



## ECONOMIC IMPACT AND ACTIVITY ESTIMATES FOR 2024 AND PROJECTIONS FOR 2033

## 1. INTRODUCTION

This report presents recalibrated estimates of the economic activity supported by The Championships (Wimbledon) and the economic impact that the event generates at local and national level. The report draws on a programme of research conducted by Sheffield Hallam University for the All England Lawn Tennis Club (Championships) Limited (AELTC) at The Championships in 2022, coupled with the latest available data pertaining to attendance figures and the event budget in order to estimate the economic contribution of The Championships in 2024.

Subject to securing approval for the Wimbledon Park Project, it is anticipated that the AELTC grounds will be able to accommodate up to 50,000 spectators per day from 2033 onwards. It is also anticipated that the Wimbledon Qualifying Competition will be relocated from Roehampton to SW19 and allow access for 10,000 spectators per day. Using the updated estimates from 2024, we have modelled how these developments, together with inflation, are likely to affect the economic contribution of The Championships.

## 2. MEASURES AND TERMINOLOGY

Consistent with the 2022 research, both the 2024 estimates and 2033 projections include the following calculations:

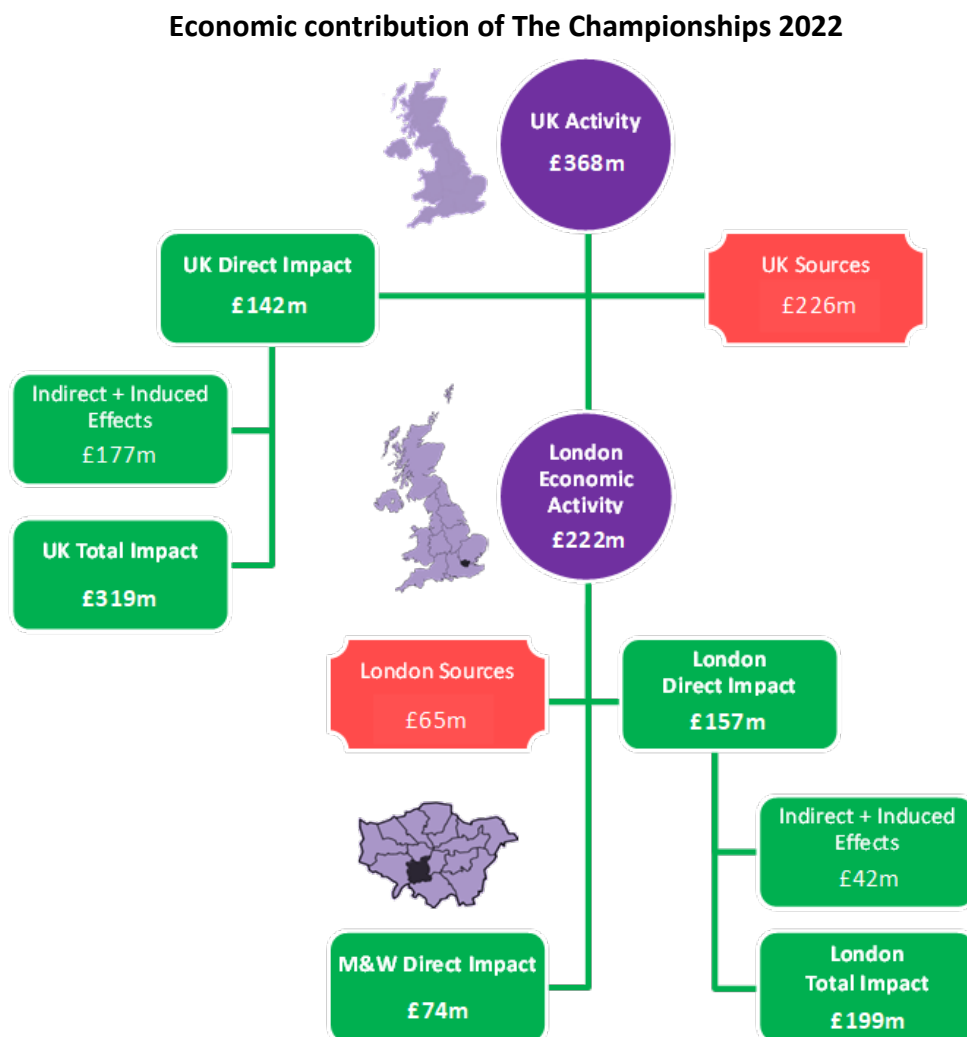
1. **Economic activity in (a) Greater London; and, (b) the UK**, which includes all event-related expenditure that occurs in these areas associated with spectators and other attendees (e.g. players, officials/staff and media), activation by commercial partners and rights holders and the activities of the AELTC.
2. **Direct economic impact on (a) Merton; (b) Wandsworth; (c) Greater London; and, (d) the UK**. By direct economic impact, we mean the amount of new money that flows into these locations that is attributable to The Championships. The criteria used to determine what is included in, and excluded from, direct economic impact for the different geographic areas under consideration are shown below.

		DESTINATION OF EXPENDITURE			
		Merton	Wandsworth	Greater London	UK
ORIGIN OF MONIES	Merton	Excluded	Excluded	Excluded	Excluded
	Wandsworth	Excluded	Excluded	Excluded	Excluded
	Rest of Greater London	Included	Included	Excluded	Excluded
	Elsewhere in the UK	Included	Included	Included	Excluded
	Outside the UK	Included	Included	Included	Included

3. **Total economic impact on (a) Greater London; and, (b) the UK**, which captures the knock-on effects of the direct impact including indirect and induced effects (e.g. the additional money spent by businesses that benefit from the direct impact).

