



Economic Impact Study Pokémon GO Fest: London

September 2023



Table of contents

	PAGE
01. MANAGEMENT SUMMARY	3
02. POKÉMON GO FEST: LONDON	4
03. VISITOR PROFILE	5
04. METHODOLOGY	9
05. ECONOMIC IMPACT	10
06. MARKETING AND TOURISM IMPACT	13
07. IMPACT BY VISITING STATUS	16
08. APPENDIX	18

Management Summary

In total, the event yielded an economic impact of **55.9 £m (71.1 \$m)** and generated **26.8 £m (34.1 \$m)** in tax revenue for London

- **19.5£m (24.9 \$m) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **18.5 £m (23.6 \$m) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **17.9 £m (22.7 \$m) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **26.8 £m (34.1 \$m) of taxes** were raised and there was a positive job impact summing up to the creation of 697 jobs
- Broad international and national media coverage of the event had an **advertising equivalent of 9.3 £m (11.9 \$m)**
- London also benefited as a tourism destination as **49.0% of visitors** stated that they **will likely return to the city** in the next 12 months

The event has attracted about 50,000 Trainers

Pokémon GO Fest: London - details



50,000 Trainers attended the three-day festival at Brockwell Park and Greater London area



41 km walked on average by each trainer at the event (Brockwell Park and city) ©2023 Niantic, Inc.



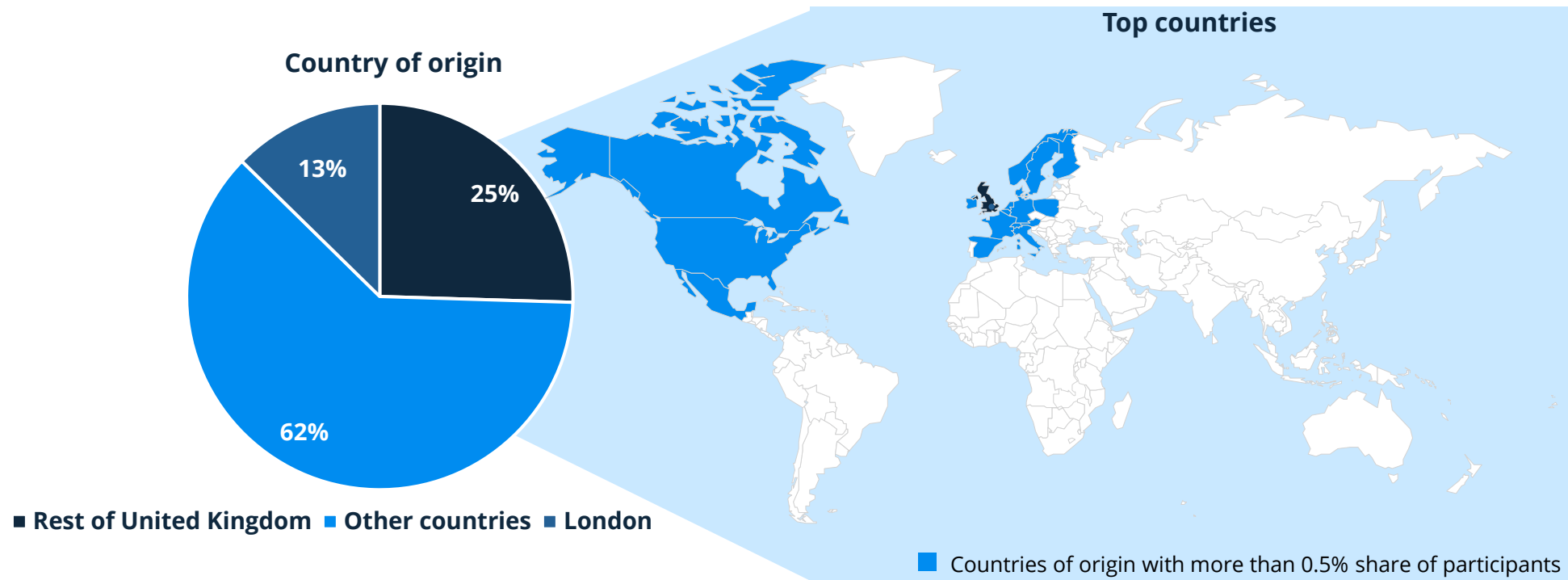
34 m Pokémon were caught collectively by Trainers



The event drew mostly out-of-country participation, with 62% coming from outside of the UK



