



Sports Tourism Drives \$63.4 Million in Visitor Spending Across Orange County in 2025

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Sports tourism delivered a major economic boost to Orange County in 2025, generating \$63.4 million in visitor spending, according to the Orange County Sports Commission's newly released annual impact report.

This marks the first year the Orange County Sports Commission (OCSC) has formally measured and reported the collective economic impact of its event portfolio.

In 2025, OCSC supported 70 youth, amateur, collegiate and professional sporting events, significantly increasing hotel stays, dining activity and local business spending across Orange County. The \$63.4 million in economic impact reflects direct visitor spending by athletes, families, fans and staff who traveled to Orange County specifically for sports events.

Youth and amateur competitions accounted for 70% of total economic impact, underscoring the growing importance of family-driven sports travel in sustaining Orange County's year-round visitor economy.

Grassroots sports competitions typically involve multi-day tournaments, larger travel parties and repeat visitation, resulting in longer stays and higher overall spending.

Major OCSC-supported events hosted across the region last year included the Volleyball World Beach Pro Tour, Hoag Classic, OC Hoops Classic, US Open of Surfing and OC Sports Awards Gala.

"Sports tourism has become a consistent economic engine for Orange County, generating sustained visitor spending that reaches far beyond stadiums by supporting local businesses and creating jobs throughout the region," said Anthony Brenneman, Executive Director of the Orange County Sports Commission. "Our role is to continue building the relationships, infrastructure and pipeline that position sports tourism as a cornerstone of the region's broader tourism and economic development."

In addition to direct economic impact, OCSC-supported events contributed to long-term community social well-being through youth clinics, athlete development programs and partnerships that expanded access to sport.

The full report is available at www.ocsportscommission.org/about-us/annual-report.

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About the Orange County Sports Commission

The Orange County Sports Commission (OCSC) is a nonprofit organization dedicated to attracting, supporting and promoting sports events that drive economic, social and cultural impact throughout Orange County, California. OCSC works in partnership with County of Orange, local cities, venues, rights holders and sports organizations to position Orange County as a premier destination for youth, amateur, collegiate and professional sporting events.