



UN Tourism

Summary Report

# 3<sup>rd</sup> World Sports

# Tourism Congress

*Tourism and Sport*

*Creating a Lasting Legacy for Destinations*



Sports Tourism is a type of tourism activity which refers to the travel experience of the tourist who either observes as a spectator or actively participates in a sporting event generally involving commercial and non-commercial activities of a competitive nature.



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# FOREWORD

**By Mr. Ion Vilcu**

**Director of the Affiliate Members and Public-Private Collaboration Department, UN Tourism**

The 3rd World Sports Tourism Congress, held at the Santiago Bernabéu Stadium in Madrid, marks another milestone in UN Tourism’s ongoing efforts to advance knowledge, foster collaboration, and drive innovation in Sports Tourism.

Since its 1st edition (Lloret de Mar, Spain, 2021) and the 2nd (Zadar, Croatia, 2023), this Congress has evolved into a leading platform for discussing the vast potential of Sports Tourism and its role in economic growth, sustainability, and destination development. Its success is a testament to the increasing demand for leadership in this area—demand driven by our Affiliate Members, destinations, and industry stakeholders, who recognize Sports Tourism as a strategic priority.

The Affiliate Members and Public-Private Collaboration Department (AM-PPC) is proud to be at the forefront of this dynamic tourism product within our Organization. Through continuous dialogue with governments, private sector leaders, and specialized entities, we have worked to shape and deepen the understanding of Sports Tourism, reinforcing its position as a key pillar of global tourism development. Our Affiliate Members network has been instrumental in this journey, playing a vital role not only in shaping this edition but in strengthening the impact of all three Congresses.

As is our tradition, UN Tourism has prepared this Summary Report to capture the main takeaways from all sessions. This report serves as a valuable resource for those unable to attend, a reference for destinations and industry players, and an inspiration for future action in the field.

On behalf of UN Tourism, I extend my sincere gratitude to all speakers, participants, and partners for their contributions to this Congress. Your engagement continues to shape the future of Sports Tourism, ensuring that it remains a powerful force for sustainable tourism development worldwide.



# SPORTS TOURISM: A GAME CHANGER FOR DESTINATIONS

Sports Tourism continues to rise as one of the most dynamic and fastest-growing segments within the global tourism industry. Destinations around the world are increasingly recognizing the transformative potential of sports to enhance their visibility, boost economic activity, and establish a competitive edge in the tourism market. From Spain to Saudi Arabia, Scotland, Mexico, Croatia, and beyond, countries are leveraging sports events, activities, and facilities to position themselves as global hubs for innovation, sustainability, and cultural exchange. This year, the 3rd edition of the World Sports Tourism Congress (WSTC) took place in the vibrant city of Madrid, a destination synonymous with excellence in sports and tourism.

The Congress emphasized the strategic importance of sustainability and legacy, fundamental aspects guiding the future of Sports Tourism. With its multifaceted impact on economic, social, environmental, and cultural dimensions, Sports Tourism is increasingly seen as a critical tool for achieving economic growth, local communities' engagement, and a lasting legacy for societies. These themes were at the heart of discussions during the WSTC, bringing together policymakers, private sector leaders, academics, athletes, and innovators to explore the opportunities and challenges ahead.

The Congress highlighted the immense value that Sports Tourism brings to destinations, whether through organizing large-scale professional or amateur sports events, hosting sports-themed attractions such as museums, or developing adventure and wellness activities like hiking, skiing, surfing, or cycling. Events such as Formula 1 races, marathons, other sports tournaments, or cultural-sporting experiences, such as the MADCUP in Madrid, serve as catalysts for local economies, providing long-term legacies in infrastructure, branding, and community engagement. These activities not only attract global audiences but also promote healthy lifestyles and inclusivity within local communities, reinforcing the societal benefits of Sports Tourism.



The WSTC explored these aspects through insightful panels, case studies, and thought-provoking conversations. Discussions included cutting-edge innovations, such as the role of digital platforms, big data, virtual reality, and artificial intelligence in enhancing the tourist experience. Equally, participants addressed crucial topics such as sustainability and the integration of Environmental, Social, and Governance (ESG) principles into destination planning, ensuring Sports Tourism aligns with global climate goals.

Madrid proved to be an exemplary host, showcasing its world-class sports infrastructure, including the iconic Santiago Bernabéu Stadium, which symbolizes innovation and multi-purpose functionality. The city's commitment to promoting outdoor sports such as golf, hiking, and cycling further enriched the Congress, providing practical examples of how destinations can integrate Sports Tourism into broader development strategies.

As part of its ongoing mission, UN Tourism has committed to supporting destinations in unlocking the full potential of Sports Tourism. This includes initiatives such as the creation of handbooks with best practices, workshops, and webinars to share expertise, and the establishment of working groups on Sports Tourism to facilitate collaboration and innovation. These efforts aim to ensure that destinations, regardless of their scale, can strategically and sustainably plan for the multiple benefits Sports Tourism offers.



The Congress also placed significant emphasis on public-private partnerships, as well as the role of communities in shaping meaningful Sports Tourism legacies. By involving stakeholders across sectors—governments, private enterprises, local communities, and athletes—the Congress showcased a collective vision for a thriving and inclusive Sports Tourism ecosystem.

In conclusion, the WSTC reaffirmed the transformative potential of Sports Tourism as a global force for good. As destinations and stakeholders adopt forward-looking strategies, the sector is poised to continue driving sustainable development, cultural exchange, and economic resilience.

A special note of gratitude goes to the Region of Madrid, and all participants and partners who made this Congress a landmark event in advancing the Sports Tourism agenda. The outcomes of this Congress will serve as a guiding framework for leveraging the power of Sports Tourism to create lasting legacies, inspire innovation, and foster global unity. This summary captures the key takeaways and conclusions of the event, providing insights into the exciting future of this dynamic segment.



## Useful Links:

- [UN Tourism Official Website](#)
- [Affiliate Members Website](#)
- [UN Tourism Sports Tourism Page](#)
- [WSTC Official Website](#)
- [WSTC Photo Gallery](#)
- [WSTC Video](#)



# SPECIAL THANKS

We extend our deepest appreciation to the key partners and supporters who contributed to the success of the 3rd World Sports Tourism Congress:

- **Ministry of Culture, Tourism, and Sports of the Government of the Region of Madrid** (Affiliate Member of UN Tourism) – Co-organizer and host of the event.
- **Management of Santiago Bernabéu Stadium** – Main venue of the Congress.
- **Club Atlético de Madrid and Riyadh Air Metropolitano Stadium** – Hosts of the Gala Dinner.
- **Hotel Mandarin Oriental Ritz Madrid** – Venue of the Welcome Cocktail.
- **Government of the State of Nayarit, Mexico** (Affiliate Member of UN Tourism) – Official Sponsor and key partner of the Congress.
- **Turkish Airlines** – Official sponsor.
- **Bluemice** – Communication and marketing partner.
- **ESIC University** – Co-author of this report.
- **All panelists, moderators, and masters of ceremony** – For their invaluable insights and contributions.
- **Our Affiliate Members and supporting partners** – For their dedication and collaboration in making this Congress a success.

Your efforts and commitment have been instrumental in advancing the dialogue on Sports Tourism and shaping the future of this dynamic sector.



# EXECUTIVE SUMMARY

## of the 3rd World Sports Tourism Congress

The WSTC in Madrid gathered **around 300 participants from 50+ countries**, including policymakers, private sector leaders, athletes, and media professionals. The event highlighted Sports Tourism as a catalyst for economic growth, sustainability, and community development. **With more than 40 speakers across 10 panels**, the congress fostered collaboration and innovation.

The Region of Madrid has emerged as a frontrunner destination in this segment, showcasing an innovative and forward-thinking approach. **Iconic venues such as the Santiago Bernabéu Stadium** exemplify cutting-edge technology and multi-purpose design, while the region's emphasis on outdoor activities, such as golf, hiking and cycling highlight the seamless integration of natural landscapes into its tourism offerings.

Held under the theme ***“Tourism and Sport Creating a Lasting Legacy for Destinations”***, the congress brought light to several critical themes that demonstrate the transformative power of Sports Tourism in shaping communities and destinations worldwide.

One of the most significant insights centered on the concept of legacy building. Sports Tourism extends its impact far beyond the immediate economic benefits of events, creating long-term value through the development of infrastructure, stronger community engagement, and the adoption of sustainable practices. These efforts ensure that the positive effects of Sports Tourism resonate with future generations.

Equally important is the community impact of this segment. By driving local employment, fostering cultural exchange, and promoting inclusivity, **Sports Tourism contributes meaningfully to enhancing the quality of life for residents.**

Looking ahead, the discussions revealed several emerging trends that are shaping the future of Sports Tourism. Wellness Tourism, for instance, is gaining considerable momentum, with activities such as hiking and nature-based experiences attracting a growing audience who seeks recreation and well-being. Additionally, hybrid event models are redefining the boundaries of traditional sports gatherings by incorporating virtual elements to expand accessibility and audience reach.

The **focus on sustainability** was another recurring theme. With the growing importance of eco-tourism and the push for energy-efficient venues, Sports Tourism is aligning itself with broader global efforts to minimize its environmental impact. Furthermore, cultural integration is proving to be a powerful tool for enhancing destination appeal. By merging sports with local heritage and traditions, destinations create unique, immersive experiences that resonate with visitors on a deeper level.

Through these insights, the Congress reinforced the idea that Sports Tourism is not just an economic driver but a multifaceted **force for positive change**, capable of leaving a lasting imprint on communities and fostering sustainable development across the globe.

The **role the private sector** and innovation play in advancing Sports Tourism was another central element of the debates. Industry leaders highlighted how strategic partnerships and digital transformation are redefining the sector. Cutting-edge technologies such as Virtual Reality and Artificial Intelligence were presented as powerful tools to enhance fan engagement, improve operational efficiency, and deliver personalized experiences, making Sports Tourism more dynamic and accessible than ever before.

The discussions also underscored the **importance of strategies** that can drive recovery in the post-pandemic era, while also ensuring long-term sustainability. Among these, promoting domestic tourism has proven to be a critical step in revitalizing local economies. Investment in eco-friendly and multi-purpose infrastructure was also emphasized, highlighting the need for venues that can evolve with changing demands. Furthermore, the integration of virtual and physical elements in event models has not only ensured resilience but also broadened the scope and reach of Sports Tourism in a rapidly changing world.

**Global collaboration and education** stood out as essential drivers for the growth of Sports Tourism. The Congress brought attention to inspiring case studies from regions such as Europe, Middle East, Latin America, and Southeast Asia, which illustrated how emerging markets are leveraging Sports Tourism to diversify their economies and uplift communities. These examples showcased best practices in sustainable and inclusive development, offering valuable insights to destinations worldwide.

The WSTC served as **a collaborative platform where governments, private enterprises, and other stakeholders** came together to share ideas and chart a path forward. It demonstrated how Sports Tourism can be a catalyst for growth, community engagement, and global unity. By fostering dialogue and innovation, the congress not only underscored Madrid's visionary leadership but also laid the groundwork for a more inclusive, sustainable, and transformative future for Sports Tourism.

# OPENING SESSION

## Setting the Scene:

- **Mr. Ion Vilcu**, Director, Affiliate Members and Public-Private Collaboration Department, UN Tourism

## Speakers:

- **Mr. Zurab Pololikashvili**, Secretary-General, UN Tourism
- **Ms. Almudena Maíllo del Valle**, Councillor for Tourism, Madrid City Council
- **Ms. Rosario Sánchez Grau**, Secretary of State for Tourism, Ministry of Industry and Tourism, Spain
- **Mr. Mariano de Paco Serrano**, Regional Minister of Culture, Tourism, and Sports, Region of Madrid



## Mr. Ion Vilcu

### Director of the Affiliate Members and Public-Private Collaboration Department (AM-PPC), UN Tourism

Before officially opening the Congress, Mr. Ion Vilcu shared reflections on the significance of this long-awaited event. He emphasized that the 3rd World Sports Tourism Congress holds a priority position in UN Tourism’s agenda, given the growing interest from both Member States and Affiliate Members in Sports Tourism as one of the fastest-growing segments in the global industry.



This strong demand was evident in the outstanding candidatures received from top destinations eager to showcase the potential of this premium sector. Ultimately, Madrid was chosen as the host, thanks to the compelling proposal presented by the Government of the Region of Madrid, an outstanding Affiliate Member of UN Tourism. The city leads by example in leveraging its state-of-the-art sports infrastructure—including the two world-class stadiums hosting the Congress—as well as in hosting major sporting events that reinforce its position as a top global destination for sports, music, and cultural tourism.

Director Vilcu stressed that this Congress is not just another sports event, but a platform to explore the tourism-sports connection from the perspective of the tourism sector and its stakeholders. Preparing this edition involved content creation, knowledge sharing, and fostering collaboration, reflecting the immense interest from UN Tourism’s members and partners in supporting, contributing to, and participating in this initiative.

The Affiliate Members and Public-Private Collaboration Department (AM-PPC), which leads UN Tourism’s work in Sports Tourism, played a key role in shaping this event. The Department remains committed to strengthening UN Tourism’s leadership in this field, responding to the increasing demand for expertise, guidance, and partnerships to maximize the potential of sports as a driver of tourism growth.

*“Sports Tourism is no longer a niche segment—it is a global force transforming destinations, creating jobs, and driving investment. At UN Tourism, we remain committed to fostering collaboration between the tourism and sports industries to maximize the long-term benefits for destinations and communities worldwide.”*

## Mr. Zurab Pololikashvili Secretary-General, UN Tourism

Mr. Zurab Pololikashvili emphasized the remarkable growth and transformative potential of Sports Tourism as one of the fastest-growing sectors in the global tourism industry. In 2023, the Sports Tourism market reached an impressive value of approximately \$609 billion, with projections indicating a compound annual growth rate of around 16% between 2024 and 2030.



Highlighting the synergistic relationship between tourism and sports, Mr. Pololikashvili underscored their critical role in driving economic diversification, fostering social development, and spurring local growth in destinations worldwide. He noted how Sports Tourism not only creates jobs but also supports businesses in urban centers and rural communities alike, amplifying its socioeconomic impact.

The Secretary-General also addressed the rising popularity of major sporting events, which continue to draw increasing numbers of both domestic and international visitors. These events serve as catalysts for showcasing destinations on a global scale, attracting investments, and fostering cultural exchange, while leaving lasting legacies in infrastructure and community engagement.

With his forward-looking vision, Mr. Pololikashvili reiterated the commitment of UN Tourism to advancing Sports Tourism as a dynamic driver of sustainable growth, inclusion, and innovation in destinations worldwide.

*"In 2023, Sports Tourism was worth approximately 609 billion USD, with projections of an annual growth rate of 16% between 2024 and 2030, highlighting its potential as a driver of economic growth and social development worldwide."*

## Ms. Almudena Maíllo del Valle Councillor for Tourism, Madrid City Council

In her address, Ms. Almudena Maíllo del Valle emphasized the unique synergy between sports and tourism in Madrid, highlighting how the city leverages its rich sporting culture to enhance its global appeal. She described Sports Tourism as an activity that allows visitors to explore and discover the city through the lens of sports, fostering memorable experiences for tourists.



Ms. Maíllo underscored Madrid's love for sports, with iconic institutions like the Santiago Bernabéu Stadium and the globally renowned football teams leading the way. She noted that Sports Tourism generated an economic impact of €165 million in Madrid in 2024.

