

A NEW ERA FOR BOWLING

Key facts and figures around the launch of World Bowling and the World Bowling Tour

Untapped potential
Over
150m
people go bowling more than 4 times a year.

36%
are between 20 and 30 years old

31%
are between 30 and 40 years old

30%
are 40 years or older

Prize money
\$3-5m

WBL Pro Tour

100 events



WBL Global

8-12 events, global iconic locations



Tech

WBL StrikeVision AI

Robust AI/ML scoring system



WBL App

Exciting global hub for bowlers

WBL TMS

Efficient Tournament Management System



WBL
UBPI RANKINGS

A universal ranking system for the global sport of bowling.

Individual Tour standing points + Team Tour standing points

Modern approach

Gender-balanced teams of 4 will include a minimum of 2 women

