



SPORTS TOURISM STUDY

Expedia Group Advertising



CLIMBING THE RANKS

Sports tourism is
on the rise

10% of global tourism spending*

\$560B 2023 worth**

\$1.3T projected worth by 2032**

Quantitative methodology

We partnered with Censuswide to conduct an online survey on people who had traveled for a sporting event in the past 12 months.



8

global markets

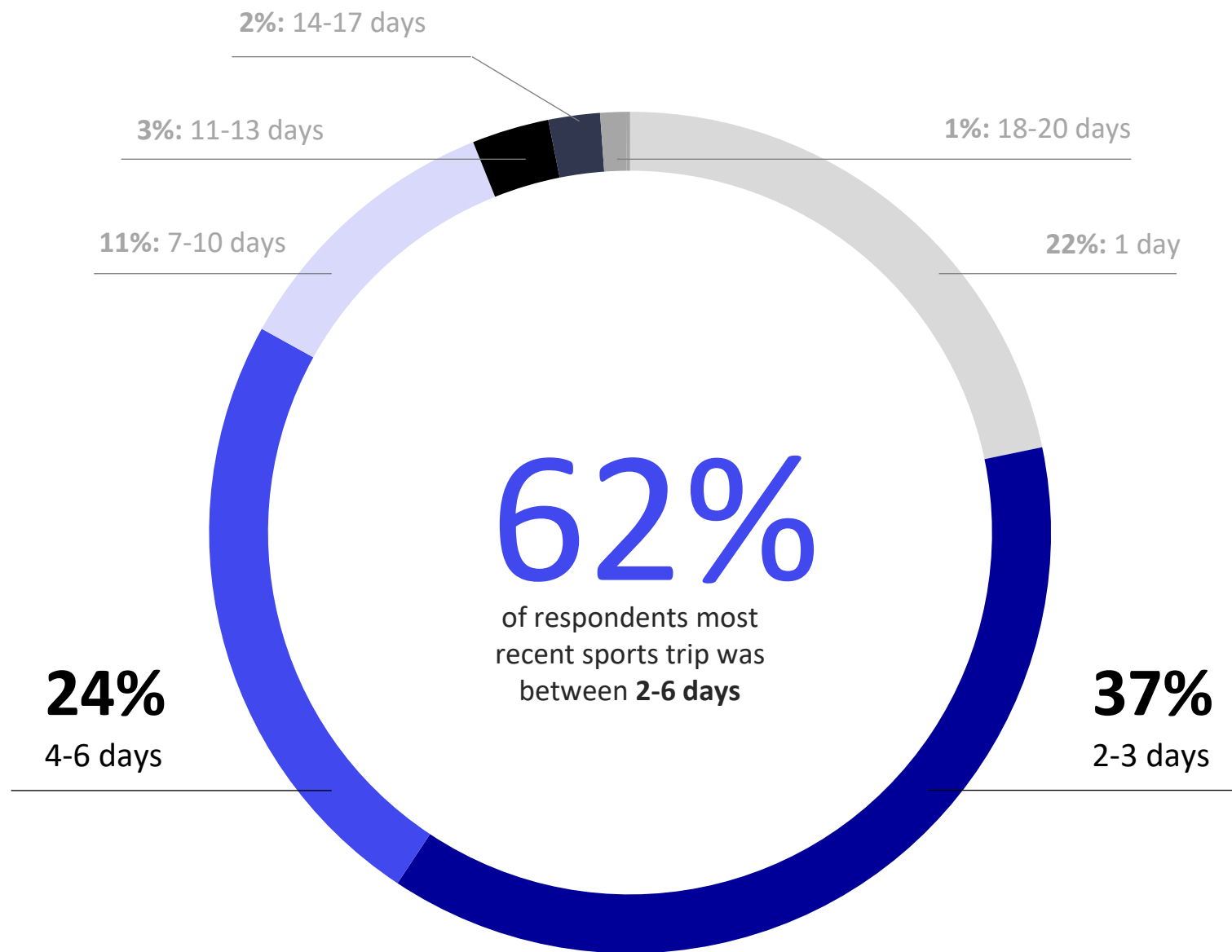
2K

respondents

TRIP LENGTH

Into extra innings

Most sports travelers prefer medium-length trips, typically lasting from a few days to a week, with many attending multi-day events.



