

Economic Impact of the 2010 X Games 16 on Los Angeles County

Micronomics was asked to determine the economic impact of the 2010 X Games 16 on Los Angeles County. Based on our analysis, we have concluded that X Games 16 produced up to \$50 million in identifiable benefits to Los Angeles. This figure includes increased expenditures and economic activity for the Los Angeles market, as well as significant benefits associated with exposure of the Los Angeles market through ESPN's broadcast of the X Games to millions of homes throughout the world.

The benefits quantified in this report include approximately \$12 million associated with increased tourism (reflecting as many as 58,000 additional visitor days spent in Los Angeles), around \$6 million associated with the setting up, staging and television broadcast production of X Games events, and roughly \$12 million in multiplier effects flowing from direct spending associated with the X Games. In addition, the value to Los Angeles of having 27.5 original hours of X Games broadcast live and in HD to all 50 states, 175 countries and more than 380 million homes is approximately \$20 million.

These estimates are conservative since they do not include incremental expenditures by local residents on X Game activities, i.e. expenditures by local residents in connection with the X Games over and above their normal levels of spending on food and entertainment while the X Games were taking place. They also do not include measures of the value of corporate sponsorship or community outreach programs associated with the X Games.

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