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SPARTANBURG SPORTS TOURISM EFFORTS REAPING AWARDS
Accolades received for tournaments, hospitality and marketing

SPARTANBURG, SC – November 12, 2015 – *Spartanburg's work in hosting major sporting events not only has been an economic boon, but is paying off with hardware too, as several national awards were bestowed upon the Spartanburg Convention & Visitors Bureau (SCVB) and the Spartanburg County Parks Department.*

*This week the SCVB received notice it was named a "**Champion of Economic Impact in Sports Tourism**" for 2015 by Sports Destination Management, the leading publication for sports event planners and tournament directors. The publishers said they were overwhelmed with the number of nominations received. They honored the most outstanding, and recognized each of the partnering organizations involved.*

The award was for hosting the ASA/USA Girls 18U Class A Fastpitch National Championship. The Spartanburg CVB worked with the Spartanburg County Parks Department and City of Spartanburg Special Events in order to manage the event. There were record numbers for hotel occupancy and revenue, as well as hospitality spending during the time of the tournament.

The winning continued for the County Parks Department at the annual conventions for both major softball associations that held national tournaments at Tyger River Park this summer:

- *National Softball Association (NSA)-- "**2015 Outstanding Park**" Award, for **Tyger River Park***
- *Amateur Softball Association/USA (ASA) -- **2015 Softball Complex of the Year***
- *ASA "James Farrell Award of Excellence"-- **for conducting one of the highest rated tournaments in 2015***

Additionally, the The Assaults cycling events recently won two MarCom Awards. The first, a Platinum-level MarCom (the highest honor level), went to the 40th Anniversary Assault on Mt. Mitchell finishers medals, in which Spartanburg CVB played a critical role. The second MarCom was a Gold-level award recognizing the quality of the entire marketing and promotional campaign for the 40th Anniversary ride. The SCVB partnered with the Freewheelers Cycling Association to promote the 40th Annual Assault on Mt. Mitchell cycling event last May.

"We are very proud of these accomplishments," said Chris Jennings, Executive Director of the SCVB. "This is yet another example of how great partnerships can produce results. We promised we would work hard to revolutionize sports tourism, and we plan to continue that success into the future."

ABOUT SPARTANBURG CVB:

The Spartanburg Convention & Visitors Bureau (SCVB) is the official destination marketing organization for the City and County of Spartanburg, South Carolina. The CVB was established

in 1986 as a division of the Spartanburg Area Chamber of Commerce.

Located in the foothills of the beautiful Blue Ridge Mountains, Spartanburg is known for its Revolutionary War battles, as well as a rich textile and agricultural history. Home to a thriving arts and culture community, Spartanburg also offers visitors plentiful outdoor recreation opportunities as well as stunning scenic views.

Originally called the Hub City for its railroad crossroads, Spartanburg is conveniently located at the junction of Interstates 26 and 85, making it easily accessible from Columbia, SC, Atlanta, GA, Asheville and Charlotte, NC.

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