

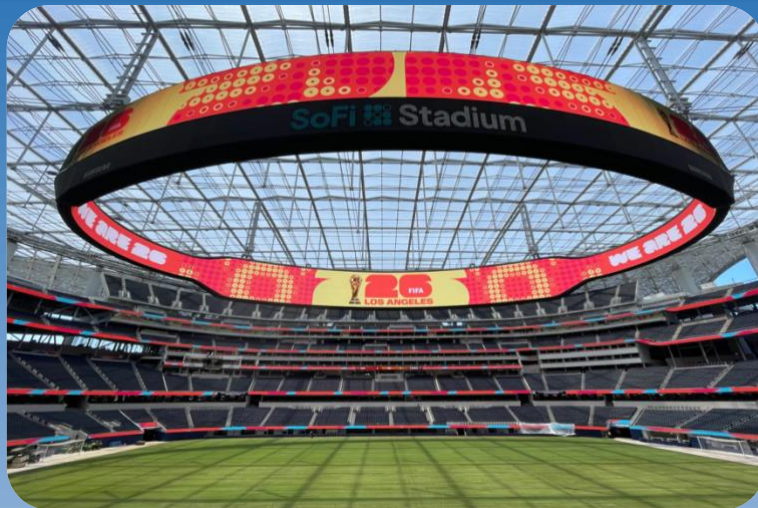
# Projected Economic Impact of FIFA World Cup 26™ County of Los Angeles June-July 2026

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By  
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Micronomics  
Economic Research and Consulting

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## **I. Background**

On June 16, 2022, FIFA selected Los Angeles as one of the host cities for the FIFA World Cup 26™. The world governing body for soccer recognized the Los Angeles region's experience hosting the 1994 FIFA World Cup™ and 1999 FIFA Women's World Cup™, as well as the world-class infrastructure, vibrant communities, and rich soccer culture that sets Los Angeles apart. Los Angeles was honored by being chosen to host a total of eight matches, including two matches for the United States Men's National Team – the opening match for the tournament in the USA and third match – along with six more matches, including three knockout round matches and a quarter-final match.<sup>1</sup>

In Los Angeles, the fundamental purpose of attracting and hosting major events is to deliver tangible, significant, and enduring benefits to the greater community. This includes ensuring that small and diverse businesses have direct procurement opportunities related to these events.

The Los Angeles World Cup 2026 Host Committee tasked Micronomics with evaluating the overall economic impact of this global sporting event on the Los Angeles region. The games **are expected to attract nearly 150,000 out-of-town visitors above the baseline that would otherwise be in Los Angeles during that time period.**

Based on our comprehensive analysis, we project the FIFA World Cup 26™ will reap economic benefits far beyond any event held in recent years in Los Angeles. For example, we estimate the economic impact of the FIFA World Cup 26™ will be significantly greater than Super Bowl LVI held at SoFi Stadium in 2022, for which our estimate was \$477 million, with tax revenue projected to exceed the \$22 million generated by the Super Bowl.

These larger impacts are due, in part, to the longer duration of event activities and the projected increase in international visitors who spend at higher levels. In all, our analysis found that the FIFA World Cup 26™ will deliver nearly a quarter of a billion dollars in increased wages for employees in Southern California in industries that range from hotel and restaurants to retail, transportation, and entertainment.

Spending is projected to top **\$594 million**, with an estimated **\$34.9 million** of tax revenue generated for government entities in Los Angeles County. The most significant sources are the transient occupancy tax and the region's share of sales tax revenues. At the state level, we project a bump of **\$22.3 million** in tax revenue from FIFA World Cup 26™ being held in Los Angeles.

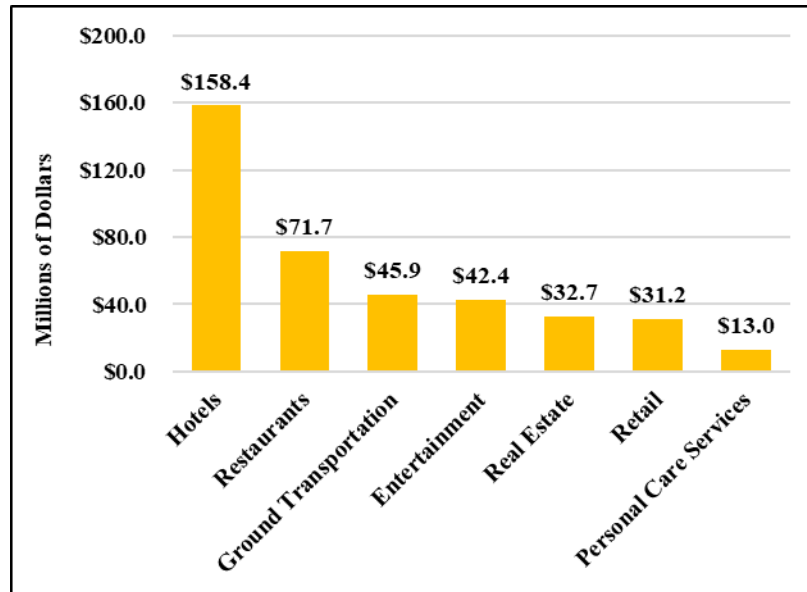
Beyond the direct economic impacts during the 39-day FIFA World Cup 26™, we also evaluated the value of media exposure and increased international tourism that Los Angeles can expect in the future. Based on expected advertising rates and the amount of exposure Los Angeles is projected to receive, we project that the region will receive a boost of **\$230.4 million** in economic impact that translates into **\$13.5 million** of future local tax revenue.

## II. **Economic Impact of the FIFA World Cup 26™ on LA County**

### **Summary of Economic Impacts from Hosting the FIFA World Cup 26™**

1. **\$594 million** economic impact to Los Angeles County, made up of:
  - i. \$343 million in direct spending by World Cup visitors; and
  - ii. \$251 million in follow-on spending.
2. **\$243.2 million** increase in wages paid associated with new jobs and longer working hours for existing employees in various industries.
3. **\$34.9 million** in tax revenue for Los Angeles County. Taxes will accrue to LA county and its cities' general funds which can be used for social services, public safety, transportation, local community investments, etc.
4. **\$22.3 million** in additional tax revenue for the State of California.
5. **179,200** unique, out-of-town visitors, with **146,511** of those visitors representing an increase over expected baseline tourism.
6. Average spending of **\$2,350 per visitor**, with approximately half spent on lodging accommodations.
7. **329,650 room-nights** above and beyond baseline hotel occupancy over a four to five week period.
8. **\$230.4 million** in media value from increased future tourism.

**Figure 1: Total Economic Impact on Selected Industries in LA County**



### **III. Economic Impact in Detail**

As a result of hosting eight matches for the FIFA World Cup 26™, Los Angeles County will realize up to **\$594 million in total economic impact** (including \$343 million in increased direct spending by out-of-town visitors) and generate approximately **\$35 million in additional tax revenue that stays in LA County**; and **\$22 million in tax revenue to the State of California**. These economic benefits are associated with a **gain in wages of \$243.2 million**.

The City of Los Angeles is expected to realize a total economic impact of almost \$256 million, while the City of Inglewood, home of SoFi Stadium, will see an impact of over \$17 million.

**Table 1: Economic Impacts to Los Angeles County  
from Hosting Eight Games at the FIFA World Cup 26™**

<b>Description</b>	<b>Estimate</b>
Direct Spending	\$343,361,620
Follow-On Impacts	\$250,956,782
<b>Total Economic Impact</b>	<b>\$594,318,402</b>
<b>Tax Revenue to LA County</b>	<b>\$34,943,320</b>
Tax Revenue to State of California	\$22,294,525
<b>Gain in Wages Paid</b>	<b>\$243,157,485</b>

**Table 2: Total Economic Impact by City**

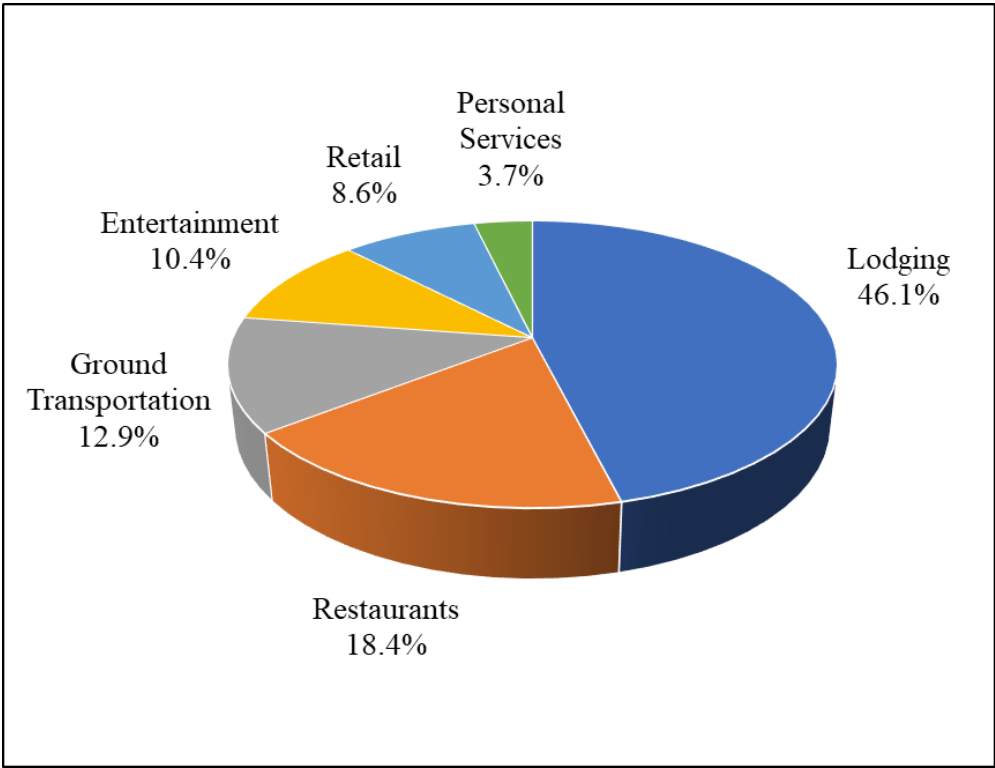
<b>City</b>	<b>Total Economic Impact</b>
LA City	\$255,589,921
Long Beach	49,132,728
Santa Monica	30,538,757
Torrance	24,119,127
Pasadena	23,422,546
Burbank	21,261,561
West Hollywood	20,802,450
Beverly Hills	19,425,119
El Segundo	19,535,939
Inglewood	17,533,268
Glendale	10,250,827
Culver City	9,134,714
Rest of LA County	93,571,447
<b>Total</b>	<b>\$594,318,402</b>

**Direct Economic Impact of Hosting the FIFA World Cup 26™**

Direct economic impact is one of two components of total economic impact and consists of incremental spending directly attributable to out-of-town visitors attending FIFA World Cup 26™ games in Los Angeles. We have quantified this impact at \$343 million. This spending also produces increases in local tax revenues and stimulates the regional work force.

Visitor expenditures in the local economy will include lodging (e.g., hotels or home shares), food and beverages, retail, transportation, and entertainment. A breakdown of anticipated visitor spending by category is shown in the chart below.

**Figure 2: Direct Spending Excluding Airfare**



World Cup fans typically spend more than average tourists. A study of the 2002 World Cup (hosted jointly by South Korea and Japan) found that the per-capita expenditures by foreign World Cup tourists were 1.8 times higher than that of ordinary foreign tourists.<sup>2</sup> The study also found that World Cup tourists spent over \$2,200 per person on accommodations, food and beverage, tour and transport, shopping, and culture and recreation.<sup>3</sup>

Direct beneficiaries of this increased spending include restaurants; transportation services such as taxis, Uber, Lyft, and limousines; hotels and hospitality service providers such as Airbnb; other entertainment venues, museums, and places of interest; and regional stores and malls, among

others. Recipients of visitor spending further add to regional benefits by creating additional tax revenues, a portion of which benefits Los Angeles County and its cities and local communities.

We utilize several variables to estimate the impacts of incremental visitor spending. Across eight games, **more than 179,000 out-of-town visitors for the FIFA World Cup are expected, with 146,511 being unique, incremental visitors after accounting for baseline tourism in Los Angeles.**<sup>4</sup> In other words, our model excludes approximately 32,000 visitors who would otherwise come to LA County but-for the FIFA World Cup. Additionally, our model assumes that of these incremental out-of-town visitors, 90 percent will stay in hotels, motels, room shares, etc., which accounts for the possibility that some out-of-town visitors stay with friends and family. Visitors will spend an average of \$2,350 per person during their stay on lodging, food & beverages, transportation, retail, entertainment, etc.

The model projects average hotel room rates at \$480 per night and visitor daytime spending at \$230 per person per day (separate from lodging expenditures). The \$480 per night room rate represents an **increase over expected baseline room rates of \$227 per night** (an increase of 90 percent) meaning that not only will the FIFA World Cup generate approximately **330,000 incremental room nights above and beyond expected baseline tourism**, but those guests will spend approximately \$227 more per night over the expected baseline room rate. See Exhibit 1 and the table below for additional details.

**Table 3: Direct Spending in Los Angeles County**

<b>Description</b>	<b>Estimate</b>
Incremental Out-of-Town Visitors	146,511
Incremental Room Nights	329,650
Average Daily Hotel Rate	\$480
Spending per Visitor Ex-Lodging	\$1,150
<b>Direct Spending</b>	<b>\$343,361,620</b>

**Follow-On Economic Impact of Hosting the FIFA World Cup 26™**

Follow-on spending is the second of our two components of total economic impact. We have quantified this impact at \$251 million. Economists recognize that additional income produces follow-on spending. When visitors come to Los Angeles for the World Cup they spend money at local restaurants, bars, retail shops, taxis and Ubers, movies and comedy shows, etc. Businesses

meet this demand by purchasing more goods and materials, hiring more workers or increasing worker hours, and so on. For example, to keep up with increased demand, a restaurant will purchase more supplies. These are *indirect* impacts. Surrounding businesses are boosted as newly hired servers spend their wages in the local economy. These are *induced* impacts. Indirect and induced impacts were measured using IMPLAN modeling software.<sup>5</sup>

We have estimated follow-on spending derived by recipients of the initial direct spending calculated above. The table below details the follow-on economic impact expected in LA County from hosting the FIFA World Cup 26™. Total follow-on impact is composed of the indirect impact (e.g. restaurants with increased revenues purchase more ingredients and supplies) and induced impact (e.g. newly hired restaurant workers spend their wages locally).

**Table 4: Follow-On Economic Impact on Los Angeles County**

<b>Description</b>	<b>Estimate</b>
Indirect Impact	\$125,305,405
Induced Impact	\$125,651,376
<b>Follow-On Impacts</b>	<b>\$250,956,782</b>

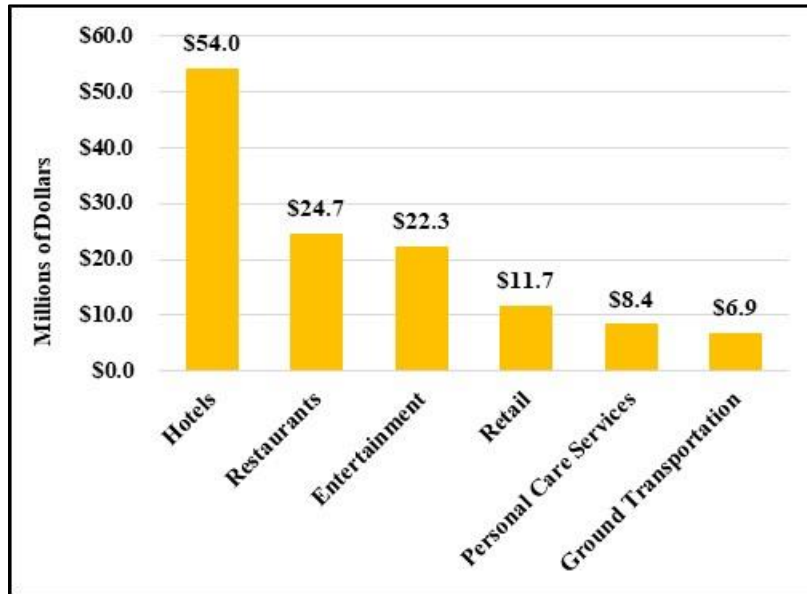
**IV. Gain in Wages Paid**

Los Angeles County will see an increase in wages of approximately \$243 million in connection with hosting eight FIFA World Cup 26™ games.

Increased wages due to the FIFA World Cup will be distributed across many industries in the LA area, including hospitality, restaurants and bars, retail, entertainment, and transportation, as well as health care, advertising, government, and others. Employment in the hotel industry in LA County is expected to see a gain of \$54 million stemming from a combination of new hires and increased hours for existing employees. Wages for restaurant employees are expected to increase by \$25 million. Anticipated wage increases for several industries are set forth in Figure 3 below.



**Figure 3: Gain in Wages for Selected Industries in LA County**



## V. Increased Tax Revenue

The FIFA World Cup 26™ will lead to an increase in tax revenue to Los Angeles County of approximately **\$34.9 million**, while the State of California will see a separate gain in tax revenue of over **\$22 million**.

Based on our model, approximately \$20.7 million of the \$34.9 million (nearly two-thirds) in taxes staying in LA county will be hotel occupancy taxes, also known as transient occupancy taxes, which are assessed on short term overnight stays at hotels, motels, and room shares such as Airbnb and Vrbo (“hotel tax”). Another \$6.1 million will result from sales and use taxes. The remaining \$8.2 million will come from sales and use taxes from follow-on spending in LA County.

**Table 5: Increased Tax Revenue to LA County and the State of California**

<b>Description</b>	<b>Estimate</b>
Hotel Tax	\$20,689,443
Direct Sales and Use Tax	\$6,051,128
Follow-On Sales and Use Tax	\$8,202,748
<b>Tax Revenue to LA County</b>	<b>\$34,943,320</b>
<b>Tax Revenue to State of California</b>	<b>\$22,294,525</b>

Some of the additional tax revenue in LA County will be offset by increased costs in city/county services, logistics, transportation, community engagement, and other obligations, but the net financial impact likely will be positive for LA County. Notably, governmental costs associated with hosting the tournament will generate income for local businesses and workers and lead to additional tax revenue. For example, police officers, EMTs, and firefighters working overtime during the World Cup may use some of their extra earnings to patronize local businesses, restaurants, entertainment venues, and souvenir shops. This generates additional sales and use taxes that ultimately flow back to local governments, which serves to partially offset some of the added public safety costs. Further, a portion of the additional incremental income taxes from these individuals will add to state and local government general funds.

The \$34.9 million in tax revenue will be distributed throughout LA County and its cities. For example, we estimate that the City of Los Angeles will gain more than \$15.6 million in tax revenue from an increased economic impact of \$256 million; the City of Inglewood will gain over \$1.1 million in tax revenue from an increased economic impact of \$17.5 million; Long Beach will gain more than \$2.8 million in tax revenue from an increased economic impact of \$49.1 million; and Santa Monica will gain nearly \$2 million in tax revenue from an increased economic impact of \$30.5 million. More information about the estimated breakdown for selected cities of increased tax revenues and economic impact from hosting the FIFA World Cup in LA County is available at Exhibits 1.1-1.3. Distribution of increased tax revenue by city is summarized in the table below.

**Table 6: Distribution of Tax Revenue by City**

<b>City</b>	<b>Hotel Tax</b>	<b>Sales and Use Tax</b>	<b>Follow-On Tax</b>	<b>Total</b>
LA City	\$9,526,797	\$2,602,321	\$3,527,637	\$15,656,755
Long Beach	1,700,550	500,251	678,127	2,878,928
Santa Monica	1,219,601	310,934	421,494	1,952,029
Torrance	706,365	245,572	332,891	1,284,828
Pasadena	755,185	238,480	323,277	1,316,941
Burbank	566,070	216,477	293,451	1,075,998
West Hollywood	692,308	211,803	287,114	1,191,225
Beverly Hills	724,047	197,779	268,104	1,189,931
El Segundo	624,152	198,908	269,634	1,092,694
Inglewood	723,552	178,517	241,993	1,144,062
Glendale	327,503	104,370	141,481	573,354
Culver City	340,485	93,006	126,077	559,568
Rest of LA County	2,782,827	952,710	1,291,468	5,027,004
<b>Total</b>	<b>\$20,689,443</b>	<b>\$6,051,128</b>	<b>\$8,202,748</b>	<b>\$34,943,320</b>

## **VI. FIFA World Cup 26™ vs. Super Bowl LVI**

Super Bowl LVI, which took place at SoFi Stadium in February 2022, involved a week of events. The game generated significant economic activity throughout the Los Angeles region. The FIFA World Cup 26™ will have multiple games, more visitors (and more international tourists), and will be spread out over the course of several weeks. A comparison of the expected incremental economic impacts of Super Bowl LVI and FIFA World Cup 26™ in Los Angeles County is below.

**Table 7: Comparison of Duration and Economic Impacts from Super Bowl LVI and FIFA World Cup 26™ in Los Angeles County<sup>6</sup>**

Description	Super Bowl LVI	FIFA World Cup 2026™
Approximate Dates	Feb. 6 - Feb. 13, 2022	Jun. 11 - Jul. 19, 2026
Approximate Duration (Days)	8	39
Total Room Nights	187,500	329,650
Gain in Wages	\$160M	\$243M
Overall Local Tax Revenue	\$17M	\$35M
Total Economic Impact	\$356M	\$594M

## VII. Value of Media Exposure and Increased Future Tourism

Global media exposure of the World Cup is unparalleled.<sup>7</sup> FIFA estimated that 1.5 billion viewers tuned in to the 2022 Final game alone.<sup>8</sup> It is estimated that approximately 5 billion people engaged with the 2022 tournament across various media, platforms, and devices.<sup>9</sup> Predictably, the World Cup generates more advertising revenue than any other event, with approximately \$3 billion spent worldwide during the 2018 World Cup, up from \$2.4 billion in 2014 and \$1.6 billion in 2010.<sup>10</sup> Advertising slots are expensive, reflecting the tremendous value companies place on the power of World Cup exposure. During the 2018 World Cup, the average cost of a 30-second advertisement slot on Fox was \$437,707.<sup>11</sup>

The FIFA World Cup also impacts how the rest of the world views the hosts. The Anholt Nation Brand Index, an annual survey which measures various aspects of a country including tourism, culture, governance, etc., showed a clear rise in international perception of Germany as a result of hosting the 2006 World Cup.<sup>12</sup> This likely will lead to long-term increases in international tourism to Los Angeles after the 2026 World Cup, and that brings more spending and a bump in incremental tax revenue to Los Angeles County and the cities that encompass it.

Due to the positive impacts of hosting the 2022 World Cup, Qatar aimed to attract up to 6 million tourists per year through 2030.<sup>13</sup> Data collected for the first two months of 2023 show that Qatar welcomed 730,000 visitors – a 347 percent increase over the prior year.<sup>14</sup>

One method of estimating the value of media exposure to the Los Angeles region relies on advertising exposure.<sup>15</sup> Advertising is understood by economists as an investment, with a return expected to exceed the initial investment. Assuming Los Angeles receives 15 minutes of exposure during each game in Los Angeles, it would obtain at least \$133.1 million in value from media coverage over eight games (\$16.6 million per game).<sup>16</sup> This figure is associated with increased

tourism and investment in Los Angeles County and its cities in the years following the World Cup and leads to increased future tax revenues. For example, the Visit California ad campaign estimated that each dollar it spent on advertising yielded a return of \$19 to California's general fund.<sup>17</sup> At this rate, media exposure resulting from Los Angeles hosting eight FIFA World Cup 2026™ games would generate over \$2.5 billion for California's general fund. Assuming a return equal to the value of media exposure (\$133.1 million) suggests **the economic impact to LA County of increased future tourism stemming from media exposure at the FIFA World Cup will be \$230.4 million**, which results in approximately \$13.5 million of tax revenue staying in the county and its cities.<sup>18</sup>

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### About Micronomics

**Micronomics** is an economic research and consulting firm with offices in Santa Monica and Long Beach, California. Founded in 1988, it specializes in the collection, tabulation and analysis of various types of economic, financial and statistical data. Areas of expertise include industrial organization, antitrust, economic impact studies, the valuation of intellectual property and the calculation of economic damages. Clients include publicly and privately held businesses and government agencies. Industry experience includes sports and entertainment, banking and financial services, pharmaceuticals, telecommunications, and computer hardware and software.



## Notes

- <sup>1</sup> Los Angeles was selected to host the following matches. See “Los Angeles to host USA's opening match of FIFA World Cup 26,” FIFA website (<https://www.fifa.com/en/tournaments/mens/worldcup/canadamexicousa2026/articles/los-angeles-stadium-host-usa-opening-game>).

Match 4 | Group Stage (USA game one) | Friday, 12 June  
Match 15 | Group Stage | Monday, 15 June  
Match 26 | Group Stage | Thursday, 18 June  
Match 39 | Group Stage | Sunday, 21 June  
Match 59 | Group Stage (USA game three) | Thursday, 25 June  
Match 73 | Round of 32 | Sunday, 28 June  
Match 84 | Round of 32 | Thursday, 2 July  
Match 98 | Quarter-final | Friday, 10 July

- <sup>2</sup> Lee, Choong-Ki and Tracy Taylor, “Critical Reflections on the Economic Assessment of a Mega-Event: The Case of 2002 FIFA World Cup,” *Tourism Management* 26 (2005), Received February 27, 2003.
- <sup>3</sup> Lee, Choong-Ki and Tracy Taylor, “Critical Reflections on the Economic Assessment of a Mega-Event: The Case of 2002 FIFA World Cup,” *Tourism Management* 26 (2005), Received February 27, 2003.
- <sup>4</sup> We estimate that of the 179,200 out-of-town visitors will attend the FIFA World Cup 2026™, 146,511 will be incremental visitors attracted due to the World Cup and 32,689 visitors will displace tourists who otherwise would have visited LA but-for the World Cup. See Exhibit 1 for further details.

Excluded from the number of out-of-town visitors are team delegations and media members. In 2022, 2,593 media accreditations were issued by FIFA for the tournament. A massive multi-level media center was set up at the Qatar National Convention Center to provide connectivity, work space, and other resources for media members around the clock. While the length of trip and daytime expenditures by these added attendees can vary greatly, they are expected to spend more than fans on a per-person basis, as business travelers typically have higher expenses than leisure travelers. See:

“The FIFA World Cup Qatar 2022™ in numbers” (<https://digitalhub.fifa.com/m/546158158e52f1c9/original/The-FIFA-World-Cup-Qatar-2022-in-numbers.pdf>).

U.S. Travel Association, *Travel Forecast*, Fall 2022 ([https://www.ustravel.org/sites/default/files/2022-11/us-travel-forecast\\_fall-2022.pdf](https://www.ustravel.org/sites/default/files/2022-11/us-travel-forecast_fall-2022.pdf)).

- <sup>5</sup> IMPLAN data include detailed information specific to zip codes with respect to population, number of households, output (the value of industry production), employment (the annual average of full-time/part-time/seasonal jobs) and employee and proprietor compensation, among other things.

Application of IMPLAN modeling typically begins by measuring the direct effects of an initial round of expenditures, e.g., expenditures associated with hosting the World Cup in Los Angeles. These are referred to as “Direct Effects.” The IMPLAN model provides information regarding how the regional community has responded in the past to these types of impacts.

“Indirect Effects” reflect the impact that regional beneficiaries of visitor spending have through their own subsequent spending on regional goods and services. These impacts are calculated using IMPLAN modeling based on actual historic spending patterns in Los Angeles County.

“Induced Effects” reflect ultimate responses in the market as beneficiaries of direct and indirect income recirculate it through the regional economy. See IMPLAN website (<http://www.implan.com/>).

- <sup>6</sup> Figures for Super Bowl LVI represent the average of Micronomics’ low- and high-end scenarios.

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- <sup>7</sup> Kranjec, Jastra, “FIFA World Cup 3.56 Billion Global Reach Beats Super Bowl and Olympics,” Box Score News, November 28, 2022 (<https://boxscorenews.com/fifa-world-cup-billion-global-reach-beats-super-bowl-and-olympics-p167498-297.htm>).
- Adgate, Brad, “World Cup Finals Averaged Nearly 26 Million Viewers on Fox, Telemundo and Streaming,” Forbes, December 20, 2022 (<https://www.forbes.com/sites/bradadgate/2022/12/20/world-cup-finals-averaged-nearly-26-million-viewers-on-fox-telemundo-and-streaming/?sh=6a2aa4f69778>).
- <sup>8</sup> Summerscales, Robert, “FIFA World Cup Final Beat Super Bowl LVI By More than One BILLION Viewers in TV Ratings,” SI, January 18, 2023 (<https://www.si.com/fannation/soccer/futbol/news/how-fifa-world-cup-final-beat-super-bowl-lvi-in-tv-ratings>).
- <sup>9</sup> “One Month On: 5 Billion Engaged with the FIFA World Cup Qatar 2022™,” FIFA website, January 18, 2023 (<https://www.fifa.com/tournaments/mens/worldcup/qatar2022/news/one-month-on-5-billion-engaged-with-the-fifa-world-cup-qatar-2022-tm>).
- <sup>10</sup> “World Cup Ad Spend Heading In New Directions,” Adskate website (<https://www.adskate.com/blogs/2022/12/14/world-cup-ad-spend-heading-in-new-directions/>).
- <sup>11</sup> Galvan, Andrea, “A Look into the Advertising Business of the 2022 World Cup,” GlobalEDGE, Michigan State University, October 26, 2022 (<https://globaledge.msu.edu/blog/post/57181/a-look-into-the-advertising-business-of-the-2022-world-cup>).
- <sup>12</sup> In 2007, following the World Cup, Germany rose to 1<sup>st</sup> place in a worldwide image comparison, up from 3<sup>rd</sup> place two years prior. Perceptions about German tourism, the German people, culture, heritage, investment opportunities, and governance all increased. See:
- Maenning, Wolfgang, “One year later: A re-appraisal of the economics of the 2006 soccer World Cup,” IASE/NAASE Working Paper Series, Paper No. 07-25, July 2007, pp. 15-17.
- “The 2006 FIFA World Cup and its effects on the image and economy of Germany,” Germany Tourism, p. 7.
- <sup>13</sup> “Qatar’s \$220 billion tourism boost, will it pay off?” Euro news, November 24, 2022 (<https://www.euronews.com/next/2022/11/23/qatars-220-billion-tourism-boost-will-it-pay-off>).
- <sup>14</sup> “Is tourism soaring in Qatar after World Cup 2022? Yes, there’s 347% increase,” Fast Company, March 29, 2023 (<https://fastcompany.com/news/is-tourism-soaring-in-qatar-after-world-cup-2022-yes-theres-347-increase/>).
- <sup>15</sup> This method of valuing media exposure is also known as Advertising Value Equivalency. See “Media – Value – Advertising Value Equivalency,” Event Impacts website (<https://www.eventimpacts.com/impact-types/media/content/media-value/intermediate-measures>).
- <sup>16</sup> Based on the cost of a 30-second advertisement on Fox during FIFA World Cup 2018™ of \$437,707, grown at a conservative 3 percent rate to 2026, resulting in \$554,474. (\$133.1 million = 0.25 hours of coverage per game x 8 games x 120 thirty-second segments x \$554,474 per thirty seconds.)
- <sup>17</sup> “Visit California - Domestic Advertising Total 2011 ROI Research Summary,” Prepared by Strategic Marketing & Research, Inc., March 2012, p. 14.
- <sup>18</sup> We have used software called Impact analysis for planning (“IMPLAN”) to measure these benefits. The analysis assumes the same multipliers used in the direct spending model. Specifically, a multiple of 1.73088187 (the ratio of direct spending to total output, see Exhibit 2) was used to estimate the total impact of future tourism due to media exposure, while a multiple of 0.101768275 (the ratio of total tax revenue that stays in LA County to direct spending, see Exhibit 2) was used to calculate tax revenue associated with future tourism.