Healthy People & Healthy Budgets, The Impact of Sports Tourism on Your Community







CREATE IMPACT





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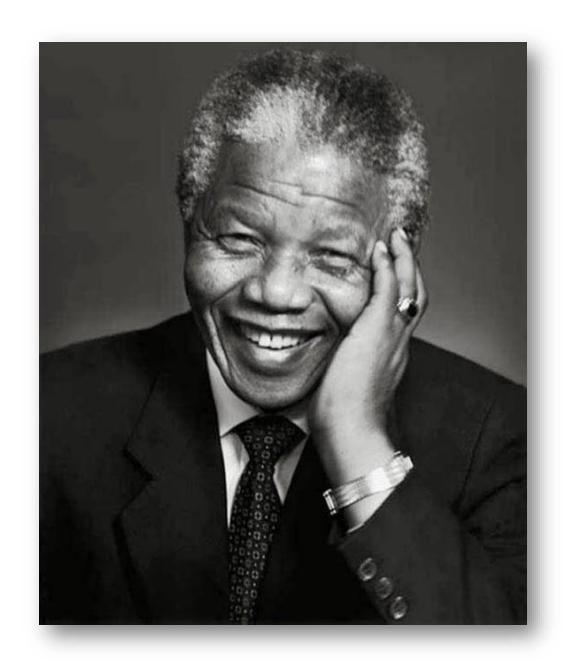
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How Has Sport Impacted You?





"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to people in a language they understand. Sport can create hope where there was previously only despair."

- Nelson Mandela

The Trade Association of Sports Tourism

Destinations

Sports Commissions

CVB

Chamber of Commerce

Parks and Recreation



The Trade Association of Sports

Tourism

Destinations

Sports Commissions

CVB

Chamber of Commerce

Parks and Recreation

Rights Holder

National Governing Bodies

Tournament Operators

Sanctioning Bodies

USOPC, NCAA, NAIA, etc.