GOING THE DISTANCE

Travelers are willing to go the extra mile

56%

traveled domestically for their last sports trip

44%

traveled internationally for their last sports trip



Younger fans travel abroad the most

56%

travelers **aged 16-34** traveled internationally
for their last sports trip

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International travel by country

CANADA

62%

MEXICO

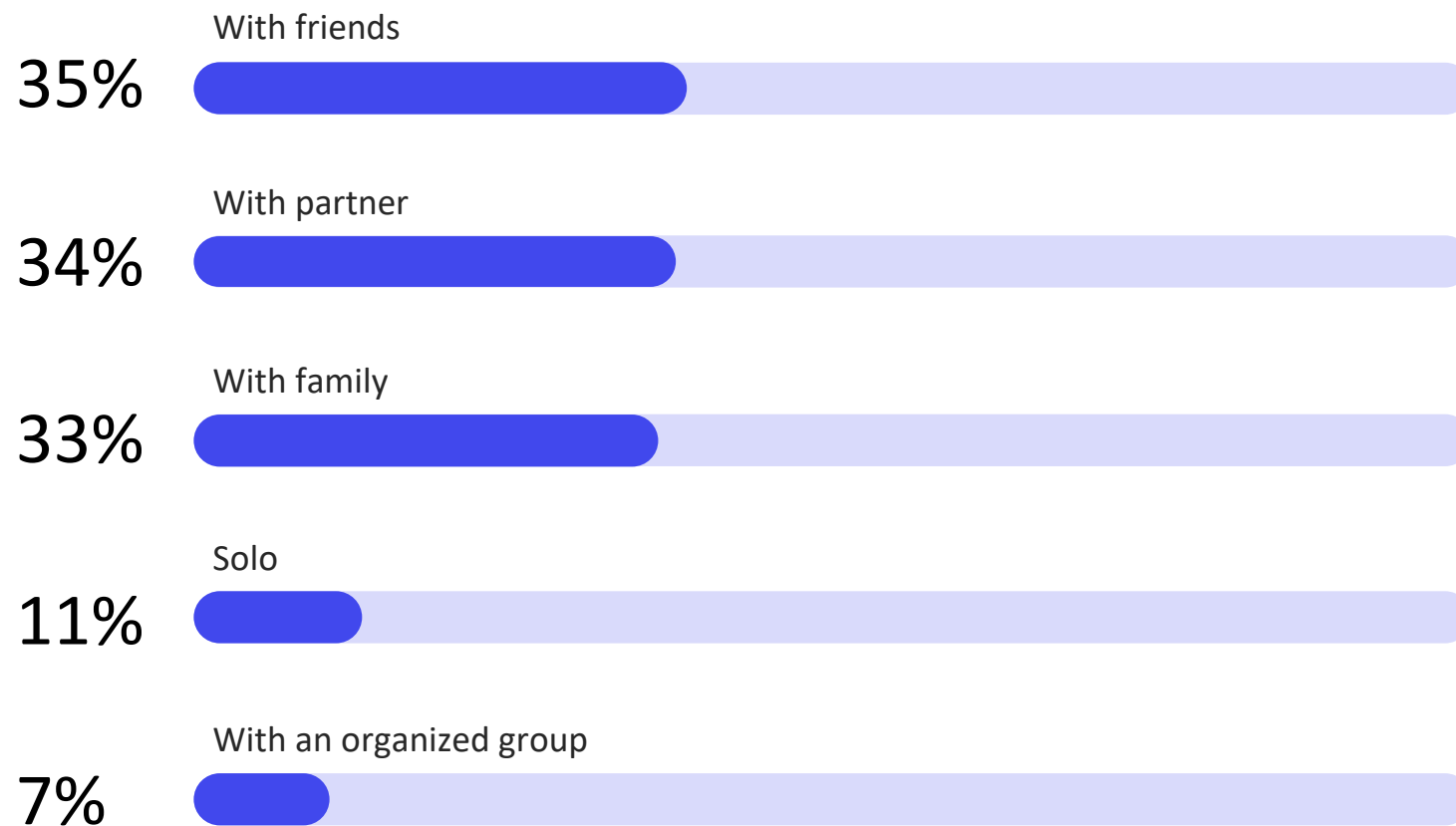
48%

US

22%

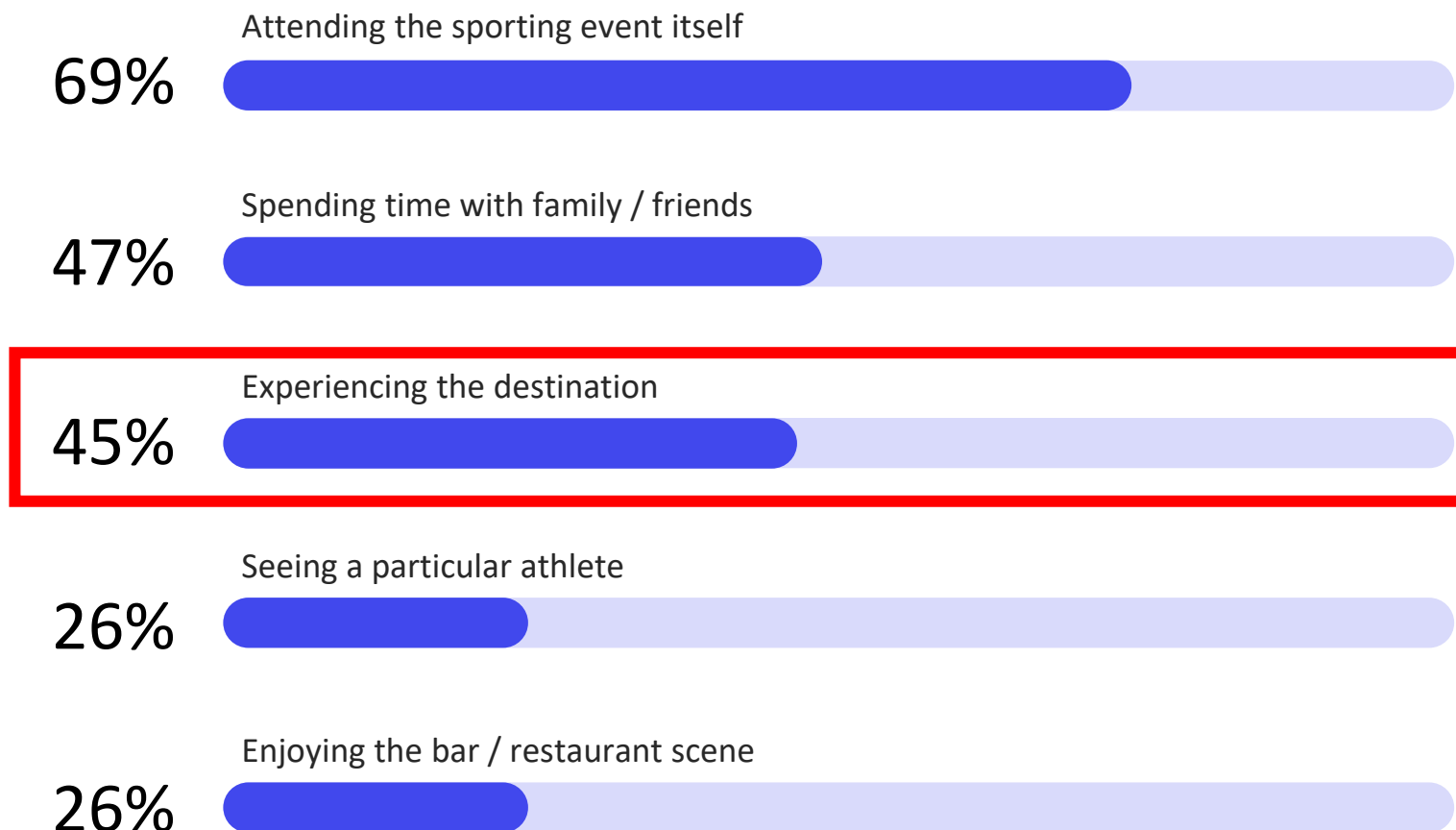
Sporting events build community

The majority of respondents traveled with friends, partners, and/or family for their last sports trip.



Priorities extend beyond the sporting event

Almost half of respondents prioritize spending time with friends/family and experiencing the destination.



TAKING A DETOUR

81%

of respondents visited a destination outside
of where they lodged

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Activities outside of the sporting event

Dining, shopping, and sightseeing are the top activities for travelers during sports events.



Respondents that booked lodging spent an average of
\$1,580 USD across all trip elements



TICKETS

\$310



AIRFARE

\$420



LODGING

\$480



ACTIVITIES

\$370

Looking ahead

84%

plan to travel for a sporting event in
the next 12 months

58%

are planning for 2+ sports trips

Leveraging Expedia Group Data Insights for the FIFA World Cup



Search Demand

- By Game & Host City



Traveler Search Demographics

- By International Point of Sale Country



Traveler Search Segmentation

- By Length of Stay, Mobile, and Air/Hotel Bundle path





OPPORTUNITIES

How to win big

01 Plan ahead

Stay one step ahead of major sporting events and plan accordingly

02 Boost visibility

Use tools to boost your visibility and reach travelers wherever they are

03 Be strategic

Explore strategic options and leverage partnerships

Access the full
Sports Tourism Study

