



## PPL Center Event Brings \$4.37 Million in Economic Impact to the Lehigh Valley

**Allentown, Pa** - The 2023 NCAA Men's Division 1 Ice Hockey Allentown Regionals hosted by PPL Center, held March 24 and 26 in Allentown, generated more than \$4.37 million into the local economy, according to analysis from Discover Lehigh Valley.

"Fast-paced hockey action is carved into Lehigh Valley culture thanks to our local AHL affiliate of the Philadelphia Flyers, the Lehigh Valley Phantoms. We were thrilled that Allentown and the PPL Center hosted the NCAA Men's Division 1 Ice Hockey Regionals which brought excitement and buzz to our vibrant city and let visitors and locals alike "Discover" Lehigh Valley," said Alex Michaels, President & CEO for Discover Lehigh Valley. "Visitors were entertained all weekend long with Allentown's exceptional restaurants, comfortable accommodation options, and endless outdoor adventures and we couldn't be more ready to welcome back fans with the return of the event in 2025."

This year's NCAA Regionals sold 15,422 tickets, including 76.5 percent to residents outside of the Lehigh Valley. Participating schools included Michigan, Penn State, Michigan Tech and Colgate.



PPL Center has hosted the Regionals in Allentown four times, including in 2018, 2019, 2022, and now in 2023.

Additionally, PPL Center has been selected to host the 2025 NCAA Men's Ice Hockey Regionals.

"Seeing the PPL Center full of college hockey fans was exhilarating," said Rob Brooks, co-owner of the Lehigh Valley Phantoms and PPL Center. "We decided to place a bid for the event because we knew what a success it could be for the region as a whole. Part of our mission is to grow the sport of hockey in the Lehigh Valley, and the NCAA's are a great way to foster that growth by connecting existing hockey fans with new hockey fans."

As the host team, Penn State had a prominent student section. Fans from both near and far filled the arena to support the host team, creating a passionate and enthusiastic atmosphere. This fervent fan base played a significant role in generating economic benefits for the region

### FOUNDING PARTNERS

