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## **MLB All-Star Economic Impact is a hit for Metro Detroit tourism industry, image**

**DETROIT, Mich.**--The 2005 Major League Baseball All-Star festivities in and around Comerica Park and Cobo Center generated an economic impact of \$42 million on metro Detroit, according to a market research analysis report commissioned by the Detroit Metro Convention & Visitors Bureau.

When Washtenaw County is included with the tri-county metro Detroit area, the economic impact of All-Star week reached \$52.5 million, according to the analysis.

The study was conducted by Dr. Patrick Rishe, associate professor of economics at Webster University in St. Louis, MO. Rishe is chief consultant for Sportsimpacts, a company that provides economic impact and market research analyses for various sporting events, both amateur and professional. Rishe and his team analyzed surveys randomly distributed to non-local event attendees at Comerica Park on Monday, July 11 and Tuesday, July 12, 2005.

“The remarkable enthusiasm for Major League Baseball in the city of Detroit was evident throughout All-Star Week,” said Baseball Commissioner Allan H. (Bud) Selig. “Detroit proved to be an excellent host for the many events and festivities that surrounded the Midsummer Classic. I am delighted that fans had the opportunity to visit Detroit and Major League Baseball appreciates the warm welcome we received from the fans of Michigan.”

“Working with the Detroit Tigers organization, Major League Baseball and countless tourism, hospitality, community and business partners, metro Detroit showed the world that we welcome and take excellent care of our visitors to marquee events and conventions in a winning style,” said Larry Alexander, president & CEO of the Detroit Metro Convention & Visitors Bureau.

“The mood in Comerica Park, downtown Detroit and around the region during All-Star Week was electrifying, and our residents were welcoming, happy and proud of metro Detroit as their hometown,” Alexander said.

The study statistics showed visitor characteristics for attendees of All-Star Week events and the gross economic impact the event had on metro Detroit, including Wayne, Oakland and Macomb counties. During the two-day period, 525 surveys were distributed and almost 500 were useful. *(more)*

Not only did the data reflect a positive economic impact, but the image of Detroit was also positively affected. The study reported that non-locals from outside Michigan were 'more likely' to visit Detroit again within the next two years. Perceptions of Detroit were also changed, with 78.4 percent of non-locals stating a 'more favorable' perception.

Although the majority of non-locals primarily participated in All-Star related activities, 45.4 percent stopped at the casinos and/or Greektown, 26.8 percent went to the movies and 25.8 percent visited Henry Ford Museum. Other venues visited included: Cobo Center (**site of the John Hancock All-Star FanFest**), the Fox Theatre, Greenfield Village, Ford Field, Fishbone's, the Motown Historical Museum, Nemo's, Hockeytown Café, the Detroit Zoo, and the Detroit Riverfront.

"In addition to the economic impact dollar figure, of particular interest to us was that the All-Star Game and related events generated nearly 20,000 hotel room nights, with an average lodging expense of \$403 per group," Alexander added.

**Other key facts:**

- 37 percent of the more than 54,000 All-Star and Home Run Derby attendees came from outside of Michigan and stayed an average of 3.4 days in the area (The 54,000 number does not include attendees to John Hancock All-Star FanFest at Cobo Center, Taco Bell All-Star Legends and Celebrity Softball Game or All-Star Futures Game.)
- Survey respondents came from states including Ohio, Illinois, New York, California, Florida and Missouri.
- 63 percent of fans were from Michigan, and 50 percent of those were from metro Detroit.
- Of the visitors who stayed in hotels from Michigan or out of state, in addition to downtown Detroit, respondents stayed in Dearborn, Romulus, Southfield, Warren, Troy, Belleville, Taylor, Auburn Hills and beyond.

The Detroit Metro Convention & Visitors Bureau is a private, nonprofit organization whose mission is to market and sell the metro Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows, corporate meetings, tours and incentive travel to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities.

More than 700 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau.

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