

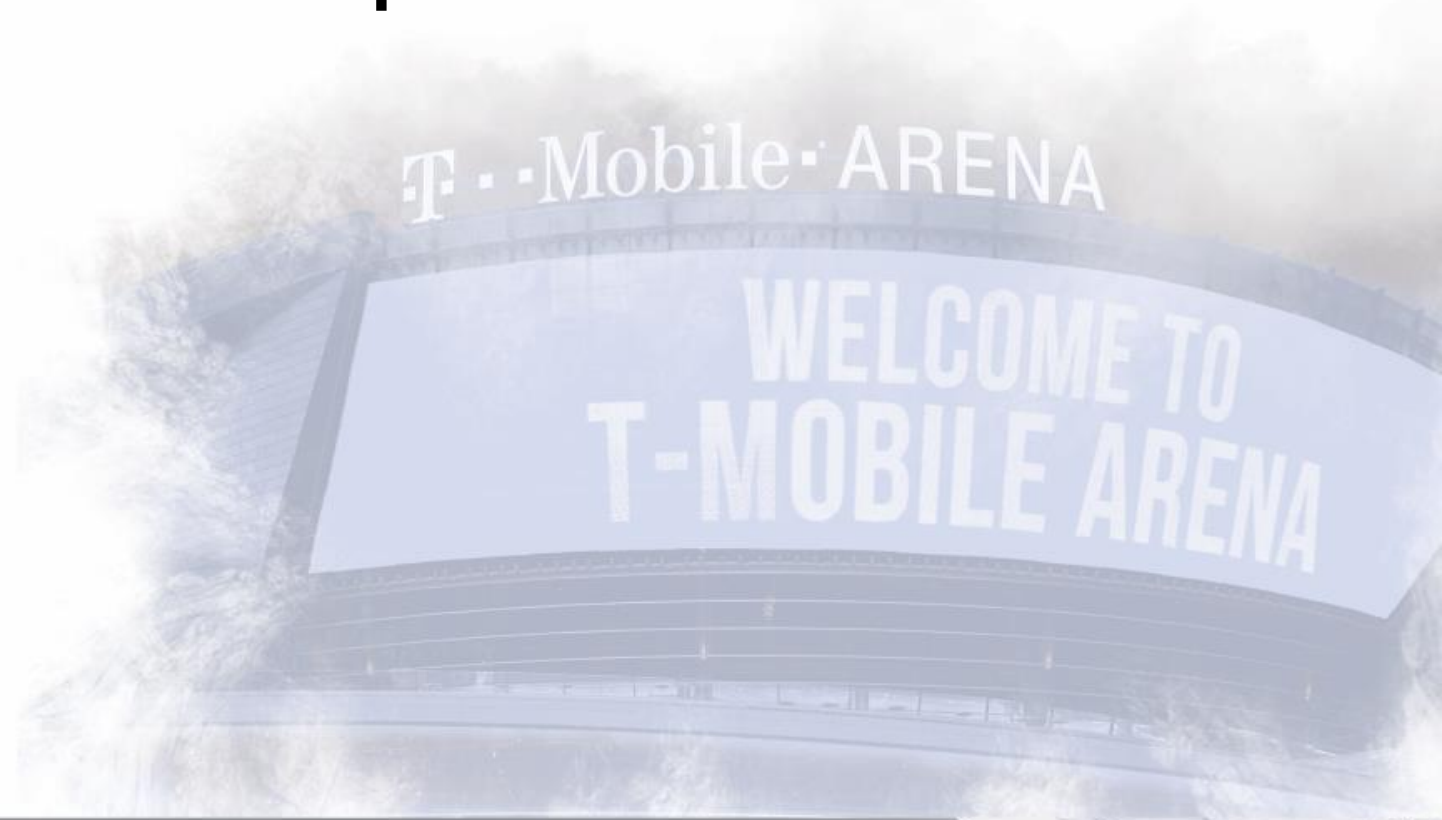
MAY 2, 2017

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

APPLIED
ANALYSIS 

Professional Sports in Las Vegas

Additions and Expansions



Las Vegas Professional Sports Additions



Las Vegas Professional Sports Additions



Photo: NHL.com

Vegas Golden Knights

- National Hockey League
- Beginning 2017-2018 season
- Playing at T-Mobile Arena
- Roughly 45 home games per year (including preseason)

Las Vegas Professional Sports Additions



Las Vegas Raiders

- National Football League
- Relocating from Oakland, CA
- Targeted 2020 season start date
- New \$1.9 billion stadium to be constructed
- 8 regular season and 2 preseason home games per year

