



# Building the Economic & Sporting Legacy of Rugby World Cup 2019

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ワールド イン ユニオン The World in Union

日本  
2019



# Akira Shimazu

## CEO

Rugby World Cup 2019  
Organising Committee





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# Tournament Overview

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## Rugby World Cup 2019 – Once in a Lifetime

First Rugby World Cup to be held in Asia

First Rugby World Cup Hosted Outside of Rugby's Traditional Heartland

First Rugby World Cup Since Rugby Sevens Entered Olympics





# Tournament Overview

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Rugby World Cup 2019	
RWC	9 <sup>th</sup> Addition – 3 <sup>rd</sup> Largest Global Sporting Event
Duration	20 <sup>th</sup> September – 2 <sup>nd</sup> November 2 (44 days)
Opening Match	20 <sup>th</sup> September – Tokyo Stadium : Japan v Russia
Final	2 <sup>nd</sup> November – Yokohama Stadium
Tickets	1.8 million match tickets
Teams	20 Participating Nations : 4 Pools x 5 Teams
Match Format	48 Matches : 40 Pool Matches – 8 Knockout Matches
Host Cities	12 Host Cities / Match Venues across Japan
Team Camps	55 Team Camps Spread Throughout Japan



# RWC 2019 Legacy



# Tournament Legacy



## RWC 2019 Primary Legacy Objectives

Grow  
Participation  
across Japan &  
Asia

Grow Audience  
across Japan &  
Asia

Regionally  
Distributed  
Economic Impact

Significantly  
Upgraded Sporting  
Facilities Across  
Japan



# Growing the Game in Asia



## Participation



JRFU & Asia Rugby working together under World Rugby's Impact Beyond Programme – 'Asia 1 Million' Target reached in November 2018

Target will massively overachieved by end-2019

Tag Rugby on PE Curriculum of 2,000+ Japanese elementary schools

## New Audiences



3 Host Nation Broadcasters – NHK, NTV & JSPORTS

31 of 48 matches shown free-to-air in Japan

Current RWC viewership record of 25m for Japan v Samoa RWC 2015 set to be smashed

Largest ever RWC broadcast footprint in Asia via free-to-air & WR digital platforms



## Immediate Economic Impact

¥216.6bn added to national GDP (£1.5bn)

¥106.6bn contributed directly by travelling fans (£0.745bn)  
Hotels, Transport, Entertainment, Food & Drink

