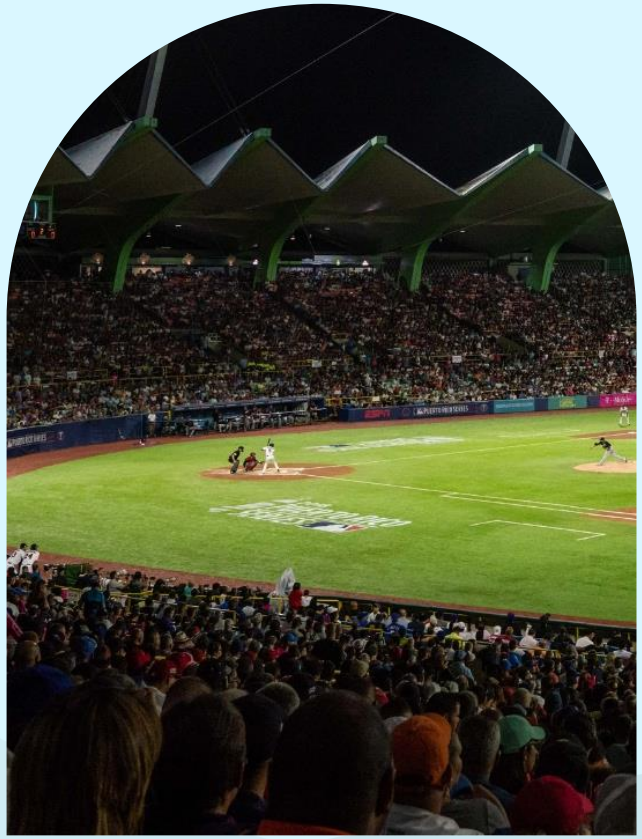


DISCOVER Puerto Rico

PRCC Sports Business Summit

OCTOBER 29, 2026



El impacto del turismo deportivo

JORGE L. PÉREZ

CEO, Discover Puerto Rico

U.S. DESTINATIONS THAT REPORTED SPORTS WERE THE TOP ROOM-NIGHT GENERATOR:



