

# The economic impact of Rugby World Cup 2015

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# Executive summary

Since its inception in 1987, the increasing scale and reach of Rugby World Cup has helped attract a globalised audience and provided each Host Nation with significant opportunities to attract international tourism, develop infrastructure, advertise itself to investors from around the world and leave a lasting legacy of growing participation at all levels and across a diverse player spectrum.

Rugby World Cup 2015 will attract more international visitors than any previous Rugby World Cup, with up to 466,000 visits expected across the duration of the Tournament. These visitors bring with them significant incremental spending to the Host economy, from purchasing tickets to travel costs, accommodation expense, match day entertainment and in visiting other local tourist attractions. In total, international visitors are expected to contribute up to £869 million in direct expenditure.

Investment in infrastructure for the Tournament is expected to reach £85 million, bringing lasting benefits to the Host Cities. The added exposure to a global market will also provide opportunities to attract future tourists and businesses alike. In total, Rugby World Cup 2015 is expected to deliver up to £2.2 billion in output to the Host economy, translating into an additional £982 million of value added to GDP. These benefits will be felt across the regions, with each Host City expected to attract significant numbers of domestic and international visitors.



**£2.2bn**  
Total output

**£982m**  
Added to GDP

**466,000**  
International visitors



**£85m**

Investment in  
infrastructure

**41,000**

Jobs supported

Participation  
legacy

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# The international popularity of Rugby World Cup continues to grow

## The start of Rugby World Cup

Rugby World Cup (RWC) first took place in 1987 and has since been held on a four yearly basis. Since the first RWC, 25 nations have participated in the main Tournament, and the number of participating unions involved in the RWC has grown from 16 in 1987 to 95 in 2015 (83 nations involved in qualification plus 12 qualifying directly).



## A growing number of people are playing the Game

Rugby is now played in more countries around the world than ever before. 119 countries now participate in the sport, supporting an estimated 6.6m players worldwide.





Rugby has established itself as a **major global sport**

The popularity of the sport has increased dramatically since the first RWC was held 27 years ago. Rugby is now, more so than ever, a truly global sport with international fans willing to travel long distances to support their teams. This is reflected by the growth in Tournament ticket sales from 0.6m in 1987 to a peak of 2.2m in 2007.

0.6m  
1987

2.2m  
2007

The Tournament is attracting **increasing audiences**

The strong international profile of RWC is reflected in television audiences across the world which have grown significantly over time. The inaugural RWC was broadcasted to 17 territories across the world and could be watched by 200 million people, whilst the 2011 edition had a reach of 207 territories and a potential television audience of 4 billion.

200m  
1987

4bn  
2011

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

**RWC attendances are amongst the highest of all major single sport events**

Only the Football World Cups deliver more paid attendances to a single sport event than RWC. Olympic games provide attendances in excess of single sports events but the number of tickets on sale is significantly higher due to the variety of sports on offer.

The last three RWC Tournaments have been hugely popular, drawing between 1.47 and 2.19 million spectators.

**Attendance at major single sport events (millions)**



Sources: FIFA, FSMS, EY analysis

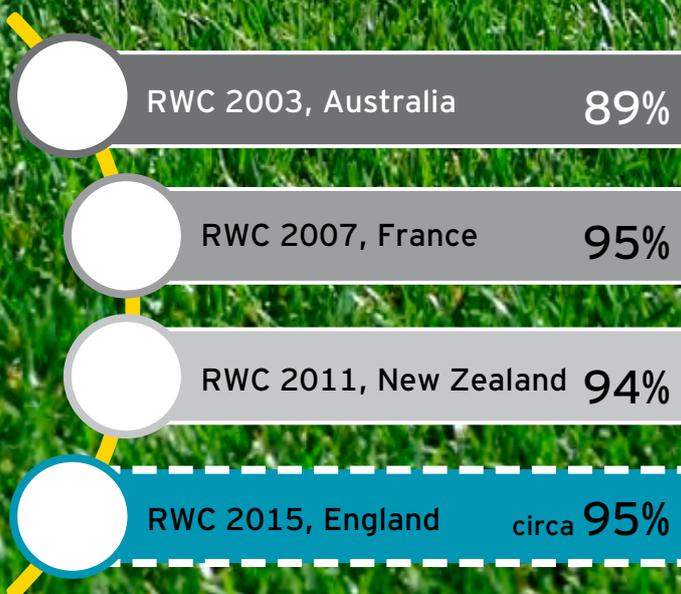


### Demand for tickets is consistently high, resulting in near capacity attendances

The past RWCs have generated significant levels of interest, with consistently high attendances at the matches; the percentage of seats filled at matches being consistently above 89%.

The demand for RWC 2015 tickets is expected to be high. It is understood that early ticket sales are showing positive signs.

### Capacity utilisation of previous RWCs



Source: Previous impact assessments, EY analysis

# Major sporting events attract millions of people and can generate significant economic benefits to the host

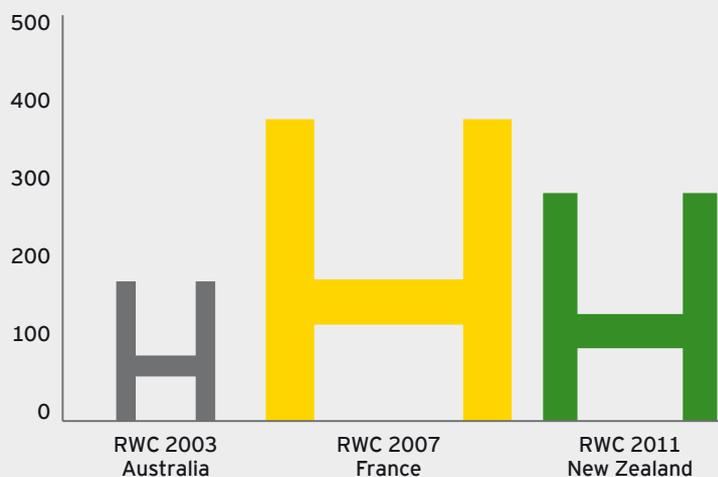


## Major sporting events have the potential to deliver significant benefits to the Host

RWC attracts large numbers of visitors to the Host Country. The event can stimulate additional investment in infrastructure (e.g., Twickenham Stadium or Sandy Park Stadium), tourism and associated spending, increased exposure to a global audience and investment in participation at all levels of the sport.

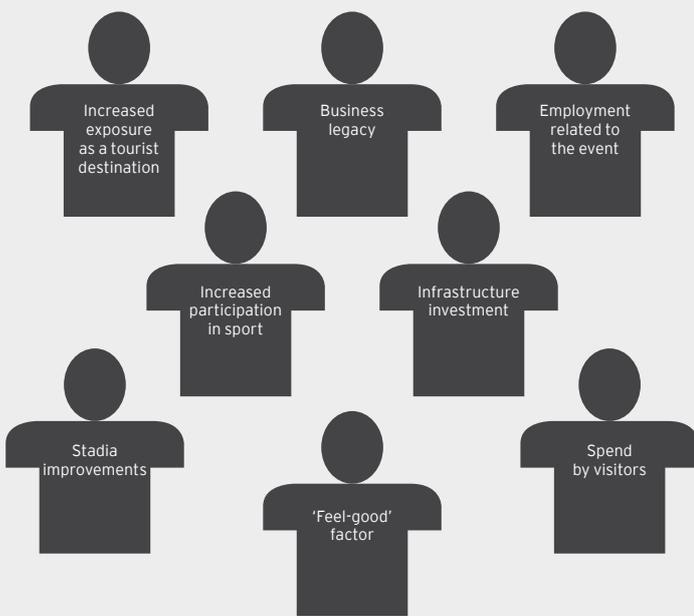
Tangible benefits to the Host can be shown through the additional spend generated (i.e., output) and the contribution to Gross Domestic Product (GDP). Past Tournaments have proven to deliver boosts to the relevant national economy; RWC 2007 is estimated to have directly contributed £380 million to the French economy.

