Economic Impact Study
Pokémon GO Fest New York City

September 2023

NIANTIC

statista

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Management Summary

In total, the event yielded an economic impact of **$140.1M** and generated **$28.1M** in tax revenue for New York

- **$57.9M direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **$45.7M indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **$36.4M induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **$28.1M of taxes** were raised and there was a positive job impact summing up to the creation of 1,165 jobs
- Broad international and national media coverage of the event had an **advertising equivalent of $177.8M**
- New York also benefited as tourism destination as **45.8% of visitors** stated that they **will likely return to the city** in the next 12 months

The event attracted more than 74,000 Trainers

Pokémon GO Fest New York - details

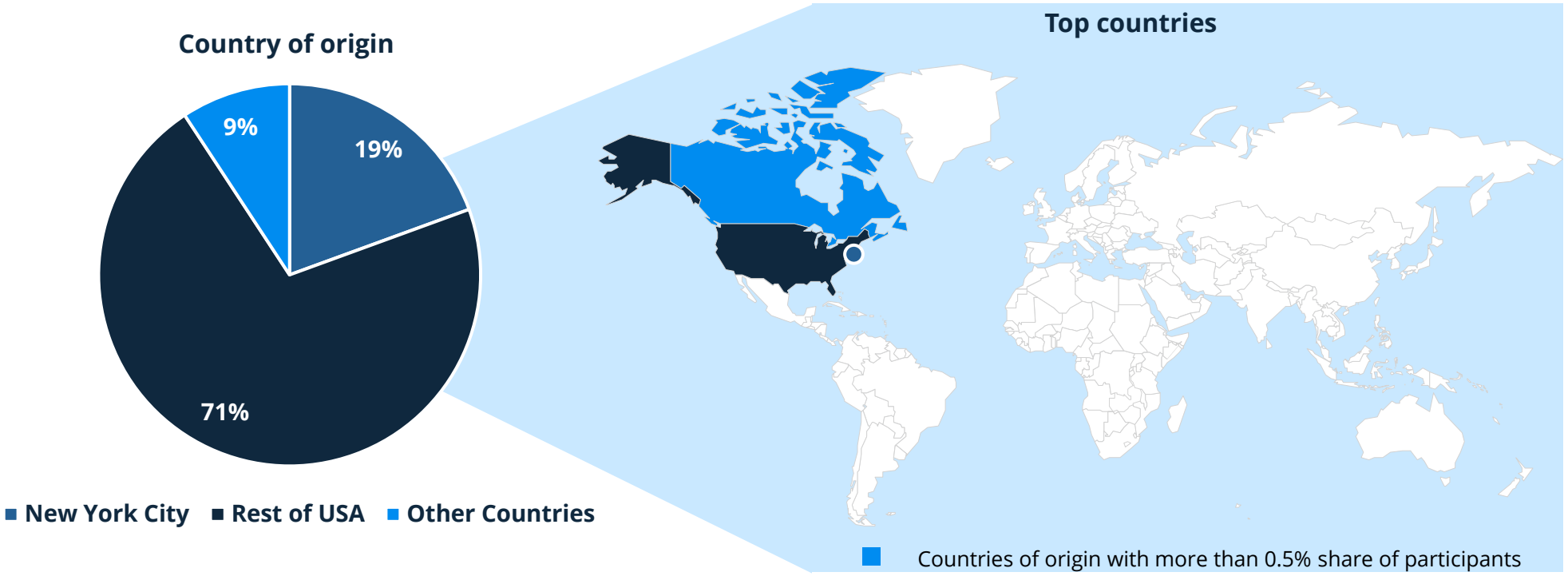
74,000 Trainers attended the three-day festival

30 km walked on average by each trainer at the event

35 m Pokémon were caught collectively by Trainers

The event drew mostly out-of-city participation, with only 19% coming from New York City

