Economic Impact Study

Pokémon GO Fest 2024: New York City
(July 5th – July 7th)

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Management Summary

In total, the event yielded an economic impact of $127M and generated $26M in tax revenue for New York City

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 New York City took place between 5-7 July 2024 with game play taking place across the city and at Randall's Island Park.

- **$55M direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic

- **$41M indirect expenditures** equal to impact on suppliers for businesses having direct impact from event

- **$31M induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event

- In addition, **$26M of taxes** were raised and there was a positive job impact summing up to the creation of **846 jobs**

- Broad international and national media coverage of the event had an **advertising equivalent of $168M**

- New York City also benefited as tourism destination as **49% of visitors** stated that they **will likely return to the city** in the next 12 months

The event drew 474,900 players in the city and 68,703 in the park, where they caught Pokémons and explored the area

Pokémon GO Fest 2024: New York City - details

474,900 players in New York City, with **68,703** in the park attended the three-day festival
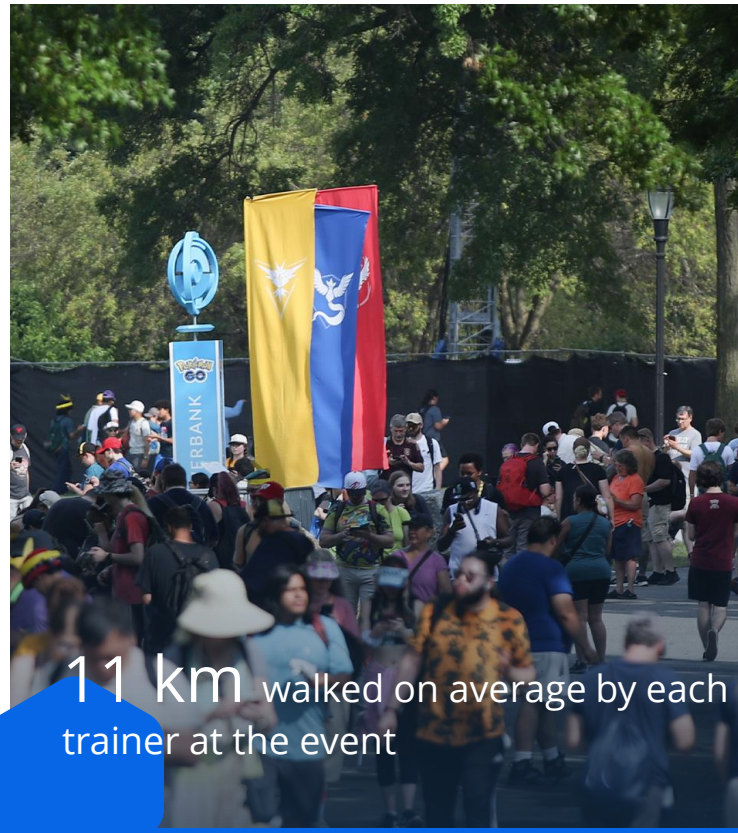
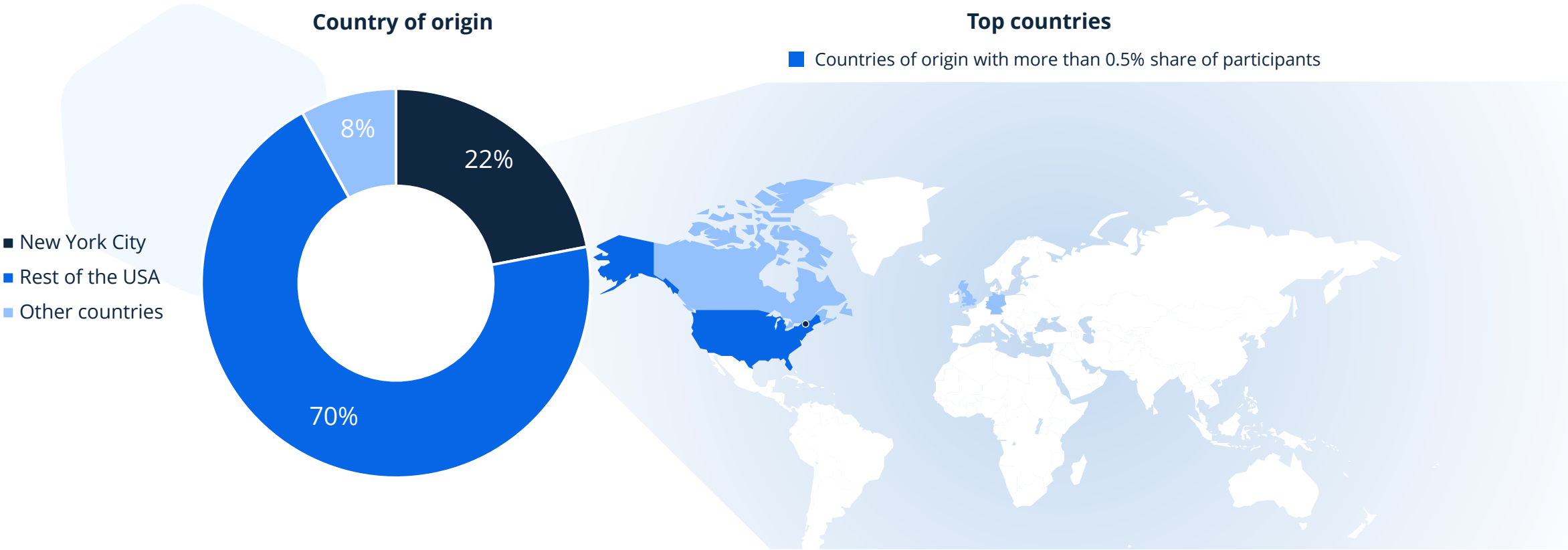**11 km** walked on average by each trainer at the event

