



# Economic Contribution of Vikings Verizon Training Camp Attendees, 2021

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## Overview

The Minnesota Vikings training camp returned to Eagan's Twin Cities Orthopedics Performance Center in 2021. Approximately 32,000 fans flocked to training camp to watch their favorite players and enjoy Vikings-related activities. Camp ran from July 28 to August 10.

As fans traveled to and from camp, they also visited businesses and attractions in Eagan. Visitors dined out, filled their gas tanks, and went shopping, among other activities. As visitors engaged in these activities, they spent money at Eagan businesses. Eagan businesses then had additional revenue, which they used to purchase more of their inputs and pay employees. These are ripple effects of the direct spending by visitors.

The Eagan Convention and Visitors Bureau hired University of Minnesota Extension to quantify the economic contribution of Vikings Verizon training camp attendees in 2021. Extension collaborated with the Minnesota Vikings to collect surveys from attendees. The survey questionnaire asked attendees to report on their spending, local attractions visited, and suggestions for additional amenities in Eagan. In total, the survey received 1,722 responses across weekends, weekdays, and different times of day.

## Major findings

In 2021, attendees of the Vikings Verizon training camp generated nearly \$4.0 million in economic activity in Eagan. Directly, visitors spent \$3.0 million. The difference was activity at local businesses that benefited from the camp occurring in Eagan.

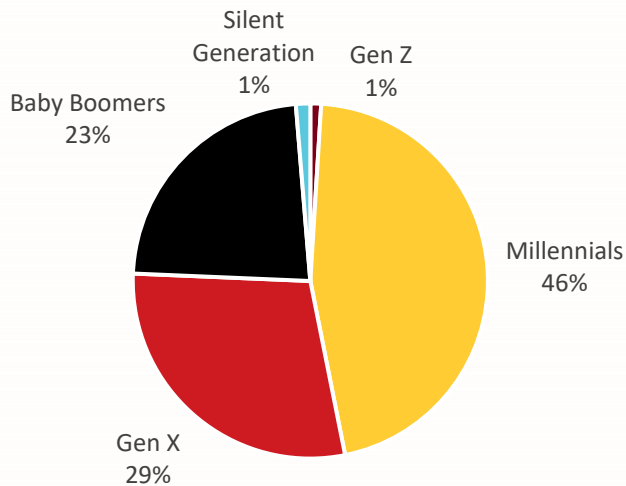
On average, Vikings Verizon training camp attendees spent \$61.50 per day while visiting. Spending by training camp visitors increased by 23 percent from 2019 to 2021. Visitors spent more on shopping, food and beverage, and lodging. Economic contribution was lower compared to 2019, but this was a direct result of a decrease in attendance resulting from COVID-19 protocols.

Locations outside the camp commonly visited by attendees included local restaurants and breweries, Twin Cities Premium Outlets, and the Mall of America. Fans would like to see additional dining options, more gasoline/convenience stores, and places for kids to play outside of camp (a local park or splashpad, for example).

## Training camp attendees

Vikings training camp attracts participants of all ages, but particularly from the millennial generation and Gen X populations, or people aged 26 to 56 (Chart 1). This age group is also more likely to have children. This is consistent with survey results, which indicate 72 percent of attendees came with family. On average, the size of a group attending training camp was three people.

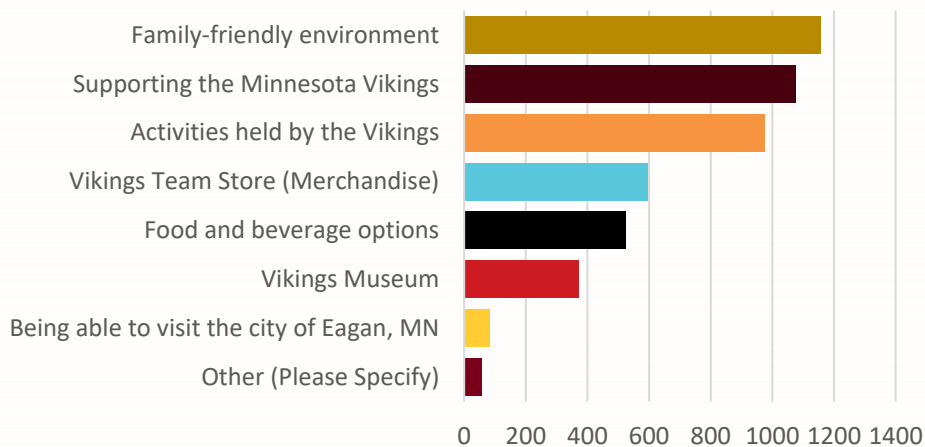
**Chart 1: Vikings Training Camp Attendees: Age of Survey Respondent**



As survey respondents often attended camp with family, it is not surprising the most commonly enjoyed aspect of camp (outside of viewing practice) was the family-friendly environment (Chart 2). Attendees also enjoyed the opportunity to support the Vikings and participate in Vikings-led activities.

