

Sports Tourism Market Size, Share & Trends Analysis Report By Sports Type (Soccer/Football, Cricket, Basketball, Tennis), By Tourism Type (Active, Passive, Nostalgia), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Sports Tourism Market Growth & Trends

The global sports tourism market size is expected to reach USD 2,137.86 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to expand at a CAGR of 17.5% from 2023 to 2030. The growth is fueled by an increase in facilities associated with sports events and mega events such as Olympics, FIFA, and Wimbledon. Sports events of all sizes and types draw tourists as participants or spectators, and locations work to differentiate themselves and offer genuine local experiences by incorporating local flavors into them.

Traveling for sporting events such as a badminton match, yoga retreat, or to surf on beaches is included in sports tourism. Sports tourism includes attending sporting events like a Premier League football game or a Formula One race. Visits to historic sites, such as the Olympic stadium in Barcelona, or to examine artifacts associated with a favorite sports figure, like the museum of the Maracana football stadium in Rio de Janeiro, are forms of sports tourism.

The soccer/football segment of the sports tourism market dominates in terms of sport type, and it is anticipated that it will hold the largest market share during the projection period. American football is the most popular sport in the world. Football has between

390 million and 410 million supporters internationally; the majority of them are in the United States, making it one of the most watched sports in the country. The National Football League (NFL), which consists of 32 clubs split evenly between the National Football Conference (NFC) and the American Football Conference, is the top league in American football (AFC).

Passive tourism is expected to expand at the fastest CAGR over the forecast period. The growing trend of the segment is attributed to the rising preference of millennials and younger adults to travel to various countries, and cities just to watch some of the popular games, or their favorite sportsperson. Additionally, many developing nations are enhancing their infrastructure to draw in more tourists, including Brazil, India, and Sri Lanka. This is anticipated to encourage the expansion of the global sports tourism industry.

Europe held the largest revenue share in 2022. People visit different parts of the globe to attend a variety of sports events and to visit various tourist destinations. Sports-related events, however, are often among the best in Europe for tourists who want to get a sense of the local culture. Europe's stadiums and sporting arenas are constantly crowded with incredible spectacles, from international tournaments and yearly events to individual club games and matches.

Sports Tourism Market Report Highlights

Sports tourism was valued at USD 587.87 billion in 2022 and is expected to register a CAGR of over 17% during the forecast period. The growth of the sports tourism industry and the hosting of sporting events have had a significant impact on infrastructure, the creation of jobs, income, and the promotion of countries as travel destinations globally

The soccer/football segment is expected to reach USD 835.70 billion by 2030. The growth of the sports type is due to the mega tournaments such as FIFA that are held every four years in different cities which attracts more visitors to experience the game as well as travel the whole city the whole week

The passive tourism segment is expected to witness a substantial CAGR of over 17% from 2022 to 2030. The growing popularity of sports, and favorite athletes coupled with the rising premier league competitions further contribute to the growth of the sports event industry across the globe

Europe region was valued a USD 223.48 billion in 2022. An increasing number of tourists from Europe visit particular places since they are passionate about sports, such as engaging in a once-in-a-lifetime experience at a significant site or attending a renowned sporting event

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