Destinations

Sports Commissions

CVB

Chamber of Commerce

Parks and Recreation

Rights Holder

National Governing Bodies

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Industry Partner

Hotels

Third Parties

Technology & Product Providers

Consultancy Firms







Sports Tourism - TRENDS











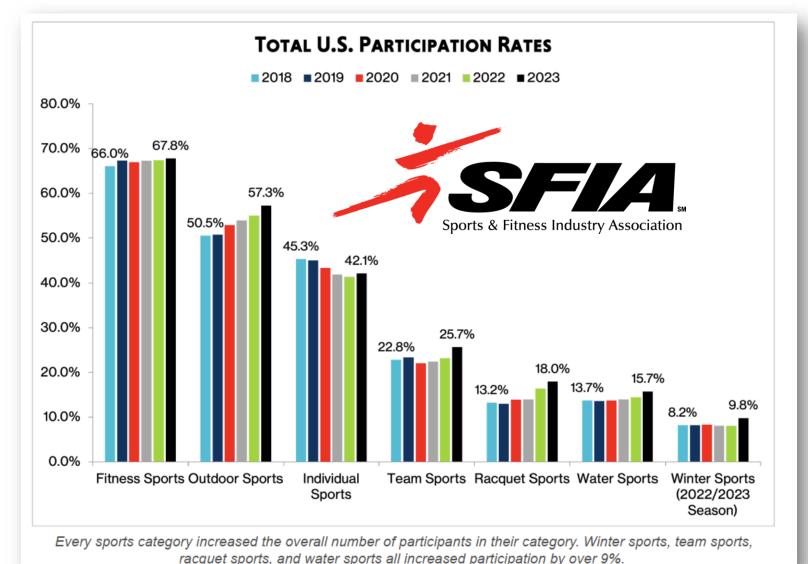






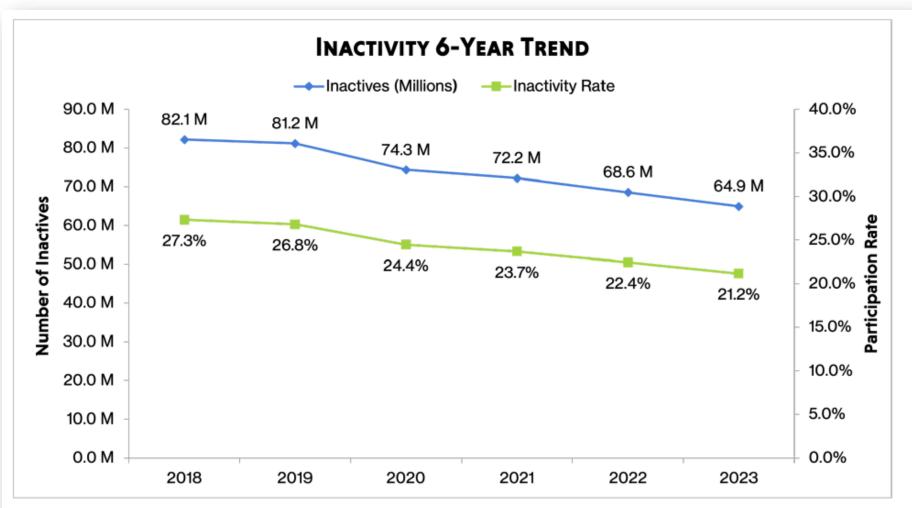


Sports Participation - TRENDS





Sports Participation-TRENDS





In 2023, 21.2% of Americans (64.9 million people) were inactive. This is a 5.3% (68.6 million people) drop from 2022. This is the lowest the inactivity rate has been since SFIA started tracking inactivity in 2008.







