

2025 U.S. Open Impact Analysis



Sports Marketing and Tourism Series | April 2026

The **2025 U.S. Open** was held June 12 through June 15 at the Oakmont Country Club in Allegheny County. The U.S. Open is one of four major championships held annually by the United States Golf Association (USGA). The event hosted 156 athletes who competed for \$21.5 million in prize money, and had a total paid attendance of 181,600, in addition to nearly 13,800 event staff, media and coaches.

The Pennsylvania Department of Community and Economic Development (DCED) awarded \$2.215 million in Sports Marketing and Tourism Program grants to the USGA to provide financial support for the 2025 event. The grants had to be used for the following purposes:

- Site Fees (\$1.95 million): To offset a portion of the \$5.5 million facility rental fee.
- DCED Sponsorship (\$265,000): Hospitality, parking and a pre-event golf outing.

Data for this report were supplied by the USGA and Eventcorp (event research and analytics firm hired by USGA) to the Independent Fiscal Office (IFO) to analyze the direct and indirect economic impact the event had on the Commonwealth. Additional details on the methodologies used in this analysis can be found at the end of the report.

2025 U.S. Open Event Summary

Event Dates	June 12 to 15
Grant Award	\$2.2 million
In-State Spending	\$152.8 million
Local Spending Share	89%
Unique Attendance	<u>109,400</u>
Residents	70,700
Non-Residents	38,700
Visitor Room Nights	41,000

Based on the data submitted, the IFO estimates that 109,400 unique individuals attended (fans) or participated (staff, volunteers, athletes, etc.) in the event, and approximately 35% were non-residents. Non-staff visitors generated an estimated 41,000 room nights at hotels and short-term rentals (e.g., VRBO) and spent \$71.2 million at local venues such as hotels, restaurants, retail shops and gas stations. The data suggest that most spending (89%) occurred in the Pittsburgh Metro Region (Allegheny, Armstrong, Beaver, Butler, Fayette, Lawrence, Washington and

Westmoreland Counties). Total spending (direct, indirect and induced) related to the event was \$152.8 million.

The analysis estimates the economic impact from (1) All Visitors and (2) Non-Residents Only. For residents, spending data may reflect amounts shifted from other forms of discretionary in-state spending. By contrast, it is unlikely that non-resident spending would have occurred in-state without the event. The first estimate represents the broadest possible economic impact related to the event, while the second only counts monies pulled into the state economy due to the event. Direct spending on event operations is also included in non-resident spending because this spending would not have occurred without the event and was not shifted from other forms of discretionary in-state spending.

The IFO projects total direct spending of \$100.4 million, which includes net spending by fans and visitors (\$71.2 million) and the USGA (\$29.2 million) (see table on next page).¹ Net direct spending data were input into the IMPLAN input-output model. The model converts spending into economic impacts such as jobs supported, compensation paid and final sales or output. The economic impacts include (1) the direct effects for firms that supply final goods and services (e.g., restaurants), (2) indirect effects (firms in the supply chain)

¹ The direct spending is a net figure because it excludes reported spending that did not impact the state economy (e.g., prize monies paid to athletes, merchandise bought directly from out-of-state vendors at the event and wages paid to non-resident USGA staff that will be spent in their home state). However, this excluded spending is included in the computation of state sales and income tax collections (e.g., income earned at the event is subject to income tax and spending on taxable merchandise at the event is subject to sales tax).

and (3) induced effects (how workers spend income earned). The sum of these three impacts is referred to as the multiplier effect, as the original direct spending is re-spent and reverberates through the local and state economies. For this event, the IMPLAN model estimates a spending multiplier of roughly 1.52, so that \$1.00 of direct spending increases total spending or output by \$1.52.

2025 U.S. Open Impact Analysis

	All Visitors	Non-Residents
Net Direct Spending	\$100,430	\$72,150
Event	\$29,220	\$29,220
Fans & Visitors	\$71,210	\$42,930
Lodging	\$15,200	\$12,110
Dining & Restaurants	\$11,180	\$6,240
Retail & Other	\$44,830	\$24,580
Total Spending	\$152,830	\$114,420
Spending Multiplier	1.52	1.59
Employee Compensation	\$47,690	\$35,950
FTE Jobs Supported	900	660
Taxes Generated	\$10,150	\$7,280
Personal Income	\$2,060	\$1,700
Sales & Use	\$5,430	\$3,490
Local Earned Income	\$1,010	\$800
Local Sales & Use	\$540	\$390
Local Hotel (7%)	\$1,110	\$900

Note: Dollars in thousands.

output into full-time equivalent (FTE) jobs. The analysis estimates that 900 FTE jobs were supported. Nearly one-third (290) of these jobs were in the dining (117), accommodations (94) or retail sectors (79). The recreation sector (244) had the most jobs supported, likely driven by spending at golf courses (mainly the Oakmont Country Club). Approximately 68 jobs were supported in construction and related industries (including landscaping and engineering) due to significant spending by the USGA for site preparation and restoration work at the club.

