

# NBA All-Stars Service Update



# UTA Plan of Service

All-Star Week

February 12-21, 2023





## Events

- 100,000+ anticipated visitors
- Week-long; 18 major events Feb 17-19
- Vivint, Salt Palace, Grand America, Huntsman Center

## Partners

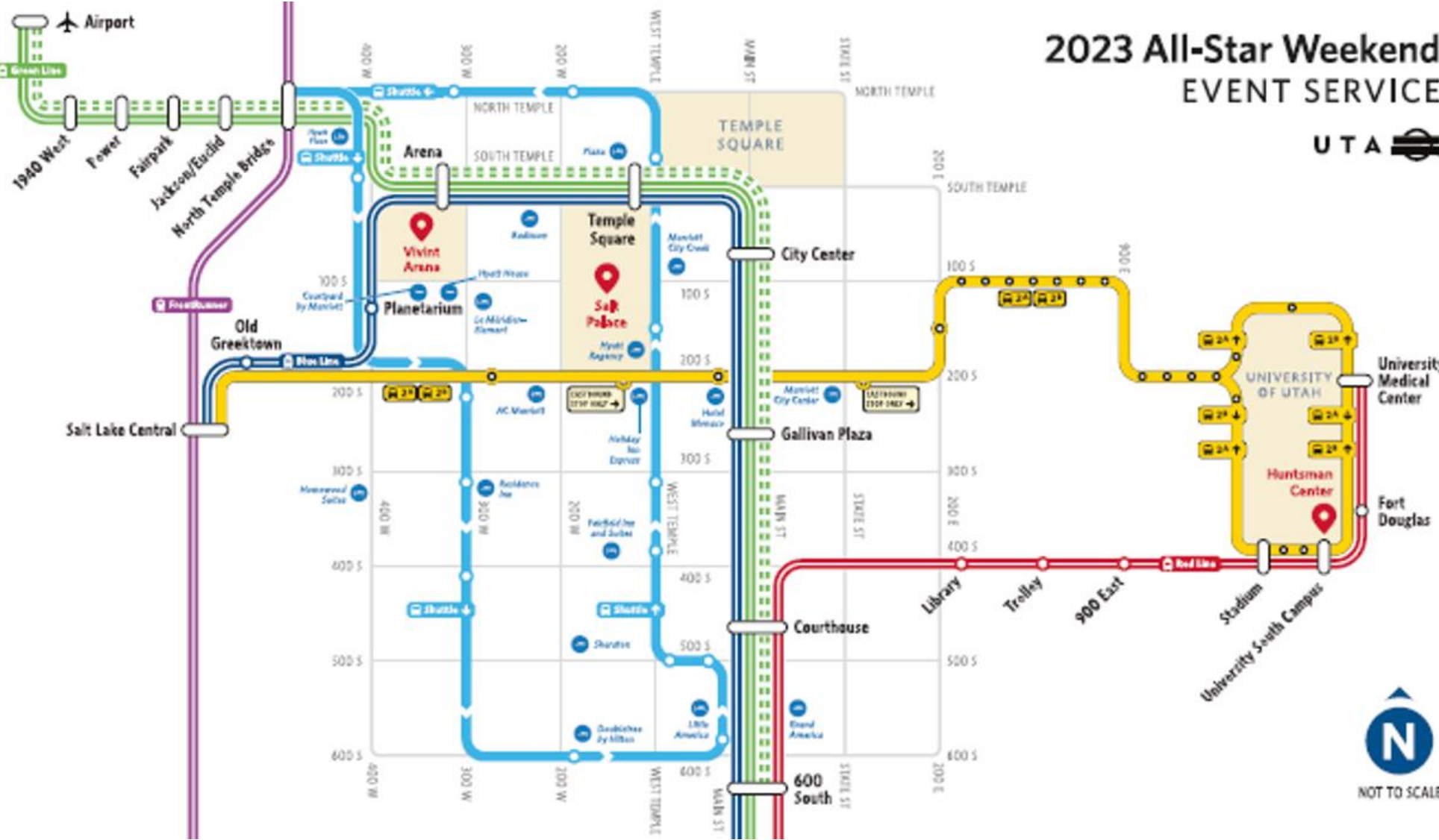
- NBA, Utah Jazz, Airport, UDOT, UofU, Salt Lake City, Salt Lake Chamber, Visit Salt Lake, TSA, State of Utah, and more

## Zero Fare + Surge Plans

- Est. additional 3,000 hours extended service
- 24/7 airport service on TRAX Green Line
- Administrative transit ambassadors supporting Operations



# 2023 All-Star Weekend EVENT SERVICE



NOT TO SCALE

**\$107.5**  
MILLION  
INDIRECT +  
INDUCED  
SPENDING



**\$141.4**  
MILLION  
DIRECT  
SPENDING

## TOTAL ECONOMIC IMPACT

The \$248.9 million in total economic impact includes \$141.4 million in direct spending, the injection of new revenue into the community from non-local attendees and corporations. The remaining impact accounts for indirect effect, additional spending occurring in the economy because of the initial injection of money and induced effect which estimates changes in household income attributed to hosting NBA All-Star 2022.

*\*All numbers contained in the Temple University report account for leakage, the amount of total direct spending not retained in the local economy.*

### ATTENDEE INFORMATION



**121,641**  
ATTENDEES

**45**  
STATES



**24**  
COUNTRIES



### VISITOR SPENDING

**\$362**  
PER DAY

Non-local attendee  
average spending.

**47,014**  
ROOM NIGHTS



**\$413**  
ON LODGING  
PER NIGHT

Non-local attendees  
average spend  
per night.

