



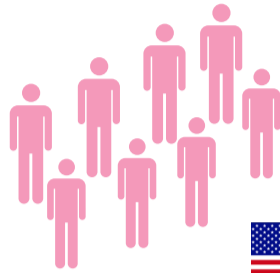
\$8.6 Million Total Economic Activity

How this activity was generated:

\$6.1 Million

Spending by Visitors

- Visiting AC Fans
- ACEA
- America's Cup Teams
- AC Commercial Partners
- International Media



\$1.2 Million

Spending by Bermuda Parties

- Bermuda Government
- Corporation of Hamilton
- Private Businesses

\$1.3 Million

Spending by Bermuda Public



2014 Projections vs Actual Impact:

Projected Cost \$500,000
Actual Cost \$635,000
 Projected Economic Activity \$1.7 Million
Actual Economic Activity \$8.6 Million

THE CASH FLOW LOCAL BUSINESS REVENUE



TOURISM SECTOR

- \$2.6 million in Hotel Revenue
- 1,499 Visitors to Bermuda
- 3,730 Room Nights
- +43% Increase in Hotel Revenue

EVENT VILLAGE VENDORS

- \$320,000 in Total Sales
- Food • Beverages • Clothing • Gifts
- Art • Jewellery • Sweets

RETAIL SECTOR

- \$1.5 million in Sales
- According to October Sales Index

EVENT PRODUCTION SERVICES

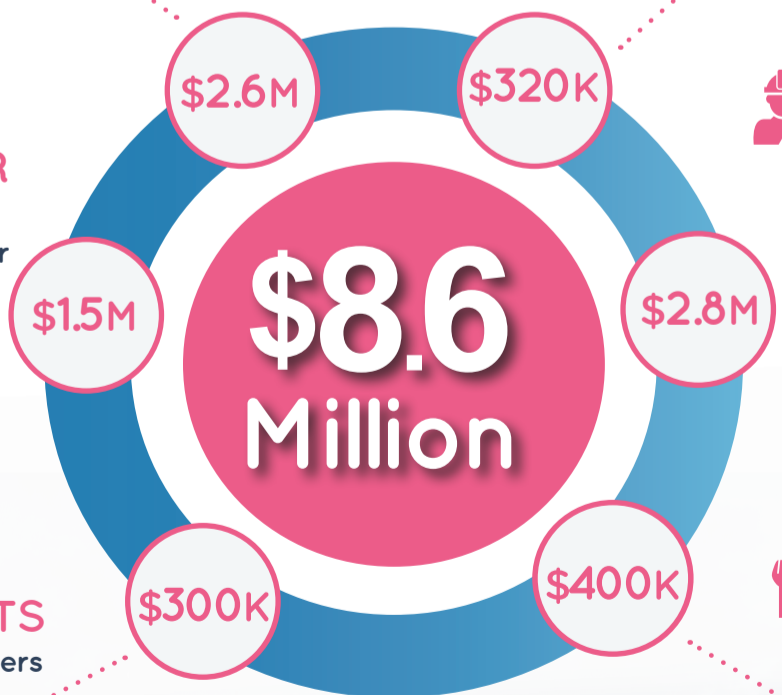
- \$2.8 million* to produce event
- Hospitality • Catering • Printing
- Jumboscreens • Audio • Video
- Event Village setup • AC Team Zone setup • IT • Promotion • Entertainment
- (*\$2.1 million spent by ACEA)

CHARTER BOATS

- \$300,000 in Charters

RESTAURANTS

- \$400,000 Additional Revenue
- Average Increase of 25%



Media Coverage

8.1 Million Total Viewers

- 1.4 million viewers of races (either live broadcast or tape delay)
- 6.7 million viewers – sports news and other related programming
- 350,000 in USA, 1.92 million in UK, 3.82 million in Europe
- Nearly 200 hours of total worldwide broadcast coverage

\$14.1 Million in Equivalent Advertising Value

Social Media Reach



- 71 million Facebook impressions (2015)
- 10.8 million Twitter impressions (2015)
- 2 million views of event videos on Facebook and YouTube

