

THE FUTURE OF SPORTS TOURISM IN MONTGOMERY COUNTY, PA



VALLEY FORGE SPORTS

EXECUTIVE SUMMARY: SPORTS FACILITY FEASIBILITY STUDY

THE BOOMING SPORTS MARKET

A NATIONWIDE TREND

YEARLY SPORTS TOURISM TRAVEL INDUSTRY IN U.S.

\$200 BILLION

**20% INCREASE
OVER LAST THREE YEARS**

YOUTH AND AMATEUR SPORTS TOURISM INDUSTRY NATIONWIDE

\$9 BILLION

VISITORS HOSTED THROUGH YOUTH AND AMATEUR SPORTS IN 2014

28.5 MILLION

RECESSION PROOF

Sports tourism is the **only segment** of the tourism industry that did not decline during the recession.



WHY VALLEY FORGE & MONTGOMERY COUNTY?

IDEAL DEMOGRAPHICS AND LOCATION

4.6 MILLION

Residents within a 45-minute drive

\$80,269

Median household income in Montgomery County
(significantly higher than national average)

Access to and from large destinations and markets

AN ATTRACTIVE DESTINATION

- ★ 74 Hotels (8,000+ rooms)
- ★ Best Shopping in the U.S.
- ★ 5 New Hotels in Development
- ★ Accessible by Major Highways
- ★ 600+ Restaurants
- ★ Serviced by PHL Airport
- ★ 96 Miles of Trails

A PROVEN TRACK RECORD

The Valley Forge Tourism & Convention Board has a history of attracting, hosting and retaining sports tournaments and events.

**SUCCESSFUL SPORTS TOURISM DESTINATIONS COMMIT TO HIGH QUALITY,
EXPERTLY MAINTAINED FACILITIES AND EXCELLENT MANAGEMENT**

