

SPORTS TOURISM

HOUSE INTERIM COMMITTEE ON ECONOMIC DEVELOPMENT, SMALL BUSINESS, AND TRADES

SPORT OREGON IS THE SPORTS COMMISSION FOR THE STATE OF OREGON DRIVING ECONOMIC, QUALITY OF LIFE, AND SOCIAL IMPACT THROUGH SPORT.





501c6

Sport Oregon promotes Oregon as a premier sports destination through partnerships, events, initiatives, and storytelling.



FOUNDATION

501c3

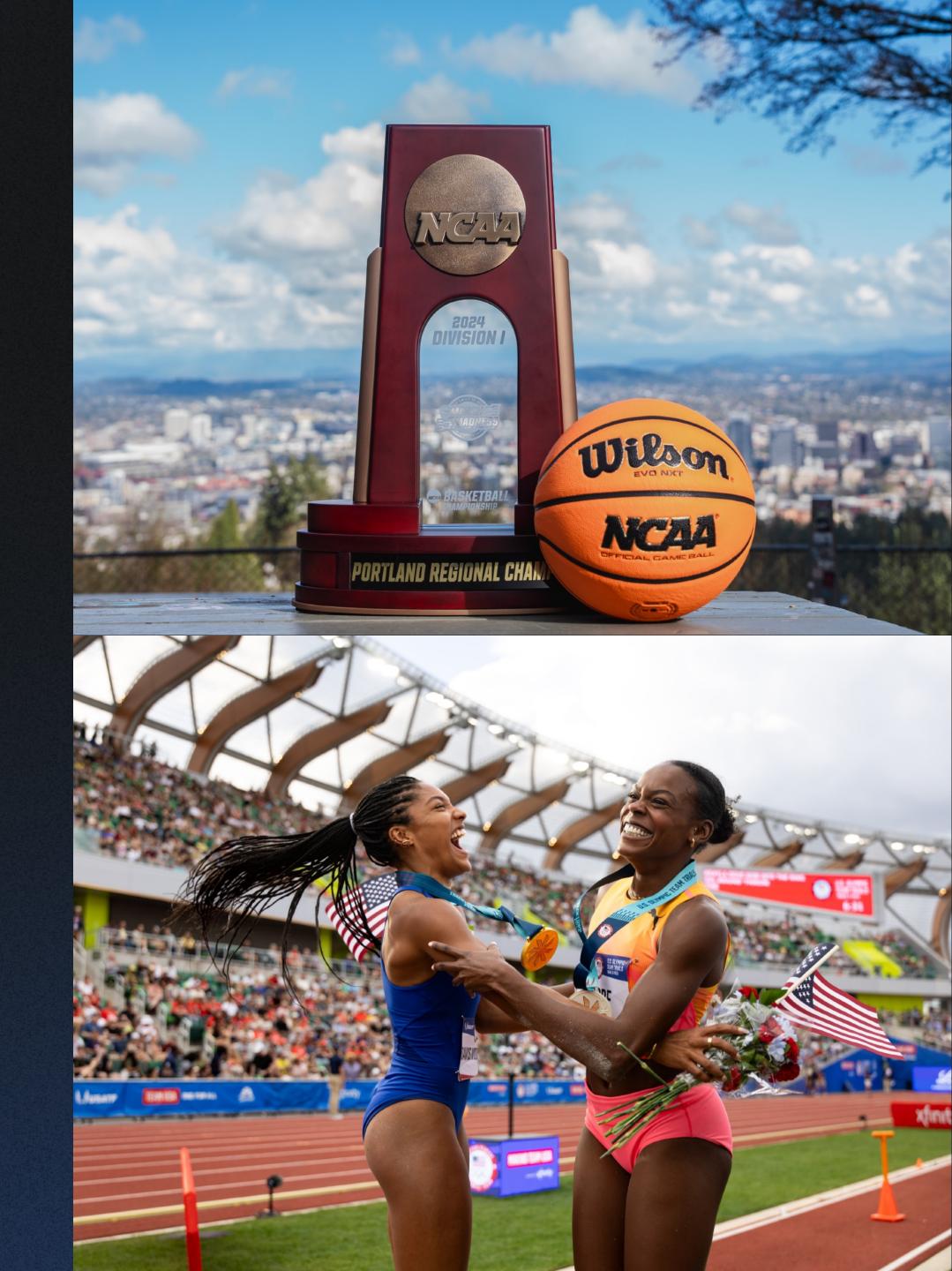
The Sport Oregon Foundation provides grants and programs for underserved youth, girls in sports, and promotes health and wellness through physical activity.

