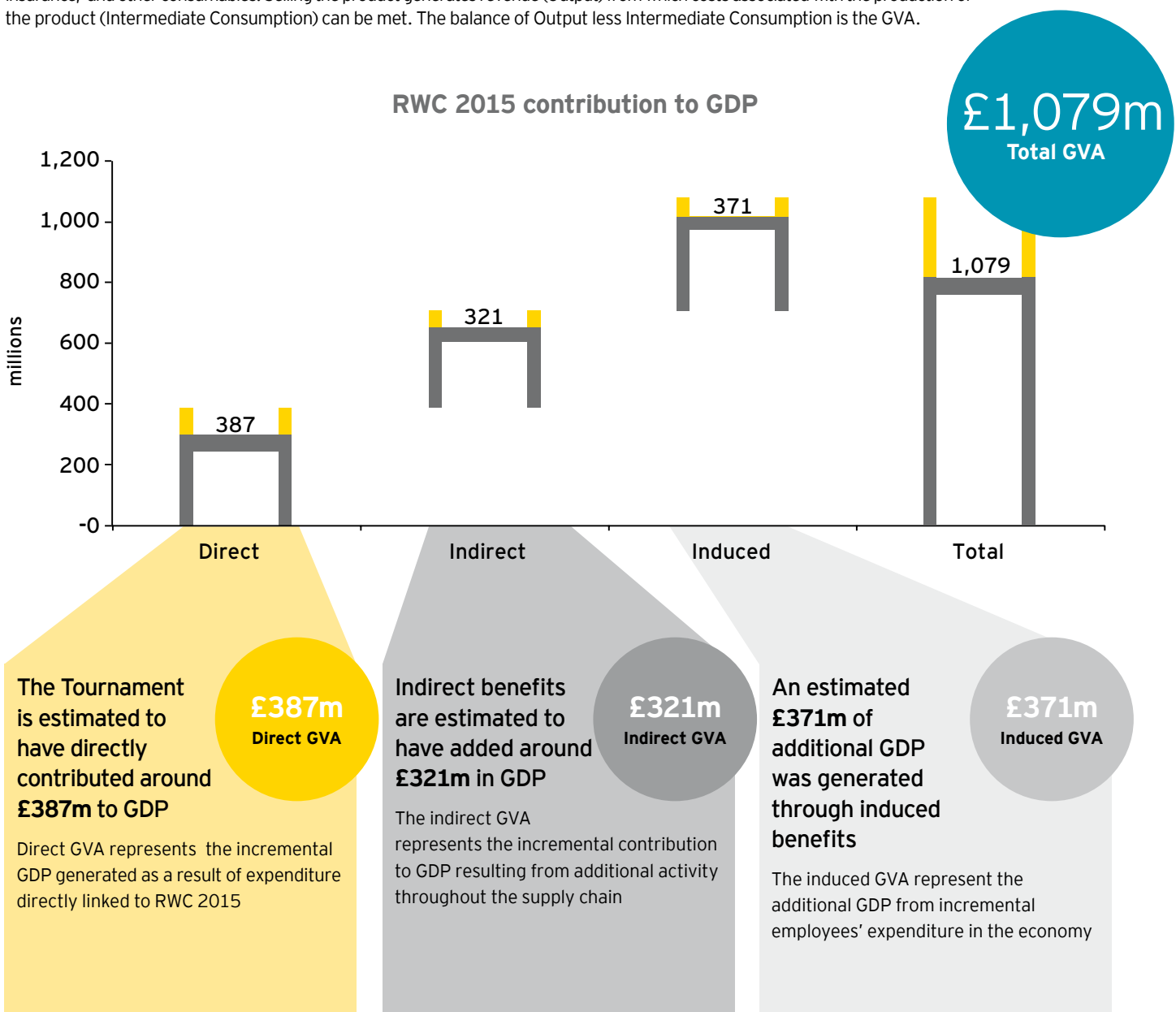
RWC 2015 is estimated to have contributed around £1.1 billion to GDP

Breakdown of the contribution to Direct GVA (basic prices)*

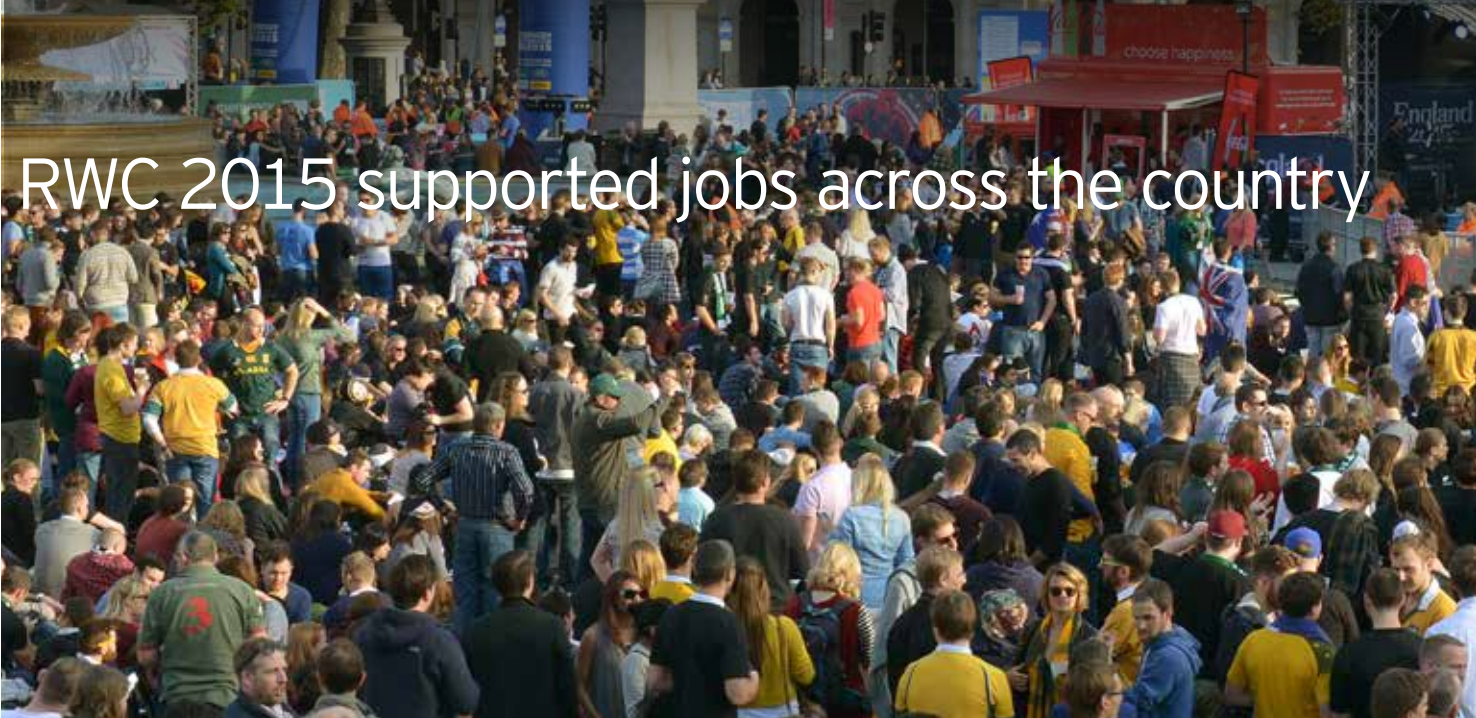


The contribution to GDP is estimated by calculating the Gross Value Added (GVA) to the economy. Whilst Output is principally an aggregate measure of sales or receipts, GVA seeks to estimate the incremental value of this to the economy as a result of RWC 2015. GVA is calculated as Output minus 'Intermediate Consumption'.

As an example, for a beverage sold at RWC 2015, the relevant Intermediate Consumption would include the cost of bottling, sweeteners, water and other materials used in its manufacture, plus the cost of rental, utilities, transport, business services, insurance, and other consumables. Selling the product generates revenue (Output) from which costs associated with the production of the product (Intermediate Consumption) can be met. The balance of Output less Intermediate Consumption is the GVA.



RWC 2015 supported jobs across the country



RWC 2015 supported around **34,000** jobs and volunteers at venues, in supply chains and across various sectors in the Host Cities

6,000 volunteers from around the country

400+ full and part-time employees to deliver the Tournament

5,700 Jobs supported through the supply chain

7,000 jobs created through the induced effect

15,000 additional employees directly linked to the Tournament

Hosting RWC 2015 created a wide range of opportunities for both businesses and the national population.

400 plus members of staff were employed by England Rugby 2015 directly, to help ensure the success of the tournament.

The Investment required in stadia and infrastructure creating both part and full-time employment in the construction sector.

Increased demand in tourism and hospitality sectors flowed throughout the supply chain, stimulating additional demand for labour.

The increase in employment and working hours created additional wealth in the economy, which further supported expenditure and, in turn, the demand for labour.

