Economic Impact Study
Pokémon GO Fest Berlin

July 2022

NIANTIC

statista

Live events give players a chance to connect and explore together in the real world

Picture of Pokémon GO Fest Berlin

Pokémon GO Fest began as an in-person event that brought thousands of trainers together in one place.

trainers have the possibility to catch featured Pokémon, complete event-exclusive Special research and Field Research, as well as increase their chances to encounter shiny variants of featured Pokémon. During live events more than 70 Pokémon are featured.

The first Go Fest event of 2022 happened in Berlin, Germany between 1st and 3rd of July.

Table of contents

		PAGE
01.	MANAGEMENT SUMMARY	4
02.	POKÉMON GO FEST BERLIN	5
03.	VISITOR PROFILE	6
04.	METHODOLOGY	11
05.	ECONOMIC IMPACT	12
06.	MARKETING AND TOURISM IMPACT	15
07.	APPENDIX	19

Management Summary

Total economic impact from event's visitors for the city of Berlin was **46.9 €m (49.2 $m)**

- **19.9 €m (20.9 $m) direct expenditures** of visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **15.3 €m (16.0 $m) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **11.8 €m (12.3 $m) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **23.2 €m (24.3 $m) of taxes** were raised and positive job impact sums up to creation of 1039 jobs
- Broad international and national media coverage of the event had an **advertising equivalent of 2.2 €m (2.3 $m)**
- Berlin also benefited as tourism destination as **43% of visitors** stated that they **will likely return to the city** in the next 12 months

The event attracted more than 40,000 trainers

Pokémon GO Fest Berlin - details

40,000 trainers attended the three-day festival at Britzer Garten

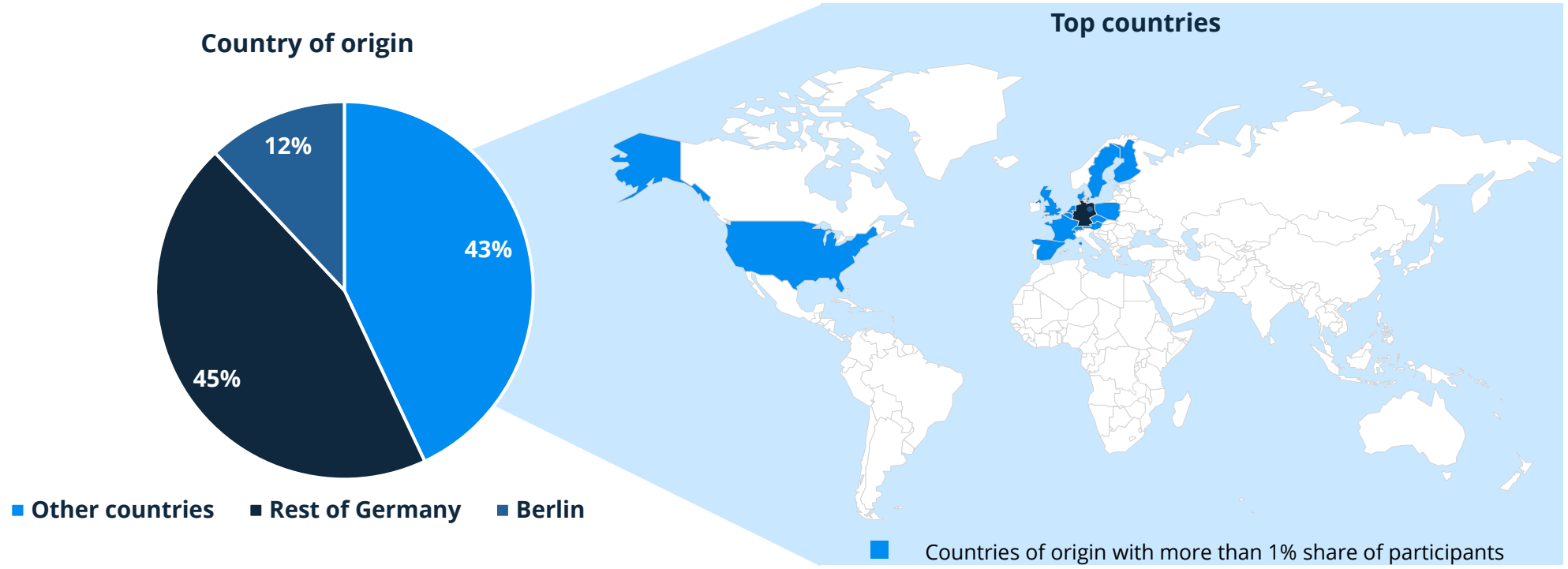
~7.6 km walked on average by each trainer at Britzer Garten

