

A photograph of a WWE Royal Rumble wrestling ring. The ring is illuminated with blue and red lights, and the crowd is visible in the background. The text "WWE ROYAL RUMBLE" is overlaid in large white letters, and "ECONOMIC IMPACT" is overlaid in smaller white letters below it. The ring's turnbuckle and apron also feature the "ROYAL RUMBLE" branding.

WWE ROYAL RUMBLE

ECONOMIC IMPACT

ROYAL RUMBLE

Deal

Partnership Between

- VSPC
- Tampa Bay Rays
- City of St. Petersburg
- Tampa Sports Commission

VSPC Investment - \$500,000



Impact

- Record Attendance – 48,044
 - Tickets sold in all 50 states and 40 different countries.
- Total Direct Spending: \$28,337,38
- Total Economic Impact: \$47,047,401
- Taxes Generated: \$2,923,664



Translation

Sun Runner

- 95% increase in ridership on the day of the event.

Imagine Museum

- 25% increase in attendance the day after Royal Rumble.

Ferg's Sports Bar

- Did 7 times the business of a normal Saturday.

Green Bench

- 10%-15% increase from normal Saturday operations.



Data

- Total Room Nights – 17,811
- YOY Increases
 - 26.1% in RevPAR
 - 14.7% in ADR
 - 9.9% in Occupancy



Legacy

\$60,000 Donated

- ARC Tampa Bay
- Miracle by the Bay
- Boys & Girls Club of St. Petersburg
- Pinellas Education Foundation





THANK YOU

CM
PUNK

ANK DRAFT ROOM