Tourism and economic benefits of Super Bowl

Funda, Hrvoje

Master's thesis / Specijalistički diplomski stručni

2020

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: Polytechnic of Međimurje in Čakovec / Međimursko veleučilište u Čakovcu

Permanent link / Trajna poveznica: https://urn.nsk.hr/urn:nbn:hr:110:106676

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MANAGEMENT OF TOURISM AND SPORTS

HRVOJE FUNDA

TOURISM AND ECONOMIC BENEFITS OF SUPER BOWL

FINAL PAPER

ČAKOVEC, 2020

MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU

MENADŽMENT TURIZMA I SPORTA
HRVOJE FUNDA

TURISTIČKE I GOSPODARSKE PREDNOSTI SUPER BOWLA

DIPLOMSKI RAD

MENTOR: Marija Miščančuk, v. pred.

Abstract

The United States, officially known as the United States of America is a country located in North America which consists of 50 federal states within its borders. The United States has a very diverse population, and is home to 330 million residents. Also, the United States is one of the most powerful economies in the world. Among many aspects that boost economy of the United States, sport is one of them, and sport is very often connected to tourism. Sport and tourism are very strong branches of the United States economy - one of the few events that links them perfectly is Super Bowl.

Super Bowl is one of the most viewed and popular sporting events in the United States of America whose popularity has not dropped for more than 50 years, drawing more attention with every upcoming year. Super Bowl is held within the borders of the United States of America, in different cities. Super Bowl is not just a sporting event, it is also a major booster for local and global economy and tourism, and definitely one of the most popular attractions of the United States of America.

Keywords: economy, sport, Super Bowl, the United States of America, tourism
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1. INTRODUCTION

This final paper will describe how Super Bowl affects the economy and tourism in the United States of America. These days, the United States of America is one of the most powerful countries in the world with one of the highest GDP and living standard. Its culture impacted a large part of the world, and sport is definitely one of those cultural and economic impacts. When it comes to American football, it is a sport that is played and viewed mostly in the United States, so it can be looked as a product of the United States. This paper will cover some of the most important features of American football like its history, information about rules, and the equipment used for American football. One of the most important factors of American football is its unique league, the NFL, which will be thoroughly explained, because the organization of the NFL league is one the most important factors that makes American football as we know today. The top of the NFL season is Super Bowl game, the game that ends the season and is one of the most popular sporting events in the United States. To end the first part of the paper, Super Bowl history, structure and other valuable information will be provided.

The second part of paper will be based on the main problem of the paper, the impact of the Super Bowl on the tourism and economy of the United States. Some of the most important facts about tourism generally and tourism in the United States will be provided. Finally, the economic and tourism impact of Super Bowl on host cities will be explained through facts and figures.
2. AMERICAN FOOTBALL

American football has become a symbol of the United States of America, and it is currently one of the most popular sports in the country. American football is widely played among the Americans. According to “NCCA Football 2009 – 2014, French Toast (2014), it is estimated that there are around million football players in schools and around 70 000 college players. Also, it is the source of profit, so the NFL league annually makes around $10 billion (https://www.investopedia.com/articles/personal-finance/062515/how-nfl-makes-money.asp).

2.1 History

When it comes to the roots of American football, there are several different theories: according to one, the roots of the sport go back to 19th century England. The second thesis states that the beginnings of this sport can be found in ancient Greece. The game was called Episkyros, and its goal was to throw a ball over the scrimmage\(^1\) and avoid tackles. There were also a lot of other European variations that shared similar rules as modern American football. Early versions of football were brutal and violent, often called “mob foot-ball”, with a various set of rules, large numbers of players per team and a high injury rate. The first records of the term "football" in Europe date back to 1623, in England. Then football was played in the meadows, and lost the elements of carrying the ball and knocking down players, thus becoming much closer to modern "European" football. With the first immigrants from Europe to America, specifically from England to North America, football was also transmitted and continued its development. Since that time, we have been able to trace three main currents of football development: two in England, from which rugby and football would develop, and the third, in North America, from which the American and Canadian football would continue to develop under the influence of English football (https://www.profootballhof.com/football-history/birth-of-pro-football/).

Thus, American football as a sport originated in rugby, and its history dates back to 1823. The father of American football is Walter Camp, who changed the rules (line of scrimmage and down-and-distance) in the game of rugby. Walter Camp was a participant in the first rugby league matches between Yale and Harvard in 1876, and will remain in the history of the sport remembered precisely for its effect on changing the rules of sport. The first

\(^1\) imaginary line beyond which a team cannot cross until the next play has begun
A professional American football match was played back in 1895 in Latrobe, Pennsylvania, and in the decade after that, several teams were formed to start the league as it is known today. The professional league was founded in 1903 under the Ohio League name, and it was afterwards renamed to National Football League (NFL). American football was not really popular until the mid-20th century. In the 1960s, American number of football viewers managed to exceed the most popular sport in the USA, baseball. In addition to the American NFL Professional League, American football is traditionally present at universities, but also in high schools. High school teams often represent small provincial cities, and life in them often revolves around local matches. Eventually, American football began to spread its popularity beyond US borders. A huge role for a breakthrough of American football on the European soil can be credited to members of the US military who organized a military league, which was played in all European bases. It is considered that American football in Europe was first played in the Italian NATO base. Shortly after, the first official game of American football was played on European soil between teams Piacenza and Legnano. In the early 1990s, the NFL established a special NFL Europa League, which was shut down in 2007, to place greater focus on popularizing the NFL in Europe. With the development of this sport in Europe, European clubs have been drawing more and more American players into their ranks. But today, in most European clubs, there is a limit on the number of American players who can be on the team or on the field at the same time. For example, in most countries the maximum number of US players on a team is five, while the number of US players who can be in the game at a time is limited to two (https://www.historyextra.com/period/20th-century/history-american-football-superbowl-facts-when-first-played-invented-sport/).

