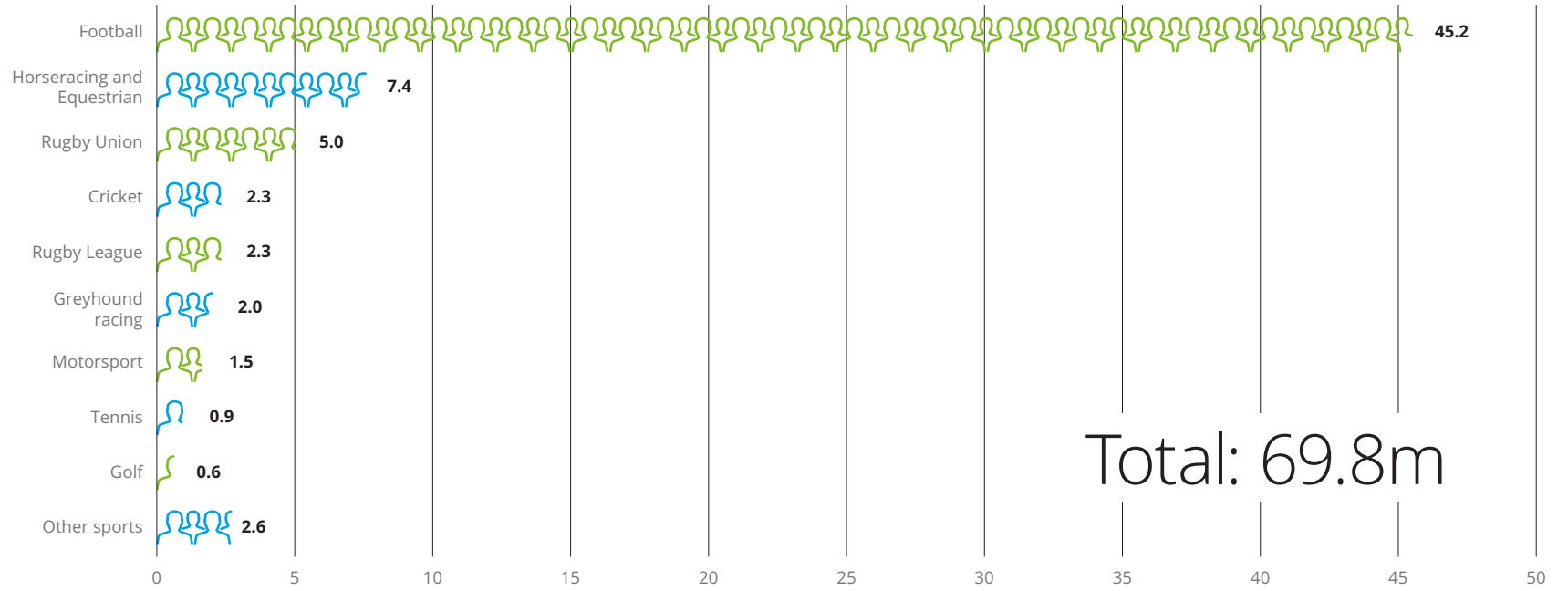


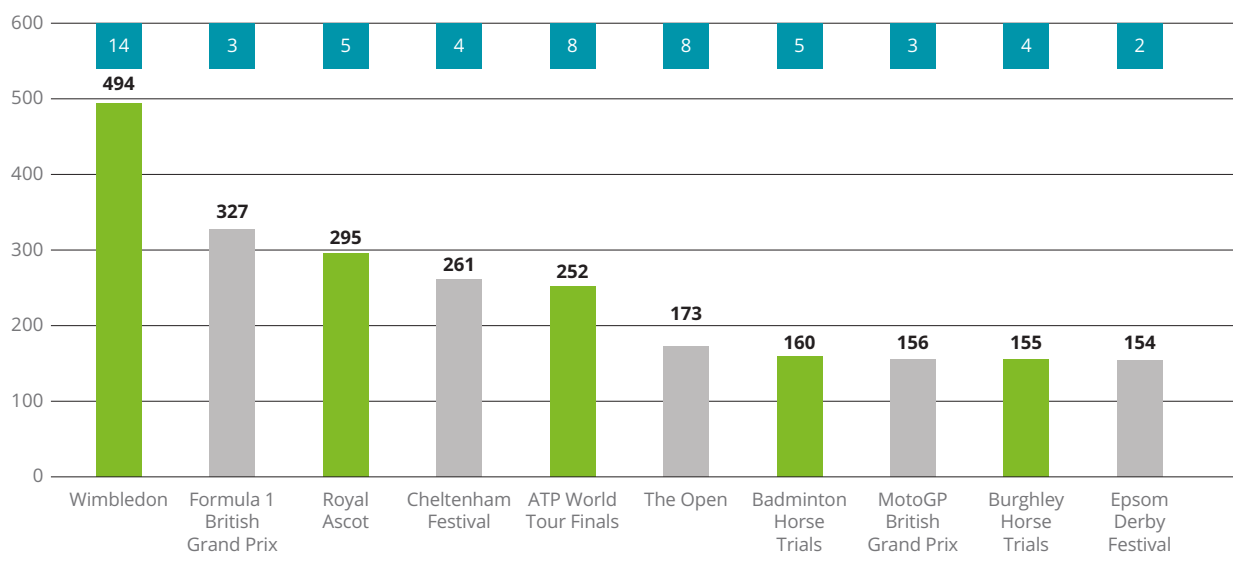
## Sporting attendances in 2016

Overall sporting attendances in 2016 (m)



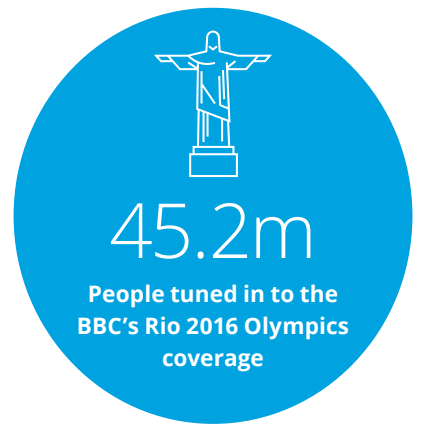
Note: Where applicable, figures are based on the 2015/16 or 2016 season. Source: Event organisers; Deloitte analysis.

