Regional Economic Impact of Tennis Masters Series Cincinnati

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Introduction

With roots dating back to the 19th century, Tennis Masters Series Cincinnati is a premier event in men's professional tennis. First played at its current home in Mason, Ohio in 1979, with the permanent stadium completed in 1981, the Cincinnati tournament is a required event for players on the men's ATP tour. The August 2000 tournament in Mason shares this distinction with such international stops on the Tennis Masters Series schedule as Paris, Stuttgart, Hamburg, Rome, Monte Carlo, and Toronto, plus other U.S. cities Indian Wells, CA and Miami. The tournament puts Cincinnati and Mason on the world tennis stage for ten days every summer.

In addition to turning the spotlight of the tennis world on Mason, as a major sporting event the Tennis Masters Series Cincinnati tournament also has a measurable impact on the economy of the region. The purpose of this report is to estimate the impact of the tournament on the regional economy. This economic impact includes effects on total business output, household earnings, and employment.

Total economic impact of the 2000 Tennis Masters Series (TMS) tournament on Greater Cincinnati are an estimated $23.3 million in business sales, generating $7.1 million in earnings for Greater Cincinnati households, and supporting 354 jobs. In addition to this measurable impact, the tournament has other less tangible effects on the regional economy. The existence of a major professional sporting event and the international attention that it draws may attract new businesses and employees to the region, or may help existing firms in the region establish new business contacts throughout the world.

For additional information contact the Economics Center for Education & Research, email Econeduc@uc.edu.
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