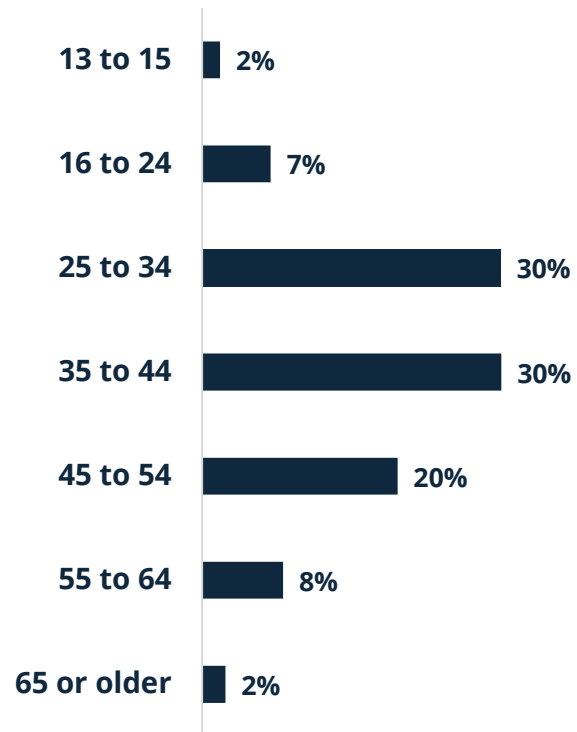
Event participants by home country



Q "What country do you live in?"
Base: All respondents n=1,691, Statista 2023
Sum can vary due to rounding.

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

Attendee demographics


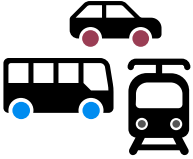





Q "What age range does your age fall within?"
Base: Respondents who attended the festival n=1,674, Statista 2023
Sum can vary due to rounding.

London city benefited from the average visitor spending of £430 (\$547) around the event

Average visitor spending by category



	£208	\$264
	£66	\$84
	£120	\$152
	£117	\$149
	£61	\$77


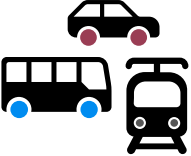





Notes: Exchange rate GBP/USD = 1.2725 (based on ECB 06.2023-08.2023)
 Based on a survey conducted with event participants – participant's expenses.
 Base: All Respondents n=1,691, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n=718, Statista 2023

The event provides employment to 697 full-time equivalents driven by increased economic activity



Job contribution by category

	121	Accommodation
	99	Transportation
	217	Gastronomy
	168	Shopping & other
	91	Operational sector



Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=1,691, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n=718, Statista 2023

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

Economic impact methodology








	Total expenditures of attendees	<ul style="list-style-type: none"> ▪ Extrapolation based on survey with 1,691 participants
+	Operations cost	<ul style="list-style-type: none"> ▪ Operational cost of Niantic for the event
=	Total direct expenditures	<ul style="list-style-type: none"> ▪ Direct result of Pokémon GO Fest
%	Share of direct expenditures in city of London	<ul style="list-style-type: none"> ▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in London	<ul style="list-style-type: none"> ▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in London	<ul style="list-style-type: none"> ▪ 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 London	<ul style="list-style-type: none"> ▪ 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 London	<ul style="list-style-type: none"> ▪ Total local economic impact

Total expenditures in London sum up to 55.9 £m (71.1 \$m) – highest spendings on food & beverages



Total expenditures in London

Expenditures	Direct	Indirect	Induced	Total
 Accommodation	3.0 £m (3.8 \$m)	3.0 £m (3.9 \$m)	3.0 £m (3.8 \$m)	9.0 £m (11.5 \$m)
 Food and beverages	5.4 £m (6.9 \$m)	5.5 £m (7.0 \$m)	5.7 £m (7.3 \$m)	16.7 £m (21.2 \$m)
 Transportation	3.0 £m (3.8 \$m)	2.5 £m (3.1 \$m)	2.0 £m (2.5 \$m)	7.5 £m (9.5 \$m)
 Shopping and other	5.3 £m (6.8 \$m)	4.7 £m (6.0 \$m)	4.2 £m (5.3 \$m)	14.2 £m (18.1 \$m)
 Operational cost	2.8 £m (3.5 \$m)	2.8 £m (3.6 \$m)	3.0 £m (3.8 \$m)	8.5 £m (10.9 \$m)
Total	19.5 £m (24.9 \$m)	18.5 £m (23.6 \$m)	17.9 £m (22.7 \$m)	55.9 £m (71.1 \$m)

