



**LOWCOUNTRY
ROUNDBALL**

ECONOMIC IMPACT

2025-2026





LOWCOUNTRY ROUNDBALL

Economic Impact Analysis: Lowcountry Roundball 2025 & 2026 Projections

Executive Overview

The Lowcountry Roundball Classic has emerged as a significant driver of sports tourism and visitor spending in the Charleston region. Based on verified lodging data and visitor spending analysis, the tournament generated \$382,000 in direct economic impact in 2025 and is projected to generate \$937,000–\$1.18 million in direct economic impact in 2026 across two tournament weekends.

These figures represent new external dollars introduced into the Charleston economy through lodging, dining, transportation, retail, entertainment, and cultural engagement.

PART I - 2025 ACTUAL ECONOMIC IMPACT

Boys Tournament | December 26–30, 2025 (Limited extension through Dec. 31)

Lodging Impact (Verified)

- Primary Hotel: Home2Suites
- Rooms Sold: 122 (sold out)
- Length of Stay: 4 nights
- Average Nightly Rate: \$189
- Room Nights: 488

Confirmed Lodging Revenue: $488 \times \$189 = \$92,232$

Spillover Lodging

Due to sell-out conditions, additional families secured lodging at nearby hotels:

- Estimated Additional Rooms: 40
- Additional Room Nights: 160
- Estimated Additional Lodging Revenue: $160 \times \$189 = \$30,240$
- Total Lodging Revenue (Estimated): \$122,472



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Visitor Volume & Spending

- Average Occupancy: 2 guests per room
- Estimated Unique Visitors: ~324
- Estimated Person-Days of Spending: 1,620

Independent analysis of players, coaches, and fans identified a verified average daily spend of \$182 per person.

Non-Lodging Visitor Spending

$$1,620 \text{ person-days} \times \$182 = \$294,840$$

Total Direct Economic Impact – 2025

Category	Amount
Lodging	\$122,472
Food, Transportation, Retail, Attractions	\$294,840
Total Direct Impact	\$382,000

Visitor Engagement Across the Region

Tournament visitors actively participated in Charleston's broader economy, including:

- Dining at local restaurants (e.g., California Dreaming)
- Entertainment and attractions (Topgolf, Stars and Stripes, Aquarium, Festival of Lights)
- Cultural institutions (International African American Museum)
- Downtown Charleston shopping and tourism
- College of Charleston basketball games
- Area beaches and recreational destinations



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PART II - 2026 PROJECTED ECONOMIC IMPACT

Girls Tournament: December 21–23, 2026 | Boys Tournament: December 28–30, 2026

Tournament Structure & Participation

- Girls: 8–10 out-of-town teams
- Boys: 10–12 out-of-town teams
- Team Composition:
 - 15 players
 - Coaches and trainers
 - Baseline delegation: ~20 people per team (excluding parents)

Parent & Family Attendance

- Girls teams: Higher parent and family travel participation
- Boys teams: Moderate parent participation

Lodging (Confirmed)

- All out-of-town teams stay 3 nights
- Average nightly rate: \$189
- Occupancy: 2 guests per room

Projected Lodging Impact - 2026

Girls Weekend

- Estimated Rooms/Night: 220–260
- Room Nights (3 nights): 660–780

Projected Lodging Revenue: \$124,740 – \$147,420

Boys Weekend

- Estimated Rooms/Night: 200–240
- Room Nights (3 nights): 600–720

Projected Lodging Revenue: \$113,400 – \$136,080

Total Projected Lodging Revenue (2026): \$238,140 – \$283,500



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Visitor Spending Assumptions (Verified)

- Average Daily Spend: \$182 per person
- Spending Duration: 4 days per visitor

Projected Non-Lodging Spending – 2026

Girls Tournament

- Estimated Visitors: 520–650
- Person-Days: 2,080–2,600

Projected Non-Lodging Spend: \$378,560 – \$473,200

Boys Tournament

- Estimated Visitors: 440–580
- Person-Days: 1,760–2,320

Projected Non-Lodging Spend: \$320,320 – \$422,240

Total Projected Direct Economic Impact – 2026

Category	Low	High
Lodging	\$238,140	\$283,500
Non-Lodging Spend	\$698,880	\$895,440
Total Direct Impact	\$937,000	\$1.18M