Las Vegas Professional Sports

Existing Major Professional Sports Entities



Las Vegas Professional Sports

UFC



- World Headquarters in Las Vegas since 2001
- International Fight Week had a \$230 million economic impact in 2015
- Agreement with T-Mobile Arena to be anchor tenant, will have at least 4 events at the venue annually

Las Vegas Professional Sports

UFC



- Nearing completion of new headquarters building, which includes the UFC Performance Institute
- 180,000-square-foot facility on 24 acres
- In addition to corporate offices, the campus includes training and rehab space for all UFC fighters
- Opening second quarter of 2017

Las Vegas Professional Sports

NASCAR

- NASCAR in Las Vegas since 1996
- Adding a second race in 2018
- Estimated **96,400** out-of-town attendees in 2016
- **\$82 million** in visitor spending in 2016



Source: Las Vegas Convention and Visitors Authority

Las Vegas Professional Sports

Wrangler National Finals Rodeo



- Held in Las Vegas since 1985
- In 2015:
 - **172,650** total event attendance
 - **46,700** out-of-town visitors
 - **\$71 million** in visitor spending

Source: Las Vegas Convention and Visitors Authority

Las Vegas Professional Sports

Wrangler National Finals Rodeo



★ since 1986 ★
**COWBOY
CHRISTMAS**
— IT'S ALL HERE —



Tourism and Special Events

Las Vegas is Built for Large-Scale Events



National Finals Rodeo

Total Event Attendance: 170,000+



Electric Daisy Carnival

Total Event Attendance: 400,000+

Las Vegas Professional Sports

A Mutually Beneficial Relationship

As a destination for attendees, Las Vegas has a lot to offer beyond the main event



Las Vegas Professional Sports

A Mutually Beneficial Relationship

Visitors in Las Vegas to
Attend Sporting Events
Spend Money on a Variety
of Non-Event Activities



