



**SPORTS TOURISM**  
**ECONOMIC IMPACT**  
**EXPLORE THE OPPORTUNITY**

# SPORTS TOURISM IS A GLOBAL TRAVEL ENGINE

*Sports tourism is no longer a niche market, it's now a top-tier global travel driver*

- Sports tourism represents ~10% of global tourism spending
- The **global sports tourism market exceeded \$560B** and is projected to reach **\$1.3T+ by 2032**, driven primarily by **international travel for mega-events, leagues, and championships.**
- Spend **2 to 3 times more per trip** than domestic leisure travelers
- Stay **8 to 12 nights on average**
- Travel **multi-city and multi-region**
- Book **higher-tier hotels**
- Spend more on dining, shopping, attractions, and experiences

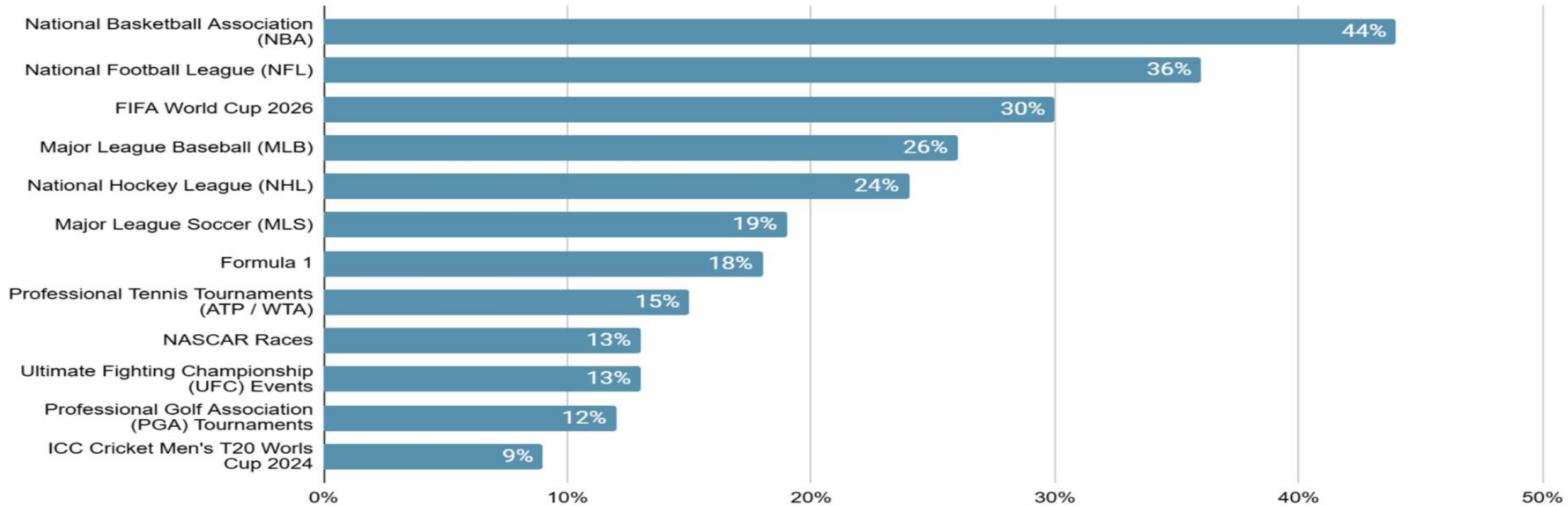
**The event is the anchor. The destination becomes the experience.**

SOURCE:

UN Tourism, formerly known as the World Tourism Organization (UNWTO)



# TOP PROFESSIONAL SPORTING EVENTS OF INTEREST



Source: Brand USA 2024 Market Intelligence Survey

Q: You mentioned that attending a professional sporting event in the USA is something you are interested in. Which of the following sports events do you plan to attend during your future overnight leisure trip to the USA?  
Base: Respondents interested in attending a professional sporting event on a future visit to the USA, N=1,643

# THE DECADE OF SPORTS IN THE USA



- 2026 FIFA World Cup
- 2028 Summer Olympic Games
- 2031 Men's Rugby World Cup
- 2033 Women's Rugby World Cup
- 2034 Winter Olympic Games



SALT LAKE CITY  
**UTAH 2034**  
Olympic & Paralympic  
Winter Games Host



# MEGA-EVENT MULTIPLIER EFFECT



## FIFA WORLD CUP 2026

- **6.5 million expected attendees** across host countries
- **United States projected impact**
  - **\$30.5 billion in gross output**
  - **\$17.2 billion contribution to GDP**
  - **~185,000 full-time equivalent jobs**

## IMPORTANT INSIGHT:

- International fans attend multiple matches
- Travel multiple cities
- Extend trips before and after events

**This is tourism acceleration, not just visitation**



# WHY DESTINATIONS INVEST IN INTERNATIONAL SPORTS TOURISM

## Economic outcomes

International sports tourism delivers

- Higher average daily spend
- Longer length of stay
- Strong tax generation
- Job creation across hospitality, transport, retail, and services

## Strategic outcomes

- Reduces seasonality
- Builds global destination awareness
- Converts first-time visitors into repeat travelers



# THANK YOU!



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