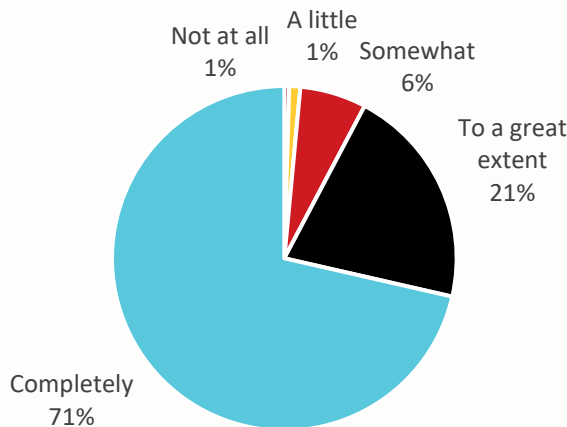
Only a small fraction selected visiting Eagan as one of the most enjoyed aspects of camp. This indicates there may be opportunity for more cross-marketing of the community.

**Chart 2: Vikings Training Camp Attendees: Most Enjoyed Aspect, Outside of Viewing Practice (Select All That Apply)**



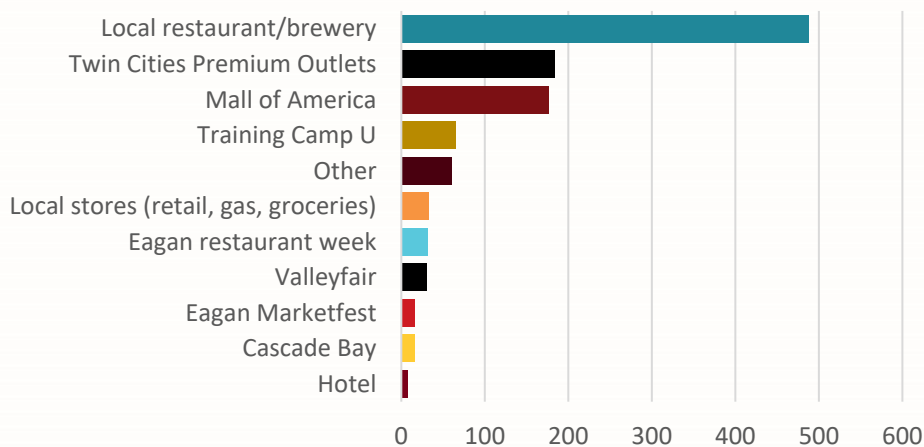
The Vikings took extra precautions to ensure fan health and safety at this year’s camp, which attendees appreciated. Ninety-two percent of attendees indicated they felt “completely” or “to a great extent” safe and comfortable at camp in terms of health (Chart 3). In addition, fans were largely satisfied with the contactless payment system implemented as a safety measure.

**Chart 3: Vikings Training Camp Attendees: Level of Comfort and Safety in Terms of Health**



Training camp attendees did not just attend camp while in Eagan. They also visited local attractions (Chart 4). Nearly 500 respondents (44 percent) reported visiting a local restaurant or brewery in conjunction with their trip to camp. Other common destinations included Twin Cities Premium Outlets, Mall of America, and Training Camp U.

**Chart 4: Vikings Training Camp Attendees: Places Visited During Trip to Camp (Select All That Apply)**

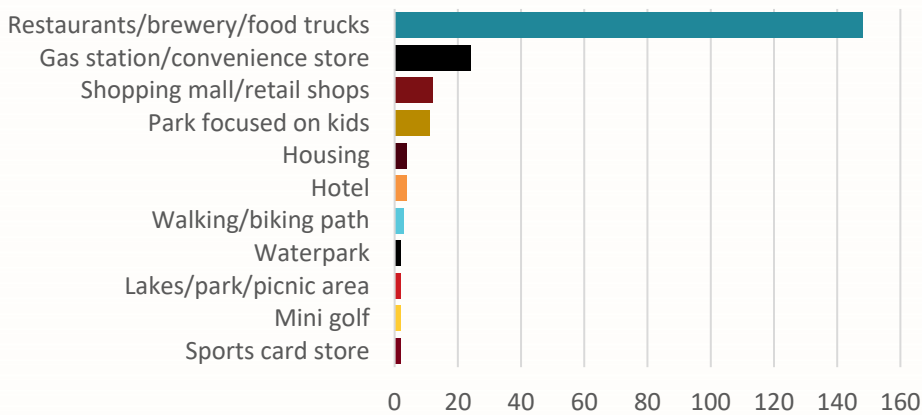


Many respondents selected “other” in response to the question about other destinations visited. Common responses included gas stations, retail stores, hotels, and Minnesota Twins/St. Paul Saints games.

