

FIFA WORLD CUP BRAZIL 2014



FULL TIME

It is estimated that over 20,000 England fans visited Brazil during the tournament. 50,000 tickets for the World Cup were sold through the UK, the 4th highest after Brazil, USA and Argentina.

THE CAMPAIGN Be On the Ball campaign launched on 6 December 2013 to help England fans prepare, travel safely and stay safe in Brazil.



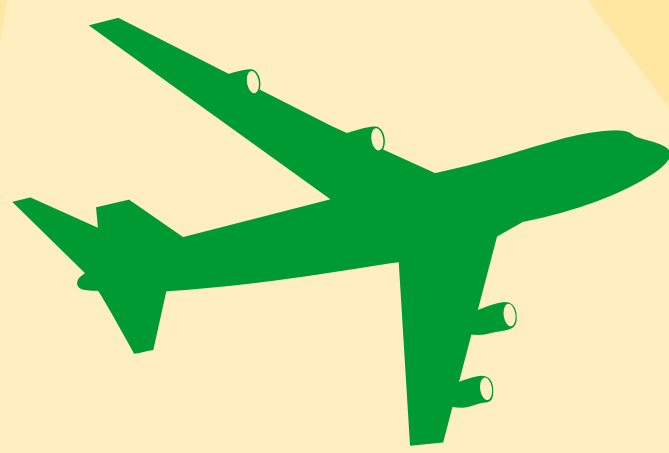
SOCIAL MEDIA REACH OF **OVER 9 MILLION**

'BE ON THE BALL' VIDEO WATCHED BY OVER

2,000

PEOPLE

FACE-TO-FACE INTERACTION WITH TRAVELLING FANS AT KEY LONDON AIRPORTS, FAN FORUMS & ENGLAND FRIENDLIES



THE CONSULAR TEAM

13 Consular staff working across Brazil, including 4 deployed to cities where England played.



TO PROVIDE ASSISTANCE TO BRITISH NATIONALS



WORKING ACROSS 12 CITIES



THE RESULTS 79,753* views to the World Cup Travel Advice pages gov.uk/worldcup2014 & gov.uk/foreign-travel-advice/brazil

*43,209 views to gov.uk/worldcup2014 since Dec 2013. 36,544 views to gov.uk/foreign-travel-advice/brazil since June 2014.

DURING THE TOURNAMENT **6** UK POLICE PRESENT

22 ARRESTS MADE DURING THE TOURNAMENT (PRIMARYLY FOR TICKET TOUTING)

+ 11 HOSPITALISED

75 EMERGENCY TRAVEL DOCUMENTS WERE ISSUED DURING THE TOURNAMENT

AVERAGE COST OF AN EMERGENCY TRAVEL DOCUMENT **£95**

