YouGov

MULTI-COUNTRY REPORT

Sport tourism: Measuring fan appetite

Who is traveling for sport, what motivates them, and what barriers stand in their way?



/Research Reality

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Foreword



"The year 2026 is set to witness a host of marquee global sport events, including the FIFA World Cup, the Winter Olympics and the ICC T20 World Cups. From these global tournaments to regular season games, sport tourism impacts where people go, how they travel, and what they expect from destinations. This report draws on data from YouGov Surveys across 17 markets to explore who is traveling for sport, what motivates them, and what barriers stand in their way.

By examining attitudes, behaviors, and differences across countries and generations, this study offers a clear, data-driven view of the evolving sport tourism landscape, and what it all means for rights holders, destinations, and brands."

Nicole Pike
Global Head, YouGov Sport

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Key takeaways

01

Sport tourism is already a mass-market behavior, especially among younger fans.

- Travelling for sports events is an international phenomenon, with four in ten consumers across 17 markets having done so.
- At 45%, Millennials are significantly more likely than the general population to have traveled for sport events.
- International sport tourism rates vary vastly – from 40% in the UAE to just 2% of U.S. consumers.

02

The U.S. runs on domestic league travel, while most other markets still rely on major global tournaments to drive sport travel.

- Americans travel more for regular season matches, pointing to more routine, domestically-driven sport travel.
- Single-sport international tournaments (like the FIFA World Cup) drive more travel in markets such as Great Britain, Germany, and Italy.

03

Fans travel for the atmosphere and experience as much as for the sport itself.

- The atmosphere and excitement of a live event motivates 4 in 10 sport event travelers.
- Motivation extends beyond the game itself: about 3 in 10 say the opportunity to travel to a new place influences their decision.
- Team support is also a significant driver of sport tourism.



Who are sport tourists – and are they traveling internationally?

4 in 10 people have traveled in the past specifically to attend a sport event

Millennials and Gen Z are not just more likely to travel for sport, they are turning live events into lifestyle experiences, making them the core growth engine for sport tourism.

Data explored in later slides explore the ways in which audiences turn sport travel into broader lifestyle experiences.

Have you ever taken a trip for leisure (i.e. not for business/professional reasons) specifically to attend a sport event? (% Yes)

38%

of **people (multi-country average)** have taken a trip for leisure to attend a sport event

- ▲ **40%** among Gen Z
- ▲ **45%** among Millennials
- ▼ **36%** among Gen X
- ▼ **30%** among Baby Boomers+

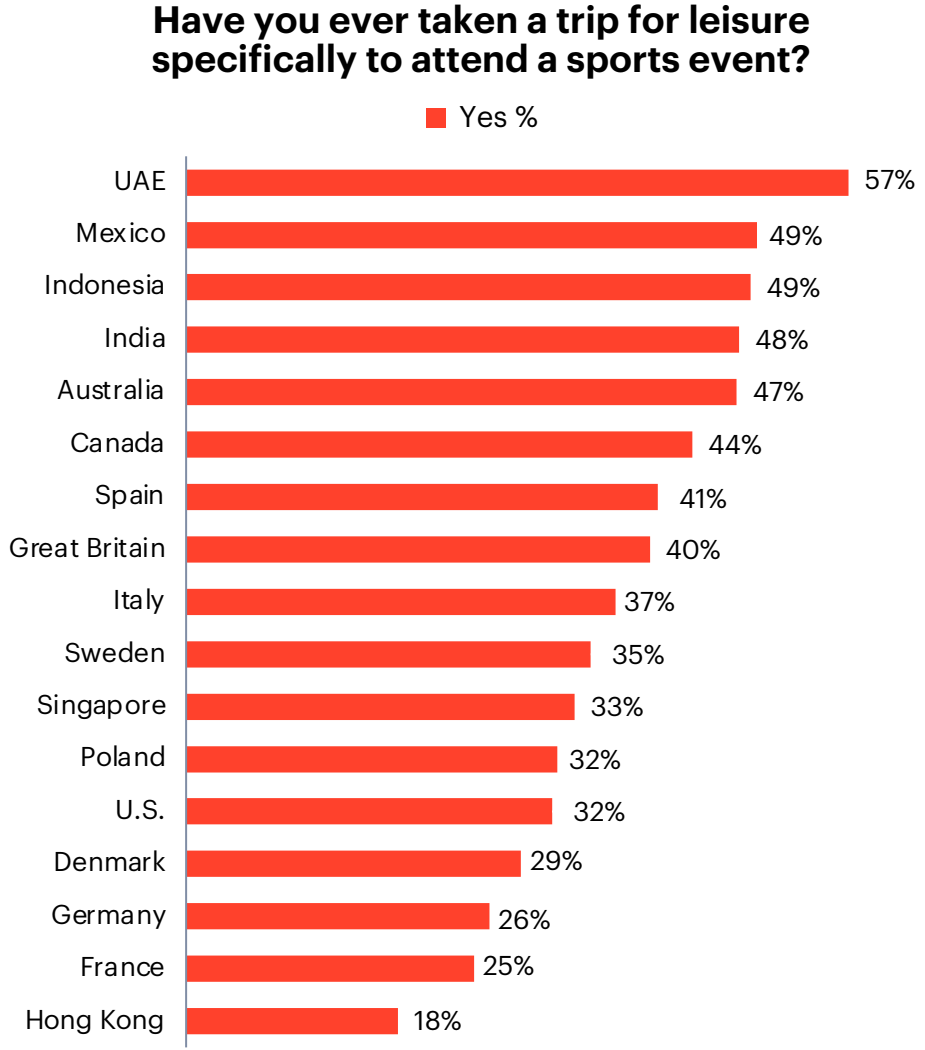
- ▲ **42%** among males
- ▼ **34%** among females

YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all respondents in 17 markets n>18,100; Male n> 9,100; Female n> 9,000; Gen Z n> 3,500; Millenials n> 5,400; Gen X n> 4,700; Baby Boomers+ n> 4,300; ▲/▼: indicates statistically significant difference compared to multi-country average.

UAE residents are the most likely to have traveled to attend a sports event

Sports-driven leisure travel is also strong in Mexico, Indonesia, and India. Australia tops the list among Gen Z and Millennials.





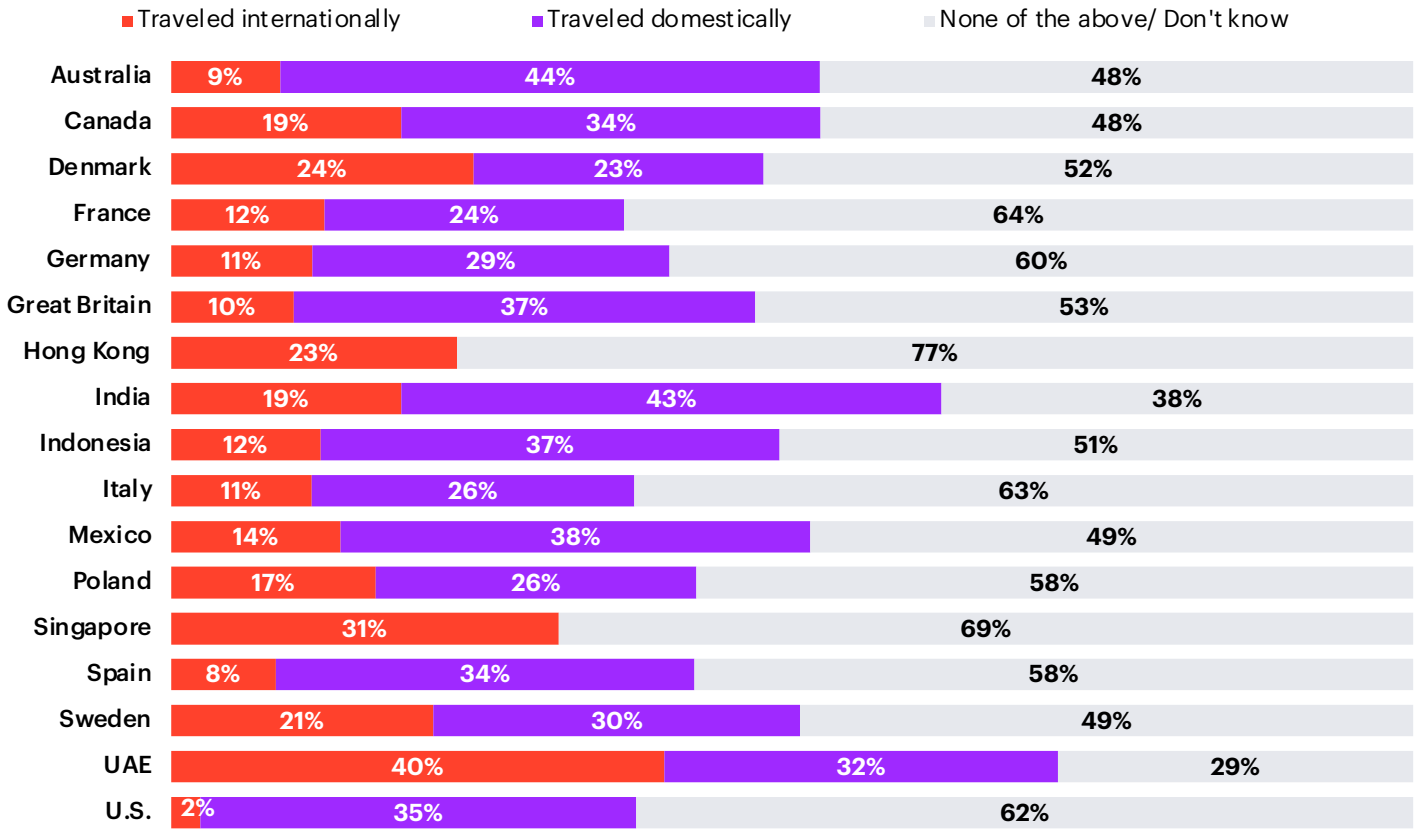
YouGov Surveys, November 14, 2025 – December 12, 2025. GB: n> 2,000; Germany: n>1,000; France: n> 1000; Italy: n> 1,000; Denmark: n> 1,000; Sweden: n> 1000; Spain: n> 1,000; Poland: n> 1,000; U.S.: n>1,500; Mexico: n= 1000; UAE: n> 1,000; India: n> 1,000; Australia: n> 1000; Indonesia: n> 1,000; Hong Kong: n=500; Singapore: n> 1000; Canada: n= 1,000.*All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation)

Americans are more likely to travel domestically for sport events

While the majority of Americans have not traveled internationally for sport events, more than 1 in 3 have traveled domestically. This is perhaps a reflection of a strong pro league sporting ecosystem combined with regular access to international events within the country.

