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**DETROIT SUPER BOWL XL HOST COMMITTEE PROJECTS BIG WIN FOR REGION –  
ECONOMIC BOOST TO EXCEED \$300 MILLION FOR 2006 SUPER BOWL**

**DETROIT** (January 28, 2004) – Detroit, one of the country’s best sports cities, will get a big win come 2006. Today the Detroit Super Bowl XL Host Committee released the results of an economic impact study that forecasts a significant boost of \$302 million to the Detroit metropolitan economy when 120,000 visitors come to town for the 2006 Super Bowl.

The study, commissioned by the Host Committee and led by Dr. David Allardice of Lawrence Technological University, offers an updated, third-party assessment of the economic impact currently projected for the 2006 Super Bowl.

“In 2006, we will make room for two international events as Super Bowl XL combined with the North American International Auto Show will bring as much as \$800 million in economic impact to the region,” said Roger Penske, Chairman of the Detroit Super Bowl XL Host Committee.

“We have a tremendous opportunity to leverage the privilege of hosting a Super Bowl,” said Susan Sherer, Executive Director of the Detroit Super Bowl XL Host Committee. “During a winter weekend the hotel occupancies and rates are traditionally low. Super Bowl will promise 100 percent occupancy at twice or more the normal room rate. Reaching beyond this infusion of \$302 million, the Super Bowl has become a benchmark for the city’s revitalization,” said Sherer.

The study’s analysis was gathered from local sources, the National Football League (NFL) and reviewing Super Bowl impact in other host cities. The direct economic impacts of Super Bowl were traced throughout the six county region (Lapeer, Livingston, Macomb, Oakland, St. Clair and Wayne Counties).

**Significant findings include:**

- The traditional Super Bowl experience in Detroit is estimated to generate \$302 million of economic activity – translating into about 5,650 jobs and \$124 million of income for the region.
- 80 percent of the predicted economic impact is expected for Wayne and Oakland Counties.
- Combined state and local tax generation would lie between \$17-22 million.
- The trade and services sectors will see the biggest impacts.

**(more)**

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**Super Bowl XL Gives Detroit Economic Boost**

Given the vastness of Super Bowl XL, local businesses and communities will feel the impact and have the opportunity to showcase metro Detroit offerings. In assessing the impacts, the trade and services sectors, such as hotels, restaurants, shopping and car rental, will by far see the biggest jump. Some will be affected for the days leading up to the event, while others, for example in construction or telecommunications, might be extended over several weeks or months.

“Each dollar spent on the Super Bowl will ripple through the economy. It can have very far-reaching economic effects,” Allardice explained.

“Hosting a Super Bowl is so much more than a game. It's about global visibility, economic impact, competition for conventions and more visitors,” said Larry Alexander, President of the Detroit Metropolitan Convention and Visitors Bureau and member of the Host Committee.

A supporter of the Detroit Super Bowl XL Host Committee, The Lawrence Technological University College of Management ([www.ltu.edu](http://www.ltu.edu)) worked in collaboration with the University of Illinois, Urbana Champaign to complete this economic impact study.

Led by Chairman Roger Penske and Executive Director Susan Sherer, the Detroit Super Bowl XL Host Committee ([www.sbxl.org](http://www.sbxl.org)) is a private, non-profit organization serving as the official liaison between the National Football League and the metro Detroit community to prepare for the Super Bowl on February 5, 2006. Coordinating efforts with hospitality, government and corporate officials, the Host Committee was formed as part of the bid process specified by the NFL and crafted to suit metro Detroit's needs.

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