

THE SPORTS TOURISM LANDSCAPE

AND THE STATE OF PLAY IN TRAVEL

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U.S. Travel Association

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U.S. TRAVEL STRATEGIC PRIORITIES

IDENTITY

ELEVATE THE
INDUSTRY'S STATURE

ADVOCACY

ADVANCE POLICIES THAT
ENABLE INDUSTRY GROWTH

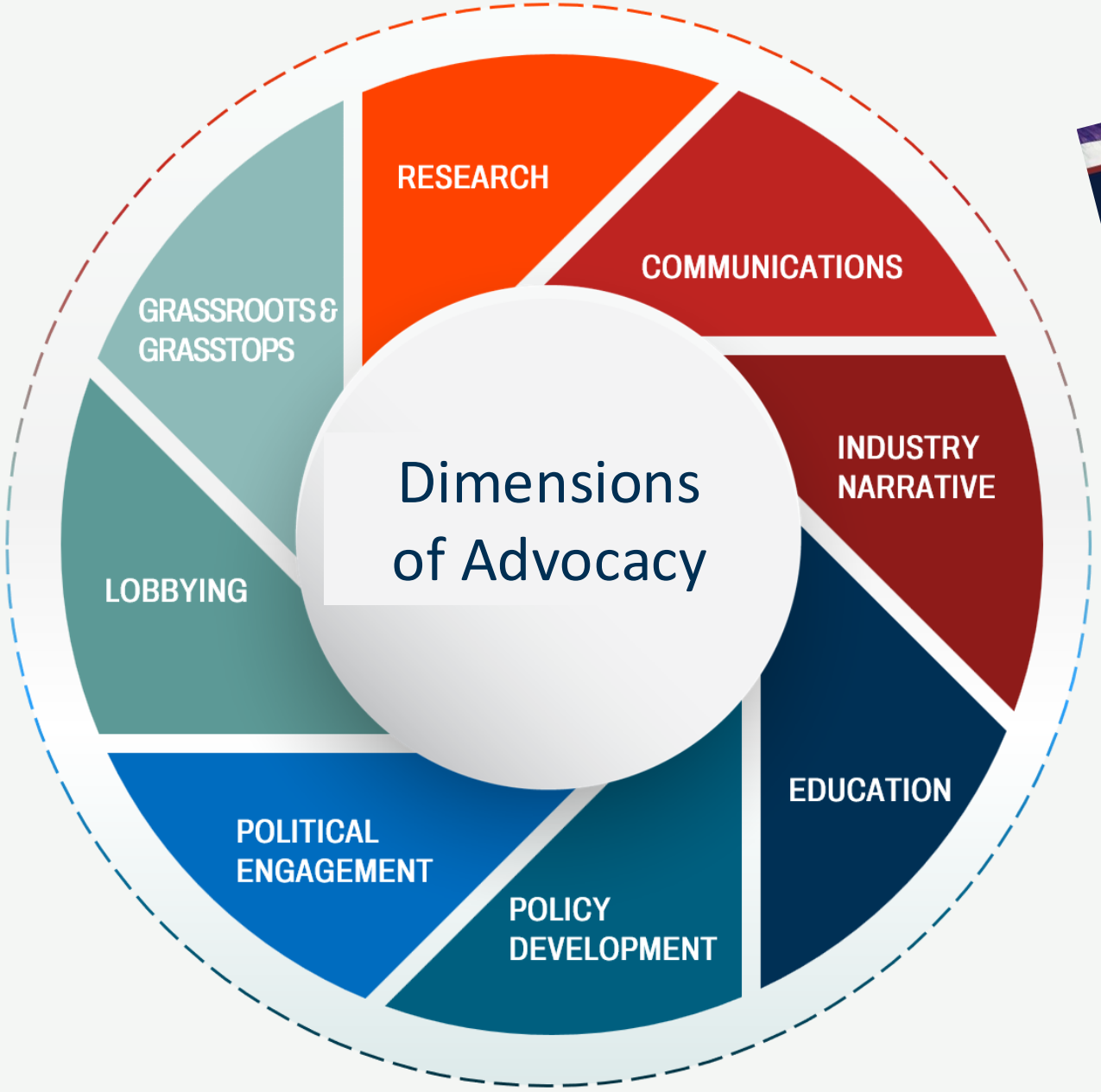
VALUE

STRENGTHEN MEMBER ROI

PERFORMANCE

BUILD A FUTURE-
READY ASSOCIATION

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Thank You, America

World Cup host nations get one chance to show the world who they are. This summer, the United States joined Canada and Mexico in that responsibility—and delivered.

