

Economic, Environmental and Social Impact Assessment of the

35TH AMERICA'S CUP ON BERMUDA

AMERICA'S CUP DIRECT COST TO BERMUDA

\$64.1m

Compared to the **original estimate of \$77.0m**

IMPACT ON GDP

\$336.4m

(inclusive of a \$90.8m estimated impact for future legacy tourism)

For every **\$1.00** spent, **\$3.80** was put back into Bermuda's economy*

Add **future tourism** and **\$5.25** will be put back**

This equals a **525% return on investment**

*Based on economic impact on GDP, (exclusive of estimated impact from legacy tourism)

**Based on total impact on GDP, inclusive of the \$90.8m in estimated future tourism spend

\$12.9m savings

Compared to the original cost estimate

\$94.2m

Increase over expected outcomes (**\$242.2m in original estimate includes future legacy tourism**)

WEDCo DEVELOPED CROSS ISLAND FOR

\$39.0m¹

ACBDA PAID WEDCo **\$1.35m**

For the use of Cross Island for the America's Cup Village²

How this economic activity was generated:

BERMUDA GOVERNMENT

- ACBDA³
- Government of Bermuda Departments (including Customs & Immigration, Marine & Ports, Royal Bermuda Regiment, etc.)

\$25.4m

LOUIS VUITTON AMERICA'S CUP WORLD SERIES

\$6.0m

Compared to \$8.6m in original economic impact study. Here, the difference is captured in other spending groups.

AMERICA'S CUP SPECTATORS

- International Visitors
- Residents
- Superyachts & other yachts
- Media

\$71.1m

AMERICA'S CUP PARTICIPANTS & ORGANISERS

- Teams / ACEA / and other
- Other Sponsors
- Volunteers

\$143.1m

LEGACY TOURISM

\$90.8m

Attributed to future tourism spending as a result of media exposure from AC35.⁴

TOTAL IMPACT ON GDP
\$336.4m

94,600
Spectator visits

745
yachts visited Bermuda
of which 134 were superyachts⁵

452m
viewers across the world

SOCIAL & ENVIRONMENTAL IMPACT

71% of spectators were **residents** & 29% international visitors

17,000 residents attended on average **4 times**

545 volunteers assisted at the event, of which **39% were international**

1,600 students participated in the **America's Cup Endeavour Programme**

85% of the sustainable objectives set were met

TOURISM IMPACT

Average spend of a visiting superyacht was **\$200,000**

10,300 visitors stated their purpose of travel was for the **America's Cup⁶**

15% increase in commercial air arrivals (international visitors)⁷

Hotel occupancy increased by **8%⁷**

Increase in **home vacation rentals** by **12%⁷**

Increase in **cruise ship passengers** of **14%⁷**

Increase in **private jet passenger arrivals** of **70%⁷**

MEDIA IMPACT

452 million viewers across the world, broadcast in 163 countries by 31 broadcasters

Over 22,000 news articles published in 76 countries

\$80.9 million in Advertising Equivalent Value (AEV)



Twitter



Facebook



LinkedIn



250,000
500ml plastic bottles avoided

20 tonnes
of recyclable material collected

Information in this illustration is captured from the "Economic, Environmental and Social Impact of the 35th America's Cup on Bermuda" report by PricewaterhouseCoopers Advisory Limited (PwC)

¹The cost of developing the infill for Cross Island has not been included in the cost of the event and neither have the economic impacts from that expenditure.

²The \$1.35m is included in the \$64.1m direct cost to Bermuda.

³Excludes guarantee and sponsorship fees paid to ACEA as those costs are captured under the America's Cup Participants & Organisers impact.

⁴This is based on a conservative multiplier of 1:1 to AEV, compared to the original bid of 3:1 to AEV. This is estimated to occur over a 5-year period and is converted to present value.

⁵For the period May & June 2017.

⁶For the period May & June 2017 stating either on vacation, visiting friends and relatives or for business.

⁷For the period of May & June 2017 compared to May & June 2016.