WORLD-CLASS
RESORTS



SHOPPING



ENTERTAINMENT

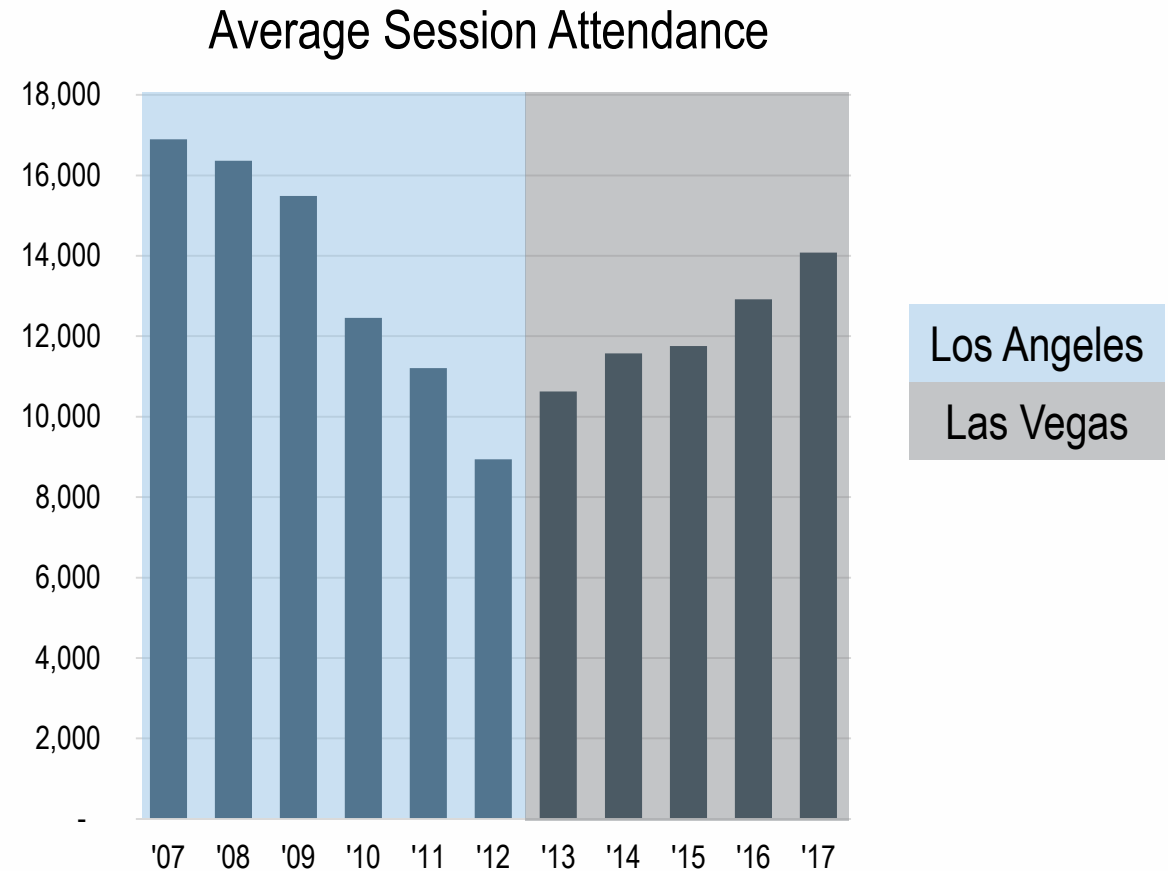


FINE DINING

Las Vegas Professional Sports

A Mutually Beneficial Relationship

The Las Vegas Effect





Leveraging the Las Vegas Tourism Economy

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

Top U.S. Tourism Cities

Las Vegas

1ST

Overnight Tourism Visits

Rank	Destination	Overnight Visits
1	Las Vegas	41.1 M
2	New York	35.0 M
3	Orlando	31.5 M
4	Los Angeles	29.5 M
5	Chicago	27.0 M
6	Atlanta	25.9 M
7	Charlotte	24.5 M
8	Seattle	19.2 M
9	Detroit	18.0 M
10	San Francisco	18.0 M

Source: Destination Marketing Association International (2014), Las Vegas Convention and Visitors Authority

Las Vegas Room Inventory

Rank	City	Room Count
1	Las Vegas	149,200
2	Orlando	117,400
3	Chicago	111,500
4	New York	106,600
5	Los Angeles	98,100
6	Atlanta	94,600
7	Houston	78,200
8	Dallas	77,500
9	Phoenix	62,600
10	San Diego	60,500



149,200

More hotel & motel rooms than
any other U.S. market

Source: Las Vegas Convention and Visitors Authority

Origin & Destination Passengers

MCCARRAN INTERNATIONAL
AIRPORT

2ND

Busiest U.S. Airport

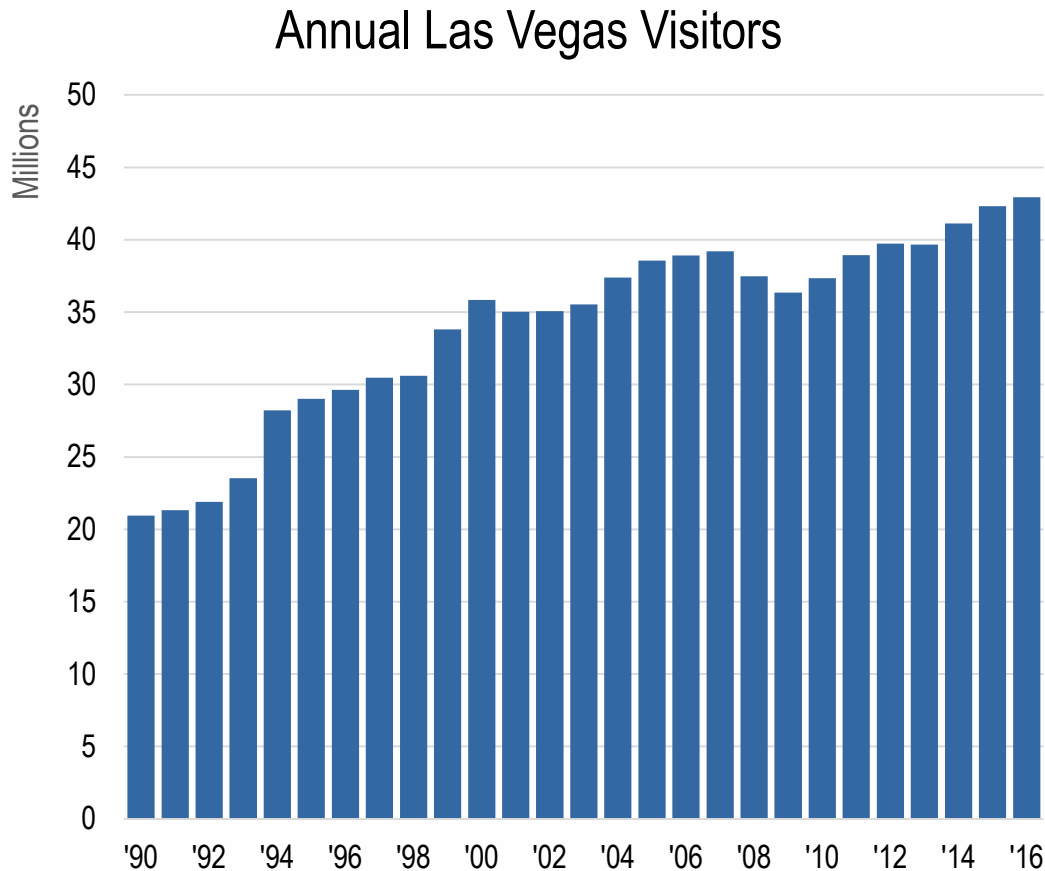
When excluding passengers with
connecting flights

