

Press Release



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For Immediate Release

- Who:** Visit Lake Norman – Convention & Visitors Bureau
Cornelius, Davidson, and Huntersville, NC
- What:** Projected tournaments economic impact for Westmoreland Athletic Complex (WAC) & Robbins Park
- Participants:** Youth and adult amateur softball/baseball tournaments
- Contact(s):** Travis Dancy, Sports Marketing Manager
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- Why:** An estimated economic impact of **\$5,193,840** will be generated for Cornelius in year one after complete build out of the Westmoreland Athletic Complex (WAC) from amateur softball/baseball tournaments. An estimated economic impact of **\$7,654,080** will be generated for Cornelius in year one after complete build out of both Westmoreland Athletic Complex (WAC) and Robbins Park.

Key Points:

- The sports-related travel market generates more than 47 million hotel room nights annually according to *Sports Travel*
- See attachment for projected economic impact calculation formula and details
- Visit Lake Norman continues to target national/regional events that generate the most visitation, economic impact and exposure for the Lake Norman region