2.2 Rules of modern American football and important terms

In American football there are 11 players on the field. The team that has the ball in possession represents the attacking team, and their goal is to run or pass the ball into the opponent's end zone. The other, that is, the defensive team, tries to stop the attacking team and make them give possession of the ball. When the attacking team scores or loses the ball, the roles change.
Terrain - The length of the court is 100 yards (91.44m) and the width is 53 yards (48.46m). The most significant part of the terrain is the end zone, which represents a field of extra 10 yards on each side of the field. That is a space where points are scored.

![American football terrain](https://fr.123rf.com/photo_45573478_une-herbe-vecteur-textur%C3%A9-terrain-de-football-am%C3%A9ricain-eps-10-.html)

Picture 1 American football terrain

Source: https://fr.123rf.com/photo_45573478_une-herbe-vecteur-textur%C3%A9-terrain-de-football-am%C3%A9ricain-eps-10-.html

Time - the game is split into four quarters of 12 minutes each. The attack team has 25 seconds to prepare for each action (from the moment the attack is assigned to the moment the new action begins). Time stops when a player goes out of the field, in case of a failed pass, and when the referee gives a foul.

Players - each team has three lineups: offensive, defensive and special team. Offensive line is in play when the team is in possession of the ball, defensive is in play when the opponent is in possession of the ball, and the line for special tasks enters the game in situations where the ball is kicked (kickoff, punt, field goal, extra point).

Offense - When a team owns the ball, its offensive line is on the field. Of the eleven players on the field, six are eligible to be in contact with the ball.

Offensive positions are:
defensive line [OL] - five players make the offensive line, they are the biggest players on the field, they are there to save the leader of the attack or to make room for a run; centre is a member of the offensive line and he runs the ball to the quarterback

quarterback [QB] - organizes the attack, throws the ball to catchers, or passes it to runners, and can run with it himself

wide receiver [WR] - running back [RB] (runner) - takes the ball from the leader of the attack, and wins the space by running

tight end [TE] - can act as the sixth player on the offensive line, or catch the ball as a catcher

Defence - the defensive line is made up of the following players:

- defensive line - the first line of defence, among the biggest players on the field, trying to break through the offensive line of an opponent, and knock down the man with the ball
- linebacker - the second line of defence, trying to stop runners, prevent passes, or leader attacks in conquering the ballpark
- cornerback - defending the leader of the attack with wing catchers, and also helping to stop the run
safety - last line of defence strategy

Richness and complexity of the game is just the choice of different offensive and defensive schemes and settings (https://howtheyplay.com/team-sports/Offensive-and-Defensive-Football-Positions-Explained).

Picture 3 Classic defensive formation in American football

Source: https://www.conceptdraw.com/How-To-Guide/football-defensive-formation

Kick off - The ball is placed on a line that indicates 35 yards, and the player of the defensive line (placekicker) kicks it as far as possible into the opponent's field. A kick returner tries to catch the ball and win as many yards as possible by running. The place where this player is stopped is the place from which the attacking team starts its action. If the ball goes off the field during a kickoff, the ball is automatically placed 35 yards from the end zone of attack.

First down - The offensive team has four attempts to win 10 yards, thus winning a new first down, or a series of four attempts to win another 10 yards.

Fourth Down - Fourth attempt usually involves a shot (punt) or if it is close enough (at least 30 yards to the opponent's end zone) a shot is fired from the field (field goal) which brings three points.

The start of the action - Each action begins by performing a so-called snap. On an imaginary line of scrimmage, which represents the spot on which the pre-action ended and
the next begins, the player in front of the attack leader (centre) passes the ball to the leader of the offensive attack, who can then throw it, add it, or run with it.

Run - The first way is to conquer the space of running. The attack leader hands the ball to the running back who tries to win as many yards as he can with the ball in his hands.

Pass - Another way to conquer the space is to add. It is complete when one of the players on the offensive line, usually the wide receiver, catches the ball before it touches the ground. If the ball touches the ground before anyone catches it and takes control of it, this is called an incomplete pass. The catch catcher has the right to further conquer the space by running.

Tackle - Defending is one way to stop an opponent's attack. The player is knocked down by at least one knee, the action thus being interrupted. The action is interrupted and coincided when the player carrying the ball goes outside the field.

Touchdown - Passing is the main scoring method that earns the most points. Its value is six points. Laying is achieved by bringing the ball into the opponent's end zone.

Extra point - After scoring, the ball is placed two yards from the opponent's end zone. The offensive team then has two options. In most cases, he performs an extra point, where the shooter needs to score a goal and then the attacking team gets one point. The other option is a two-point conversion, where the attacking team must enter the ball into the end zone of the opposing team from one attempt; if he succeeds in that, he gets two points.

Field goal - The attacking team can also score from a field that brings three points. A shot from the field will be taken from anywhere on the pitch, and at any point in the match, usually in the fourth attempt.

Safety - Another way of scoring is the so-called safety. If an offensive player is tackled with a ball in their end zone, the opposing team gets two points, and gets possession of the ball.

Penalties

- Holding - improperly holding a player (only allowed shoulder width apart), penalty is ten yards with repeated attempts
• False start - If one of the attacking players simulates the start of the game before a sneeze, the penalty is five yards with repeated attempts
• Illegal block in the back - improperly pushing a player without a ball, a penalty of fifteen yards and repeating down
• Pass interference - interfering with the opponent when catching the ball (no contact before touching the player with the ball)

(https://repozitorij.kif.unizg.hr/islandora/object/kif%3A173/datastream/PDF/view)

2.3 American Football equipment
Football equipment has come a long way from the early days when players wore very little equipment and injuries, even fatal injuries, happened frequently. Without proper armour, players are prone to injuries because American football is a contact sport and can be very dangerous to play without proper equipment. Nowadays, the equipment allows American football to be played to its end, violent way by significantly lowering the risk of injuries. Today, football gear is fairly light, so players can move freely while keeping the essential protection (https://www.realbuzz.com/articles-interests/sports-activities/article/guide-to-american-football-gear/).

