

Economic, Environmental and Social Impact Assessment of the

# 35<sup>TH</sup> AMERICA'S CUP ON BERMUDA

AMERICA'S CUP DIRECT
COST TO BERMUDA

\$64.1m

Compared to the original estimate of \$77.0m

\$12.9m savings

Compared to the original cost estimate

WEDCo DEVELOPED CROSS ISLAND FOR

\$39.0<sub>m1</sub>

ACBDA PAID WEDCo

For the use of Cross Island for the America's Cup Village<sup>2</sup>

#### IMPACT ON GDP

\$336.4m

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

\$94.2m

Increase over expected outcomes

(\$242.2m in original estimate includes 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

#### How this economic activity was generated:

#### BERMUDA GOVERNMENT

ACBDA<sup>3</sup>

• 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. TOTAL IMPACT ON GDP \$336.4m

**LEGACY TOURISM** 

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

### AMERICA'S CUP SPECTATORS

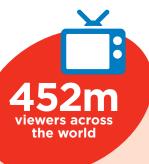
- International Visitors
- Residents
- Superyachts & other yachts
- Media

\$71.1m

#### AMERICA'S CUP PARTICIPANTS & ORGANISERS

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

\$143.1m



## 94,600 Spectator visits

#### **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



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)

#### **TOURISM IMPACT**

**Bermuda** of which 134 were

superyachts<sup>5</sup>

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

10,300 visitors stated their purpose of travel was for the America's Cup<sup>6</sup>

**15% increase in commercial air arrivals** (international visitors)<sup>7</sup>

Hotel occupancy increased by 8%<sup>7</sup>

Increase in **home vacation** rentals by 12%<sup>7</sup>

Increase in cruise ship passengers of 14%<sup>7</sup>

Increase in private jet passenger arrivals of 70%<sup>7</sup>

#### 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)









<sup>1</sup>The 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.

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

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

<sup>4</sup>This 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.

<sup>5</sup>For the period May & June 2017.

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

<sup>7</sup>For the period of May & June 2017 compared to May & June 2016