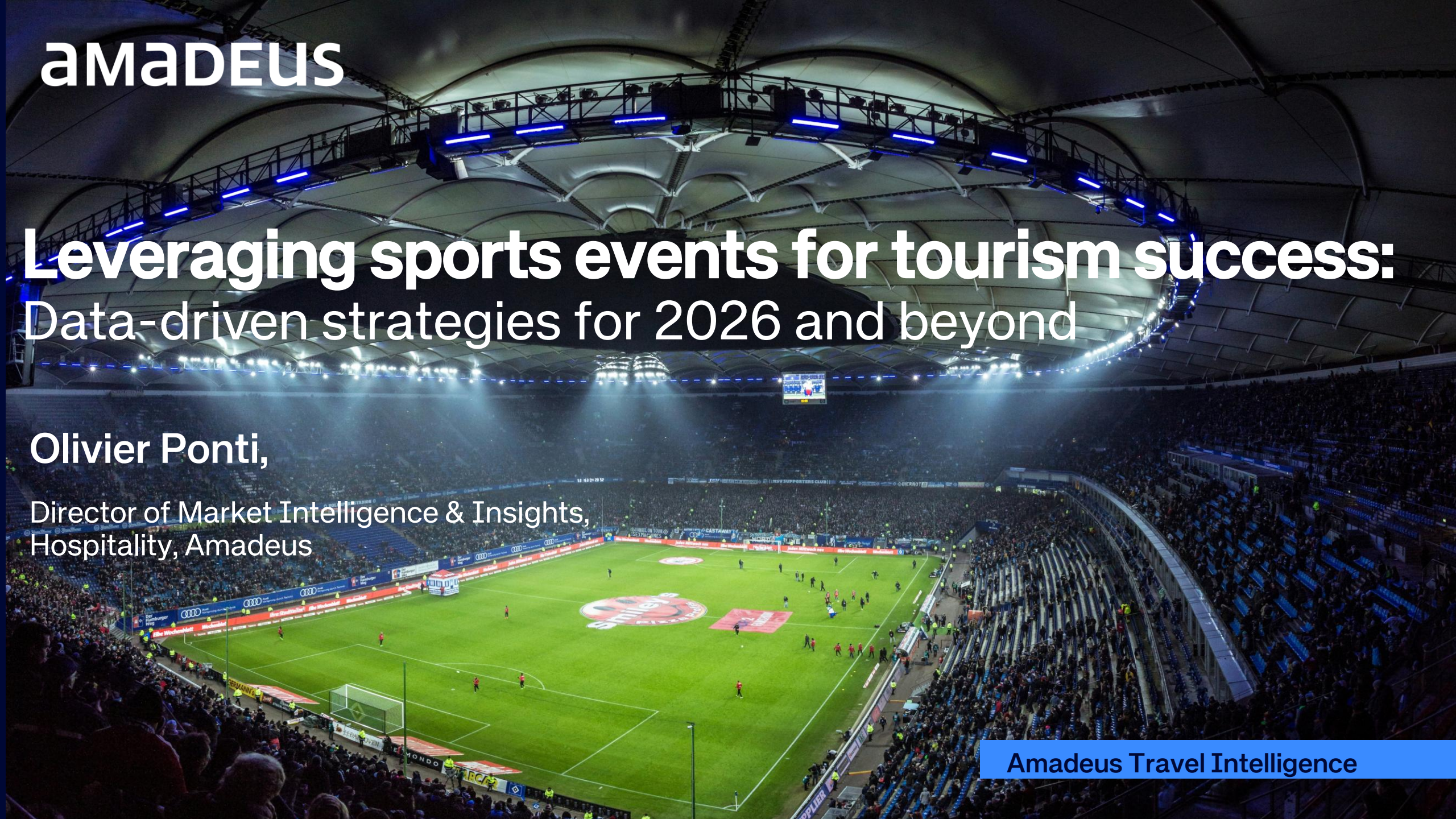
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Leveraging sports events for tourism success:

Data-driven strategies for 2026 and beyond

Olivier Ponti,

Director of Market Intelligence & Insights, Hospitality, Amadeus



Amadeus Travel Intelligence

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Amadeus data captures and reflects the entire traveler journey



SUPPLY

Schedules	Searching	Booking	Arriving	Staying	Departing	Outlook
Seat Capacity	Flight Searches	Flight Bookings Data + Total Air Market				Forward-Looking Capacity

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Amadeus data captures and reflects the entire traveler journey



DEMAND

Schedules	Searching	Booking	Arriving	Staying	Departing	Outlook
Seat Capacity	Flight Searches	Flight Bookings Data + Total Air Market				Forward-Looking Capacity

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Amadeus data captures and reflects the entire traveler journey



OUTLOOK

Schedules	Searching	Booking	Arriving	Staying	Departing	Outlook
Seat Capacity	Flight Searches	Flight Bookings Data + Total Air Market				Forward-Looking Capacity

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FIFA World Cup



Fan communities drive tourism in Mexico city during the World Cup

International arrivals to Mexico City between 8 June and 19 July 2026; vs previous year

Top performing Origin Countries	Var vs previous year	National team played in Mexico?
South Africa	+356%	✓
Ecuador	+102%	✓
United Kingdom	+58%	✓
Australia	+51%	
India	+30%	
South Korea	+15%	✓
Japan	+12%	✓
Netherlands	+8%	✓
Germany	+7%	
Colombia	+6%	✓



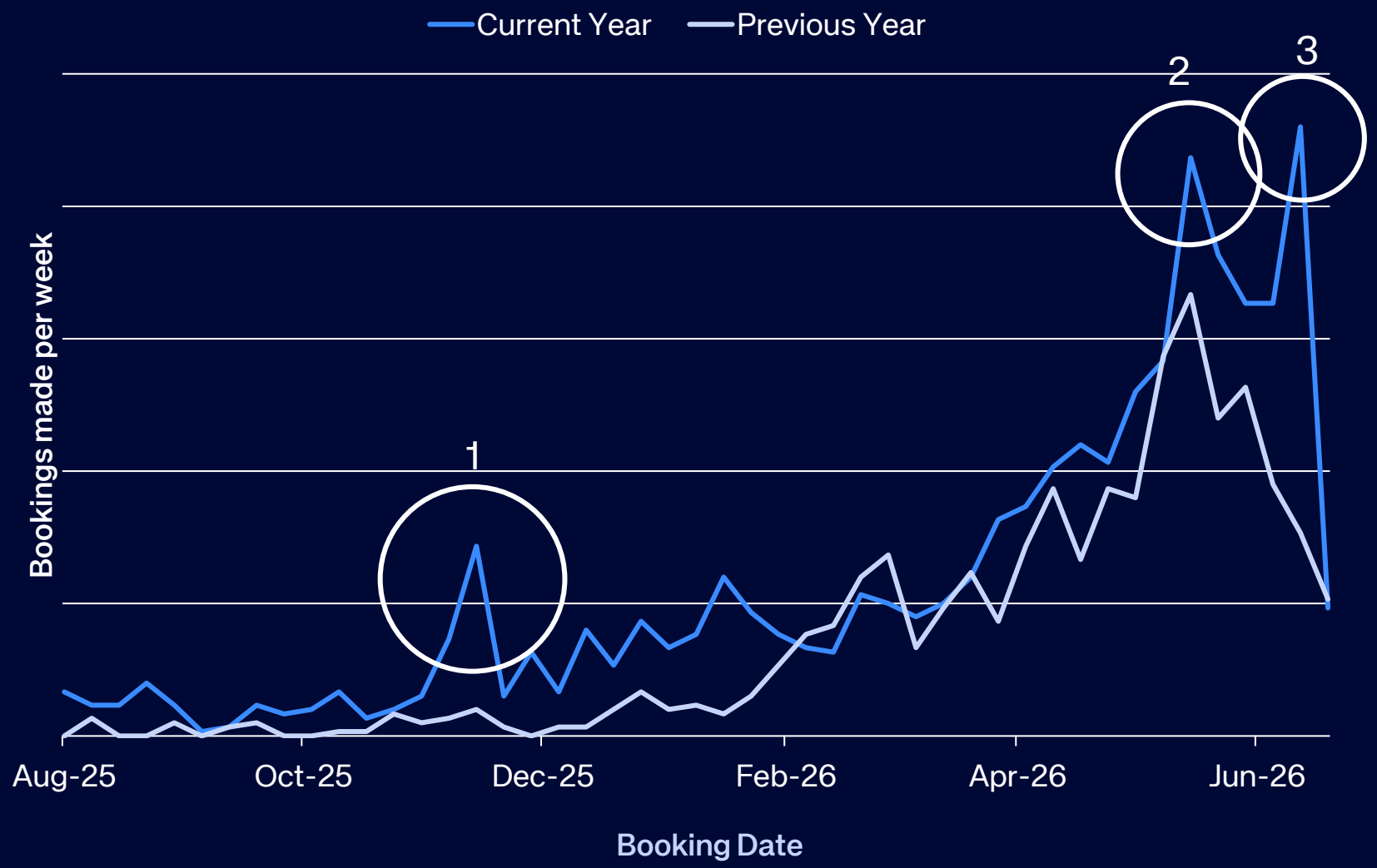
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Considering origin markets that represent more than 0.5% share

