

## **SOCCER WORLD CUP FACT FILE**

Bid company CEO Danny Jordaan estimates the impact of the 2010 Soccer World Cup to be:

- 64 matches between 32 teams over 28 to 43 days in 10 stadiums around the country
- 2.78-million tickets to be sold
- 200 hours of television coverage to an audience of 40bn in 204 countries
- 247 000 visitors
- R16.9-billion direct investment in SA
- 122 800 jobs created
- R5.6-billion in taxes generated
- R9.8-billion total spectator spend (merchandise, transport, meals, accommodation)