65%

TWO ENGINES POWERING ONE INDUSTRY



PARTICIPATORY SPORTS

- Volume
- Consistency
- Nationwide Reach



SPECTATOR SPORTS

- Visibility
- High Spend
- Destination Impact

THE SPORTS TOURISM ECONOMY



339M
Sports Travelers



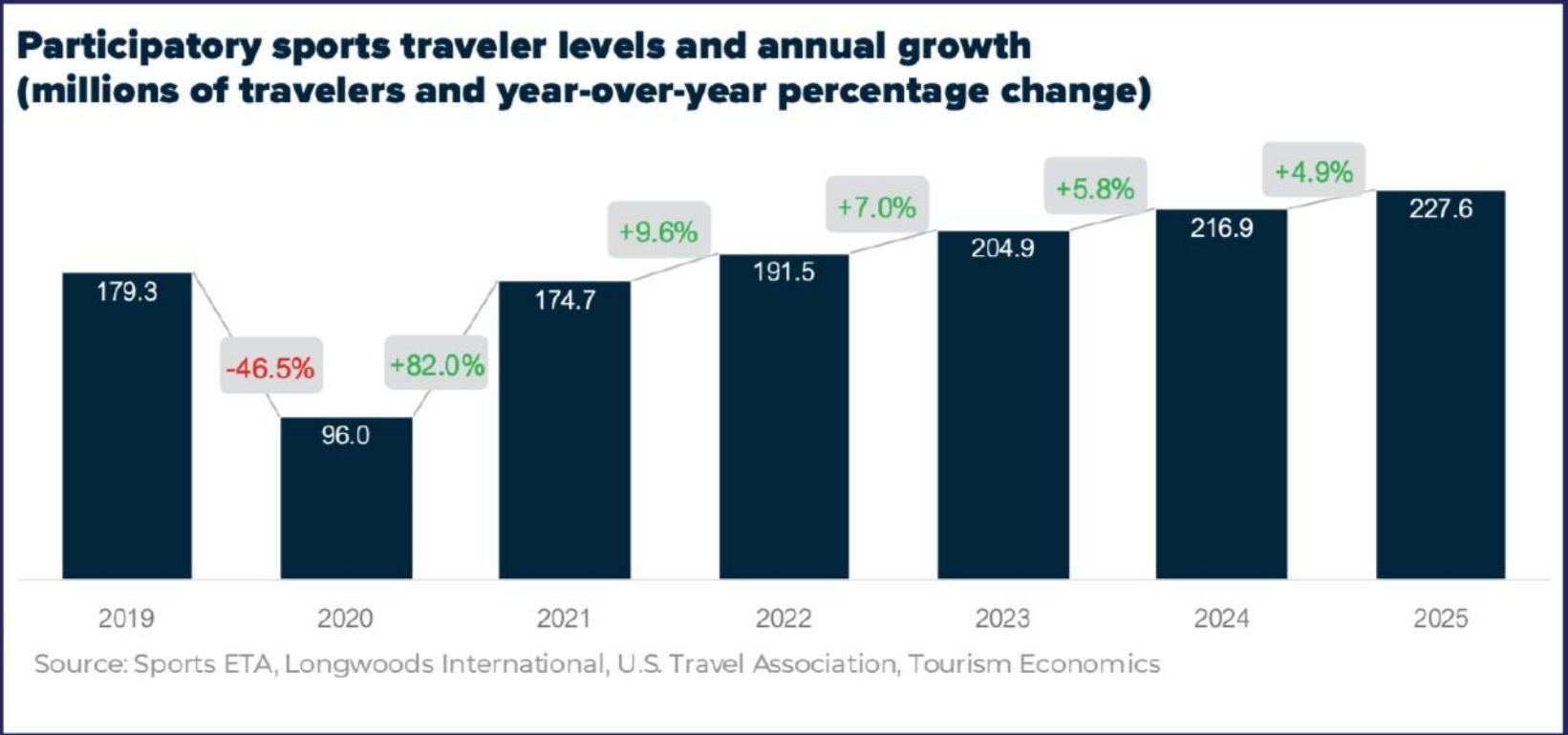
$111.2B
Direct Spending



$274.5B
Total Economic Impact

PARTICIPATORY = THE FOUNDATION

Drives year-round visitation and repeat travel



- 227.6M Travelers
- 67% of Total Volume
- $60.1B Direct Spending

WHERE PARTICIPATORY SPORTS TRAVELERS SPEND THEIR MONEY

Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION



$15.9B
TRANSPORTATION
Airfare, rental cars, taxis, buses, parking, public transportation, ride share



$12.3B
LODGING
Hotels, motels, private home rentals, RVs



$10.8B
FOOD & BEVERAGE
Full-service restaurants, fast food, convenience stores



$60.1B
SPORTS-RELATED TRAVELER SPENDING
(2025)



$7.9B
RECREATION
Amusement, theaters, entertainment, and other recreation



$7.7B
RETAIL
Souvenirs, general merchandise, malls, local retailers



$5.5B
TOURNAMENT OPERATIONS
Event organizer and venue spending

SPORTS PARTICIPATION



Outdoor Soccer

+15.8%



Cheerleading

+13.8%



Basketball

+13.5%



Softball (Fast-Pitch)

