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Management Summary

In total, the event yielded an economic impact of **5,409.3 ¥m (38.0 \$m)** and generated **1,649.2 ¥m (11.6 \$m)** in tax revenue for Osaka

- **2,798.5 ¥m (19.6 \$m) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **2,018.4 ¥m (14.2 \$m) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **592.4 ¥m (4.2 \$m) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **1,649.2 ¥m (11.6 \$m) of taxes** were raised and there was a positive job impact summing up to the creation of 523 jobs
- Broad international and national media coverage of the event had an **advertising equivalent of 28,348 ¥m (199.0 \$m)**
- Osaka also benefited as tourism destination as **35.3% of visitors** stated that they **will likely return to the city** in the next 12 months

The event attracted more than 60,000 Trainers

Pokémon GO Fest Osaka - details



60,000 Trainers attended the three-day festival at Expo '70 Commemorative Park and in the Suita and Osaka urban areas



27 km walked on average by each trainer at the event (Expo '70 Commemorative Park and Suita and Osaka urban areas combined)

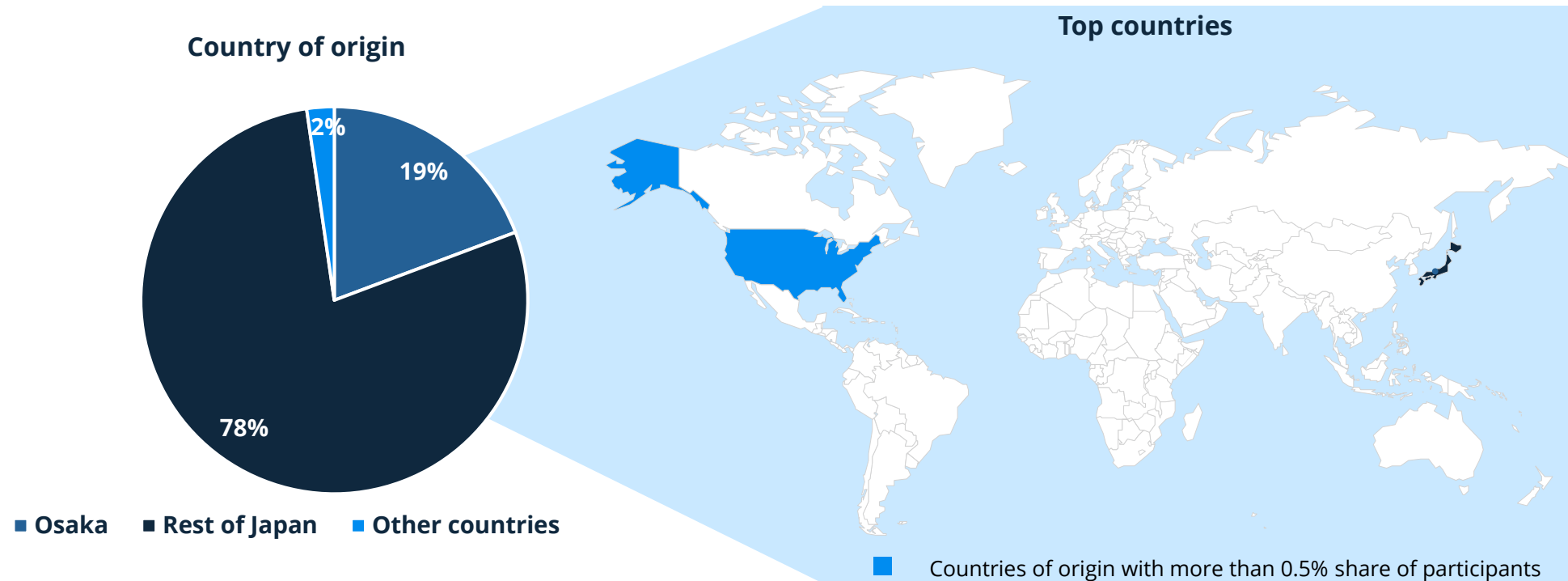


21 m Pokémon were caught collectively by Trainers



The event drew 78% out-of-city participation, mostly from Japan

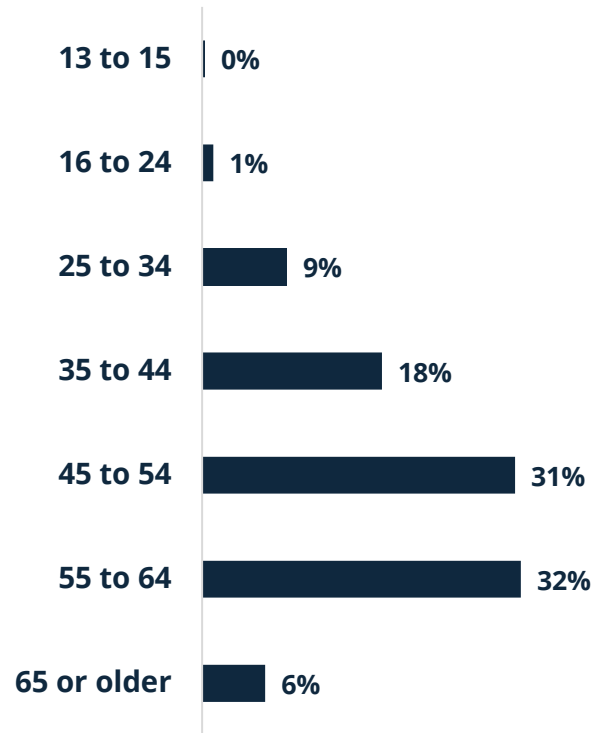
Event participants by home country



Q "What country do you live in?"
Base: All respondents n=6,077, Statista 2023
Sum can vary due to rounding.

GO Fest attracted people from all age groups, especially those between 25-64 years


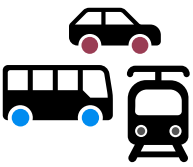



Attendee demographics



Q "What age range does your age fall within?"