Rank	Airport	O&D Passengers
1	Los Angeles (LAX)	40.0 M
2	Las Vegas (LAS)	32.2 M
3	Chicago- O'Hare (ORD)	32.0 M
4	Denver (DEN)	30.4 M
5	Atlanta (ATL)	30.2 M
6	Orlando (MCO)	30.1 M
7	San Francisco (SFO)	28.3 M
8	Boston (BOS)	25.2 M
9	Seattle (SEA)	24.9 M
10	New York- LaGuardia (LGA)	24.0 M

Source: McCarran International Airport 2015

Tourism and Special Events

Las Vegas

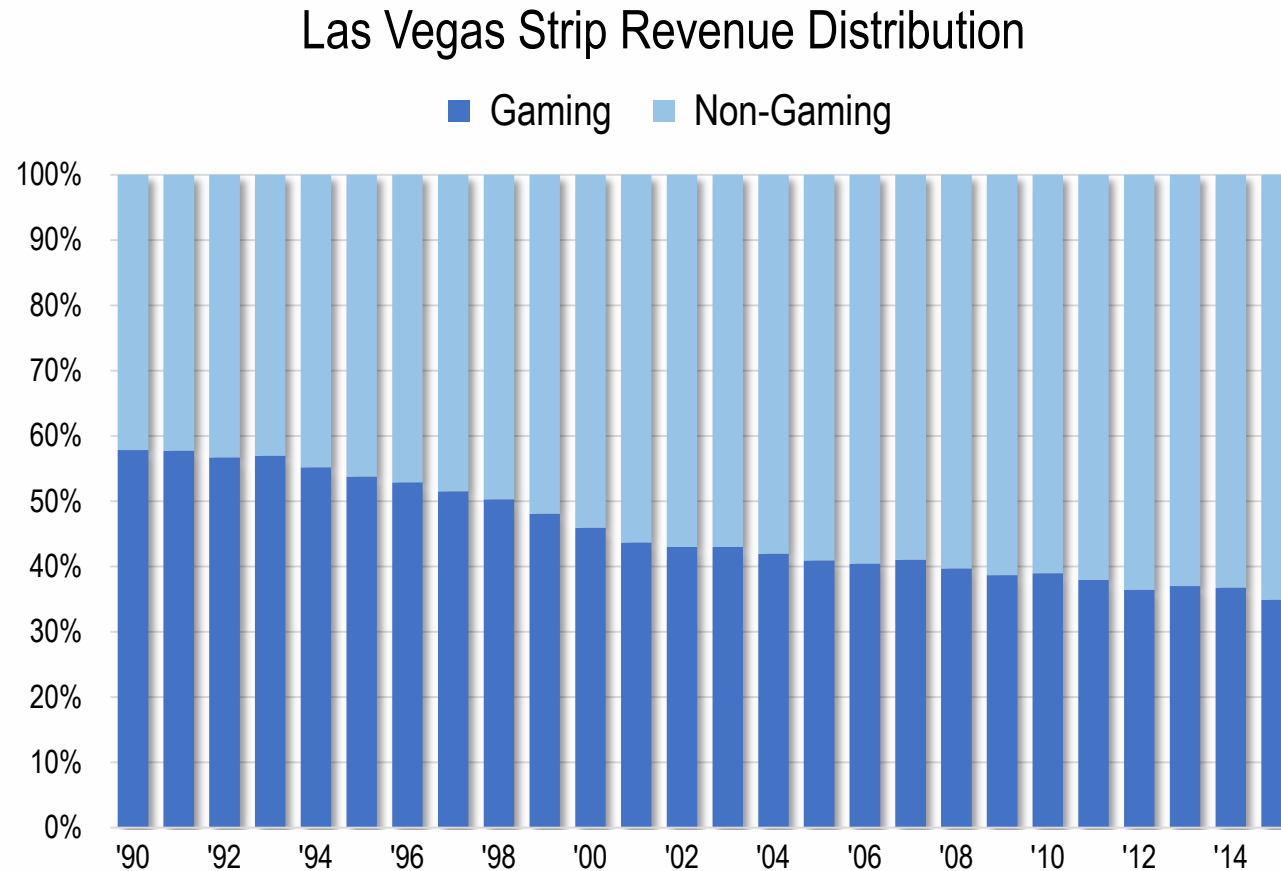


Over the past 5 years, an average of **7 percent** of visitors have come to Las Vegas specifically for **special events**, such as a concert, sporting event, or festival. That translates to **14.3 million visitors between 2012 and 2016.**

