

SPORTS TOURISM – A Game-Changing Investment



Why Invest in Sports Tourism

Sports tourism is more than games and events—it's a proven economic driver that strengthens communities. Visitor spending from sports events directly supports essential government priorities like transportation, education, and public safety.

Economic Impact

Sports tourism delivers a championship performance for communities of every size.

2023 Participatory Sports Tourism

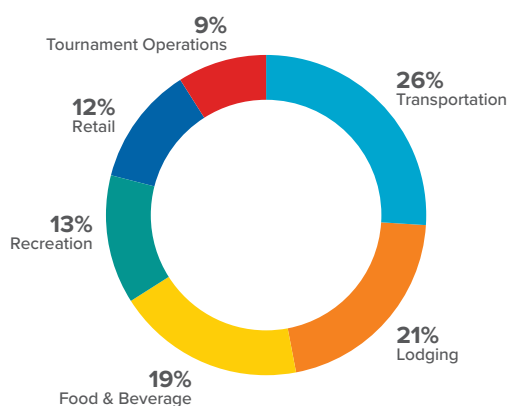


2024 Spectator Sports Tourism

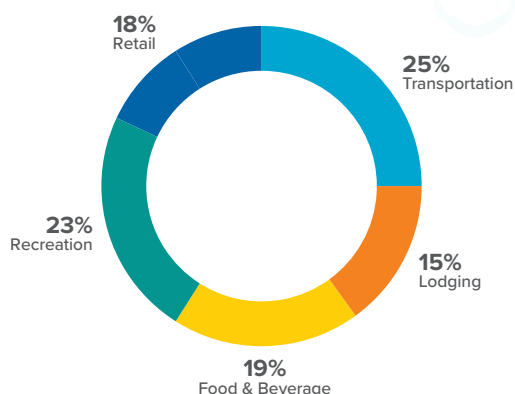


Economies Supported

Participatory Sports Tourism Spending



Spectator Sports Tourism Spending



What Is Participatory Sports Tourism?

Participatory Sports Tourism includes adult and youth amateur events, and collegiate tournaments & championships.

What Is Spectator Sports Tourism?

Spectator Sports Tourism includes minor league sports, professional sports, and collegiate regular season games, as well as professional events like the NFL Draft or MLB Draft, and Mega Events like the Super Bowl, F1, or World Series.

FUELING COMMUNITIES THROUGH PLAY

How athlete-driven travel transforms the U.S. economy

Impact at a Glance:



\$128.0B

Total Economic Impact



\$52.2B

In Direct Spending Nationwide



757,595

Jobs Supported



\$9.78B

In State & Local Tax Revenue



204.9M

Total Sports Travelers



73.5M

Room Nights Generated

Why It Matters:

From youth tournaments to adult championships, participatory sports tourism brings millions of athletes and their supporters to communities nationwide. These visitors not only fill hotel rooms, restaurants, and attractions, but also leave a lasting legacy of investment in local facilities and programs. The economic ripple effect touches every corner of the host community.

Figures are for 2023 Participatory Sports Tourism. Source: Sports ETA, State of the Industry – Participatory Sports Tourism (2023).

How sports fans drive economic growth across America

THE POWER OF THE CROWD

Impact at a Glance:



\$114.4B

Total Economic Impact



\$47.1B

In Direct Visitor Spending



664,860

Jobs Supported



\$8.53B

In State & Local Tax Revenue



109.7M

Non-Local Attendees



42.7M

Room Nights Generated

Why It Matters:

Whether cheering at major leagues, college rivalries, or marquee championships, sports spectators are powerful economic drivers. Their spending supports local jobs, fuels tourism infrastructure, and injects billions into host communities. Sports events unite residents and visitors, creating both economic and cultural wins.

Figures are for 2024 Spectator Sports Tourism. Source: Sports ETA, State of the Industry – Spectator Sports Tourism (2024).

SPORTS TOURISM: FUELING ECONOMIES. INSPIRING GENERATIONS.

From playgrounds to pro stadiums, sports tourism creates opportunities to play, teaches life lessons, and forges lifelong memories—while driving billions back into our communities.