14 m Pokémon were caught by trainers

"I look forward to talking to people and meeting hard core gamers."-Felix

Despite COVID-19 impacts, in person attendance drew 88% out-of-city participation

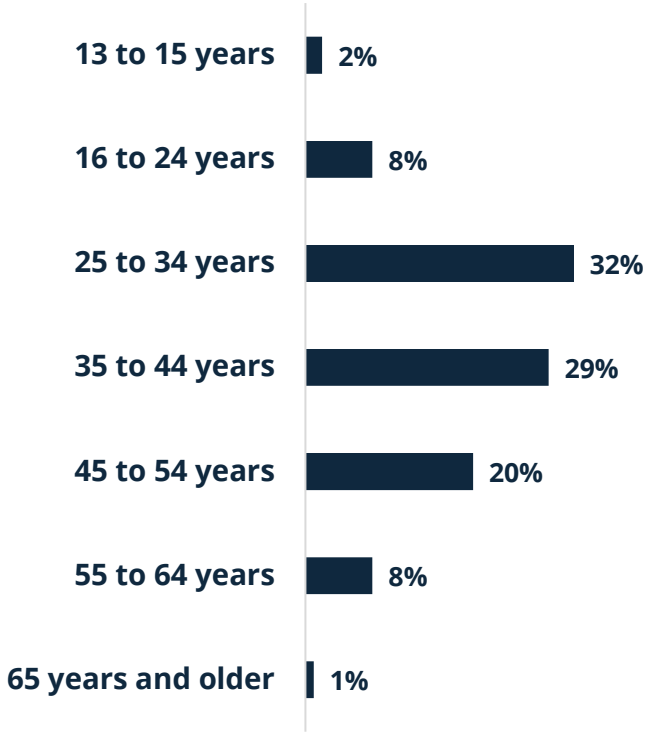
Event's participants by home country



Q2 "What country are you from?"
Base: All respondents n=712, Statista 2022
Sum can vary due to rounding.

Go Fest attracted people from all age groups, especially those between 25-44 years

