Economic Impact Study

Pokémon GO Fest 2024: Sendai
(May 30th – June 2nd)

statista+   NIANTIC   July 2024
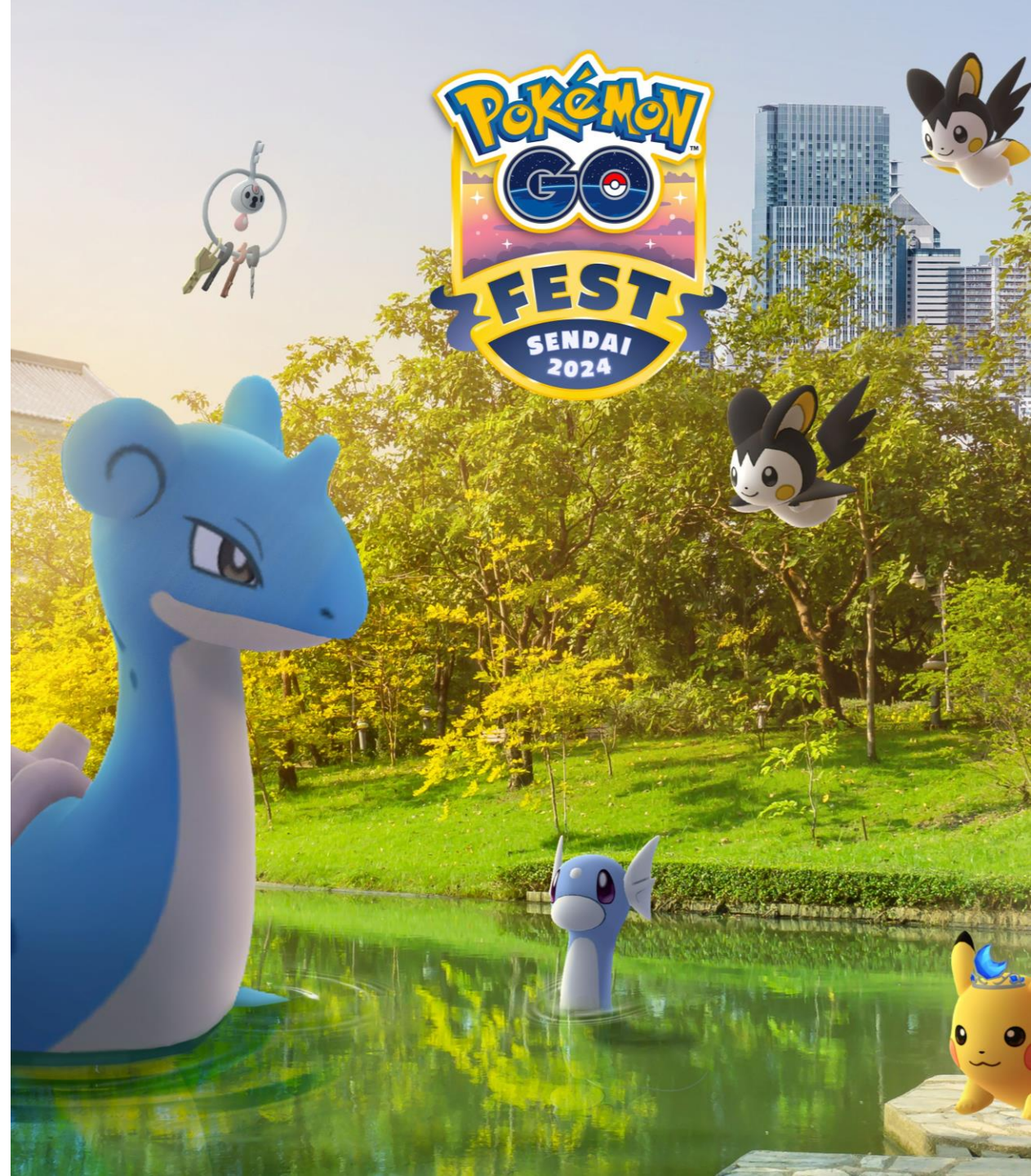
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Management Summary

Overview of Pokémon GO Fest 2024: Sendai

In total, the event yielded an economic impact of ¥7,396M ($48M) and generated ¥2,796M ($18M) in tax revenue for Sendai

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 Sendai took place between May 30th and June 2nd 2024 with game play taking place across the city and at Nanakita Park.

- **¥4,242M ($28M) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic

- **¥2,373M ($16M) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event

- **¥782M ($5M) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event

- In addition, **¥2,796M ($18M) of taxes** were raised and there was a positive job impact summing up to the creation of **748 jobs**

- Broad international and national media coverage of the event had an **advertising equivalent of ¥1,632M ($11M)**

