SPORTS TOURISM

A RACE WITHOUT LIMITS

SPORTS TOURISM

The blend between tourism and sport, be it to practice sport or to enjoy a sporting event

ADVANTAGEOUS BLEND

- Diversifies the city's touristic offer
- Enriches the industry and the territory
- Deseasonalizes tourism
- Promotes discovery of the territory

- Active (participant) or passive (spectator)
- Sporadic or programmed
- Indoors or in nature
- Recreational or competitive

Competitive sports tourism

Systematic participation in physical activity

ACTIVE

- Participation in competitions
- Informal competitions and training campus

PASSIVE (CONSUMER)

- Attending a match, competition or training session as a spectator
- Visits to emblematic places of sport interest

Recreational sports tourism

Individual physical activity, out with federative structures

- Encountering new spaces (walking, cycling, horse riding) or sensations (adventure sport)
- Social interaction (family activities)
- Individual or collective training (team building, courses...)

BARCELONA, SPORTS TOURISM DESTINATION

THE FIGURES

- **7th** WORLD'S CITY MOST ASSOCIATED WITH SPORT
- **1,982** COMPANIES RELATED TO THIS SECTOR
- **151** STRICTLY SPORT RELATED

KEY SECTORS

- Events (consulting, competition teams, event-based services...) **43** COMPANIES (28% IN THE CITY)
- Sports tourism **13** COMPANIES (72% IN BMA)

WHAT IS NEEDED

360º, multi-disciplined profiles combining sports and tourism knowledge

- Passion for sports
- Knowledge of various languages
- Experience generators using new technologies
- People with specialized training

OPPORTUNITIES

- Sports management (management of sporting entities or events)
- Consulting (internationalization and innovation)
- UX Sport (user experience generation)
- Technicians specialized in physical activity
- Marketing and communication
- Hybrid profiles with sports knowledge

AREAS

- Consulting
- Hotel and hospitality
- Specialized travel agencies
- Medicine and physiotherapy
- Nutrition and dietetics
- Physical activity
- Event organization
- Technology (connectivity)

TRENDS

- Adapted sport
- Women's sport
- Sport in nature
- High performance campus
- Product quality and sustainability stamp

SO NOW WHAT?

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LINK UP

Barcelona Activa

Ajuntament de Barcelona