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April 7, 2008

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### PGA tourney drives area economy, image

The 2008 PGA Championship will have a major economic impact when it visits the south course at **Oakland Hills Country Club** Aug. 4-10, but just how much is up for debate. Hotels and restaurants surrounding the Bloomfield Township course figure to benefit most, but entertainment venues throughout metro Detroit, from golf courses to casinos, should also see a boost.

PGA Championship Tournament Director Ryan Cannon estimated the impact at between \$40 million and \$60 million. The last official study done indicated the 2004 championship generated \$76 million for Wisconsin, shattering the tournament's previous record by more than \$25 million, according to a press release from Wisconsin Gov. Jim Doyle.

Scott Watkins, a consultant with **Anderson Economic Group L.L.C.** in East Lansing, estimates a \$39.1 million economic impact for the tournament.

"Any event like this for the Detroit area is fantastic for the economy," Watkins said. "We may be critical of some other numbers (economic impact studies) as being unbelievably high, but it's still definitely something that puts Detroit on the map nationally and helps create a positive image of the city and the state for the rest of the nation."

Cannon said only 30 percent of the tournament's spectators come from outside a 150-mile radius, meaning the largest impact will come from people involved with the tournament, including more than 800 members of the media. Both Cannon and Watkins noted that the impact of the national TV coverage is hard to quantify but invaluable.

"It will be on TV for 27 hours for four days," Cannon said. "When you think about what a good regional (public relations) program for

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Economic impact of major sports events:

- 2004 Ryder Cup: \$48.7 million
- 2005 MLB All-Star Game: \$42 million
- 2006 Super Bowl XL: \$49.3 million
- 2006 Detroit Tigers post-season run: \$37.8 million
- 2007 Detroit Belle Isle Grand Prix: \$53 million
- 2007 Wrestlemania: \$25 million

Sources: Anderson Economic Group, Detroit Metro Convention & Visitors Bureau, *Crain's* archives

#### PGA CHAMPIONSHIP

- **What:** 2008 PGA Championship
- **Where:** South course at **Oakland Hills Country Club**, Bloomfield Township
- **When:** Aug. 4-10
- **Background:** The PGA Championship, organized by **PGA of America**, is one of the four majors in men's golf. It was first played in 1916. The winner receives the Wanamaker Trophy, and Tiger Woods is the two-time defending champion.
- **Web site:** [www.pga2008.com](http://www.pga2008.com).
- **Tickets:** Monday and Tuesday practice rounds are \$30 per person. Week pass is \$350. Executive tickets are \$700 for the week and



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include access to the Executive Club, an air-conditioned facility with TVs and patio seating on the signature 16th hole. Daily junior tickets for ages 17 and under are \$15 for practice rounds and \$30 for the tournament.

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