Source: Las Vegas Convention and Visitors Authority, Applied Analysis

Tourism and Special Events

Revenue Trends



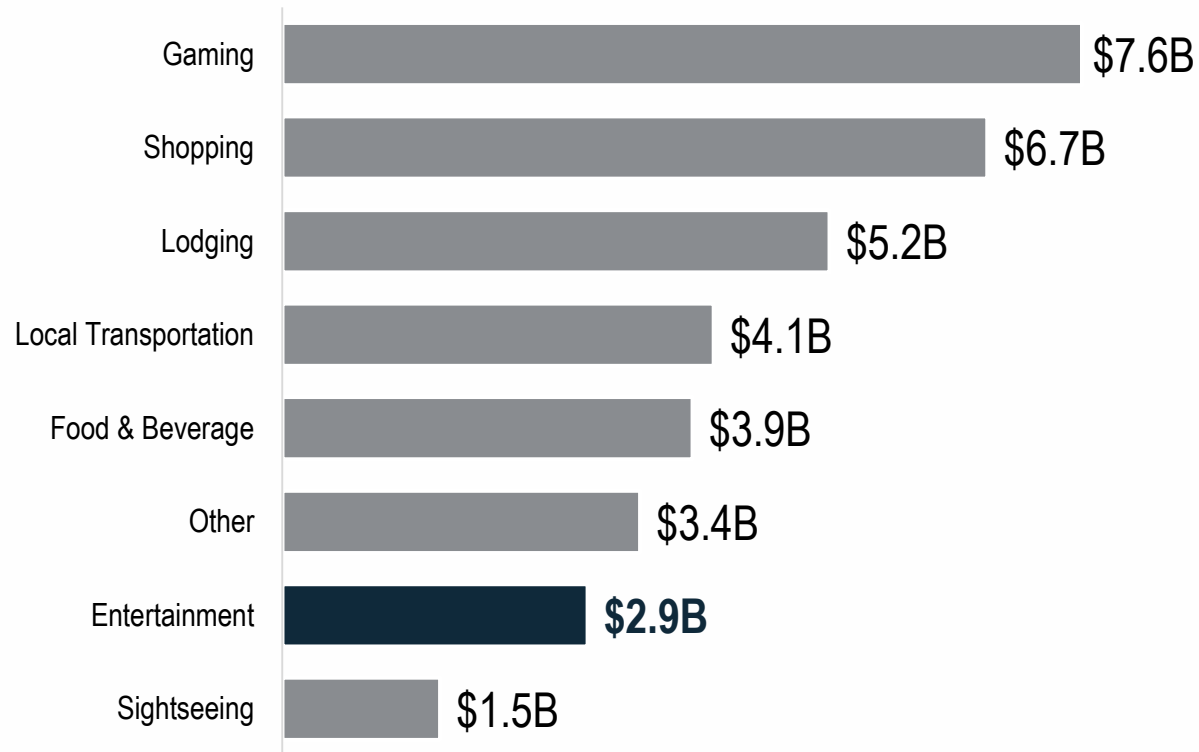
Gaming revenue for Strip properties has steadily declined as a share of overall revenue

