



COMMERCIAL FACILITIES SECTOR PROFILE



The Commercial Facilities Sector includes locations that draw large crowds for shopping, conducting business, entertainment, or lodging. The majority of these facilities are privately owned, operated, and regulated at the state and local levels, however, their protection and resilience remain a national priority: The sector's assets are multifaceted and play a vital role in the social and economic well-being of the nation by contributing significantly to the U.S. gross domestic product (GDP) and supporting millions of jobs across the country.

The Commercial Facilities Sector is categorized into eight distinct subsectors, each serving a unique purpose and drawing a variety of patrons.



Entertainment and Media



Gaming



Lodging



Outdoor Events



Public Assembly



Real Estate



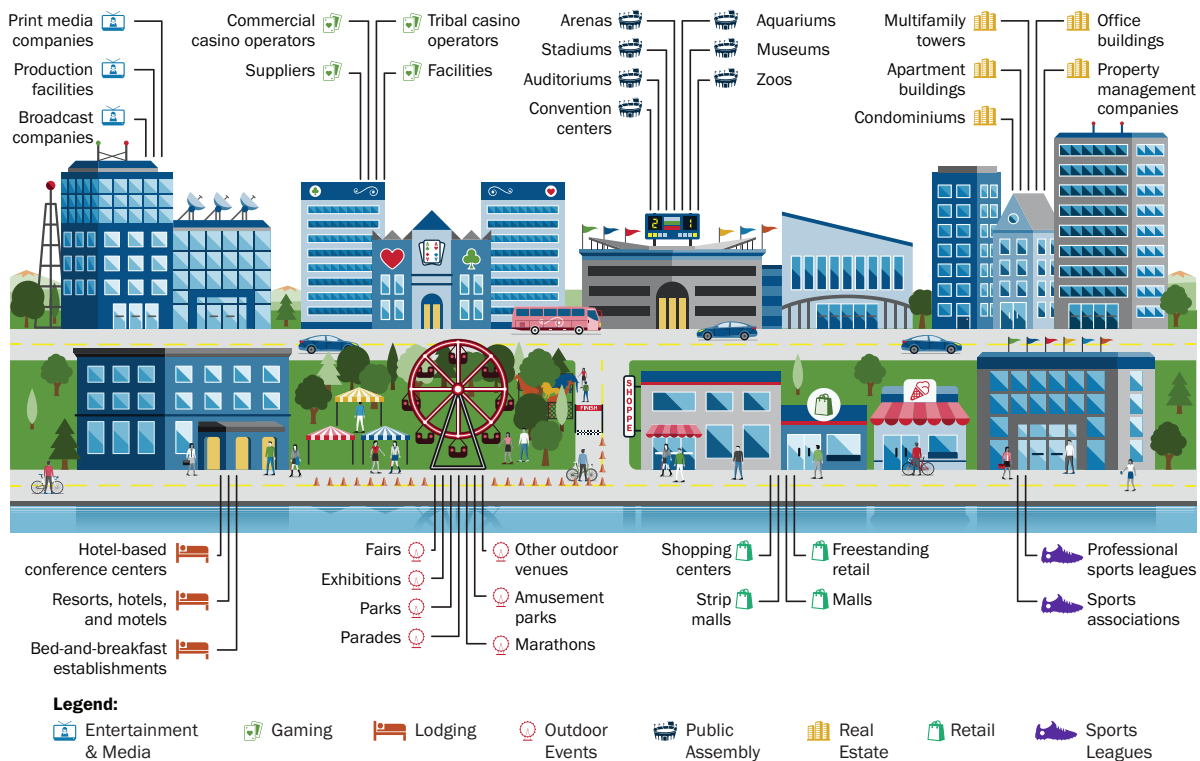
Retail



Sports Leagues

The Commercial Facilities Sector: Integral to Everyday Life

On a typical day, an average American can wake up in their rental apartment, watch the local news, go to work in an office building, and stop by the mall after work before heading out with friends to catch a baseball game. Parts of their day will likely interact with the Commercial Facilities Sector.



