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## The Economic Impact of Tennis in South Carolina

Xue Zhang

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The Economic Impact of Tennis in South Carolina

by

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Bachelor of Arts

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Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Science in

Sport and Entertainment Management

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University of South Carolina

2020

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## ACKNOWLEDGEMENTS

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## ABSTRACT

This aim of this study was to estimate the economic value eighteen junior tournaments held in South Carolina in 2019. Over two hundred surveys were sent out to junior player and fifty two responses were received. Factors in the survey including transportation, gender, age, household income, on-site and off-site expenditure contributed to results in this paper. After analyzing the data collected, significant results were discovered.

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## LIST OF ABBREVIATIONS

CGE..... Computable General Equilibrium

HHI ..... Hilton Head Island

I-O..... Input-Output

USTA..... United States Tennis Association



## CHAPTER 1

### INTRODUCTION

The United States Tennis Association (USTA) is the national governing body for tennis in the United States founded in 1881. It is a not-for-profit organization with more than 700,000 members. It invests 100% of its proceeds to promote and develop the growth of tennis, from the grass-roots to the professional levels. USTA has seventeen sections in total (see Appendix A). USTA Net Generation is a program which helps younger generation to embrace the joy of tennis. The mission of USTA Net Generation is to spread the love of tennis to a new generation, by empowering those that will teach this generation. USTA South Carolina is a state branch of the United States Tennis Association. It is one of nine states in the USTA's Southern Section (see Appendix B). The mission of USTA SC is to promote and develop the growth of tennis in South Carolina. It supports local community tennis groups and affiliated organizations in the following ways: helping start new tennis programs and expanding existing ones for all ages and abilities; offering suggestions and training; and providing grant money to worthy groups and individuals. USTA SC hosts or co-hosts more than a hundred and fifty tournaments every year including junior tournaments, adult tournaments, and Pro circuit events. USTA SC Net Generation is looking to capture the imaginations of kids of all backgrounds and skill levels-bringing together a national community of parents, coaches, players, teachers, and volunteers. Bringing more kids to play has been the goal for USTA SC in the past years. This thesis is going to analyze the economic impact of eighteen

junior tournaments hosted in 2019 to better understand the community, thus promote and develop the growth of tennis here in South Carolina.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 SPECIAL EVENTS

Special events are defined as ‘one-time or infrequently occurring events of limited duration that provide consumers with leisure and social opportunities beyond their everyday experience’ (Jago & Shaw 1998, p.29). Although special events are considered as a recent phenomenon, they have in fact a very long history. The first Olympic Games in 776 BC is commonly regarded as the earliest example of a special event, and religious and cultural festivals held throughout the ages, were the original forms of what we know today as special events. Special events of different kinds have played an important role in the economic and social development of communities for many years.

Since the Second World War, there has been a substantial increase in the range of events worldwide, varying from single day fetes and fairs to major sporting and cultural festivals through to World Expos. The duration of these events ranges from a single day up to many months in the case of World Expos. During the 1990s, there was a massive increase in the number and type of special events. This growth was due largely to the emphasis being placed on regional economic development and destination marketing by many governments and tourism marketing organizations. Special events are seen to have the ability to produce a wide range of significant economic and social benefits for communities and regions, which helps to explain the reason that they have been so

eagerly embraced by communities. Special events increase the opportunities for new expenditure within a host region by attracting visitors to the region. They also act to retain the expenditure of locals who, in the absence of local special events, would travel elsewhere in pursuit of leisure activities. Research also suggests that whilst the expenditure profile varies according to the type of event, special event tourists have higher than average daily expenditures than tourists (Getz 1994).

Special events influence both day trip and overnight visitation. As well as providing opportunities to increase direct expenditure at a destination, they can also contribute substantially to a destination's range of tourist attractions, facilitate media coverage for the destination, promote awareness of the destination for future visitation.

Turco (1998) states that communities host sport events for three main reasons: to provide local entertainment, to enhance community pride, and to stimulate spending in the host economy. He states that of the three purposes, the economic is the primary motive because 'the ability to determine the economic impact of sporting events is of great value to sport providers and destination marketers in any community since the outcome may be the deciding factor in future resource allocation decisions regarding their services' (Turco, 1998:3). A growing body of research illustrates that regular (i.e. local or community) sport events have great economic potential for a host site. Walo et al (1996) point out that smaller events deserve more research attention. Small-scale sports events include 'regular season sporting competitions (ice hockey, basketball, soccer, rugby leagues), international sporting fixtures, domestic competitions, Master or disabled sports, and the like' (Higham, 1999, p. 87). These events differ from mega-events through their use of existing infrastructure; their need for less public support to host; their

avoidance of tourism seasonality (by running a league over the autumn to spring months of a year); and their more easily managed scale (Higham, 1999). Further, small-scale sports events avoid the costs and burdens of bidding for and hosting mega-events, such as the Olympic Games or the World Cup football tournament (Baade & Matheson, 2002). Conversely, mega-events usually require the construction of special infrastructure, additions to the stock of tourism support facilities, and the diversion of resources from other activities, all of which bear an opportunity cost.

## 2.2 ECONOMIC IMPACT STUDIES

Many works have been done on the topic of economic impact since Howard and Crompton's study on The Formula 1 Grand Prix in Adelaide Australia in 1985. Davakos (2007) defined the economic impact for a sporting event as the net economic change in the host community (ies) that results from spending attributed to this sporting event. Or as Jago & Dwyer, (2006) defined, the economic impact of an event in a region is the net sum of the economic consequences of all of the cash inflows and outflows that occur because of the event.

