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Footie fans on target to spend £322m at Euro 2016

British football fans will spend a ball-istic £322million in France during the Euros, according to the latest research from Halifax.

If the rumours of 500,000 England, Wales and Northern Ireland¹ fans descending on France at some point during the month-long tournament are to be believed, they could be netting a whopping £321.8million boost to the host country.

This is enough to score superstar players Gareth Bale (£85m), Cristiano Ronaldo (£80m), Kevin de Breyune (£54m), Raheem Sterling (£49m) and Mesut Ozil (£42.1m) and still have loose change, or even buy Premier League Champions Leicester City 10 times over. This is also almost half the amount foreign fans visiting Britain² to watch a football match spent in 2014 or 10 per cent³ of the total annual spend by British tourists in France.

According to Halifax, those estimated 250,000 supporters with a ticket for a game will each spend approximately £650 on average, when taking into consideration the cost of travel, accommodation (a two-night stay), food, drink and other costs.

Just looking to soak up the atmosphere at a nearby bar or official fan zones will set football fans back in excess of £460 each, or even more if they manage to buy a ticket once they've arrived in the host nation.

Table 1: Average estimated spend per British fan attending Euro 2016

Spend Items	Average Estimated Spend
Travel	£176
Accommodation	£185
Category 3 ticket and souvenirs	£184
Food and drink	£106
Other items	£85
Total spend without match ticket	£467
Total spend with match ticket	£650
Aggregate spend of 250k fans with a ticket	£183,840,506
Aggregate spend of 250k fans without a ticket	£137,948,006
Total spend of 500k British fans in France	£321,788,512

Source: Halifax estimates (see Notes to Editor's for breakdown of sources) Based on 2 nights/3days stay

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Darren Tong, Head of Halifax Current Accounts said: “The Euros are undoubtedly one of the biggest tournaments in the football calendar, and being so close to home this year, it’s no surprise that we can expect around half a million fans to make the short hop across the channel.

“For those making the pilgrimage, setting a daily allowance and planning how you intend to pay for items while you are there are key tactics to keep on top of the cash. It’s likely that fans will pay a premium for food, drink and souvenirs in and around the stadiums, so if you’re not on a European Championship player’s earnings, then it’s worth thinking of the easiest ways to save you and your team a bit of cash.”

ENDS

Notes to editors:

1. Sky Sports 25th May 2015 <http://www.skysports.com/football/news/19692/10293324/half-of-500000-british-fans-heading-to-euro-2016-are-going-without-tickets>
2. Football Tourism Scores for Britain – Inbound visitors that watch live football – September 2015
3. ONS travel spends 2009-2015

Travelling costs:	Cost of Euro 2016	Notes
Driving	£206	Average of cost of driving from London, Cardiff and Belfast to the host cities
Ferry	£98	Dover to Calais
Flights	£328	Average flight costs from Cardiff/Bristol, London, Belfast to host cities
Eurostar	£145	London St Pancras to Paris GDN
Train (TGV)	£137	Average train fare Paris to Bordeaux, Lyon, Marseilles and Toulouse
Car hire	£142	Average hire cost for 3 days
Average Travel Spend per fan	£176	

Accommodation costs		
Cost of 3 star hotel	£293	Average stay for 2 nights
Cost of 4* Camping site	£76	Average stay for 2 nights
Average Accommodation Spend per fan	£185	

Cost of a category 3 ticket + souvenirs per fan	£184	UEFA Site €195; Sterling prices based on 6/ June ex rates
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Food and drink costs	
Meal, inexpensive restaurant	£30.14
McMeal at McDonalds (or equivalent)	£18.35

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combo meal)	
Domestic beer (0.5 litre draught)	£36.95
Cappuccino (regular)	£7.96
Coke/Pepsi (0.33 litre bottle)	£8.04
Water (0.33 litre bottle)	£4.88
Average Spend on Food and Drink per fan over 3 days	£106

Other Spend Items		
Spend on sightseeing and public transport	£30	
Replica shirts	£55	
Average spend on other items per fan	£85	

Total Spend of British Fans in France	£321,788,512	
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Sources:

Cost of Mileage from <http://www.theaa.com/driving/mileage-calculator.jsp>. Based on average mileage cost from Cardiff, Belfast and London to all host cities/town in France.

Ferry cost from <https://www.ferrysavers.com>

Flights based on average return flights from Cardiff or Bristol, Belfast and London to host cities/towns in France. <http://www.cheapflights.co.uk> and www.skyscanner.net

Eurostar from www.eurostar.com

Average train fares from SNCF for trains from Paris to Bordeaux, Lyon, Marseilles and Toulouse. <https://uk.voyages-sncf.com>

Car hire – average rate for 3 days from www.budget.co.uk

Cost of hotels from www.booking.com – average rates for cheapest, mid-range and expensive for host cities/towns.

Camping costs based on 4* sites from <http://about-france.com/tourism/camping.htm>

Cost of ticket from <http://www.uefa.com/uefaeuro/ticketing/> for Category 3 tickets. Assumed 20% of ticket price spent on souvenirs.

Cost of food & drink, and public transport based on a sample of host cities/towns from http://www.numbeo.com/cost-of-living/country_result.jsp?country=France

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