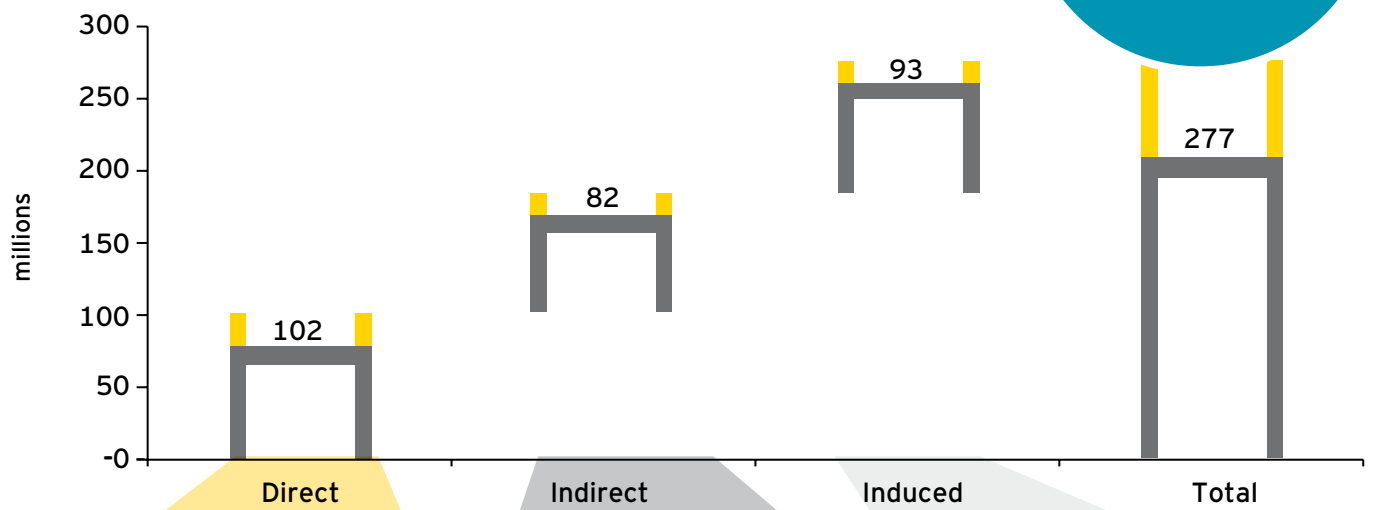


RWC 2015 is estimated to have directly generated an additional £102m of incremental tax revenues for Treasury.

This is made up of additional employment taxes including PAYE and National Insurance (resulting from additional employment required for the delivery of the Tournament alongside the additional economic activity stimulated by International visitors) as well as the VAT on relevant spending by International visitors.

Additional tax revenue (employment and corporation) was also stimulated through Indirect and Induced economic activity.

£277m
Total Tax



The Tournament is estimated to have directly contributed around **£102m** in taxes

£102m
Direct Tax Receipts

Direct tax receipts are those generated as a result of expenditure directly linked to RWC 2015

Indirect benefits are estimated to have added around **£82m** in taxes

£82m
Indirect Tax Receipts

The indirect tax contributions result from additional activity throughout the supply chain

An estimated **£93m** of additional taxes were collected through the induced benefits

£93m
Induced Tax Receipts

The induced tax contribution reflects additional receipts from employees' expenditure in the economy

Legacy of Rugby World Cup 2015

The legacy of Rugby World Cup 2015 started building three years before the Tournament began.

The Rugby Football Union was determined to make the most of the unique opportunity offered to grow the sport, making major investments in increasing playing numbers and improving the rugby environment.

As a result, the sport gained more Rugby playing schools, more coaches and volunteers and improved facilities at grassroots clubs. The sport has now been introduced to new areas, gained new fans and new teams.



02 Touch

As one of the RFU's fastest growing participation programmes, 02 touch has been breaking down barriers with a mixed, social rugby format which is easily accessible and a great playing experience for all ability levels. The programme, coordinated by the RFU in partnership with 02, operates as both pitch up and play sessions and in 02 Touch leagues. To date there are over 285 centres and 13,000 registered players nationwide.



Returning players

The Return to Rugby programme, supported by Sport England, offering a social re-introduction to the game for former players at 50 hand-picked clubs around RWC Host Cities. Aimed at 18 - 30 year olds, coaching in a social environment saw more than 2,500 former players engaged and some 40% returning to play. The programme will continue to be rolled out.



Getting involved



Festival of Rugby

The Festival of Rugby provided the opportunity for local communities across the country to be a part of the Rugby World Cup through Rugby-themed events. This saw a million people taking part in over 1,000 Festival events before and during the tournament.

1000
Festival events



Spirit of Rugby

The Spirit of Rugby programme, and the Spirit of Rugby 2012 Trust, is using inspiration from Rugby World Cup 2015 and the 2016 Rio Olympics to involve young people not traditionally engaged with Rugby. It is run by volunteers aged 16-25 in 15 communities across England. Focusing on disability, women and girls, ethnic minority groups and hard to reach areas, project groups are running a variety of activities.



Investing in the game



Investing in people

The RFU invested over £1million in newly-qualified coaches and referees ready for new and returning players before, during and after Rugby World Cup 2015. The target is to have 20,000 registered and licensed coaches and 7,500 qualified referees by 2017. The QBE Coaching Club achieved its target of 2,015 Level 2 coaches by 2015 and the Keep Your Boots On! campaign encouraged some 2,000 people to discover more about becoming coaches or match officials.

Investing in Young Volunteers, the RFU encouraged 1,340 Young Rugby Ambassadors aged 14 - 24 to adopt leading roles in their clubs, securing the future of the community game. The YRA programme is open to all young people in clubs, colleges, universities or in the community. The re-launched programme, partnered with the 'vInspired' online portal, aims to recruit another 2,000 YRAs over 12 months, providing recognition for the time they invest in rugby.

The RFU invested over £1million in newly-qualified coaches and referees ready for new and returning players before, during and after Rugby World Cup 2015





Improved facilities have been built in rugby clubs across the country, with the RFU helping clubs to create a more inviting social and sporting environment. More than 520 clubs benefited from £10m of RFU investment, which leveraged £30m more to spend on playing surfaces, artificial pitches, floodlights, changing facilities and social spaces. NatWest RugbyForce 2015 also saw more than 520 improved rugby clubs with local communities helping in upgrades.

The RFU's Artificial Grass Pitches (AGP) strategy, announced this season, seeks to install 100 artificial, floodlit pitches nationwide over four-years, to offset increasing pressure on natural turf pitches, climatic conditions, changed player expectations and competition from other sports' provision of artificial pitches.

More than 520 clubs benefited from £10m of RFU investment



Introducing the benefits to Host Cities

One of the major successes of the Tournament was that the positive economic and tourism benefits were felt across the country and, in particular, at the Host Cities. The rest of this report focusses on the contribution of RWC 2015 to those cities.

It should be noted that it is not possible to directly compare the economic impacts estimated at the National level with those estimated for Host Cities (i.e., the Host City totals will not sum to the National total). At a National level, total additional economic output was calculated at around £2.3 billion; the total benefit for the Host Cities is calculated at just under £2 billion.

This difference is because the localised analysis seeks to quantify only those benefits which remain within the area whereas the National level analysis incorporates the Host City benefits plus those that are realised elsewhere in the country (as a result of where supply chains are based or because visitors spent time and money outside of those Host Cities).

Additionally, at the Host City level, we have included the contribution made by domestic tourism (i.e., English residents travelling to a Host City from another part of the country), which is considered as displacement at the National level.

How are the regional effects calculated?

Tournament delivery spend	Spending by RWC 2015 to deliver the Tournament at a local level.
Tourism spend	In order to calculate the direct Host City impacts, we have to account for where tourists spent their time during RWC 2015. We do this by capturing both the time spent in the Host City on match day (for those with tickets) plus time spent during their wider stay in England. For example, 6% of international respondents chose to visit Manchester whilst in England, despite not having a ticket for the game that was played in Manchester (England vs Uruguay). Having estimated the total amount of time spent in the city, it is then possible to calculate spending on accommodation, food, entertainment, retail and travel accordingly.
Flights	Our analysis includes spend on international flights by visitors to England. The value of this spend was accounted for at the point of entry. Therefore Host Cities with major international airports such as London, Birmingham, Manchester and Newcastle will have benefitted from this additional activity.
Domestic tourists	For the Host City impacts, spend associated with trips made by domestic residents from outside the Host City were included as part of the incremental impact to the City. At the National level this was considered as displaced activity and excluded from our calculation.
Local Multipliers	<p>The impact assessment methodology calculates the money that flows through the supply chain within a given region. Spend on suppliers that are located outside the region is considered as a leakage of economic value. For example, a stadium in Exeter may use suppliers who are based outside of the city; in this case any of these associated benefits would not be included within the Host City assessment.</p> <p>This explains why the indirect and induced effects will be less pronounced than at the National level, as typically regional multipliers are lower than National multipliers (leakage is lower at a national level than at a regional level). We have calculated economic multipliers for the region that each Host City is based in, meaning that the effect of leakages will be specific to the actual local economy (and therefore may be higher or lower depending upon location).</p>

Host Cities captured a total of **£2bn** in Output and **£980m** in GVA

Total Output by Host City

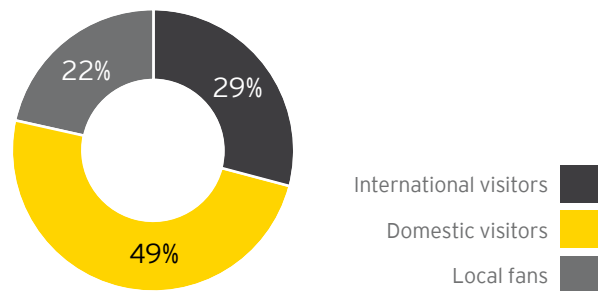


The impact on Birmingham

Villa Park, traditionally home to Aston Villa Football Club, transformed into a Rugby stadium for two games of RWC 2015. Greater Birmingham and Solihull Local Enterprise Partnership estimated that they attracted an additional 1.2m visitors in 2015, resulting in an overall visitor economy worth £8.1bn - £300m more than in the previous year.