There's a difference between an economic impact study and an evaluation exercise. Most of the economic evaluations of sport events are economic impact studies rather than evaluation exercises, as they do not take into account the opportunity cost of resources used in staging the event. An evaluation exercise, such as a cost benefit study, would take into account the displacement of output and employment from an alternative use of resources deployed in the construction and operation phases of events.

The first stage of undertaking an economic evaluation of an event is the identification of the direct cash flows into and out of the region that are directly

attributable to the hosting of the event or an estimate of the 'new expenditure' that is generated by the event (Crompton 1995; Delpy & Li 1998; Mules 1999). The total new expenditure that occurs as a result of an event is known as the 'inscope expenditure'. The term 'new expenditure' or 'inscope expenditure' (Burns & Mules 1986) refers to expenditure that would not have occurred in the host region had the event not taken place. It includes the event-induced expenditure made by visitors, participants, organizers, sponsors, media, and all others as a result of the staging of the event. It's used as the input to an economic model to determine the total flow-on consequences (indirect and induced) of this new direct expenditure (Jago et al, 2006). The direct inscope expenditure of an event is not the same as the economic impact of the event, which is normally measured by gross domestic product (GDP), household income, and employment, although some studies may use the terms interchangeably. An increase in direct expenditure may not necessarily bring an increase in GDP and income (Matheson, 2009). However, the estimation of the economic impact is dependent on the direct expenditure. Having estimated the total direct inscope expenditure generated by a major event, the next step is to feed such data into the model that will be used to estimate the total economic impact of the event. There are three main approaches to estimating or modelling the economic impact of an event based on an estimate of direct inscope expenditure and these are discussed briefly below. For smaller events, it is sometimes acceptable to simply use the direct inscope expenditure itself as an indicator of impact but for larger events, there is usually the expectation that a model of the local economy will be used to assess the impact on the economy as the initial impact flows through the economy.

There are two types of economic models used, namely, Input-Output (I-O) and Computable General Equilibrium (CGE). In terms of tourism, not all of the economic impacts are captured by the input-output model. When increased tourism causes an increase in input prices (e.g., wages), non-tourist sectors may be “crowded out” by higher labor costs. More sophisticated models such as computable general equilibrium (CGE) models are required in situations where this effect is likely to be important. However, most sporting events are likely to be too transitory and too localized to have any significant impact on input costs in other parts of the economy. Thus, the assumptions of the CGE model may not apply in the case of the typical sporting event.

The identification of the inscope expenditure is the basic element of the economic model and it is essential for any form of economic impact study. Inscope expenditure is estimated via surveys of event participants including attendees, sponsors and organizers.

The costs and benefits of an event can be both tangible and intangible. The tangible effects are those that can be measured in terms of the amount of expenditure incurred or income earned. The intangible effects, however, are those that are harder to quantify or measure such as the capability of an event to help define a society’s identity or develop local pride and talent. Intangible costs include environmental costs, such as the degradation of natural fauna, and social costs such as noise pollution, due to staging the event. Intangible benefits include the general excitement and pleasure that the community may gain from the event experience.

### 2.3 DETERMINANTS OF INSCOPE EXPENDITURE

There are several major determinants of inscope expenditure. These include: the number of visitors and their daily expenditure; types of visitors and types of events; trip

duration; costs at the event location; and organizer/sponsor expenditure (Crompton 1995;).

#### *Numbers of Visitors*

There is an obvious association between the number of visitors and their total injected expenditure. For a given average daily expenditure per visitor, the more visitors, the greater is the inscope expenditure. The number of accompanying persons of event spectators can also be quite substantial. It is estimated that accompanying persons add around 15-20% to event related expenditure in Australia (Dwyer, Mellor, Mistilis & Mules 2000a). Even though some of these accompanying persons may not attend the event itself, they will often spend money in the region and their expenditure should be included in the inscope expenditure.

#### *Types of Visitors and Types of Events*

In Australia, overseas visitors to events have been estimated to spend, on average, 25% more per day than visitors from interstate (Dwyer, Mellor, Mistilis & Mules 2000b). Overseas visitors also tend to stay longer in the state hosting the event than do interstate visitors. A study of the purchasing behavior of visitors to the 1996 Australian Formula One Grand Prix indicated that corporate visitors spent less time at an event but spent around 18% more per day than did other categories of visitor (National Institute of Economic and Industry Research 1996). In An analysis of the economic impact of university of South Carolina athletics on the Columbia metropolitan statistical area, Dr. Tom Regan noticed that there are different for people to visit Columbia, but the major reason is attending sports games. From 2013 to 2014, among people who came to Columbia, 93.18% came to see the Gamecocks and Florida Gators play football, 80.76%



came to see the Gamecock and Clemson Tigers play football, 65.35% of fans came to see the Kentucky Wildcats play men's basketball. (Regan, 2014)

There is also some evidence that the visitors, whose prime motive was to attend a special event, spend more per day than the 'average' visitor to the destination. In a review of Australian event data, it was found that the average daily expenditure of visitors closely approximated the figure for business rather than holiday travelers to Australia (Dwyer et al. 2000b). Preliminary evidence from studies undertaken in Australia indicates that different types of events generate different levels of average daily expenditure. Motor racing and sporting events are more uniform in terms of their injected expenditure and they tend to have greater economic impacts than do art and cultural events (Dwyer et al. 2000b). The data on spending patterns at different types of events by event visitors is too sparse to permit generalizations at this time. Further research is needed on the development of an appropriate typology for categorizing events. Once this has been achieved, estimates of attendee expenditure by type of event can be undertaken to determine whether there are trends in aggregate expenditure levels associated with events of different types.

