



THE VALUE OF SPORTS AND MUSIC TOURISM



EXECUTIVE SUMMARY

The increasing number of sports and music events has resulted in a huge rise in fans travelling to watch their favourite teams and artists.

More countries than ever now host international sports tournaments and music events, drawing fans from all over the world and these loyal fans are looking to make such trips extra special occasions.

Our report, *The Value of Sports and Music Tourism*, explores what global sports and music fans want from their travel experiences, how they are prepared to elevate their trip and how much they are spending.



Rising Values

2023
Sports tourism worth **\$564.7 bn***

2032
Sports tourism to reach **\$1.33 tn***

2032
Music tourism to reach **\$13.8 bn****

*Global Markets Insights, Sports Tourism Market Forecast 2024 – 2032
**Custom Market Insights, Global Music Tourism Market 2024–2033

[Collinson International](#) is a global leader in airport experiences, loyalty and customer engagement solutions and the owner and operator of [Priority Pass](#), the original and market-leading airport experiences programme, and LoungeKey.

Our latest research provides insights into the fans' travel habits through which we can create strategic customer engagement solutions to help increase brand engagement, loyalty and cross-border spend.



THE NEW TRAVEL EXPERIENCES

Sports and music have the power to transcend borders, age and gender, generating a sense of togetherness and unity among travelling fans.

Fans want to find those distinctive and memorable moments that can instil the idea of the 'trip of a lifetime' - creating winning experiences that last much longer than the event itself. Why they are doing so in greater numbers is the result of a combination of factors:

Events

With more sports and music events, fans have more choice of destinations.

Exposure

The internationalisation of new and existing sports leagues through TV and streaming has encouraged fans to travel, while music fans are finding it may be more cost-effective to see an artist abroad.

Experience

After years of Covid-19 travel restrictions, live events are back and fans are wanting new, enhanced experiences.



LOYAL FANS

With sports and music tourism on the rise, it's clear that fans are enthusiastic participants, both domestically and internationally.

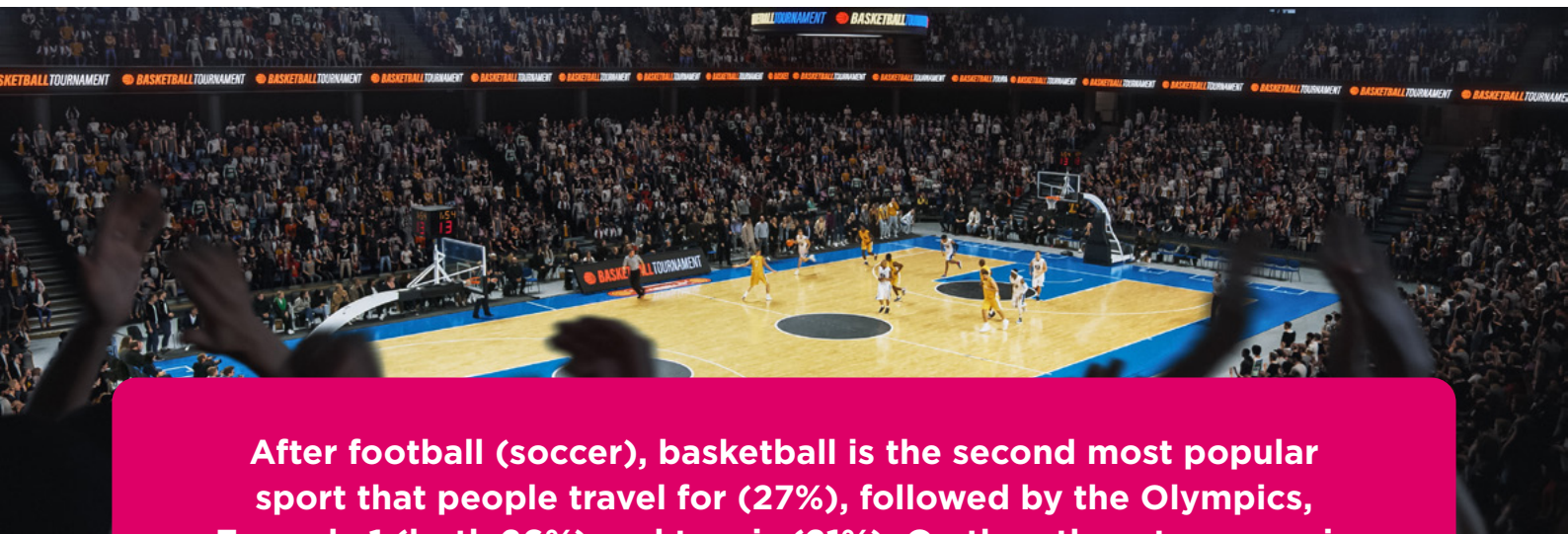
More than four in five (83%) have travelled by plane for sports and 71% for music in the past three years or plan to do so in the coming 12 months.

