



Economic Impact Study Pokémon GO Fest Sapporo

September 2022



Live events give players a chance to connect and explore together in the real world

Picture of Pokémon GO Fest Sapporo



Pokémon GO Fest began as an in-person event that brought thousands of trainers together in one place.

Trainers have the possibility to catch featured Pokémon, complete event-exclusive Special research and Field Research, as well as increase their chances to encounter shiny variants of featured Pokémon. During live events more than 70 Pokémon are featured.

The Go Fest happened in Nakajima Park and downtown Sapporo, Japan between the 5th and 7th of August.



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Management Summary

Total economic impact from event's visitors for the city of Sapporo was **8,801.8 ¥m (65.5 \$m)**

- **4,564.6 ¥m (34.0 \$m) direct expenditures** from visitors for accommodation, food and beverages etc. and operations cost of Niantic
- **3,288.0 ¥m (24.5 \$m) indirect expenditures** equal to impact on suppliers for businesses having direct impact from event
- **949.2 ¥m (7.1 \$m) induced expenses**, that is increased household spending, induced by employees working for businesses having direct impact from event
- In addition, **2,056.9 ¥m (15.3 \$m) of taxes** were raised and there was a positive job impact summing up to the creation of 1642 jobs
- Broad international and national media coverage of the event had an **advertising equivalent of 1,029.5 ¥m (7.7 \$m)**
- Sapporo also benefited as tourism destination as **46% of visitors** stated that they **will likely return to the city** in the next 12 months

The event attracted more than 55,000 trainers

Pokémon GO Fest Sapporo - details



55,000 trainers attended the three-day festival at Nakajima Park & downtown Sapporo



