



PRINCE WILLIAM | SPORTS

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What is Sports Tourism?

Travel which involves either observing or participating in a sporting event as the primary purpose for traveling.





What is the goal of Sports Tourism?

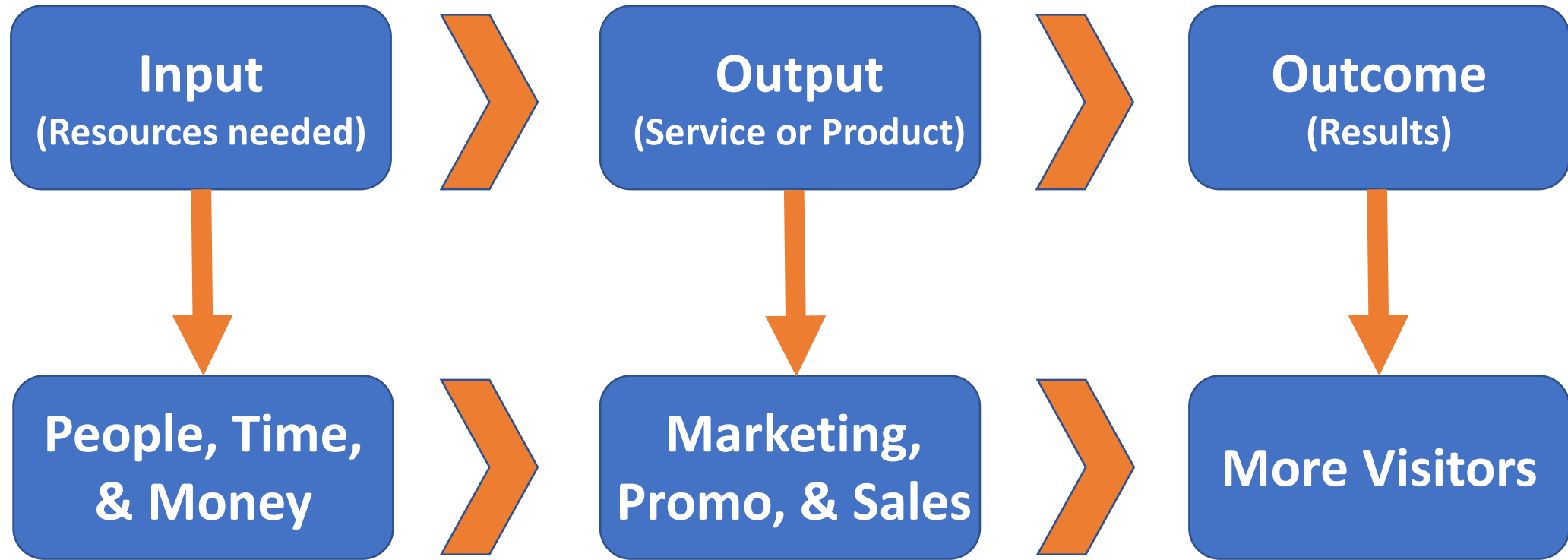
Market a destination as a premier location for travel sports tournaments and events, attracting out of town participants and visitors to the destination; thereby contributing to the overall economic impact of the destination and creating opportunities to enhance the quality of life for residents and visitors alike.

Questions to ask when building Sports Tourism Program:

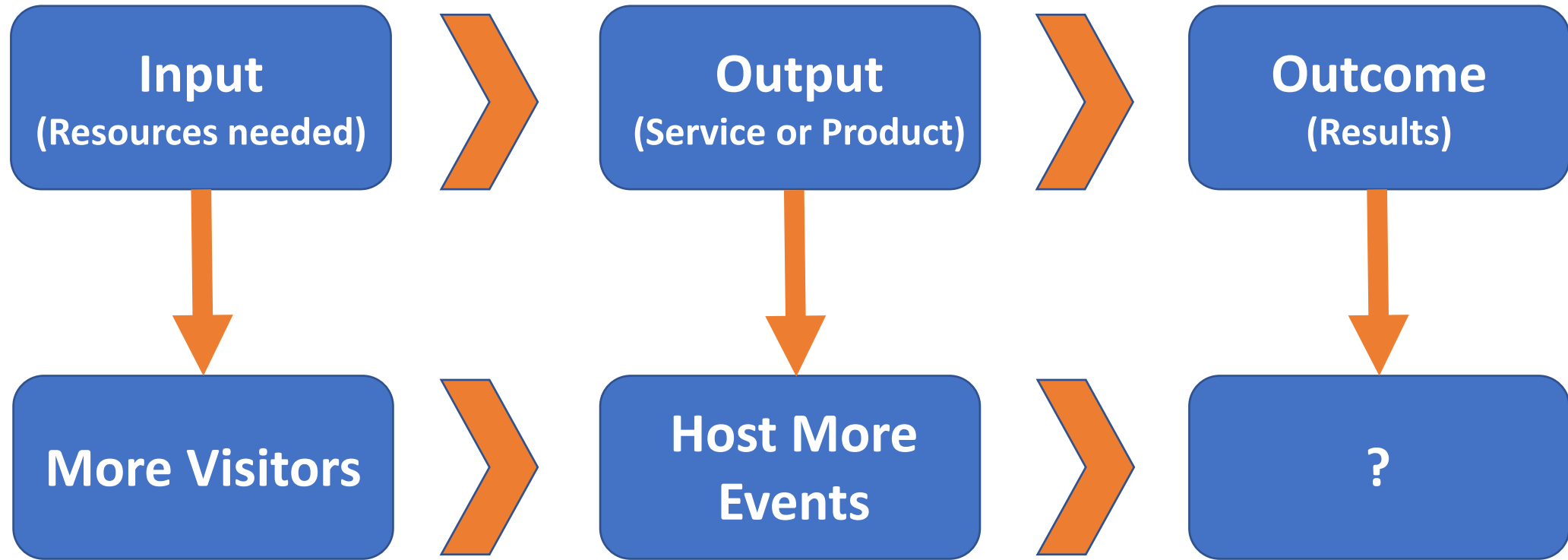
- What is important to you?
- What is important to your organization?
- What is important to your stakeholders?
- What do you already have to work with?
- What kind of story will your event participants, volunteers, and spectators tell afterwards?



Simple (Traditional) Theory to Sports Tourism:



Shifted Perspective to Sports Tourism:







Sports Events and Tourism: **STATE OF THE INDUSTRY REPORT** (2021)



\$39.7B

Direct
Spending
Impact



More than the
total value of the
top 6 most
valuable NFL
franchises



\$91.8B

Total
Economic
Impact



Higher than the
entire GDP of each
of the following
nations combined:

- Guatemala
- Bulgaria
- Luxembourg
- Venezuela