

Top 10 attended sporting events in the UK in 2014

Rank	Sport	Event	Aggregate attendance ('000s)	Duration
1	Tennis	Wimbledon	491	13 days
2	Motorsport	Formula 1 (Silverstone)	298	3 days ¹
3	Horseracing	Royal Ascot	286	5 days
4	Tennis	ATP World Tour Finals	264	8 days
5	Golf	Ryder Cup	240	6 days ²
6	Horseracing	Cheltenham Festival	232	4 days
7	Golf	The Open	203	8 days ²
8	Equestrian	Burghley Horse Trials	166	4 days
9	Horseracing	Epsom Derby	155	2 days ³
10	Horseracing	Aintree Grand National	139	3 days

Notes: The above excludes Commonwealth Games events as well as free sporting events. Events such as the London Marathon and the UK stages of the 2014 Tour de France would be comfortably at the top of a list which included those events for which admission was free.

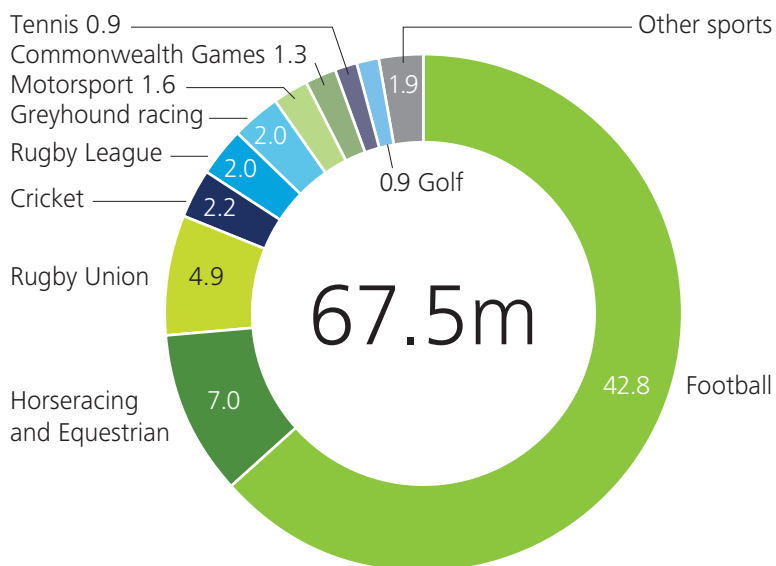
Whilst we have not included Goodwood's Festival of Speed or Revival in our analysis, these two events attracted 200,000 (4 days including Thursday's Moving Motor Show) and 148,000 (3 days) attendees respectively.

Key:

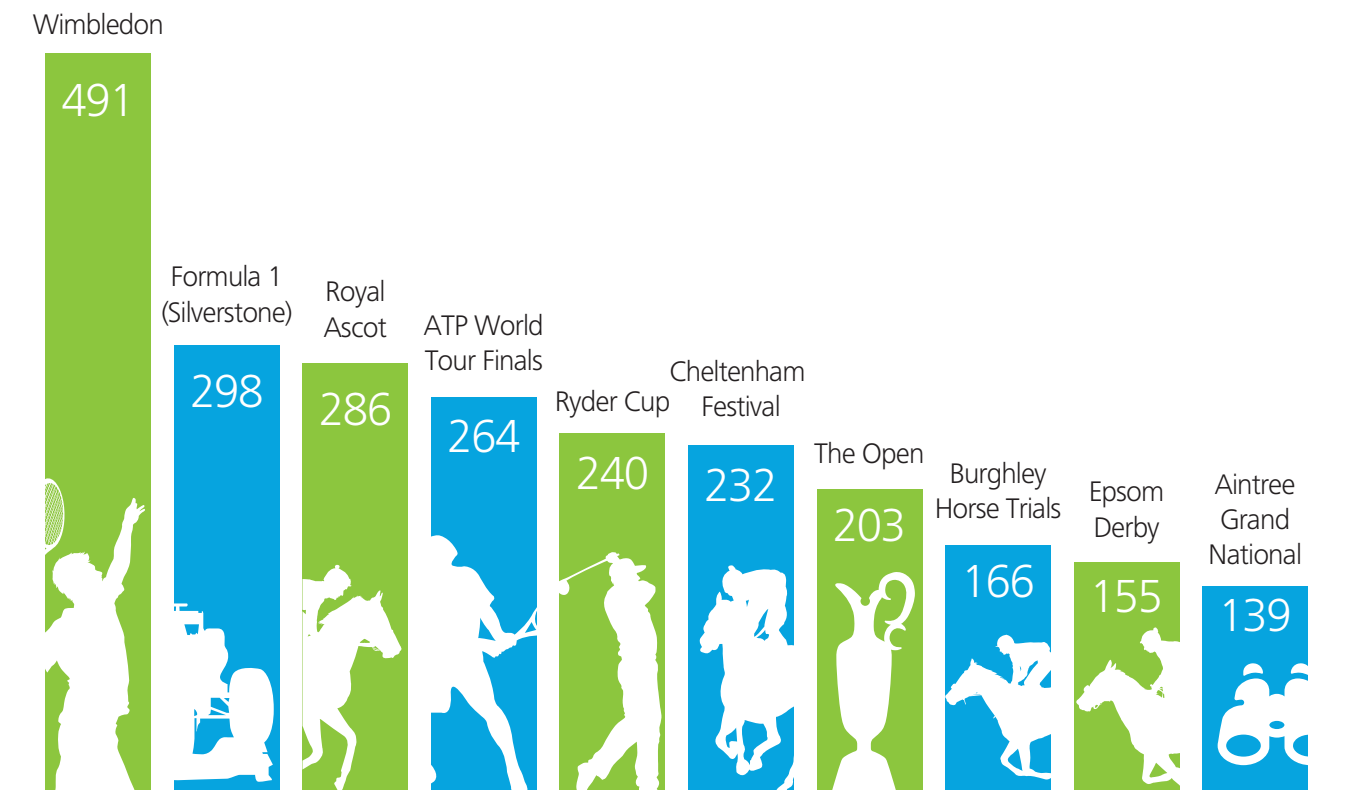
- 30,000 spectators also attended "Fans' Thursday" at Silverstone.
- The Ryder Cup and The Open attendances include 92,000 and 43,000 spectators at the three and four practice days respectively.
- The Epsom Derby attendance includes an estimated 100,000 attendees on the Hill who pay limited admission fees.

Source: Event organisers; Deloitte analysis.

Overall attendances 2014 (m)



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