Notes: Exchange rate GBP/USD = 1.2725 (based on ECB 06.2023-08.2023)
 Based on a survey conducted with event participants – participant's expenses
 Base: All Respondents n=1,691, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n=718, Statista 2023

Participants' biggest expenses fell on shopping, eating out and supermarket

GO Fest: attendee spending in London








	Local transportation	Auto parking	Car rental	Other car expenses	Shopping	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
£0	7%	85%	98%	80%	35%	8%	24%	67%	71%
£1 - £50	62%	6%	1%	13%	34%	41%	59%	15%	14%
£50 - £100	21%	5%	1%	5%	13%	22%	11%	8%	7%
£100 - £200	8%	2%	0%	1%	10%	15%	4%	5%	3%
£200+	3%	1%	0%	1%	9%	13%	2%	5%	5%

Q "Approximately how much did you spend on each of the following items while outside the event while you were in London?"
 Base: Respondents who attended n=1,674, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n=718,
 Statista 2023. Sum can vary due to rounding

Estimated increase in tax revenue from purchases is 26.8 £m (34.1 \$m)



Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
 Accommodation	1.5 £m (1.9 \$m)	1.5 £m (1.9 \$m)	1.5 £m (1.9 \$m)	4.4 £m (5.7 \$m)
 Food and beverages	2.6 £m (3.4 \$m)	2.7 £m (3.4 \$m)	2.8 £m (3.5 \$m)	8.1 £m (10.3 \$m)
 Transportation	1.4 £m (1.8 \$m)	1.1 £m (1.4 \$m)	0.9 £m (1.2 \$m)	3.4 £m (4.4 \$m)
 Shopping and other	2.5 £m (3.2 \$m)	2.3 £m (2.9 \$m)	2.0 £m (2.5 \$m)	6.8 £m (8.6 \$m)
 Operational cost	1.3 £m (1.7 \$m)	1.3 £m (1.7 \$m)	1.4 £m (1.8 \$m)	4.0 £m (5.1 \$m)
Total	9.4 £m (11.9 \$m)	8.9 £m (11.3 \$m)	8.6 £m (10.9 \$m)	26.8 £m (34.1 \$m)

Notes: Exchange rate GBP/USD = 1.2725 (based on ECB 06.2023-08.2023)
 Based on a survey conducted with event participants – participant's expenses
 Base: All Respondents n=1,691, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n=718, Statista 2023

The event received massive media coverage - native advertising generating 107.8 £m (137.1 \$m)



Media impact analysis

Pokémon Go Fest 2023 in London was a resounding success

Admin · 3 weeks ago · 2 minutes read



Niantic and Pokémon Go have hosted the highly anticipated Pokémon Go Fest 2023 at London's beautiful Brockwell Park. The event was an exciting celebration of the world's most popular geolocation game and attracted a large number of Pokémon trainer enthusiasts.

The park was divided into different zones, each offering unique looks for ticket holders, fun rides for younger players, and giant Pokémon figures and stands. The event provided an opportunity for trainers to get together and enjoy a variety of activities such as raiding, collecting shiny Pokémon, and exploring a Pokémon bus filled with collectibles and figurines.

Reportage précédent Reportage suivant

Le Festival Pokémon GO est de retour. Rendez-vous cette fois-ci à Londres pour fêter le jeu mobile qui réunit depuis plus de sept ans des milliers de joueurs à travers la planète. Après l'édition berlinoise inédite en Europe, la pression était sur le dos de Londres pour faire au moins aussi bien !



Notes: Exchange rate GBP/USD = 1.2725 (based on ECB 06.2023-08.2023), average CPC=0.49 £
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=1,797, Statista 2023

Pokémon GO eigentlich immer sein könnte

Meinung · 6 Min. | 8. August 2023 · Franz Korrbke | 0 Kommentare | Lesezeichen

Niantic recaps Pokémon GO Fest: London with a special video

Thank you, London!

19 August 2023 · by rawmeatcowboy · 0



Niantic is so grateful for everyone who joined this year's Pokémon GO Fest event in London. Pokémon GO Trainers gathered in London to show the world just how passionate they are, and you can see a recap of how everything went down in the video above.