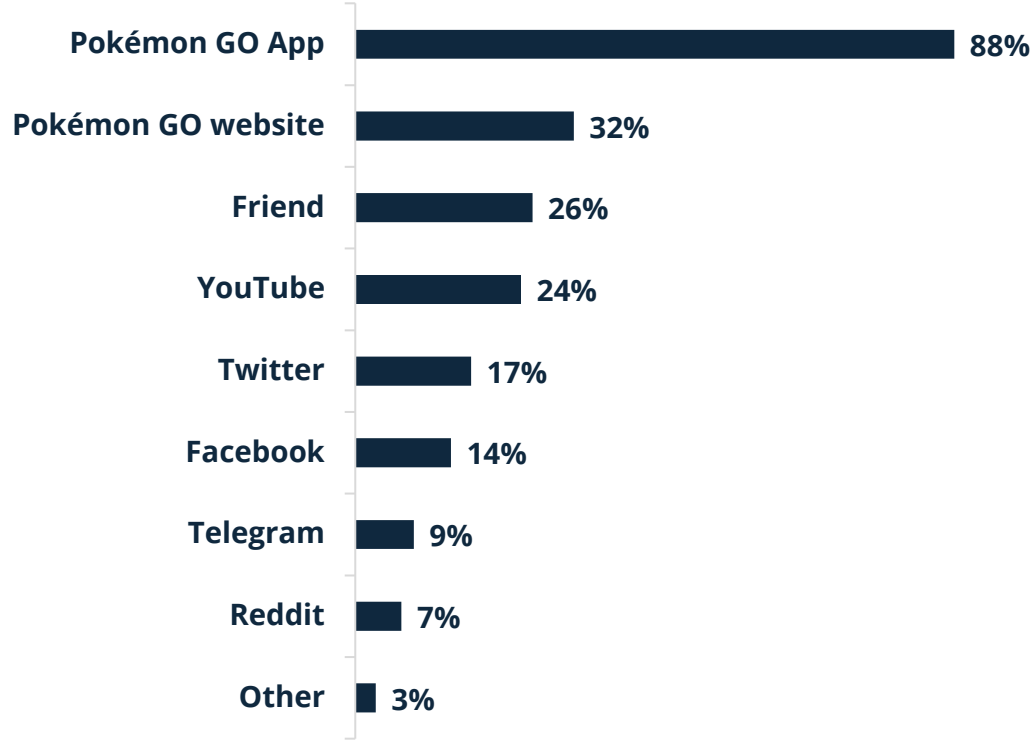
Attendee demographics



Q37 “How old are you?”
Base: All respondents n=712, Statista 2022
Sum can vary due to rounding.

Most attendants became aware of the event through the Pokémon GO App

Event awareness



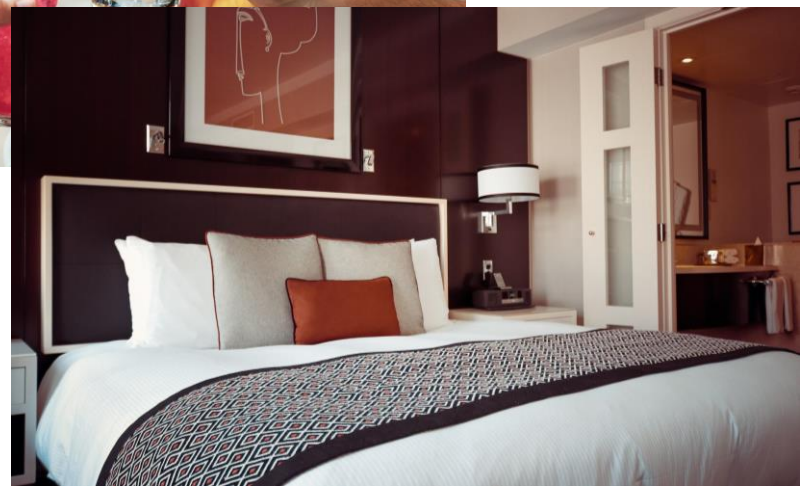
"I play Pokémon all the time and have seen the notification."-Daniel

Q5 "How did you hear about Go Fest?"
Base: All respondents n=712, Statista 2022
Sum can vary due to rounding.

The city of Berlin benefited from the average visitor spending of 498 € (521 $) around the event

Average visitor spending by category

	232 €	243 $
	86 €	90 $
	121 €	127 $
	106 €	111 $
	86 €	90 $



Notes: Exchange rate EUR / USD = 1.0473 (based on ECB 05.2022-07.2022)
Based on a survey conducted with event participants – participant's expenses.
Base: All respondents n=712, accommodation base: all respondents who stayed at at least one night in city and paid for the lodging n= 304, Statista 2022

The event also contributed to 1039 jobs in Berlin driven by increased economic activity

Job contribution by category

229	Accommodation
185	Transportation
280	Gastronomy
215	Shopping & other
130	Operations sector

Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=712, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 304, Statista 2022
Sum can vary due to rounding.