- Taxes:** State tax revenues related to the event include \$2.1 million in state personal income tax and \$5.4 million in state sales and use tax. Local earned income taxes (assumed rate of 1.5%) total \$1.0 million and \$540,000 was generated by the Allegheny County sales tax (1.0%). State and local income taxes include tax paid on prize monies. Allegheny County imposes a 7% tax on hotel rooms (surrounding counties range between 3% to 5%), and the event generated an estimated \$1.1 million in local hotel room tax.⁴ All taxes related to accommodations are gross estimates, as they are not reduced for a potential "crowding out" effect (i.e., other visitors who may have lodged at a hotel but did not (or could not) due to the event).

Highlights from the analysis include:

- Total Spending:** Original spending of \$100.4 million yields total in-state spending of \$152.8 million. This includes the indirect and induced effects noted and is reduced for leakage from the state economy.^{2,3} Non-resident and event spending generated most (75%) of the impact.
- Employee Compensation:** The IMPLAN model estimates that the \$152.8 million of total spending would yield \$47.7 million in employee wages and self-employment income for Pennsylvania workers.
- Jobs:** Although the event took place over four days, the model converts additional hours worked into the implied number of jobs (full- and part-time) on an annual basis. The IFO then converted that

2 Leakage refers to spending that flows out of the state economy such as federal taxes, savings, out-of-state travel and purchases of imports.

3 The spending figure double counts sales as they move through the supply chain (i.e., business-to-business transactions). If the double counting is removed, the amount is referred to as value added (or gross state product) and is \$90.8 million.

4 See: [Municipal Statistics, County Tax Information](#) (DCED).

Data and Assumptions

Act 54 of 2022 requires the IFO to publish an analysis of events awarded grants through the Sports Marketing and Tourism Program. A description of the methodology used for these reports can be found on the IFO’s website ([SMAT Series Analysis Methodology](#)). The IFO used data supplied by the USGA and Eventcorp to estimate net direct spending in the Commonwealth by the USGA, athletes, support staff and attendees and the IMPLAN model to project the indirect and induced effects from the direct spending.

Event Spending

The USGA event budget submitted to the IFO notes that the organization spent \$29.2 million on goods and services in the Commonwealth to host the 2025 U.S. Open. The IFO estimates that \$18.4 million (63%) was spent in the Pittsburgh Metro Region. Major spending categories include:

- \$15.3 million for construction, restoration and other services (landscaping, temporary dumpsters and restrooms, rental equipment, fuel).
- \$3.5 million for transportation management (parking lot construction, coach buses, traffic control).
- \$1.3 million for staff and vendor lodging, per diem and related expenses.
- \$1.1 million for event catering (including alcohol).

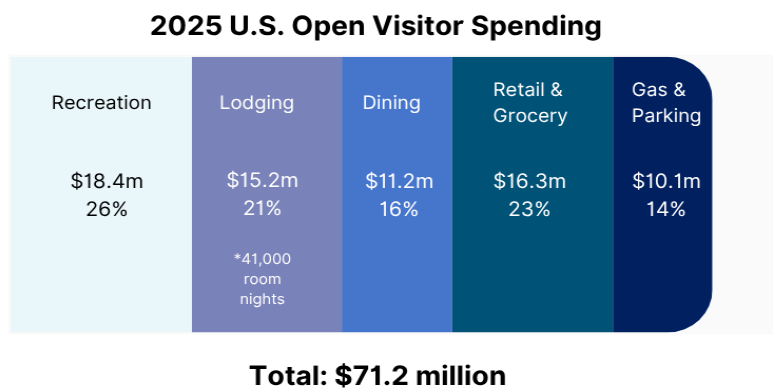
The remainder of the budget includes advertising and consulting costs; local utility, permitting and public safety (police, fire and medical) expenses; Oakmont Country Club host fees and revenue sharing (\$5.6 million); and other various expenses.

Visitor Spending

Total paid attendance for the 2025 U.S. Open was 181,600. This figure double counts unique individuals that attended more than one day of competition. The average length of attendance was 1.9 days, for an estimated unique attendance of 95,600. USGA survey data found that slightly more than one-third (36%) of fans came from another state, one-third from Allegheny County, and slightly less than one-third (31%) from other Pennsylvania counties.

In addition to paid attendance, the IFO estimates that nearly 13,800 individuals attended the event as players or player support (approximately 1,700), volunteers (4,300), event staff and security (5,900), credentialed guests and officials (530) and media (1,300). Combined with fans, a total of 109,400 unique individuals attended, worked or participated in the event, and over one-third (35%) were non-residents.

