

# Hero CPL makes US\$25million impact on the Guyana economy

THE Hero Caribbean Premier League (CPL) has announced the tournament's economic impact for Guyana. The 2018 event, which took place between 8 August and 16 September last year, created a total economic impact of US\$25,515,816 in the country, an 80% increase on the figure from 2017.

This figure has been calculated using organiser spend, visitor spend and media value and was collated for Hero CPL by world-renowned researchers, SMG Insight.

In addition to that economic impact figure the Hero CPL created 468 jobs in Guyana. Also, the tournament filled 7,654 hotel rooms during the event with even more focus on the country with a record seven matches taking place in Guyana in 2018.

There was significant value for Guyana in terms of the country being given exposure through the television broadcast of the event. There was a sizable increase from 2017 with the playoff games taking

place in Guyana for the first time. The total media exposure for Guyana has been calculated at US\$8.2million, more than double that of 2017.

The Hero CPL spent US\$1.29million in Guyana during the 2018 event with over 43% of that figure going to local staff and suppliers. This organiser spend represents a significant increase from 2017 where CPL spent US\$978,000.

Speaking about the report from SMG Insight the Hero CPL Chief Operating Officer, Pete Russell said: "Guyana represents such a huge part of what makes CPL special and the support that we got across a record seven games in the country was absolutely fantastic. There are few crowds anywhere in the world that are more vibrant than one at Providence for a CPL match, and we are so grateful to the Guyanese public. That we are able to make such a big impact on the local economy means so much to us."



**Sandals Barbados' General Manager Ramel Sobrino (left) handing over a prize to Player of the Match and West Indies Captain Jason Holder.**

## Sandals congratulates Windies

**PRINCIPAL sponsor of the West Indies Cricket Team, Sandals Resorts International, extends congratulations to Captain Jason Holder and his team on their recent resounding 381 run victory over England at the Kensington Oval, Barbados.**

Sandals Barbados General Manager Ramel Sobrino called it a proud achievement and wished

the lads future success.

"For us in Barbados we are ecstatic that we won the first game of the three-Test match series and we want this good fortune to carry on to Antigua and St. Lucia. The passion and the love of the game seen by the people made me feel very proud, and as a sponsor that is all we can ask for," said Sobrino.

Sandals Chairman, the Hon. Gordon 'Butch' Stewart was ecstatic with

the win, and also gave his best wishes to the squad. He said, "Our partnership with, and support for the West Indies goes back many, many years and we look forward to more positive results from our players."

The victory was the third largest margin by the West Indies in Test ever and second largest over England. It was also their second straight over this opponent at this

venue, where they have now won six of their 15 contests against England.

The West Indies currently hold a 1-0 lead in the three-Test Series which continues with the second Test starting this coming Thursday at the Vivian Richards Cricket Ground in Antigua. The series concludes with the third Test at the Daren Sammy Cricket Ground in St. Lucia starting on Saturday, February 9.

## ICC T20 World Cup Australia 2020 fixtures

THE fixtures for the ICC T20 World Cup Australia 2020 were revealed in Sydney, Australia on Tuesday morning (Australian Eastern Daylight Time). For the first time, the women's and men's T20 World Cups will be held as standalone events in the same year and in the same country.

The ICC Women's T20 World Cup 2020 will take place from 21 February – 8 March 2020, culminating in the final at the MCG on 8 March 2020, International Women's Day. This presents a groundbreaking opportunity to set a new world record for attendance at a women's sporting fixture.

A spectacular opening celebration will mark the start of the women's tournament, when hosts and

defending champions Australia take on India at Sydney Showground Stadium on 21 February 2020. The women's tournament will also feature double-header semi-finals at the iconic SCG on Thursday 5 March 2020.

The ICC Men's T20 World Cup 2020 will take place later in the year, from 18 October to 15 November 2020. Hosts Australia will play the opening match of the Super 12 stage of the tournament on Saturday 24 October under lights at the SCG in a blockbuster match-up against the world's top-ranked team, Pakistan.

The first men's semi-final will take place at the SCG on Wednesday 11 November, with Adelaide Oval hosting the second semi-final the following

night. Like the women's final earlier in the year, the men's final will be played at the MCG, on the evening of Sunday 15 November 2020.

Both tournaments will be held right across Australia in eight Host Cities and 13 venues.

Men's defending champions the Windies will start their title defence when they clash with New Zealand on Sunday 25 November at the MCG. India's first match of the men's tournament will be on Saturday 24 October against South Africa at Perth Stadium. This contest will follow the Australia-Pakistan opening match in Sydney, marking a spectacular opening night for the men's Super 12 stage.

Having finished ninth

and 10th in the MRF Tyres ICC World T20I Team Rankings, Sri Lanka and Bangladesh respectively are the two currently known qualifiers in the First Round of the men's event, with matches to be played in Geelong and Hobart from 18-23 October. The remaining six teams for the First Round will be determined via a qualifying tournament to be held later in 2019. A total of four teams from the First Round, two from each of Group A and Group B, will progress to the Super 12 stage.

ICC T20 World Cup Australia 2020 Local Organising Committee CEO Nick Hockley said: "We're so excited to be able to let fans all around Australia and the world know when and where

their teams will play, so they can start planning now.

"World Cups are all about bringing people together. We know that passionate fans of all generations and cultures will travel from near and far to support their teams and that they will receive the warmest of welcomes in our wonderful host cities."

"Putting on events of this scale are a big team effort and we would like to thank all our valued partners for making sure that the T20 World Cup is not only a spectacular celebration in 2020, but that it leaves a lasting positive impact.

"With the Women's T20 World Cup up first, we'll be calling on cricket fans to bring their families, friends and communities to support the best players

in the world."

ICC Chief Executive David Richardson said: "Whenever we host an event in Australia we know we can guarantee the one billion cricket fans around the world a great show. The world's best players. Outstanding venues. Noisy, passionate, knowledgeable fans. Exciting cricket. This is the perfect combination for a T20 World Cup and in 2020 we go one step further with two T20 World Cups in one year.

"To hold two T20 World Cup finals at the world's largest cricket stadium in front of 92,000 people with hundreds of millions more watching around the world is a particularly exciting prospect as we look to grow the fans around the world and make 2020 the year of cricket."