Source: Amadeus Air Visitors

UK demand for Mexico City accelerated as England's World Cup path unfolded

Tourist bookings from the United Kingdom for arrivals during the World Cup to Mexico City; vs previous year



1
Nov 2025: First FIFA ticket purchase window coincide with UK booking spike

2
Jun 2026: England progress from group stage

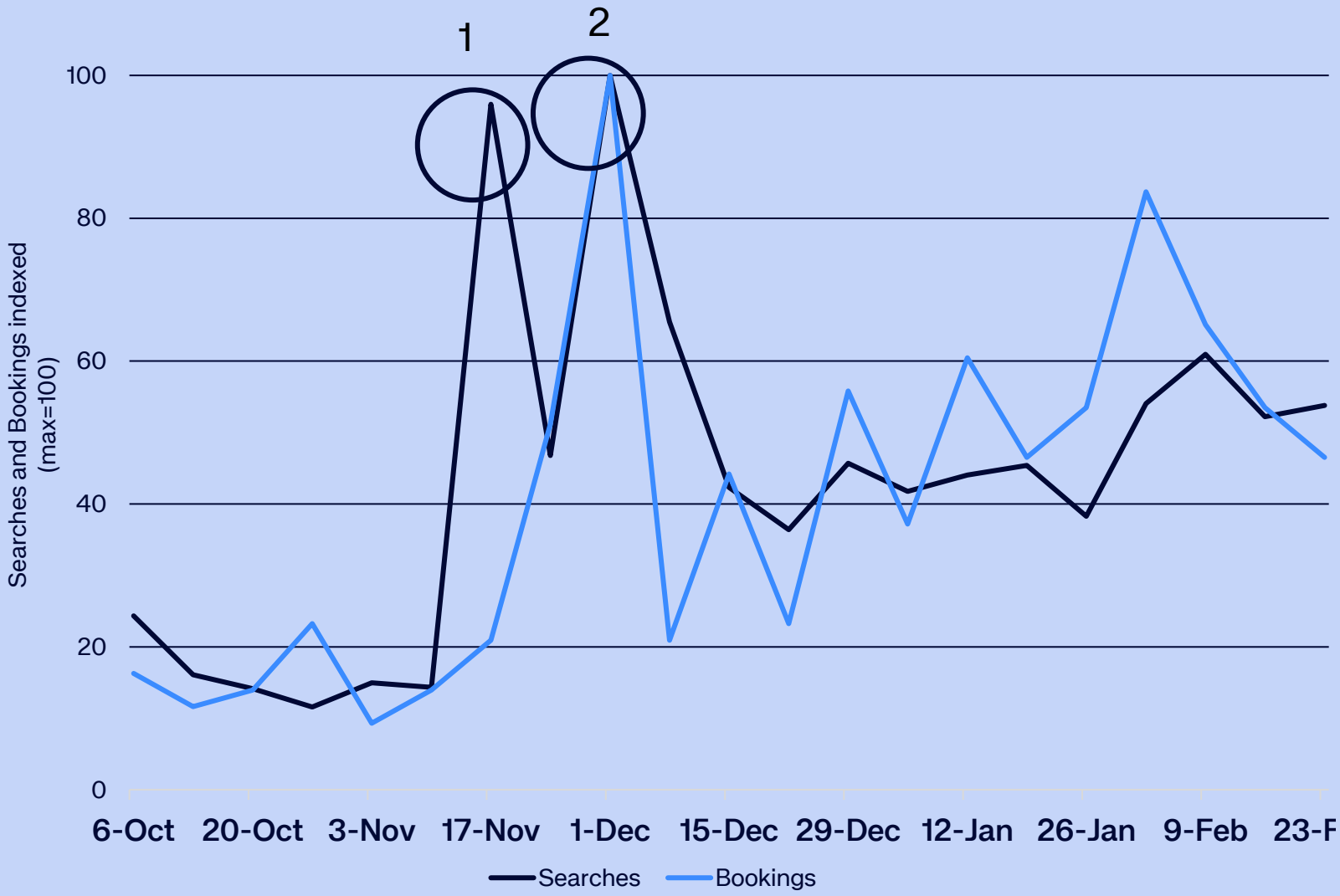
3
July 2026: England beat DR Congo to setup Mexico last 16 tie

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Source: Amadeus Air Visitors

Flight search activity provided an early indication of World Cup travel demand

Flight Searches and Tourist bookings from the United Kingdom for arrivals during the World Cup to Mexico City; vs previous year