- Sendai also benefited as tourism destination as **25% of visitors** stated that they **will likely return to the city** in the next 12 months
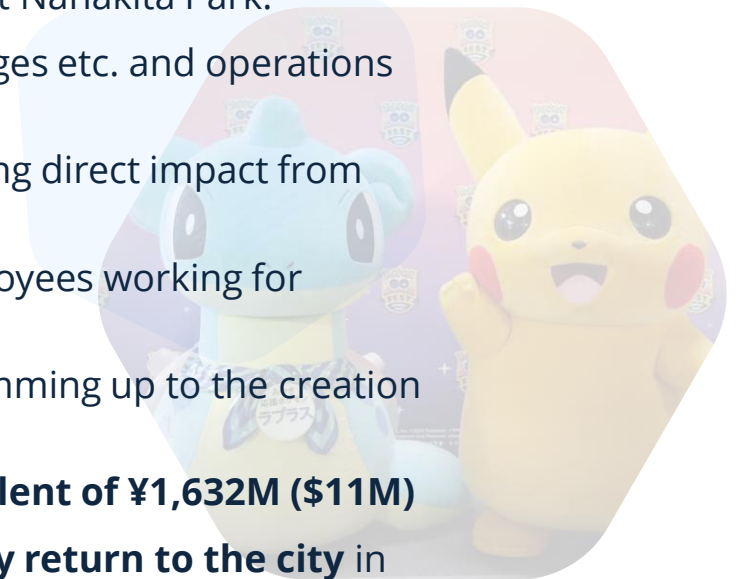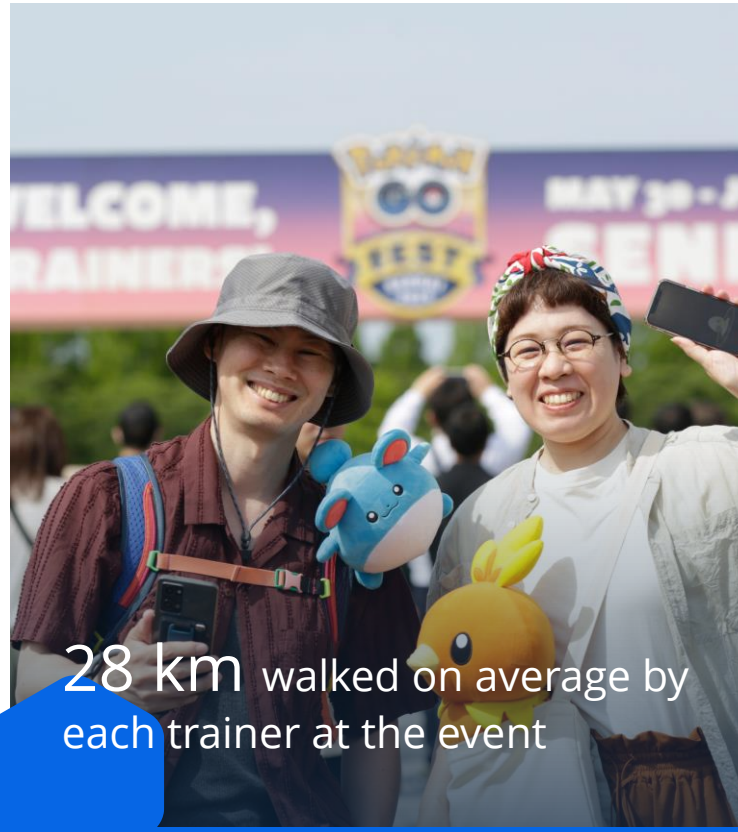
The event drew 379,000 players in the city and 68,000 in the park, where they caught Pokémons and explored the area

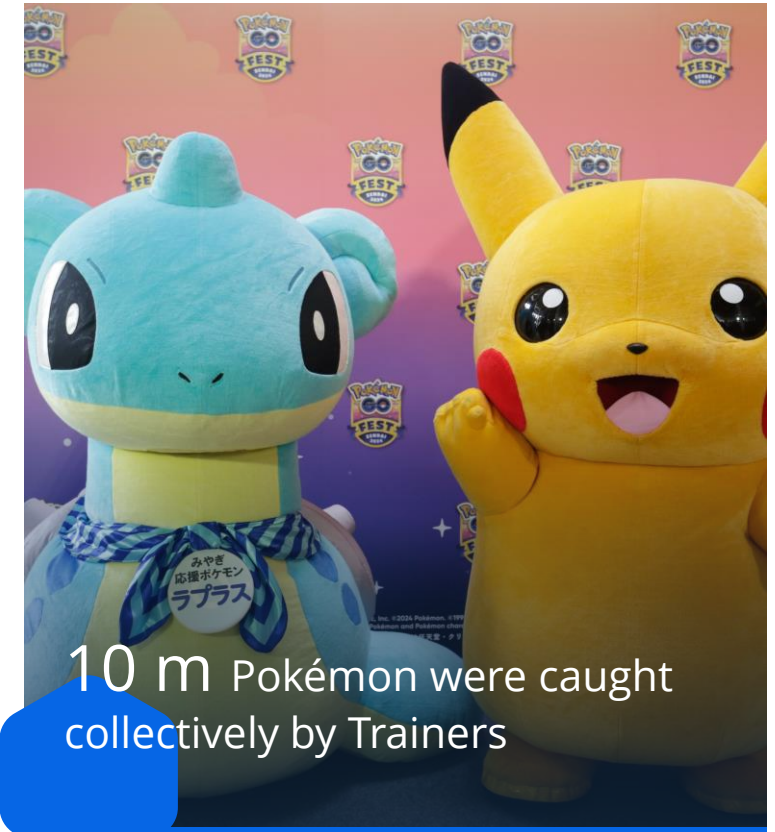Pokémon GO Fest 2024: Sendai - details

379,000 players in Sendai, with **68,000** in the park attended the four-day festival

