**Sports ETA Advocacy Kit for Members**

**Social Media Content**

**Copy and paste the social media messages below and share across your social media platforms.**

**I STAND** #SportsTourismStrong

**I STAND** #SportsTourismStrong! A total of 739,386 jobs were sustained by sports tourism last year.

Sports travelers, event organizers and venues spent $45.1 billion in 2019, generating $103.3 billion in business sales (including indirect and induced impacts)

#SportsTourismStrong

Nearly 180 million people traveled to a sports event last year, generating 69 million room nights #SportsTourismStrong

Last year, the number of sports travelers grew 2%, capping 5.9% growth over the five-year period. #SportsTourismStrong

Sports travelers spent billions last year in the U.S.: $12.B on transportation, $9.2B on lodging, $8.6B on food/beverage, $5.7B on entertainment, $5.1B on retail and $3.9B on tournament operations #SportsTourismStrong

An estimated 54% of all sports travelers spent the night in their event destination last year, generating 69 million room nights #SportsTourismStrong