12 km walked on average by each trainer at the event

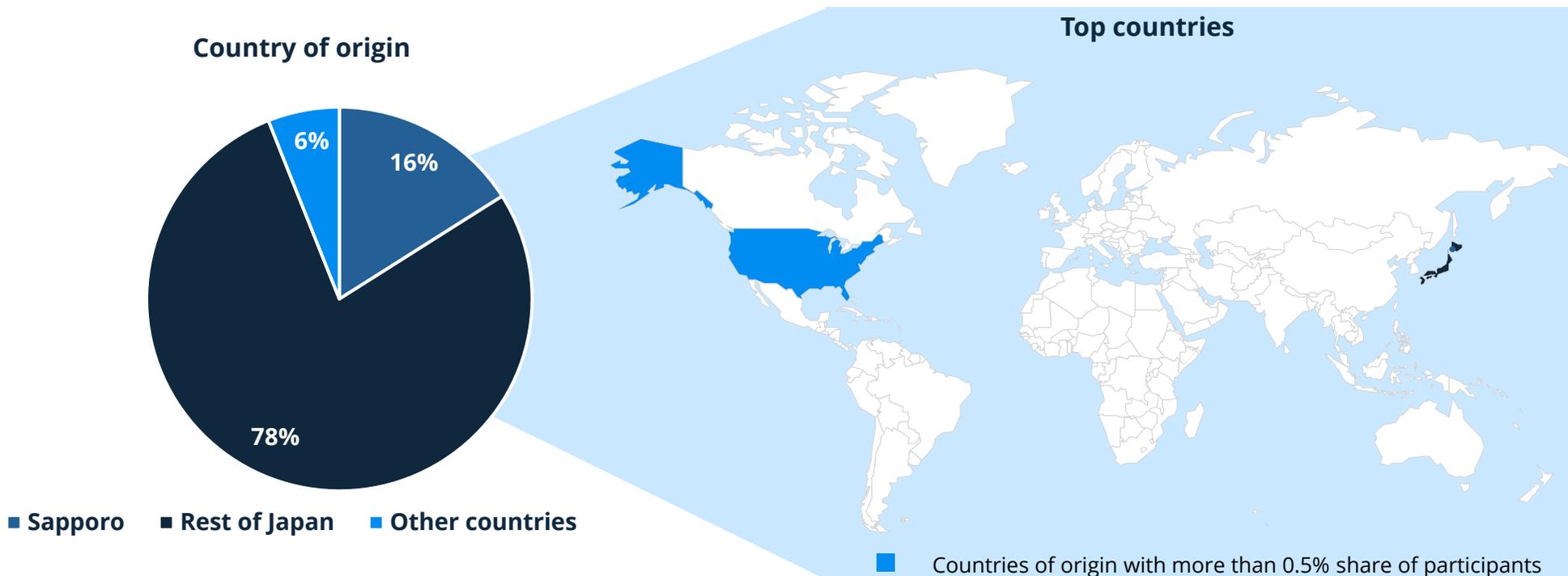


17 m Pokémon were caught collectively by trainers



The event drew 84% out-of-city participation, mostly from Japan

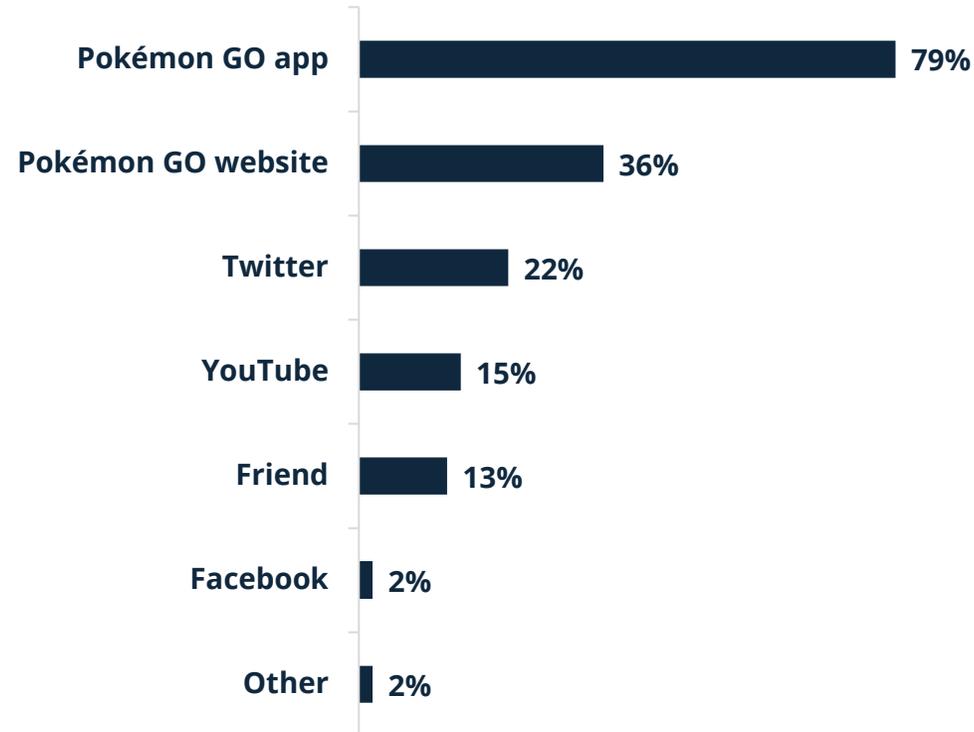
Event's participants by home country



Q2 "What country are you from?"
Base: All respondents n=2122, Statista 2022
Sum can vary due to rounding.

Most attendants became aware of the event through the Pokémon GO App

Event awareness

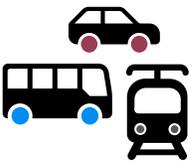


Q5 "How did you hear about Go Fest?"
Base: All respondents n=2122, Statista 2022. A selection of answers is shown.
Sum can vary due to rounding.

The city of Sapporo benefited from the average visitor spending of 82,620 ¥ (615 \$) around the event

Average visitor spending by category



	29,444 ¥	219 \$
	15,531 ¥	116 \$
	24,190 ¥	180 \$
	29,343 ¥	218 \$
	5,365 ¥	40 \$