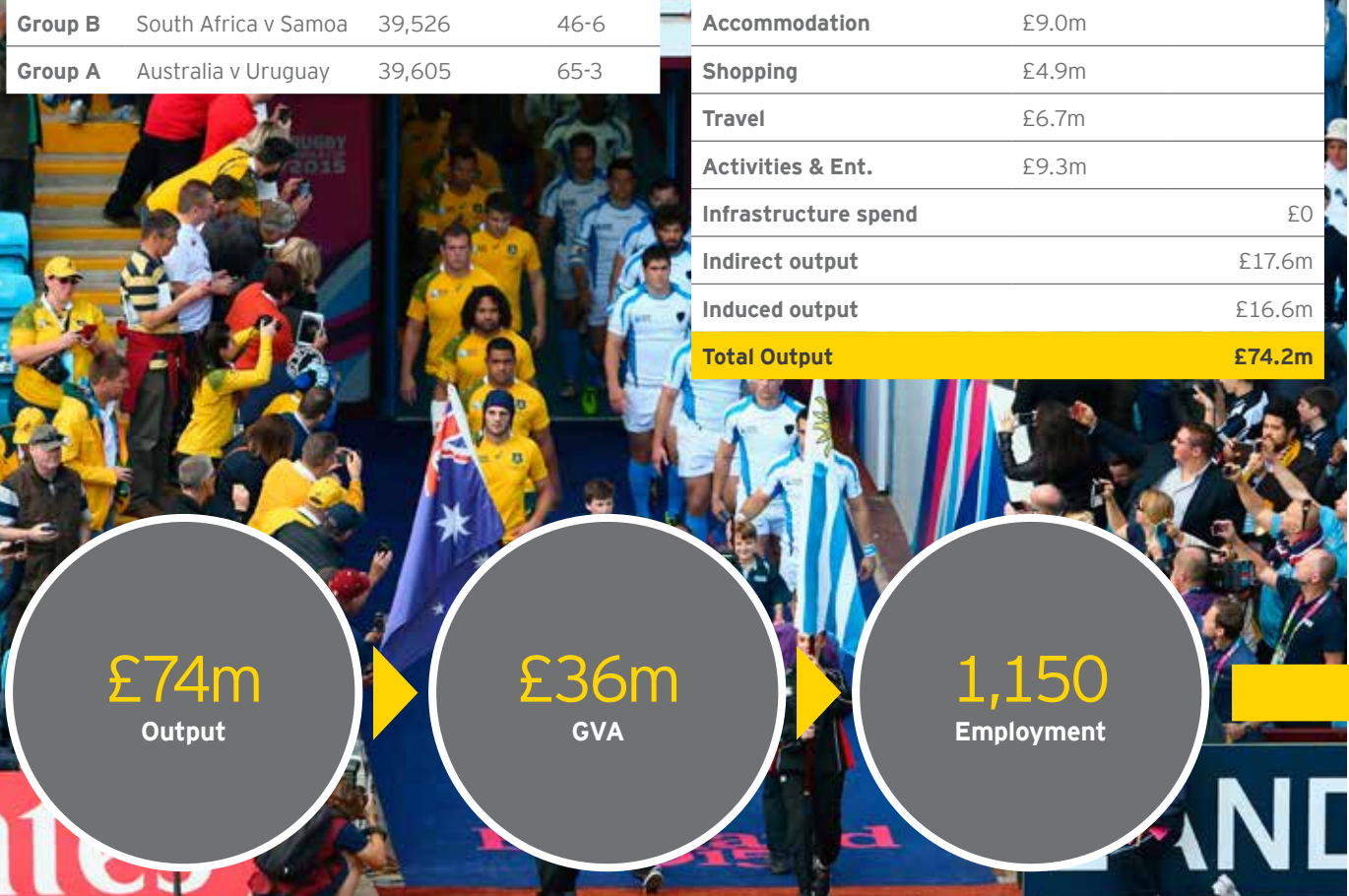
Our analysis suggests that RWC 2015 made a significant contribution to this growth in the local tourism industry.

Total tickets sold = 79,000



Stage	Fixture	Attendance	Score
Group B	South Africa v Samoa	39,526	46-6
Group A	Australia v Uruguay	39,605	65-3

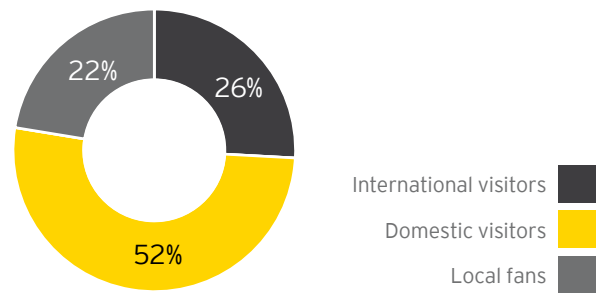
Breakdown of Output	
Tourism spend	£40.0m
Food & Drink	£10.1m
Accommodation	£9.0m
Shopping	£4.9m
Travel	£6.7m
Activities & Ent.	£9.3m
Infrastructure spend	£0
Indirect output	£17.6m
Induced output	£16.6m
Total Output	£74.2m



The impact on Brighton

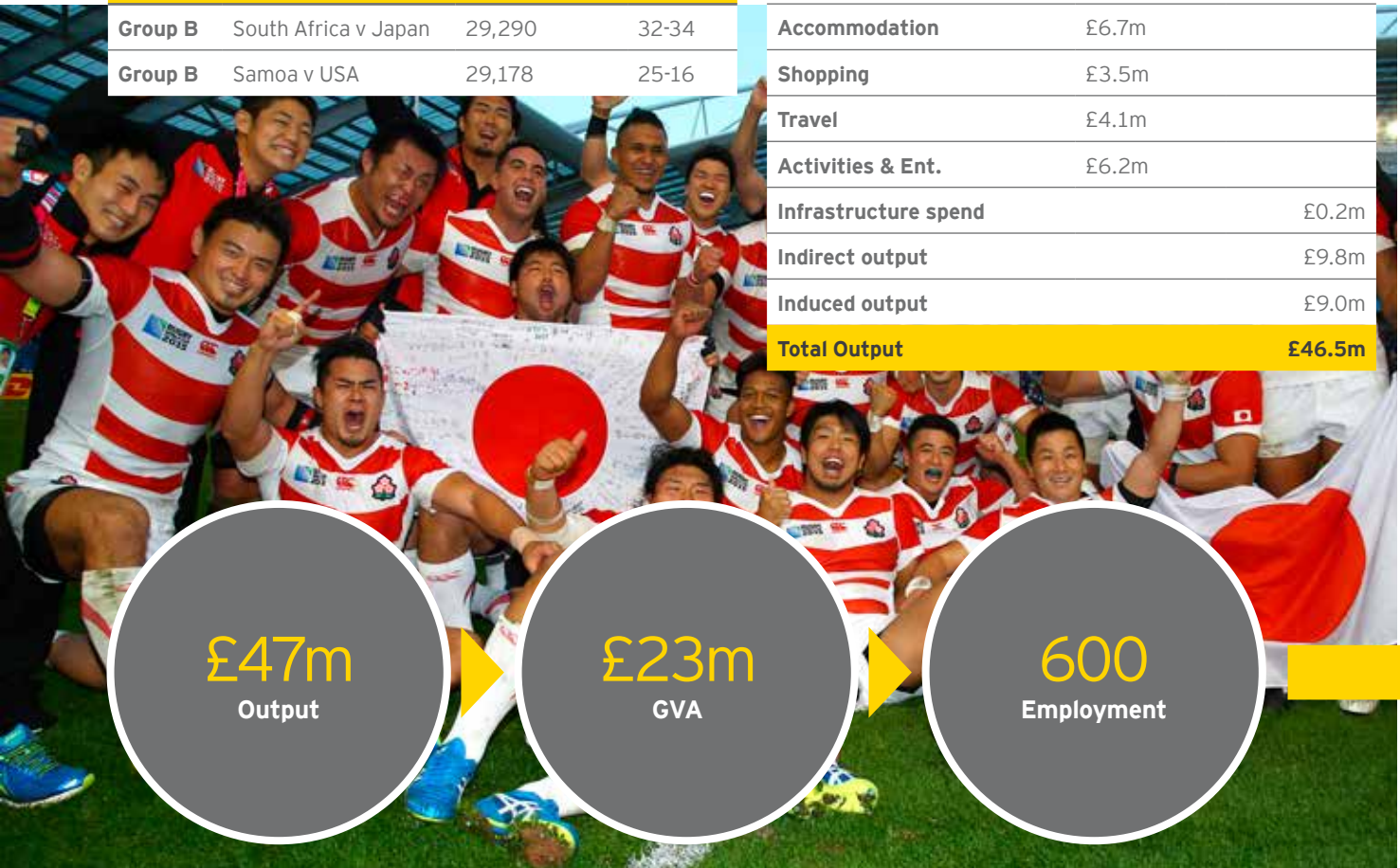
The Community Stadium's inaugural RWC 2015 game staged perhaps the greatest upset in the competition's history, when Japan defeated two-time former winners and the eventual 3rd placed South Africa in front of a raucous capacity crowd. The legacy of this match left a long-lasting impression on Brighton's picturesque landscape - those who saw it will not forget the experience.