Total local economic impact calculated incl. direct, indirect and induced expenditures by Statista

Economic impact methodology

	Total expenditures of attendees	▪ Extrapolation based on survey with 712 participants
+	Operations cost	▪ Operational cost of Niantic for the event
=	Total direct expenditures	▪ Direct result of Pokémon GO Fest
%	Share of direct expenditures in city of Berlin	▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in Berlin	▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in Berlin	▪ Impact on suppliers for businesses having direct impact from event, e. g. groceries for the gastronomy or building of tourist infrastructure ▪ Modelled by Statista based on national accounts data and additional sources
+	Induced expenditures in Berlin	▪ Increased household spending induced by employees working for businesses having direct or indirect impact from event, e. g. taxi driver spending additional income ▪ Modelled by Statista based on national accounts data and additional sources
=	Total expenditures in Berlin	▪ Total local economic impact

Total expenditures in Berlin sum up to 47 €m (49 $m) – highest spendings on food & beverages

Total expenditures in Berlin

Expenditures	Direct	Indirect	Induced	Total
Accommodation	4.0 €m (4.1 $m)	3.1 €m (3.2 $m)	2.4 €m (2.5 $m)	**9.4 €m (9.9 $m)**
Food and beverages	4.8 €m (5.1 $m)	3.8 €m (4.0 $m)	2.9 €m (3.1 $m)	**11.5 €m (12.1 $m)**
Transportation	3.4 €m (3.6 $m)	2.6 €m (2.7 $m)	1.9 €m (2.0 $m)	**8.0 €m (8.3 $m)**
Shopping and other	4.3 €m (4.5 $m)	3.2 €m (3.3 $m)	2.4 €m (2.6 $m)	**9.9 €m (10.3 $m)**
Operational cost	3.4 €m (3.6 $m)	2.7 €m (2.8 $m)	2.1 €m (2.2 $m)	**8.2 €m (8.6 $m)**
Total	19.9 €m (20.9 $m)	15.3 €m (16.0 $m)	11.8 €m (12.3 $m)	**46.9 €m (49.2 $m)**

Notes: Exchange rate EUR / USD = 1.0473 (based on ECB 05.2022-07.2022)
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=712, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 304, Statista 2022

Shops, restaurants and bars have benefited the most from the participants‘ spendings

Spendings of Go Fest attendees in Berlin

	Local transportation	Auto parking	Car rental	Other car expenses	Shopping	Going to bars	Eating out	Kiosks /supermarket	Other entertainment	Other activities
0 €	36%	82%	94%	61%	50%	69%	21%	30%	66%	58%
1 - 50 €	45%	13%	2%	12%	23%	17%	31%	52%	19%	19%
50 - 100 €	12%	3%	2%	13%	13%	9%	25%	14%	9%	12%
100 - 200 €	5%	1%	2%	9%	7%	3%	16%	3%	4%	6%
200+ €	2%	1%	1%	5%	6%	2%	6%	2%	3%	4%

Q23 “Approximately how much did you spend on each of the following items while in Berlin outside of the event you are attending?”
Base: All respondents n=712, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 304, Statista 2022
Sum can vary due to rounding.

Estimated increase in tax revenue from purchases is 23.2 €m (24.3 $m)

