

SELECT A CITY ▾

CRANE WATCH

Your source for leads on new real estate projects in Miami-Dade County >

YOUR ACCOUNT

JAZRLH@AOL.COM ▾

INDUSTRIES & TOPICS



NEWS

LISTS & LEADS

PEOPLE & COMPANIES

EVENTS

LEADERSHIP TRUST

MORE...



Please Sign In and use this article's on page print button to print this article.

Sports Business

## Super Bowl LIV could be region's largest sports extravaganza ever 🔑



Super Bowl LIV in Miami Gardens  
MIAMI SUPER BOWL HOST COMMITTEE



By Brian Bandell – Senior Reporter, South Florida Business Journal  
Jan 9, 2020, 1:34pm EST

### COMPANIES IN THIS ARTICLE

**Greater Miami Convention &...**  
Miami, FL

[See full profile >](#)

**JW Marriott Miami Turnberr...**  
Aventura, FL  
Events Services  
\$103M 830  
Revenue Employees

[See full profile >](#)

**Seminole Hard Rock Hotel &...**  
Hollywood, FL  
Gambling & Casinos  
2,135  
Employees

[See full profile >](#)

The last time Miami-Dade County hosted a Super Bowl in 2010, the economy was in a much worse place, and many parts of South Florida looked completely different.

It's why experts believe Super Bowl LIV at Hard Rock Stadium on Feb. 2 could have a much larger economic impact than any of the 10 previous Super Bowls hosted here.

The most recent estimate is over \$500 million by the Miami Super Bowl Host Committee. In 2010, the impact was \$333 million for Super Bowl XLIV and \$463 million for Super Bowl XLI in 2007.

With this year's game, more Super Bowls will have been played in South Florida than anywhere else. Starting with Super Bowl II in the old Orange Bowl in 1968, the NFL's marquee game has grown over time in both TV audience and visitor spending.

During Super Bowl XLIV in 2010, the economy was still recovering from the Great Recession. Executives had a tough time justifying lavish spending at the same time they were laying off employees or slashing their salaries.

For Miami-Dade, and other parts of the region that will host Super Bowl attendees and media, this year's game is coming

### TRENDING

CAREER & WORKPLACE

Year in Review 2019:  
People we lost



EDUCATION

See which Florida school  
districts pay teachers the  
most — and least



HOSPITALITY SHOWCASE

Hyatt Regency Miami  
SPONSORED LISTING



at a great time. The job market is on a tear now, backed by continued growth in consumer spending.

William D. Talbert III, the president and CEO of the Greater Miami Convention & Visitors Bureau, said the Top 10 days for highest per-room hotel revenue still include three days from Super Bowl XLIV and Super Bowl XLI.

Talbert expects the room rates for this year's big game to easily exceed the previous games, and to provide great revenue for Airbnb hosts as well. The new attractions in South Florida will draw visitor spending like never before, he said.

The county has about 10,000 more hotel rooms now compared to 2010, Talbert said. New hotels include the Faena Hotel Miami Beach, two SLS hotels in Brickell, the East hotel at Brickell City Centre, the Hyde Hotel in Midtown, and the Mr C. Coconut Grove. Plus, there were also major upgrades to hotels like the JW Turnberry Miami Resort in Aventura.

In Broward County, the guitar-shaped Seminole Hard Rock Hotel & Casino has become a must-see draw for visitors.

Many neighborhoods that were virtually unknown to tourists in 2010 have become much-frequented attractions now, including the luxury shops of the Miami Design District, the street art-fueled Wynwood neighborhood, Brickell with its restaurants and shopping at Brickell City Centre, and the cultural jewels of Little Havana.

Since the last Super Bowl, the Frost Museum of Science and the Pérez Art Museum Miami have opened downtown.

Further north, Flagler Village has emerged on the north side of downtown Fort Lauderdale, and Atlantic Avenue in Delray Beach has become a popular stop for dining, entertainment and shopping.

As for the game's venue, Hard Rock Stadium's renovations were completed in 2018, giving the stadium a much needed upgrade with higher quality food and beverage options and more luxurious seating.

The profile of people who attend Super Bowls has become more wealthy since 2010, said Kathleen Davis, president of the Sport Management Research Institute, which has measured the economic impact of more than a dozen Super Bowls, including the previous four in Miami-Dade.

"They've got a very high-end consumer with a high social economic status, very educated, and higher on the career

ladder,” Davis said. “We see a higher percentage of executives and a huge swath of professionals and CEOs. It’s a high-priced ticket and it brings in a high level of consumer who likes to spend money.”

Those tickets are even more expensive this year.

Super Bowl II cost \$12, or \$90 adjusted for inflation, according to GoBankingRates.com. Super Bowl XLIV in 2010 cost \$1,000, or \$1,184 adjusted for inflation.