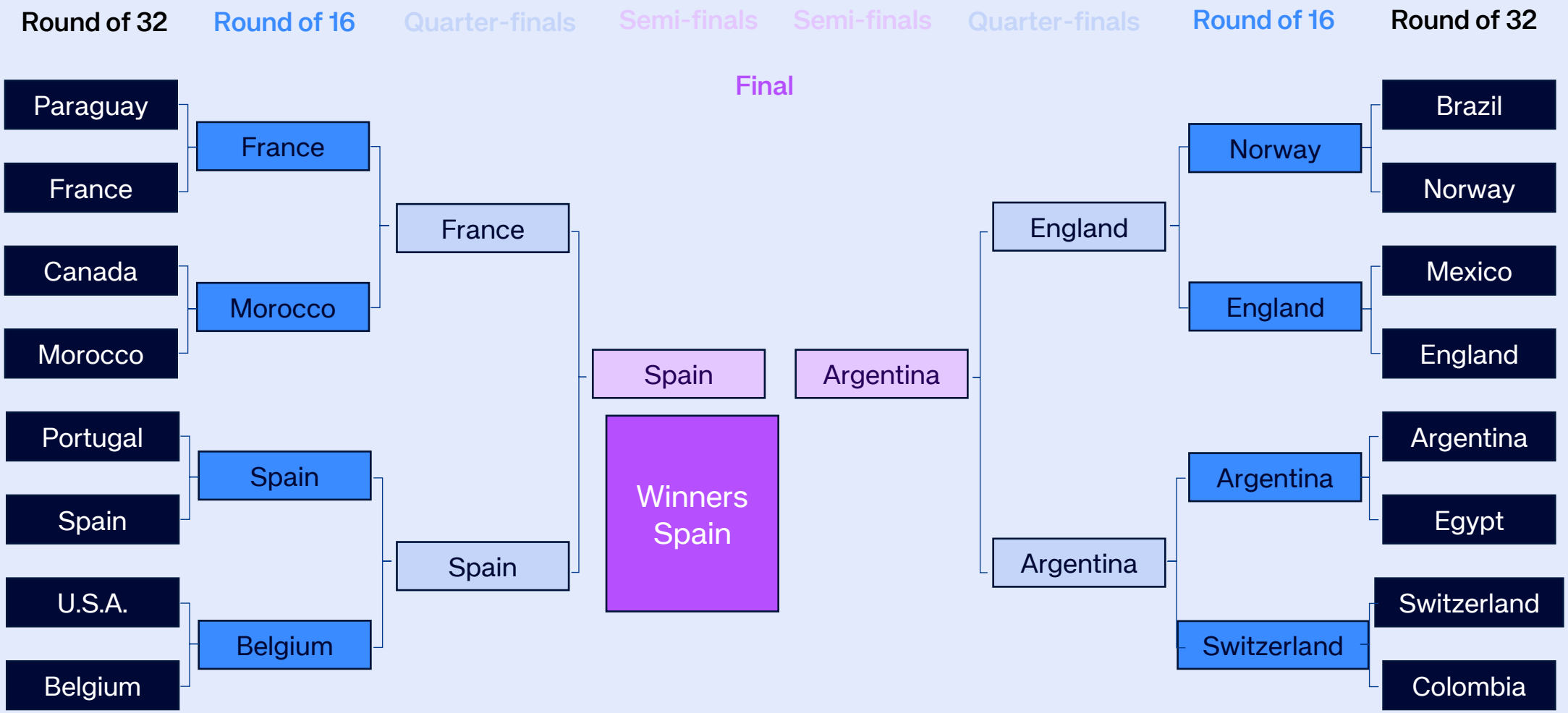
1
Flight Searches surge two weeks before bookings accelerate

2
Match ticket sales trigger a sharp increase in both searches and bookings

Source: Amadeus Flight Searches and Air Visitors

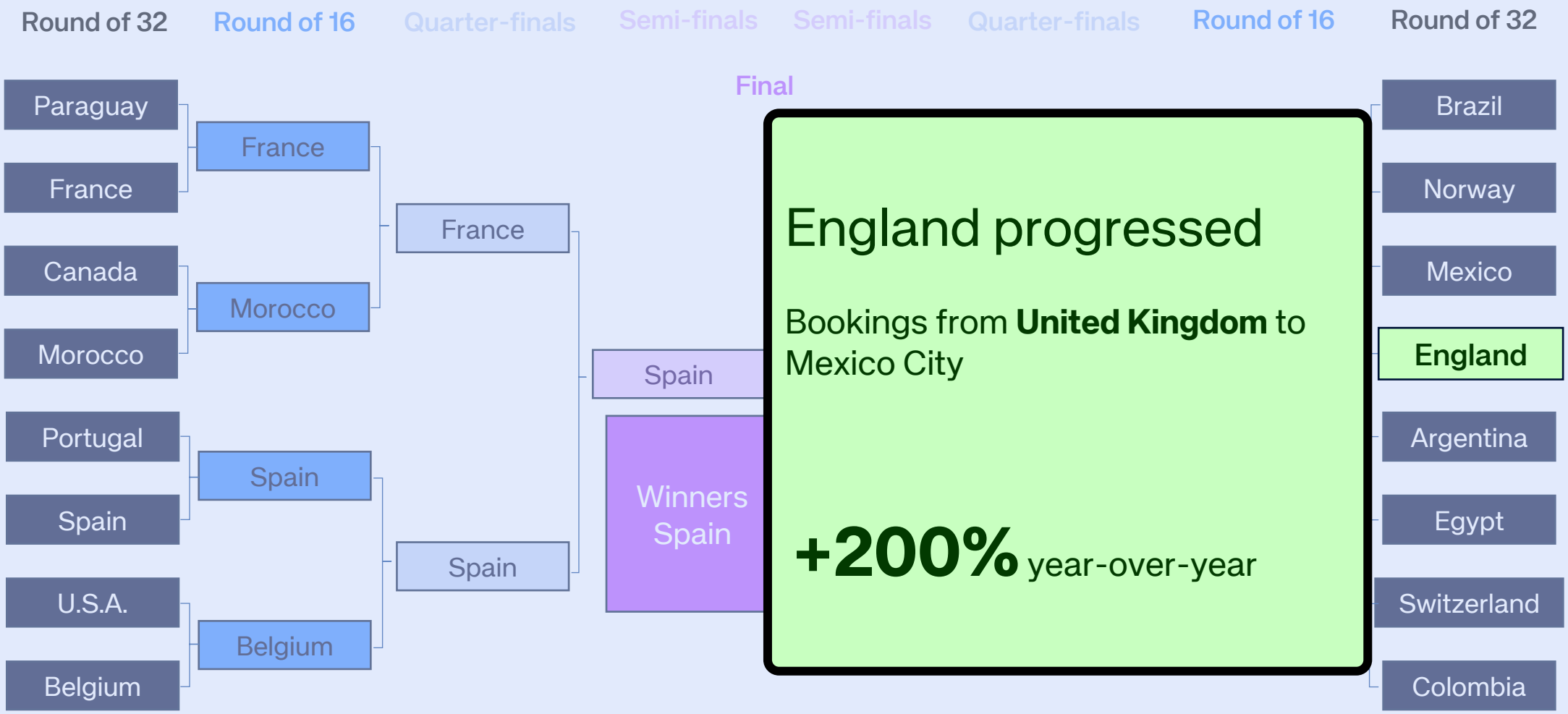
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World Cup Knockout Journey



