

The Economic Impact of

# RUGBY WORLD CUP 2015

## 466,000

It's estimated that RWC 2015 will attract 466,000 visits across the duration of the tournament.



£32M

Up to £32m estimated will be spent on food and drink in the stadia.

Top try scorer before the start of the RWC 2015.

**JONAH LOMU: 15 TRIES**



Highest try Scorer for Wales.

**SHANE WILLIAMS: 10 TRIES**



An estimated £7m will be spent on food and drink in Cardiff.



An estimated £16m will be spent on food and drink in London.

## 93%

of international visitors at RWC 2011 said they wanted to return in the future.



Average spend per European visitor per day is £121.



Rugby World Cup page has amassed 3.3m Facebook 'Likes' (25.09.15)



2015 tournament will attract 6,000 volunteers

## £869M

International visitors are expected to contribute up to £869m in direct expenditure to host economies.



Heineken - one of the Worldwide partners for the RWC placed 50% of their annual marketing budget on sponsorship of the Rugby World Cup.



So far it's the best performing RWC sponsor in social, running a specific advertising campaign and engaging 29% of it's Twitter following.