

# THE ECONOMIC IMPACT OF RUGBY WORLD CUP 2019™



RUGBY  
WORLD CUP™  
JAPAN 日本 2019  
PROFESSIONAL SERVICES SUPPLIER



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# **THE ECONOMIC IMPACT OF RUGBY WORLD CUP 2019™**

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# Overview of tournament

## Highest ticket sell-out rate in Rugby World Cup history

Rugby World Cup 2019 (RWC 2019) was the first time the tournament was played in Asia, and it achieved a ticket sell-out rate of 99%, the highest ever in Rugby World Cup history. A total of 1.72 million tickets were sold, underscoring that Rugby World Cup is one of the world's most popular major sporting events.



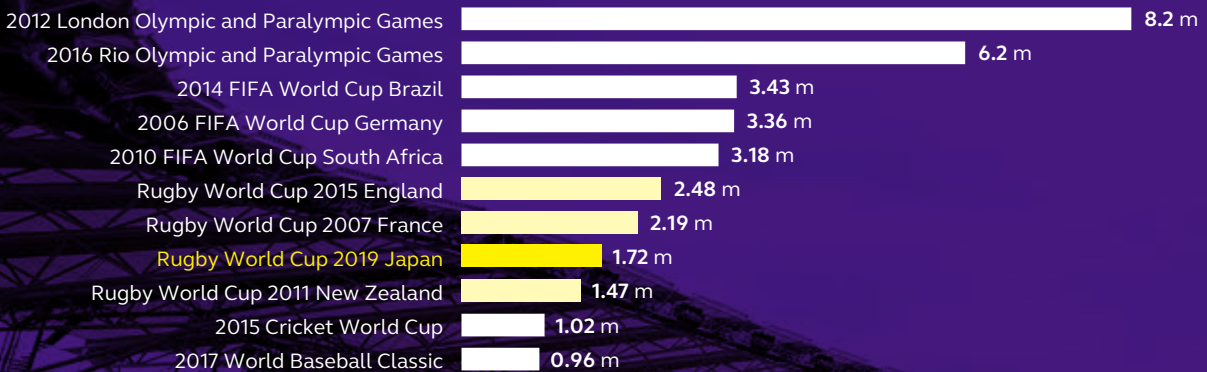
**Ticket sell-out rate**

### Rugby World Cup 2019 Japan

Rugby World Cup 2015 England	98%
Rugby World Cup 2011 New Zealand	94%
Rugby World Cup 2007 France	94%

# 99%

\*Tournament comparisons<sup>1</sup>



**12**  
host cities

**12**



match venues

**16**

fanzones



Number of fanzone admissions

**1,137,288**

**55**



official team camps

**45**

matches played



Tournament period

**44**



days

September 20 to November 2, 2019



**20**

teams participated

**13,000**

volunteers



**1,718,176**

tickets sold  
(excluding cancelled matches)

## Number of video views on social media more than 5-fold the previous RWC

RWC 2019 marked a significant jump in global attention to Rugby World Cup. Videos related to the games were viewed 2.04 billion times on social media, more than 5-fold the previous Rugby World Cup in England in 2015 (RWC 2015).

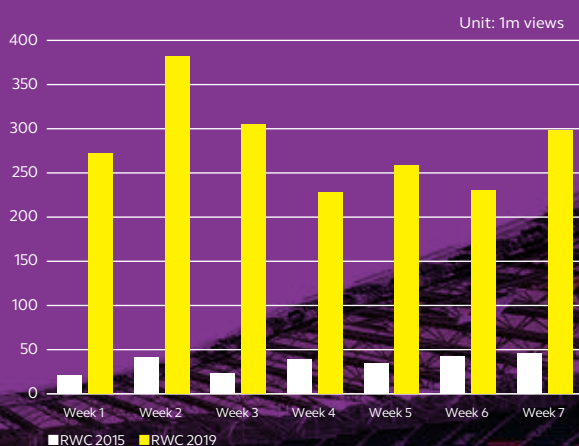


Video views on social media (during the tournament period)

# 2.04 bn views

RWC 2015 370 m views

Video views on social media service during the event



Video views by social media service

Social Media Service	Views
Facebook	255,866,024
GIPHY	944,512,425
Instagram	75,603,700
Instagram Stories	132,842,079
Snapchat	94,392,000
TikTok	186,086,400
Twitter	240,387,500
YouTube	110,038,272
<b>Total</b>	<b>2,039,728,400</b>

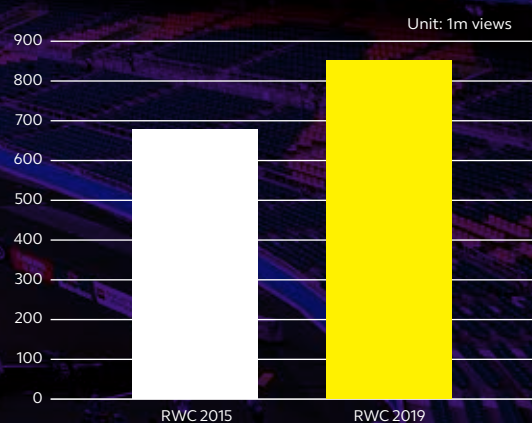


Cumulative audience on TV (live, repeat & highlights programming)

# 857.28 m viewers

RWC 2015 678.53 m viewers

Cumulative TV audience (all programming)

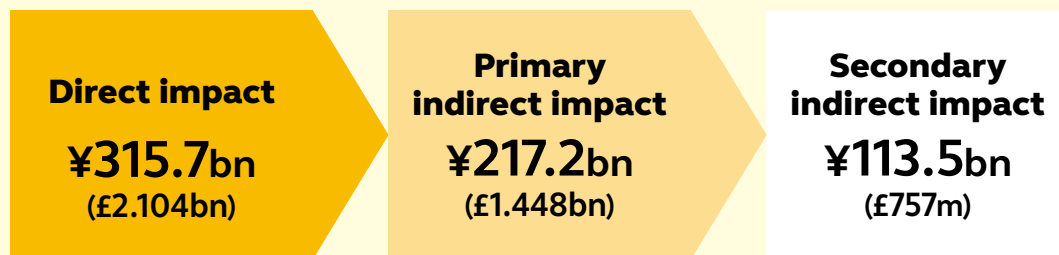


\*1 Sources: IOC (number of tickets sold), FIFA (number of spectators), ICC (number of spectators), WBC (number of spectators)

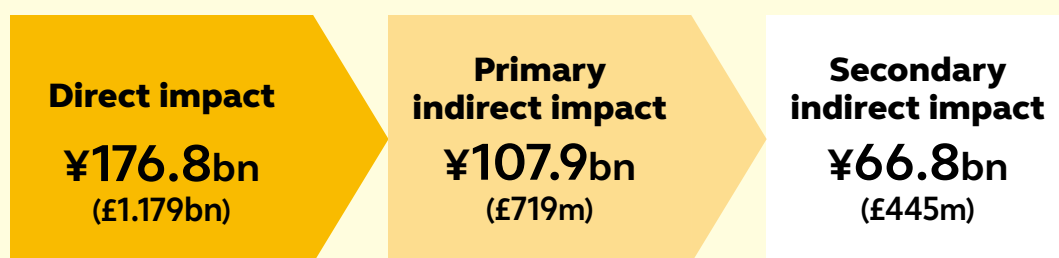
# Highest ever economic impact in Rugby World Cup history

RWC 2019 stimulated a wide range of consumption activities, including the spending on stadium and other infrastructure enhancements and event administration by the Rugby World Cup 2019 Organizing Committee (JR 2019) and host cities, together with the spending by domestic and international spectators, the people accompanying them ("spectators etc." below) and others at stadiums, fanzones, destination cities and surrounding tourist destinations. As a result, EY estimates domestic economic spillover impact in Japan of ¥646.4 billion (£4.309bn) from RWC 2019, a record high for Rugby World Cup.

**Economic spillover impact** ¥646.4bn (£4.309bn<sup>\*1</sup>)



**GDP increase** ¥351.5bn (£2.343bn<sup>\*1</sup>)



**Expansion of tax revenues impact**  
¥41.2bn (£275m)

**Job creation impact**  
46,340 jobs

# Consumption by inbound visitors strongly influenced economic spillover impact

Consumption by inbound visitors accounted for 54% of total economic spillover impact, reconfirming the importance of initiatives for inbound guests in harvesting the economic impacts of major events.

## Breakdown of economic spillover impact and GDP increase

### Consumption by spectators etc.

This expresses the economic impact of consumption by spectators etc. at stadiums, fanzones, hospitality programs, local businesses and tourist destinations.

### Economic spillover impact

**¥388.9bn** (£2.593bn)

#### \*Breakdown

#### Consumption by domestic guests

**¥40.7bn** (£272m)

#### Consumption by inbound visitors

**¥348.2bn** (£2.321bn)

### GDP increase

**¥203.4bn** (£1.356bn)

#### \*Breakdown

#### Consumption by domestic guests

**¥20.5bn** (£137m)

#### Consumption by inbound visitors

**¥182.9bn** (£1.219bn)

### Tournament administration expenses

This expresses the economic impact of spending for stadium and other venue administration, and services to participating teams, tournament guests, and media.

