

# Economic Impact Study

Pokémon GO Fest 2024: Madrid  
(June 14<sup>th</sup> – June 16<sup>th</sup> )

statista+



July 2024



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# What is Pokémon GO Fest?

About Pokémon GO Fest

Pokémon GO Fest is an annual event organized by Niantic, the developers of Pokémon GO. It's a global event where hundreds of thousands of players gather in specific cities around the world to play the mobile game together in real life and participate in Pokémon-themed activities and challenges.

Playing Pokémon GO brings together players and communities, encouraging them to explore new places together and create new lasting friendships through a mutual love of Pokémon. It promotes physical activity outdoors and social connection, which can help promote physical and mental wellbeing.

GO Fest host cities and their communities benefit from a proven boost to the local economy through increased tourism and the very nature of the game that encourages players to visit new locations, including tourist attractions, shops and restaurants throughout those locations.

We hope to see you at our next Pokémon GO event at a location near you!



# Management Summary

Overview of Pokémon GO Fest 2024: Madrid



**In total, the event yielded an economic impact of €35M (\$38M) and generated €16M (\$17M) in tax revenue for Madrid**

Pokémon GO Fest features large-scale, annual events organized by Niantic, the developer of Pokémon GO. The events are known for creating a festive atmosphere, encouraging real world social interaction, and providing a fun and immersive experience for Pokémon GO enthusiasts from all over the world. Pokémon GO Fest Madrid took place between 14-16 June 2024 with game play taking place across the city and at Parque Juan Carlos I.

- **€17M (\$18M) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **€12M (\$13M) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **€6M (\$7M) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **€16M (\$17M) of taxes** were raised and there was a positive job impact summing up to the creation of **726 jobs**
- Broad international and national media coverage of the event had an **advertising equivalent of €15M (\$16M)**
- Madrid also benefited as tourism destination as **38% of visitors** stated that they **will likely return to the city** in the next 12 months