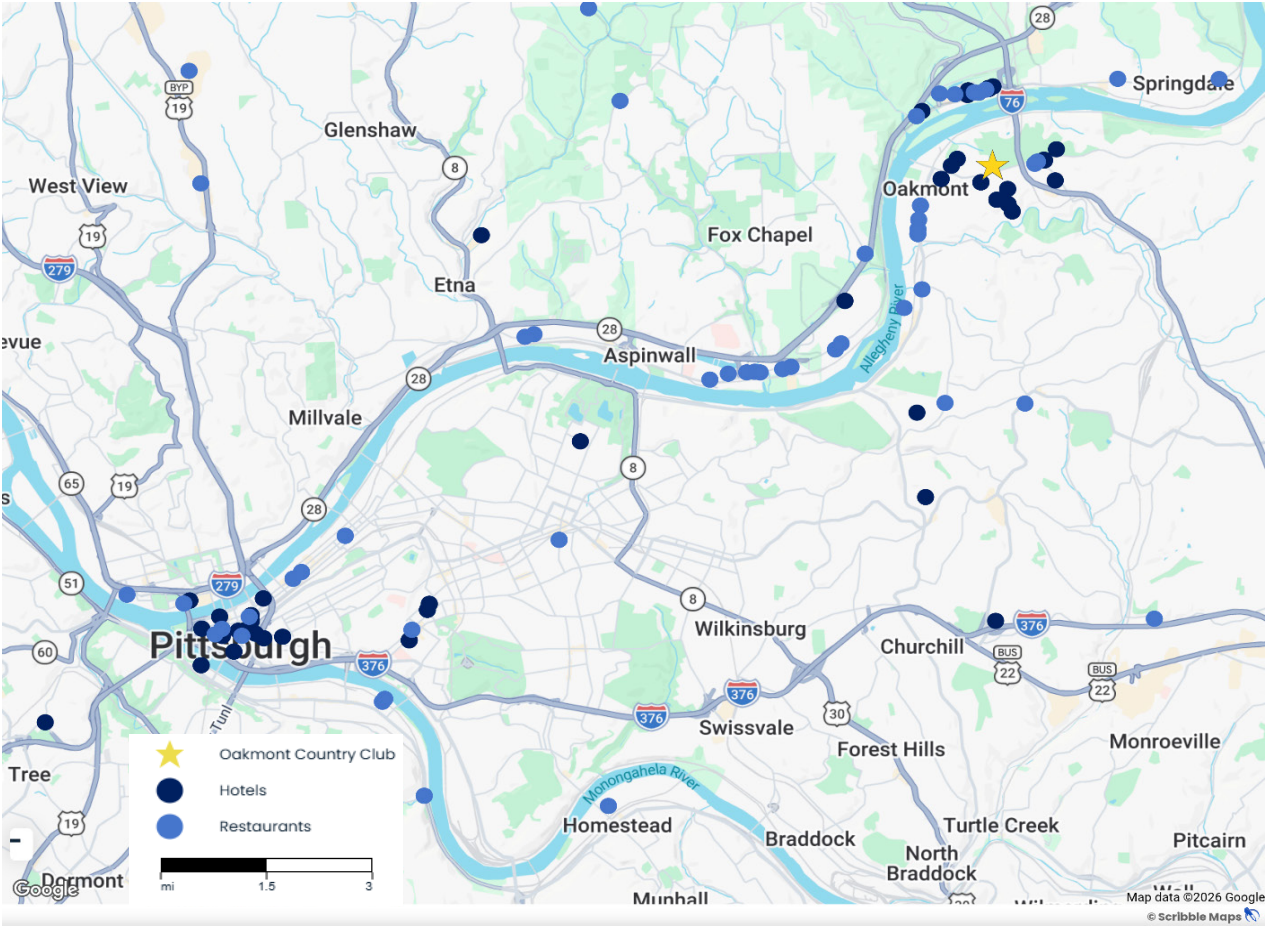
The USGA hired Eventcorp to conduct a survey that focused on individuals from outside Allegheny County who attended the event. The IFO used the survey results and paid attendance data to estimate visitor spending outside the event. The IFO separately estimated spending by volunteers, athletes and coaches, and other visitors not included in the survey or paid attendance data. The adjacent figure displays the projected visitor spending by category, with total direct spending estimated at \$71.2 million.



Most spending likely occurred in Allegheny County, particularly within the City of Pittsburgh. The map below highlights select hotels and restaurants located within roughly 30 miles of the Oakmont Country Club. Notably, downtown Pittsburgh, located approximately 15 miles southwest of the country club, serves as a major hub for lodging and dining establishments.

Data supplied by the USGA show that the association generated \$21.2 million from hospitality sales (food, beverages, premium accommodations, etc.), \$27.6 million from merchandise and \$29.3 million from admissions (tickets) to the event. Because those monies were received by the USGA and did not remain in the state economy (e.g., used for prize monies or overhead costs), they were not included in net spending for the economic impact; however, relevant spending was considered for the estimate of state taxes generated (i.e., sales tax on food or merchandise).

2025 U.S. Open Map



Note: Map displays select hotels and restaurants within 30 miles of the Oakmont Country Club.

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