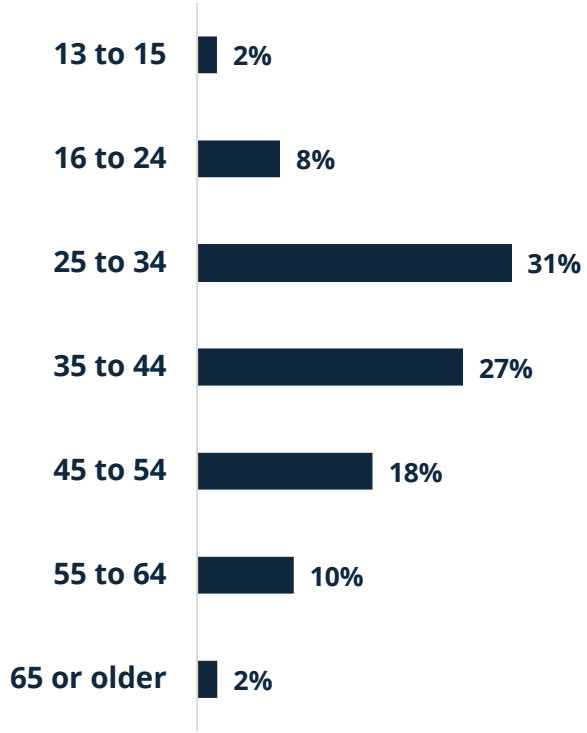
Event participants by home country



Q "What country do you live in?"
Base: All respondents n=1,492, 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=1,467, Statista 2023
Sum can vary due to rounding.

The city of New York benefited from the average visitor spending of $783 around the event

Average visitor spending by category

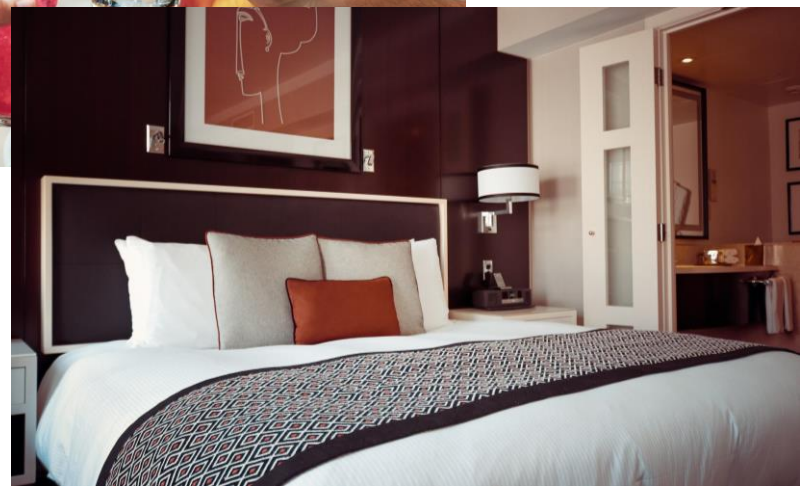
$344

$162

$198

$228

$72



Notes: Exchange rate EUR / USD = 1.09365 (based on XE 06/2023 - 08/2023)
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=1,467, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 643, Statista 2023

The event provides employment to 1,165 full-time equivalents driven by increased economic activity

Job contribution by category

166	Accommodation
221	Transportation
326	Gastronomy
333	Shopping & other
119	Operational sector

Based on a survey conducted with event participants – participant's expenses
Base: Respondents who attended the festival n=1,467, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 643, Statista 2023. Sum can vary due to rounding.

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 1,492 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

Total expenditures sum up to $140.1M – highest spendings on food, beverages & shopping

Total expenditures in New York

Expenditures	Direct	Indirect	Induced	Total
Accommodation	$9.2M	$6.9M	$5.6M	**$21.7M**
Food and beverages	$4.6M	$12.4M	$9.8M	**$36.8M**
Transportation	$12.0M	$9.2M	$7.3M	**$28.4M**
Shopping and other	$16.8M	$12.7M	$10.1M	**$39.6M**
Operational cost	$5.3M	$4.6M	$3.6M	**$13.6M**
Total	$57.9M	$45.7M	$36.4M	**$140.1M**

Notes: Exchange rate EUR / USD = 1.09365 (based on XE 06/2023 - 08/2023)
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=1,467, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 643, Statista 2023

Restaurants and transport operators have benefited the most from the participants‘ spendings

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 $	11%	73%	94%	66%	32%	7%	39%	57%	58%
1 - 50 $	37%	14%	1%	14%	18%	21%	33%	10%	11%
50 - 100 $	21%	8%	1%	10%	16%	17%	16%	9%	12%
100 - 200 $	15%	3%	1%	5%	11%	21%	5%	7%	7%
200+ $	16%	3%	3%	5%	22%	34%	6%	17%	12%

Q “Approximately how much did you spend on each of the following items while outside the event while you were in New York City?”
Base: Respondents who attended the festival n=1,467, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 643, Statista 2023. Sum can vary due to rounding.

