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
Secretaría de Turismo
Fondo Mixto de Promoción Turística

Closing Reflections

Eventos deportivos que inspiran, destinos que crecen

Why this edition mattered

- First WSTC outside Europe
- Mexico as host
- Post-FIFA World Cup 2026 context
- Sport, tourism, communities and legacy



Sports tourism is not only about events.

It is about what remains after the event.



What we heard

- **Governments**: public policy
- **Destinations:** positioning and development
- **Private sector:** innovation and experience
- **Sports organizations:** platforms for travel and loyalty
- **Academia/data:** evidence and knowledge



Key Takeaways

1

Sports tourism is becoming a **public policy priority**



Key Takeaways

2

Major events create **momentum,**

but **legacy** does not happen automatically



Key Takeaways

3

Sports tourism must be designed

around destinations



Key Takeaways

4

Data and market intelligence

are becoming indispensable



Key Takeaways

5

Sports organizations themselves are becoming **tourism actors**



Key Takeaways

6

Communities must be **at the centre**



Key Takeaways

7

Sports tourism requires

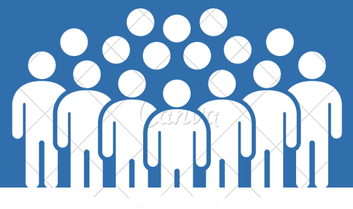
long-term vision and **collaboration**



The Congress in Numbers

Participants

500+



Speakers

60



Panels

17



What comes next?

- Post-Congress report
- Follow-up with Member States and Affiliate Members
- Knowledge, recommendations, and practical examples
- **Towards the 5th edition of the World Sports Tourism Congress**



Thank you:

- Government of Mexico / SECTUR
- Mexico City
- CONCANACO SERVYTUR México
- ASETUR and Mexican states
- Speakers, moderators, partners and Affiliate Members
- UN Tourism team
- Participants



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GOBIERNO DE LA CIUDAD DE MÉXICO

SECRETARÍA DE TURISMO

FONDO MIXTO DE PROMOCIÓN TURÍSTICA

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