125 Diverse Board Members:

- AAA
- Adidas
- Alaska Airlines
- Coca Cola
- Columbia Sportswear
- Conf. Tribes of Grand Ronde
- Daimler
- Hillsboro Hops
- Key Bank

- Les Schwab
- Lithia & Driveway
- Mortenson Construction
- Nike
- Northwest Natural
- ON Running
- Oregonian Media Group
- Pacificorp
- Pepsi

- Port of Portland
- Portland Thorns
- Portland Timbers
- Portland Trail Blazers
- PNC
- The Standard
- Travel Oregon
- Travel Portland
- US Bank





Sports ETA STATE OF THE INDUSTRY

REPORT

Sports ETA is the national trade organization that represents the sports events and tourism industry in the United States.

The association focuses on advocacy, education, research, and providing resources to help its members grow and succeed in the sports tourism sector.

National Numbers

\$128B

Total Economic Impact

750,000+

Full-Time and Part-Time Jobs Supported

\$20.1B

Generated in Tax Revenue

TOP 10 STATES BASED ON ECONOMIC IMPACT



WHY SPORTS TOURISM MATTERS

Economic Growth

Job Creation

Infrastructure Development

Promoting Tourism Beyond Sports

Youth Sports Development

Branding and National Exposure



2024 EVENTS

HIGHLIGHT REEL OF OUR LARGER EVENT CALENDAR

3 Step Sports

8 Seconds Juneteenth Black Rodeo

adidas AJGA Tourney

CEVA Regionals

Formula E

INDY Grand Prix of Portland

Ladies Ball

LPGA Portland Classic

Major League Table Tennis

March North American Cup

NASCAR

Portland Marathon

Portland Open Disc Golf

Portland Track Festival

Perfect Game Triple Crown Valley Invite

PR7s All-Stars/USA Rugby Exhibition Event

Rockstar Energy Open

Sports ETA Symposium

The ONE Moto Show

The Willamette Classic

USA Artistic Swimming

USA Fencing Activation

Varsity Spirit (Pac West)

Women's Flat Track Derby Global Championships

NWAC Softball Championship

NWAC Track & Field Championship

NCAA Women's Basketball Regional

Northwest Shootout





































LOOKING AHEAD

Yearly Events



2025 Rockstar Energy Open Economic Impact: \$990K

Hotel Nights: 1,000



2025 Ironman 70.3 Oregon

Economic Impact: \$15.4M

Hotel Nights: 9,200



2026 USA Fencing Championship

Economic Impact: \$8.6M

Hotel Nights: 9,600



IndyCar Series

Economic Impact: 8M

Hotel Nights: 6,000



2026 Men's 1st & 2nd Rounds

Economic Impact: \$3M

Hotel Nights: 5,200



2028 Women's Basketball Regional

Economic Impact: \$1.8M

Hotel Nights: 2,800



2030 Women's Final Four

Economic Impact: \$11.3M

Hotel Nights: 11,700



Nascar Xfinity Series Economic Impact: \$6M

Hotel Nights: 4,000



ALONG WITH THE SUPPORT OF KEY ALLIES, WE ARE LAUNCHING AN ANNUAL SPORTS TOURISM ECONOMIC IMPACT STUDY TO MEASURE AND REPORT REAL TIME DATA ON THE VALUE OF SPORTS TOURISM AND EVENTS ACROSS THE STATE.



THANK YOU

MORE TO COME.

