

**FOR IMMEDIATE RELEASE**

September 17, 2015

**CONTACT:**

Chris Jennings, Director  
Spartanburg Convention and Visitors Bureau  
864-208-4525  
cjennings@visitspartanburg.com

**Spartanburg County Sees \$10.6 Million Impact  
from Softball Tournaments**

***Sports Tourism Continues to Break Records and Boost Local Business Spending***

**Spartanburg, SC** – Sports tourism is paying off for Spartanburg County in a big way.

A new report by Bob Brookover of Clemson University estimates the total impact of two national softball tournaments held in Spartanburg County this summer generated \$10.57 million in total output, and supported 230 jobs. That includes state and local government revenues of \$2.46 million from the two youth sports events.

“These events reinforce how important sports tourism is to Spartanburg County,” said Chris Jennings of the Spartanburg Convention & Visitors Bureau (SCVB). “Hotels, restaurants and shops from downtown Spartanburg to Duncan hosted players, coaches, parents and friends. They know the huge impact these two events had on their business.”

The Spartanburg County Parks Department hosted 76 teams from 17 states for the NSA Class B World Series in July, and then 104 teams from 24 states came to Tyger River Park in Reidville to play in the ASA/USA Class A 18U Girls Fast Pitch National Championship.

Jennings cited record numbers for hotel occupancy and revenue, as well as hospitality spending during the month of July as examples of how important sports has become to the visitor economy of Spartanburg.

“Then add the record attendance of 77,625 at this year’s Carolina Panthers Training Camp. It’s been a very busy few months for sports tourism here in Spartanburg,” Jennings said.

The SCVB conducted visitor profile studies of the ASA and NSA events, which provided data about how far people traveled to Spartanburg, incremental visits, overnight visitation, and spending habits. More than 780 surveys were completed for the two studies, which were tabulated and sent to Brookover to complete the economic impact info.

“Our partners at the County Parks Department and City of Spartanburg Special Events deserve all the credit,” Jennings continued. “They showed beyond a shadow of a doubt that Spartanburg is ready for prime time, and we can compete with anyone for sports business.”

--MORE--

**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.

For more information, call 864-594-5000, or bookmark our website: [www.VisitSpartanburg.com](http://www.VisitSpartanburg.com)

###