



Friday, June 1, 2012

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To: News/Sports
From: Laurie Haman, Vice President, Iowa City/Coralville Area CVB
319.337.6592 or laurie@iowacitycoralville.org
Contacts: Josh Schamberger, President, Iowa City/Coralville Area CVB
319.337.6592 or joshua@iowacitycoralville.org
Rick Klatt, Associate Director of External Affairs, University of Iowa
319.335.9431 or rick-klatt@hawkeyesports.com

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Economic Impact of U.S. Olympic Wrestling Team Trials on Johnson County Exceeded \$5.6 Million - Study indicates that average visitor party spent more than \$700

IOWA CITY/CORALVILLE, Iowa – The economic impact of the recent 2012 U.S. Olympic Wrestling Team Trials on Johnson County exceeded \$5 million, according to survey results released today by the Iowa City/Coralville Area Convention and Visitors Bureau (CVB).

The CVB was assisted in conducting the survey by a team of students selected by Lecturer Dan Matheson at the University of Iowa's Recreation and Sports Business Program.

The survey-based study was conducted April 20-22, 2012 when the community hosted its first ever U.S. Olympic Wrestling Team Trials. A total of 179 surveys were completed by randomly selected fans assembled in the lobby of three area hotels, at Carver Hawkeye Arena, and during the ASICS Fan Fest in Downtown Iowa City. 171 of the surveys were determined to be completed correctly and included in the study.

The data collected produced the following results:

- The projected economic impact of the 2012 U.S. Olympic Wrestling Team Trials on Johnson County was \$5.6 million.
- Average visitor expenditures per party were \$707; per person was \$201.00. Average party size was 3.5.
- The 2012 Trials attracted 14,214 fans of which 82% (11,655) were from outside of Johnson County.
- 3% of respondents, who were here for the Trials, did not actually attend. They reported being here for other event and retail activities.