Working Together Across the Sector

The Commercial Facilities Sector relies on subsector partnerships for economic growth and security. Intelligence and information sharing across sector components are essential, especially for facilities and events concentrated in specific areas of the country and therefore requiring specific regional coordination between private and government partners. Such concentrated regional components include the Entertainment and Media Subsector in Los Angeles, CA, and New York City, NY, and the Gaming Subsector in Las Vegas and Reno, NV, and Atlantic City, NJ.



Retail supports **23 million** indirect and induced jobs, including nearly **3 million** finance, insurance, and real estate jobs.



For each **\$100** spent on **lodging**, hotel guests spend an additional **\$224** on average for transportation, food and beverage, gaming, retail, and recreation.



The U.S. digital media market was valued at **\$240 billion** in 2023 and is projected to reach **\$718 billion** by 2032.



Gaming attracted approximately **102 million Americans** who visited casinos in 2023, contributing to nearly **\$66.7 billion in commercial gaming revenue** and an economic impact of **\$329 billion**, including spending at restaurants, retail stores, hotels, and other businesses.

Critical Sector Dependencies and Interdependencies



Communications

Uninterrupted internet and telecommunication networks are crucial for operations in all eight subsectors.



Critical Manufacturing

Consumer and facility product inventories, environmental controls, and entertainment products are required for the sustained operation of commercial facilities.



Defense Industrial Base

Commercial Facilities rely on the Defense Industrial Base for threat information to help manage risk and improve security posture. The Defense Industrial Base depends on the Commercial Facilities Sector to provide secure and resilient facilities to perform national security missions.



Emergency Services

Commercial facilities partner with emergency services personnel to reduce risk and respond to disasters. They may also support emergency response to large-scale incidents, including services as emergency staging areas and evacuation shelters.



Energy

Uninterrupted energy, such as electricity, natural gas, and diesel are essential for commercial facilities critical operations.



Financial Services

Secure and functional financial services are vital for commercial facilities operations, including daily transactions.



Food and Agriculture

Commercial facilities depend on the Food and Agriculture Sector for food and beverages served on their premises, including commercial facilities with restaurants located on site.



Government Facilities

Government facilities may reside within or adjacent to commercial facilities.



Healthcare and Public Health

Healthcare partners provide necessary services to the public after an incident, such as a large-scale illness outbreak. Commercial facilities have also been used as alternate medical facilities during public health emergencies.



Information Technology

Functioning IT is essential for business operations, building management systems, faculty security, and cybersecurity across the Commercial Facilities Sector.



Transportation Systems

Transportation systems enable employees and customers to travel to and from facilities and allow facilities to receive products and supplies.



Water and Wastewater

Commercial facilities require a continuous supply of safe water to operate.

ENTERTAINMENT AND MEDIA

The subsector includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book and newspaper publishing, and video games. These outlets reach the general population on a continuous basis and have a significant effect on the economy.



Film & TV



More than **33,500 broadcast stations** are in operation in the United States.



The cable industry supports more than **1 million jobs**.



122,000 film and television businesses had locations in every state, and **92%** of these employ fewer than 10 people.



The film and television industries support more than **2.3 million total jobs**, which amounts to **\$229 billion** in total wages.

Print Media



In 2024, the U.S. newspaper market was estimated to be worth about **\$20.6 billion** across circulation and advertising revenues.



In 2024, print and digital newspaper circulation was about **40 million**.



In 2024, there were **5,600 newspaper publishers** in the United States.



There were **4,765 magazine and periodical publishers** in the United States as of 2024.

GAMING

The subsector includes commercial and tribal casino operators, facilities, suppliers, and other entities affiliated with the gaming industry. Gaming establishments are located in most states across the country.



Gaming generated close to **\$110 billion** in revenue in 2023:

\$41 billion Tribal gaming revenue	\$43.6 billion Commercial gaming revenue
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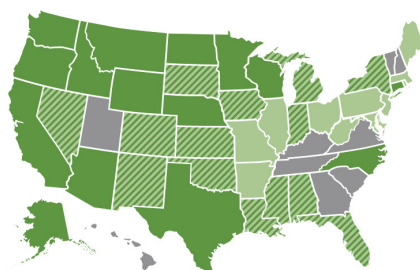
Commercial and tribal gaming contributes **\$328.6 billion** to the U.S. economy.