500,000 match tickets to foreign fans

Regionally Dispersed – 12 Host Cities – 55 Team Camps

44 day tournament – Considerable Opportunities for non-Rugby related tourism

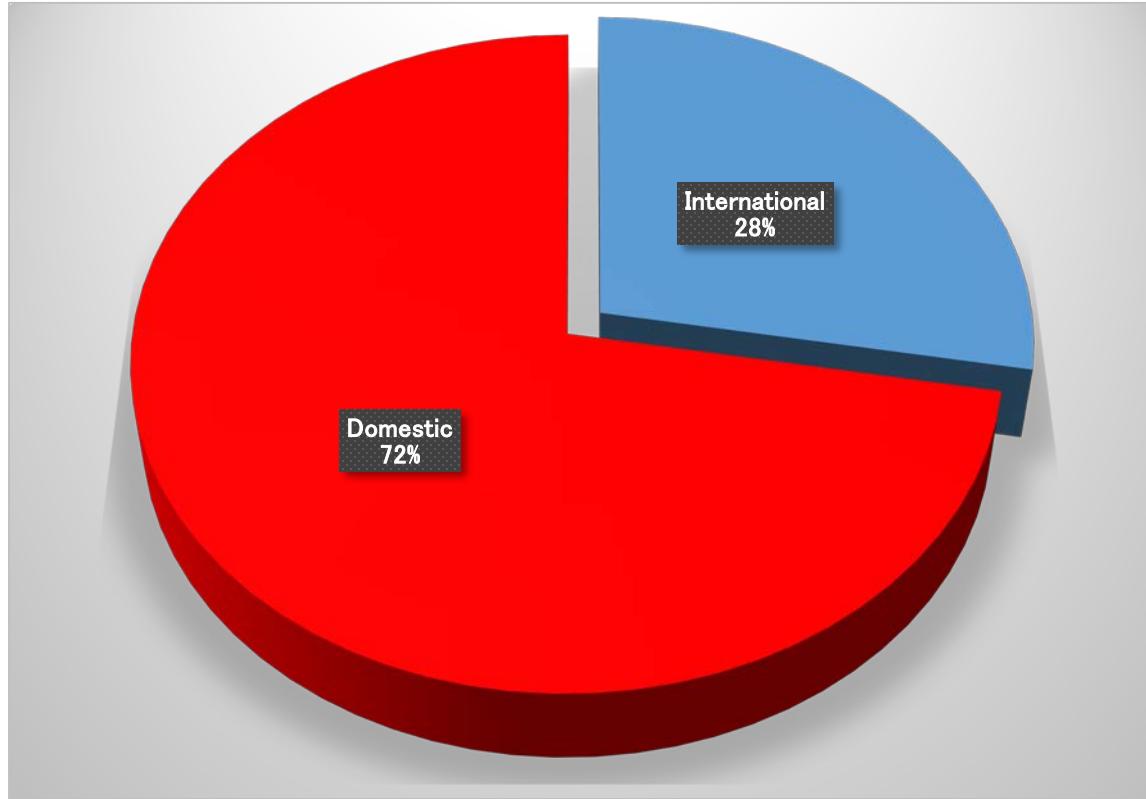
\* RWC 2019 Economic Impact Report – Ernst & Young Japan



# International Ticket Sales



Projected Ticketing Split – 1.8 million tickets



International Ticket Sales by Nationality *	
ENG	32.5%
AUS	12.9%
IRE	9.4%
NZ	6.3%
FR	5.4%
USA	3.9%
SCO	3.2%
WAL	3.1%
DE	3.0%
NL	2.4%
RSA	2.3%
Others	15.6%
Total	100.0%

\* Estimation based on current ticket sales by purchaser nationality



# International Visitors to Japan (2018)



Non-Rugby Europe, 1.2%  
**Traditional Rugby Countries, 7.0%**

Others, 7.9%

USA, 4.9%

S.E Asia, 5.0%

India, 0.5%

Hong Kong, 7.1%

Taiwan, 15.3%

China, 26.9%

South Korea,  
24.2%

## Impact on Japan Tourism

31.19 mil tourists visit Japan (2018)