Base: Respondents who attended the festival n=6,016, Statista 2023
Sum can vary due to rounding.

The city of Osaka benefited from the average visitor spending of ¥47,755 (\$335) around the event

Average visitor spending by category

	¥13,760	\$97
	¥9,865	\$69
	¥13,533	\$95
	¥14,479	\$102
	¥6,203	\$44




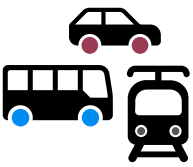



Notes: Exchange rate Yen / USD = 0.00702067 (based on XE 06/2023 - 08/2023)
Based on a survey conducted with event participants – participant's expenses.

Base: Respondents who attended the festival n=6,016, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 2,146,
Statista 2023



The event provides employment to 532 full-time equivalents driven by increased economic activity

Job contribution by category

	37	Accommodation
	114	Transportation
	142	Gastronomy
	159	Shopping & other
	71	Operational sector



Based on a survey conducted with event participants – participant's expenses

Base: Respondents who attended the festival n=6,016, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 2,146, Statista 2023

Sum can vary due to rounding.



statista 






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 6,077 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 Osaka	<ul style="list-style-type: none">▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in Osaka	<ul style="list-style-type: none">▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in Osaka	<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 Osaka	<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 Osaka	<ul style="list-style-type: none">▪ Total local economic impact

Total expenditures in Osaka sum up to 5,409 ¥m (38 \$m)– highest spendings on food and beverages & shopping

