

Catering Industry Set to Tackle 2015 Rugby World Cup

The 2015 Rugby World Cup will be the “saviour of the summer” according to Henry Stephenson, MD of Stephenson's Catering Equipment Suppliers, who responds to the August Greene King Leisure Tracker and Deloitte's report that most of the £2.2 billion generated by the RWC will be spent on food, drink and accommodation.

Stephenson's Catering Equipment Suppliers, Stockport, Manchester (PRWEB), September, 2015.

After a disappointing summer season, the Rugby World Cup has come at the right time to prop up the catering and hospitality industry.

A [Deloitte report commissioned by Rugby World Cup Ltd.](#) says most of the £2.2 billion generated by the 2015 Rugby World Cup will be spent on food, drink and accommodation. Deloitte expect 466,000 rugby tourists to visit the UK for the tournament and £982 million to be added to the national GDP.

This is excellent news for the catering and hospitality industry that will be revitalised by the tournament after a poor summer. Figures from the [August Greene King Leisure Spend Tracker](#) show the average household's spending on leisure is 2% less than last year whilst spending on drinking out is down 4% compared to last year.

Tracey Crouch, Tourism Minister, said, “With rugby supporters travelling the length and breadth of the country for the best part of a month, this is a huge opportunity for tourism accommodation providers, local attractions, restaurants and bars as well as many others to benefit.”

Henry Stephenson, Managing Director of [Stephenson's Catering Equipment Suppliers](#), said, “The Rugby World Cup will be lucrative for pubs and bars during matches and the knock on effect for restaurants, cafes and take aways makes this a great occasion for the whole industry.

“In between games restaurants and cafes will be busy and overnight hotels and B&Bs will have an increased number of guests.”

The Greene King Spend Tracker predicts that 12% of Brits will watch the Rugby World Cup in a pub.

Fiona Gunn, Greene King Marketing Director, said, “Major international sporting events encourage Brits to go to the pub and the Greene King Leisure Spend Tracker shows the Rugby World Cup will be no exception.”

Henry Stephenson, said, “Pubs are very excited about the 2015 Rugby World Cup. After a disappointing July, the tournament could be the saviour of their summer.

“British pubs are expecting big crowds at match time from both locals and tourists. With people of all nationalities living in the UK, some of the matches will feel like home games for expats. ”

South African born Web Designer, Brad Duncan, is already planning where he'll watch the tournament, "There are Facebook groups and online forums where South African fans are talking about where they'll watch the games.

"I'm planning to watch the matches in Manchester with other South Africa fans; when we get together they'll feel like home games."

Henry Stephenson said, "With fans of all nationalities in the UK, bars and pubs will attract customers during game time regardless of who's playing.

"I'm excited for the tournament and, although I hope England win, the catering and hospitality industry is the real victor."

Notes to editor

Starting on the 18th September and lasting 6 weeks, the 2015 Rugby World Cup will take place across 13 venues in 11 cities throughout England and Wales.

Stephensons Catering Equipment Suppliers have been trading since 1868. Based in Stockport, Manchester, Stephensons supply pubs, restaurants, cafes, hotels, B&B's and all other catering and hospitality establishments. <https://www.stephensons.com/>

Henry Stephenson is the 5th generation of Stephenson Managing Directors. Henry Stephenson has previously worked as a Senior Buyer for Sainsburys and for whisky company, William Grant & Sons. Henry joined the family business in 2005 and has a wealth of experience and knowledge of the catering & hospitality industry.

August Greene King Leisure Spend Tracker -

http://www.gkleisurespendtracker.co.uk/sites/default/files/reports/greene_king_leisure_spend_tracker_report_august_2015.pdf

Rugby World Cup Ltd. Deloitte report, 'Economic Impact Study for England 2015' -

<http://www.rugbyworldcup.com/news/37250>

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