



Sports ETA released its 2023 “State of the Industry” report for the \$128 Billion Sport Tourism Industry.

**Key Highlights:**

Sports travelers spent \$52.5 billion dollars in 2023 on the following:

- \$13.5 billion on transportation
- \$10.9 billion on lodging
- \$9.7 billion on food and beverages
- \$6.9 billion recreation
- \$6.5 billion retail
- \$4.7 billion tournament operations

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.

**Top 10 States for Most Economic Impact by Sports Tourism Unveiled:**

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

**Additional GA Travel & Tourism by the numbers 2022:**

- Visitors = \$167.7 Million
- Total Tourism Economic Impact = \$73 Billion
- Total State & Local Tax Revenue = \$4.7 Billion
- Visitor Spending = \$39.8 Billion
- Total Jobs Supported = 442,600

**Additional taxes to replace tourism = \$1,202**

**Dalton-Whitfield Travel & Tourism**

Tourism Spending =	\$162.7 Million
Jobs Created =	1,438
Worker Paychecks =	\$40.3 Million
State & Local Taxes =	\$13.9 Million
Federal Taxes =	\$8.7 Million

**Additional taxes to replace tourism = \$394**