28 km walked on average by each trainer at the event
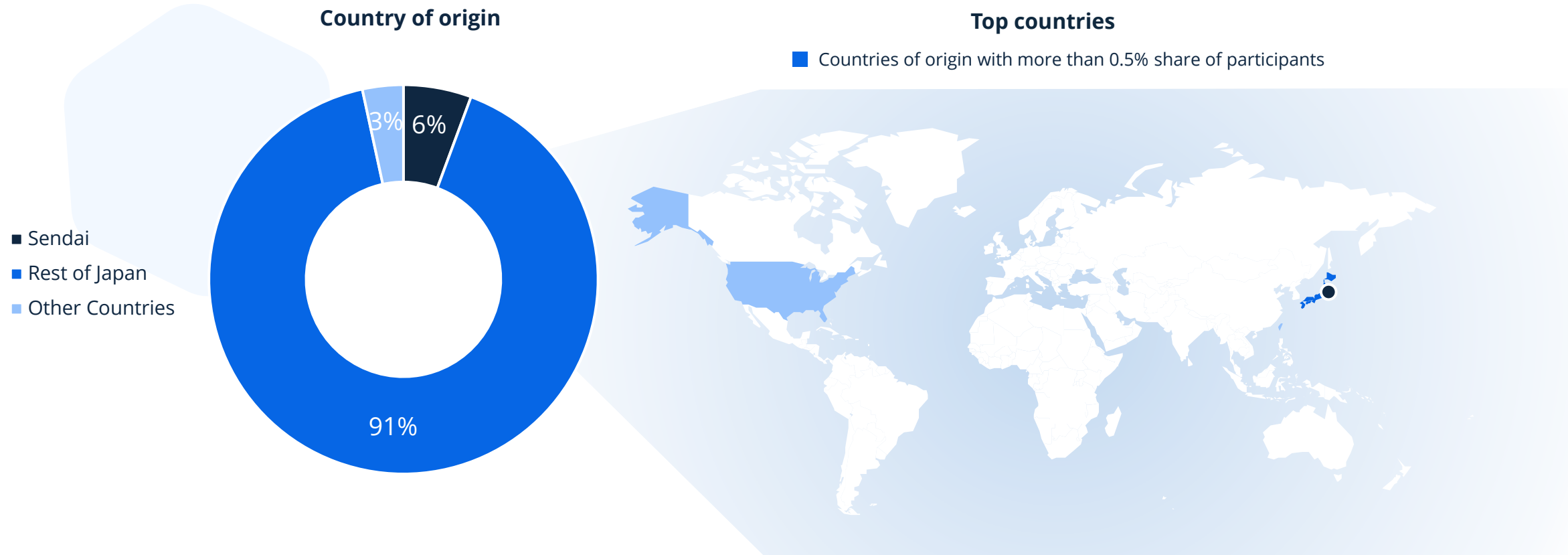
10 m Pokémon were caught collectively by Trainers

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The event drew mostly out-of-city participation, with only 6% coming from Sendai

Event participants by home country

Country of origin

- ■ Sendai
- ■ Rest of Japan
- ■ Other Countries

6%
3%
91%

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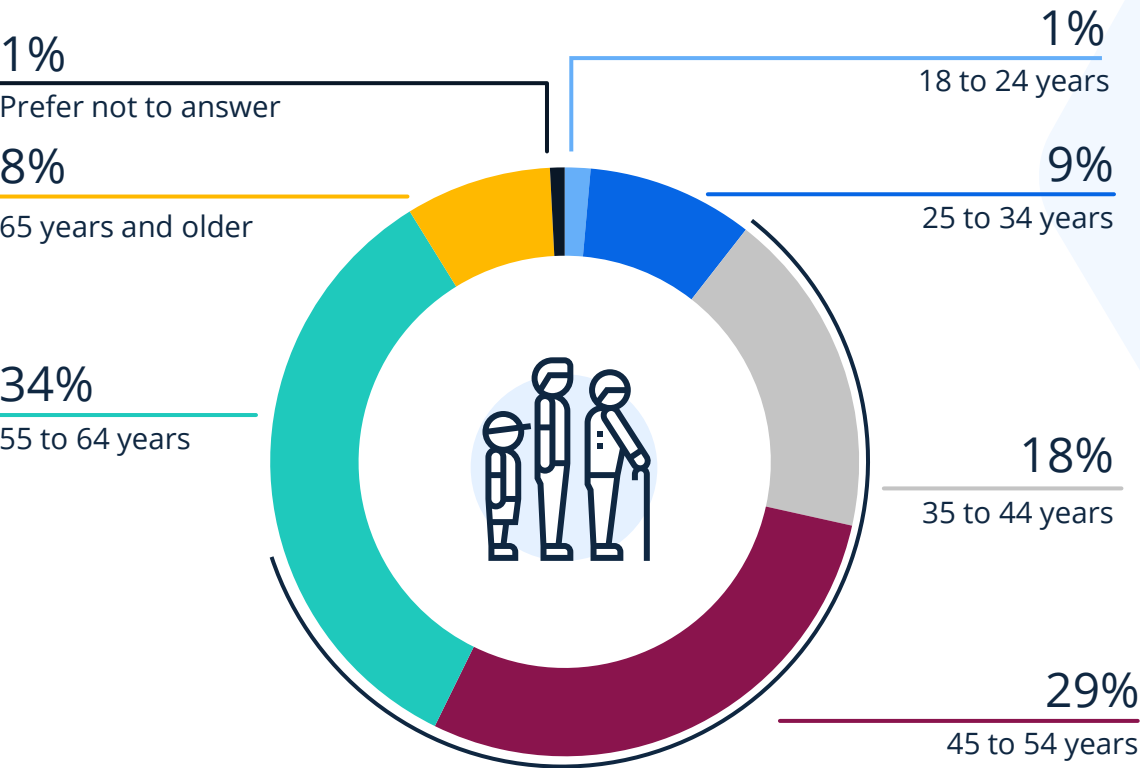
■ Countries of origin with more than 0.5% share of participants

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Pokémon GO Fest attracted people across diverse demographics, highlighting broad appeal

Attendee demographics

1%
Prefer not to answer

8%
65 years and older

34%
55 to 64 years

1%
18 to 24 years

9%
25 to 34 years

18%
35 to 44 years

29%
45 to 54 years

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The city of Sendai benefited from the average visitor spending of ¥62,377 ($407) around the event

Average visitor spending by category*

🛏	¥17,370	$113	Accommodation
🚌	¥10,575	$69	Transportation
🍴	¥18,126	$118	Gastronomy
🛍	¥22,684	$148	Shopping & other
🧳	¥5,045	$33	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 JPY / USD = 0,00653 (based on OFX 03/2024 - 05/2024)
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=5,454; accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 2,269; Statista 2024.

