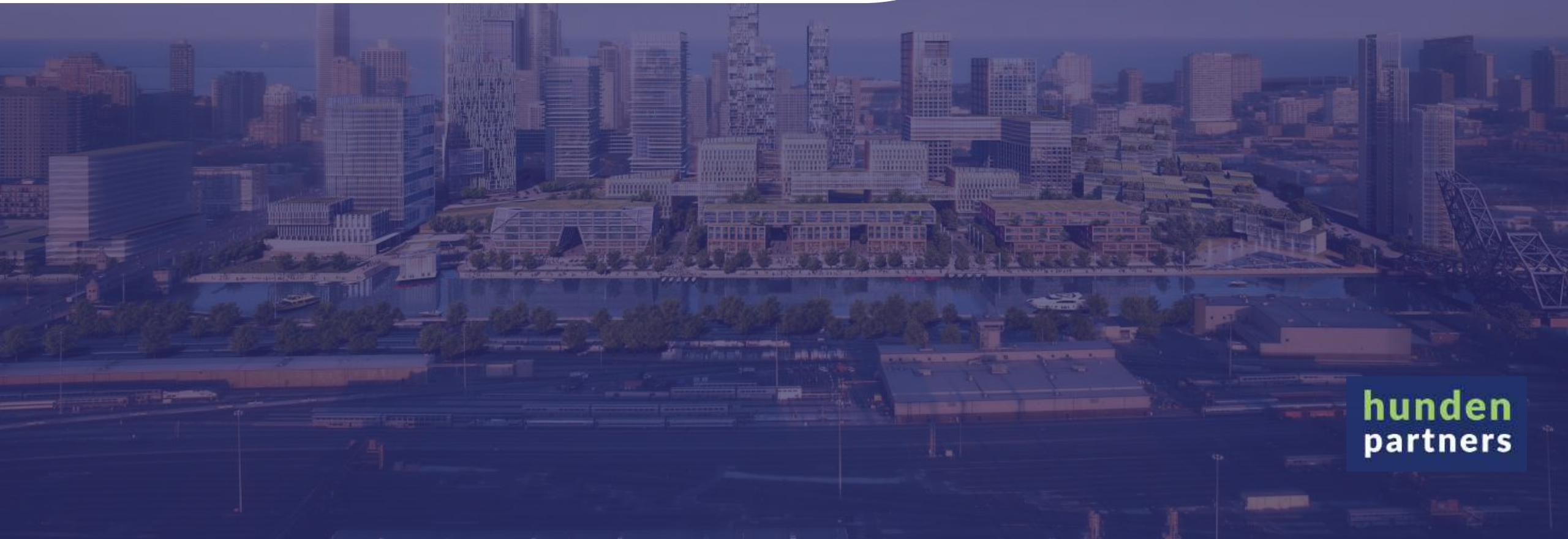


Top 10 Host Cities Analysis



Host City Analysis Overview

What it takes to competitively host rotating national and international events

- Analyzes the Top 10 sporting event host cities based on National TV viewership of rotating bid events
- Awards points based on weight of major sporting event and its historic engagement, providing insight on future host cities
- Forecasts future Top 10 host cities over the next 20 years



How did we award points?

Time Frame: 1997 - 2028

- Includes announced future host cities through 2028

Event Type

- | | |
|---|------------------|
| ■ Olympic Games 2028 Host City | 25 Points |
| ■ FIFA World Cup 2026 Host City | 10 Points |
| ■ Super Bowl | 5 Points |
| ■ NCAA Men's Final Four | 4 Points |
| ■ BCS College Football Playoff/National Championship | 4 Points |
| ■ Men's NCAA Basketball Power 6 Conference Tournament | 3 Points |
| ■ Power 5 College Football Conference Championship Game | 2 Points |

10. Phoenix

Arizona

- 3 Super Bowls
- 2 Final Fours
- 5 College Football National Championships
- 1 NCAA Basketball Power 6 Conference Tournament
- 1 Power 5 College Football Conference Championship



9. Las Vegas

Nevada

- **1 Super Bowl**
- **1 Final Four**
- **11 NCAA Basketball Power 6 Conference Tournaments**
- **3 Power 5 College Football Conference Championships**
- **Future FIFA World Cup Host City**



8. Charlotte

North Carolina

- 5 NCAA Basketball Power 6 Conference Tournaments
- 18 Power 5 College Football Conference Championships

