



# THE POWER OF SPORTS TOURISM: 2024 ECONOMIC IMPACT



**174K**  
VISITORS TO  
FREEDOM, MCKEY,  
NORTH LOWNDES  
PARKS



**52K**  
VISITORS  
TRAVELED  
90 MILES OR MORE  
EACH WAY



**13,000+**  
TOTAL  
PARTICIPANTS

**47**  
EVENTS AT  
VLPR &  
PARTNER  
LOCATIONS