Estimated increase in tax revenue from purchases during the event in New York city is $28.1M

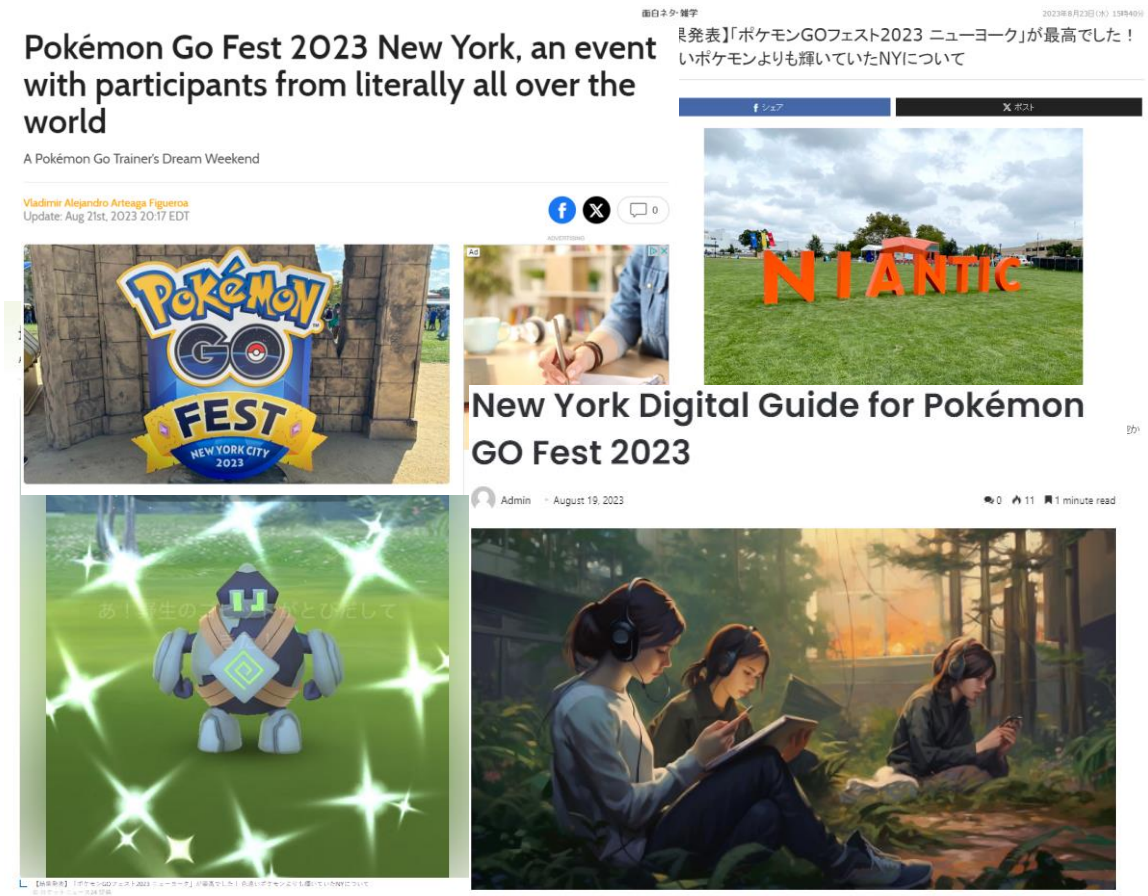
Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
Accommodation	$2.3M	$1.7M	$1.4M	**$5.5M**
Food and beverages	$2.9M	$2.5M	$1.9M	**$7.3M**
Transportation	$1.8M	$1.4M	$1.1M	**$4.4M**
Shopping and other	$3.4M	$2.6M	$2.1M	**$8.1M**
Operational cost	$1.1M	$1.0M	$0.8M	**$2.8M**
Total	$11.6M	$9.2M	$7.3M	**$28.1M**

Notes: Exchange rate EUR / USD = 1.09365 (based on XE 06/2023 - 08/2023)
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=1,467, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 643, Statista 2023

The event received massive media coverage - native advertising generating $177.8M