### Economic spillover impact

**¥137.4bn** (£916m)

#### \*Breakdown

#### JR2019

**¥104.6bn** (£697m)

#### Host city

**¥32.8bn** (£219m)

### GDP increase

**¥86.4bn** (£576m)

#### \*Breakdown

#### JR2019

**¥65.8bn** (£438m)

#### Host city

**¥20.6bn** (£138m)

### Stadium and other infrastructure enhancements

This expresses the economic impact from installation and refurbishment of stadium grounds, stands, lighting, locker rooms, anti-doping rooms and other facilities.

### Economic spillover impact

**¥120.1bn** (£800m)

### GDP increase

**¥61.7bn** (£411m)

### Total

### Economic spillover impact

**¥646.4bn** (£4.309bn)

### GDP increase

**¥351.5bn** (£2.343bn)

\*1 In this report, translations to British pounds are made at a rate of GBP 1 = 150 yen (2019 purchasing power (OECD statistics)), with fractional amounts rounded.

## 02 Economic impact of tournament



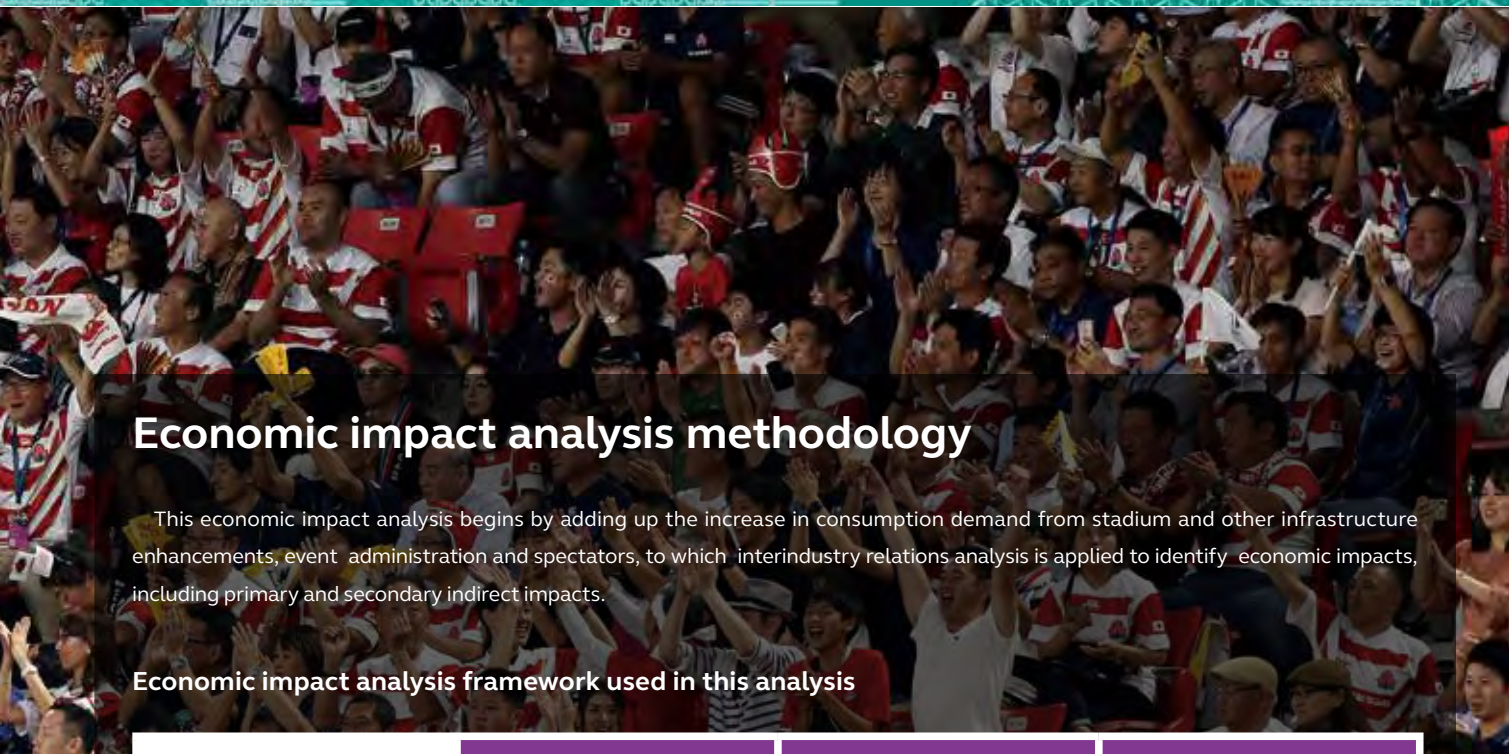
### Breakdown of direct impact

<p><b>Consumption by spectators etc.</b></p>	<p><b>Economic spillover impact</b>  <b>¥184.3bn</b> (£1.228bn)</p> <p>*Breakdown</p> <table border="0"> <tr> <td>Accommodation <b>¥66.0bn</b> (£440m)</td> <td>Food and beverage <b>¥41.4bn</b> (£276m)</td> </tr> <tr> <td>Transportation <b>¥22.4bn</b> (£150m)</td> <td>Shopping <b>¥10.9bn</b> (£72m)</td> </tr> <tr> <td colspan="2">Entertainment and other services <b>¥43.6bn</b> (£291m)</td> </tr> </table>	Accommodation <b>¥66.0bn</b> (£440m)	Food and beverage <b>¥41.4bn</b> (£276m)	Transportation <b>¥22.4bn</b> (£150m)	Shopping <b>¥10.9bn</b> (£72m)	Entertainment and other services <b>¥43.6bn</b> (£291m)		<p><b>GDP increase</b>  <b>¥95.7bn</b> (£639m)</p> <p>*Breakdown</p> <table border="0"> <tr> <td>Accommodation <b>¥32.0bn</b> (£214m)</td> <td>Food and beverage <b>¥16.6bn</b> (£111m)</td> </tr> <tr> <td>Transportation <b>¥14.3bn</b> (£95m)</td> <td>Shopping <b>¥4.3bn</b> (£29m)</td> </tr> <tr> <td colspan="2">Entertainment and other services <b>¥28.5bn</b> (£190m)</td> </tr> </table>	Accommodation <b>¥32.0bn</b> (£214m)	Food and beverage <b>¥16.6bn</b> (£111m)	Transportation <b>¥14.3bn</b> (£95m)	Shopping <b>¥4.3bn</b> (£29m)	Entertainment and other services <b>¥28.5bn</b> (£190m)	
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<p><b>Tournament administration expenses</b></p>	<p><b>Economic spillover impact</b>  <b>¥77.8bn</b> (£519m)</p> <p>*Breakdown</p> <table border="0"> <tr> <td>JR2019 <b>¥59.2bn</b> (£395m)</td> <td></td> </tr> <tr> <td>Host city <b>¥18.6bn</b> (£124m)</td> <td></td> </tr> </table>	JR2019 <b>¥59.2bn</b> (£395m)		Host city <b>¥18.6bn</b> (£124m)		<p><b>GDP increase</b>  <b>¥54.8bn</b> (£365m)</p> <p>*Breakdown</p> <table border="0"> <tr> <td>JR2019 <b>¥41.7bn</b> (£278m)</td> <td></td> </tr> <tr> <td>Host city <b>¥13.1bn</b> (£87m)</td> <td></td> </tr> </table>	JR2019 <b>¥41.7bn</b> (£278m)		Host city <b>¥13.1bn</b> (£87m)					
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<p><b>Stadium and other infrastructure enhancements</b></p>	<p><b>Economic spillover impact</b>  <b>¥53.6bn</b> (£357m)</p>	<p><b>GDP increase</b>  <b>¥26.3bn</b> (£175m)</p>												
<p><b>Total</b></p>	<p><b>Economic spillover impact</b>  <b>¥315.7bn</b> (£2.104bn)</p>	<p><b>GDP increase</b>  <b>¥176.8bn</b> (£1.179bn)</p>												

### Terminology used to describe economic spillover impact

Economic spillover impact		(Examples)
Direct impact	This expresses the production value of domestic goods and services to satisfy new demand resulting from spending during the tournament preparation period and tournament period on stadium and other infrastructure enhancements, tournament administration expenses, consumption by domestic guests, and consumption by inbound foreign travellers etc.	Amount spent by inbound foreign travellers on meals at Japanese restaurants for sake and Japanese beef steaks
Primary indirect impact	This expresses the production value of domestic goods and services generated through the service supply chain as a result of direct impacts during the tournament preparation period and tournament period.	Production values of sake breweries and domestic cattle farmers to provide for the meals above, together with the production value of domestic rice, feed and other raw material producers
Secondary indirect impact	This expresses the production value of domestic goods and services resulting from increased consumption due to the creation of new jobs during the tournament preparation period and tournament period.	This expresses the production value of domestic goods and services together with domestic raw materials resulting from the increase in employee wages at restaurants, sake breweries, livestock farms and domestic raw material producers
GDP increase	This expresses the added value in the economic spillover impacts above (wages and profits etc. obtained by Japan as a result of tournament preparations and matches).	
Expansion of tax revenues impact	This expresses the increase in domestic tax revenue (income tax, corporate income tax, indirect taxes) as a result of these economic spillover impacts.	
Job creation impact	This expresses the number of jobs created from direct impacts, primary indirect impacts and secondary indirect impacts during the tournament preparation period and tournament period.	Increase in jobs at restaurants, sake breweries, livestock farms and domestic raw material producers