80% drawn from Asia

7% from traditional rugby countries

RWC will bring 500,000 rugby fans & spread them throughout Japan

Significant tourism exposure for regional Japan

Raising awareness among a new tourism market for Japan

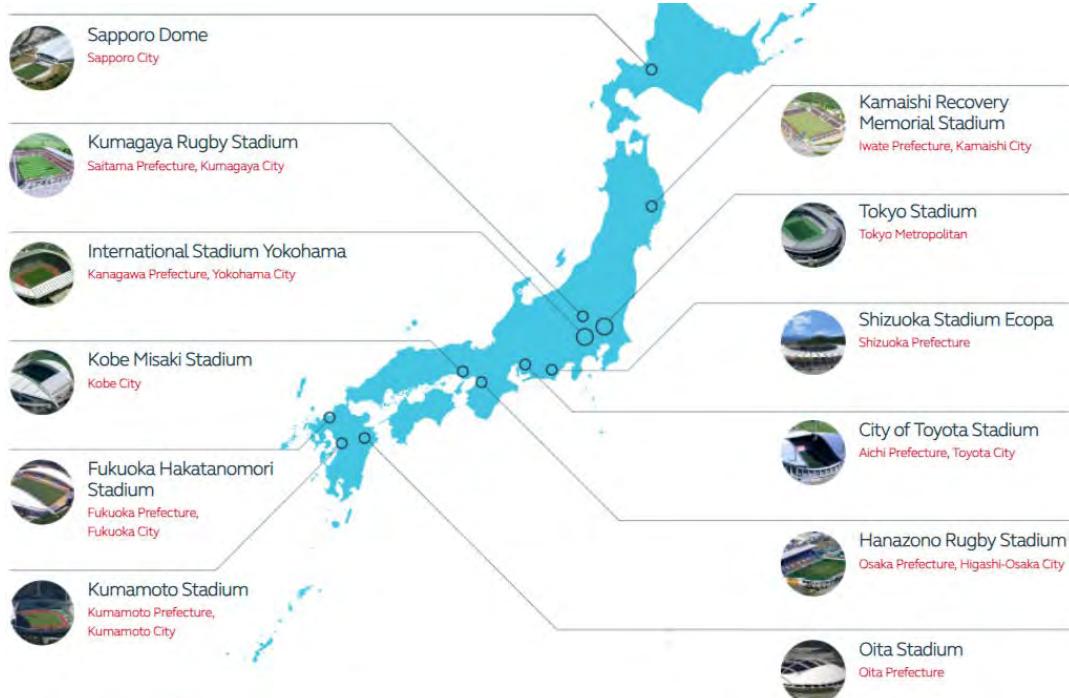
Ongoing economic impact



# Tournament Legacy



## Upgraded Sporting Facilities



### RWC 2019 Stadia

Newly Built	Kamaishi Memorial Stadium
Extensive Retrofit	Hanazono & Kumagaya
Significant Upgrades	Remaining 9 Stadia

### Ancillary Infrastructure

55 Team Camps brought to RWC Standard	
New OTV Kamaishi	New Turf at 11 OTVs
Retained Rugby Training Equipment post-RWC	

### Stadium Legacy in Action

Japan v Fiji 27<sup>th</sup> July –Kamaishi

Japan v Tonga 3<sup>rd</sup> Aug – Hanazono

JPN v South Africa 6<sup>th</sup> Sep –Kumagaya



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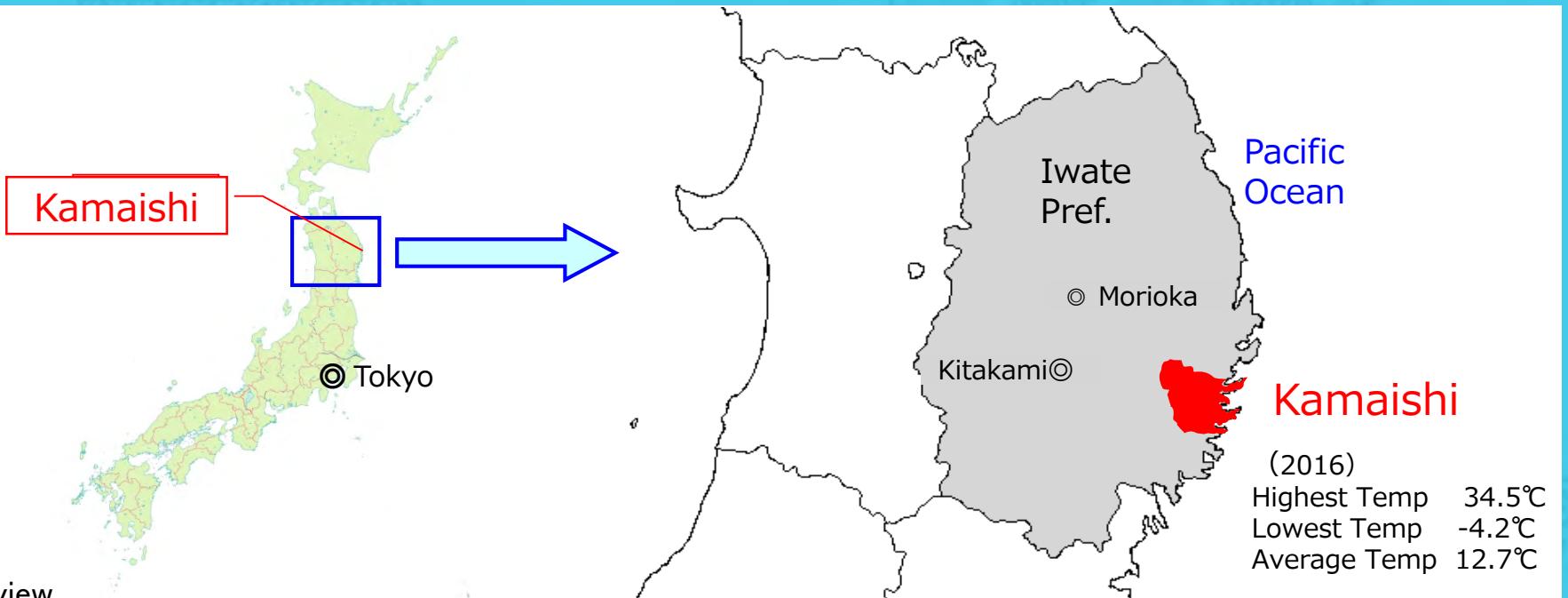
# **Yoshihiko Sakuraba**