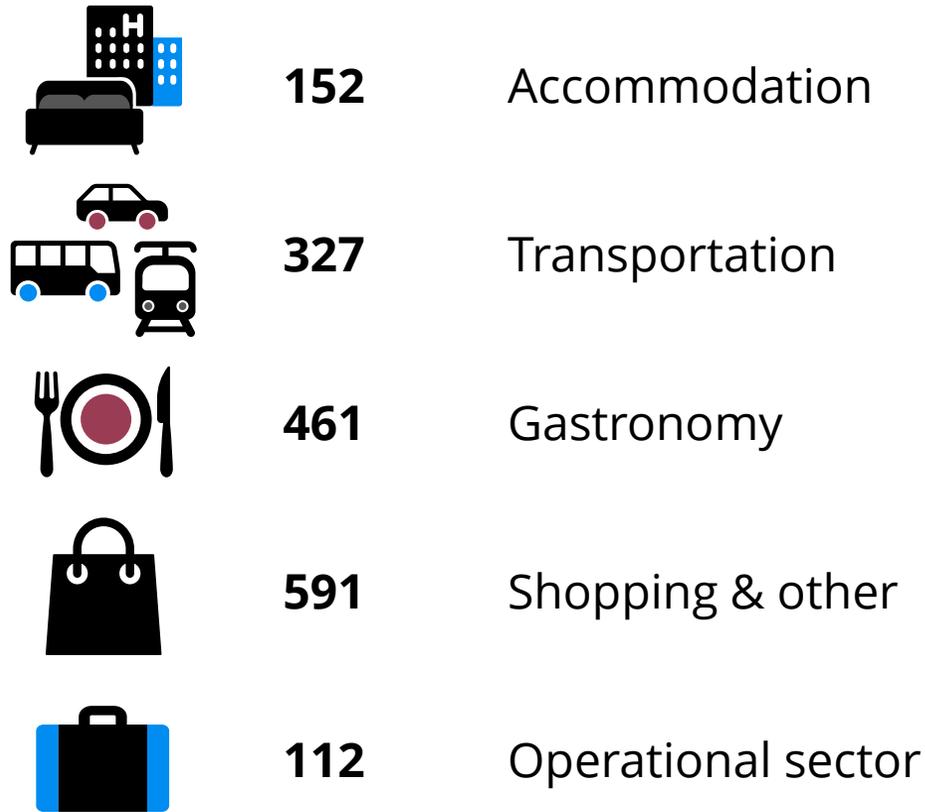
Notes: Exchange rate Yen / USD = 0.0074379 (based on XE 06/2022 - 08/2022)
Based on a survey conducted with event participants – participant's expenses.

Base: All respondents n=2122, accommodation base: all respondents who stayed at least one night in city and paid for the lodging n= 600, Statista 2022



The event also contributed to 1,642 jobs in Sapporo driven by increased economic activity

Job contribution by category



Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=2122, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 600, Statista 2022
Sum can vary due to rounding.

Total local economic impact calculated incl. direct, indirect and induced expenditures by Statista

Economic impact methodology



	Total expenditures of attendees	<ul style="list-style-type: none"> ▪ Extrapolation based on survey with 2122 participants
+	Operations cost	<ul style="list-style-type: none"> ▪ Operational cost of Niantic for the event
=	Total direct expenditures	<ul style="list-style-type: none"> ▪ Direct result of Pokémon GO Fest
%	Share of direct expenditures in city of Sapporo	<ul style="list-style-type: none"> ▪ Modelled by Statista based on local hotel capacity and additional factors
=	Direct expenditures in Sapporo	<ul style="list-style-type: none"> ▪ Direct impact to local economy by the visitors' expenditures
+	Indirect expenditures in Sapporo	<ul style="list-style-type: none"> ▪ Impact on suppliers for businesses having direct impact from event, e. g. groceries for the gastronomy or building of tourist infrastructure ▪ Modelled by Statista based on national accounts data and additional sources
+	Induced expenditures in Sapporo	<ul style="list-style-type: none"> ▪ Increased household spending induced by employees working for businesses having direct or indirect impact from event, e. g. taxi driver spending additional income ▪ Modelled by Statista based on national accounts data and additional sources
=	Total expenditures in Sapporo	<ul style="list-style-type: none"> ▪ Total local economic impact

Total expenditures in Sapporo sum up to 65.5 \$m– highest spendings on shopping & entertainment

Total expenditures in Sapporo



Expenditures	Direct	Indirect	Induced	Total
 Accommodation	452.6 ¥m (3.4 \$m)	322.4 ¥m (2.4 \$m)	81 ¥m (0.6 \$m)	856 ¥m (6.4 \$m)
 Food and beverages	1,336.5 ¥m (9.9 \$m)	952.2 ¥m (7.1 \$m)	239.1 ¥m (1.8 \$m)	2,527.7 ¥m (18.8 \$m)
 Transportation	858 ¥m (6.4 \$m)	627.9 ¥m (4.7 \$m)	210 ¥m (1.6 \$m)	1,695.9 ¥m (12.6 \$m)
 Shopping and other	1,621.1 ¥m (12.1 \$m)	1,174.4 ¥m (8.7 \$m)	366.1 ¥m (2.7 \$m)	3,161.6 ¥m (23.5 \$m)
 Operational cost	296.4 ¥m (2.2 \$m)	211.2 ¥m (1.6 \$m)	53 ¥m (0.4 \$m)	560.6 ¥m (4.2 \$m)
Total	4,564.6 ¥m (34 \$m)	3,288 ¥m (24.5 \$m)	949.2 ¥m (7.1 \$m)	8,801.8 ¥m (65.5 \$m)