Total expenditures in Osaka

Expenditures	Direct	Indirect	Induced	Total
 Accommodation	215.4 ¥m (1.5 \$m)	153.5 ¥m (1.1 \$m)	38.5 ¥m (0.3 \$m)	407.4 ¥m (2.9 \$m)
 Food and beverages	793.0 ¥m (5.6 \$m)	565.0 ¥m (4.0 \$m)	141.9 ¥m (1.0 \$m)	1,499.9 ¥m (10.5 \$m)
 Transportation	578.1 ¥m (4.1 \$m)	425.0 ¥m (3.0 \$m)	150.1 ¥m (1.1 \$m)	1,153.2 ¥m (8.1 \$m)
 Shopping and other	848.4 ¥m (6.0 \$m)	616.0 ¥m (4.3 \$m)	196.9 ¥m (1.4 \$m)	1,661.3 ¥m (11.7 \$m)
 Operational cost	363.5 ¥m (2.6 \$m)	259.0 ¥m (1.8 \$m)	65.0 ¥m (0.5 \$m)	687.5 ¥m (4.8 \$m)
Total	2,798.5 ¥m (19.6 \$m)	2,018.4 ¥m (14.2 \$m)	592.4 ¥m (4.2 \$m)	5,409.3 ¥m (38.0 \$m)

Notes: Exchange rate Yen / USD = 0.00702067 (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=6,016, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 2,146, Statista 2023



Restaurants, shops and transportation have benefited the most from the participants' spendings

GO Fest attendee spending in Osaka






	Local transportation	Car parking	Car rental	Other car expenses	Shopping	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
¥0	11%	77%	97%	74%	28%	6%	13%	72%	72%
¥1,000 – ¥5,000	69%	20%	1%	14%	36%	47%	70%	16%	15%
¥5,000 – ¥10,000	9%	2%	1%	6%	17%	23%	11%	6%	5%
¥10,000 – ¥20,000	4%	0%	0%	3%	9%	12%	3%	2%	3%
¥20,000+	7%	1%	1%	4%	10%	11%	3%	5%	6%

Q "Approximately how much did you spend on each of the following items while outside the event while you were in Osaka?"
 Base: Respondents who attended the festival n=6,016, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 2,146,
 Statista 2023. Sum can vary due to rounding.



Estimated increase in tax revenue from purchases is 1.6 ¥B (11.6 \$m)

Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
 Accommodation	60.4 ¥m (0.4 \$m)	43.0 ¥m (0.3 \$m)	10.8 ¥m (0.1 \$m)	114.2 ¥m (0.8 \$m)
 Food and beverages	223.4 ¥m (1.6 \$m)	159.1 ¥m (1.1 \$m)	40.0 ¥m (0.3 \$m)	422.5 ¥m (3.0 \$m)
 Transportation	177.6 ¥m (1.2 \$m)	130.8 ¥m (0.9 \$m)	47.1 ¥m (0.3 \$m)	355.6 ¥m (2.5 \$m)
 Shopping and other	268.0 ¥m (1.9 \$m)	194.5 ¥m (1.4 \$m)	62.2 ¥m (0.4 \$m)	524.7 ¥m (3.7 \$m)
 Operational cost	122.8 ¥m (0.9 \$m)	87.5 ¥m (0.6 \$m)	22.0 ¥m (0.2 \$m)	232.3 ¥m (1.6 \$m)
Total	852.1 ¥m (6.0 \$m)	615 ¥m (4.3 \$m)	182.0 ¥m (1.3 \$m)	1,649.2 ¥m (11.6 \$m)

Notes: Exchange rate Yen / USD = 0.00702067 (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=6,016, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n=2,146, Statista 2023



The event received massive media coverage - native advertising generating 28,348 ¥m (199.0 \$m)

Media impact analysis



GO Fest大阪はここに注目!



