



Contact: Mary Ullmann Japhet
210-820-2123; 210-414-9030
mjaphet@sanantoniosports.org

FOR IMMEDIATE RELEASE
January 13, 2017

2018 NCAA® MEN'S FINAL FOUR® PROJECTED TO GENERATE ECONOMIC IMPACT OF \$135 MILLION

SAN ANTONIO, Texas --- A study projecting the economic impact of the 2018 NCAA® Men's Final Four® released by the San Antonio Local Organizing Committee (SALOC) estimates the local economy will receive a boost of \$135 million as a result of hosting the championship.

The study, prepared by Dr. Steven Nivin, chief economist of the SABÉR Research Institute, predicts an influx of 71,000 out-of-town visitors to the San Antonio area, resulting in a rise in spending at local businesses such as restaurants, hotels, retail stores and entertainment venues.

"2018 will be a big year for San Antonio. Along with the Tricentennial celebration, the Final Four will be a great boost to our economy," said Sheryl Sculley, San Antonio City Manager. "This is where our investments in the Alamodome, Convention Center and other facilities pay off."

Scheduled for March 31 – April 2, 2018, the Final Four will be held in the Alamodome, which is currently undergoing extensive upgrades, including expanded concourses and improved interior technology. The building will have an estimated seating capacity of 70,000 to accommodate the championship.

The projected impact is an increase of \$88 million over the last time San Antonio hosted the Final Four (in 2008), reflecting just how much the event has grown.

San Antonio will experience a Final Four that is vastly different since it was last hosted in the Alamo City in 2008. Attendance will be nearly double and there will be more opportunities for local residents to be a part of all the event has to offer.

While the national semi-final and championship games are the main draw of the weekend, the city will host a number of Final Four-oriented events, many of which will be free to the public. The three-day March Madness Music Fest will be held at Hemisfair Park and will feature top talent. Past performers include Maroon 5, Pitbull, Bruce Springsteen, The Zac Brown Band, Kenny Chesney, Fergie, and Rihanna.

“The positive impact on our economy is a key driver behind our efforts to attract and host these kinds of events in San Antonio,” said Pat Frost, Chairman of SALOC. “But we can’t forget about all the wonderful legacy programs and opportunities for the community that they bring as well!”

The San Antonio Local Organizing Committee (SALOC), which is a partnership between the [City of San Antonio](#), [San Antonio Sports](#), and [UTSA](#), has a strong history of hosting successful NCAA Championships that have generated hundreds of millions of dollars for the San Antonio economy, including three previous Men’s Final Fours (1998, 2004, 2008), two Women’s Final Fours (2002, 2010), two Women’s Division I Volleyball Championships (2005, 2011) and several regional basketball tournaments.

###