



World Tenpin Bowling Championships best in generating tourism value

A recent study by TSE Consulting has shown that the World Bowling Championships is capable of generating one of the highest return of investment in tourism value for a host city organising a World Championship event.

On average the event generates one of the highest return in tourism income compared to other World Championship events. The only sport that eclipsed Bowling in this respect was Triathlon according to a study that was conducted by TSE Consulting on a selection of World Championship events for a leading sports city.

Highlighting the possible reasons for this WTBA President, Mr. Kevin Dornberger, said, *"While the World Bowling Championships may not have the highest number of visitors for a World Championship event, the simple venue requirements, efficient cost structure and flexible competition dates for the event all work together to optimise return on tourism investment for our host city partners."*

The current bid process for the 2014 World Championships for Men and 2015 World Championships for Women is open for application to all cities, regions, WTBA member federations, private event organisers and corporate partners. The application deadline is March 1st, 2012 and bid documents may be downloaded at www.worldtenpinbowling.com

Henderson (Las Vegas) won the right to host the 2013 Combined World Bowling Championships during the previous WTBA bid process in 2010.

ENDS

Texas, USA – February 1st, 2012

For further information, please contact:

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