Source: Nevada Gaming Control Board

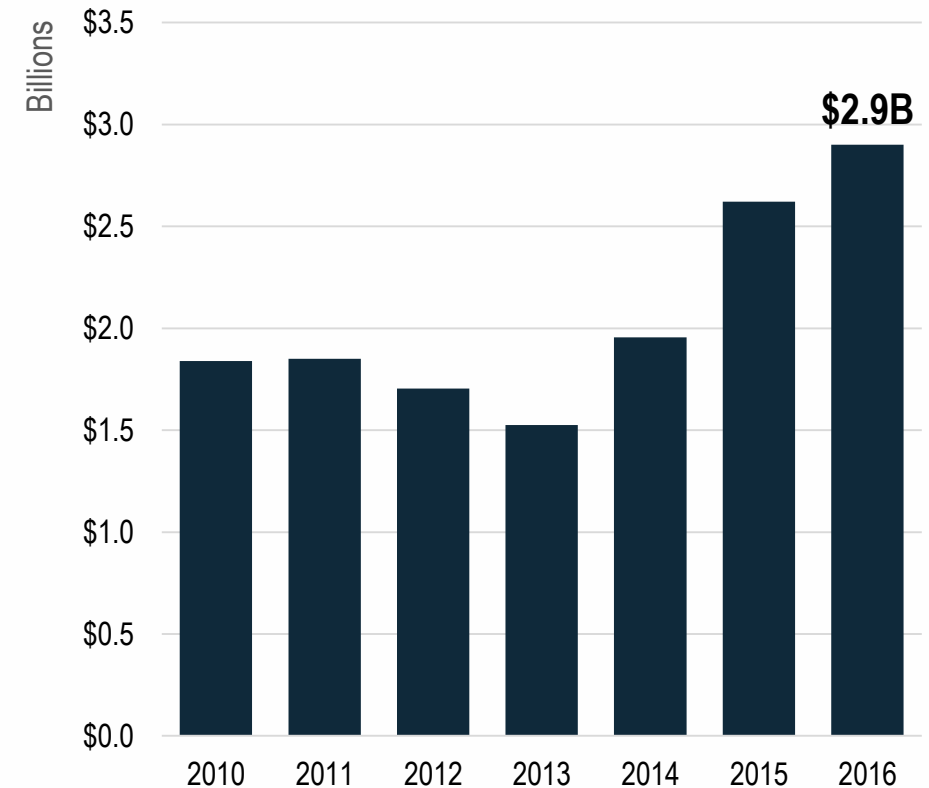
Tourism and Special Events

Visitor Spending

Visitor Spending – 2016



Visitor Entertainment Spending



Source: Las Vegas Convention and Visitors Authority, Applied Analysis



Economic Impacts Existing Sporting Events

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

Sporting Events in Las Vegas



Economic Impacts of Sporting Events

NBA Summer League



2015

22,025

Out-of-Town Visitors

\$18.2 million

Direct Visitor Spending

Source: Las Vegas Convention and Visitors Authority

Economic Impacts of Sporting Events

Las Vegas Bowl



2015

29,025

Out-of-Town Visitors