REPORT









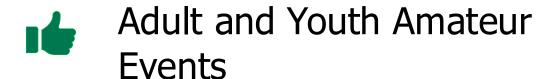






REPORT

INCLUDES





EXCLUDES

- Professional Sports
- Collegiate Regular Season Games



CREATE IMPACT



63%

Sports - Largest
Generator of Room
Nights



73.5 Million

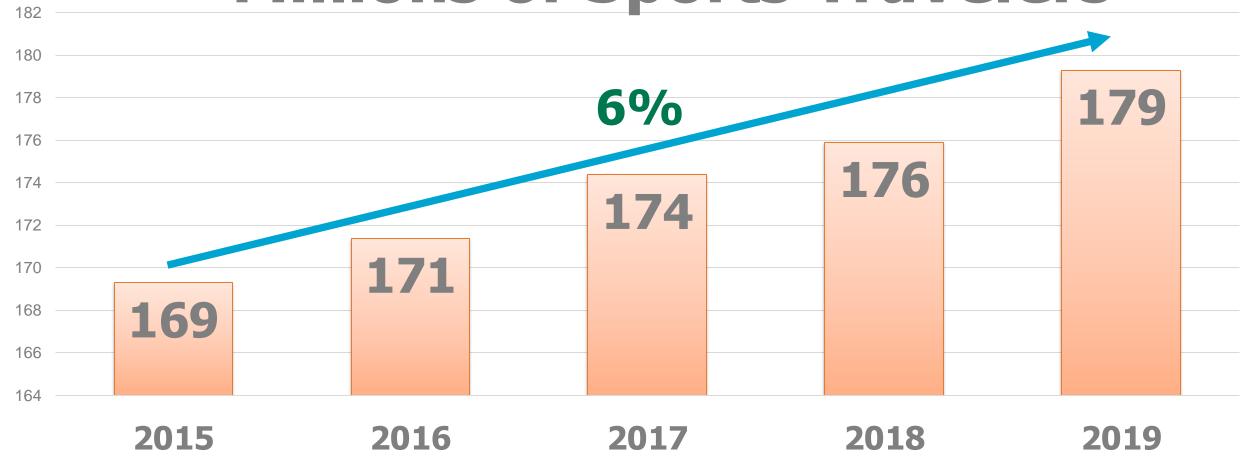
Total Room Nights Generated





CREATE TRAVELERS

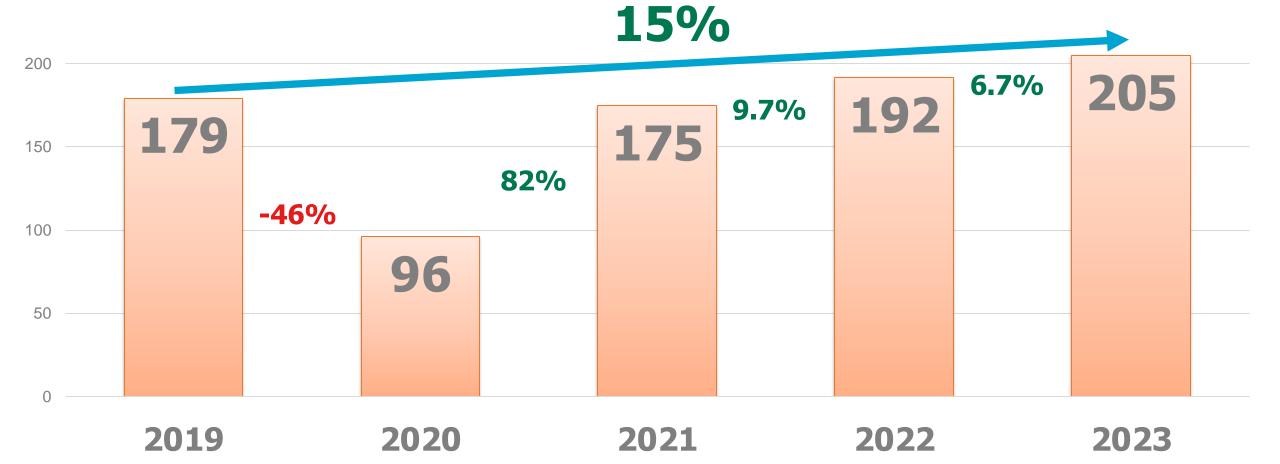
Millions of Sports Travelers





CREATE TRAVELERS

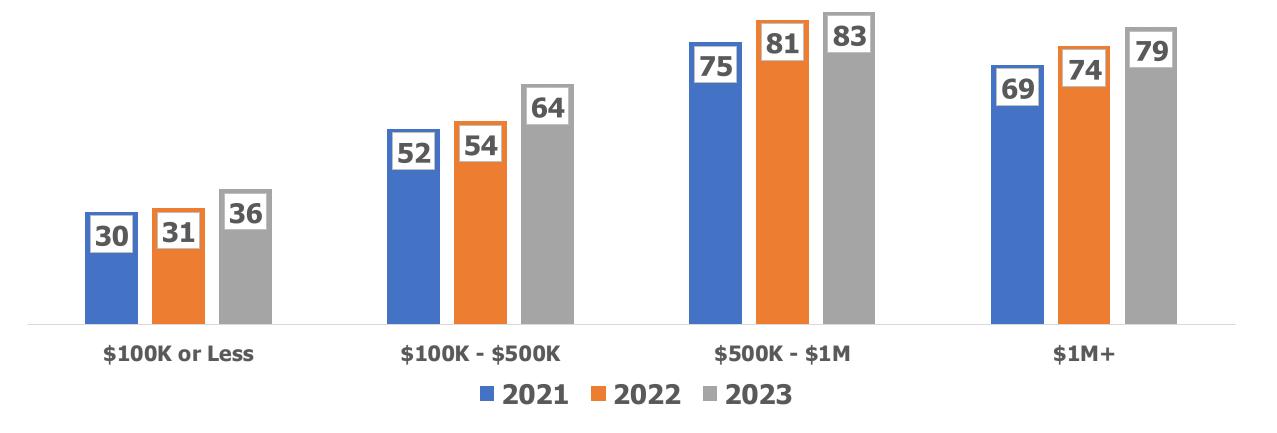
Millions of Sports Travelers







Destinations: Average # of Events

