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DECATUR AL
MORGAN COUNTY TOURISM

Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

Sports Alabama
Where Champions Are Made!

KEY DATA SOURCES

The analysis draws on the following data sources:

- **Sports ETA**: destination, venue, and rights holder membership survey data
- **Longwoods International**: traveler survey data, including spending and visitor profile characteristics for sports tourism nationwide
- **Bureau of Economic Analysis and Bureau of Labor Statistics**: employment and wage data, by industry
- **Bureau of Transportation Statistics**: U.S. domestic average itinerary fares
- **U.S. Travel Association**: domestic travel data
- **STR**: lodging data
- **Sports attendance data**

<u>Report Parameters</u>:

- Conducted bi-annually among the membership *(2019, 2021 (Covid)*
- More detailed report – only highlights
- Includes: adult and youth amateur events; does not include professional sports or collegiate regular seasons
- 182 member input as part of report – largest participation to date

TOTAL ECONOMIC IMPACTS

The sports tourism sector's direct spending impact of $52.2 billion generated a total economic impact of $128.0 billion in the local economy, which supported 757,600 full-time and part-time jobs and generated $20.1 billion in taxes.

$128.0 BILLION
Total Economic Impact of the Sports Tourism Sector

SUMMARY ECONOMIC IMPACTS SPORTS TOURISM SECTOR

The sports tourism sector generated $52.2 billion in direct spending in 2023, including spending by sports travelers and tournament operators. This spending generated a total economic impact of $128.0 billion which supported 757,600 total jobs and generated $20.1 billion in total tax revenues.

$52.2B	$128.0B	757,600	$20.1B
Direct Spending Impact	Total Economic Impact	Total Jobs Generated	Total Tax Revenues

SPORTS TRAVELER VOLUME

The number of travelers attending sports events in the U.S. surpassed 2019 levels in 2022 and continued to grow in 2023.

After the COVID-19 pandemic cancelled or delayed sports events across the country in 2020, the number of sports travelers rebounded quickly and surpassed 2019 levels in 2022, with a total of 191.5 million.

The sector continued to grow in 2023, increasing 7.0% over sports traveler volume in 2022. The number of sports travelers established a new high-water mark of 204.9 million in 2023.

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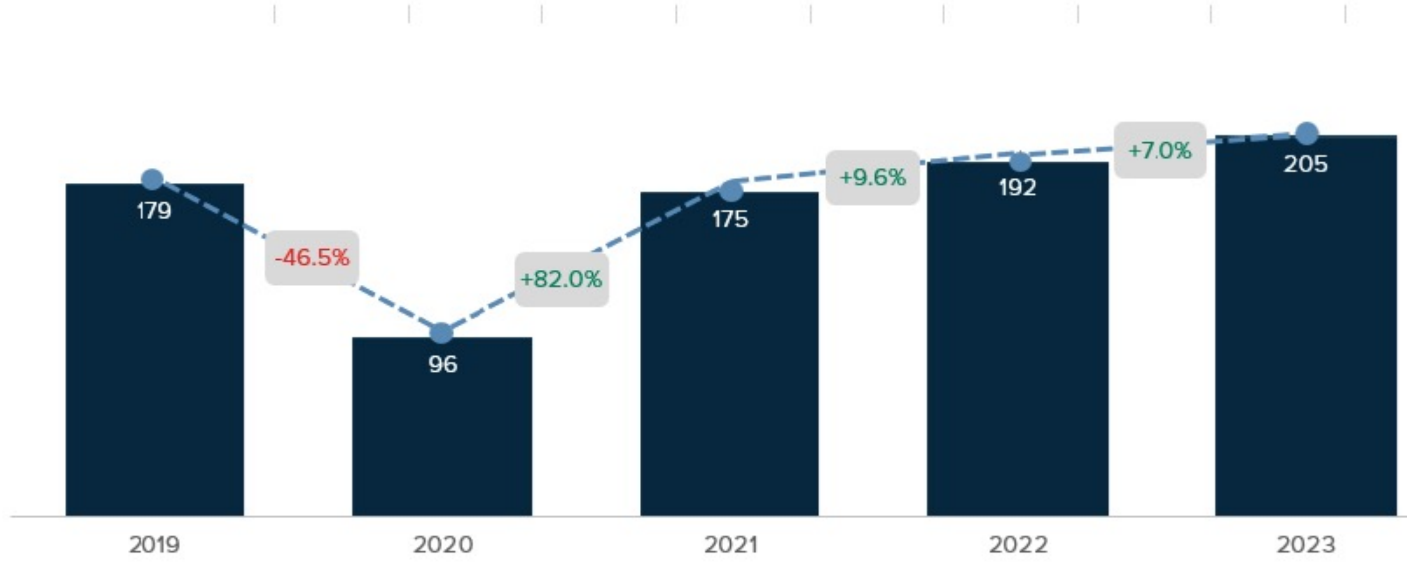
Sports traveler levels and annual growth
(millions of travelers and year-over-year percentage change)