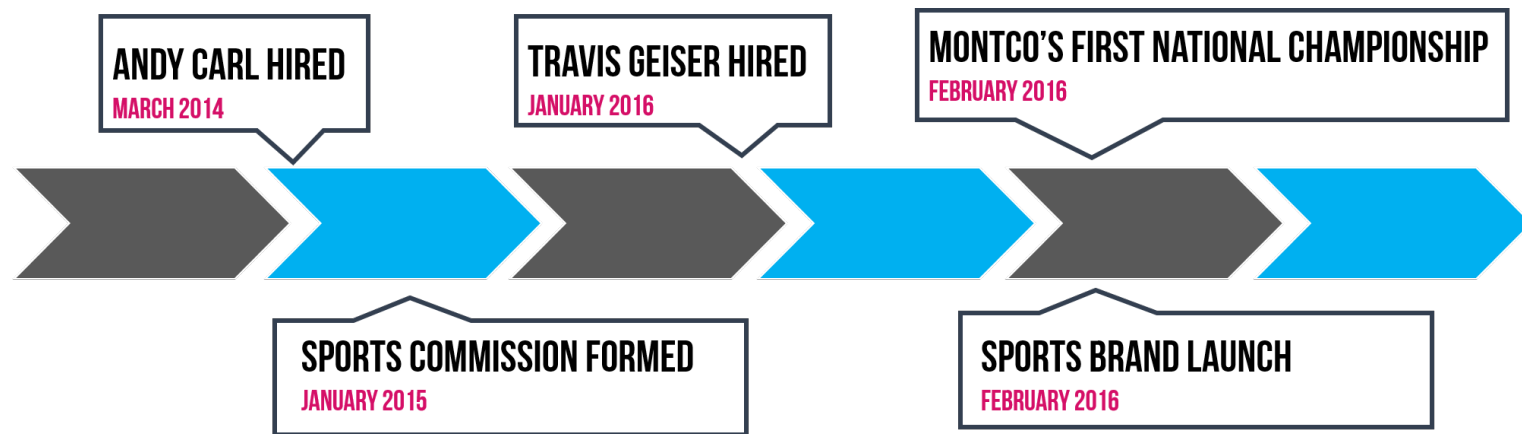


VALLEY FORGE
TOURISM & CONVENTION BOARD



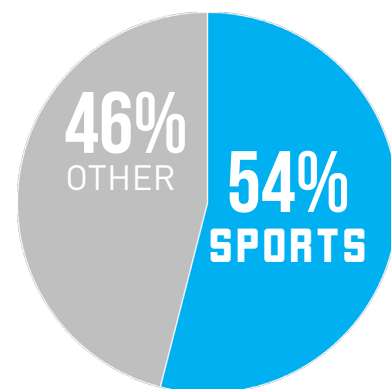
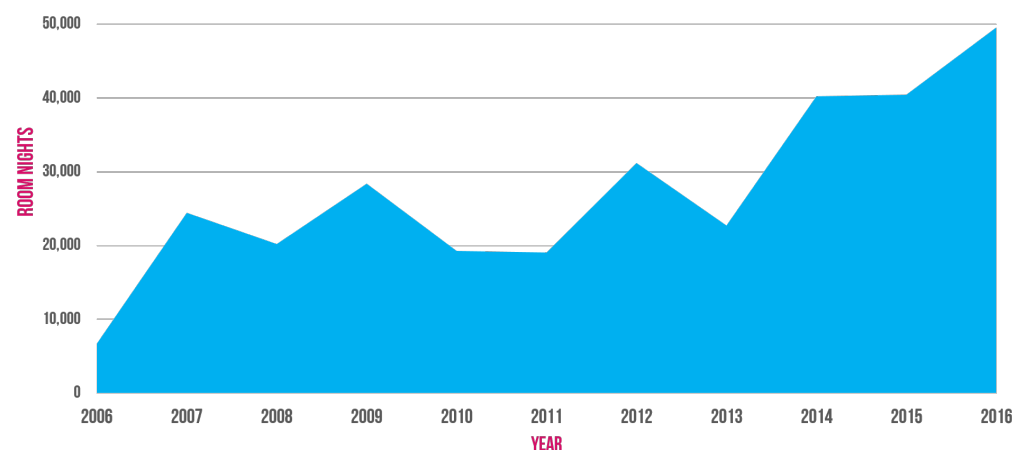
BUILDING OUR SPORTS TEAM

Recognizing that sports tourism is a great opportunity for Montgomery County, we worked to bolster our Valley Forge Sports team and to strategically target attracting new business to the area.



UPWARD MOMENTUM

With our aggressive sales and marketing efforts, we have increased the amount of sports tourism hotel room nights. Over the past five years, sports events have grown to make up **54%** of the room nights we help bring to Montgomery County.



THE BUSINESS BOOKED BY VALLEY FORGE SPORTS AMOUNTED TO A **\$35 MILLION ECONOMIC IMPACT** TO MONTGOMERY COUNTY IN 2016

LOST BUSINESS

Despite the growth of sports tourism in Montgomery County, **\$100 million in economic impact** has been lost over the last five years due to the lack of a dedicated sports facility. Here are a few examples:

