SOUTHERN NEVADA SPORTING EVENT COMMITTEE

YOUTH SPORTS TOURISM



The Size of the Youth Sports Tourism Market in the U.S.





\$15.3B

Annual Value of the Youth Sports Industry

\$9.0B

Annual Youth Sports Travel Expenditures





199/0

American Families Spend More Than \$1,000 Per Month per Child on Youth Sports



The Sport of Soccer







People Worldwide Participate in Soccer

Participation Sport World-wide

24.4 M National Soccer Players

4.0 Mational Youth Soccer Players

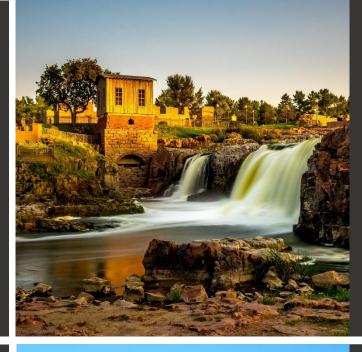
Communities That Have Made Significant Investment in Youth Sports Tourism







Westfield, IN



Sioux Falls, SD



Richmond, VA



Orlando, FL



The Las Vegas Experience





Las Vegas Facilities

- City of Las Vegas
- City of Henderson
- Clark County





Largest Youth Tournaments in Las Vegas

Players Showcase

1,121 Total Teams
1,028 from Out of State

Mayor's Cup

1,085 Total Teams788 from Out of State

Vegas Cup

780 Total Teams655 from Out of State



3,867 Teams Entered in Las Vegas Tournaments

2,742 Total From Out of Market

Average Number of Players, Coaches and Family Members per Team

116,010+ Number of Total Attendees

82,260+ Out of State Attendees



Economic and Fiscal Impact of Youth Soccer Tournaments in Las Vegas





218 Direct, Indirect and Induced Jobs Created

Direct, Indirect and Induced Income

\$32.7 M Economic Output

\$156 M Taxes Generated



Other Notes





- All of our local tournaments were conceived by local soccer clubs as fundraising activities for their clubs
- These events were not initiated to maximize tourism or match up to "soft" weekends
- Significant additional capacity exists because of the hospitality infrastructure in and ease of travel to Las Vegas
- Additional facilities translate into additional capacity
- The depth and growth within this market warrants further consideration as a tourism niche



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