

Unlocking the Potential: Navigating the Ins and Outs of Sports Tourism

Presented by:

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What is sports tourism?

Sports tourism is the act of traveling to a destination to participate in or watch a sporting event (youth, collegiate, and professional). It's a rapidly growing sector of the global travel industry and can include a variety of activities.

Getting Started in YOUR Community

- Assess your community's assets
- Develop a strategic plan
- Build partnerships
- Market your community
- Attend industry conferences and tradeshow
- Provide support services
- Measure and promote success

Getting Started in YOUR Community

Potential Partners:

- Business Leaders
- Community Volunteers
- Educational Institutions (High School and College)
- Hospitality Community (Hotels, Restaurants, and Attractions)
- Local Government
- Parks and Recreation
- Professional Teams
- Sports Organizations

What is Georgia Sports?

Georgia Sports is a membership-based marketing and tourism initiative comprised of a group of sports-friendly communities. Destinations from all over the state of Georgia are represented, with each offering a full menu of management services to the event owner.



Collaboration Within Georgia Sports





Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

STATE OF THE INDUSTRY



\$128 Billion

Economic Impact in 2023

\$52.5 Billion

Spent by sports travelers

\$13.5 Billion

Spent on transportation

\$10.9 Billion

Spent on lodging

\$9.7 Billion

Spent on food & beverage

STATE OF THE INDUSTRY



Top 10 States for Most Economic Impact by Sports Tourism:

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



Roundtable Discussion:

- Sports Tourism Lingo
- Identifying and Securing Events
- RFPs
- Leveraging Industry Tradeshows
- Networking/Education