

ALL LEAGUE BASEBALL POWERED BY USSSA





## Executive Summary

The economic impact from All League Baseball (USSSA) two-day tournaments extended beyond local teams, with visiting participants and their guests contributing \$33.1 million in 2023 through spending on hotels, restaurants, and other activities.

2024 is shaping up to be a banner year, with a projected growth of **37%**!

In 2023, we hosted 648 of our 9,237 teams in and around the Cary and Raliegh market with **limited field space**. 40% (259) of these 648 teams traveled from out-of-town and 60% (389) of them where consider local.

All League Baseball (USSSA) was still able to produce an economic impact of \$2.7 million in the Triangle.

**Sources:** Docking Institute of Public Affairs, South Carolina Department of Parks, Recreation & Tourism, Clemson University Department of Parks, Recreation and Tourism Management, University of Florida - Economics Department, World Travel & Tourism Council and U.S. Energy Information Administration (EIA)



TEAMS TRAVEL FROM THESE AREAS &



# SURROUNDING LOCATIONS & FOOTPRINT



## USSSA BASEBALL NATIONALLY

With over 70,000 registered teams and 840,000+ participating families nationwide, our national brand recognition has enabled us to achieve remarkable results.



## ALL LEAGUE BASEBALL

With a presence in 4 different states, we hosted 9,237 registered teams in 2023.

**Non-National Events (191 Tournaments and 7260 teams over 6 locations):** 21% (1,524) of these teams were considered out of town.

**National Events (19 Tournaments and 1977 teams over 6 locations):** 38% (751) of the teams were from out of town.





TEAMS TRAVELS



# SPENDING PROJECTIONS

Each out-of-town visitor/spectator is projected to spend on average \$245.20 per weekend while local spectators that commute to and from the tournament average \$92.81 in spending per weekend.

<b>Lodging</b>	<b>\$28.80 - \$75.00</b>	<b>Groceries</b>	<b>\$7.28 - \$20.00</b>
<b>Restaurants</b>	<b>\$20.86 - \$40.00</b>	<b>Shopping</b>	<b>\$10.58 - \$50.00</b>
<b>Fuel</b>	<b>\$19.68 - \$35.20</b>	<b>Entertainment</b>	<b>\$5.61 - \$25.00</b>



# National Events

These are just some of the National Events we run that we can bring to the Cary and Raleigh Market.



### USSSA GLOBAL WORLD SERIES

**7500+ SPECTATORS 4 DAY TOURNAMENT**

**50% OUT-OF-TOWN**



### UNDER ARMOUR CHAMPIONSHIP SERIES

**4200+ SPECTATORS 3 DAY TOURNAMENT**

**45% OUT-OF-TOWN**



### ASG24 ALL-STATE GAMES

**3900+ SPECTATORS 3 DAY TOURNAMENT**

**70% OUT-OF-TOWN**



**ALL LEAGUE BASEBALL**  
*North & South Carolina*

INFO@ALLLEAGUEBASEBALL.COM

2024



## NATIONAL INVITATIONAL

*TOURNAMENTS*

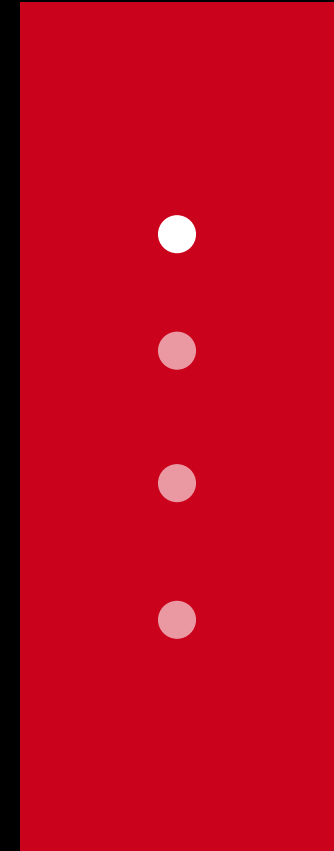
Our Super Select NITS and NITS are some of the biggest events in the country. All league Baseball runs 12 of them annually. 2 in each location.

Each Super NIT averages 185 teams per tournament. That's over 10,175 spectators with 35% of the teams from out of the area. That's an economic impact of \$740k in just two events.



# Thank You!

2024



INFO@ALLLEAGUEBASEBALL.COM