Source: Sports ETA, Longwoods International, U.S. Travel Association, NBA, NCAA, NFL, NHL, MLB, MLS, Tourism Economics

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SPORTS TRAVELER SPENDING

Spending by sports travelers, event organizers, and venues amounted to $52.2 billion in 2023.

Spending by sports travelers increased at a faster pace than the volume of sports travelers in 2022, increasing 18.5% year-over-year to $47.0 billion. In addition to spending more (on average per sports traveler) on food & beverage, retail, and entertainment, the percentage of overall sports travelers that stayed the night increased, which indicates that sports travelers are paricipating in tournaments further from home.

In 2023, spending by sports travelers increased 11.0% year-over-year to $52.2 billion.

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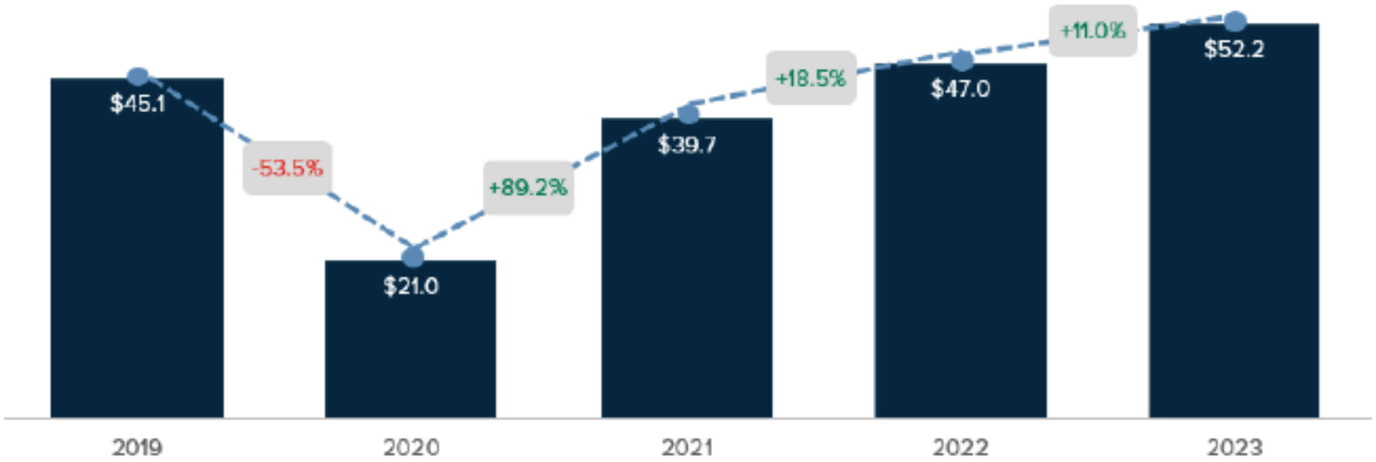
Sports-related travel spending and annual growth ($ billions and year-over-year percentage change)



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SPORTS TRAVELER SPENDING BY INDUSTRY

Sports travelers, event organizers, and venues spent $52.5 billion across a wide range of sectors in 2023.

Sports travelers, event organizers, and venues spent $13.5 billion on transportation, $10.9 billion on lodging, and $9.7 billion on food and beverages. Recreation, retail, and tournament operations rounded out spending, registering $6.9 billion, $6.5 billion, and $4.7 billion, respectively.

The lodging sector accounted for 21% of all sports-related travel spending. In 2023, sports-related travel generated 73.5 million room nights, which is an important factor given that hotel taxes are a primary funding source for many entities (refer to pages 32 and 41 for additional information).