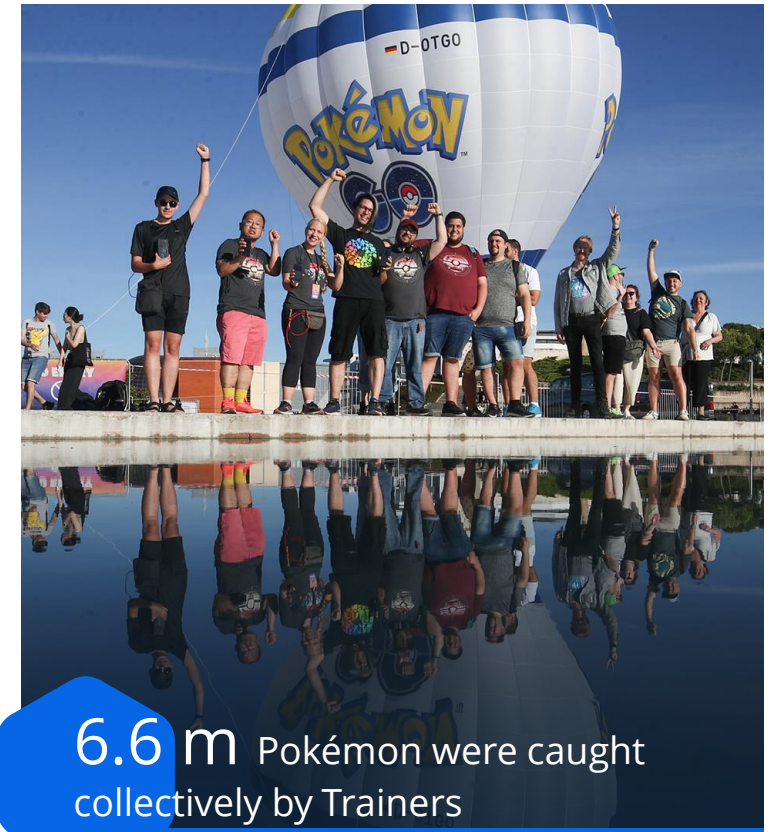




# The event drew 192,000 players in the city and 27,400 in the park, where they caught Pokémon and explored the area



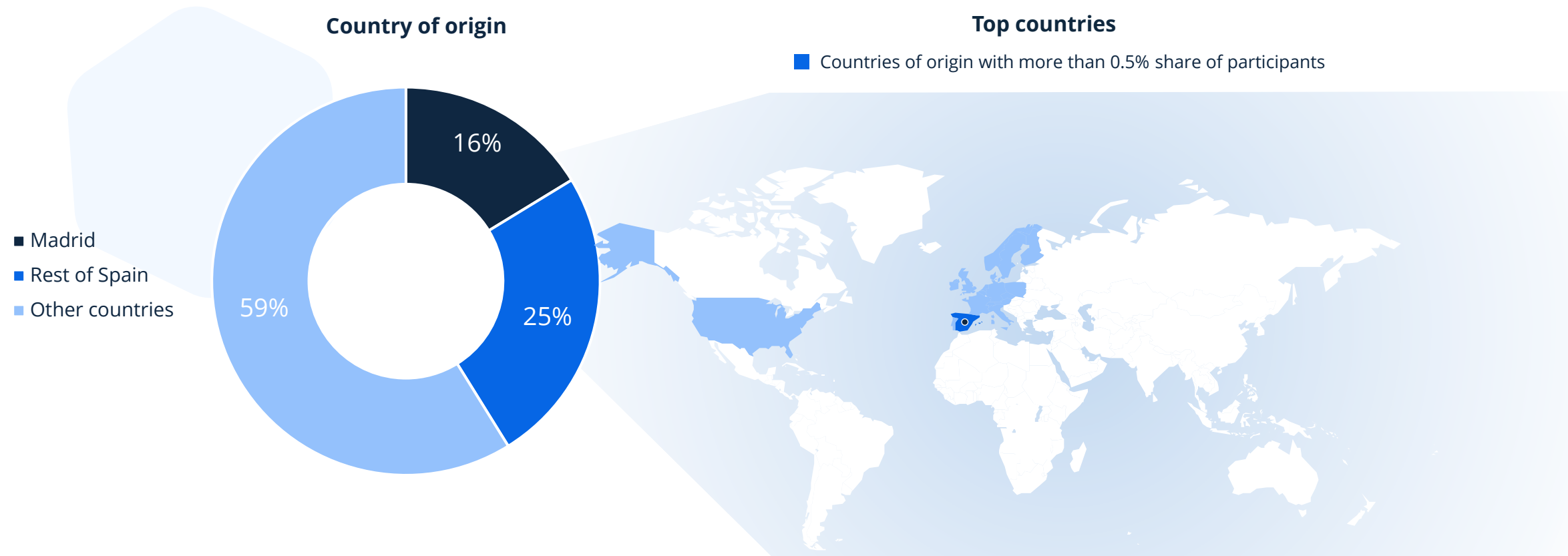
Pokémon GO Fest 2024: Madrid - details



# The event attracted trainers from across the globe, including not only those from Spain and Europe but also from the USA



Event participants by home country





# The city of Madrid benefited from the average visitor spending of €621 (\$669) around the event



Average visitor spending by category\*

	€325	\$350	Accommodation
	€69	\$75	Transportation
	€139	\$150	Gastronomy
	€154	\$166	Shopping & other
	€131	\$142	Operational sector



\*Average visitor spending is calculated by combining two main elements: the average accommodation costs for overnight visitors and the average spending in all other categories for all festival attendees.  
Exchange rate EUR / USD = 1,076732 (based on OFX 04/2024 - 06/2024)  
Based on a survey conducted with event participants – participant's expenses.  
Base: Respondents who attended the festival n=1,184; accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 492; Statista 2024.

