

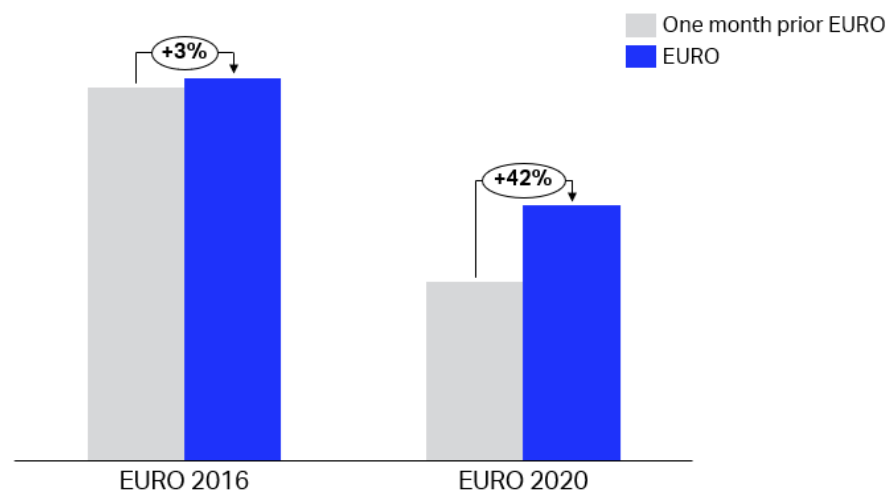


# IATA Economics' Chart of the Week

16 July 2021

## EURO 2020 boosted air travel in host cities

Net bookings to EURO 2020 and EURO 2016 host cities for travel one month prior and during the event



Source: IATA Economics based on DDS data

- During June and July this year, 11 European cities hosted The UEFA European Football Championship, known as EURO 2020, which was postponed from last year due to extensive lockdowns across Europe related to the COVID-19 outbreak.
- Looking at the bookings during EURO 2016, net ticket sales for travel during the event were similar to the number of passengers travelling one month before the event. However, bookings to this year's host cities followed a different trend. During the event, we saw a 40% uplift in net ticket sales, compared to the same period a month before the event.
- The increase in ticket sales during EURO 2020 this year might have been related to the fact that the event was spread across Europe with a limited possibility for football fans to use alternative means of transport, boosting air travel. Whereas during EURO 2016, football fans might have instead used ground transport to move between 11 host cities across France to follow their teams. Moreover, the timing of this event coincided with the opening of borders in many European countries, which allowed passengers to travel and use air transport for other reasons, not particularly for EURO 2020, even to the locations that were closed to international passengers a month before the event.
- It is important to note, that not all the host cities saw a similar increase in the number of incoming passengers. London, hosting 8 matches in total, had only a 36% increase in the number of arriving passengers, the second lowest performance after St. Peterburg with an 18% growth of bookings. On the other hand, Copenhagen and Budapest both hosted only 4 matches and saw an 86% and 75% increase in the incoming passengers in the month of the championship vs. the preceding month. In particular, most of the passengers travelling to EURO 2020 host cities came from Russia, Italy, Spain, the US and Germany.
- It is evident that major sports events are catalysts of air travel and once the travel restrictions are lifted, people are eager to travel.

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IATA Economics  
[economics@iata.org](mailto:economics@iata.org)