

SPORTS TOURISM ISN'T JUST ABOUT EVENTS.

IT'S ABOUT MAKING ESCAMBIA COUNTY A BETTER PLACE TO LIVE.

PROVEN ECONOMIC IMPACT

- **\$44 million economic impact** in 2024 from sports tourism. That's **\$44 million in direct spending** coming into our community from visitors, teams, families, and fans.
- Sports tourism continues to outperform many traditional travel segments. It has proven to be **resilient even during economic downturns**, it's a stable and smart investment.



Out-of-town visitors help keep in-town taxes low

DRIVES LOCAL PROSPERITY & JOB GROWTH



- This isn't just tourism—it's **jobs, local business revenue, and local tax base growth**.
- Over \$64.9 million Escambia County tax dollars are paid by visitors.
- **Tourism employs 18,700 people**, representing 13% of all jobs in Escambia County.
- 67% of visitor spending is outside of lodging and spent in businesses including retail shops, restaurants, and gas stations.

From referees to restaurants—sports tourism fuels local paychecks

ENHANCES QUALITY OF LIFE FOR RESIDENTS

- Facilities developed and used for tournaments are **shared public assets** that residents enjoy year-round.
- **Event-driven investment** often leads to improved infrastructure, beautification projects near venues, and Increased funding justification for local parks and rec departments.
- The **sports calendar keeps neighborhoods vibrant**, attracting new amenities like restaurants, retail, and entertainment that wouldn't survive on resident spending alone.
- Visitors to Escambia County **save local residents \$513 in county taxes** per household every year.
- **20% of all property taxes in Escambia County can be attributed to tourism**. This helps keep homeowner property taxes affordable, maintains roads, and supports schools.



Tourism tax dollars don't just pay for visitor experiences—they improve resident life too.

ATTRACTS VISITORS DURING OFF-PEAK PERIODS



- Sporting events are often strategically placed **in the shoulder seasons**, filling hotel rooms, restaurants, and shops when leisure travel is slower.

Sports tourism turns the slow season into the show season.