Direct contribution to GDP £ millions



Source: Previous impact assessments, EY analysis

## The benefits to the Host are varied and widespread:



Examples of benefits received by the Host

## Legacy will play an important role

The impact on GDP shows the economic benefits of the Tournament in the short term. However, there are also wider benefits that are expected to leave a lasting legacy.

Exposure as a Host City places them in a global shop window for attracting business investment and tourists. The visibility of the city name in stadiums and on television provides an advertising platform for local campaigns (at recent Football World Cups all stadiums have included city name banners).

As part of their submission to host matches, bidding cities have also developed plans to exploit the additional exposure and investment to drive forward participation in the sport.

These potential benefits have not been quantified in this study but do represent the types of opportunity available to Host Cities to leverage their involvement in the event.

RWC 2015 provides England and the Host Cities with the opportunity to deliver a range of short and long term objectives.

In the **short term** the Tournament can **stimulate spending** whilst in the **long term** cities aim to **develop participation in sport** and attract visitors and business alike.



# Rugby World Cup 2015 can act as a catalyst for further growth in the Game

The Rugby Football Union (RFU) is looking to leverage the exposure of RWC 2015 to create a lasting legacy for the sport, with major investments being made in building capacity and increasing participation.

The RFU is committed to seizing the opportunity that RWC 2015 presents to help continue the growth of the sport. It has been focused on creating and launching plans in the build up to the Tournament to ensure a real and meaningful legacy aligned to World Rugby's Impact programme.

## Building capacity

### Better facilities

**£10m over four years to help clubs improve their clubhouses and pitches**

- ▶ £7.5m invested since 2012 in 340 club projects worth £27.5m (pitch improvements, clubhouses, floodlights, goalposts etc).
- ▶ In addition, 75 social spaces projects have been awarded, with 150 more to come, to make rugby clubs more inviting and welcoming.

### Investing in people

**£1million plus investment in newly qualified coaches and referees**

- ▶ Record attendances seen in 2013 with over 35,000 people taking part in rugby related courses.
- ▶ 1,000 new Young Rugby Ambassadors in over 250 clubs.
- ▶ 'Keep Your Boots On' campaign launched to recruit more coaches and match officials from retiring players.

### More schools

**All Schools programme aims for 750 state secondary schools new to rugby playing by 2019**

- ▶ 300 non-rugby playing state secondary schools now playing the game, linked to 140 community rugby clubs, and programme on track to meet target of 400 schools (200,000 secondary school children) playing rugby by RWC 2015.

## Increasing participation

### Returning players – 16-24 year olds

**Investing £500,000 in creative solutions to bring 16-24 year olds back to the game**

- ▶ 'Make Contact' is a new approach designed to help clubs, universities and colleges engage and keep 16-24 year olds playing XV-a side rugby.

### Touch rugby

**Inspiring 16,000 new players to take up rugby through O2 Touch**

- ▶ Over 16,000 people now playing regularly in O2 Touch centres and leagues across England.
- ▶ 234 Touch centres (129 clubs, 75 college and 30 universities) now in place.

### Other nations

**Unity project – working together to grow the game**

- ▶ Working with 17 European nations twinned with RFU Constituent Bodies (CBs) to grow the support the development of the game across Europe.

### Cultural engagement

**Getting more people talking about rugby by raising its profile in local communities**

- ▶ An innovative and interactive Schools Resource website has been created in partnership with the Youth Sport Trust and England Rugby 2015 to bring RWC 2015 and rugby's core values to life across the curriculum in secondary schools.
- ▶ 100 rugby posts installed in parks in ten RWC 2015 Host Cities in 2013-14 to raise the profile of the Tournament and rugby.

# Rugby World Cup 2015 in numbers

RWC 2015 is hosted by cities with a geographical spread.

RWC 2015 will be hosted across 11 different cities and 13 different venues, from Brighton on the South Coast to Leicester in the Midlands and Newcastle in the North. This geographic coverage helps to ensure that the economic benefits are broadly spread and provides Rugby fans across the country with accessible venues to support their team.

The Tournament will attract around 6,000 volunteers to help deliver the matches and guide supporters around the venues and local attractions.



- 13 Match venues
- 11 Host Cities
- 48 Matches
- 20 Participating teams
- 15 Fanzones
- 44 Days of the Tournament
- 2m+ (and growing) Facebook likes
- 6k Volunteers
- 2.3m Tickets

# Rugby World Cup 2015 could attract a record number of international visitors

## International visitors stimulate significant benefits for the Host

The major benefit of hosting RWC 2015 is the number of visitors that can be expected to arrive. They bring with them additional spending to the local economy (from hotels to transport services) helping to support additional jobs and generate tax receipts for the Treasury. International visitors are especially important as their spend is considered additive to total GDP.

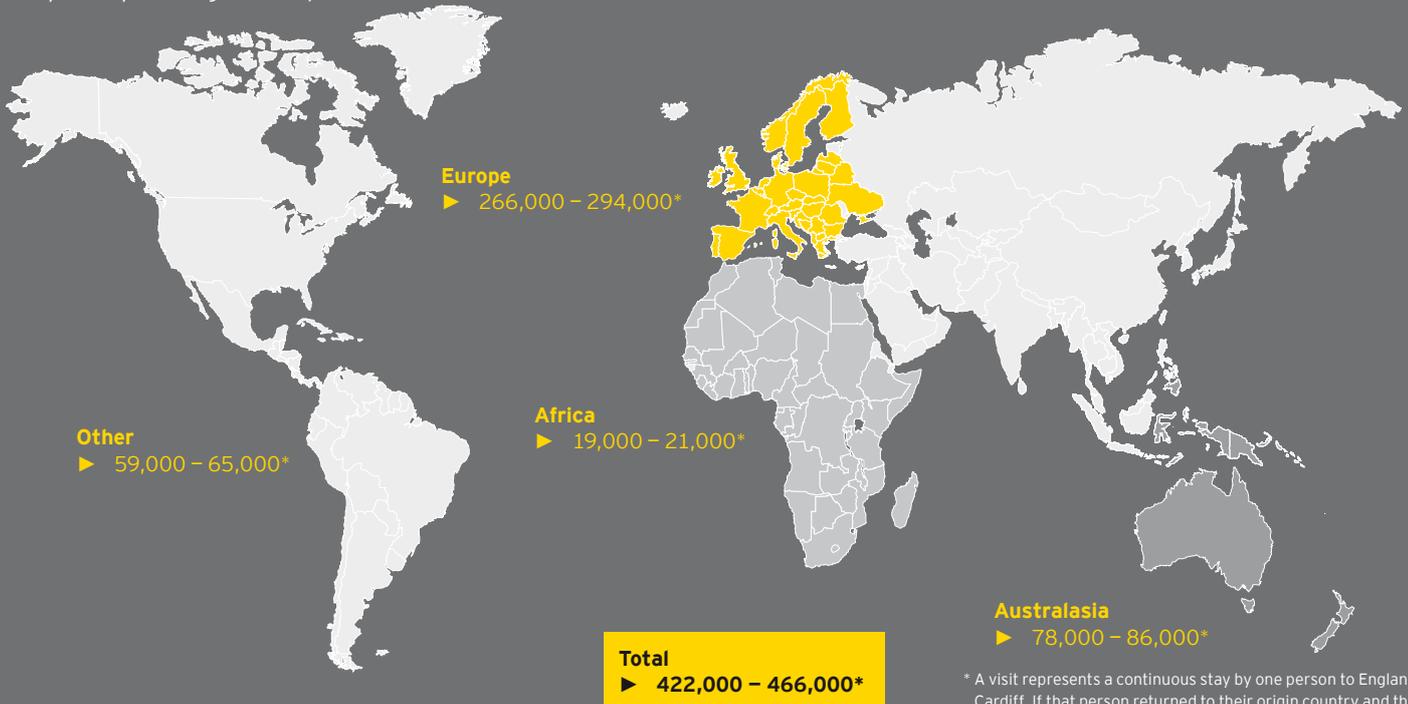
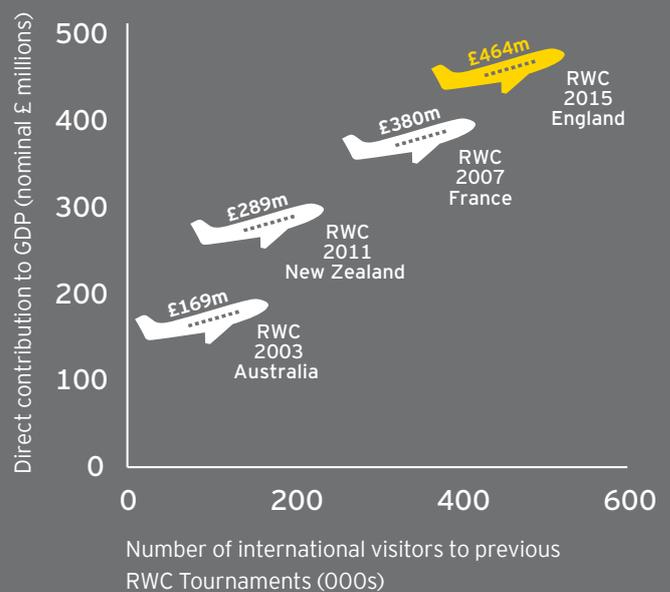
Spending by domestic/local visitors displaces spending from one area to another and therefore may benefit a Host City but is not accounted for at a national level.