International sport travel is strong in Singapore, Hong Kong, and the UAE. These are typically wealthy markets with limited access to major local events and strong expat communities. Nordic markets also rank high for international sport travel.

Which of the following have you ever done with respect to attending a sport event?



YouGov Surveys, November 14, 2025 – December 12, 2025. GB: n> 2,000; Germany: n>1,000; France: n> 1000; Italy: n> 1,000; Denmark: n> 1,000; Sweden: n> 1000; Spain: n> 1,000; Poland: n> 1,000; U.S.: n>1,500; Mexico: n= 1000; UAE: n> 1,000; India: n> 1,000; Australia: n> 1000; Indonesia: n> 1,000; Hong Kong: n=500; Singapore: n> 1000; Canada: n= 1,000; *All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation). Response options were localised as per market.



Who’s traveling for a sport event in 2026?

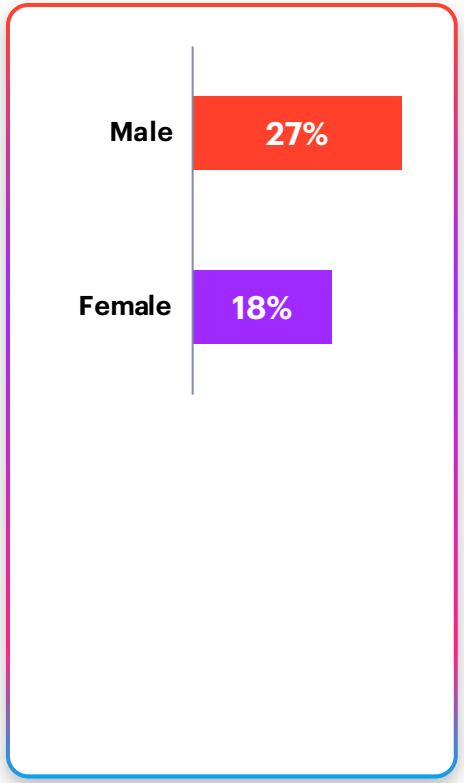
2026 is shaping up to be a blockbuster year in sport travel

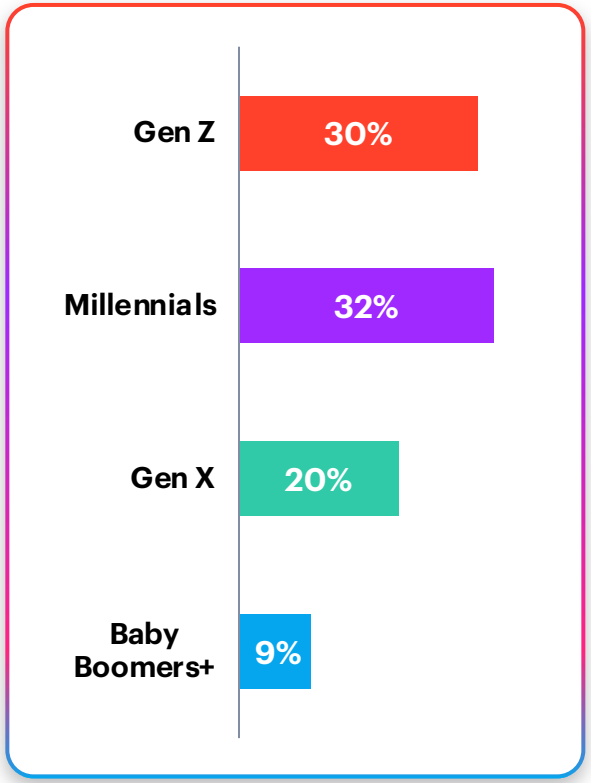
With nearly one in four consumers planning a sport-driven trip in the next 12 months, 2026 is shaping up to be a competitive year for destinations and event organizers. Millennials are the most likely to travel with a third of them indicating so (32%). More than a third of higher income consumers have also set their sights on sports-centered travel (35%).

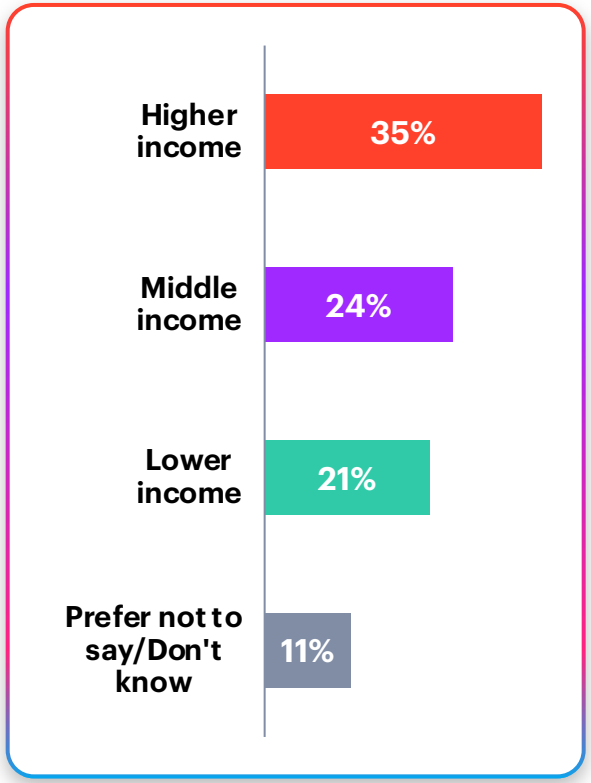


23%

of **people (multi-country average)** plan to take a trip for leisure specifically to attend a sport event in the next 12 months*







YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all respondents in 17 markets n> 18,100; Male n> 9,100; Female n> 9,000; Gen Z n> 3,500; Millennials n> 5,400; Gen X n> 4,700; Baby Boomers+ n> 4,300; Lower income (< 75% of median income): n> 5,300; Middle income (75-200% of median income): n> 6,700; Higher income (200% of median income): n> 3,300; Prefer not to say/Don't know: n> 2,600.

Soccer is the most followed sport among likely sport travelers for Britain, Germany, Italy & UAE

Soccer's dominance among likely sport travelers is being amplified by the upcoming FIFA World Cup, reinforcing how global football acts as the single biggest driver of international sport tourism. In Britain, cricket over-indexes among likely sports travelers – indicative of the appeal of major overseas tournaments, such as the Ashes Tour in Australia.

Which, if any, of the following sport do you watch / follow? Please select all that apply. (% likely sports travelers)

	Australia	Germany	Great Britain	Italy	UAE	U.S.
#1	Australian Rules Football **39%** ▲ Nat rep (**29%**)	Soccer **61%** ▲ Nat rep (**32%**)	Soccer **63%** ▲ Nat rep (**32%**)	Soccer **41%** ▲ Nat rep (**30%**)	Soccer **43%** Nat rep (**39%**)	Football i.e. NFL **49%** ▲ Nat rep (**33%**)
#2	Tennis **38%** ▲ Nat rep (**25%**)	Tennis **25%** ▲ Nat rep (**10%**)	Cricket **29%** ▲ Nat rep (**14%**)	Tennis **35%** ▲ Nat rep (**25%**)	Cricket **32%** Nat rep (**27%**)	Basketball **36%** ▲ Nat rep (**21%**)
#3	Soccer **35%** ▲ Nat rep (**17%**)	Handball **24%** ▲ Nat rep (**9%**)	Tennis **26%** ▲ Nat rep (**14%**)	Volleyball **23%** ▲ Nat rep (**14%**)	Swimming **25%** ▲ Nat rep (**20%**)	Baseball **33%** ▲ Nat rep (**23%**)

YouGov Surveys, November 14, 2025 – December 12, 2025. Likely sport travelers (planning to take a sports trip in the N12M): Great Britain: n> 200; Germany: n> 100; Italy: n> 150; U.S.: n> 150; UAE: n> 400; Australia: n> 150; Top 3 sports per country are shown; ▲: indicates statistically significant difference compared to nat rep.



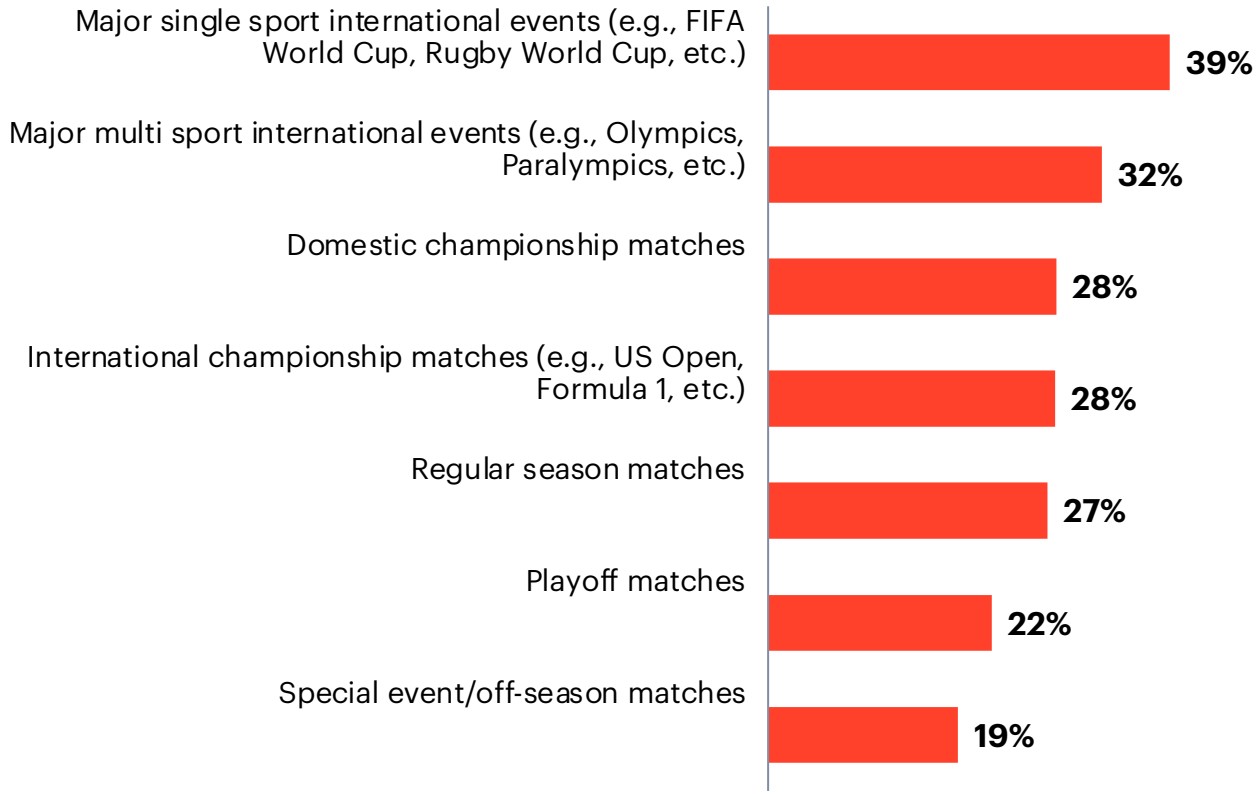
What kinds of sport events will fans travel for?