\$12.4 million

Direct Visitor Spending

Source: Las Vegas Convention and Visitors Authority

Economic Impacts of Sporting Events

Pac-12 Basketball Tournament



2016

10,400

Out-of-Town Visitors

\$11.7 million

Direct Visitor Spending

Source: Las Vegas Convention and Visitors Authority

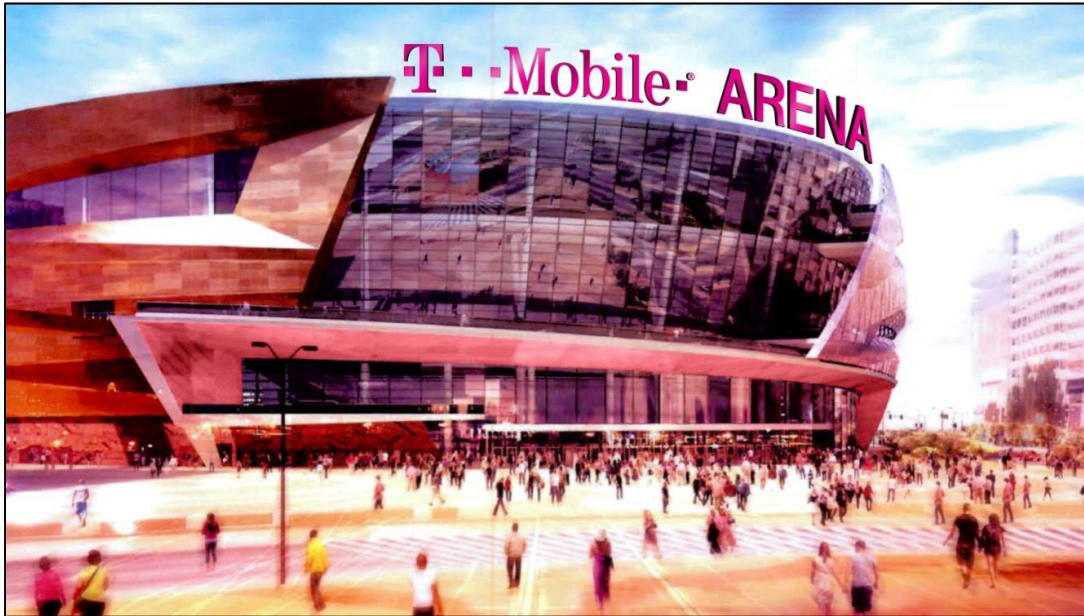


Economic Impacts **New Teams, New Venues**

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

Economic Impacts

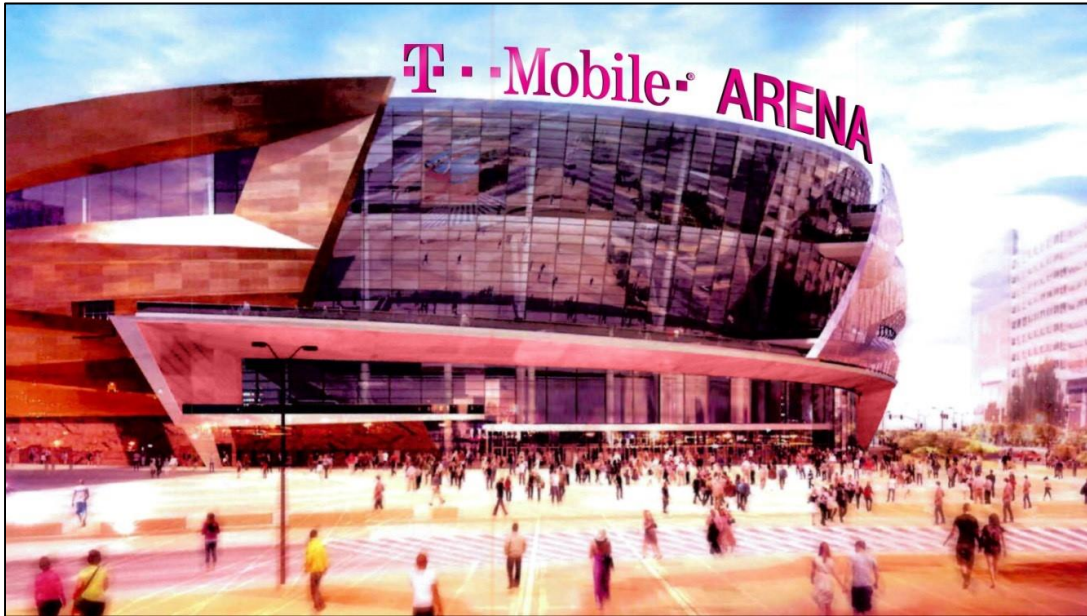
T-Mobile Arena



- Home of the Golden Knights and UFC
- Held 49 events in first year without an anchor tenant
- Expected to host 100-150 events per year at full exposure