The number of international visitors expected to attend RWC 2015 has been based upon the total number of tickets available, expected attendance and stated interest in purchasing tickets taken from a survey of Rugby fans carried out by Front Row (the Tournament database).

The proximity of the Host Cities to so many traditional Rugby playing nations is likely to be a key driver in attracting the largest number of visitors to any RWC to date.

Those fans who travel the furthest to support their team are also likely to stay the longest and spend the most.

## Comparisons to previous RWC Tournaments

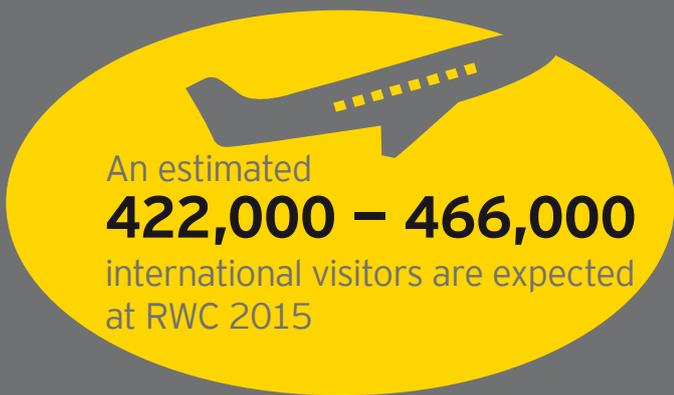
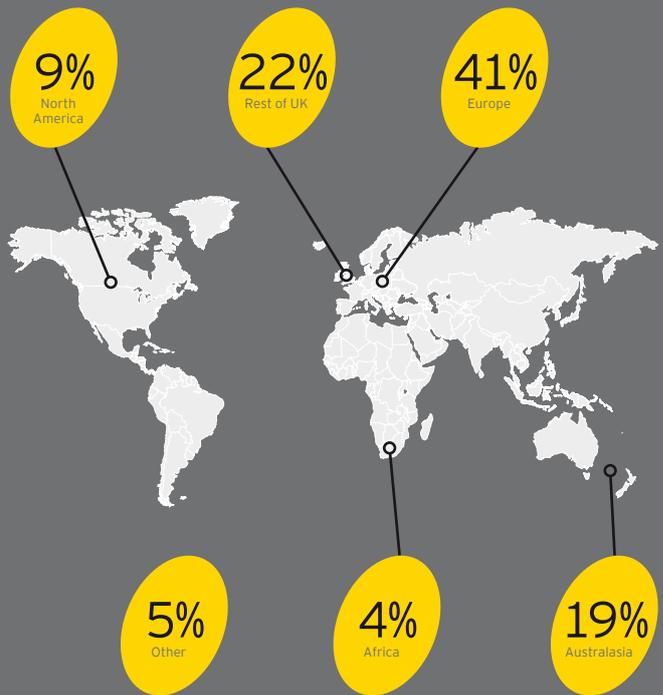


\* A visit represents a continuous stay by one person to England/ Cardiff. If that person returned to their origin country and then re visited England/ Cardiff this would represent two visits.

The number of international visitors expected to attend RWC 2015 will depend on a number of factors, including the performance of each team, the propensity of the fans to travel and the number of people visiting for the experience alone (i.e., without tickets).

Fans of some nations may wait until their teams make the knockout stage before deciding to travel. The proximity of the other UK and European nations means fans are able to be flexible in their plans.

### International visitors by origin



# Measuring the benefits of Rugby World Cup 2015

## Hosting RWC 2015 will generate economic benefits before, during and after the Tournament

Hosting RWC 2015 involves significant planning, alterations to infrastructure and refurbishments to stadia before the Tournament begins.

During the Tournament, the operation and delivery of the matches, Fanzones and other related activities generates revenue and requires additional employment.

Once the Tournament has finished, the benefits will continue to be felt. For example, the sport of Rugby will receive a boost in participation, and the Host Cities will gain exposure to a wider international and domestic market.

The benefits generated by RWC 2015 will vary in nature from increased revenue for local accommodation providers to improved transport infrastructure in Host Cities. Along with the direct benefits, comes increased demand throughout the supply chain. This will ensure that revenue and benefits are spread across industries.

## Our approach to measuring the benefits:

EY have estimated the impact of RWC 2015 to the economy through the direct, indirect and induced contributions which are incremental to hosting the Tournament. The values that are estimated represent the benefits solely attributable to RWC 2015 and would not have existed, had the Tournament taken place elsewhere.

We have presented the results to include a range of outcomes based upon two scenarios for visitor numbers and visitor spend, accounting for variance in overall demand as well as other items, such as VIP spend, air travel or media spend, which are difficult to accurately quantify but nonetheless impact upon the total values.

	Direct impact	Indirect impact	Induced impact
Pre-Tournament preparations	<ul style="list-style-type: none"> <li>▶ Infrastructure development and stadia refurbishment</li> <li>▶ Planning and delivery team costs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Increased demand throughout supply chains in England and Cardiff</li> </ul>	<ul style="list-style-type: none"> <li>▶ Spending across the economy stimulated by additional employment</li> </ul>
Delivering RWC 2015	<ul style="list-style-type: none"> <li>▶ Ticket revenue</li> <li>▶ Match day food and drink*</li> <li>▶ Fanzones*</li> <li>▶ Tourist spending in local economies</li> </ul>		
Legacy after the Tournament	<ul style="list-style-type: none"> <li>▶ Increased participation in the sport</li> <li>▶ Improved local infrastructure</li> <li>▶ Lasting tourism effects</li> <li>▶ Business legacy - profiling of Host Cities for inward investment</li> <li>▶ 'Feel-good' factor</li> </ul>		

\*The estimation of the total benefits only includes those attributable to international visitors to avoid displacement effects.

