



Dare to Dream?

Examining major event organizers' venue decisions

UF | College of Journalism
& Communications
UNIVERSITY *of* FLORIDA

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Marla Messing

President & CEO of 99 WC Organizing Committee



“In everything we did, we treated it as a major event. Our choices in this country are stadiums with 5,000 or 10,000 seats, or stadiums with 50,000, 60,000, or 80,000 seats. Once you decide on 5,000 or 10,000 seats, the image of what you are selling is second class. Putting it in small stadiums would have sealed the fate of the tournament. You had to sell the image of a major event. Right away, it was major because it’s at Giants Stadium and the Rose Bowl.”

Longman, Girls of the Summer

Incredible success

- Four months before the tournament:
210,000+ tickets
- Opening game: 78,972
- Final: 90,185

TOTAL: 1,194,215



Events included

- Latest event for continental competitions
- Two latest events for international competitions

101
Events



Seven (14) simultaneous

TOTAL: 87 events in 6 sports

Events – Description

Number of Venues	Average	Median
Men's Events ($n = 45$)	8.17	8
Women's Events ($n = 42$)	5.07	5.5
Both ($N = 87$)	7.00	6







Number of Cities	Average	Median
Men's Events ($n = 45$)	7.54	8
Women's Events ($n = 42$)	4.94	5
Both ($N = 87$)	6.56	6

Events – Description







Participating Teams	Average	Median
Men's Events ($n = 45$)	18.84	20
Women's Events ($n = 42$)	14.92	16
Both ($N = 87$)	17.36	16

Number of Games	Average	Median
Men's Events ($n = 45$)	51.93	51
Women's Events ($n = 42$)	45.45	38
Both ($N = 87$)	49.48	48







Host Cities – Average Population

	Men's Events	Women's Events
 Basketball	3,939,307	2,635,466
 Field Hockey	4,895,699	4,140,179
 Football	2,457,252	1,005,481
 Handball	1,219,250	1,692,032
 Rugby	1,912,547	1,568,351
 Volleyball	1,833,309	2,596,693
All Competitions	2,214,085	1,886,869







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Venues – Average Capacity

	Men's Events	Women's Events
 Basketball	11,761	8,629
 Field Hockey	13,000	18,055
 Football	45,307	23,279
 Handball	10,353	6,262
 Rugby	36,230	14,845
 Volleyball	9,663	8,432
All Competitions	27,462	13,197

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Venues – Average Capacity



	Women's Events	± %	Men's Events
Africa	16,100	+16.5%	18,763
Americas	11,248	+217.8%	35,747
Asia-Pacific	8,077	+88.9%	15,254
Europe	14,425	+125.5%	32,529
International Events	14,088	+94.2%	27,358
All Competitions	13,197	+108.1%	27,462

Same results for city populations

Example: Football



UEFA
EURO2016
FRANCE



VS.



WOMEN'S WORLD CUP
FRANCE 2019

Example: Football



1. Saint-Denis
2. Marseille
3. **Lyon**
4. Lille
5. **Paris**
6. Bordeaux
7. Saint-Etienne
8. **Lens**
9. Lyon 2
10. Nantes
11. **Nice**
12. Toulouse

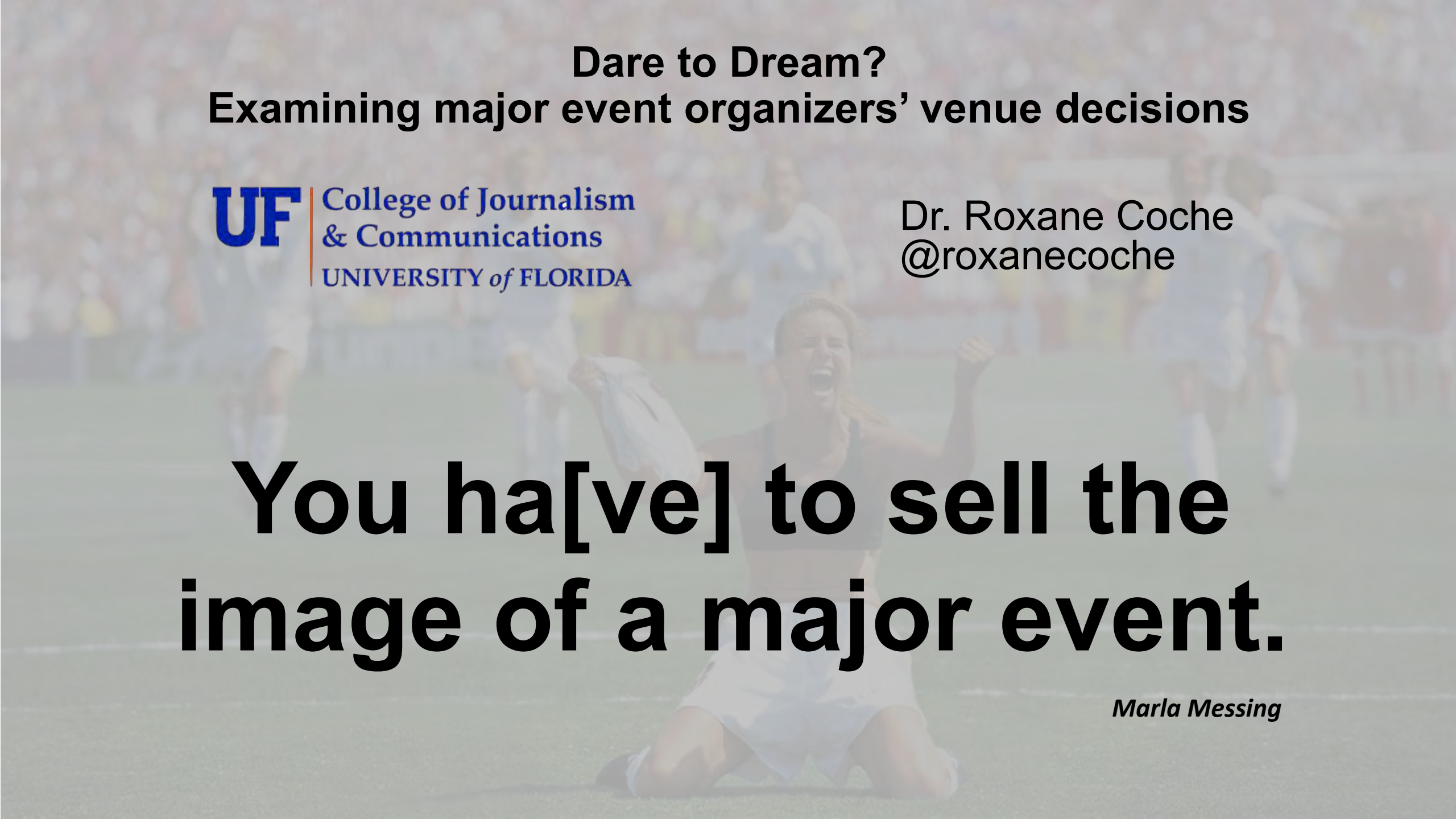


Example: Football



	 	
Semi-Finals	65€ - 495€	17€ - 66€
Final	85€ - 895€	23€ - 84€
Package available?	No	50€ - 194€
Total to attend both semi-finals and final	215€ - 1,885€	50€ - 216€

Clear underestimation of WWC



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