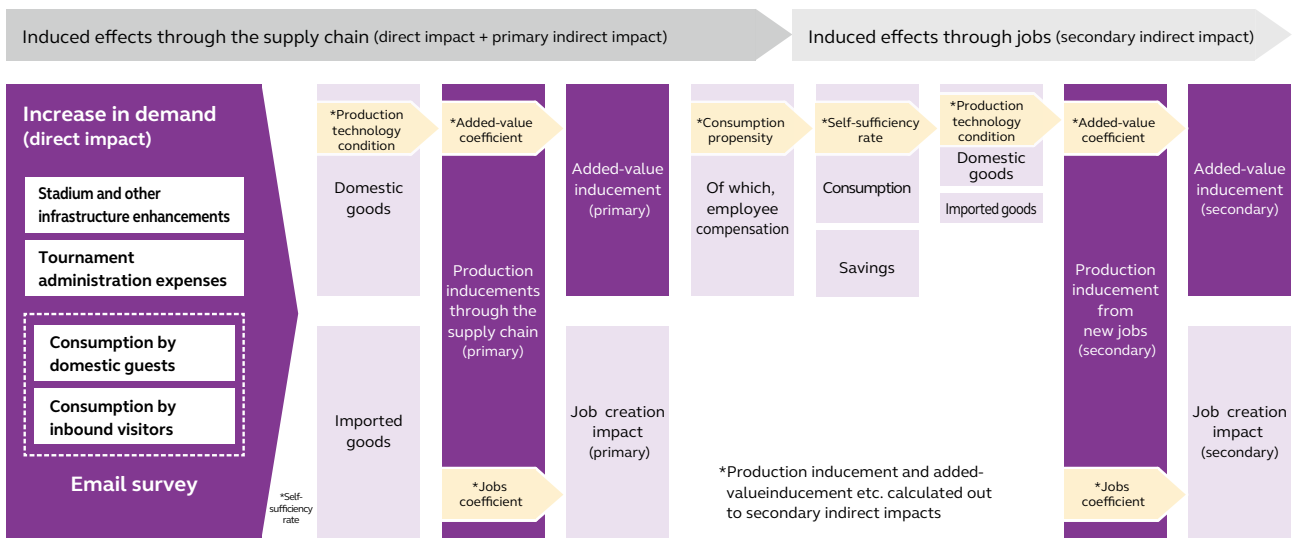
# Economic impact analysis methodology

This economic impact analysis begins by adding up the increase in consumption demand from stadium and other infrastructure enhancements, event administration and spectators, to which interindustry relations analysis is applied to identify economic impacts, including primary and secondary indirect impacts.

## Economic impact analysis framework used in this analysis

	Direct impact	Primary indirect impact	Secondary indirect impact
Preparations stage prior to tournament	<ul style="list-style-type: none"> <li>Stadium and other infrastructure enhancements</li> <li>Tournament administration expenses</li> </ul>	Expansion of demand throughout the entire Japanese supply chain	Expansion of consumption through job growth
During the event	<ul style="list-style-type: none"> <li>Tournament administration expenses</li> <li>Consumption by domestic guests</li> <li>Consumption by inbound visitors</li> </ul>		
	Increase in demand	Production inducement / added-value inducement through the supply chain	Production inducement / added-value inducement from new jobs

## Analysis flowchart



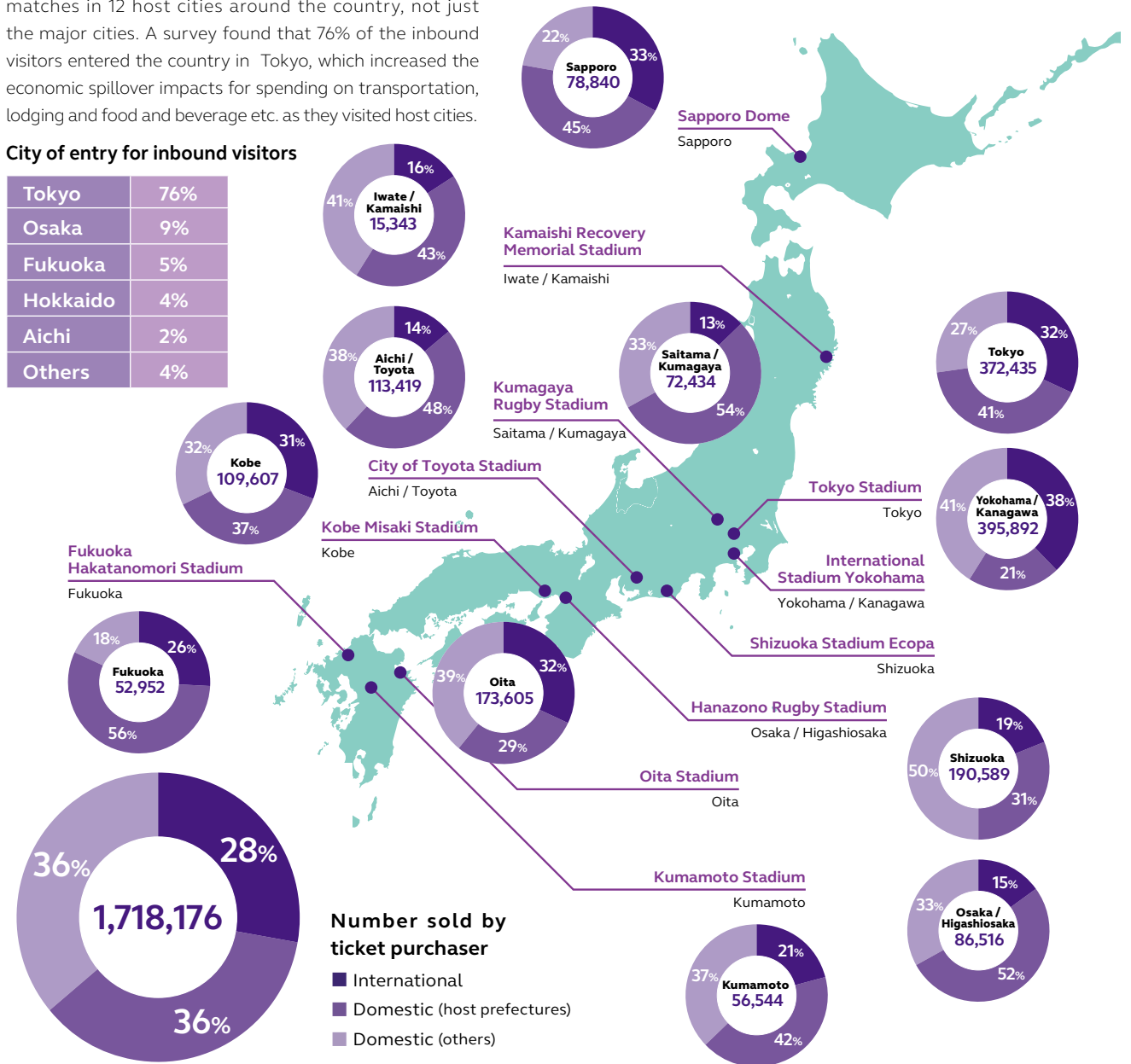
## Ticket purchaser information

### The vast majority of inbound visitors moved from Tokyo to host cities

Inbound visitors purchased 28% (approx. 490,000) of the total number of tickets sold (approx. 1.72, excluding cancelled matches) for the tournament, and attended matches in 12 host cities around the country, not just the major cities. A survey found that 76% of the inbound visitors entered the country in Tokyo, which increased the economic spillover impacts for spending on transportation, lodging and food and beverage etc. as they visited host cities.

#### City of entry for inbound visitors

Tokyo	76%
Osaka	9%
Fukuoka	5%
Hokkaido	4%
Aichi	2%
Others	4%



RWC 2019 Ticket purchaser survey	
Survey conducted	November 5, 2019 - November 27, 2019
Purpose of survey	Identification of consumption behaviour of Rugby World Cup spectators etc.
Survey coverage	Ticket purchasers through the official Rugby World Cup spectator ticket website (287,600 as of October 9, 2019)
Content	Survey of Japan residents, survey of non-Japan residents
Number of valid respondents	Survey of Japan residents: 95,081 / Survey of non-Japan residents: 5,391
Format	Survey of Japan residents: Web survey / Survey of non-Japan residents: Web survey
Language	Survey of Japan residents: Japanese, English / Survey of non-Japan residents: English

# Inbound information

Inbound visitors for RWC 2019

Approx. **242,000**<sup>\*1</sup>

## Generation of future inbound impact

The survey found that roughly 60% of the RWC 2019 inbound visitors were visiting Japan for the first time, and 75% intended to visit again, responding "absolutely want to come again." Note that the corresponding numbers for 2018 inbound foreign travelers<sup>\*2</sup> were 40% and 57% respectively. RWC 2019 was therefore an inducement to make a first visit to Japan and highly likely to generate additional visits in the future. This indicates that major events like RWC 2019 have the potential to generate future inbound impacts, not just the immediate impacts while they are held.