Here are some of the most important pieces of equipment in American football:

• The ball is essential equipment for American football, and is made of leather. Its size and material can vary.
• The helmet is made of tough plastic with heavy padding on inner side. Facemask consists of a metal bar and chinstrap. There are variants of helmets that can have a visor for eye protection. Helmet is also essential part of the gear on the pitch.
• Clothing is larger so there is a space for underneath protection as well.
• Shoulder pads are the most visible form of protection worn by player. Shoulder pads are made of foam material that has the ability to absorb impact. Different positions players use different weighted pads for the sake of agility and mobility.
• Other parts of armour include and provide protection for other parts of the body like collar pads, neck rolls to protect collarbone, rib protectors, forearm pads, gloves, thigh pads and knee pads.
• Mouth guard is self-explanatory and is used to protect players’ teeth and mouth.
There are also many personalized types of equipment or armour, but the previously listed are the most essential and required by their rules of the officials of the game (http://www.fabqb.com/football/equipment.php).

Picture 4 American football essential equipment
Source: http://www.fabqb.com/football/equipment.php
2.4 National Football League

The National Football League (NFL) is the national league of American football, the largest and most popular professional league in the sport in the world. The league as such was formed in 1920, and in 1922 took the name of the NFL (National Football League).

The league started in 1920, and consisted of five teams from Ohio (Akron Pros, Canton Bulldogs, Cleveland Tigers, Columbus Panhandlers, and Dayton Triangles), four teams from Illinois (Chicago Tigers, Decatur Staleys, Racine Cardinals [the Cardinals were based in Chicago but took the name of a local street], and Rock Island Independents), two from Indiana (Hammond Pros and Muncie Flyers), two from New York (Buffalo All-Americans and Rochester Jeffersons), and the Detroit Heralds from Michigan. As shown in picture 6, there are 32 teams in NFL divided into two conferences: The American Football Conference (AFC) and the National Football Conference (NFC). Each conference is divided into 4 divisions where there are 4 teams in each division. The divisions are: East, West, North and South, although the divisions do not represent the geographical location of the teams. Instead the teams are arranged according to rivalries (http://www.nfl.com/history/chronology/1869-1910).
2.4.1 Season structure

National football league is divided in three main parts; preseason, regular season and postseason or playoffs.

Preseason - in early August and early September, NFL teams play four friendly games with each other. Each team must schedule four games and two of them must be played at their home stadium. These games do not achieve huge attendance, but are proved to be very useful for coaches to try young players, formations and actions without burdens, and to get better prepared to enter the regular season.

Regular season - in the regular season, each team plays 16 games over a period of 17 weeks. Traditionally, matches are played every Sunday afternoon (with the exception of that one game which is played on Sunday night and the other on Monday night (Monday
night football). The last three weeks of the regular season are also played on Saturdays. The formula by which clubs compete in the NFL during the regular season is stated below:

- Each team plays against each team in its division twice: once at home and once away (six games).
- Each team plays one game against four teams from other divisions in its conference on a three-year rotating principle: two out of four games are home games (four games).
- Each team plays one game against four teams from other divisions in the second conference on a four-year rotating principle: two out of four games are home games.
- Each team plays two games against two teams in its conference depending on the results of the season so far: one out of two games is home game.

Postseason (playoffs) - after playing 17 weeks of the regular season, the six best teams from each conference enter the playoffs on this principle:

- from each conference four division champions (the teams that had the best win-loss ratio within their division)
- additional two teams from each conference that had the best win-loss ratio in addition to the four division champions.

Furthermore, the first two teams (first and second seed) in each conference have one weekend off, while during that time the third and sixth, respectively fourth and fifth seed play one elimination game in the first round of the Wild Card\(^2\). The following games are played between the Wild Card winners and the waiting teams (first or second seed). An opponent depends on the placement, the always-better team plays against the under-ranked team, and is always played at home by the better-placed team. After these games, there are two teams remaining in each conference that play in the conference finals with each other, and the conference winners play the Super Bowl at a pre-determined location.

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\(^2\) The two best teams by record in each conference that do not win their divisions but also make the playoff are called “wild card teams”.

Polytechnic of Međimurje in Čakovec
3. SUPER BOWL

The Super Bowl is the popular name for the championship game of the National Football League (NFL). It is the most-watched single-day sporting event in the world in a year, and in 2018 was broadcast to more than 170 countries, gathering an average of 104.3 million viewers on TV. It is mostly played in February.
3.1 Super Bowl history

As stated before, NFL was formed in 1920, but the Super Bowl did not occur until more than 40 years later. The roots of the Super Bowl lie in the making of the American Football League (AFL) in 1960. Started by a set of entrepreneurs who wanted their own pro football franchises but were irritated by the NFL's unwillingness to expand, the AFL forged ahead as an alternative league playing a more wide-open brand of football. So, a rivalry started that would help launch football ahead of baseball as the most widespread viewer sport in the country by the end of the decade. For several years, the NFL and AFL were bitter rivals, competing for fans, players and support. Then, in 1966, the owners negotiated an arrangement to combine the leagues by 1970. People liable for merging the leagues were the NFL Commissioner Pete Rozelle and Lamar Hunt, the owner of the AFL's Kansas City Chiefs. Before 1970, the AFL and NFL champions would play against each other at the end of the season. The first Super Bowl, which included the AFL and NFL champions, was played in 1966. The game was originally named the “AFL-NFL World Championship Game.” Shortly after the game Lamar Hunt suggested that it should be called Super Bowl. Even though Hunt and Rozelle thought they could name it better, sportswriters started using the name more frequently in advance to 1967 so the name “Super Bowl” stuck. Some of the other propositions were “The Big One” and “Pro Bowl”.

