



1331 Lamar St, Ste 510
Houston, TX 77010
housuperbowl.com
832-213-5100

ECONOMIC IMPACT OF SUPER BOWL LI

DIRECT ECONOMIC IMPACT ON HOUSTON:

Total dollars spent on Super Bowl LI	\$428M
Less displaced tourism	\$ 90M
Ripple Effect (\$102M) less Outflows (-\$93M)	\$ 9M
NET ECONOMIC IMPACT FOR HOUSTON	\$347M

Net economic impact for Houston reflects the estimated impact in spending from visitors outside Greater Houston and excludes all local dollars that would be spent on non-Super Bowl activities if the Super Bowl were not in Houston. It also does not include “softer benefits” like publicity or media exposure.

OUT-OF-TOWN VISITORS:

Total number of visitor days spent in Houston	586,000
Total number of day trips to Houston	170,000
Total room nights booked in Houston	337,000
TOTAL ESTIMATED VISTORS TO HOUSTON	150,000

SUPER BOWL LI LEGACY:

- \$4M distribution to 78 non-profits in Houston
- 400+ MBWE participated in the NFL’s Business Connect Program
- METRORail single-day ridership record of 109,500 on Feb.4
- 10,000 Houstonians served as Super Bowl Volunteers
- Created 5,100 personal libraries for underserved youth
- Nearly 5,000 trees planted in Houston
- 83% of Houstonians believe it was important for Houston to host Super Bowl LI





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