

St Bride's World Sports Cities

Parallels between the values that promote personal success in sport and business have become common place. But can that analogy be extended to the success of cities? Are the world's premier cities also global sporting hubs?



ST BRIDE'S WORLD CITIES

In Spring 2011, we revealed the results of our research into World Cities, which gave us these twenty-two cities:

1st	London	12th	Berlin
2nd	Hong Kong	13th	Los Angeles
3rd	Singapore	14th	Munich
4th	New York	15th	Seoul
5th	Paris	16th	Chicago
6th	Geneva	17th	Washington D.C
7th	Tokyo	18th	Boston
8th	Sydney	19th	Melbourne
9th	Stockholm	20th	San Francisco
10th	Toronto	21th	Madrid
11th	Amsterdam	22th	Shanghai

Source: St Bride's Managers

We have now developed a global sports cities index measured by a range of independent sources to identify the world's premier sports destinations with regard to hosting events, local team success, facilities and participation, to see if there is any cross-over.

GLOBAL SPORT CITIES INDEX

Rank	City	Score
1st	London	75
2nd	Melbourne	69
3rd	New York	61
4th	Madrid	56
5th	Sydney	56
6th	Boston	52
7th	Berlin	51
8th	Singapore	51
9th	Rio	45
10th	Paris	40

Sources:



Deloitte.

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BRIDE'S**
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The crossover with the St Bride's World Cities index is clear, Rio aside - each of the top ten cities is in the St Bride's World Cities list highlighted above. The most obvious comparison is London's position at number 1.

FOCUS ON LONDON

London's sporting offer is complimentary to the business environment, building on the city's attraction as a place to work, live and visit. World class sporting events and arenas in London include Premiership football, international rugby and cricket, Wimbledon, Ascot and of course the Olympics.



Melbourne – pacemaker..

Melbourne is the runner up in the Sports Index but was only 19th in the World Cities 22. It has benefitted from Government enthusiasm for attracting world sports events as well as substantial budgets. It hosts the Aussie Open tennis, the Commonwealth Games, Formula One, the Melbourne Cup and the Boxing Day Ashes Test.



...Rio - catching?



Rio is not a St Bride's city but looks to be following in Melbourne's footsteps. It is due to host the 2014 Football World Cup, the 2015 Copa America and the Olympics in 2016. The inevitable legacy of these events will make Rio particularly well placed to benefit from Brazil's rapid GDP growth and push to be a St Bride's World City in the coming years.

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GLOBAL SPORTS EVENTS IN THE ST BRIDE'S CITIES:

Tennis Majors: London, Sydney, New York, Paris

World Marathons: London, Chicago, Berlin, New York, Boston

Olympic Games: Los Angeles, London, Paris, Sydney, Seoul

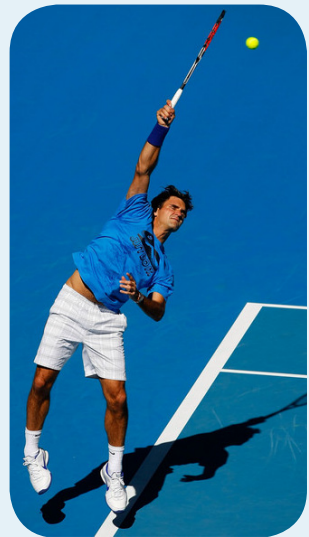
Football World Cup Finals: London, Paris, Madrid, Munich

Superbowl winners: Boston, New York, San Francisco, LA

Formula 1: Singapore, Melbourne, Shanghai

Rugby World Cup Finals: Sydney, Paris, London

(Over last 50 years)



London

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