

Super Bowl LVI

LAX AAC

November 4, 2021

Super Bowl LVI

February 13, 2022



**LOS ANGELES
SPORTS &
ENTERTAINMENT
COMMISSION**

EXTRAORDINARY EXPERIENCES.
LASTING IMPACT.



Economic Impact

Report by Microeconomics Economic Research and Consulting

- Major reopening event
- As much as \$477.5 million in total economic upside to the region (\$52million to Inglewood)
- Global exposure
- Super Bowl LVI Business Connect program

“Los Angeles is a world-class tourism epicenter, and the growth and modernization, ability to scale, and of course, the City’s diversity and appeal to visitors from all over the world were motivators in pursuing the Super Bowl. The financial and long-term gains reflect the type of economic benefits we envisioned when we set off on the journey, and we look forward to helping make that lasting impact a reality for L.A,”
said **Casey Wasserman, Chairman, Los Angeles Super Bowl Host Committee.**

“In short, everyone wins when Los Angeles is a host city.”

LAWA Org Chart




Super Bowl Week

Team Arrivals

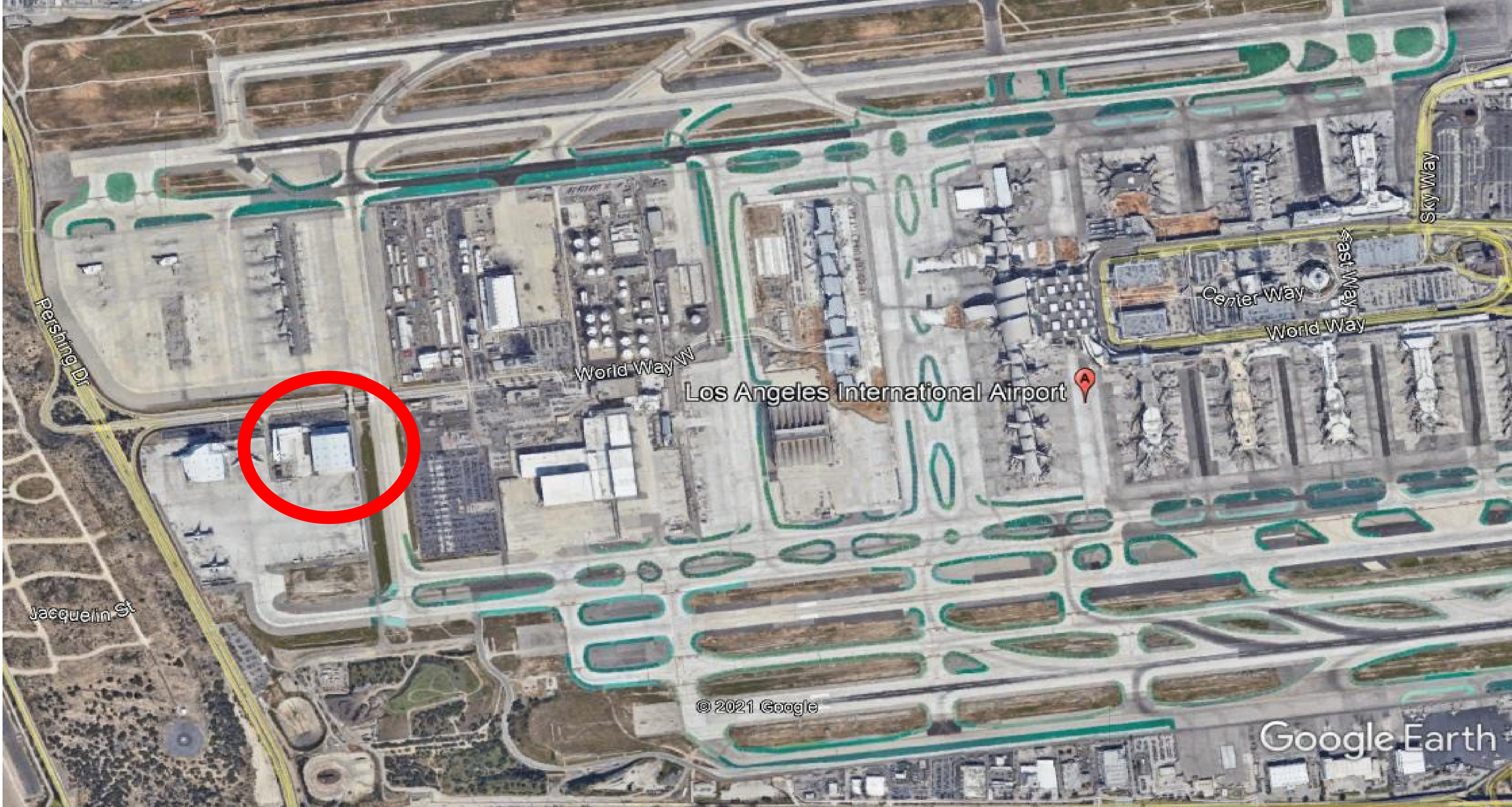