Media impact analysis



Readership

> 25,880 million
estimated potential visitors on articles covering the event

Clippings

~1,321 articles

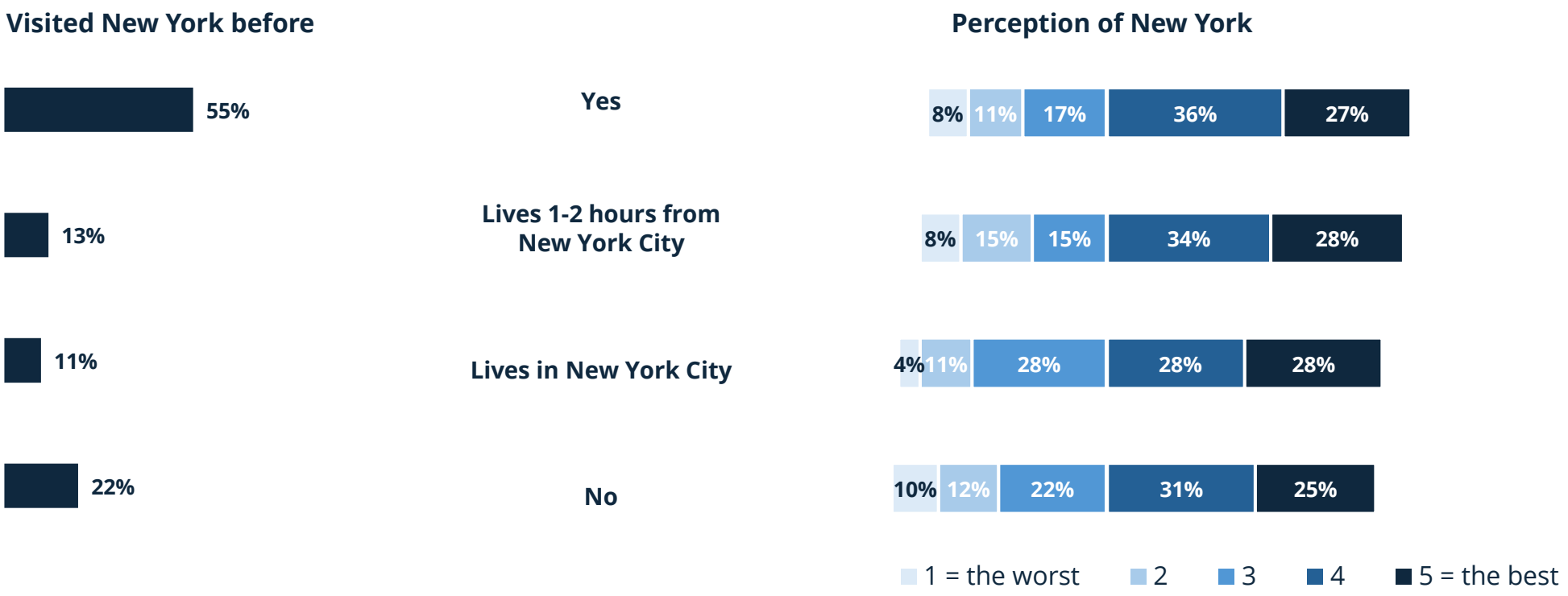
Ad equivalent

$177.8M

Notes: Exchange rate EUR / USD = 1.09365 (based on XE 06/2023 - 08/2023)
Based on a survey conducted with event participants – participant's expenses.
Base: Respondents who attended the festival n=1,467, Statista 2023

New York best received by previous visitors; even 56% of first-time-guests are happy with the host location

