Millennium Stadium
A Beacon For Modern Wales
Millennium Stadium
the four pillars

• Must Play
• Must Visit
• Commercially Focussed and Driven
• Sustainable
Millennium Stadium

Millennium Stadium and Cardiff
Go from Strength to Strength

• A 21st Century Concept – the catalyst for the regeneration of Cardiff

• Sustainable economic impact within South East Wales

• Positive impact on welsh service sector – hoteliers, retailers, restaurants

• Create Wales’ largest conferencing and exhibition venue.
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By The Numbers

• Total Cost: £130 million (Fixed cost contract Laings)
• £110 million generated in financial benefit to Wales per annum
• £1.2 billion total economic impact for Wales since opening in 99
• Stadium events support 2,400 full time jobs
• 3000 hospitality Meals (Take That 2011)
• 8570 Hot Dogs consumed (U2 2009)
• 4000 glasses of Pimms sold (Take That 2011)
• 1000kg chocolate consumed (Take That 2011)
• 122,110 pints sold (Oasis 2009)
Millennium Stadium
A National Institution

• Millennium Stadium has a strong international reputation for excellence

• Encompasses the Pride and Passion of Wales

• Proven track record of success

• Experience in delivering diverse range of events

• Iconic Landmark
raising the roof
Millennium Stadium

Event History

• 1.1 million visitors per annum
• Opened in 1999 with Wales v South Africa (won 29-19)
• 2 Rugby World Cups (Wales 1999, France 2007)
• 6 FA Cup Finals
• 33 major concerts (First: Manic Millennium – 1999)
• 3 World Championship Boxing Events (Calzaghe v Kessler 2007 – 55,000 capacity)
• 2 Grand Slams....
raising the roof
Millennium Stadium

By The Numbers

- Capacity: 74,500
- Footprint: 40,000 m²
- Tiers: 3
- Levels: 7
- Hospitality Lounges: 6
- Hospitality Suites: 124
- Fixed Roof (Area): 26,862 m²
- Retractable Roof (Area): 8,960 m²
- Roof Opening Time: 20 minutes
Attendance: 124,000

raising the roof
Attendance: 72,324

raising the roof
Attendance: 55,000

raising the roof
Attendance: 42,000

raising the roof
Attendance: 64,000
A Saturated Market Place?
Territory 1: Wales
Territory 2: London

- Wembley National Stadium
- Wembley Arena
- Emirates Stadium
- Excel London
- Olympic Stadium
- The O2 Arena
- Hyde Park
- Twickenham
Millennium Stadium

The Answer?

millennium stadium strategy
Millennium Stadium
Team Wales
• Aligned strategic approach to support event acquisition and delivery

• Direct access to key decision makers

• City wide support network for events owners

• Cardiff Commitment – an attractive package of benefits to entice and support event owners within the city region.
Millennium Stadium

• It’s amazing here, this is the first place we’ve played with a roof which is great because apparently it’s raining outside (Take That)

• It’s not often you get a stadium slap bang in the middle of a City. Every Cup Final has seen a brilliant atmosphere, every team’s supporters have enjoyed it, and of course there is a superb stadium to go with it. I’m lucky that I have played major cup finals here. (Ryan Giggs – Manchester United & Wales)

• It’s a privilege to be part of the illustrious sporting history of the place. It’s only in retirement that you look back with genuine wonder at the kind of atmosphere that only the Millennium Stadium can create (Joe Calzaghe)
raising the roof