- Rugby World Cup 2019 Ambassador
- General Manager Kamaishi Seawaves
- Former Japan National Team





# Kamaishi City Overview



## (1) City Overview

- Located on the Sanriku Coast, one of the world's 3 best fishing grounds. Kamaishi is the birthplace of Japan's modern iron and steel industry.
- In recent years, energy has been put into making a transport link system, featuring both Kamaishi Port and highspeed transportation networks to connect the coast and inland areas, with the aim of becoming a base for the distribution of goods.
- In 2017, Kamaishi celebrated it's 80<sup>th</sup> anniversary as a municipality. It is know as "The City of Steel, Fish and Rugby".

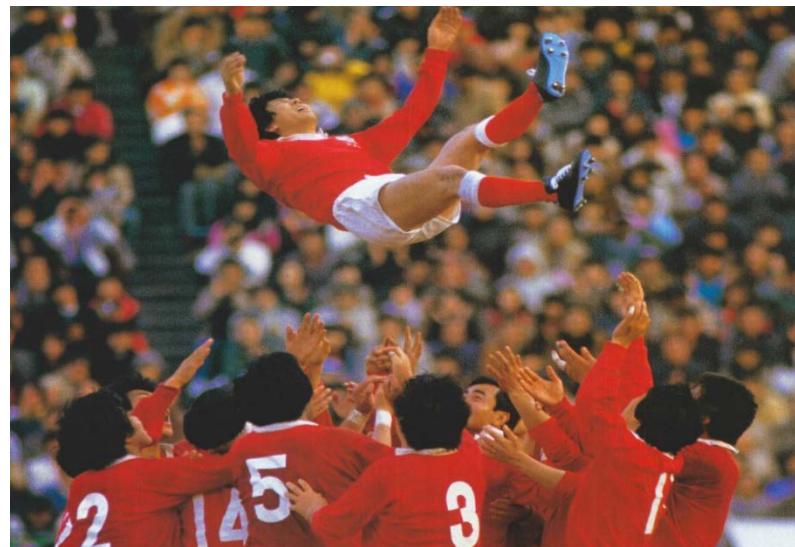
## (1) Area, Population

- Land Area: 440.34km<sup>2</sup> (89% forested)
- population of 33,906 (Nov 2018)  
※Peak population 92,123 (1963)
- Elderly population (aged 65 and over) approx. 38% (3<sup>rd</sup> highest aging rate of cities in Iwate Prefecture)



# The City of Steel, Fish and Rugby

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# The Tsunami on 11<sup>th</sup> March, 2011 Devastated Kamaishi



- 1,063 Deaths
- 10,516 People Evacuated
- 4,704 Homes Destroyed  
(29% of all houses)