## Where RWC 2019 inbound visitors reside

North America  
17,000

South America  
9,000

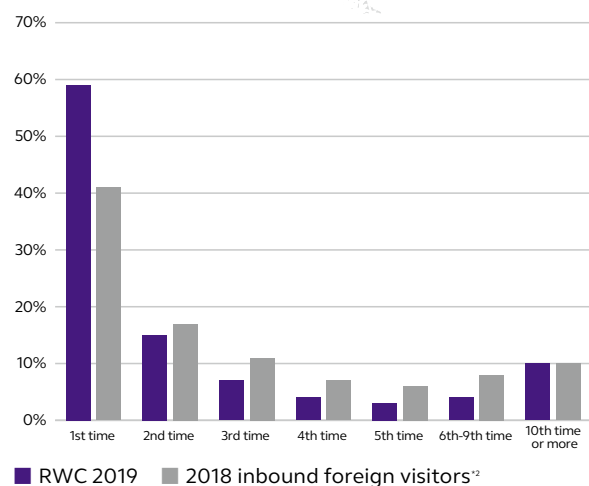
Europe  
131,000

Africa  
9,000

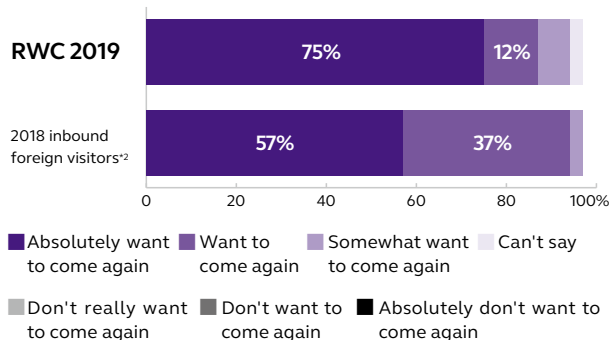
Asia  
22,000

Oceania  
54,000

## Number of visits to Japan of ticket purchasers residing in other countries



## Intention to visit Japan again



<sup>\*1</sup> Approach to calculating RWC 2019 inbound visitor numbers

Calculated using the "number of ticket purchasers residing in other countries" on the RWC 2019 official ticketing website and the "average number of accompanying people visiting Japan with ticket purchasers residing in other countries" from an e-mail survey. For people purchasing tickets by other methods, calculations used the same average number of accompanying people.

<sup>\*2</sup> See Japan Tourism Agency, Consumption Trends Survey for Foreigners Visiting Japan (2018 data, tourism and leisure purposes)

## Factors in inbound economic impacts

### Breakdown of economic spillover impact

#### Consumption by inbound visitors

Economic spillover impact	<b>¥348.2bn</b> (€2.321bn)
GDP increase	<b>¥182.9bn</b> (€1.219bn)

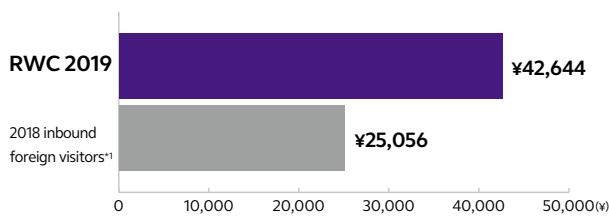
### Consumption per RWC 2019 inbound visitor



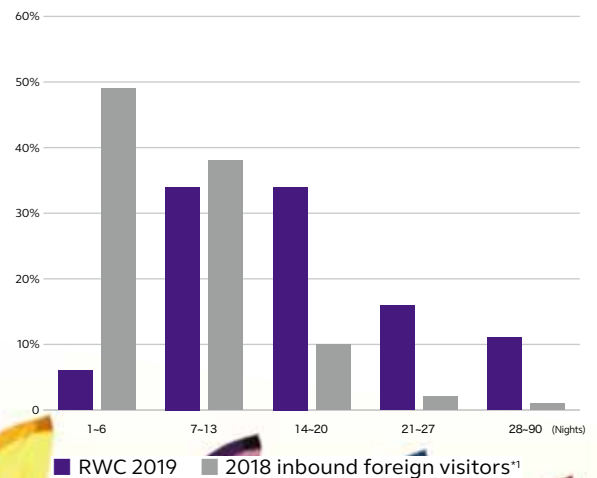
### Consumption by inbound visitors increases economic spillover impacts

RWC 2019 inbound visitors spent 4.6-times more than the ¥147,907 in consumption by 2018 inbound foreign travelers, and this increased the economic spillover impacts. For RWC 2019 inbound visitors, the factors in per-person consumption were consumption per person per night and length of stay. Compared to 2018 inbound foreign travelers, consumption per person per night was approximately 1.7 times higher, and average length of stay approximately 2.7 times longer. The increase was therefore do to the higher unit prices per person per night and the longer length of stays.

### Consumption per person per night



### Length of stay



**RWC 2019**  
Average  
**16 nights**

**2018 inbound foreign visitors<sup>1</sup>**  
Average  
**6 nights**

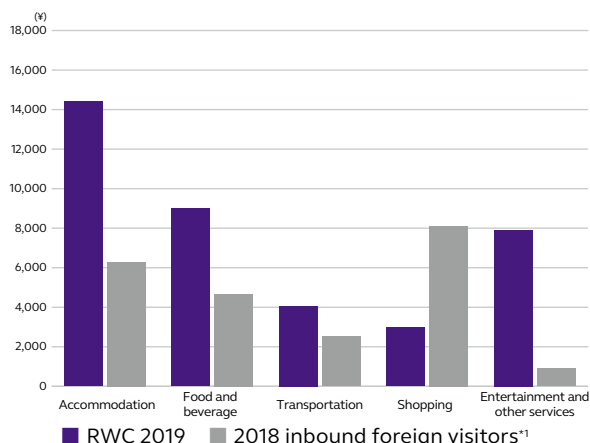
**RWC 2015**  
Average  
**13 nights**

<sup>1</sup>It was found that approximately 25% of the nights involved lodging in cities other than host cities.

### Entertainment also a factor increasing unit consumption?

Comparing the consumption behavior of RWC 2019 inbound visitors and 2018 inbound foreign travelers, RWC 2019 inbound visitors had higher unit consumption per person per night for lodging, food and beverage, transportation and entertainment and other services, and lower unit consumption for shopping. This is presumably because these visitors were more interested in entertainment-oriented consumption (lodging, food and beverage, entertainment and other services) than in goods-oriented consumption (shopping).

### Consumption per person per night (breakdown by item)

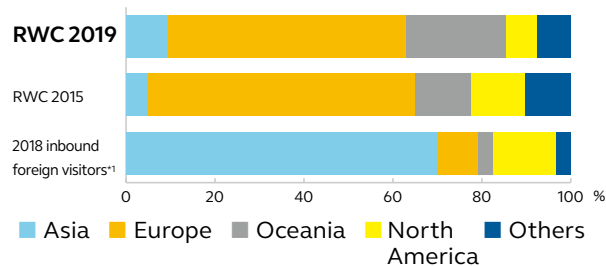


### The nature of rugby competition resulted in longer average stays

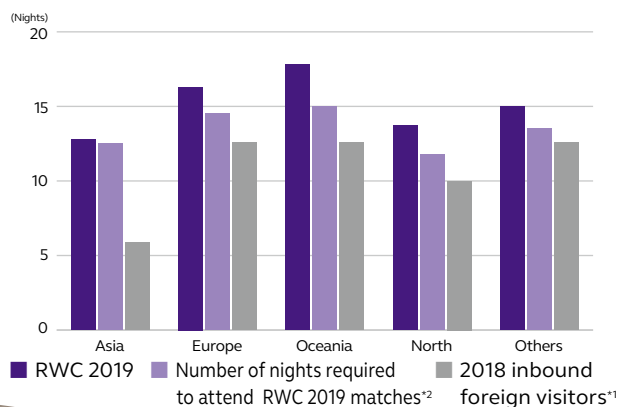
Rugby is a contact sport that requires long intervals between matches. Assuming that RWC 2019 matches only attended the matches of specific teams, the minimum length of their stay would be determined by the length of the interval and the number of matches. For RWC 2019, inbound visitors from Europe and Oceania accounted for 76% of the total and on average viewed a larger number of matches per person than other regions, which was also presumably a factor lengthening the average stay.

