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NASC, University of Arizona Partner on Amateur Sports Economic Study
Per-Visitor Spending Averages More Than \$200 a Day

Cincinnati (May 18, 2012) -- In the first study of its kind measuring direct visitor spending at amateur sporting events throughout the country, a survey conducted by the University of Arizona Sports Management Program and monitored by the National Association of Sports Commissions (NASC) shows that amateur athletic events bring in an average of \$208.80 in direct spending per visitor, each day of the event.

More than thirty events were surveyed in thirty-one different markets.

“Just about everyone agrees that amateur sporting events have a significant economic impact on the areas where the events are held,” said Don Schumacher, NASC executive director. “But this University of Arizona study shows just how significant the direct spending can be to the host community.”

Schumacher also pointed out that “these are direct spend numbers only...the economic impact produced will be higher depending upon each market.”

The University of Arizona team coordinated development of the survey instrument and also worked with the interviewers recruited in each city. They also tabulated results and developed the final report. Attendees at the events were asked to complete surveys that focused on determining the amounts spent during the stay including lodging, meals and other purchases.

Spending by local residents and travel expenses to and from the host city were not measured.

No professional sports events were included.

A wide range of spending patterns was reported, with major events like an NCAA basketball tournament session producing the highest average per day (\$365) and youth oriented events coming in as low as about \$130 per day in individual spending. These are the maximum and minimum numbers reported. Sports executives, city officials, and others should remember that averages tend to under and over-estimate these impacts, and the best solution is to conduct event surveys whenever possible.

Nonetheless, due to the number of events and markets studied these results can assure planners that amateur sports mean good business for all residents of the host

communities. Individual spending trickles down through the local economy, producing new jobs and more tax receipts.

“Hosting these events cannot simply be about the event itself,” according to the report. “Organizers need to realize the vast economic opportunity that exists, and that maximizing this opportunity is paramount.”

For additional information see below..

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MEDIA: Don Schumacher, the executive director of NASC, is available for comment on the study. Please contact Jackie Reau at 513-929-4263 for interviews.

The National Association of Sports Commissions (NASC) connects people and ideas in the sports event industry. Founded in 1992, the NASC represents more than 550 organizations, including 300 cities within the sports event industry across the United States, Canada, and Puerto Rico, and more than 125 event owners. For more information, visit www.sportscommissions.org.