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# Disaster Recovery

# RWC 2019



# Rebuilding Kamaishi with Rugby



March 2015: Kamaishi Announced as  
RWC 12 Host City



# Tournament Significance for Iwate・Kamaishi

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## The Meaning of RWC2019™ for Iwate・Kamaishi

1. A chance to express the city's gratitude to everyone in the world for their support, and to show how well the region has recovered.
2. To rebuild and revitalize the region through the “power of sport”

## RWC2019™ Japan Tournament Vision

### 絆 協創 そして前へ /Connect Create Go Forward

Connecting people throughout Japan and around the world to create a ground-breaking and inclusive celebration of rugby, friendship and community. We will go forward as one to build a better future for all

Discovering the value of rugby anew, and taking it to the next stage

# Kamaishi Recovery Memorial Stadium



**Name:** Kamaishi Recovery Memorial Stadium

**Location:** 18-5-1 Unosumai-cho, Kamaishi City

**Capacity:** Approx. 6,000 seats

(16,000 seats during RWC2019)

**Completed:** 31<sup>st</sup> July, 2018

**Access:**

① **Closest train station :** J R Unosumai Station

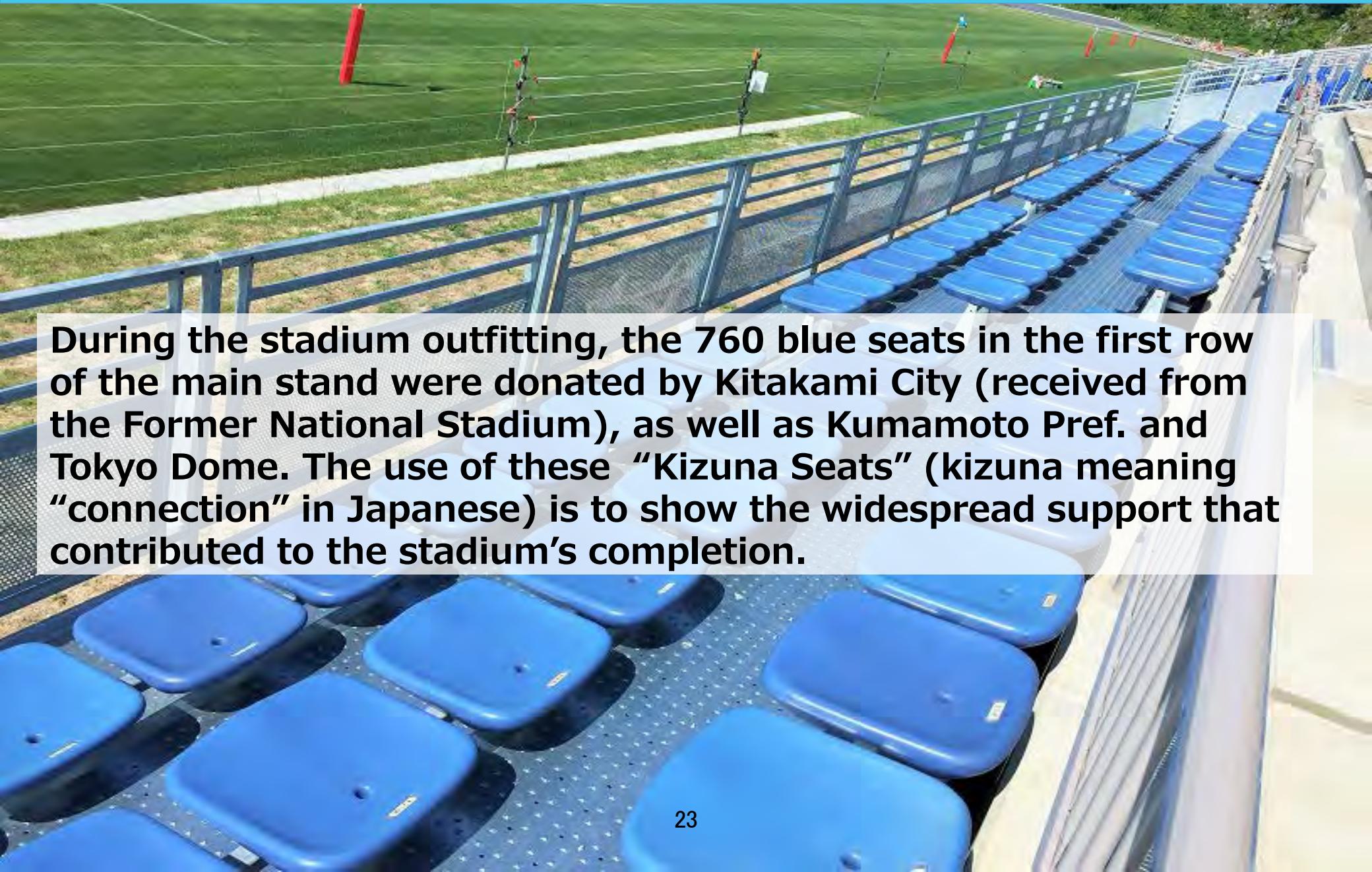
② **Closest expressway :** Sanriku Expressway, Kamaishi Kita IC

