

University of Connecticut

Economic Impact

of Division of Athletics

2025



Prepared by

Office of Budget and Planning

UConn

INTRODUCTION

The University of Connecticut (UConn) stands as one of the nation's premier athletic programs, achieving unprecedented success in 2024-25. UConn won the 2025 NCAA Women's Basketball National Title, defeating South Carolina in the final. This triumph adds to UConn's remarkable legacy of 12 women's basketball national championships.

UConn competes at the NCAA Division I level in 21 varsity sports, maintaining excellence in basketball, football, and numerous other sports. The 2024-25 season has further cemented UConn's legacy, with both basketball programs achieving top national rankings and the football program building on its recent bowl game appearance with continued growth.

UConn Athletics' impact extends far beyond the playing field. The program serves as a significant economic engine for Connecticut, generating substantial economic activity through operational spending, attracting thousands of visitors to the state, and creating employment opportunities across various sectors.



ECONOMIC IMPACT HIGHLIGHTS

\$286.9M

Total Economic Output

\$175.1M

Total Value Added

\$115.0M

Total Labor Income

\$13.1M

Projected State and
Local Tax Revenue

1,905

Total Jobs Supported

61,617

Total Game Attendance



2024-25 SEASON HIGHLIGHTS

Women's Basketball:

2025 National Champion

Men's Basketball:

3rd in the BIG EAST and 8th seed
in the NCAA Tournament

Men's Football:

Won the Wasabi Fenway Bowl;
best record since 2007

Men's Ice Hockey:

First NCAA Tournament appearance and first

NCAA Tournament win in program history

Field Hockey:

21st BIG EAST Championship

Conference Success:

BIG EAST titles across track (men's and women's,
indoor and outdoor), softball, baseball, tennis, and
hockey

Season Excellence:

NCAA Tournament appearances across multiple
sports



METHODOLOGY

The economic impact analysis employs the REMI model (developed by Regional Economic Models, Inc.) to quantify the total contribution of UConn Athletics to the State of Connecticut's economy. This is widely recognized for its comprehensive approach, integrating various economic theories to provide dynamic forecasting.

This analysis focuses on quantifying two main economic impacts:

- * Operational expenditures by UConn Athletics on salaries, supplies, maintenance, travel, and other expenses
- * In-state and out-of-state visitor spending related to UConn sports events

The analysis measures economic impacts through four key metrics:

- * Employment: number of jobs supported
- * Personal Income: all forms of employment earnings, including wages, benefits, and proprietor income
- * Value Added: contribution to the State's Gross Domestic Product (GDP)
- * Economic Output: total value of goods and services produced

Operational expenditures were also broken down by each major sport – football, men's basketball, women's basketball, and all other sports. The all-other sports category includes both expenditures related to UConn's other Division I sports teams as well as non-program-specific expenditures.

Visitor and fan spending estimates were calculated using UConn's attendance data and visitor spending profiles from tourism economic impact studies.

Total visitor spending was calculated by multiplying out-of-state attendance figures by average per-person spending in four areas: lodging, dining, retail purchases, and transportation.

OPERATIONAL EXPENDITURES IMPACT

The operational impact of UConn Athletics represents the economic activity generated through its 21 Division I sports programs. When UConn Athletics invests in its operations,



the benefits extend well beyond the university. Spending on salaries, equipment, and facilities supports local businesses across Connecticut, from construction firms to service providers. The operation expenditure is net of the \$8.3M capital-related expenditure in the fiscal year 2025. These businesses will have a sequential impact on the Connecticut economy as they purchase more goods and services from their

suppliers and create additional jobs. The workers who earn these wages then spend their income in their local communities—at restaurants, retail stores, housing, and other everyday services. This ongoing cycle of spending creates a ripple effect throughout the state, strengthening local economies, supporting small businesses, and contributing to long-term economic growth across Connecticut’s diverse industries.

