ECONOMIC CONTRIBUTION OF ATTENDEES

Vikings Verizon Training Camp 2019

PROJECT OVERVIEW

Every summer, Vikings fans flood the city of Eagan, Minnesota to watch their favorite players participate in the team's Verizon training camp. Training camp allows fans to watch the team perform before the upcoming season. In 2019, the camp ran from July 26 to August 16, with an estimated attendance of 57,700 fans. Training camp is held at the Twin Cities Orthopedic Performance Center.

Fans visiting Eagan to attend training camp generate economic activity in the city. They eat in restaurants, shop in stores, and enjoy local recreational activities. To measure the economic value of Vikings training camp fans, the Eagan Convention and Visitors Bureau (Eagan CVB) contracted with Extension to conduct an economic contribution analysis of the 2019 camp.

University of Minnesota Extension and the Minnesota Vikings collaborated to survey training camp attendees. While watching training camp is free, attendees must still reserve tickets online. During this process, they provide contact information. After camp each day, the Vikings sent a survey to all fans registered for that day's camp. The survey included questions designed by Extension. Participants were asked about the attractions they visited and individual spending during the trip.

In total, the survey received 4,815 responses. The Vikings provided Extension with data for the questions asked on Extension's behalf. These responses were distributed across weekend and weekday attendees.

Based on survey results, Extension built a spending profile per attendee. Extension then extrapolated this information to get a measure of total spending. Total spending in this summary is reported by local residents (those living within Eagan) and by visitors (those living outside the study area). Extension then used the input-output model, IMPLAN, to calculate economic contribution. The IMPLAN model 3.1 with SAM multipliers and 2017 data (most recent) was used.

MAJOR FINDINGS

In 2019, Vikings Verizon training camp attendees generated an estimated $5.7 million in economic activity in Eagan. On average, each visitor spent $49.90 to attend the camp. Major expenditures included shopping, food and beverage, and transportation.

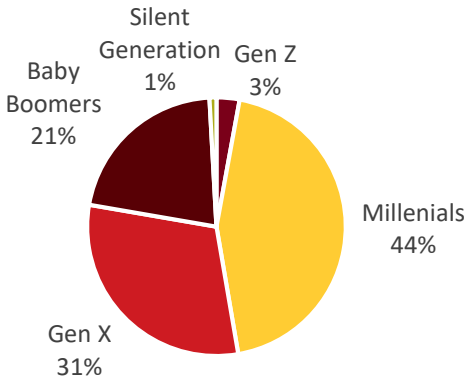
Economic contribution increased from an estimated $4.9 million in 2018 to $5.7 million in 2019. This was largely due to a $6.40 increase in per person spending (from $43.50 to $49.90). The largest increases in per person spending were in transportation, shopping, and food and beverage.

The majority (86 percent) of Vikings Verizon training camp attendees were from Minnesota. The 14 percent not from Minnesota came from 35 other U.S. states and Canada. Of the Minnesotans, the largest group of training camp attendees were from cities in the seven-county Twin Cities metro (59 percent, not including Eagan). Approximately one-quarter of attendees came from Greater Minnesota.

TRAINING CAMP ATTENDEES

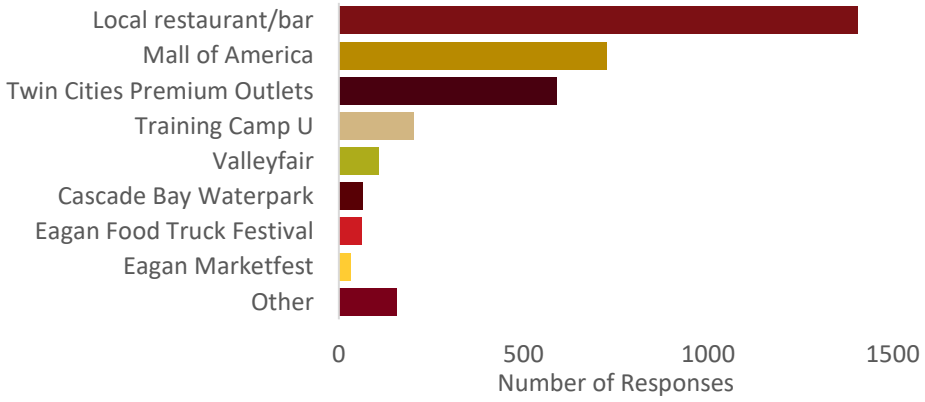
Vikings Verizon training camp drew fans from a variety of age categories (Chart 1). Three-fourths of attendees were either millennials or Gen Xers (those ages 23 to 54). These two age groups are also the most likely to have families and children.