Millions of visitors came to the United States for the 2026 World Cup and found a country that welcomed them: in stadiums and small businesses, at airports and on front porches, in cities that hosted matches, and in towns that never expected a single visitor but received thousands.

From those of us who work in travel and tourism, to every American who opened a door, gave directions, or made a stranger feel like a guest instead of a visitor: thank you. The American people delivered and the world noticed.

We congratulate President Trump, the administration, and government leaders nationwide on delivering the largest World Cup in the tournament's history—on time and at a scale few believed possible. That took remarkable coordination across the White House World Cup Task Force and state and local governments.

This warm American welcome to the world was more than a moment of hospitality. It was an investment in our economy, our communities, and our reputation around the world. International visitors support local businesses and create American jobs. Every visitor who left with a positive experience became an ambassador for our country.

The 2026 World Cup showed what's possible when America welcomes the world. The task now is to make that the rule, not the exception. We already welcome nearly 70 million international visitors a year*. With the 2028 Summer Olympics and the 2034 Winter Olympics ahead, we have the chance to make hosting the world not a one-time achievement, but a part of America's identity. We look forward to working with President Trump and leaders across government to build the Golden Age of American travel.

We live in the greatest country on earth. Thank you to every American who welcomed the world with open arms.

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Need to Expand Industry's Story Beyond Economic Impact



Powering the Economy. Connecting America.

15 Million	2.5%	$2.9 Trillion
American Jobs	National GDP	Economic Output

DISCOVER INSIGHTS

Every industry has an economic story.

Differentiation comes from explaining why that story matters.

The next opportunity is showing that travel is more than an economic engine.

It is a **driver of workforce development, community vitality, global connectivity, and American competitiveness.**