In addition to this, events such as the Mutua Madrid Open increased tourist spending by 35% in 2024, while the Acciona Open de España contributed a 6% rise. These events not only boosted economic activity but also played a key role in decentralizing tourism and benefiting sectors such as retail, hospitality, and gastronomy across the city.

Looking ahead, Ms. Maíllo announced a comprehensive plan to boost Sports Tourism from 2024 to 2027. This strategic roadmap includes organizing high-profile events that will elevate Madrid's prominence on the global stage, such as the much-anticipated Formula 1 race in 2026. These initiatives aim to solidify Madrid's position as a hub for Sports Tourism, further driving economic growth and showcasing the city's readiness to host world-class events.

The Councillor reaffirmed Madrid's commitment to positioning itself as a leader in Sports Tourism, highlighting the city's vibrant economy, infrastructure, and dedication to innovation as key drivers of its success.

*"In 2024, Madrid generated €165 million from Sports Tourism, with events like the Mutua Madrid Open increasing tourist spending by 35%, while initiatives such as Formula 1 in 2026 will continue to strengthen the city's position as a global Sports Tourism hub."*

## Ms. Rosario Sánchez Grau

Secretary of State for Tourism,  
Ministry of Industry and Tourism, Spain

In her intervention, Ms. Rosario Sánchez Grau emphasized the evolving and growing relationship between tourism and sports in Spain. She noted that this synergy has not always been recognized, but through dedicated efforts, Sports Tourism has become a significant and bolstering sector.

She highlighted that in 2023, Spain welcomed over 85 million international tourists, surpassing pre-pandemic levels.

Among these, approximately 2.2 million visitors traveled specifically to attend sporting events, contributing significantly to the country's economy.

She further elaborated that Sports Tourism serves as a catalyst for regional dynamism and societal well-being, acting as a lever to boost cities and foster better communities. The Secretary of State also underscored the importance of public-private partnerships in promoting tourism across Spain, with sports playing a pivotal role in elevating the value of tourism activities.

Ms. Sánchez reaffirmed the government's commitment to leveraging Sports Tourism as a strategic asset for sustainable economic growth and social development, positioning Spain as a global leader in this sector.



*"In 2023, Spain welcomed over 85 million international tourists, with approximately 2.2 million visiting specifically for sporting events, underscoring the significant economic impact of Sports Tourism."*

## Mr. Mariano de Paco Serrano

### Regional Minister of Culture, Tourism, and Sports, Region of Madrid

In his address, Mr. Mariano de Paco Serrano emphasized the profound joy that sports bring and highlighted Madrid's proactive approach to hosting events that intertwine tourism and sports, exemplified by the World Sports Tourism Congress. He articulated a long-term commitment to the synergy of sports, tourism, and culture, aiming to cultivate an integrated offering across these three pillars.



Mr. de Paco noted that tourists engaging in sports activities in Madrid have an average stay of six days, reflecting an increase of one day compared to the previous year. This trend underscores the region's growing appeal as a destination for sports enthusiasts. He also highlighted Madrid's ambition to solidify its status as a host for major global events, citing the bid for EuroBasket 2029 as a testament to this commitment.

The Regional Minister expressed optimism about the outcomes of the congress, reinforcing Madrid's position as a global tourism leader. He pointed out that tourism contributes 8.6% to the region's GDP and generates approximately 260,000 jobs, underscoring the sector's economic significance. Mr. de Paco emphasized the strategic plan to attract major sporting events to further stimulate growth and enhance Madrid's international profile.

*“Traveling with the purpose of participating in or witnessing tournaments across a wide variety of disciplines links sports with the experience of discovering different cultures and ways of seeing and living life, which is enriching and broadens one's perspective.”*

# PANELS

## The Institutional Perspective: Sports & Tourism in the Political Agendas

This panel addressed how different countries are prioritizing Sports Tourism within their political agendas. The discussion focused on leveraging natural resources, infrastructure, and strategic goals to drive the development of the Sports Tourism sector. The panel also explored collaborative models involving governments, public institutions, destinations, sports associations, and the private sector to identify challenges and opportunities.



## Moderator:

- **Ms. Laura Gómez Vega**, Director and Host of TeleNoticias 2, TeleMadrid

## Speakers:

- **Mr. Juan Enrique Suárez del Real Tostado**, President, ASETUR
- **Ms. Monika Udovičić**, State Secretary, Ministry of Tourism and Sport, Croatia
- **Mr. Sultan Al Musallam**, Deputy Minister of International Affairs, Ministry of Tourism, Saudi Arabia
- **Mr. Federico Tong Hurtado**, President, Instituto Peruano del Deporte

## Summary:

The first panel of the WSTC explored how governments and organizations are integrating Sports Tourism into their political agendas to drive sustainable development and economic diversification. Panelists emphasized the importance of leveraging natural resources, infrastructure, and strategic goals to enhance the growth of the Sports Tourism sector.

During the discussion, Croatia highlighted its use of coastal and mountain destinations to create year-round Sports Tourism opportunities, emphasizing a strategy that balances regional development and environmental preservation.

Saudi Arabia presented its Vision 2030, which seeks to diversify its economy through large-scale events like Formula 1 and FIFA, showcasing its commitment to sustainable practices while positioning itself as a global leader in Sports Tourism.

Mexico shared insights into the role of public-private partnerships in promoting tourism at the state level, citing Nayarit's strategic sponsorships of major sports teams as a successful example.

Similarly, Peru emphasized how Sports Tourism can create economic opportunities in rural and urban areas through initiatives that promote inclusivity and wellness.

The panel concluded with a discussion on the need for long-term strategies to align Sports Tourism with global sustainability goals, focusing on collaboration across public institutions, private sector players, and sports organizations.

## **Key Lessons:**

- **Strategic Collaboration:** Effective public-private partnerships are essential to maximizing the potential of Sports Tourism.
- **Economic Diversification:** Sports Tourism serves as a driver of economic growth, creating jobs, improving infrastructure, and supporting regional development.
- **Sustainability Focus:** Integrating environmental, economic, and social sustainability is crucial for the long-term success of Sports Tourism initiatives.
- **Leveraging National Resources:** Countries can capitalize on their unique landscapes and infrastructure to create year-round Sports Tourism offerings.
- **Global Vision:** Major events like Formula 1 and FIFA demonstrate how countries can position themselves as leaders in the Sports Tourism industry through innovation and investments.

## ***Mentioned strategies and best practices:***

- **Saudi Arabia's Vision 2030:** A comprehensive plan to diversify the economy through tourism and sports, with a strong emphasis on sustainability and global event hosting.
- **Croatia's Regional Development Strategy:** Focused on utilizing coastal and mountain areas for year-round Sports Tourism while balancing environmental preservation.
- **Mexico's Sponsorship Strategy:** Nayarit's partnerships with major sports teams as a tool to increase tourism and economic activity.
- **Peru's Sports Inclusion Programs:** Initiatives that promote Sports Tourism to benefit rural communities and support wellness-focused tourism.
- **FIFA and Formula 1 Events:** Highlighted as opportunities to showcase destinations on a global stage while advancing sustainability and economic goals.

# Breaking Barriers: Inclusion and Sports Tourism from a Paralympic Perspective

*In conversation with Teresa Perales*

This session explored the intersection of inclusion and Sports Tourism through the lens of Paralympic sports, shedding light on the challenges faced by athletes with disabilities and the transformative potential of accessible Sports Tourism. The conversation highlighted the importance of creating inclusive Sports Tourism experiences that promote accessibility, dignity, and social integration.

## Moderator:

- **Ms. Marian Otamendi**, CEO, World Football Summit

## Key Speaker:

- **Ms. Teresa Perales**, Paralympic Swimmer and Medalist, Princess of Asturias Award for Sports

Breaking Barriers: Inclusion and Sports Tourism from a Paralympic Perspective  
*In conversation with Ms. Teresa Perales, Athlete, and paralympic medalist*

Speaker:



**Ms. T. Perales**  
Swimmer & Paralympic Medalist  
Recipient of the Princess of Asturias Award for Sports

Moderator:



**Ms. Marian Otamendi**  
CEO,  
World Football Summit

With the support of:



## Summary:

This session delved into the intersection of Sports Tourism and inclusion, focusing on the experiences and challenges faced by Paralympic athletes and individuals with disabilities. The discussion showcased the transformative potential of accessible Sports Tourism in breaking physical and societal barriers, empowering communities, and promoting inclusivity.

Ms. Teresa Perales, a decorated Paralympic swimmer and recipient of the Princess of Asturias Award for Sports, shared personal experiences about the resilience and determination needed to overcome challenges as an athlete with disabilities. She emphasized how accessible Sports Tourism fosters dignity, independence, and a sense of belonging for all individuals.

The panel also highlighted the importance of accessibility as a shared societal responsibility, urging destinations to prioritize inclusive infrastructure. Examples included the integration of universal design in sports venues and travel services to ensure equal opportunities for tourists with disabilities.

Finally, the speaker underscored the enduring impact of Sports Tourism initiatives that embrace inclusion. Creating meaningful legacies through investments in accessibility ensures that communities benefit long after the events conclude. This legacy is not only physical but also societal, helping to reshape perceptions and inspire future generations.

On this occasion, UN Tourism officially welcomed Teresa Perales among its Ambassadors for Sustainable Tourism in the category of Sports, recognizing her as an example and symbol of perseverance given her important contributions to sports and the promotion of inclusivity in tourism.



CONGR

28 – 29 November  
Santiago Bernabéu S  
Madrid, Spain



  
UN Tourism  
UN Tourism  
HAS THE HONOR TO DESIGNATE  
TERESA PERALES  
UN TOURISM SPECIAL AMBASSADOR FOR SPORTS TOURISM  
ZURAB POLOLIKASHVILI  
MADRID, SPAIN, 28 NOVEMBER 2024



TERESA PERALES  
Recommended  
Member of the Board

## Key Lessons:

- **Accessibility as a Core Value:** Sports Tourism must prioritize inclusive practices to benefit all participants, from athletes to visitors.
- **Shared Responsibility:** Collaboration among governments, organizations, and communities is essential for creating accessible Sports Tourism experiences.
- **Empowering Communities:** Inclusive Sports Tourism fosters social integration and empowerment by addressing barriers and promoting equality.
- **Creating Lasting Legacies:** Investments in accessibility leave enduring benefits, improving the quality of life for local communities and visitors alike.
- **Personal Stories as Catalysts:** Paralympic athletes' narratives highlight the power of Sports Tourism to transform lives and inspire inclusivity.

## Mentioned strategies and best practices:

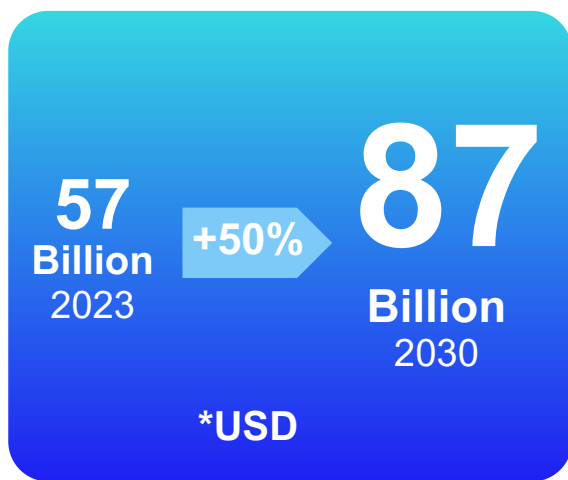
- **Paralympic Sports Events:** Examples of global competitions demonstrating the importance of accessible Sports Tourism for athletes and audiences with disabilities.
- **Inclusive Design in Venues:** Advocacy for universal design principles in sports facilities to ensure accessibility for all.
- **Community Empowerment Programs:** Initiatives inspired by Paralympic athletes that promote inclusivity and local engagement.
- **Accessible Tourism Frameworks:** Government-led strategies to integrate accessibility into broader tourism policies.



## Tourism's Bet on Sports Sponsorship: How to Maximize ROO

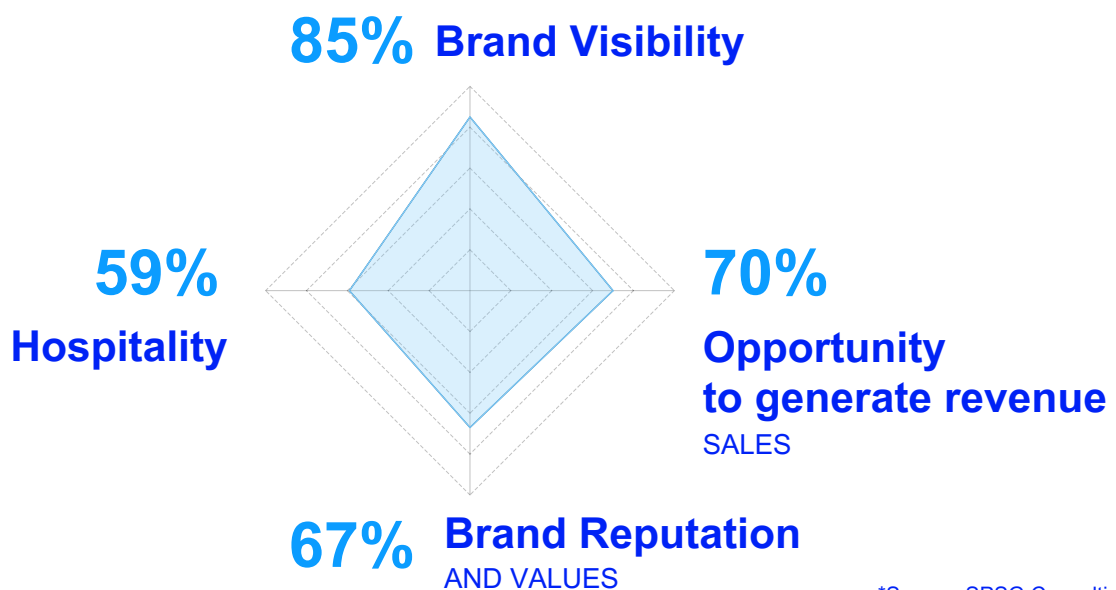
This session delved into the current state of sports sponsorship in tourism, exploring the perspectives of both sponsors and beneficiaries. Discussions centered around trends, innovations, and the growing importance of environmental and social considerations in decision-making. The session also examined how sponsorships impact brand visibility and create value for both sponsors and communities.

### Sports sponsorship market value:



\*Source: Portas Consulting

### Main objectives to achieve when a brand decides to sponsor in sport



\*Source: SPSP Consulting

## Moderator:

- **Ms. Iris Cordoba**, General Director, GSIC powered by Microsoft

## Speakers:

- **Mr. Juan Enrique Suárez del Real Tostado**, Secretary of Tourism, State of Nayarit
- **Ms. Gemma Juncá**, Brand & Marketing Director, Iberia
- **Mr. Javier Gurrea-Nozaleda Hornlein**, Sponsorships and Licensing Director, LaLiga

## Summary:

This session focused on the evolving dynamics of sports sponsorship in the tourism sector, exploring its impact on brand recognition, visitors' attraction, and value creation for sponsors and communities. Panelists shared insights into trends, innovations, and the increasing importance of aligning sponsorships with environmental and social values.

Mr. Juan Enrique Suárez del Real Tostado highlighted how Nayarit's strategic sponsorships of international sports teams have successfully promoted the region's tourism offerings on a global stage.

Similarly, Mr. Javier Gurrea-Nozaleda from LaLiga discussed how their global reach to over one billion followers provides sponsors with unparalleled visibility and engagement opportunities. Football accounts for 54% of the €7 billion in sponsorship deals signed over the last few months. *"It drives investment, both in the amount of capital and in the number of contracts"*.