Economic Impacts

T-Mobile Arena



1.2 Million+

Estimated Total Annual
Attendance

Economic Impacts

T-Mobile Arena

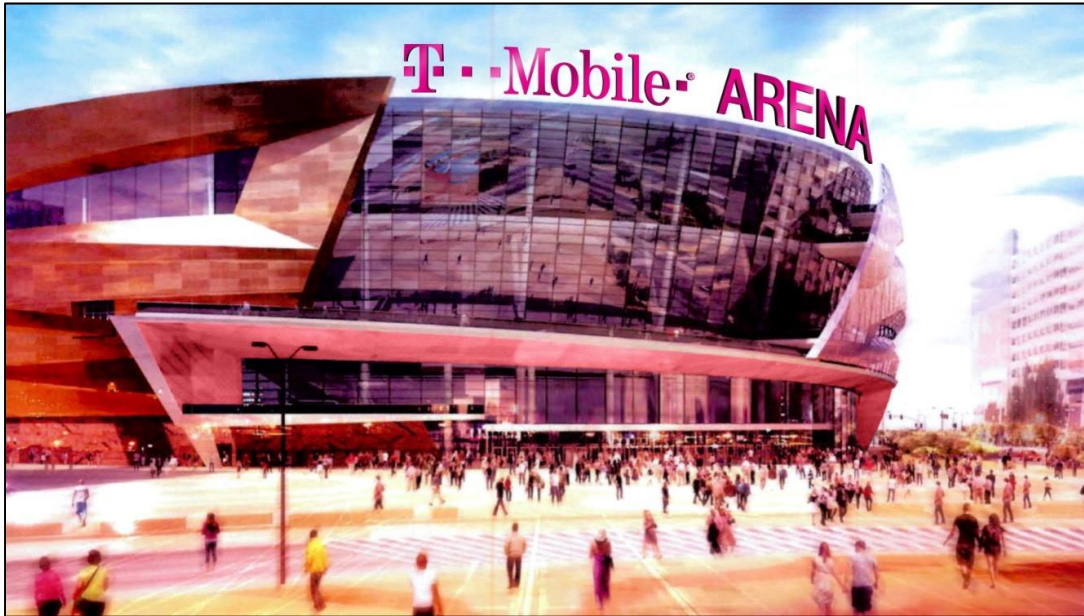


313,000

Annual Incremental
Visitors

Economic Impacts

T-Mobile Arena



\$479.6 Million

Annual Economic Impact
of Incremental Visitors

Economic Impacts

Vegas Golden Knights



27% to 45%
of total T-Mobile Arena events

Economic Impacts

NFL and Collegiate Stadium



Future Home of
RAIDERS
and
UNLV

One-Time Construction Impacts

NFL and Collegiate Stadium



\$2.79 Billion

Total Economic Impact

Source: Applied Analysis

One-Time Construction Impacts

NFL and Collegiate Stadium



10,800

Direct Person-Years of Employment

18,700

Total Person-Years of Employment

Source: Applied Analysis

One-Time Construction Impacts

NFL and Collegiate Stadium



\$968 Million

In Wages

Source: Applied Analysis

Economic Impacts

NFL and Collegiate Stadium



Event Type	Events
NFL	10
UNLV Football	6
Soccer	2
Concerts	2
Rugby	4
Bowl Games	2
Corporate/Public Shows	10
Neutral Site CFB Game	2
Signature Events	2
Motorsports	3
Combative Events	1
Major Non-Recurring	2
Total Annual Events	46

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



1,970,000

Total Attendance

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



818,000

42% Visitor Attendance

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



450,000

23% Incremental (Net New) Visitor Attendance

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



\$620 Million

Annual Economic Impact
of Incremental Visitors

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



800 to 1,200

Direct Stadium-Related Jobs

6,000

Total Direct, Indirect and Induced Jobs

Source: Applied Analysis

Recurring Impacts

NFL and Collegiate Stadium



\$231 Million

Total Wages

Source: Applied Analysis

Recurring Impacts

Las Vegas Raiders



\$235 Million

Annual Economic Impact
of Incremental Visitors

Source: Applied Analysis

Team Payrolls

National Hockey League



Average Team Payroll
\$72.6 Million

Average Player Salary
\$2.9 Million

Source: NHL Player's Association, Forbes, Spotrac.com/USA Today Sports Media Group

Team Payrolls

National Football League



Average Team Payroll
\$155.1 Million

Average Player Salary
\$2.1 Million

Source: NHL Player's Association, Forbes, Spotrac.com/USA Today Sports Media Group

Super Bowl Impact

Super Bowl LI



Houston, TX

138,000

Total Super Bowl Visitors

\$350 Million

Total Economic Impact

Source: Super Bowl Host Committee, Rockport Analytics

Super Bowl Impact

Las Vegas



Las Vegas Hosts

300,000

Visitors During
Super Bowl Weekend Without
the Game in Town



Preparing for Growth Infrastructure Investments



Proposed Infrastructure Improvements

Stadium Site - Russell Road at Interstate 15



Attendees by Mode of Transportation

Auto	39,000
Transit/Shuttle	15,600
Walk/Bike	3,900
Other	6,500
Stadium Capacity	65,000

Total Vehicles on Game Day
16,061

Source: Nevada Department of Transportation/CH2M Hill

Proposed Infrastructure Improvements

High Impact Project Approval

Concept Plan

Public Facilities Needs Assessments/Specific Plan
Review

Land Use Plan Amendment

Development Agreement

Land Use Approval

Proposed Infrastructure Improvements

NDOT Expedited Construction

Adding a lane of traffic in each direction on I-15 between Tropicana Ave. and Blue Diamond Rd.	\$274 Million
Five direct exit ramps for carpool lanes along I-15	\$400 Million
Redesign and rebuild of the I-15 and Tropicana Ave. Interchange	\$150 Million
Carpool lane ramps to connect I-15 and 215 Beltway	\$75 Million

TOTAL \$899 Million

Source: Nevada Department of Transportation/CH2M Hill

Professional Sports in Las Vegas Beyond the Game

T-Mobile ARENA

WELCOME TO
T-MOBILE ARENA

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

Sports as a Public Amenity

Traditional Model

Baltimore



Pittsburgh



Cleveland



Kansas City



Sports as an Industry

NASCAR



- 700+ motorsports-related companies are located near NASCAR headquarters in Charlotte, NC
- Race teams, manufacturers, research and design
- \$5 billion in regional economic impact
- North Carolina Motorsports and Automotive Research Center at University of North Carolina-Charlotte.

An Emerging Industry

The UFC Model



- UFC's presence in Las Vegas is more than the fight day experience
- Media Production
- Athlete Training
- Scientific Study

An Emerging Industry

The Future of Las Vegas Sports



MAY 2, 2017

THE IMPACTS OF PROFESSIONAL SPORTS ON LAS VEGAS

APPLIED
ANALYSIS 