Single sport international events take pole position

Major international, single-sport mega events (like the FIFA World Cup) likely give fans a clear reason to plan a trip – making them a leading driver of travel for sporting events.

Get in touch for more data

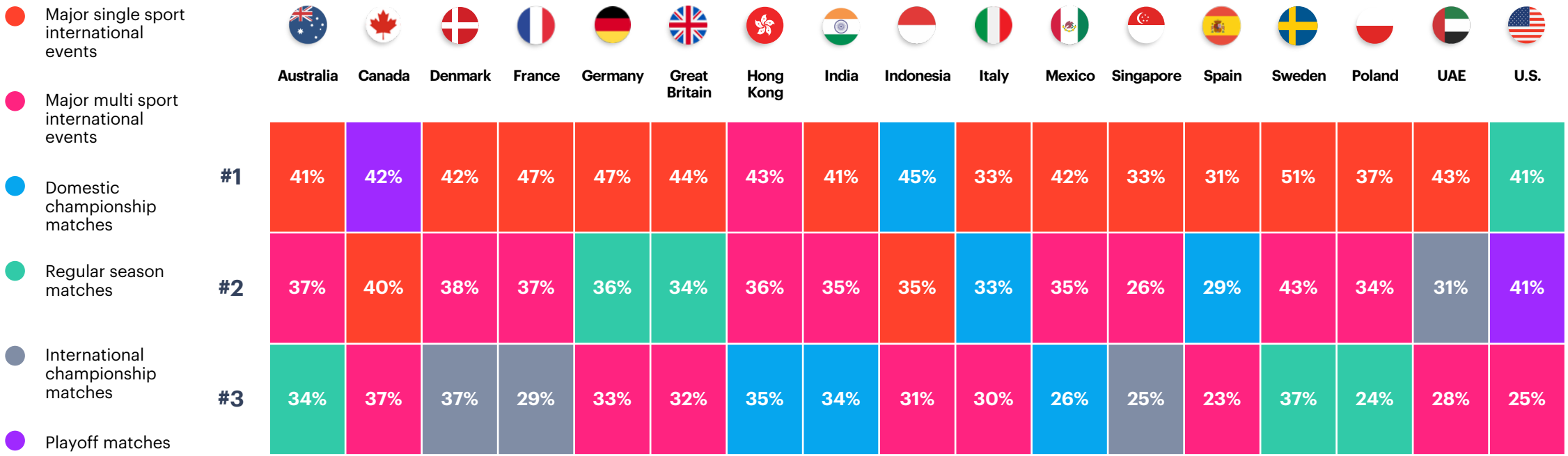
Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event travelers: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); Don't know and None of these not shown.

U.S. and Canada prefer domestic travel for games, while other countries favor international single-sport events

"Which type of sport events would you be willing to travel to attend? Please select all that apply". (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event travelers: U.S. n> 500; Great Britain n> 800; Australia n> 500; UAE n> 650; Germany n> 250; Italy n> 400; France n> 250; Denmark n> 300; Sweden n> 350; Spain n> 400; Poland n> 350; Mexico n> 500; India n> 550; Indonesia n> 550; Singapore n> 350; Canada n> 450; All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation); *Top three options shown; None of these not shown.

Australia spotlight

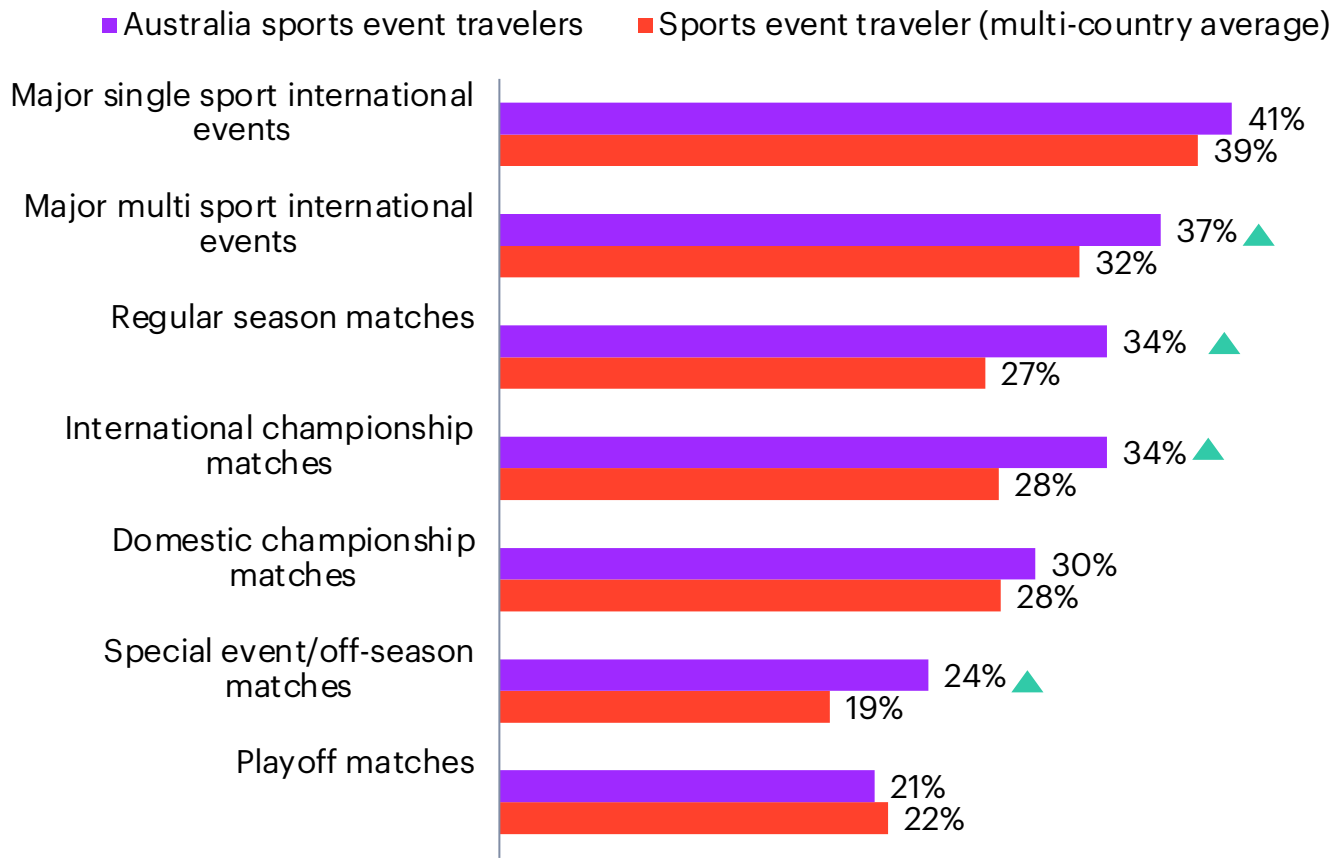
Australians more likely than most to travel for all kinds of sport events

Australia has a strong domestic sporting tradition and a healthy interest in global sport.

This reflects in Aussie sport travelers over-indexing on more event types than any of the other markets studied.

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); Australia sport event travelers: n> 500; Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

