



AMERICA'S CUP  
WORLD SERIES  
— CHICAGO —



LOUIS VUITTON AMERICA'S CUP WORLD SERIES CHICAGO

**2016 BY THE NUMBERS**

Special thanks to all of the Louis Vuitton America's Cup World Series Chicago partners who rallied together and proved that Chicago truly is a city that works for major international events.

#### AMERICA'S CUP GLOBAL PARTNERS



#### LOUIS VUITTON AMERICA'S CUP WORLD SERIES CHICAGO PARTNERS







## *The Windy City is made for this.*

In June of 2016, thousands of fans from across the U.S. and all corners of the globe descended upon Chicago's lakefront, with the historic Navy Pier at its epicenter. The event's positive impact for the community was undeniable, bringing millions of dollars into the local economy and, ultimately, establishing Chicago as one of the premier stadium sailing destinations in North America.





ATTENDEES FROM  
**48 STATES** AND **23 COUNTRIES**



**195,000**  
**EVENT**  
ATTENDANCE



**21,000**  
**TICKETS**  
**SOLD**



**11,000**  
**ON-WATER**  
SPECTATORS



**150**  
**COUNTRIES**  
TUNED-IN



**857.5MM**  
**GLOBAL**  
REACH



**4.73MM**  
**GLOBAL**  
VIEWERS

RESULTS PROVIDED BY AMERICA'S CUP EVENT AUTHORITY AND INTELLIGENT  
RESEARCH IN SPONSORING



# ECONOMIC IMPACT



“Thanks to events like the Louis Vuitton America’s Cup World Series, tourism in Chicago hit record highs in 2016. Chicago was one of just three U.S. cities to rack up more than 50 million visitors and, based on the success of the America’s Cup, I would anticipate those numbers to only increase in the years ahead.”

MAYOR RAHM EMANUEL

**\$41.6MM**

TOTAL ECONOMIC IMPACT


**\$3.3MM**

NEW TAX REVENUE

**429**

NEW TEMPORARY JOBS  
IN THE AREA

RESULTS FEATURED IN REPORT PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY AND REVOLUTION MARKETING, LLC



“Chicago is a world-class city, and Navy Pier’s lakefront architecture creates the perfect sailing venue to showcase the excitement of the modern America’s Cup.”

**SIR RUSSELL COUTTS | CEO, AMERICA’S CUP EVENT AUTHORITY**



# EVENT DEMOGRAPHICS



**64%**

TICKETHOLDERS WHO WERE  
45 YEARS AND OLDER



**25.2%**

TICKETHOLDERS WHO REPORTED  
AN ANNUAL HOUSEHOLD INCOME  
OVER \$200,000



**90%**

TICKETHOLDERS WHO HAVE AT LEAST  
AN UNDERGRADUATE COLLEGE  
DEGREE; 40% HAVE A GRADUATE  
DEGREE OR PROFESSIONAL  
QUALIFICATION

RESULTS PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY

# TRAVEL BEHAVIORS

## TRANSPORTATION

Ticketed non-local attendees were asked what mode(s) of transportation they used for their trip to Chicago.

Attendees could select multiple modes of transportation.



**54%**

PERSONAL  
MOTOR VEHICLE



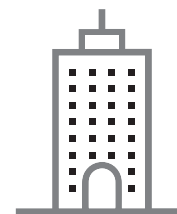
**31%**

AIRLINE



**23%**

TRAIN



## THE EVENT GENERATED 8,043 HOTEL NIGHTS

Most visitors (55%) stayed at a hotel during their trip to Chicago.

Hotel stays were an average of 2.69 nights.

RESULTS PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY



“The Louis Vuitton America’s Cup World Series Chicago competition was a true testament to the world-class sporting events our city can deliver when civic, private and corporate communities come together as one.”

**KARA BACHMAN | DIRECTOR, CHICAGO SPORTS COMMISSION**





“In 2016, historic Navy Pier celebrated its centennial with a year-long list of celebrations highlighted by the Louis Vuitton America’s Cup World Series. By welcoming more than 195,000 guests to the Pier and being on display to millions more worldwide, the first-of-its kind sailing event delivered with the single largest reach in Navy Pier history.”

**MARILYN GARDNER | CEO, NAVY PIER**







## ATTENDEE FEEDBACK



92%

WERE SATISFIED WITH THEIR  
EXPERIENCE AT LVACWS CHICAGO



95%

FELT IT WAS AN EXCELLENT EVENT FOR  
CHICAGO TO HOST AND HOPE TO SEE  
THE EVENT COME BACK IN THE FUTURE

“It was spectacular, both from Navy Pier on Friday, the University Club on Saturday, and watching on TV on Sunday ... Chicago should mount its own annual event in these protected waters!”

WILLIAM FLOYD | LVACWS EVENT ATTENDEE

RESULTS PROVIDED BY REVOLUTION SPORTS MARKETING, LLC



“It was unreal here ... let’s hope this becomes a regular stop on the series. The race course is awesome, all weekend we saw the huge crowds and we all had great support.

I hope we’re coming back.”

**JIMMY SPITHILL | SKIPPER, ORACLE TEAM USA**





“Chicago’s been amazing. It blows me away how many boats and people have turned up to watch what we do. I can’t say enough about how well this event has been promoted and how it has been taken up by the Public. It has been a great experience.”

**DEAN BARKER | SKIPPER, SOFTBANK TEAM JAPAN**



“In many ways Chicago was tailor-made to be the first freshwater venue to host America’s Cup racing. In front of thousands of fans around Navy Pier and millions more across the globe, we have now built the foundation for stadium sailing – it’s not a matter of if Chicago will host another America’s Cup event, but when.”

**DON WILSON | CHAIRMAN, LOUIS VUITTON AMERICA’S CUP WORLD SERIES CHICAGO**





# COMMUNITY LEGACY | AC ENDEAVOUR



AMERICA'S CUP  
**ENDEAVOUR**  
\*\*\* CHICAGO \*\*\*

The America's Cup Endeavour Program teaches children, ages 8-15, in Chicago through field trips, after school programs and teen programs. The program promotes wider integration among teachers, students and their families through exciting and specialized curriculum in **Science, Technology, Engineering, Art and Math, or STEAM**, and hands-on experiences through sailing – all linked with the America's Cup.

**450**

**LOCAL CHICAGO YOUTH  
PARTICIPATED IN 2016**

**8**

**HOBIE WAVE BOATS  
NOW HAVE PERMANENT  
HOMES IN CHICAGO**

*and will be utilized for years to come*



“The Louis Vuitton America’s Cup World Series was both a wonderful showcase for the city, but also a showcase for the sport of sailing in the heart of our country. Given the record-breaking turnout, including tourists who traveled to Chicago from across the globe, we eagerly anticipate the Cup’s return.”

**MAYOR RAHM EMANUEL**





## THE NEW CHICAGO STADIUM

Within the heart of America's third-largest city and located just minutes away from the nation's top airports, hotels, restaurants and entertainment venues, Navy Pier and the shores of Lake Michigan deliver a natural stadium for thousands of sailing fans and world-class athletes.





**TOD REYNOLDS | EVENT DIRECTOR, LOUIS VUITTON AMERICA'S CUP WORLD SERIES CHICAGO**

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