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World Cup Knockout Journey



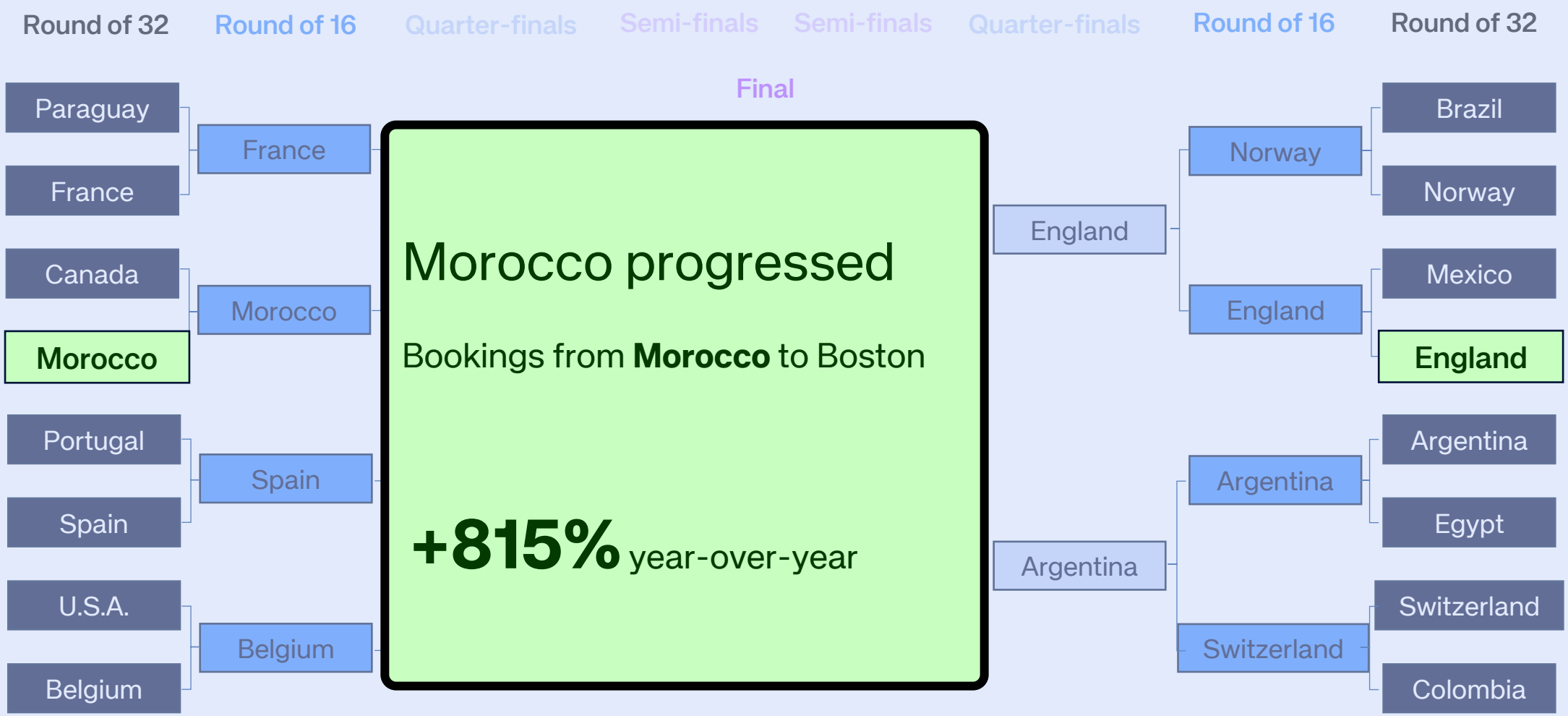
England progressed

Bookings from **United Kingdom** to Mexico City

+200% year-over-year

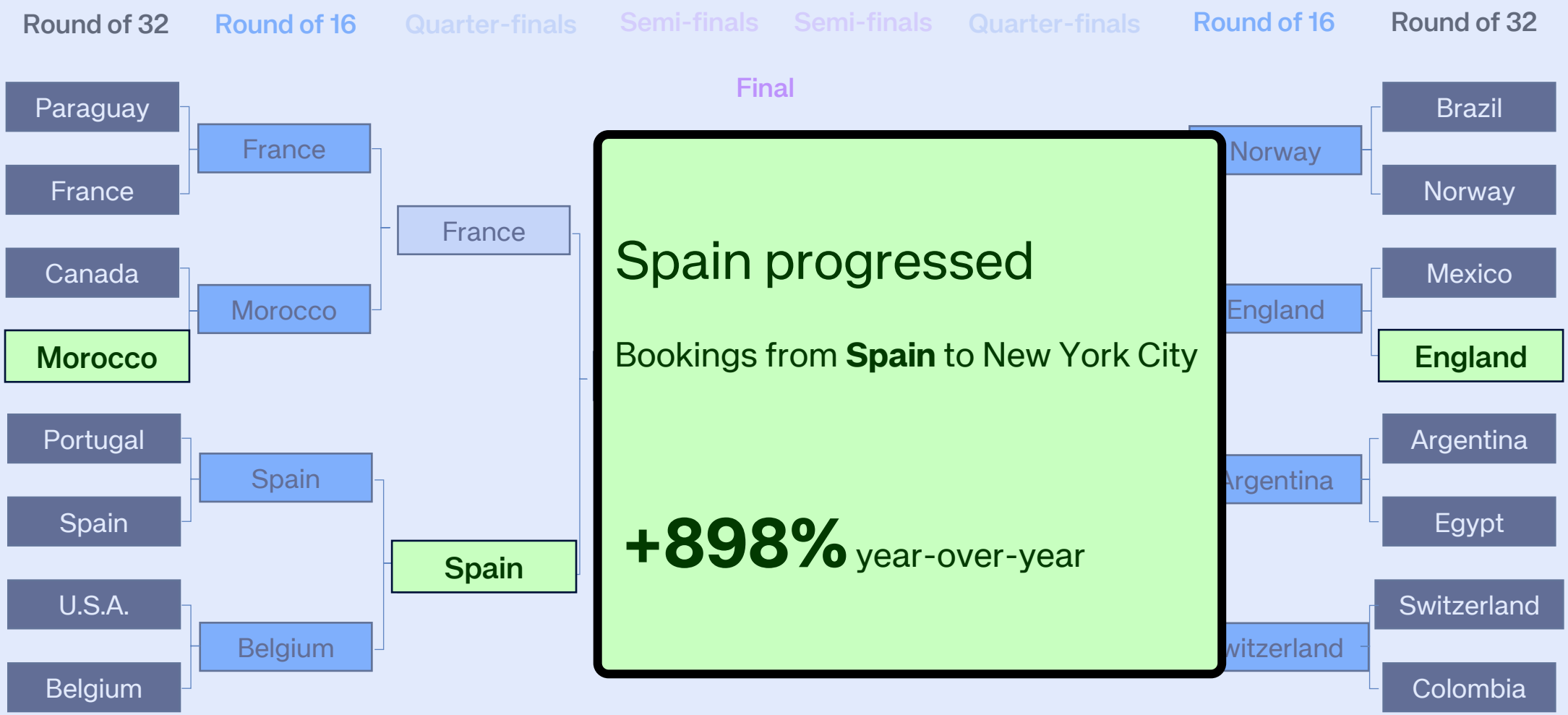
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World Cup Knockout Journey



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FIFA World Cup



Key Learning

Sport events spark travel demand.