$52.2 BILLION

Sports-related traveler spending in 2023

$13.5B TRANSPORTATION

Airfare, rental cars, taxis, buses, parking, public transportation, ride share

$10.9B LODGING

Hotels, motels, private home rentals, RVs

$9.7B FOOD & BEVERAGE

Full-serivce restaurants, fast food, convenience stores, alcohol

$6.9B RECREATION

Amusements, theaters, entertainment, and other recreation

$6.5B RETAIL

Souvenirs, general merchandise, malls, local retailers

$4.7B TOURNAMENT OPERATIONS

Event organizer and venue spending

SPORTS TRAVELER COUNTS AND SPORTS-RELATED TRAVEL SPENDING

Overall tourism growth in 2023 was supported by sports travelers that stayed overnight and sports travelers that visited for the day.

The number of sports travelers suprassed 2019 levels in 2022, however, it took a year longer (2023) for the average spending per sports traveler to surpass 2019 levels.

The number of individual sports travelers that stayed overnight increased 9.4% year-over-year in 2022 and an additional 6.8% year-over-year in 2023 to 110.7 million.

An estimated 54% of all sports travelers spent the night in the event destination, which generated 73.5 million room nights in 2023.

Sports travelers that stayed overnight spent $360 per person trip and day trippers spent $81 per person trip in 2023, both of which exceed 2019 levels.

Overall tourism growth in 2023 was supported by an increase in sports travelers that stayed overnight and sports travelers that visited for the day, **generating 73.5 million room nights.**

Total sports travelers and sports-related travel spending
(millions of sports travelers, $ millions – total traveler spending, $ – per traveler spending)

	2019	2020	2021	2022	2023
Total travelers	**179.3**	**96.0**	**174.7**	**191.5**	**204.9**
Day	83.0	45.1	80.0	87.9	94.3
Overnight	96.4	50.9	94.7	103.6	110.7
Total traveler spending	**$41,174**	**$18,992**	**$36,032**	**$42,793**	**$47,452**
Day	$6,574	$3,391	$6,019	$6,910	$7,606
Overnight	$34,600	$15,601	$30,014	$35,883	$39,846
Per traveler spending	**$230**	**$198**	**$206**	**$223**	**$232**
Day	$79	$75	$75	$79	$81
Overnight	$359	$306	$317	$346	$360

Note: event organizer and venue spending on tournament operations is excluded from above table. In 2023, this amounted to $4.7 billion.

Source: Tourism Economics

Travel Spending Impact:

- Over half of travelers spent the night;
- Overnight Travelers:
  - Spent average of $360 per person trip
  - Day Trippers: $81 per person
- Exceeds 2019 numbers / area of concern or continued growth?

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EVENTS

Nearly all destinations hosted youth events and adult / amateur events in 2023.

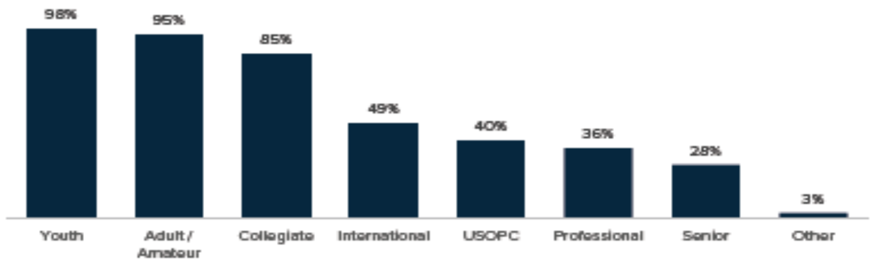
Nearly all destinations hosted youth events (98%) – either competitive or recreational – and adult amateur events (95%) in 2023. Less than half of the destinations hosted international, United States Olympic & Paralympic Committee (USOPC), professional, or senior events.

On average, 32% of all destinations surveyed owned an event in 2023 – 52% of destinations with budgets over $1 million and 21% of destinations with budgets less than $1 million. Destinations with budgets over $1 million owned an average of 4.8 events compared to 3.1 events for destinations with budgets less than $1 million.