10 m Pokémons were caught collectively by Trainers

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The event attracted mostly out-of-city participation, with only 22% coming from New York City

Event participants by home country

Country of origin

- New York City
- Rest of the USA
- Other countries

8%
22%
70%

Top countries

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

Q "What country do you live in?"
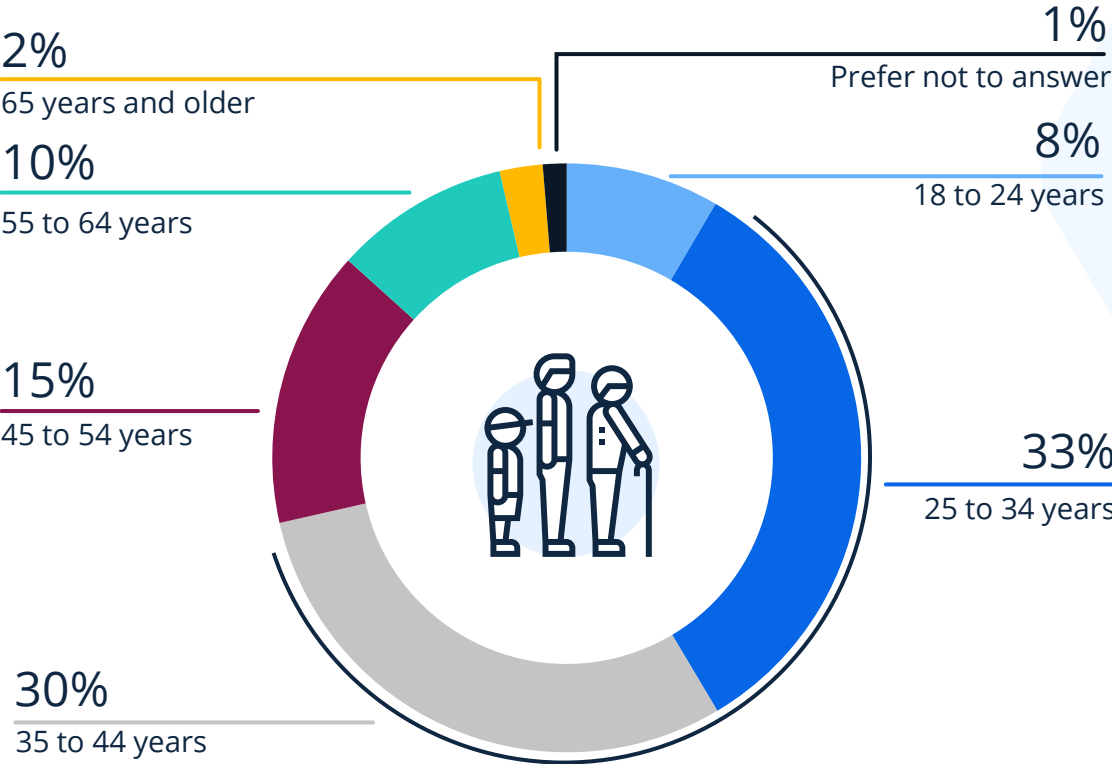Base: All respondents n=2,157; Statista 2024.
Sum can vary due to rounding.

