



2021 CFP National Championship Game in Miami Marks the Beginning of Mega-Sports Event Recovery

Economic Impact of the 2021 CFP National Football Championship on Miami and South Florida



Executive summary prepared for:

Miami 2021 Host Committee
City of Miami Beach

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A large stadium filled with red and white confetti. In the background, a large scoreboard displays "NA CHA AL CHAMPIONS" with the Alabama "A" logo. A banner across the stadium reads "#ROLLTIDE" and "ALABAMA CRIMSON TIDE". In the foreground, football players in white jerseys with red numbers are walking on the field. One player's jersey has "LARDE 19" visible. The scene is a celebratory moment after a championship game.

How Did the CFP National Championship Game Benefit the South Florida?

- The CFP-NC generated total output or sales of \$69 million for South Florida businesses in many different sectors.
- The value of all print, broadcast, online and social media reached an estimated \$200.6 million, per Cision, Silverman Group, Spero Media and The Richards Group.
- The CFP-NC game supported over 560 full & part-time jobs (annual basis) for South Floridians, this at a time when the pandemic had thousands on unemployment assistance.
- CFP-NC-initiated tax revenues were \$10.2 million (fed, state, & local).
- An estimated 12,996 visitors came to South Florida for the CFP-NC (including fans, participants, staff, media and others).
- Each of these visitors stayed an average of 4 nights, resulting in nearly 19,260 room nights for South Florida hotels.
- Total game attendance was 14,926 at Hard Rock Stadium. About 75% of those holding game tickets were from outside of South Florida.

CFP National Championship Bottom Line

For South Florida (SF):	2021
Total Economic Output or Sales	\$69.3M
Wages	\$25.6M
Jobs Supported (inc. FT & PT workers)	560
Tax Receipts	\$10.2M
Value of CFP-NC Media Exposure	\$200.6M
Source: Rockport Analytics, STR, CFP, Miami 2021 Host Committee, OSU, Alabama, Other Vendors and Partners, Cision, Silverman Group, Spero Media, The Richards Group	

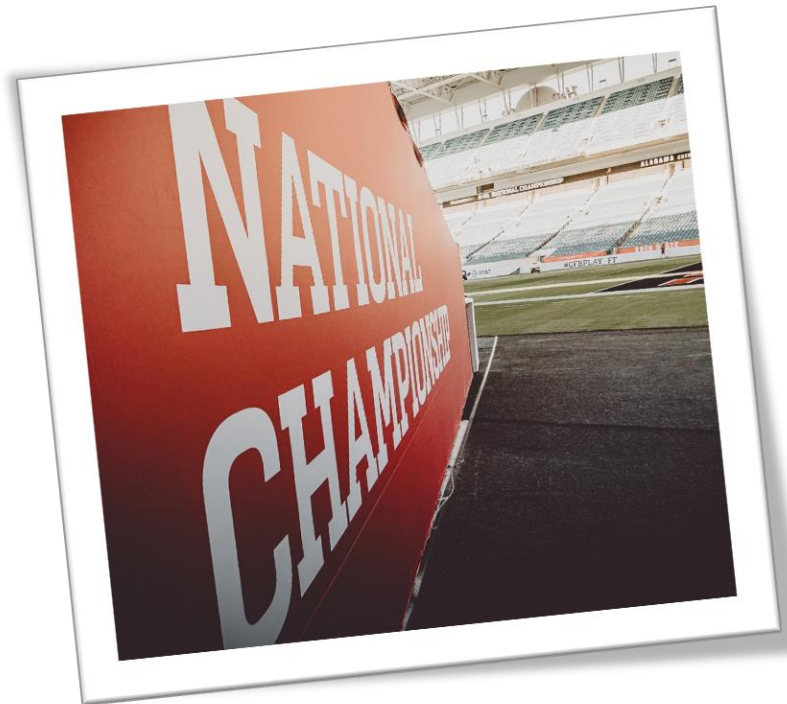
Task	Methodology/Approach	Data Sources
Estimate CFP-NC-initiated Visitor Spending	A post-event survey was sent to all ticket purchasers through the mobile application that was used to manage ticketing and entry for the game. A total of 385 completed interviews were collected covering topics such as visitor origin, travel party size, length of stay, spending across an array of categories, and typical demographics. The survey was supplemented by actual hotel data during the period surrounding the Championship game. Finally, actual travel & entertainment data was collected from most of the major operational, broadcast, and event hosting organizations. We also supplemented visitor data with geolocation data from Uber Media to give us a more robust understanding of visitor origins.	<ul style="list-style-type: none"> • Post-event surveys –Rockport Analytics • Smith Travel Research (STR) • UberMedia • CFP, ESPN, Miami 2021 Host Committee, Participating Teams and others
Estimate CFP-NC-initiated South Florida Game, Broadcast & Event Operations Spending	Actual and/or estimated operations, broadcast, and event spending was collected directly from all major hosting organizations. Care was taken to eliminate any double counting, as well as material, service, and supply purchases made with vendors from outside of the South Florida region.	<ul style="list-style-type: none"> • College Football Playoff • Miami 2021 Host Committee • University of Alabama • Ohio State University Universities • ESPN • Other Event Vendors/Partners
Translate spending into economic impact on Miami-Fort Lauderdale-West Palm Beach, MSA	Spending streams for visitors and operations by detailed category were entered into the latest IMPLAN economic model of the South Florida economy. The model considers the size, location, and interindustry relationships among businesses, households, and governments within South Florida. Contributions to GDP, jobs, wages, and taxes are estimated by the model.	<ul style="list-style-type: none"> • IMPLAN (www.implan.com)
Calculate Florida & local taxes	Taxes directly applicable to visitor & operational transactions are calculated using the categorical spending totals described above against appropriate current tax rates less any exemptions (e.g. sales tax on groceries, clothing).	<ul style="list-style-type: none"> • Florida Department of Revenue • Florida Office of Economic and Demographic Research • Local taxing authorities

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Recent client examples include: Visit Florida, Minneapolis Final Four Host Committee, Greater Houston Super Bowl Host Committee, the Minnesota Super Bowl Host Committee, U.S. Travel Association, Global Business Travel Association, MPI, Indianapolis Super Bowl Host Committee, Delaware Tourism Office, Indiana Office of Tourism Development, Boeing, Visa, American Express, Visit Indy, Carlson Wagonlit, IHG, Annapolis CVB...



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