

Growing Your Tourism Opportunities Through Sports Events

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Sports Travel Industry consists of different forms of individual and team travel:

- Those who participate in a sporting event
- People who travel to watch a game or tournament
- Others who visit sports attractions.

Sports tourist is a person who travels away from home to watch or compete in a sports event.

George Washington University survey of 101 members of the National Association of Sports Commissions in 2012 revealed:

- Sports events generated \$8.3 billion in visitor spending
- Visitors entertained totaled 27.5 million

Hosting a sporting event is a good way to grow tourism and generate revenue for your area:

- Sports events occur year round
- Hotel requirements are flexible
- Tournaments can be created to bring visitors to your community during specific targeted time periods

To generate visitor spending as a result of sports events there are a few things you need to know:

- Understand that there are different levels of sports events
- Know your resources – begin by inventorying your facilities
- Learn about the venue requirements for the tournament you want to host
- If there is a new facility being developed in your community you can add features that will meet the requirements to host tournaments
- Make sure you get local support to run the event – the work STARTS after the sale is made!
- Research communities that have hosted the event in the past to learn what worked well and what didn't

Hosting sports events can be great benefit to your local community:

- Athletes and their travel parties will inject new dollars into your local economy
- Will add to the quality of life of local residents
- Most sports events take place whether the economy is good or in recession

For more information or membership in the National Association of Sports Commissions go to www.sportscommissions.org.