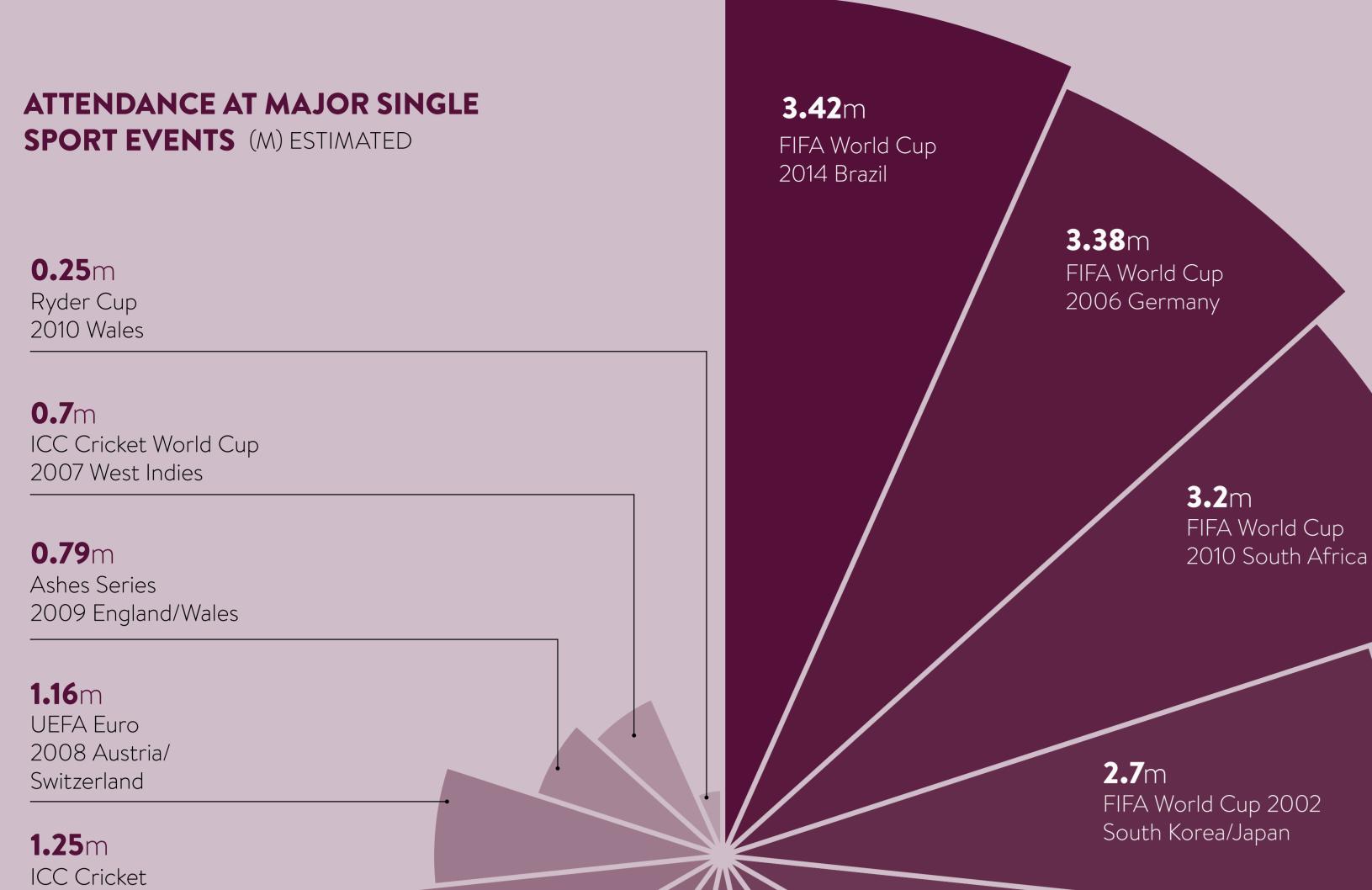
GLOBAL SPORTING EVENTS IN NUMBERS



EXAMPLES OF BENEFITS OF SPORTING EVENTS FOR HOST NATION/CITY INCLUDING DIRECT, INDIRECT AND INDUCED IMPACTS BEFORE AND AFTER THE EVENT