Total tickets sold = 58,000



Stage	Fixture	Attendance	Score
Group B	South Africa v Japan	29,290	32-34
Group B	Samoa v USA	29,178	25-16

Breakdown of Output	
Tourism spend	£27.5m
Food & Drink	£7.1m
Accommodation	£6.7m
Shopping	£3.5m
Travel	£4.1m
Activities & Ent.	£6.2m
Infrastructure spend	£0.2m
Indirect output	£9.8m
Induced output	£9.0m
Total Output	£46.5m

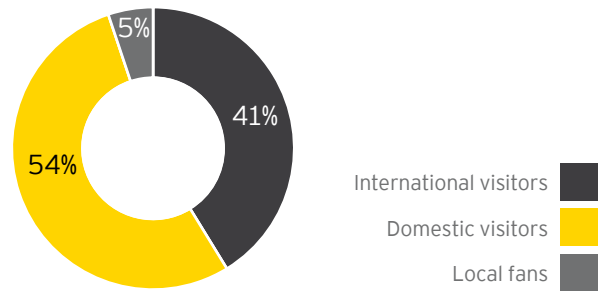


The impact on Cardiff

The Millennium stadium hosted some of the most memorable moments of the Tournament, and provided an economic boost to the city's hotels, restaurants and nightlife through increased tourism.

As one of the biggest stadia used in the tournament, Cardiff experienced the highest economic boost behind London.

Total tickets sold = 565,000



Stage	Fixture	Attendance	Score
Group D	Ireland v Canada	68,523	50-7
Group A	Wales v Uruguay	71,887	54-9
Group A	Australia v Fiji	67,253	28-13
Group A	Wales v Fiji	71,576	23-13
Group C	New Zealand v Georgia	69,187	43-10
Group D	France v Ireland	72,163	9-24
Quarter Final	New Zealand v France	71,619	62-13
Quarter Final	Ireland v Argentina	72,316	20-43

Breakdown of Output	
Tourism spend	£198.7m
Food & Drink	£39.3m
Accommodation	£44.2m
Shopping	£18.8m
Travel	£22.3m
Activities & Ent.	£74.1m
Infrastructure spend	£1.5m
Indirect output	£98.0m
Induced output	£82.0m
Total Output	£380.2m

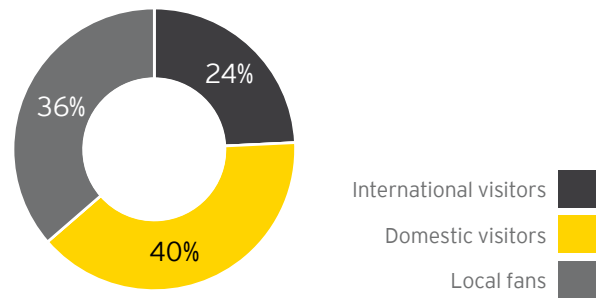


The impact on Exeter

Over 34m people globally watched the action in Exeter.

The television, media and press coverage of the city's involvement in the games amounted to an estimated equivalent value of £1.5m worth of advertising. The region has also benefited from many more men now playing rugby, with two new women's rugby teams also formed. The effects trickled down all the way to local clubs, community groups, schools and young people in the city.

Total tickets sold = 33,000



Stage	Fixture	Attendance	Score
Group C	Tonga v Namibia	10,103	35-21
Group C	Namibia v Georgia	11,156	16-17
Group D	Italy v Romania	11,450	32-22

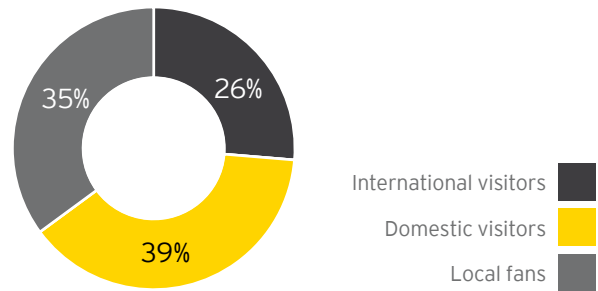
Breakdown of Output	
Tourism spend	£7.7m
Food & Drink	£2.1m
Accommodation	£1.7m
Shopping	£0.8m
Travel	£0.9m
Activities & Ent.	£2.2m
Infrastructure spend	£0.6m
Indirect output	£2.8m
Induced output	£2.4m
Total Output	£13.5m



The impact on Gloucester

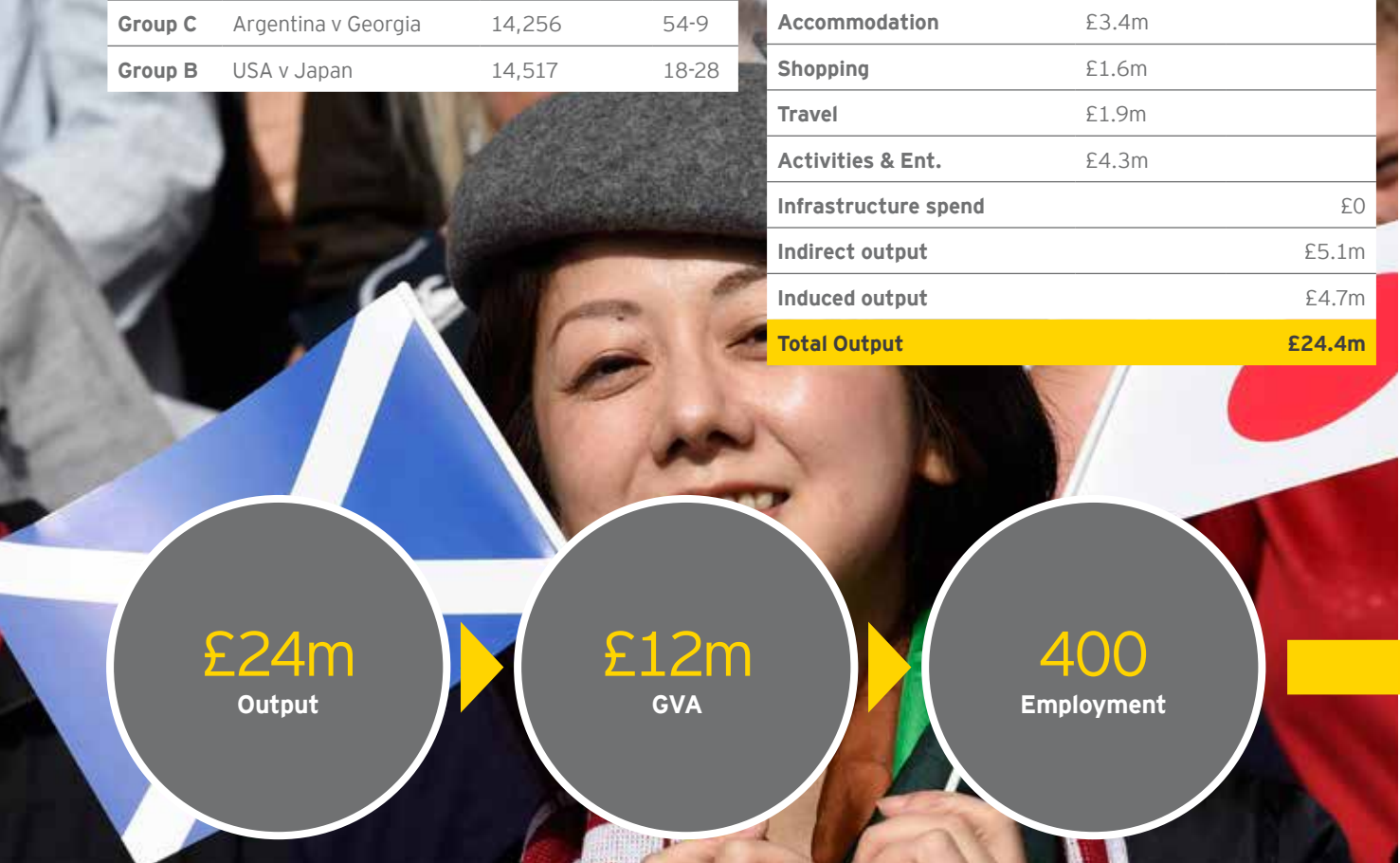
Gloucester hosted four games at Kingsholm, and attracted thousands of fans from all over the world. Local visitors arrived from neighbouring areas such as Cheltenham to access shops, restaurants and other hospitality facilities. This created a community feel throughout the region, with additional economic benefits created through increased volunteer participation within the sport.