Chart 1: Vikings Training Camp Attendees: Age of Survey Respondent (n = 3,337)



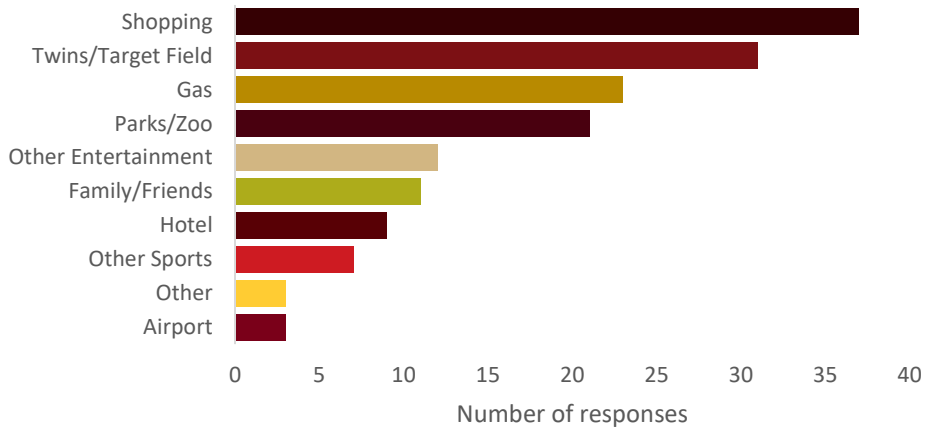
Vikings Verizon training camp attendees visited a variety of places in Eagan during their trip (Chart 2). The most reported destination was a local restaurant or bar. One in three attendees (32 percent) indicated they visited one. Other popular attractions included the Mall of America and the Twin Cities Premium Outlets.

Chart 2: Vikings Training Camp Attendees: Places Visited During Trip to Camp, Select All That Apply (n = 4,355)



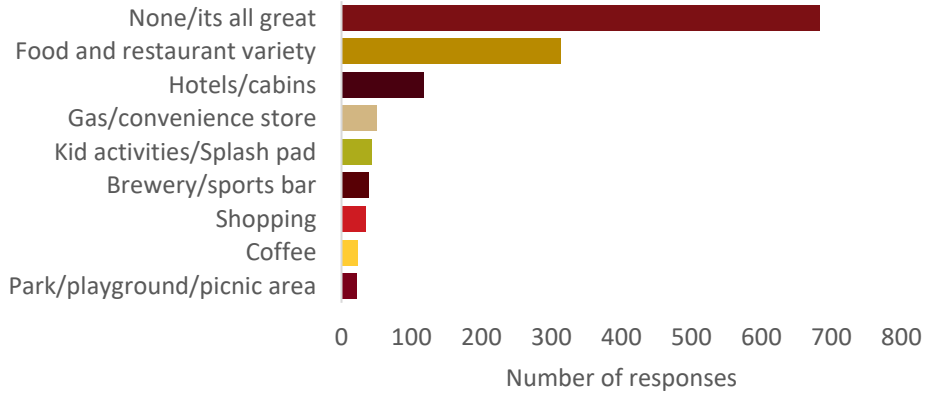
Of the respondents, 157 indicated they visited “other” places, or a place not listed in the question (Chart 3). When asked to comment on where they visited, common responses included shopping centers, Target Field to attend a Twins game, and gas stations.

Chart 3: Vikings Training Camp Attendees: Other Places Visited (n=157)



Training camp attendees suggested ideas for additional amenities in Eagan (Chart 4). By and large, most were pleased with the amenities currently available. Potential amenities with the most mentions, however, included an increased variety of food and restaurants, additional lodging options, and a gasoline/convenience store.

Chart 4: Vikings Training Camp Attendees: Suggestions for Additional Eagan Amenities (Ppen-Ended, More Than 10 Responses)

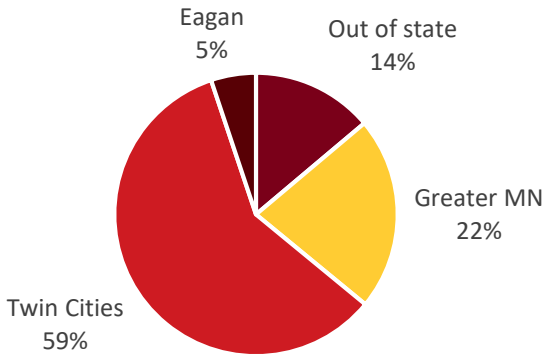


The majority (86 percent) of Vikings Verizon training camp attendees were from Minnesota (Chart 5). The 14 percent not from Minnesota came from 35 other U.S. states and Canada.

The largest group of training camp attendees were from cities in the seven-county Twin Cities Metro (59 percent, not including Eagan). Approximately one-quarter of attendees came from Greater Minnesota.