The panel explored the role of technology and data analytics, with tools like Power BI enabling sponsors to measure the Return on Investments (ROI) and Return on Objectives (ROO) and refine their strategies. Emerging markets, such as women's sports and personalized experiences, were identified as key drivers for future sponsorship growth.

Ms. Gemma Juncá of Iberia emphasized the airline's focus on aligning sponsorships with corporate social responsibility goals, integrating values like sustainability, diversity, and gender equality into their partnerships. This approach reflects a broader trend among sponsors to prioritize social and environmental considerations in their decision-making processes.

The session concluded with a discussion on balancing global visibility with meaningful local engagement, ensuring that sponsorships benefit both sponsors and the communities they serve.

## Key Lessons:

- **Strategic Sponsorships:** Effective sports sponsorships drive destination branding, attract visitors, and create economic value for local communities.
- **Data-Driven Strategies:** Advanced tools like Power BI help sponsors measure ROI and ROO, and optimize their investments.
- **Sustainability and Inclusivity:** Modern sponsorships prioritize values such as sustainability, diversity, and gender equality to align with consumer expectations.
- **Emerging Opportunities:** Women's sports and personalized experiences represent key growth areas for sports sponsorship.
- **Global-Local Balance:** Successful sponsorships balance global reach with meaningful engagement at the local level.





## ***Mentioned strategies and best practices:***

- **Nayarit's International Sports Sponsorships:** A strategy to promote the region's tourism through partnerships with global sports teams.
- **LaLiga's Global Sponsorship Reach:** Leveraging a fan base of over one billion to create visibility and engagement for sponsors.
- **Iberia's CSR-Aligned Sponsorships:** Partnerships that integrate sustainability, diversity, and gender equality into the airline's corporate values.
- **Technology-Driven Sponsorships:** Use of data analytics tools like Power BI to measure ROI and ROO and refine sponsorship strategies.
- **Women's Sports Sponsorship Growth:** Highlighted as a growing area of focus for sponsors aiming to align with inclusivity and gender equality initiatives.

# Sports Tourism from the Athlete Perspective: Experience, Impact, and Legacy

## *In conversation with Gabriela Szabo*

This session explored Sports Tourism through the eyes of an athlete, focusing on the transformative power of sporting experiences, the impact on communities and destinations, and the enduring legacy of major events. The conversation offered unique insights into the role of athletes as ambassadors for their countries and the broader implications of Sports Tourism on society and culture.

## Moderator:

- **Ms. Josefina Brugnini**, Consultant, SPSG Consulting

## Key Speaker:

- **Ms. Gabriela Szabo**, Former Athlete and Olympic Medallist, Former Minister of Youth and Sports, Romania



## **Summary:**

This session offered a unique perspective on Sports Tourism by exploring it through the eyes of athletes, focusing on their experiences, the broader cultural and social impacts, and the lasting legacies of major sporting events.

Ms. Gabriela Szabo, a former Olympic medalist and former Minister of Youth and Sports of Romania, shared her personal journey as an athlete and her role as a cultural ambassador. She highlighted how athletes often serve as global representatives of their countries, connecting tourism and sports by showcasing destinations through their achievements.

The conversation emphasized the importance of creating long-term legacies through Sports Tourism, such as inspiring young athletes, fostering community pride, and driving local economic growth. Ms. Szabo underlined the significance of investing in infrastructure that benefits not only athletes but also tourists, ensuring these facilities support future international competitions and contribute to community development.

Romania's use of its sporting heritage to strengthen its global reputation and promote tourism served as a key example of leveraging infrastructure and legacy-building to enhance Sports Tourism. This approach demonstrated how aligning sports initiatives with tourism strategies can create enduring social and economic benefits.

## **Key Lessons:**

- **Athletes as Ambassadors:** Athletes play a crucial role in promoting destinations, fostering cultural exchange, and showcasing their countries on the global stage.
- **Legacy and Long-Term Impact:** Sports Tourism should prioritize investments that create lasting benefits for communities, inspiring future generations and driving economic growth.
- **Infrastructure Development:** High-quality facilities are essential for supporting both athletes and tourists, positioning destinations as hosts for international competitions.
- **Cultural and Social Exchange:** Sports Tourism fosters global connections, encouraging cross-cultural understanding and societal progress through shared experiences.

## Mentioned strategies and best practices:

- **Romania's Sports Legacy Program:** Leveraging the country's sporting achievements to enhance its global reputation and drive tourism growth.
- **Youth Development Projects:** Initiatives aimed at inspiring and supporting young athletes, connecting Sports Tourism with local talent development.
- **Investment in Multi-Purpose Facilities:** Projects in Romania focused on creating high-quality infrastructure that benefits athletes, tourists, and local communities.
- **Global Athlete Ambassadorships:** Programs encouraging athletes to actively promote their home countries as tourist destinations through international events and media coverage.



## Competition is On: Key Success Factors for Hosting Sports Events

This panel focused on identifying the critical factors for successfully bidding for and organizing large-scale sports events. Speakers shared their experiences, highlighting the challenges they faced, the solutions they implemented, and the importance of collaboration among various stakeholders to ensure the success of such events.

### Moderator:

- **Ms. María Valenzuela Sainz**, Founder and General Manager, Brisa Media Corporate S.L.

### Speakers:

- **Mr. Guntur Dwiarmein**, Strategic Lead – Host Venues, SailGP
- **Ms. Rebecca Edser**, Head of EventScotland, VisitScotland
- **Mr. Abdulaziz Baeshen**, Secretary General and CEO, Saudi Olympic & Paralympic Committee
- **Mr. Predrag Bogosavljev**, Sport and Competitions Director, FIBA

### Economic impact of sport events:



## Summary:

This session examined the key elements for successfully bidding for and hosting large-scale sports events, focusing on strategic planning, addressing challenges, and leveraging legacy to ensure long-term benefits. Speakers shared their experiences, emphasizing the importance of collaboration among stakeholders, innovation, and sustainability in delivering impactful events.

Ms. Rebecca Edser from EventScotland highlighted the significance of aligning objectives with the unique characteristics of the host destination. She emphasized Scotland's ability to leverage its rich sporting history and existing infrastructure to reduce costs and enhance sustainability while delivering high-quality experiences.

Mr. Guntur Dwiarmein from SailGP discussed the use of cutting-edge technologies, such as AI and digital platforms, to enhance the fan experience and streamline event operations.

Mr. Abdulaziz Baeshen of the Saudi Olympic and Paralympic Committee showcased Saudi Arabia's strategic investments in infrastructure and skill development to position the country as a leading destination for international sporting events.

Panelists underscored the importance of community involvement, with Mr. Predrag Bogosavljev from FIBA sharing examples of how local engagement contributes to a positive event legacy.

The session also highlighted sustainable practices, such as eco-friendly infrastructure and minimizing environmental impact, as increasingly critical components of event planning.



## Key Lessons:

- **Collaborative Approach:** Strong partnerships among public and private sectors, sports organizations, and communities are crucial for event success.
- **Sustainability and Legacy:** Hosting events should leave a positive, lasting impact on local communities, focusing on skill development, infrastructure, and cultural enrichment.
- **Innovation in Event Planning:** Leveraging advanced technologies like AI and digital platforms enhances event operations and attendee experiences.
- **Strategic Planning and Alignment:** Clear objectives and stakeholders coordination are vital for overcoming challenges and achieving impactful results.
- **Community Engagement:** Involving local populations ensures broader support and creates long-term benefits beyond the event itself.



## Mentioned strategies and best practices:

- **SailGP's Technological Innovations:** Incorporating AI and digital platforms to optimize event operations and enhance audience engagement.
- **EventScotland's Sustainable Approach:** Leveraging existing infrastructure to reduce costs and prioritize eco-friendly practices in event hosting.
- **Saudi Arabia's Investment Strategy:** Developing world-class infrastructure and skills to position itself as a leader in global Sports Tourism.
- **FIBA's Community Legacy Programs:** Engaging local communities to ensure long-term benefits from hosted events.
- **Eco-Friendly Event Models:** Initiatives aimed at reducing the environmental impact of sports events while enhancing their sustainability.

## Beyond the Professional Spotlight: Harnessing the Impact of Amateur Events

This session explored the growing recognition of amateur events and their contribution to the tourism sector, focusing on their role in community development. Panelists discussed the economic benefits, long-term impacts, and opportunities to capitalize on the growth of amateur events as a driver for tourism and social engagement.

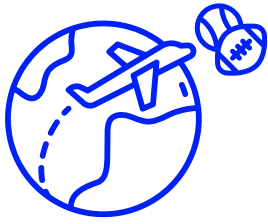
### Moderator:

- **Ms. Asun Paniagua**, Director of the Master in Event Management, CETT-UB

### Speakers:

- **Mr. David Rumbao García**, Marketing and Sponsorship Manager, Mapoma
- **Ms. Marina Simun**, International Cooperation Advisor, Croatian National Tourist Board
- **Mr. Jens Holm**, CEO, International Master Games Association
- **Ms. María Guadalupe Benzal**, Commercial & International Expansion Director, MADCUP





# AMATEUR AND YOUTH SPORTS TOURISM

**635 K**

**Jobs**  
generated

**39,7 B<sup>\$</sup>**

**Direct Spending**  
amateur and youth Sports Tourism in 2021

**12,9 B<sup>\$</sup>**

**Tax Revenue**  
for the local economies

\*Source: Sport Events and Tourism Association





## Summary:

This session focused on the growing role of amateur sports events in driving tourism and community development, emphasizing their economic and social impact. Panelists discussed how amateur events attract diverse audiences, foster local pride, and create opportunities for cultural exchange while strengthening the social and economic fabric of host destinations.

Mr. David Rumbao García from Mapoma highlighted the success of amateur running events, such as marathons, in attracting both local and international participants. These events not only generate revenue but also build a sense of community among participants and spectators.

Similarly, Ms. Marina Simun of the Croatian National Tourist Board shared how Croatia leverages its scenic landscapes and strong community networks to position amateur events as key tourism drivers.

Mr. Jens Holm, CEO of the International Master Games Association, emphasized the increasing popularity of multi-sport amateur competitions and their role in bringing visitors to smaller cities and rural areas. He underlined the importance of aligning these events with sustainability and inclusivity principles to maximize their long-term benefits.

Ms. María Guadalupe Benzal from MADCUP spoke about the integration of grassroots sports tournaments with tourism, showcasing how such events can enhance destination branding while providing meaningful cultural and recreational experiences for participants. This kind of tournament not only gives a boost to the local economy and tourism but also strengthens the social fabric by promoting multiculturalism and fostering values like respect, inclusion, and diversity.

The session concluded with a call to action for destinations to strategically incorporate amateur events into their tourism plans, focusing on infrastructure, partnerships, and sustainability to maximize their impact.

## Key Lessons:

- **Community Engagement:** Amateur events foster local pride, cultural exchange, and community involvement, enhancing their social and tourism value.
- **Economic Impact:** These events generate significant economic benefits for host destinations by attracting tourists and supporting local businesses.
- **Sustainability and Inclusivity:** Incorporating sustainability and accessibility into amateur event planning ensures long-term success and wider participation.
- **Strategic Development:** Destinations can amplify the impact of amateur events by investing in infrastructure and forming partnerships with organizers.
- **Broad Audience Appeal:** Amateur events attract participants and spectators from diverse backgrounds, expanding a destination's tourism market.

## Mentioned strategies and best practices:

- **Mapoma's Marathons and Running Events:** Successfully driving local and international participation while fostering community pride.
- **Croatia's Amateur Sports Strategy:** Leveraging natural landscapes and local networks to position the country as a destination for amateur Sports Tourism.
- **International Master Games:** Multi-sport events that bring visitors to smaller cities and rural areas, promoting economic and social development.
- **MADCUP's Grassroots Tournaments:** Integrating youth sports tournaments with tourism to enhance destination branding and cultural exchange.
- **Sustainability in Amateur Events:** Initiatives aimed at reducing the environmental impact of amateur events while promoting inclusivity.



## Legacy Beyond Infrastructures: Lessons for Destinations

This session focused on how innovation and new technologies applied to sports infrastructures can promote sustainability, reduce environmental impact, and create lasting benefits for local communities. Panelists explored the role of multi-use sports venues in fostering community engagement and leaving a durable legacy, while also acting as powerful branding tools for destinations.

### Moderator:

- **Ms. Agathe Daudibon**, EuroVelo & Cycling Tourism Director, European Cyclists' Federation

### Speakers:

- **Mr. Alberto Tomé**, Director of Sports, Region of Madrid
- **Mr. Andrea Santini**, Manager, Olympic Stadium and Parco del Foro Italico, Sport e Salute
- **Ms. Morgane Gaultier**, Senior Manager Development, Athletes, Non sports Events and Masters, World Aquatics
- **Mr. Manuel Saucedo**, Director General, WiZink Center

## SPORT VENUES



**2022**  
**QATAR**  
FIFA MEN  
WORLD CUP

**6,5 B<sup>\$</sup>**  
investments

## SPORT TO SPORTAIMENT VENUES (NEW STADIA/VENUES) INVESTMENTS:

**SoFi  
Stadium**  
Los Angeles

**5,9 B<sup>\$</sup>**  
investments

**Allegiant  
Stadium**  
Las Vegas

**2,31 B<sup>\$</sup>**  
investments

**Mercedes Benz  
Stadium**  
Atlanta

**1,92 B<sup>\$</sup>**  
investments



**ACCORDING TO THE  
INTERNATIONAL  
OLYMPIC COMMITTEE  
REPORT**

**+65%**

of the  
infrastructure  
remains in use  
after the games

\*Source: IOC Report



**ACCORDING TO TOURISM  
MANAGEMENT JOURNAL,  
CITIES THAT HOST  
MAJOR SPORT EVENTS  
EXPERIENCE**

a  
**10% - 20%**  
to

increase in youth  
sports participation  
within 5 years  
following the event

\*Source: Tourism Management Journal

## Summary:

This session examined the role of innovation and new technologies in transforming sports infrastructures into sustainable, multi-functional assets that create lasting benefits for communities and destinations. The panel focused on the potential of multi-use sports venues to promote year-round activity, engage local populations, and act as iconic branding tools for destinations.

Mr. Alberto Tomé, Director of Sports of the Region of Madrid, highlighted how multi-purpose venues in the region, such as the WiZink Center, have successfully hosted diverse events ranging from major sports competitions to cultural festivals. These venues not only maximize utility but also generate significant economic benefits by fostering local tourism and business activities.

Ms. Morgane Gaultier from World Aquatics emphasized the importance of sustainable infrastructure management. She showcased examples of energy-efficient swimming facilities that reduce environmental impact while maintaining high standards for international competitions.

Mr. Andrea Santini shared insights on the legacy of the Rome Olympic Stadium and Foro Italico Park, illustrating how historic venues can be modernized to meet contemporary needs while preserving their cultural significance. Community-focused programs at these venues ensure ongoing local engagement and long-term social benefits.

Lastly, Mr. Manuel Saucedo discussed the WiZink Center's role as a branding tool for Madrid, attracting global events and reinforcing the city's reputation as a premier destination for Sports Tourism. Panelists agreed on the importance of combining innovation, sustainability, and community involvement in the development of sports infrastructures.