Region	Interval between matches (nights)	Number of matches attended per person
Asia	7.7	2.7
Europe	6.5	3.2
Oceania	6.5	3.3
North America	5.7	2.9
Others	6.2	3.2

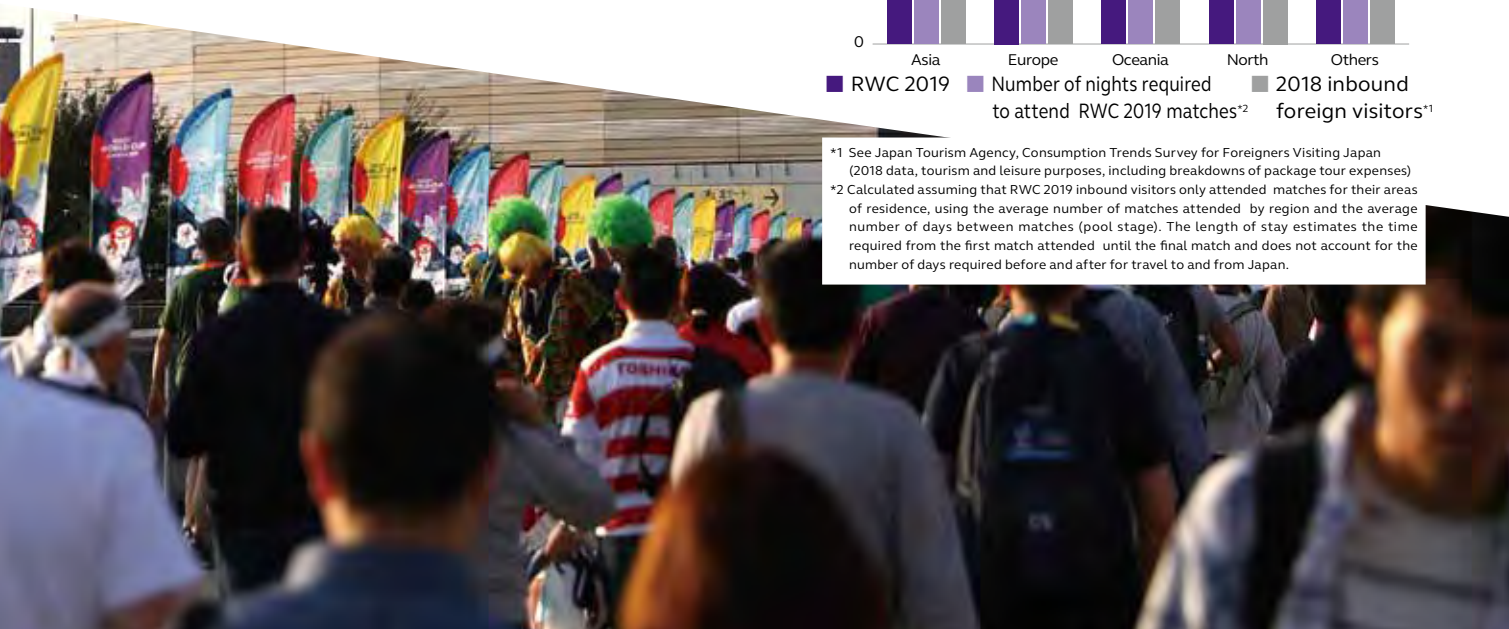
### Breakdown of regions where inbound foreign visitors reside (2018 inbound foreign visitors by nationality)



### Average length of stay by region of residence (2018 inbound foreign visitors by nationality)



<sup>\*1</sup> See Japan Tourism Agency, Consumption Trends Survey for Foreigners Visiting Japan (2018 data, tourism and leisure purposes, including breakdowns of package tour expenses)  
<sup>\*2</sup> Calculated assuming that RWC 2019 inbound visitors only attended matches for their areas of residence, using the average number of matches attended by region and the average number of days between matches (pool stage). The length of stay estimates the time required from the first match attended until the final match and does not account for the number of days required before and after for travel to and from Japan.



# Overview of host cities

The economic impacts on the host cities of the tournament were more than just the stadium and other infrastructure enhancements and tournament administration expenses; spectators etc. visiting the host cities increased the impact through spending on food and beverage, transportation, shopping and entertainment and other services.

Number of fanzone admissions

# 1,137,288

(Nationwide total)

Consumption per person

# ¥686,117

(£4,574)

Number of tickets sold

# 1,718,176

(Nationwide total)

### Sapporo

**Economic impact**  
(Sapporo City)

Economic spillover impact  
**¥12.0bn**  
(£80m)

GDP impact  
**¥7.1bn**  
(£47m)

**Fanzone**

Number of admissions  
**52,397**

Sales  
**¥32,819,752**  
(£218,798)

**Stadium**

Number of tickets sold  
**78,840**

### Tokyo

**Economic impact**  
(Tokyo Pref.)

Economic spillover impact  
**¥175.7bn**  
(£1.172bn)

GDP impact  
**¥95.1bn**  
(£634m)

**Fanzone**

Number of admissions  
**310,500**

Sales  
**¥119,858,489**  
(£799,057)

**Stadium**

Number of tickets sold  
**372,435**

\*Tokyo economic impacts include the JR2019 headquarters expenses.

### Iwate / Kamaishi

**Economic impact**  
(Iwate Pref.)

Economic spillover impact  
**¥10.5bn**  
(£70m)

GDP impact  
**¥6.1bn**  
(£41m)

**Fanzone**

Number of admissions  
**38,982**

Sales  
**¥10,456,862**  
(£69,712)

**Stadium**

Number of tickets sold  
**15,343**

### Kanagawa / Yokohama

**Economic impact**  
(Kanagawa Pref.)

Economic spillover impact  
**¥40.0bn**  
(£266m)

GDP impact  
**¥21.1bn**  
(£141m)

(Yokohama City)

**¥35.9bn**  
(£239m)

**¥18.9bn**  
(£126m)

**Fanzone**

Number of admissions  
**153,700**

Sales  
**¥134,401,611**  
(£896,011)

**Stadium**

Number of tickets sold  
**395,892**

### Saitama / Kumagaya

**Economic impact**  
(Saitama Pref.)

Economic spillover impact  
**¥28.0bn**  
(£187m)

GDP impact  
**¥14.8bn**  
(£99m)

**Fanzone**

Number of admissions  
**71,791**

Sales  
**¥35,358,014**  
(£336,742)

**Stadium**

Number of tickets sold  
**72,434**

### Shizuoka

**Economic impact**  
(Shizuoka Pref.)

Economic spillover impact  
**¥20.4bn**  
(£136m)

GDP impact  
**¥11.2bn**  
(£74m)

**Fanzone**

Number of admissions  
**113,777**

Sales  
**¥22,897,140**  
(£152,648)

**Stadium**

Number of tickets sold  
**190,589**

## Aichi / Toyota

<b>Economic impact</b> (Aichi Pref.)	Economic spillover impact <b>¥12.0bn</b> (£80m)	GDP impact <b>¥6.8bn</b> (£45m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>60,432</b>	Sales <b>¥25,222,928</b> (£168,152)	Number of tickets sold <b>113,419</b>

**Fukuoka Hakatanomori Stadium**  
Fukuoka

**Kobe Misaki Stadium**  
Kobe

**City of Toyota Stadium**  
Aichi / Toyota

**Kamaishi Recovery Memorial Stadium**  
Iwate / Kamaishi

**Kumagaya Rugby Stadium**  
Saitama / Kumagaya

**Tokyo Stadium**  
Tokyo

**International Stadium Yokohama**  
Kanagawa / Yokohama

**Shizuoka Stadium Ecopa**  
Shizuoka

**Hanazono Rugby Stadium**  
Osaka / Higashiosaka

**Oita Stadium**  
Oita

**Kumamoto Stadium**  
Kumamoto

## Osaka / Higashiosaka

<b>Economic impact</b> (Osaka Pref.)	Economic spillover impact <b>¥39.1bn</b> (£260m)	GDP impact <b>¥21.5bn</b> (£143m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>38,701</b>	Sales <b>¥18,382,800</b> (£122,552)	Number of tickets sold <b>86,516</b>

## Kobe

<b>Economic impact</b> (Kobe City)	Economic spillover impact <b>¥12.4bn</b> (£83m)	GDP impact <b>¥6.8bn</b> (£46m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>88,000</b>	Sales <b>¥40,616,110</b> (£270,774)	Number of tickets sold <b>109,607</b>

## Fukuoka

<b>Economic impact</b> (Fukuoka Pref.)	Economic spillover impact <b>¥15.4bn</b> (£103m)	GDP impact <b>¥8.5bn</b> (£57m)
(Fukuoka City)	<b>¥14.3bn</b> (£95m)	<b>¥7.5bn</b> (£50m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>43,384</b>	Sales <b>¥14,202,170</b> (£94,681)	Number of tickets sold <b>52,952</b>

## Kumamoto

<b>Economic impact</b> (Kumamoto Pref.)	Economic spillover impact <b>¥12.9bn</b> (£86m)	GDP impact <b>¥6.9bn</b> (£46m)
(Kumamoto City)	<b>¥10.1bn</b> (£67m)	<b>¥5.6bn</b> (£37m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>50,723</b>	Sales <b>¥14,661,301</b> (£97,742)	Number of tickets sold <b>56,544</b>

## Oita

<b>Economic impact</b> (Oita Pref.)	Economic spillover impact <b>¥19.9bn</b> (£133m)	GDP impact <b>¥10.9bn</b> (£73m)
<b>Fanzone</b>		<b>Stadium</b>
Number of admissions <b>114,901</b>	Sales <b>¥69,527,000</b> (£463,513)	Number of tickets sold <b>173,605</b>

\*Economic impacts were analysed for host prefectures and cities that publish interindustry relations tables.

\*The data of each host city for the economic impact calculation was provided during December 2019 to January 2020.

# Sapporo

Sapporo Dome hosted two matches and set up fanzones during the event in Sapporo Odori Koen Nishi 2-chome, and in Sapporo Station South Exit Plaza. The economic spillover impact on Sapporo from the tournament was ¥12 billion (£80 million), and the breakdown of direct impacts indicates particularly large economic impacts from lodging, food and beverage, infrastructure enhancement and tournament administration expenses.



