

# A grand slam without tennis?



Blis Insights explores how the Australian Open's evolution into an inclusive entertainment experience is drawing record attendees and the effect this is having on brand and sponsorships.

## Footfall



2019 was a record year for attendance, but Melbourne Park especially came alive during weekends.



Strong weekend footfall exceeded weekday footfall by 1pm, building steadily to **peak footfall in the evening.**

61%



**more footfall on weekends** than the average weekday

## Audiences

This year, the tournament has expanded its appeal beyond sport, attracting a different type of 'non-fan' to the event.

Weekday attendees were

**35%** more likely



to look at fashion content.

Mondays & Wednesdays

**41%** of visitors



accessed dating apps.

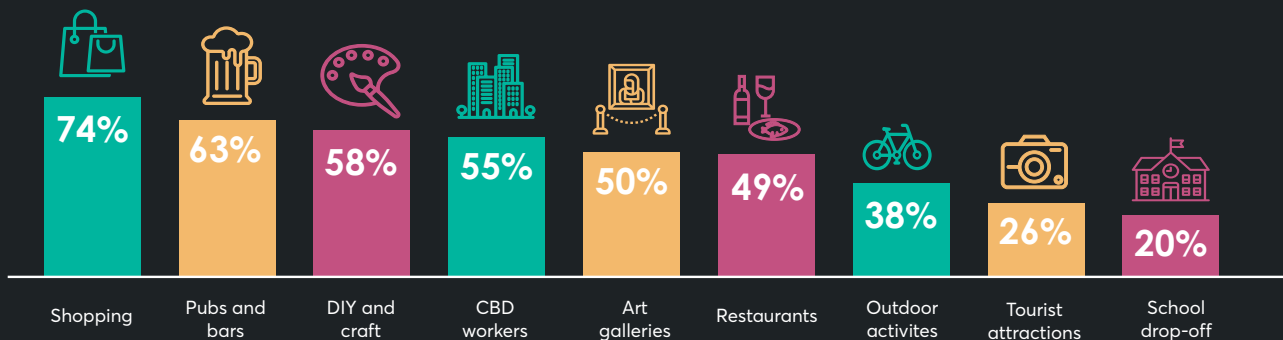
The weekend crowd was

**80%** more likely



to look at sport content.

% Attendees seen at other locations



## Partners & Sponsors

With 32 official partners, the corporate presence at this year's open was again out in force. However, it was a mixed result in terms of footfall for sponsors.

Footfall for Kia increased by

**63%**

with web searches increasing by 28%...



...while sponsors such as **ANZ Bank** (-11%), **Country Road** (-13%), and **Lululemon** (-11%) actually saw footfall decline during the fortnight.