## **Key Lessons:**

- **Sustainability as a Priority:** Incorporating innovative technologies and eco-friendly practices into sports venue design and operations reduces environmental impact.
- **Maximizing Utility:** Multi-use venues ensure year-round engagement, fostering financial sustainability and benefiting local economies.
- **Community Engagement:** Integrating local communities into the planning and use of sports infrastructures creates meaningful social and economic legacies.
- **Destination Branding:** Iconic sports infrastructures serve as powerful tools for reinforcing a destination's global appeal and attracting international events.
- **Balancing Legacy and Modernization:** Modernizing historic venues can preserve their cultural significance while meeting contemporary needs.

## **Mentioned strategies and best practices:**

- **WiZink Center Multi-Use Model:** Hosting diverse events in Madrid to drive economic growth and local tourism.
- **Energy-Efficient Aquatic Facilities by World Aquatics:** Using innovative technologies to create sustainable swimming venues.
- **Rome Olympic Stadium and Foro Italico Park Legacy Programs:** Preserving cultural heritage while adapting venues for modern use and community engagement.
- **Community Programs for Local Engagement:** Integrating local populations into event planning and participation to ensure long-term benefits.
- **Smart Infrastructure Management:** Adopting technologies to optimize venue operations and minimize carbon footprints.



## The Power of New Technologies: Transforming the Sports Tourist Experience

This session explored how emerging technologies such as virtual and augmented reality, the Internet of Things, artificial intelligence, and big data are revolutionizing the Sports Tourism sector. Panelists discussed how these innovations are enhancing the visitor experience, reshaping the value chain, and providing destinations with new opportunities to attract and engage sports tourists effectively.

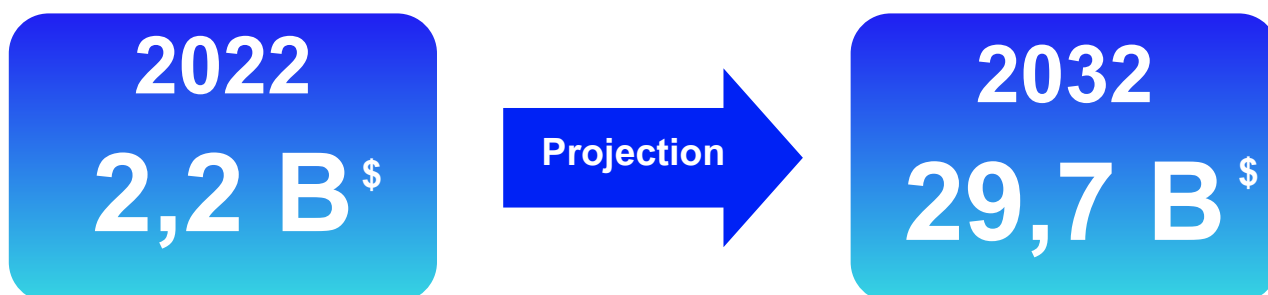
### Moderator:

- **Mr. Carlos Cantó**, CEO, SPSG Consulting

### Speakers:

- **Mr. Bosco Aranguren**, General Director - Spain, DAZN
- **Ms. Hannah Babineau**, Head of Business Development and Partnerships, Data Appeal
- **Mr. Sebastian Lancestremere**, Worldwide Strategic Partnerships Director, Microsoft Corp.
- **Ms. Ada Xu**, Director of International Affairs, Fliggy

### The global AI in Sports Market size value



\*Source: Allied Market Research



**32%**

**Fan engagement increased**

**VR in sports experiences helps sports venues attract more visitors**

\*Source: PwC



**55%**

**Users find useful**

**Augmented reality applications**

**Sports venues can optimize visitor experience and manage strategies**

\*Source: MDPI Multidisciplinary Digital Publishing Institute



## Summary:

This session focused on the transformative impact of emerging technologies, such as virtual reality, augmented reality, artificial intelligence, big data, and the Internet of Things (IoT), on the Sports Tourism sector. Panelists explored how these innovations are enhancing visitor experiences, streamlining operations, and creating new opportunities for destinations to attract and engage sports tourists on a global scale.

Mr. Bosco Aranguren of DAZN emphasized how digital platforms are reshaping fan engagement, using data insights to provide personalized content and enhance the connection between tourists and sporting events. Similarly, Ms. Ada Xu from Fliggy shared how their platform leverages AI-driven marketing to attract international audiences, promoting destination visibility through tailored recommendations and immersive campaigns.

Ms. Hannah Babineau highlighted the role of big data and sentiment analysis in understanding traveler preferences, enabling destinations to deliver personalized, high-quality experiences.

Additionally, Mr. Sebastian Lancestremere of Microsoft showcased how AI and IoT technologies improve the logistics of Sports Tourism, such as optimizing ticketing systems, crowd management, and event operations.

The session concluded with a focus on sustainability, emphasizing the potential of new technologies to reduce environmental impact and support virtual participation in sports events, ensuring destinations remain competitive while aligning with global sustainability goals.





## Key Lessons:

- **Personalization Drives Engagement:** AI and big data enable destinations to offer tailored experiences, increasing satisfaction and repeat visits.
- **Global Connectivity:** Innovative platforms like DAZN and Fliggy help destinations reach international audiences, amplifying their appeal and visibility.
- **Streamlining Operations:** IoT and digital platforms optimize the visitor journey, enhancing efficiency and reducing logistical barriers.
- **Sustainability Integration:** Technologies support sustainable tourism by optimizing resource use, reducing environmental impact, and promoting virtual participation.
- **Scalability Through Innovation:** AI-powered solutions enable destinations to scale their operations effectively, managing increased tourist demand without compromising quality.

## Mentioned strategies and best practices:

- **DAZN's Personalized Streaming Services:** Using AI and data analytics to provide tailored sports content to fans worldwide.
- **Fliggy's AI Marketing Campaigns:** Promoting destination visibility through personalized recommendations and immersive storytelling.
- **Microsoft's Smart Infrastructure Solutions:** Leveraging AI and IoT to optimize event logistics and enhance the visitor experience.
- **Data Appeal's Sentiment Analysis Tools:** Providing insights into traveler preferences to improve destination offerings.
- **Virtual Participation Programs:** Enabling fans to experience events remotely, reducing environmental impact and increasing accessibility.

# Inspiring Sports Tourism Stories

## *In conversation with Gilberto Godoy*

This session featured an inspiring conversation about the transformative power of Sports Tourism, highlighting personal stories and the broader societal impact of sports on tourism. The discussion emphasized how Sports Tourism can act as a catalyst for community development, cultural exchange, and sustainable growth, through real-life examples of perseverance, collaboration, and innovation.

## Moderator:

- **Ms. Delfina Ferrer**, Sports Commentator at Telemadrid, and Sport Educator at Madrid Volleyball Federation

## Key Speaker:

- **Mr. Gilberto Godoy**, Former Volleyball Player and Olympic Medallist



## **Summary:**

This session explored the transformative potential of Sports Tourism through inspiring personal stories and the broader societal impacts of sports on tourism. Panelists emphasized how Sports Tourism fosters community development, cultural exchange, and sustainable growth, illustrating its power through real-life examples of resilience, collaboration, and innovation.

Mr. Gilberto Godoy, UN Tourism's Ambassador for Sustainable Tourism in the category Sports, shared his personal journey as a sports professional and highlighted the role of Sports Tourism in uniting communities and promoting shared values like teamwork, perseverance, and cultural pride. He reflected on how his experiences have shaped his commitment to sustainable tourism and the importance of creating opportunities for younger generations through sports.

The session also showcased examples of grassroots sports initiatives that have successfully transformed regional economies and elevated emerging destinations to global recognition. Panelists highlighted the role of Sports Tourism in driving infrastructure improvements, creating jobs, and enhancing cultural pride, particularly in lesser-known destinations.

The conversation concluded with a strong focus on sustainability, reinforcing the need to integrate environmental and social considerations into Sports Tourism initiatives to ensure long-lasting, positive impacts. This approach ensures that Sports Tourism continues to act as a catalyst for meaningful change and sustainable development.





## Key Lessons:

- **Inspiring Change Through Stories:** Personal narratives and community-driven examples demonstrate the transformative power of Sports Tourism.
- **Building a Legacy:** Sports Tourism initiatives should leave a lasting impact by promoting health, education, and sustainability for future generations.
- **Uniting Communities:** Grassroots initiatives foster unity, cultural pride, and economic growth, helping to showcase emerging destinations.
- **Sustainability as a Priority:** Incorporating sustainability principles into Sports Tourism ensures its long-term viability and positive contributions to society.
- **Empowering Younger Generations:** Creating opportunities through Sports Tourism helps inspire youth and promotes inclusivity and development. Mentioned strategies and best practices:
  - **Gilberto Godoy's Sustainable Tourism Advocacy:** Promoting sustainable practices and opportunities for youth through Sports Tourism initiatives.
  - **Grassroots Sports Programs:** Initiatives that unite communities and showcase lesser-known destinations on the global stage.
  - **Community-Led Infrastructure Projects:** Developing Sports Tourism facilities that also benefit local populations and economies.
  - **Sustainability-Focused Sports Events:** Examples of integrating environmental and social sustainability principles into event planning and execution.
  - **Regional Economic Transformations:** Stories of how Sports Tourism revitalized local economies and promoted cultural pride in underserved destinations.

## Racing to the Top: Formula 1 Driving Tourism Destination Development

This panel brought together representatives from key destinations hosting Formula 1 Grand Prix events to explore the profound influence these world-class events have on tourism, infrastructure, and global visibility. The discussion provided insights into the benefits, challenges, and opportunities of being part of the Formula 1 circuit, highlighting its potential as a catalyst for growth in the tourism sector.

### Moderator:

**Mr. Alejandro Pita**, Journalist and Documentary Director, Onda Madrid

### Speakers:

**Mr. Habib Turki**, Chief Development Officer, Fédération Internationale de l'Automobile (FIA)

**Mr. Giuseppe Redaelli**, President, Monza Circuit & Automobile Club Italia

**Mr. Amaury Bartholomé**, CEO, Circuit de Spa-Francorchamps





## LAS VEGAS GRAN PRIX 2023

**1,5 B<sup>\$</sup>** total impact

**884 M<sup>\$</sup>**  
visitor  
**spending**

visitors during the race  
**spend 3,6+**  
times more  
typical Las Vegas traveller

**4,1**  
average  
**nights stayed**

**4,100<sup>\$</sup>**  
average  
**spending**

**7,300**  
**job  
creation**



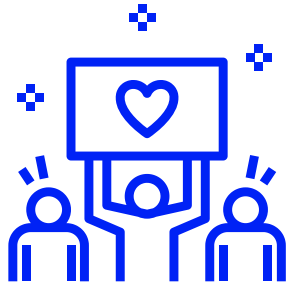
## MIAMI GRAN PRIX 2023

**449 M<sup>\$</sup>** total impact

**195 M<sup>\$</sup>**  
visitor  
**spending**

**1,940<sup>\$</sup>**  
average  
**spending**

**3,300**  
**jobs  
created**



### FAN SURVEY

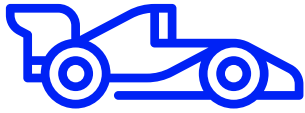
40%

Follow at least  
**1 brand**  
sponsoring F1  
in social media

F1 gained in 2021

**73 M**

Fans  
worldwide



### F1 SPONSORSHIP

2021

**386 M \$**

sponsorship  
revenue

2024

**513 M \$**

sponsorship  
revenue

\*Source: Fan Voice Survey

ro Pita

entary Director,  
drid

Mr. Habib Turki

Chief Development  
Federation Interna  
de L'Automobile

Mr. Giuseppe Reda

President,  
Autodromo Internazionale di



part of:

**TURKISH  
AIRLINES**



## Summary:

This session delved into the transformative influence hosting Formula 1 Grand Prix events has on tourism destination development, highlighting their role as catalysts for economic growth, infrastructure improvement, and global visibility. Panelists shared insights into the opportunities and challenges associated with being part of the Formula 1 circuit, emphasizing the long-term benefits for host regions.

Mr. Giuseppe Redaelli, President of the Monza Circuit and the Automobile Club Italia, explained how Monza has become synonymous with motorsport excellence, using its iconic status to draw international visitors and reinforce its position as a top-tier destination for motorsport tourism.

Similarly, Mr. Amaury Bartholomé of the Circuit de Spa-Francorchamps shared how the historic track has integrated Formula 1 events into its broader tourism strategy, creating a year-round draw for motorsport enthusiasts.

Mr. Habib Turki from the FIA highlighted the economic impact of Formula 1 events, including job creation, increased visitor spending, and the development of transport and accommodation infrastructure. He also emphasized Formula 1's efforts to integrate sustainability into motorsport tourism, citing examples of renewable energy use and eco-friendly technologies at several circuits.

The session concluded by exploring the year-round potential of Formula 1 venues, which often host diverse events beyond the racing calendar, creating long-term value for local economies and enhancing regional tourism offerings.

## Key Lessons:

- **Global Branding Power:** Formula 1 events provide unparalleled opportunities for destinations to enhance their global visibility and attract international audiences.
- **Economic Impact:** Hosting Formula 1 drives significant benefits, including increased visitor spending, infrastructure development, and job creation.
- **Sustainability in Motorsport Tourism:** Integrating sustainable practices into event planning is essential for long-term viability and reducing environmental impact.
- **Year-Round Utility:** Formula 1 circuits can be leveraged as multi-use venues, maximizing their economic and social contributions beyond race weekends.
- **Partnerships with Local Stakeholders:** Collaborating with tourism boards and businesses ensures that the benefits of hosting Formula 1 are distributed across the region.

## ***Mentioned strategies and best practices:***

- **Monza's Iconic Motorsport Tourism Model:** Leveraging the Grand Prix to position itself as a global motorsport destination.
- **Spa-Francorchamps' Year-Round Strategy:** Hosting diverse events to maximize the economic potential of the circuit throughout the year.
- **FIA's Sustainability Initiatives:** Promoting renewable energy solutions and eco-friendly technologies across Formula 1 circuits.
- **Infrastructure Development Programs:** Enhancements in transport, accommodation, and event facilities prompted by Formula 1 hosting.
- **Partnerships with Local Tourism Boards:** Collaborations aimed at amplifying the regional impact of motorsport tourism events.



# CLOSING SESSION

## Key Takeaways from the 3rd WSTC & Closing Remarks

The closing session of the WSTC summarized the key insights and discussions that emerged throughout the event. In his presentation, Mr. Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department at UN Tourism highlighted the transformative power of Sports Tourism to drive sustainable growth, foster collaboration, and enhance the global visibility of destinations.



### Speaker:

- **Mr. Ion Vilcu**, Director of the Affiliate Members and Public-Private Collaboration Department, UN Tourism

*"Sports Tourism has proven itself as a cornerstone for economic, social, and environmental development. From the strategic investments in sports infrastructure to the transformative power of inclusivity and technological innovation, the findings of the 3rd World Sports Tourism Congress emphasize the vital role this sector will play in shaping sustainable and community-driven tourism for the future."*



## Approach:

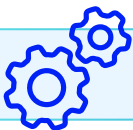
# "Tourism and Sport Creating a Lasting Legacy for Destinations"



Development of sustainable and innovative infrastructure



The impact of mega-sports event



Technologies can strengthen the Sports Tourism experience

*Information, knowledge, best practices, proposals, and recommendations...*



# Sports Infrastructure: A Strategic Long-Term Investment

# 1

Sports infrastructure is a vital pillar for the sustainable growth of Sports Tourism, requiring a supportive ecosystem to unlock its full potential. Key factors include **favorable legal frameworks to encourage private sector investment, incentives to actively promote sports, and long-term strategies** by Destination Marketing Organizations (DMOs) to position Sports Tourism as a driver of economic and social development.