#### *Trip Duration*

For a given level of average daily expenditure, the greater the duration of stay in an area, the greater the injected expenditure. Events differ in their duration. International visitors have tended to stay 9.5 days at the event destination while interstate visitors have tended to stay for 5.3 days (Dwyer et al. 2000b). The inscope expenditure associated with special events will be greater when more event patrons take pre and post event tours. Pre

and post event touring also has the potential to disperse the economic impacts of special events more widely throughout the destination.

#### *Costs at the Host Destination*

For any given event, the higher the local prices, the greater will be the expenditure injected into the host destination. However, if a destination develops a reputation for high prices (including costs of accommodation, food and beverage, transport, and entertainment), this may adversely affect its capacity to attract events in the longer term. Consequently, there is substantial pressure on destinations to maintain their price competitiveness (Dwyer, Mistilis, Forsyth & Rao 2000).

In conclusion, the hosting of special event like sport events dates back to many years ago. Main reasons to host special events include providing local entertainment, enhancing community pride, and stimulating spending in the host economy. Among these, the economic is the primary motive. Many research have been done on major events, but small-scale sport events cannot be ignored as well. The identification of new expenditure or inscope expenditure is crucial in economic evaluation. For smaller events, it is acceptable to simply use the direct inscope expenditure itself as an indicator of impact.

## CHAPTER 3

### METHODS

A survey questionnaire (see Appendix C) was developed after discussing with USTA SC executives and administrators. It followed survey instruments that have been used in many SC Economic impact studies. The survey includes thirteen questions concerning age, gender, group size, transportation, distance traveled, place of residence. Other questions include amount spent on food, gas, lodging, entertainment, shopping on and off site. On-site spending includes food and beverages, tennis gears, and other merchandise. Off-site spending involves money spent in the cities or towns outside of the tournaments.

The survey was designed to be completed in about five minutes. Typical time spent was 4 minutes. The survey was sent to over two hundred junior players as they were the participants and their family members or friends were the main audience. Fifty two responses were collected. The average complete rate was 100%.

## CHAPTER 4

### THE ECONOMIC IMPACT OF 18 JUNIOR TOURNAMENTS

#### 4.1 EIGHTEEN TOURNAMENT EVENTS

Economic impact studies typically examine the impact of one event (e.g., Burns, Hatch, & Mules, 1986, Yardley, Macdonald, & Clarke, 1990) or the impact of numerous events held by the host sport organization (e.g., Bateman, Besanko, Davidson, Jaffe, & Thiel, 1986; Davidson & Schaffer, 1984). This study falls into the latter category.

In 2019 nearly 100 junior tournaments from level 1 to level 6 were held in the state of South Carolina (with level 6 being the lowest and level 1 being the highest). STA represents state level. BG represents boys and girls. Three tournaments of each level were chosen as survey objects.

Table 4.1 Eighteen tournament events

Level 1	Location	Number of days
USTA Southern level 1a championships BG 12&14 (Nat L4)	Hilton Head Island	4
Chick-fil-a palmetto championships STA L2 SC L1	Belton	4
Boys and girls southern 10's east	Cayce	3
Level 2		
SC state open winter championships SC L2 (STA L4)	Charleston	4
LTP at Daniel island tennis center junior championship SC L2 (STA L3)	Daniel Island	3
Wild dunes resort southern level 3 SC L2 (STA L3)	Isle of Palms	3
Level 3		
St. Andrews point quest junior	Charleston	3
Bojangles winter tennis classic at Myrtle beach tennis	Myrtle Beach	3
Holly Tree Jr. open	Simpsonville	3

Level 4		
Cardinal Racquet club junior winter SC L4	Anderson	3
SAC winter blast Jr Level 4	Spartanburg	3
GCPRT SC L4	Taylors	3
Level 5		
SC L5 Tournament at Greenwood country club	Greenwood	1
SC L5 at Lexington county tennis complex	Lexington	1
Palmetto one day championship	Sumter	1
Level 6		
TLC 10 & under Winter Fest SC L6	Bluffton	1
The dunes winter slam - net generation L6	Myrtle Beach	1
10U early development camp orange level 1	Columbia	1

#### 4.2 ECONOMIC IMPACT

Among 52 participants, there are 21 female players and 26 male players who were willing to share their information on gender. The majority participants of junior tournaments are 11-16 years old. 19% are 5-10 years old and another 19% range in 16-20 years old. 67% of respondents have 2-3 children in the family. 20% of participants have 1 child. And 14% have 4-5 kids in the household (see Figure 4.2).