# The event provides employment to 726 full-time equivalents driven by increased economic activity

Job contribution by category

	126	Accommodation
	98	Transportation
	152	Gastronomy
	183	Shopping & other
	166	Operational sector





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



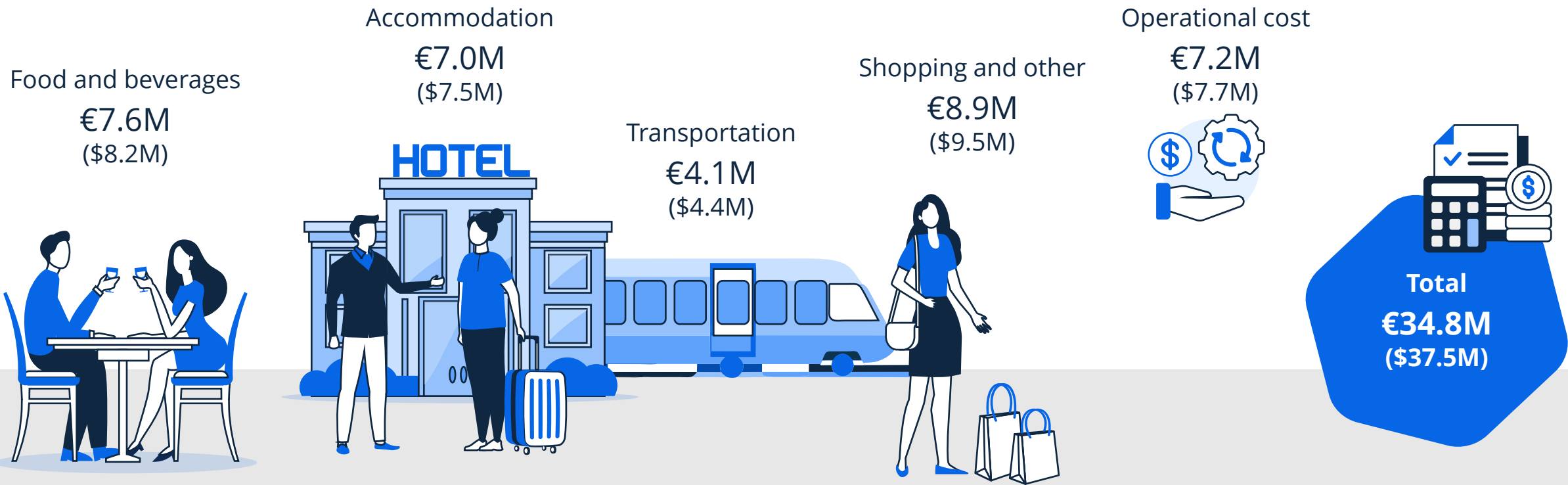
Economic impact methodology

	Total expenditures of attendees	<ul style="list-style-type: none"> <li>▪ Extrapolation based on survey with 1,199 participants</li> </ul>
+	Operations cost	<ul style="list-style-type: none"> <li>▪ Operational cost of Niantic for the event</li> </ul>
=	Total direct expenditures	<ul style="list-style-type: none"> <li>▪ Direct result of Pokémon GO Fest</li> </ul>
%	Share of direct expenditures in city of Madrid	<ul style="list-style-type: none"> <li>▪ Modelled by Statista based on local hotel capacity and additional factors</li> </ul>
=	Direct expenditures in Madrid	<ul style="list-style-type: none"> <li>▪ Direct impact to local economy by the visitors' expenditures</li> </ul>
+	Indirect expenditures in Madrid	<ul style="list-style-type: none"> <li>▪ Impact on suppliers for businesses having direct impact from event, e. g. groceries for the gastronomy or building of tourist infrastructure</li> <li>▪ Modelled by Statista based on national accounts data and additional sources</li> </ul>
+	Induced expenditures in Madrid	<ul style="list-style-type: none"> <li>▪ Increased household spending induced by employees working for businesses having direct or indirect impact from event, e. g. taxi driver spending additional income</li> <li>▪ Modelled by Statista based on national accounts data and additional sources</li> </ul>
=	Total expenditures in Madrid	<ul style="list-style-type: none"> <li>▪ Total local economic impact</li> </ul>

