

# The Economic Impact of Super Bowl LI on Greater Houston



## Executive Summary

Prepared for:

Houston Super Bowl Host Committee  
May 2017

Kenneth McGill  
Jon Gray  
Rockport Analytics

[Ken.mcgill@rockportanalytics.com](mailto:Ken.mcgill@rockportanalytics.com)  
+1 (610) 213-2558





## How Did SBLI Benefit the GH Economy?



# Super Bowl LI: Epic Game, Solid Impact

- **Super Bowl LI brought an estimated \$428 million in new spending to Greater Houston.** This windfall originated from the local travel spending of **150,000 visitors** (not including game tickets) and an estimated **\$137 million in local game, broadcast, and event hosting expenditures.**
- SBLI consumed much of Houston's tourism infrastructure during Super Bowl week, particularly in Harris County, displacing regular visitor commerce typical for that time of year. In fact, about \$90 million in regular tourism spending was estimated to have been displaced by SBLI. Even though some of these displaced trips will likely be rescheduled, all were subtracted to arrive at **net incremental SBLI spending of \$338 million.**
- This incremental spending translated into a **significant economic contribution to GH GDP totaling \$347 million.** Moreover, the paid wages of \$228 million is typically enough to support over 4,480 annual jobs across the metro area.
- Texas state & local governments also benefited. **SBLI-initiated incremental state & local tax receipts reached over \$39 million.**
- And these figures do not include the additional benefits of global media exposure, new interest in GH for future meetings and events, and general civic pride.

## Super Bowl LI Bottom Line\*

For the Greater Houston MSA: in millions of \$ unless otherwise noted	SB LI Incremental Contribution
Gross SBLI Spending in GH	\$428M
Less value of regular tourism displaced by SBLI	(\$90M)
Equals Net SBLI Local Spending	\$338M
Less goods and services from outside the city	(\$93M)
Economic ripple effect	\$102M
Net Incremental Contribution to Greater Houston's GDP of	<b>Total: \$347M</b>
Translating into:	
Jobs Supported	4,480
Wages Paid	\$228M
State Taxes Paid	\$15M
Local Taxes Paid	\$24M
Source: Rockport Analytics	



# SBLI Attracted More than 150,000 Visitors to Greater Houston



## Composition of SBLI Visitors\* to Greater Houston

Ticketed Game Visitors	64,480	43%
Non-ticketed Visitors	46,100	31%
Team, NFL, Broadcast and Other Operations Staff	5,400	4%
Non-Local Credentialed Support Staff	30,780	20%
Non-Local Media	3,680	2%
<b>Total Non-Local Visitors</b>	<b>150,440</b>	<b>100%</b>

Source: NFL, SBLI Intercept Survey, Houston Super Bowl Host Committee, Rockport Analytics

\* A visitor is defined as someone who has either stayed overnight (regardless of origin) or traveled a distance of at least 50 miles one way during a day trip.

\*\* Houston–The Woodlands–Sugar Land Metropolitan Statistical Area

- SBLI brought over 150,000 visitors to Greater Houston over the 10-day period Jan 27<sup>th</sup>-Feb 6<sup>th</sup>, of which roughly 64,500 had game tickets
- Nearly 586,000 visitor-days were generated by SBLI comprised of 416,000 overnight stays and 170,000 daytrips\*
- SBLI visitors generated more than 337,000 room nights across Greater Houston\*\* with an average daily room rate of \$262 per night. SBLI utilized over 52% of all room nights across the metro area during the 10-day period. That number increased to over 87% during the final four days.
- The Bush and Hobby airports served an estimated 190,000 air travelers on Monday, February 6<sup>th</sup>. Moreover, an estimated fleet 1,600 private aircraft also brought SB visitors to Houston.
- Both non-local credentialed support staff and non-ticketed visitors were higher than anticipated, the latter attracted by the relative affordability of Houston and the number and quality of ancillary events.

# Super Bowl-Initiated Spending of Over \$428 Million

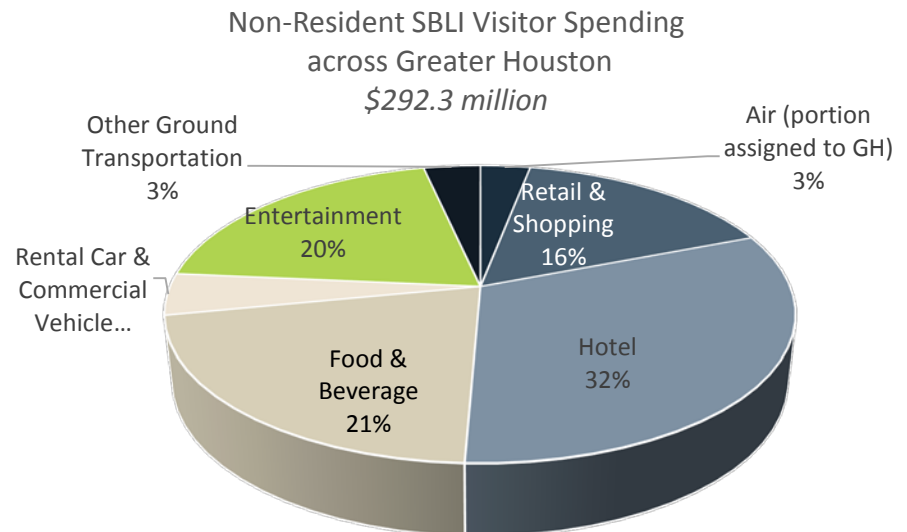
## Super Bowl LI Brought Substantial New Spending to Greater Houston

