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March 26, 2016

MEMORANDUM

This note and the attached table is a supplement to the Rosentraub/Zondlak economic impact study of a domed stadium produced for the University of Nevada Las Vegas and submitted to Southern Nevada Tourist Infrastructure Committee. A copy of that report is also included in the transmission of this memorandum.

As described in Professor Rosentraub's testimony before the Committee (March 24, 2016), most of the data used in the model that estimate per diem expenses was drawn from the 2014 Las Vegas Visitor Profile Study, a survey of visitors conducted by the Las Vegas Convention and Visitors Authority (LVCVA).

One of the report's assumptions was a result of an estimation made by Professor Rosentraub to ensure that the impact assessment was appropriately conservative. The Rosentraub/Zondlak report and analysis assumed that 35 percent of tickets sold for special events at the stadium would be sold to Nevada residents or visitors whose visits would not constitute an additional trip to Las Vegas. It was assumed that tourists making new visits to Southern Nevada would have purchased 65 percent of all tickets sold.

Readers are reminded that five events held at Sam Boyd Stadium would take place at the new stadium, resulting in higher levels of attendance. The increment from the existing attendance levels was included in the economic impact analysis. The current attendance at Sam Boyd Stadium was not included in the Rosentraub/Zondlak economic impact assessment.

Of those visiting the region, LVCVA's surveys indicate 96 percent stay in hotels or motels. All of the estimates of average spending were from LVCVA's 2014 Las Vegas Visitor Profile Study (as noted in the table), as was the projection of those visitors who participate gaming activities when visiting Southern Nevada (71 percent). Readers are reminded that Rosentraub/Zondlak used 2014 data and it is likely that per diem spending would increase in 2019 (and in later years). As a result the nominal annual values related to spending levels could be higher than Rosentraub/Zondlak project.

Base Assumptions

Events	15 Existing + New	5 Competitive Bids	20 Combined	Assumption Source
Stadium Capacity	65,000	65,000	65,000	
Estimated Event Attendance	47,250	50,714	48,405	Las Vegas Entertainment Professionals, based on averages for the specific events that will be held
Tickets Purchased by Visitors (65%)	460,688	164,821	629,265	Our own assumption to exclude all Nevada residents and potential for some attendees substituting one trip for another

Incremental Room Nights Occupied Analysis

Events	15 Existing + New	5 Competitive Bids	20 Combined	Assumption Source
Number Lodged in Hotel/Motel (96%)	442,260	158,228	604,090	LVCVA 2014 Visitor Profile Study Page 4
Average Nights Spent	3.2	3.2	3.2	LVCVA 2014 Visitor Profile Study Page 4
Average Persons Per Room	2.1	2.1	2.1	LVCVA 2014 Visitor Profile Study Page 4
Total Number Room Nights Occupied	673,920	241,109	920,518	

Spending Profile (\$2014 Averages)

Events	15 Existing + New	5 Competitive Bids	20 Combined	Assumption Source
Lodging Per Night	86.55	86.55	86.55	LVCVA 2014 Visitor Profile Study Page 4
Food & Beverage Per Trip	281.88	281.88	281.88	LVCVA 2014 Visitor Profile Study Page 4
Local Transport Per Trip	68.83	68.83	68.83	LVCVA 2014 Visitor Profile Study Page 4
Shopping Per Trip	149.77	149.77	149.77	LVCVA 2014 Visitor Profile Study Page 4
Shows Per Trip	47.56	47.56	47.56	LVCVA 2014 Visitor Profile Study Page 4
Gaming Per Day	166	166	166	LVCVA 2014 Visitor Profile Study Page 5 (\$520.11 per trip, divided by average trip length for a more conservative estimate)
Number Gambled (71%)	54,185,214	19,385,883	74,012,989	LVCVA 2014 Visitor Profile Study Page 5
Sightseeing	14.49	14.49	14.49	LVCVA 2014 Visitor Profile Study Page 4