The average gaming venue has **692 employees**.

The gaming subsector directly employs **700,000 people** across **33 leisure and hospitality jobs** and supports an additional **1.8 million jobs** across other subsectors.

42 states have gaming establishments, including 486 commercial gaming venues and 525 tribal gaming venues.



Gaming Establishments Across the United States

- Commercial gaming
- Tribal gaming
- Tribal and commercial gaming

LODGING

The subsector includes non-gaming resorts, hotels and motels, hotel-based conference centers, and bed-and-breakfast establishments. Accommodations make up the largest portion of this industry and support millions of hotel property workers. Hotels are often adjacent to or share space with other commercial facilities, such as casinos, shopping malls, or office buildings.



Hotels contribute
\$894 billion
to the U.S. GDP.

Domestic and international
travelers generated
\$1.3 trillion in
revenue in 2024, or 2.5
percent of the U.S. GDP.

Hotel operations and
guest spending support
9.2 million jobs,
or 1 in every 25 U.S. jobs.



The U.S. hotel industry
contains **more than 64,000
hotels, motels, inns, and
bed & breakfasts**.



The hotel industry consists
of nearly **5.7 million
guestrooms**.



A representative hotel
with **100 occupied rooms**
supports **260 total jobs**.



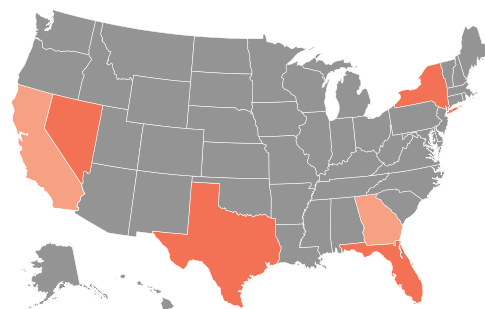
Hotel industry compensation
increased to **\$125.8 billion**
in 2024.

Top 5 States by Employees (>1 million)

State	CA	FL	GA	NV	NY

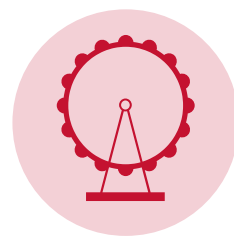
Top 5 States by Sales (>\$204 billion)

State	CA	FL	NV	NY	TX



OUTDOOR EVENTS

The subsector includes amusement parks, fairs, exhibitions, parks, parades, marathons, and other outdoor venues and events. Nearly 4,000 fairs are held in North America each year. Parades and marathons in large cities often draw millions of spectators and participants.



There are **1,273
amusement and theme
parks** in the United States
with more than **203,000
employees**.



In 2022, the United
States contained
700 waterparks.



The United States holds
about **4,000 state, county,
and themed fairs** annually
with 31,593 employees.



In 2024, **almost 8.5
million** people registered
for running events in the
United States.

The Attractions Industry
generates almost
\$237 billion
in revenue through
**theme parks,
amusement
parks, and
water parks.**

PUBLIC ASSEMBLY

The subsector includes facilities where many people congregate for things such as spectator sports, the arts, and cultural events. These facilities include convention centers, auditoriums, stadiums, and arenas, as well as cultural properties such as museums, zoos, and aquariums.



Museums, Zoos, Aquariums, and Convention Centers



Museums contribute nearly **\$50 billion** U.S. GDP each year.



Museums support more than **726,000 jobs**.



Zoos and aquariums support more than **254,000 jobs**.



Zoos and aquariums serve more than **209 million visitors** each year.



The convention business was worth about **\$33 billion** in 2024.

Movie Theaters



2,007 movie theaters in the United States.



Every dollar spent on movie nights contributes approximately **\$1.50** in additional economic activity across the economy.



More than **408,000 jobs** are supported by total movie night economic activity.



