

# 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.



### 2025 Summary of Economic Impacts



**339M**

Sports Tourism  
Travelers



**192M**

Room Nights



**\$111.2B**

Direct Spend



**274.5B**

Total Economic  
Impact



**1.6M**

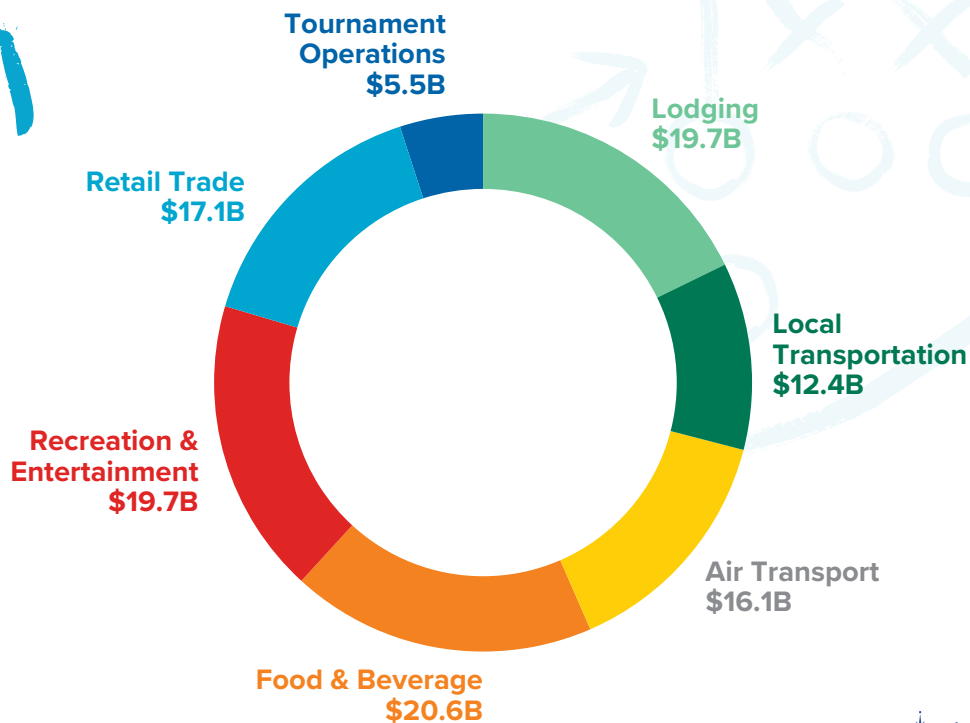
Jobs Supported



**\$42.2B**

Total Tax  
Revenues

## Sports Tourism Direct Spending



## FUELING COMMUNITIES THROUGH PLAY

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

#### Impact at a Glance:



**\$149.1B**  
Total Economic Impact



**\$60.1B**  
In Direct Spending Nationwide



**880,540**  
Jobs Supported



**\$11.3B**  
In State & Local Tax Revenue



**227.6M**  
Total Sports Travelers



**80.4M**  
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.

### How sports fans drive economic growth across America

## THE POWER OF THE CROWD

#### Impact at a Glance:



**\$125.4B**  
Total Economic Impact



**\$51.1B**  
In Direct Visitor Spending



**730,193**  
Jobs Supported



**\$9.2B**  
In State & Local Tax Revenue



**111.4M**  
Non-Local Attendees



**43.9M**  
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.

### International Impacts

#### Impact at a Glance:



**3.6M**  
International Sports Tourism Travelers



**\$6.3B**  
International Direct Spending

Source: 2026 Sports ETA State of the Industry Report

## 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.