

Economic Impact (2022 info below)

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

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Direct Impact from Spectators:	\$ 6,191,766.09	\$ 1,960,299.00	\$ 5,875,986.02		
Players:	\$ 33,082.05	\$ 33,082.05	\$ 33,082.05		
Referees/Officials:	\$ 34,778.14	\$ 28,217.00	\$ 33,004.45		
Corporate Sponsors:	\$ 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		
Indirect impact reported gains:	\$ 1,829,790.42	411,702.84	1,736,471.11		
Induced impact gains	\$ 2,353,442.10	529,524.47	2,233,416.55		
ECONOMIC IMPACT:	\$ 10,496,391.60*	\$ 3,016, 357.90	\$9,965,492.94		

TV METRICS* Delray Beach Total Gross Advertising Value (\$26,900,000); Total Net Sponsorship Value (\$ 6,100,000)

2022 Overall Economic Impact (excludes TV metrics)
Output Impact: **\$ 9,965,492.94** x 1.5^A = **\$ 14,948,239.40**

Earnings Impact $\$9,965,492.94 \times .57 = \$5,680,330.98$

Employment Impact: $\$9,965,492.94 / 1,000,000 \times 22 = 219.24$

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	
Avg. amount of sessions persons attend	2.6	2.6	2.6	
Individual persons attending event	24,225.38	5,445	22,990	
% of visitors outside the south FL vicinity	26.8%	26.8%	26.8%	
Amt. from outside of south FL	6,492	1,415	6,161	
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% of visitors coming to So. FL b/c of the event	23.9%	23.9%	23.9%	
Visitors coming to S. FL attending the event	1,552	338	1,472	
Visitors coming to S. FL attending the event	1,552	338	1,472	
% of visitors staying in hotels	36.3%	36.3%	36.3%	
Visitors staying in hotels/motels	563	123	534	
Visitors staying in hotels/motels	563	123	534	
% of visitors staying in hotels in Palm Beach	83%	83%	83%	
Visitors staying in hotels - Palm Beach	467	102	443	
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Avg. amount of persons per room	2	2	2	
Individual number of hotel rooms used	234	51	222	
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Avg. length of stay in S. Florida for visitors	11.97	11.97	11.97	
Estimated total number of room nights booked	2,801	610	2,657	

DELRAY BEACH OPEN CELEBRATED ITS 30TH ANNIVERSARY IN 2022

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



Stadium Court at the 2022 Delray Beach Open



ATP 250 CHAMPIONS: Cameron Norrie (Singles Champion) & Doubles Champions (J. Rojer / M. Arévalo)



All-time Best Doubles team Mike & Bob Bryan interviewed at the Stadium Player Entrance...
Former Delray Beach Singles Champion Jack Sock reaching for a drop shot.



American Star Tommy Paul returning a serve... Legends Doubles on Opening Weekend



Bjorn Frantangelo focused during his match.



BMW Remote Control Car promotion & Tommy Haas blasting a forehand next to the on-court BMW



Nothing like playing on Stadium Court in Delray Beach



DBO Volunteers & Ballkids – They are the Best!

2022 PICTURE GALLERY



'22 Singles Champion (Cameron Norrie) & Doubles Champions (J. Rojer / M. Arévalo) posing with their awards
Leylah Fernandez (U.S. Open Finalist) & Bianca Fernandez



Spectators enjoying the art of blue gallery & Ballkids with our '22 Champion Cameron Norrie



Player interviews, Florida Panther Promotion and Podcast Board



ATP Pros on Championship Weekend



Proposal on the Center Court...Wristbands for Pride Night and John Milman enjoying his time



Delray Beach Open Fans



Special Event Guests (Ladies Luncheon, Box Series Reception, Chamber Bash)