YouGov

Germany spotlight

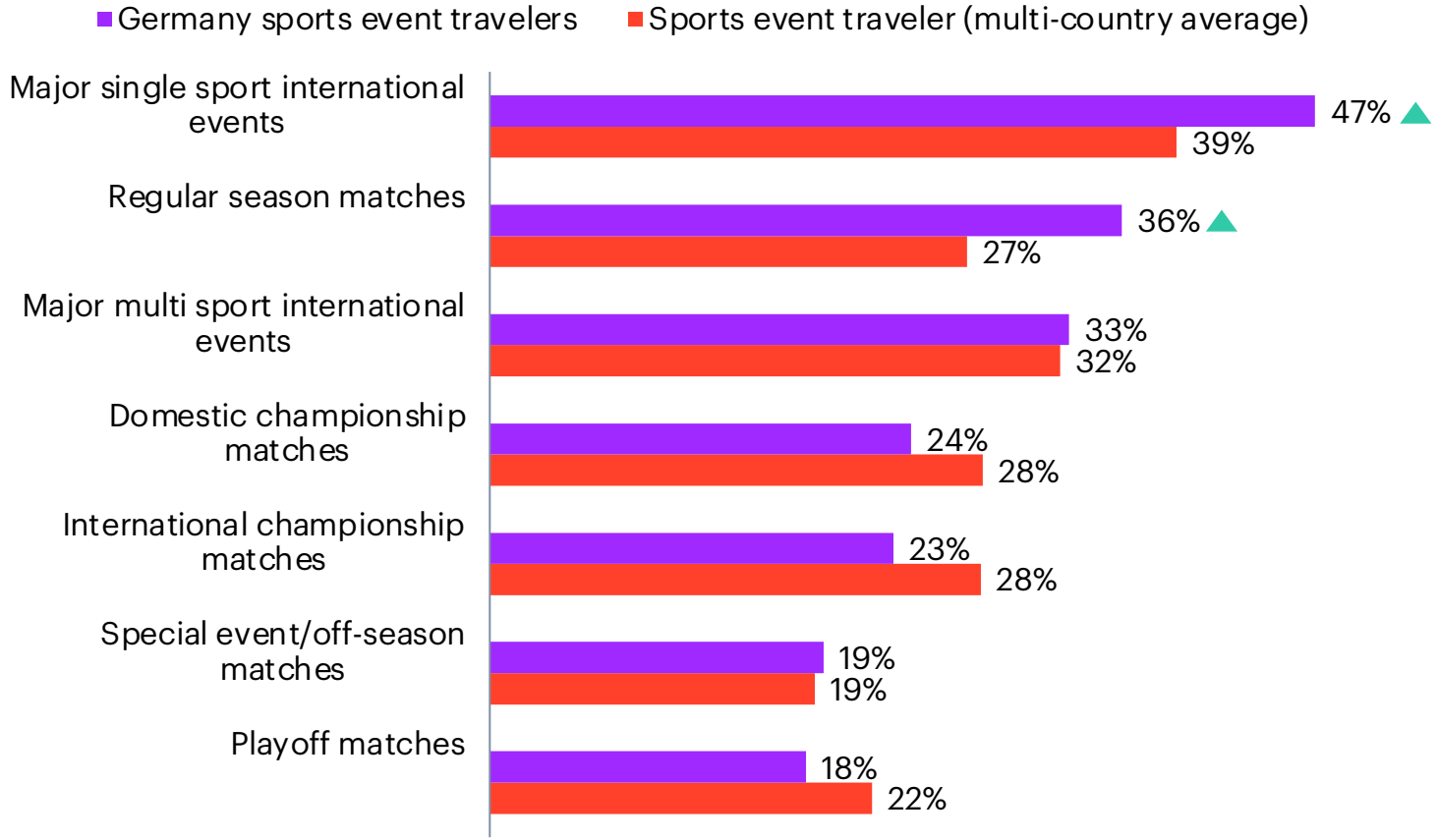
Single sport international events win among Germans

German sport travelers are significantly more interested in traveling for major single sport international events (47%) than for other types of sporting events.

This is perhaps an indication that they are keener on events like the FIFA World Cup compared to the Winter Olympics.

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); Germany sport event travelers: n> 250; Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

Great Britain spotlight

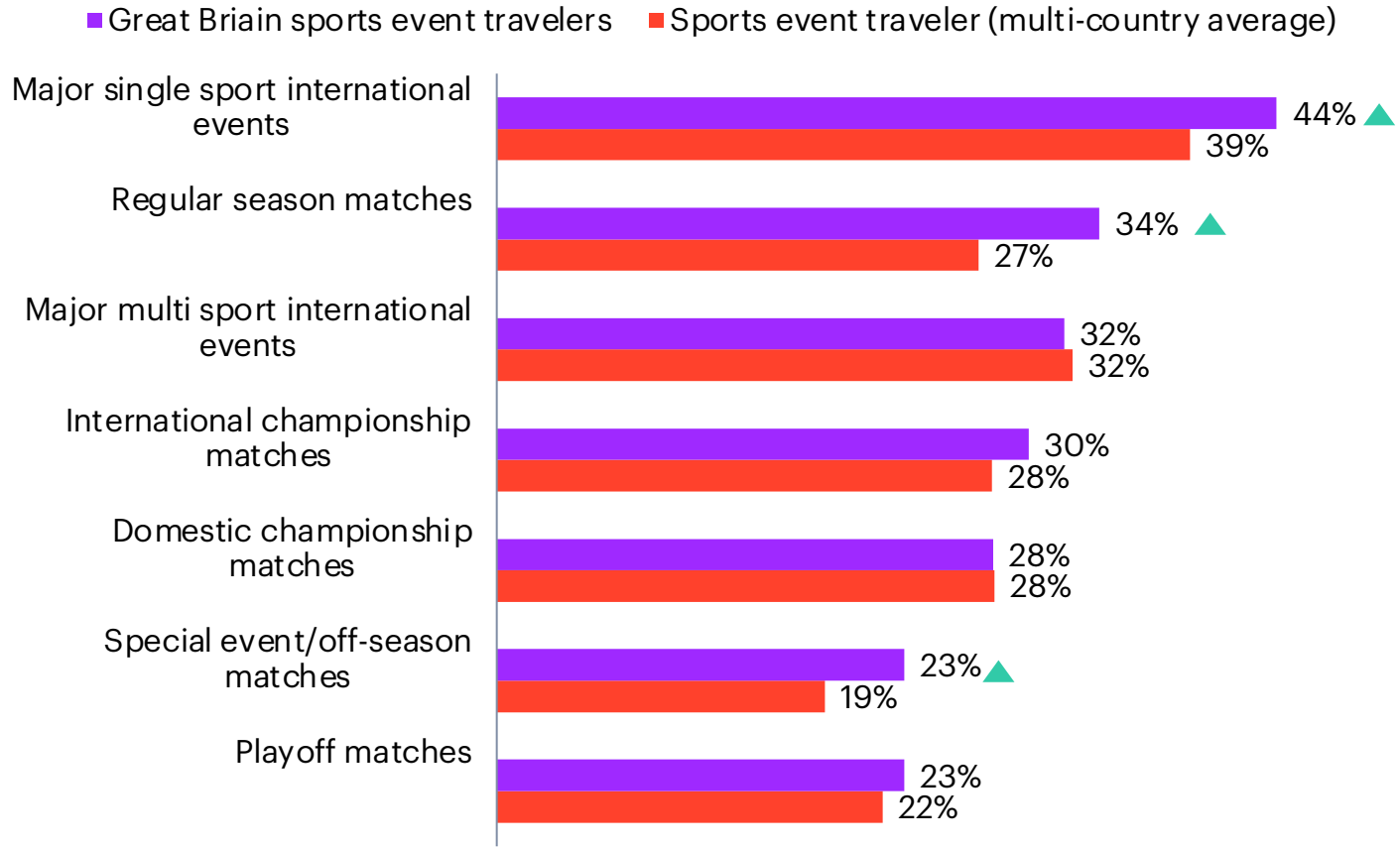
Major single sport international events take center stage

In a year featuring the FIFA World Cup and the ICC T20 World Cups, this group will have plenty of choices.

A third of them would also travel for regular season matches (34% vs 27%). Leading properties such as the Premier League have thus far not entertained hosting games overseas, however this suggests there may be a fan appetite for it.

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); Great Britain sport event travelers: n> 800; Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

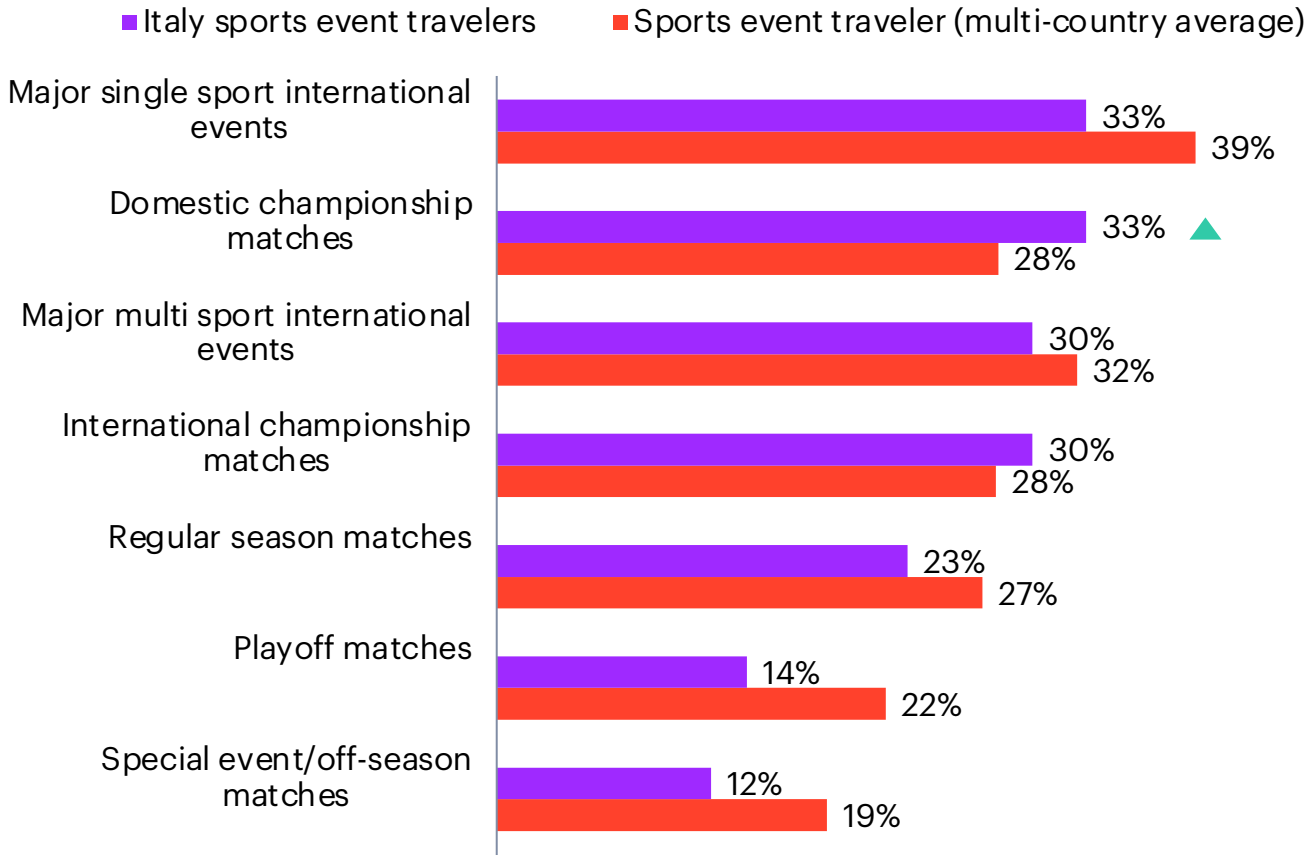
Italy spotlight

Plenty of love for domestic championship matches in Italy

At 33%, domestic championship matches share the joint top spot with major single sport international events among Italy's sport travelers.