Category	Total Employment	Value Added	Personal Income	Economic Output
Football	352	\$30.9M	\$21.0M	\$49.8M
MBB	352	\$31.1M	\$20.9M	\$50.4M
WBB	254	\$22.5M	\$15.0M	\$36.1M
Other Sports	660	\$61.5M	\$39.7M	\$100.6M
Operation Subtotal	1,618	\$146.0M	\$96.6M	\$236.9M
Capital Spending	67	\$6.8M	\$5.8M	\$12.2M
Total	1,693	\$153.7M	\$102.2M	\$249.2M

VISITOR AND FAN SPENDING

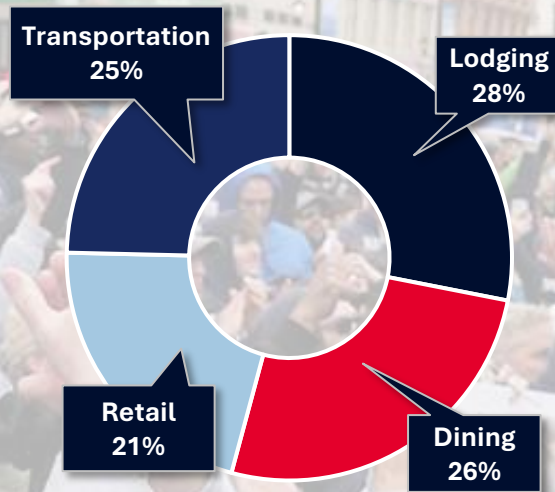
Out-of-state visitors attending UConn Athletic events generate significant economic activity throughout Connecticut. When these visitors spend money on lodging, dining, retail purchases, transportation, and entertainment, they inject new dollars into Connecticut's economy that would not exist otherwise. This influx of outside spending stimulates local businesses, creates employment opportunities, generates income for residents, and produces tax revenues.

Out-of-State Visitor Spending by Program:

- Football: \$ 4.2M
- Men's Basketball: \$6.6M
- Women's Basketball: \$6.6M
- Other Sports: \$3.4M

The categories of estimated visitor spending include:

- Lodging: \$5.9M
- Food&Beverage: \$5.4M
- Retail/Shopping: \$4.4M
- Transportation: \$5.1M



Category	Total Employment	Value Added	Personal Income	Economic Output
Football	44	\$4.4M	\$2.6M	\$7.7M
MBB	67	\$6.7M	\$4.0M	\$11.9M
WBB	68	\$6.8M	\$4.1M	\$12.0M
Other Sports	35	\$3.5M	\$2.1M	\$6.1M
Total	213	\$21.4M	\$12.8M	\$37.7M

TOTAL ECONOMIC IMPACT

The combined economic impact of UConn Athletics operations and visitor (in-state & out-of-state) spending demonstrates the program's significant contribution to Connecticut's economy.

In fiscal year 2024-2025, UConn Athletics generated:

Employment and Income

1,905 total jobs supported

\$115.0 million in personal income

Economic Output

\$286.9 million in total economic output

\$175.1 million in value added to state GDP



Category	Total Employment	Value Added	Personal Income	Economic Output
Football	396	\$35.3M	\$23.6M	\$57.5M
MBB	419	\$37.8M	\$25.0M	\$62.3M
WBB	321	\$29.3M	\$19.1M	\$48.1M
Other Sports	694	\$65.0M	\$41.8M	\$106.7M
Operation Subtotal	1,830	\$167.4M	\$109.4M	\$274.6M
Capital Spending	67	\$6.8M	\$5.8M	\$12.2M
Total	1,905	\$175.1M	\$115.0M	\$286.9M



CONCLUSION

The 2024-25 fiscal year highlighted UConn Athletics' substantial economic impact on Connecticut's economy. The program's success, both athletically and economically, demonstrates its vital role as an economic engine for the state. With sustained athletic excellence, including the 2025 NCAA Women's Basketball National Title and back-to-back men's basketball national championships in the prior season, UConn Athletics continues to drive significant economic activity through operational spending, job creation, and visitor spending throughout the state of Connecticut.