Special thanks to all of the Louis Vuitton America’s Cup World Series Chicago partners who rallied together and proved that Chicago truly is a city that works for major international events.
In June of 2016, thousands of fans from across the U.S. and all corners of the globe descended upon Chicago’s lakefront, with the historic Navy Pier at its epicenter. The event’s positive impact for the community was undeniable, bringing millions of dollars into the local economy and, ultimately, establishing Chicago as one of the premier stadium sailing destinations in North America.
ATTENDEES FROM 48 STATES AND 23 COUNTRIES

195,000 EVENT ATTENDANCE

11,000 ON-WATER SPECTATORS

21,000 TICKETS SOLD

150 COUNTRIES TUNED-IN

857.5MM GLOBAL REACH

4.73MM GLOBAL VIEWERS

RESULTS PROVIDED BY AMERICA’S CUP EVENT AUTHORITY AND INTELLIGENT RESEARCH IN SPONSORING
“Thanks to events like the Louis Vuitton America’s Cup World Series, tourism in Chicago hit record highs in 2016. Chicago was one of just three U.S. cities to rack up more than 50 million visitors and, based on the success of the America’s Cup, I would anticipate those numbers to only increase in the years ahead.”

MAYOR RAHM EMANUEL

TOTAL ECONOMIC IMPACT: $41.6MM
NEW TAX REVENUE: $3.3MM
NEW TEMPORARY JOBS IN THE AREA: 429

RESULTS FEATURED IN REPORT PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY AND REVOLUTION MARKETING, LLC
“Chicago is a world-class city, and Navy Pier’s lakefront architecture creates the perfect sailing venue to showcase the excitement of the modern America’s Cup.”

SIR RUSSELL COUTTS | CEO, AMERICA’S CUP EVENT AUTHORITY
EVENT DEMOGRAPHICS

64% 
TICKETHOLDERS WHO WERE 45 YEARS AND OLDER

25.2% 
TICKETHOLDERS WHO REPORTED AN ANNUAL HOUSEHOLD INCOME OVER $200,000

90% 
TICKETHOLDERS WHO HAVE AT LEAST AN UNDERGRADUATE COLLEGE DEGREE; 40% HAVE A GRADUATE DEGREE OR PROFESSIONAL QUALIFICATION

RESULTS PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY
Most visitors (55%) stayed at a hotel during their trip to Chicago. Hotel stays were an average of 2.69 nights.

Ticketed non-local attendees were asked what mode(s) of transportation they used for their trip to Chicago. Attendees could select multiple modes of transportation.

- **54%** PERSONAL MOTOR VEHICLE
- **31%** AIRLINE
- **23%** TRAIN

THE EVENT GENERATED 8,043 HOTEL NIGHTS

Most visitors (55%) stayed at a hotel during their trip to Chicago. Hotel stays were an average of 2.69 nights.

RESULTS PROVIDED BY THE SPORT INDUSTRY RESEARCH CENTER AT TEMPLE UNIVERSITY
“The Louis Vuitton America’s Cup World Series Chicago competition was a true testament to the world-class sporting events our city can deliver when civic, private and corporate communities come together as one.”

KARA BACHMAN | DIRECTOR, CHICAGO SPORTS COMMISSION
“In 2016, historic Navy Pier celebrated its centennial with a year-long list of celebrations highlighted by the Louis Vuitton America’s Cup World Series. By welcoming more than 195,000 guests to the Pier and being on display to millions more worldwide, the first-of-its kind sailing event delivered with the single largest reach in Navy Pier history.”

Marilyn Gardner | CEO, Navy Pier
ATTENDEE FEEDBACK

92% WERE SATISFIED WITH THEIR EXPERIENCE AT LVACWS CHICAGO

95% FELT IT WAS AN EXCELLENT EVENT FOR CHICAGO TO HOST AND HOPE TO SEE THE EVENT COME BACK IN THE FUTURE

“It was spectacular, both from Navy Pier on Friday, the University Club on Saturday, and watching on TV on Sunday ... Chicago should mount its own annual event in these protected waters!”

WILLIAM FLOYD | LVACWS EVENT ATTENDEE

RESULTS PROVIDED BY REVOLUTION SPORTS MARKETING, LLC
“It was unreal here ... let’s hope this becomes a regular stop on the series. The race course is awesome, all weekend we saw the huge crowds and we all had great support. I hope we’re coming back.”

JIMMY SPITHILL | SKIPPER, ORACLE TEAM USA
“Chicago’s been amazing. It blows me away how many boats and people have turned up to watch what we do. I can’t say enough about how well this event has been promoted and how it has been taken up by the Public. It has been a great experience.”

DEAN BARKER | SKIPPER, SOFTBANK TEAM JAPAN
“In many ways Chicago was tailor-made to be the first freshwater venue to host America’s Cup racing. In front of thousands of fans around Navy Pier and millions more across the globe, we have now built the foundation for stadium sailing – it’s not a matter of if Chicago will host another America’s Cup event, but when.”

DON WILSON | CHAIRMAN, LOUIS VUITTON AMERICA’S CUP WORLD SERIES CHICAGO
The America’s Cup Endeavour Program teaches children, ages 8-15, in Chicago through field trips, after school programs and teen programs. The program promotes wider integration among teachers, students and their families through exciting and specialized curriculum in Science, Technology, Engineering, Art and Math, or STEAM, and hands-on experiences through sailing – all linked with the America’s Cup.

450 LOCAL CHICAGO YOUTH PARTICIPATED IN 2016

8 HOBIE WAVE BOATS NOW HAVE PERMANENT HOMES IN CHICAGO and will be utilized for years to come
“The Louis Vuitton America’s Cup World Series was both a wonderful showcase for the city, but also a showcase for the sport of sailing in the heart of our country. Given the record-breaking turnout, including tourists who traveled to Chicago from across the globe, we eagerly anticipate the Cup’s return.”

**Mayor Rahm Emanuel**
Within the heart of America’s third-largest city and located just minutes away from the nation’s top airports, hotels, restaurants and entertainment venues, Navy Pier and the shores of Lake Michigan deliver a natural stadium for thousands of sailing fans and world-class athletes.
TOD REYNOLDS  |  EVENT DIRECTOR, LOUIS VUITTON AMERICA’S CUP WORLD SERIES CHICAGO

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