# Pokémon GO Fest created a total economic impact of €34.8M (\$37.5M) in Madrid








Total economic impact in Madrid



# The majority of the economic impact value was driven by two categories: shopping and food and beverages



Total economic impact in Madrid

	Expenditures	Direct	Indirect	Induced	Total
	Accommodation	€3.5M (\$3.8M)	€2.3M (\$2.5M)	€1.2M (\$1.2M)	€7.0M (\$7.5M)
	Food and beverages	€3.8M (\$4.1M)	€2.5M (\$2.7M)	€1.3M (\$1.4M)	€7.6M (\$8.2M)
	Transportation	€1.9M (\$2.0M)	€1.4M (\$1.5M)	€0.8M (\$0.9M)	€4.1M (\$4.4M)
	Shopping and other	€4.2M (\$4.5M)	€3.0M (\$3.3M)	€1.6M (\$1.7M)	€8.9M (\$9.5M)
	Operational cost	€3.6M (\$3.9M)	€2.4M (\$2.6M)	€1.2M (\$1.3M)	€7.2M (\$7.7M)
	<b>Total</b>	<b>€17.0M (\$18.3M)</b>	<b>€11.7M (\$12.6M)</b>	<b>€6.0M (\$6.5M)</b>	<b>€34.8M (\$37.5M)</b>



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



Pokémon GO Fest attendee spending in Madrid

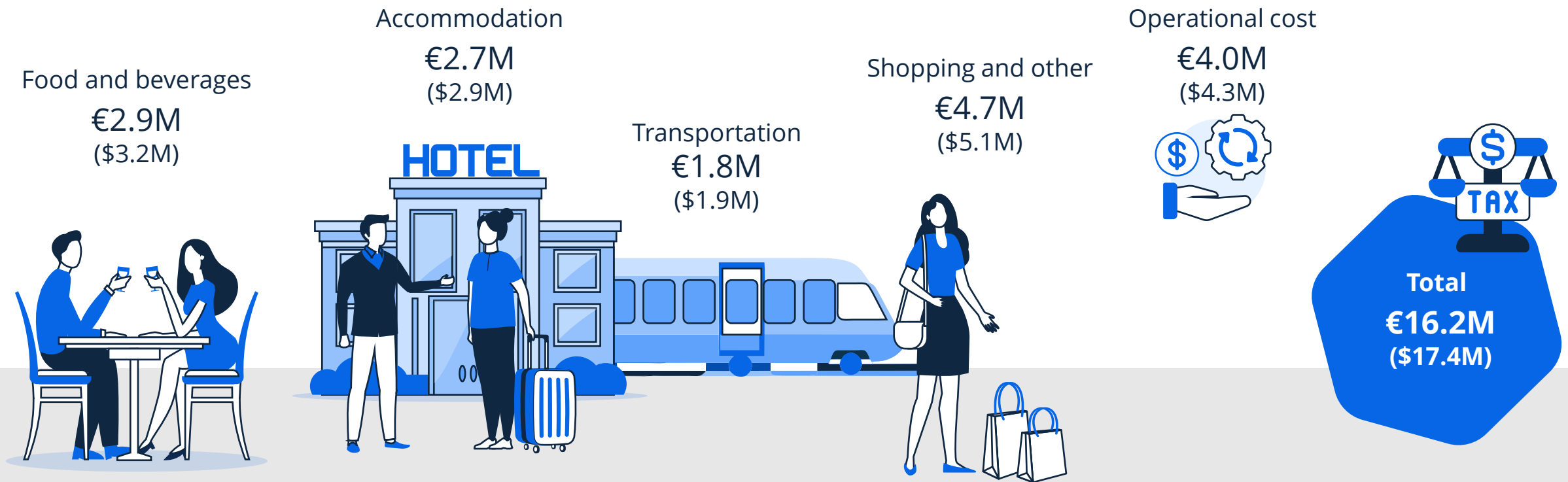
	Local transportation	Car parking	Car rental	Other car expenses	Shopping	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
0 €	16%	91%	95%	73%	24%	8%	19%	52%	53%
1-50 €	57%	7%	2%	16%	33%	31%	55%	76%	23%
50-100 €	17%	2%	1%	7%	23%	27%	18%	12%	12%
100-200 €	7%	0%	1%	2%	10%	20%	5%	6%	5%
200+ €	3%	0%	1%	1%	10%	14%	3%	6%	7%