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The event provides employment to 748 full-time equivalents driven by increased economic activity

Job contribution by category

🛏	48	Accommodation
🚌	175	Transportation
🍴	170	Gastronomy
🛍	234	Shopping & other
🧳	121	Operational sector

Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=5,454; accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 2,269; Statista 2024.
Sum can vary due to rounding.

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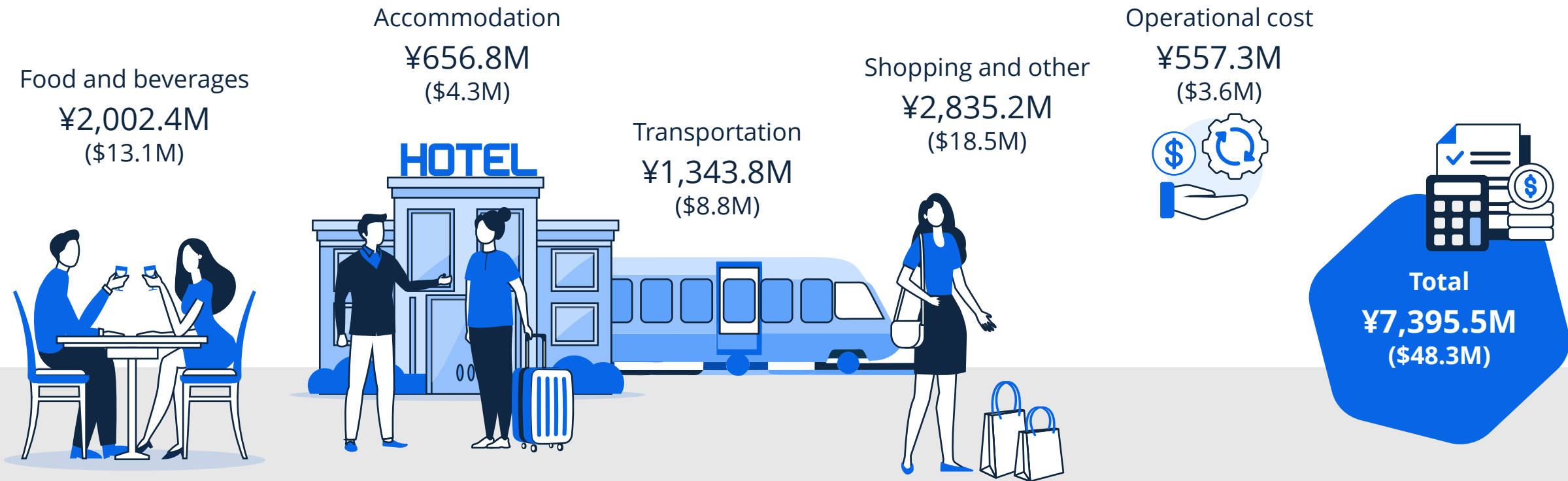
Economic impact methodology

	Total expenditures of attendees		▪ Extrapolation based on survey with 5,523 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 Sendai		▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in Sendai		▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in Sendai		▪ 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 Sendai		▪ 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 Sendai**		▪ **Total local economic impact**

Total economic impact sums up to 7,395.5 ¥m (48.3 $m) – highest effect on food, beverages & shopping

Total economic impact in Sendai

Food and beverages
¥2,002.4M
($13.1M)

Accommodation
¥656.8M
($4.3M)

Transportation
¥1,343.8M
($8.8M)

Shopping and other
¥2,835.2M
($18.5M)

Operational cost
¥557.3M
($3.6M)

Total
¥7,395.5M
($48.3M)

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Total economic impact sums up to ¥7,395.5M ($48.3M) – highest effect on food, beverages & shopping

Total economic impact in Sendai

Expenditures	Direct	Indirect	Induced	Total
Accommodation	¥404.3M ($2.6M)	¥191.4M ($1.3M)	¥61.1M ($0.4M)	¥656.8M ($4.3M)
Food and beverages	¥1,232.6M ($8.0M)	¥583.6M ($3.8M)	¥186.2M ($1.2M)	¥2,002.4M ($13.1M)
Transportation	¥719.1M ($4.7M)	¥462.3M ($3.0M)	¥162.4M ($1.1M)	¥1,343.8M ($8.8M)
Shopping and other	¥1,542.5M ($10.1M)	¥972.7M ($6.4M)	¥320.0M ($2.1M)	¥2,835.2M ($18.5M)
Operational cost	¥343.0M ($2.2M)	¥162.4M ($1.1M)	¥51.8M ($0.3M)	¥557.3M ($3.6M)
Total	**¥4,241.6M ($27.7M)**	**¥2,372.5M ($15.5M)**	**¥781.5M ($5.1M)**	**¥7,395.5M ($48.3M)**

