

The UEFA Cup Final 2007 Economic Impact Assessment



Executive Summary
Glasgow City Marketing Bureau

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THE FINAL

The UEFA Cup Final is the second most important club football match held annually in Europe and it was contested by FC Sevilla and RCD Espanyol at Hampden Park, Glasgow, Wednesday 16th May 2007. The final was eventually won by Sevilla on penalties, after a 1-1 draw after 90 minutes and the match being tied at 2-2 after extra time. The organisation of the Final itself and the associated events were widely acclaimed by many visitors, including the representatives of UEFA and the visiting teams and supporters.

The official attendance at the Final was just over 47,000 which included 25,000 supporters from Sevilla and Espanyol and 22,000 neutral fans, including football officials, sponsors and corporate hospitality attendees.

BACKGROUND

1. The Scottish Football Association was awarded the right to host the 2007 UEFA Cup Final by UEFA in April 2005.
2. In May 2007, Experian's Business Strategies Division was commissioned by Glasgow City Marketing Bureau (GCMB) to undertake an economic impact assessment of the UEFA Cup Final 2007.
3. The UEFA Cup Final and its associated activities were organised by a Local Organising Committee (LOC) comprising representatives of the Scottish Football Association, Glasgow City Marketing Bureau, Hampden Park, Strathclyde Police, BAA Scotland and Glasgow City Council. The LOC co-ordinated the activities of these partner organisations which worked alongside UEFA and its commercial agency, TEAM Marketing, in the delivery of all aspects.
4. The research draws on a combination of primary data sources from surveys with finalist supporters, neutral fans, media and broadcasters, consultations with key stakeholders, and an analysis of other secondary data.

FINDINGS

The Groups

5. The measured sources of economic benefits are: impacts from supporters of the finalists, neutral fans, delegates, media and broadcasters, the finalists, the organisation of the event.
6. Overall 91 per cent of respondents had never previously visited Glasgow, with 93 per cent of the finalist supporters never having been to Glasgow before.
7. Just 8 per cent of the supporters of Espanyol or Sevilla were in Glasgow for any reason other than the match.
8. The average length of stay by all fans was 1.21 nights

Economic Impacts

Spending by Fans

9. Average expenditure on-site was £54.25 and £57.40 per person for finalist supporters and neutral fans respectively.
10. Average off-site expenditure in Glasgow on-site was £345 and £152 per person for finalist supporters and neutral fans respectively.
11. The average spend per trip per person was £411 and £219 for finalist supporters and neutral fans respectively. This is well above average tourism expenditure levels.

Total Economic Impacts

12. The gross impact of the UEFA Cup Final 2007 was expenditure of over £16.3 million, with expenditure by Finalist supporters accounting for £8.9 million of this, £2.3 million from Neutral fans, and £2.3 million from delegates.
13. The total net impact of the UEFA Cup Final 2007 was nearly £10 million of expenditure in Glasgow including indirect and induced impacts, with a further £1.5 million outside Glasgow.
14. This expenditure supported 187 jobs in Glasgow and a further 33 jobs outside Glasgow.

Future Benefits, Perceptions and Image

15. One in every nine supporter used www.seeglasgow.com.
16. 91 per cent of supporters visited a bar or café/restaurant, 58 per cent of shopped during their trip, and 16 per cent visited a gallery, museum, exhibition or show.
17. The economy will continue to benefit from the UEFA Cup Final 2007 in future years. 55 per cent and 75 per cent of all fans likely or very likely to visit Glasgow and Scotland respectively in the next three years.

