

2023 Delray Beach Open (Post-Event, Economic Impact).

ATP250



	<u>2020</u>	<u>2021 (Covid)</u>	<u>2022</u>	<u>2023</u>
Direct Impact from Spectators:	\$ 6,191,766.09	\$ 1,960,299.00	\$ 5,875,986.02	\$ 6,199,165.25
Players:	\$ 33,082.05	33,082.05	33,082.05	33,082.05
Referees/Officials:	\$ 34,778.14	28,217.00	33,004.45	25,000.00
Corporate Sponsors:	\$ 53,532.76	53,532.76	53,532.76	53,532.76
Combined direct impact from staging event:	\$ 6,313,159.05	\$ 2,075,130.70	\$ 5,995,605.28	6,310,780.06
Indirect impact reported gains:	\$ 1,829,790.42	411,702.84	1,736,471.11	1,831,977.02
Induced impact gains	\$ 2,353,442.10	529,524.47	2,233,416.55	2,356,254.46
ECONOMIC IMPACT:	\$ 10,496,391.60*	\$ 3,016, 357.90	\$9,965,492.94	\$ 10,499,011.50

TV METERICS* Delray Beach Total Gross Advertising Value (\$ 19,873,640); Total Net Sponsorship Value (\$ 5,447,968)

2023: Overall Economic Impact (ie attendance, excludes national / international Television) Output Impact: \$ 10,499,011.50 x 1.5 = \$ 15,748,517.30

Earnings Impact \$ 10,499,011.50 x .57= \$ 5,984,436.27

Employment Impact: \$ 10,499,011.50 /1,000,000 x 22 = 230.98

A= output multiplier; B = Earnings multiplier; C = Employment multiplier

ATTENDANCE & ROOM NIGHT

	<u>2020 Delray Beach Open</u>	<u>2021 Delray Beach Open</u>	<u>2022 Delray Beach Open</u>	<u>2023 Delray Beach Open</u>
Attendance	62,986	14,159	59,774	63,072
Avg. amount of sessions persons attend	2.6	2.6	2.6	2.6
Individual persons attending event	24,225.38	5,445	22,990	24,258
% of visitors outside the south FL vicinity	26.8%	26.8%	26.8%	26.8%
Amt. from outside of south FL	6,492	1,415	6,161	6,501
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% of visitors coming to So. FL b/c of the event	23.9%	23.9%	23.9%	23.9%
Visitors coming to S. FL attending the event	1,552	338	1,472	1,554
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% of visitors staying in hotels	36.3%	36.3%	36.3%	36.3%
Visitors staying in hotels/motels	563	123	534	564
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% of visitors staying in hotels in Palm Beach	83%	83%	83%	83%
Visitors staying in hotels - Palm Beach	467	102	443	468
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Avg. amount of persons per room	2	2	2	2
Individual number of hotel rooms used	234	51	222	234
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Avg. length of stay in S. Florida for visitors	11.97	11.97	11.97	11.97
Estimated total number of room nights booked	2,801	610	2,657	2,8201

DELRAY BEACH OPEN CELEBRATED ITS 31st ANNIVERSARY IN 2023

World-class Tennis, National & International Television, VIP Hospitality, Live Music, Amateur Tennis Events, Dancing, Wine-Tasting, Ladies Luncheons, Corporate Clinics, Passionate Fans & Community Engagement!

ATP Legends and best team of all-time Bob and Mike Bryan with former French Open Champions Luke and Murphy Jensen + former DBO Champs Jan-Michael Gambill & Sam Querrey walking on Stadium.

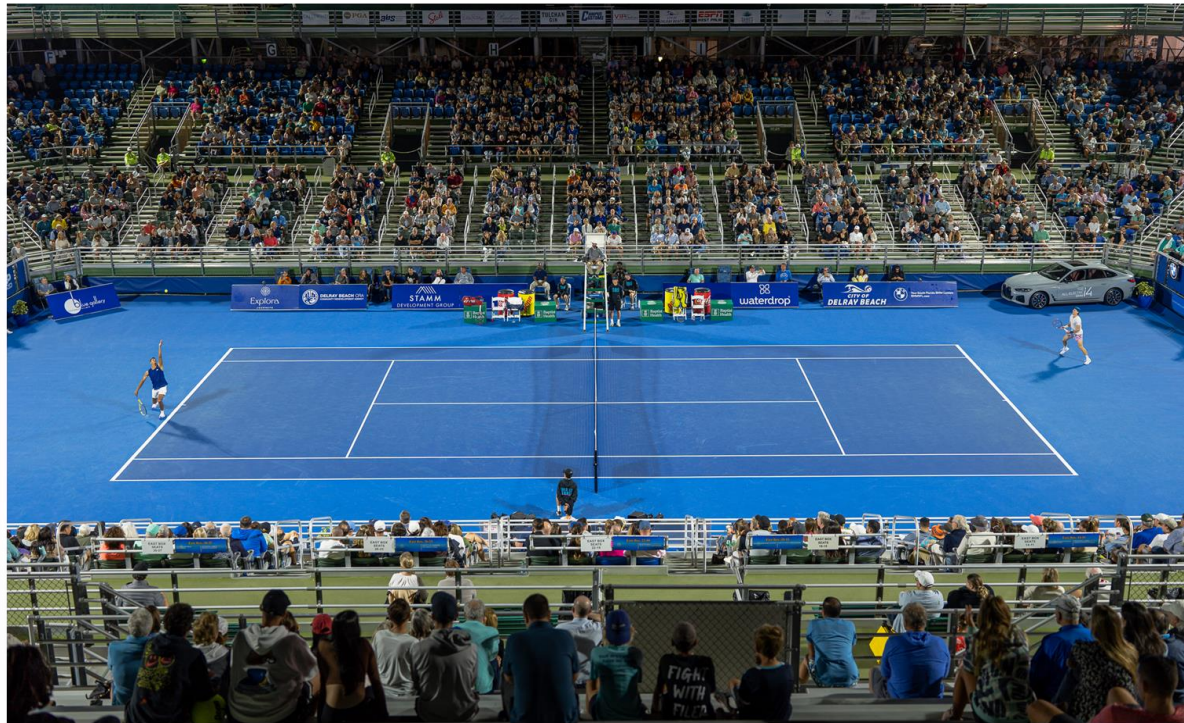


Stadium Lower Level Signage



Delray Beach Clinic + Stadium Video Board





SHOW COURT 1



STADUM COURT



COIN TOSS WITH ATP PLAYERS, BALLKIDS WITH WORLD #5 TAYLOR FRITZ



PERFECT MATCH

@ DELRAY BEACH OPEN

FEB 10 — 19 '23

TICKETS @ [YELLOWTENNISBALL.COM](https://www.yellowtennisball.com)

THIS IS TENNIS

Your South Florida Tennis Center
[bhmcfla.com](https://www.bhmcfla.com)

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