Restaurants and shops have benefited the most from the participants' spendings
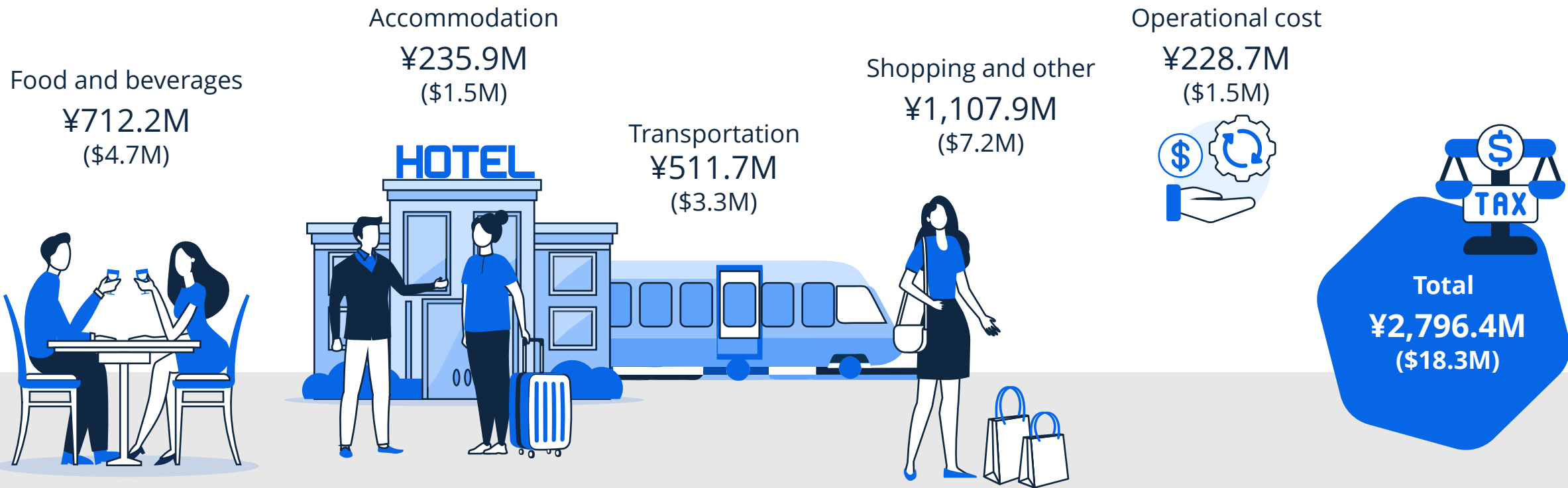
Pokémon GO Fest attendee spending in Sendai

	Local transportation	Car parking	Car rental	Other car expenses	Shopping	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
¥0 – ¥1,000	41%	83%	94%	74%	16%	6%	42%	64%	62%
¥1,000 – ¥5,000	42%	13%	1%	9%	27%	26%	41%	15%	17%
¥5,000 – ¥10,000	7%	2%	2%	7%	27%	27%	10%	9%	7%
¥10,000 – ¥20,000	3%	1%	2%	5%	15%	22%	4%	4%	5%
¥20,000+	6%	1%	1%	5%	15%	19%	3%	8%	10%

Estimated increase in tax revenue from purchases is ¥2,796.4M ($18.3M)

Estimated incremental tax receipt increase by category

Food and beverages
¥712.2M
($4.7M)

Accommodation
¥235.9M
($1.5M)

Transportation
¥511.7M
($3.3M)

Shopping and other
¥1,107.9M
($7.2M)

Operational cost
¥228.7M
($1.5M)

Total
¥2,796.4M
($18.3M)

HOTEL

TAX

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Among all sectors, the shopping category generated the highest increase in tax revenue, reaching ¥1,107.9M ($7.2M)

Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
Accommodation	¥145.2M ($0.9M)	¥68.7M ($0.4M)	¥21.9M ($0.1M)	¥235.9M ($1.5M)
Food and beverages	¥438.4M ($2.9M)	¥207.6M ($1.4M)	¥66.2M ($0.4M)	¥712.2M ($4.7M)
Transportation	¥271.6M ($1.8M)	¥177.5M ($1.2M)	¥62.6M ($0.4M)	¥511.7M ($3.3M)
Shopping and other	¥602.7M ($3.9M)	¥380.1M ($2.5M)	¥125.1M ($0.8M)	¥1,107.9M ($7.2M)
Operational cost	¥140,8M ($0.9M)	¥66.7M ($0.4M)	¥21.3M ($0.1M)	¥228.7M ($1.5M)
Total	**¥1,598.7M ($10.4M)**	**¥900.6M ($5.9M)**	**¥297.1M ($1.9M)**	**¥2,796.4M ($18.3M)**

The event received massive media coverage – native advertising generating ¥1,632M ($11M)

Media impact analysis

Readership

> 23,208 million
estimated potential impressions on articles covering the event

Clippings

250 articles

Ad equivalent

¥1,632M ($11M)

『ポケモンGO』、今年は仙台で5月に"GOフェス"開催

Posted by: kawamura , 2024/03/27

スマートフォンゲーム『Pokemon GO』を運営する米Nianticは、有料のリアルイベント「Pokemon GO Fest 2024：仙台」（以下、GOフェス）の概要を3月7日に発表した。同時に早期割引きチケットの販売を始めたところ即完売。

「GOフェス」は、『ポケモンGO』で年に1度開催される、最大のイベント。毎年、春から夏にかけて世界数カ所の都市を巡業していて、今年は仙台（5月30日～6月2日）、マドリード（6月14日～16日）、ニューヨーク（7月5日～7日）で行われる。

