



MYTRAFFIC LACOSTE

Roland-Garros 2024: Visitor Flow Typology
and Analysis – MyTraffic Study

Introduction

Roland-Garros x Lacoste: An Exceptional Partnership

Each year, Roland-Garros stands out as a must-see event for tennis enthusiasts, captivating millions of viewers around the world. The 2024 edition was yet another brilliant demonstration of this appeal: **43.3 million people watched at least one minute of the tournament on France Télévisions channels: a historic record.**

In this exceptional setting, Lacoste's presence is especially meaningful. For several decades, the brand has embodied French sporting elegance, a legacy inherited from its founder René Lacoste, a tennis legend and style pioneer.

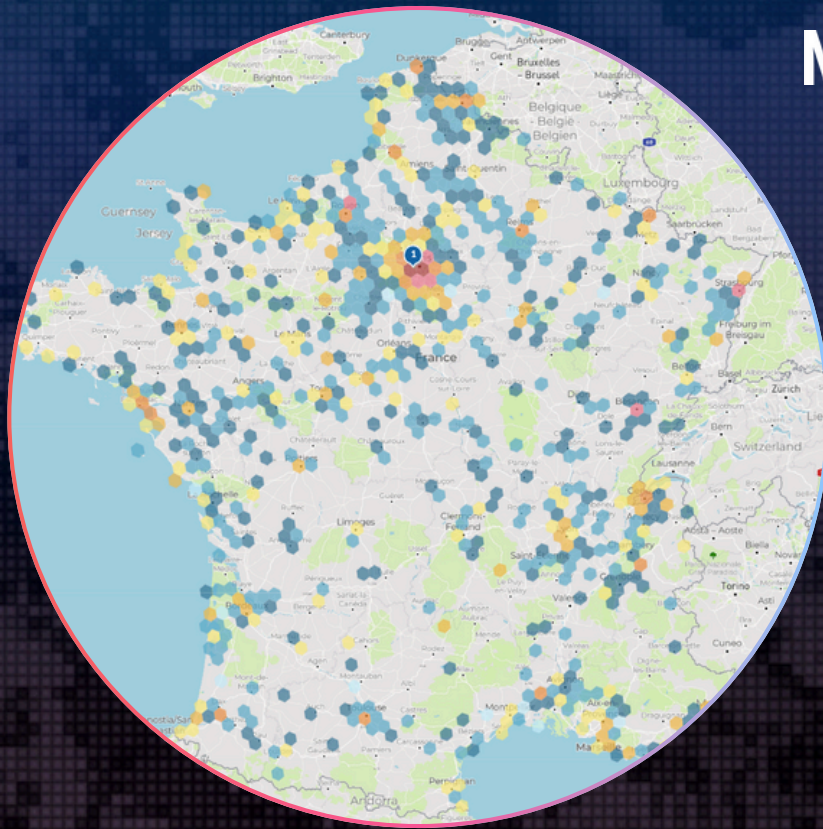
An official partner of the tournament since 2019, Lacoste stands out at Roland-Garros far beyond sportswear: by outfitting umpires and ball kids, activating its retail spaces, and launching lifestyle campaigns, the brand fully expresses its vision of a sport synonymous with style, technical expertise, and heritage.

To complement the exceptional visibility provided by Roland-Garros' television broadcast, it is essential for Lacoste to measure the physical impact of its on-site presence. In this context, the MyTraffic solution serves as a key strategic tool. MyTraffic would enable Lacoste to qualify its physical audience sociodemographic profiles, geographic origins, and more.



1.

KEY FIGURES – VISITORS



59,6%

of visitors
come from the Île-de-
France region

38%

Visitors who stay for 3
hours or more

2,02

Average number of
days at Roland-Garros
per visitor

55,8%


Visits made before
3:00 PM

While nearly 60% of visitors come from the Île-de-France region (including 18.2% from Paris and 15.6% from Hauts-de-Seine), the audience profile goes far beyond the image of Parisians dropping by after work. Most spectators arrive in the morning and stay for a significant part of the day.


With an average stay of two days per visitor and several hours spent on site, Roland-Garros attendees aren't just there to watch a match they come to immerse themselves in the full experience at Porte d'Auteuil. It's a captive, curious, and engaged audience particularly receptive to brands that can enrich this exceptional moment.

2.

WHERE DO MY VISITORS COME FROM?



Région
Hauts-de-France
(6,7%)



Île de France
(59,6%)



(4,8%)

2

1

3

4. Grand Est (4,6%)

5. Auvergne Rhône Alpes (4,5%)

6. Nouvelle Aquitaine (4,0%)

7. Pays de La Loire (3,5%)

8. Centre Val de Loire (3,3%)

9. PACA (2,7%)

10. Occitanie (2,2%)

11. Bretagne (2,0%)

12. Bourgogne FC (1,7%)

13. Corse (0,3%)



VISITOR PROFILE VS. NETWORK



MT

39,9

40,9

Average Age of Visitors

48 600€

39 600€

Household Net Income per Year

1 350€

1 150€

Expenses / Year - Clothes

The Roland-Garros audience profile aligns perfectly with the clientele typically passing by Lacoste boutiques. While the average age of visitors is similar to that observed across the brand's entire network, their income level is 22% higher than average as is their spending on clothing.

The Lacoste boutique at Roland-Garros doesn't merely attract a wealthy Parisian clientele; it captures a premium audience from across France—a broader, more mobile population that is sometimes less accessible through traditional retail locations, particularly outside major cities. This makes it a strategic lever for enhancing the brand's desirability in an exclusive and prestigious setting.

CONTACTS



JULIEN THOORIS

CRO

EMAIL: JTHOORIS@MYTRAFFIC.FR

TEL: +33 6 52 04 73 39



HADRIEN DIESBECQ

VP BUSINESS VALUE

EMAIL: HDIESBECQ@MYTRAFFIC.FR

TEL: +33 6 15 14 83 86