Total tickets sold = 57,000



Stage	Fixture	Attendance	Score
Group C	Tonga v Georgia	14,200	10-17
Group B	Scotland v Japan	14,354	45-10
Group C	Argentina v Georgia	14,256	54-9
Group B	USA v Japan	14,517	18-28

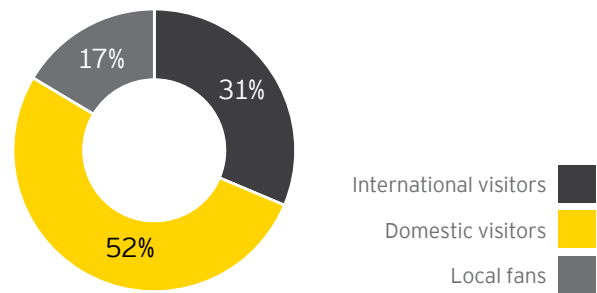
Breakdown of Output	
Tourism spend	£14.6
Food & Drink	£3.4m
Accommodation	£3.4m
Shopping	£1.6m
Travel	£1.9m
Activities & Ent.	£4.3m
Infrastructure spend	£0
Indirect output	£5.1m
Induced output	£4.7m
Total Output	£24.4m



The impact on Leeds

Both games hosted at Elland Road sold-out, offering an exciting spectacle on each occasion. Excitement of the event was displayed through the buzz of people taking photographs and watching the teams train at every opportunity. The legacy should boost the profile of the city's Rugby Union brand - often dwarfed by Rugby League in recent years throughout the Rugby-mad county.

Total tickets sold = 67,000



Stage	Fixture	Attendance	Score
Group D	Italy v Canada	33,120	23-18
Group B	Scotland v USA	33,521	39-16

Breakdown of Output	
Tourism spend	£18.6m
Food & Drink	£4.8m
Accommodation	£4.1m
Shopping	£1.9m
Travel	£2.3m
Activities & Ent.	£5.5m
Infrastructure spend	£0
Indirect output	£10.0m
Induced output	£8.6m
Total Output	£37.2m



£37m
Output

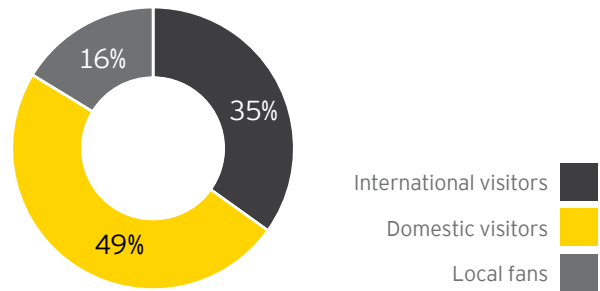
£18m
GVA

500
Employment

The impact on Leicester

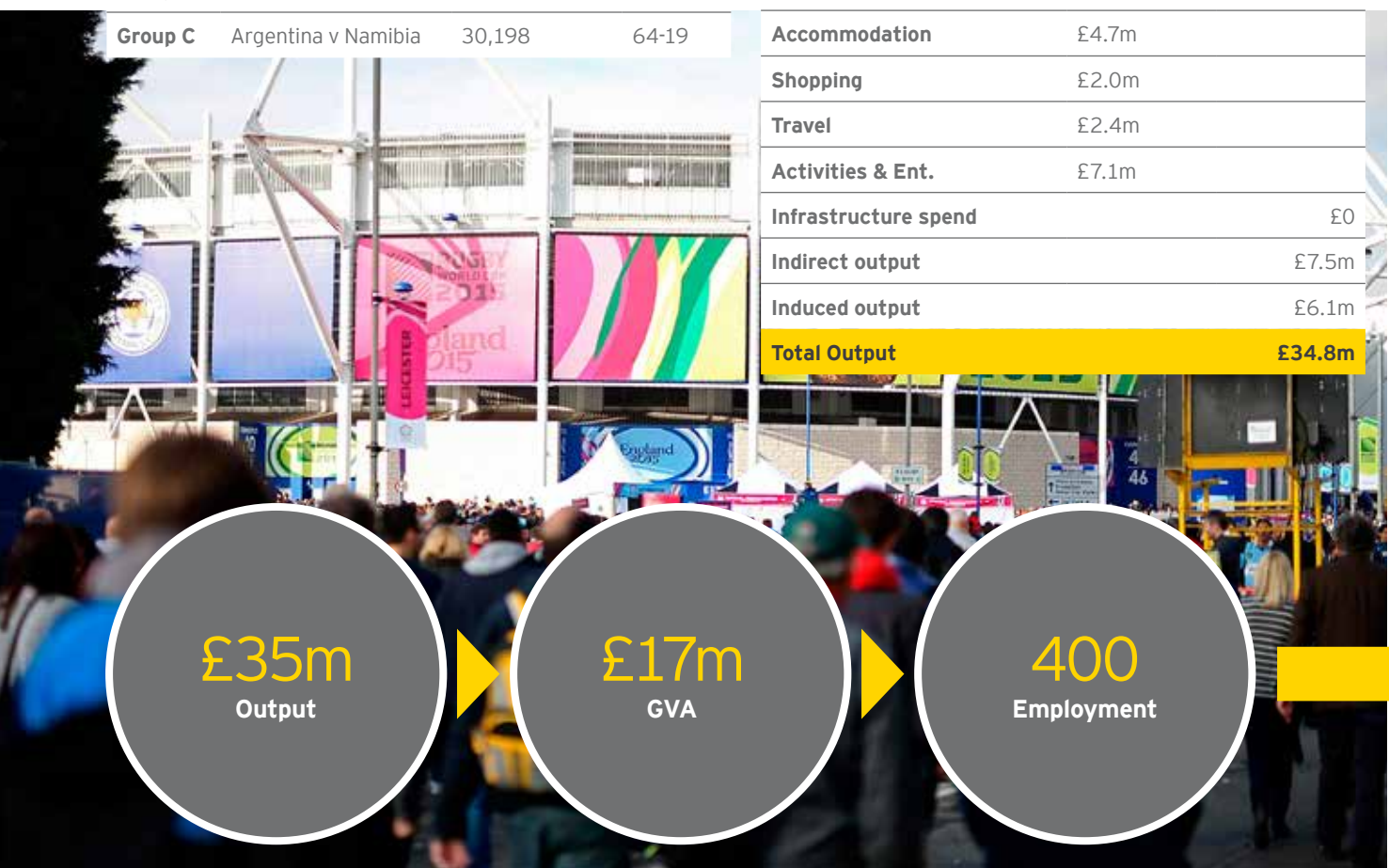
Leicester City stadium was host to three games at RWC 2015, enjoying some great Rugby throughout the group stages. It hosted the highest scoring game of the tournament as Argentina beat Namibia by 64 points to 19, as well as the biggest comeback in Rugby World Cup history (Canada v Romania).

Total tickets sold = 86,000



Stage	Fixture	Attendance	Score
Group C	Argentina v Tonga	29,124	45-16
Group D	Canada v Romania	27,153	15-17
Group C	Argentina v Namibia	30,198	64-19

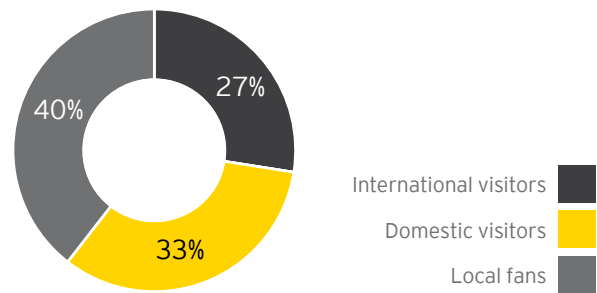
Breakdown of Output	
Tourism spend	£21.2m
Food & Drink	£5.0m
Accommodation	£4.7m
Shopping	£2.0m
Travel	£2.4m
Activities & Ent.	£7.1m
Infrastructure spend	£0
Indirect output	£7.5m
Induced output	£6.1m
Total Output	£34.8m



