Economic Impact Report on Global Rugby Part IV:
Rugby World Cup 2011
Centre for the International Business of Sport (CIBS)
Coventry University

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RWC 1987
New Zealand

TELEVISION AUDIENCE
230,000

COUNTRIES INVOLVED
16

SPECTATORS
600,000

BROADCAST REACH
17
RWC 2007
France

TELEVISION AUDIENCE
4.2 billion

COUNTRIES INVOLVED
94

SPECTATORS
2.25 million

BROADCAST REACH
202
RWC 2011
New Zealand

TELEVISION AUDIENCE
4.2 billion

COUNTRIES INVOLVED
98

SPECTATORS
1.35 million

BROADCAST REACH
202
MasterCard Research: Economic Impact

2010 Six Nations
US$632.81 million

2010 Tri Nations
US$174.3 million

Strategic & Emerging Markets
Global participation up 19%;
Game of choice for 5 million people; 117 countries
RWC 2011
Economic Impact Report

- Methodology
- Assess the impact in New Zealand of 95,000 international visitors
- Assess the impact on the global sports economy
RWC 2011
Who’s Coming

95,000 Visitors (est.)
10,200 Officials
84,800 Spectators
Major Sports Events
International Visitors

- 2006 FIFA World Cup
- Euro 2008
- RWC 2007
- 2000 Olympic Games
- 2007 Cricket World Cup
- 2003 RWC
- 2006/7 Ashes Tour
- 2007 Ryder Cup
- 2005 Lions Series
RWC 2011
Estimated Length of Stay

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Stay (days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>7.3</td>
</tr>
<tr>
<td>Scotland</td>
<td>22.1</td>
</tr>
<tr>
<td>Wales</td>
<td>22.7</td>
</tr>
<tr>
<td>England</td>
<td>22.6</td>
</tr>
<tr>
<td>Ireland</td>
<td>26.3</td>
</tr>
<tr>
<td>Other</td>
<td>16.7</td>
</tr>
</tbody>
</table>
RWC 2011 Impact

- Benefits at local, regional, national and international levels
- Direct effects
- Indirect and induced effects
- External effects
RWC 2011
Range of Benefits

- Ticket sales
- Food and beverage sales
- Merchandise and related sales
- Accommodation
- Tourist Attractions
What they’ll spend on

Sales of 1.35 million tickets

US$224.5 million

Accommodation

US$204.1 million
RWC 2011
What they will spend on

- Food and beverage: US$187.7 million
- 7.5 million litres of beer to be poured
- 150,000 litres of sports drinks to be consumed
- 7.35 million pies and sausages to be consumed
RWC 2011
Overall Impact

• Spend from overseas visitors
  US$654 million

• Direct economic impact
  US$491 million

• New Zealand economy long-term impact
  US$1.21 billion

• Contribution to global sports economy
  US$1.67 billion
RWC 2011
Distinctive impacts

- New Zealand sport economy
- Return to Rugby’s spiritual home
- Christchurch effect
- Competitive premium
- Emerging nations
- Betting bonanza
- Friday night live
New Zealand Sport Economy by 2020

Consumer expenditure in NZ sport economy worth

US$1 billion

Sport-related economic activity in the NZ sport economy

US$11.7 billion

No. of people working in sport-related occupations in NZ

Between 52,000 and 58,000
Conclusions

• One of the world’s most important sporting events

• Large numbers of international visitors and television viewing figures (4.2 billion people Worldwide).

• Countless people to purchase merchandise, consume food and drink, and place bets on outcome.
Conclusions

• Bonanza for range of organisations: competing nations, sportswear manufacturers, venue managers at stadia, etc.

• Profound economic impact; reverberates across time and spans international boundaries.

• Profile and significance places it alongside most valuable sports properties worldwide.
Conclusions

• Demographic profile of Rugby fans; attendance skewed towards higher socio economic groups

• Distinctiveness of RWC 2011 offers once in a lifetime opportunity

• Staging of RWC further reinforces New Zealand’s reputation as a notable sport tourism destination.

• RWC 2011 has huge potential to create a lasting legacy.
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