

# New York is 2014 Super Bowl winner: New Jersey will only get a fraction of \$594M projected profit

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New Jersey will only receive 3% to 10% of the projected \$594 million the 2014 Super Bowl at the New Meadowlands Stadium will generate.

The [2014 Super Bowl](#) at the [New Meadowlands Stadium](#) is projected to pump \$594 million into the local economy, and all but a fraction of it will end up in New York's coffers.

Just 3% to 10% of what visitors spend on hotels, fancy dinners, entertainment, rental cars and the like will end up in the Garden State, a study commissioned by the stadium says.

The teams and the media covering the game would stay in New Jersey hotels, the study said - presumably at much higher than normal rates - but that would bring in just \$20 million.

The other \$574 million comes from the 400,000 estimated visitors to Super Bowl week activities - 150,000 from outside the region - and almost all of that would be in New York.

The average visitor to [Miami's 2007 Super Bowl](#) was a 43-year-old man with a \$222,318 household income, the study said, creating the expectation that those kinds of fans have money to burn.

"There is significant evidence that out-of-town game-day visitors profiled have deeper pockets," the study said. "Typically, four-night-minimum stays with elevated average daily hotel rates are met with a substantial consumer demand."

If the [NFL](#) holds its NFL Experience fan festival in New Jersey, the state would draw \$40 million worth of business away from New York, the study said. The Super Bowl would also result in almost 7,300 full-time jobs, the study claims, but most of that would also be skewed to New York - between 6,500 and 7,020 of the total.

The NFL awarded the football championship to the joint bid from the Jets and Giants on May 25, breaking tradition to hold the first cold-weather Super Bowl in the new 82,000-seat stadium.

New York's visitors bureau declined to comment, and New Jersey's did not return a call. The study was performed by [Sports Management Research Institute](#), a [California](#) consulting firm that does many similar reports for cities hosting major events. The company did not return a call to discuss how it reached those

estimates. Its economic impact figures include direct spending and the indirect spending it triggers - for example, when a hotel buys extra soap and minibar liquor for its extra guests.

[University of Chicago](#) sports economist [Allen Sanderson](#) said the company's spending and attendance estimates are often laughably high to appeal to the sponsors.

"The numbers, usually, are generally grossly inflated," Sanderson said.

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