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US Youth Soccer Southern Regionals awarded Major Event of the Year for significant economic boost

BATON ROUGE, LA. – The Louisiana Travel Association (LTA) awarded the 2023 United States Youth Soccer Southern Regional Championships the Major Event of the Year Louey Award during its Annual Meeting in New Orleans this month.

The Louey Awards recognize the best of the Louisiana tourism industry. Major Event of the Year honors a bid-based event with a proven economic impact for its host region.

From June 23-29, 2023, the Southern Regional Championships drew an impressive crowd of 15,000 attendees representing 237 youth soccer teams from 11 southern states. Building on the success of hosting the event in Baton Rouge in previous years, the 2023 edition marked a triumphant return, injecting over \$26 million of economic impact into the parish.

“We are thrilled to be recognized with the Major Event of the Year award from the Louisiana Travel Association,” said Jason Suitt, Director of Sports Development for Visit Baton Rouge. “This event would not have been possible without the partnerships of our park system, the Louisiana Office of Tourism and the Baton Rouge Soccer Club. Their dedication and collaborative efforts were instrumental, and we all look forward to the opportunity to spotlight our city for future sporting events.”

The impact of the Southern Regional Championships on Baton Rouge was nothing short of remarkable, boosting hotel occupancy rates to an impressive 70.7% (Zartico). The tournament stimulated a 63% increase in visitor spending compared to the two weeks prior and after the event, showcasing its substantial influence on the local economy.

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About Visit Baton Rouge



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Visit Baton Rouge is the designated Destination Marketing Organization (DMO) for East Baton Rouge Parish, responsible for promoting and showcasing the region. Our primary mission is to increase visitation to and awareness of the Baton Rouge Area thereby enhancing economic impact. Stay up to date with the latest press releases and Baton Rouge tourism news at visitbatonrouge.com/media/press-releases. Join our social media community and follow us @visitbatonrouge for more updates.

About the Louisiana Travel Association

LTA is a trade association leading and strengthening Louisiana's vibrant tourism industry through advocacy, education, and promotion on behalf of our members. Tourism generated \$1.9 billion for Louisiana in 2022 and is the 4th highest employer in the state. For more information, visit LouisianaTravelAssociation.org.

[Download Photos from the US Youth Soccer Southern Regionals](#)



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