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); Italy sport event travelers: n> 400; Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

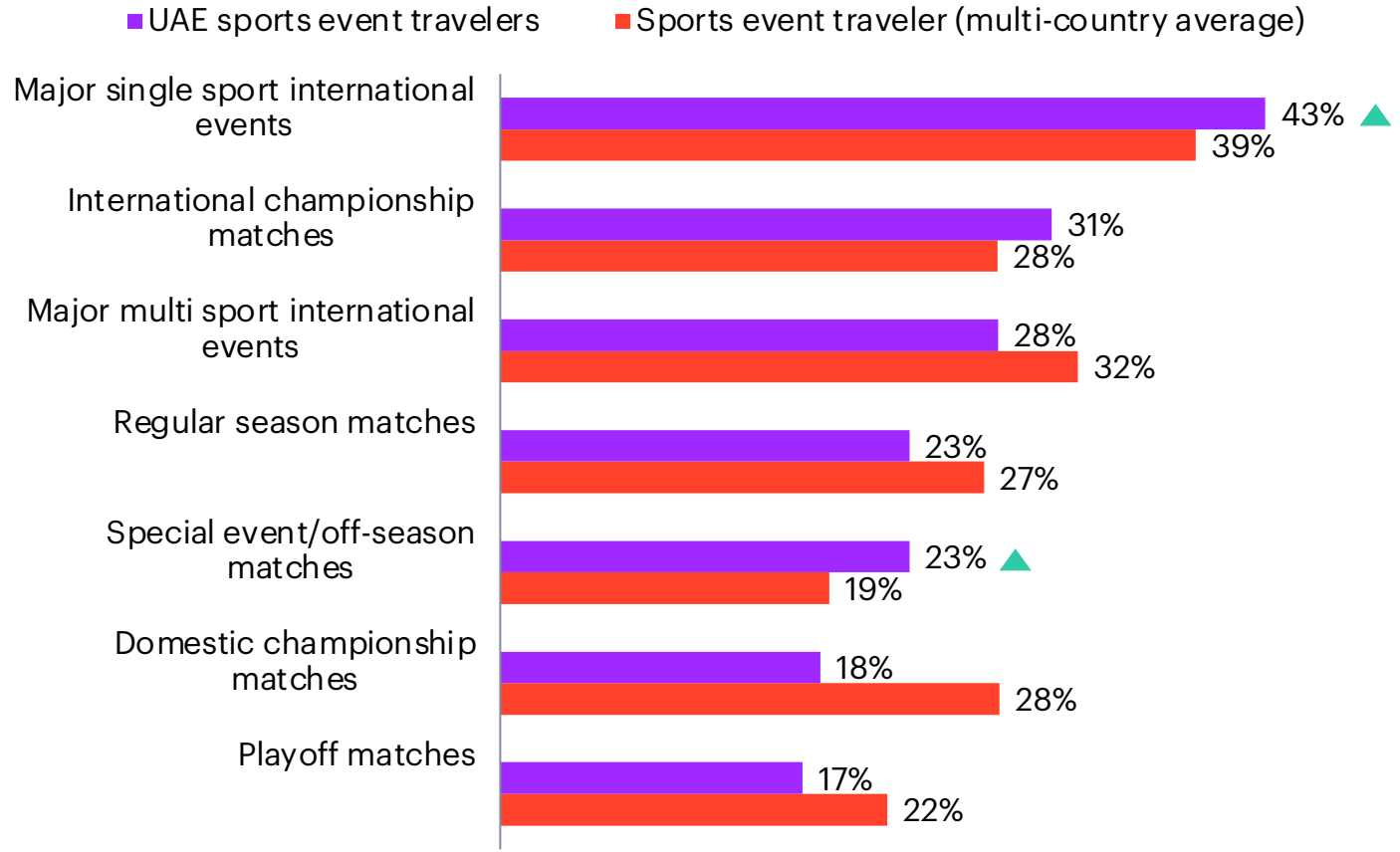
UAE spotlight

A higher appetite for special event/off-season matches in the UAE

While major single sport international events rule the roost (43%), it's also worth noting that UAE has a significant preference for special events or off-season matches relative to the multi-market average (23% vs 19%).

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); UAE sport event travelers: n> 650; Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

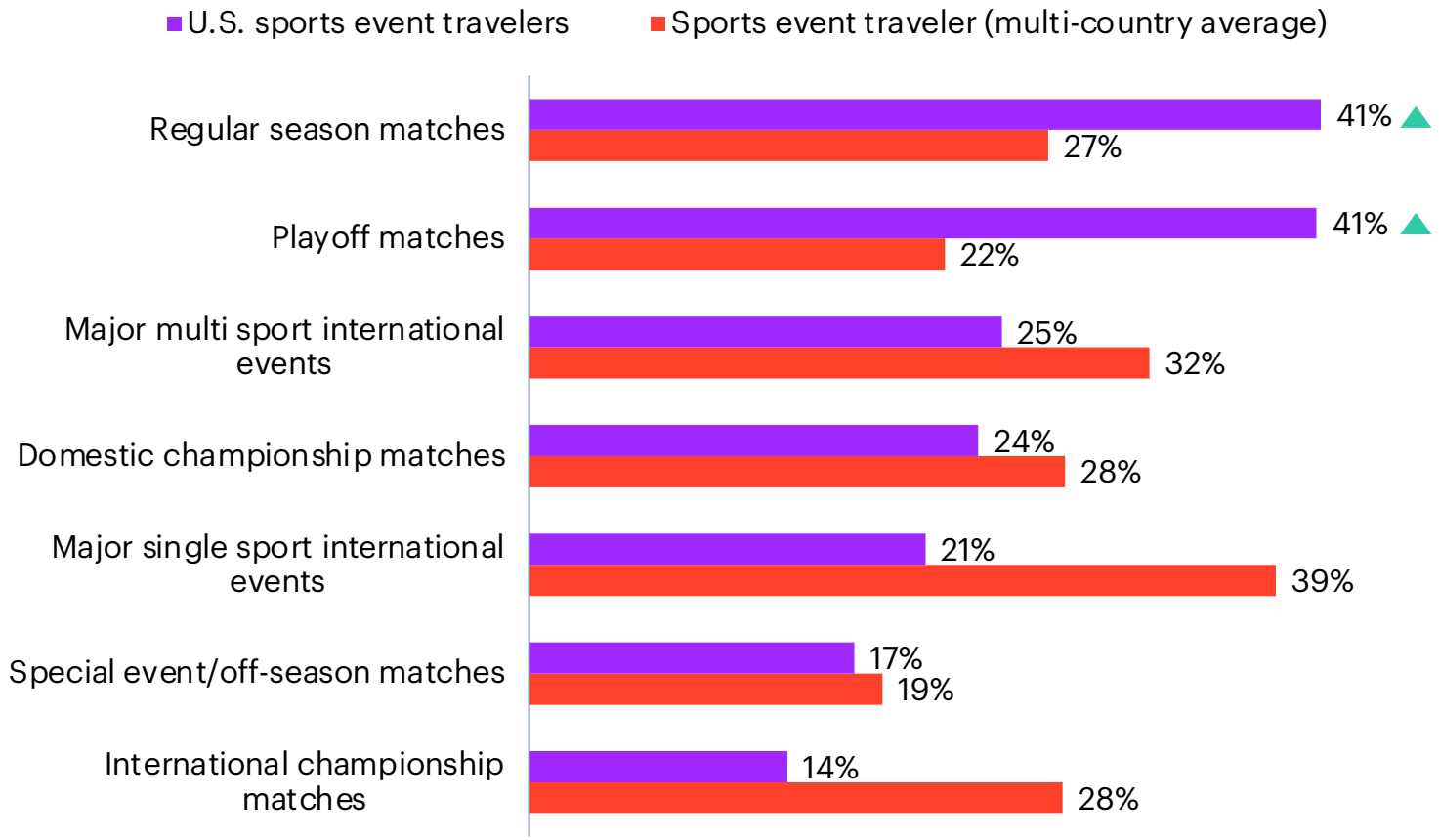
U.S. spotlight

U.S. sport travel skews heavily towards regular season and playoff matches

Unlike most markets, U.S. sport tourism is anchored in major domestic leagues like the NFL and MLB, meaning regular season and playoff games, not global tournaments, are the primary travel drivers.

Get in touch for more country-level insights

Which type of sport events would you be willing to travel to attend? Select all that apply. (% of sport event travelers)



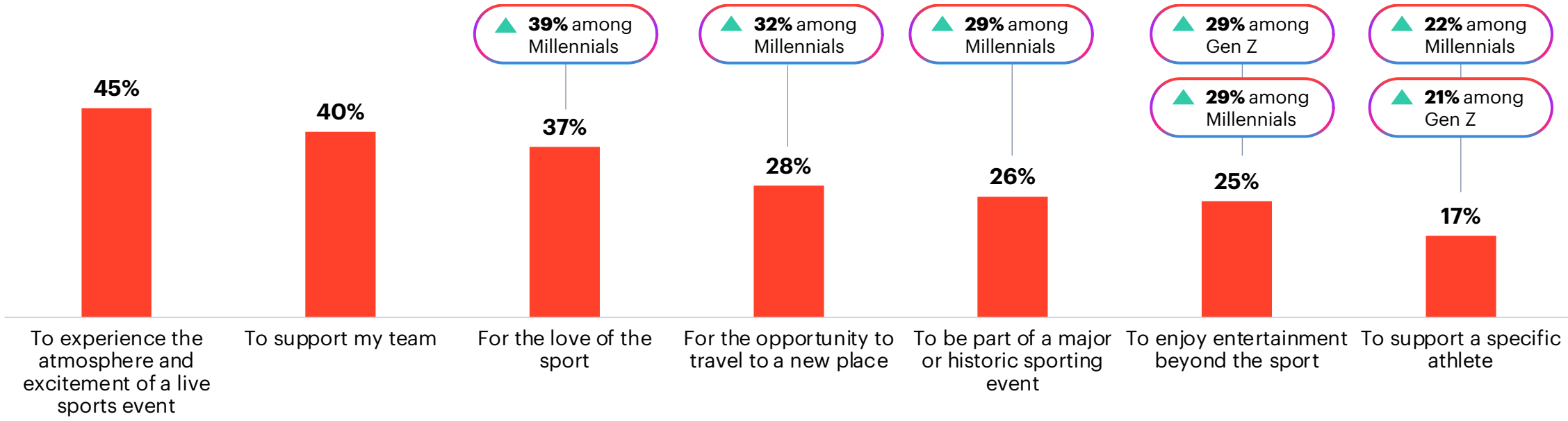
YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); U.S. Sport event travelers: n> 500; "Don't know" and "None of these" responses not shown; ▲: indicates statistically significant difference compared to sport event travelers.