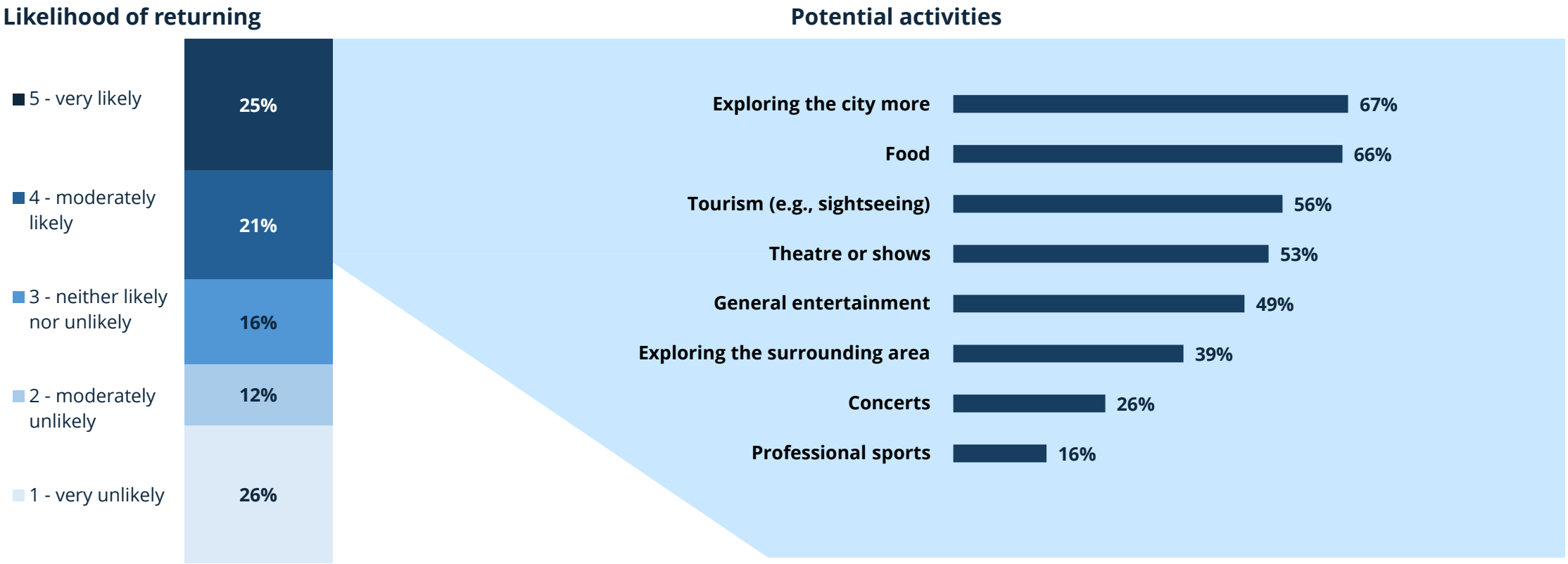
Perception of New York City as host location



Q "Had you been to New York City before this event?", Q "What is your opinion of the location for this event?"
Base: Respondents who attended the festival n=1,492. Statista 2023
Sum can vary due to rounding.

Nearly half of those living far from NYC are (very) likely to return to explore the city and enjoy its restaurants

Returning to New York



Q "How likely are you to return to New York City in the next 12 months?", Q "If you are likely to return, what interests you in New York City?"
Base: Participants, who do not live in NYC n=1,120 / Participants who do not live in NYC and are (very) likely to return to NYC in the next 12 months n=513, Statista 2023. Sum can vary due to rounding.

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

Economic impact by visiting status

	People who visited New York for the first time	People who have been to New York before
Share	21% (313)	55% (807)
Sociodemographics	39% female/ 56% male 85% USA, 6% Canada	39% female/ 58% male 89% USA, 6% Canada
Accommodation	93% stayed at least 1 night, 48% at a friend's place → People not staying at friends' homes spent an average of $401	78% stayed at least 1 night, 40% at a friend's place → People not staying at friends' homes spent an average of $325
Average spendings	**Total: $1,035** Accommodation*: $194 Transportation: $227 Gastronomy: $259 Shopping and Entertainment: $355	**Total: $790** Accommodation*: $150 Transportation: $173 Gastronomy: $220 Shopping and Entertainment: $247
Economic Impact	**Average total impact by visitor: $2,483**	**Average total impact by visitor: $1,902**

Key Insights

- 85% of the newcomers to New York were from the USA.
- Most of the newcomers stayed at least for one night in New York and spent more on accommodation than the ones who have been to New York before.
- New York newcomers had on average 31% higher economic impact on the city in comparison to those who visited New York before.

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

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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/

>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 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.

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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

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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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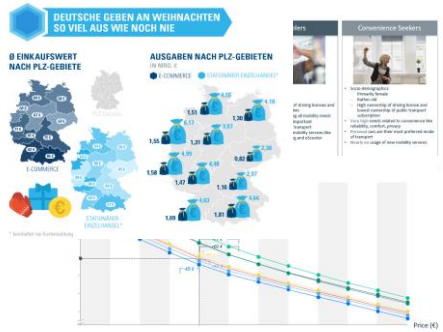

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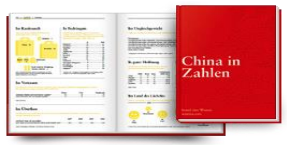

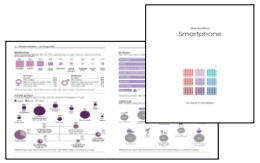

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