

**SOUTHERN NEVADA**  
SPORTING EVENT COMMITTEE

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**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







# 19%

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









# The Sport of Soccer







**270 M** People Worldwide Participate in Soccer

**#1** Participation Sport World-wide

**24.4 M** National Soccer Players

**4.0 M** National Youth Soccer Players





# Communities That Have Made Significant Investment in Youth Sports Tourism







**Westfield, IN**



**Sioux Falls, SD**

Source: Westfield Chatter



**Richmond, VA**



**Orlando, FL**





# The Las Vegas Experience





# Las Vegas Facilities

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







16

Tournament Weekends in Las Vegas





# Largest Youth Tournaments in Las Vegas

## Players Showcase

1,121 Total Teams

1,028 from Out of State

## Mayor's Cup

1,085 Total Teams

788 from Out of State

## Vegas Cup

780 Total Teams

655 from Out of State





**3,867** Teams Entered in Las Vegas Tournaments

**2,742** Total From Out of Market

**30+** 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

**\$9.1 M** Direct, Indirect and Induced Income

**\$32.7 M** Economic Output

**\$15.6 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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