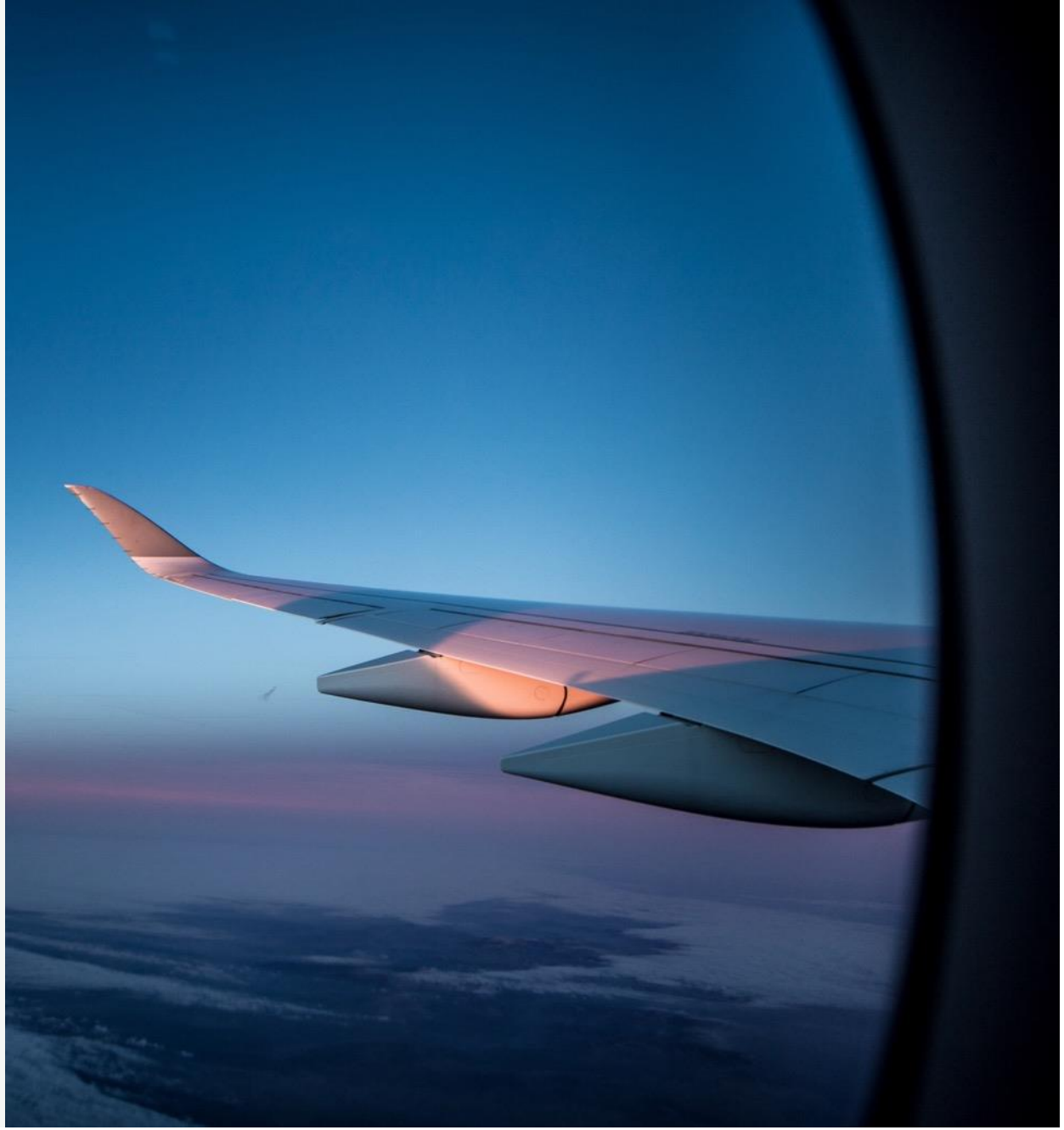


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TOPICS

- State of Travel
- Policy Landscape
- Events and Sports Tourism



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Travel is Essential to the U.S. Economy

