



# SFIA's Topline Participation Report Shows Positive Trends

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Released earlier this year, the annual sports and fitness participation report conducted by the Sports & Fitness Industry Association (SFIA) shows that a record-setting 247.1 million Americans participated in at least one activity in 2024. The report tracks rates of activity for Americans 6 and older across 124 different sports, fitness, and outdoor activities.

"For the first time since SFIA began tracking physical activity, the participation rate for active Americans has reached 80% – a testament to the nation's growing commitment to health and fitness," said Alex Kerman, Senior Director, Head of Research, SFIA. Kerman continued, "It's clear that Americans are prioritizing activity more than ever, and the sports and fitness industry looks forward to continuing to support a healthier, more active nation."

For the fourth consecutive year, pickleball is the fastest-growing sport in the US. In 2024, 19.8 million Americans participated in pickleball, a 45.8% increase from the 2023 figure and an incredible 311% increase from three years ago.

The report also shows the Olympic bounce is in full effect. Many of the sports featured in the 2024 Paris Olympic games saw significant participation increases in 2024. Sports including basketball, gymnastics, volleyball, track & field, and wrestling all saw increases of nearly 7% or higher.

While there isn't a participation report specific to the Fox Cities, we at the Fox Cities Convention & Visitors Bureau aren't surprised by the findings of the national report. 2024 was also a record-setting year for sports tourism in the Fox Cities as we hosted 269 events that brought visitors to the area. Participation in youth team sports continues incredible growth. The sounds of pickleballs can be heard in parks across the Fox Cities all summer long and now in many indoor locations year-round as well. The trail networks that crisscross our community continue to be heavily used by walkers, runners, and bikers. And the increased number of kayak launches and kayak rental stations have led to more leisure activity on our waterways than ever before.

Now, a report of what happened last year is only valuable if it helps us shape the way we approach the future. Is there a new activity that you want to try in 2025 to help improve your health? Is there a new sport that your child or grandchild wants to participate in this summer or fall? Can your business or non-profit take advantage of an increase in active Americans?

We know the positive physical, mental, and social benefits that come along with participation in sports and fitness activities. So, let's take action. An active Fox Cities is a better Fox Cities for all of us to live in so let's make 2025 another record-setting year!