Notes: Exchange rate Yen / USD = 0.0074379 (based on XE 06/2022 - 08/2022)

Based on a survey conducted with event participants – participant's expenses

Base: All respondents n=2122, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 600, Statista 2022

Restaurants, shops and local attractions have benefited the most from the participants' spendings

Spendings of Go Fest attendees in Sapporo



	Local transportation	Auto parking	Car rental	Other car expenses	Shopping	Going to bars	Eating out	Supermarket	Other entertainment	Other activities (local attractions, etc.)
0 \$	17%	75%	84%	64%	18%	79%	6%	7%	57%	45%
1 - 50 \$	59%	19%	2%	19%	26%	7%	31%	75%	19%	25%
50 - 100 \$	14%	3%	4%	7%	22%	7%	23%	12%	9%	10%
100 - 200 \$	4%	1%	4%	3%	16%	3%	18%	4%	5%	6%
200+ \$	6%	2%	5%	6%	19%	5%	22%	2%	10%	15%

Q23 "Approximately how much did you spend on each of the following items while in Sapporo outside of the event you are attending?"
 Base: All respondents n=2122, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 600, Statista 2022
 Sum can vary due to rounding.



Estimated increase in tax revenue from purchases is 2 ¥B (15.3 \$m)



Estimated incremental tax receipt increase by category

Expenditures	Direct	Indirect	Induced	Total
 Accommodation	99.4 ¥m (0.7 \$m)	70.8 ¥m (0.5 \$m)	17.8 ¥m (0.1 \$m)	187.9 ¥m (1.4 \$m)
 Food and beverages	294.2 ¥m (2.2 \$m)	209.6 ¥m (1.6 \$m)	52.6 ¥m (0.4 \$m)	556.4 ¥m (4.1 \$m)
 Transportation	203.2 ¥m (1.5 \$m)	148.9 ¥m (1.1 \$m)	50.5 ¥m (0.4 \$m)	402.6 ¥m (3 \$m)
 Shopping and other	392.9 ¥m (2.9 \$m)	284.6 ¥m (2.1 \$m)	88.7 ¥m (0.7 \$m)	766.2 ¥m (5.7 \$m)
 Operational cost	76 ¥m (0.6 \$m)	54.2 ¥m (0.4 \$m)	13.6 ¥m (0.1 \$m)	143.8 ¥m (1.1 \$m)
Total	1,065.6 ¥m (7.9 \$m)	768 ¥m (5.7 \$m)	223.2 ¥m (1.7 \$m)	2,056.9 ¥m (15.3 \$m)