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

Attendee demographics

2%
65 years and older

10%
55 to 64 years

15%
45 to 54 years

30%
35 to 44 years

1%
Prefer not to answer

8%
18 to 24 years

33%
25 to 34 years

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The city of New York City benefited from the average visitor spending of $795 around the event

Average visitor spending by category*

🛏	$343	Accommodation
🚌	$158	Transportation
🍴	$196	Gastronomy
🛍	$245	Shopping & other
🧳	$68	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.
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=2,120; accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 1,010; Statista 2024.

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The event provides employment to 846 full-time equivalents driven by increased economic activity

Job contribution by category

🛏️	109	Accommodation
🚍	155	Transportation
🍴	242	Gastronomy
🛍️	255	Shopping & other
🧳	85	Operational sector

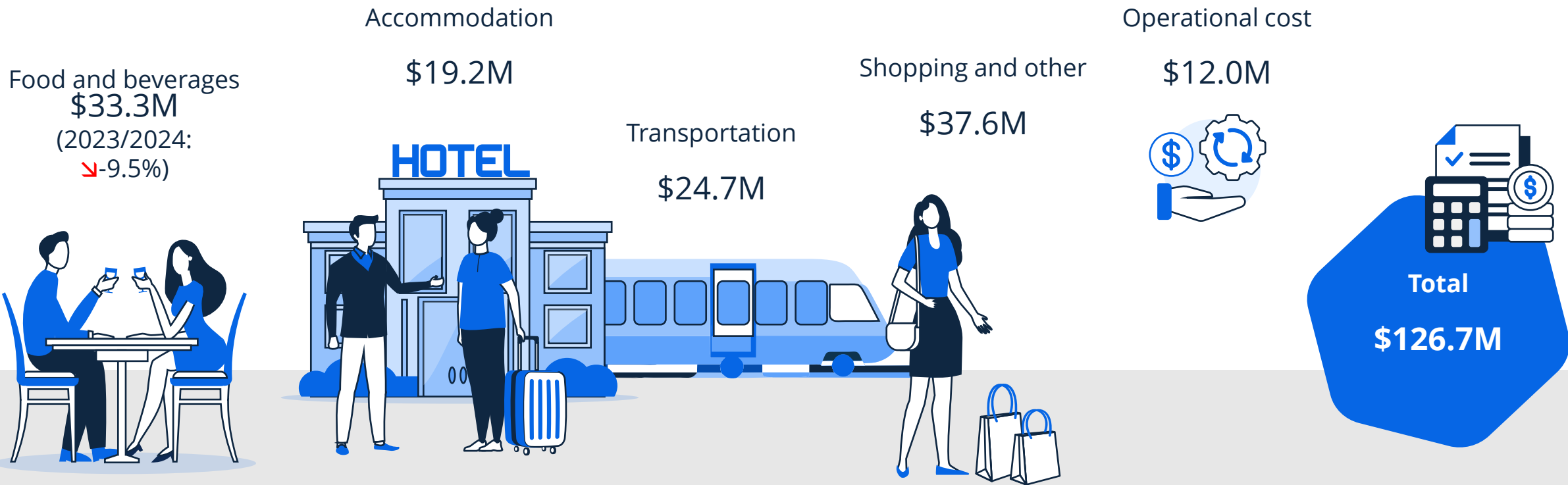# Total local economic impact calculated incl. direct, indirect and induced expenditures

