



LAS VEGAS HOTEL RATES EXPECTED TO PEAK AT \$2,000 PER NIGHT FOR WEEKEND OF CHAMPIONSHIP GAME

As game makes its debut in Sin City, global economic impact leader SMRI estimates average of \$1,312 for four- and five-star rooms, nearly three times the average rate for comparable room on other weekends

LAS VEGAS (February 5, 2024) – As professional football’s championship game descends upon Las Vegas this week for the first time in its history, economic experts are forecasting record average nightly hotel rates.

[SMRI \(Sports Management Research Institute\)](#) estimates peak rates to reach as high as \$2,000 per night for select properties this weekend, which would set a record high for nightly prices the week of the big game. Four- and five-star rooms in Las Vegas will be going for anywhere from three to four times the average rate for other weekends, with an average rate of \$1,312 per night.

Rates last year in the greater Phoenix area, which also hosted a professional golf tournament on the same weekend as the game, peaked at \$1,889.

SMRI’s research lends credence to the theory that the big game and the many events leading up to it make a significant economic impact on host cities. Hotel stays typically account for anywhere from 35 to 40 percent of total consumer expenditures for those traveling to the event, with guests averaging stays of three nights. With Las Vegas – which boasts approximately 150,000 available hotel rooms – already serving as one of America’s top tourist destinations, the city’s first foray into hosting the world’s most popular one-day sporting event is primed to break records when it comes to economic impact.

“It’s not surprising that we are looking at record ADR highs when it comes to the nightly rates that Las Vegas hotels are commanding with the world’s biggest sporting event visiting for the first time,” said Dr. Kathleen Davis, SMRI’s Founder and CEO. “For decades, we could only speculate what it would be like to have the game in Vegas, and now that it has become a reality, I think we’re going to see some stunning figures across the board, from hotels to so many other areas that affect tourism and economic impact.”

Sports Management Research Institute has an extensive history delivering data analytics to measure the financial impacts of major sporting events nationwide. SMRI has worked on football’s championship game more than 20 times dating back to 1995, and has offered data analytics project work to all 32 professional football franchises. SMRI offers significantly better survey response rates (2-3% industry-wide) through the development and implementation of its patented Survey-EDGE platform, offering enhanced data performance, reliability and validity of reporting mechanisms.

MEDIA CONTACT: Greg Ball - BZA Public Relations, on behalf of SMRI gregb@bzapr.com - 760-271-918