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**Ryder Cup adds \$77 million into local economy from visitors;
Attendees reported satisfaction and desire to return to area**

Detroit, Mich. -- Despite a stunning loss by the U.S. team, the recent Ryder Cup matches were a win for the Detroit Metro area with \$77 million pumped into the local economy in direct visitor spending and \$114 million in gross economic impact, according to a report commissioned by the Detroit Metro Convention and Visitors Bureau (DMCVB).

Additionally, 67 percent of visitors reported that attending Ryder Cup was their first visit to the metro Detroit region. Of that group, 62 percent indicated they would visit again. More than 80 percent of attendees reported satisfaction with their experience at the event.

Economic results in the study were based on the number of out-of-the-area visitors, their party size and projected individual spending provided in an intercept survey of nearly 600 attendees on-site at the Ryder Cup matches. The \$77 million in direct spending represents short run gross local spending while \$114 million accounts for direct spending by visitors plus indirect impact that includes additional business taxes and additional property type income generated from the event such as corporate and rental income.

The economic impact and market research analysis study of Ryder Cup was commissioned by the DMCVB with Dr. Patrick Rishe, Professor of Economics at Webster University and president of Sportsimpacts.com. Rishe estimated the average party spent between \$290 and \$410 per day while visiting Metro Detroit. The estimate did not include spending on hotels, tickets or airfare. The average party size was three people. Of the estimated 40,000 visitors per day to the Ryder Cup, 55 percent were from out-of-the area. International visitors accounted for 12.2 percent of total visitors.

“The Ryder Cup was an outstanding way to begin a series of major events in Metro Detroit and show the world that Metro Detroit welcomes visitors in style, and we host events that make a significant regional economic impact,” says Larry Alexander, president and CEO of the DMCVB.

“Events like the Ryder Cup, the Major League Baseball All Star Game in 2005, Super Bowl XL in 2006 and the NCAA Men’s Final Four in 2009 help increase revenue for our region’s hotels, restaurants, attractions and related businesses. We’re proud to be a part of hosting these events and to show our visitors the great things happening in Metro Detroit.”

Hotel occupancy was another measure of the economic benefit Ryder Cup brought to the region. The Metro Detroit hotel market experienced a 28.4 percent increase during Ryder Cup week (Sept. 12-18) to 76.8 percent occupancy over the same week last year, according to Smith Travel Research, the lodging industry’s leading information and data provider. Average hotel rates were \$106.02, up 37.2 percent over the same week last year. The increase in total hotel guest room revenue for the Metro Detroit region was estimated at more than \$8.5 million for the week of September 12 and is a direct result of the Ryder Cup matches at Oakland Hills. More than 57 percent of visitors reported staying in hotels while in the area.

The study by Dr. Rishe also reported other attendance and demographic information about Ryder Cup attendees, such as:

- The majority of international attendees (7.4 percent) hailed from Canada and the United Kingdom, followed by Ireland and Sweden. Other countries including France, Germany, Austria and Belgium accounted for almost 5 percent of visitors.
- 45 percent of attendees reported an annual household income of over \$100,000.
- In addition to attending the matches, shopping, golf and nightlife were the most frequent activities engaged in by visitors.

Additionally, the Ryder Cup was broadcast to 200 countries with 490 million people watching all or part of the matches.

The Detroit Metro Convention & Visitors Bureau is a private, nonprofit organization whose mission is to market and sell the metropolitan 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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