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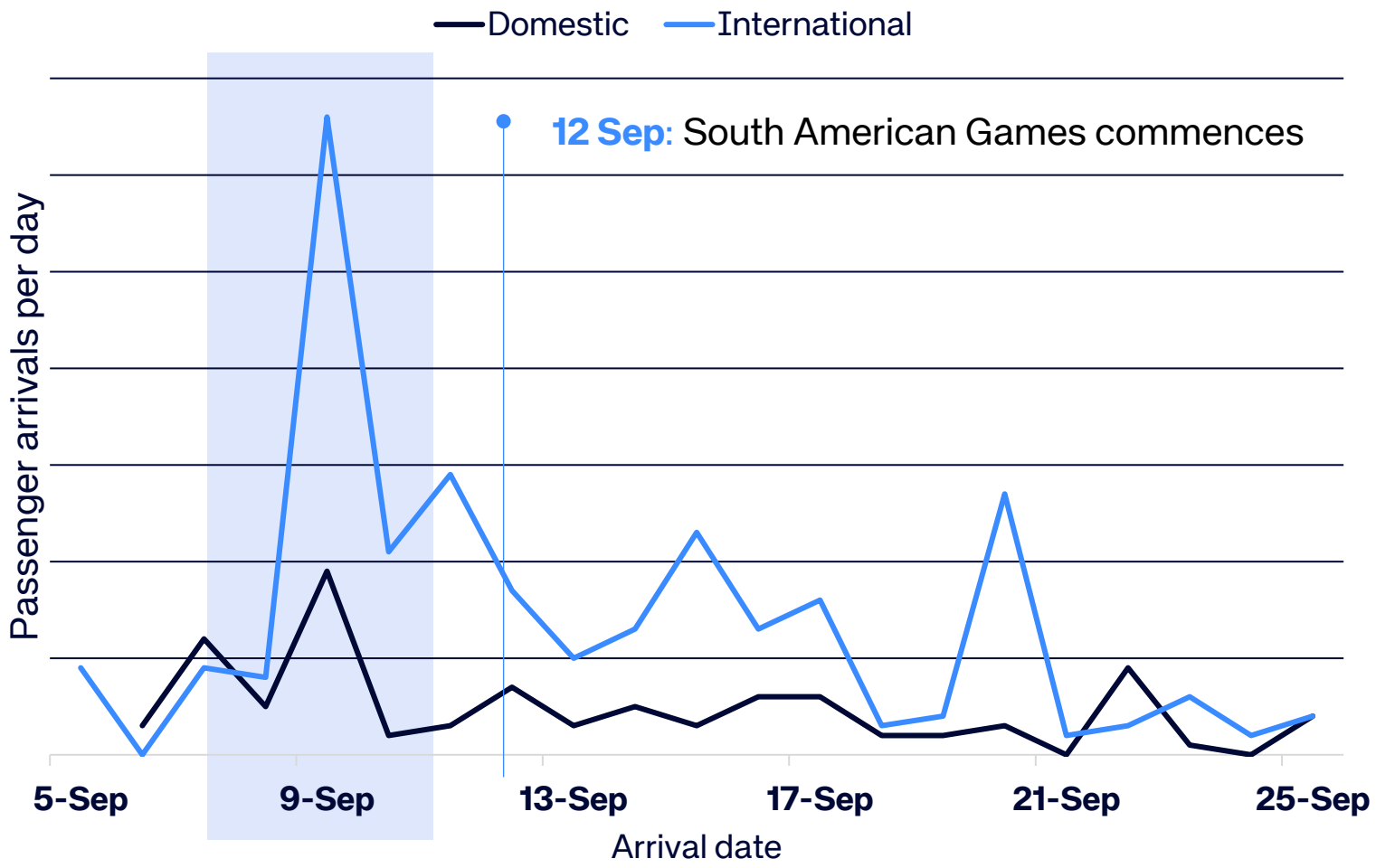
South American Games

12-26 September 2026
Santa Fe, Argentina



Increased tourism volumes expected in Rosario for the South American Games

Tourist arrivals to Rosario between 5 and 26 Sep 2026, with bookings as of 5 August; vs previous year



Sporting events can attract tourists to arrive early and stay longer

Long stay arrivals (14+ nights) between 7-10 Sep represent 47% of all bookings, up from just 9% in the previous year

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Source: Amadeus Air Visitors

South American Games



Key Learning

pre- and post-stays stretch the economic impact well beyond match day.

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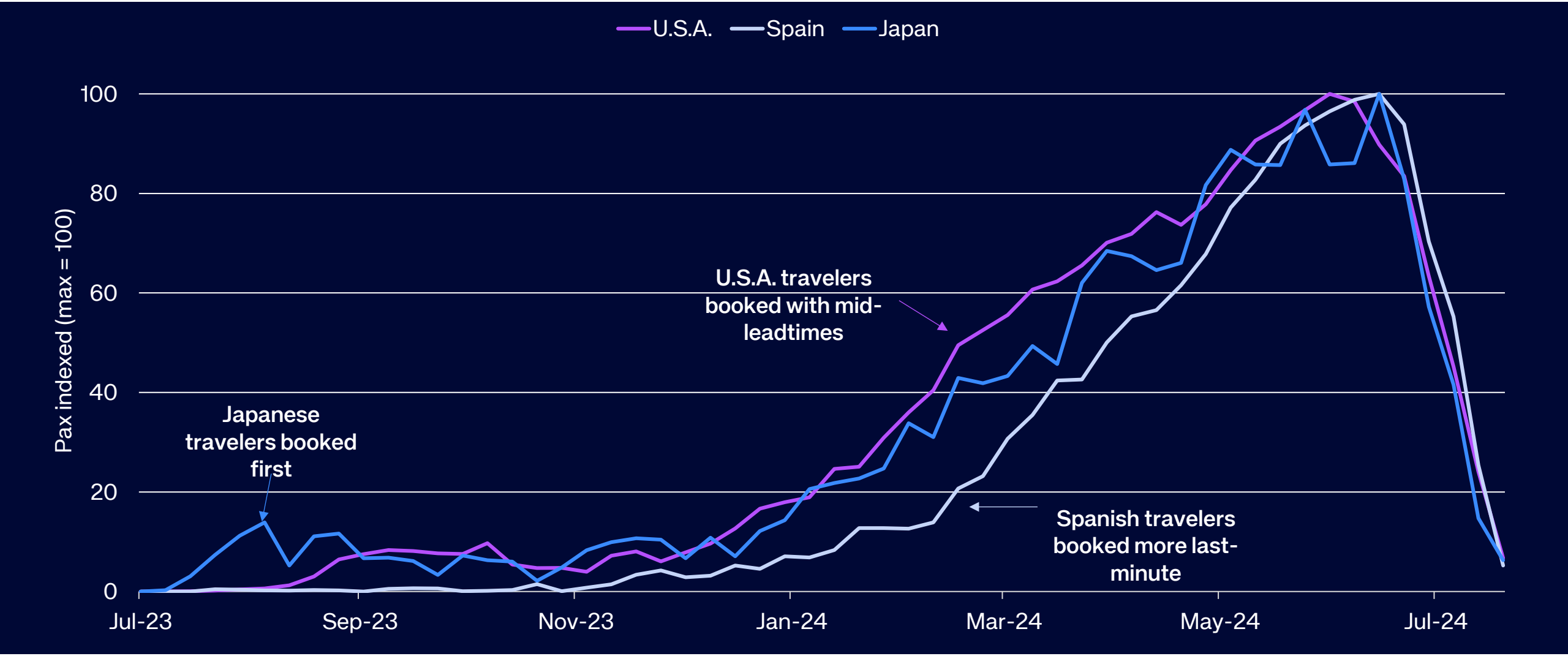
Sporting Events

OLYMPICS 2024



Identifying key booking moments from key trip origins

Bookings made to Paris for travel during the Olympic games, from the top trip origins



Source: Amadeus Arrivals and Stays

Air Fares: Regional trip origins saw large price hikes

Average economy fares in 2024 for air travel to Paris during the Olympic period, from key trip origins; vs previous year