# The economic benefits of hosting Rugby World Cup 2015

## The economic benefits to England and Cardiff will be generated in a variety of ways

The economic benefits of hosting RWC 2015 are derived from a number of elements as shown below. We have used these categories to calculate the impact of RWC 2015 upon the national economy and also assessed what this means from a Host City perspective.

In calculating the total impact the expenditure of domestic residents is considered to be displacement activity that would have been spent elsewhere in the economy, had the Tournament not taken place. This assumes that domestic residents have a fixed leisure budget and an individual will forego other leisure activities in order to attend RWC 2015. This applies to ticket sales, stadia, visitor and fanzone spend. Expenditure on infrastructure and stadium development is included only where it would not have happened without RWC 2015.

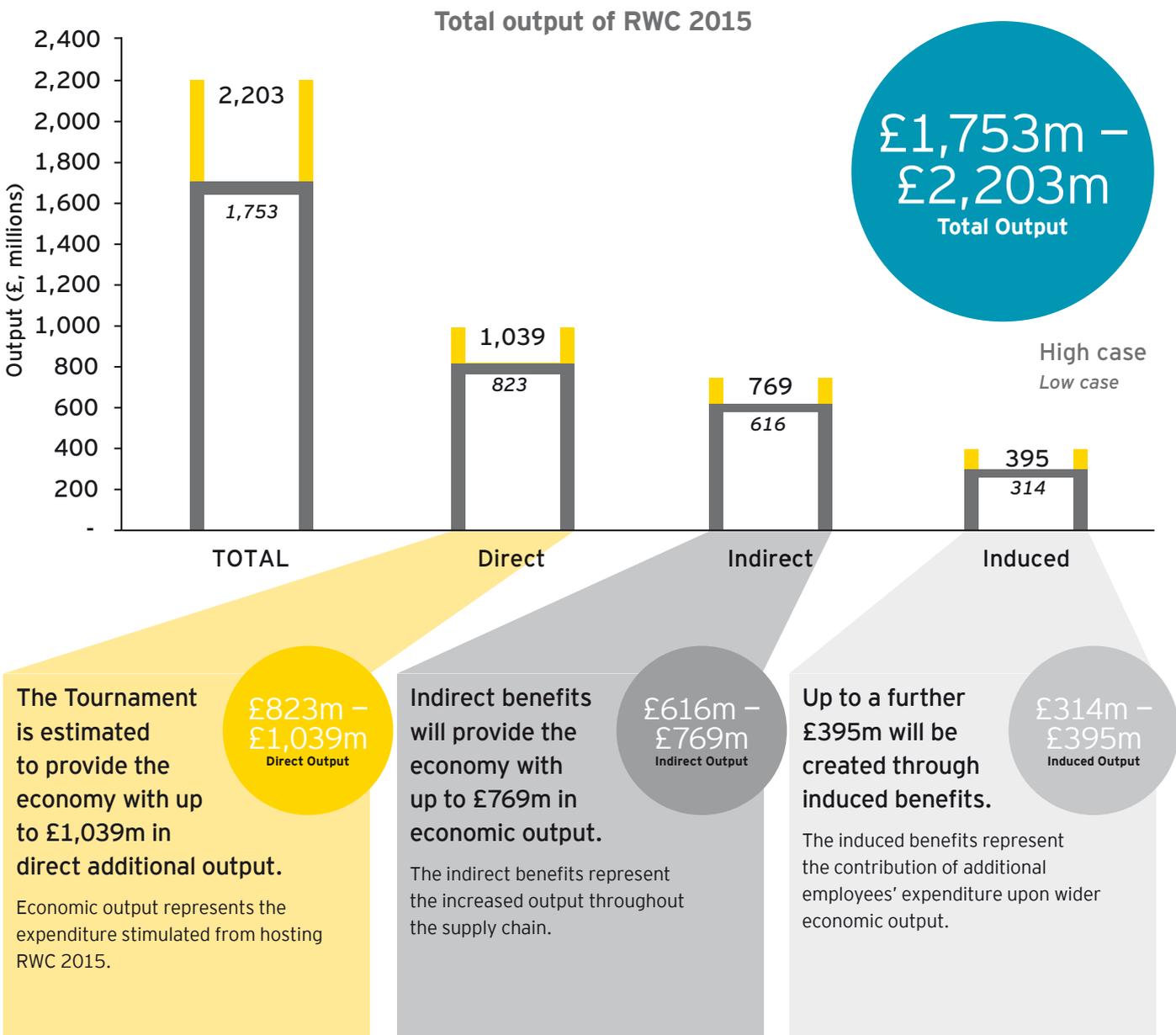


The key measures included within this economic impact assessment are the additional 'output' generated (this is equal to expenditure) and the value that this additional output delivers to the economy as a whole (the Gross Value Added [GVA]). GVA is the measure which represents the impact upon overall 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 throughout the supply chain and in local economies, bringing a benefit to whole Host Nation as well as the individual Host Cities.

# Rugby World Cup 2015 will contribute up to £2.2 billion of output to the economy

The estimation of output represents the expenditure within the economy attributed to hosting RWC 2015. Up to an estimated £2.2 billion will be spent in the economy. The range reflects potential variances in overall visitor numbers and spend. High and Low case estimates are presented in the chart below.

