



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Approach: focus on sustainability

“Tourism & Sports United for Sustainability”

Economic

Social

Environmental



Multiple perspectives

Bringing the perspectives of the whole Sports Tourism ecosystem

Governments

Local administration and destinations

Tourism private sector

- Investors
- Accommodation sector
- Travel agencies
- Transportation

Sports Industry (public and private)

- International and national federations
- Sports right-holders
- Clubs and athletes

Academia

Health, medical and wellness



Key topics addressed

- **Specific challenges** - at global, regional, national and local level
- **Structural changes** produced in the industry and in the consumer: turning point
- **Elaboration of strategies** to unlock the potential of Sports Tourism : key aspects
- **Opportunities** for the Tourism sector and the Sports Industry to jointly advance as national political priority
- **Tangible benefits** for destinations as a result of developing Sport Tourism



Key elements for strategic planning and coordination

The development of Sports Tourism requires:

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 - Clear and coherent **strategy and action plan**
 - Cooperation between portfolios responsables for Tourism and Sports areas
 - **Coordination and collaboration mechanisms** between governmental and public structures with destinations, sports associations and the private sector



Positive impact across the tourism value chain

Sports tourism generates stimulates the entire tourism value chain. To maximize the spill over effect, destinations should:

- **Measure direct and indirect spending associated with Sports Tourism in general and in large sports events particularly**
- **Analyse “Sport Tourists” consumption patterns**
- **Better assess and quantify the benefits in terms of “exposure”, visibility and brand reinforcement**



Specialization within Sports Tourism

To leverage existing conditions and features of a destination, it would be advisable for them to specialize in:

- A specific **type of sports** or activity (Ex: skiing, golf, F1, climbing or ice hockey)
- A specific type of sports event (Ex: large, medium or amateur)

A specialization-based strategic planning allows destinations to **optimize their marketing efforts**, and also to efficiently improve infrastructure and services to this end

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Sports events as a powerful marketing tool

Sports events can offer exposure to international audiences (the big sports events) and brand visibility to specific sport fans.

For destinations it is important to:

- Develop a **comprehensive marketing strategy** that integrates sports event, in aligned with the destination's overall brand and image
- **Measure return of investment** in terms of economic impact, as well as brand exposure and future effects on tourist flows

