



ALL STAR 2022

CLEVELAND



\$141.4 MILLION IN DIRECT SPENDING PART OF \$248.9 MILLION IN TOTAL NBA ALL-STAR 2022 ECONOMIC IMPACT

NEARLY 121,600 ATTENDEES FROM 45 STATES AND 24 COUNTRIES ATTENDED NBA ALL-STAR 2022 ON FEB. 18-20; EVENT RECEIVED 11.9B IN TOTAL MEDIA REACH AND OVER \$50M IN EARNED MEDIA VALUE.



\$107.5
MILLION
INDIRECT +
INDUCED
SPENDING



\$141.4
MILLION
DIRECT
SPENDING

TOTAL ECONOMIC IMPACT

The \$248.9 million in total economic impact includes \$141.4 million in direct spending, the injection of new revenue into the community from non-local attendees and corporations. The remaining impact accounts for indirect effect, additional spending occurring in the economy because of the initial injection of money and induced effect which estimates changes in household income attributed to hosting NBA All-Star 2022.

** All numbers contained in the Temple University report account for leakage, the amount of total direct spending not retained in the local economy.*

ATTENDEE INFORMATION



121,641
ATTENDEES

45
STATES



24
COUNTRIES



VISITOR SPENDING

\$362
PER DAY

Non-local attendee
average spending.

47,014
ROOM NIGHTS



\$413
ON LODGING
PER NIGHT

Non-local attendees
average spend
per night.



NBA ALL-STAR 2022 HAD A SIGNIFICANT ECONOMIC IMPACT ON CLEVELAND BY ATTRACTING NON-LOCAL SPECTATORS AND INVESTMENT BY THE NBA AND ITS PARTNERS TO PRODUCE THE EVENT. IN ADDITION, THE STUDY SHOWED CLEVELAND ORGANIZED AN OUTSTANDING EVENT THAT CREATED SIGNIFICANT MEDIA EXPOSURE— SHOWCASING THE CITY AS AN INTERNATIONAL DESTINATION.

DR. THILO KUNKEL, DIRECTOR OF TEMPLE UNIVERSITY'S SPORT INDUSTRY RESEARCH CENTER

TEMPLE
UNIVERSITY
Sport Industry Research Center

GREATER
CLEVELAND
SPORTS
COMMISSION



TOTAL
MEDIA
REACH



11.9
BILLION

Total media reach from coverage locally, nationally and internationally, including news outlets, print outlets, blogs, broadcast and social media mentioning Cleveland between Jan. 1 to Feb. 28.

\$50.1M
TOTAL MEDIA VALUE
delivered to the City of Cleveland

39.6M
ENGAGEMENTS



772M
REACH

Social media posts referencing Cleveland across Instagram, Twitter, Facebook and TikTok.