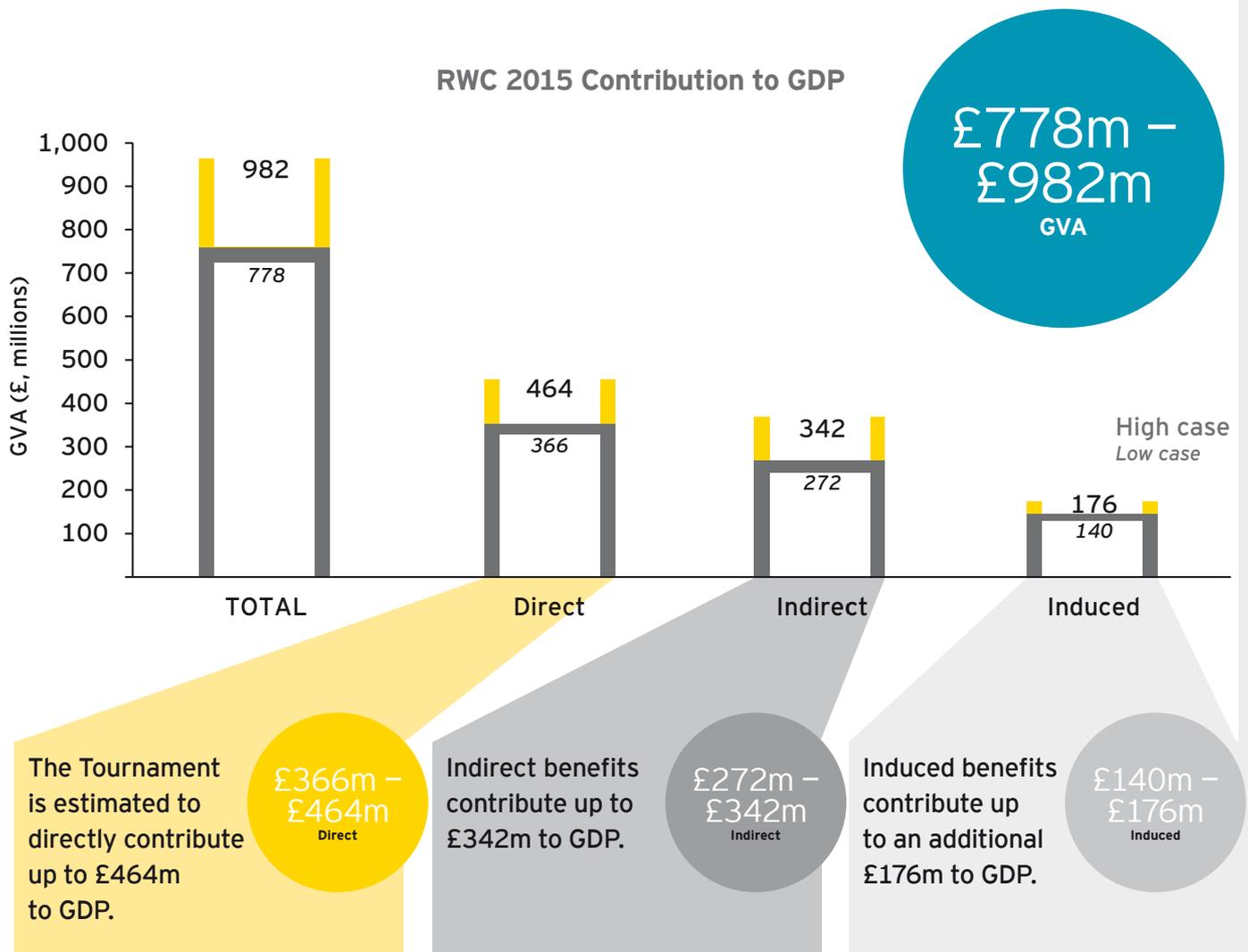




# Rugby World Cup 2015 will contribute up to £982 million to GDP



The contribution is estimated by calculating Gross Value Added (GVA). This is a measure of the value of goods and services produced in the economy and is comparable to GDP. The range reflects potential variances in overall visitor numbers and spend. High and Low case estimates are presented in the chart below.



# International visitors will generate activity throughout the economy



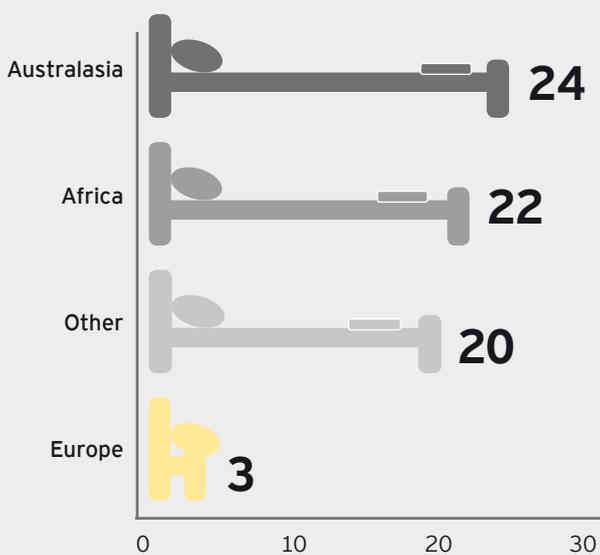
Visitor spending is the key component in explaining how RWC 2015 will benefit the Host economy.

Expenditure by international visitors is a net addition to the demand for goods and services in the wider economy, with a multiplier effect that ripples through supply chains, stimulating output and providing jobs across the 11 Host Cities and the rest of England.

Visitor expenditure can be broken down into stadium and match related spend (covered separately) and general tourism spend (e.g., travel, accommodation, food and drink).

Between 422,000 and 466,000 visitors are expected for RWC 2015, with an average spend (for their total visit) of between £59 and £3,546 depending upon their origin and profile. In total we estimate that visitors will inject up to £869m of revenue into the UK economy.

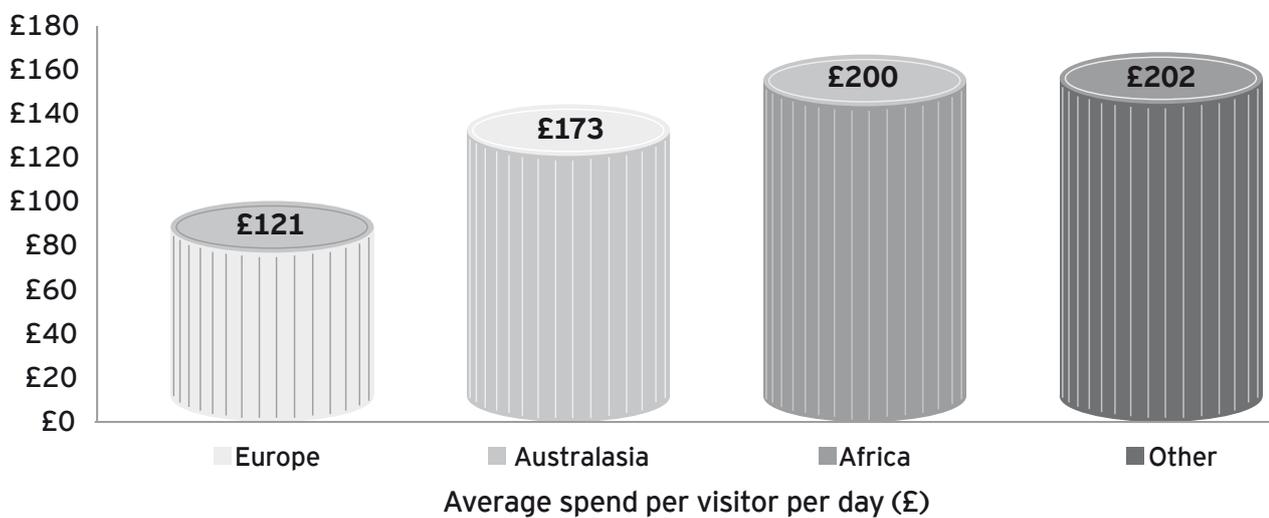
**Average number of nights stayed by origin**



*Economic activity is generated through tourism from visitors to England and Cardiff*



Average spend per visitor by day



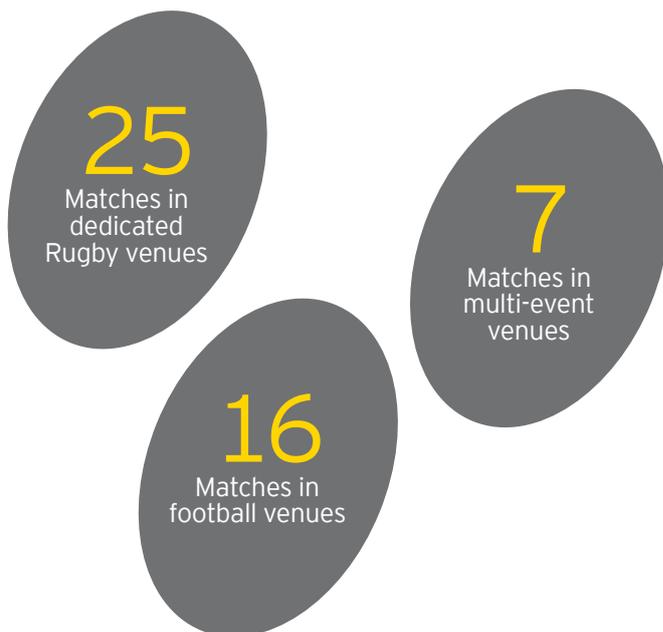
# Investment in infrastructure leading up to the Tournament will stimulate the economy and leave a lasting impact

## Stadia are investing in preparation for RWC 2015

RWC 2015 has chosen a selection of stadia to meet the needs of the Tournament. These include Rugby venues, football venues and multi-event venues.