To maximize impact, infrastructure should embody core elements such as **multi-purpose design, year-round usage, sustainability, technological innovation, and community engagement**. These principles ensure that sports infrastructure serves as a catalyst for tourism while fostering long-term benefits for destinations and local communities.

## 2 Sports and Destinations Accessible for All

Sports Tourism and infrastructure go hand in hand, relying heavily on elements such as airports, transportation systems, accommodations, and sports venues to ensure seamless experiences. Accessibility remains a cornerstone, allowing individuals of all abilities to fully engage and enjoy Sports Tourism activities.

Highlighting this vision, **Paralympic athletes like Teresa Perales**, with 28 Paralympic medals, underscore the significance of inclusive design and thoughtful planning. Their advocacy shines a light on the need to integrate accessibility at all levels.

Furthermore, accessibility embodies the spirit of Sports Tourism, promoting openness, equity, and shared experiences for everyone. This approach not only strengthens inclusivity but also reinforces the universal values of sports and tourism, creating destinations that are welcoming and empowering for all visitors.



## Aligning Sports Sponsorships with Target Audiences



Strategic sports sponsorships are pivotal in driving tourism growth, fostering global connections, and enhancing destination branding. Two standout examples illustrate how this alignment can yield impactful results:

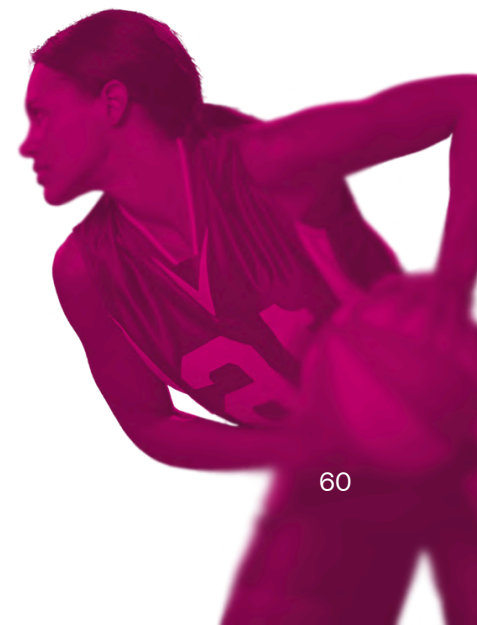
- **Iberia:** The airline leverages its position in aviation to boost Sports Tourism by integrating sponsorships into its marketing strategies. This approach focuses on enhancing global connectivity, positioning Iberia as a bridge for sports enthusiasts traveling internationally.
- **State of Nayarit, Mexico:** By strategically sponsoring iconic North American teams such as the Los Angeles Lakers and Dallas Cowboys, Nayarit targets key markets. These efforts are closely tied to direct air routes to Puerto Vallarta Airport, effectively linking tourism, sports, and accessibility for a global audience.

These examples demonstrate the potential of sports sponsorships to align with audience interests and maximize their influence on tourism and economic development.

## 4 Long-Term Approach When Bidding to Host Sports Events

Hosting sports events demands a comprehensive and strategic approach to ensure their success and lasting impact:

- **Coordinated Strategy and Shared Vision:** Effective bids require collaboration among stakeholders from both private and public sectors, fostering a unified approach.
- **Resource Alignment:** Destinations like Scotland and Saudi Arabia exemplify the significance of aligning resources, infrastructure, and partnerships to create compelling bids.
- **Sustainability, Inclusivity, and Innovation:** These principles are crucial in making bids attractive to rights-holders while guaranteeing a positive legacy for host communities.
- **Strategic Planning with a Long-Term Vision:** Transforming sports events into catalysts for broader destination development ensures benefits extend beyond the competition itself, driving tourism and community growth.



## 5 Tailored Strategies for Sports Tourism Success

In the world of Sports Tourism, a one-size-fits-all approach is ineffective. Destinations must embrace tailored strategies to maximize their potential:

- **Diverse Event Scale:** Large-scale events provide global visibility and prestige, while smaller, niche events ensure year-round engagement and dynamism for destinations.
- **Economic and Social Impact of Sports Fans:** Visitors often travel to watch, play, or participate in events, frequently accompanied by friends or family. This behavior amplifies the economic and social benefits for local businesses and attractions.
- **Key Role of Tailored Approaches:** Destinations with a variety of facilities can prioritize multi-purpose, year-round use, while those with unique natural features or weather conditions can focus on niche audiences passionate about specific activities.
- **Leveraging Distinctive Strengths:** By emphasizing their unique attributes, destinations can craft compelling identities and maintain visitor interest throughout the year.

This flexible and adaptive approach allows destinations to align their strategies with their strengths, ensuring sustainable growth in Sports Tourism.



## New Technologies Creating a WOW Effect in Sports Tourism 6

The integration of advanced technology is revolutionizing Sports Tourism, transforming visitor experiences and setting new standards for destinations:

- **Enhanced Visitor Experiences:** Tools like virtual reality (VR), smart venues, and AI-driven personalization are redefining how tourists engage with sports events and destinations, delivering immersive and memorable experiences.
- **Data-Driven Strategies:** Destinations are leveraging analytics to target sports tourists more effectively, refining marketing approaches and customizing their offerings to meet diverse preferences.
- **Innovative Leadership:** Industry leaders such as DAZN, Microsoft, and Fliggy showcased how cutting-edge technology not only attracts tourists but also delivers a "WOW effect," ensuring unforgettable, world-class experiences.



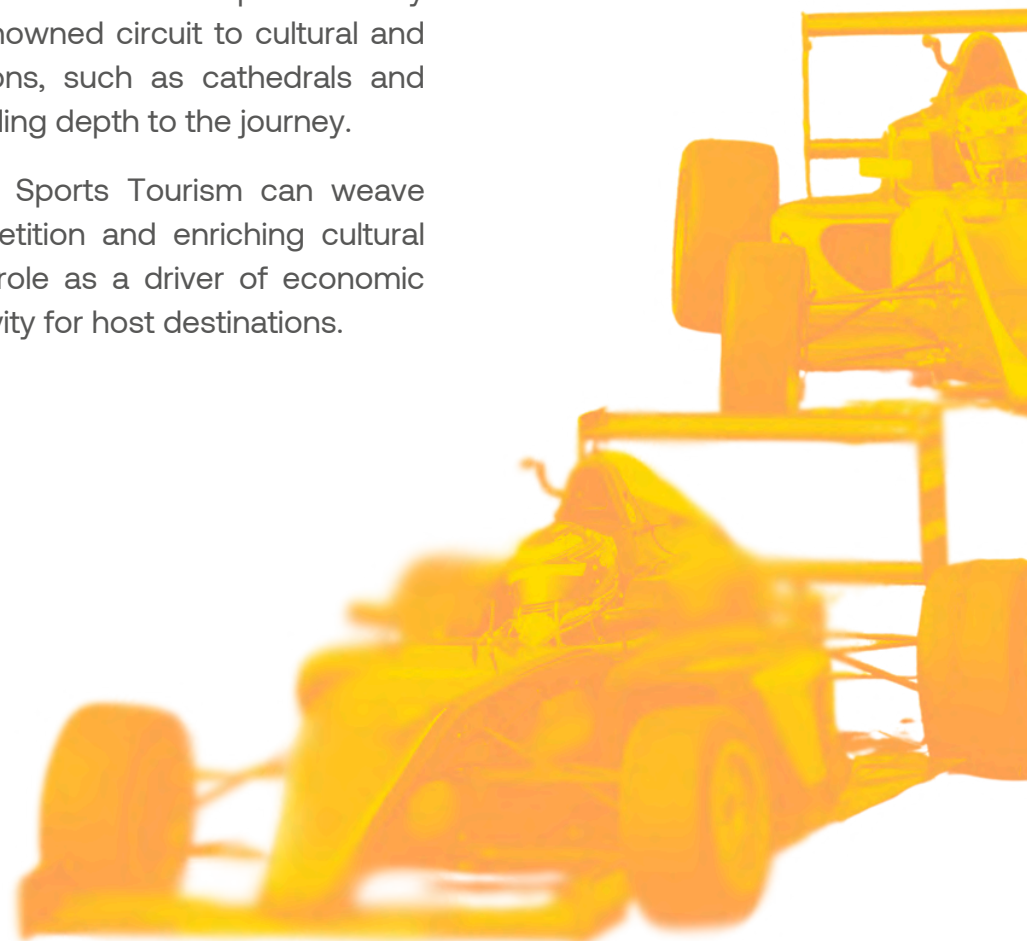
The adoption of these technologies highlights the power of innovation in making Sports Tourism more engaging, tailored, and impactful, propelling destinations into the future.

## 7 Formula 1 Fan Fever: Blending Sport with Tourism

Formula 1 goes beyond being a thrilling motorsport; it transforms the tourism landscape by seamlessly merging sports with local culture and identity, creating multifaceted experiences for fans and travelers alike.

- **Global Attraction:** The Formula 1 Grand Prix ignites unparalleled passion and garners worldwide attention, significantly impacting tourism, infrastructure, and destination visibility.
- **Beyond the Race:** Destinations like Monza and Spa-Francorchamps demonstrate how F1 events transcend the track:
  - **Spa-Francorchamps** combines the adrenaline of racing with thermal wellness offerings, providing fans with relaxation alongside high-energy excitement.
  - **Monza** enriches the visitor experience by connecting its renowned circuit to cultural and historical attractions, such as cathedrals and heritage sites, adding depth to the journey.

Formula 1 exemplifies how Sports Tourism can weave together exhilarating competition and enriching cultural experiences, solidifying its role as a driver of economic growth and global connectivity for host destinations.





## Technical & Social Activities

*Beyond the insightful discussions and expert panels, WSTC offered attendees a first-hand experience of how premium sports infrastructure extends far beyond the realm of competition, becoming key drivers of tourism, culture, and economic development. Through exclusive networking events and technical visits, participants had the opportunity to witness how state-of-the-art sports venues serve as catalysts for destination branding, urban innovation, and sustainable tourism development.*



## Welcome and Networking Cocktail

(Mandarin Oriental Ritz, 27 November 2024)

The 3<sup>rd</sup> WSTC opened in an elegant setting at the prestigious Mandarin Oriental Ritz, Madrid, where attendees—including global tourism and sports leaders—gathered for a Welcome and Networking Cocktail. This exclusive evening, hosted by UN Tourism and the Government of the Region of Madrid, featured the welcome remarks of:

- **Mr. Ion Vilcu**, Director of the Affiliate Members and Public-Private Collaboration Department, UN Tourism
- **Mr. Zurab Pololikashvili**, Secretary-General, UN Tourism
- **Mr. Mariano de Paco Serrano**, Regional Minister of Culture, Tourism, and Sports; Region of Madrid

The event allowed speakers, government representatives, Affiliate Members, and industry professionals to connect ahead of the Congress, exchange ideas, and establish new partnerships in a relaxed yet professional atmosphere. It also underscored the growing importance of sports tourism as a platform for economic and social impact, reinforcing the Congress' central theme: "Tourism and Sports Creating a Lasting Legacy for Destinations."



Mr. Zurab Pololikashvili, Secretary-General, UN Tourism



Mr. Ion Vilcu, Director AM-PPC, UN Tourism



Mr. Mariano de Paco Serrano, Regional Minister of Culture, Tourism, and Sports; Region of Madrid



## Gala Dinner

(Riyadh Air Metropolitano Stadium, 28 November 2024)

Concluding the first day of WSTC, high-level representatives and participants moved from the Santiago Bernabéu Stadium to the Gala Dinner, hosted at the Riyadh Air Metropolitano Stadium, another world-class sports venue that plays a crucial role in Madrid's tourism ecosystem.

Powered by Visit Nayarit and Turkish Airlines, the evening featured a gourmet dining experience in an exclusive setting, fostering high-level networking among sports tourism stakeholders. Following the opening remarks of:

- **Mr. Enrique Cerezo Torres**, President, Atlético de Madrid
- **Mr. Juan Enrique Suárez del Real Tostado**, Secretary of Tourism, Nayarit State
- **Mr. Zurab Pololikashvili**, Secretary-General, UN Tourism
- **Mr. Ion Vilcu**, Director of the Affiliate Members and Public-Private Collaboration Department, UN Tourism
- **Mr. Miguel Ángel Gil**, CEO of Atlético de Madrid

Attendees were treated to an exclusive presentation of "La Ciudad del Deporte" by Mr. Miguel Ángel Gil. This ambitious project, covering 265,000 square meters dedicated to sports and leisure, represents a €350 million investment and is expected to generate 3,500 direct and indirect jobs. With 380,000 square meters of green spaces, La Ciudad del Deporte is set to become a global reference in sustainable sports infrastructure, enhancing Madrid's appeal as a premier destination for sports tourism and urban innovation.

The evening exemplified how stadiums and sports infrastructure serve as much more than venues for competition—they are multifunctional assets that shape tourism strategies, foster economic growth, and enhance the overall visitor experience.

After the institutional opening, participants enjoyed a captivating flamenco performance and live music during the meal.





Mr. Enrique Cerezo Torres, President, Atlético de Madrid



Mr. Miguel Ángel Gil, CEO of Atlético de Madrid



Mr. Juan Enrique Suárez del Real Tostado,  
Secretary of Tourism, Nayarit State



Mr. Zurab Pololikashvili, Secretary-General, UN Tourism  
& Mr. Ion Vilcu, Director AM-PPC, UN Tourism

## Sports Venues Experience Day

(29 November 2024)

*To conclude the Congress, the final day was dedicated to technical visits, allowing participants to witness how sports venues actively contribute to tourism, sustainability, and local development.*



### **Santiago Bernabéu Stadium: VIP Visit of the Renovated Infrastructure**

The day kicked off with an exclusive VIP unveiling of the newly renovated Santiago Bernabéu Stadium, a landmark of sporting excellence and a symbol of Madrid's innovation in sports tourism. Attendees had the opportunity to experience firsthand the cutting-edge renovations that have transformed this legendary stadium into a multi-purpose hub for sports, entertainment, and cultural events.

With state-of-the-art technology, an advanced retractable roof, a 360-degree video scoreboard, and a dynamic new visitor experience, the Santiago Bernabéu represents the future of sports infrastructure—blending sports, tourism, and economic impact into a single, globally recognized asset.





### **San Lorenzo de El Escorial: Bridging Heritage & Sports**

Following the Bernabéu visit, participants embarked on a scenic journey to the historic town of San Lorenzo de El Escorial, where they explored the iconic Royal Site of San Lorenzo de El Escorial, a UNESCO World Heritage Site.

This visit showcased the synergy between cultural heritage and tourism, emphasizing how historical landmarks complement sports tourism by enriching visitor experiences and diversifying destination offerings.





### **Real Club de Golf La Herrería**

The final stop of the Sports Venue Experience Day was at Real Club de Golf La Herrería, one of the most prestigious golf courses in Spain, located in the picturesque surroundings of El Escorial.

Here, participants explored how high-end golf courses integrate sustainability and tourism while enjoying a networking cocktail amidst the stunning backdrop of Madrid's natural landscapes. The visit reinforced how sports infrastructure, when carefully developed, becomes an engine for regional tourism, attracting high-value visitors and offering year-round tourism diversification.



## About the Affiliate Members and Public-Private Collaboration Department

The UN Tourism Affiliate Members and Public-Private Collaboration Department (AM-PPC) fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together around 500 private companies, associations, educational institutions, and DMOs, the UN Tourism Affiliate Membership provides an unparalleled space for members to engage in dialogue, exchange knowledge, support new measures and create synergies that promote the development of the sector, and contribute to the promotion of the United Nations' Sustainable Development Goals (SDGs).

