



FOR IMMEDIATE RELEASE

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Sports Tourism is Big Business in Seminole County

Senior Softball Continues to Grow in 'Florida's Natural Choice'

SEMINOLE COUNTY, Fla. – Seminole County is hitting a homerun with the senior softball scene: the County is set to host both the Florida Half Century Senior Softball Tournaments in spring 2010, and the Southeastern Senior Softball Championship in fall 2010.

Florida Half Century (FHC) is an adult softball association that provides competitive tournaments for softball players ages 50+, 60+, and 70+. This year Seminole County is excited to bring in three FHC tournaments. The tournaments, taking place January 23-24, March 6-7, and April 3-4, 2010, are each expected to bring in 50-70 senior softball teams from across the state and approximately 600 visitors to the County.

Following that, top senior softball teams from the entire Southeast region will be in Seminole County to compete in the weeklong 2010 Southeastern Senior Softball Championships. Running from September 7-12, the event alone is expected to generate more than \$1 million impact to the Seminole County community.

Danny Trosset, Sales and Sports Marketing Manager at Seminole County Convention and Visitors Bureau (CVB) attributes Seminole's success to its customer service and state-of-the-art facilities. Seminole County's sports facilities are among the best in the state. Some of the facilities include: The Merrill Park Softball Complex, a USA Softball National Training Center and home to the U.S. Olympic Gold Women's Team, Sanlando Park, which sees action like the U.S. Tennis Association Championships, and the Lake Brantley Aquatic Center, a training facility for Olympic-caliber athletes.

"Much of the credit to our success relies on our outstanding facilities, and our experienced team. Seminole County Softball Complex and its staff, as well as Merrill Park and its staff, do an outstanding job in keeping the fields in great condition, and go above and beyond to offer the highest level of customer service to every Florida Half Century Senior Softball Tournament," said Trosset.

From senior softball tournaments, youth baseball, and fishing tournaments to soccer and NCAA tennis championships, Seminole has successfully hosted them all. With its strong partnership with Central Florida Sports Commission, Leisure Services and Altamonte Sports, Seminole County continues to grow in its ability to host events that have a positive economic impact on the County and surrounding areas.

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Sports Tourism Industry thrives Nationwide

The success in Seminole County reflects the growth of the sports tourism industry nationwide. Last year in the United States, the sports tourism industry grew from \$700 million to \$900 million, with an overall economic impact of \$6.1 billion. As a result, the economic benefit of hosting sporting events has led to increased national competition for all events.

Seminole County is determined to lead the way and has all the components in place - great hotels with competitive rates, facilities that are state-of-the-art and well maintained, and a team that consists of the Seminole County CVB, the Seminole County Leisure Services and Parks and Recreation Department, and the Central Florida Sports Commission, working together to bring these events to the community.

About Seminole County CVB:

Just a short drive from the major attractions of Central Florida, and within a 15-minute drive from Orlando, Seminole County offers great accommodations, fine dining, upscale shopping, superb golf courses, and state-of-the-art sports facilities and training complexes – nestled among charming historical villages. Surrounded by the beauty of natural Florida, Seminole County also offers the classic Florida experience of peaceful rivers, fishing, boating, hiking and more. For destination information call 1-800-800-7832 or visit www.VisitSeminole.com.

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