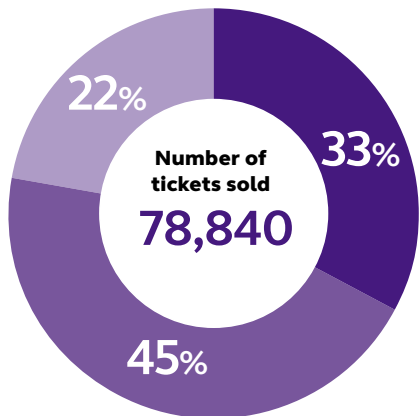
### Match results (Sapporo Dome)

<b>Pool D (Sep. 21)</b>	<b>Australia</b>	<b>Fiji</b>
Number of tickets sold	<b>39,468</b>	<b>21</b>
	<b>39</b>	<b>21</b>
	<b>–</b>	
<b>Pool C (Sep. 22)</b>	<b>England</b>	<b>Tonga</b>
Number of tickets sold	<b>39,372</b>	<b>3</b>
	<b>35</b>	<b>3</b>
	<b>–</b>	



### Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥1.62bn (£10.8m)
Accommodation	¥2.6bn (£17.3m)
Food and beverage	¥1.71bn (£11.4m)
Transportation	¥0.51bn (£3.4m)
Shopping	¥0.14bn (£0.9m)
Entertainment and other services	¥1.48bn (£9.8m)



- International 26,158
- Domestic (host prefectures) 35,725
- Domestic (others) 16,957

### Fanzone

- Sapporo Odori Koen Nishi 2-chome  
1 kilometre from Sapporo Station  
7 kilometres from stadium
- Sapporo Station South Exit Plaza  
0.2kilometre from Sapporo Station  
7.9 kilometres from stadium





# Iwate / Kamaishi

Kamaishi Recovery Memorial Stadium hosted one match (excluding a match cancelled because of typhoon) and set up a fanzone during the event in Kamaishi Civic Hall. The economic spillover impact on Iwate Prefecture from the tournament was ¥10.5 billion (£70 million), and the breakdown of direct impacts indicates particularly large economic impacts for infrastructure enhancement and tournament administration expenses due to the construction of a new stadium, and also for lodging and food and beverage.



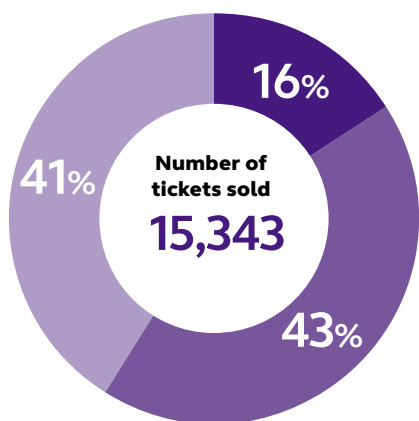
**Economic spillover impact**  
**¥10.5bn**  
 (£70m)

**GDP impact**  
**¥6.1bn**  
 (£41m)

## Match results

(Kamaishi Recovery Memorial Stadium)

<b>Pool D (Sep. 25)</b>	<b>Fiji</b>	<b>Uruguay</b>
Number of tickets sold	<b>27</b>	<b>30</b>
<b>Pool B (Oct. 13)</b>	<b>Namibia</b>	<b>Canada</b>
Number of tickets sold	*Match cancelled	



## Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥6.82bn (£45.5m)
Accommodation	¥0.1bn (£0.7m)
Food and beverage	¥0.24bn (£1.6m)
Transportation	¥0.02bn (£0.2m)
Shopping	¥0.01bn (£0.1m)
Entertainment and other services	¥0.09bn (£0.6m)

## Fanzone

- Kamaishi Civic Hall.  
1 kilometre from Kamaishi Station  
7.2 kilometres from stadium



# Saitama / Kumagaya

Kumagaya Rugby Stadium hosted three matches and set up a fanzone during the event in the Community Plaza. The economic spillover impact on Saitama Prefecture from the tournament was ¥28 billion (£187 million) and the breakdown of direct impacts indicates particularly large economic impacts for infrastructure enhancement and tournament administration expenses due to significant renovations to the stadium, and also for food and beverage and entertainment and other services.



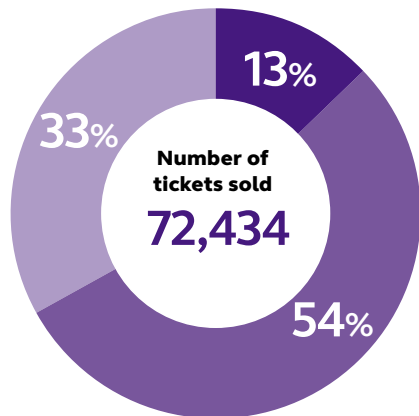
### Match results (Kumagaya Rugby Stadium)

<b>Pool A (Sep. 24)</b> Number of tickets sold	<b>Russia</b> 9	<b>–</b>	<b>Samoa</b> 34
<b>Pool D (Sep. 29)</b> Number of tickets sold	<b>Georgia</b> 33	<b>–</b>	<b>Uruguay</b> 7
<b>Pool C (Oct. 9)</b> Number of tickets sold	<b>Argentina</b> 47	<b>–</b>	<b>USA</b> 17



### Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥18.04bn (£120.3m)
Accommodation	¥0.09bn (£0.6m)
Food and beverage	¥0.2bn (£1.3m)
Transportation	¥0.05bn (£0.3m)
Shopping	¥0.02bn (£0.2m)
Entertainment and other services	¥0.18bn (£1.2m)



- International 9,481
- Domestic (host prefectures) 38,727
- Domestic (others) 24,226

### Fanzone

- Community Plaza  
0.7 kilometre from Kumagaya Station  
3.7 kilometres from stadium



# Tokyo

Tokyo Stadium hosted the Opening Ceremony and eight matches, including the bronze final and the quarter-finals. Fanzones were set up during the event at Tokyo Sports Square, Chofu Station Plaza and Chofu City Green Hall, etc. The economic spillover impact on Tokyo from the tournament was ¥175.7 billion (£1.172 billion), and the breakdown of direct impacts indicates particularly large economic impacts for infrastructure enhancement and tournament administration expenses, and also for lodging and food and beverage.



## Match results (Tokyo Stadium)

<b>Pool A (Sep. 20)</b> Number of tickets sold	Japan <b>45,615</b>	Russia <b>30</b>	–	Russia <b>10</b>
<b>Pool C (Sep. 21)</b> Number of tickets sold	France <b>46,459</b>	Argentina <b>23</b>	–	Argentina <b>21</b>
<b>Pool D (Sep. 29)</b> Number of tickets sold	Australia <b>46,820</b>	Wales <b>25</b>	–	Wales <b>29</b>
<b>Pool C (Oct. 5)</b> Number of tickets sold	England <b>46,802</b>	Argentina <b>39</b>	–	Argentina <b>10</b>
<b>Pool B (Sep. 20)</b> Number of tickets sold	New Zealand <b>46,863</b>	Namibia <b>71</b>	–	Namibia <b>9</b>
<b>QF2 (Oct. 19)</b> Number of tickets sold	New Zealand <b>46,725</b>	Ireland <b>46</b>	–	Ireland <b>14</b>
<b>QF3 (Oct. 20)</b> Number of tickets sold	Japan <b>46,702</b>	South Africa <b>3</b>	–	South Africa <b>26</b>
<b>Bronze Final (Nov. 1)</b> Number of tickets sold	New Zealand <b>46,449</b>	Wales <b>40</b>	–	Wales <b>17</b>

Economic spillover impact

**¥175.7bn**  
(£1.172bn)

\*Tokyo economic impacts include the JR2019 headquarters expenses.

GDP impact

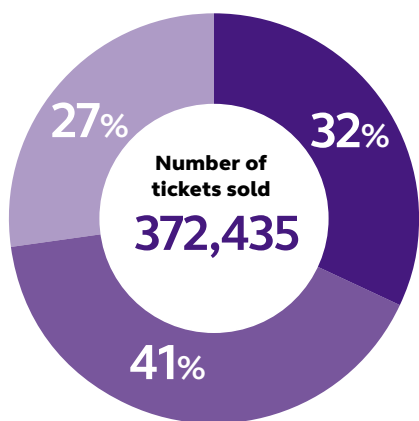
**¥95.1bn**  
(£634m)

## Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥44.99bn (£300m)
Accommodation	¥29.31bn (£195.4m)
Food and beverage	¥17.22bn (£114.8m)
Transportation	¥4.53bn (£30.2m)
Shopping	¥0.9bn (£6m)
Entertainment and other services	¥15.21bn (£101.4m)

## Fanzone

- Tokyo Sports Square  
0.1 kilometre from Yurakucho Station  
24.4 kilometres from stadium
- Chofu Station Plaza and Chofu City Green Hall, etc.  
0.1 kilometre from Chofu Station  
2.1 kilometres from stadium



International	120,902
Domestic (host prefectures)	152,529
Domestic (others)	99,004

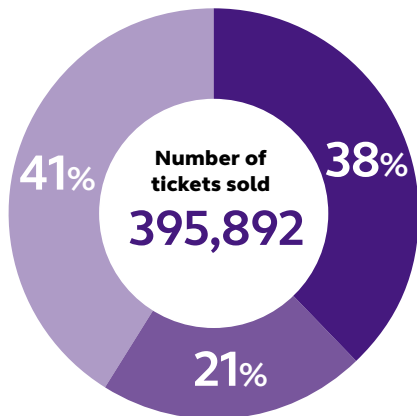
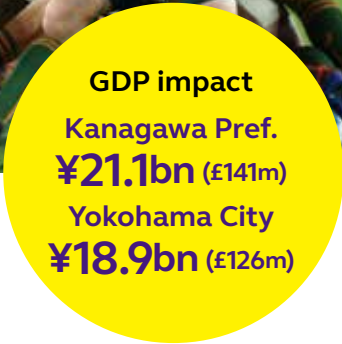
# Kanagawa / Yokohama

International Stadium Yokohama hosted six matches, including the final and semi-finals (excluding a match cancelled because of typhoon). A fanzone was set up during the event at Rinko Park. Economic spillover impact on Kanagawa Prefecture from the tournament was ¥40 billion (£266 million) and on Yokohama City ¥36.1 billion (£241 million). The breakdown of direct impacts indicates particularly large economic impacts on both Kanagawa Prefecture and Yokohama City from infrastructure enhancement and tournament administration expenses, and also from lodging and food and beverage.