+13%

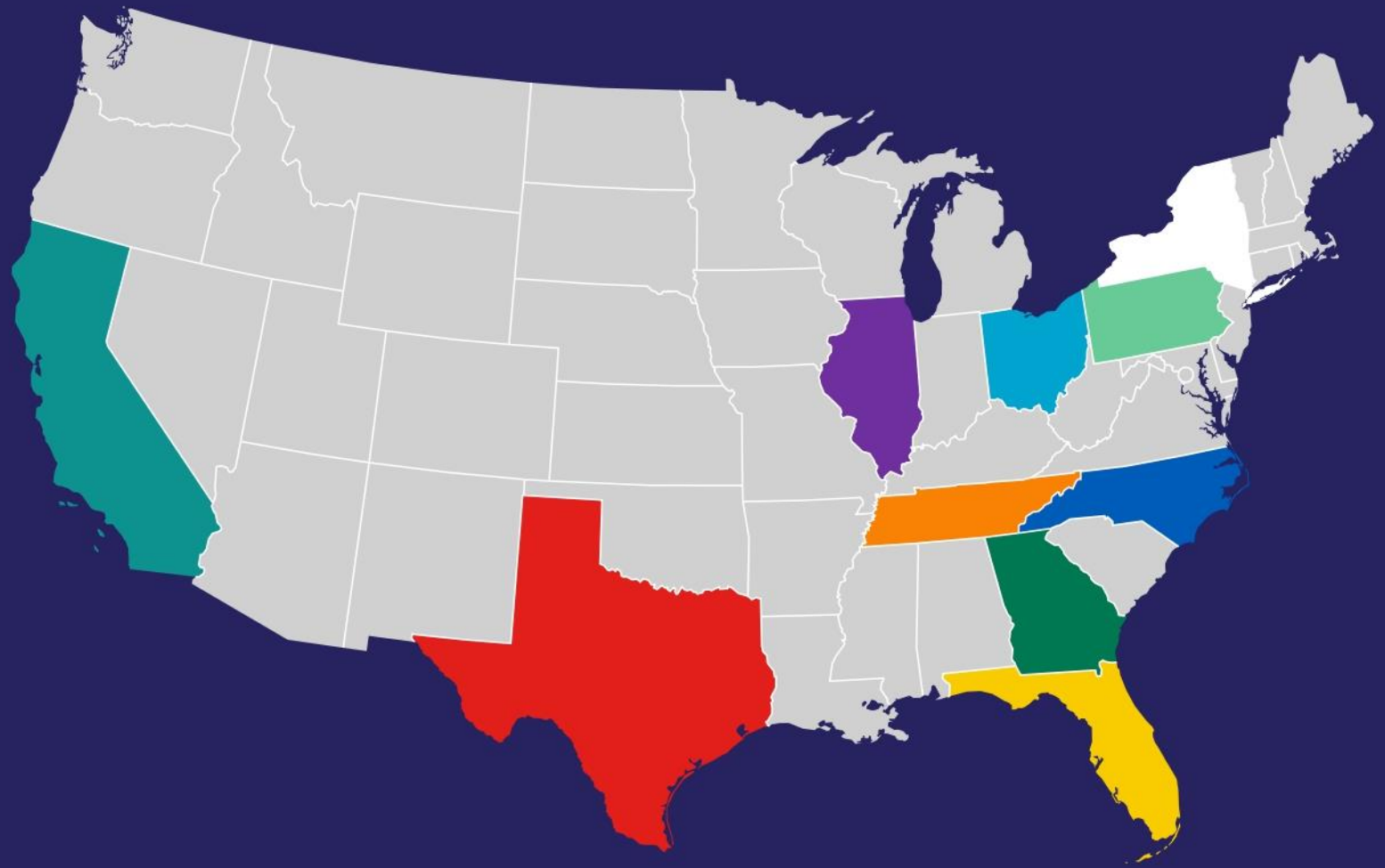


Track & Field

+10.6%

SFIA
Sports & Fitness Industry Association

PARTICIPATORY SPORT TOP STATES



1. Texas
2. Florida
3. California
4. Pennsylvania
5. Ohio
6. North Carolina
7. Tennessee
8. New York
9. Georgia
10. Illinois

