

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

San Francisco Area

The 50th edition of the Super Bowl marks the return of the event to the west coast's Bay Area for the first time in the modern era and to California – which is hosting its 12th game including the inaugural event in 1967 – after a 12 year absence.

Feb. 02, 2016

Direct spending by the National Football League (NFL), businesses, visitors, and media on area lodging, transportation, food and beverage, entertainment, business services, and other hospitality and tourism activities related to Super Bowl 50 is expected to total more than \$220 million.

This estimate, according to Big 4 accountancy [PwC US](#), is based on a proprietary analysis that considers characteristics unique to this year's event such as the participating teams, attributes of the Bay Area, national economic conditions, and scheduled corporate and other ancillary activities.

Excluded from the analysis is the so-called “multiplier effect,” which accounts for “indirect” impacts, such as a concession company's purchase of goods from local producers and manufacturers, and “induced” impacts, which occur when the income levels of residents rise as a result of increased economic activity and a portion of the increased income is re-spent within the local economy.

The following chart illustrates the estimated direct spending associated with the event, dating back to Super Bowl XXXVII in San Diego in 2003, the last Super Bowl hosted in California.

“In addition to the Bay Area's core destination offerings, hubs of Super Bowl programming located throughout the Bay Area will provide visitors with a bevy of activities to participate in throughout the week leading up to the game,” said Adam Jones, Director, Sports and Tourism Sector, PwC US. “Although the Pro Bowl is

rotating back to Hawaii, Super Bowl City will open earlier than in years past to

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

upward trend that started following Super Bowl XLVI in Indianapolis in 2012.

“The Bay Area, like New York/New Jersey which hosted Super Bowl XLVIII in 2014, is home to a high concentration of businesses that activate events and activities around the Super Bowl,” Jones added. “With the game in the Bay Area, the local economy will retain dollars that would otherwise be exported to other cities, resulting in what is projected to be the event’s highest direct spend level, on a nominal basis, and the second largest inflation-adjusted output next to Super Bowl XLI in South Florida in 2007.”

Accounting

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE

Sponsors.

© 2024 Firmworks, LLC. All rights reserved