Picture 9 Peter Rozelle and Lamar Hunt, 1969
Source: https://www.pinterest.com/pin/292382200778858946/
3.1.2 The first four Super Bowls

Super Bowl I took place on January 15, 1967, and final match was played between the NFL’s Green Bay Packers and the AFL’s Kansas City Chiefs. The game was played at the Los Angeles Coliseum, and even though the ticket was just $12, it was the only Super Bowl that did not sell out. Still, the game was transmitted on two different networks and more than 61,000 fans watched the game. The Packers were better than the Chiefs, winning 35-10. In 1968, the Packers won again in Super Bowl II, defeating the Oakland Raiders 33-14. It was questionable if the AFL teams could hold their own against the NFL. But in 1969, the AFL’s New York Jets, led by quarterback Joe Namath, defeated the Baltimore Colts in Super Bowl III. Super Bowl IV was the last game played between the two leagues, and the AFL’s Kansas City Chiefs beat the Minnesota Vikings, 23-7. The popularity of the games began to grow after two leagues merged. After the merger, the NFL divided into the American Football Conference (AFC) and the National Football Conference (NFC), and the winners of those conferences play against each other at the end of each season.

![Image of Super Bowl I](https://commons.wikimedia.org/wiki/File:SuperBowl_I_-_Los_Angeles_Coliseum.jpg)

3.1.3 Super Bowl: 1970s – present

During the 1970s, three NFL teams - the Pittsburgh Steelers, the Miami Dolphins and the Dallas Cowboys - dominated the NFL and together won eight Super Bowls in 10 years combined. Teams from the NFC won 16 of the 20 Super Bowls played in the 1980s and 1990s. Teams like the 49ers, the Chicago Bears, the Washington Redskins and the New
York Giants stood out during these years. The Cowboys came back to its power in the 1990s, and the Buffalo Bills (New York) became a main franchise, even though they never won a Super Bowl, notoriously losing four title games in a row from 1991-1994. The AFC rose back to power in the years after the Buffalo Bills run of losses. Between 1995 and 2016, five teams, the Broncos, Patriots, Steelers, Baltimore Ravens and Indianapolis Colts, were included in 20 out of the 22 AFC Super Bowl games. Since 2001, the Patriots have proven themselves as a dynasty, with Tom Brady leading the team to nine Super Bowl appearances and five victories. The 2010s have been, so far, more equally matched, with the NFC winning five Super Bowls, and the AFC winning four. Figure 1 shows the teams that have won the most Super Bowl titles (https://www.history.com/topics/sports/super-bowl-history#section_1).

![Figure 1 Super Bowl winners 1967 – 2018](https://www.statista.com/statistics/266516/number-of-super-bowl-wins-by-nfl-team/)

3.2 Television broadcast coverage and ratings

The Super Bowl is one of the most popular and watched sporting event in the world, and the only sporting event that amasses more viewers yearly is UEFA champions league finals. The 2019 game of the Super Bowl was watched by 98.2 million spectators in the United States. The most watched Super Bowl in history is Super Bowl XLIX in 2015, with a record 114.4 million viewers. The Super Bowl is mainly popular within the borders of the United States, but it does have some viewers around the globe. Since 2014, Super Bowl has been broadcast to South American countries on the channel that supports Spanish language. Also, Canada provides significant television fan base. Figure 2 shows the viewership in the United States of America from 1990 to 2019.

![Figure 2 TV viewership of the Super Bowl in the United States from 1990 to 2019 (in millions)](https://www.statista.com/statistics/216526/super-bowl-us-tv-viewership/)

3.3 The Super Bowl venues

When it comes to location selection, it is very important to choose the right place without interfering with various limitations. The Super Bowl location is picked carefully, and there are strict requirements for hosting such an event. The main factor in defining a Super Bowl city used to be warm weather, which is why Miami, Tampa, New Orleans, Los Angeles,
Pasadena and San Diego have hosted 34 of the 53 Super Bowls since the game's beginning in 1967. Miami and New Orleans hosted the most Super Bowls, ten combined. There is a lengthy NFL requirements list for hosting Super Bowl, and some of them are:

- NFL controls all of the revenues from all tickets sold, which include sales of tickets in all suites, also NFL must have exclusive admission to all club seats
- NFL requires a climate-controlled stadium if average temperature in host city drops below ten degrees Celsius
- NFL does not take any cost for field removal after the Super Bowl game unless for the sale of licensed products
- NFL requires that there are 35,000 exclusive and cost-free parking spaces for the game day parking
- The NFL has the option to install their own automated teller machine that accepts NFL favoured credit cards
- Team hotels must accept the term to broadcast the NFL Network for one year leading up to the Super Bowl
- NFL has the option to install boosters and cell or cell antennas if service is too weak at hotels of the team
- Full tax exception from city, state and local taxes for tickets sold to the Super Bowl
- The NFL receives priority over all other ice and snow removal projects, except those that directly threaten life or public safety
- Lot of advertising is needed for the NFL Experience: 1,500 ratings points on TV stations, 20 pages of colour ads in local newspapers and a 12-page fan guide inserted twice, 250 live or pre-recorded radio spots on six local stations and 10 billboards
- Under "additional facilities" the NFL requires the usage of three golf courses and two bowling lanes (https://www.cbssports.com/nfl/news/nfl-requirements-for-super-bowls-host-city-leaked/).
Super Bowl entertainment

The Super Bowl is one of the most watched shows on American television, attracting a large number of companies willing to spend millions of dollars on commercials. This led the match to start later and later to provide a striking term for viewership on the East Coast. The last day’s game (which ended before dusk) was Super Bowl XI in January 1977. The Super Bowl is also known for the fact that many popular singers and musicians tend to perform before the game and during halftime. The main reason lies in the fact that, every year, Super Bowl halftime show artists are exposed to an audience that is significantly larger than any they have ever encountered. For instance, Justin Timberlake’s halftime performance in 2018 was accredited with 106.6 million viewers (https://www.cbssports.com/nfl/news/every-super-bowl-halftime-show-performer-from-maroon-5-to-marching-bands-and-everything-in-between/).

