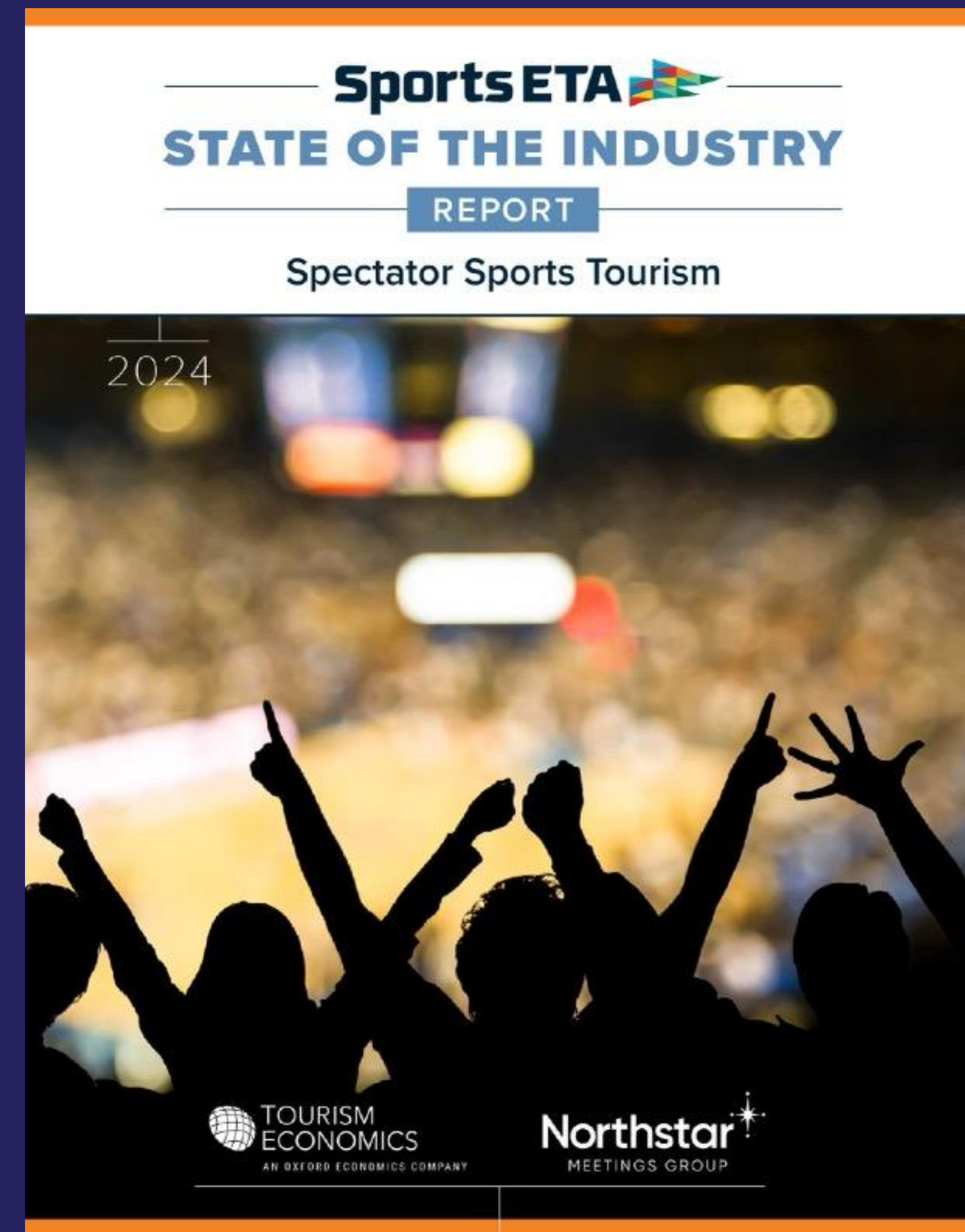


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SPORTS DIVISION





# 2024 STATE OF THE INDUSTRY REPORT – SPECTATOR SPORTS

- “Spectator Travel” 2024 Report vs “Participant Travel” 2023 Report
- Detailed look at non-local attendees who travel to watch collegiate, minor league, and professional regular season sporting events
- Dive into key findings:
  - Direct Impact
  - Economic Impact
- Reveal economic value generated by spectators – from the moment they arrive at a destination to their spending across hotels, restaurants, retailers, entertainment, etc.
- Tourism Economics: Reporting based on multiple primary and secondary data sources

