

\$226.7 MILLION

SPENT BY OUT-OF-COUNTY VISITORS ATTENDING 8 HOME GAMES, AVERAGING ABOUT \$28 MILLION PER GAME

2,198 TOTAL JOBS

Supported across local businesses by spending from out-of-county spectators

100,496 HOTEL ROOM NIGHTS

Booked by visitors during the football season

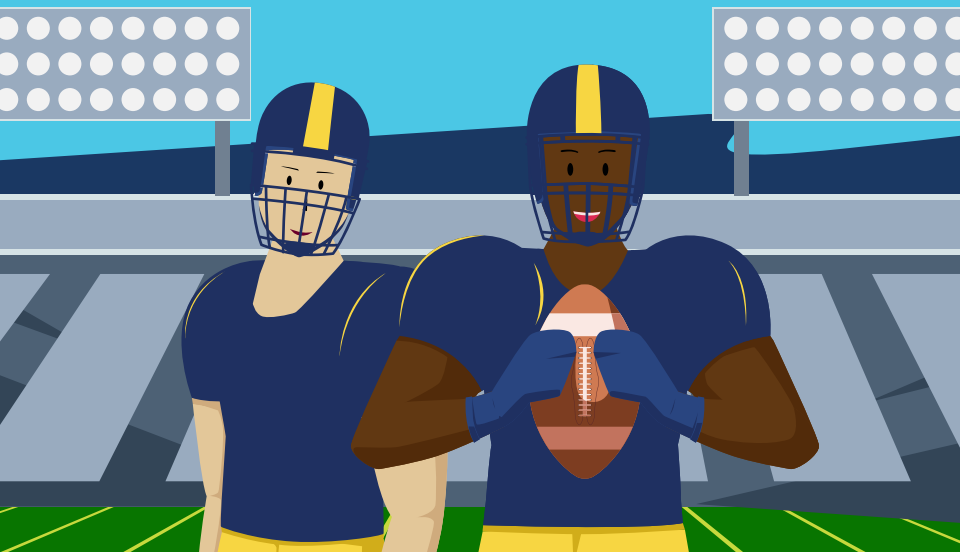
\$256.34

Average spend per game spectator from outside Washtenaw County



\$12.9 MILLION

GENERATED IN STATE & LOCAL TAXES HELPING FUND PARKS, PUBLIC SAFETY, ROAD IMPROVEMENTS AND MORE



TOURISM TOUCHDOWN: **THE LOCAL IMPACT OF** **U-M FOOTBALL**

VISITORS BRING MORE THAN TEAM SPIRIT

Every fall, Michigan Stadium becomes a magnet for fans from across the country. And while they come for the game, they leave behind something even more valuable: millions in local spending that supports our jobs, businesses, and quality of life here in Washtenaw County.

WHY IT MATTERS

The visitor economy touches all of us – even if we're not at the game. From servers to shopkeepers to hotel and museum staff, these dollars flow directly into our community, helping businesses thrive and workers succeed.



**Learn more about how tourism
supports our local economy at:**
annarbor.org/industry

This study was commissioned by Destination Ann Arbor and conducted independently by Future Partners, a leader in tourism economic analysis.

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