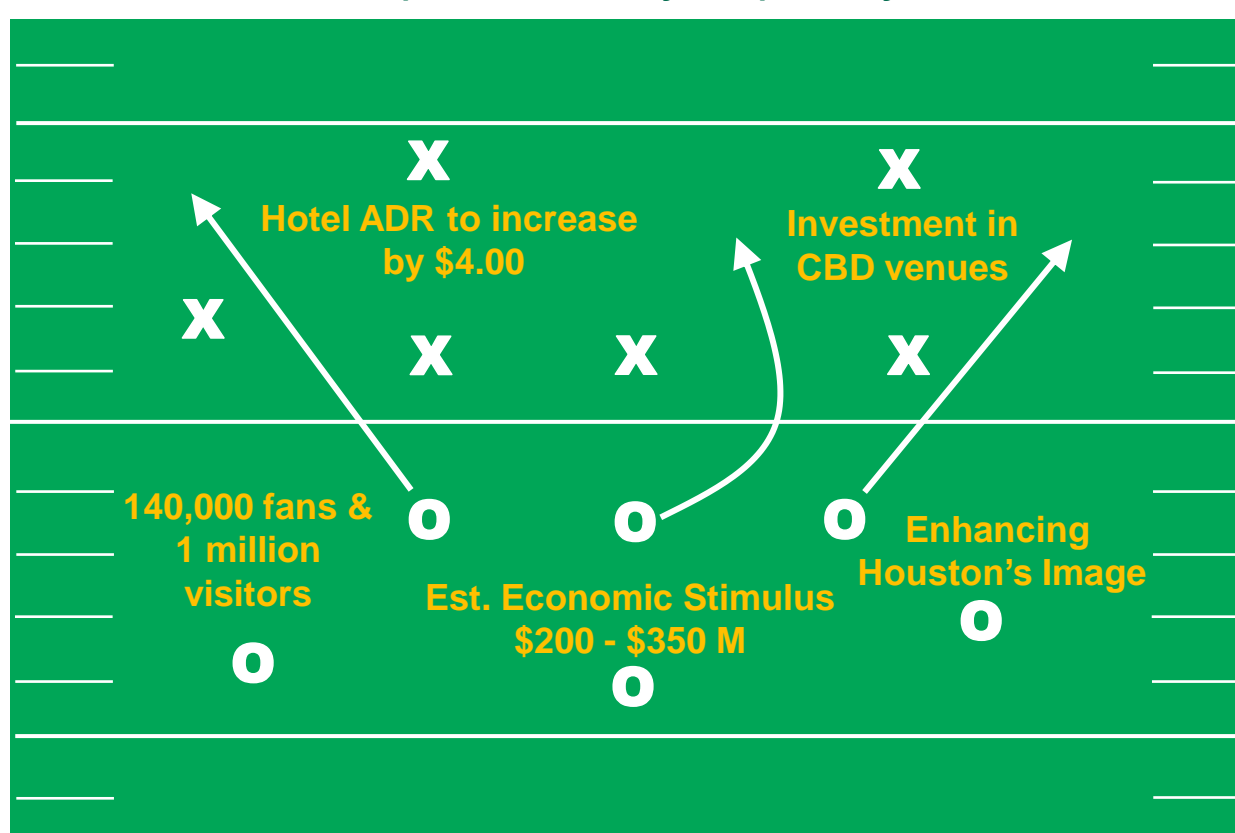


Touchdown! Houston Scores as Host for America's Big Game

- Soon after Houston won the bid to host Super Bowl LI, a major oil bust sacked the city. Nearly 70,000 energy jobs were lost, crude dropped below \$30 a barrel and one of Houston's key industries was benched. But there is more to the Bayou City, so Houstonians rolled up their sleeves, got to work and put their game face on!
- The Urban Land Institute's Technical Advisory Panel report noted Houston's lack of destination appeal, so the city's leaders drew up new plays and began a massive development project focused on the Avenida downtown. The blocks surrounding Discovery Green and the George R. Brown Convention Center (GRB) were revitalized with appetizing new restaurants, stunning hotels, important outdoor venues, street-level retail, walkability, and most importantly, a "cool factor" that made H-Town score big in its role as host for Super Bowl LI.

CBRE Research breaks down the winning strategy, play by play. Here are the numbers:

Super Bowl LI's Tally on Space City



For the Kickoff!

The Houston Super Bowl Host Committee, backed by Rockport Analytics, estimated that Houston would gain up to \$350 million in revenue.

For the two weeks leading up to the game, roughly 1 million visitors were expected to use the Houston Airport System, and for the final four days leading up to Super Bowl Sunday, 140,000 fans were anticipated to attend the official events, fundraisers, parties, and it goes without saying, the game itself! Meanwhile, hoteliers also held the door open for an influx of guests. CBRE Hotels approximates Matchup LI will boost Houston's hotel industry throughout the entire year increasing average occupancy by 2% and the average daily rate (ADR) by approximately \$4.00 across thousands of rooms. Local residents got into the Texas hospitality game by taking advantage of online homestay networks like Airbnb. In fact, during the NFL playoffs, large homes averaged \$10,000 in rental fees for a four-night stay on Airbnb. Unfortunately, those rates dropped 30% after the Dallas Cowboys fumbled their championship aspirations on January 15 – a date many Houstonians were pulling for the Big D, in a peculiar Texas twist for a Lone Star pastime.

The best defense is a good offense

After the oil bust, Houston was on 4th down and needed to go long for a hail mary.

The City of Houston spent roughly \$1.5 billion on downtown projects to get ready for the football weekend, including \$175 million on renovations for the GRB and Avenida Houston. These improvements alongside the new 1,000-room Marriot Marquis – with the only rooftop Texas-shaped lazy river in the world – are a game-changer that form a new restaurant and visitor's district in the heart of downtown.

Of course, the fans will cause Super Bowl LI's lasting effects. Whether rooting for the Patriots or for the Falcons, these boosters pumped money into the local economy and, coupled with the extensive media coverage, gave H-Town a win-win.