『ポケモンGO』にて、2023年8月4日(金)～6日(日)にかけて、「ポケモンGO Fest 2023大阪」が開催！本日8月5日(土)は、2日目の開催となります。

大阪府吹田市及び大阪市、万博記念公園では、9:00より各エリアにてチケット購入者向けのポケモンが野生で出現します。



ポケモンGOについて Readership

> 85,550 million estimated potential visitors on articles covering the event



Clippings

~1,455 articles



Ad equivalent

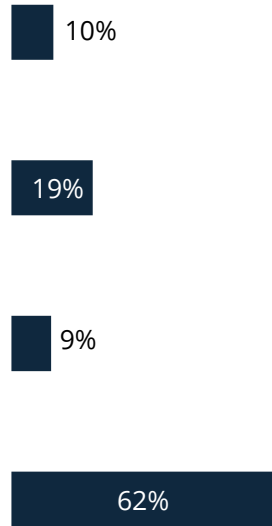
28,348 ¥m (199.0 \$m)

Notes: Exchange rate Yen / USD = 0.00702067 (based on XE 06/2023 - 08/2023), average CPC=118.22 ¥
 Based on a survey conducted with event participants – participant's expenses
 Base: Respondents who attended the festival n=6,016, Statista 2023

Osaka resonates best with locals, but 57% of people who have never been to the city were also impressed

Perception of Osaka as host location

Visited Osaka before



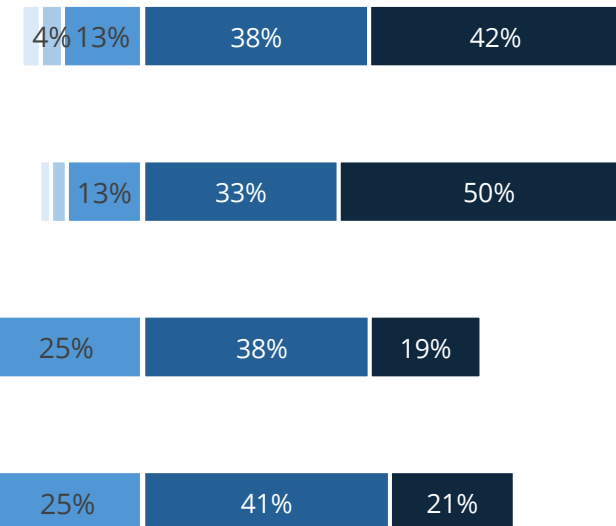
Lives 1-2 hours from Osaka

I live in Osaka

No

Yes

Perception of Osaka



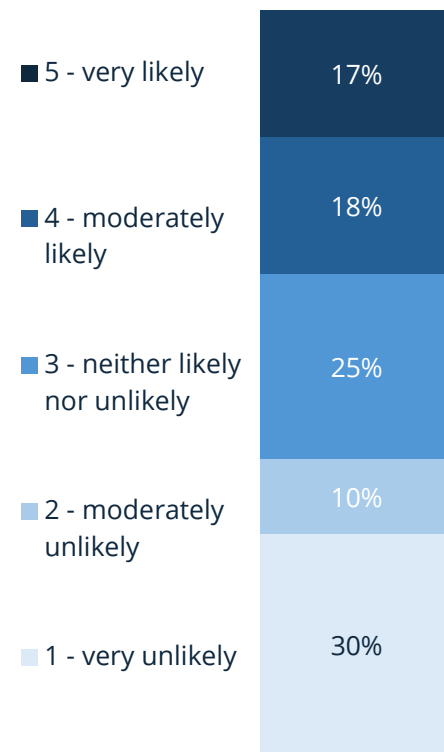
1 = the worst 2 3 4 5 = the best

Q "Had you been to Osaka before this event?", Q "What is your opinion of the location for this event?"
 Base: Respondents who attended the festival n=6,016 Statista 2023
 Sum can vary due to rounding.