In the beginning, Super Bowl halftime show was not what it is today. Mostly, the marching bands would play a few scores and the game would proceed. The breakthrough happened in 1993, when Michael Jackson was appointed for half time entertainment. Michael Jackson brought his own band and dancers to perform on a set that weighed 12 tons, and had to be built swiftly from 26 different pieces without damaging the field for the second half. Producers employed 275 people to do the job in less than six minutes. In years after, everyone tried to top that show, so Super Bowl halftime show became one of the most important parts of the game. Every year, the half time shows get bigger and only the most popular and actual artists get to perform on the show.
3.5 Super Bowl advertisement

As stated earlier, Super Bowl attracts a large amount of television viewers, so it is logical that advertisers would want their commercials to be on air in the time of Super Bowl. Yearly, over 40 businesses compete for primetime commercials, and they are willing to spend large amounts of funds to achieve it. For example, in 2019, the cost of a 30-second advertisement was $5.2 million, which is around $173,000 per second. The cost grew larger as the television audience was growing, so the first Super Bowl adverts were a lot cheaper. In late 1960s, a 30 second advertisement cost $37,000. In addition to the information stated earlier, advertisers have spent around $370 million to $450 million in latest years. So, when all the amounts sum up, around $4.5 billion have been spent in last 50 years on advertising during Super Bowl. Super Bowl advertisement of host cities and venues is a large contribution to tourism because of the media coverage and large viewer base. Figure 3 shows the average Super Bowl ad costs from 1967 to 2020 (http://www.adnews.com.au/news/15-super-bowl-ad-facts-that-you-need-to-know).

Figure 3 Average Super Bowl costs, 1967 – 2020
4. GENERALLY ABOUT TOURISM

Nowadays, tourism has become a very important industry to most countries around the world. It is often described as one of the largest, most dynamic and most complicated phenomenon of socio-economic interactions of the modern age. It is interesting that tourism is a part of social and economic growth, but is also incorporated in everyday life. Also, tourism is very interdisciplinary, so history, law in tourism, psychology, agriculture, sociology, geography, politics, and lots of other disciplines are present in it. There are many definitions of tourism, and many authors have studied tourism trying to explain its purpose. Tourism is most simply defined as the travel and associated activities of persons away from their usual home environment (Smith, 1994). The World Tourism Organization defines tourism as “the activities of persons traveling to and staying in places outside their usual environment or not more than one consecutive year for leisure, business and other purposes”, International Recommendations for Tourism Statistics, WTO (2008). Medlich and Middleton (1973) describe tourism as a bundle of activities, services and benefits. From these definitions, five common points are visible. There is no tourism without traveling and circulation of tourists outside of their home environment. Travel and stay must be outside the tourist’s usual environment. Tourism is based on circular travel which has a defined time interval in which it is happening (not longer than 12 months). The purpose of tourist stay is never permanent stay or employment. In a tourist destination, tourists spend but do not earn (Čavlek, Bartoluci, Prebežac, Kesar 2011).

4.1 SPORTS TOURISM

There are many authors arguing about the true definition of sports tourism and it is understandable because sports tourism is one of the specific tourism forms. Also, it is very important to observe sports tourism from the aspect of motivation, and that motivation aspect is what most authors have in common while defining sports tourism. Bartoluci (1984) claims that what separates segmented forms of tourism from others is motivation to travel and the content of staying in a particular tourist destination.

According to the same author, sports tourism comes in different forms, such as:

- Competitive sports tourism
- Winter sports and recreational tourism
• Summer sports and recreational tourism.

When talking about the competitive sports tourism, Bartoluci (2004) in particular emphasizes that competitive sports tourism is characterized by a desire for competition, and defines it as “all trips to participate in certain sports competitions from domestic to international”.

M. Hall (2001) explains the sports tourism in following segments:

• Observation tourism - people travel in order to follow certain sports events, or to visit sports facilities
• Recreational tourism - Recreational participation in certain events related to sports
• Adventure tourism - the most important thing for adrenaline tourism is natural environment that provides opportunities for activities such as: tracking, hiking, cannoning, biking, rafting, paragliding and kite flying, equestrian sport, rowing, etc.
• Nature tourism

Sports tourism today can be found all around the globe, and it is one of the fastest growing branches of tourism. According to National Geographic book “The 10 best of everything,” (Lande, Lande 2008), the most popular 10 sports tourism attractions are:

• The 24 Hours of Le Mans, France
• The Olympic Games
• World Cup football
• The Super Bowl, United States
• The National Basketball Association Finals, the United States
• The Masters, the United States
• Polo at Palermo, Argentina
• Wimbledon, England

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3 European football, not to be confused with American football
- World Series, the United States
- The Grand National, England

(https://www.nationalgeographic.com/travel/top-10/sporting-events/)

5. TOURISM IN THE UNITED STATES OF AMERICA

Organization of Tourism in the United States of America is different than organizations of tourism in most European countries. In the United States of America, promotion of tourism is not carried out by a special national tourism office as it is in most tourism-based countries around the world. Also, the United States of America has never even had a unique tourist destination politics, not even joint promotion. Only some destinations were promoted as a tourist destination. That type of tourism organization is a consequence of political system of the country, as well as the size of the American territory that is the cause of great natural climatic diversity among the individual regions in the US. In terms of surface area, the United States is the third largest country in the world (9.6 million square feet km), with population of 327.2 million inhabitants in fifty independent states, which are politically responsible with very different economic and tourism development. According to the World Tourism Organization, the United States of America has been a leader as a receptive destination for decades according to revenues from international tourism, a third country according to tourist arrivals (behind France and Spain). The US is also second world market by height expenditures for tourist trips abroad (http://www.iztzg.hr/UserFiles/pdf/akcenti/T2006_04_Americki_ured_za_turizam_i_putovanja OTTI.pdf).