Many of the stadia are currently in the process of improving facilities, upgrading systems and increasing capacity in order to prepare themselves for RWC 2015. In hosting the 20 teams participating, there has also been increased investment in training facilities and team bases, ensuring that each are catered for in their preparation and throughout the Tournament.

These infrastructure improvements are a direct result of hosting the Tournament and the economy will benefit from the construction that takes place. In addition to this, the stadia will continue to benefit from the improvements long after the Webb Ellis Cup has been lifted.



In seeking to maximise the potential of hosting RWC matches, Exeter has invested **£650,000** in extending the capacity of Sandy Park by **16%**

A **£75m** investment has been made by the RFU for the redevelopment of Twickenham stadium, in preparation for RWC 2015, plus significant investment is being made to improve wider transport links to the stadium.

## Host Cities will stimulate the economy through improvements in infrastructure

Host Cities have committed to improving transport infrastructure to ensure that travelling to the stadia is a smooth process. This includes rail station upgrades, tram developments and road improvements. The expenditure on infrastructure generates activity in the economy and stimulates construction supply chains. Infrastructure upgrades inevitably deliver lasting benefits, from improving access to better sporting facilities.



These investments represent economic activity solely attributable to RWC 2015

# Stadia will generate revenue through ticket sales which is used to deliver the Tournament

## Ticket sales fund the Tournament and add value to the wider economy

Ticket sales are made up of those on general release and those sold through hospitality and travel packages. The sales of tickets is expected to generate £250m of net revenue in total. As with any other type of fan spend, only that spending attributed to international visitors is deemed to be additive to the Host economy (where sales to domestic fans are displacing spend elsewhere).

RWC 2015 is designed as an inclusive Tournament; to encourage a wide range of fans to attend, a significant number of tickets are available at relatively low prices across all locations.

Child price	£15 or less	£25 or less
90,000 tickets available for children at either £7 or £15	120,000 tickets available in both group and knock out stages	195,000 tickets available in both group and knock out stages

## The revenue generated through ticket sales facilitates the Tournament and flows back into the economy

The ticket revenue is used to run, deliver and promote the Tournament. This includes the hire 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 stimulates a variety of sectors in the economy and has further impacts throughout the supply chain.

Total net ticket revenue is based upon forecast ticket sales, totalling £250m. When identifying the value this adds to the economy we account only for the revenue generated by international visitors. This is estimated as up to £68m.



The revenue generated by ticket sales is used to deliver the Tournament, the proportion related to international ticket sales is considered as incremental to the economy.

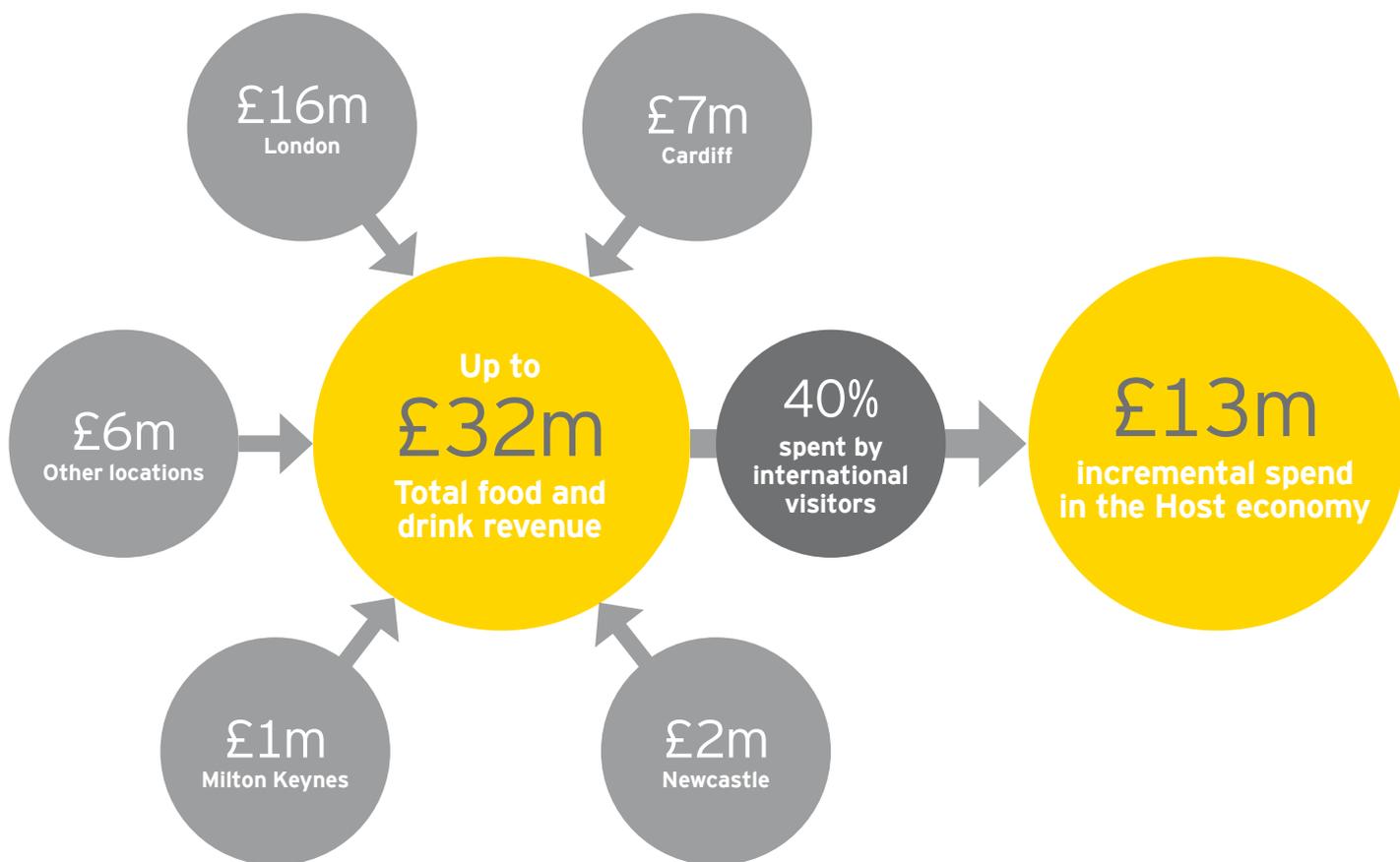
# Revenue will be generated in the stadia and Fanzones across the country

## Spend in Stadia on food and drink creates significant revenue streams for Host Cities

The economic activity generated by the stadia does not end once the tickets are sold. In addition, the sales of food and drink will generate up to £32m of revenue, including an estimated £13m from international visitors.

Traditionally, Rugby events have generated large amounts of revenue through the sale of food and drink in stadia. Unlike football, it is possible to purchase alcohol throughout the match, which increases the sales opportunities.

International visitor spend in stadia represents incremental benefit to the economy





**Fanzones appeal to the broader population and have the potential of generating significant revenue through food and drink sales**

To support the Tournament and provide the opportunity for the entire population to immerse themselves in the event, 15 Fanzones will be set up across England and Cardiff. There will be a Fanzone in each of the Host Cities and additional ones in Trafalgar Square and Rugby.

The locations are set to be in iconic city locations and provide a variety of entertainment and Rugby related activities. Each location will have their own local spin on the site and the zones will act as focal point for fans and public alike. There will be activities and entertainment to attract adults and the whole family.

