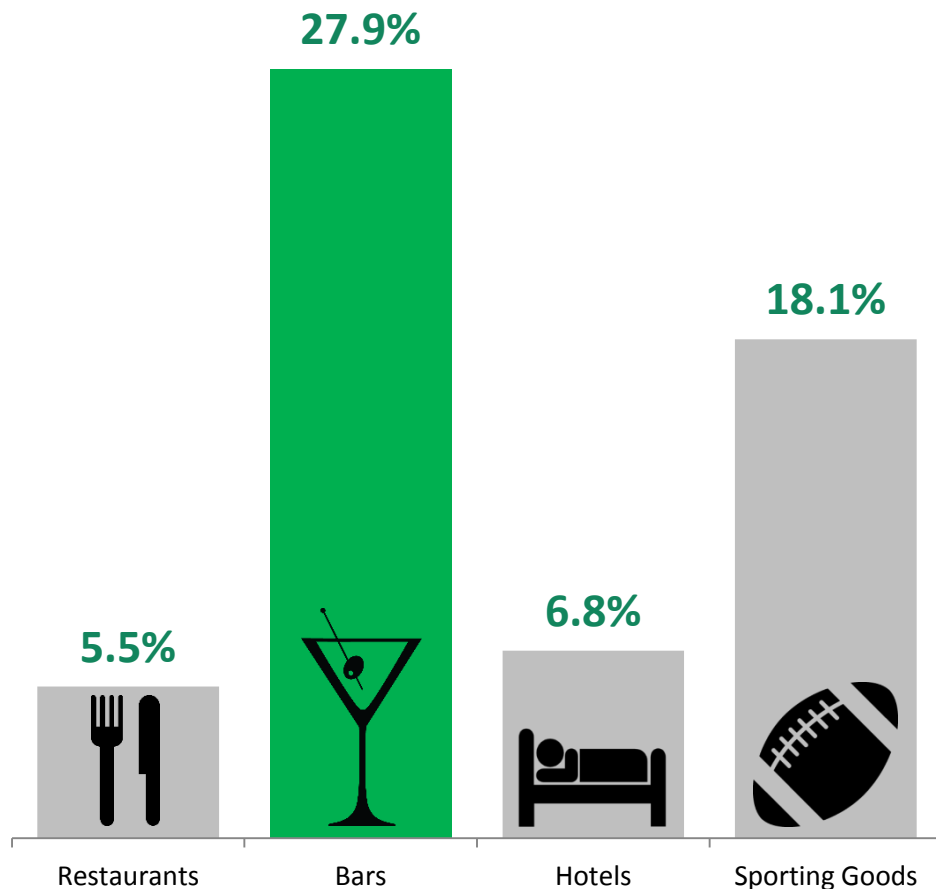


Does Super Sunday Boost Local Spending?

Combined Spending Growth In New York and New Jersey in 2014

January/February 2014 Spending Growth Versus January/February 2013

2014 Super Sunday Championship held at East Rutherford, New Jersey



Source: The Strawhecker Group's database of 2.3M merchants

About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.

For discussion purposes only. © Copyright 2015. The Strawhecker Group. All Rights Reserved.

Super Sunday is one of the most highly anticipated events of the year in the U.S. Every year, 32 teams contend for the opportunity to compete in this event, but the teams involved are not the only competing parties. In fact, a variety of industries compete for business on Super Sunday.

The debate on whether the local and state economy hosting Super Sunday boosts spending can clearly go both ways. On one side, you have observers suggesting that the local economy could see up to a \$600 million boost as a result of Super Sunday. On the other hand, you have economists who say that Super Sunday doesn't boost all that much local spending due to "substitution" (residents and visitors simply shifting their spending to certain categories, instead of increasing their overall consumption) and "leakage" (the tendency for money to circulate out of rather than through a local economy).

One thing for sure is that there will always be winners and losers. And for local and state economies hosting Super Sunday, Bars, Sporting Goods Stores, Hotels and Restaurants are the winners as there is plenty of partying, eating wings, overnight stays and shopping for sporting related goods. Consumer spending growth at Bars in 2014 in the New York and New Jersey region was 27.9% higher than 2013 when Super Sunday was hosted at East Rutherford, New Jersey.

For Super Sunday 2015, Phoenix area restaurants, bars, retailers and hotels were surely aggressively competing for a larger slice of the Super Sunday spending pie. The improved economic conditions (and lower gas prices) has also elevated discretionary spending levels which likely made it a very competitive environment, on and off the field.



Payments Experts. Powerful Data.

Related Reports & Services

Related Reports

- [Processing Pricing Benchmark Study](#)
- [Merchant Acquiring Industry Overview](#)
- [Merchant Acquiring: Leading Practices in Retention Management](#)
- [Gateway Competitive Analysis](#)
- [TSG Directory of U.S. Merchant Acquirers](#)

[Click here for a full list of TSG Reports](#)

Selected Free Resources from TSG

- [Comparable New Merchant Profitability](#)
- [Payments Industry 2015; No Clever Predictions Just Thoughtful Analysis](#)
- [2014 U.S. Payments Search Trends](#)
- [TSG Analysis – Vantiv’s Acquisition of Mercury Payment Systems](#)
- [INFOGRAPHIC: The Top Ten Ways Acquirers Can Block the Breach](#)
- [TSG Analysis - Global Payments' Acquisition of PayPros at a Glance](#)
- [Brave New World in Payments - Tapping the Power of Big Data in Merchant Portfolio Management](#)
- [INFOGRAPHIC: Why are Electronic Payments Important?](#)
- [Trend Graphs of Payments Industry Google Search Terms](#)
- [The 2014 Payments Market: The Wrap Up](#)

About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.

For discussion purposes only. © Copyright 2015. The Strawhecker Group. All Rights Reserved.

Have Questions?

402.964.2617

info@thestravgroup.com



Payments Experts. Powerful Data.