SPECTATOR = THE SPOTLIGHT

Drives visibility and high-impact economic spikes



111.4M Sports Travelers

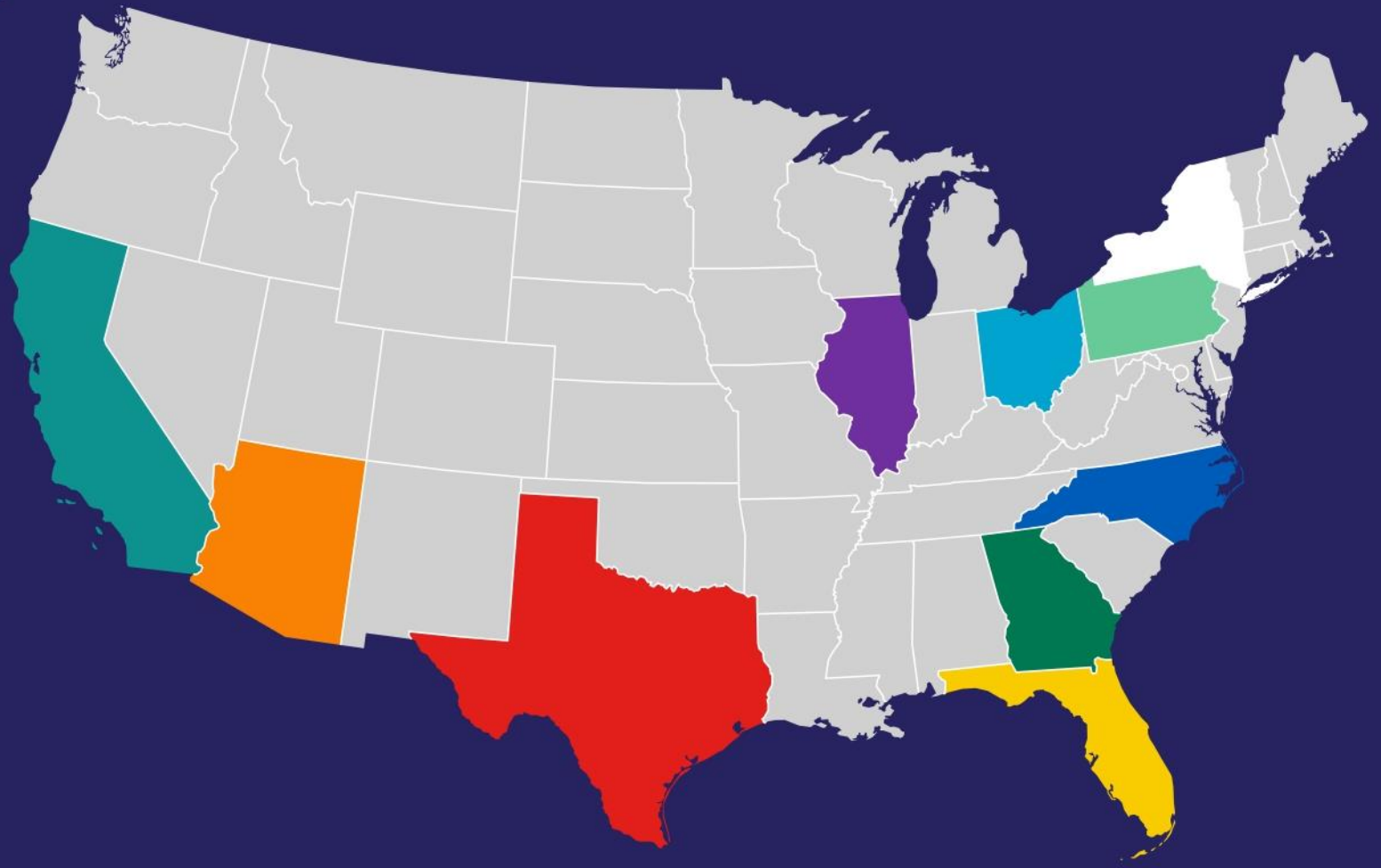


$51.1B Direct Spending



33% Total Volume

SPECTATOR SPORT TOP STATES



1. California
2. Florida
3. Texas
4. Pennsylvania
5. New York
6. Ohio
7. Georgia
8. Illinois
9. Arizona
10. North Carolina

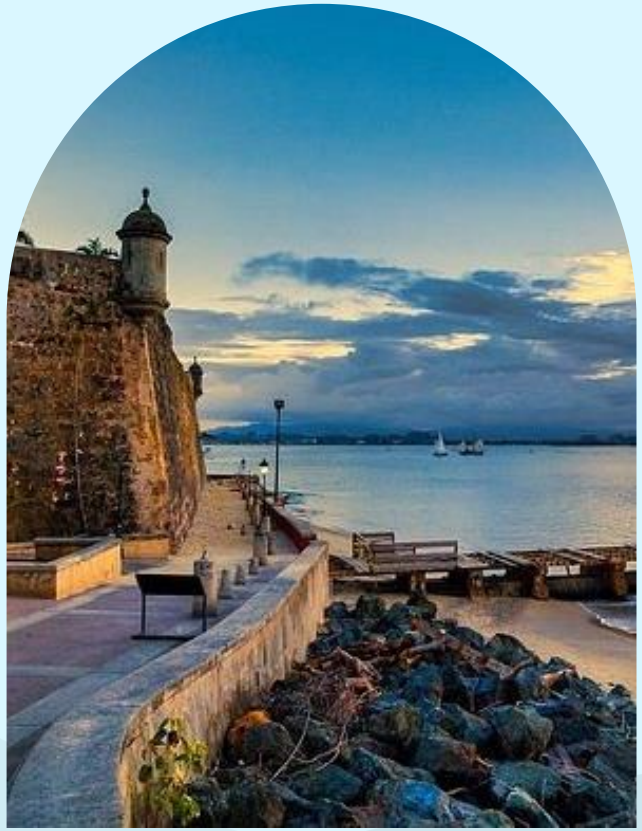
LODGING IMPACT

- An estimated 54.3% of all sports travelers spent the night in the event destination accumulating **80.4 million room nights**.