# The Pokémon GO Fest event generated an estimated increase of €16.2M (\$17.4M) in tax revenue from visitors spendings








Estimated incremental tax receipt increase by category



# Among all, the shopping and operational activities emerged as leading contributors to the tax revenue



Estimated incremental tax receipt increase by category

	Expenditures	Direct	Indirect	Induced	Total
	Accommodation	€1.4M (\$1.5M)	€0.9M (\$1.0M)	€0.4M (\$0.5M)	€2.7M (\$2.9M)
	Food and beverages	€1.5M (\$1.6M)	€1.0M (\$1.1M)	€0.5M (\$0.5M)	€2.9M (\$3.2M)
	Transportation	€0.8M (\$0.9M)	€0.6M (\$0.7M)	€0.3M (\$0.4M)	€1.8M (\$1.9M)
	Shopping and other	€2.2M (\$2.4M)	€1.6M (\$1.7M)	€0.9M (\$0.9M)	€4.7M (\$5.1M)
	Operational cost	€2.0M (\$2.2M)	€1.3M (\$1.4M)	€0.7M (\$0.7M)	€4.0M (\$4.3M)
	<b>Total</b>	<b>€7.9M (\$8.5M)</b>	<b>€5.5M (\$5.9M)</b>	<b>€2.8M (\$3.0M)</b>	<b>€16.2M (\$17.4M)</b>



# The event received massive media coverage – native advertising generating €15M (\$16M)



## Media impact analysis



Readership

> 5,330 million  
estimated potential impressions  
on articles covering the event



Clippings

1,098 articles



Ad equivalent

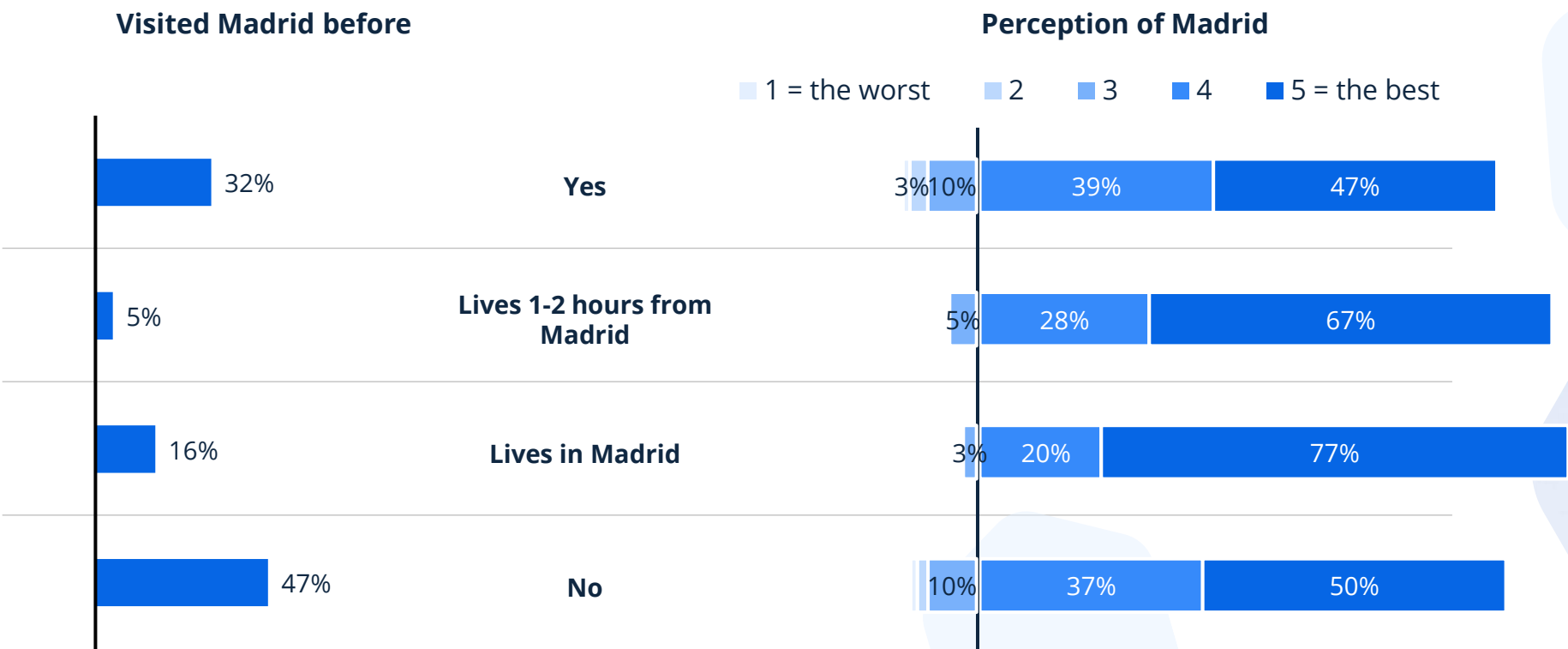
€15M (\$16M)