According to Vividseats.com, tickets for Super Bowl LIV start at \$3,538 and average a whopping \$9,815. That’s a well-heeled consumer, indeed.

Aside from the game, the week leading up to Super Bowl LIV will be filled with much more entertainment options than in previous years.

A free fan fest will be held in Bayfront Park in downtown Miami starting Jan. 25. Numerous concerts are coming to town as part of the event, including Lady Gaga, Guns N’ Roses, Lizzo, Chainsmokers, DJ Khalid, Maroon 5, and Post Malone.

The recently-expanded Miami Beach Convention Center will serve as media headquarters and the NFL Experience, a paid event for fans.

The Greater Miami Convention & Visitors Bureau’s Talbert said one of the biggest benefits from this Super Bowl, compared to 2010, is the expanded importance of social media. Having all of those media members and celebrities posting about their experience in Miami provides priceless exposure for the area, reaching potential visitors around the world.

“The whole week the world will be watching,” Talbert said. “It’s warm here and it’s cold in the rest of the world. That is priceless media coverage we couldn’t buy anywhere else.”

*Sign up [here](#) for the Business Journal’s free morning and afternoon daily newsletters to receive the latest business news impacting South Florida. For more business intelligence, follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).*

**T H E L I S T**

## South Florida Convention and Meeting Sites

Ranked by Total meeting space

Rank	Company	Total Meeting Space

Rank	Company	Total Meeting Space
1	Miami Beach Convention Center	681,500
2	Greater Fort Lauderdale/Broward County Convention Center	600,000
3	The Diplomat Beach Resort	209,000

[View This List](#)

 DEADLINE: THURSDAY, JANUARY 23, 2020

## 2020 Business of the Year Awards

Nominate your company for South Florida Business Journal's 2020 Business of the Year Awards! This program honors companies that set the standard for growth, service, quality, innovation and execution of a superb business strategy.

[Submit a Nomination](#)

### RELATED CONTENT

Company releases limited-edition bobblehead in time for Super Bowl LIV



How Miami Gardens retail can better capitalize on Hard Rock Stadium



Super Bowl weekend hotel prices could break records



Large entertainment venue to open ahead of Super Bowl LIV weekend



2019 Market Review: Real estate experts anticipate year of growth



## MORE IN SPORTS BUSINESS

[More >](#)



Company releases limited-edition bobblehead in time for Super Bowl LIV

BY ASHLEY PORTERO



American Airlines Arena will keep its name ... for now

BY ASHLEY PORTERO

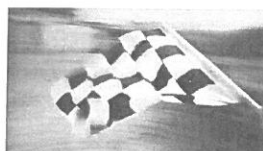


FAU signs \$5M naming-rights deal for basketball arena

BY ASHLEY PORTERO



\$111M renovation proposed for Marlins'



Homestead will not host NASCAR's championship

## THE LIST

25 COMPANIES

South Florida Banks



## TRAVEL &amp; TOURISM

**South Florida's  
Largest Hotels** ➤

Information was  
obtained from the com...

25 COMPANIES

## BANKING &amp; FINANCIAL SER...

**South Florida  
Banks** ➤

25 COMPANIES

## BANKING &amp; FINANCIAL SER...

**South Florida SBA  
Lenders** ➤

25 COMPANIES

## CAREER &amp; WORKPLACE

**Property and  
Casualty  
Insurance  
Companies** ➤

Information was  
obtained from the Flori...

25 COMPANIES

Back to Top ▲

SOUTH FLORIDA **BUSINESS JOURNAL**
[Home](#) [News](#) [Lists & Leads](#) [People](#) [Companies](#) [Events](#) [Jobs](#) [Store](#)

## SUBSCRIBERS

[Start a Subscription](#)[Subscriber-Only  
Content](#)[Digital Edition](#)[Book of Lists](#)[Book of Lists -  
Unlimited](#)[Manage your Account](#)

## ABOUT &amp; CONTACT

[About Us](#)[About The Business  
Journals](#)[Advertise](#)[Help & FAQs](#)[Contact Us](#)[Call Center Directory](#)

## APPS &amp; SYNDICATION

[Mobile Apps](#)[Syndication/RSS](#)

## FOLLOW US



## ACBJ

[American City  
Business Journals](#)[AmericanInno](#)[Bizwomen](#)[Hemmings](#)[Inside Lacrosse](#)[Sports Business  
Journal](#)
[User Agreement](#) | [Privacy Policy](#) | [Your California Privacy Rights](#) | [Ad Choices](#)

© 2020 American City Business Journals. All rights reserved. Use of and/or registration on any portion of this site constitutes acceptance of our User Agreement (updated 1/1/20) and Privacy Policy and Cookie Statement (updated 1/1/20). The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City Business Journals.