Find out more here: <https://www.unwto.org/affiliate-members>

### OUR MISSION

Helping private entities to forge alliances, fostering dialogue and collaboration, as well as strengthen synergies between Member States and Affiliate Members to face the challenges of the tourism sector

### OUR PURPOSE

To support the development of the tourism sector by contributing to the achievement Sustainable Development Goals of the United Nations

### OUR VALUE PROPOSITION

TO ASSIST OUR MEMBERS IN THE DEVELOPMENT OF THE TOURISM SECTOR

To outline action plans that will enhance the development of a more accessible, inclusive, sustainable, and profitable tourism industry



## About UN Tourism

The World Tourism Organization (UN Tourism) is the United Nations agency responsible for promoting world tourism. Our mission is to achieve responsible, sustainable, and universally accessible tourism.

To achieve this, UN Tourism works closely with its Members, which consist of both Governments and the private sector. We believe that the public and private sectors share many common objectives which, in today's globalized world, can be more effectively tackled through collaboration and the establishment of partnerships. UN Tourism is the only agency of the United Nations that has private sector members participating in the governance structure.

Find out more here: <https://www.unwto.org/>



The UN Tourism Affiliate Members and Public-Private Collaboration Department is responsible for fostering the Organization's network of public and private Affiliate Members and promoting public-private collaborations.

Contact us at: [am@unwto.org](mailto:am@unwto.org)

**UN Tourism**

UNITED NATIONS  
WORLD TOURISM ORGANIZATION

# The Host and Co-Organizer, MADRID: Pioneering the Future of Sports Tourism



**Comunidad  
de Madrid**

Madrid has emerged as a leader in the future of Sports Tourism, hosting the 3rd World Sports Tourism Congress and showcasing the transformative power of Sports Tourism to drive economic growth and global visibility. Spain's deep expertise in leveraging sports as a tool for promoting tourism was prominently displayed, with Madrid serving as a prime example of innovation and strategic planning in this dynamic sector.



The city's increasing appeal is further amplified by its ability to host high-profile international events, such as NFL games, which are strategically aimed at attracting key global tourism markets. Madrid's commitment to creating a diverse and enriching tourism experience extends beyond major events, as the region also promotes outdoor activities such as golf, hiking, and cycling. These efforts connect visitors to the natural beauty of the area, offering an immersive experience that combines nature with tourism.

A shining example of Madrid's visionary approach is the Santiago Bernabéu Stadium. This world-class facility seamlessly integrates advanced technology with multi-purpose functionality, making it a symbol of the city's forward-thinking ethos. As a hub for sports, culture, and innovation, the stadium represents Madrid's leadership in redefining the possibilities of Sports Tourism on a global stage.

A shining example of Madrid's visionary approach is the Santiago Bernabéu Stadium. This world-class facility seamlessly integrates advanced technology with multi-purpose functionality, making it a symbol of the city's forward-thinking ethos. As a hub for sports, culture, and innovation, the stadium represents Madrid's leadership in redefining the possibilities of Sports Tourism on a global stage.



The Santiago Bernabéu Stadium serves as a prime example of how iconic sports venues can attract global audiences, significantly boosting tourism in Madrid and its surrounding region. This world-renowned stadium combines cutting-edge technology with multi-purpose functionality, embodying Madrid's forward-thinking vision for Sports Tourism and infrastructure development.

Participants in the 3rd World Sports Tourism Congress were given the opportunity to explore the venue during a VIP tour, offering a comprehensive insight into the role of advanced sports infrastructure in enhancing destination appeal and tourism potential. This tour provided a tangible connection to the broader discussions of leveraging sports venues for tourism growth and economic development.

Madrid's diverse array of sports venues further reinforces its status as a leading destination for Sports Tourism, showcasing the city's commitment to integrating sports with cultural and economic strategies for long-term success.



## Sponsors

### Visit Nayarit



Nayarit is focused on positioning itself as a unique tourist destination by promoting its natural and cultural strengths through innovative marketing strategies. The region aims to attract key national and international markets, enhance visitor experiences, and foster strategic alliances with private sector stakeholders, airlines, and international organizations.



By developing authentic and sustainable tourism products that involve local communities, Nayarit seeks to increase its economic impact and strengthen its tourism sector. Continuous monitoring and evaluation of promotional efforts ensure the optimization of resources and the ongoing improvement of strategies to maximize benefits for the state.

Nayarit offers a good deal of activities to please every interest and passion, ensuring an unforgettable experience for all visitors. From the colorful streets of Sayulita, the charm of Compostela, the traditional architecture and culture in Jala, and the history behind Mexcaltitán Island. For golf enthusiasts, Nayarit boasts an impressive collection of nine world-class golf courses. Designed by renowned professionals, these courses provide golfers with an exceptional experience in paradise. San Pancho, a hidden gem within Nayarit, is home to two magnificent polo fields. Whether you're a seasoned player or a curious beginner who wants to get the excitement of polo, Nayarit promises an array of activities to satisfy your desires.

As a global sponsor of sports, Turkish Airlines, the airline that flies to more countries than any other, has consolidated its presence in disciplines such as basketball via Turkish Airlines EuroLeague, in football by supporting global teams and events, along with a constant presence in other sports such as golf and polo.

The sponsorship of this congress, along with the other sponsorships and collaborations, underlines the fundamental role of Turkish Airlines in facilitating mobility and connection between people from different continents and cultures. With a network of over 350 destinations in 130 countries, Turkish Airlines offers unparalleled access to sports enthusiasts and athletes, who travel the world for unique experiences and participate in large-scale sporting events.



## List of Speakers

### Opening Session



**Mr. Ion Vilcu**  
Director of the Affiliate Members and Public-Private  
Collaboration Department,  
UN Tourism



**Mr. Zurab Pololikashvili**  
Secretary-General  
UN Tourism



**Ms. Almudena Maíllo del Valle**  
Deputy Councillor for Tourism,  
Madrid City Council



**Ms. Rosario Sánchez Grau**  
Secretary of State for Tourism, Ministry of Industry and  
Tourism, Spain



**Mr. Mariano de Paco Serrano**  
Regional Minister of Culture, Tourism, and Sports,  
Region of Madrid

28 November 2024, Marathon Stage

## High-Level Roundtable: Sports & Tourism on Government Agendas

### Moderator:



**Ms. Laura Gómez Vega**

**Director and Host of Telenoticias 2, Telemadrid**

Laura Gómez Vega is a prominent journalist and presenter at Telemadrid, the public broadcaster for the Madrid region in Spain. She specializes in reporting on regional and national news, showcasing a deep understanding of local issues and current affairs. In addition to her work as a presenter, she is also known for her commitment to journalistic integrity and her ability to cover complex topics in an accessible way. Her role at Telemadrid has made her a well-known figure in Spanish media, contributing significantly to the network's news coverage and programming.

### Speakers:



**Mr. Sultan Al Musallam**

**Deputy Minister of International Affairs,  
Ministry of Tourism in the Kingdom  
of Saudi Arabia**



**Ms. Monika Udovičić**

**State Secretary,  
Ministry of Tourism and Sport, the Republic of Croatia**



**Mr. Juan Enrique Suárez del Real Tostado**  
**President, ASETUR**



**Mr. Federico Tong Hurtado**  
**President, Instituto Peruano del Deporte**

28 November 2024, Marathon Stage

## Breaking Barriers: Inclusion and Sports Tourism from a Paralympic Perspective In conversation with Ms. Teresa Perales, Athlete, and paralympic medallist

### Moderator:



**Ms. Marian Otamendi,**  
**CEO, Word Football Summit-WFS**

Her professional career began in London, working in the commercial departments of NEC Europe and later at Dorling Kindersely, in charge of the Latin American and Iberian markets.

Marian has participated in the founding of different companies in the sustainability sector, such as Enerco Renovables or Cubierta Solar. She specializes in the generation and execution of new ideas that promote business growth and, since 2014, she has directed Nexus Fostering Partnership, the company that promotes the World Football Summit, the international congress of the football industry.

### Speaker:



**Ms. Teresa Perales**  
**Swimmer & Paralympic Medallist**

She has become a sports legend, matching the record for the highest number of medals held by Michael Phelps.

Recipient of the Princess of Asturias Award for Sports, with 28 Paralympic medals. Renowned as a speaker, personal coach, and sports mentor.

28 medals across the Paralympic Games: Sydney 2000, Athens 2004, Beijing 2008, London 2012, Rio de Janeiro 2016, Tokyo 2020, and Paris 2024. These include 7 gold, 10 silver, and 11 bronze medals. Additionally, she has won over 60 medals in international competitions.

Se ha convertido en leyenda del deporte al igualar el record absoluto de medallas que ostenta Michael Phelps

Premio Princesa de Asturias de los Deportes, 28 medallas paralímpicas, conferenciante, coach personal y deportivo.

28 Medallas en Juegos Paralímpicos de Sídney 2000, Atenas 2004, Pekín 2008, Londres 2012, Río de Janeiro 2016, Tokyo 2020 y París 2024. Total de medallas 7 oros, 10 platas y 11 bronce. Además, cuenta con más de 60 medallas en competiciones internacionales.

28 November 2024, Marathon Stage

## Tourism's Bet on Sports Sponsorship: How to Maximize ROO

### Moderator:



**Ms. Iris Córdoba**

**Managing Director, GSIC powered by Microsoft**

Since 2015, she has been managing the Global Sports Innovation Center (GSIC) powered by Microsoft, an initiative that drives innovation in the sports industry by building an ecosystem of over 200 companies and institutions. An active speaker, mentor, and jury member in startup competitions and sports technology events globally, Iris has participated in the Sports Analytics World Series, The SPOT, and TEKAN TEN by Asics, among others.

### Speakers:



**Mr. Juan Enrique Suárez del Real Tostado**

**Minister of Tourism, State of Nayarit**

He is President of Mexico's Association of Ministers of Tourism, A.C. (ASETUR) and the Minister of Tourism of the State of Nayarit.

He is the head of tourism in Nayarit, where he has fostered the development of the state's tourism offering from within, including its natural wealth, culture and gastronomy of the state.

His reputable results with tourism were one of the main reasons why, on October 2022 he was elected as president of ASETUR by unanimity vote.



**Ms. Gemma Juncá Rodríguez**

**Brand & Marketing Director, IBERIA**

A seasoned marketing professional with over 25 years of experience, specialized in product and services marketing, branding strategy, customer experience management, and market intelligence. With a focus on transformation, she has been instrumental for Iberia in building high-performing, purpose-driven teams that deliver measurable results in fast-paced and dynamic industries such as travel, telecommunications, retail, automotive, advertising, and music.



**Mr. Javier Gurrea-Nozaleda**

**Sponsorship and Licensing Director, LALIGA**

Since 2024, he has been the Sponsorship and Licensing Director at LALIGA, where he leads business development and oversees the activation of sponsorships and licensing agreements. Prior to this, he worked at Adidas, beginning as Director of Sports Marketing and Licensing within the Global Football Unit at Adidas AG, before transitioning to the Global Legal Department at Adidas B.V. Earlier in his career, he worked at Real Madrid C.F., initially as sponsorship activation then sales, marketing sponsorships, advertising, and managing player image rights.

28 November 2024, Marathon Stage

## Sports Tourism from the Athlete Perspective: Experience, Impact and Legacy

### Moderator:



**Ms. Josefina Brugnini**  
**Consultant, SPSG Consulting**

Consultant at SPSG Consulting, specialized in destination positioning, community creation, sponsorship for both brands and properties, research and report writing, as well as sports property marketing, creative, communication and content strategy. Member of AEMED (Asociación Española de Mujeres Ejecutivas del Deporte) and SportNet4Women, contributing to the women's movement in sport business.

### Speaker:



**Ms. Gabriela Szabo**  
**Former Athlete and Olympic Medallist**  
**UVT Liberty Marathon Ambassador**

Romanian former athlete and sports leader. A world-class track and field competitor, Szabo achieved multiple national, international, and Olympic victories, and was named World's Best Athlete and World's Best Track and Field Athlete in 1999. After retiring from competitive sports, she transitioned into sports management and government leadership. From 2005 to 2013, she served as Vice President of the Romanian Athletics Federation. She was appointed Minister of Youth and Sports (2014-2015).

Szabo remains active in international sports organizations, holding leadership roles such as serving two terms on the Executive Council of the European Athletics Association. She founded the "Sport for Life" Association, promoting grassroots sports, and has gained private sector experience as CSR & Public Affairs Manager at Adecco.

28 November 2024, Marathon Stage

## Competition is On: Key Success Factors for Hosting Sports Events

### Moderator:



**Ms. Maria Valenzuela Sainz**

**Founder and General Manager, Brisa Media Corporate S.L.**

Media executive, international producer, and associate professor at IE University. With over 25 years of senior-level experience, she has held key positions including Senior Vice President at Sony Pictures Iberia and General Manager of Movistar Plus+ International. An independent series producer, Maria delivers masterclasses on AI and Resilience in Business Transformation, and skillfully moderates events. Her expertise spans media business, international productions, and academic instruction.

### Speakers:



**Mr. Guntur Dwiarmein**

**Strategic Lead - Host Venues, SailGP**

SailGP is the world's most exciting race on water. At SailGP, Guntur is responsible for developing the race calendar, working with host cities across the globe to create a world-class racing calendar in iconic destinations. SailGP has grown from 5 events in its first Season (2019) to a record 14-event calendar in 2024/25.



**Ms. Rebecca Edser**

**Head of Event Scotland, VisitScotland**

Part of VisitScotland's Industry and Events Directorate, Rebecca joined Scotland's national tourism and event organisation in September 2023. Prior to joining she held the role as Senior Major Events Consultant at UK Sport. In her role as Head of EventScotland, Rebecca is responsible for leading Scotland's national major event organisation to attract and secure major sporting and cultural events.



**Mr. Predrag Bogosavljev**

**Sport & Competitions Director, FIBA**

Predrag played basketball from 1972-1996, representing the Yugoslav National Team from 1982 to 1985. After retiring, he served as Secretary General of the Serbian Basketball Federation (1996-2000) and the Yugoslav Basketball Federation (2000-2004). He later became General Director of "EP 2005" Ltd., overseeing the organization of EuroBasket 2005 in Belgrade. His work with FIBA began in 2006 as Event Director, and since 2015, he has been FIBA's Sport & Competitions Director.



**Mr. Abdulaziz Baeshen**

**Secretary General & CEO, Saudi Olympic & Paralympic Committee**

Experienced leader with a strong track record in the sporting goods industry and government sports administration. Over the years, Abdulaziz has successfully managed diverse operations, including running a leading Saudi sports brand and holding key executive positions within the Ministry of Sports, navigating both corporate environments and public sector dynamics, allowing him to develop a unique perspective on the intersection of sports, business, and governance.

28 November 2024, Sprint Stage

## Beyond the Professional Spotlight: Harnessing the Impact of Amateur Events

### Moderator:



**Ms. Asun Paniagua**

**Director of the Master in Event Management, CETT-UB**

PhD in Strategic Communication, specialist in destination marketing and place branding. Director of the Master in Event Management at CETT-UB. She is a journalist, writer, and podcaster with more than 23 years of experience in the world of communication, marketing, and events.

### Speakers:



**Mr. David Rumbao**

**Marketing and Sponsorship Manager, MAPOMA**

Over 20 years of experience in mass events organization. Currently the CMO of the Madrid Marathon leading marketing, communication and sponsorship for the event. Enrolled in academics as a Sports Marketing professor in Universidad Europea Escuela Real Madrid.