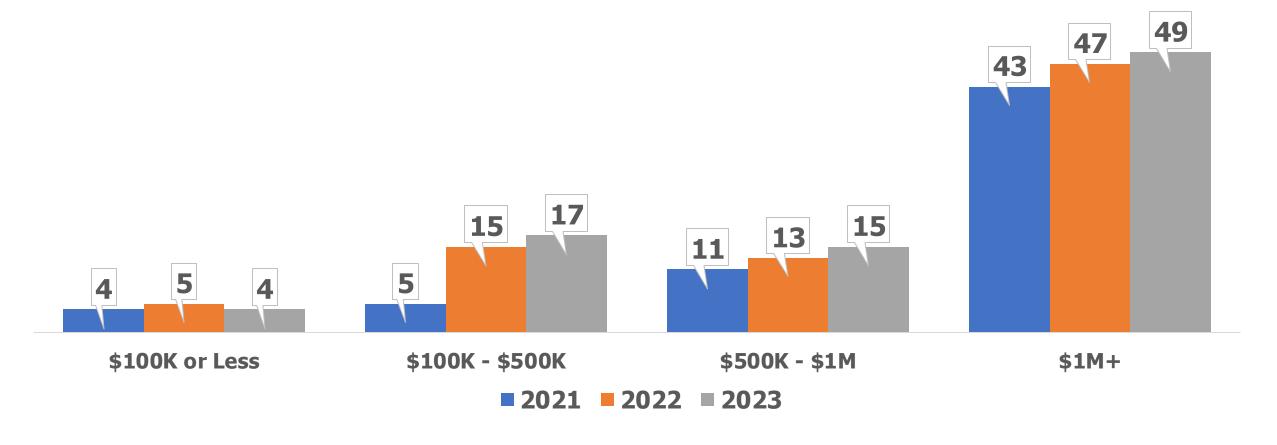








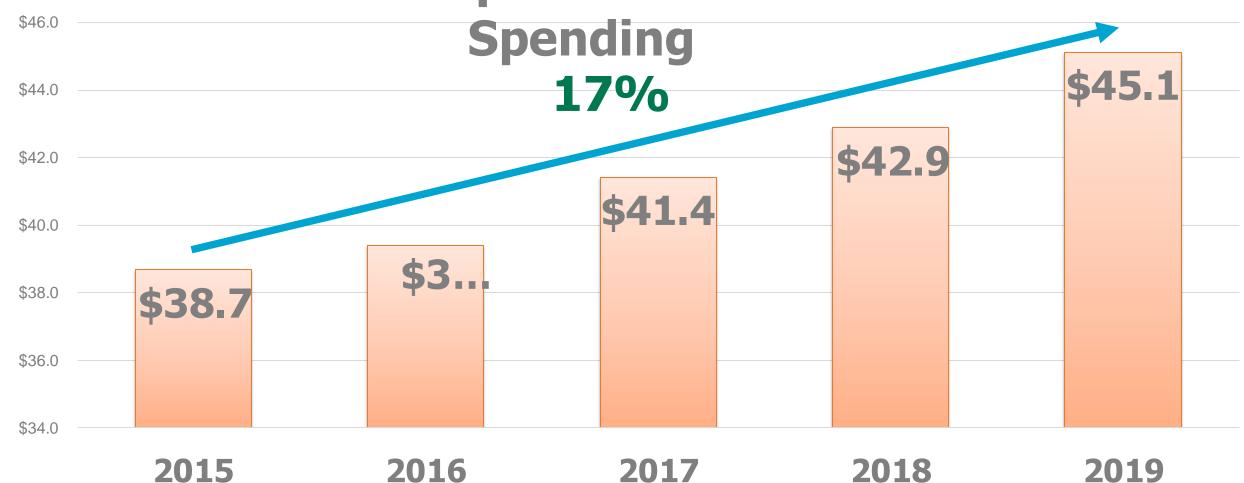
Rights Holders: Average # of Events





CREATE SPENDING

Billions in Sports Related Travel





CREATE SPENDING

Billions in Sports Related Travel Spending



CREATE IMPACT





\$52.2B

Direct Spending Impact



\$128.0B

Total
Economic
Impact



757,600

Total
Jobs
Generated



\$20.1B

Total
Tax
Revenues

What companies can you purchase for \$52.2 billion?

















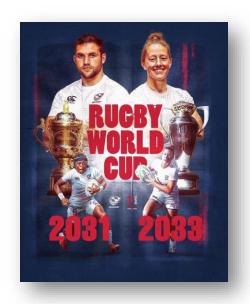
All of the 7 most valuable sports franchises



TRENDS — International Events











TRENDS — Popularity of Women's Sports

18.7 Million Viewers



Viewership Up 89% (2023), 285% (2022)

Most Watched Basketball Game Ever on ESPN

Most Watched Basketball Game (Women, Men, NBA) Since 2019

Larger Audience Than:

Every World Series game last year.

Every NBA Finals game last year.

Every Daytona 500 since 2013.

Every Masters final round viewership

since 2013.

All but five CFB games in 2023.





