

## FOOTBALL

# Football boosts local economy

By Erick Studenicka  
Emerald Sports Reporter

While agriculture and the timber industry remain mainstays of the region's economy, Oregon football also provides a substantial economic boost to Lane County.

In addition to revenue for the athletic department generated by ticket sales, Lane County businesses benefit from home games through other forms of tourist expenditures. Benefits experienced by local industry range from decreases in hotel vacancy rates to increases in retail sales.

Rick Schaufler, the director of marketing at the Valley River Inn, said his hotel has experienced some of its best business on the weekends of Oregon's home football games.

"Oregon football has a tremendous impact on our business," Schaufler said. "On the weekend of the Washington football game, we were at 100-percent capacity. On a normal weekend, we're probably at 70 percent. Plus, we did a tremendous business in other areas, including our Sunday brunch and our lounge."

"I would say that the weekend of the Washington game was the best two-day period in this hotel's history," Schaufler said. "When you take into account that every hotel room from here to Roseburg was booked, the impact of the one game on the region easily reached into the millions of dollars."

John Erickson, the general manager of the Red Lion Inn, said that his hotel benefits directly from home football games.

"We're contracted with the athletic department to lodge the Oregon players the night before home games," Erickson said. "So just by having the players here, our vacancy rates are affected."

Both managers said that it

## Direct Revenue from Oregon Home Football Games 1990

Ticket Sales:	
San Diego State	\$313, 235
Idaho	\$273, 833
BYU	\$521, 633
Utah	\$277, 196
ASU	\$337, 444
Stanford	\$368, 956
UCLA	\$504, 227
<b>Total Home Ticket Revenue:</b>	<b>\$2, 596, 524</b>
TV Rights	\$49, 655
Concessions - Food	\$267, 328
Parking	\$81, 034
Football Programs	\$23, 509
Novelty Sales	\$11, 107
<b>Direct Revenue from Football Games:</b>	<b>\$3, 029, 157</b>

was difficult to put a precise number on the amount of money directly generated from football fans.

"We don't ask guests their exact reasons for staying in Eugene," Erickson said. "We also end up making money from football fans not staying in the hotel. For example, there is a football bus stop in front of the hotel and we get a lot of people coming in the coffee shop while they are waiting for the bus."

The athletic department's marketing office conducted a non-scientific survey in 1990 to determine an estimate of one home game's impact on the Lane County economy.

The survey, which took place at Autzen Stadium before the UCLA game that fall, asked 860 participants to estimate how

much money each person expected to spend on Oregon football, including tickets, lodging, food, concessions and other costs.

Results of the survey showed that non-Lane County residents spent more than \$80 per person in order to attend the games. Overall, the marketing department estimated that the single UCLA game provided a \$3.1 million boost to the region's economy.

Obviously, home football games also provide an economic boost to the athletic department. Of the department's total \$3.4 million in ticket sales in 1990-91, \$2.62 million (77 percent) resulted from football ticket sales.

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