Mon, Feb 7  Opening Night Event

Wed – Sun  Fan arrivals

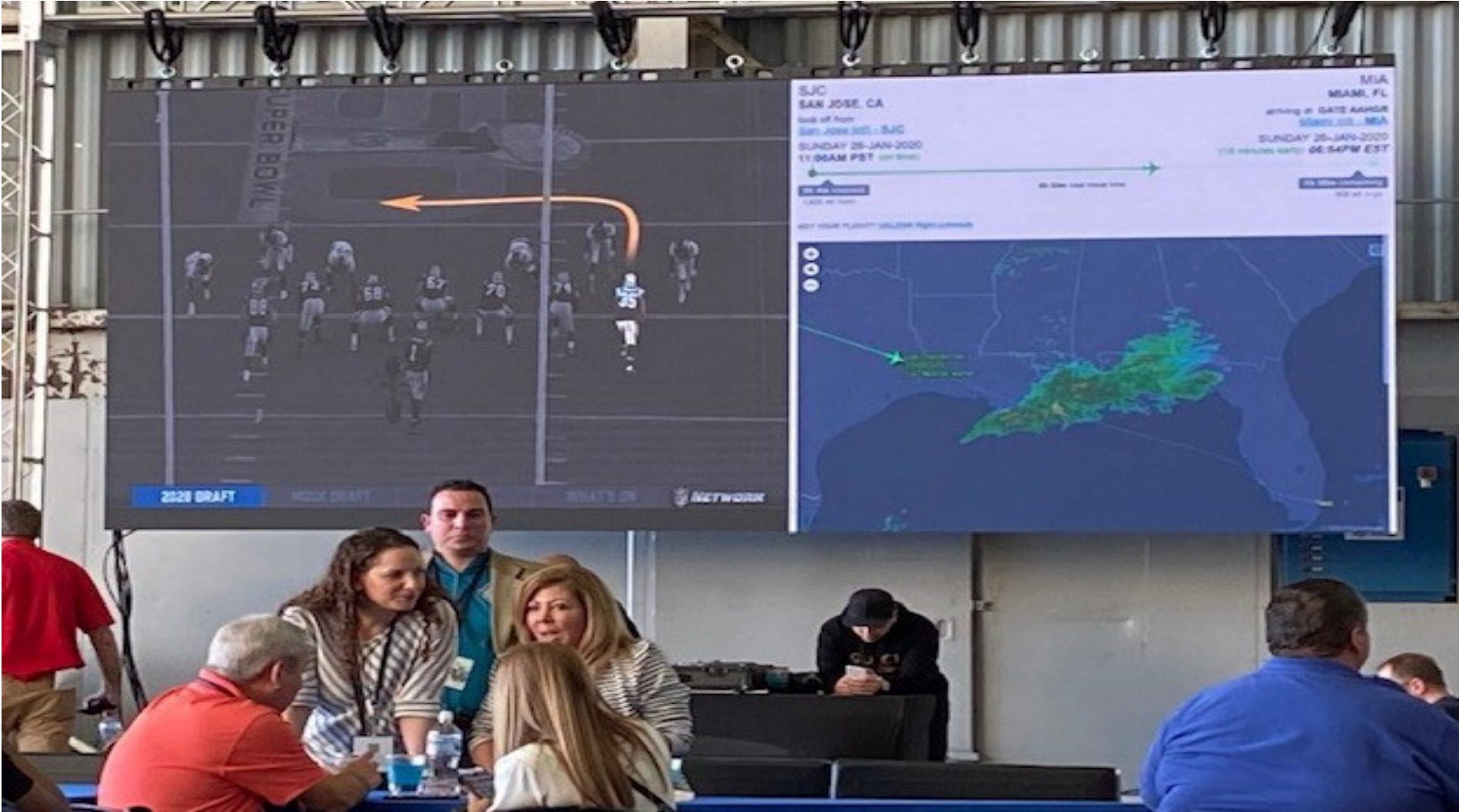
SUPER BOWL Sunday, February 13, 2022, 3:30pm Kick-off

Sun, Feb 13 – Mon, Feb 14  Fan departures

Team Arrivals



Team Arrivals



Marketing & PR/Commercial

- Fan education
- Webpage
- Chatbot
- NFL graphic location selections
- Audio Announcements Launch
- Volunteers
- Wayfinding/QR codes/landing pages



Terminal and Landside Operations

- Shuttles/Buses/Car service
- Private vehicles
- Permitting
- Greeters/Starters
- Passenger wayfinding
- Parking and holding lots
- Construction configurations
- Transportation to the stadium
- Guest Services



LAX Economy Parking
parking.flylax.com

Landside Operations

Fan Transportation System



- Unified Command
- Parking and bussing solutions
- Rideshare
- Lot E

General Aviation

- Expect ~1,100 additional private/general aviation aircraft
- Aircraft parking
- Proprietary reservation system sanctioned by FAA
- Stakeholder Engagement

Questions?

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