### Match results (International Stadium Yokohama)

<b>Pool B (Sep. 21)</b> Number of tickets sold	New Zealand <b>23</b>	South Africa <b>13</b>
<b>Pool A (Sep. 22)</b> Number of tickets sold	Ireland <b>27</b>	Scotland <b>3</b>
<b>Pool C (Oct. 12)</b> Number of tickets sold	England <b>*Match cancelled</b>	France <b>*Match cancelled</b>
<b>Pool A (Oct. 13)</b> Number of tickets sold	Japan <b>28</b>	Scotland <b>21</b>
<b>SF 1 (Oct. 26)</b> Number of tickets sold	England <b>19</b>	New Zealand <b>7</b>
<b>SF 2 (Oct. 27)</b> Number of tickets sold	Wales <b>16</b>	South Africa <b>19</b>
<b>Final (Nov. 2)</b> Number of tickets sold	England <b>12</b>	South Africa <b>32</b>



- International 149,032
- Domestic (host prefectures) 82,144
- Domestic (others) 164,716

Direct impact	Kanagawa Pref.	Yokohama City
Stadium and other infrastructure enhancements / Tournament administration expenses	¥17.2bn (£114.7m)	¥1707bn (£113.8m)
Accommodation	¥3.61bn (£24.1m)	¥2.58bn (£17.2m)
Food and beverage	¥2.63bn (£17.5m)	¥2.18bn (£14.5m)
Transportation	¥0.86bn (£5.7m)	¥0.72bn (£4.8m)
Shopping	¥0.20bn (£1.3m)	¥0.09bn (£0.6m)
Entertainment and other services	¥2.48bn (£16.6m)	¥2.09bn (£14.0m)

- Fanzone**
  - Rinko Park
    - 0.6 kilometre from Minatomirai Station
    - 6.5 kilometres from stadium



# Shizuoka

Shizuoka Stadium Ecopa hosted four matches, and fanzones were set up during the event at Sunpu Castle Park and Soramo & Entetsu Hall. The economic spillover impact on Shizuoka Prefecture from the tournament was ¥20.4 billion (£136 million), and the breakdown of direct impacts indicates particularly large economic impacts from infrastructure enhancement and tournament administration expenses, and also from lodging and entertainment and other services.



## Match results (Shizuoka Stadium Ecopa)

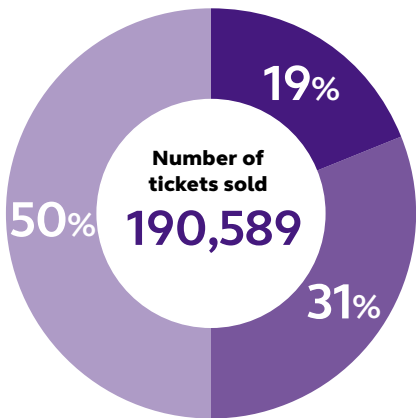
<b>Pool A (Sep. 28)</b> Number of tickets sold	<b>Japan</b> 19	<b>Ireland</b> 12
<b>Pool B (Oct. 4)</b> Number of tickets sold	<b>South Africa</b> 49	<b>Italy</b> 3
<b>Pool A (Oct. 9)</b> Number of tickets sold	<b>Scotland</b> 61	<b>Russia</b> 0
<b>Pool B (Oct. 11)</b> Number of tickets sold	<b>Australia</b> 27	<b>Georgia</b> 8

Economic spillover impact

**¥20.4bn**  
(£136m)

GDP impact

**¥11.2bn**  
(£74m)



- International 35,467
- Domestic (host prefectures) 60,023
- Domestic (others) 95,099

## Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥7.17bn (£47.8m)
Accommodation	¥2.11bn (£14.1m)
Food and beverage	¥1.58bn (£10.5m)
Transportation	¥0.61bn (£4m)
Shopping	¥0.22bn (£1.5m)
Entertainment and other services	¥1.62bn (£10.8m)

## Fanzone

- Sunpu Castle Park  
1.6 kilometre from Shizuoka Station  
55.9 kilometres from stadium
- Soramo & Entetsu Hall  
0.3 kilometre from Hamamatsu Station  
24.3 kilometres from stadium



# Aichi / Toyota

City of Toyota Stadium hosted three matches (excluding a match cancelled because of typhoon) and a fanzone was set up during the event at Sky Hall Toyota. The economic spillover impact on Aichi Prefecture from the tournament was ¥12 billion (£80 million), and the breakdown of direct impacts indicates particularly large economic impacts from infrastructure enhancement and tournament administration expenses, and also from lodging and food and beverage.



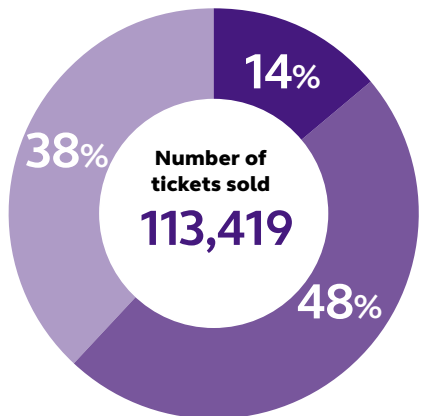
■ Match results (City of Toyota Stadium)

<b>Pool D (Sep. 23)</b> Number of tickets sold	<b>Wales</b> 43	<b>Georgia</b> 14
<b>Pool B (Sep. 28)</b> Number of tickets sold	<b>South Africa</b> 57	<b>Namibia</b> 3
<b>Pool A (Oct. 5)</b> Number of tickets sold	<b>Japan</b> 38	<b>Samoa</b> 19
<b>Pool B (Oct. 12)</b> Number of tickets sold	<b>New Zealand</b>	<b>Italy</b> *Match cancelled



■ Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥4.72bn (£31.4m)
Accommodation	¥0.88bn (£5.9m)
Food and beverage	¥0.78bn (£5.2m)
Transportation	¥0.39bn (£2.6m)
Shopping	¥0.13bn (£0.9m)
Entertainment and other services	¥0.72bn (£4.8m)



- International 15,243
- Domestic (host prefectures) 54,718
- Domestic (others) 43,458

■ Fanzone

- Sky Hall Toyota
- 1.2 kilometre from Toyotashi Station
- 0.8 kilometres from stadium



# Osaka / Higashiosaka

Hanazono Rugby Stadium hosted four matches, and fanzones were set up during the event at Tenshiba and Hanazono Central Stadium. The economic spillover impact on Osaka Prefecture from the tournament was ¥39.1 billion (£260 million), and the breakdown of direct impacts indicates particularly large economic impacts for infrastructure enhancement and tournament administration expenses due to major renovation of the stadium, and also for lodging and food and beverage.



Economic spillover impact

**¥39.1bn**  
(£260m)

GDP impact

**¥21.5bn**  
(£143m)

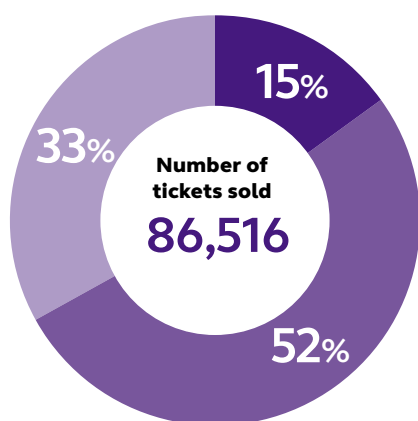
## Match results (Hanazono Rugby Stadium)

<b>Pool B (Sep. 22)</b>	Italy	Namibia
Number of tickets sold	21,519	47 - 22

<b>Pool C (Sep. 28)</b>	Argentina	Tonga
Number of tickets sold	21,612	28 - 12

<b>Pool D (Oct. 3)</b>	Georgia	Fiji
Number of tickets sold	21,703	10 - 45

<b>Pool C (Oct. 13)</b>	USA	Tonga
Number of tickets sold	21,682	19 - 31



- International 12,895
- Domestic (host prefectures) 44,748
- Domestic (others) 28,873

## Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥11.27bn (£75.1m)
Accommodation	¥5.02bn (£33.5m)
Food and beverage	¥3.66bn (£24.4m)
Transportation	¥1.4bn (£9.3m)
Shopping	¥0.16bn (£1.1m)
Entertainment and other services	¥3.37bn (£22.5m)

## Fanzone

- Osaka Tennoji Park entrance area (Tenshiba)  
0.6 kilometre from Tennoji Station  
12.1 kilometres from stadium
- Hanazono Central Stadium  
1.2 kilometre from Higashi Hanazono Station  
0.6 kilometres from stadium



# Kobe

Kobe Misaki Stadium hosted four matches, and a fanzone was set up during the event at Meriken Park. The economic spillover impact on Kobe from the tournament was ¥12.4 billion (£83 million), and the breakdown of direct impacts indicates particularly large economic impacts for infrastructure enhancement and tournament administration expenses, and also for lodging and food and beverage.