Economic impact methodology

	Total expenditures of attendees	▪ Extrapolation based on survey with 2,157 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 New York City	▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in New York City	▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in New York City	▪ 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 New York City	▪ 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 New York City**	▪ **Total local economic impact**

Pokémon GO Fest created a total economic impact of $126.7M in New York City

Total economic impact in New York City

Food and beverages
$33.3M
(2023/2024: ↘ -9.5%)

Accommodation
$19.2M

Transportation
$24.7M

Shopping and other
$37.6M

Operational cost
$12.0M

Total
$126.7M

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

Total economic impact in New York City

Expenditures	Direct	Indirect	Induced	Total
Accommodation	$8.7M	$5.9M	$4.6M	**$19.2M**
Food and beverages	$13.5M	$11.3M	$8.5M	**$33.3M**
Transportation	$10.9M	$8.0M	$5.8M	**$24.7M**
Shopping and other	$16.9M	$11.9M	$8.8M	**$37.6M**
Operational cost	$4.7M	$4.2M	$3.1M	**$12.0M**
Total	**$54.6M**	**$41.3M**	**$30.8M**	**$126.7M**

Restaurants and local transportation have benefited the most from the participants' spendings
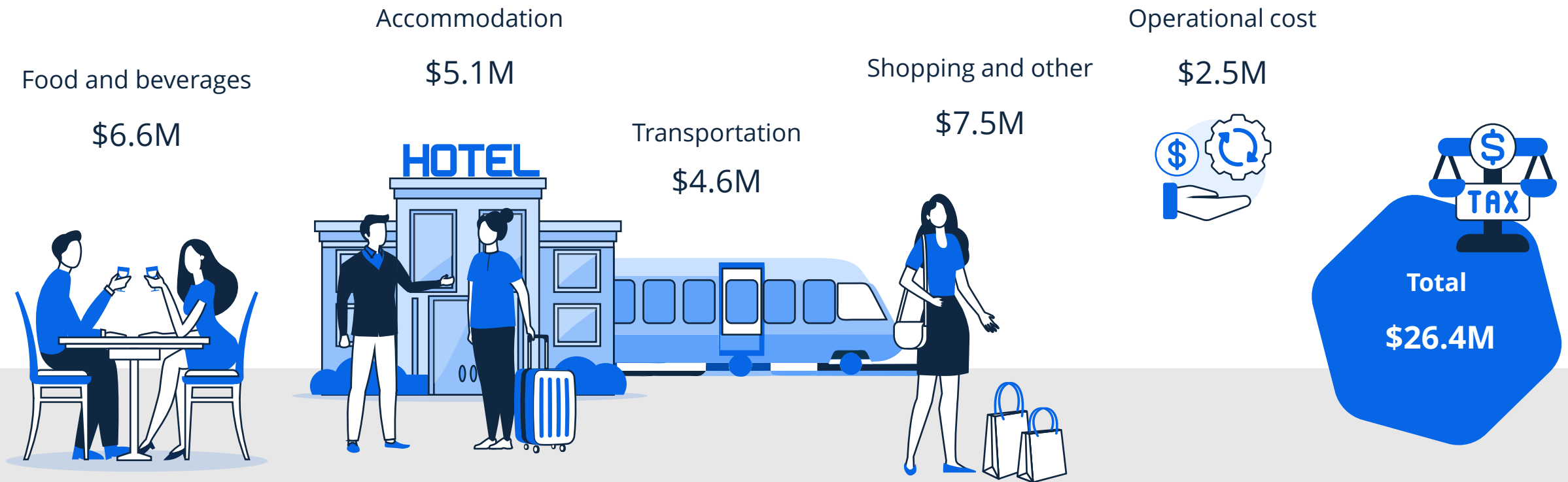
Pokémon GO Fest attendee spending in New York City

	Local transportation	Car parking	Car rental	Other car expenses	Shopping	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
$0	13%	74%	94%	62%	34%	8%	37%	53%	53%
$1-$50	36%	13%	2%	17%	19%	22%	35%	11%	11%
$50-$100	22%	6%	1%	11%	16%	17%	16%	9%	11%
$100-$200	13%	5%	1%	5%	12%	18%	6%	8%	18%
$200+	15%	3%	3%	5%	20%	35%	6%	19%	16%