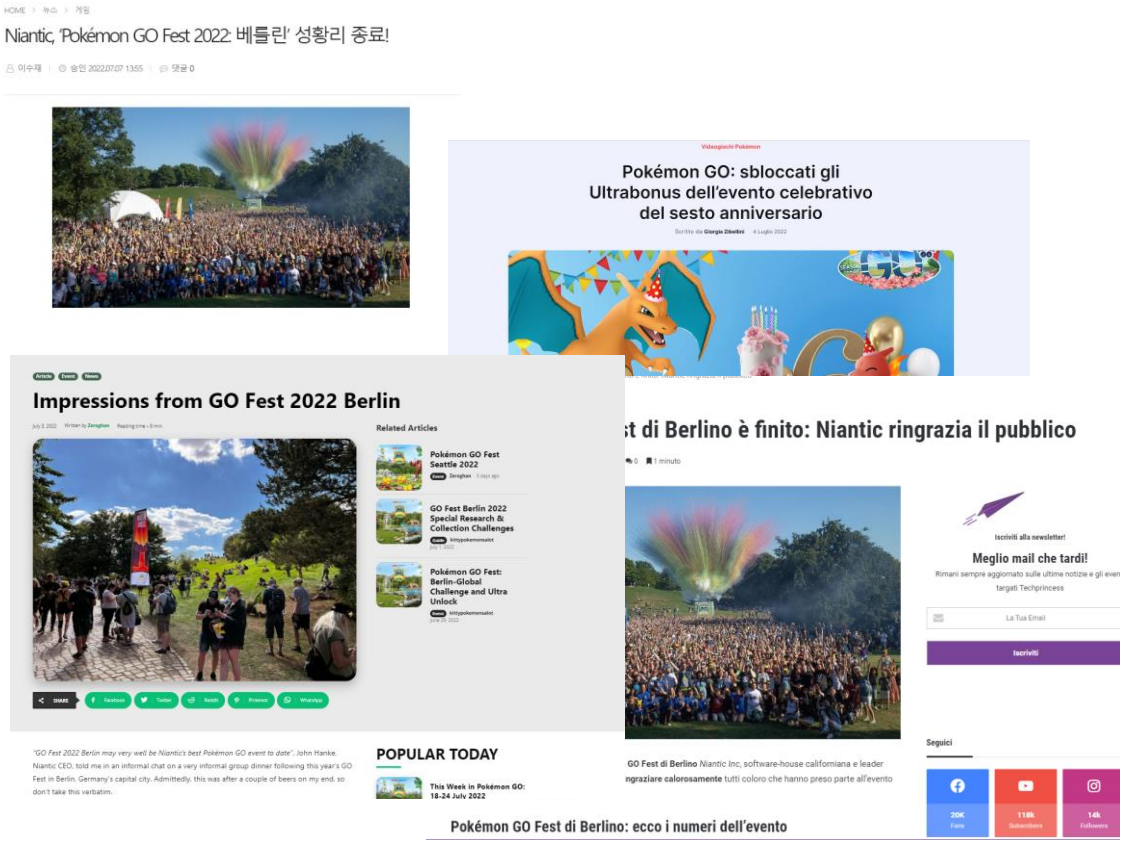
Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
Accommodation	2.2 €m (2.3 $m)	1.7 €m (1.8 $m)	1.3 €m (1.4 $m)	**5.2 €m (5.4 $m)**
Food and beverages	2.0 €m (2.1 $m)	1.6 €m (1.7 $m)	1.2 €m (1.3 $m)	**4.9 €m (5.1 $m)**
Transportation	1.9 €m (2.0 $m)	1.4 €m (1.5 $m)	1.1 €m (1.1 $m)	**4.3 €m (4.5 $m)**
Shopping and other	2.0 €m (2.1 $m)	1.5 €m (1.6 $m)	1.2 €m (1.2 $m)	**4.7 €m (4.9 $m)**
Operational cost	1.7 €m (1.8 $m)	1.3 €m (1.4 $m)	1.0 €m (1.1 $m)	**4.1 €m (4.3 $m)**
Total	9.8 €m (10.3 $m)	7.5 €m (7.9 $m)	5.8 €m (6.1 $m)	**23.2 €m (24.3 $m)**

Notes: Exchange rate EUR / USD = 1.0473 (based on ECB 05.2022-07.2022)
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=712, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 304, Statista 2022

The event received massive media coverage - native advertising generating an equivalent of €2.2m ($2.3m)