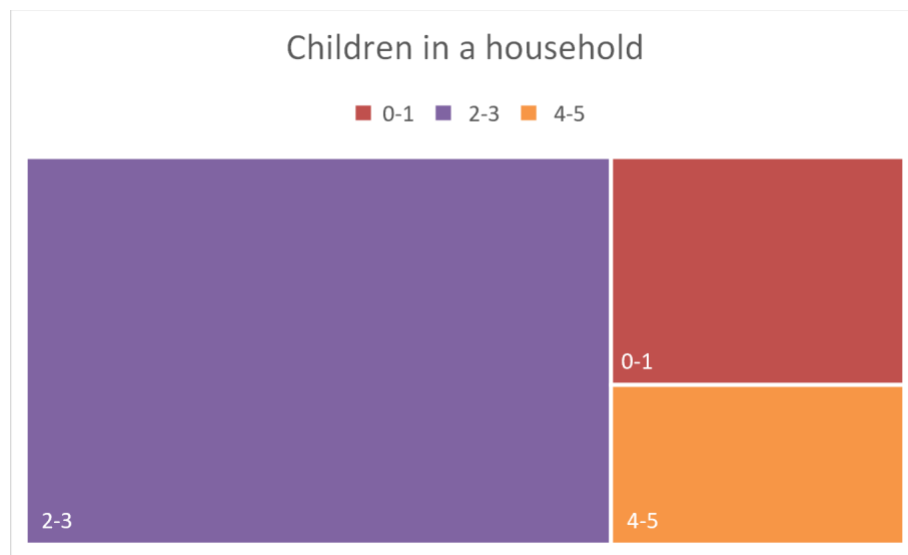


Figure 4.2 Children in household

All respondents attended the tournaments by private auto. Thus, there was no expenditure on other transportation. The average traveling mileage to a tournament was about 210 miles per way. 40% respondents drove 200 to 300 miles to the tournaments and 31% traveled 100-200 miles (see Figure 4.3). The cost of gas in 2019 was \$2.25 to \$2.40 per gallon. Based on one gallon of gas can get you travel for 20 miles. The average traveling cost to one tournament was about \$23.63 to \$25.2.

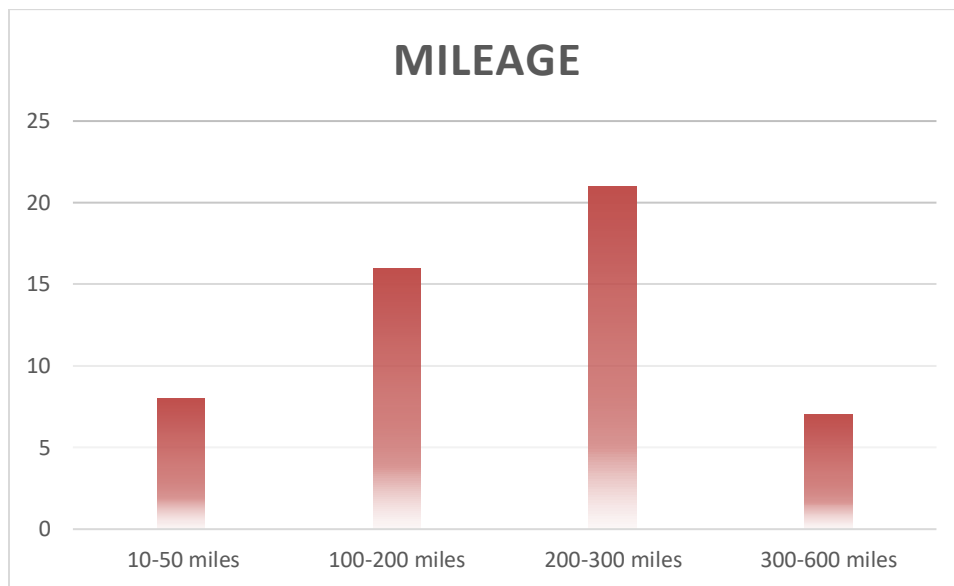


Figure 4.3 Distance traveled one way

57% of respondents live in South Carolina, among them 2% live in Hilton head island. The second major state of residence is North Carolina, with a number of 31%. 8% of participants reside in Georgia. The rest 4% live in Texas and Alabama (see Figure 4.4).

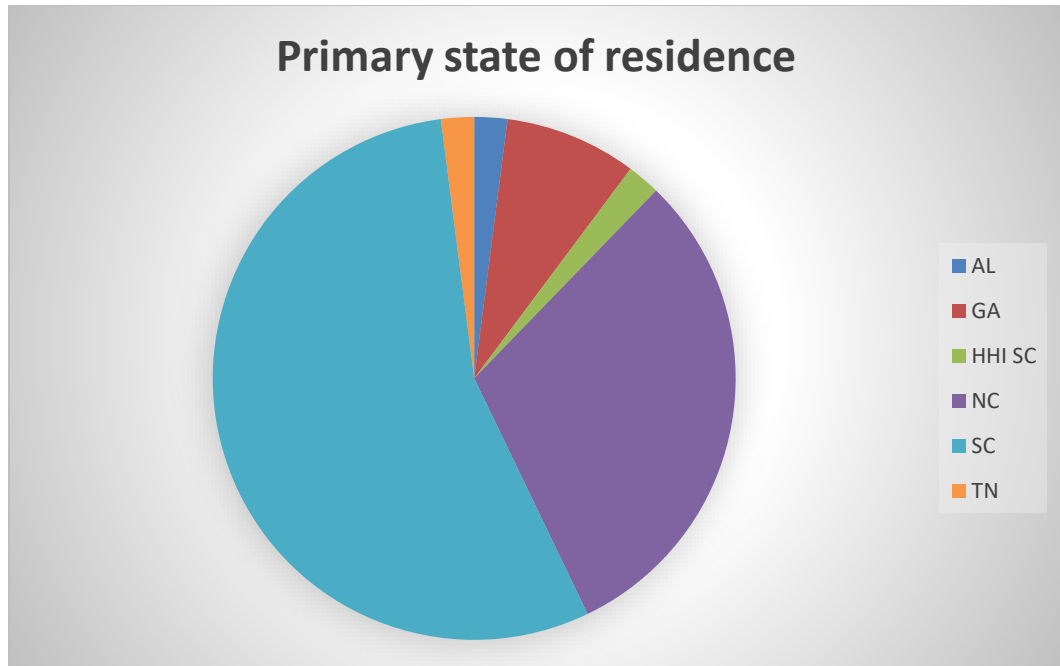


Figure 4.4 Primary state of residence

Since the participants of these tournaments are juniors, they're usually accompanied by their family members or friends. In average, there are 3 people in a group attending the tournament. But 42% of players have 2 people attending in a group. Only 8% players went to the tournaments by themselves (see Figure 4.5).