The Pokémon GO Fest event generated an estimated increase of $26.4M in tax revenue from visitors spendings

Estimated incremental tax receipt increase by category

Food and beverages
$6.6M

Accommodation
$5.1M

Transportation
$4.6M

Shopping and other
$7.5M

Operational cost
$2.5M

Total
$26.4M

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Among all, the shopping and food and beverages emerged as leading contributors to the tax revenue

Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
Accommodation	$2.3M	$1.6M	$1.2M	$5.1M
Food and beverages	$2.7M	$2.3M	$1.7M	$6.6M
Transportation	$2.0M	$1.5M	$1.1M	$4.6M
Shopping and other	$3.4M	$2.4M	$1.8M	$7.5M
Operational cost	$1.0M	$0.9M	$0.6M	$2.5M
Total	**$11.4M**	**$8.6M**	**$6.4M**	**$26.4M**

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The event received massive media coverage – native advertising generating $168M

Media impact analysis

Readership

> 17,020 million
estimated potential impressions on articles covering the event

Clippings

1,146 articles

Ad equivalent

$168M

Organizza Il Tuo Viaggio Per Il Pokémon GO Fest York City

Giugno 28, 2024 di Lee Michaelis

Pokémon GO Fest returns to New York City this summer

Charline Charles
March 13, 2024 · 1 min read

Guarda Il Filmato Dell'incontro Tra Pika
Pokémon GO Fest 2024: New York City

Luglio 8, 2024 di Lee Michaelis

Pokémon GO Fest New York 2024
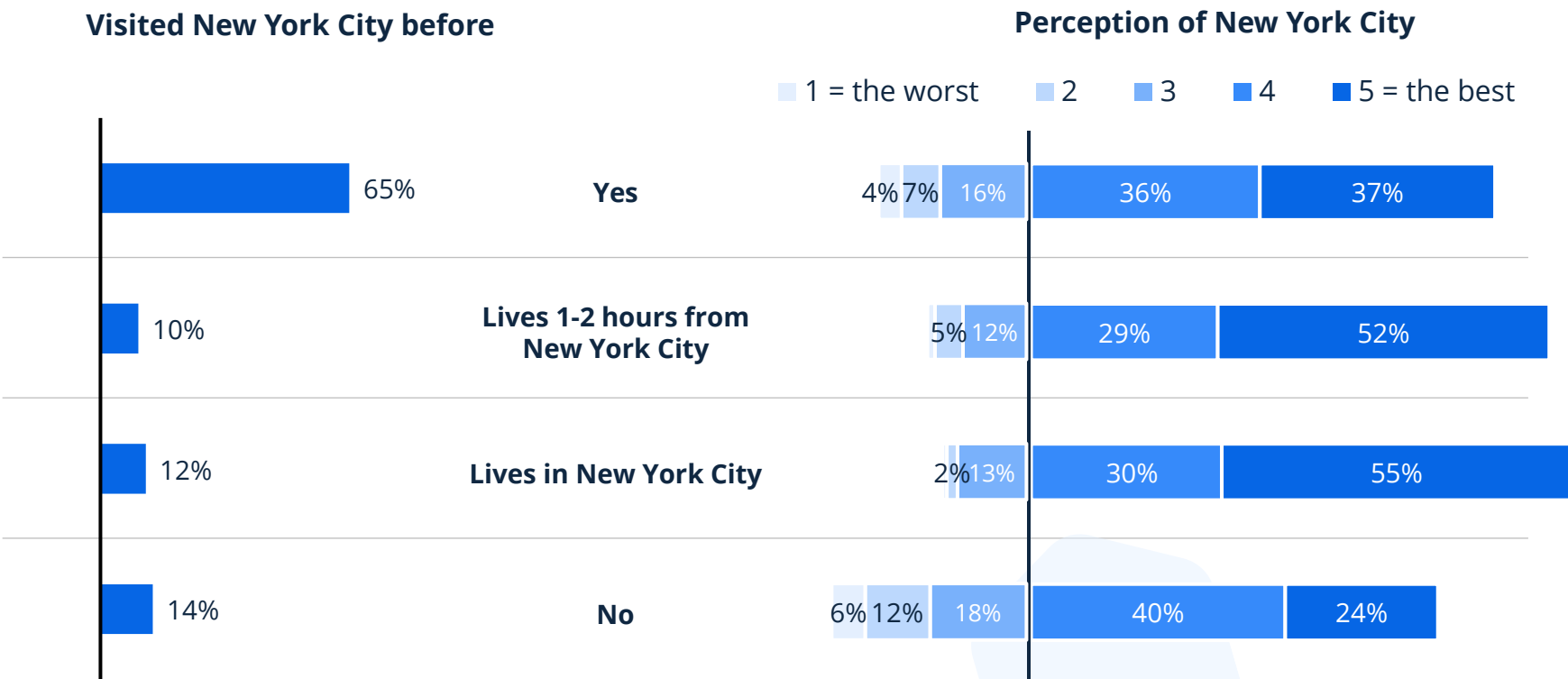
입력 2024.07.06. 오전 7:07

