SPORT TOURISM:
Sleeping Giant of the Tourism Market

Lavonne Wittmann
Facts & Figures

- Exponential growth of Sports Tourism as the World Is “Sports Mad”

- Sport is considered a DESTINATION while sporting facilities are considered TOURIST ATTRACTIONS

- Fans/Spectators are travelling specifically to attend sporting events

- 3 Different types of Sports Tourism:
  - **Sport Event Tourism** - Olympics, World Cup Rugby, Cricket, Soccer, WTA
  - **Active Sports Tourism** – individuals actively participate or engage in sports related travel as a form of leisure
  - **Nostalgia Sports Tourism** – Travellers visiting sport related attractions
Global Sports Market Total revenue:

- 2005 - 46.5 Billion USD
- 2017 - 90.9 Billion USD
- Past 5 years 75.3 Million US Adults attended organized Sports events
- 2/5ths of US adults are Sport travellers
- Sport event travellers are spending as much as the total spend of all types of travellers
TYPE OF TRAVELLER

- 84% of Sport event travellers are spectators
- Affluent, college educated individuals
- Mostly Male travellers
- Sport tourism travellers will travel long into retirement - Long term travellers
- Willing to travel long distances - will spend more time and money at destination and beyond
- 58% of Sport Tourism travellers will return to a destination on a leisure trip with their families.
- Sportsmen with families, Medical Staff, Sponsors, Sport Officials, Government Officials
Skal Membership classifications appeals to sectors in the traditional travel distribution channel at present.

Membership also includes
- Tourist Organizations and Consulting
- Travel Media
- Tourism Marketing
- Restaurants
WHY REVIEW MEMBERSHIP

- Exponentially growing sector
- Future travel will be more **TOURISM SECTOR SPECIFIC**
- Certain membership classifications have to be revised to appeal specifically to each Special Interest Tourism Sector
- Affiliate/Align with an organization related to Sports Tourism like the National Association of Sports Commission (NASC)
- Growth of membership
- Possible access to large sponsorship
- Affirm our position as the largest travel and tourism organization in constant change
SUGGESTED MEMBERSHIP

- General Manager and/or Sales and Marketing Manager for a sports team
- General Manager and/or Sales and Marketing Manager for a Sports stadium
- General Manager/owner/Sales and Marketing Manager of retail travel agency specializing in Sports Tourism
- General Manager/owner/Sales and Marketing Manager of a tour operator specializing in Sports Tourism
- Event Manager for sporting events and tournaments
- Media specializing in Sports Tourism
- General Manager of the Sports Tourism related association
SUGGESTED MEMBERSHIP CONT

- Tourist attractions should be a separate membership category and not form part of Point 11.
- Indoor and Outdoor Stadiums that attract large sport events where majority are international spectators
- Golf Courses removed from Point 15 and included in this category
- Sports Events should be marketed to the public (visitors)
- Ski Slopes used in the Winter Olympics and other global sporting events
- Facilities hosting global sporting events - World Cup rugby, soccer, cricket, FINA Swimming, IAAF
**TYPE OF MEMBERSHIP**

- Extraordinary membership for special interest tourism included as ACTIVE or ASSOCIATE?
- If Associate then rules have to reviewed to increase membership to more than 20% of Active membership of clubs.
- Corporate Affiliations category also reviewed to attract companies offering global sports sponsorships, company ownership of sporting facilities etc.
CONCLUSION

- Skal International has to be dynamic and forward thinking in their approach to appealing to this growing Special Interest Group.
- Travel is changing constantly and our organization has to review, amend and offer new membership classifications according to the growth of these new sectors.
- Change must be swift and effective and these new membership classifications in these Special Interest Tourism sectors must be marketed aggressively so as to appeal to new markets and increase membership globally.