Vikings training camp attendees appeared to want more opportunities to dine out (Chart 5). When asked what additional amenities they would like to see in Eagan, nearly 150 respondents indicated more restaurants, breweries, or food trucks. There were suggestions for specific chains, but also comments referencing local foods, more convenient foods, and sports-themed dining.

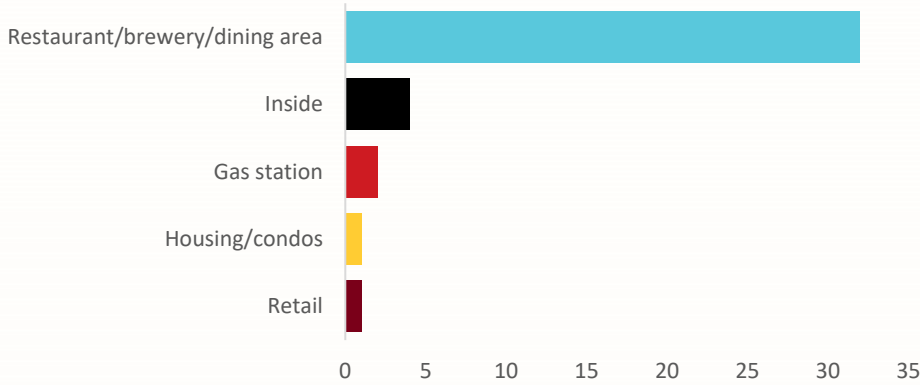
Other common amenities mentioned included a gas station/convenience store, shopping and retail stores, and options for kids (a park or splashpad, for example).

**Chart 5: Vikings Training Camp Attendees: Suggestions for Additional Eagan Amenities (Open-Ended, More Than One Response)**



Some attendees also expressed an interest in having certain amenities at or within walking distance of the training camp. The most common responses included having a restaurant or brewery nearby (Chart 6). Of the 32 responses indicating the need for closer food options, many referenced the desire to be able to walk to the establishment. The “inside” category included people who wished there was an opportunity to get out of the hot sun for a while.

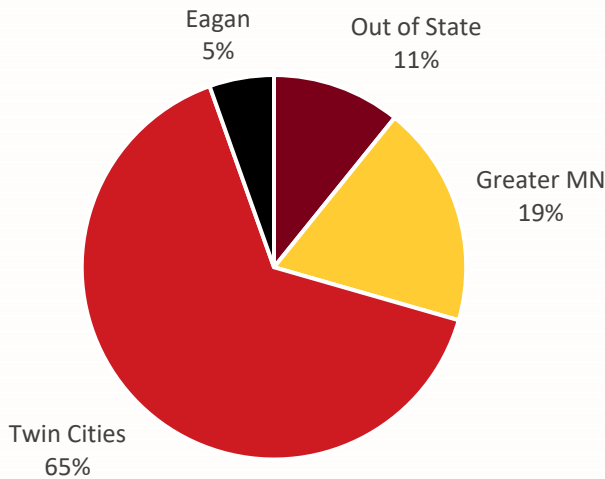
**Chart 6: Vikings Training Camp Attendees: Suggestions for Additional Amenities Closer to Camp (Open-Ended, More Than One Response)**



The majority (70 percent) of Vikings training camp attendees came from the Twin Cities metro seven-county region (Chart 7). Nearly one in five fans came from Greater Minnesota. Eleven percent of visitors were from out of state.

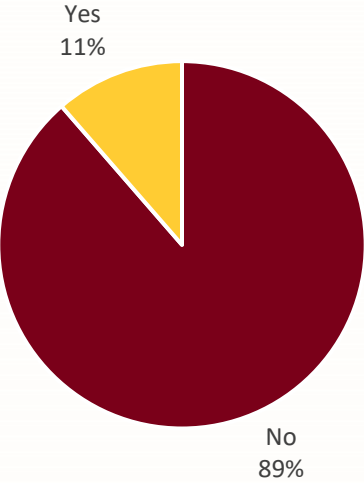
Of the 70 percent of attendees from the metro, 5 percent were from Eagan. It is important to measure the number of visitors from Eagan, as people who live in the community and attend camp have a different spending profile than those living outside the city. In addition, it is valuable to know how much spending is generated by people coming into the community to attend camp.