More than **760 million** tickets were sold in 2024, amounting to **\$8.6 billion** in revenue.

Stadiums and Arenas

MLB

Stadiums: **29**

U.S. Total capacity:
~1.2 million

Seasonal attendance:
~71 million (2024)

NBA

Arenas: **29**

U.S. Total capacity:
~560,000

Seasonal attendance:
~22 million (2024)

NFL

Stadiums: **30**

Total capacity:
~2.1 million

Seasonal attendance:
~23 million (2025)

NHL

Arenas: **25**

U.S. Total capacity:
~452,000

Seasonal attendance:
~18.7 million (2024)

REAL ESTATE

The subsector includes office buildings and office parks, apartment buildings, multifamily towers and condominiums, self-storage facilities, and property management companies. These facilities comprise the properties where many Americans live and work every day.



The real estate subsector employs nearly **1.9 million people**.

Apartments

There are more than **21 million renting households** in the United States.

Just under

88%

of renters pay less than \$2,000 per month in rent.

Of those, just under

1/3

pay less than \$1,000 per month in rent.

Offices



Commercial real estate contributes **\$2.5 trillion** to the U.S. GDP and supported **14.2 million jobs**.

RETAIL

The subsector includes malls, shopping centers, and strip malls, as well as freestanding retail establishments. The subsector also contributes nearly **9 percent** of the nation's GDP.



The subsector is the nation's largest private-sector employer, accounting for one in four U.S. jobs or **32 million** direct jobs across 17 industries.

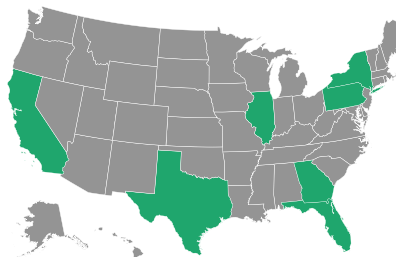
Retail supports an additional **\$3 trillion** contribution to the economy through indirect and induced effects.

98.6% of retail enterprises employ fewer than 50 people, which accounts for **40.1%** of all retail industry jobs.

11.1% of all U.S. business establishments belong to the retail subsector.

The retail industry directly contributes **\$2.2 trillion** to the U.S. GDP.

Top 5 states by # of retail establishments and jobs.



Top 5 States by # of stores

CA | FL | GA | NY | PA

Top 5 States by # of jobs

CA | FL | IL | NY | TX



Supports **55 million** direct, indirect, and induced jobs.



Supports at least **13.8 percent** of employment for every state in the nation.

SPORTS LEAGUES

The subsector includes major sports leagues and associations. Establishments related to spectator sports are spread across the United States, and the industry supports thousands of jobs. The five major sports leagues alone—Major League Baseball (MLB), National Basketball Association (NBA), National Football League (NFL), National Hockey League (NHL), Major League Soccer (MLS)—produced more than \$52 billion in revenue during the 2023-2024 season.



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The United States contributes nearly **40 percent** of the global market value of sports, worth **~\$240 billion**.

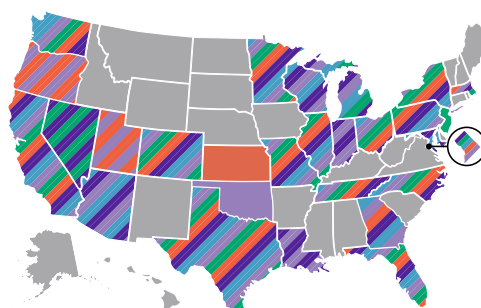


Athletes and sports competitors make up **~8.5 percent** of total spectator sport industry employment.

During the 2023-2024 season,

The NFL generated \$23 billion in revenue.	The MLB generated \$12.1 billion in total revenue.	The NBA generated \$11.3 billion in total revenue.	The NHL generated \$6.3 billion in total revenue.	The MLS generated \$2 billion in total revenue.
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MLB Team
MLS Team
NBA Team
NFL Team
NHL Team



153 major league sports franchises (MLB, NHL, NFL, NBA, MLS) are in 44 U.S. cities.

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