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NCAA Division I Baseball Regional Honored as a 2018 Champion of Economic Impact in Sports Tourism by Sports Destination Management

(GREENVILLE, NC) - *Sports Destination Management*, the leading publication with the largest circulation of sports event planners and tournament directors in the sports tourism market, has announced the 2018 Champions of Economic Impact in Sports Tourism. This year's winners are responsible for contributing more than \$700 million to the national economy over the past year. Among the winners was the **NCAA Division I Baseball Regional produced in cooperation with the City of Greenville and East Carolina University.**

The NCAA Division I Baseball Regional held June 1 – 4, 2018 at East Carolina University's Clark-LeClair Stadium brought 120 athletes and 30,000 spectators to Greenville. Despite a six hour rain delay, baseball fans from all four teams in play (East Carolina University, UNC-Wilmington, Ohio State University, and the University of South Carolina) returned to their seats to cheer on their teams after the storms passed. The Greenville-Pitt County Convention & Visitors Bureau's analysis concluded a visitor spend of \$160 per person invested in 1000 hotel room nights, restaurants, and other businesses. **This generated an estimated \$1,800,000 total economic impact in our community over these four days.**

All winners of awards have been recognized in a special feature published in the November/December 2018 issue of *Sports Destination Management*. The entire article with full details on the winners listed below can also be found online along with a special feature on economic impact.

[Read Now: Article on Winners](#) | [Read Now: Article on Economic Impact and Trends in Sports Tourism](#)

"We are honored to be named a 2018 Champion of Economic Impact in Sports Tourism. Bringing in events that pump over a million dollars into our local economy is what we in the tourism industry strive to do." stated Gray W. Williams, Director of Sports Development at the Greenville-Pitt County Convention & Visitors Bureau. "These tournaments would not be possible without the relationships and trust we have formed with all of our partners here in Greenville."

About *Sports Destination Management*: *Sports Destination Management* is written for the largest audience of sports event managers and tournament directors in the sports tourism market and maintains a focus on the important issues surrounding event location decisions and event management. With content from experts and thought leaders, SDM provides in-depth coverage of sports event planning and execution through incisive and relevant articles as well as insightful, real-world case studies showcasing best practices and successful event production. In addition to the publication, SDM offers extensive digital resources through www.sportsdestinations.com and the e-newsletter SDM Blitz, both providing decision support tools for organizers to ensure successful events at all levels of play.

About Due North Media: Due North Media, a division of Due North Consulting, Inc., is a niche business-to-business publisher providing media services to executives within specialized vertical markets impacting economic development including corporate site selection, business development, market-to-market events and sports tourism via publications, digital media, qualified list marketing and custom publishing. Founded in 2001, Due North Consulting, Inc. has helped niche marketers obtain their goals for a decade and a half. The principals of the company have over 40 years of business-to-business advertising and marketing experience. It has been their mission to serve readers, clients and employees with integrity, humility and a continuing quest for the achievement of excellence.

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