Readership

> 2,000 million
estimated potential visitors
on articles covering the event



Clippings

~850 articles



Ad equivalent

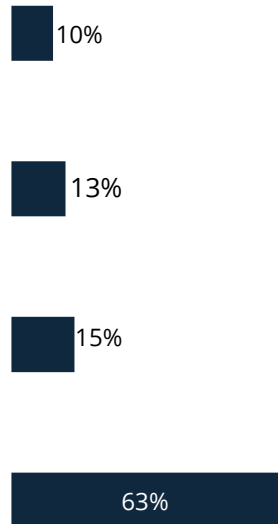
107.8 £m (137.1 \$m)

London is most liked by locals, but 66% of newcomers were also impressed

Perception of London as host location



Visited London before



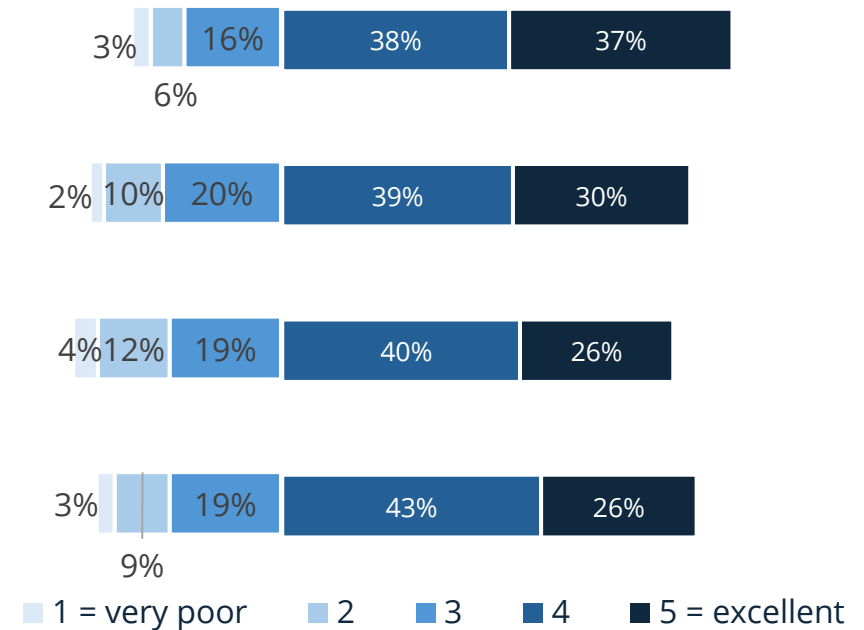
I live in London

I don't live in London, but I can commute or drive to London in 1-2 hours

No

Yes

Perception of London



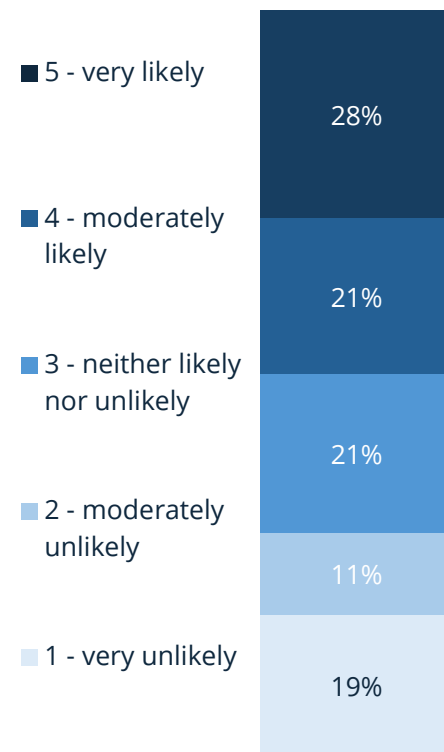
Q "Had you been to London before this event?", Q "What is your opinion of the location for this event? (5-pt scale, 1 being very poor, 5 being excellent)"
 Base: All respondents n=1,691, Statista 2023
 Sum can vary due to rounding

49% of the surveyed plan to return to London for exploring the city more and tourism