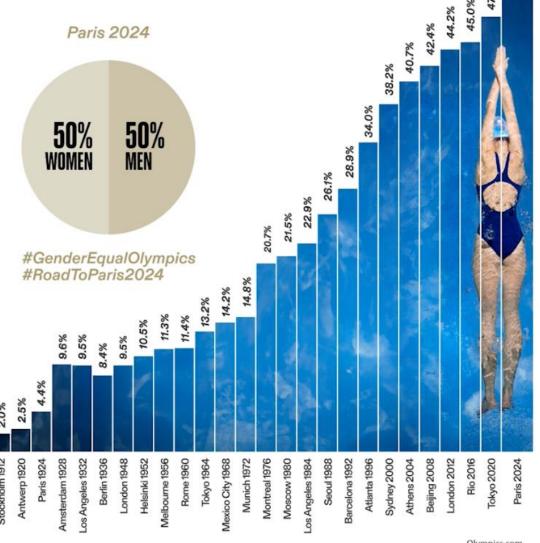
London 1908

PARTICIPATION OF FEMALE ATHLETES AT THE OLYMPIC GAMES

50%

TRENDS —

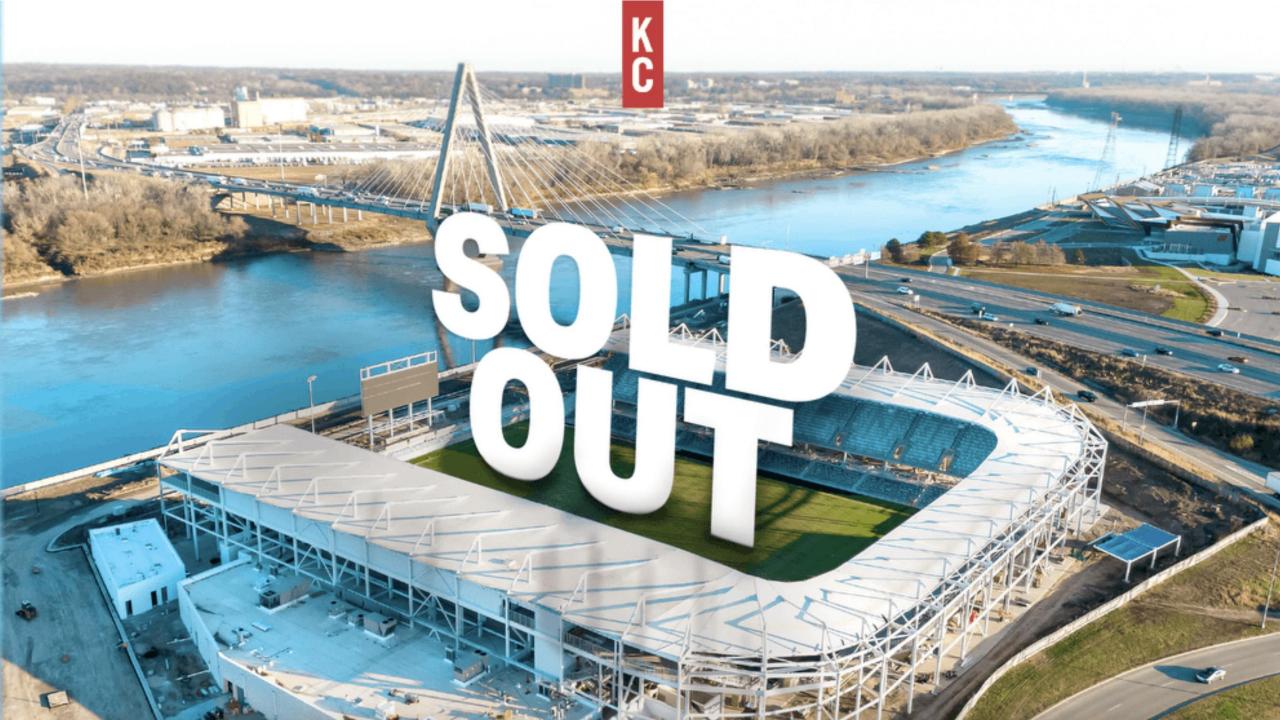
Popularity of Women's Events





TRENDS — Popularity of Women's Sports





TRENDS — Popularity of Women's Events





TRENDS — Popularity of Women's Sports

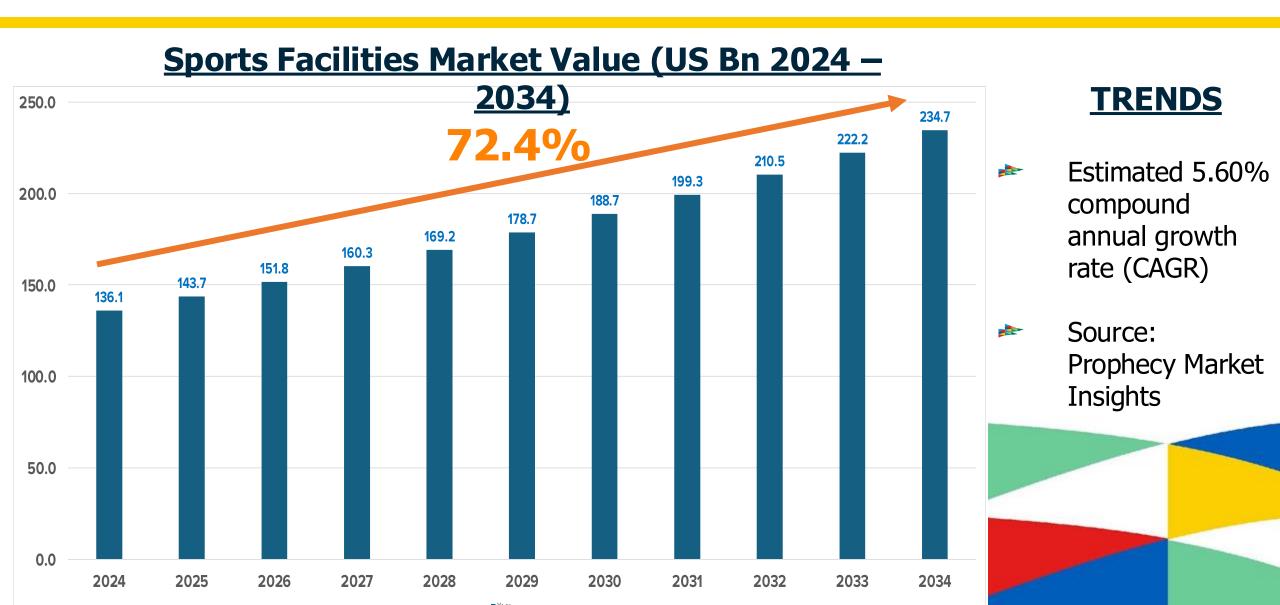




94% of Women Who Hold C-Suite Positions Are Former Athletes!

