

LONDON FOUR YEARS ON

A GLOBAL HOST FOR SPORT

LONDON[™]
& PARTNERS

a **diverse**
cultural offering

a **'home from
home' crowd** for all
participating nations

an active
sponsorship
marketplace

a city full of
passionate
sports fans

event production
expertise

one of the
world's best
connected
cities

L O N D O N

18.6
million international
visitors per year

14
major
venues

300
international
media desks

3,500
meeting
spaces

€7bn
business event
expenditure per year

32,000
annual music
performances



When seven young British athletes lit the Olympic cauldron in front of tens of thousands of global dignitaries, celebrities and sports fans on 27 July, 2012 it not only marked the start of 17 days of sporting achievement, it began London's Olympic and Paralympic legacy.

Four years on, the capital remains a global host of major sporting events. Whether it's rugby or field hockey, athletics or cycling,

American football or NBA basketball, London's world-leading sporting venues continue to be a fitting home for the world's top athletes, performing in front of packed out stadia and to audiences worldwide.

During that time, London has hosted over 30 large-scale sporting events. This document showcases what the city has delivered since the Olympic cauldron was extinguished.

FOUR YEARS 2012-2016

UEFA
Champions
League
Final
2013

Rugby
League
World Cup
2013

NFL
International
Series Games
2012, 2013,
2014, 2015

ITU World
Triathlon
Series
Grand Final
2013

ITU World
Triathlon
Series
2014, 2015

ICF Canoe
Slalom World
Championships
2015

UCI Track
Cycling World
Championships
2016

Global
Champions
Tour
2013, 2014,
2015

London
Anniversary
Games
2013, 2014,
2015, 2016

EuroHockey
Championships
2015

Invictus
Games
2014

EuroAquatics
Championships
2016

Rugby
World Cup
2015

Prudential
RideLondon
2013, 2014,
2015, 2016

Tour de France
Stage 3
2014

UEFA
Champions
League Women's
Final
2013

ATP World
Tour Finals
2012, 2013,
2014, 2015

Euroleague
Basketball
Final Four
2013

NBA Global
Games
2013, 2014,
2015

ECONOMIC BENEFITS

Major sporting events deliver significant economic return to the host economy based on visitor, organisational and participant spend. Research carried out by London & Partners, in partnership with Regeneris Consulting, showed that since London 2012, major sporting events have delivered £1.023 billion to the London economy.

£539m 4,000

Direct Economic Impact to London of hosting the Rugby World Cup 2015

Three stadia in the city hosted matches – Twickenham, Wembley and the Olympic Stadium – with the economic impact in the London borough of Richmond, in which Twickenham is located, £284.1 million alone.

The Ireland-Romania clash at Wembley, watched by 89,367 people, also entered the record books for a single Rugby World Cup match attendance.

International participants in ITU World Series Triathlon Grand Final London 2013

London's staging of the season-ending race on the elite triathlon calendar in Hyde Park drew more than 5,000 participants in the age-group, junior U23, para-triathlon and elite world series final races. Those participants stayed in London for an average of five nights each, bringing friends and family spectators with them, resulting in £3.69m being spent across the capital on accommodation and £2.76m combined on travel, food and drink and leisure activities.

£19.5m £345m

Economic impact for London from Stage 3 of the 2014 Tour de France

Some 600,000 people lined the streets of London as the peloton powered through, of which half of those spectators came from outside Greater London. Of those coming into London during the day of the race, two-thirds came specifically to watch the event.

Total Direct Economic Impact of New Major Sporting Events to London 2016-2020

As a go-to sporting destination, London's calendar to 2020 is packed with new top international and continental events on top of the city's impressive annual calendar of sporting events. These will bring spectators from around the world into the city by their thousands, projecting an additional direct economic impact to London of £345m over the new four years.

Total Direct Economic Impact of Major Sporting Events to London 2012-2016

£1 billion



The global average audience of the Uefa Champions League Final 2013

Bayern Munich's victory over German rivals Borussia Dortmund in the 2013 Champions League final at Wembley was aired in more than 200 countries to an estimated global average audience of 150 million. The game attracted a peak audience of 23.78 million viewers in Germany, to date a record for a Uefa Champions League fixture in the country.

INTERNATIONAL EXPOSURE

Top-level sport played out in front of packed stadia is a winning combination for rights-owners and event hosts, not only showcasing the sport but also the host city.