The impact on London

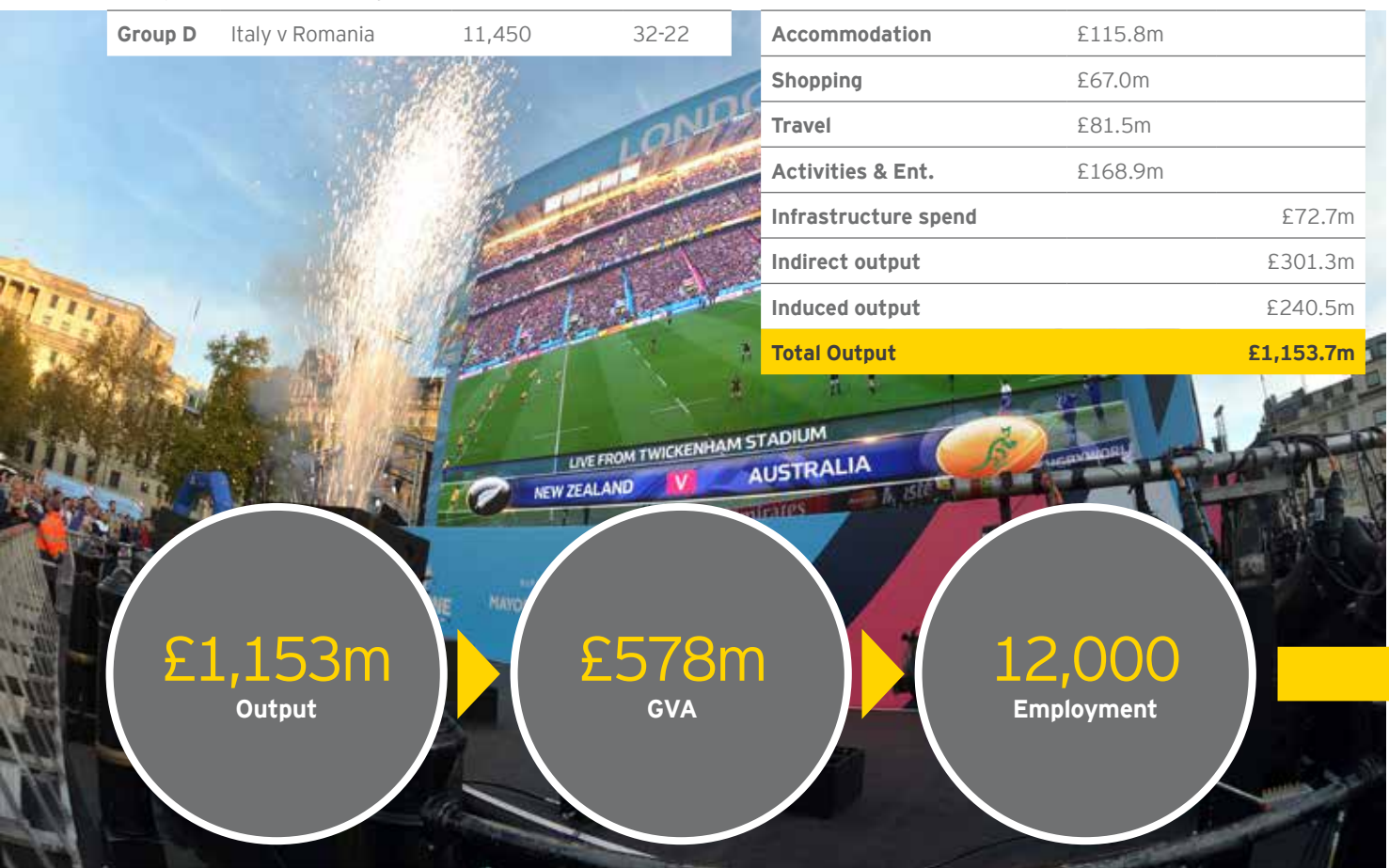
With three stadiums and a total of four Fanzones, London experienced a wave of economic activity. 30% of fans who made the trip to the UK, chose to visit the City despite not having a ticket to attend a game there. The Fanzone in Trafalgar square in particular was a big success as 27,000 fans came to watch the final and enjoy the atmosphere in the capital.

Total tickets sold = 1,241,000



Stage	Fixture	Attendance	Score
Group C	Tonga v Namibia	10,103	35-21
Group C	Namibia v Georgia	11,156	16-17
Group D	Italy v Romania	11,450	32-22

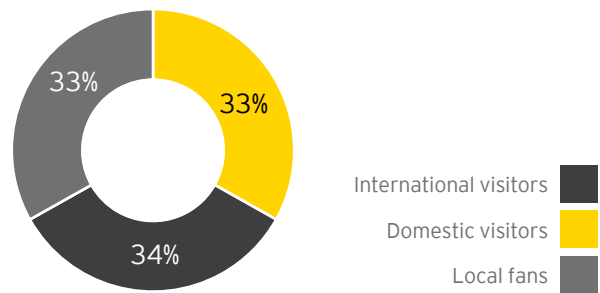
Breakdown of Output	
Tourism spend	£539.2m
Food & Drink	£106.0m
Accommodation	£115.8m
Shopping	£67.0m
Travel	£81.5m
Activities & Ent.	£168.9m
Infrastructure spend	£72.7m
Indirect output	£301.3m
Induced output	£240.5m
Total Output	£1,153.7m



The impact on Brent (London)

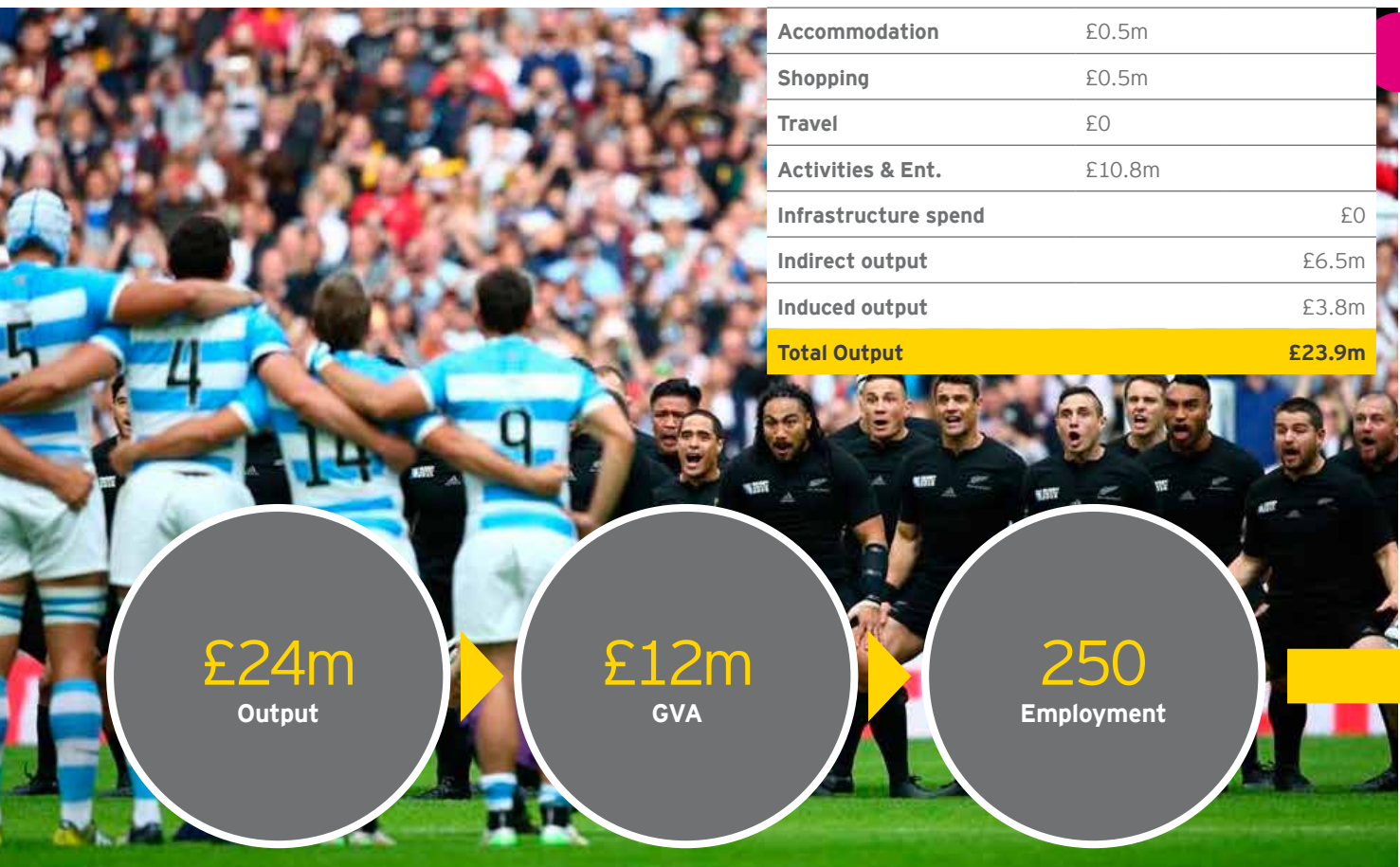
Usually labelled 'The Home of Football', Wembley was home to some fantastic Rugby as it broke the attendance record for a RWC game twice in the space of eight days. The area also experienced an economic boost from fans staying locally.

Total tickets sold = 178,000



Stage	Fixture	Attendance	Score
Group C	New Zealand v Argentina	89,019	26-16
Group D	Ireland v Romania	89,267	44-10

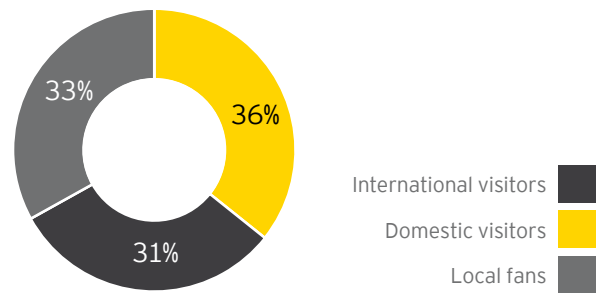
Breakdown of Output	
Tourism spend	£13.6m
Food & Drink	£1.8m
Accommodation	£0.5m
Shopping	£0.5m
Travel	£0
Activities & Ent.	£10.8m
Infrastructure spend	£0
Indirect output	£6.5m
Induced output	£3.8m
Total Output	£23.9m



The impact on Newham (London)

