Sports Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-sports-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 712.61 billion
Projected Forecast (2031)	USD 712.61 billion
Growth Rate (CAGR)	6.09 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Sports Tourism industry](images/chart_2.png)

![Sports Tourism Market Size](images/chart_3.png)

![Sports Tourism Market Share by Sports Tourism Type, 2025](images/chart_4.png)

![Sports Tourism Market Share by Visitor Origin, 2025](images/chart_5.png)

![Sports Tourism Market Growth Rate by Region](images/chart_6.png)

![Sports Tourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 712.61 Billion |
Market Size (2031) | USD 957.91 Billion |
Growth Rate (2026 - 2031) | 6.09 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sports Tourism Market Analysis by Mordor IntelligenceThe Global Sports Tourism Market was valued at USD 680.23 billion in 2025 and is estimated to grow from USD 721.60 billion in 2026 to reach USD 957.91 billion by 2031, at a CAGR of 6.09% during the forecast period (2026–2031). Growth is driven by travelers increasingly planning trips around live matches, races, and tournaments rather than treating sports as a secondary activity. Expanding event calendars, enhanced trip-planning tools, and diverse travel formats are driving market growth[1]Sports ETA, “Sports ETA Unveils 2026 State of the Industry Report, Defining a 274.5 Billion Sports Tourism Economy,” Sports ETA, sportseta.org. Regional growth is becoming more balanced, with Europe maintaining scale due to its dense event infrastructure, while Asia-Pacific is growing rapidly through public investments, cricket demand, and policy-driven sports travel programs. Although domestic travel dominates, international travelers with higher spending capacity are gaining importance as global event access improves and destinations develop year-round sports offerings. Competition remains fragmented, but actions by major rights holders like TKO Group Holdings and Liberty Media are reshaping the market. These companies aim to retain more hospitality and fan travel revenue within their commercial systems, influencing the organization of the Global Sports Tourism Market.

Key Report Takeaways* By sports tourism type, Spectator and Event Tourism commanded a 52.52% share of the Global Sports Tourism Market in 2025, while Active Participation Tourism is projected to grow at the highest CAGR of 7.12% through 2031.
* By sports category, Football Tourism commanded a 19.73% share of the Global Sports Tourism Market in 2025, while Marathon and Endurance Sports Tourism are projected to grow at the highest CAGR of 7.94% through 2031.
* By visitor origin, Domestic Visitors commanded a 64.94% share of the Global Sports Tourism Market in 2025, while International Visitors are projected to grow at the highest CAGR of 6.98% through 2031.
* By booking channel, Direct Booking Channels commanded a 35.61% share of the Global Sports Tourism Market in 2025, while Official Event and Rights-holder Packages are projected to grow at the highest CAGR of 7.74% through 2031.
* By geography, Europe commanded a 33.75% share of the Global Sports Tourism Market in 2025, while Asia-Pacific is projected to grow at the highest CAGR of 8.15% through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Sports Tourism Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising Number of International Sporting Events and Mega Tournaments	+2.0%	Global, concentrated in North America, Europe, and the Middle East	Short term (≤ 2 years)
Expansion of Premium Fan Travel, Hospitality, and VIP Experience Packages	+1.3%	Global, led by North America and Europe, is rapidly accelerating in the Middle East	Medium term (2-4 years)
Growth in AI-Enabled Trip Planning, Ticketing, and Personalized Itineraries	+0.6%	Asia-Pacific, North America, Europe	Medium term (2-4 years)
Rising Demand for Nostalgia and Heritage-Based Sports Travel	+0.4%	Europe, North America	Long term (≥ 4 years)
Public-Private Investment in Multi-Use Sports Infrastructure	+0.7%	Middle East, Asia-Pacific, North America, South America	Long term (≥ 4 years)
Growth of Women’s Sports and Youth Tournament Travel Circuits	+0.5%	North America, Europe, Asia-Pacific	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Global Sports Tourism Market is fragmented, with the top operators holding a small share. Most revenue is distributed among regional specialists, event-specific operators, and niche activity providers. TKO Group Holdings acquired IMG, On Location, and Professional Bull Riders, strengthening its position in sports rights and event operations. Liberty Media acquired Quint, adding official property partnerships and serviced events. These acquisitions highlight the focus on controlling fan access and hospitality inventory. Match Hospitality AG’s loss of FIFA hospitality rights for 2026 shows that incumbency does not guarantee continued control when commercial models change.

Official experience channels developed by event owners or rights holders are expanding. Quint’s role in the Formula 1 Las Vegas Grand Prix and its F1 Experiences platform integrates ticketing, club access, and travel products. On Location’s involvement in the FIFA World Cup 2026 and Olympic cycles provides access to major events. Opportunities remain in women’s sports travel, youth tournaments, and heritage circuits. UEFA’s women’s competitions and Liverpool FC’s stadium experiences demonstrate demand, though few operators offer standardized travel products in these areas.

Regional operators excel in markets tied to local sports calendars, secondary cities, and language-specific needs. In Asia, cricket, football, and mixed-format sports are often organized through local channels. Differences in compliance, payments, ticketing, and customer service hinder rapid consolidation. Larger players rely on property relationships and local partners, keeping the market structured at the top but fragmented locally.

Sports Tourism Industry Leaders* QuintEvents LLC

* On Location (Endeavor Group Holdings)

* Match Hospitality AG

* Sports Tours International Ltd.

* International Sports Management Inc.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Sports Tourism Market Report ScopeBy Sports Tourism TypeActive Participation Tourism |
Spectator and Event Tourism |
Training Camps and School Tours |
Sports Heritage and Experience Tourism |

Segmentation Accordion Item

By GeographyNorth America | United States |
 | Canada |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |
Europe | United Kingdom |
 | Germany |

	France
	Spain
	Italy
	BENELUX (Belgium, Netherlands, and Luxembourg)
	NORDICS (Denmark, Finland, Iceland, Norway, and Sweden)
	Rest of Europe
Asia-Pacific	India
	China
	Japan
	Australia
	South Korea
	South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines)
	Rest of Asia-Pacific
Middle East and Africa	United Arab Emirates
	Saudi Arabia
	South Africa
	Nigeria
	Rest of Middle East and Africa

Frequently Asked Questions

How large will the Global Sports Tourism Market be by 2031?

The Global Sports Tourism Market is projected to reach USD 957.91 billion by 2031, rising from USD 712.61 billion in 2026 at a 6.09% CAGR.

What is driving growth in sports-related travel through 2031?

Growth is being supported by a larger global event calendar, premium hospitality packaging, better digital trip planning, and public investment in sports districts and venue infrastructure.

Which region leads global revenue today?

Europe leads with 33.75% of global revenue in 2025, helped by dense event infrastructure, strong cross-border mobility, and established sports heritage assets.

Which region is growing the fastest?

Asia-Pacific is projected to grow at 8.15% CAGR through 2031, supported by policy-backed sports travel programs, cricket demand, and new infrastructure projects.

Which sports format is expanding the fastest?

Marathon and endurance sports tourism is growing the fastest, at a 7.94% CAGR, supported by destination race circuits and World Athletics' plan to launch standalone world marathon championships from 2030.

Why are official hospitality packages becoming more important?

Official packages are growing at 7.74% CAGR because rights holders and their partners, such as On Location and Quint, are taking more control of fan access, premium inventory, and event-linked travel sales.