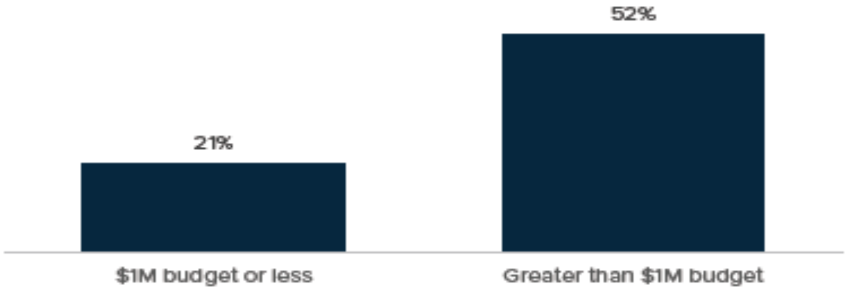
Of those destinations that owned an event, approximately 17% owned a team event only, 15% owned an individual event only, and 44% owned both team and individual events. The remaining destinations owned other types of events, such as award shows.

Approximately 11% of destinations owned and / or operated the facility where they hosted their owned events - ranging from 8% for destinations with budgets less than $1 million to 16% for destinations with budgets over $1 million.

Event types – 2023
(percentage of destinations)



Owned events – 2023
(percentage of destinations by budget)



EVENTS

Destinations, regardless of budget, hosted an average of 69 events in 2023. These events welcomed an average of 2,950 participants and spectators per event.

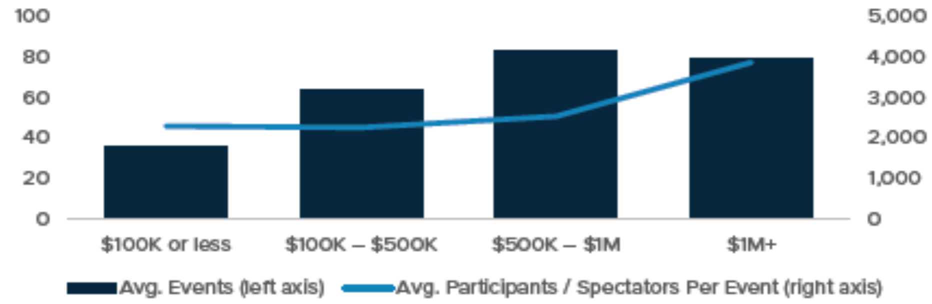
Destinations hosted an average of 69 events in 2023 ranging from 36 at destinations with a budget of $100,000 or less to 83 at destinations with a budget of $500,000 to $1 million.

The average number of participants and spectators per event correlated to the destination budget – ranging from 2,290 participants per event at destinations with the smallest budget to 3,860 participants per event at destinations with the largest budget.

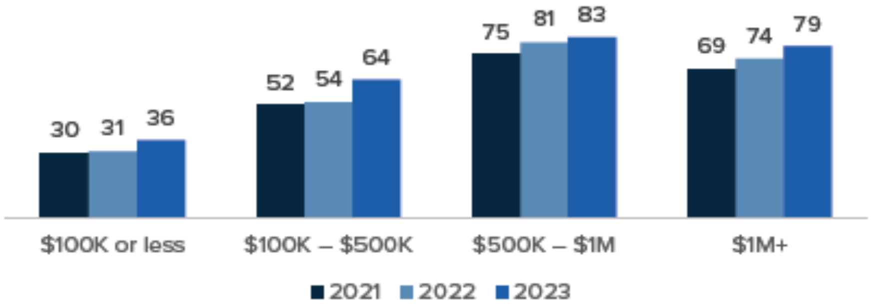
The average number of events increased each year from 2021 through 2023 for all destinations, regardless of budget.

Moving forward, 69% of destinations expect the number of events to increase in 2024, with only 6% of destinations anticipating the number of events to decrease.

Event and participants / spectators – 2023
(number of events by budget and number of participants / spectators per event by budget)



Event trends – 2021 to 2023
(number of events per year by budget)



ORGANIZATION FUNDING

Hotel taxes funded the majority of destination organizations in 2023.