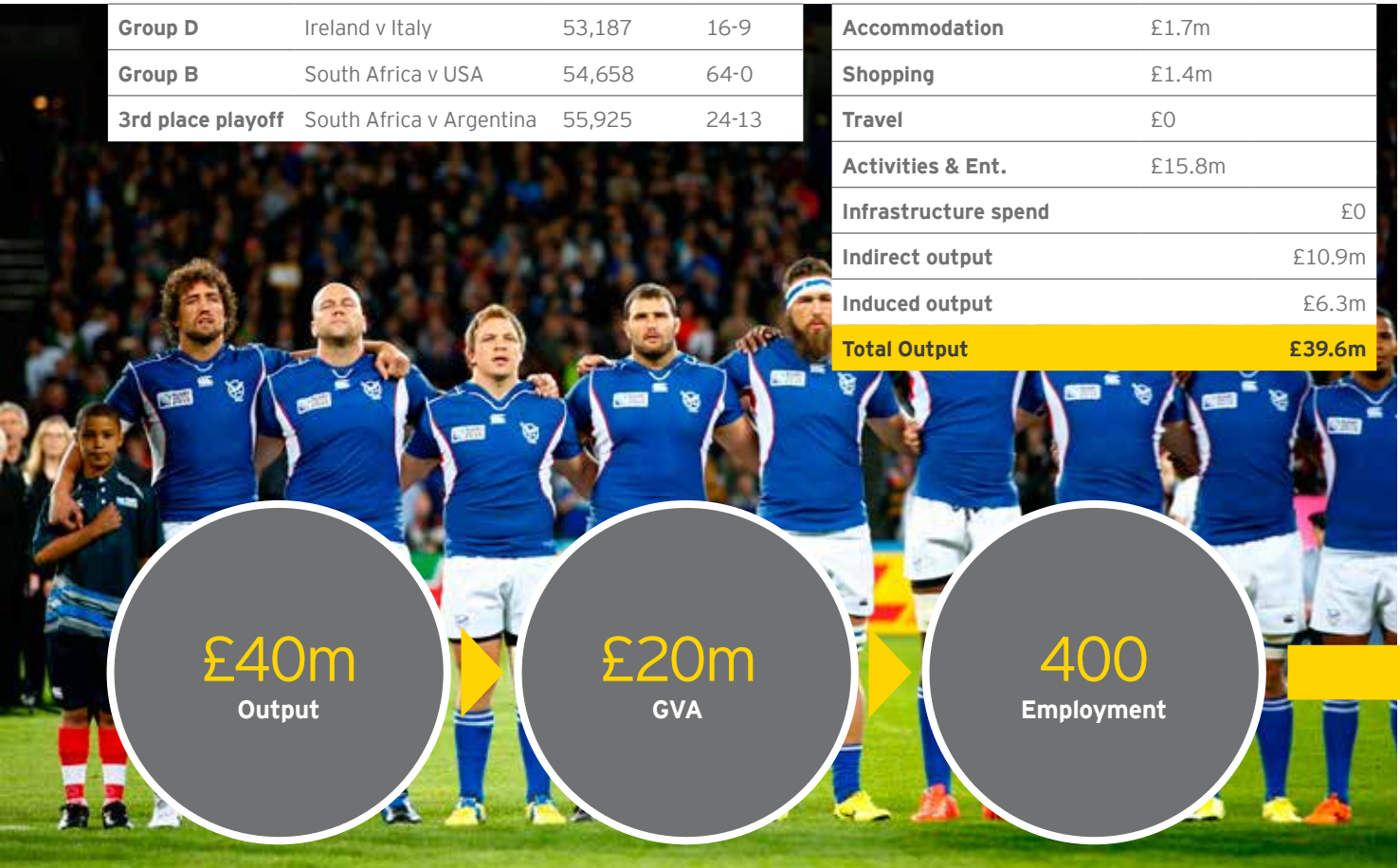
RWC 2015 was the biggest sporting event held at the Olympic Stadium since the London 2012 Olympic and Paralympic games. It hosted some great Rugby throughout the tournament with the 3rd place playoff being the biggest game held at the arena. The area experienced additional benefits from fans also visiting local attractions such as the Westfield shopping centre.

Total tickets sold = 266,000



Stage	Fixture	Attendance	Score
Group D	France v Romania	50,626	38-11
Group C	New Zealand v Namibia	51,820	58-14
Group D	Ireland v Italy	53,187	16-9
Group B	South Africa v USA	54,658	64-0
3rd place playoff	South Africa v Argentina	55,925	24-13

Breakdown of Output	
Tourism spend	£22.5m
Food & Drink	£3.5m
Accommodation	£1.7m
Shopping	£1.4m
Travel	£0
Activities & Ent.	£15.8m
Infrastructure spend	£0
Indirect output	£10.9m
Induced output	£6.3m
Total Output	£39.6m



£40m
Output

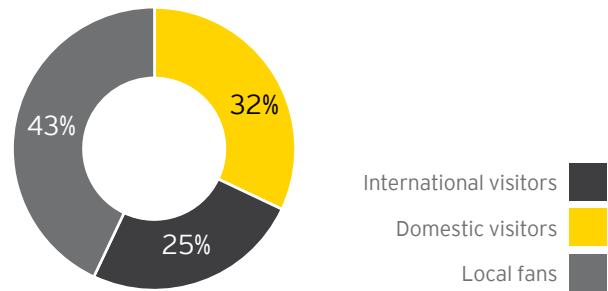
£20m
GVA

400
Employment

The impact on Richmond (London)

As home to Twickenham, Richmond benefitted from the largest impact of all the London boroughs, with fans coming to games, spending money at the Fanzones, as well as having the England Rugby 2015 delivery team situated in the region. The games at Twickenham produced some memorable moments including England's early exit, along with New Zealand lifting the Webb-Ellis Trophy.

Total tickets sold = 796,000



Stage	Fixture	Attendance	Score
Group A	England v Fiji	80,015	35-11
Group D	France v Italy	76,232	32-10
Group A	England v Wales	81,129	25-28
Group A	England v Australia	81,010	13-33
Group A	Australia v Wales	80,863	15-6
Quarter Final	South Africa v Wales	79,572	23-19
Quarter Final	Australia v Scotland	77,110	35-34
Semi Final	South Africa v New Zealand	80,090	18-20
Semi Final	Argentina v Australia	80,025	15-29
Final	New Zealand v Australia	80,125	34-17

Breakdown of Output	
Tourism spend	£91.7m
Food & Drink	£7.7m
Accommodation	£1.3m
Shopping	£1.1m
Travel	£0
Activities & Ent.	£81.6m
Infrastructure spend	£72.7m
Indirect output	£78.4m
Induced output	£41.3m
Total Output	£284.1m

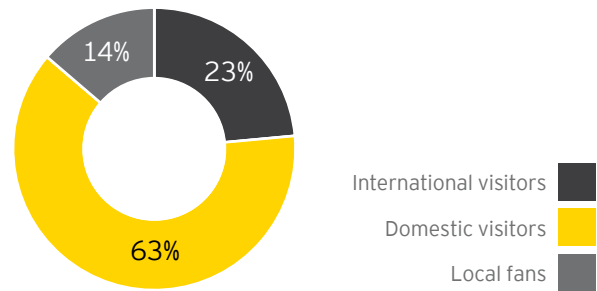


The impact on Manchester

Although Manchester only hosted one game during RWC 2015, fans were quick to praise the togetherness of the city when it comes to the sport of Rugby - particularly relevant as the Rugby League grand final was held on the same weekend as England vs. Uruguay.

Despite only hosting one game, a large number of international tourists visited the city when not attending a fixture. This brought additional spending to the local economy.

Total tickets sold = 51,000



Stage	Fixture	Attendance	Score
Group A	England v Uruguay	50,778	60-3

Breakdown of Output	
Tourism spend	£40.6m
Food & Drink	£7.7m
Accommodation	£8.0m
Shopping	£4.3m
Travel	£11.1m
Activities & Ent.	£9.5m
Infrastructure spend	£0.2m
Indirect output	£21.0m
Induced output	£16.7m
Total Output	£78.5m



