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Wings games score \$3.1 million boost for Metro Detroit economy

Louis Aguilar / The Detroit News

Every home game of the Detroit Red Wings' Stanley Cup run is a \$3.1 million boost to Metro Detroit's economy, according to a report released this morning by Anderson Economic Group in East Lansing.

"The Wings defiantly proved that they can still fill the seats this past weekend" wrote Scott Watkins, an Anderson consultant. "Those fans are great for the economy and the team."

Anderson Economic Group's analysis is based on the spending by game attendees, which comes to more than \$5.63 million. But some \$2.31 million of that is from ticket revenue shared with the National Hockey League and the players association, and thus leaves town.

Another \$1.41 million of the total spending substitutes for economic activity that still would have taken place had the Wings not made it to the Stanley Cup finals. This leaves a total of \$1.91 million in direct net new spending generated by each home Stanley Cup finals game in Detroit. The direct economic activity stimulates additional, indirect economic activity of \$1.15 million, yielding a total net economic impact of \$3.1 million.

"Despite an overall weak economic Detroit sports fans are still cheering on their teams, and spending while doing so" Watkins wrote. "The Wings, Pistons, and Tigers give fans the opportunity to spend entertainment dollars in the local economy, and helps draw people into the region from across the state and around the country."

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