WORLD SPORTS TOURISM CONGRESS
7 – 9 September 2026
Autódromo Hermanos Rodríguez
Mexico City

UN Tourism

Turismo
Secretaría de Turismo

GOBIERNO DE LA CIUDAD DE MÉXICO
CAPITAL DE LA TRANSFORMACIÓN

FONDO MIXTO DE PROMOCIÓN TURÍSTICA

CONCANACO SERVYTUR MÉXICO

WORLD SPORTS TOURISM CONGRESS

4th Edition

"Sport events that inspire, destinations that grow"

Concept Note



Why sports tourism matters

Sports tourism has consolidated its position as one of the most dynamic segments of global tourism, driving destination competitiveness, international visibility and territorial transformation. This growth is supported both by major sport events and by the rise of active tourism, fan travel, and new experiences where sport, technology and entertainment converge.

In this context, sports tourism - a segment that represents approximately 10% of global tourism expenditure and continues to record high annual growth rates - emerged as a strategic tool to attract investment, develop infrastructure, generate employment and strengthen the international positioning of destination.

At the same time, it presents new challenges related to sustainability, impact management and governance.

A strategic moment - Mexico as a global host

The celebration of the 4th edition of the Congress in 2026 coincides with a key moment for the global sports and tourism ecosystem. Mexico will be one of the host countries of the FIFA World Cup 2026, one of the most significant sport events worldwide.

This context offers a unique opportunity to analyse the real impact of major sport events on destinations, in terms of infrastructure, international positioning, economic development, sustainability and legacy. It also allows for reflection on how such events can act as catalysts for broader territorial development, including emerging destinations and local communities.

At the same time, the sector is undergoing profound transformations: the digitalisation of the visitor experience, the growth of active tourism, the emergence of new disciplines, and increasing demand for more sustainable and inclusive models. The Congress will address these trends through an integrated and results-oriented approach.



Objectives of the Congress

The Congress aims to position sports tourism as a strategic pillar of tourism development, capable of enhancing destination competitiveness through innovation, sustainability and the creation of a lasting legacy.

Within the framework, the Congress will focus on:

- Strengthening sports tourism as a driver of competitiveness and international projection;
- Defining sports tourism development models based on innovation and impact measurement;
- Promoting partnerships and investment to generate sustainable transformations.

Key themes

The Congress will be structured around four main thematic pillars:

1. **Megaevents, impact and legacy**
   The role of major sport events - including the FIFA World Cup 2026 - in transforming destinations, and strategies to maximize their impact and legacy.
2. **Innovation, technology and the visitor experience in the digital era**
   The impact of digitalisation, data and new technologies on the evolution of sports tourism and the visitor experience.
3. **Active tourism and destination development**
   The growth of participation-based tourism and its role in diversifying tourism offerings and developing destinations, including emerging territories.
4. **Partnerships, investment and governance**
   New public-private collaboration and investment models to promote sustainable sports tourism projects.

Participation

The Congress will bring together key stakeholders from the global sports tourism ecosystem, including:

- Ministries of Tourism and Sport
- UN Tourism Member States and Affiliate Members
- Sports federations and event organizers
- Tourism destinations
- Companies from tourism, sports and technology sectors
- Investors, experts and leading figures from the world of sport

The programme will combine high-level plenary sessions with exchange-oriented spaces focused on sharing experiences, best practices and replicable models.

Expected outcomes

The Congress will contribute to:

- Identifying trends and priorities for sports tourism development;
- Generating practical recommendations for destinations and sector stakeholders;
- Identifying replicable development models;
- Strengthening international cooperation and public-private partnerships;
- Reinforcing UN Tourism's positioning as a global reference in the field of sports tourism.

In addition, the Congress will produce structured conclusions and potential lines of action to ensure continuity of its outcomes.

Organization

The Congress is organized by UN Tourism, in collaboration with the Secretariat of Tourism of Mexico (SECTUR), the Secretariat of Tourism of Mexico City, the Mexico City Tourism Promotion Fund, and the Affiliate Member the Confederation of National Chambers of Commerce, Services and Tourism (CONCANACO SERVYTUR).

The selection of Mexico City as host reinforces the positioning of the Congress at the intersection of tourism and high-level sport, within a context of maximum international visibility for the host country.