Junior tournaments usually take 1 day to 4 days. Averagely, it takes 2.5 days. According to the surveys, 37% of respondents stay for 3 nights during the tournament, and 35% stay for 2 nights. 15% stay for 4 nights. 8% stay for 5 nights and 6% stay just for 1 night. It suggests at least more than 60% of tennis families will go back home right after the tournaments. When it comes to accommodations, 75% people chose to stay at hotel, 12% chose to stay at Airbnb and 10% stayed at family of friend's place (see Figure 4.7).

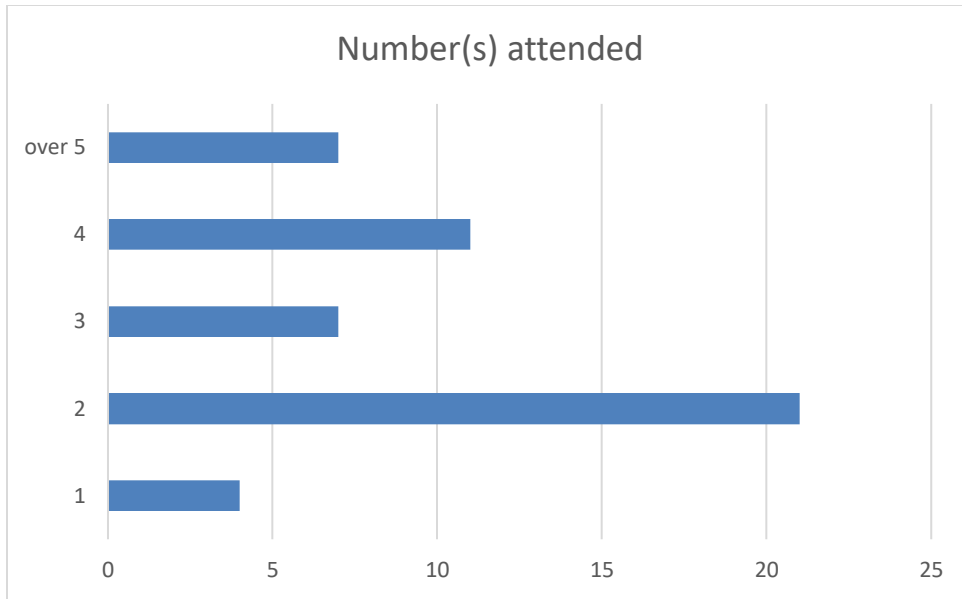


Figure 4.5 Number of people in a group

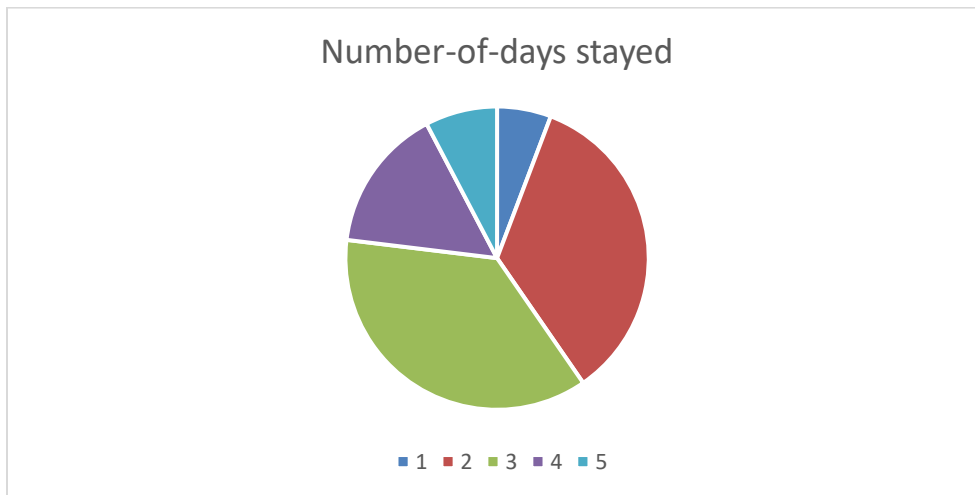


Figure 4.6 Number-of-days stayed



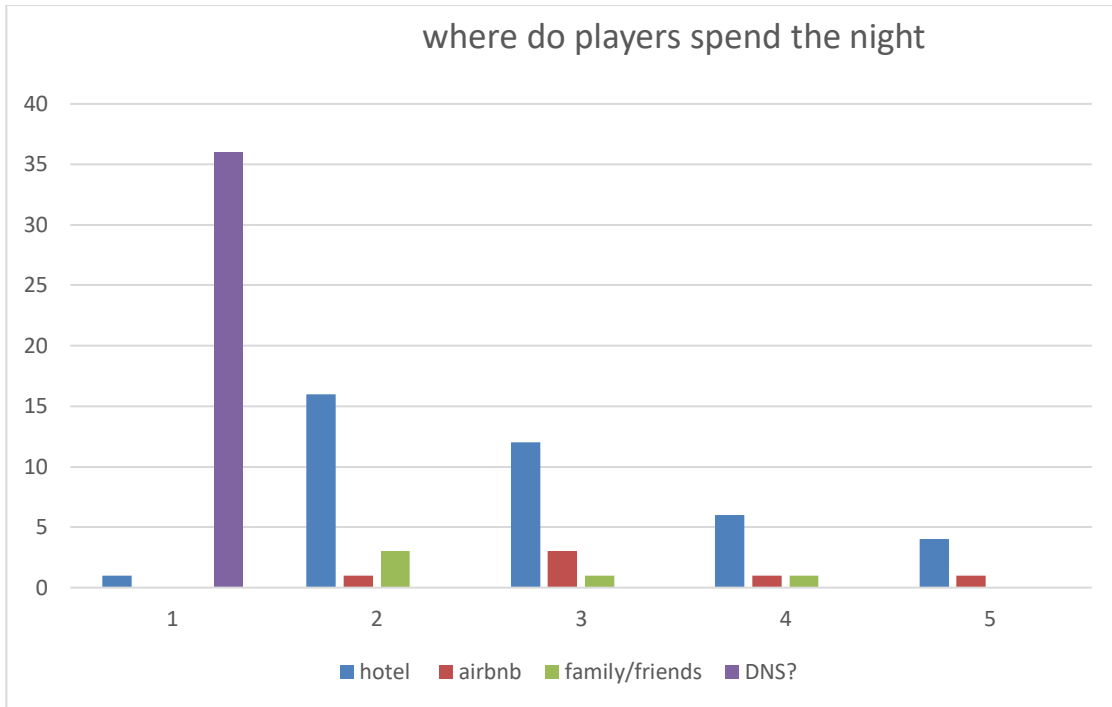


Figure 4.7 Where do players spend the night

The most frequent city visited was Cayce, then Hilton Head island and Belton.