What motivates sport event travelers?



The atmosphere of a live event and team loyalty are the top reasons to travel to sport events

Which, if any, of the following reasons best describe why you have (or would) travel to a sport event? (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event traveler n>7,600; Gen Z sport event traveler n> 1,600; Millennials sport event traveler n> 2,700;
▲: indicates statistically significant difference compared to sport event travelers. *Don't know, Not Applicable and None of these not shown.

Sports travelers from UAE much more interested in the entertainment beyond the sport itself

While atmosphere or excitement is an especially big motivator in Germany (52%) and Britain (51%), consumers in Australia and UAE cite the opportunity to travel to new places as a bigger relative motivation (33% and 34%, respectively).

For which of the following reasons have you (or would you) travel to a sport event? (% of sport event travelers)

Multi-country average		Australia	Germany	Great Britain	Italy	UAE	U.S.
45%	To experience the atmosphere and excitement of live sport event	49%	52%▲	51%▲	36%	38%	44%
40%	To support my team	46%▲	37%	49%▲	28%	35%	46%▲
37%	For the love of the sport	47%▲	51%▲	43%▲	27%	35%	44%▲
28%	For the opportunity to travel to a new place	33%▲	17%	24 %	28%	34%▲	31%
26%	To be part of a major or historic sporting event	31%▲	18%	30%▲	25%	25%	22%
25%	To enjoy entertainment beyond the sport	30%▲	21%	19%	17%	38%▲	21%
17%	To support a specific athlete	23%▲	19%	12%	9%	21%▲	11%

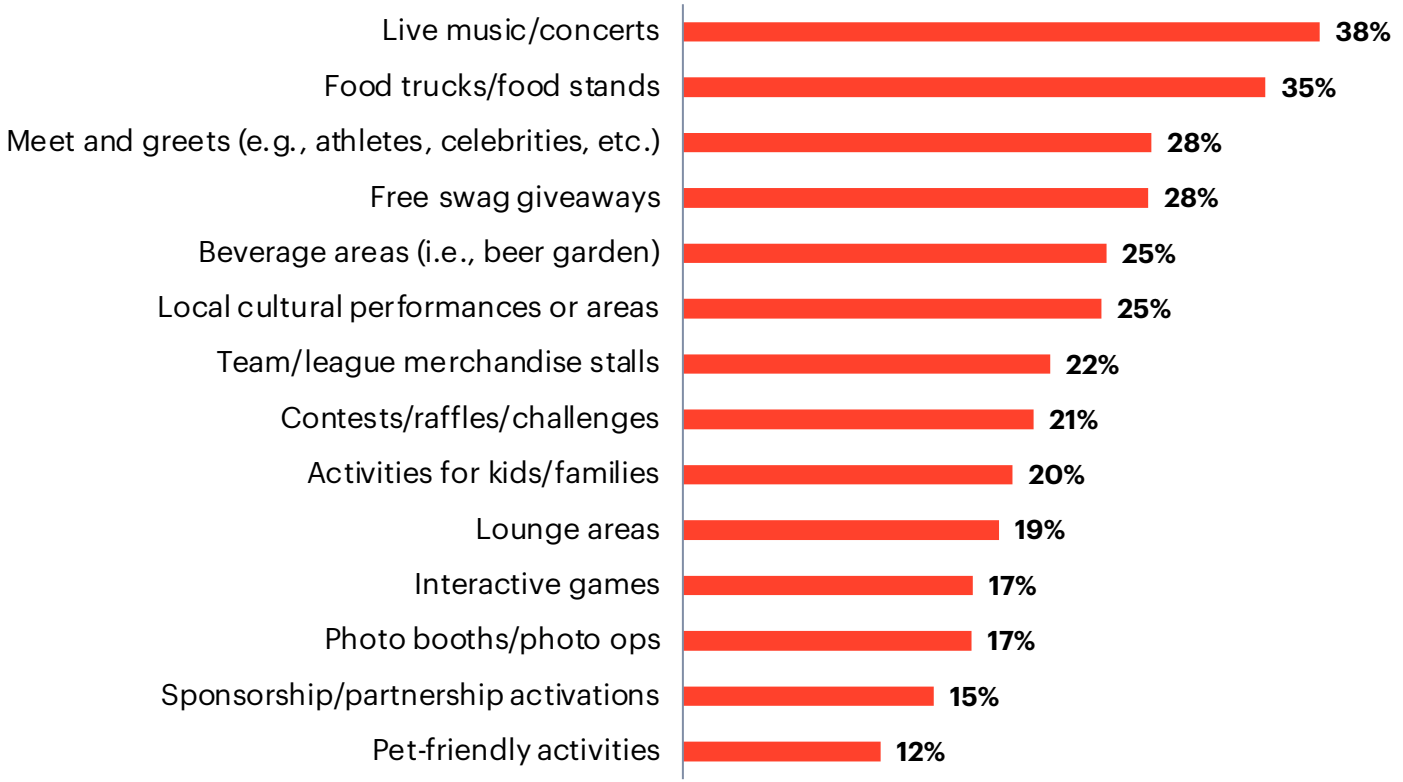
YouGov Surveys, November 14, 2025 – December 12, 2025; Multi-country average: all sport event travelers in 17 markets: n> 7,600; U.S. n> 500; Great Britain n> 800; Australia n> 500; UAE n> 650; Germany n> 250; Italy n> 400;
*Don't know, Not Applicable and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

What adds extra appeal to sport events?

Beyond the game itself, fans are drawn to the full event experience. Live music, food, and on-site entertainment can turn a match into a day or night out, especially for more casual fans deciding whether a trip is worth it.

Get in touch

Which of the following types of entertainment would you be interested in attending/engaging with if they were associated with a sport event? (% of sport event travelers)



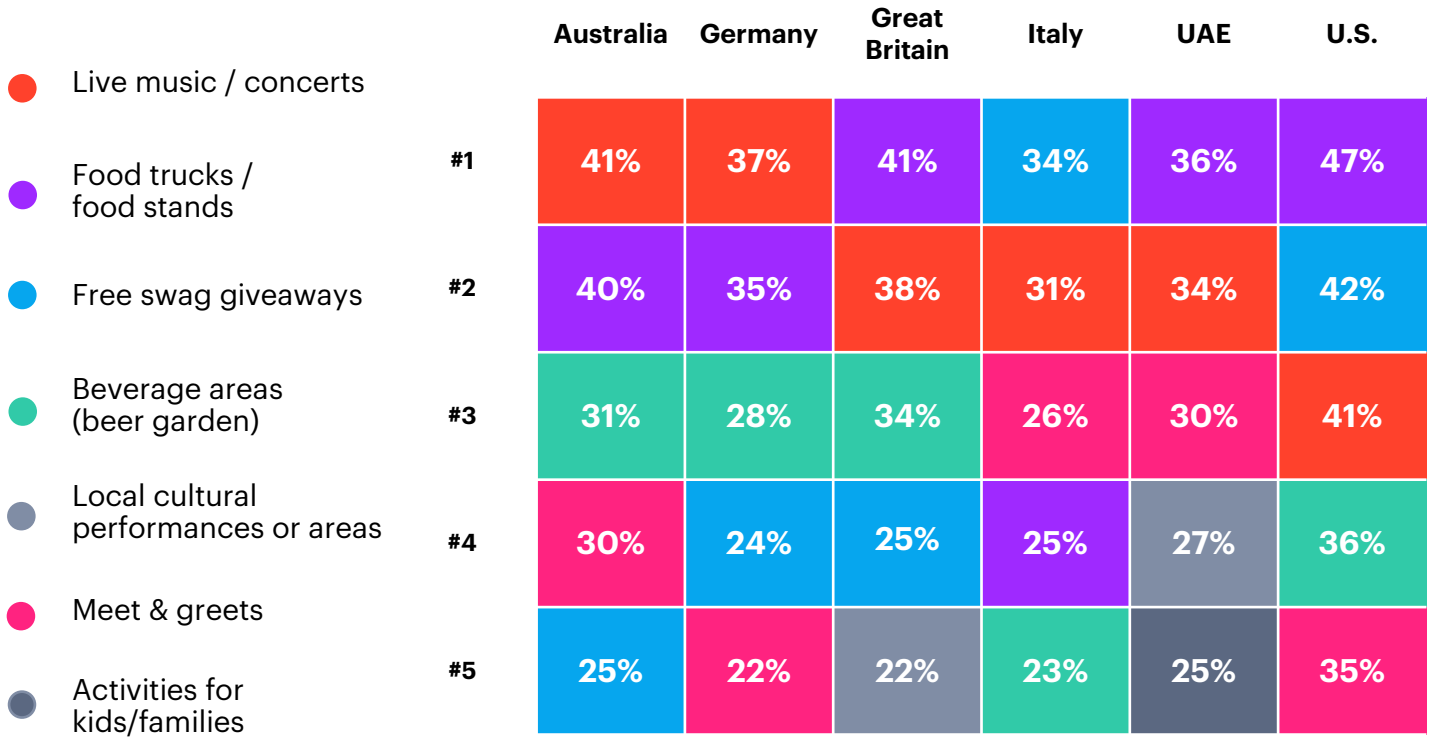
YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event travelers: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M); *Don't know, Not Applicable and None of these not shown.

Food trucks and food stands hold the top spot in most markets

Food and live music consistently rank at the top across markets, showing that the quality of the on-site experience plays a big role in how fans judge a sport event.

