



# 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



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.