Media impact analysis



Readership

> 967 million
estimated potential visitors on articles covering the event

Clippings

~166 articles

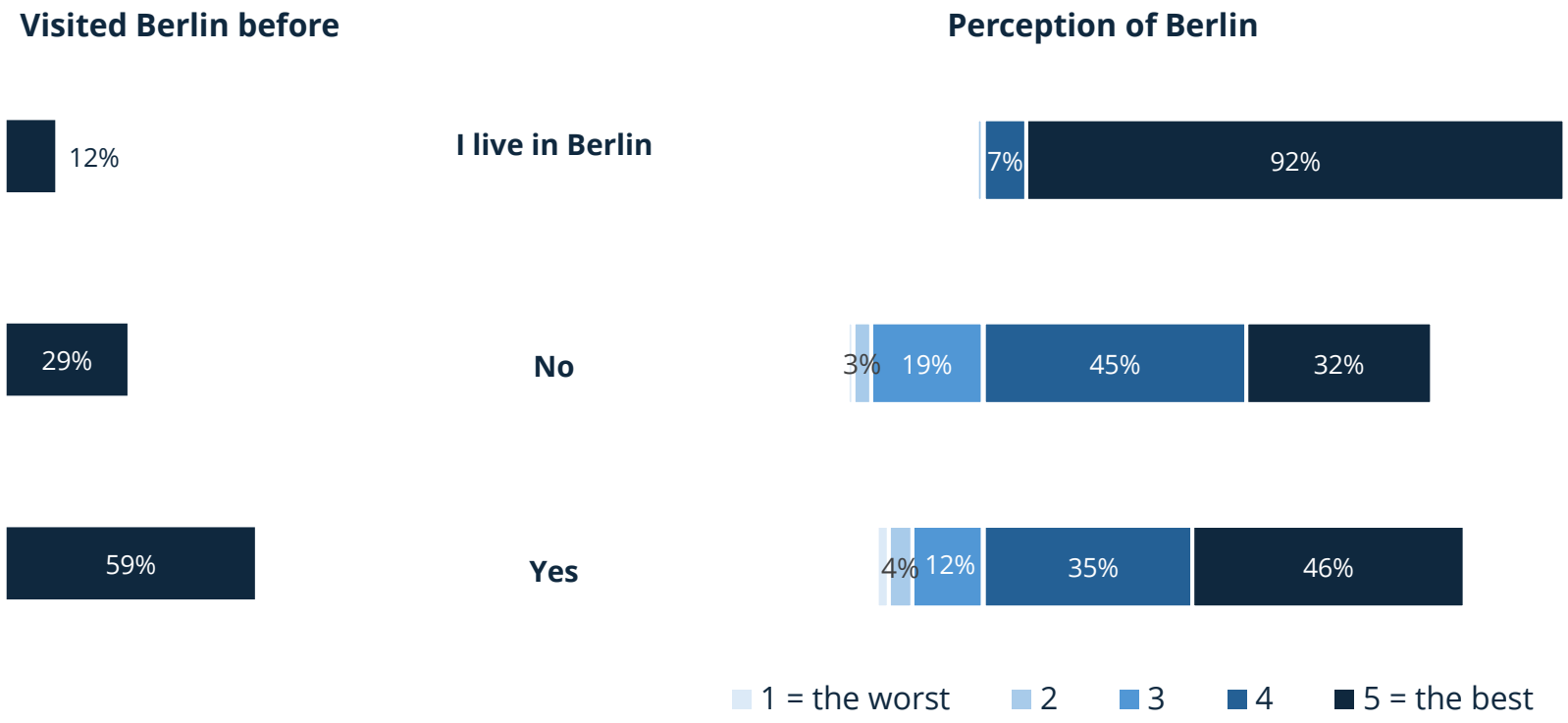
Ad equivalent

2.16 €m (2.26 $m)

Notes: Exchange rate EUR / USD = 1.0473 (based on ECB 05.2022-07.2022), average CPC=0.62€
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=712, Statista 2022

Host's location resonates best with locals, but also 80% of people who have never been to Berlin were impressed

