A GAME-CHANGER
UEFA European Women’s Championship 2022
POST-TOURNAMENT FLASH REPORT

Following the pre-tournament impact study, this flash report outlines the key initial impacts measured to date post-tournament. Further developments in participation and interest in women’s football, as well as the legacy of UEFA Women’s EURO 2022 will be monitored to inform the full post-event impact study, which will be published in the summer of 2023.

OPERATIONAL SUCCESS
- 574,875 total match attendance across the tournament, including 110,555 international spectators from 104 countries
- Record breaking final with 87,192 attendees, and an average match attendance of 18,544
- 85% of spectators are likely to attend professional international and domestic women’s football events again in the future1

GROWTH OF THE PROFESSIONAL GAME
- 289% increase in media rights values since the previous Women’s EURO
- 84% of spectators say UEFA Women’s EURO 2022 has improved their perception of women’s football1
- 88% of spectators are likely to watch a professional international or domestic women’s football event on TV in the future1

PHYSICAL EXERCISE, SPORT AND GRASSROOTS FOOTBALL PARTICIPATION
- Over 416,000 new opportunities created in schools, clubs, and the community to engage women and girls in grassroots legacy football activities across the host cities. Includes opportunities to play, coach, officiate and volunteer
- More than half of local residents and 2 in 5 spectators and tournament volunteers have been inspired to do more sport and physical activity generally, as a result of UEFA Women’s EURO 20221

SOCIAL IMPACT
- 74% of local residents feel that the UEFA Women’s EURO 2022 has brought their local community closer1
- 84% of participants reported that participating in the UEFA Women’s EURO 2022 Legacy activity/activities has improved their confidence and self esteem1

ECONOMIC IMPACT
- Host cities received a £81m boost in economic activity as a result of the tournament
- Domestic and international visitors made over 552,000 day and overnight trips to host cities
- £44m total spectator spending around matchdays and trips across England

ENHANCED INTERNATIONAL REACH
- The most watched Women’s EURO ever, with a projected global live viewership of 365m, across 195 territories
- Globally, UEFA Women’s EURO 2022 generated 453m cumulative social interactions, with TikTok (39%) and Twitter (21%) contributing the most

1 Based on independent surveys of spectators, local residents in host cities, tournament volunteers and legacy programme participants