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New York City and nearby residents' pride and familiarity enhances city's appeal as event host location
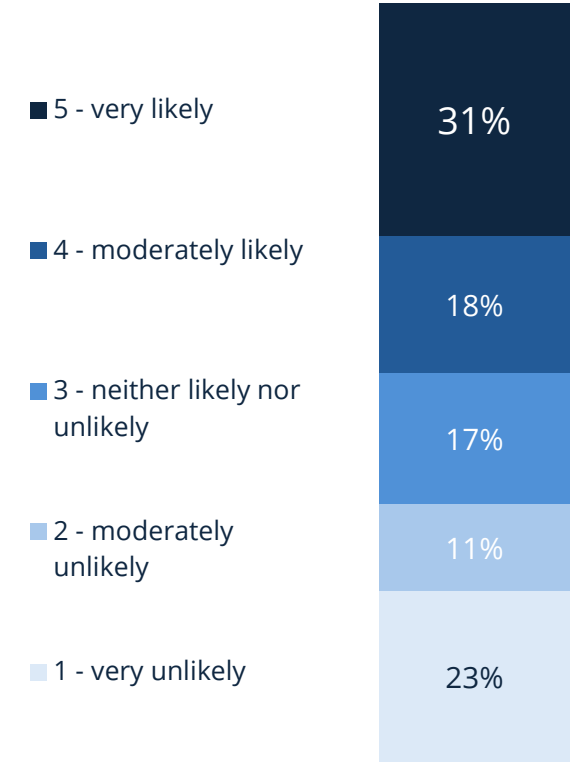
Perception of New York City as host location

Visited New York City before

Yes	65%
Lives 1-2 hours from New York City	10%
Lives in New York City	12%
No	14%

Perception of New York City

Legend: 1 = the worst   2   3   4   5 = the best

	1	2	3	4	5
Yes	4%	7%	16%	36%	37%
Lives 1-2 hours from New York City		5%	12%	29%	52%
Lives in New York City		2%	13%	30%	55%
No	6%	12%	18%	40%	24%