Spain

$272

+11%
vs previous year



United Kingdom

$251

+23%
vs previous year

$46↑
increase in economy air fares on average



Italy

$247

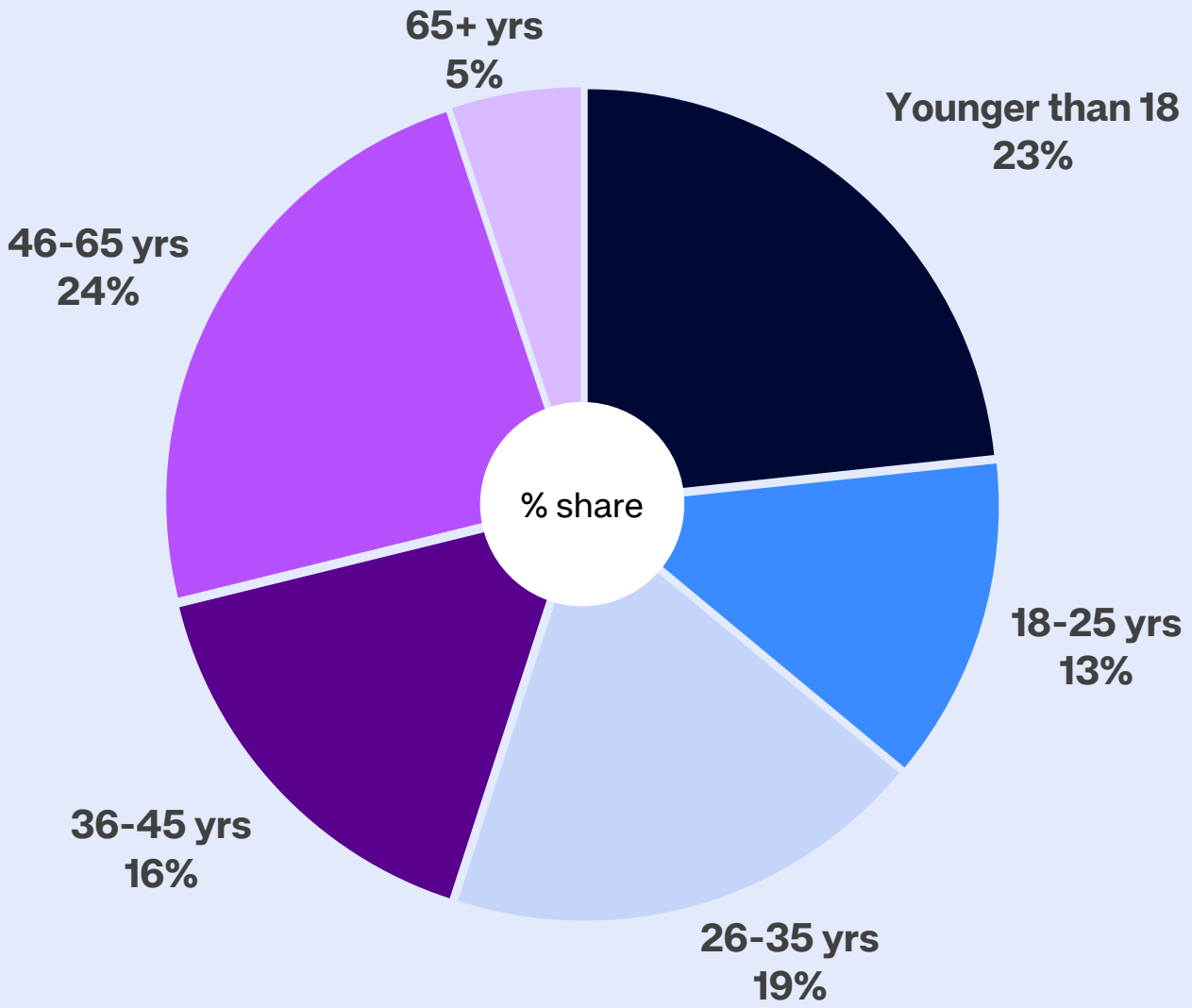
+5%
vs previous year

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Source: Amadeus Air Fares

Traveler ages to Paris during the Games: Young profiles dominate

Average Age of air travelers arriving to Paris during the Olympics games 2024

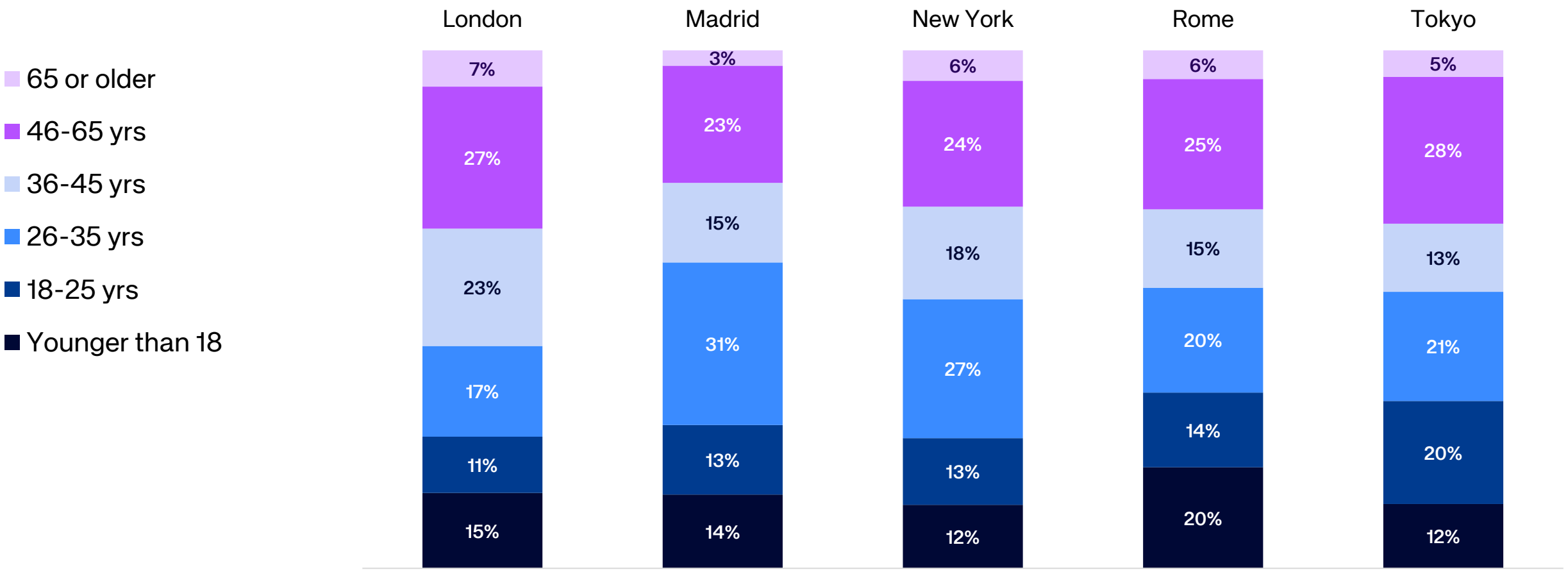


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Source: Navigator360

Age breakdown of travelers to Paris during the Games: A closer look at key markets