メイン会場は、仙台市泉区の七北田公園。公園内にはポケモンの生息地をテーマにしたフォトスポットや、他のトレーナーと交流できる「コミュニティハブ」、休憩所の「チームラウンジ」、グッズ販売店などができる予定。

記事原文はこちら（『ITmedia NEWS』2024年3月10日掲載）

※記事公開から日数が経過した原文へのリンクは、正常に遷移しない場合があります。ご了承ください。
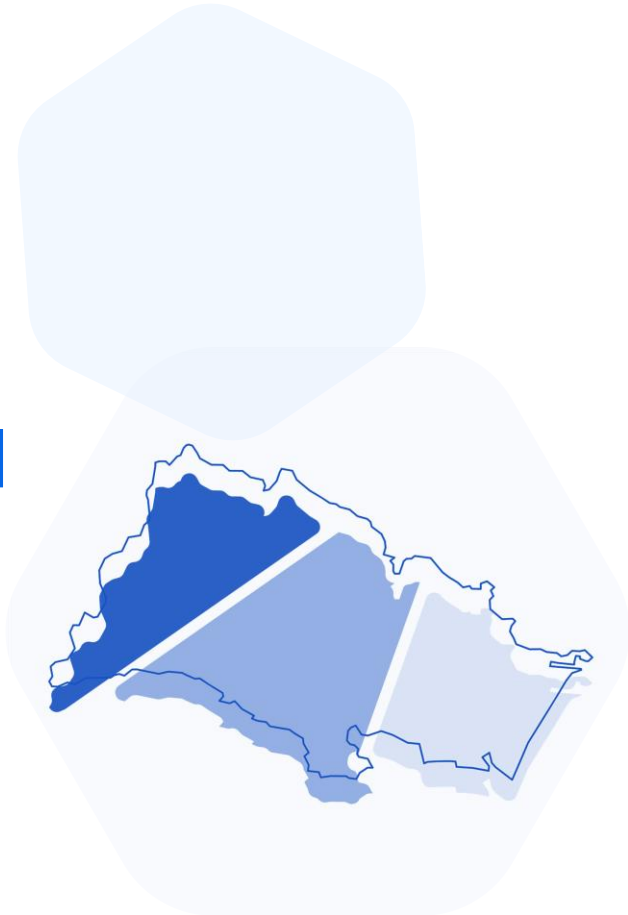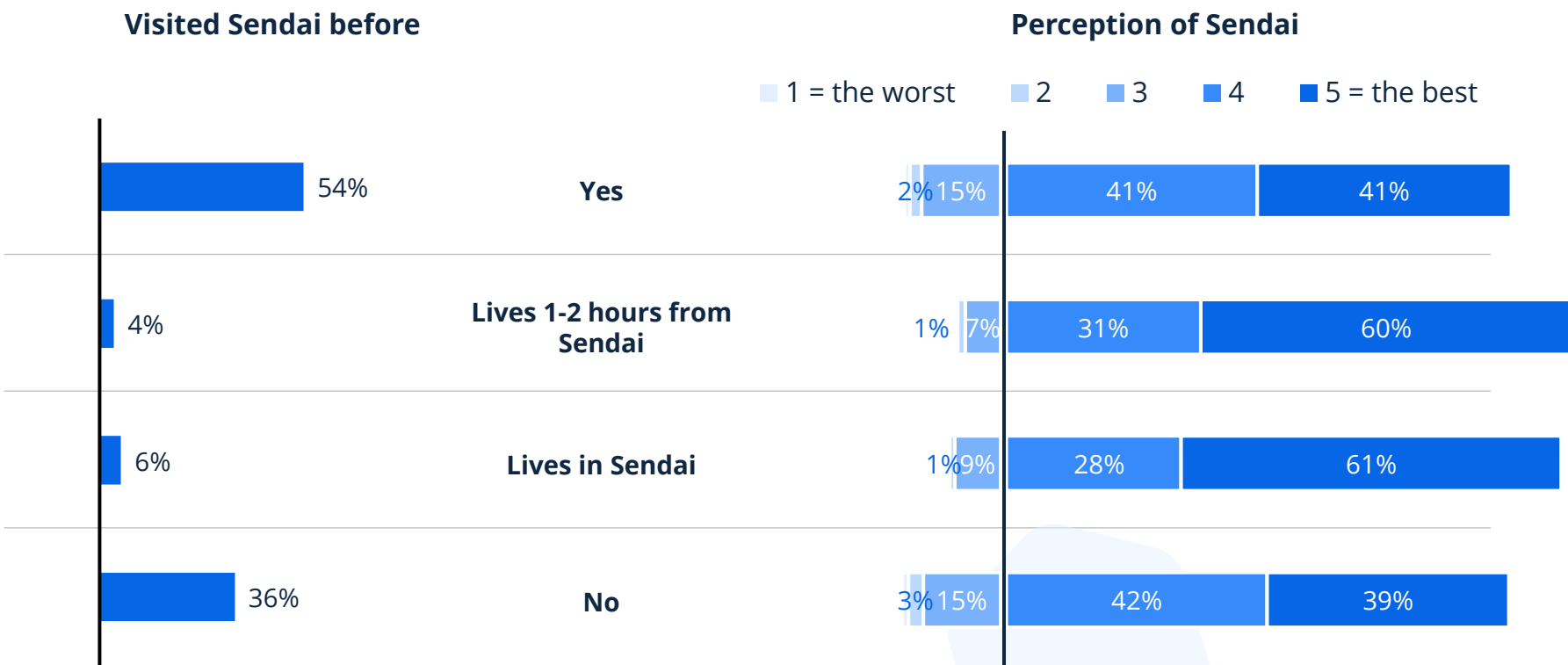
Sendai and nearby residents' pride and familiarity enhances city's appeal as event host location

