

## EVENT IMPACT REPORT

### EVENT INFORMATION

Organization:

Event Name: MexTour 2022 – Mexico vs. Peru

Event Date: September 24, 2022

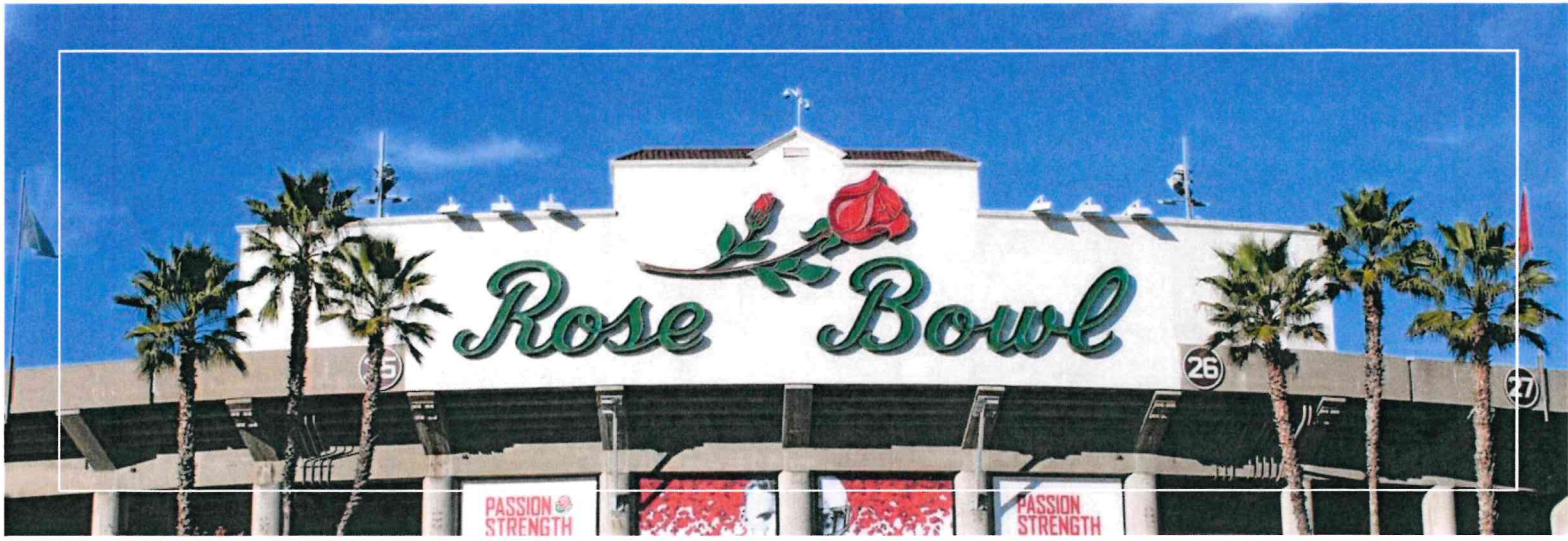
Event Type: Sports - Professional

### KEY EVENT PARAMETERS

Data Inputs	Value	Definition and Notes
Number of Attendees	70,000	Number of unique visitors to the event, including local and out of town.
Start Date and End Date	9/24/2022	The official start and end dates of the event. The model will account for room nights that may be generated before and after the event as well as the distribution of room night demand during the event.
Number of participants	50	The number of athletes participating (including all events)
Local share of day visitors	50%	The percentage of day participants / visitors who are not from out of town (50 miles). The spending of these participants is not included in the economic impact analysis.
Overnight Share	5%	Percentage of Out of Town share staying in Pasadena hotels. Note: STR occupancy for the night of 9/24/2022 is 91.7%.
Average Room Rate	\$240.78	ADR as reported by STR.

## KEY RESULTS

Data Outputs	Value	Definition and Notes
Business Sales (Direct)	\$6,321,538	This is the aggregate estimate of visitor, organizer and exhibitor spending in the local hospitality sectors directly impacted by the event (lodging, food & beverage, transportation, retail, recreation, business services, etc.)
Jobs Supported (Direct)	4,789	Measures the estimated number of jobs supported during the period of the event, directly by the service providers, including lodging, food & beverage, transportation, retail, recreation, facility management, audio/visual and security.
Local Tax Revenue	\$285,424	Estimated sum of direct, indirect, and induced local taxes and assessments generated by an event, including income, bed, sales, and other local taxes.
Overnight Attendees	3,502	Estimated number of attendees, delegates, or visitors (including both participants and spectators) staying at least one night in Pasadena hotels. An overnight attendee staying multiple nights is counted as one, as the model assumes a length of stay for all overnight attendees. The length of stay is dependent on the type and length of the event.
Day Attendees	66,548	Estimated number of visitors not staying overnight in Pasadena hotels. Overnight and day attendees are automatically calculated by applying the overnight share to the total number of out of town visitors.
Room Nights Generated	1,592	Estimated total Pasadena hotels room nights generated by the event. This incorporates the duration of the event, number of attendees, type of event, occupancy per room, and average length of stay.



## EVENT IMPACT REPORT

### EVENT INFORMATION

Organization: Live Nation

Event Name: Music of the Spheres World Tour – COLDPLAY 2023

Event Date: September 30 – October 1, 2023

Event Type: Festivals & Cultural Events - Concert

### KEY EVENT PARAMETERS

Data Inputs	Value	Definition and Notes
Number of Attendees	120,000	Number of unique visitors to the event, including local and out of town.
Start Date and End Date	9/30/2023-10/1/2023	The official start and end dates of the event. The model will account for room nights that may be generated before and after the event as well as the distribution of room night demand during the event.
Geographic Reach	Primarily out-of-town visitors	The selection of geographic reach provides model-defined breakouts on the visitor portion of events through estimates for the share of out-of-town visitors and the number of overnight visitors. Local is defined as within 50 miles.
Out of Town Share	85%	Estimated percentage of attendees visiting from outside of 50 miles.
Overnight Share	3%	Percentage of Out of Town share staying in Pasadena hotels. Note: STR occupancy average for the night of 9/30/2023-10/1/2023 is 86.2%.
Average Room Rate	\$520.59	ADR as reported by STR.
Residence of artists	Primarily out-of-town performers	Estimated percentage of performers visiting from outside of 50 miles.

## KEY RESULTS

Data Outputs	Value	Definition and Notes
Business Sales (Direct)	\$8,415,909	This is the aggregate estimate of visitor, organizer and exhibitor spending in the local hospitality sectors directly impacted by the event (lodging, food & beverage, transportation, retail, recreation, business services, etc.)
Jobs Supported (Direct)	4,647	Measures the estimated number of jobs supported during the period of the event, directly by the service providers, including lodging, food & beverage, transportation, retail, recreation, facility management, audio/visual and security.
Local Tax Revenue	\$416,741	Estimated sum of direct, indirect, and induced local taxes and assessments generated by an event, including income, bed, sales, and other local taxes.
Overnight Attendees	3,060	Estimated number of attendees, delegates, or visitors (including both participants and spectators) staying at least one night in Pasadena hotels. An overnight attendee staying multiple nights is counted as one, as the model assumes a length of stay for all overnight attendees. The length of stay is dependent on the type and length of the event.
Day Attendees	98,940	Estimated number of visitors not staying overnight in Pasadena hotels. Overnight and day attendees are automatically calculated by applying the overnight share to the total number of out of town visitors.
Room Nights Generated	3,083	Estimated total Pasadena hotel room nights generated by the event. This incorporates the duration of the event, number of attendees, type of event, occupancy per room, and average length of stay.