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Nearly 49% of those living far from NYC are (very) likely to return to explore the city and enjoy touristic activities
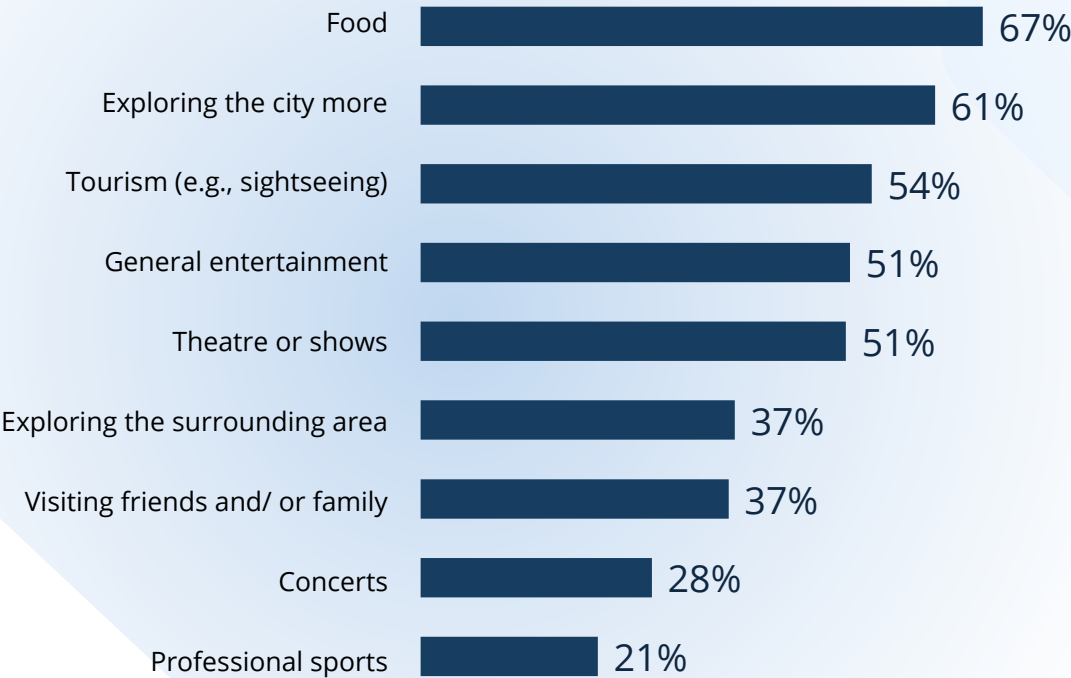
Returning to New York City

Likelihood of returning to New York City in the next 12 months

- 5 - very likely: **31%**
- 4 - moderately likely: **18%**
- 3 - neither likely nor unlikely: **17%**
- 2 - moderately unlikely: **11%**
- 1 - very unlikely: **23%**

Potential activities

Activity	%
Food	67%
Exploring the city more	61%
Tourism (e.g., sightseeing)	54%
General entertainment	51%
Theatre or shows	51%
Exploring the surrounding area	37%
Visiting friends and/ or family	37%
Concerts	28%
Professional sports	21%

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New York City newcomers spent more than those who have been to New York City before

Economic impact by visiting status

		People who visited New York City for the first time	People who have been to New York City before
	Share	14% (294)	65% (1,396)
	Sociodemographics	39% female/ 56% male 82% United States (3% New York City), 9% Canada	40% female/56% male 92% United States (10% New York City), 5% Canada
	Accommodation	93% stayed at least 1 night, 46% at a friend's place → People not staying at friends' homes spent an average of $430	74% stayed at least 1 night, 38% at a friend's place → People not staying at friends' homes spent an average of $328
	Average spendings	**Total: $1,130** Accommodation*: $218 Transportation: $237 Gastronomy: $275 Shopping and Entertainment: $400	**Total: $813** Accommodation*: $151 Transportation: $173 Gastronomy: $221 Shopping and Entertainment: $268
	Economic Impact	**Average total impact by visitor: $2,584**	**Average total impact by visitor: $1,869**

Key Insights

- Most newcomers to New York City were from all over the country outside the city and Canada

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

- New York City newcomers had on average 38% higher economic impact on the city in comparison to those who visited New York City before.

Appendix

Pokémon GO is the largest 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**

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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.

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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.

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.

The Content & Information Design unit supports the processing of information into bespoke information charts, videos, presentations and publications in the corporate design of our customers.
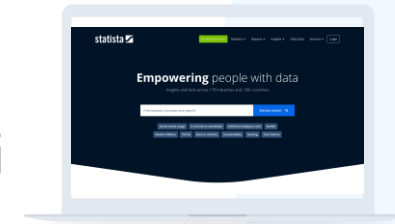
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Research

Full-service market research and data analysis

- Tailored market research projects
- Data analytics
- Premium ad-hoc research service 'askStatista'

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Strategy

Strategy and business building for the data-driven economy

- Build strategies
- Create data value
- Realize business opportunities

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Design

Creative design and marketing communications

- Content marketing
- Data storytelling
- Advertising

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