Only 1% participated tournament in Spartanburg (Figure 4.8).

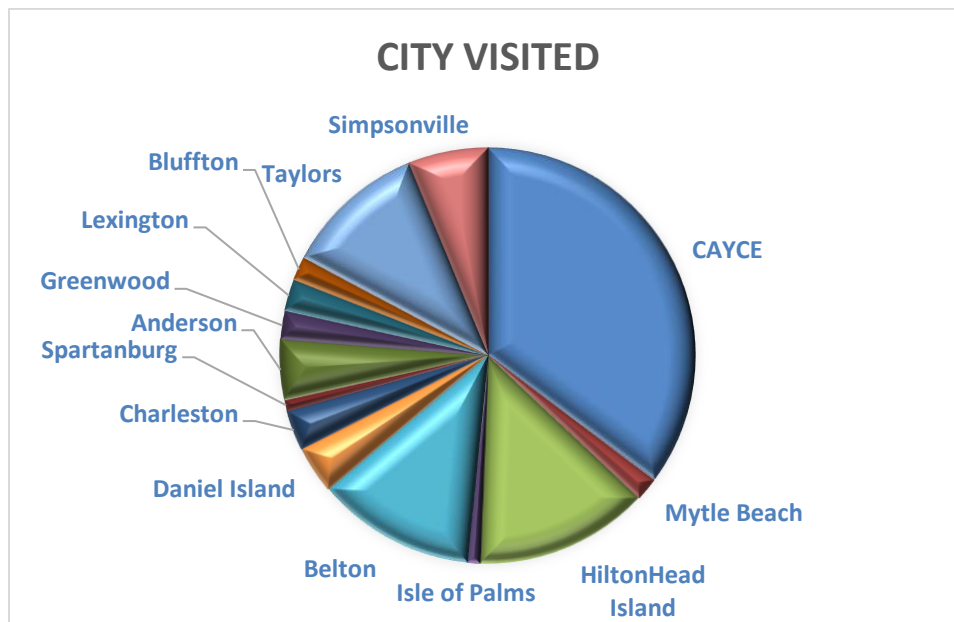


Figure 4.8 City visited

As shown in Figure 4.9, 49% respondents have a household income of over \$200,000. 24% of respondents' family make \$150,000-\$199,999 and another 24% make \$100,000-\$149,999 per year. According to department of numbers, the median household in US was \$61,927 in 2018. The median household income for South Carolina was \$52,306 in 2018. In 2017, the number was \$61,807 for us and \$51,803 (“South Carolina Household Income”, 2019). The household income numbers of 2019 will be released in September of 2020. By comparison, the household income of respondents is a lot higher than average household income. Almost half of the tennis families have an income at least three times more than average household income.

