Economic Impact Study
Pokémon GO Fest Seattle

September 2022

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

Overview Pokémon GO Fest Seattle

Pokémon GO Fest began as an in-person festival in 2017 and was hosted in the city of Chicago. Since then, this annual event has grown to encompass multiple locations around the globe as well as a global in-app event with millions of participants.

Trainers who attend in-person Pokémon GO Fest events are able to catch featured Pokémon, complete event-exclusive Special Research, all while exploring the physical event.

Pokémon GO Fest Seattle was hosted in the Seattle Center and across downtown Seattle from July 22nd to July 24th, 2022.

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Management Summary

Total economic impact from the event's visitors for the city of Seattle was **114.7 $m (111.5 €m)**

- **47.5 $m (46.2 €m) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic

- **38.1 $m (37.1 €m) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event

- **29.1 $m (28.3 €m) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event

- In addition, **40.2 $m (39.1 €m) of taxes** were raised and there was a positive job impact summing up to the creation of 1039 jobs

- Broad international and national media coverage of the event had an **advertising equivalent of 3.3 $m (3.2 €m)**

- Seattle also benefited as a tourism destination as **48% of visitors** stated that they **will likely return to the city** in the next 12 months

The event attracted more than 58,000 Trainers

Pokémon GO Fest Seattle - details

58,000 Trainers attended the three-day festival at Seattle Center & downtown Seattle
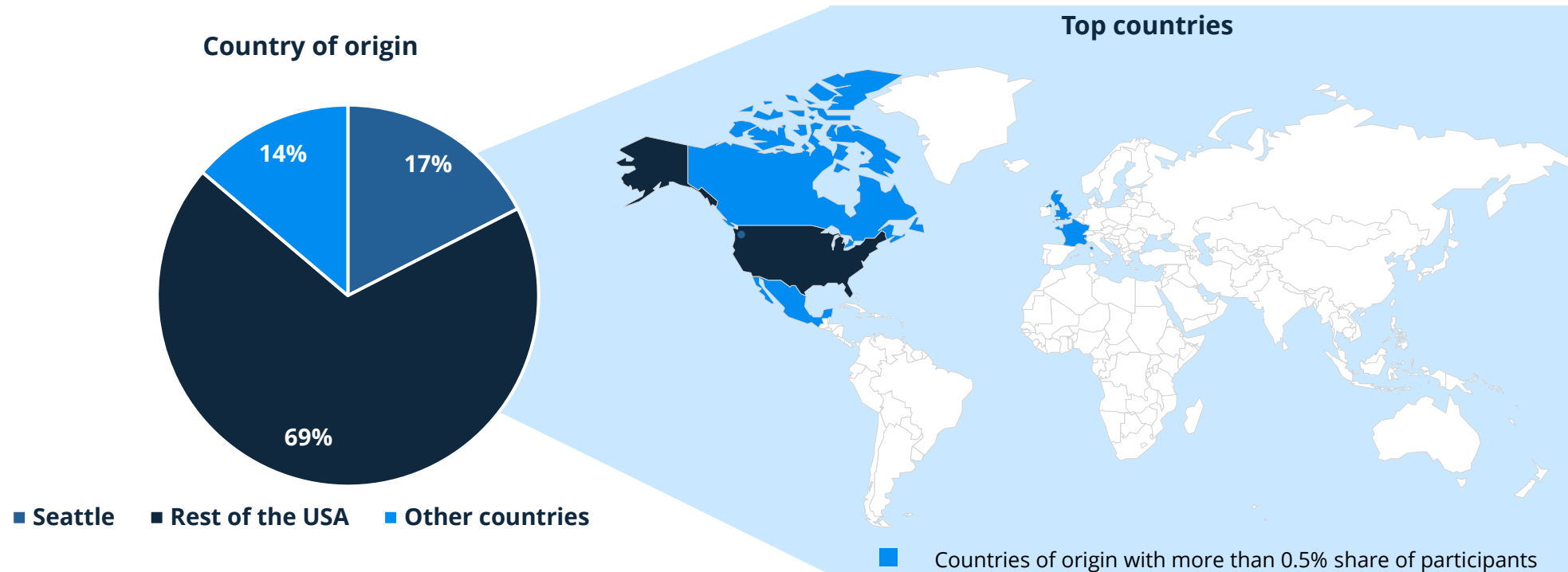
11 km walked on average by each Trainer