# Enjoy the Natural Space of Kamaishi

**4,990 seats, 108 benches, 2 toilet blocks, as well as the shade slats behind the main stand, have been made using local wood (approx. 800 Japanese Cedar trees) that sustained damage in the large forest fire of May 2017. This is so visitors from all over the world can enjoy the characteristic natural space of Kamaishi.**



# Feel Connected



During the stadium outfitting, the 760 blue seats in the first row of the main stand were donated by Kitakami City (received from the Former National Stadium), as well as Kumamoto Pref. and Tokyo Dome. The use of these “Kizuna Seats” (kizuna meaning “connection” in Japanese) is to show the widespread support that contributed to the stadium’s completion.

# Advanced Ground Condition

The stadium's main ground features a natural hybrid turf. This turf boasts superior durability, high shock absorption, and low maintenance costs, while providing the necessary ground conditions for world class performances.

\* Kamaishi is the first location in Japan to install natural hybrid turf.



AirFibr hybrid turf



# A Symbol of Disaster Resilience: Where 600 elementary students fled to safety

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Oct .2007



March 11<sup>th</sup>, .2011



- Approx. 3,000 young students who attended school in Kamaishi schools evacuated on their own initiative and were saved. However 5 elementary/junior high school students died as a result of the disaster.
- 888 people lost their lives in Kamaishi overall, with an additional 152 classified as missing.

- The story of the Unosumai Elementary and Higashi Junior High School students evacuating hand-in-hand to safety spread across the world, as an example of the ways children can take initiative and become leaders in the event of an emergency.



岩石市鶴住居スタジアム候補地

# 2019 Recovery Milestones



March:

- Opening of interchange linking expressways between coastal and inland Iwate prefecture
- Reopening of the Sanriku Railway line between Kamaishi and Miyako (formerly the JR Yamada Line)
  - linking the coastal region and improving access to the stadium area.
- Opening of the 3.11 Memorial Park

April:

- Opening of UOGASHI Terrace, a bayside facility featuring ocean views, local restaurants and displays on Kamaishi's fishing culture.



Memorial Park



UOGASHI terrace

# Tournament Legacy ①



## Kamaishi Recovery Memorial Stadium

Connecting history, people and the wider community



# Tournament Legacy ②

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## Kamaishi's Emotional Recovery

● Lifting the spirits of Kamaishi citizens through the opportunity to make new connections

● Creating new challenges and comradery through the team work of volunteer staff.

● New challenges born from the emotional impact of witnessing world-class matches

● Sense of accomplishment and fulfillment achieved through the chance to express gratitude (for post-disaster support) in the form of generous hospitality.



# A Big Dream for a Small Town

~Kamaishi City, Iwate Prefecture~





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