# Madrid and nearby residents' pride and familiarity enhances city's appeal as event host location



Perception of Madrid as host location

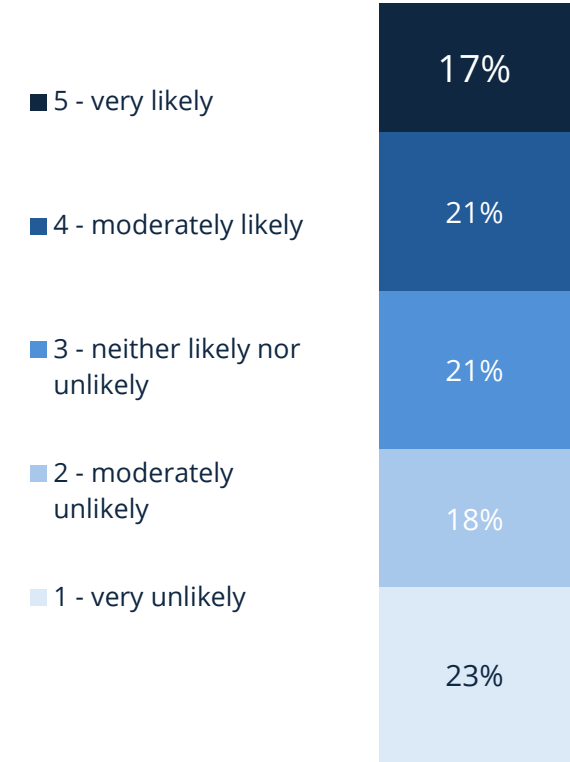


# Nearly 2 in 5 of those living far from Madrid are (very) likely to return to explore the city and enjoy touristic activities