17 m Pokémon were caught collectively by Trainers

statista

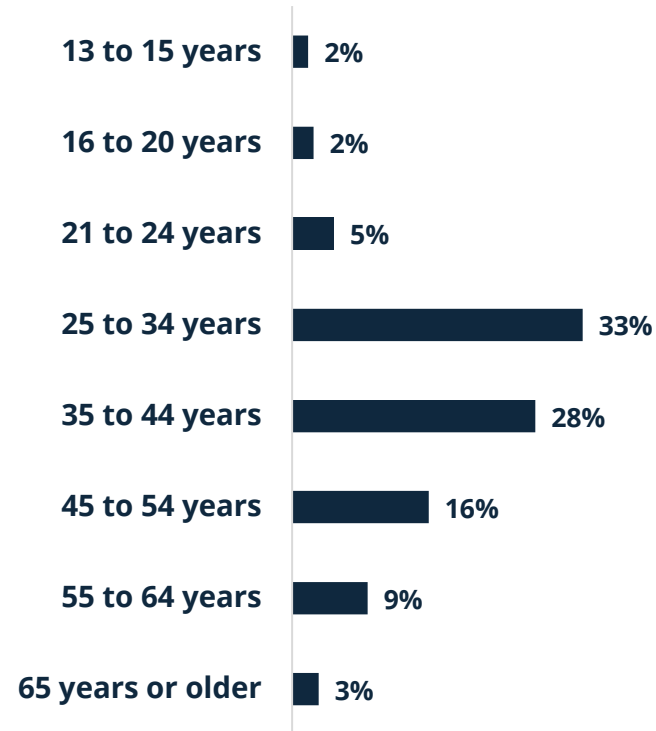# Despite COVID-19 impacts, in person attendance drew 83% out-of-city participation

Event participants by home country

Country of origin

- ■ Seattle ■ Rest of the USA ■ Other countries

14%
17%
69%

Top countries

■ Countries of origin with more than 0.5% share of participants

GO Fest attracted people from all age groups, especially those between 25-54 years

Attendee demographics

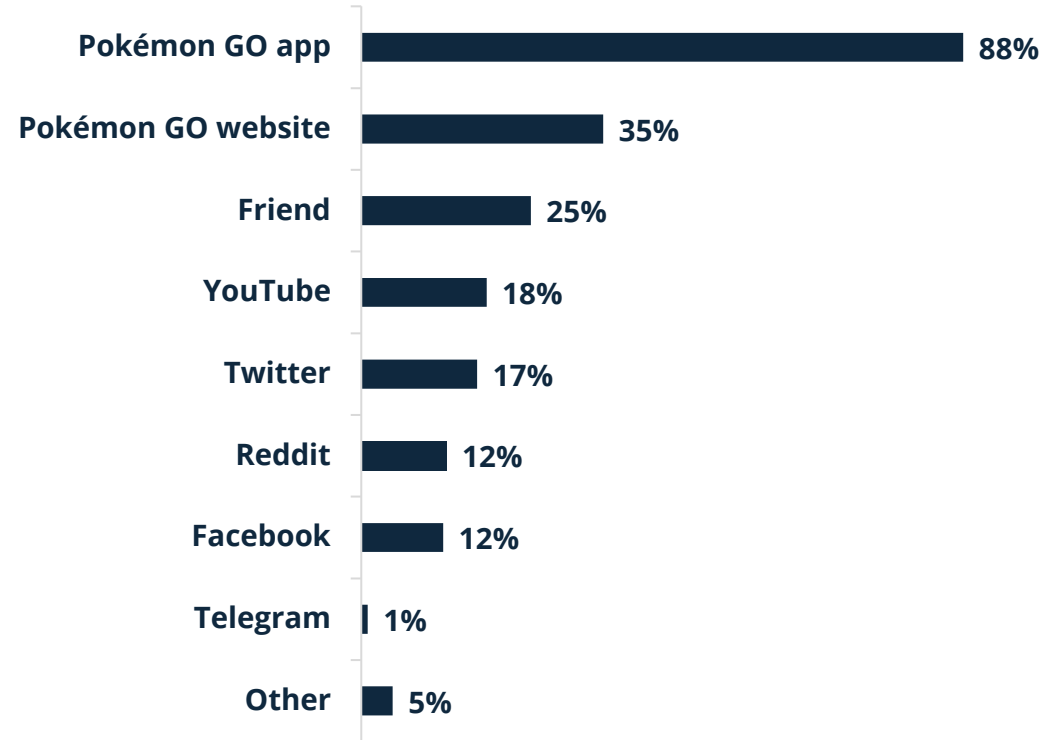| Age group	Percentage
13 to 15 years	2%
16 to 20 years	2%
21 to 24 years	5%
25 to 34 years	33%
35 to 44 years	28%
45 to 54 years	16%
55 to 64 years	9%
65 years or older	3%