75

countries viewed the **UCI Track Cycling World Championships**

International eyes were also drawn to the Lee Valley VeloPark in March 2016, as the world's fastest cyclists competed in the UCI Track Cycling World Championships. More than 30 broadcasters beamed live pictures back to 75 countries across six continents, with the action in the UK alone watched by two million people.

33.6m 11.6m

streams of the Jacksonville Jaguars-Buffalo Bills clash at Wembley, **NFL & Yahoo**

An innovative approach from the NFL to partner with Yahoo to offer the first-ever global live (and free) stream of a game resulted in 33.6 million streams of the Jacksonville Jaguars-Buffalo Bills clash at Wembley. A total of 460 million minutes of video were consumed, while in USA alone, where the game kicked off at 9am on the east coast and 6am on the west coast, there were 10.1 million viewers.

viewers tuned into ITV to watch England-Wales during the **2015 Rugby World Cup**

The 2015 Rugby World Cup was described by World Rugby as the "biggest and best ever" and the viewing figures certainly support that - a global audience of 120 million. In the UK, ITV drew a peak of 11.6 million viewers for the England-Wales pool clash, while France's quarter-final defeat by New Zealand was watched by 12 million on French commercial broadcaster TF1.

In New Zealand, almost 1.2 million viewers, more than a quarter of the population, tuned in for the final as the All Blacks beat Australia. And Japan's victory over Samoa became the most-watched match in one market in the tournament's history. Some 25 million people, almost 20 per cent of the Japanese population, watched the game, as the nation embraced the national team following their shock victory over South Africa.



5,500

school children in London attended the 2016 European Aquatics Championships



COMMUNITY ENGAGEMENT

The London Olympics and Paralympics pledged to inspire a generation, through the playing of sport in grassroots programmes to reduce levels of inactivity, and also to engage communities.

For all the events hosted since the games, there were integrated plans to capitalise on the inspirational effect of the world's best athletes competing on the doorstep. For example, the roll-out of a free schools ticketing programme enabled some 5,500 children from more than 500 schools across the city to attend the European Aquatics Championships.

Boxing was one of the success stories of London 2012 (Team GB won three gold medals, and five overall) and that impact is still being felt four years on. A targeted outreach programme since the Games inspires more Londoners to take up the sport and benefit from the discipline it instils leading to the creation of 12 boxing hubs. On the elite side, London is now home to a successful franchise in World Series of Boxing.

London's games makers' were widely heralded in 2012, and the enthusiasm for volunteering continues unabated today. Since the Games there is now a dedicated programme of Team London volunteers at events in the city.

Prudential RideLondon, the city's successful world-class festival of cycling, brings 100,000 cyclists to the streets of London across 5 different events each year. It helps inspire more activity with 32% of participants and spectators cycling more as a result of the event. Also, 2,000 volunteers are on hand each year to help manage the participants and 250,000 spectators at the event.

2,000

volunteers each year at Prudential RideLondon

12

new boxing hubs created

QUEEN ELIZABETH OLYMPIC PARK

FOUR YEARS ON

One of the key messages during London's bid to stage the 2012 Olympics and Paralympics was how the games would act as a catalyst for the regeneration of east London.

In the 18 months following the closing ceremony of the Paralympic Games, the Olympic Park underwent an ambitious programme to transform the 560 acre site, designed for four weeks of sport, into what is now Queen Elizabeth Olympic Park. The Park and its venues began opening to the public in summer 2013 and have proved hugely popular with more than 11 million visits. But the story doesn't end there. Over the next 15 years the Park will deliver 40,000 jobs, 24,000 new homes, new schools and health centres, as well as a Cultural and Education District that will be worth £3 billion to the local economy.

To quote the International Olympic Committee, London raised the bar on Olympic legacy.



11m

visits

4,000

homes occupied

20

More than 20 international
sports events since the Games



2016

30 Nov – 4 Dec 2016

ITF World Wheelchair Tennis Masters Series
Lee Valley Hockey and Tennis Centre

2019

30 May – 15 July 2019

ICC Cricket World Cup
Matches at Lord's and the Oval

THE NEXT FOUR YEARS

2017

Summer of World Athletics 2017

IAAF and IPC World Athletics Championships
The Stadium, Queen Elizabeth Olympic Park

2018

7-21 July 2018

Women's Hockey World Cup
Lee Valley Hockey and Tennis Centre

2020

Summer 2020

UEFA European Championships
Semi Finals and Finals
Wembley Stadium