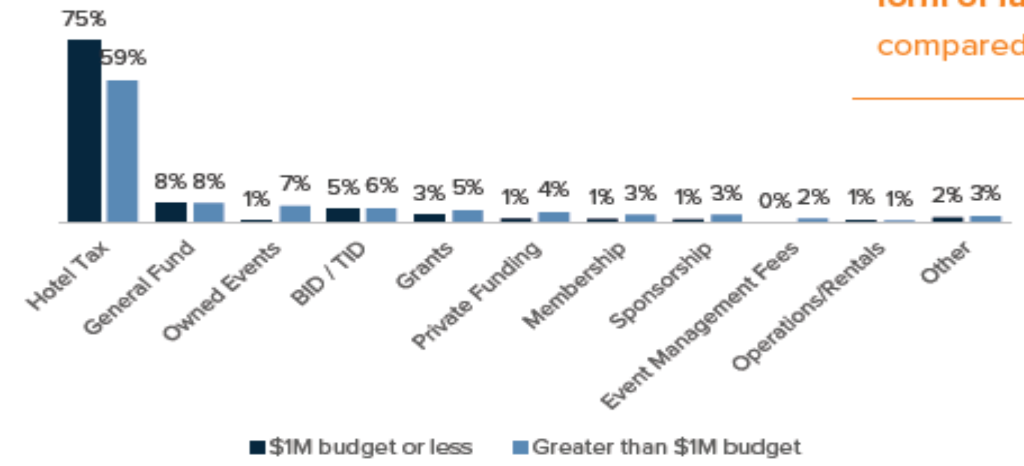
Destinations with a budget of $1 million or less had a larger percentage of their budget (75%) funded by hotel taxes, compared to those destinations with a budget over $1 million (59%).

Destinations with a budget over $1 million had a larger percentage of their budget funded by owned events (7%), BID/TID (6%), grants (5%), private funding (4%), membership (3%), sponsorship (3%), event management fees (2%), and other sources (3%). Other funding sources included partnership co-ops and private funding.

The general fund (8%) and operations/rentals (1%) funded the same percentage of budgets for destinations with a budget of $1 million or less and destinations with a budget over $1 million.

Owned events have become a significant form of funding compared to 2019

Organization funding – 2023
(percentage of destinations by budget)



There was a notable increase of Destination Revenue from BID /TID

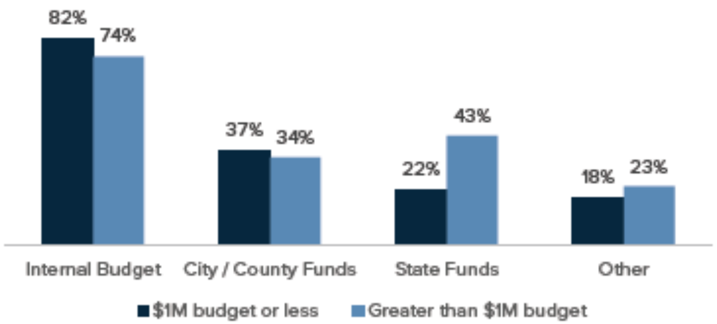
BID FEES

The internal budget was the most common source of funding for the bid fee pool.

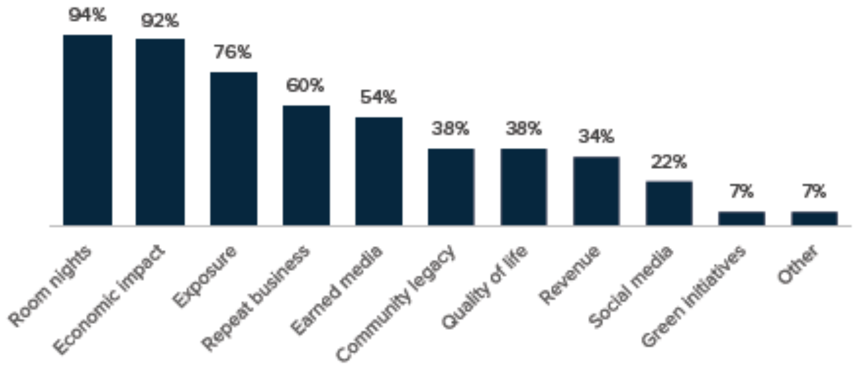
The internal budget was the most common source of funding for the bid fee pool – 79% of destinations, regardless of budget, funded a portion of the bid fee pool using internal funds, 36% used city or county funds, 29% used state funds, and 20% used other funding, such as sponsorships, partnerships, or corporate support.

Room nights and economic impact were the two most common factors considered when evaluating bid fee requests in 2023, which were utilized by 94% and 92% of destinations, respectively.