Get in touch

Which of the following types of entertainment would you be interested in attending/engaging with if they were associated with a sport event? (% of sport event travelers)



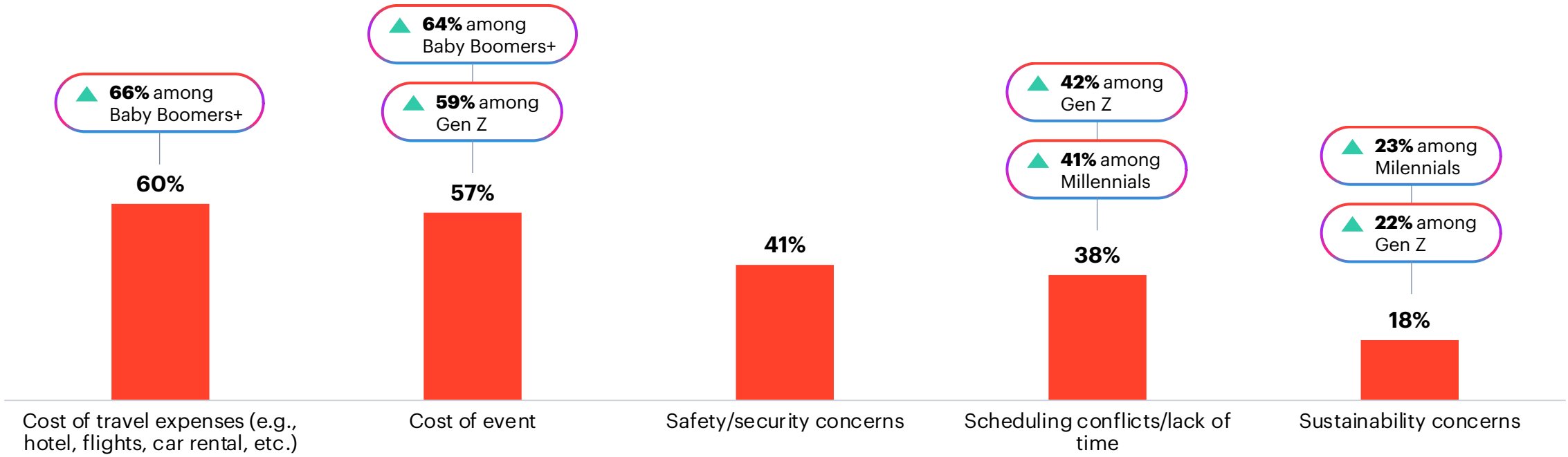
	Australia	Germany	Great Britain	Italy	UAE	U.S.
#1	41%	37%	41%	34%	36%	47%
#2	40%	35%	38%	31%	34%	42%
#3	31%	28%	34%	26%	30%	41%
#4	30%	24%	25%	25%	27%	36%
#5	25%	22%	22%	23%	25%	35%

YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event travelers: U.S. n= 500; Great Britain n> 800; Australia n> 500; UAE n> 650; Germany n> 250; Italy n> 400; *Top five options shown; All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation).

Safety concerns are a big barrier to sport travel

While travel and event costs are unsurprisingly a major barrier to sport travel, a large portion of potential sport travelers also cite safety and security concerns as a factor (41%).

What might deter you from traveling to a sport event? Please select all that apply. (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event traveler n>7,600; Gen Z sport event traveler n> 1,600; Millennials sport event traveler n> 2,700;Gen X sport event traveler n> 1,800; Baby Boomers+ sport event traveler n> 1,300; ▲: indicates statistically significant difference compared to sport event travelers. *Don't know, Not Applicable and None of these not shown.

Cost is the dominant barrier to sport travelers across all market

While cost is a major hurdle, safety and security have become a real part of the decision for many fans when they consider traveling for sport. Rates of concern are especially high among sport event travelers in Australia, the UAE and Germany.

What might deter you from traveling to a sport event? Please select all that apply. (% of sport event travelers)

Multi-country average		Australia	Germany	Great Britain	Italy	UAE	U.S.
60%	Cost of travels expenses	65%▲	61%	70%▲	51%	49%	70%▲
57%	Cost of event	62%▲	58%	72%▲	54%	45%	75%▲
41%	Safety/security concerns	48%▲	47%	37%	31%	47%▲	41%
38%	Scheduling conflicts/lack of time	43%▲	46%▲	40%	33%	38%	44%▲
18%	Sustainability concerns	23%▲	16%	14%	14%	26%▲	9%

YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets: n> 7,600; U.S. n> 500; Great Britain n> 800; Australia n> 500; UAE n> 650; Germany n> 250; Italy n> 400; *Don't know, Not Applicable and None of these not shown.; ▲: indicates statistically significant difference compared to sport event travelers.

Two in five sport travelers flew to sporting events

While 64% of all sport event travelers have driven to sport events, flights claim the second spot overall. Flight usage is particularly high in non-Western markets like Australia and the UAE.

What mode of transportation have you ever taken to attend a sport event? (% of sport event travelers)

	Multi-country average	Australia	Germany	Great Britain	Italy	UAE	U.S.
Car	64%	72%▲	76%▲	70%▲	59%	57%	84%▲
Airplane	39%	47%▲	29%	27%	27%	56%▲	25%
Train	38%	48%▲	48%▲	59%▲	36%	24%	17%
Bus/subway	34%	38%	45%▲	39%▲	25%	26%	23%

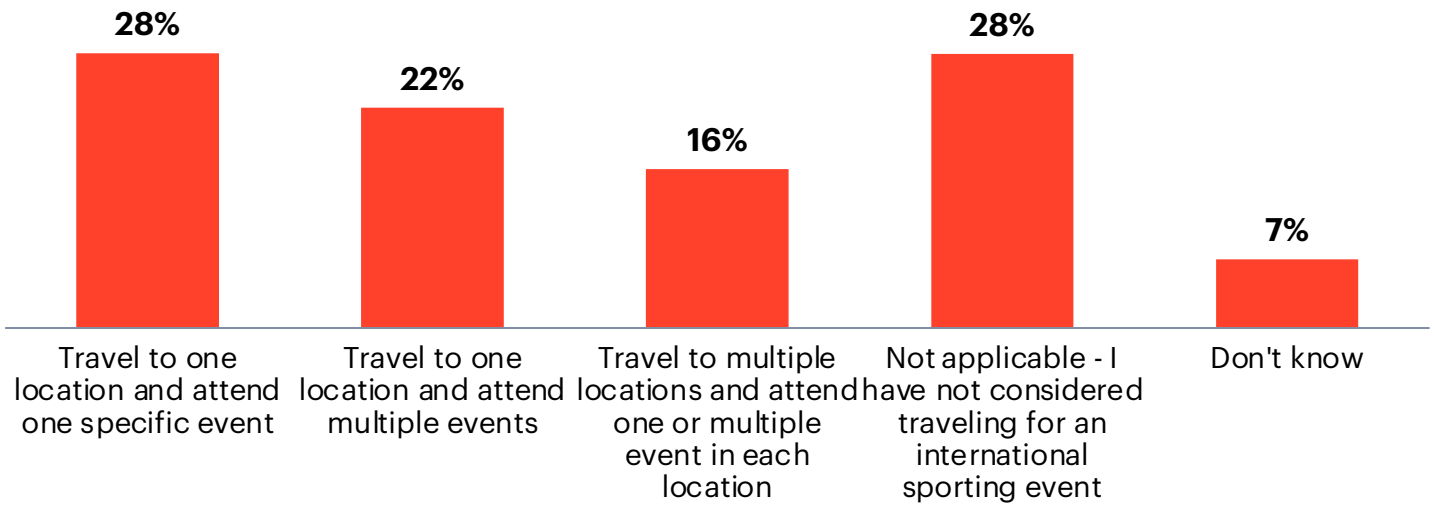
YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: all sport event travelers in 17 markets : U.S. n> 500; Great Britain n> 800; Australia n> 500; UAE n> 650; Germany n> 250; Italy n> 400; *Don't know and None of these not shown; ▲: indicates statistically significant difference compared to sport event travelers.

Most sport event travelers tend to visit just one location in multi-country events

Many fans try to make the most of their trip by catching more than one game, which is why lining up multiple events in the same city can significantly increase the economic impact of each visitor.

Run a survey

If you have considered traveling for an international sport event that takes place in multiple countries over an extended period of time, which of the following are you most likely to do? (% of sport event travelers)



YouGov Surveys, November 14, 2025 – December 12, 2025. Sport event travelers: n> 7,600 (respondents who have traveled or plan to attend a sport event in N12M).



Creating local fandom through international sport events

Creating local fandom

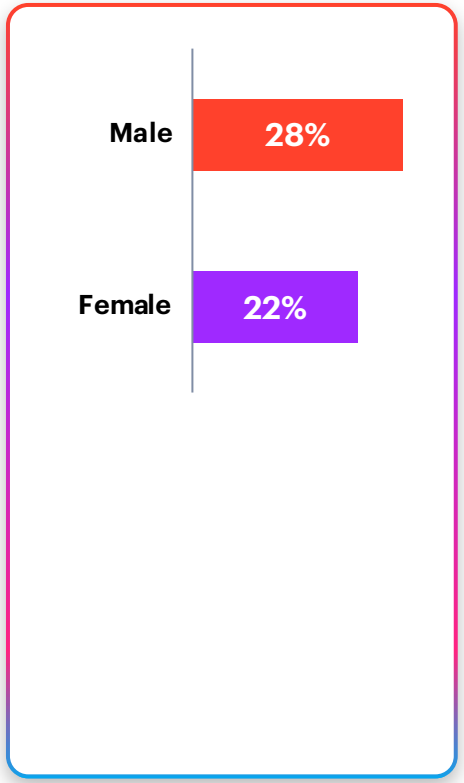
Live international matches can expand a sport's fanbase

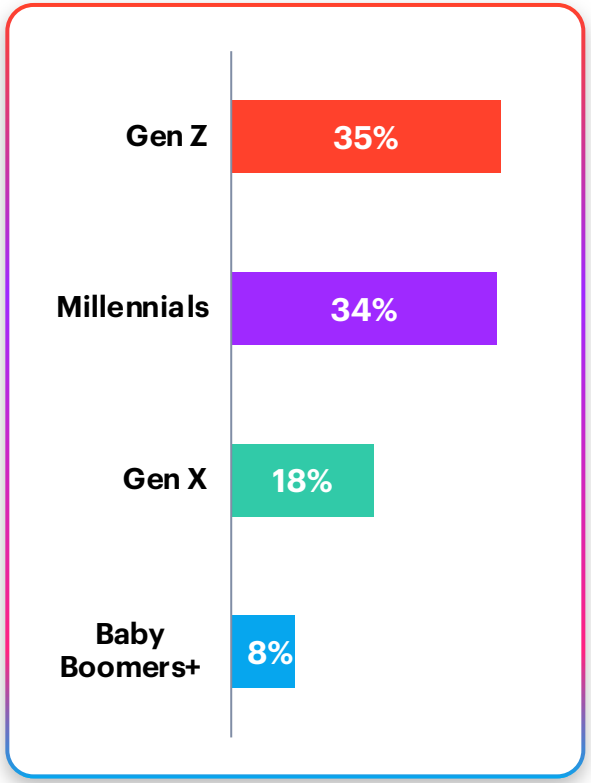
Hosting major sporting events in new territories or growth markets can supercharge fan following for a sport. A quarter of people across markets say they have become a fan of a new sport after attending a match live in their home city. This rises to more than a third of Gen Z and Millennial consumers (35% and 34%, respectively).