5.1 The United States of America domestic tourism in year 2018

In year 2018, domestic travellers expended $933 billion in the United States of America which is 86% of complete travel expenses. Domestic travel expenditure directly supported 7.7 million jobs in the United States of America. With intercontinental inbound travel and business-related travels decelerating, domestic leisure travel will remain as the main driver for development in the United States of America travel industry. According to “World atlas” some of the most popular domestic tourism locations are Alaska, Las Vegas, Hawaii, Miami, Los Angeles, New York city, Washington D.C.
Table 1 shows the numbers of domestic tourism in 2018 (https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_Domestic-Travel.pdf).

<table>
<thead>
<tr>
<th></th>
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<tr>
<td>Domestic Total</td>
<td>552.7</td>
<td>7.7</td>
<td>147.3</td>
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<tr>
<td>Annual growth rate</td>
<td>1.8%</td>
<td>1.7%</td>
<td>4.6%</td>
<td>1.9%</td>
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<tr>
<td>Leisure</td>
<td>649.8</td>
<td>5.5</td>
<td>100.4</td>
<td>1,027.5</td>
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<tr>
<td>Annual growth rate</td>
<td>7.1%</td>
<td>2.9%</td>
<td>5.9%</td>
<td>2.1%</td>
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<tr>
<td>Business</td>
<td>292.9</td>
<td>2.2</td>
<td>45.9</td>
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<tr>
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<td>-0.3%</td>
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<td>1.6%</td>
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<tr>
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<tr>
<td>Meetings/Conventions</td>
<td>126.0</td>
<td>1.0</td>
<td>10.0</td>
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</table>

Table 1 Domestic tourism of the United States of America in 2018

5.2 International inbound travel to U.S.A.

The United States of America remains the single largest destination for global long-haul travel and the third largest destination for overall global travel behind France and Spain. Overseas visitation accounts for half of all international visitations to the United States of America, with the other half originating from Mexico and Canada. Figure 4 shows international visitations to the United States of America from 2000 to 2018.

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4 Long-Haul travel includes travels between countries located in separate geographical regions (i.e. between U.S. and France) and excludes travels within regions (such as intra-European travel or travel between the U.S. and Canada/Mexico)
6. IMPACT OF SUPER BOWL ON TOURISM OF THE UNITED STATES OF AMERICA

Due to size of the United States of America, it is hard to determine exactly how Super Bowl impacts on tourism and economy generally. But when looked from the point of impact on city host, results are clearer, and it is easier to preview how important Super Bowl is to both tourism and economy. Super Bowl in its beginnings was not such a “sell out” as it may be today. For example, first ever Super Bowl match, which was held in 1967, had 32 000 empty seats. Even though many seats were empty, other 62 000 were sold for average $12 dollars per seat, which resulted in $740,000 revenue on stadium alone. Nowadays, numbers are getting larger and profits and visitors are getting bigger ever year.

6.1 Impact of Super Bowl on host cities 2015 – 2019

For more recent data, last five years of Super Bowl games will be taken as an example how Super Bowl affected tourism and economy of host cities and finally, the general picture of tourism of the United States of America.
6.1.1 Super Bowl XLIX (2015)

Super Bowl XLIX was held in Glendale, Arizona, more precisely, on the University of Phoenix stadium. The game was played on 1st February and it was the second time that Glendale was the host to Super Bowl. Teams that competed on Super Bowl XLIX were New England Patriots and Seattle Seahawks and the final victory was claimed by New England Patriots [https://www.azcommerce.com/news-events/news/super-bowl-xl ix-and-related-events-generate-an-economic-impact-of-7194-million-according-to-study-completed-by-arizona-state-university/].

According to data collected by Seidman Research Institute at W.P. Carey School of Business, the results are the following:

- Total attendance on University of Phoenix stadium was 70,288
- Super Bowl XLIX was broadcast in more than 170 countries and in 9 different languages. In the United States of America, Super Bowl XLIX was watched by 114 million viewers
- Around 1 million visitors visited Verizon Super Bowl Central in Arizona and estimated 500,000 people were part of events during the game week
- Downtown Phoenix hotels reported increase in sales during Super Bowl by 1/3 [https://arizonatourism.com/blog/2015-arizona-super-bowl-calendar-of-events/]
- On Saturday night, the day of the game, around 95% of the Valley’s hotels were occupied at an average rate of $338 per night
- Cost of a 30-second advert was $4.5 million
6.1.2 Super Bowl 50 (2016)

Super Bowl 50 was held at Levi’s Stadium, Santa Clara, California on February 7, 2016. The competing teams were Carolina Panthers and Denver Broncos. Denver Broncos won the game with 10 – 24 result. Some of the important facts about Super Bowl 50 are the following:

- Super Bowl 50 Host Committee estimated that 1.1 million fans (visitors and residents) attended Super Bowl
- Estimated total host city revenues are $11.6 million in total
- Super Bowl 50 was watched by 111.9 million TV viewers
- Largest revenue impacts: Hotel Tax ($6.2 million) and SFO\(^5\) ($1.8 million)
- Total attendance on Levi’s Stadium was 71,088
- Cost of a 30-second advert was $4.5 million

(https://sfcontroller.org/sites/default/files/SB%2050%20May%202016.pdf)

6.1.3 Super Bowl LI (2017)

Super Bowl LI game was played on February 5, 2017 in Houston, Texas, more precisely at the NRG stadium. Teams that played in Super Bowl LI were New England Patriots and Atlanta Falcons. The game finished 34 – 28 with New England Patriots being the winning team


Some of the most important facts are the following:

- Super Bowl LI and NFL Experience reached 1.3 million visitors
- Total number of day trips to Houston totalled 170,000
- Total room nights booked in Houston: 337,000
- Super Bowl LI was viewed by 117.5 million television viewers

\(^5\) San Francisco International Airport
There were 70,807 people at NRG stadium in Houston

Cost of 30-second advert was $5 million

Net economic impact on Houston totalled $347 million

6.1.4 Super Bowl LII (2018)


Some of the more noted information about Super Bowl LII is the following:

