

SPECTATOR SPORTS INDUSTRY (NAICS 71121)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 71121: Spectator Sports . This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

Related Industries

- Fitness Clubs
- Golf Courses and Country Clubs
- Weight Loss Centers
- Fitness Equipment Manufacturing

U.S. Census Categories

NAICS 71121 – Spectator Sports is:
87% comparable to SIC 7941 – Sports Teams & Clubs

Sub-Industries

- Sports clubs, managers, and promoters
- Professional and semi-professional sports clubs
- Baseball club, professional and semi-professional
- Basketball club
- Football club
- Ice hockey club
- Soccer club
- Stadium event operator services
- Boxing and wrestling arena
- Sports field or stadium operator, promoting sports events
- Manager of individual professional athletes
- Sports promotion