**Mrs. Marina Simun**

**International Cooperation Advisor, Croatian National Tourist Board**

An experienced public relations specialist with over 25 years of working in the tourism industry while developing variety of projects among which several were world-recognized. At the current position of International Cooperation Advisor at Croatian National Tourist Board in charge for international cooperation and international affairs with a strong focus on cooperation with international organizations and institutions.



**Mr. Jens Holm**

**CEO, International Master Games Association**

He joined the International Masters Games Association (IMGA) in 2006, which, under his direction, introduced the Continental Masters Games and World Winter Masters Games and helped the highly successful World Masters Games become the biggest participatory multi-sports event in the world. He held directorships with various multinationals in hospitality and technology such as Atos Origin and Micros/Fidelio.



**Ms. María Benzal**

**Commercial and International Expansion Director, MADCUP**

Commercial and International Expansion Director at MADCUP, a leading organizer of large-scale international sports events in Madrid, including one of the world's largest youth football tournaments with over 800 teams from more than 50 countries, as well as major basketball, volleyball, and Sports Summit events.

28 November 2024, Marathon Stage

## Legacy Beyond Infrastructures: Lessons for Destinations

### Moderator:



#### **Ms. Agathe Daudibon**

##### **EuroVelo & Cycling Tourism Director, European Cyclists' Federation**

Agathe Daudibon is EuroVelo & Cycling Tourism Director at the European Cyclists' Federation (ECF) since 2022. She is in charge of the transnational coordination of the European cycle route network together with the dedicated team that she is leading and contributing to ECF's goal for more and better cycling with development, promotion and advocacy activities.

### Speakers:



#### **Mr. Alberto Tomé**

##### **Director of Sports, Region of Madrid**

He has experience in organizing and managing sports entities and facilities and entrepreneurship focused on promoting sports values and implementing healthy lifestyle habits. He served as Director-Coordinator of the sports area at the Alcorcón City Council and as Sports Councilor at the San Agustín de Guadalix City Council.



#### **Mr. Andrea Santini**

##### **Manager Olimpico Stadium and Parco del Foro Italico, Sport e Salute**

Venue and event expert with broad experience in the design, development, operation and management of sports and entertainment venues and events. Responsible for the management of Stadio Olimpico and Parco Foro Italico - the Olympic complex around it - in Rome.



#### **Ms. Morgane Gaultier**

##### **Senior Manager Development, Athletes, Non sports Events and Masters; World Aquatics**

With 15 years in the sports industry and 2.5 years with World Aquatics, Morgane brings extensive experience in event organization, and strategic relationship management, particularly with National Federations (NFs) and event hosts. At World Aquatics, she focuses on development, and managing relationships with diverse stakeholders while advancing grassroots education and sustainability efforts.



#### **Mr. Manuel Saucedo**

##### **Director General, WiZink Center**

Worked as a sports journalist, becoming director of the newspaper Marca and Radio Marca, where he developed the multimedia environment of the company (Marca.com, Marca TV, etc.). He has been CEO of Impulsa Eventos e Instalaciones since 2014, the company that manages the WiZink Center, the most important multipurpose venue in Spain, second in Europe and fourth in the world.

28 November 2024, Sprint Stage

## The Power of New Technologies: Transforming the Sports Tourist Experience

### Moderator:



**Mr. Carlos Cantó**  
**CEO, SPSG Consulting**

With 30+ years of experience in sports entertainment, he is Former Vice President of the Consulting division at IMG and at Lagardère Sports/SportFive. In 2016 he created SPSG Consulting, a boutique consulting firm advising clubs, federations, leagues, events, investors and sponsors. Member of Board of Directors of Spanish Marketing Association (AMKT).

### Speakers:



**Mr. Bosco Aranguren**  
**General Manager, DAZN Spain**

General Manager at DAZN Spain and responsible for growing DAZN in Spain by delivering the most exciting, sociable and engaging viewing experience for sport fans. He joined the DAZN team in 2022 from Vodafone Spain, where as part of the Executive Committee, he ran Vodafone's digital and growth areas.



**Ms. Hannah Babineau**  
**Head of Business Development and Partnerships, Data Appeal**

Head of Business Development and Partnerships at Data Appeal, a destination insights agency. She focuses on sustainable and data-driven innovation in the tourism sector. Before joining Data Appeal, she worked in professional sports, gaining insight into sports tourism and its impact on destinations.



**Mr. Sebastian Lancestremere**  
**Worldwide Strategic Partnerships Director, Microsoft Corp**

President of the Global Sports Innovation Center powered by Microsoft, a non-profit organization that helps the sports industry leverage the latest technologies to become digital and sustainable businesses. With 27 years at Microsoft, Sebastian has held numerous leadership and board roles across Latin America, Europe, and worldwide.



**Ms. Ada Xu**  
**Director of International Affairs, FLIGGY**

With her depth of knowledge and experience in e-commerce and marketplaces, she played a key role in helping over 50 French companies bloom and increase their market share in China. In 2019, Ada joined FLIGGY, Alibaba Group's 360° travel and innovative platform with more than 400 million active customers as its EMEA Regional Director.

28 November 2024, Marathon Stage

## Inspiring Sports Tourism Stories

In conversation with **Gilberto Godoy, UN Tourism's Ambassador for Sustainable Tourism**

### Moderator:



**Ms. Delfina Ferrer de Frankenberg**  
**Sport Educator at Madrid Volleyball Federation,**  
**Sport Commentator at Telemadrid**

A dedicated leader in volleyball, education, and youth development with over 20 years of experience. Beginning her volleyball journey in Argentina and Spain, Delfina has coached athletes at all levels.

In 2009, she founded Club Voleibol Bulldogs in Madrid, growing it from a small group of players into a prominent club with over 250 members. Delfina has also served as a Physical Education Teacher at the American School of Madrid since 2011. As the Head of Learning and Development at the Federación de Madrid de Voleibol, Delfina helps shape coaching courses to elevate volleyball standards in Madrid. She has also been a Volleyball Commentator for Telemadrid since 2017, sharing her expertise on live broadcasts.

### Speaker:



**Mr. Gilberto Godoy**  
**Former Volleyball Player and Olympic Medallist**

Gilberto Amauri de Godoy Filho, widely known as Giba, is a Brazilian former professional volleyball player celebrated as one of the greatest outside hitters in the sport's history. Born on December 23, 1976, Giba's career spanned multiple countries, including Brazil, Italy, Russia, Argentina, and the UAE, but his legacy is most associated with his extraordinary achievements with Brazil's national team.

A three-time World Champion (2002, 2006, 2010) and Olympic gold medalist (2004), Giba also led Brazil to eight World League titles, eight South American Championships, and three World Grand Champions Cups. As team captain, he earned silver medals at the 2008 and 2012 Olympics, solidifying his place as a volleyball icon.

Giba retired in 2014, leaving behind a remarkable legacy of athletic excellence and leadership, and continues to inspire as an ambassador for the sport worldwide.

28 November 2024, Marathon Stage

## Racing to the Top: Formula 1 Driving Tourism Destination Development

### Moderator:



**Mr. Pita, Alejandro**

**Journalist & Documentary Director, Onda Madrid**

Journalist specialized in Formula 1 for 11 seasons, on three different TV networks La Sexta, Antena 3 and Movistar F1. Director and screenwriter of the documentary about Carlos Sainz on Amazon Prime, one of the most viewed sports content that year on the streaming platform, in recent years he has specialized in making documentaries.

### Speakers:



**Mr. Habib Turki**

**Chief Development Officer, FIA**

Responsible for FIA's global expansion and fosters strategic partnerships with international organizations, focusing on the intersection of sport, mobility, and diplomacy. A strong advocate for public-private partnerships, Habib is instrumental in shaping FIA's role as a leader in sports diplomacy, leveraging motorsport as a tool for international cooperation and sustainable development.



**Mr. Giuseppe Redaelli**

**President, MONZA Circuit & Automobile Club Italia**

President of the Automobile Club Varese since 2010 - member of the ACI General Council since 2017 - member of the FIA World Council for Automobile Mobility & Tourism (WCAMT) since 2017. President of the "Autodromo Nazionale di Monza - SIAS s.p.a." since 2017. The circuit has hosted the F1 Grand Prix d'Italia since 1950. President of the International Historical Commission (CHI) of the FIA.



**Mr. Amaury Bertholomé**

**CEO, Circuit de Spa-Francorchamps**

Amaury Bertholomé has been CEO of the Circuit de Spa-Francorchamps and a member of the Spa Grand Prix Board of Directors since early 2022. Previously, he was chief of staff to ministers of Wallonia and the Wallonia-Brussels Federation. He is a graduate of HEC-Liège (2010) in business management and of UCL (2011) in public finance. The Circuit de Spa-Francorchamps is home to some of the world's greatest motorsport championships.

28 November 2024, Marathon Stage

## **Key Takeaways from the 3rd WSTC & Closing Remarks**

**Speaker:**



**Mr. Ion Vilcu**  
**Director of the Affiliate Members and Public-Private**  
**Collaboration Department,**  
**UN Tourism**

# Press Impact Report

An analysis of the most influential media outlets that covered the 3rd World Sports Tourism Congress, highlighting those with the highest reach and relevance within the Sports Tourism industry.

**TOP  
10  
Media**

**Europa Press**  
**MARCA**  
**20 minutos**  
**El Debate**  
**Telemadrid**  
**The Objective**  
**Go Travel**  
**FTN News**  
**Gaceta del Turismo**

## Geographical Relevance

The majority of coverage came from national media, reflecting the event's significance and proximity, particularly at the regional level. However, international media also took notice, highlighting the congress's broader global relevance.

**18**

IMPACTS

INTERNATIONAL



**50**

IMPACTS

NATIONAL



**10**

IMPACTS

REGIONAL



**01**

IMPACT

LOCAL



## Media Types

The majority of media coverage was in digital format, with additional mentions in print and television, showcasing a diverse range of media exposure for the event.

**76**

DIGITAL MEDIA



**02**

PRINT MEDIA

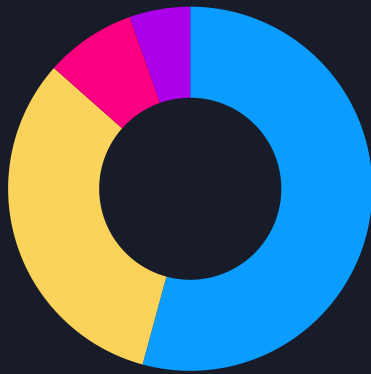


**01**

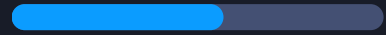
AUDIOVISUAL  
MEDIA (TV)



## Target Audience



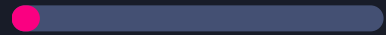
**56,96%**  
GENERAL PUBLIC



**30,38%**  
TOURISM PROFESSIONALS



**7,59%**  
SPORT PROFESSIONALS



**5,06%**  
ECONOMIC SECTOR



## Summary of Coverage

The collected data highlights the event's reach in terms of visibility generated through media coverage, demonstrating its strategic positioning impact. All figures have been sourced from a professional monitoring tool "MyNews."

### Coverage Summary

3rd UN Tourism Press Release

**5.758.068**

**3,22%**

2nd UN Tourism Press Release

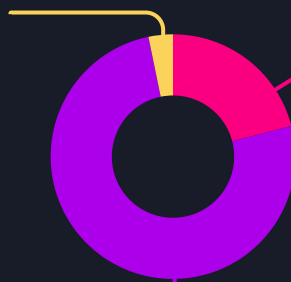
**135.714.952**

**75,82%**

1st UN Tourism Press Release

**37.522.471**

**20,96%**



**TOTAL VIEWS: 178.995.491**

# Highlights

Source: [europa.press](http://europa.press)

Date: 12 Nov.

## El Estadio Santiago Bernabéu acogerá el 28 y 29 de noviembre el World Sports Tourism Congress

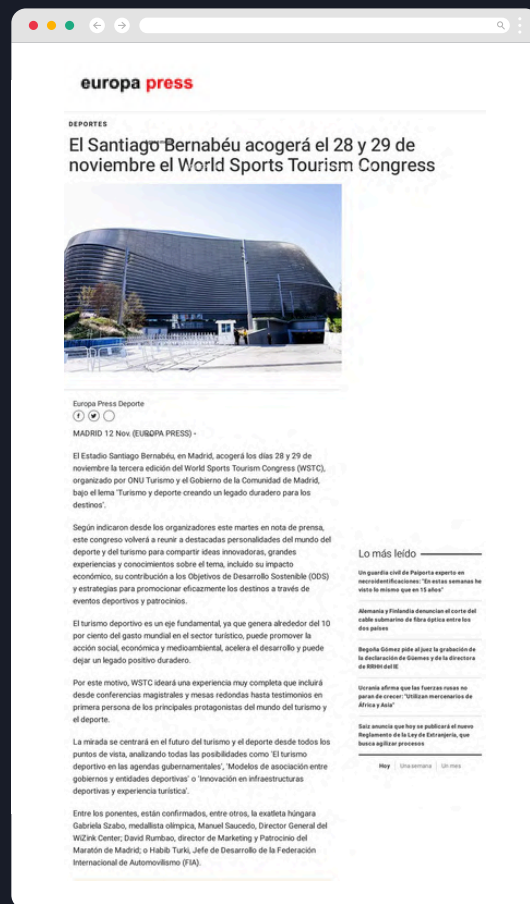
El Estadio Santiago Bernabéu, en Madrid, acogerá los días 28 y 29 de noviembre la tercera edición del World Sports Tourism Congress (WSTC), organizado por ONU Turismo y el Gobierno de la Comunidad de Madrid, bajo el lema Turismo y deporte creando un legado duradero para los destinos. Según indicaron desde los organizadores este martes en nota de prensa, este congreso volverá a reunir a destacadas personalidades del mundo del deporte y del turismo para compartir ideas innovadoras, grandes experiencias y conocimientos sobre el tema, incluido su impacto económico, su contribución a los Objetivos de Desarrollo Sostenible (ODS) y estrategias para promocionar eficazmente los destinos a través de eventos deportivos y patrocinios.

El turismo deportivo es un eje fundamental, ya que genera alrededor del 10 por ciento del gasto mundial en el sector turístico, puede promover la acción social, económica y medioambiental, acelera el desarrollo y puede dejar un legado positivo duradero.

Por este motivo, WSTC ideará una experiencia muy completa que incluirá desde conferencias magistrales y mesas redondas hasta testimonios en primera persona de los principales protagonistas del mundo del turismo y el deporte.

La mirada se centrará en el futuro del turismo y el deporte desde todos los puntos de vista, analizando todas las posibilidades como 'El turismo deportivo en las agendas gubernamentales', 'Modelos de asociación entre gobiernos y entidades deportivas' o 'Innovación en infraestructuras deportivas y experiencia turística'.

Entre los ponentes, están confirmados, entre otros, la exatleta húngara Gabriela Szabo, medallista olímpica, Manuel Saucedo, Director General del WiZink Center; David Rumbao, director de Marketing y Patrocinio del Maratón de Madrid; o Habib Turki, Jefe de Desarrollo de la Federación Internacional de Automovilismo (FIA).



Source: [MARCA](http://MARCA)

Date: 28 Nov.