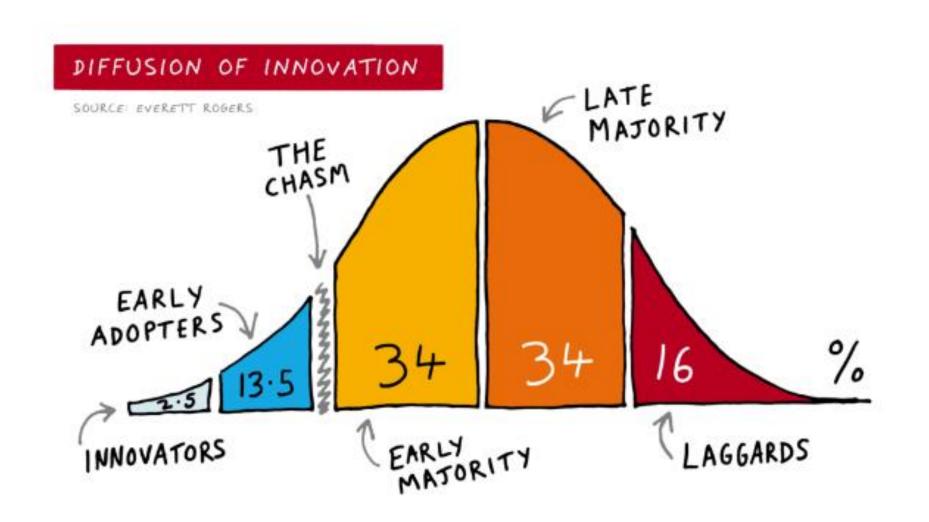
TRENDS – Facility Development





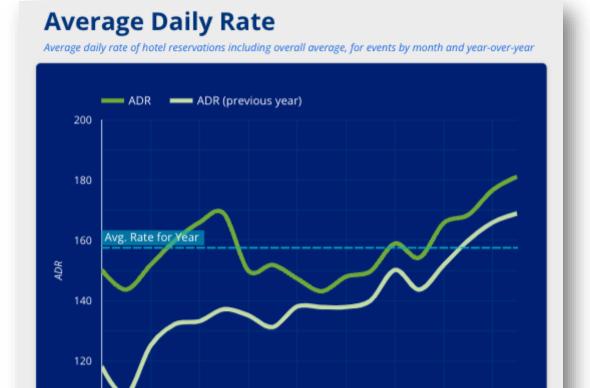


TRENDS – Facility Development





TRENDS — Housing



Mar 2023

Jan 2023

Event Start Date

Jul 2023

May 2023

Jul 2022

Sep 2022



► Average ADR \$158.00

August ADR

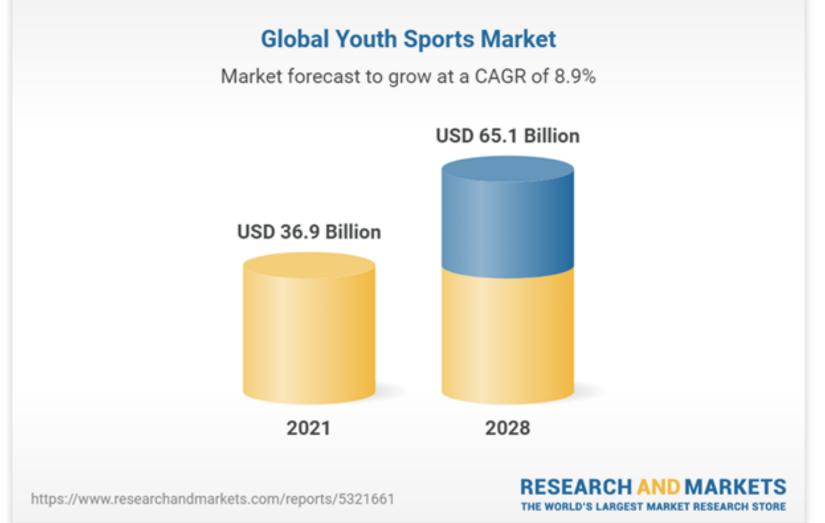
► 2023 \$181.18

► 2022 \$168.95

► 2021 \$137.11

New Heights Ahead





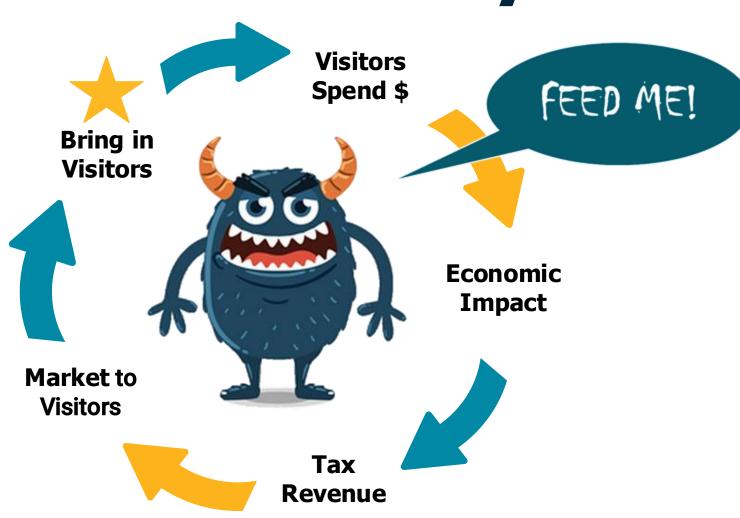
TRENDS

- Continued Consolidation
- Strong Participation
- Room Nights > Impact
- Health & Wellness



