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Red Sox vs Yankees to bring over \$15M in spending to Boston visitor economy over holiday weekend

With back-to-back home games at Fenway Park tonight and tomorrow, the Greater Boston Convention & Visitors Bureau (GBCVB) is forecasting that over \$15 million will be injected into the visitor economy. “Everyone understands that sports are a big business and very lucrative for teams and their owners, the players and their agents,” said Greater Boston Convention & Visitors Bureau (GBCVB) President & CEO Patrick Moscaritolo. “But what very few understand is that sports are also a very lucrative business for a city’s visitor industry and visitor economy.”

According to the Bureau’s analysis, the games will generate 15,500 room nights sold over Friday and Saturday nights. The lodging spending alone will exceed \$5M, with food & beverage spending coming in around \$3.2M and retail approximately \$1.2M. Direct spending will exceed \$9M, with an additional \$6M of indirect spending that ripples out to other industries and workers, including transportation and F&B distributors.

“It’s the perfect storm, in a good way, that will pay big dividends,” Moscaritolo said. “Playoff baseball, the New York Yankees and their fans coming to play a record-setting Red Sox team, beautiful weather over a holiday weekend, our visitor industry cannot ask for a better scenario.”

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