

SPORTS TRAVEL MARKET

REFERENCE GUIDE

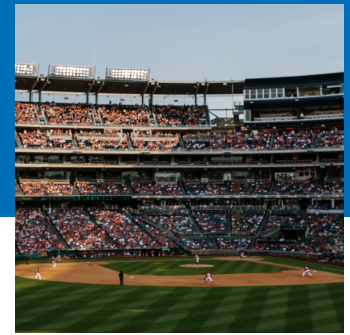
What is Sports Travel?

Sports travel is divided into two types of categories: Participatory sports travel and spectator sports travel. More specifically, sports travel is defined as the packaging of tourism-related products and services for individuals or groups for the primary purposes of:

1. **Participating** in competitive, recreational, fitness or leisure sporting events and activities (e.g. Youth participating in soccer tournament; high school or college athletes traveling to compete in athletic event; traveling to participate in a marathon or cycling event).
2. **Spectating** at professional, competitive, recreational, fitness or leisure sporting games and events (e.g. Visiting a sporting venue to view a professional, colleague or amateur baseball, football, basketball or hockey game; Attending and watching in-person a major sporting event such as the Super Bowl, World Series, Daytona 500, Kentucky Derby, World Cup, Olympic Games, U.S. Open - golf or tennis; Touring a sports museum or hall of fame induction ceremonies).

Sports Travel Facts

- 41% of NTA tour operators are involved in sports travel.
- Sports travel globally is a \$600 billion industry. (Source: Worldwide Sporting Development and Events)
- According to multiple sources, sports travel comprises 10% of the international tourism market.
- The Olympics brand is worth \$47.6 billion and now is the second most valuable brand in the world behind Apple. (Source: Brand Finance)
- Sports travel visitor spending is \$7.68 billion with a 6.5% growth rate. (Source: National Association of Sports Commissions and Ohio University Industry Study)
- An estimated 23.9 million people visit sporting events and venues each year. (Source: National Association of Sports Commissions and Ohio University Industry Study)
- Over a period of 5 years, 75.3 million U.S. Adults attended organized sports events. (Source: [Sport Tourism: Sleeping Giant of the Tourism Market](#))
- 40% of U.S. adults are sport travelers. (Source: [Sport Tourism: Sleeping Giant of the Tourism Market](#))
- 58% of sport tourism travelers will return to a destination on a leisure trip with their families. (Source: [Sport Tourism: Sleeping Giant of the Tourism Market](#))



cr: College Football Hall of Fame



101 Prosperous Place, Suite 350
Lexington, KY 40509 USA
+1.859.264.6540 | 800.682.8886



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As Seen in *Courier*

NTA's official monthly magazine, *Courier*, offers first-run articles with in-depth features, destination coverage, business trends and industry news that focus on product and services geared toward the luxury and affluent travel markets.

[Go, Cubs, Go](#) December 2016

[Midwest U.S. Baseball and Brews at Ballpark Village](#) April/
May 2016

[Teeing Up at the World Golf Hall of Fame](#) February 2016

[National Baseball Hall of Fame and Museum](#) January 2016

[Welcome to the Big Leagues: How Indianapolis Positioned Itself as a Top Destination for Major Sports Events](#) June 2015

[Par for the Course](#) June 2015

Quotes from the industry

“Packaging sports events and sports-team travel are two very different kinds of businesses at which NTA tour operators can excel. Packaging sports events mostly is an FIT product, where the tour operator needs to secure (and often pre-pay) blocks of rooms and event tickets to package them and resell them, mostly to individuals. The travelers are less budget conscious and are in a position to pay a premium for the inventory, comfort and services from the tour directors on-site. Team sport travel is more about group travel arrangements. The group size will vary based on the sport. A planner (the coach or a parent) will be responsible for making all the arrangements based on predetermined dates for the game or event. Typically these groups will stay in 3-star hotels that offer breakfast, will be budget conscious and will need group transportation.”

—Charles de Gaspé Beaubien, president and CEO of Groupize.com



cr: Sports Travel and Tours

NTA and the Sports Travel Market

41% of NTA tour operators serve the sports travel market in some form.

Seminars and Forums

TBD

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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