### 3. OVERVIEW OF 2022 ESTIMATES

Before presenting the figures derived for 2024 and 2033, the headline economic estimates for The Championships in 2022 are shown below.



### 4. WIMBLEDON 2024

The estimates for the most recent edition of The Championships in 2024 were derived by adjusting the 2022 estimates to account for the following factors:

- An increase in spectator admissions (+11,291).
- Changes in the geographic origin of spectators (e.g. the proportion of admissions by visitors from outside Greater London increased by around 15 percentage points).
- An increase in the number of players and their entourages (+395).

- The spending patterns of event attendee groups and partners and rights holders were adjusted for inflation between 2022 and 2024 using data from the Office for National Statistics (~10% over the two years).
- AELTC income and expenditure figures and surplus distributions for The Championships in 2024 were utilised.

The 2024 estimates for The Championships are presented in Table 1 and the salient points are outlined below.

- The UK-wide economic activity supported by the event in 2024 is estimated at **£434m**, of which some **£279m** is estimated to have occurred in London.
- The amount of new money to London and the UK (i.e. direct economic impact) in 2024 is estimated at **£209m** and **£169m** respectively.
- The direct economic impact on Merton is estimated at **£75m** and for Wandsworth the corresponding estimate is **£26m**.
- The total economic impact estimate for London (including indirect and induced effects) is **£265m**. The total economic impact estimate at UK level is **£379m**.<sup>1</sup>

**Table 1: Economic contribution of The Championships 2024**

Economic impact	Merton (£m)	Wandsworth (£m)	London (£m)	UK (£m)
Spectators	18.35	7.02	69.62	38.84
Other attendee groups	10.65	2.05	12.54	9.71
Partners & rights holders	2.97	0.21	20.76	14.56
AELTC	43.21	16.90	105.97	106.07
<b>Direct economic impact</b>	<b>75.17</b>	<b>26.18</b>	<b>208.89</b>	<b>169.18</b>
Indirect & induced impacts			56.40	209.79
<b>Total economic impact</b>			<b>265.29</b>	<b>378.97</b>
<b>Economic activity</b>			<b>London (£m)</b>	<b>UK (£m)</b>
Spectators			78.42	82.21
Other attendee groups			14.20	14.43
Partners & rights holders			22.27	32.24
AELTC			164.31	305.24
<b>Overall</b>			<b>279.20</b>	<b>434.12</b>

The recalibrated estimates for 2024 provide a new benchmark for projecting the economic contribution of The Championships in subsequent years.

<sup>1</sup> Estimated using the same output multipliers that were used in the 2022 study (1.27 for London and 2.24 for the UK).

## 5. WIMBLEDON 2033

The projected economic contribution of The Championships in 2033 is underpinned by two key assumptions. First, it is assumed that the number of spectator admissions in 2033 will increase to 650,000 if the Wimbledon Park Project is granted approval. This figure represents an increase of 123,545 admissions (+23%) relative to the 2024 edition. Second, it is assumed that the AELTC will bring the Qualifying Competition on-site, which will admit an additional 40,000 spectators across four days. The 2033 projections under this scenario (including inflation over the period 2024-2033) are shown in Table 2.

**Table 2: Economic contribution of The Championships 2033**

Economic impact	Merton (£m)	Wandsworth (£m)	London (£m)	UK (£m)
Spectators	27.62	10.57	104.82	58.48
Other attendee groups	12.76	2.46	15.03	11.64
Partners & rights holders	3.56	0.25	24.88	17.45
AELTC	51.78	20.26	127.00	127.12
<b>Direct economic impact</b>	<b>95.73</b>	<b>33.54</b>	<b>271.74</b>	<b>214.70</b>
Indirect & induced impacts			73.37	266.22
<b>Total economic impact</b>			<b>345.11</b>	<b>480.92</b>
Economic activity			London (£m)	UK (£m)
Spectators			118.07	123.79
Other attendee groups			17.02	17.29
Partners & rights holders			26.69	38.64
AELTC			196.92	365.82
<b>Overall</b>			<b>358.70</b>	<b>545.54</b>

## 6. SUMMARY

To illustrate the incremental value that the Wimbledon Park Project is likely to generate through increased ground capacity and the ability to accommodate more spectators, Table 3 presents the estimates for 2024 and the inflation-adjusted projections for 2033 under a ‘do nothing’ scenario. For example, the total economic impact estimate for London in 2024 is £265m, which is projected to increase to £318m in 2033 through inflation, and further to £345m if the Wimbledon Park Project is approved – representing an incremental value of around £27m in that year when compared with the ‘do nothing’ scenario.

**Table 3: Economic contribution of The Championships in 2024 and scenarios for 2033**

Measure & Location	2024 (£m)	2033 (£m)		
		Do nothing (inflation)	Wimbledon Park Project	Incremental value
<b>Economic Activity</b>				
UK	434.12	520.28	545.54	+25.26
London	279.20	334.61	358.70	+24.09
<b>Direct Economic Impact</b>				
UK	169.18	202.76	214.70	+11.94
London	208.89	250.35	271.74	+21.39
Merton	75.17	90.09	95.73	+5.64
Wandsworth	26.18	31.38	33.54	+2.16
<b>Total Economic Impact</b>				
UK	378.97	454.19	480.92	+26.73
London	265.29	317.94	345.11	+27.17