TRAVEL INDUSTRY: A $1.4 Trillion Engine

$900B
DOMESTIC

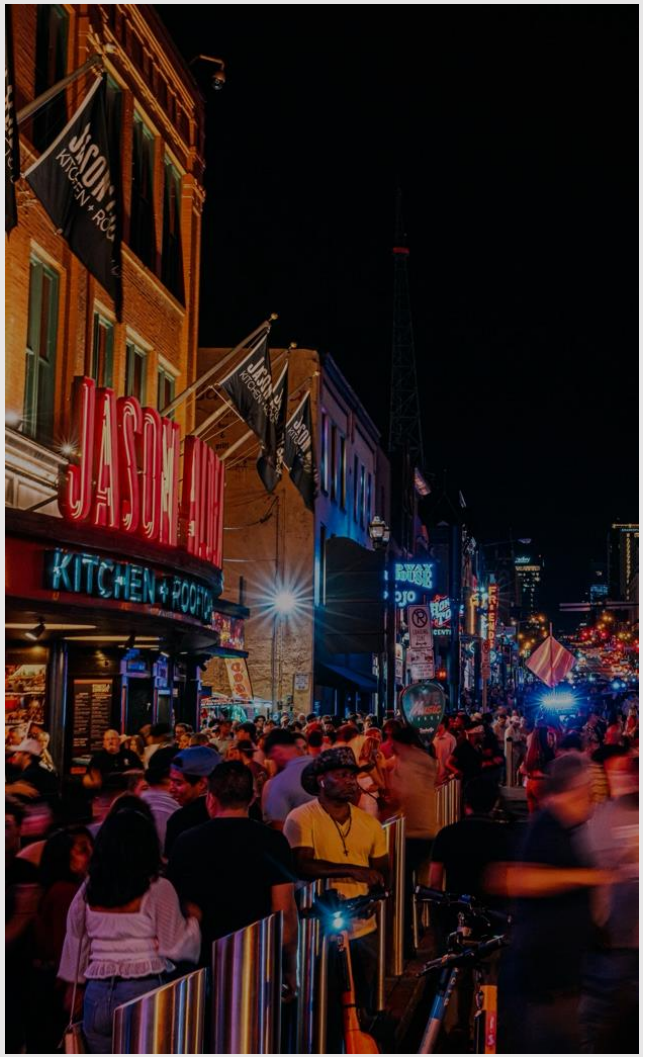
$176B
INTERNATIONAL

Spending

$128B
GROUP

$188B
BUSINESS TRANSIENT

15M
AMERICAN JOBS GENERATED



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40%

of Travelers are Concerned About Gas Prices

Excitement for Travel is Near An All-Time High

8.2/10

$6,000 ↑

Travelers Expect to Spend, Over the Next 12 Months

2 Record-breaking Holidays

Memorial Day & July Fourth

90%

of American Travelers Have a Trip Planned in the Next Six Months

↑ **+5%**

International Arrivals to World Cup Host Cities From June 8–28


Reuters
US pump prices cross $4 again on renewed Middle East fighting
By Nicole Jao
POLITICO
'Stop this craziness': Vance seizes on air delays to pressure Democrats on shutdown
FOX NEWS
DHS shutdown forces airports to tell travelers to arrive 4 hours early amid massive delays
TSA website and app are paused since Feb 17, leaving passengers without up-to-date wait time information
The Washington Post
U.S. plans to ask visitors to disclose 5 years of social media history
Forbes
Traveling To The U.S.? New 'Visa Integrity Fee' Will Cost $250, And Up To $15,000 With Bonds
The Guardian
Homeland security reverses course on TSA PreCheck suspension
CBS NEWS
TSA wait times stretch up to 6 hours as ICE and other Homeland Security agents deployed to 14 airports
Reuters
MIDDLE EAST
July 21, 2026 8:55 PM UTC
War in Iran has cost the US $37.5 billion so far, Pentagon says
By Idrees Ali, Patricia Zengerle, Phil Stewart
abc NEWS
DHS Secretary Mullin threatens to pull agents from Newark airport over ICE detention center protests
FOX BUSINESS
AAA national gas price tops $4 amid renewed US strikes on Iran
CNN
Gas prices back at $4 a gallon
The New York Times
Hoping to Visit the U.S.? It Might Cost You an Extra $250.

