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Universities' Homecomings Bring Economic Boost to Abilene

ABILENE, Texas – The month of October brings several homecoming weekends, reunions and gatherings to Abilene – generally bringing to mind football, food and fun for thousands of students and alumni – but it also means a boost to Abilene's economy.

McMurry University Homecoming will begin Thursday, October 6 and will continue through Sunday, October 9. The university estimates 350 people will be in attendance and the Abilene Convention and Visitors Bureau (ACVB) estimates that Abilene will see an economic impact of \$124,000.

Abilene Christian University Homecoming will be held October 13-16, 2011. The university estimates 1,500 people will be in attendance and the ACVB estimates that this event will generate \$374,000 into the local economy. Also during this weekend, Abilene will host five additional events -- Abilene High School Class of 2001, Abilene Speedway Southern Challenge, Abilene High School Class Reunions, Fort Phantom Bridge Unit 224 Sectional Tournament and the Rotary Club of Abilene Mayors Cup Disc Golf – a total of 4,200 visitors who will leave \$1,066,750 in our economy (**over \$1 million**).

Hardin-Simmons University Homecoming will be held October 20-22, 2011. The university predicts that 800 people will be in attendance and the ACVB estimates that this event will generate \$137,250 into the economy.

Together, the homecomings will bring approximately 2,300 people into Abilene, generating an estimated \$635,250 into the local economy. Travel matters!

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