## Madrid se prepara para acoger el 3er Congreso Mundial de Turismo Deportivo, enfocado en desarrollo, innovación y sostenibilidad

El Congreso se enfoca en el turismo deportivo puede contribuir al desarrollo de las regiones en términos de innovación y sostenibilidad. Arranca en Madrid el 3º Congreso de Turismo Deportivo organizado por ONU Turismo y la Comunidad de Madrid. Este evento pretende reunir a las figuras más prominentes del sector con el objetivo de sentar las bases futuros modelos de turismo y eventos deportivos. Para ello se enfoca en cómo el turismo deportivo puede contribuir al desarrollo de las regiones en términos de innovación y sostenibilidad, incluyendo la construcción de estadios, la organización eventos masivos etc.

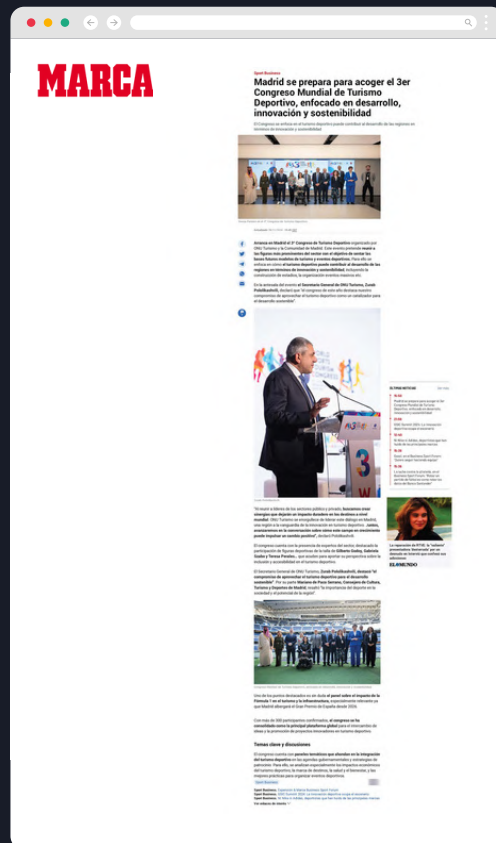
En la antesala del evento el Secretario General de ONU Turismo, Zurab Pololikashvili, declaró que "el congreso de este año destaca nuestro compromiso de aprovechar el turismo deportivo como un catalizador para el desarrollo sostenible".

"Al reunir a líderes de los sectores público y privado, buscamos crear sinergias que dejarán un impacto duradero en los destinos a nivel mundial. ONU Turismo se enorgullece de liderar este diálogo en Madrid, una región a la vanguardia de la innovación en turismo deportivo. Juntos, avanzaremos en la conversación sobre cómo este campo en crecimiento puede impulsar un cambio positivo", declaró Pololikashvili.

El congreso cuenta con la presencia de expertos del sector, destacado la participación de figuras deportivas de la talla de Gilberto Godoy, Gabriela Szabo y Teresa Perales... que acuden para aportar su perspectiva sobre la inclusión y accesibilidad en el turismo deportivo.

El Secretario General de ONU Turismo, Zurab Pololikashvili, destacó "el compromiso de aprovechar el turismo deportivo para el desarrollo sostenible".

Por su parte Mariano de Paco Serrano, Consejero de Cultura, Turismo y Deportes de Madrid, resaltó "la importancia del deporte en la sociedad y el potencial de la región". Uno de los puntos destacados es sin duda el panel sobre el impacto de la Fórmula 1 en el turismo y la infraestructura, especialmente relevante ya que Madrid albergará el Gran Premio de España desde 2026. Con más de 300 participantes confirmados, el congreso se ha consolidado como la principal plataforma global para el intercambio de ideas y la promoción de proyectos innovadores en turismo deportivo. Temas clave y discusiones El congreso cuenta con paneles temáticos que ahondan en la integración del turismo deportivo en las agendas gubernamentales y estrategias de patrocinio. Para ello, se analizan especialmente los impactos económicos del turismo deportivo, la marca de destinos, la salud y el bienestar, y las mejores prácticas para organizar eventos deportivos.

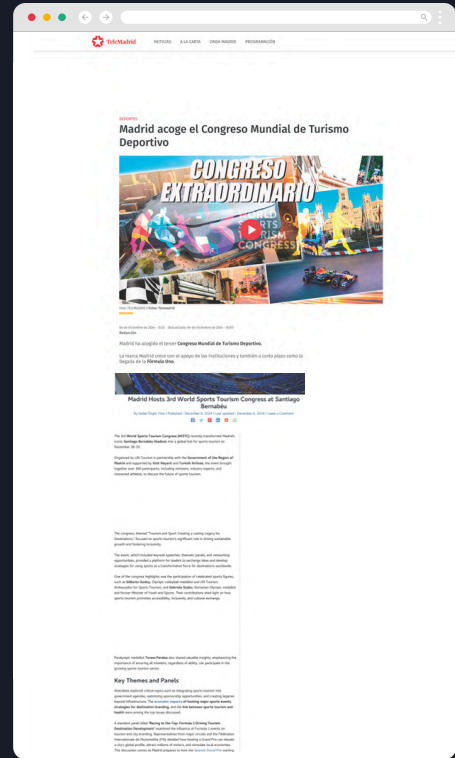


Source: Telemadrid

Date: 04 Dec.

## Madrid acoge el Congreso Mundial de Turismo Deportivo

Madrid ha acogido el tercer Congreso Mundial de Turismo Deportivo. La marca Madrid crece con el apoyo de las instituciones y también a corto plazo como la llegada de la Fórmula Uno.



Source: Capital

Date: 28 Nov.

## Comienza la 3ª edición del World Sports Tourism Congress

Organizada por ONU Turismo, en colaboración con el Gobierno de la Comunidad de Madrid y con el apoyo de Visit Nayarit y Turkish Airlines, la tercera edición del World Sports Tourism Congress reúne esta semana en Madrid a las voces más destacadas del mundo del Turismo Deportivo durante dos jornadas - jueves 28 y viernes 29 - de profundos debates, estrategias innovadoras e intercambio de conocimientos. El congreso de este año, que se celebra bajo el lema "Turismo y deporte crean un legado duradero para los destinos", convierte a Madrid en el centro mundial del turismo deportivo. Entre los asistentes hay ministros, funcionarios de alto nivel, expertos de la industria y actores clave del sector turístico, entre otros, que están explorando el papel del turismo deportivo como motor del crecimiento y el desarrollo sostenible.

El WSTC presenta paneles temáticos centrados en la integración del turismo deportivo con las agendas gubernamentales, la optimización de las estrategias de patrocinio y la creación de legados duraderos más allá de las infraestructuras. Entre los temas, figuran las repercusiones económicas del turismo deportivo, la imagen de marca de los destinos, las conexiones entre salud y bienestar, y las mejores prácticas para acoger acontecimientos deportivos de impacto.

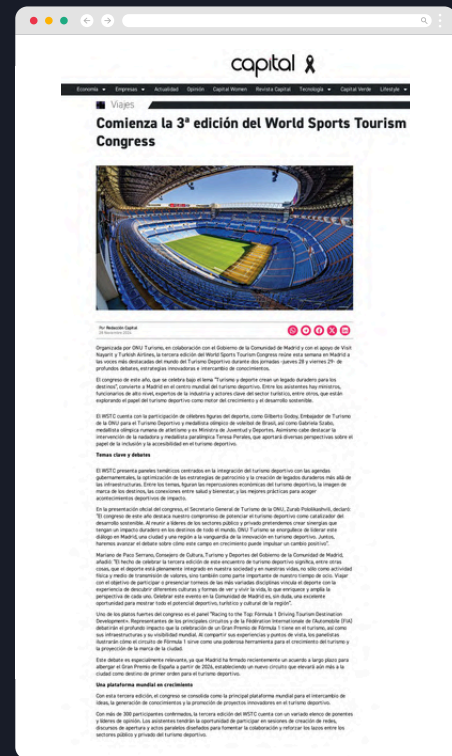
En la presentación oficial del congreso, el Secretario General de Turismo de la ONU, Zurab Pololikashvili, declaró: "El congreso de este año destaca nuestro compromiso de potenciar el turismo deportivo como catalizador del desarrollo sostenible. Al reunir a líderes de los sectores público y privado pretendemos crear sinergias que tengan un impacto duradero en los destinos de todo el mundo. ONU Turismo se enorgullece de liderar este diálogo en Madrid, una ciudad y una región a la vanguardia de la innovación en turismo deportivo. Juntos, haremos avanzar el debate sobre cómo este campo en crecimiento puede impulsar un cambio positivo".

Mariano de Paco Serrano, Consejero de Cultura, Turismo y Deportes del Gobierno de la Comunidad de Madrid, añadió: "El hecho de celebrar la tercera edición de este encuentro de turismo deportivo significa, entre otras cosas, que el deporte está plenamente integrado en nuestra sociedad y en nuestras vidas, no sólo como actividad física y medio de transmisión de valores, sino también como parte importante de nuestro tiempo de ocio. Viajar con el objetivo de participar o presenciar torneos de las más variadas disciplinas vincula el deporte con la experiencia de descubrir diferentes culturas y formas de ver y vivir la vida, lo que enriquece y amplía la perspectiva de cada uno. Celebrar este evento en la Comunidad de Madrid es, sin duda, una excelente oportunidad para mostrar todo el potencial deportivo, turístico y cultural de la región".

Uno de los platos fuertes del congreso es el panel "Racing to the Top: Fórmula 1 Driving Tourism Destination Development". Representantes de los principales circuitos y de la Fédération Internationale de l'Automobile (FIA) debatirán el profundo impacto que la celebración de un Gran Premio de Fórmula 1 tiene en el turismo, así como sus infraestructuras y su visibilidad mundial. Al compartir sus experiencias y puntos de vista, los panelistas ilustrarán cómo el circuito de Fórmula 1 sirve como una poderosa herramienta para el crecimiento del turismo y la proyección de la marca de la ciudad. Este debate es especialmente relevante, ya que Madrid ha firmado recientemente un acuerdo a largo plazo para albergar el Gran Premio de España a partir de 2026, estableciendo un nuevo circuito que elevará aún más a la ciudad como destino de primer orden para el turismo deportivo.

Una plataforma mundial en crecimiento  
Con esta tercera edición, el congreso se consolida como la principal plataforma mundial para el intercambio de ideas, la generación de conocimientos y la promoción de proyectos innovadores en el turismo deportivo.

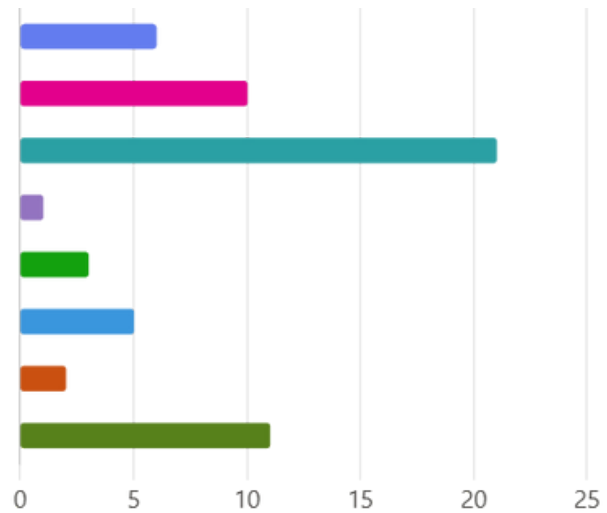
Con más de 300 participantes confirmados, la tercera edición del WSTC cuenta con un variado elenco de ponentes y líderes de opinión. Los asistentes tendrán la oportunidad de participar en sesiones de creación de redes, discursos de apertura y actos paralelos diseñados para fomentar la colaboración y reforzar los lazos entre los sectores público y privado del turismo deportivo.



# Feedback Survey

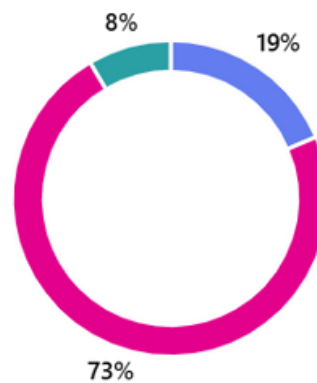
## You are a:

- 1. Destination
- 2. Sport property
- 3. Institution
- 4. Athlete
- 5. Media
- 6. Consultant
- 7. International Agency
- Other



## You attended the 3rd WSTC as:

- 1. Speaker / Moderator
- 2. Attendee
- 3. Media



Please indicate the overall level of satisfaction regarding the 3rd World Sports Tourism Congress in a scale from 1 star (minimum) to 5 stars (maximum)

**4.37**

Average Rating



**Networking Lunch and Coffee Break during the Congress:**

**4.41**

Average Rating



**Format (combination of panels and conversations with sports athletes):**

**4.46**

Average Rating



**Level of the speakers and moderators:**

**4.58**

Average Rating



**Masters of Ceremony's Performance:**

**4.59**

Average Rating



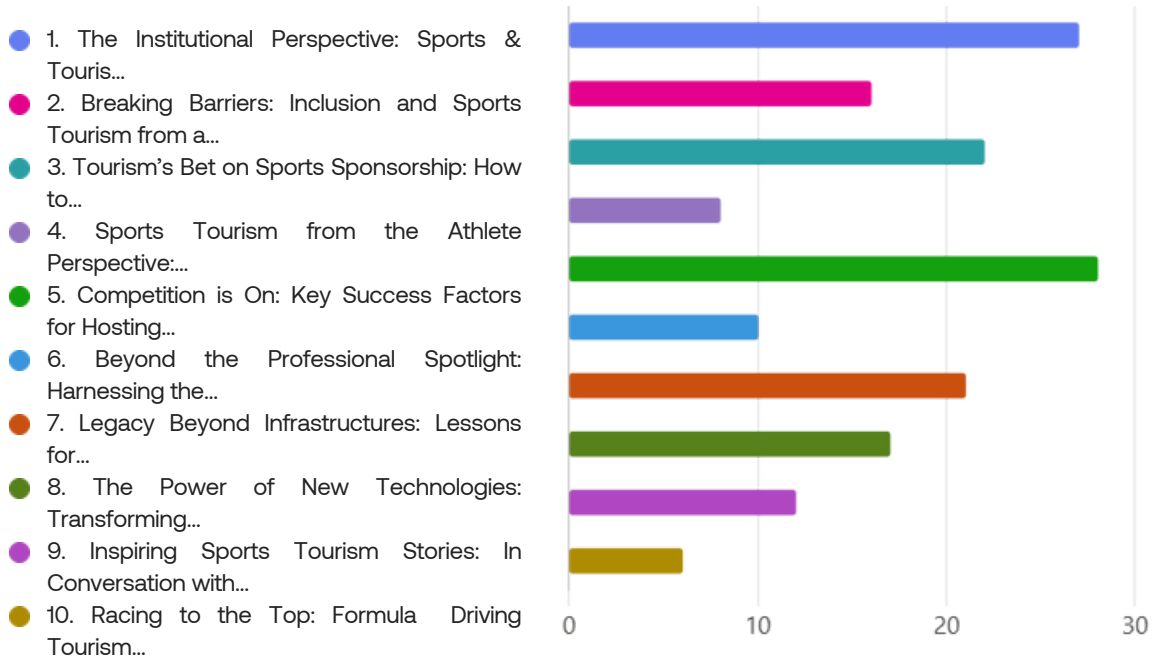
**Networking opportunities:**

**4.31**

Average Rating



Please indicate the panels (max. 3) you found more interesting in terms of content:



Please indicate how likely it is you will be attending the 4th WSTC in a scale from 1 smile (not at all) to 5 smiley (certainly, for sure)

4.34

Average Rating



# Thank you



**UN Tourism**



**Comunidad  
de Madrid**