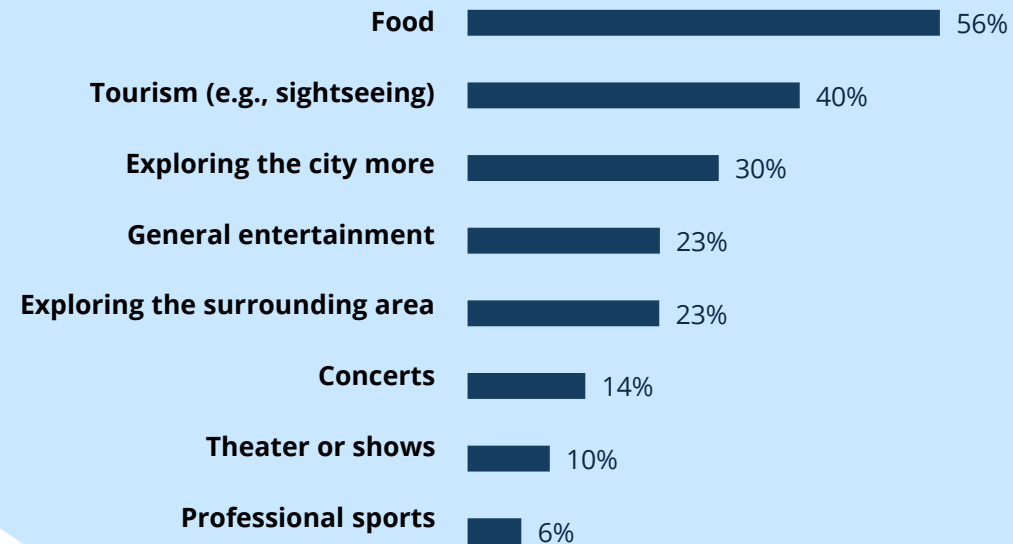
35% of participants wish to come back to Osaka soon, mainly for eating out and tourist activities

Returning to Osaka

Likelihood of returning








Potential activities



Q "How likely are you to return to Osaka in the next 12 months?", Q "If you are likely to return, what interests you in Osaka?"
Base: Participants, who do not live in Osaka n=4,272 / Participants who do not live in Osaka and are likely/very likely to return to Osaka in the next 12 months n=1,510, Statista 2023. Sum can vary due to rounding.

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

Economic impact by visiting status

	People who visited Osaka for the first time	People who have been to Osaka before
 Share	9% (565)	62% (3,756)
 Sociodemographics	40% female/ 58% male 90% Japan, 5% USA	40% female/ 57% male 98% Japan, 0.4% USA
 Accommodation	83% stayed at least 1 night, 54% at a friend's place → People not staying at friends' homes spent an average of \$97	74% stayed at least 1 night, 49% at a friend's place → People not staying at friends' homes spent an average of \$168
 Average spendings	Total: ¥70,624 (\$496) Accommodation*: ¥5,208 (\$37) Transportation: ¥19,424 (\$136) Gastronomy: ¥20,912 (\$147) Shopping and Entertainment: ¥25,080 (\$176)	Total: ¥47,312 (\$332) Accommodation*: ¥8,975 (\$63) Transportation: ¥12,112 (\$85) Gastronomy: ¥8,723 (\$61) Shopping and Entertainment: ¥17,503 (\$123)
 Economic Impact	Average total impact by visitor: ¥168,537 (\$1,183)	Average total impact by visitor: ¥112,869 (\$792)

Key Insights

- 90% of the newcomers to Osaka were from Japan.
- The newcomers slept at a friend's place more than the ones who have been to Osaka before – so the newcomers spent less on accommodation.
- Osaka newcomers had on average 49% higher economic impact on the city in comparison to those who visited Osaka before.

*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 Osaka n=4,272, 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.

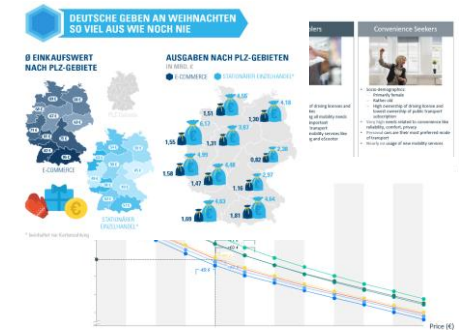
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