



Symposium on

The Economic Impact of

THE SUPER BOWL

Friday, January 25, 2019

Burruss Building 151 ■ 9:00 AM

PRESENTATIONS

- Atlanta's Road to the Super Bowl
- Super Bowl or Super (Hyper)Bole? Just how big is the Super Bowl for local economies?
- What Does the Super Bowl Mean for Hotels? Evidence from Occupancy Data
- The Impact of Mega-Events on Tax Revenues

PRESENTERS

- JC Bradbury, Kennesaw State University
- Craig Depken, University of North Carolina-Charlotte
- Lauren Heller, Berry College
- Victor Matheson, College of the Holy Cross
- Frank Stephenson, Berry College

To learn more and to register visit:
ColesCollege.com/SuperBowl



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