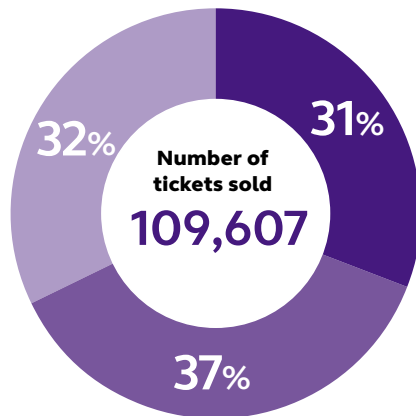
■ Match results (Kobe Misaki Stadium)

<b>Pool C (Sep. 26)</b> Number of tickets sold	<b>England</b> 27,353	<b>USA</b> 45 - 7
<b>Pool A (Sep. 30)</b> Number of tickets sold	<b>Scotland</b> 27,397	<b>Samoa</b> 34 - 0
<b>Pool A (Oct. 3)</b> Number of tickets sold	<b>Ireland</b> 27,440	<b>Russia</b> 35 - 0
<b>Pool B (Oct. 8)</b> Number of tickets sold	<b>South Africa</b> 27,417	<b>Canada</b> 66 - 7



■ Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥4.39bn (£29.3m)
Accommodation	¥1.48bn (£9.9m)
Food and beverage	¥1.11bn (£7.4m)
Transportation	¥0.41bn (£2.7m)
Shopping	¥0.07bn (£0.4m)
Entertainment and other services	¥1.06bn (£7.1m)



- International 33,835
- Domestic (host prefectures) 41,167
- Domestic (others) 34,605

■ Fanzone

- Meriken Park  
1.2 kilometre from Kobe Station  
4.2 kilometres from stadium





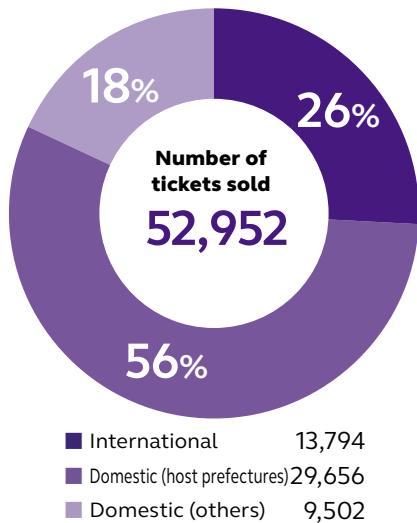
# Fukuoka

Fukuoka Hakatanomori Stadium hosted three matches, and a fanzone was set up during the event at JR Hakata Station Plaza. Economic spillover impact on Fukuoka Prefecture from the tournament was ¥15.4 billion (£103 million) and on Fukuoka City ¥14.3 billion (£95 million). The breakdown of direct impacts indicates particularly large economic impacts on both Fukuoka Prefecture and Fukuoka City from infrastructure enhancement and tournament administration expenses, and also from lodging and food and beverage.



## Match results (Fukuoka Hakatanomori Stadium)

<b>Pool B (Sep. 26)</b> Number of tickets sold	<b>Italy</b> <b>48</b>	<b>–</b>	<b>Canada</b> <b>7</b>
<b>Pool C (Oct. 2)</b> Number of tickets sold	<b>France</b> <b>33</b>	<b>–</b>	<b>USA</b> <b>9</b>
<b>Pool A (Oct. 12)</b> Number of tickets sold	<b>Ireland</b> <b>47</b>	<b>–</b>	<b>Samoa</b> <b>5</b>



## Direct impact

	Fukuoka Pref.	Fukuoka City
Stadium and other infrastructure enhancements / Tournament administration expenses	¥4.02bn (£26.8m)	¥4bn (£26.6m)
Accommodation	¥2bn (£13.3m)	¥1.85bn (£12.3m)
Food and beverage	¥1.64bn (£10.9m)	¥1.52bn (£10.1m)
Transportation	¥0.59bn (£4.0m)	¥0.54bn (£3.6m)
Shopping	¥0.19bn (£1.3m)	¥0.04bn (£0.3m)
Entertainment and other services	¥1.44bn (£9.6m)	¥1.30bn (£8.7m)

## Fanzone

- JR Hakata Station Plaza
- 0.1 kilometre from Hakata Station
- 5.9 kilometres from stadium



# Kumamoto

Kumamoto Stadium hosted two matches, and fanzones were set up during the event at Hanabatake Park and Symbol Promenade. The economic spillover impact on Kumamoto Prefecture from the tournament was ¥12.9 billion (£86 million), and on Kumamoto City ¥10.1 billion (£67 million). The breakdown of direct impacts indicates particularly large economic impacts on both Kumamoto Prefecture and Kumamoto City from infrastructure enhancement and tournament administration expenses, and also from lodging and food and beverage.



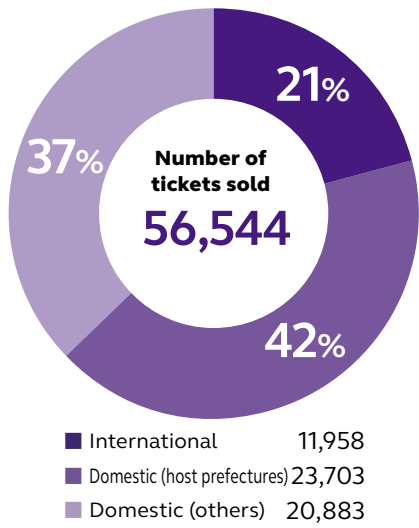
■ Match results (Kumamoto Stadium)

<b>Pool C (Oct. 6)</b>	France	Tonga
Number of tickets sold	28,199	23 – 21
<b>Pool D (Oct. 13)</b>	Wales	Uruguay
Number of tickets sold	28,345	35 – 13

**Economic spillover impact**  
 Kumamoto Pref. **¥12.9bn (£86m)**  
 Kumamoto City **¥10.1bn (£67m)**

**GDP impact**  
 Kumamoto Pref. **¥6.9bn (£46m)**  
 Kumamoto City **¥5.6bn (£37m)**

■ Direct impact	Kumamoto Pref.	Kumamoto City
Stadium and other infrastructure enhancements / Tournament administration expenses	¥4.74bn (£31.6m)	¥4.74bn (£31.6m)
Accommodation	¥1.04bn (£6.9m)	¥0.9bn (£6m)
Food and beverage	¥0.83bn (£5.5m)	¥0.73bn (£4.9m)
Transportation	¥0.38bn (£2.6m)	¥0.1bn (£0.7m)
Shopping	¥0.14bn (£0.9m)	¥0.03bn (£0.2m)
Entertainment and other services	¥0.67bn (£4.5m)	¥0.58bn (£3.9m)



- Fanzone
- Hanabatake Park and Symbol Promenade  
2.1 kilometre from Kumamoto Station  
11.3 kilometres from stadium



# Oita

Oita Stadium hosted five matches, including the quarter-finals. A fanzone was set up during the event at Oita Ikoinomichi Plaza. The economic spillover impact on Oita Prefecture from the tournament was ¥19.9 billion (£133 million), and the breakdown of direct impacts indicates particularly large economic impacts from infrastructure enhancement and tournament administration expenses, and also from lodging and food and beverage.



## Match results (Oita Stadium)

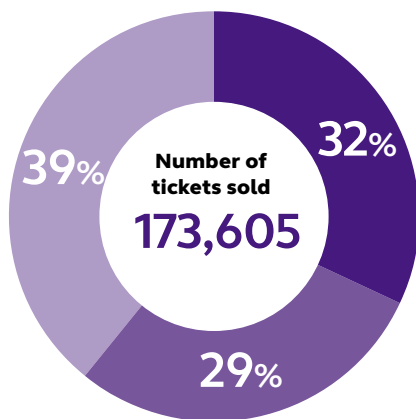
<b>Pool B (Oct. 2)</b> Number of tickets sold	New Zealand	Canada
34,719	63	0
<b>Pool D (Oct. 5)</b> Number of tickets sold	Australia	Uruguay
34,893	45	10
<b>Pool D (Oct. 9)</b> Number of tickets sold	Wales	Fiji
34,652	29	17
<b>QF 1 (Oct. 19)</b> Number of tickets sold	England	Australia
35,174	40	16
<b>QF 3 (Oct. 20)</b> Number of tickets sold	Wales	France
34,167	20	19

Economic spillover impact

**¥19.9bn**  
(£133m)

GDP impact

**¥10.9bn**  
(£73m)



International	55,656
Domestic (host prefectures)	50,472
Domestic (others)	67,477

## Direct impact

Stadium and other infrastructure enhancements / Tournament administration expenses	¥5.4bn (£36m)
Accommodation	¥3.86bn (£25.7m)
Food and beverage	¥2.2bn (£14.7m)
Transportation	¥0.61bn (£4.1m)
Shopping	¥0.1bn (£0.7m)
Entertainment and other services	¥1.86bn (£12.4m)

## Fanzone

- Oita Ikoinomichi Plaza  
0.1 kilometre from Oita Station  
7.4 kilometres from stadium





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