Q37 "How old are you?"
Base: All respondents n=2129, 54 respondents had missing values for Q37, Statista 2022
Sum can vary due to rounding.

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

Event awareness

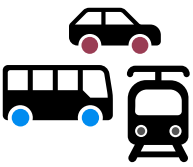|	
Pokémon GO app	88%
Pokémon GO website	35%
Friend	25%
YouTube	18%
Twitter	17%
Reddit	12%
Facebook	12%
Telegram	1%
Other	5%

Q5 "How did you hear about Go Fest?"
Base: All respondents n=2129, Statista 2022
Sum can vary due to rounding.

The city of Seattle benefited from the average visitor spending of 816 $ (793 €) around the event

Average visitor spending by category

Category	USD	EUR
Accommodation	**399 $**	387 €
Transportation	**154 $**	150 €
Food	**205 $**	199 €
Shopping	**217 $**	211 €
Luggage	**63 $**	61 €

Notes: Exchange rate EUR / USD = 1.029 (based on ECB 06.2022-08.2022)
Based on a survey conducted with event participants – participant's expenses.
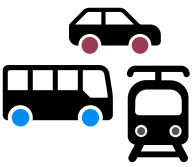Base: All respondents n=2129, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 543, Statista 2022

The event also contributed to 1,109 jobs in Seattle driven by increased economic activity

Job contribution by category

🏨	**241**	Accommodation
🚌	**185**	Transportation
🍽️	**292**	Gastronomy
🛍️	**299**	Shopping & other
💼	**92**	Operations sector

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 2129 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 Seattle	▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in Seattle	▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in Seattle	▪ 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 Seattle	▪ 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 Seattle	▪ Total local economic impact

Total expenditures in Seattle sum up to 115 $m - highest spendings on shopping & entertainment

Total expenditures in Seattle

Expenditures	Direct	Indirect	Induced	Total
Accommodation	10.3 $m (10 €m)	8.2 $m (8 €m)	6.7 $m (6.5 €m)	**25.2 $m (24.5 €m)**
Food and beverages	11.9 $m (11.6 €m)	9.9 $m (9.6 €m)	7.1 $m (6.9 €m)	**29 $m (28.1 €m)**
Transportation	9 $m (8.7 €m)	7.1 $m (6.9 €m)	5.5 $m (5.3 €m)	**21.6 $m (21 €m)**
Shopping and other	12.6 $m (12.3 €m)	9.8 $m (9.5 €m)	7.6 $m (7.4 €m)	**30.1 $m (29.2 €m)**
Operational cost	3.7 $m (3.6 €m)	3.1 $m (3 €m)	2.2 $m (2.1 €m)	**8.9 $m (8.7 €m)**
Total	47.5 $m (46.2 €m)	38.1 $m (37.1 €m)	29.1 $m (28.3 €m)	**114.7 $m (111.5 €m)**