Average Age of air travelers arriving to Paris during the Olympics games 2024



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Source: Navigator360

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Sporting Events

OLYMPICS 2024



Key Learning

Adjust pricing strategies
based on anticipated demand



Sporting Events

Formula 1



2017

Liberty Media completed its acquisition of Formula 1



2019

Netflix series ‘Drive to Survive’ was fired aired in 2019



2021

Zandvoort was included on the race calendar since 2021 as the Dutch Grand Prix

2018

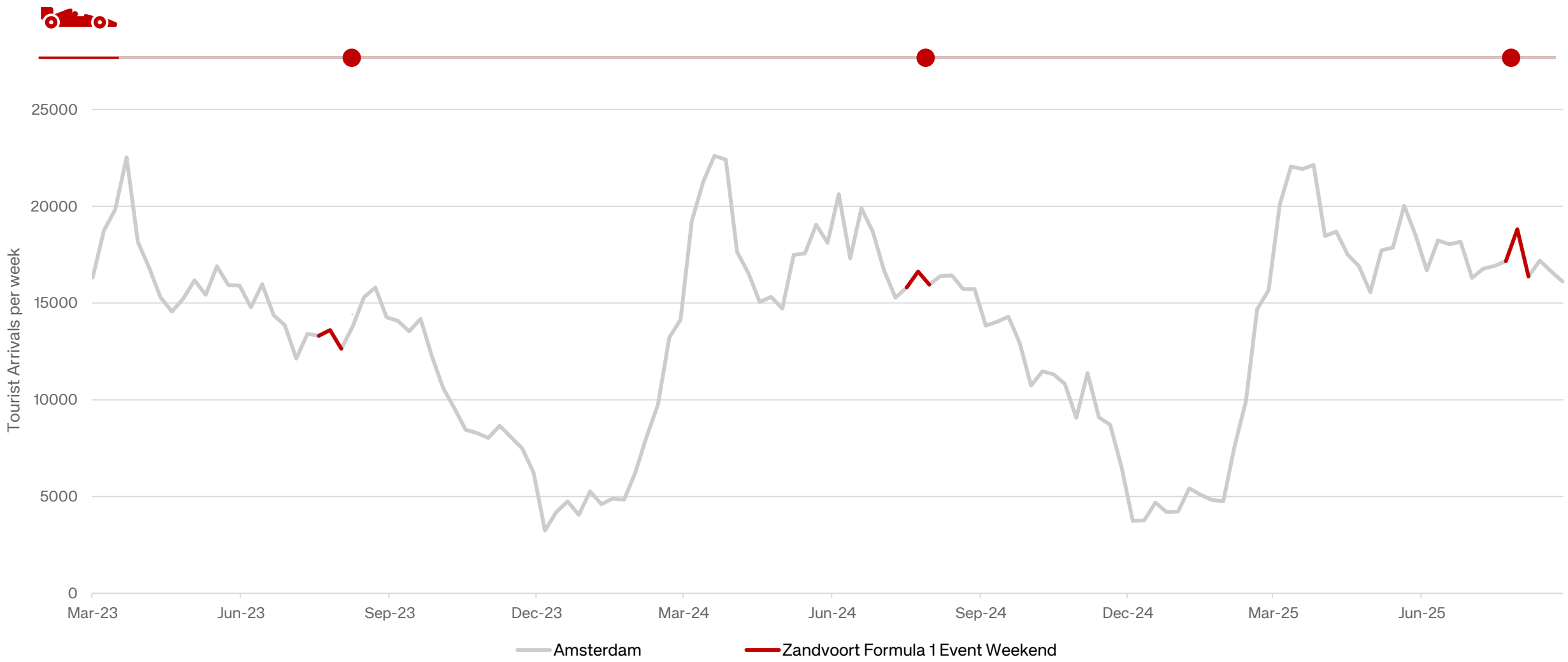
2020

...So, let’s take a look at the increase in demand from the U.S.A...

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US appetite for Formula 1 increases after Liberty Media takeover

International tourist arrivals to Amsterdam from the U.S.A. between April 2022 and September 2025



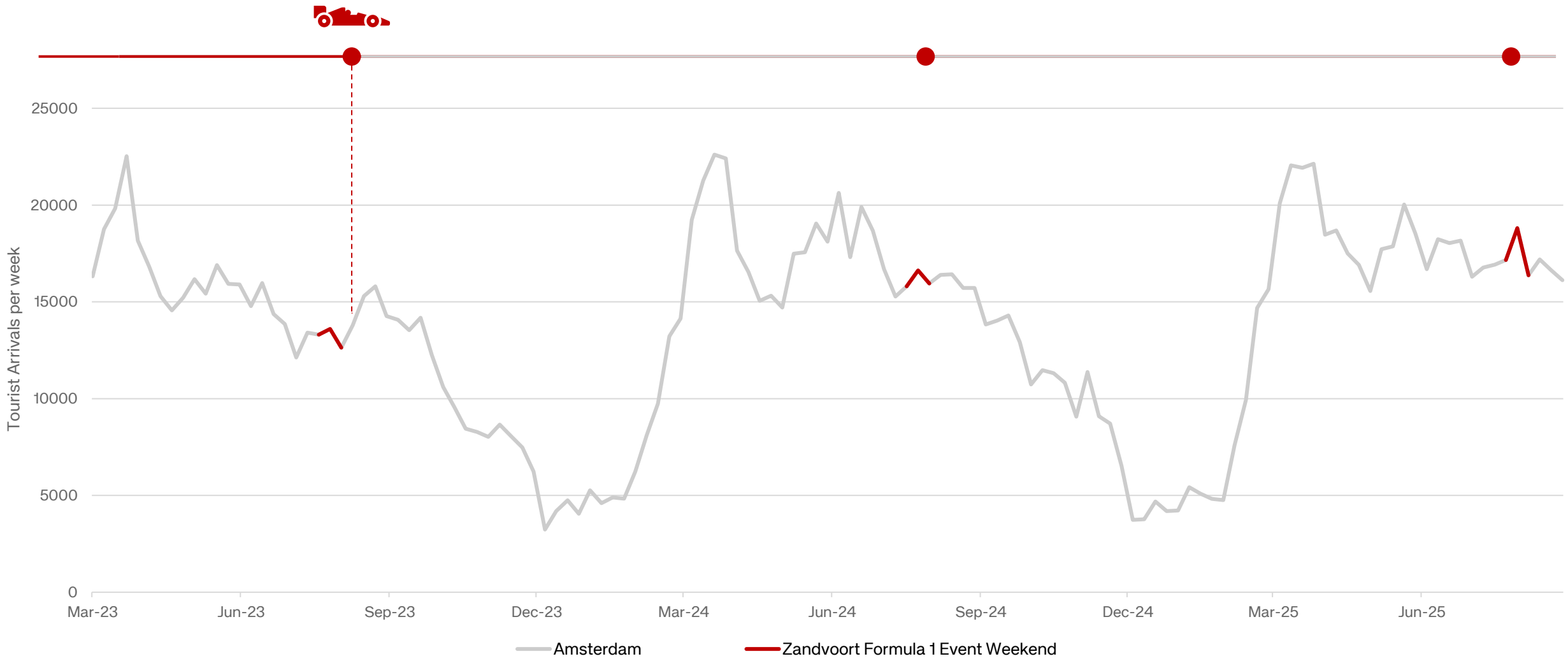
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Source: Amadeus Arrivals and Stays

