



ECONOMIC IMPACT REPORT 2010 - 2017



Summary

The Maui Jim Maui Invitational has consistently served as a positive economic influencer for the host island. Since the event's inception, the Tournament has directly delivered more than \$225 million USD in positive impact. These numbers are comprised of a multitude of participation factors, including generated sales, state government tax revenue, expenditures per person per day, number of jobs supported, and more. The Tournament is also regularly televised on ESPN and its affiliate channels, reaching millions of viewers across the country and internationally year over year.

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