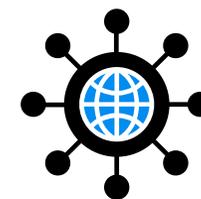
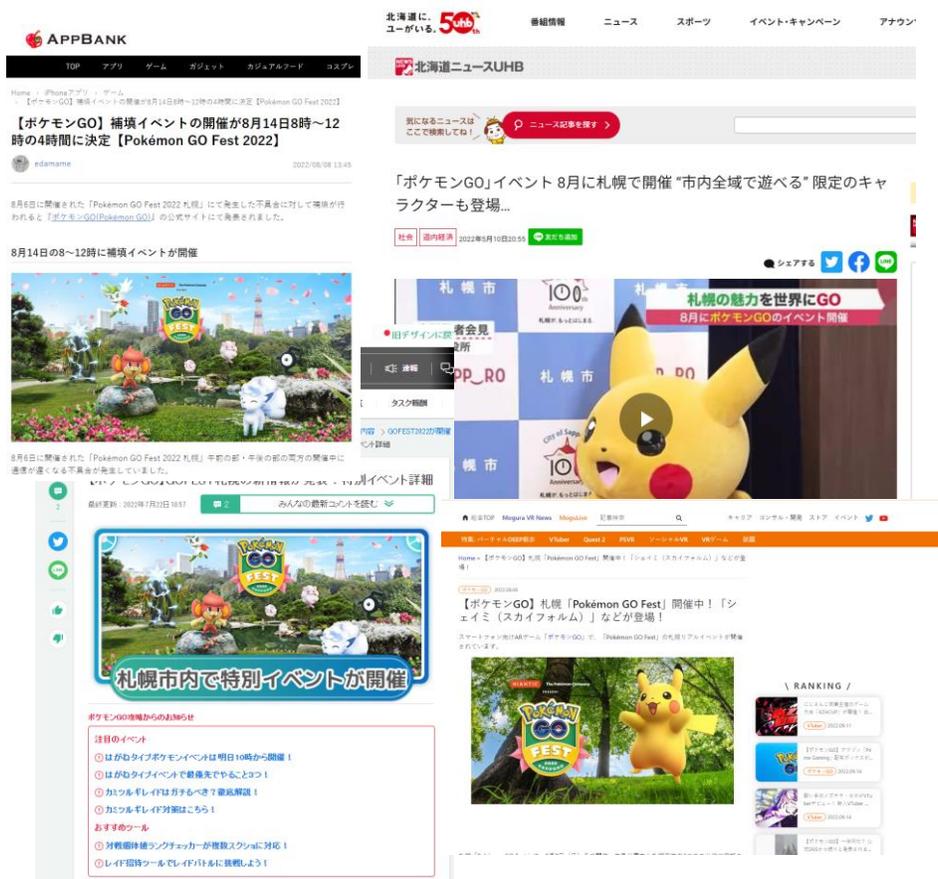
Notes: Exchange rate Yen / USD = 0.0074379 (based on XE 06/2022 - 08/2022)
 Based on a survey conducted with event participants – participant’s expenses
 Base: All respondents n=2122, accommodation cost base: all respondents who stayed at least one night in city and paid for the lodging n= 600, Statista 2022



The event received massive media coverage - native advertising generating an equivalent of 1 ¥B (7.7 \$m)

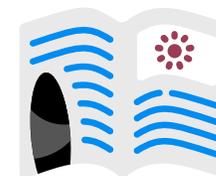


Media impact analysis



Readership

> 1,765 million
estimated potential visitors
on articles covering the event



Clippings

~153 articles



Ad equivalent

1,029.5 ¥m (7.66 \$m)

Notes: Exchange rate Yen / USD = 0.0074379 (based on XE 06/2022 - 08/2022), average CPC=111.59 ¥
Based on a survey conducted with event participants – participant's expenses
Base: All respondents n=2122, Statista 2022



Sapporo resonates best with locals, but 62% of people who have never been to the city were also impressed