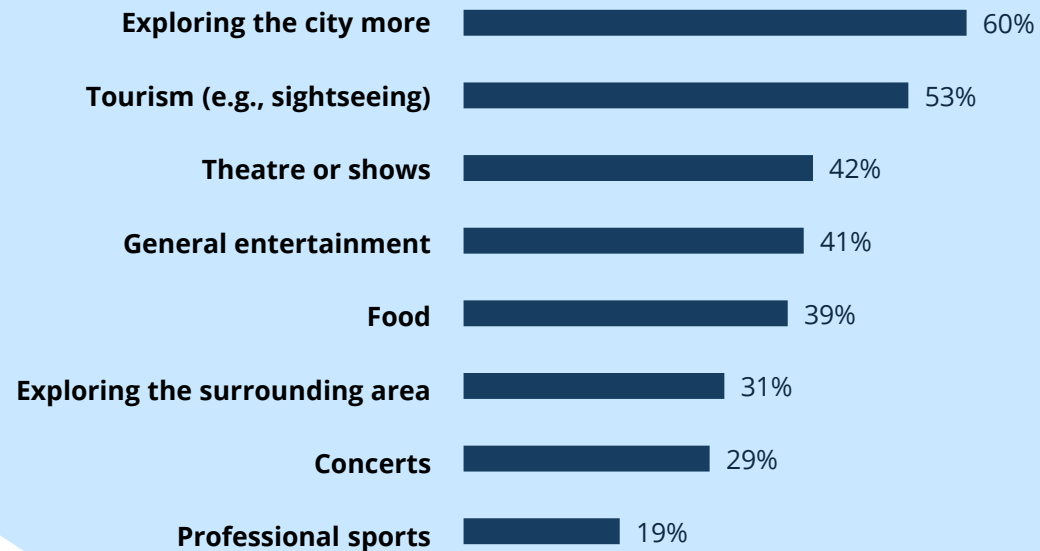


Returning to London

Likelihood of returning



Potential activities



Q "How likely are you to return to London in the next 12 months?", Q "If you are likely to return, what interests you in London?"
Base: Participants, who do not live in London =1,300 / Participants who do not live in London and are likely/very likely to return to London in the next 12 months n=634, Statista 2023. Sum can vary due to rounding

London newcomers spent on average 39% more than the multiple-time visitors



Economic impact by visiting status

	People who visited London for the first time	People who have been to London before
Share	15% (250)	63% (1,062)
Sociodemographics	68% male/ 29% female 19% UK, 14% Germany	61% male/ 35% female 59% UK, 7% Germany
Accommodation	88% stayed at least 1 night, 55% at a friend's place → People not staying at friends' homes spent an average of £302	71% stayed at least 1 night, 42% at a friend's place → People not staying at friends' homes spent an average of £191
Average spending	Total: £574 (\$730) Accommodation*: £119 (\$152) Transportation: £90 (\$114) Gastronomy: £169 (\$215) Shopping and Entertainment: £196 (\$250)	Total: £415 (\$529) Accommodation*: £79 (\$100) Transportation: £232 (\$223) Gastronomy: £236 (\$227) Shopping and Entertainment: £314 (\$302)
Economic impact	Average total impact by visitor: £1,631 (\$2,075)	Average total impact by visitor: £1,174 (\$1,494)

Key Insights

- 19% of the newcomers to London were from the UK.
- Most of the newcomers stayed at least for one night in London, those who have been to London before, however, spent less on accommodation than the newcomers.
- Newcomers had on average 39% higher economic impact on the city in comparison to those who visited London.

*Refers to average spendings per total newcomer visitor including the ones paid for accommodation and the ones who stayed at friend's place
Base: People who do not live in London n=1,526, Statista 2023

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Appendix

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. First established in Japan in 1996 with the launch of the Pokémon Red and Pokémon Green video games, Pokémon is one of the most popular and successful entertainment franchises in the world

- ✓ Players can catch and battle “Pokémon”, mysterious creatures.
- ✓ Tap Pokémon that appear on the map to encounter.
- ✓ Swipe and throw the PokéBall on the screen to catch Pokémon. Pokémon may get out of the PokéBall or run away.
- ✓ Watch how Pokémon move and throw the PokéBall.
- ✓ 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/>

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 **>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 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](https://twitter.com/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.

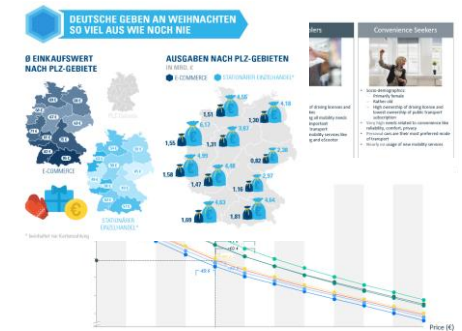
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