BREAK the Tourism Cycle

We Are
More Than
Heads in
Beds



Expanded Definition of Success

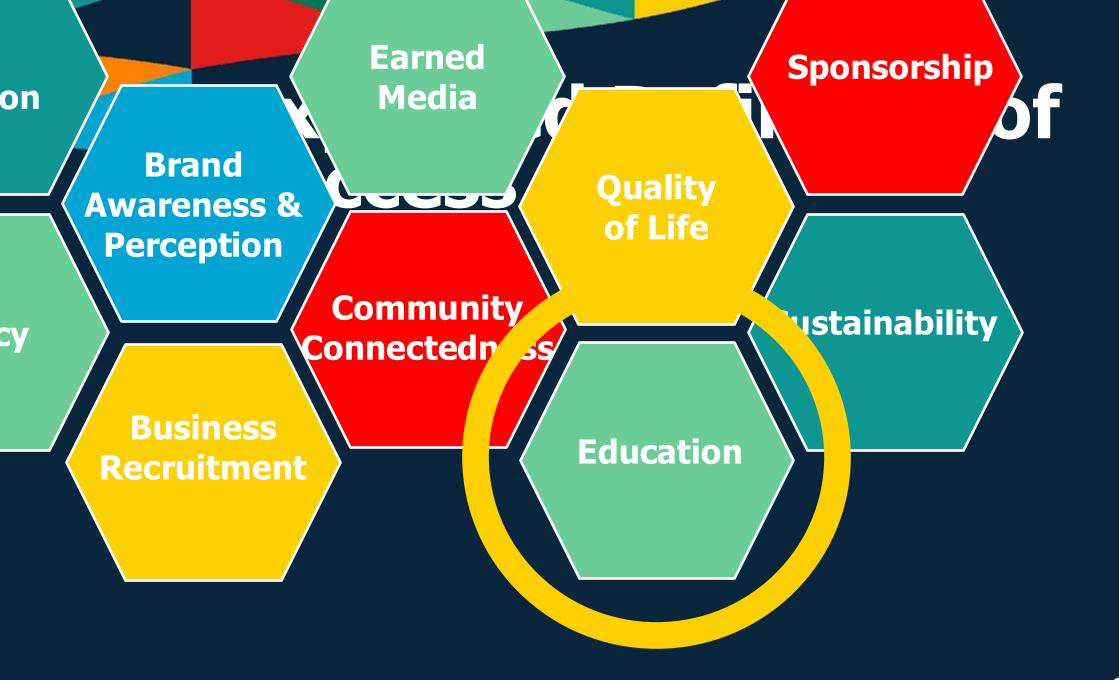




Expanded Definition of Success













TRENDS – State Collaboration & Funding

















TRENDS – State Collaboration & Funding































TRENDS – State Collaboration & Funding

























Sports | Wiscons | n

















CREATE COMPETITION

Sports ETA STATE OF THE INDUSTRY

REPORT

AN OXFORD ECONOMICS COMPANY

- 1. Florida
- 2. Texas
- 3. California
- 4. Pennsylvania
- 5. Illinois
- 6. Ohio
- 7. New York
- 8. Tennessee
- 9. Georgia
- 10. Virginia



Florida Sports Tourism – We're #1 But how did that happen?



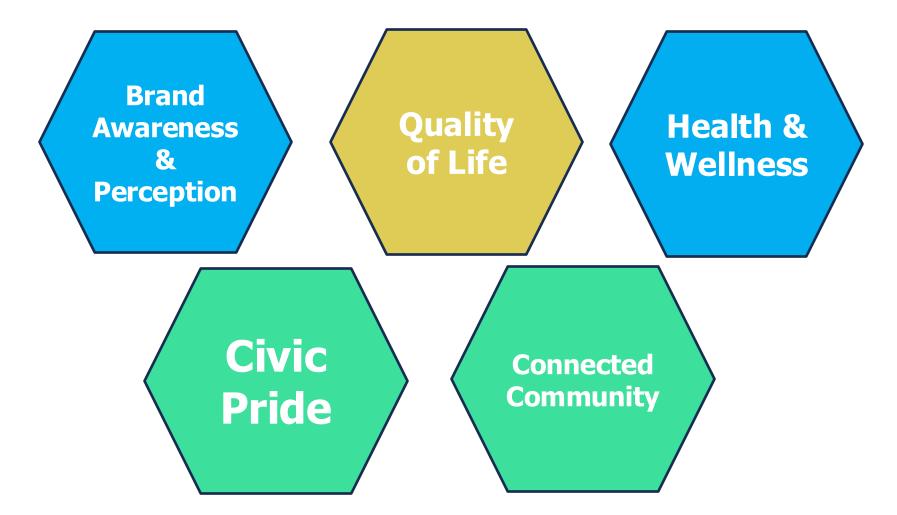
- Tourism Development Councils
- Sports Tourism Organizations (35 Counties with STO's)
- Parks and Recreation Departments
- Private Sports Facility Owners
- Professional Sports Teams
- Local Business Owners
 - Hotels
 - Restaurants
 - Shops
 - Event Support
- Event Owners
- Governing Bodies (National and International)
- National Support Organizations
- Industry Peers

And many more....

Florida Sports Tourism – Where The World Comes To Play



Florida Sports Tourism – Way More Than Just Money



Florida Sports Tourism – It ALL Starts With Facilities



Florida Sports Tourism – It ALL Starts With Facilities









Florida Sports Tourism – It ALL Starts With Facilities









Florida Sports Tourism – It ALL Starts With Facilities



Florida Sports Tourism – How Do We Stay #1?