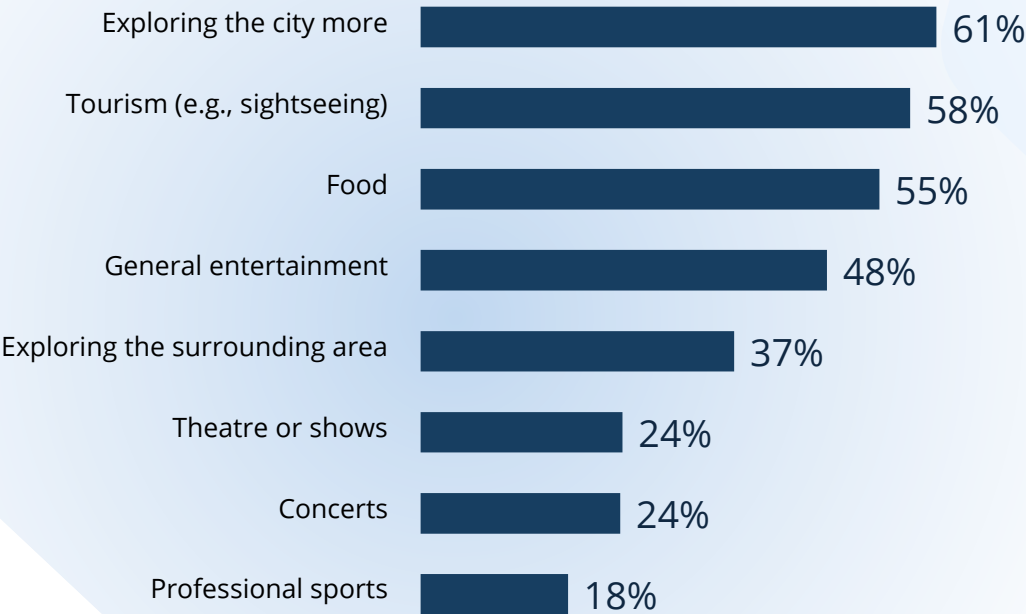


Returning to Madrid

Likelihood of returning to Madrid in the next 12 months



Potential activities










# Madrid newcomers spent more than those who have been to Madrid before



Economic impact by visiting status

	People who visited Madrid for the first time	People who have been to Madrid before
 Share	47% (566)	32% (380)
 Sociodemographics	31% female/ 67% male 22% UK, 16% Germany	27% female/ 71% male 57% Spain, 7% UK
 Accommodation	98% stayed at least 1 night, 32% at a friend's place → People not staying at friends' homes spent an average of €335	87% stayed at least 1 night, 70% at a friend's place → People not staying at friends' homes spent an average of €292
 Average spendings	<b>Total: €687 (\$740)</b> Accommodation*: €224 (\$241) Transportation: €87 (\$93) Gastronomy: €187 (\$201) Shopping and Entertainment: €189 (\$204)	<b>Total: €459 (\$494)</b> Accommodation*: €76 (\$82) Transportation: €75 (\$81) Gastronomy: €139 (\$149) Shopping and Entertainment: €168 (\$181)
 Economic Impact	<b>Average total impact by visitor: €1,409 (\$1,517)</b>	<b>Average total impact by visitor: €944 (\$1,016)</b>

## Key Insights

- Most newcomers (22%) to Madrid were from UK.
- Most of the newcomers stayed at least for one night in Madrid and spent more on accommodation than the ones who have been to Madrid before.
- Madrid newcomers had on average 49% higher economic impact on the city in comparison to those who visited Madrid before.

\*Refers to average spendings per total visitor including the ones paid for accommodation and the ones who stayed at friend's place  
Base: Respondents who attended the festival n=1,184; accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 492; Statista 2024.