£78m
Output

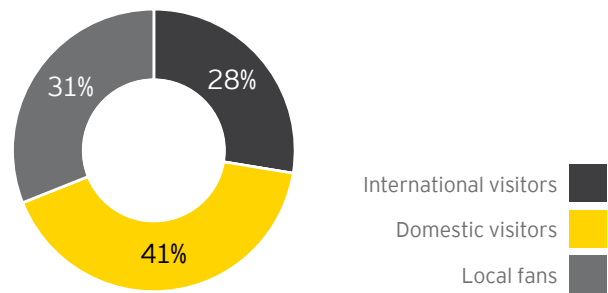
£38m
GVA

1,200
Employment

The impact on Milton Keynes

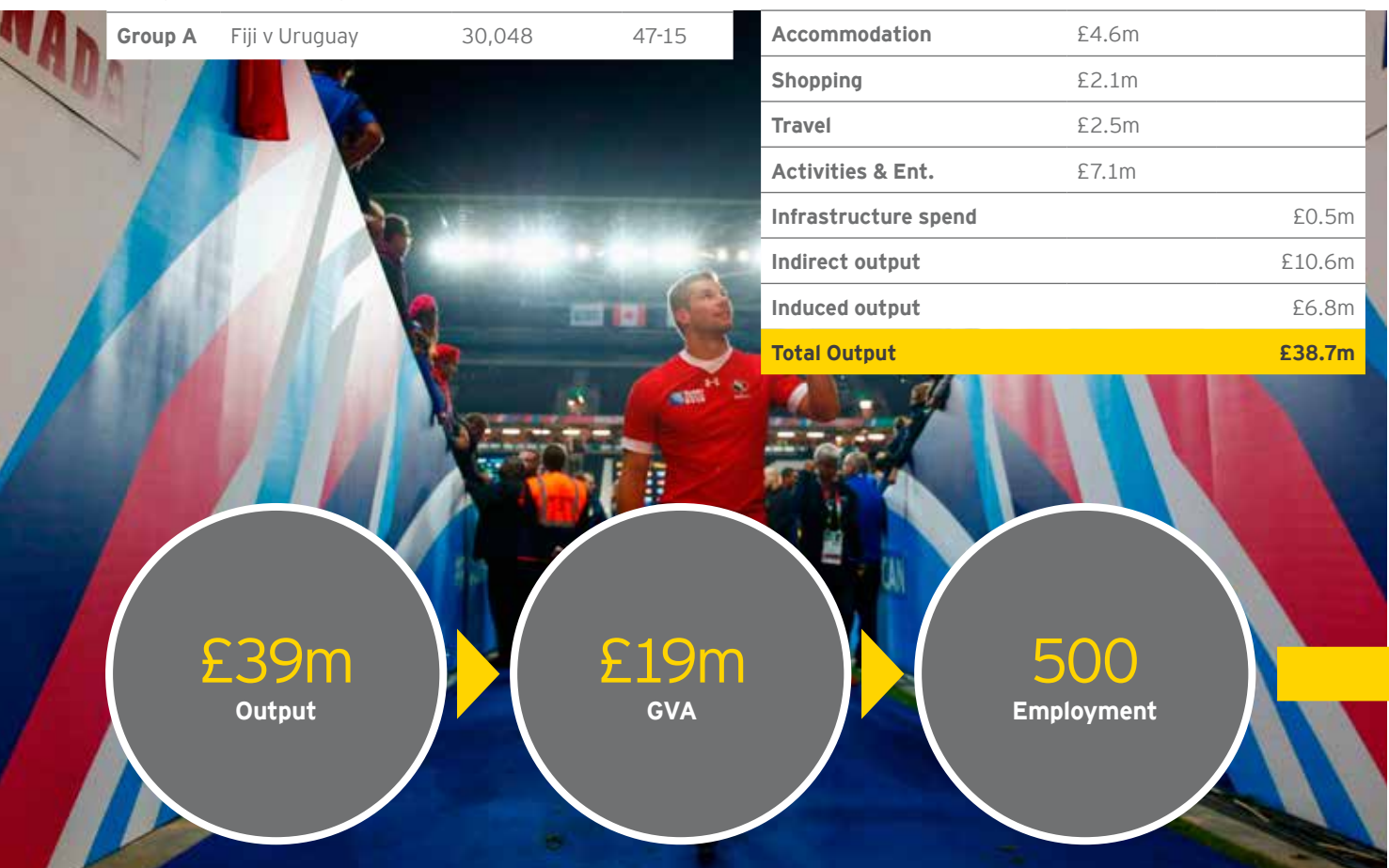
RWC 2015 had a significant impact on Milton Keynes, bringing domestic and International tourists to the area and helping to raise the profile of the city. In honour of these achievements, DMK (the official tourism organisation within the city) awarded one of the lead members of the committee that bought RWC 2015 its highest award - an "ambassador" for the city.

Total tickets sold = 87,000



Stage	Fixture	Attendance	Score
Group D	France v Canada	28,145	41-18
Group B	Samoa v Japan	29,019	5-26
Group A	Fiji v Uruguay	30,048	47-15

Breakdown of Output	
Tourism spend	£20.1m
Food & Drink	£4.5m
Accommodation	£4.6m
Shopping	£2.1m
Travel	£2.5m
Activities & Ent.	£7.1m
Infrastructure spend	£0.5m
Indirect output	£10.6m
Induced output	£6.8m
Total Output	£38.7m

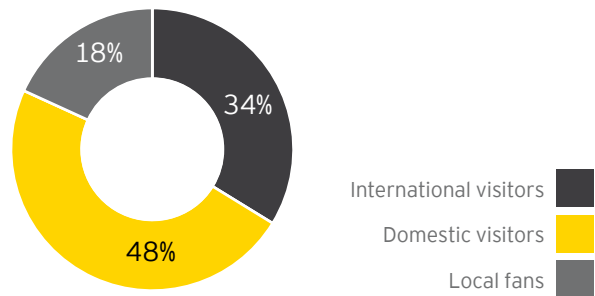


The impact on Newcastle

'Newcastle Gateshead Initiative' released figures that estimated that RWC 2015 attracted a significant windfall to the city, with hotel occupancy reaching 99% on match days.

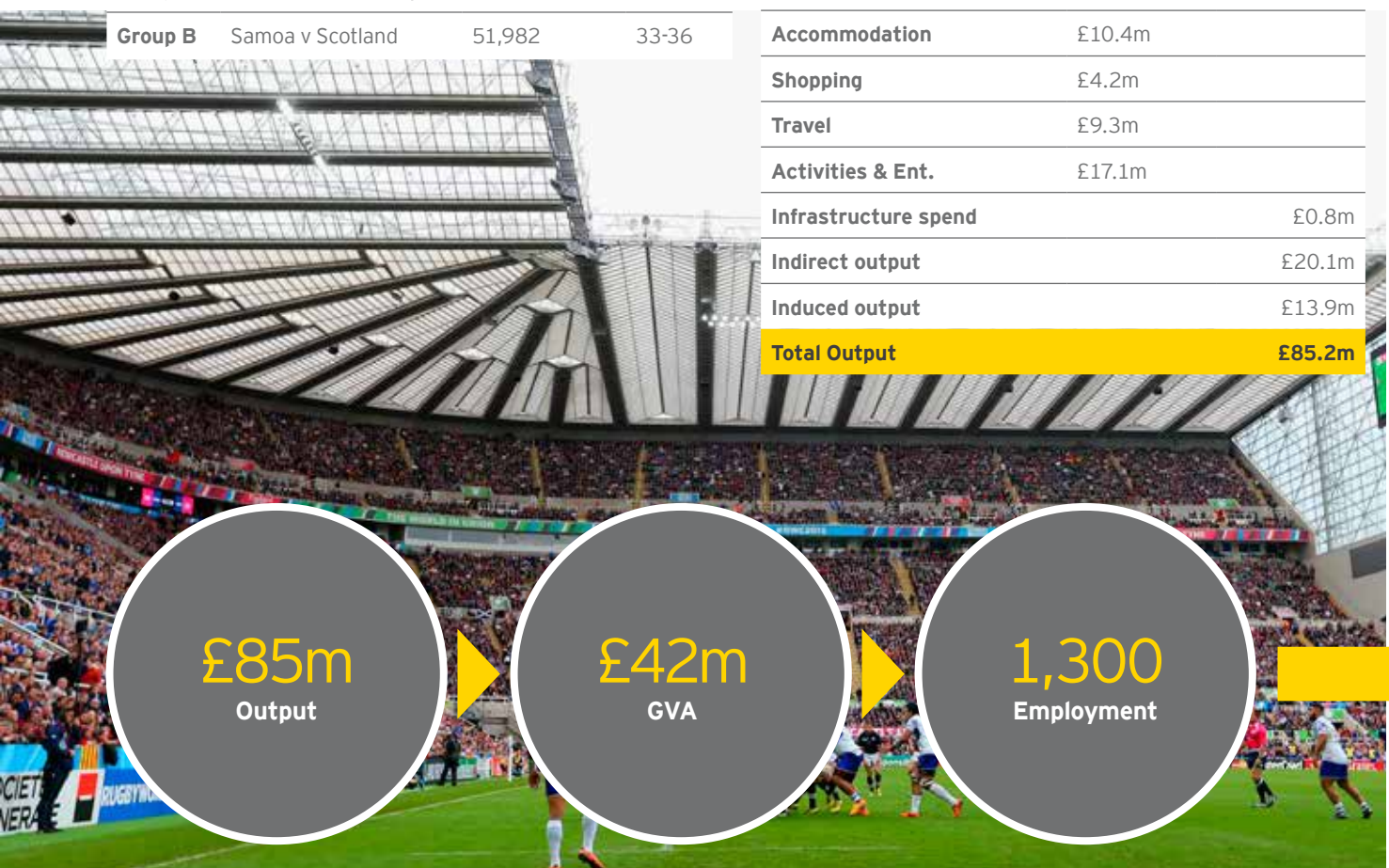
Northumbria Police commented how fans in particular exhibited "exceptional behaviour" throughout the Tournament -advertising the city as a safe and friendly region to re-visit in the future.

Total tickets sold = 154,000



Stage	Fixture	Attendance	Score
Group B	South Africa v Scotland	50,900	34-16
Group C	New Zealand v Tonga	50,985	47-9
Group B	Samoa v Scotland	51,982	33-36

Breakdown of Output	
Tourism spend	£50.4m
Food & Drink	£9.4m
Accommodation	£10.4m
Shopping	£4.2m
Travel	£9.3m
Activities & Ent.	£17.1m
Infrastructure spend	£0.8m
Indirect output	£20.1m
Induced output	£13.9m
Total Output	£85.2m



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