Top 10 attended annual sporting events in the UK in 2016 (000s)



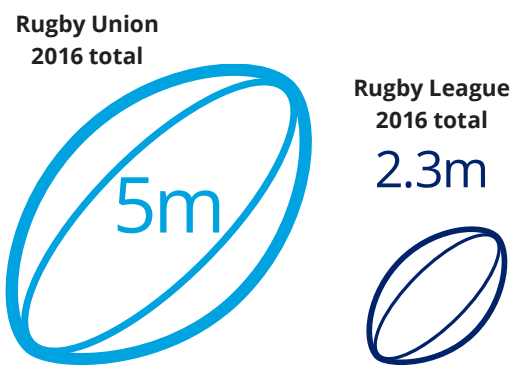
Key: ■ Duration (days)

Note: The above excludes free sporting events. Source: Event organisers; Deloitte analysis.

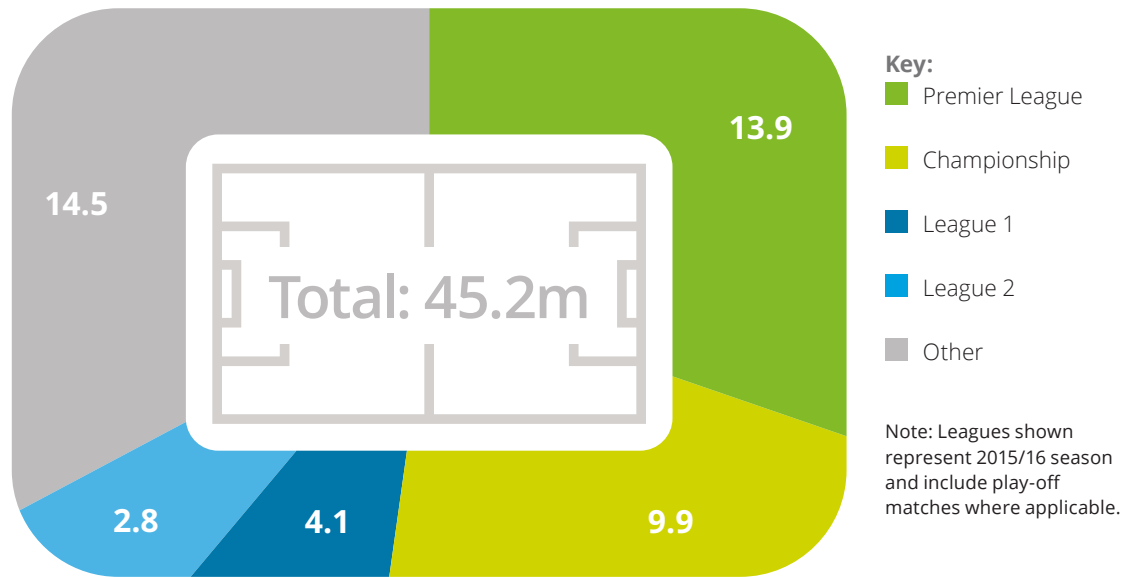


# 7.4m

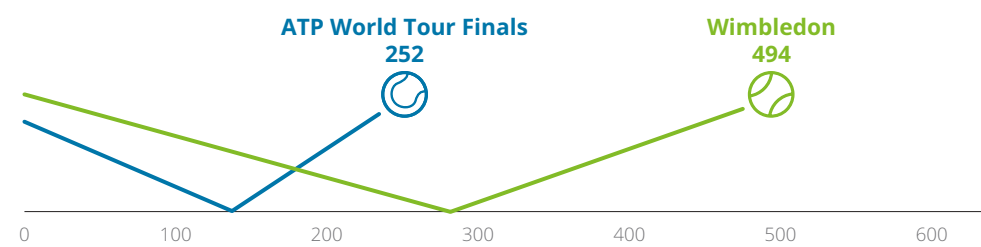
Attendees at horseracing and equestrian events in 2016



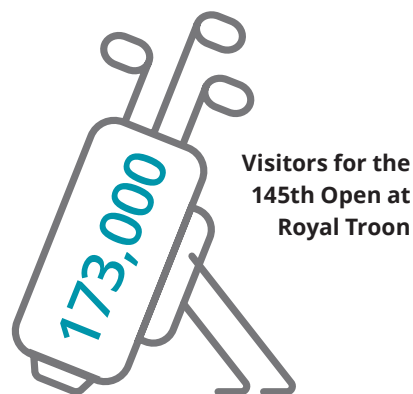
Overall football attendances in 2016 (m)



Attendances for 2016 Wimbledon and ATP World Tour Finals (000s)



2016 Formula 1 British Grand Prix



Cricket attendances in 2016 (m)