Notes: Exchange rate EUR / USD = 1.029 (based on ECB 05.2022-07.2022)
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=2129, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 543, Statista 2022

Restaurants and shops have benefited the most from the participants' spendings

GO Fest attendees spending in Seattle

	Local transportation	Auto parking	Car rental	Other car expenses	Shopping	Going to bars	Eating out	Kiosks /supermarket	Other entertainment	Other activities (local attractions, etc.)
0 €	40%	53%	87%	46%	37%	68%	6%	45%	53%	49%
1 - 50 €	30%	33%	1%	21%	17%	12%	23%	32%	12%	12%
50 - 100 €	14%	9%	1%	17%	16%	9%	22%	14%	13%	15%
100 - 200 €	11%	4%	3%	9%	13%	5%	21%	6%	9%	11%
200+ €	5%	2%	7%	7%	17%	5%	27%	3%	12%	12%

Estimated increase in tax revenue from purchases is 40 $m (39 €m)

Estimated incremental tax receipt increase by category

| Expenditures	Direct	Indirect	Induced	Total
Accommodation	4.1 $m (4 €m)	3.2 $m (3.2 €m)	2.7 $m (2.6 €m)	**10 $m (9.7 €m)**
Food and beverages	4 $m (3.9 €m)	3.4 $m (3.3 €m)	2.4 $m (2.3 €m)	**9.8 $m (9.5 €m)**
Transportation	2.9 $m (2.8 €m)	2.3 $m (2.3 €m)	1.8 $m (1.7 €m)	**7 $m (6.8 €m)**
Shopping and other	4.3 $m (4.2 €m)	3.4 $m (3.3 €m)	2.6 $m (2.5 €m)	**10.3 $m (10 €m)**
Operational cost	1.3 $m (1.2 €m)	1.1 $m (1 €m)	0.7 $m (0.7 €m)	**3.1 $m (3 €m)**
Total	16.6 $m (16.2 €m)	13.4 $m (13 €m)	10.2 $m (9.9 €m)	**40.2 $m (39.1 €m)**

The event received massive media coverage - native advertising generating an equivalent of 3 $m (3 €m)

