



**TODAY'S TECH:** According to Newzoo, the global esports audience reached 380 million people in 2019 and will increase to 557 million by the end of this year.

*Gamers at the Halo Championship Series Kickoff Major Raleigh tournament.*

# GAME ON

## Esports around the nation offer excitement.

As the popularity of competitive video game playing continues to grow, destinations around the nation are finding esports an increasingly effective way to attract Generation Z and millennial travelers.

Electronic sporting fans will find more options than ever. In March, [Kore Meltdown](#), an esports bar franchise, announced a new partnership with [Hard Rock Café International](#) that will bring esports events to multiple Hard Rock locations, including Atlanta, Chicago, Hollywood and Seattle.

Indeed, destinations large and small are setting their sights on esports as a way to grow tourism. [Visit Myrtle Beach](#), for example, recently completed a feasibility and market study and hosted an esports familiarization tour that welcomed 10 industry professionals. In Raleigh, North Carolina, meanwhile, the [Greater Raleigh Esports Local Organizing Committee](#) is focused on growing esports and gaming activities, helping the



*The Six Major Raleigh event generated \$1.45 million in economic impact, according to Visit Raleigh*

destination to attract events like the East Coast Game Conference and Playthrough Gaming Convention this year.

Travelers can also choose from a growing number of permanent esports facilities. [Helix Esports](#), which operates venues in North Bergen, New Jersey, and Foxboro, Massachusetts, plans to open a new location in Los Angeles. And the 100,000-square-foot [Esports Stadium Arlington](#), located near Dallas, Texas, started the new year under new management as it hosted the season kickoff tournament of the [Call of Duty League](#).

Another popular large-scale esports venue is [HyperX Arena](#), located at the Luxor in Las Vegas, which has a 30,000-square-foot, multi-level esports area, VIP rooms and a luxury box suite lounge. In addition to tournaments and events, the venue hosts educational tours and even private parties.

And in case you missed it in the Weekend edition, here in Orlando, [Full Sail University Orlando Health Fortress](#) is the home of Full Sail's collegiate esports team, Full Sail Armada, and serves as its premier esports arena.



*HyperX Esports Arena is set within the Luxor hotel complex in Las Vegas.*

According to [Insider Intelligence](#), there will be 29.6 million monthly esports viewers in the United States this year.