

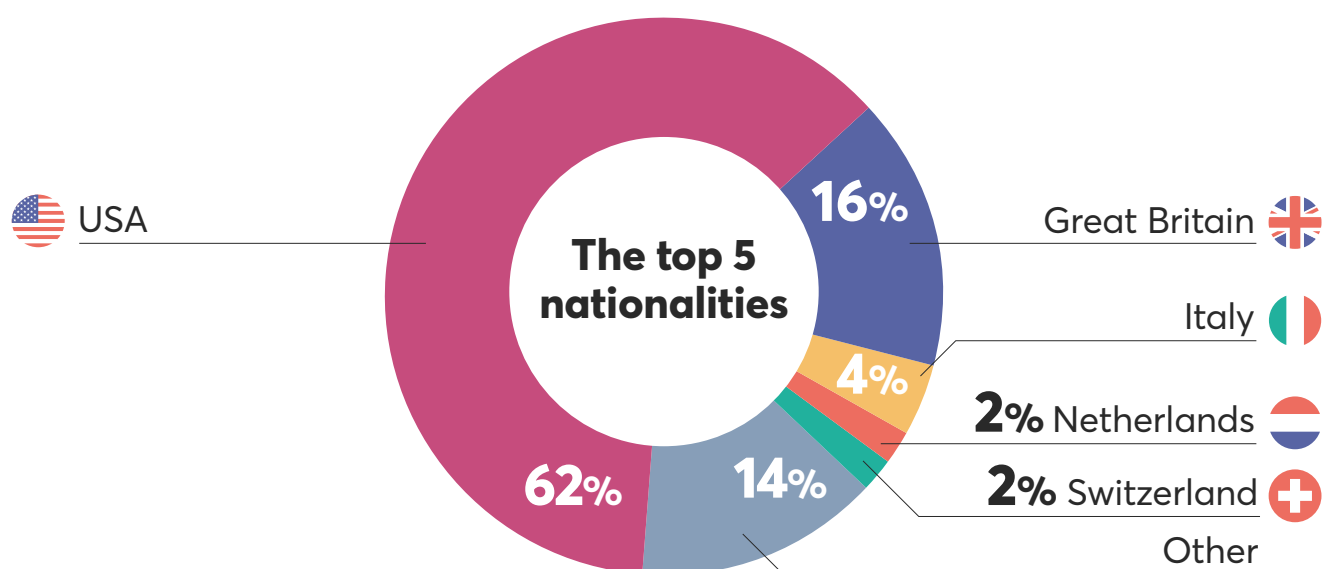
Sports Tourism in 2019

In the summer of 2019 the eyes of the world are on Europe as it plays host to some of the biggest sporting events in the world, including Wimbledon, the Cricket World Cup, and the Women's World Cup.

Blis used its real-world intelligence to learn more about the audience who attended these events and travelled thousands of miles to cheer their team on to glory! This can help to inform the media strategy for brands, event organisers, and tourist boards planning for future international tournaments. As a top-line view, we excluded the domestic audience from these events (e.g. GB for Wimbledon & the Cricket World Cup, and France for the Women's World Cup) and found that Americans made up the biggest foreign spectator group in the stands.