Media impact analysis
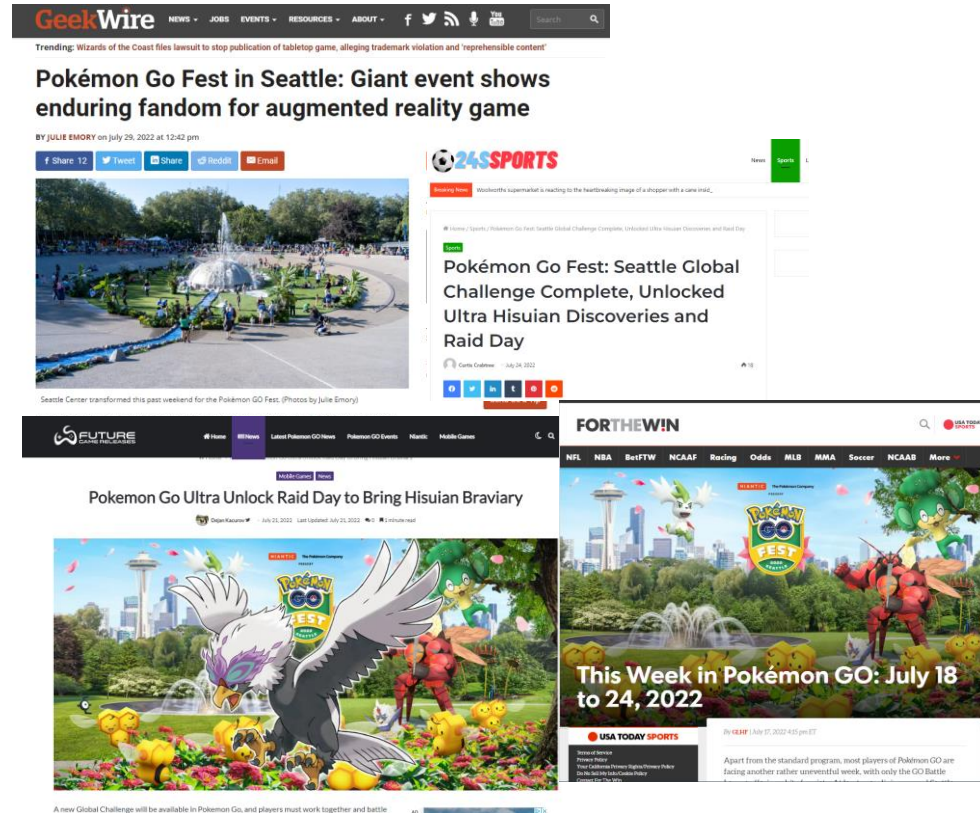
Readership

> 937 million
estimated potential visitors on articles covering the event

~89 articles

Clippings

3.34 $m (3.25 €m)

Ad equivalent

Notes: Exchange rate EUR / USD = 1.029 (based on ECB 05.2022-07.2022), average CPC=1.19€
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=2129, Statista 2022

Seattle resonates best with locals, but 78% of people who have never been to the city were also impressed

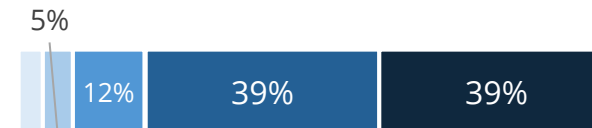Perception of Seattle as host location

Visited Seattle before

Perception of Seattle

	I live in Seattle	
17%		13% / 83%

	No	
30%		5% / 12% / 39% / 39%

	Yes	
52%		3% / 9% / 32% / 54%

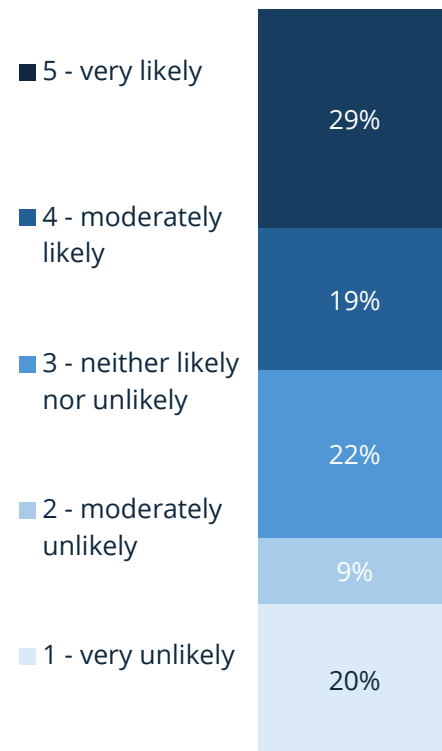■ 1 = the worst   ■ 2   ■ 3   ■ 4   ■ 5 = the best

Q3 "Have you been to Seattle before?", Q24 "What is your opinion about Seattle as the host location? (5-pt scale, 1 being the worst, 5 being the best) "
Base: All respondents n=2129, Statista 2022
Sum can vary due to rounding.