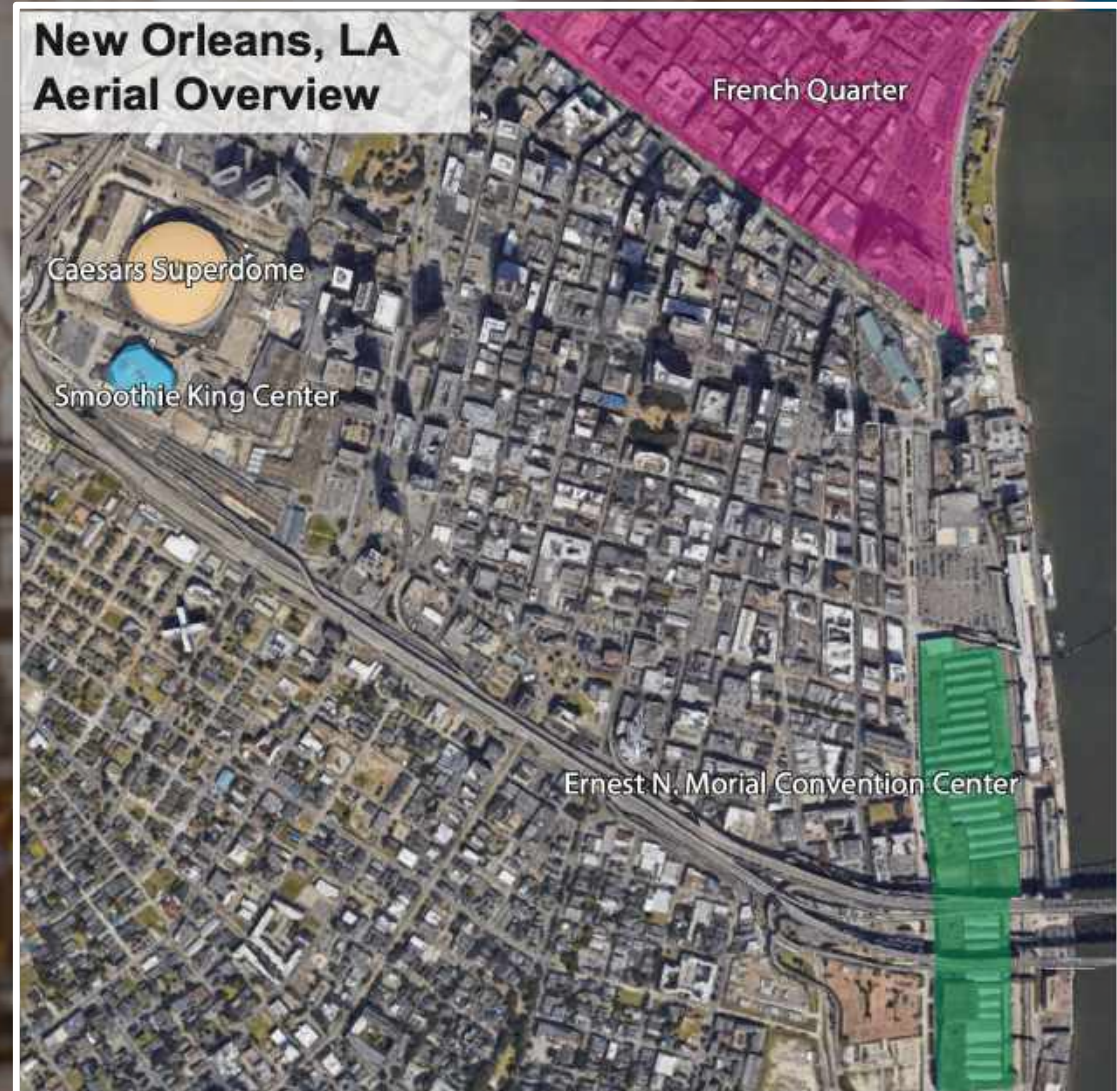
Charlotte, NC Aerial Overview



7. New Orleans

Louisiana

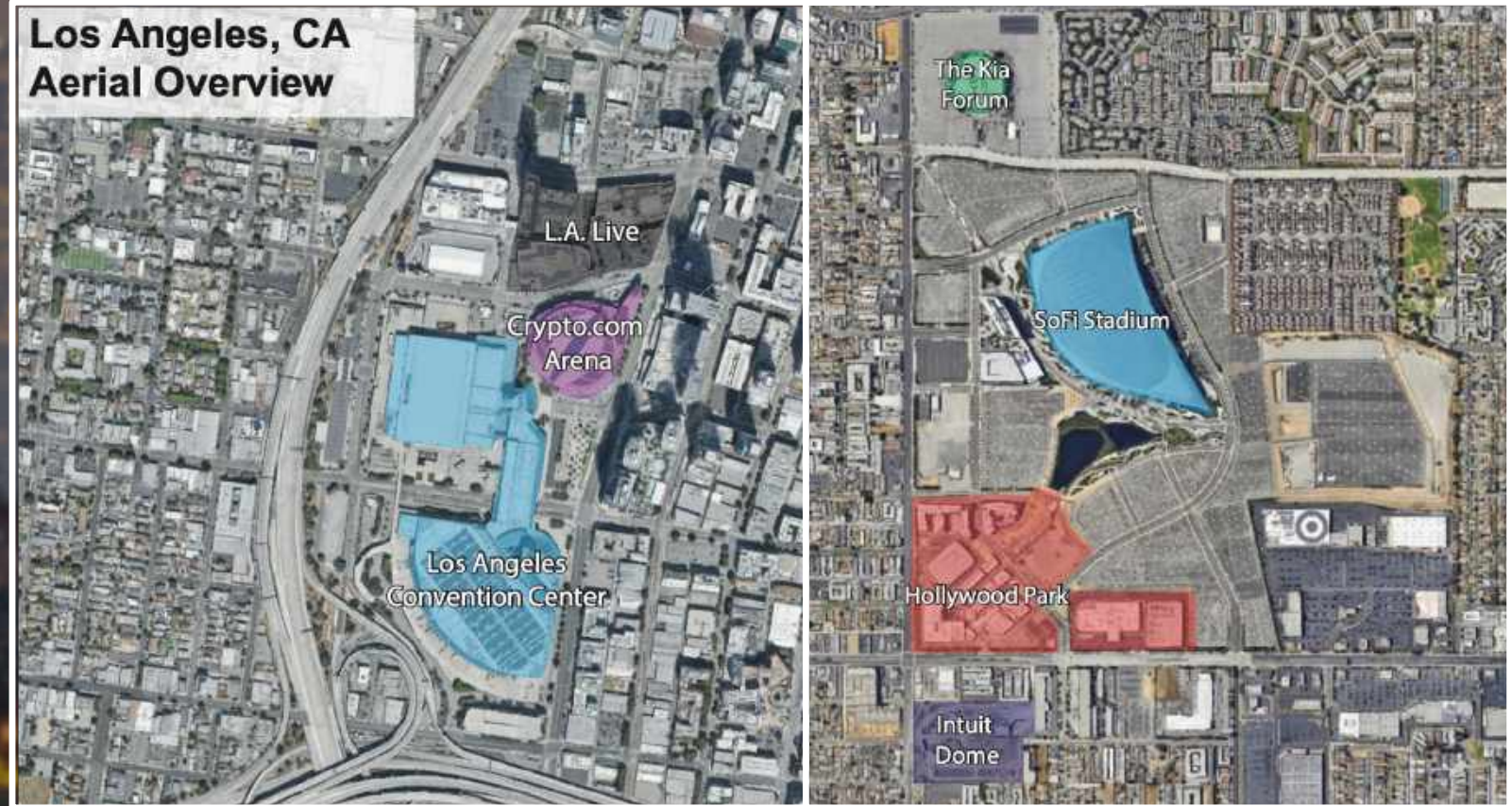
- **3 Super Bowls**
- **3 Final Fours**
- **5 College Football National Championships**
- **3 NCAA Basketball Power 6 Conference Tournaments**



6. Los Angeles

California

- **1 Super Bowl**
- **4 College Football National Championships**
- **11 NCAA Basketball Power 6 Conference Tournaments**
- **1 Power 5 College Football Conference Championship**
- **Future FIFA World Cup Host City**



5. Dallas - Fort Worth

Texas

- **1 Super Bowl**
- **2 Final Fours**
- **1 College Football National Championship**
- **3 NCAA Basketball Power 6 Conference Tournaments**
- **18 Power 5 College Football Conference Championships**
- **Future FIFA World Cup Host City**