- **Sports travelers that stayed overnight spent $371 per person trip** and day trippers spent $85 per person trip in 2025.

OVERALL EVENTS IN DESTINATIONS

- U.S. destinations, regardless of budget, hosted an average of 78 events in 2025
- These events welcomed an average of 3,040 participants and spectators
- Nearly all destinations hosted **youth events** (94%), **adult / amateur events** (90%), and **collegiate events** (85%) in 2025



Puerto Rico

DISCOVER Puerto Rico

2025-26 SPORTS PRODUCTION

FISCAL YEAR









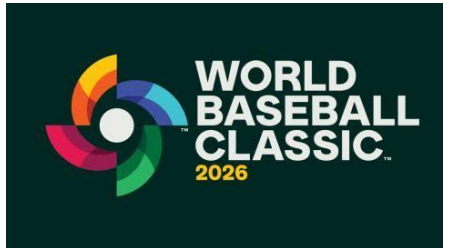
57
Definite Groups

$66.6M
Est. Economic Impact

40,380
Total Room Nights

75%
Conversion Rate

EVENTOS Y CIFRAS DESTACADAS



Clásico Mundial de Béisbol, marzo 2026 - $29 millones



Partido NBA Orlando Magic vs. Miami Heat, octubre 2025 - $8.3 millones



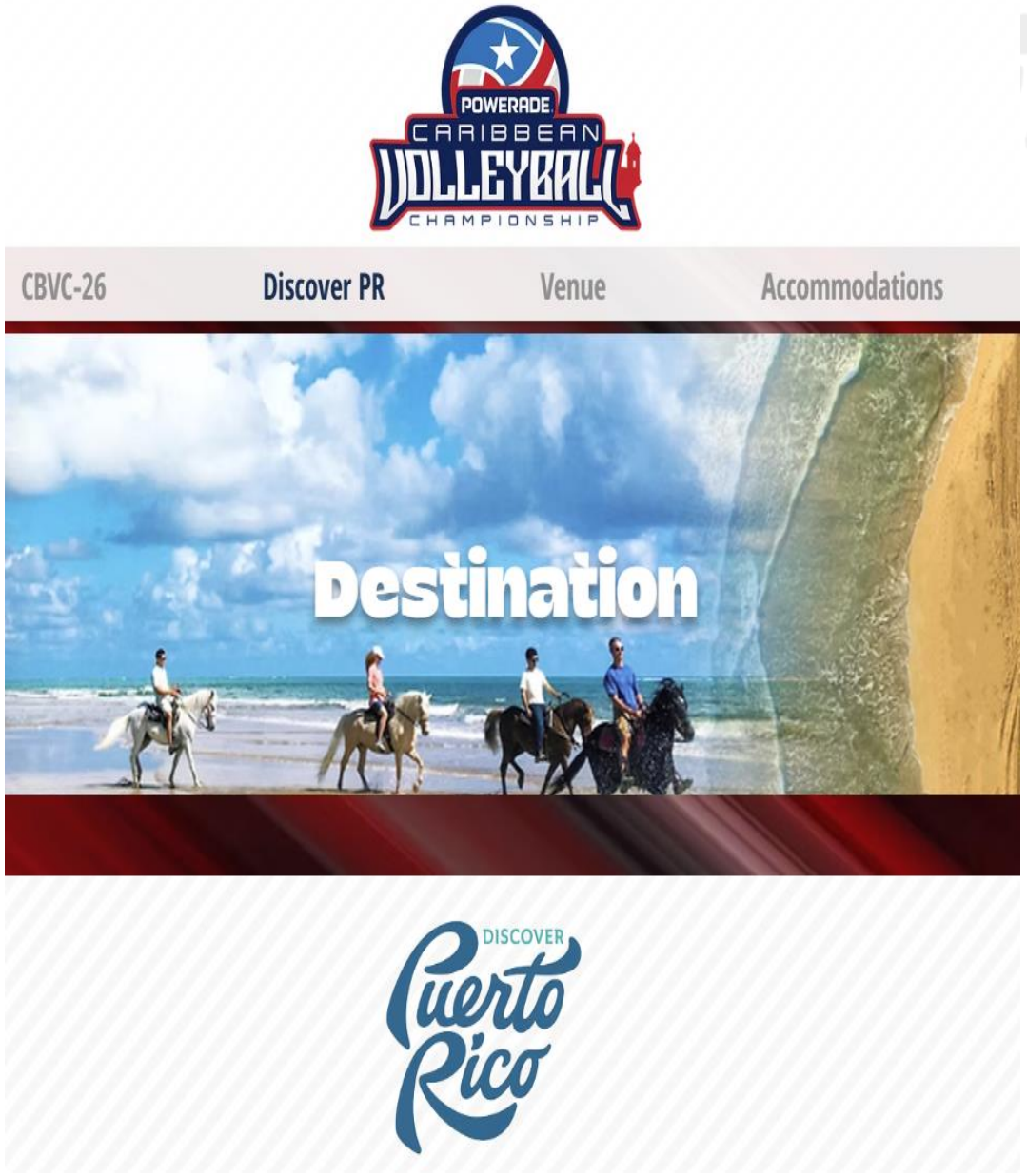
Clasificatorio FIBA Femenino, marzo 2026 - $3.5 millones