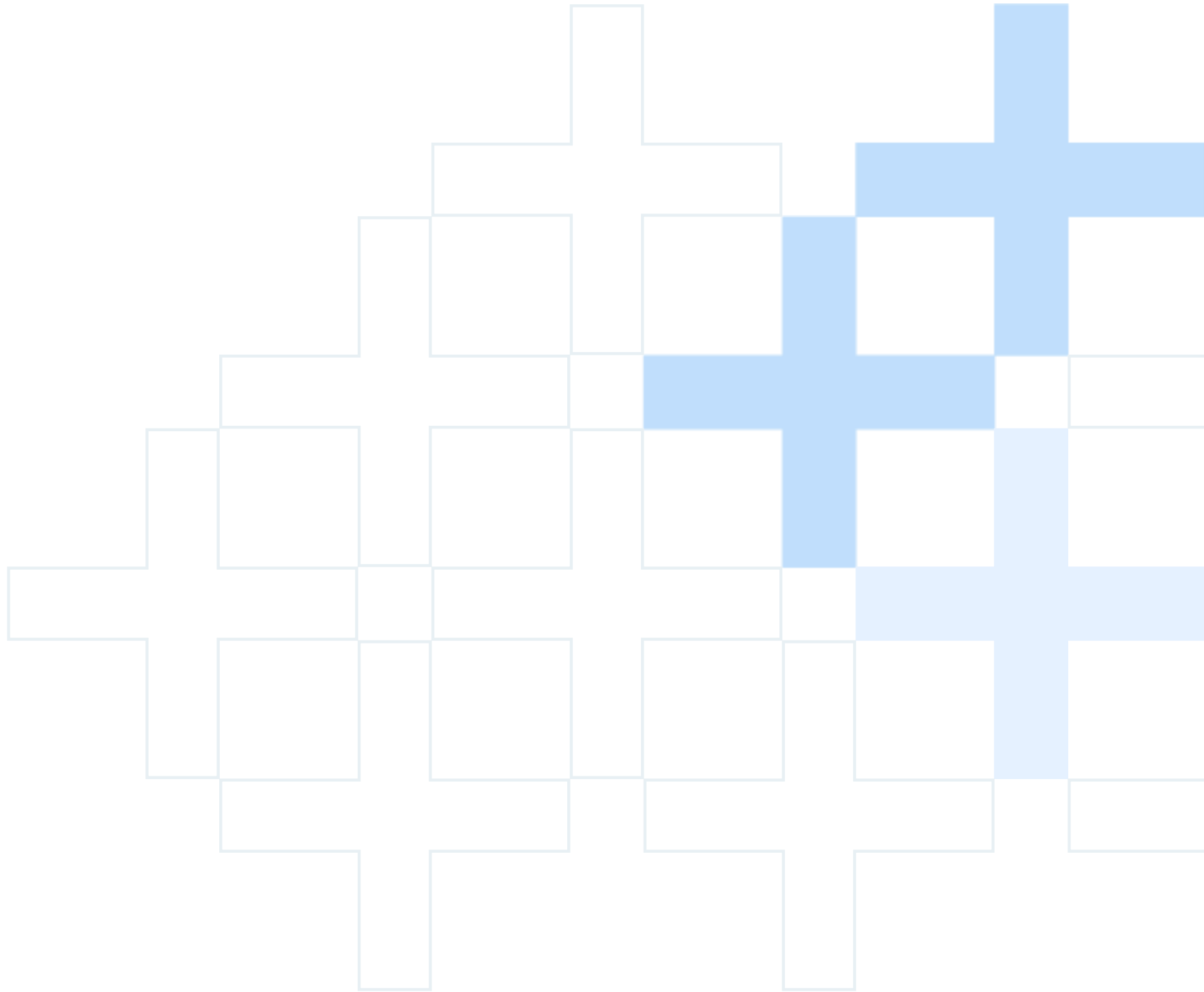
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# Appendix





# Pokémon GO is the most popular location-based mobile game in the world

About Pokémon GO

Launched in 2016, Pokémon GO is the global gaming sensation that was played by over 100 million players in 2023.

Join Trainers across the globe who are discovering Pokémon as they explore the world around them:

- CATCH more Pokémon to complete your Pokédex
- JOURNEY alongside your Buddy Pokémon to help make your Pokémon stronger and earn rewards
- COMPETE in epic Gym battles and...
- TEAM UP and UNITE with other Trainers to catch powerful Pokémon during Raid Battles

It's time to get moving—your real-life adventures await!  
Let's GO!

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



**>1 billion**  
downloads



developed by Niantic  
**in 2016**



availability in **over**  
**150 countries**



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

About Niantic

Niantic's global-scale augmented reality platform powers spatial computing experiences in the real world.

Incubated out of the Maps team at Google, Niantic first created Ingress and then Pokémon GO, a collaborative effort with The Pokémon Company, which has become a cultural phenomenon and hit game played by tens of millions of people each month.

Niantic's real-world platform also supports the company's other games including Pikmin Bloom, Peridot and Monster Hunter Now.



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

## About Statista

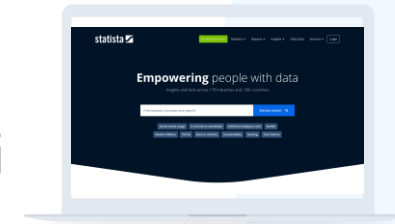
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