# INTRODUCTION – THE NUMBERS

- 109.7 million non-local attendees
- \$47.1 billion in direct spending by spectators
- Generated a total economic impact of \$114.4 billion, supporting 665,000 jobs
- Totaling \$8.5 billion to state and local tax revenues





# SPORTS SPECTATOR VOLUME – 109.7 MILLION

- Spector sports attendees who live more than 50 miles away from the destination
- 63.5 million stayed overnight (58%) and 46.2 million were non-local day trip spectators (42%)
- 1.8 million originated from international destinations



# SPORTS SPECTATOR SPENDING – \$47.1 BILLION

- Non-local day trip spectators spent \$4.9 billion
- Non-local overnight spectators spent \$42.2 billion
- International spectators spent \$1.8 billion of the \$47.1 billion in spending by non-local spectator sports travelers





# ECONOMIC IMPACT – \$114.4 BILLION

- The \$47.1 billion in non-local sport spectator spending generated:
  - \$30.6 billion in indirect expenditures (purchases of inputs from suppliers)
  - \$36.6 billion in induced expenditures (new consumption generated by household income impacts)



# ECONOMIC IMPACT - EMPLOYMENT

- Spectator sports tourism supported 664,860 part-time and full-time jobs
- Direct spending from spectators supported 357,039 part-time and full-time jobs
- Indirect and induced impacts supported:
  - 134,087 indirect jobs
  - 173,733 induced jobs
- Top 3 Industries that were most impacted:
  - Recreation & Entertainment: 122,439 total jobs
  - Food & Beverage: 121,991 total jobs
  - Retail Trade: 80,956 total jobs



# FISCAL IMPACT – TAX REVENUE

- Spectator sports tourism generated \$17.6 billion in tax revenue, including \$8.5 billion in state and local tax revenues

| Fiscal (Tax) Impacts Attributable to Spectator Sports Tourism<br>State and Local Tax Revenue in 2024 (\$ millions) |                |                |                              |
|--|----------------|----------------|------------------------------|
|  | State<br>Taxes | Local<br>Taxes | Total State &<br>Local Taxes |
| <b>Total taxes</b>   | <b>\$4,455</b> | <b>\$4,078</b> | <b>\$8,533</b>               |
| Sales  | \$2,678        | \$622          | \$3,299                      |
| Bed Tax  | \$0            | \$556          | \$556                        |
| Personal Income  | \$839          | \$74           | \$913                        |
| Corporate  | \$355          | \$25           | \$380                        |
| Social Insurance   | \$52           | \$0            | \$52                         |
| Excise and Fees  | \$432          | \$200          | \$632                        |
| Property   | \$99           | \$2,600        | \$2,700                      |

| Spectator Sports Tourism - Fiscal Impacts in 2024<br>Total Tax Revenues (\$ millions) |                 |                                |                 |
|---|-----------------|--------------------------------|-----------------|
|   | Direct<br>Taxes | Indirect &<br>Induced<br>Taxes | Total<br>Taxes  |
| <b>Total Tax Revenues</b>   | <b>\$8,990</b>  | <b>\$8,587</b>                 | <b>\$17,577</b> |
| <b>Federal</b>  | <b>\$3,844</b>  | <b>\$5,199</b>                 | <b>\$9,044</b>  |
| Personal Income   | \$1,677         | \$2,279                        | \$3,956         |
| Corporate   | \$347           | \$538                          | \$885           |
| Indirect Business   | \$167           | \$107                          | \$274           |
| Social Insurance  | \$1,653         | \$2,276                        | \$3,929         |
| <b>State and Local</b>  | <b>\$5,145</b>  | <b>\$3,388</b>                 | <b>\$8,533</b>  |
| Sales   | \$2,011         | \$1,288                        | \$3,299         |
| Bed Tax   | \$556           | \$0                            | \$556           |
| Personal Income   | \$387           | \$526                          | \$913           |
| Corporate   | \$149           | \$231                          | \$380           |
| Social Insurance  | \$22            | \$30                           | \$52            |
| Excise and Fees   | \$377           | \$255                          | \$632           |
| Property  | \$1,643         | \$1,057                        | \$2,700         |

Source: Tourism Economics  
Note: Totals may not sum due to rounding.



# THE TOTAL PICTURE – SPORTS RELATED TRAVEL

- Travel to youth, amateur and collegiate post-season events has an even larger impact, based on the 2023 State of the Industry Report.
- Combining spectator travel with participant travel at the youth and amateur level, the sports-event industry produces:
  - \$242 billion in total annual economic impact
  - \$99.3 billion in direct spending
  - 116 million room nights
  - 314 million travelers hitting the road
  - Over 1.4 million jobs