



SPORTS & EVENTS

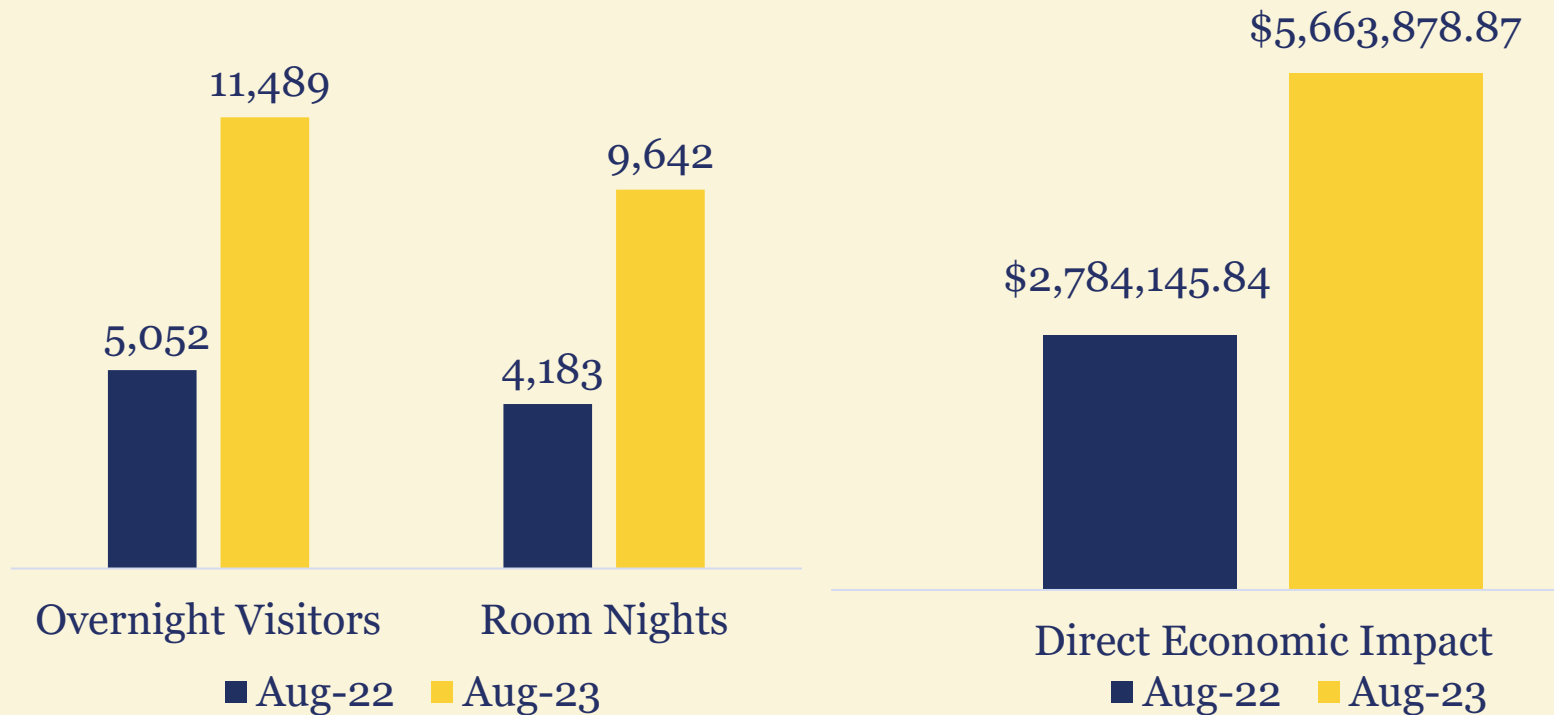
September 2023

Prepared By: Caleb Peterson, Sr. Manager

September Overview

Hosted 9 events in September:

- 11,489 overnight visitors
- \$5,663,878.87 in direct economic impact
- 9,642 room nights



S.P.O.R.T.S. The Relationship Conference

Location: South Bend, IN

Dates: September 11-14, 2023

Staff Member: Andrea Perla

Summary: Considered the #1 conference for building sports industry relationships, VSPC had 13 scheduled appointments with sports event organizers.