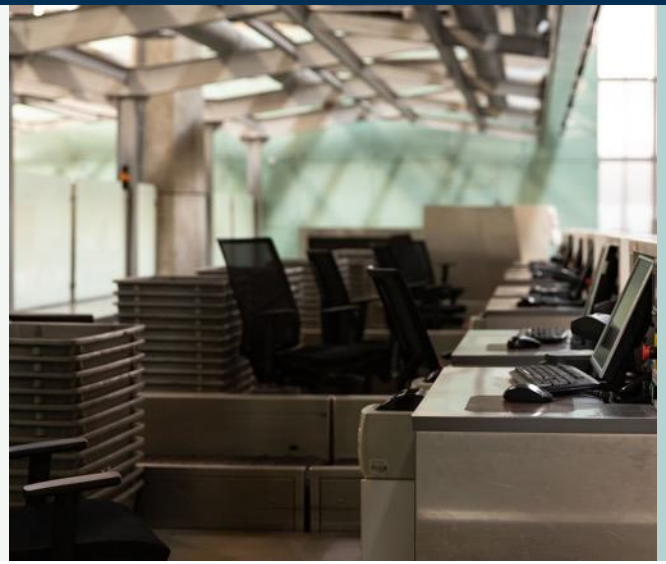
Policies Threaten U.S. Competitiveness



POLICY PRIORITIES

INTERNATIONAL

- Visa Fees and ESTA requirements
- Brand USA Funding Cuts



DOMESTIC

- Outdated ATC
- Seamless & Secure Travel
- Surface Transportation

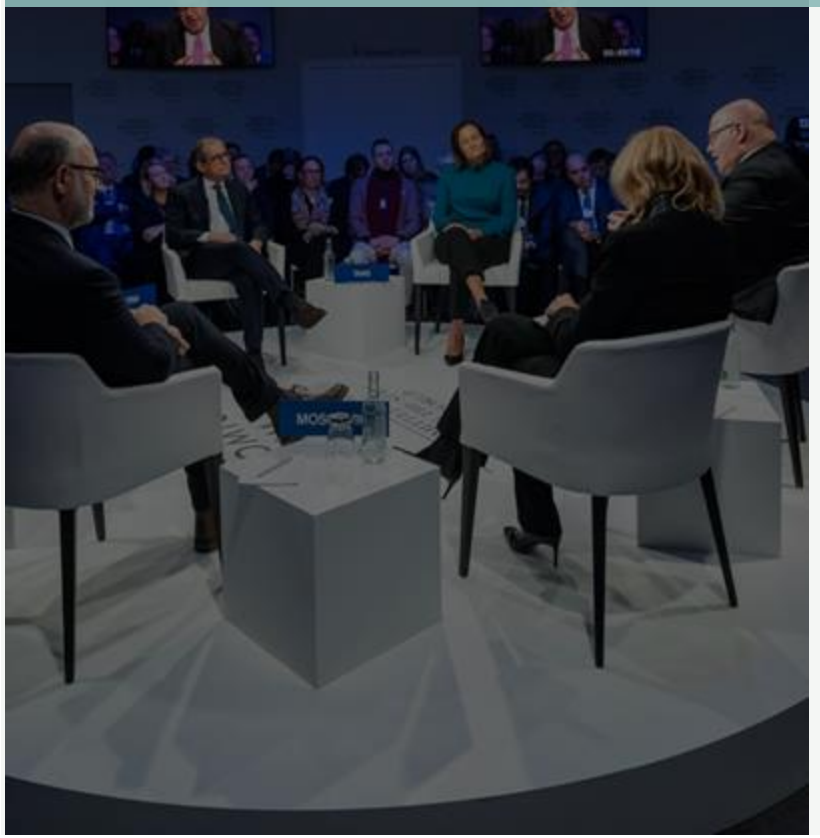
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Events & Sports Tourism

