

Economic Impact of the 2011 NBA All-Star Game on Los Angeles County

Micronomics was asked to ascertain the economic impact of the 2011 NBA All-Star Game on Los Angeles. We have concluded that hosting this game is likely to produce at least \$85 million in increased economic activity for the Los Angeles market. This includes a minimum of \$60 million in expenditures associated with increased tourism in connection with events held during All-Star week and an additional \$25 million in expenditures by local residents and businesses. The estimated impact represents a significant increase over the revenue impact in 2004, the last time the game was held in Los Angeles.

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