Florida Women's Hockey League Tournament

Organizer: Florida Women's Hockey League

Venue: Clearwater Ice Arena

Dates: September 8-10, 2023

Market Segment:

- Hockey

Impact:

- 339 Total Attendees
- 275 Overnight Visitors
- 434 Room Nights



Year to Date

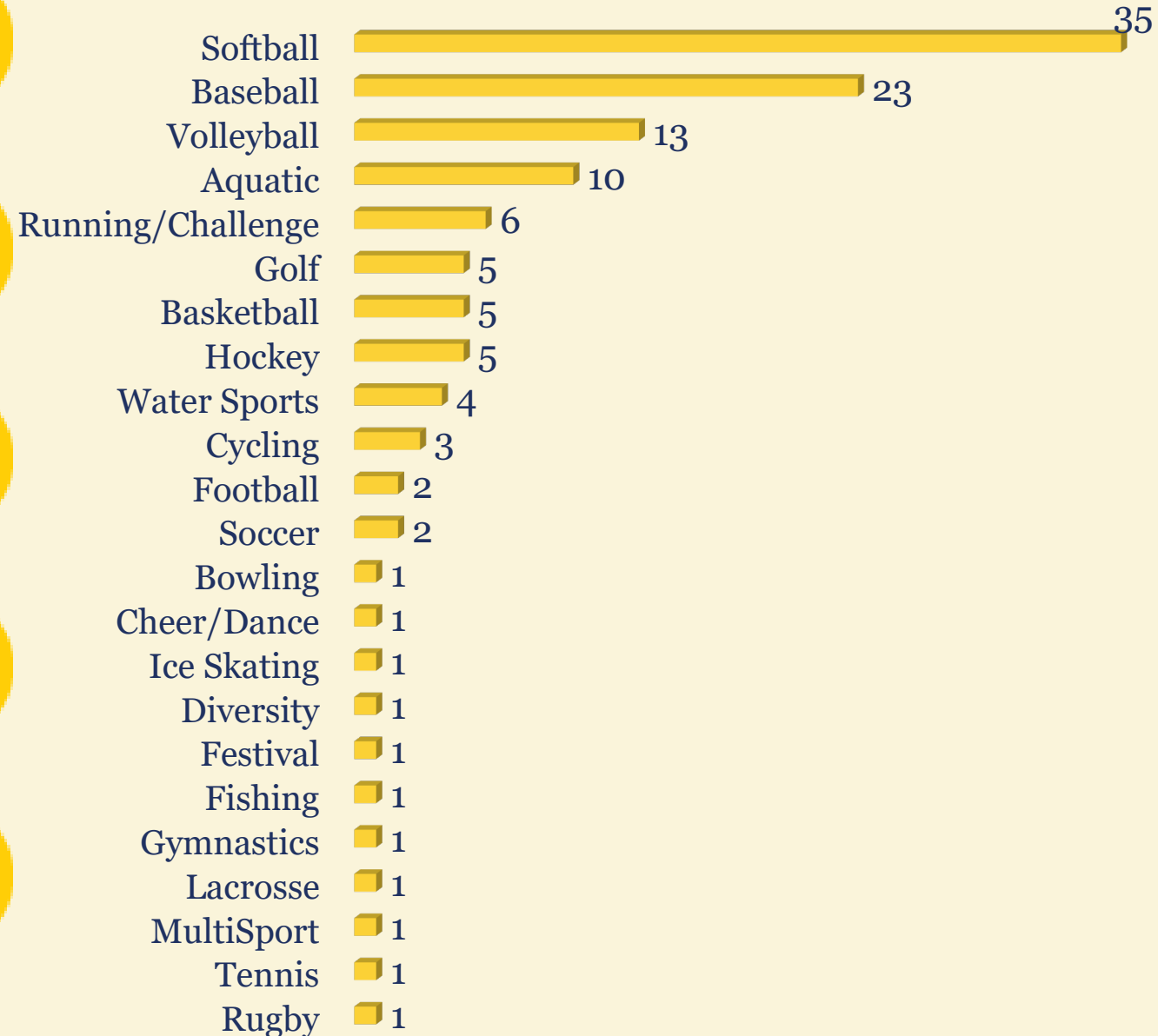
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Hosted 124 events:

- 180,667 overnight visitors
- \$133,966,045.15 in direct economic impact
- 181,365 room nights

Market Segment Breakdown

■ # of Events





THANK YOU

