

Economic Impact

The 2009 San Diego County Credit Union Poinsettia Bowl generated an economic impact of \$10.59 million for the San Diego area. Direct visitor spending totaled \$5.49 million, while \$5.1 million was derived from indirect spending. Total attendance was 32,665.

“With the addition of the Poinsettia Bowl five years ago and its pre-Christmas playing date, we are filling hotel rooms and providing patrons for restaurants and shops during one of San Diego’s slowest weeks of the tourism year,” said 2009 President Barbara Warden. Since its inception in 2005, the San Diego County Credit Union Poinsettia Bowl has created an aggregate impact of \$56.1 million. This figure was the result of a study conducted by the San Diego State University Center for Hospitality and Tourism Research.