Bid fees funding source – 2023
(percentage of destinations by budget)



Bid fee evaluation factors – 2023
(percentage of destinations)



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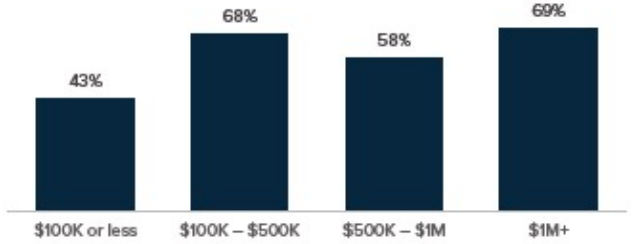
63% of destinations reported that sports were the top room night generator in their destination.

OTHER INSIGHTS

The following are other insights derived from the State of the Industry survey.

- 63% of destinations, regardless of budget, indicated that sports was the top room night generator in their destination.
- The Event Impact Calculator offered by Sports ETA in partnership with Destinations International and Tourism Economics was the most utilized tool for estimating visitor spend in 2023 – used by 62% of destinations.
- Half of destinations (50%) participated in community-based health and wellness activities in 2023.
- Parks and recreation were the most popular partner for bids and event delivery (80% of destinations partnered) followed by colleges / universities (79%), independent facilities (70%), city (69%), local sport-related groups (69%), high schools (59%), county (51%), CVB / DMO (45%), local hotel / motel association (44%), sports commission (23%), and local port authorities (9%).

Sports Top Room Night Generator – 2023
(percentage of destinations)



Parks and Recreation were the most popular partner for bids and event delivery (80% of destinations partnered)

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FACTORS FOR SUCCESS

Destinations ranked economic impact and room nights as the two most important factors for success in 2023.

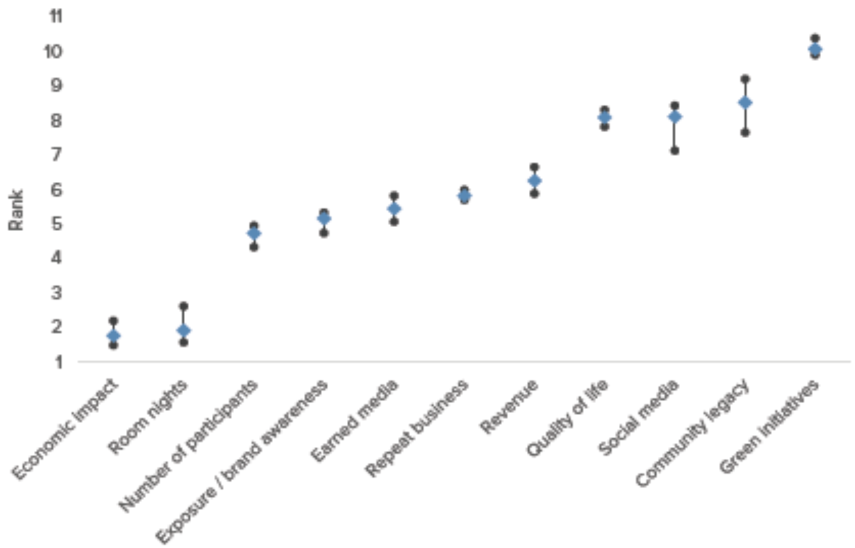
Destinations were asked to rank eleven factors for success in order of importance, with one being the most important. The top two success factors in 2023, regardless of budget, were economic impact and room nights.

The average rank for economic impact across all destinations was 1.8 with a range of 1.5 to 2.2 depending on destination budget.

Other important factors for success included the number of participants, exposure / brand awareness, earned media, repeat business, and revenue – which all had an average ranking across all destinations between 4.7 and 6.3, regardless of budget.

Quality of life, social media, community legacy, and green initiatives were ranked as less important factors for success.

Factors for success – 2023
(rank with 1 being the most important and 11 being the least important)



Note: The survey question asked "how does your organization measure success (please rank the following measures of success with 1 being the most important)"? The light blue diamond represents the average rank of importance for all destinations, regardless of budget. The dark blue circles present the low and high ranks based on the following destination budget segmentations: $100K or less, $100K - $500K, $500K - $1M, $1M - $2M, and $2M+.