

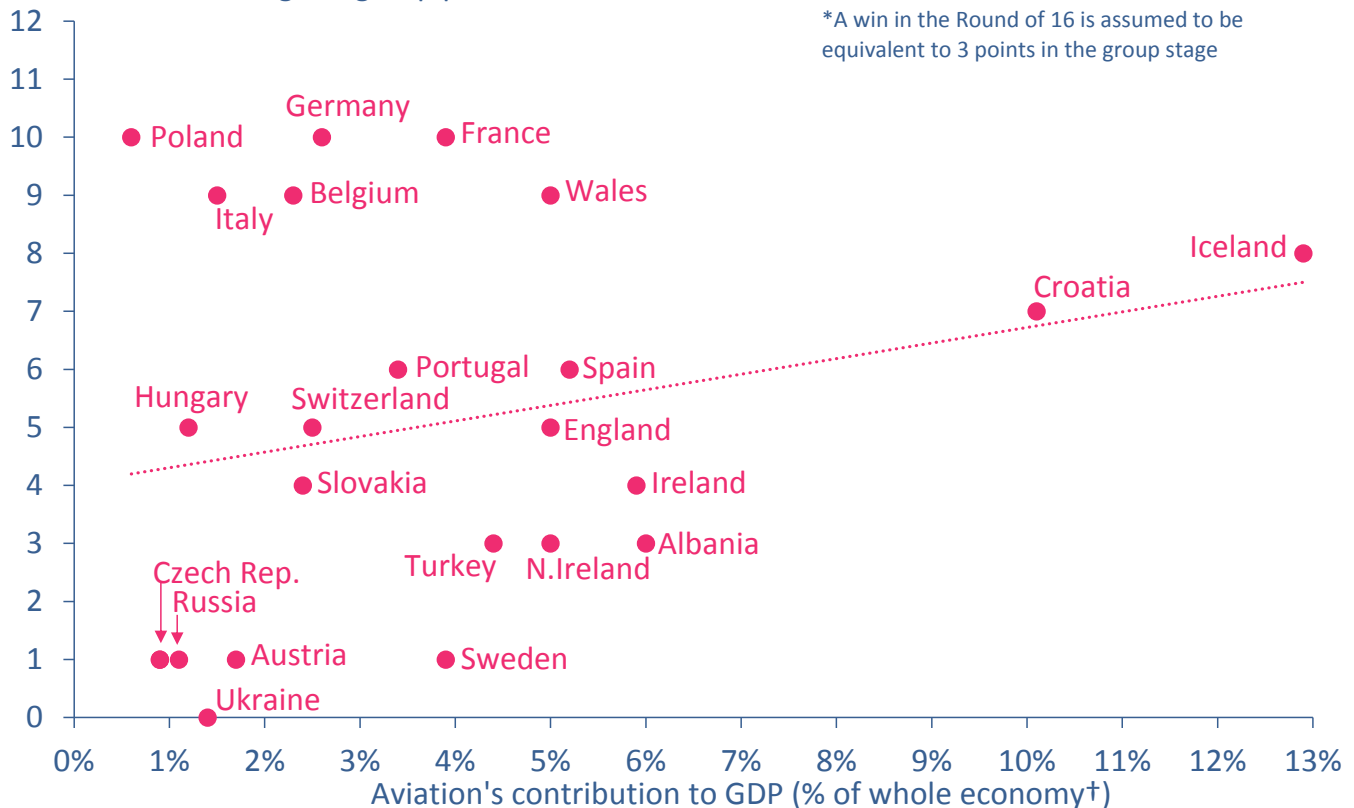


IATA ECONOMICS' CHART OF THE WEEK

1 JULY 2016

THE REAL REASON WHY ENGLAND LOST TO ICELAND IN EURO 2016

Points scored during the group phase and Round of 16 of Euro 2016*



Sources: IATA, WTTC, UEFA

† Direct contribution of Travel & Tourism to GDP from the WTTC if aviation figure is not available

- England's loss this week to Iceland in the 2016 European Football (soccer) Championships came as a shock to the English public and media. But perhaps the most surprising thing about the defeat was that it came as a surprise at all.
- After all, previous research* has shown that the success of a nation's football team is driven by three key factors: 1) the size of its population; 2) the level of incomes, and; 3) the country's footballing experience. Once one allows for these factors, although the English football team still clearly underperformed in France, it wasn't wholly unexpected.
- This week's chart examines the link between each nation's performance in Euro 2016 and the importance of aviation to that country. There is a positive link (although, admittedly, it is very weak and is driven by the two outliers of Croatia and Iceland). But what Iceland lacks in population and footballing experience is more than offset by the large contribution that aviation makes to Icelandic GDP. Consider the fact that all of the players in the Iceland squad play their club football for teams outside of Iceland: how much more difficult would this be without air connectivity?
- So what lesson can long-suffering England fans take from this week's (light-hearted) chart? Perhaps that if England want to end the 50 years of hurt since their last tournament win in 1966, they may want to consider boosting the role of the air transport sector!

* See *Soccernomics* by Simon Kuper and Stefan Szymanski.

IATA Economics
economics@iata.org

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