4. Kansas City

Missouri

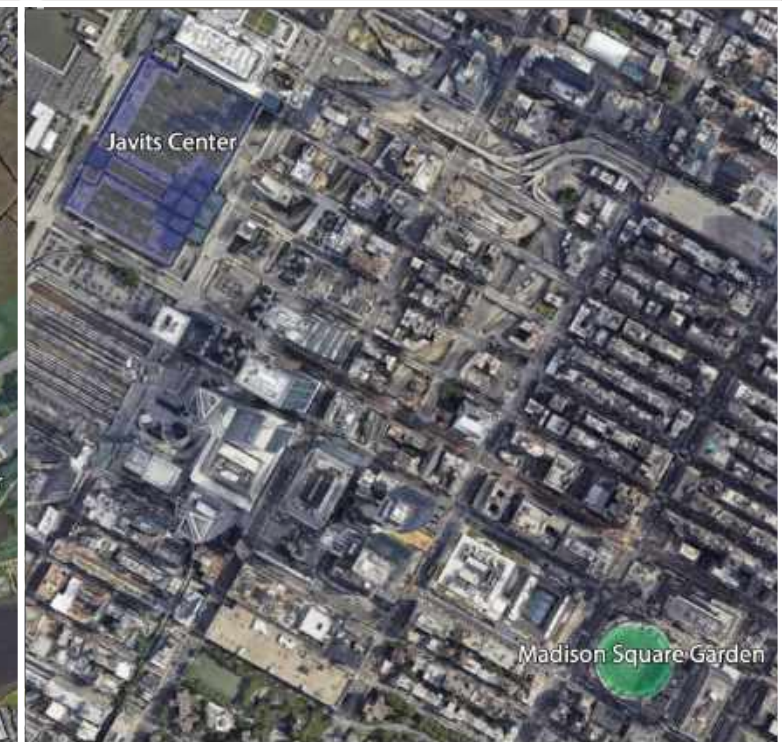
- 26 NCAA Basketball Power 6 Conference Tournaments
- 5 Power 5 College Football Championships
- Future FIFA World Cup Host City



3. New York City

New York / New Jersey

- 34 NCAA Basketball Power 6 Conference Tournaments
- 1 Super Bowl
- 1 College Football National Championship
- Future FIFA World Cup Host City



2. Indianapolis

Indiana

- **1 Super Bowl**
- **8 Final Fours**
- **1 College Football National Championship**
- **12 NCAA Basketball Power 6 Conference Tournaments**
- **14 Power 5 College Football Conference Championships**



1. Atlanta

Georgia

- 2 Super Bowls
- 3 Final Fours
- 2 College Football National Championships
- 13 NCAA Basketball Power 6 Conference Tournaments
- 30 Power 5 College Football Conference Championships
- Future FIFA World Cup Host City



Predicted 20-Year Host Cities: New Cities

How did we make projections?

Time Frame: 2024 - 2043

Projection Rationale

Based on **established patterns of major bid events and the known future booked schedule**, accounting for major new developments and renovations, Hunden projected the twenty-year future of all major markets nationally within the specified scoring system.

| Top 10 Host Cities: Who's in Who's Out

**Who's
Out**

New York

New Orleans

**Who's
In**

Nashville

Jacksonville



So, what's changed?

Nashville

Tennessee

Past Events

- **15 NCAA Basketball Power 6 Conference Tournaments**

**Nashville, TN
Aerial Overview**



Jacksonville

Florida

Past Events

- **1 Super Bowl**
- **3 Power 5 College Football Conference Championships**

**Jacksonville, FL
Aerial Overview**



New Developments in Nashville & Jacksonville

Nashville

- New Tennessee Titans Stadium and entertainment district



Jacksonville

- Stadium of the Future Renovation and entertainment district



What will the future hold in these two cities?

Current vs. Predicted Future Rankings

Current Rankings by City

Rank	City
1	Atlanta
2	Indianapolis
3	New York, NY/NJ
4	Kansas City
5	Dallas-Ft Worth/Arlington
6	Los Angeles/Pasadena/Inglewood/Anaheim
7	New Orleans
8	Charlotte
9	Las Vegas
10	Phoenix/Glendale/Tempe

Source: HP

Projected Rankings by City

Rank	City	Change
1	Las Vegas	▲
2	Indianapolis	■
3	Phoenix/Glendale/Tempe	▲
4	Nashville	▲
5	Atlanta	▼
6	Dallas-Ft Worth/Arlington	▼
7	Los Angeles/Pasadena/Inglewood/Anaheim	▼
8	Kansas City	▼
9	Charlotte	▼
10	Jacksonville	▲

Source: HP



Thank You



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The firm and its principal have performed more than 800 studies over the past 20 years, with more than \$6.5 billion in built, successful projects.