

Economic Impact of Delta Center, Utah Jazz, and NHL





**“Sports, arts, and entertainment
are driving downtown visitation.”**

- Downtown Alliance



Downtown Alliance

Data For Managing the Future of Downtown Salt Lake City

Of the Top Visitation Days in Salt Lake City

76%

Had Delta Center Events

72%

Had Conventions in Town



Annual Basis

Utah Jazz and Delta Center

- 2022: \$326M Annual Total Economic Impact to Salt Lake City

- GSBS Consulting Report: Utah Jazz Economic Impacts April 15, 2022
Peer reviewed by the Kem Gardner Institute

Utah NHL Hockey

- 2024: \$288M Annual Total Economic Impact to Salt Lake City

- DA Davidson & Co, May 6, 2024
Under peer review by the Kem Gardner Institute



Event Basis

\$294M

2023 NBA All-Star Weekend Total
Economic Impact to Salt Lake City

\$27.9M

UFC Total Economic Impact to
Salt Lake City
July 2023



NELSON