Perception of Sendai as host location

Visited Sendai before

Perception of Sendai

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

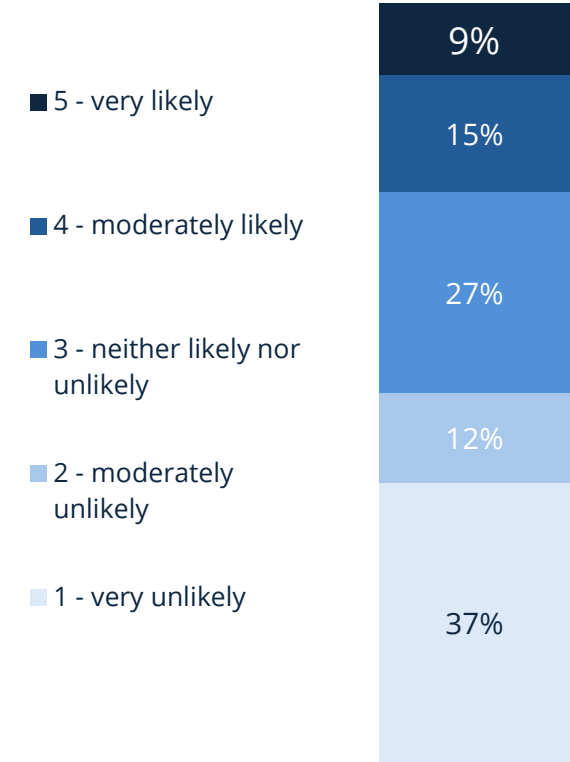|	Visited Sendai before	Perception of Sendai (1 / 2 / 3 / 4 / 5)
Yes	54%	2% / 15% / 41% / 41%
Lives 1-2 hours from Sendai	4%	1% / 7% / 31% / 60%
Lives in Sendai	6%	1% / 9% / 28% / 61%
No	36%	3% / 15% / 42% / 39%

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Nearly a quarter of those living far from Sendai are (very) likely to return to explore tourism and enjoy its restaurants
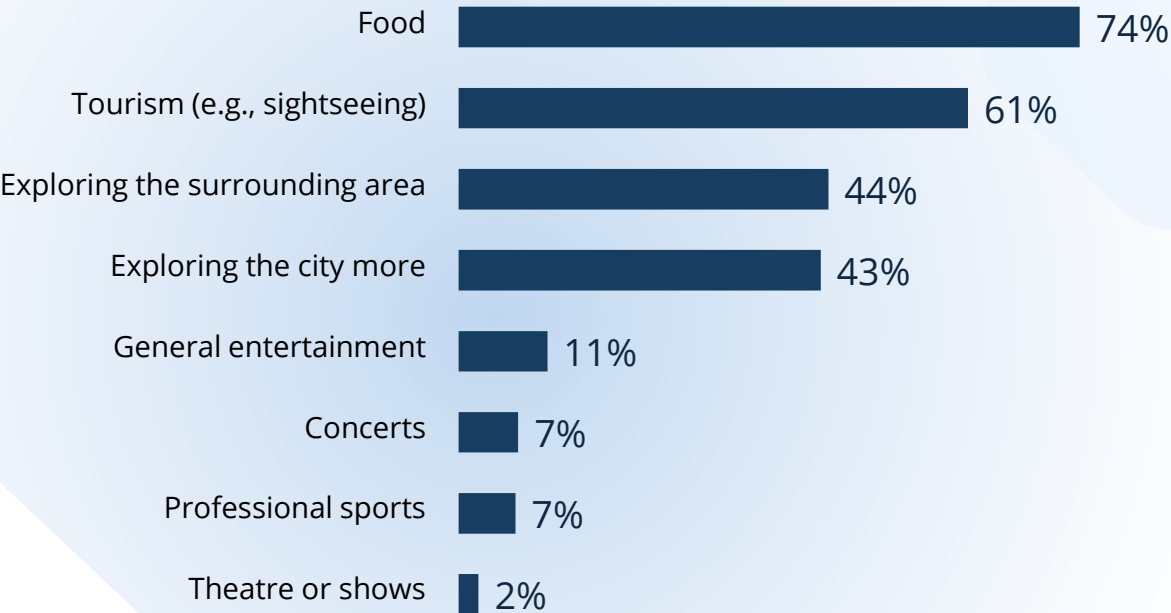
Returning to Sendai

Likelihood of returning to Sendai in the next 12 months

9%	■ 5 - very likely
15%	
	■ 4 - moderately likely
27%	
	■ 3 - neither likely nor unlikely
12%	
	■ 2 - moderately unlikely
37%	
	■ 1 - very unlikely

Potential activities

Activity	%
Food	74%
Tourism (e.g., sightseeing)	61%
Exploring the surrounding area	44%
Exploring the city more	43%
General entertainment	11%
Concerts	7%
Professional sports	7%
Theatre or shows	2%

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

Economic impact by visiting status

	People who visited Sendai for the first time	People who have been to Sendai before
Share	36% (1,993)	54% (3,008)
Sociodemographics	46% female/ 51% male 92% Japan, 2% Taiwan	39% female/ 58% male 99% Japan, 1% Taiwan
Accommodation	87% stayed at least 1 night, 60% at a friend's place → People not staying at friends' homes spent an average of ¥21,005	79% stayed at least 1 night, 50% at a friend's place → People not staying at friends' homes spent an average of ¥15,440
Average spendings	**Total: ¥70,196 ($458)** Accommodation*: ¥7,346 ($48) Transportation: ¥12,681 ($83) Gastronomy: ¥21,531 ($141) Shopping and Entertainment: ¥28,639 ($187)	**Total: ¥56,248 ($367)** Accommodation*: ¥6,074 ($40) Transportation: ¥10,386 ($68) Gastronomy: ¥18,170 ($119) Shopping and Entertainment: ¥21,619 ($141)
Economic Impact	**Average total impact by visitor: ¥123,348 ($806)**	**Average total impact by visitor: ¥98,464 ($643)**

Key Insights

- 92% of the newcomers to Sendai were from Japan.

