



CALIFORNIA CONNECTIONS SERIES

CASE STUDY ON SPORTS TOURISM



CALIFORNIA
TRAVEL
ASSOCIATION



SPORTS
SAN DIEGO





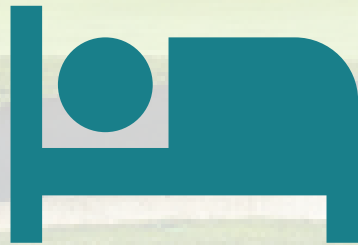
What is a **sports** **commission?**

Sports commissions are organizations designed to market and sell a city as an attractive destination for amateur and professional sports events.

STATE OF THE INDUSTRY



175 million people traveled to a sports event in the U.S.



Sports travel generated 66.5 million room nights



Sports tourism generated \$12.9 billion in tax revenues



Sports travelers spent *\$39.7 billion* in 2021

Breakdown of 39.7 Billion



Transportation - \$9.7 B



Lodging - \$8.4 B



F&B - \$7.5 B



Recreation - \$5.3 B



Retail - \$5 B



Tourney Ops - \$3.7 B

Data from 2021 State of the Industry report by Sports ETA and Tourism Economics



STRUCTURES FOR SPORTS COMMISSIONS

Department in a
CVB/DMO

Independent
non-profit

Division of
City/County
Government



SAN DIEGO SPORTS TOURISM HISTORY

1961

Greater San Diego Sports Assoc established

1978

Holiday Bowl created under GSDSA

1994

San Diego Bowl Game Association 501(c)(3) formed

2003

Super Bowl XXXVII

2014

SDTA creates sports dept.

2021

SDBGGA takes on sports commission role

2022

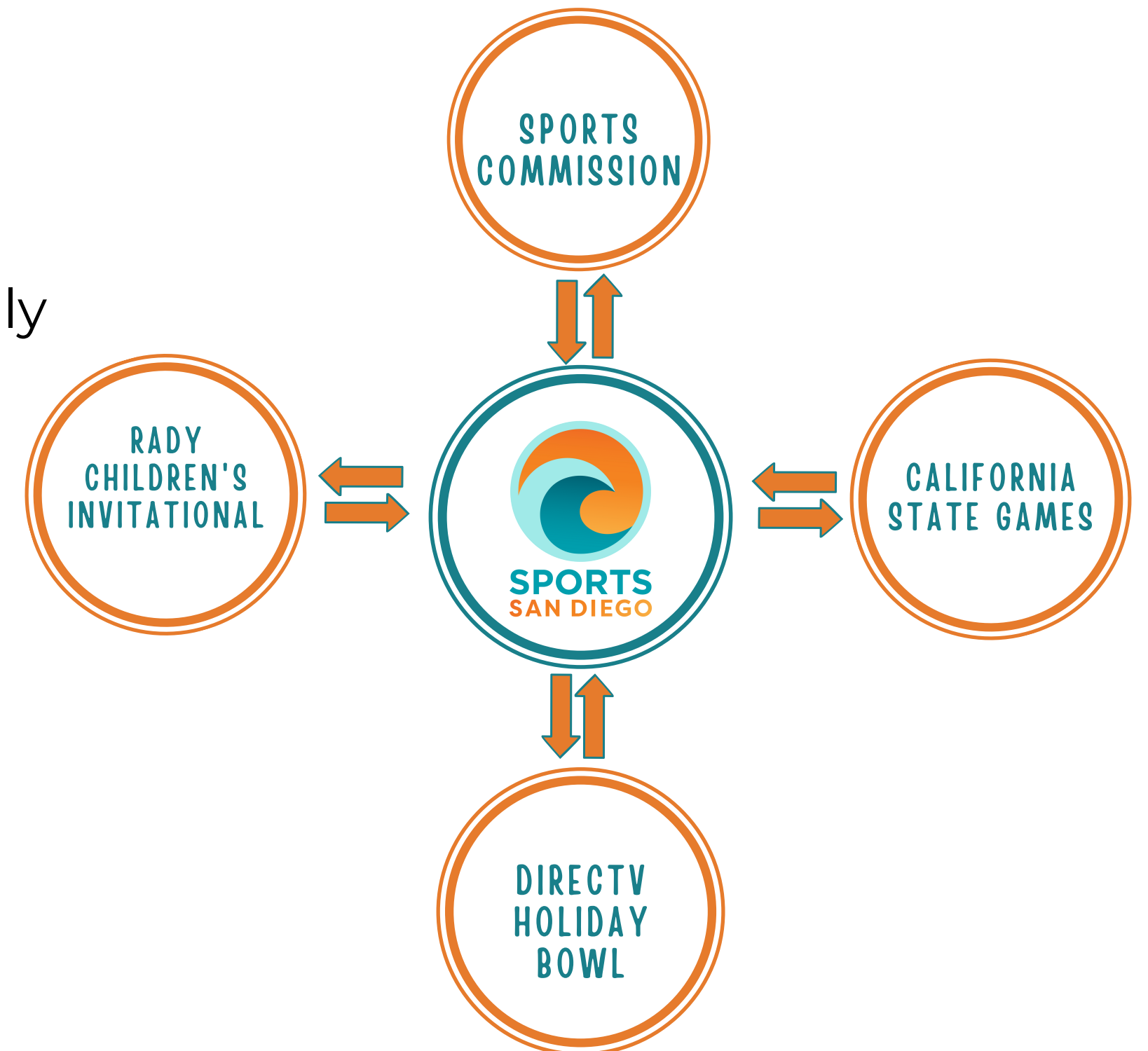
Sports San Diego launched

2023

SSD launches RCI & takes over CSG

SPORTS SAN DIEGO STRUCTURE

- 501(c)(3) non-profit organization
- 3 owned/operated events
- Sports commission for San Diego
 - Reviewing/responding to 100+ RFP's annually
 - Venue sourcing
 - Hotel sourcing
 - Permitting/approvals
 - Marketing support
 - Volunteer support
 - Grants
 - Destination expertise



REVENUE STREAMS

- Owned/operated events
 - Ticketing
 - 35,317 at DIRECTV Holiday Bowl
 - 7,500 at Rady Children's Invitational
 - Sponsorship
 - Media Rights - Fox
 - Registration Fees
 - 10,000+ at California State Games
- Grants
 - Hotel Assessment (San Diego TMD)
 - County
- Membership



BIG WINS

- Soccer, soccer, and more soccer
 - Tour Aguila : Club America vs. Xolos
 - MEXTOUR: Mexico vs. Cameroon
 - Concacaf Gold Cup: US Men vs. Panama
 - Manchester United vs. Wrexham
 - BVB Dortmund vs. San Diego Loyal
 - US Women vs. Columbia
 - NWSL Championship
 - Concacaf Women's Gold Cup
- 2022 Transplant Games of America
- 2023 WSL World Junior Championships
- 2023 World Lacrosse Championships
- 2024 Breeders' Cup World Championships
- 2024 State Games of America
- 2025 World Road Running Championships





**SPORTS
SAN DIEGO**

THANK YOU