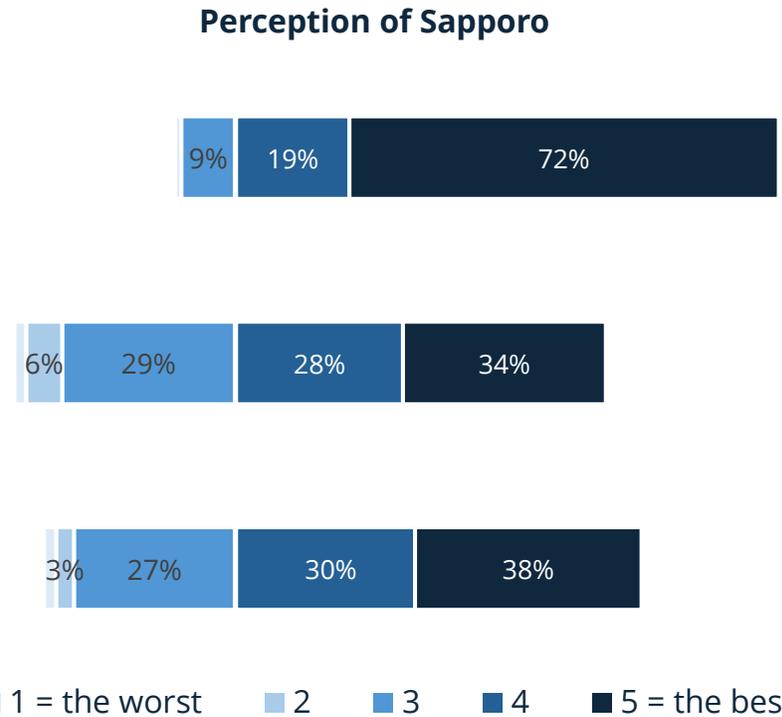


Perception of Sapporo as host location

Visited Sapporo before



I live in Sapporo



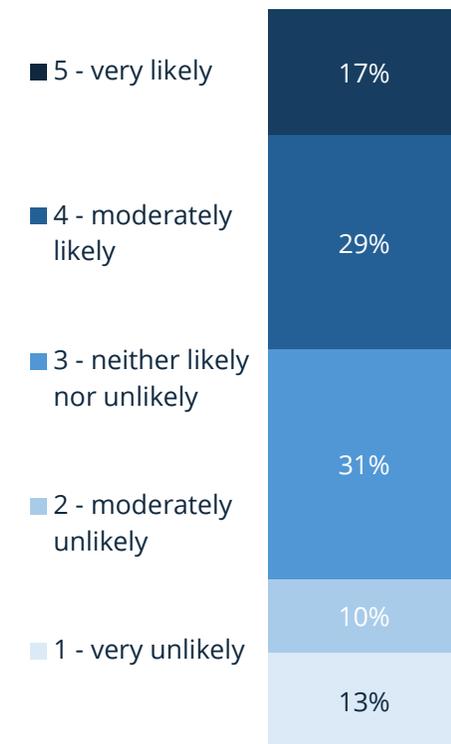
Q3 "Have you been to Sapporo before?", Q24 "What is your opinion about Sapporo as the host location? (5-pt scale, 1 being the worst, 5 being the best)"
 Base: All respondents n=2122, Statista 2022
 Sum can vary due to rounding.

46% of participants wish to come back to Sapporo soon, mainly for sightseeing and eating out

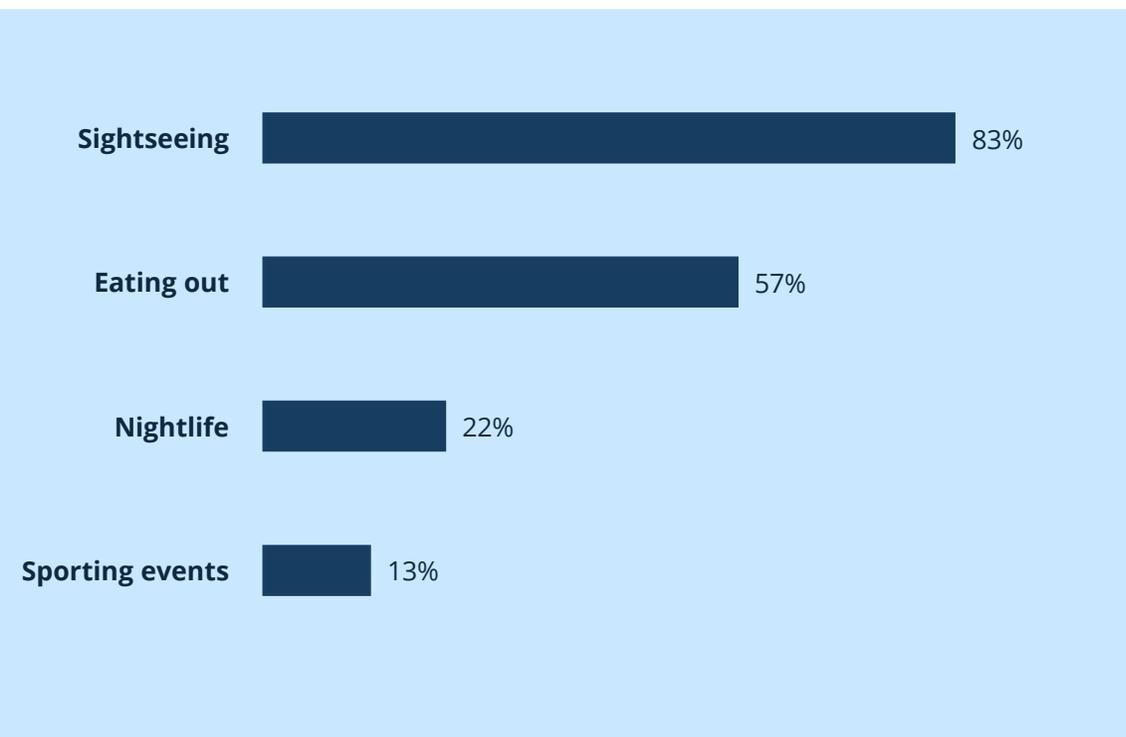
Returning to Sapporo



Likelihood of returning



Potential activities



Q25 "How likely are you to return to Sapporo in the next 12 months?", Q26 "If you are likely to return, what would you be interested in doing in Sapporo?"
Base: Participants, who do not live in Sapporo n=1789 / Participants who do not live in Sapporo and are likely/very likely to return to Sapporo in the next 12 months n=816, Statista 2022. Sum can vary due to rounding.