Increased exposure as a tourist destination



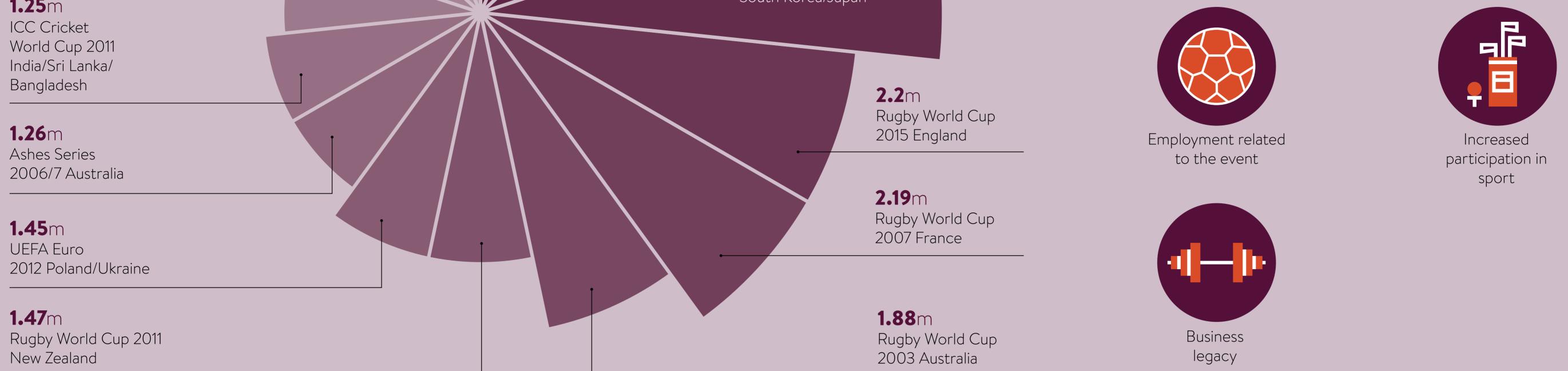
Feel-good factor



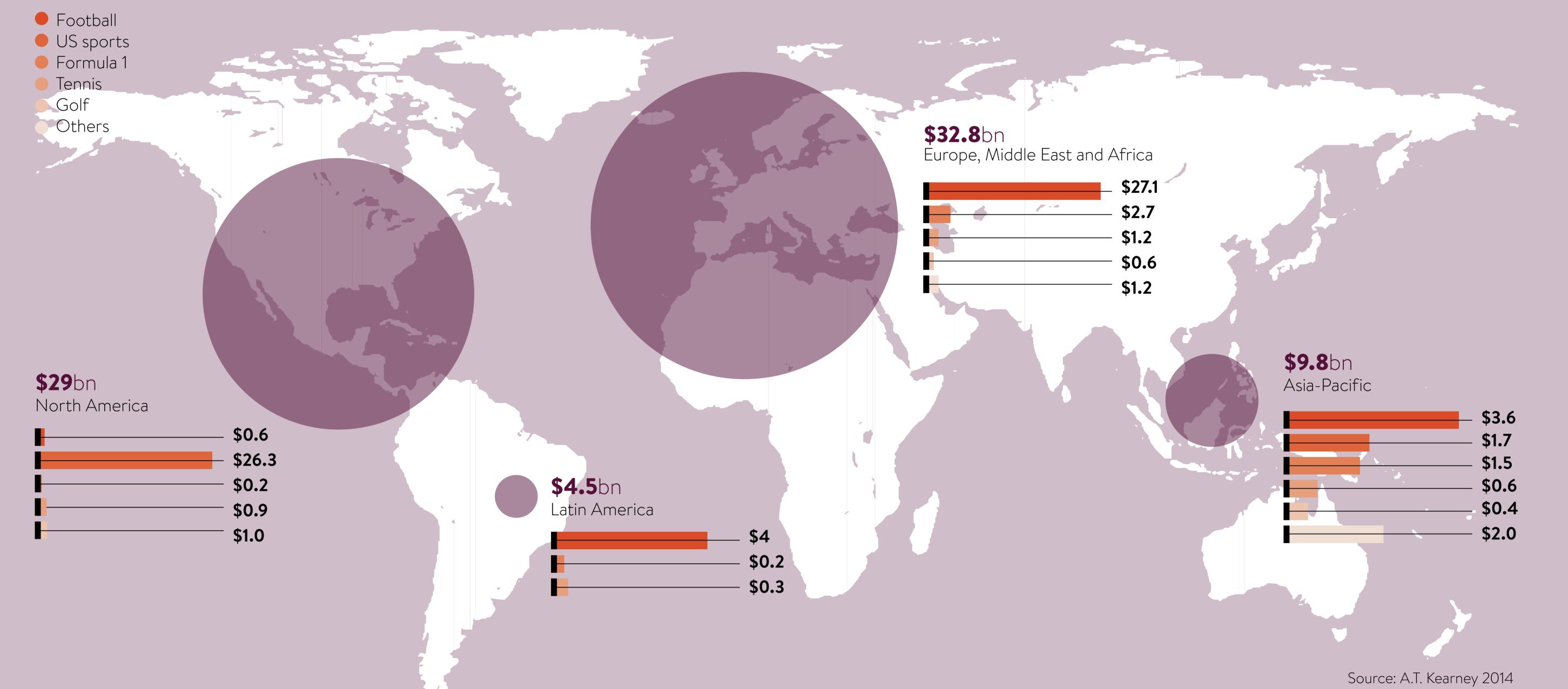
Infrastructure

investment

Spending by visitors



SPORTING EVENTS MARKET REVENUE









economic contirbution to Liverpool and the Wirral from the 2014 Open Golf Championship Source: Sheffield Hallam University



additional tourists visited the UK during the 2015 Rugby World Cup Source: EY



economic contribution from Circuit of The Americas in Austin between 2010 to 2014 Source: Circuit of the Americas



bed nights generated by the 2015 ICC Cricket World Cup in Australia/ New Zealand Source: ICC Cricket



economic contribution to Arizona from the 2015 Super Bowl XLIX Source: Arizona State University



jobs for unemployed Londoners were created at the 2012 Olympics Source: Cabinet Office



economic contribution to Yorkshire from the Grand Depart of the 2014 Tour de France



foreign investment in London has been linked to the Olympic Games



additional tourists visited Sydney in 2001 following the 2000 Olympics, spending US\$3.5 billion



economic contribution expected to France from the 2016 UEFA Euro tournament



economic contribution to New Orleans from the 2014 NBA All-Star Game