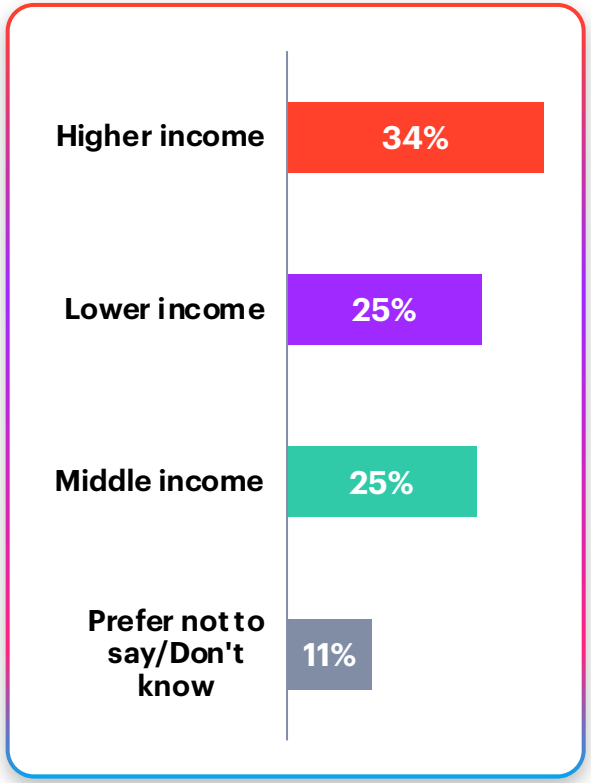


25%

of **people (multi-country average)** have become a fan of a new sport due to attending or actively engaging with an international match played in their home city or country.







YouGov Surveys, November 14, 2025 – December 12, 2025. Multi-country average: All respondents in 17 markets n> 11,300; Male n> 6,100; Female n> 5,100; Gen Z n> 2,300; Millennials n> 3,700; Gen X n> 2,900; Baby Boomers+ n> 2,200; Lower income (< 75% of median income): n> 2,400; Middle income (75-200% of median income): n> 4,300; Higher income (> 200% of median income): n> 2,400; Prefer not to say/Don't know n> 2,200;
*Rebase data to exclude those have not attended or actively engaged with any international sport event in home city or country.

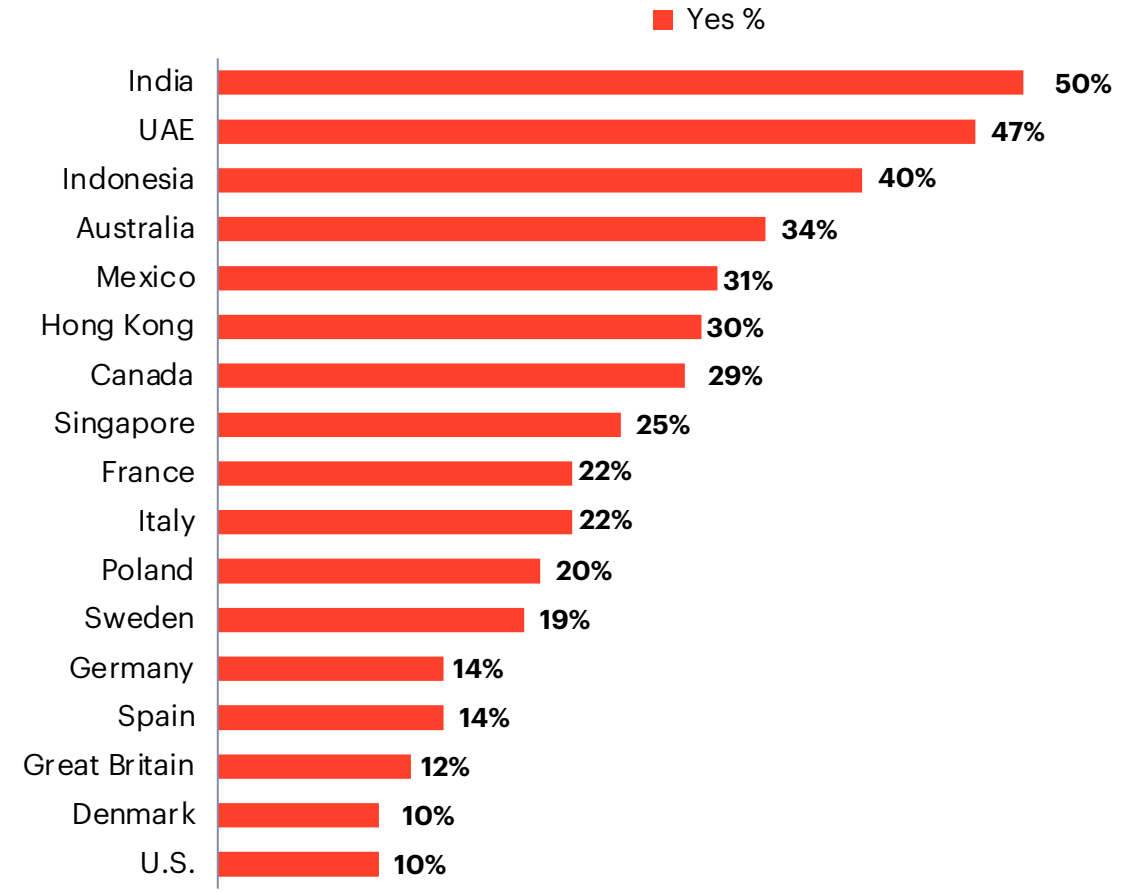
Creating local fandom

Winning over new fans through live matches

Middle East and APAC markets show stronger potential for fan conversion from live international matches, suggesting greater potential for Western sports to grow audiences through in-market events.

Run a survey

Have you become a fan of a new sport due to attending or actively engaging with an international match played in your home city or country? Answered: Yes



YouGov Surveys, November 14, 2025 – December 12, 2025. GB: n> 1,100; Germany: n>500; France: n> 550; Italy: n> 600; Denmark: n> 650; Sweden: n> 650; Spain: n> 550; Poland: n> 550; U.S.: n> 750; Mexico: n=700; UAE: n> 800; India: n> 700; Australia: n> 650; Indonesia: n> 750; Hong Kong: n> 250; Singapore: n> 450; Canada: n> 650.*Rebase data to exclude those have not attended or actively engaged with any international sport event in home city or country; All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation).

Creating local fandom

Which sports top home city appeal?

Soccer is the biggest drawcard in most of the markets highlighted in this study, particularly in Germany, UAE, Great Britain and Italy. Among those who indicate they would travel to watch any sport, over 60% in these markets pick 'the beautiful game' as a sport they would attend live in their home city. The abundance of pre-season friendlies played by European soccer clubs could be a major driver of this. Over in the U.S., American Football, Baseball and Basketball take the top three spots.

"Which of the following sport would you be willing to watch if a live event featuring two international/non-domestic teams was played in your home city? Please select all that apply".

- Soccer
- Basketball
- Tennis
- Baseball
- Cricket
- Golf
- Badminton
- Esport
- American Football
- Hockey*
- RU Rugby Union
- RL Rugby League
- AFL Australian Football

	Australia	Canada	Denmark	France	Germany	Great Britain	Hong Kong	India	Indonesia	Italy	Singapore	Spain	Sweden	Poland	UAE	U.S.
# 1																
# 2	AFL					RU										
# 3				RU												
# 4										RU						
# 5	RL			RL		RL										

YouGov Surveys, November 14, 2025 – December 12, 2025. Great Britain: n> 1,100; Germany: n> 450; France: n> 550; Italy: n> 650; Denmark: n> 550; Sweden: n> 550; Spain: n> 600; Poland: n> 650; U.S.: n> 800; UAE: n> 850; India: n> 850; Australia: n> 700; Indonesia: n> 850; Hong Kong: n> 300; Singapore: n> 550; Canada: n= 750; Top 5 sport per country are shown, None of these not shown; *Rebase data to exclude those answered none of these sport; All markets are nat rep excluding India & Mexico (urban representation) and Hong Kong & Indonesia (online representation). Hockey* includes field hockey and ice hockey.

Methodology

The insights in this report have been sourced via YouGov Surveys

- The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.
- The multi-region survey was conducted from November 14, 2025 – December 12, 2025. Insights are available for 17 markets: Australia, Canada, Denmark, France, Germany, Great Britain, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE, and the U.S.
- **Multi-country average** reflects the average score across respondents in 17 markets: Australia, Canada, Denmark, France, Germany, Great Britain, Italy, Poland, Singapore, Spain, Sweden, UAE, and U.S. (all nat rep); India & Mexico (urban representation) and Hong Kong & Indonesia (online representation).
- **Sport event travelers** are defined as those who answer "Yes" to the question:
  "Have you ever taken a trip for leisure (i.e., not for business and/or professional reasons) specifically to attend a sport event?" or those who answer "Yes" to the question:
  "Do you plan to take a trip for leisure specifically to attend a sport event in the next 12 months (i.e., from October 2025 - October 2026)?"
- **Sport likely travelers** are defined as those who answer "Yes" to the question: *"Do you plan to take a trip for leisure specifically to attend a sport event in the next 12 months (i.e., from October 2025 - October 2026)?"*
- Generations are defined as: Gen Z (1997 or later), Millennials (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).



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Thank you

/Research Reality

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