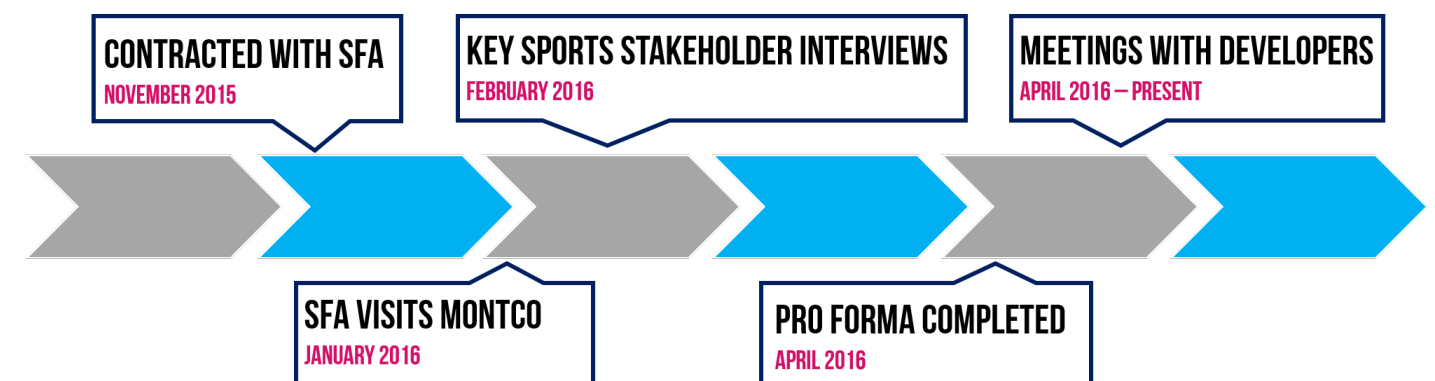


TEAMING UP WITH SFA

Sports Facilities Advisory (SFA) was established in 2003 and has a proven record of producing the market feasibility studies, research based business plans and financial forecasts, economic impact studies, and the strategic planning resources to turn sport and recreation facility concepts into reality.



600 communities served
\$5 BILLION in facility development and management



SFA STUDY RESULTS

BUILD IT AND THEY WILL PLAY, STAY, AND DINE.

A multi-sport, indoor/outdoor facility is expected to attract as many as 300 major tournaments and events over a five-year period. That's 300 opportunities for participants and their families to spend a night in our hotels, dine in our restaurants and explore our attractions. All it will take is the right facility.

THE PROPOSED FACILITY

92 Acres of indoor and outdoor Space with an outdoor adventure facility and ample parking.

INDOOR

8 Basketball Courts
16 Volleyball Courts
2 Conference Rooms
Café and Seating Area

OUTDOOR

4 Natural Grass Fields
8 Synthetic Turf Fields

ADDITIONAL AMENITIES

Zipline / Canopy Tour
Pavilion
1,400 Parking Spaces

POTENTIAL FACILITY COST
\$35-\$50 MILLION

FACILITY EXAMPLE
ROCKY TOP SPORTS WORLD
Gatlinburg, Tennessee



POTENTIAL BUSINESS

As part of its study, SFA conducted an in-depth analysis of the two components that determine economic impact: average daily expenditures for non-local visitors to the market and the details for each event.

ECONOMIC IMPACT RANGE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
LOW END ECONOMIC IMPACT RANGE					
Total Non-Local Days in Market	108,372	129,462	149,798	170,073	176,598
Total Room Nights	24,285	29,077	33,725	38,360	39,851
Economic Impact	\$14,077,058	\$16,816,559	\$19,458,118	\$22,091,754	\$22,939,323
HIGH END ECONOMIC IMPACT RANGE					
Total Non-Local Days in Market	129,098	153,827	177,886	202,216	210,046
Total Room Nights	43,033	51,276	59,295	67,405	70,015
Economic Impact	\$16,769,329	\$19,981,520	\$23,106,577	\$26,266,940	\$27,284,023

DAILY SPENDING PER PERSON

\$129.90

LODGING

\$22.29 17.2%

ENTERTAINMENT & ATTRACTIONS

\$17.85 13.7%

DINING/GROCERIES

\$51.00 39.3%

RETAIL

\$16.32 12.6%

TRANSPORTATION

\$8.67 6.7%

MISC.

\$13.77 10.6%



THE FINAL SCORE (OVER FIRST FIVE YEARS)

\$100 MILLION ECONOMIC IMPACT TO MONTGOMERY COUNTY

290,000 HOTEL ROOM NIGHTS

282 MAJOR EVENTS HOSTED

JOB CREATION



NEVER STOP FIGHTING

SPORTS.VALLEYFORGE.ORG



VALLEY FORGE
TOURISM & CONVENTION BOARD

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