Entrance to the Fanzones will be free to encourage support for the Tournament. An estimated £13 million in revenue will be generated through the sales of food and drink in the Fanzones, with up to £5 million of this coming from international visitors.



Host Cities are seeking to maximise the potential of the Fanzones and provide a focal point for visitors and residents alike

The Fanzone outputs are calculated based on venue capacity, expected attendance and estimated spend per visitor.

# Rugby World Cup 2015 will support jobs across the country

## RWC 2015 is expected to create and support a variety of jobs across the country

The hosting of the Tournament will create a wide range of opportunities across sectors and, importantly, for a variety of demographics of the population. Flexible jobs will be supported which may include part-time, contracting, additional hours and volunteering posts.

The delivery of RWC 2015 requires the hiring of over 300 full time staff members who will work to ensure the Tournament is a success.

The infrastructure investments will also require a number of employees to implement the stadia and transport upgrades. These may be in the form of full-time, part-time or contractor work in the construction industry.

The increased demand in the tourism and hospitality sector will also increase demand for more staff and additional hours (and income) for existing staff.

As well as the direct employment discussed above, the increased demand throughout the supply chain will also stimulate the level of employment in a variety of supporting industries.

The increase in employment and employee hours creates additional wealth in the economy which further supports expenditure and therefore demand for labour. This is called the induced effect.

**6,000**  
Volunteers from around the country

**16,000**  
Additional employees directly linked to the Tournament

**300+**  
Full-time employees delivering the Tournament

**12,000**  
Jobs will be supported along the supply chain

**7,000**  
Jobs created through the induced effect

### RWC 2015 will provide opportunities for 6,000 volunteers

As was shown in London Olympics 2012, the experience of being a volunteer is highly valued. 6,000 individuals from across the country will have the opportunity to contribute to RWC 2015 through the volunteering programme.

In addition to the excitement of being involved with the Tournament, the volunteers will also gain valuable experience and skills which will help them in maintaining future employment.

**33,000 – 41,000**  
Jobs and volunteers

RWC 2015 stimulates employment at venues and along the supply chain

# Wider benefits of Rugby World Cup 2015 will be felt in a variety of ways

Experience of previous RWC Tournaments and other major sporting events (e.g., Football World Cups, Olympics) suggests there is a lasting positive impact on the host economy, with increased exposure to potential visitors and investors supporting future growth ambitions.

## 'Feel-good' factor

RWC 2015 hopes to replicate the carnival atmosphere of the 2012 Olympics creating a 'feel-good' factor which benefits local and national communities.

After RWC 2011 it was reported that 88% of inhabitants of Auckland agreed that the event had generated a greater sense of community. RWC 2015 aims to emulate this through the presence of Fanzones, use of local volunteers and other localised events.

## Greater participation in Rugby

RWC 2015 can help to generate greater interest in young people to take up playing Rugby.

Increased funding received by the RFU will be reinvested into training volunteer Rugby coaches who support local clubs and nurture home-grown talent.

Investment in Rugby schemes will focus on encouraging key demographics to take up the sport, including ethnic minorities, females and in inner-city areas where participation levels are low.

## Wider benefits

## Business legacy

52% of businesses in New Zealand increased their international network during 2011. RWC 2015 will also aim to sell British business and drive export growth.

The evolution of UK infrastructure and transport links will lower costs for businesses long into the future, helping keep the economy internationally competitive.

## Exposure as a tourist destination

93% of international visitors at RWC 2011 said they wanted to return in the future. The use of stadiums across England and Cardiff will showcase a wide array of tourist attractions, from the beaches of Brighton to the vibrancy of Newcastle city centre, leading to a long lasting boost to the tourism sector.

# The economic impact of Rugby World Cup 2015 will be felt across the country

## Benefits to Host Cities and beyond

With the Tournament being hosted across 13 venues, in 11 cities, the economic benefits will be widely dispersed. Whilst the specific benefit to each Host City will include expenditure from domestic visitors, at an aggregate level this is not considered (as domestic visitors are displacing spend from one area of the country to another). Examples of the city specific benefits are presented in the case study section of this report.

The impact by Host city can be calculated through estimating the total number of domestic and international visitors each city is expected to attract, identifying specific infrastructure investments, and allocating a share of any centrally generated benefits. We have assumed that international visitors will travel widely across the country, and so a proportion of their spend will be felt outside of the Host Cities; this equates to an additional total of £512m in direct, indirect and induced output. The cumulative city level contribution to output across the country equals £2,526m, and this includes spend by domestic residents. The difference between this figure and the overall expected impact of £2,203m is treated as displaced spend by domestic residents from other areas of the economy, and so is excluded from the country level impact.







# Case study – Exeter

## Making the most of being a Host City

### RWC 2015 comes to Exeter

Exeter has been confirmed as one of the Host Cities of RWC 2015. This presents an opportunity for Exeter to showcase its potential as a destination of choice for tourism and position itself to take advantage of the opportunity to significantly boost the local economy.

### Sandy Park to host RWC 2015 matches

Sandy Park hosts three RWC 2015 matches which are expected to attract 33,000 spectators over a two week period. Complementing the matches at Sandy Park, Exeter is set to welcome 12,000 visitors from around the world for Rugby's showpiece event to its city as well as its dedicated Fanzones for the duration of the Tournament.

### Number of people

**33k**  
Stadium spectators

**120k**  
Visits to Fanzone

**12k**  
International visitors to the city

### The wider legacy for Exeter is built to last

Longer lasting, non quantifiable benefits have been observed in recent sporting events in the UK and in other countries which contribute to making such events worthwhile.

One of which is the improved appeal of the city to the short break and day visitor market through the benefit of media coverage derived from hosting and broadcasting RWC 2015 matches.

Hosting RWC 2015 brings the added benefit of developing a volunteer pool for the tournament as well as creating a long-lasting pool of community volunteers for future sporting events and cultural activities. This brings an added benefit to the volunteers - gaining valuable experience and contributing to wider confidence building for future employment.

Furthermore, Exeter has the stated ambition of being the most active city in South West England by 2018, and hosting this event will go a long way to encouraging participation in Rugby and other sporting activities.

**400**  
Number of volunteers



**RWC 2015 will generate £39 million of economic activity for Exeter**

Staging RWC 2015 will generate substantial incremental economic activity for Exeter. In preparation for the Tournament, £650,000 has been invested to expand capacity at Sandy Park by 16%, allowing the Stadium to accommodate as many people as possible. A further £325,000 is associated with other investments made to deliver the Tournament in Exeter. In total, this investment will stimulate £2.3 million in economic activity.

