

# EVENT IMPACT



RUGBY  
WORLD CUP™  
SEVENS

SAN FRANCISCO 2018

JULY 20-22, 2018  
**AT&T PARK**

“San Francisco 2018 will be remembered as one of the great rugby events – a ground-breaking and special tournament that furthered the reach of rugby in the USA and around the world. It had everything – world-class rugby sevens, an energetic and engaged audience, a superb venue and a wonderful atmosphere. It was certainly the best-attended rugby event ever in the USA, and the most innovative and digitally-engaged global sevens event.”

– Bill Beaumont, World Rugby Chairman

**40 TEAMS FROM 28 NATIONS**



**\$90.5** Total  
Economic  
MILLION Impact

**\$11.8m**

Organizer  
Spend Locally

**\$29.1m**

Visitor  
Spend Locally



**101,000**

Attendance

**97%**

Visited SF specifically  
for RWC7s

**91%**

Would recommend  
RWC7s to  
acquaintances

**70%**

said the  
experience exceeded  
expectations



**91%**

believed RWC7s  
benefited the  
greater SF area

**94%**

likely to attend  
similar sporting  
events in SF



**41,000**

New Fans



**23.4M+**

Video Views

+50% more than  
the largest single  
event in HSBC  
Sevens Series

**30M+**

Cumulative viewers of  
all coverage incl. News



**5.46M**

Live coverage audience,  
57% of which in the US

**829**

Broadcasts with  
1,061 hours of coverage



8.7m+ unique viewers on NBC  
from July 20-22

Saturday & Sunday viewership -  
two of NBC Sports Network's  
most watched rugby telecasts  
on record



**3M+**

Page Views

**310K**

App Downloads



**22,000**

Youth Engaged

**\$200,000**

Approximately raised for Bay Area  
community programs through  
Impact Beyond



**85** Schools

Participated in the  
Impact Beyond program