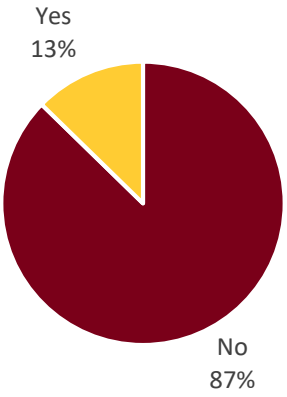
Five percent of Vikings Verizon training camp attendees were from Eagan. This is important, as fans from outside the city represent new spending in the economy. People living in Eagan are likely to eat in restaurants and shop locally, regardless of the training camp. People from outside the city, however, come specifically for the training camp and thus bring in money that otherwise would not have been spent in Eagan.

Chart 5: Vikings Training Camp Attendees: Zip Code of Survey Respondent (n = 4,205)



Thirteen percent of Vikings training camp attendees spent the night away from home to attend the camp (Chart 6). This is important, as those spending the night away from home tend to spend more, largely due to lodging costs.

Chart 6: Vikings Training Camp Attendees: Visitors Spending Night Away from Home (n = 4,355)



ECONOMIC CONTRIBUTION

On average, each Vikings Verizon training camp visitor spent $49.90 to attend the camp (Table 1). Major expenditures included shopping, food and beverage, and transportation.[1] Visitors from outside Eagan had slightly higher expenditures. Eagan residents, not surprisingly, spent less. They did, however, average higher spending on entertainment.

Table 1: Per Person Spending by Viking Verizon Training Camp Attendees, 2019

	All Visitors	Eagan Residents	Non-Eagan Residents
Shopping	$17.70	$12.10	$18.00
Food & beverage	$16.90	$15.00	$17.00
Transportation	$9.40	$5.10	$9.60
Lodging	$3.60	$0.20	$3.70
Entertainment	$1.20	$1.90	$1.20
Other	$1.10	$0.40	$1.20
Total	$49.90	$34.70	$50.70

Source: Survey of Vikings Verizon Training Camp attendees

In 2019, Vikings Verizon training camp attendees spent an estimated $3.6 million during their trip to attend the camp (Table 2). This generated an estimated $5.7 million of economic activity in Eagan.

Table 2: Economic Contribution, Vikings Verizon Training Camp Attendees, 2019

	Output
Direct	$3,594,000
Indirect	$953,200
Induced	$1,181,000
Total	$5,728,200

Estimates by University of Minnesota Extension

[1] Spending at training camp is included in the respective category. For example, buying a bottle of water at camp is included in the food and beverage category.

Economic contribution is comprised of direct, indirect, and induced effects. Direct effects are those generated by the event or activity itself. For this analysis, the direct effect is spending by fans to attend the Vikings Verizon training camp. Indirect and induced effects are the ripple effects created across the supply chain when direct spending occurs. Indirect effects are those generated through business-to-business sales. When a Vikings fan eats at a local restaurant, for example, the restaurant has to purchase more of its supplies, creating indirect effects. Induced effects are those generated through consumer-to-business sales. When the same Vikings fan tips his or her server, the server then has more income to spend, thus triggering induced effects.

CHANGES FROM 2018

University of Minnesota Extension also conducted an economic contribution analysis of the training camp in 2018. Economic contribution increased from an estimated $4.9 million in 2018 to $5.7 million in 2019. This was largely due to an increase in per person spending. Spending per person increased by $6.40 (Table 3).[2] The largest increases were in transportation, shopping, and food and beverage. Spending for lodging, however, declined. In 2018, the Vikings hosted the Jacksonville Jaguars for a scrimmage. Thus, it is likely more overnight fans traveled to Minnesota. In 2019, the Vikings traveled away for the scrimmage, which likely decreased the number of people staying overnight.

Table 3: Spending by Viking Verizon Training Camp Attendees, 2018 Versus 2019

	2018 All Visitors	2019 All Visitors	Change 2018-2019
Shopping	$14.90	$17.70	$2.80
Food & beverage	$14.80	$16.90	$2.10
Transportation	$5.00	$9.40	$4.40
Lodging	$6.50	$3.60	-$2.90
Entertainment	$0.80	$1.20	$0.40
Other	$1.50	$1.10	-$0.40
Total	$43.50	$49.90	$6.40

Estimates by University of Minnesota Extension

NOTES ON THE ANALYSIS

This analysis focuses only on the economic contribution of Vikings Verizon training camp attendees. This is valuable and important information for the Eagan Convention & Visitors Bureau

[2] Inflation would have naturally increased spending by $0.75 (based on the Bureau of Labor Statistics Consumer Price Index calculator). The remaining $5.65 represents additional spending.

(CVB), as visitors stimulate economic activity. This analysis is not the total contribution of the training camp, however, as it does not include the significant investments made by the Vikings organization to host the camp. These investments include providing meals to players and coaches and operating the Twin Cities Orthopedic Performance Center building.

PREPARED

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In partnership with Minnesota Vikings and Eagan Convention and Visitors Bureau

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