- Visitors of the Super Bowl LII spent an average of $608 per day while typical tourist spending averages about $124 per day
- The average visitor stayed in town for 3.9 days
- Estimated impact on local economy is $450 million
- High demand for hotel rooms and record numbers of travellers and planes at MSP Airport
- There were 67,612 people on U.S. Bank Stadium in Minneapolis during the game
- Roughly 1,055,000 visitors visited NFL festivities and Super Bowl LII
- Cost of 30-second advert during Super Bowl LII was $5 million
- Super Bowl LII was viewed by 103,4 million television viewers

6 Minneapolis–Saint Paul International Airport
6.1.5 Super Bowl LIII (2019)

Super Bowl LII was the game played on February 3, 2019 in Atlanta, Georgia. It was played on the Mercedes Benz Stadium and the teams that competed were New England Patriots and Los Angeles Rams. The game finished by result of 13 – 3 in benefit to New England Patriots (https://www.athleticbusiness.com/budgeting/super-bowl-lii-s-reported-economic-impact-totals-370m.html).

Some of the most important information about Super Bowl LII is the following:

- An estimated economic impact of Super Bowl LIII on Atlanta, Georgia was $190 million
- Around 1 million visitors were part of Super Bowl LII related events in Atlanta during Super Bowl week
- There were 70,081 people on Mercedes Benz stadium watching the game
- Super Bowl LIII was viewed by 98,2 million television viewers
- Cost of 30-second advert during Super Bowl LII was $5.25 million (https://atlsuperbowl53.com/atlanta-wins-big-as-host-to-super-bowl-liii/)

6.2 Summary on Super Bowl impact

It is visible that Super Bowl clearly attracts big amounts of visitors to its host city, and affects tourism growth; there is visible economic growth and impact on local economy. Tourism is especially big part of that because in the Super Bowl week, hotels, restaurants and other service-based companies are making profit, which boosts the local economy and, in the end, the whole economy in global. Also, the revenue which is generated by Super Bowl adverts is a special source of income to all the cities and state generally. Table 2 shows the comparison between Super Bowl games in terms of visitors, attendance, television coverage and advert cost.
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<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Stadium attendance</th>
<th>Economic Impact</th>
<th>Television Coverage</th>
<th>30 seconds advert cost</th>
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<tbody>
<tr>
<td>Super Bowl XLIX</td>
<td>1 000 000</td>
<td>70,288</td>
<td>$719 400 000</td>
<td>114 000 000</td>
<td>$4 500 000</td>
</tr>
<tr>
<td>Super Bowl LIX</td>
<td>1 100 000</td>
<td>71,088</td>
<td>$240 000 000</td>
<td>111 900 000</td>
<td>$4 500 000</td>
</tr>
<tr>
<td>Super Bowl LII</td>
<td>1 300 000</td>
<td>70,807</td>
<td>$347 000 000</td>
<td>117 500 000</td>
<td>$5 000 000</td>
</tr>
<tr>
<td>Super Bowl LII</td>
<td>1 055 000</td>
<td>67,612</td>
<td>$450 000 000</td>
<td>103 400 000</td>
<td>$5 000 000</td>
</tr>
<tr>
<td>Super Bowl LIII</td>
<td>1 000 000 (estimated)</td>
<td>70,081</td>
<td>$190 000 000</td>
<td>98 200 000</td>
<td>$5 250 000</td>
</tr>
</tbody>
</table>

Table 2 Tourist and economic benefits of Super Bowl 2015 – 2019
Source: Made by the author

7. COMPARISON OF SUPER BOWL WITH OTHER NOTABLE SPORTS EVENTS

Super Bowl is often defined as world championship of American football, even though there are no other teams in competition that are not from the United States of America. But in its media coverage and attendance, it has a lot of similarities with all big sporting events in the world. The Super Bowl with largest attendance was Super Bowl XIV, which had an audience of 103,985, and the Super Bowl XLIX, with the highest television views, which totalled 114.4 million. These two games will be taken into comparison with other notable sports events.
7.1 Comparison of Super Bowl with other most popular in the United States of America

When the most popular sports in the United States of America are taken into consideration, Super Bowl game is definitely the most viewed event. For example, most watched NBA\textsuperscript{7} game of all time that was played in 1998 between Utah Jazz and Chicago Bulls was watched by 35.89 million viewers, which are 78.51 million viewers fewer than Super Bowl XLIX (https://utahcommhistory.com/2017/04/26/utah-jazz-pushed-by-in-game-6-of-the-1998-nba-finals/).

1998 NBA game had attendance of 19,911 people, which is normally a lot fewer than Super Bowl because of difference in game venues. The largest audience ever recorded at a basketball game was at is 108,713 for the NBA All-Star Game played at Cowboys Stadium in Dallas, Texas, USA on 14 February 2010 (https://www.vercalendario.info/en/what/guinness-records-for-largest_attendance_at_a_basketball_game.html).

When baseball is taken into consideration, the most watched baseball game is 1980 game between Kansas City Royals and Philadelphia Phillies, which was viewed by 54.9 million viewers which is 59.5 million fewer than Super Bowl XLIX. Kansas City Royals and Philadelphia Phillies game had an attendance of 65,838 which is 4,450 fewer than Super Bowl XLIX and 38,147 fewer than the most attended Super Bowl XIV. The most attended baseball game ever was game between Boston Red Sox and Los Angeles Dodgers that was played on March 29, 2008 and had an attendance of 115,301 people, which is 11,343 more than most attended Super Bowl (https://www.baseball-reference.com/boxes/PHI/PHI198010210.shtml).

One of the other most popular sports in the United States of America is ice hockey. Most viewed ice hockey game in the United States of America was game 7 that was played between Boston Bruins and St. Louis Blues on June 13, 2019 (https://nbcспортикспрессбокс.com/2019/06/13/blues-bruins-game-7-on-nbc-is-most-watched-nhl-game-on-record/).