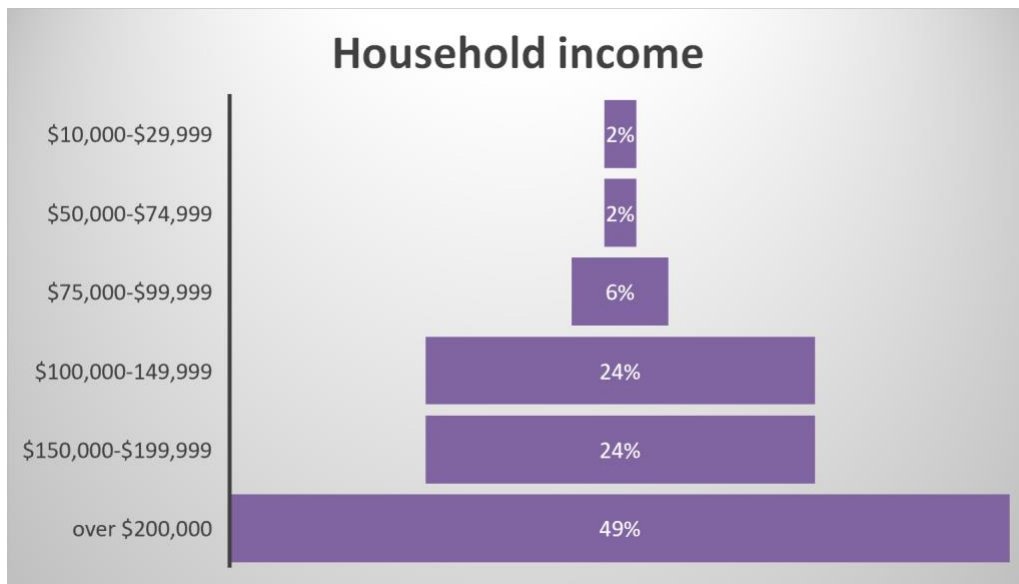


Figure 4.9 Annual household income

### 4.3 EXPENDITURE ON SITE AND OFF SITE

The total sum of money spent on site was \$28,825, off site was \$19,741. of the money spent on site, 51% was spent on lodging and 32% was spent on food and beverages. Compared to on-site spending, off-site lodging has 12% less spending on

lodging and 2% less on food & beverages. 47% of people don't spend money on shopping on site, and the figure for off-site is 34%. For those who did spend, the average money they spent on site and off site was similar, with \$92 on site and \$102 off site.

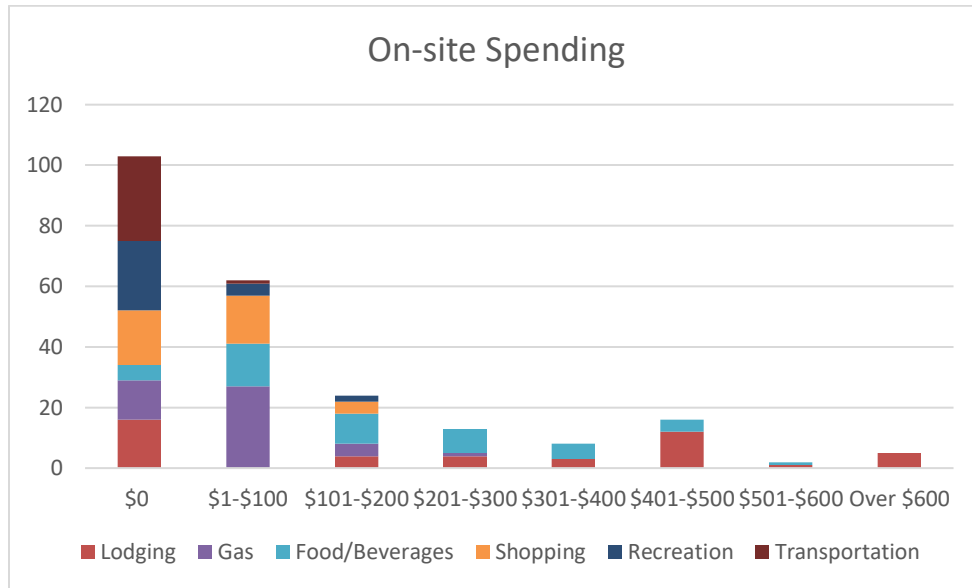


Figure 4.10 On-site expenditure

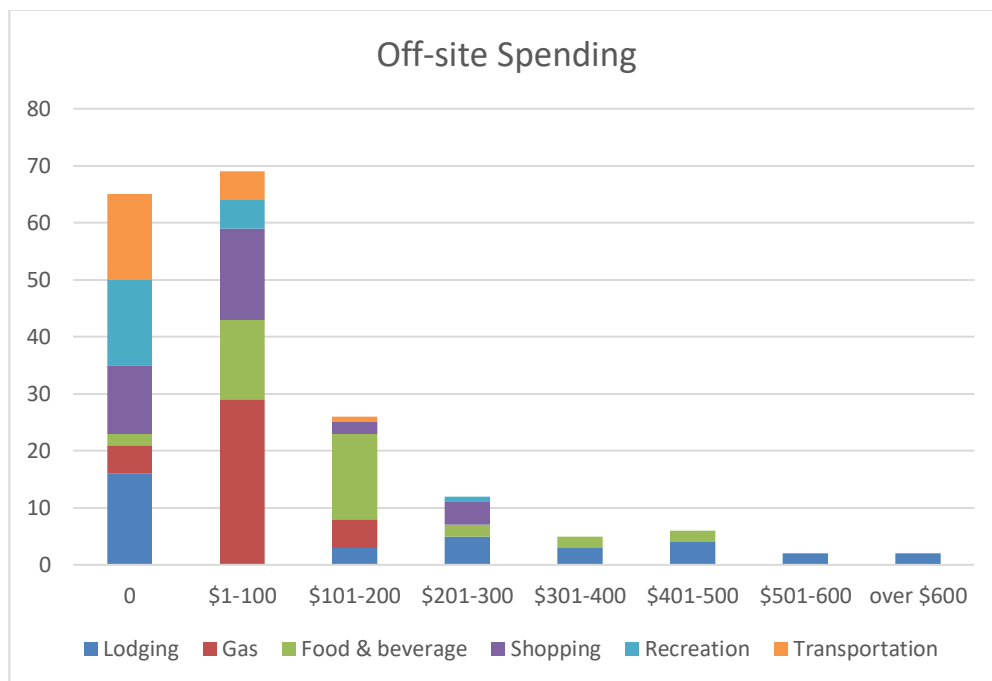


Figure 4.11 Off-site expenditure

#### 4.4 CONCLUSION

The total inscope expenditure of 18 junior tournaments was \$48,566. If there are a hundred junior tournaments held a year, the inscope expenditure of all the junior tournaments would be about \$269,811.

