**FOR IMMEDIATE RELEASE**

**Contact:**
J.D. McCartney
P: (303) 995-5747
E: jdmccartneypr@gmail.com

# Annual Study Finds Economic Impact of Adapted Sport Events Totals More Than $199 Million in the United States

*Report Shows Double-Digit Growth and Momentum Heading Into LA28 Paralympic Games*

**DENVER – Nov. 10, 2026** – The total economic impact of adapted and para sport-related events across the United States reached an estimated **199.4 million** in 2025, according to the Adapted Sport Economic Impact Study conducted by All In Sport Consulting in partnership with Stitch Marketing Research and Huddle Up Group (HUG). This demonstrates a 22 percent increase over last year's findings, underscoring the industry's continued growth and economic power. The results were announced at the 7th Annual Adapted Sport Leadership & Business Symposium (LABS), a two-day virtual conference presented by All In Sport Consulting on Oct. 21 and 22.

"This year's study shows continued strong, positive growth for the industry, and it's clear that the adapted sport industry continues to thrive in the U.S.," said Dawna Callahan, founder and chief executive officer of All In Sport Consulting. "Since we conducted the first study in 2020, the industry's economic impact has more than doubled, and we anticipate even greater expansion in the next few years, driven largely by the LA28 Paralympic Games. These findings are further evidence of the potential of adapted sport in the larger sport economy, and a validation of the industry's influence as a driver for social and economic progress."

The latest findings demonstrate the industry's steady growth since the study began in 2020. The inaugural study in 2020, based on data from 2019 events, reported an annual economic impact ranging from approximately $80.5 to $134.2 million. A follow-up study in 2022 reported an estimated economic impact of $77.8 million, reflecting the effects of the pandemic on 2021 events. In 2023, the industry's economic impact climbed to $139.1 million – an increase of nearly 78 percent over the previous year, demonstrating a strong post-pandemic recovery. That steady growth continued into 2024 with more than $143.9 million, and 2025 with more than $163.9 million. And at a practical level, actual programming continues to expand – **zero** survey respondents expect any significant program hour decreases in 2026.

The Adapted Sport Economic Impact Study remains the only research effort of its kind focused on capturing the measurable financial footprint of the U.S. adapted sport industry. This year, organizers collected detailed expenditure and budget data between July 23 and Oct. 5, 2026, from U.S.-based adapted sport entities to capture and project the economic power of the national adapted sports industry.

"The organizations that shared their data this year are doing more than ever. Each year, we're seeing stronger numbers that continue to build the case for the strength and potential of the adapted sport movement," said Julie Chavanu, project director at Stitch Marketing Research. "With more events, more event days, and a greater overall economic impact, this year's study shows that adapted sport continues to grow as an economic force, bringing increased inclusion and investment to communities nationwide."

**2025 Study Highlights (FULL DETAILS HERE):**

- The total economic impact of adapted and para sport-related events across the U.S. reached an estimated $199.4 million in 2025, a 22-percent increase over 2024.
- The economic impact of events reported by participating organizations alone totaled $15.7 million, a 7 percent increase over 2024.
- This year's findings were based on data from 282 hosted events and 106,337 event participants, including spectators, athletes, coaches, and others.
- Seventy-one percent (71%) of survey respondents expect continued revenue growth in 2026.
- Eighty-six percent (86%) of respondents anticipate increases in program hours through 2027.
- Zero survey respondents expect any significant program hour decreases in 2026.
- Seventy-five percent (75%) of respondents expect some level of increased participation in their programs and events driven by the LA28 Paralympic Games.
- Respondents also expect the LA28 Paralympic Games to drive volunteerism, sponsorship, and awareness for adapted sport nationwide.

"The economic impact of the adapted sport industry continues to grow, and the sustained increase in event activity shows that it is becoming an increasingly important economic engine for communities across the country," said Kevin de Lange, Director of Data Analytics at Huddle Up Group. "These results are a clear signal to the broader sports industry that adapted sports are not only here to stay, but represent a growing market with meaningful opportunity for communities to host events, welcome visitors, and support inclusive participation. This space is increasingly becoming an important economic driver within the broader sports industry.

The findings from the "Adapted Sport: Economic Impact Survey Findings Report" were announced for the first time during "Data Gap: Why Research Matters for the Future of Disability and Sport" session at the 2026 Adapted Sport Leadership and Business Symposium (LABS) on Thursday, Oct. 22. The study was established by All In Sport Consulting and is sponsored by Buffalo Sports Commission and Tempe Tourism.

**About All In Sport Consulting**

All In Sport Consulting is a Denver-based consulting firm that works with organizations to create life-changing opportunities for people with disabilities through adapted sport. Through services including strategic planning, adapted sport program management and implementation, and training and education, All In Sport helps organizations ensure they are in the best position to create opportunities for all who want to experience the power of sport.

**About Huddle Up Group**

Founded in 2012 as a sports tourism industry consulting company, the Huddle Up Group has a successful track record of leading sports organizations through strategic growth and increased

community collaboration. The Huddle Up team has extensive experience in building cohesive organizations and external relationships while collaborating with volunteer boards, donors, elected officials, hospitality community leaders, and various corporate partners.

**About Stitch Marketing Research**
Founded in 2007, Southern California-based Stitch Marketing Research is a marketing intelligence consultancy, delivering insights on your marketplace and what moves it. Stitch MR's unique proposition: a discovery process that evolves from the creation of new intelligence through new research. Stitch MR brings the human equation to the front and center of the marketing and strategy disciplines. We're not just about cold numbers. Stitch Marketing Research delivers strategic insight to a wide range of organizations, from Fortune 100 to start-up, from automotive and healthcare to higher education and sports and fitness.

###