\textsuperscript{7} National Basketball Association
The games were watched by 10.4 million, which is 104 million fewer than most viewed Super Bowl. Attendance on the game was 18,890 and that is 85,068 fewer than most attended Super Bowl. The largest confirmed audience for a game of ice hockey was 104,173 people at "The Big Chill at the Big House" between the University of Michigan and Michigan State University at the Michigan Football Stadium in Ann Arbor, Michigan, USA, on 11 December 2010 (https://www.guinnessworldrecords.com/world-records/highest-attendance-for-an-ice-hockey-match/).

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Bowl XIV (1980, American Football)</td>
<td>103,985</td>
</tr>
<tr>
<td>Boston Red Sox vs Los Angeles Dodgers (2008, Baseball)</td>
<td>115,301</td>
</tr>
<tr>
<td>NBA All-Star Game (2010, Basketball)</td>
<td>108,713</td>
</tr>
<tr>
<td>The Big Chill at the Big House (2010, Ice Hockey)</td>
<td>104,173</td>
</tr>
</tbody>
</table>

Table 3 Comparison of most attended Super Bowl with most attended sports events of baseball, basketball and ice hockey in the United states of America

Source: Made by the author

Table 3 shows that Super Bowl XIV attendance is slightly behind other most attended events. Also, it can also be the indicator that live audience of Super Bowl is slightly falling over years due to huge media coverage and high prices of tickets. Even though, when the subject is looked at from the perspective of sport, American football still holds the record among the listed sports. The highest attendance for a single American football game was
set in 2016, when a 156,990 record audience was present for Tennessee and Virginia Tech’s matchup at Bristol Motor Speedway (https://fanbuzz.com/nfl/largest-nfl-crowd-mexico-city/).

Table 4 shows comparison of viewed Super Bowl with most viewed sports events of baseball, basketball and ice hockey in the United States of America by television viewers.

Source: Made by author

Table 4

<table>
<thead>
<tr>
<th>Event</th>
<th>TV viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Bowl XLIX (2015, American Football)</td>
<td>114.4 million</td>
</tr>
<tr>
<td>Utah Jazz vs Chicago Bulls (1998, Basketball)</td>
<td>35.89 million</td>
</tr>
<tr>
<td>Kansas City Royals vs Philadelphia Phillies (1980, Baseball)</td>
<td>54.9 million</td>
</tr>
<tr>
<td>Boston Bruins vs St. Louis Blues (2019, Ice Hockey)</td>
<td>10.4 million</td>
</tr>
</tbody>
</table>

Table 4 shows comparison of viewed Super Bowl with most viewed sports events of baseball, basketball and ice hockey in the United States of America by television viewers. When it comes to TV viewers, Super Bowl is definitely the most popular sporting event among the citizens of the United States of America. Table 4 also shows that all of the three most viewed sporting events together, other than Super Bowl, do not equal TV coverage of...
Super Bowl XLIX. That sums up the popularity of Super Bowl games in comparison to other most popular sports in the United States of America.

7.2 Comparison of Super Bowl with other most popular sport events in the world

When the world is taken in consideration, it is hard not to mention European football or soccer. In comparison to the European variant of football, UEFA\(^8\) champions league final in 2018 was viewed by 380 million people worldwide while the most viewed Super Bowl XLIX had 114.4 million views. There is difference in numbers but in addition to Super Bowl, American football is not that popular outside of the borders of the United States, so the numbers still confirm the importance of Super Bowl. When attendance is taken into consideration, UEFA champions league finals mentioned earlier had 61,561 viewers on stadium while Super Bowl XLIX had 70,288 people present on stadium. By that information, it is visible that Super Bowl XLIX attracted more people to the event than UEFA champions league finals in year 2018 (https://www.footballwhispers.com/blog/super-bowl-champions-league-final-biggest-event).

Some of the most viewed sporting events in the world are:

- 2008 Beijing Summer Olympic Games - 4.7 billion viewers
- 2018 FIFA World Cup - 3.6 billion viewers
- 2018 Tour de France - 3.5 billion viewers
- 2015 Cricket World Cup - 2.2 billion viewers
- 2015 Rugby World Cup – 1 billion viewers

(https://hoovermetcomplex.com/5-most-viewed-outdoor-sports-events-of-all-time/)

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\(^8\) United European football association
8. CONCLUSION

With all the information provided, it is visible that American football holds a high position in the culture among the citizens of the United States. American football has always been an entity for the Americans, and it is still valued as one of the generators of socialization and unity in the United States of America. Super Bowl is also one of the most viewed sport events, yearly viewed by more than 100 million television viewers. These facts only prove that Super Bowl is one of the top events in the United States of America.

The tradition of Super Bowl has lasted for more than 50 years, and has always been a great boost to the economy of the United States. Host cities are the ones that benefit the most from this process, because of the direct economy influence can be visible even before the Super Bowl game. As stated in the paper, host cities can get an economic impact worth more the $700 million for hosting the Super Bowl. The more direct profits are visible in the local economy such as hotels, nightclubs, restaurants, bars etc. Every year, Super Bowl is visited by around million visitors who are willing to spend their funds on the Super Bowl related activities. These are the indicators that Super Bowl and tourism are highly connected and complementary.

Finally, it can be concluded that Super Bowl has a strong impact on the economy and tourism of the host cities and the whole country itself. NFL makes a profit of a $10 billion yearly, host cities attract the visitors that spend more than average during the Super Bowl week, so the tourism and economy are profiting. Super Bowl was and, for some time, will probably be the example how a sport event can be profitable for the whole picture of economy and tourism in one country.
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</tr>
<tr>
<td>2</td>
<td>Classic offensive formation in American football</td>
<td>9</td>
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<tr>
<td>3</td>
<td>Classic defensive formation in American football</td>
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<td>American football essential equipment</td>
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<td>Teams in NFL divided by conferences and divisions</td>
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<td>NFL playoff brackets structure</td>
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