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

- Sendai newcomers had on average 25% higher economic impact on the city in comparison to those who visited Sendai before.

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Disclaimer:

This study is based on a survey among 5,523 event participants and additional sources. The economic impact analysis presented were researched and prepared by Niantic and Statista with great care. For the presented survey data and estimations Niantic and Statista cannot assume warranty of any kind. Surveys contain information not naturally representing a reliable basis for decisions in individual cases and may require further interpretation. Therefore, Niantic and Statista are not liable for any damage or disadvantage arising from the use of statistics and data provided in this report.

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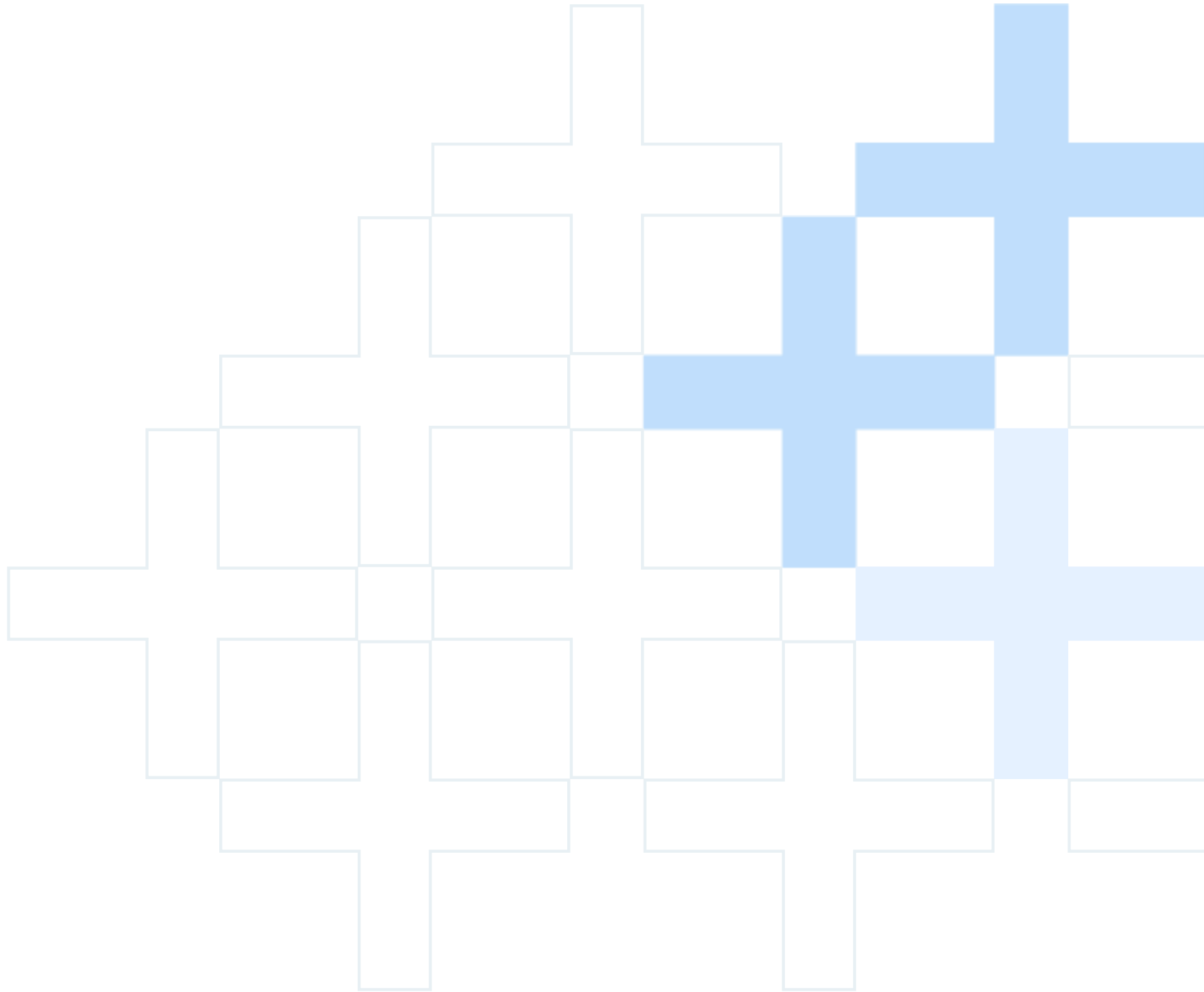
Pokémon GO is the largest location-based mobile game in the world

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.

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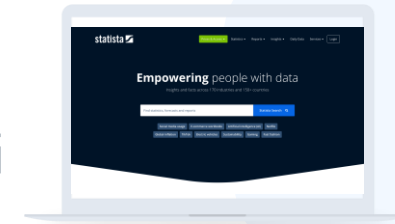
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- Create data value
- Realize business opportunities

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