Caribbean World Series, julio 2026 - $2.7 millones

DISCOVER Puerto Rico


PUERTO RICO CLASSIC
ARROYO
2026
DISCOVER Puerto Rico
DEL 28 DE JULIO AL
MIÉRCOLES 5 DE AGOSTO
COLISEO RUBÉN RODRÍGUEZ
Powered by CSM
SCHEDULE
MARTES, 28 DE JULIO
2:30 P.M. – 4:30 P.M.
U.S.ARMY VS Los Boris EQUIPO 2
VIERNES, 31 DE JULIO
12:00 P.M. – 1:00 P.M.
U.S.ARMY VS Los Boris EQUIPO 1
DOMINGO, 2 DE AGOSTO
12:00 P.M. – 2:00 P.M.
OHIO STATE VS Los Boris EQUIPO 1
LUNES, 3 DE AGOSTO
11:00 P.M. – 1:00 P.M.
OU VS Los Boris EQUIPO 1
LUNES, 3 DE AGOSTO
1:30 P.M. – 3:30 P.M.
OHIO STATE VS Los Boris EQUIPO 2
MARTES, 4 DE AGOSTO
12:00 P.M. – 2:00 P.M.
Ole Miss VS Los Boris EQUIPO 2
MIÉRCOLES, 5 DE AGOSTO
11:00 A.M. – 1:00 P.M.
OU VS Los Boris EQUIPO 2
MIÉRCOLES, 5 DE AGOSTO
1:30 P.M. – 3:30 P.M.
Ole Miss VS Los Boris EQUIPO 1


POWERADE
CARIBBEAN
VOLLEYBALL
CHAMPIONSHIP
CBVC-26
Discover PR
Venue
Accommodations
Destination
DISCOVER Puerto Rico


MORGAN STATE BEARS
ECU
UCF
ILLINOIS STATE REDBIRDS
HOFSTRA PRIDE
SAN JUAN, PUERTO RICO - NOV. 26-28
DISCOVER Puerto Rico
SPORT TOURS INTERNATIONAL
PLAY THE WORLD


BEACH WATER POLO
PROCLASSIC
05/01/26 - 05/03/26
TEAM INVITATION
BALNEARIO LA MONSERRATE, LUQUILLO, PUERTO RICO


ISPS BORICUA
OPEN CHAMPIONSHIPS
BORICUA CHAMPIONSHIPS 2025
OCTOBER 17-19
LEVITTOWN, PUERTO RICO
REGISTER NOW
DISCOVER Puerto Rico
BACARDÍ
DUDLEY USA

Upcoming Sports Events

UPCOMING SPORTS EVENTS

EVENT	MONTH	LOCATION
International Slow Pitch Softball Boricua Championships	October 2026	Toa Baja
Caribbean Dancesport Festival	November 2026	Isla Verde
LOLA Challenge	November 2026	San Juan
Puerto Rico Fastpitch Cup	November 2026	Fajardo
Discover Puerto Rico Shootout	November 2026	Carolina
Puerto Rico Bowl	December 2026	Bayamon
Latin American Motorcycle Assoc. Championships	December 2026	Dorado
Iron Caribbean Winter Training Center	December 2026	Various
Puerto Rico Gymnastics Classic	December 2026	PRCC
Playa Lucia Disc Golf Open	December 2026	Yabucoa
Discover Puerto Rico Junior Championships	January 2027	Rio Grande
Pan American Freshwater Kayak Championships	February 2027	Ponce

PUERTO RICO BOWL

BAYAMON, PR



Built to travel, from the island's streets to the sidelines.






DISCOVER
Puerto Rico
¡Gracias!