**Chart 7: Vikings Training Camp Attendees: Zip Code of Survey Respondents**



Most training camp attendees visited Eagan for the day to attend camp. Eleven percent, however, stayed overnight in the area (Chart 8). On average, the overnight visitors spent two nights.

**Chart 8: Vikings Training Camp Attendees: Visitors Spending Night Away From Home**



## Economic contribution

On average, an attendee of the Vikings Verizon training camp spent \$61.50 in 2021. Major expenditures included shopping, food and beverage, and transportation. Visitors to the training camp who lived outside of Eagan spent more overall than Eagan residents (\$62.60 compared to \$43.40). Eagan residents, however, spent slightly more on food and beverage.

**Table 1: Per Person Spending by Viking Verizon Training Camp Attendees, 2021**

	All Visitors	Eagan Residents	Non-Eagan Residents
Shopping	\$22.20	\$13.50	\$22.70
Food and beverage	\$21.10	\$21.20	\$21.10
Transportation	\$9.70	\$7.10	\$9.90
Lodging	\$5.50	\$0.00	\$5.80
Entertainment	\$1.50	\$0.90	\$1.50
Other	\$1.50	\$0.60	\$1.60
<b>Total</b>	<b>\$61.50</b>	<b>\$43.30</b>	<b>\$62.60</b>

Estimates by University of Minnesota Extension

In total, Vikings Verizon training camp attendees spent nearly \$3.0 million while visiting Eagan (Table 2). This generated \$4.0 million of economic activity in the community.

**Table 2: Economic Contribution, Vikings Verizon Training Camp Attendees, 2021**

Direct	\$2,952,410
Indirect	\$648,290
Induced	\$398,940
<b>Total</b>	<b>\$3,999,640</b>

Estimates by University of Minnesota Extension

The economic contribution of training camp attendees was lower in 2021 compared to 2019. This is due to a decline in the number of attendees. In 2019, an estimated 57,700 fans visited the camp. In 2021, due to COVID protocols, this number dropped to 32,000. If attendance had been 57,700, then the economic contribution would have been approximately \$7.2 million.

Economic impact is comprised of direct, indirect, and induced effects. Direct effect is the initial change in the economy. In this report, it is the spending by Vikings training camp attendees. Indirect and induced effects are the multiplier (or ripple) effects. Broadly, indirect effects stem from the business purchasing goods and services and induced effects stem from household spending of income. Extension used the input-output model, IMPLAN, to calculate the indirect and induced effects.

## Changes from 2019

Extension measured the economic contribution of the Vikings training camp in 2018 and 2019. Due to the COVID-19 pandemic, Extension did not conduct an analysis in 2020. Measuring economic contribution across multiple years allows for a comparison of how trends change with time.

Overall, Vikings Verizon training camp attendees spent 23 percent more in 2021 compared to 2019 (Table 3). The largest increases in expenditures were for shopping and food and beverage. There may be a variety of factors behind this change. Given the restrictions of 2020, people may have been more enthusiastic about engaging in social activities and willing to spend more money. Prices have also risen slightly in the last few months. Of the \$11.60 in increased spending, \$3.30 (or 28 percent) can be attributed to inflation between August of 2019 and 2021.<sup>1</sup> The remaining \$8.30 is likely the result of increased consumer confidence and willingness to spend.

Spending for lodging also increased noticeably (by more than 50 percent). A few factors may have driven the increase. The Vikings hosted the Denver Broncos for joint practices, which may have attracted Denver fans to Eagan. In addition, a new hotel opened near the Twin Cities Orthopedic Performance Center, which provided more of an opportunity for visitors to lodge locally.

**Table 3: Per Person Spending by Viking Verizon Training Camp Attendees, 2019 Versus 2021**

	<b>2019 All Visitors</b>	<b>2021 All Visitors</b>	<b>Change 2019-2021</b>
Shopping	\$17.70	\$22.20	\$4.50
Food and beverage	\$16.90	\$21.10	\$4.20
Transportation	\$9.40	\$9.70	\$0.30
Lodging	\$3.60	\$5.50	\$1.90
Entertainment	\$1.20	\$1.50	\$0.30
Other	\$1.10	\$1.50	\$0.40
<b>Total</b>	<b>\$49.90</b>	<b>\$61.50</b>	<b>\$11.60</b>

Estimates by University of Minnesota Extension

## Notes on the analysis


This analysis focuses on the economic contribution of Vikings training camp attendees. This is valuable information. The impact of training camp is higher than reported here, however, as this analysis does not include direct spending by the Vikings to host the camp.

## Prepared

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<sup>1</sup> Based on the Bureau of Labor Statistics Consumer Price Index





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In partnership with Minnesota Vikings and Eagan Convention and Visitors Bureau