	in millions of \$	%
<b>Game Attendee/Visitor*</b>	\$292.3	69%
<b>Events Operations</b>	\$27.0	6%
<b>Game, Broadcast Operations &amp; Promotion</b>	\$101.7	23%
<b>Other</b>	\$7.1	2%
<b>Total SB LI-Initiated Spending</b>	<b>\$428.1</b>	<b>100%</b>

\* Excludes the value of SB LI ticket purchases. Those expenditures were assumed to immediately leave Greater Houston and Texas.

- Approximately 150,000 non-resident visitors came to Greater Houston for SB LI and spent over \$292 million on hotels, food, transportation, shopping, and entertainment.
- SB LI visitors spent an average of \$502 per day in Greater Houston. Typical Texas tourism spending averages about \$130/day\*
- Local hosting expenditures were also significant totaling more than \$137 million. This includes organizations such as the NFL, Fox Sports, Houston SB Host Committee, ESPN, numerous corporate sponsors, Harris County and Metro, the Harris County Sports Authority, and GH's airports.
- Countless GH businesses benefited by directly serving SB LI visitors or contributing to hosting the game and its many ancillary events.

Non-Resident Visitor Spending	Super Bowl LI Spending (in millions)
Air (portion assigned to GH)	\$8.5
Retail & Shopping	\$44.9
Hotel	\$88.3
Food & Beverage	\$59.4
Rental Car & Commercial Vehicle	\$12.7
Entertainment	\$56.2
Other Ground Transportation	\$9.7
Other –e.g. travel arrangement, laundry, other personal services	\$12.6
<b>Total Attendee/Visitor Spending</b>	<b>\$292.3</b>



Source: Smith Travel Research, Rockport Analytics

# From Gross Spending to the Incremental Economic Contribution of SBLI

## What was Spent Locally by All Participants

**Gross SBLI Spending**  
**\$428 million**

- All local game attendee/visitor, event operations, and game, broadcast, and promotions spending
- Subtracts any GH resident spending or hosting expenses that went to vendors outside of GH

**Less Displaced GH Tourism (\$90 million)**

- Average 2014-2016 GH tourism spending for same 7-day period displaced by SBLI
- Source: GHCVB, TX Texas Economic Development & Tourism Division, STR based on 3-yr averages for Jan 27<sup>th</sup>-Feb 5<sup>th</sup>

**Equals Net Incremental SBLI Spending**  
**\$338 million**

- Net new spending brought to GH by SBLI

**Less Goods & Services from outside of GH (\$93M) plus Economic Ripple Effect +\$102M**

## What Greater Houston got to keep

**Net SBLI-Initiated Contribution to GH GDP**  
**\$347 million**



*For every \$1 spent at SBLI, the GH economy gained \$1.03*

## *How Will SBLI Benefit Greater Houston & Texas?*

### By Promoting Texas Jobs

SBLI supported the equivalent of 4,230 annual jobs in Greater Houston paying an average wage equivalent of \$51,000 per year

### By Contributing to the Health of the Public Education

SBLI-initiated state & local tax revenue is estimated to be enough to educate 4,100 Texas public school students or hire more than 720 classroom teachers\*

### By Building Greater Houston Tourism

SBLI's \$292 million in visitor spending will boost annual GH tourism by an estimated 3.5% in 2017 -all in a 10-day period during tourism's low season! Moreover, many visitors and meeting planners impressed with GH and Texas will return to build future tourism. New interest is also fueled by 5.6B Twitter impressions, 190M social media impressions on Super Bowl Sunday alone, and 172M viewers of Super Bowl LI.

### By Helping to Relieve the Tax Burden of Texas Households

SBLI will generate about \$17 per Texas household in state & local tax receipts. Since no resident spending was included in the economic impact analysis, these tax receipts can be considered net new to state and municipal government budgets.

### By Capturing and Retaining Local Expenditures Made on Behalf of SBLI

For every \$1 spent at SBLI, the GH economy retained about 99¢. About 65¢ of that retained benefit went towards paying Texas workers a total of \$217 million in wages and salaries. And 13¢ of each SBLI dollar

went towards the payment of state and local taxes.

\* Based upon National Education Association statistics for Texas, 2015

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**Rockport Analytics LLC**

West Chester, PA

web: [rockportanalytics.com](http://rockportanalytics.com)

email: [info@rockportanalytics.com](mailto:info@rockportanalytics.com)

phone: (866) 481-9877