



Maryland Office of Sports Marketing

Fact Sheet

- Sports travel is an annual, growing, \$182 billion industry
- Sports travel is currently among the top ten business sectors nationally
- Sports travel is responsible for more than 47 million hotel rooms annually.
- 27% of all trips over 100-miles, round-trip, are sports related – not including recreational activities such as golf, tennis, hunting or fishing
- 56% of sports related travel occurs in parties of three or more, lasting several days.
- Sports travelers on average spend between 15% - 25% more than the average tourist traveler.
- Sports travel has proven to be largely recession-proof.
- Sports events provide immediate economic infusion with direct spending
- Media coverage of events provides residual benefits by promoting host sites on multiple platforms -- networks, cable, online – to a wide audience.

Fifteen years ago, there were less than a handful of city-based sports commissions. Today, over 400 community-based sports commissions and/or CVBs with sport marketing umbrellas exist. At least 26 states currently market their venues to organized sporting events, Rights Holders and recreational activities.

MARYLAND'S ASSETS

- Central population, mid-Atlantic location
- Convenient access (interstate highways; international/regional airports, Amtrak)
- Two major metropolitan media markets
- Temperate climate, compact geography, diverse natural resources, year round activities
- Wealth of existing top-quality facilities and natural resource venues for sports/recreation activities
- Enthusiastic fan base and history of supporting sports events and activities
- Generous volunteers and corporate sponsors to support events
- Strong statewide hospitality infrastructure – hotel options, restaurants and attractions – provides appealing destination for sports travelers.
- Existing marketing network, through Office of Tourism Development, local CVBs and their DMOs

1) **The Office of Sports Marketing** will coordinate state and local government, college, scholastic, and privately owned facilities to maximize their opportunities for event use, incorporating the existing marketing resources.

2) **The Maryland Sports Commission** will be a statewide, public-private partnership of stakeholders who contribute to, and benefit from, this top ten business industry and are committed to its growth.