The World Tourism Organization and the Government of the Republic of Croatia, through its Ministry of Tourism and Sport, are organizing the 2nd World Sports Tourism Congress on 26-27 April 2023. This Congress represents a unique opportunity for experts from across the growing field of sports tourism to share new ideas and best practices.

Held under the theme ‘Tourism & Sports United for Sustainability’, the Congress will serve as framework to deepen the study of sports tourism, a segment with enormous potential and one of the fastest-growing trends, as well as to draw up insights and conclusions that may generate innovative ideas and inspire destinations.

The Congress will address several key aspects such as sports tourism’s economic impact, its contribution to the SDGs from the environmental, social, and economic perspectives, as well as the keys to promote a destination through hosting sports events, sponsorships and bidding procedures. It will feature speakers from all over the world and from different segments of sports tourism representing a wide range of organizations at the national and international levels.
25 April 2023

*Ventus Hall*

10:00 - 10:30  
**Welcome and Opening Ceremony**

10:30 - 12:30  
**High-Level Roundtable:**  
*United for Sustainable Tourism*

Good governance is key when it comes to using sports as a driver for the development of a tourism destination. This panel will analyse the key success factors in terms of governance to take full advantage of Sports Tourism’s potential from a country-wide destination’s perspective.

13:00 - 14:30  
**Lunch**

15:00 - 16:15  
**Panel on Economic Sustainability:**  
*Measuring the impact of hosting sports events*

Sports events are a catalyst for the economic development of tourism destinations, as they generate benefits for all the sectors in the tourism value chain. This panel will focus on the key areas to take into account in order to leverage this opportunity, along with showcasing tangible examples of how to measure the economic impact of hosting sports events.

16:15 - 17:30  
**Sports events as a key driver for destination marketing & promotion**

Sport events are increasingly being used as marketing tools to promote and position destinations and strengthen their international image. The purpose of this panel is to analyse how sport events contribute to a city or a country’s marketing and branding strategies and to identify the key elements to leverage their great potential.

17:30 - 19:00  
**Sport Activities**

20:00 - 22:00  
**Dinner**

26 April 2023

*Glass Hall*

14:30 - 15:45  
**Sponsorships and commercialization in sports**

Sport sponsorships and commercialization have greatly evolved in the past decades and will continue to do so as new technologies come to the horizon. Digital advancements and the social media expansion have brought new possibilities for brands to increase their visibility and strengthen their sponsorship and branding scopes. This panel will analyse these changing trends and key elements to maximize the potential of this growing field.

16:15 - 17:30  
**Best practices for DMOs to attract sports events**

Some destinations have managed to excel in the art of hosting events and have become successful bidders for a wide range of events. Likewise, hosting events with international or targeted exposure to fans of a specific sport has become a key component of their brand as destinations. This panel will serve to discuss how some destinations have walked this path.
Sports and health tourism are emerging as key components of the tourism supply. Major tourism destinations are developing tourism products revolving around sports and wellbeing. Furthermore, athletes increasingly look for destinations at the forefront when it comes to rehabilitation and recovery facilities, including those with accessibility needs. This panel will discuss the growing synergies between sports and health within tourism as well as how to adapt sports and rehabilitation facilities to the needs of persons with disabilities.

Sport Tourism must be developed in a way that ensures the preservation of natural resources and biodiversity, and all stakeholders should implement strategies and actions to minimize the CO2 emissions and environmental footprint. This panel will analyse the main challenges to mitigate the potential negative impacts of sports tourism related activities, as well as identifying solutions and best practices to address them.