Perception of Berlin as host location

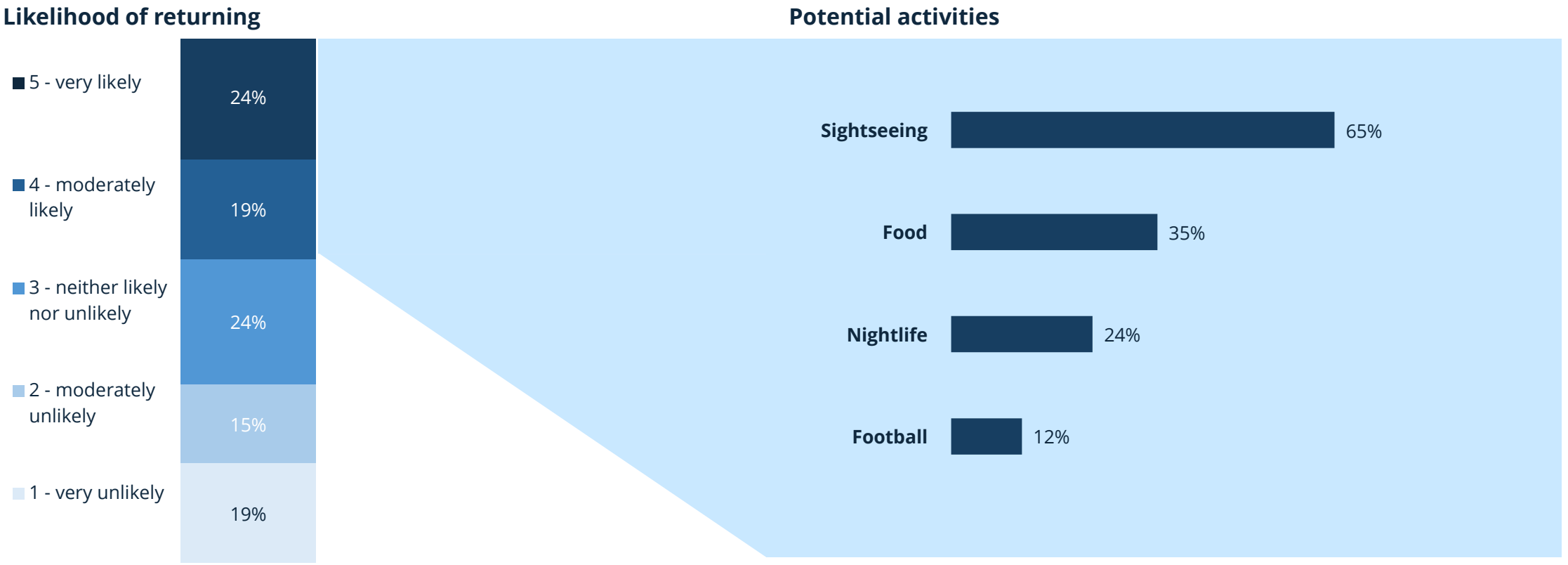


"I have never been in other such big Pokémon events; I came all the way from Münster."-Susana

Q3 "Have you been to Berlin before?", Q24 "What is your opinion about Berlin as the host location? (5-pt scale, 1 being the worst, 5 being the best) "
Base: All respondents n=712, Statista 2022
Sum can vary due to rounding.

40% of participants wish to come back to Berlin soon, mainly for sightseeing and restaurants

Returning to Berlin



Q25 “How likely are you to return to Berlin in the next 12 months?”, Q26 “If you are likely to return, what would you be interested in doing in Berlin?”
Base: Participants, who do not live in Berlin n=629 / Participants who do not live in Berlin and are likely/very likely to return to Berlin in the next 12 months n=269, Statista 2022. Sum can vary due to rounding.

