Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

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.

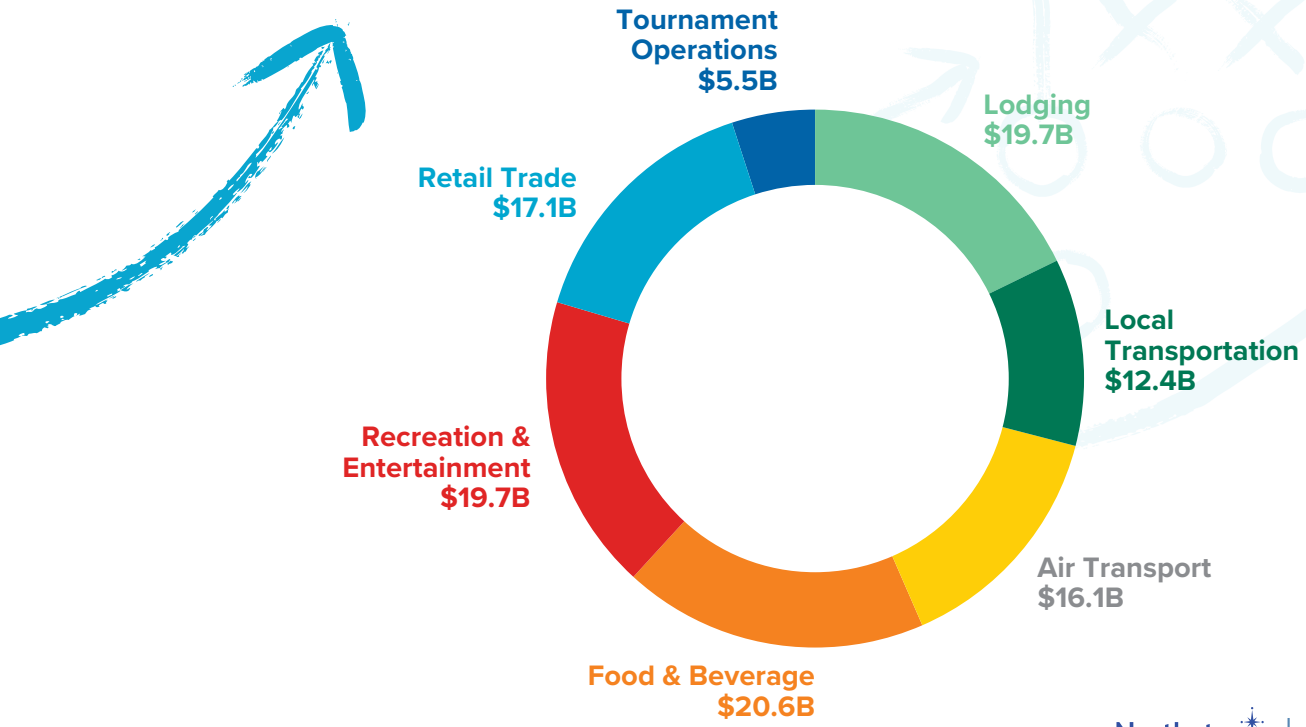
Economic Impact

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

2025 Summary of Economic Impacts

339M	124.3M	$111.2B	274.5B	1.6M	$42.2B
Sports Tourism Travelers	Room Nights	Direct Spend	Total Economic Impact	Jobs Supported	Total Tax Revenues

Sports Tourism Direct Spending



Northstar MEETINGS GROUP | TOURISM ECONOMICS

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.

THE POWER OF THE CROWD

How sports fans drive economic growth across America

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.

Source: 2026 Sports ETA State of the Industry Report

International Impacts

Impact at a Glance:

3.6M
International Sports Tourism Travelers

$6.3B
International Direct Spending

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.