Sapporo newcomers spent more than those who have been to Sapporo before

Economic impact by visiting status



	People who visited Sapporo for the first time	People who have been to Sapporo before
Share	20% (424)	64% (1358)
Sociodemographics	35% female/ 61% male 82% Japan, 5.8% USA	40% female/ 57% male 97% Japan, 1% USA
Accommodation	97% stayed at least 1 night, 59% at a friend's place → People not staying at friends' homes spent an average of 236 \$	90% stayed at least 1 night, 65% at a friend's place → People not staying at friends' homes spent an average of 211 \$
Average spendings	Total: 103,377 ¥ (747 \$) Accommodation*: 12,619 ¥ (94 \$) Transportation: 21,239 ¥ (158 \$) Gastronomy: 30,191 ¥ (225 \$) Shopping and Entertainment: 39,328 ¥ (293 \$)	Total: 84,094 ¥ (608 \$) Accommodation*: 8,936 ¥ (66 \$) Transportation: 16,829 ¥ (125 \$) Gastronomy: 26,700 ¥ (199 \$) Shopping and Entertainment: 31,629 ¥ (235 \$)
Economic Impact	Average total impact by visitor: 247,822 ¥ (1,843 \$)	Average total impact by visitor: 201,600 ¥ (1,499 \$)

Key Insights

- 82% of the new comers to Sapporo were from Japan.
- Both groups slept mostly at friends places – the newcomers however spent more on accommodation than the ones who have been to Sapporo before.
- Sapporo newcomers had on average 23% higher economic impact on the city in comparison to those who visited Sapporo before.

Refers to average spendings per total newcomer visitor including the ones paid for accommodation and the ones who stayed at friend's place
Base: People who do not live in Sapporo n=1356, Statista 2022

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Appendix

Niantic builds mobile real-world experiences that foster fun, exploration, discovery and social interaction



About Niantic

Niantic builds augmented reality technology that powers the real-world metaverse.

Our Lightship platform is the world's first scaled AR platform, enabling developers around the world to create sophisticated AR experiences for phones and eventually AR glasses.

Lightship is also the foundation for Niantic's hit games, including Pokémon GO, Pikmin Bloom and Ingress. For more information, visit nianticlabs.com and [@nianticlabs](https://twitter.com/nianticlabs).



INGRESS
PRIME



Statista is a leading provider of research and market data services; it has co-led this research with Niantic

About Statista

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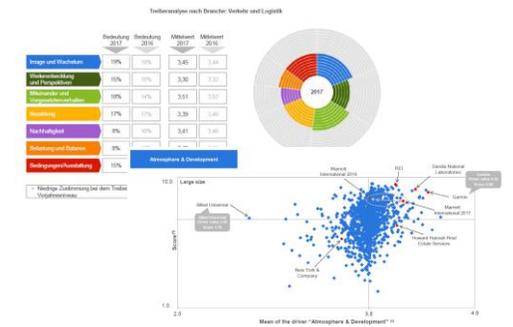
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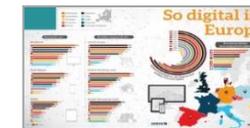
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Pokémon GO is the largest location-based mobile game in the world

About Pokémon GO

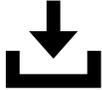
Enjoyed in more than 150 countries and regions around the world, Pokémon GO is a game that is played in the real world by utilizing location and AR technologies.

- ✓ Players can catch and battle “Pokémon”, mysterious creatures.
- ✓ Tap Pokémon that appear on the map to encounter.
- ✓ Swipe and throw the monster ball on the screen to catch Pokémon. Pokémon may get out of the ball or run away.
- ✓ Watch how Pokémon move and throw the ball.
- ✓ Walk a lot, find and catch different kinds of Pokémon!

Pokémon GO is available for iOS and Android.

For more information, please visit <https://pokemongolive.com/en/>



 **>1 billion** downloads

 developed by Niantic in **2016**

 availability in **over 150 countries**

