



# THE HOST CITY VALUE OF YOU.FO RINGCROSS

**Four World Cups. Proven international  
growth. Measurable destination impact.**

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Position your city through one of the world's most  
innovative emerging team sports.

**BECOME OUR NEXT HOST CITY**

Sport × Youth × Tourism × Education × Culture × International Visibility



PROVEN INTERNATIONAL MOMENTUM



# From Dutch innovation to a growing global World Cup

Each edition has expanded the event's international reach, visitor economy and destination value.



2021

Utrecht

Proof of concept



2023

's-Hertogenbosch

1st World Cup



2024

Bruges

Urban city-centre edition



2025

Tokyo

1st World Cup in Asia



2026

Ya'an

Breakthrough growth edition

EUROPE → EUROPE → ASIA → ASIA → WHERE WILL THE WORLD CUP GO NEXT?

THE EVENT GROWS. THE HOST-CITY VALUE GROWS WITH IT.

## 2023–2024: from international launch to measurable city impact



### 2023 | 's-Hertogenbosch / Amsterdam, NL

24

TEAMS

11

NATIONALITIES

1

EVENT DAY

66 hotel beds / 1 official event night

78% of international guests continued travelling in the Netherlands or elsewhere in Europe after the event.

**KEY TAKEAWAY** • The World Cup creates a reason to travel — and a gateway to wider destination tourism.



### 2024 | Bruges, Belgium

36

TEAMS

16

NATIONS

4

CONTINENTS

2,500+

AUDIENCE

Average age 23 • 40% female / 60% male • 1M+ online impressions

€400–€500 average reported local spend during the two-day event. On average, each athlete brought two additional supporters.

**100% of surveyed players and supporters said the event convinced them to return to Bruges / Belgium.**

# 2025–2026: Proves the tourism and scale potential



## 2025 | Tokyo, Japan

25

TEAMS

16

NATIONS

3

EVENT DAYS

**100% of international guests extended their stay in Japan.**

All international guests stayed 4+ nights and reported €1,000+ spend during their stay in Tokyo / Japan.



## 2026 | Ya'an, China

56

TEAMS

20+

NATIONS

5

DAYS

2,000+

HOTEL NIGHTS

**10M+ online views • Thousands of visitors & spectators**

72% of international guests extended their stay in China for additional travel and holiday experiences.

**A World Cup can scale into a city-wide platform for sport, tourism, culture and international youth exchange.**

# A measurable visitor economy — and a legacy beyond the event

## 01 INTERNATIONAL VISITORS

Athletes bring coaches, officials, partners, family and supporters — increasing overnight stays and local spend.

## 02 TOURISM EXTENSION

2023: 78% travelled further  
2025: 100% extended stay  
2026: 72% extended stay

## 03 DESTINATION MARKETING

Highly visual competition creates authentic international content through teams, athletes and partners.

## 04 LOCAL ECONOMY

Hotels • F&B • transport • retail • culture • tourism. Concrete evidence includes €400–€500 spend in Bruges and 1,300+ hotel nights in Ya'an.

## 05 YOUNG GLOBAL AUDIENCE

Students, young adults, universities, PE communities and international sport networks. Bruges average athlete age: 23.

## 06 LONG-TERM LEGACY

Schools, universities, community sport, local competitions, coach education and international exchange continue after the World Cup.

**SPORT CREATES THE REASON TO TRAVEL. THE DESTINATION CREATES THE REASON TO STAY.**

# Build a city activation pathway before, during and after the World Cup

## BEFORE

- School activations
- University programmes
- Community events
- Trainer education
- Local competitions

## DURING

- International competition
- Public participation
- City activation
- Media & livestreaming
- Cultural exchange

## AFTER

- Local clubs & communities
- Annual competitions
- Education programmes
- International connections
- Long-term sports legacy

## YOUR CITY COULD BE NEXT

THE NETHERLANDS → BELGIUM → JAPAN → CHINA → YOUR CITY?

Let's explore what a YOU.FO RingCross World Cup could create for your city.



# READY TO BRING RINGCROSS TO YOUR CITY?

Four World Cups have shown the potential. The next chapter is waiting to be written.

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2021 City event – Utrecht, the Netherlands



2023 World Cup – 's-Hertogenbosch, the Netherlands



2024 World Cup – City of Bruges, Belgium





2025 World Cup – City of Tokyo, Japan



2026 World Cup – City of Ya'an, China