

# A GAME-CHANGER

UEFA European Women's Championship 2022



## POST-TOURNAMENT FLASH REPORT

Following the pre-tournament impact study, this flash report outlines the key initial impacts measured to date post-tournament. Further developments in participation and interest in women's football, as well as the legacy of UEFA Women's EURO 2022 will be monitored to inform the full post-event impact study, which will be published in the summer of 2023.

### OPERATIONAL SUCCESS



**574,875** total match attendance across the tournament, including **110,555** international spectators from **104** countries



Record breaking final with **87,192** attendees, and an average match attendance of **18,544**

**85%** of spectators are likely to attend professional international and domestic women's football events again in the future<sup>1</sup>

### ECONOMIC IMPACT



Host cities received a **£81m** boost in economic activity as a result of the tournament



Domestic and international visitors made over **552,000** day and overnight trips to host cities

**£44m** total spectator spending around matchdays and trips across England

### GROWTH OF THE PROFESSIONAL GAME



**232%** increase in media rights values since the previous Women's EURO



**84%** of spectators say UEFA Women's EURO 2022 has improved their perception of women's football<sup>1</sup>

**88%** of spectators are likely to watch a professional international or domestic women's football event on TV in the future<sup>1</sup>

### SOCIAL IMPACT



**74%** of local residents feel that the UEFA Women's EURO 2022 has brought their local community closer<sup>1</sup>



**84%** of participants reported that participating in the UEFA Women's EURO 2022 Legacy activity/activities has improved their confidence and self esteem<sup>1</sup>

### PHYSICAL EXERCISE, SPORT AND GRASSROOTS FOOTBALL PARTICIPATION



Over **416,000** new opportunities created in schools, clubs, and the community to engage women and girls in grassroots legacy football activities across the host cities. Includes opportunities to play, coach, officiate and volunteer



More than **half of** local residents and **2 in 5** spectators and tournament volunteers have been inspired to do more sport and physical activity generally, as a result of UEFA Women's EURO 2022<sup>1</sup>

### ENHANCED INTERNATIONAL REACH



The most watched Women's EURO ever, with a projected global live viewership of **365m**, across **195** territories



Globally, UEFA Women's EURO 2022 generated **453m** cumulative social interactions, with TikTok (**39%**) and Twitter (**21%**) contributing the most

<sup>1</sup> Based on independent surveys of spectators, local residents in host cities, tournament volunteers and legacy programme participants