US appetite for Formula 1 increases after Liberty Media takeover

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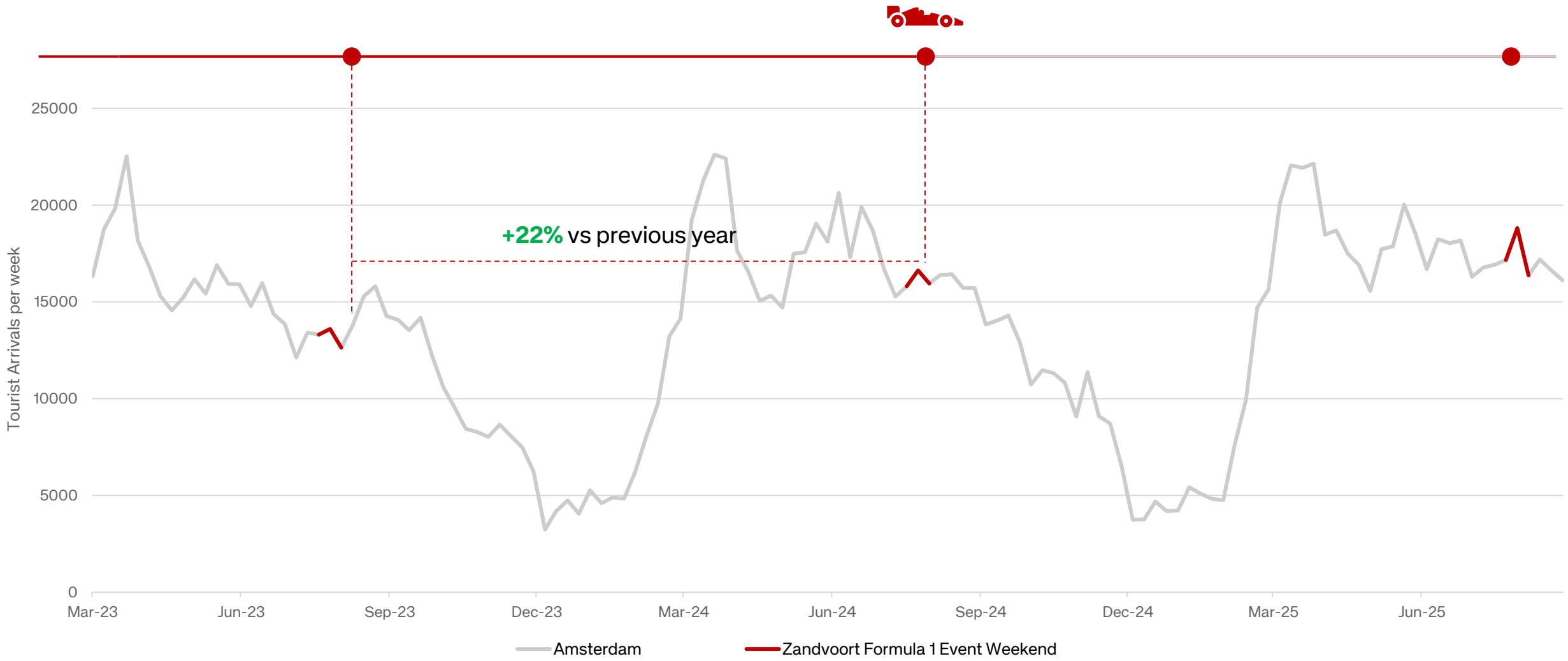
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Source: Amadeus Arrivals and Stays

Which U.S.A. trip origins show the strongest demand for F1?

International tourist arrivals to Amsterdam from the U.S.A. in the week of 25 Aug; vs comparative race weekend in the previous year

Top U.S.A. Trip Origins	Tourist Arrivals 2025 (% share of total)	% difference vs previous year
New York	14.3%	+28%
Boston	8.3%	+14%
Minneapolis	6.8%	+11%
Atlanta	6.4%	+2%
Chicago	6.3%	+19%
Total Amsterdam	**100%**	**+13%**

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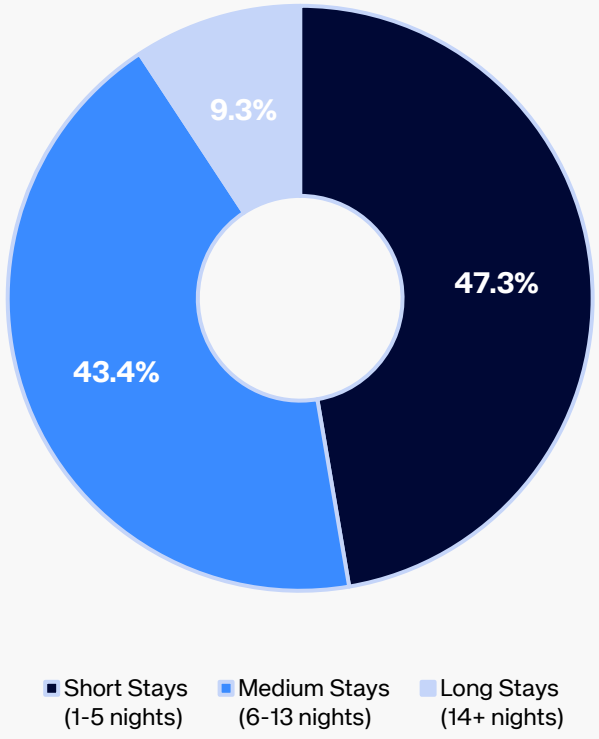
Source: Amadeus Arrivals and Stays

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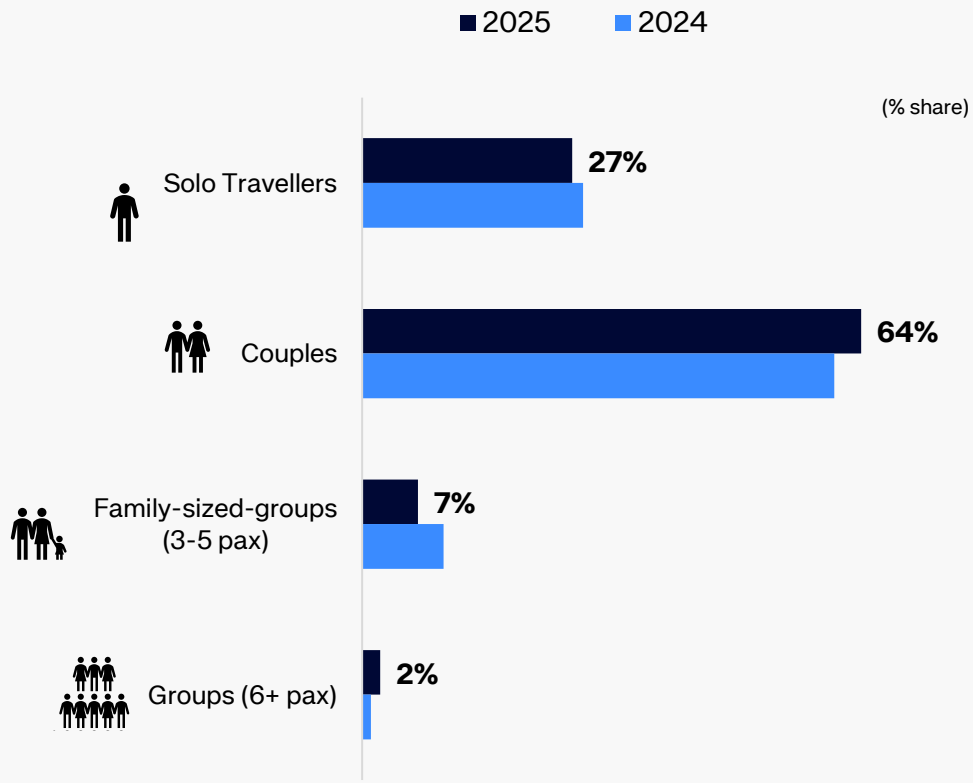
Which traveler profiles show the strongest demand for F1?

International tourist arrivals to Amsterdam from the U.S.A. in the week of 25 Aug; vs comparative race weekend in the previous year

Short Stays dominate



Couples increase vs previous year



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Source: Amadeus Arrivals and Stays & Air Visitors

Sporting Events

Formula 1



Key Learning

Global events can unlock demand from niche, high-value segments

Takeaways

1. Sport events spark travel demand, and pre- and post-stays stretch the economic impact well beyond match day.
2. Every event draws a different visitor. Destinations should chase the ones that fit their strategy.
3. Returns go to those who see travel flows coming, not those who react to them.
4. Data-led marketing wins the right travelers, at the right moment.



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Thank you!

Olivier Ponti

Director of Market Intelligence & Insights

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