

2019 Rugby World Cup Predictive Insights

Based on data for rugby fans who travelled to New Zealand for the 2017 Lions Series Tour, ADARA has pulled together predictive insights for the 2019 Rugby World Cup to be held across Japan from September 20 to November 2.

These insights are based on data for the Lions Tour 2017 from PwC New Zealand. The Lions are a team of players from Great Britain and Ireland that tour the Southern Hemisphere every four years – the series is a major event in world rugby. The 2017 Lions Tour consisted of 10 matches held in various locations across New Zealand.

Why the Rugby World Cup 2019 promises to be even BIGGER!

Japan burst onto the scene with their incredible win over South Africa in the 2015 Rugby World Cup. This historic victory captivated rugby supporters across the world and ignited a new generation of fans across Asia.



This is the first time the competition will take place in Japan, and indeed Asia.



Demand for official travel and hospitality package has already exceeded expectations.



The Rugby World Cup generates more global interest than the Lions Series.



Japan is a popular tourist destination and travelling fans will take the chance to explore this unique country.

Sports Tourism is Inherently Social

42%

Travelled as a couple

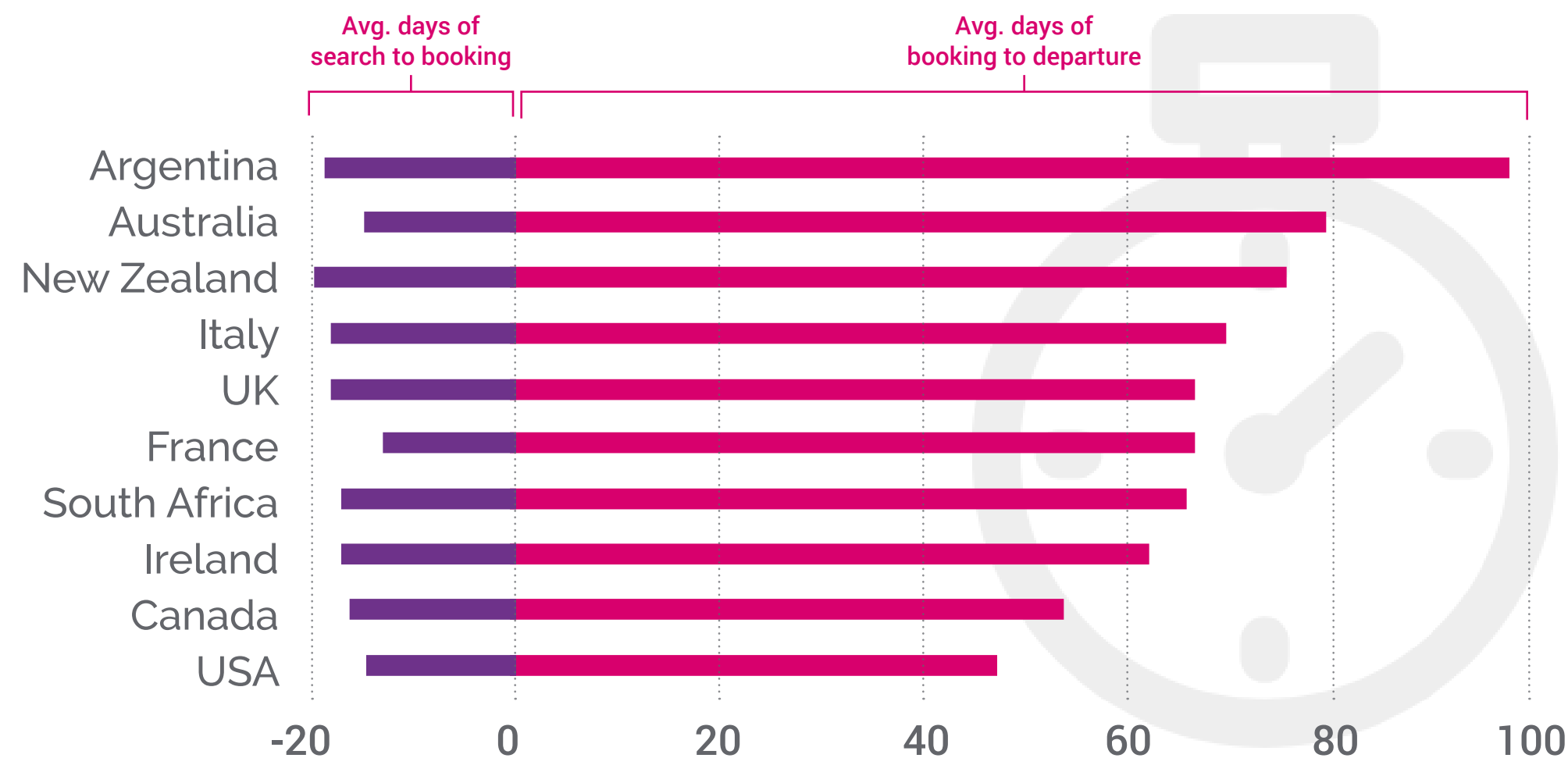
26%

Travelled with friends

24%

With an organized group

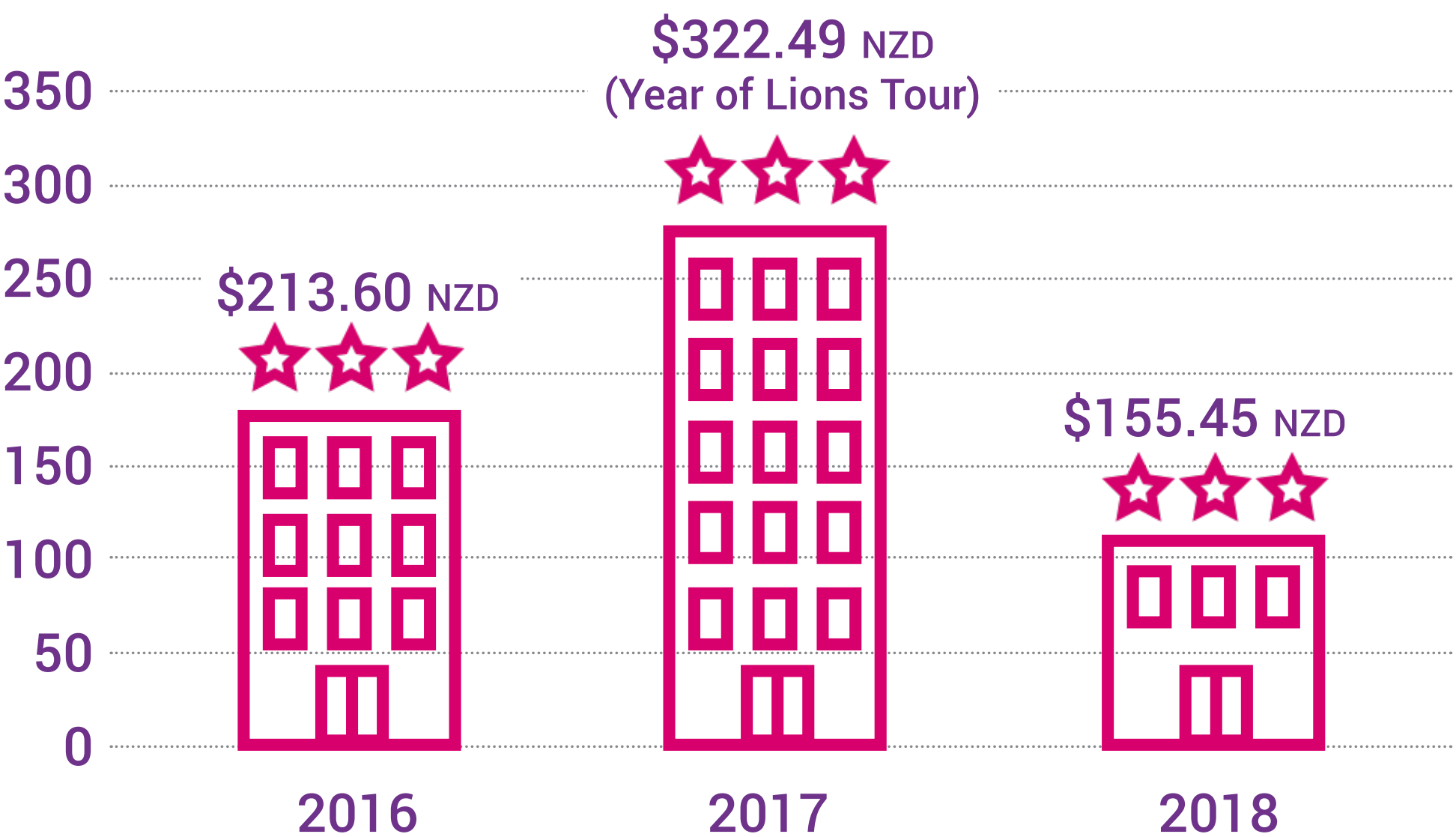
No Time Wasting



People travelling from Argentina, Australia, New Zealand, Italy, UK, France, South Africa and Ireland book their flight over 2 months in advance

