**National Association of Sports Commission releases its**

**“State of the Industry” Report for the $9.45 Billion Sport Tourism Industry**

CINCINNATI (April xx, 2016) – The National Association of Sports Commissions (NASC) released its annual State of the Industry Report resulting in $9.45 billion in estimated visitor spending at U.S. sporting events in 2015, an increase from $8.96 billion in 2014.

The study led by Dr. Heather Lawrence, Associate Professor, Sport Management, Department of Sports Administration at Ohio University, surveyed the NASC membership for the annual report.

In addition to the increase in visitor spending, the report noted that the priorities of the sport tourism industry have changed since last year. Although visitor spending was once again the #1 priority among members, the industry has begun to differentiate its priorities.

In 2014, visitor spending was #1 by an overwhelming 60%. This year, visitor spending was #1 with 30%, followed by health and fitness and sports philanthropy initiatives, both with a 19% share.

“The report shows that the sport tourism industry has a significant economic impact in our member communities across America,” said Don Schumacher, CSEE, Executive Director of NASC. “We are also pleased that our members are taking a leadership role to support health and wellness and philanthropy in their communities.”

Additional major findings in the State of the Industry Report include:

* Facility improvements are on the rise with 40% of NASC members reporting new facility construction and development in their communities, while 75% have facilities that are being renovated.
* Sport tourism organizations will increase the number of sporting events they own or host and are projecting to bring in about 15% more events in 2016, increasing the average per organization to 53 events yearly.
* As for funding sources, 80% of the respondents said they received public funding in 2015. Of those, about 43% indicated that public funding remained the same for them or increased from 2014. Only 14% said they saw a drop in public funding.

For a full copy of the report or interview with Don Schumacher, contact Jackie Reau, Game Day Communications, at [jreau@gamedaypr.com](mailto:jreau@gamedaypr.com) or (513) 929-4263.

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**About the National Association of Sports Commissions**

As the only trade association for the sport tourism industry, the National Association of Sports Commissions (NASC) is the most trusted resource for sports commissions, destination marketing organizations (DMOs), and sports event owners. The NASC is committed to the success of more than 700 member organizations and 2,000 sports event professionals. Our promise is to deliver quality education, ample networking opportunities and exceptional event management and marketing know-how to our members - sports destinations, sports event owners, and suppliers to the industry - and to protect the integrity of the sport event industry. For more information, visit www.sportscommissions.org.