Berlin newcomers spent more than those who have been to Berlin before

Economic impact by visiting status

	People who visited Berlin for the first time	People who have been to Berlin before
Share	29% (206)	59% (423)
Sociodemographics	35% female/ 62% male 77% 13-44 years, 23 % 45+ years 85% les than 50k net income 19% Germany, 88% Europe (12% UK, 11% Netherlands)	37% female/ 60% male 67% 13-44 years, 33 % 45+ years 70% les than 50k net income 68% Germany, 94% Europe (4% Netherlands, 4% Poland)
Accommodation	87% stayed at least 1 night, 41% at a friend's place → People not staying at friends' homes spent an average of 257 €	69% stayed at least 1 night, 33% at a friend's player → People not staying at friends' homes spent an average of 218 €
Average spendings	**Total: 553€ (579$)** Accommodation*: 151€ (157$) Transportation: 114€ (119$) Gastronomy: 154€ (161$) Shopping and Entertainment: 135 (141$)	**Total: 464€ (229$)** Accommodation*: 147€ (154$) Transportation: 87€ (91$) Gastronomy: 121€ (127$) Shopping and Entertainment: 109€ (114$)
Economic Impact	**Average total impact by visitor: 1,393€ (1459$)**	**Average total impact by visitor: 1,170€ (1225$)**

Key Insights

- People new to Berlin were slightly younger and had a lower income than those who visited Berlin before. Only 1 out of 5 Berlin-Newcomers were from Germany.
- They also slept more often at friends places – however the ones paying for accommodation spent more on that as they stayed longer in Berlin. Hence the overall average accommodation costs level out comparing both groups.
- Due to their longer stay, Berlin newcomers have by 19% a higher economic impact than those already familiar with the city.

* Refers to average spendings per total newcomer visitors including the ones paid for accommodation and the ones who stayed at friend's place.

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Appendix

Niantic builds mobile real-world experiences that foster fun, exploration, discovery and social interaction

About Niantic

Niantic builds augmented reality technology that powers the real-world metaverse.

Our Lightship platform is the world's first scaled AR platform, enabling developers around the world to create sophisticated AR experiences for phones and eventually AR glasses.

Lightship is also the foundation for Niantic's hit games, including Pokémon GO, Pikmin Bloom and Ingress. For more information, visit nianticlabs.com and @nianticlabs.

Statista is a leading provider of research and market data services; it has co-led this research with Niantic

About Statista

Statista is a leading provider of market and consumer data, employing more than 1.000 staff and maintaining offices in Hamburg, New York, London, Paris, Singapore and Tokyo.

The Statista.de and Statista.com platforms combine more than 1 million statistics on over 80,000 topics from more than 22,500 sources. Statista also provides forecasts for 500 industry sectors and 50 countries.

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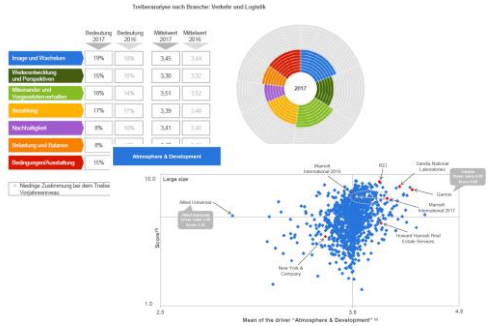

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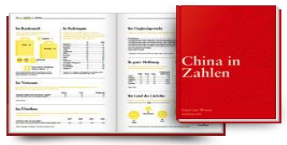

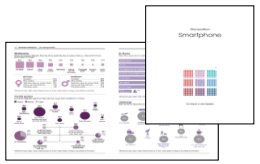

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Pokémon GO is the largest location-based mobile game in the world

About Pokémon GO

Enjoyed in more than 150 countries and regions around the world, Pokémon GO is a game that is played in the real world by utilizing location and AR technologies.

- ✓ Players can catch and battle “Pokémon”, mysterious creatures.
- ✓ Tap Pokémon that appear on the map to encounter.
- ✓ Swipe and throw the monster ball on the screen to catch Pokémon. Pokémon may get out of the ball or run away.
- ✓ Watch how Pokémon move and throw the ball.
- ✓ Walk a lot, find and catch different kinds of Pokémon!

Pokémon GO is available for iOS and Android.

For more information, please visit https://pokemongolive.com/en/

>1 billion downloads

developed by Niantic **in 2016**

availability in **over 150 countries**