While the majority of fans travel domestically, **almost half (46%)** of sports and two in five (42%) music fans **travel internationally**. Of those who travel internationally, **84% have travelled to a new city or country for a sports or music event** and of those, 31% said they have gone back - with a further 30% planning to return at some point in the future. Those who do travel internationally are more likely to be under the age of 24, a key demographic to watch for future opportunities as they continue to travel for sports and music events. In addition, **over half (56%) travel for events more**

than once a year, with 22% attending three or more events annually.

The popularity of events tourism for younger travellers is perhaps indicative of the tribal nature of some sports and to an extent, among music fans. As the biggest global sport, it is unsurprising that **the majority of travelling sports fans are watching football (soccer) (69%)**. Indeed, this group demonstrates huge passion, **attending both international (72%) and domestic (71%) matches**, displaying a willingness to score home and away.

Most popular cities sports and music fans travel to



After football (soccer), basketball is the second most popular sport that people travel for (27%), followed by the Olympics, Formula 1 (both 26%) and tennis (21%). On the other stage, music events attracting fans the most include Rock in Rio, Coachella and Tomorrowland and the most popular artists are Taylor Swift, Travis Scott, Vasco Rossi and Ed Sheeran.

Encore!

84%

have travelled to a new city or country for a sports or music event

31%

said they have gone back

30%

plan to return in the future

EXTRA TIME

The majority of music (78%) and sports (76%) fans like to arrive between one and three days before an event, while 80% of music fans and 79% of sports fans like to stay one to three days after an event.

Their chosen event may be the primary reason for travelling but it is part of their overall trip and not an isolated experience.

Fans are keen to explore and the proliferation of global sports and music events is generating a corresponding demand in travel that offers opportunities to visit new countries and cities perhaps not previously considered. Because they're more likely to return, they also present potentially huge economic uplifts for local businesses in the future.



TRAVEL SPEND

At the airport

The typical spend for event travellers at airports is \$100 (44%) but this varies considerably with those travelling for **Formula 1 (32%)**, the **Olympics (31%)** and **basketball (30%)** prepared to spend **\$200 or more**. As for those travelling for music, **25% are prepared to spend \$200 or above**.

Sports fans aged between 25 and 34 spend the most at the airport. More than two-thirds (70%) of this age group **will spend more than \$50 compared to 64% of all travellers**. Similarly, their peers travelling for music events are more generous in their spending with 49% parting with \$50 or more.

The whole trip

Sports fans are the biggest spenders. Over half (51%) of these travellers exceed \$500 per trip, of which 29% spend more than \$1,000, especially so for international visits (35%), while notably 17% of respondents in Asia spend more than \$2,000. **The 25-34 age group spends the most overall, with a third (33%) exceeding \$1,000 for sports and 31% for music events.**

A third of 25-34 year olds spend >\$1,000 per trip.

Biggest spenders

At the airport

Sports fans from		Music fans from	
Brazil	Mexico	Mexico	UAE
37%	36%	39%	38%

spend more than **\$200** at the airport

On the whole trip

Sports fans from		Music fans from	
Hong Kong	UAE	UAE	Hong Kong
45%	40%	43%	41%

spend more than **\$1,000** on their trip



TRAVELLING AS A TEAM

Sports and music can provide incredible and long-lasting memories and many fans will travel to events with others to enjoy such shared experiences. **A third of fans (33%) travel to sports or music events with just their partners with travellers from Mexico the most likely to do so.**

More than a third travel with friends (38%), with the preference being in groups of fewer than five people (31%). **Trips to music events with friends are more popular (40%) than those travelling for sports (37%).**

When looking at the split between music and sports trips among genders, it is **men who travel more for sports events (56%) than for music events (51%), while women travel more for music events (49%) than for sports events (43%).**

AIRPORT EXPERIENCE

Almost half (47%) of fans have used airport experiences when travelling for an event, which includes visiting an airport lounge (29%), gaming lounges (16%), sleep pods (13%) and spa (12%).



These types of experiences present a great opportunity for travellers to relax before or after watching their favourite team or artist. A recent [Priority Pass survey](#) found that 53% of respondents believe that visiting an airport lounge helps them to switch off when travelling.

The uptake of airport lounges is higher among those spending more money on the trip overall. Interestingly, those travelling to basketball events (48%), Formula 1 (45%) and the Olympics (44%) are more likely to use lounges.

In addition, 45% of music event spenders and 40% of sports event spenders exceeding \$1,000 use lounges. However, airport lounges are still accessible for moderate spenders – 34% of those spending over \$250 tend to visit a lounge when travelling to an event.

Top reasons for fans to visit airport lounges



Relax and unwind



Food and drink



Enjoy a calm space

It's not just fans who lap up the lounge life. Tournament travel can be a gruelling experience for athletes and they're looking for ways to make their travel experiences as seamless and comfortable as possible.

That's why Collinson International partners with leading sports organisations, including the Women's National Basketball Players Association (WNBPA) and the Professional Tennis Players Association (PTPA) through the Priority Pass programme. These partnerships illustrate our commitment to helping fans and professionals alike travel with ease and confidence.





“We’re always looking for ways to make our travels more comfortable and we’re grateful that Priority Pass is committed to supporting players in our day-to-day lives.”

