



GRASPING THE OPPORTUNITY

UEFA European Women's Championship 2022

PRE-TOURNAMENT IMPACT STUDY FINDINGS



OPERATIONAL SUCCESS

Deliver a safe and engaging event, exceeding a total attendance of 480,000, with a stretch target of **525,000**

ECONOMY AND TOURISM

Deliver **£54 million** of economic activity to the Host Cities and support 96,000 international fans to visit

THE PROFESSIONAL GAME

Promote positive perceptions of women's football in the UK, with **51%** of football fans planning to watch matches

SOCIAL CONTRIBUTION

Promote positive social impacts across the Host Cities, and England more broadly, through growth in participation, the activities of over **5,500** volunteers, and the power of sport to bring communities closer together

INCLUSIVE GRASSROOTS PARTICIPATION

Provide more than **500,000** inclusive opportunities for women and girls to participate and engage with football through focused efforts of the Legacy Groups within each of the Host Cities

INTERNATIONAL PERCEPTIONS

Promote positive perceptions of the Host Cities, England and the UK, as the Tournament ignites engagement with an expected live international broadcast audience of over **250 million** across 195 territories

The
UEFA Women's
EURO 2022 is
expected
to: