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**SUPER BOWL XXXII GENERATES \$295 MILLION
ECONOMIC IMPACT ON SAN DIEGO COUNTY**

Super Bowl XXXII generated a total economic impact on San Diego County of \$295 million, according to a study done by PricewaterhouseCoopers LLP.

The study determined that 122,000 people visited San Diego for the Super Bowl and related activities, including 56,700 who were in the San Diego area because of the Super Bowl but did not attend the game.

The study was based on extensive research, including approximately 1,050 onsite interviews during Super Bowl week, 330 questionnaires of the media, 1,500 take home surveys of Super Bowl out-of-town visitors, interviews with 85 corporations and with local San Diego businesses. The study did not account for spending by San Diego residents on Super Bowl activities or events.

Super Bowl XXXII also produced \$16.4 million in increased tax revenues for the City of San Diego, County of San Diego, and State of California, and approximately \$3.0 million for local San Diego charities.

"Benefits which are not easily quantifiable are also attributed to the Super Bowl," the report stated, "including benefits to local and regional charities, improvements to infrastructure and other developments, and the marketing exposure for the region generated by one of the world's largest media events."

Other highlights of the study include:

- 126,000 total hotel room nights in San Diego were generated from Super Bowl activities during the month of January.
- 87 percent of visitors stayed overnight, the average length of stay being 4.0 nights and 4.5 days.
- Super Bowl XXXII reached a national audience of approximately 133.4 million viewers in the United States and was televised in 187 other countries.
- Corporate sponsors hosted 18 meetings in San Diego in the year leading to Super Bowl XXXII.
- 76 percent of Super Bowl visitors toured the Gaslamp District; 26 percent visited the San Diego Zoo; 18 percent visited Sea World.

- 93 percent of NFL Super Bowl contractors used local businesses for goods and services.

The Denver Broncos defeated the Green Bay Packers 31-24 in Super Bowl XXXII at Qualcomm Stadium on January 25, 1998.