In addition to the expenditure associated with staging RWC 2015, there are other components that create economic benefits for Exeter:

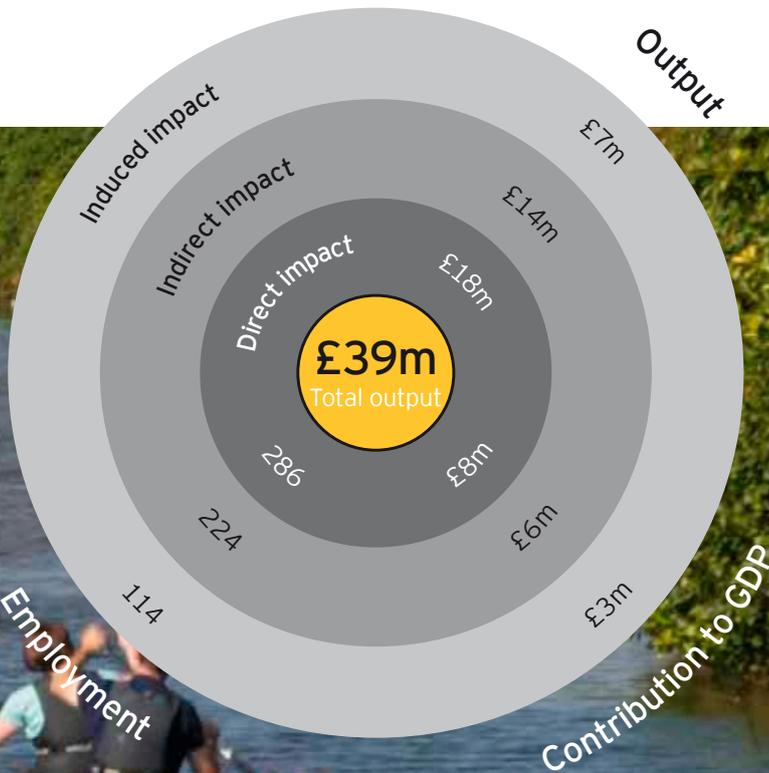
**Consolidated economic impact of RWC 2015 on Exeter**

The potential economic benefits to the city are very encouraging. With the likely influx of UK and international visitors, there is an opportunity for local businesses to benefit.

The total contribution of hosting RWC 2015 matches to the city will bring an additional £17 million in GVA terms to the Exeter economy, with indirect and induced effects being responsible for £6.3 million and £3.2 million of this total respectively.

In order to support the increased activity leading up to and during the Tournament, we estimate a total number of 566 additional jobs will be supported.

In addition, the incremental economic activity created by the hosting of matches in Exeter generates over £0.5 million for the UK Exchequer, via additional corporation tax alone.



# Case study – Newcastle

## Making the most of being a Host City

### RWC 2015 comes to Newcastle

Newcastle is one of the Host Cities of RWC 2015, with three matches taking place at St James' Park. This continues a trend in Newcastle's recent history of hosting cultural and sporting events, such as football matches of the London 2012 Olympics and matches of the 1996 and 1998 Davis Cups.

### St James' Park to host RWC 2015 matches

The defending champions New Zealand will join former RWC winners South Africa in group matches in the city.

They will be joined by Scotland, Tonga and Samoa in three matches. These matches are expected to attract 127,000 spectators over a two week period.

Newcastle is set to welcome visitors from around the world for Rugby's showpiece event to its city and Fanzones for the duration of RWC 2015.

### Number of people

127k

Stadium spectators

115k

Visits to Fanzones

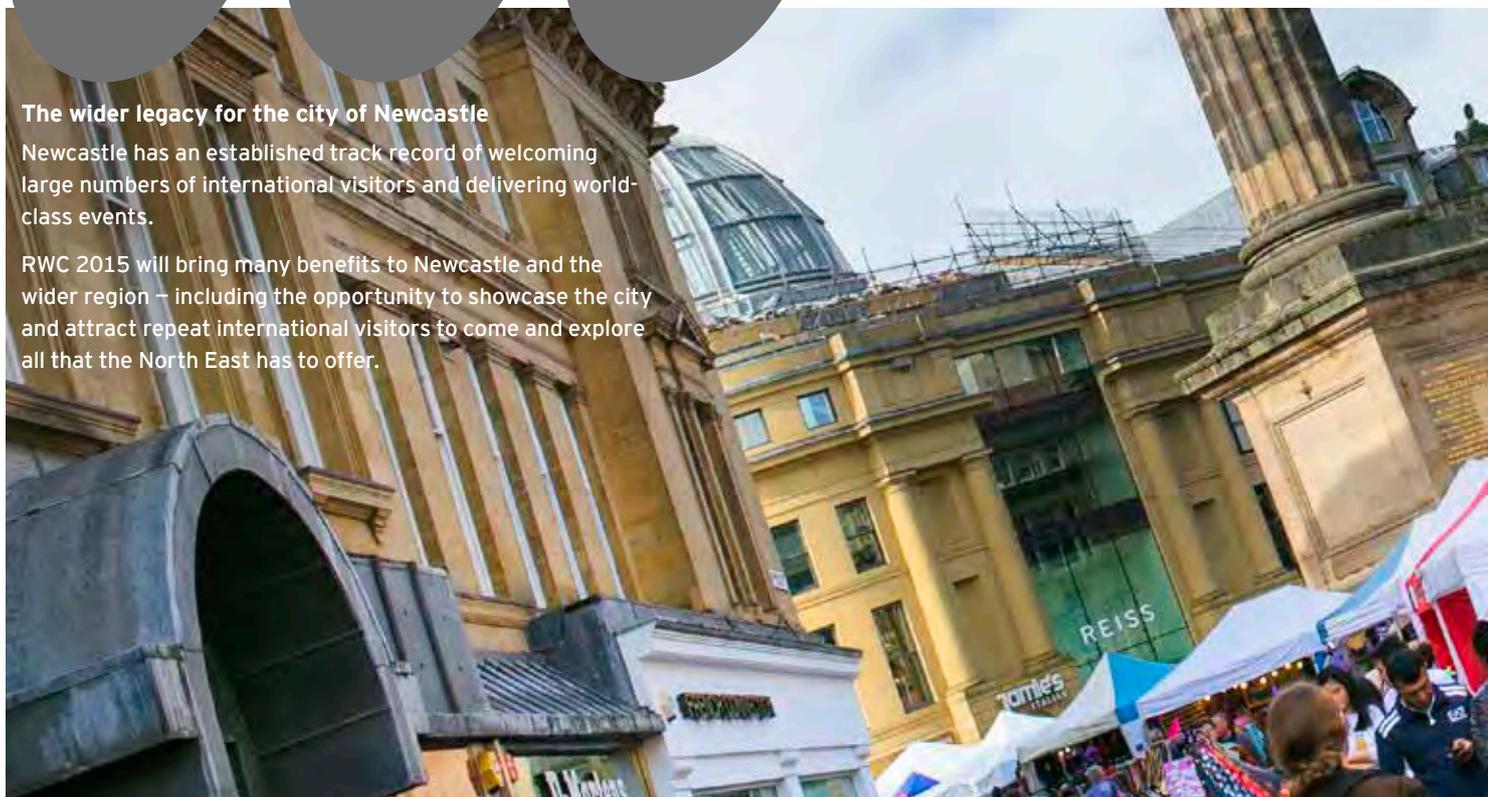
51k

International visitor to the city

### The wider legacy for the city of Newcastle

Newcastle has an established track record of welcoming large numbers of international visitors and delivering world-class events.

RWC 2015 will bring many benefits to Newcastle and the wider region – including the opportunity to showcase the city and attract repeat international visitors to come and explore all that the North East has to offer.





**RWC 2015 will generate £93 million of economic activity for Newcastle**

Staging RWC 2015 matches will generate substantial incremental economic activity for Newcastle. The total output attributed to RWC 2015 is £93 million. This is a result of the expenditure by visitors in the stadiums and Fanzones, the sale of tickets supporting the delivery of the Tournament and the additional investments required in transport services, policing and other facilities.

**Consolidated economic impact of RWC 2015 on Newcastle**

The potential economic benefits to the city are significant. With the likely influx of UK and international visitors, there is a clear opportunity for local businesses to benefit.

The total contribution of hosting the matches and attracting visitors to the city will bring an additional £43 million in GVA to the local economy, with indirect and induced effects being responsible for £14.9 million and £7.6 million of this total respectively.

In order to support the increased activity leading up to and during the Tournament, we estimate a total number of 1,484 additional jobs will be supported.

The incremental economic activity created by the hosting of matches in Newcastle generates over £1.4 million for the UK Exchequer, via additional corporation tax alone.





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