



SPORTS TOURISM BOOMS

SPORTS & TOURISM PANEL



Premier Travel Media

Jeffrey Gayduck
President



New York Yankees

Mark Topley
Associate Director, Strategic
Ticket Sales & Tourism



Onward

Brandon Furyk
Vice President



GTSE

Luisa Mendoza
Founder & CEO
Moderator

THE DECADE OF SPORTS

2025 FIFA Clubs World Cup

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

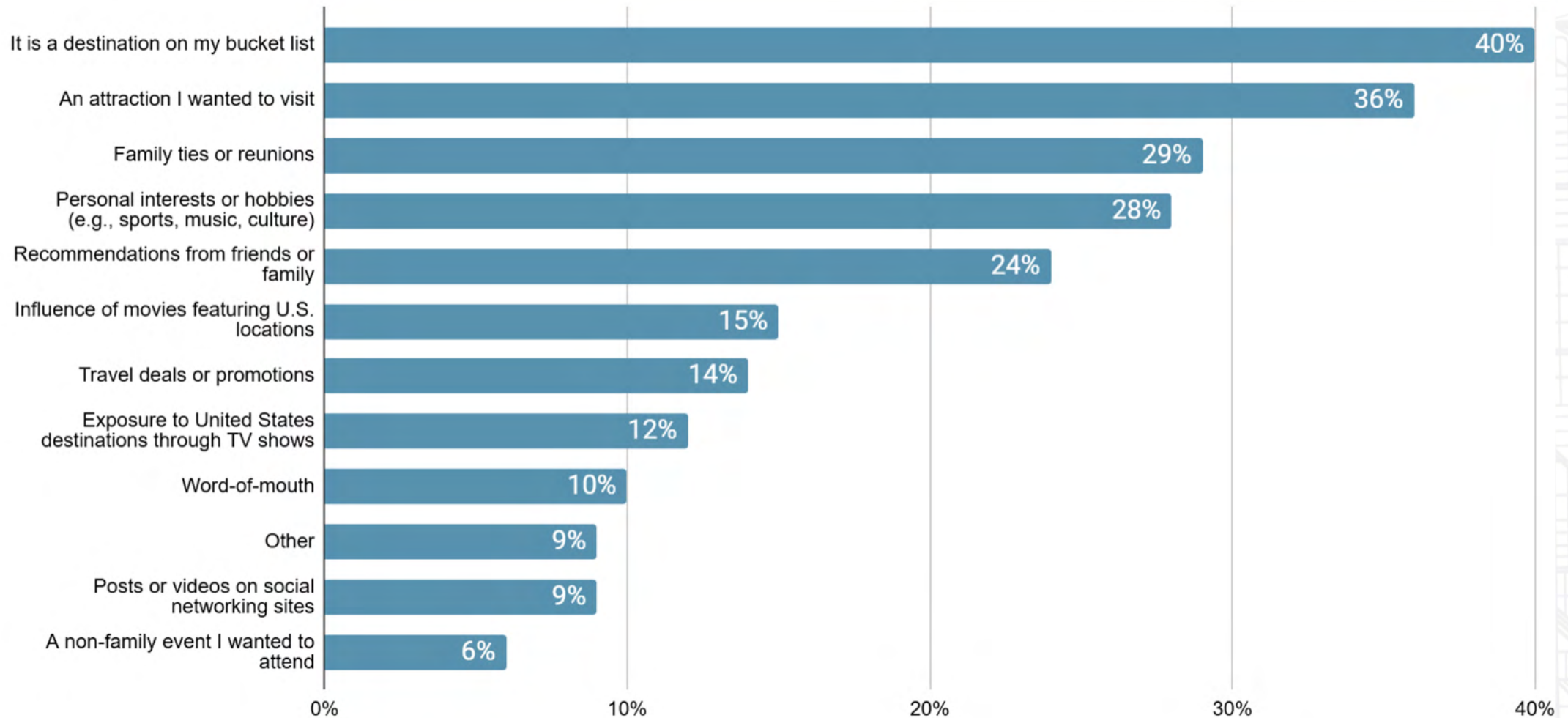


SPORTS TOURISM BY THE NUMBERS

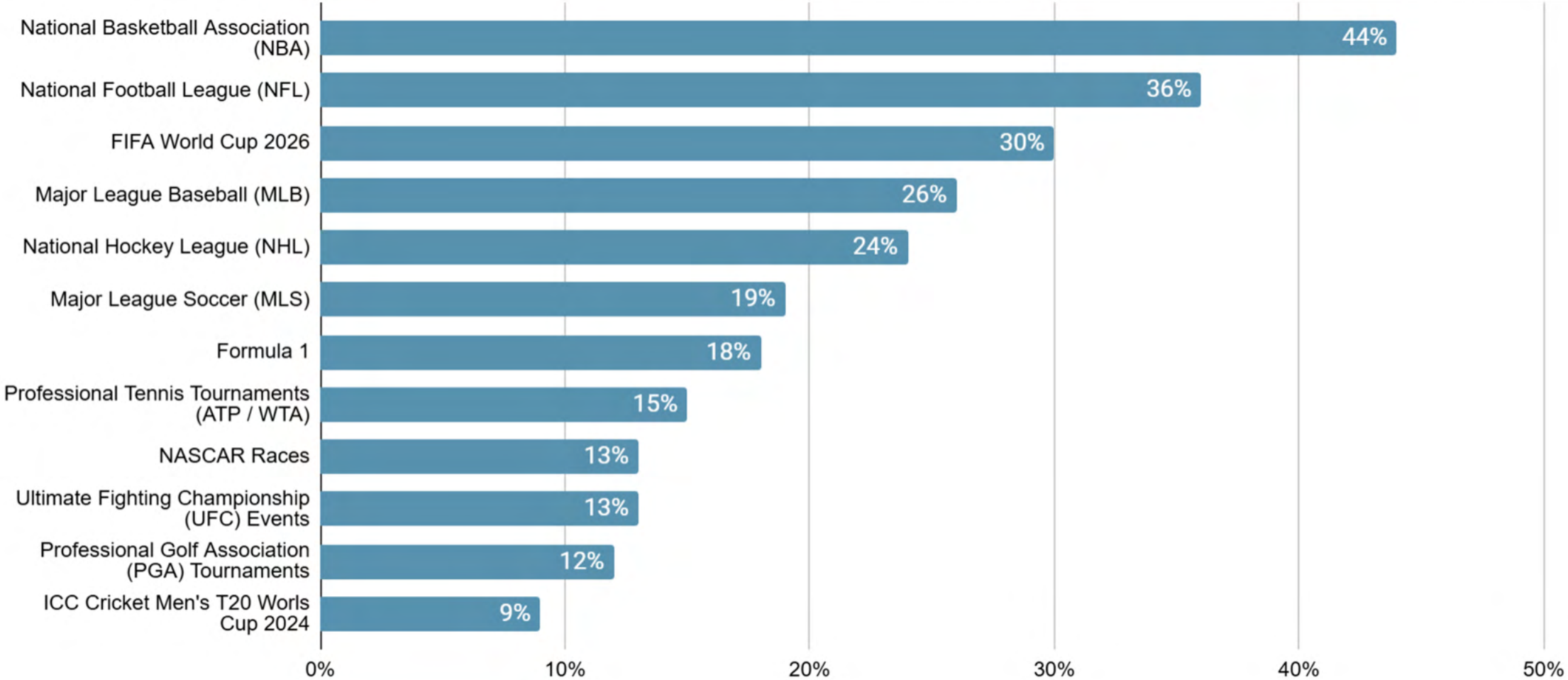
- **Sports tourism** is the fastest-growing sector of global travel, valued at **\$564.7 billion in 2023** and **projected to reach \$1.5 trillion by 2032**.
- According to Collinson International, their survey found **83% of travelers had attended or planned to attend a sporting event, and 71% for a concert**.
- Over 4 in 5 (84%) of sports and music fans have traveled to a new city or country to watch their favorite team or artist.
- Sports tourists spend heavily on hotels, flights, and local experiences, often arriving early or staying days after events. For instance, Las Vegas hosted an F1 Grand Prix in 2023, **generating \$1.5 billion in economic impact**.



FACTORS INFLUENCING PAST VISITATION



TOP PROFESSIONAL SPORTING EVENTS OF INTEREST



Q: You mentioned that attending a professional sporting event in the US 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

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