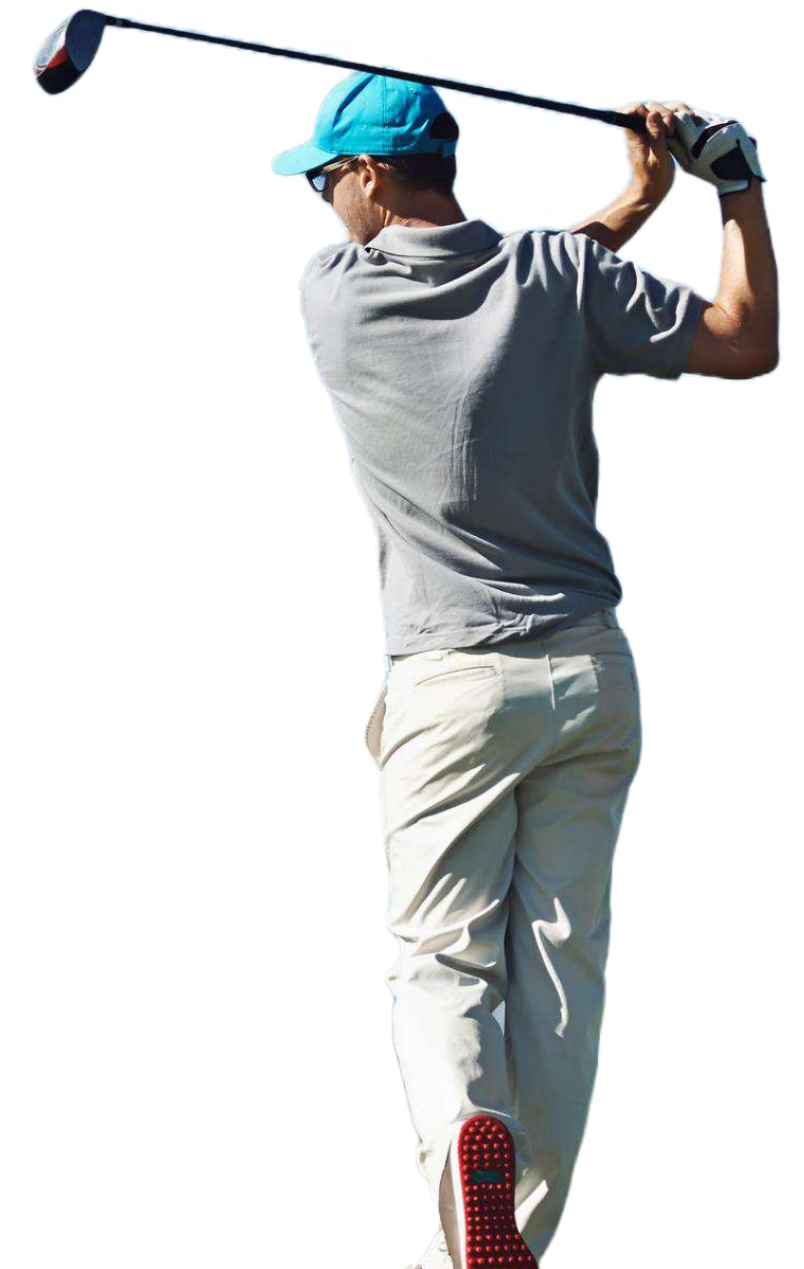


Professionalization of sports sponsorship activity by DMOs

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Destinations tend to have a double role when sponsoring sports events: *sponsoring brand* and “*host*”. To take full advantage of both components destinations should:

- Develop in-house expertise and capacity to efficiently work as brands
- Have specialized structures (like “Sports Office/Bureau”) and/or personnel for a streamlined coordination with event organizers



Community engagement and community-oriented legacy

Sports events generates **positive impact on the community health and lifestyle**, by for example:



- Encouraging the practice of sports and healthy activities and habits
- Featuring professional athletes to raise awareness about sport practice

To achieve this, for the destinations it is important to:

- Elaborating a comprehensive **strategy for community engagement**
- Planning for a **lasting legacy for the community**



The interplay between Sports Tourism, Society and the Environment

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- Sustainable sports tourism entails **reducing and off-setting the carbon footprint** (recycling, use of clean energies, public transportation or engagement framework for organizers, hosts, sponsors and travellers).
 - A **supportive and engaged local community**, feeling identified with the benefits of hosting a sports event, is crucial for the success of the event.

These two factors are gaining importance to win bids for sports events.

Croatia as a leading example in Sports Tourism

- Croatia has successfully promoted sports among its society
- Investments done in developing sports infrastructure
- Experience in hosting international sports events
- Strategic approach: National Sports Program 2019 – 2026
- World-class Croatian athletes and players committed to promoting their country
- Outstanding work by Ministry of Tourism and Sport and the Croatian National Tourist Board in developing and promoting *Sports Tourism*
- Enriching host's contribution through outstanding Croatian speakers, personalities and specialists



Sports Tourism on the UNWTO agenda 2023-2025

- Elaboration of a **Handbook** including cases of best practices from Affiliate Members destinations and a set of recommendations to help them positioning themselves as more attractive Sports Tourism destinations
- **Workshops and webinars**, addressing Sports Tourism from different perspectives
- **Micro-site** embedded in its webpage for further updates and communications, along with spreading knowledge among the tourism industry
- Incorporating **new valuable Affiliate Members** from the Sports industry
- Creation of an **Working Group on Sports Tourism** within the UNWTO Affiliate Membership





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3rd World Sports Tourism Congress in 2025





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