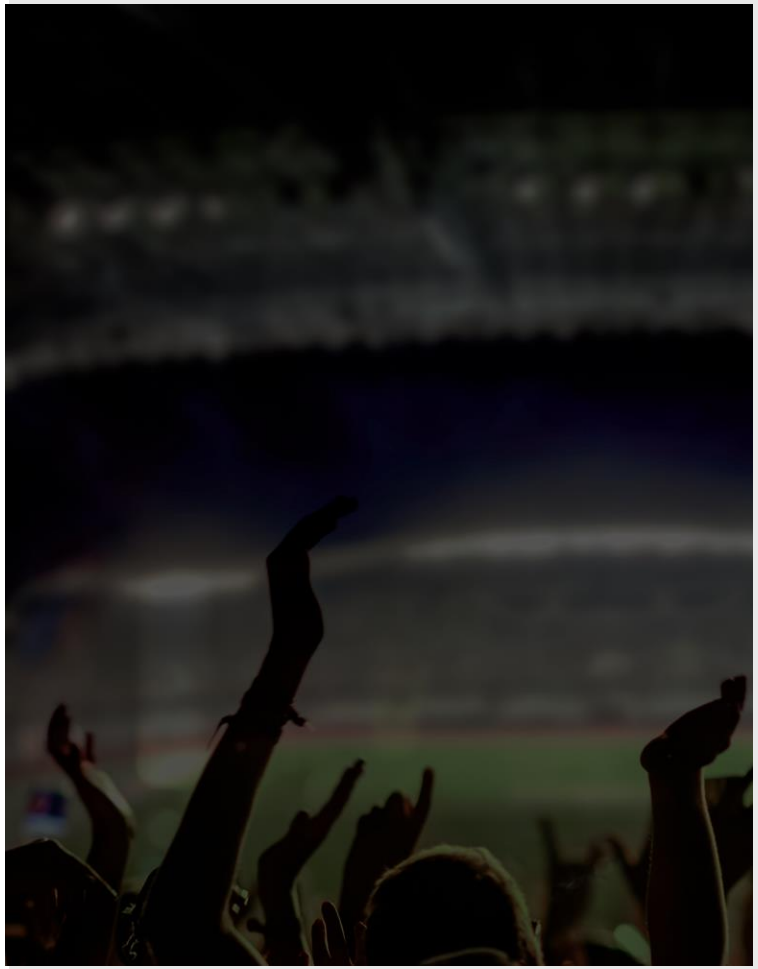




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Events & Sports Drive Significant Economic Value



OVER $333B | 3.6M JOBS*

BUSINESS EVENTS

$128B

620,000 direct jobs

PARTICIPATORY SPORTS

$60B

757,000 jobs*

Up from $52 Billion

LIVE SPECTATOR EVENTS

$106B

1.5M jobs*

Up from $102 Billion

LEISURE GROUP

$39B

561,000 jobs*

Sources: U.S. Travel Association, Tourism Economics, Sports Events and Tourism Association, American Bus Association, Oxford Economics * - Direct and Induced

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Campaign: Shaping Perceptions of In-person Meetings

MEETINGS
Meet the Moment

NOTHING MOVES BUSINESS
like being in the same room.

DOWNLOAD RESOURCES

TQRCG

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TWO AUDIENCES: TWO PLAYBOOKS

THE LEISURE TRAVELER

Buys a feeling

- Attracted by beautiful imagery and emotion
- Decides for themselves, on their own timeline
- **Risk tolerance**: Personal, low stakes
- **Success** = "I had a great time"

THE MEETING PROFESSIONAL

Buys a guarantee

- Needs proof, data, and documented capability
- Answers to a boss, a board, attendees
- **Risk tolerance**: Professional reputation, career, budget
- **Success** = measurable business outcomes

Sports Tourism:
A $274.5 Billion Industry

$274.5B
total economic impact

$111.2B
in direct spending

339M
sports travelers annually

Well over 100 million room nights

Millions of international visitors

Source: Sports ETA 2026 State of the Industry Report, research by Tourism Economics

Two Engines, One Industry

PARTICIPATORY SPORTS

Volume and stability

227.6M
travelers (67%)

$60.1B
direct spending

- +4.9% year-over-year growth in travelers
- 80.4M room nights generated

SPECTATOR SPORTS

Impact and visibility

111.4M
travelers (33%)

$51.1B
direct spending

- Includes 1.9M international visitors spending $4.3B
- Concentrated in major markets and venues

Texas leads participatory and California leads spectator.

The most competitive destinations integrate both into one tourism strategy.

Source: Sports ETA 2026 State of the Industry Report, research by Tourism Economics (2025 data)

Youth and Amateur Venues Built for Tourism

New Lenox, IL

OPENED 2025

Wintrust Crossroads Sports Complex

$70M

Village project with a name sponsor and on-site hotel planned.

Henderson, NV

OPENED FALL 2026

Henderson Sport & Complex

$70M

Public-private with KemperSports, backed by city bonds and funds.

Tampa, FL

FUNDING APPROVED

Seminole County Indoor Complex

$175M

Adjacent to 10-year-old Boombah Sports Complex.

A historic run of global events on U.S. soil

2027 FIVB Women's Volleyball World Cup

2028 LA28 Olympic and Paralympic Games

2031 FIFA Women's World Cup

2031 Men's Rugby World Cup

2033 Women's Rugby World Cup

2034 Salt Lake City–Utah Olympic & Paralympic Winter Games



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