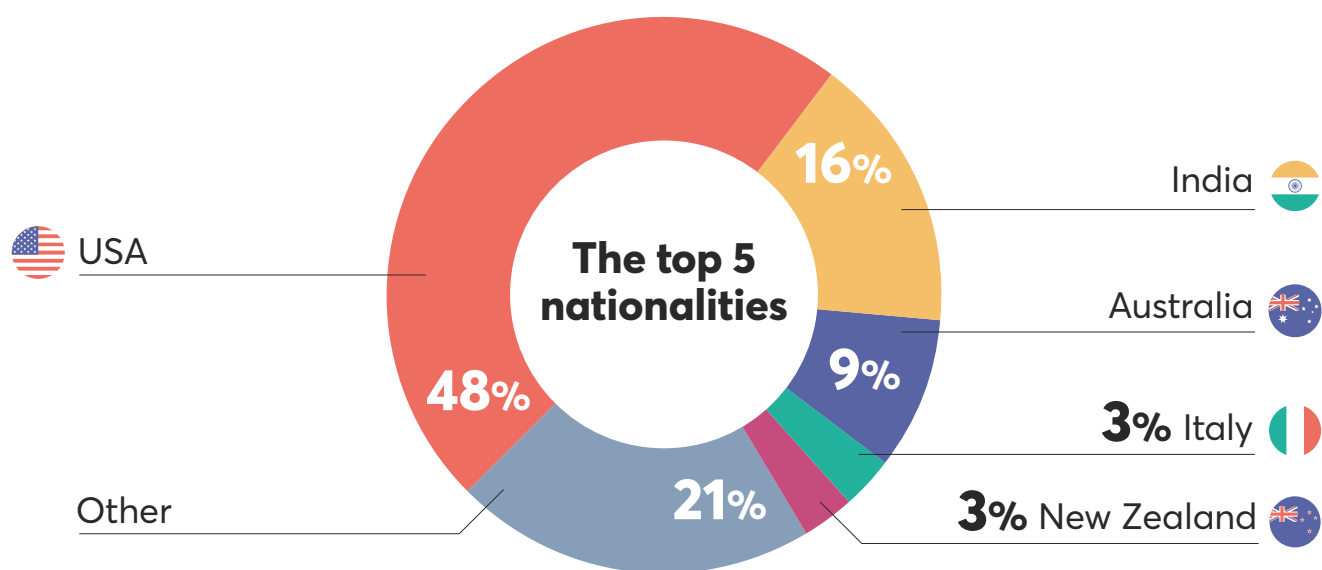
Women's World Cup



Winning never gets old and the Women's World Cup is a great example of this. Nearly 2/3 of total foreign spectators who showed up in France to cheer on the winners of their 4th World Cup were American. Whilst England finished 4th, and Scotland exited during the group stages, the British teams combined had the second-largest support. The runners-up, the Netherlands had the fifth-largest following whilst third-placed Sweden ranked outside the top 10.



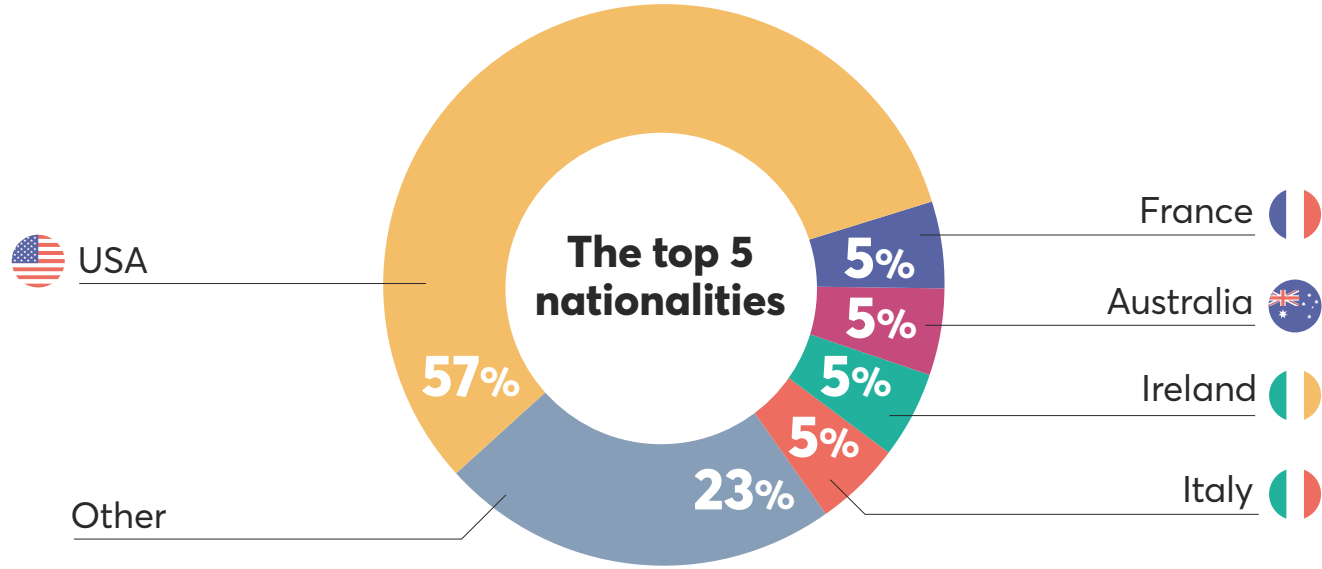
Cricket World Cup



The biggest surprise from our findings was that Americans represented the largest single foreign group at the Cricket World Cup. Whilst the sport hasn't been broadly popular in the USA since the 19th century, the high level of American tourism to Britain and the popularity of its traditions may be encouraging an active interest. India and ANZ supporters came a long way for this event - three of the four semi-finalists - made up 28% of all the travelling fans and this doesn't account for the massive following they received from those already living in the UK on a long-term basis.



Wimbledon



Of the top 5 foreign spectator groups at Wimbledon only the United States had a representative in the semi-finals of the Men's or Women's singles and their massive presence reinforces the draw that sporting phenomenon, Serena Williams, has. Interestingly attendees coming from countries outside of the top 5 foreign markets made up a greater proportion of spectators at Wimbledon than at the other sporting events we observed (23% of the total vs. 21% Cricket World Cup & 14% Women's World Cup). This may be due to the nature of the sport where spectators often follow and celebrate the achievements of individual athletes rather than their nationality.

What can marketers take away from these findings?

Our real-world intelligence found some significant changes in the nationalities that made up the top 5 spectator groups at each tournament (which will be impacted by the participating teams & the regional popularity of each sport) but it was the American audience which was consistently the most significant opportunity for brands and businesses to target at each occasion. Local tourist boards & hospitality businesses in the region that hope to benefit from foreign tourism linked to major sporting events, should consider this for future sporting events.