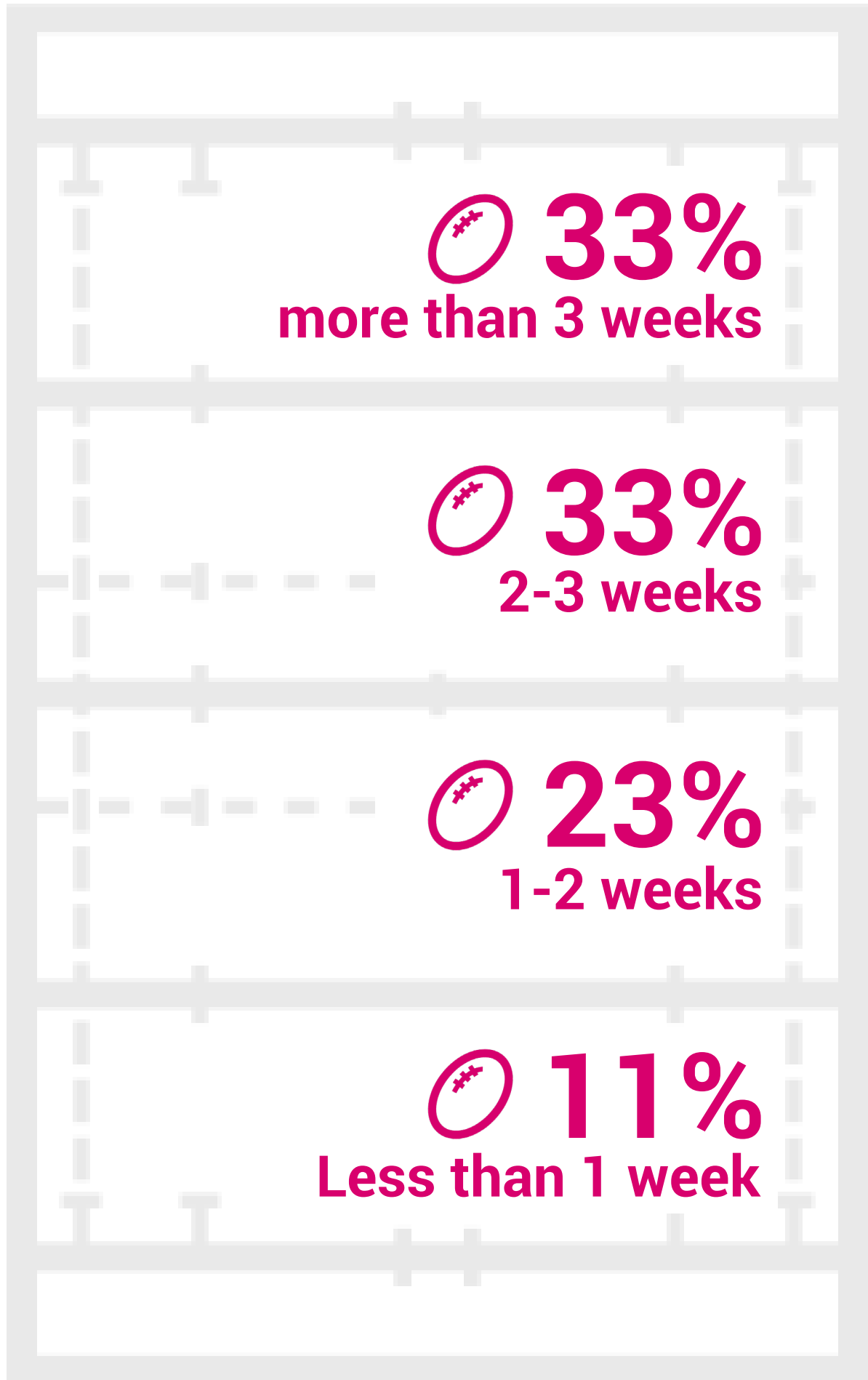
Hotels Take Advantage

Average Daily Rate in Auckland between June 17th & July 7th, 2017 in Auckland (June 24th: Lions vs New Zealand, July 1st: Lions vs New Zealand)



Going the Distance

Inbound Traveller Demographics (Average Length of Stay)



66%

of people who visit Japan on holiday stay for over 2 weeks