48% of participants wish to come back to Seattle soon, mainly for sightseeing and eating out

Returning to Seattle

Likelihood of returning
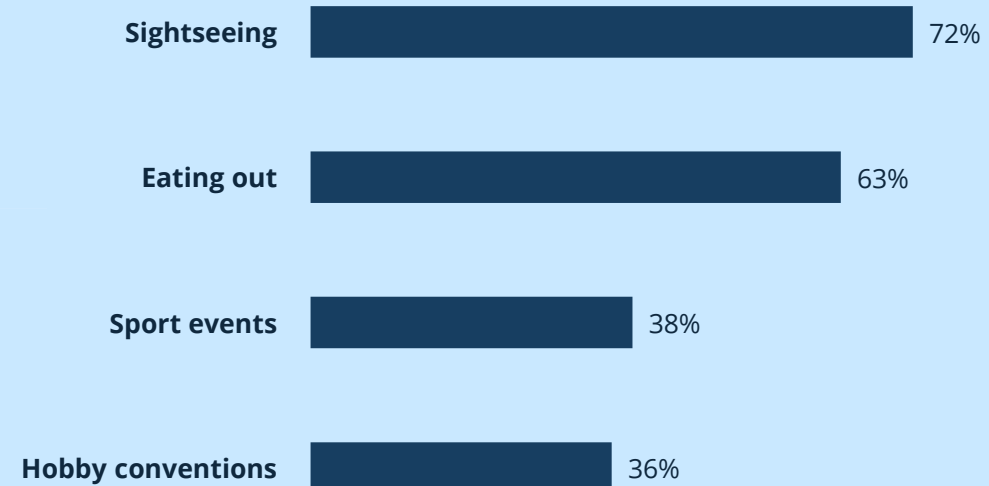
■ 5 - very likely	29%
■ 4 - moderately likely	19%
■ 3 - neither likely nor unlikely	22%
■ 2 - moderately unlikely	9%
■ 1 - very unlikely	20%

Potential activities

Sightseeing	72%
Eating out	63%
Sport events	38%
Hobby conventions	36%

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

Economic impact by visiting status

	People who visited Seattle for the first time	**People who have been to Seattle before**
Share	30% (641)	52% (1116)
Sociodemographics	33% female/ 63% male 76% 13-44 years, 19 % 45+ years 80% USA, 89% North America (7% Canada, 1% Mexico)	41% female/ 53% male 65% 13-44 years, 33 % 45+ years 85% USA, 97% North America (11% Canada, 1% Mexico)
Accommodation	97% stayed at least 1 night, 36% at a friend's place → People not staying at friends' homes spent an average of 418 $	76% stayed at least 1 night, 36% at a friend's place → People not staying at friends' homes spent an average of 385 $
Average spendings	**Total: 1,034$ (1,005€)** Accommodation*: 259$ (252€) Transportation: 214$ (208€) Gastronomy: 277$ (269€) Shopping and Entertainment: 284$ (276€)	**Total: 755$ (733€)** Accommodation*: 187$ (182€) Transportation: 158$ (153€) Gastronomy: 208$ (202€) Shopping and Entertainment: 202$ (196€)
Economic Impact	**Average total impact by visitor: 2,494$ (2,424€)**	**Average total impact by visitor: 1,824$ (1,773€)**

Key Insights

- People new to Seattle were slightly younger than those who visited Seattle before. 89% of the new comers were from USA.

- Most of the newcomers stayed at least for one night in Seattle and spent more on accommodation than the ones who have been to Seattle before.

- Seattle newcomers had on average 37% higher economic impact on the city in comparison to those who visited Seattle before .

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

Appendix

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

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 1000 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.

Statista Q supports clients in individual projects as a multi-purpose provider of quantitative and qualitative market research as well as tailored research and analysis services.

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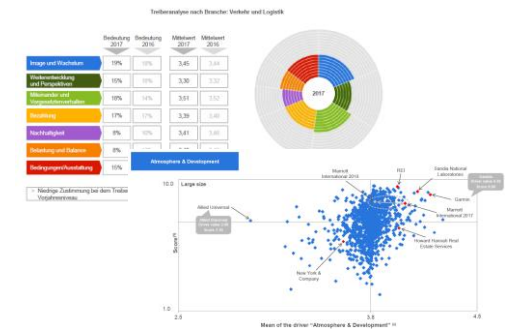
STATISTA CONTENT & DESIGN

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**