

Sports Tourism Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sports (Soccer Tourism, Cricket Tourism, Hockey Tourism, Tennis Tourism, Others), By Application (Passive Sports Tourism, Active Sports Tourism), By Type (Domestic Tourism, International Tourism) By Region & Competition, 2021-2031F

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Abstracts

The Global Sports Tourism Market is projected to experience significant expansion, growing from USD 780.18 Billion in 2025 to USD 1928.52 Billion by 2031, achieving a CAGR of 16.28%. This sector involves travel specifically for observing or participating in sporting activities, ranging from local grassroots competitions to massive international events. The market is driven by substantial government funding for stadium infrastructure and the increasing globalization of professional leagues, which necessitates cross-border travel. As noted by UN Tourism in 2024, sports tourism represented roughly 10% of total global tourism spending, emphasizing its critical role in the world economy.

However, the market faces significant hurdles due to the escalating costs of security and operations for host cities. The immense capital needed for upgrading venues, managing logistics, and ensuring safety can overburden public funds, restricting the number of cities able to host major events. This high entry barrier, combined with the seasonal nature of sports schedules, introduces financial instability that threatens the steady expansion of the global industry.

Market Driver

The increase in international and major domestic sporting events acts as a primary growth engine, transforming passive interest into active travel. These major tournaments compel fans to travel internationally, generating distinct spikes in visitor numbers and spending within host economies. American Express's '2024 Global Travel Trends Report' highlights this shift, noting that 67% of Millennial and Gen Z respondents are interested in traveling for sports. This interest translates into tangible volume; for example, Visa reported in August 2024 that Paris hosted 42% more cardholders during the first week of the Olympic Games compared to the prior year.

Furthermore, strategic government initiatives and the integration of tourism policies are accelerating market development as nations use sports hosting to revitalize their economies. Governments actively bid for events to justify infrastructure modernization and secure fiscal gains, embedding sports into national tourism frameworks. The economic success of such strategies was demonstrated by the UEFA EURO 2024 tournament, which, according to an August 2024 announcement, generated an economic impact of over ?7.44 billion for Germany.

Market Challenge

A major impediment to the Global Sports Tourism Market is the rising cost of operations and security for host destinations. The financial demands for modernizing venues, building specialized infrastructure, and implementing strict safety measures often exceed the budgets of potential host cities. As expenses rise, fewer destinations can afford to stage major tournaments, concentrating events in wealthy regions and preventing the industry from diversifying geographically, which makes justifying the financial risk difficult for public budgets.

The magnitude of these costs is clear in recent mega-events, with the International Olympic Committee estimating the total budget for the 2024 Paris Olympic Games at approximately 9 billion euros. Such high costs place immense strain on host nations and discourage emerging economies from bidding for future tournaments. This reluctance restricts the availability of new sports tourism destinations, thereby hindering the market's potential for consistent global growth and long-term sustainability.

Market Trends

The growth of Women's Sports Tourism is transforming from a niche area into a major economic driver, reshaping destination marketing strategies. Women's events are no longer secondary but stand alone as key attractions that drive significant visitor

spending, drawing high-yield travelers attracted by the rising competitiveness of female athletics. This economic impact is highlighted by the Independent Fiscal Office's May 2025 report on the '2024 U.S. Women's Open,' which found that the event generated \$14.1 million in in-state spending, proving the revenue potential for regions hosting elite women's competitions.

Concurrently, the rise of Adventure and Active Participation Tourism marks a shift from passive spectating to immersive athletic involvement. Travelers are increasingly planning trips around personal physical challenges like marathons and amateur cycling, rather than just attending professional matches. According to a January 2025 release by Sabre, nearly 30% of travelers now prioritize outdoor pursuits and sports activities, a trend that spreads economic benefits to peripheral and rural areas by utilizing natural landscapes rather than relying solely on large stadium infrastructure.

Key Market Players

BAC Sports

Inspiresport

Gullivers Sports Travel Ltd

Dream Team Sports Tour

Navigo Sports Tour, LLC

Allsports Travel

Australian Sports Tours

Premium Sport Tours

La Vacanza Travel

XL Sports Tours

Report Scope

In this report, the Global Sports Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sports Tourism Market, By Sports

Soccer Tourism

Cricket Tourism

Hockey Tourism

Tennis Tourism

Others

Sports Tourism Market, By Application

Passive Sports Tourism

Active Sports Tourism

Sports Tourism Market, By Type

Domestic Tourism

International Tourism

Sports Tourism Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sports Tourism Market.

Available Customizations:

Global Sports Tourism Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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