Players have brought economic value to the local community including hotels, Airbnb, restaurants, shopping centers. The spending would not have occurred if the events didn't happen. These events also contribute to the quality of life of the involved communities, and to a sense of propriety of the event (community sees it as its own event).

The analysis of economic impact of the chosen tournaments can give a better understanding of how much economic value they could bring to the local community and provide future guidance on how to better promote tennis, especially youth tennis in South Carolina.

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# APPENDIX A

## MAP OF USTA SECTIONS

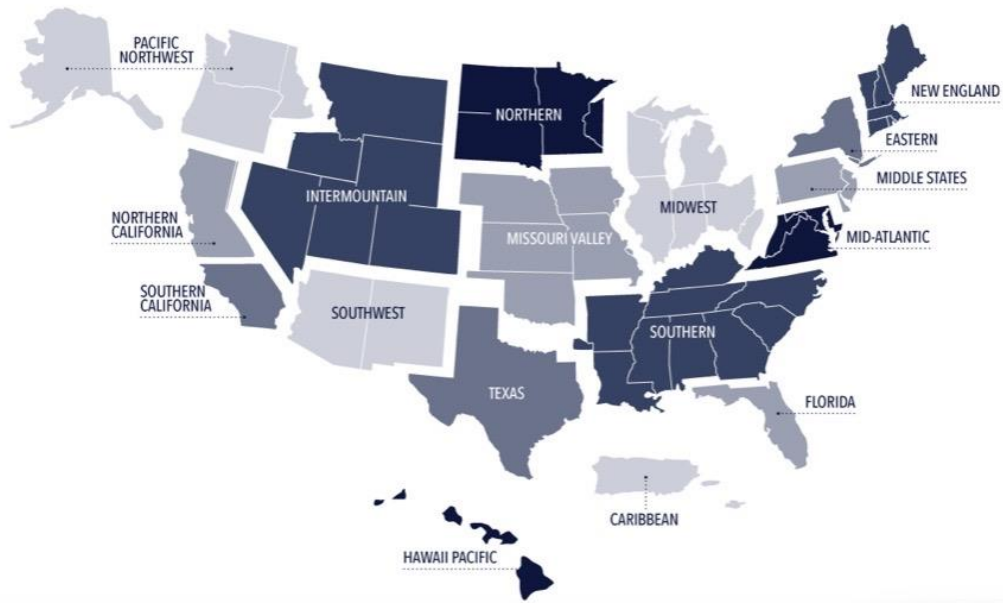


Figure A.1 USTA sections



APPENDIX B

NINE STATES IN THE SOUTHERN SECTION



Figure B.1 Nine states in the southern region

## APPENDIX C

### USTA SC 2019 Junior Event Survey

1. In the space below, please write the approximate number of miles (one way) you traveled to the tournament. \_\_\_\_\_ miles

2. Please indicate below your primary mode of transportation to the tournament.  
(please "x" only one)

Private auto    rental car    airplane.    other specify \_\_\_\_\_

3. Please indicate your primary state of residence: \_\_\_\_\_ zip  
code \_\_\_\_\_

4. Please indicate the number in your group attend the tournament: \_\_\_\_\_

5. Please indicate number of days you typically stay during the tournament: \_\_\_\_\_

6. For each category, indicate the total dollars that you spent **on site**.

Lodging	Gas	Food & Drink	Shopping	Recreation	Transportation
_____	_____	_____	_____	_____	_____

7. For each category, indicate the total dollars that you spent **off site**.

Lodging	Gas	Food & Drink	Shopping	Recreation	Transportation
_____	_____	_____	_____	_____	_____

8. Please write the number of nights you spent in each place

Hotel                      Airbnb                      Family/Friend's home

\_\_\_\_\_

9. Please check the city you visited below.

Hilton head island     Belton     Cayce     Charleston   

Daniel island

Isle of palms     Myrtle Beach     Simpsonville     Anderson   

Spartanburg

Taylors     Greenwood     Lexington     Sumter   

Bluffton

If you visited Myrtle Beach, please indicate which event did you attend.

Bojangles Winter Tennis Classic at Myrtle Beach Tennis

The Dunes Winter Slam – Net Generation L6

10. What is your age?

5-10

11-15

16-20

11. Please "x" the range that best describe your total estimated household income

before taxes in 2019 for all family members. (income from all sources such as wages,

bonuses, profits, dividends, rental, interest, etc. should be included)

Under \$9,999                       \$10,000-\$29,999                       \$30,000-\$49,999

\$50,000-\$74,999                       \$75,000-\$99,999                       \$100,000-149,999

\$150,000-\$199,999                       over \$200,000

12. How many children do you have in your household?

0-1

2-3

4-5

more than 5

13. What is your gender

Male

Female