Vasek Pospisil
PTPA player



“Access to Priority Pass lounges allowed me to step away from the hustle and bustle and relax. As an international traveller, having access to these services is a game changer for me!”

Elizabeth Williams
Secretary, WNBPA



THE BENEFITS OF LOYALTY

Over half of event travellers (55%) participate in loyalty programmes. Most have joined loyalty programmes that offer discounts on flights (52%), tickets (43%), points/miles (41%), or accommodation (40%). Over a third (38%) of event travellers would choose a payment card that offered exclusive travel benefits such as an event package (flights, accommodation, transfers and tickets), travel insurance (38%) and airport lounge access (33%).

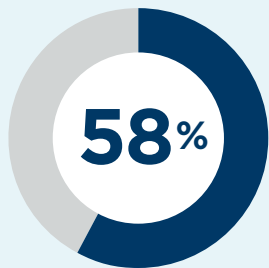
Airport lounge access is a popular travel benefit through payment cards, particularly for travellers from **India (43%), Hong Kong, UAE, Australia (all 41%), Singapore (40%), Germany (34%), UK (33%) and Brazil (32%)**.

TRAVEL PLANS

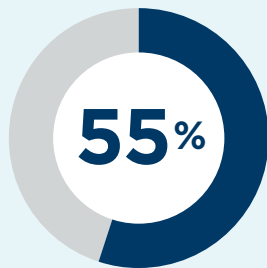


Percentage of fans that use travel agents when booking a package deal

Sports fans



Music fans



How travellers book their event travel

How fans build their travel itineraries feeds into their overall experiences. There is a range of options for music and sports fans, from travel agents and package deals to sports clubs and music associations. Over half of travellers (54%) use travel agents when booking a package deal for an event, more so for sports fans (58%) than music fans (55%), with event travellers from Thailand (74%), India (69%) and Brazil (68%) most likely to use travel agents.

While 46% haven't booked a package with a travel agent, over 1 in 4 (29%) would consider it if available.

Also significant is the importance of airport experiences for package travellers. Nearly two-thirds of travellers (60%) who visit airport lounges are more likely to use travel agents, with 22% interested in lounge access, sleep pods (14%) or spa access (14%) being included in their package deals.

54%

of all event travellers use travel agents to book a package deal

47%

of sports travellers book package deals through a sports club

40%

of music travellers book international package deals with music associations



THE FINAL WHISTLE

There is a huge variety in the types of fans travelling in terms of regional variations, age ranges, travel groups and the sports or events they are visiting. Each group or set of fans demonstrate differences in travel behaviours throughout their journeys but it's clear they are looking to elevate their overall travel experiences to make their trips that much better. Travel benefits such as airport lounge access and related airport experiences feed into this; helping to make their journey more seamless and enjoyable.

Understanding travellers' behaviours provides the insights to better engage with them not only at the airport but throughout their trip. In the knowledge that fans are increasingly interested in making a bigger trip out of a specific event, there are ample opportunities for retail, financial services, travel, and hospitality providers to best tailor their travel rewards and benefits.

Collinson recognises the changing demands and needs of customers, offering a wide range of airport experiences. Through working hand in glove with our current and future business partners, we can simultaneously take event travellers' experiences to another level and maximise the business opportunities across the industry.



“The growing and global fanbase that will travel to iconic sports and music events is looking for unforgettable experiences and are prepared to spend significantly to make their trip extra special. Fans are by definition synonymous with loyalty.

This new research shows the high value they place on travel benefits. Great news for the travel industry and for those businesses targeting frequent travellers providing the opportunity to capitalise on the rise of event tourism by offering the travel benefits fans crave. In return, they will see the advantage of being top-of-mind and wallet with these frequent travellers, boosting engagement, building loyalty, and driving additional cross-border spend.”

Christopher Evans
CEO of Collinson International



About Collinson International

Collinson International is a global leader in the provision of airport experiences, loyalty and customer engagement solutions and the owner and operator of Priority Pass, the original and market-leading airport experiences programme and, LoungeKey. Through our understanding of the needs, behaviours and spending habits of frequent travellers, we can create strategic customer engagement solutions that are customer-centric and data-driven, helping businesses boost engagement, build loyalty and drive additional value.

Notes

Collinson International has commissioned this research independently. The report is not endorsed by any party mentioned herein.

When asked what cities travellers would visit, Sydney came out as the top destination (27%), followed by London (25%), Barcelona and Dubai (both 24%) and Paris and New York (both 23%).

When asked what reasons fans visit airport lounges, 54% of music and 53% of sports fans said to relax and unwind, 50% of music and 49% of sports fans said to take advantage of food and drink options, and 48% of music and sports fans said to enjoy a calm space.

Currency in USD.

Methodology

Research commissioned by Collinson International, owner and operator of Priority Pass, and independently conducted among a sample of 8,537 travellers from 17 countries and territories including: Australia (505), Brazil (502), Colombia (503), France (501), Germany (503), Hong Kong (501), India (502), Italy (504), Mexico (502), Peru (503), Saudi Arabia (501), Singapore (503), Spain (501), Thailand (503), UAE (501), UK (502) and USA (500). The survey was completed online in June 2024.