

WORLD SPORTS TOURISM CONGRESS 2021

MEMORANDUM OF OVERALL RESULTS

WSTC21 centres on sustainability and innovation as opportunities to increase the sports tourism market

- **Narcís Ferrer, director of the Catalan Tourism Agency, presented the list of ten conclusions as a legacy left by the congress**
- **The event closed with successful attendance figures: over 600 people registered in-person and online from a total of 21 countries**

Friday, 26 November 2021 - The World Congress of Sports Tourism, held at the Olympic Conference Centre in Lloret de Mar on 25 and 26 November, ended its first edition at noon. The conclusions were presented by **Narcís Ferrer**, director of the Catalan Tourism Agency. Furthermore, the closing ceremony was attended by **Anna Caula i Paretas**, Secretary General for Sport of the government of Catalonia; **Ion Vilcu**, Director of Affiliate Members of the World Tourism Organization; and **Jaume Dulsat i Rodríguez**, Mayor of Lloret de Mar; where a compilation was made of the main key ideas that were the protagonists of the two days of sessions on tourism and sport.

Narcís Ferrer, director of the Catalan Tourism Agency, presented the list of 10 conclusions as a legacy left by the congress, which includes the following points:

1. Importance of sports tourism in the reactivation of post-pandemic world tourism.

Sports tourism has shown a great capacity to adapt to this new normality. In addition, the importance of outdoor spaces and the need for people to take care of their physical and emotional health was proven during the Congress.

2. Importance of generating greater synergy in the tourism and sports binomial

Inter-institutional commitment and good management were identified as indispensable to achieve successful governance. And this includes governments, entities (both public and private) and institutions of different ranks.

3. Relevance of having inclusion and diversity values in these two sectors.

Diversity and inclusion as a pivotal element of development. The values that sport represents are also projected in the practice of tourism for everyone. The goal of universal accessibility not only makes us fairer but also more competitive.

WORLD SPORTS TOURISM CONGRESS 2021

4. The role of local communities

One of the keys to the success of sports tourism in the future is the need to bring the tourist closer to the local community. Destinations are formed by citizens; therefore everything that is done for sports tourism ends up producing returns in the future of the country and its inhabitants.

5. A more aware sport tourism

During the Congress, thought was given to the fact that sports tourism can help raise tourists' awareness from their individual commitment. Promoting change in the travel culture and achieving a conscious and regenerative tourism represents a great challenge.

6. Trends in the demand for sports tourism

In some sessions of the Congress, the importance of amateur sports tourist was emphasised. New demands require proposals adapted to their experience as sports tourists. New targets were identified, such as the solo traveller, family trips, multi-generational travellers and travellers seeking immersive experiences.

7. Innovation

The World Congress identified innovation as the most important factor of competitiveness for our sport destinations and experiences. Proposals were presented in the field of technology that enhance the experience of athletes and their companions, contributions were made on artificial intelligence and new entities that accelerate change, such as innovation hubs.

8. Sustainability

Sustainability as a challenge. It was a cross-cutting pivotal element throughout the entire Congress. We reflected on integrating major events in the sustainable development strategies of destinations, in tourism consumption habits, in the regeneration of our territories when developing a more aware sports tourism and the opportunities that sport generates in the mitigation of climate change.

9. Trends in sports tourism marketing

Marketing in sports tourism is a complex and varied model due to the diversity of distribution channels and types of companies, and it depends on the orientation towards the end customer or intermediation. The role of technology and digitalisation will mark the change in marketing and distribution strategies in forthcoming years.

10. Research

WORLD SPORTS TOURISM CONGRESS 2021

Research in the field of sports tourism has shown that it is very rich. Eleven research projects were presented at the Congress from universities in countries as diverse as Japan, USA, Ireland, Portugal, Spain, Croatia, Brazil and Polynesia. The main areas of interest were the sustainability of sporting events, technology and new systems of governance.

The event, which stood out for the high number of participants, was organised by the Catalan Tourism Agency of the Ministry of Business and Employment and the World Tourism Organisation (UNWTO), with the collaboration of the Costa Brava Tourist Board and Lloret de Mar Town Council through Lloret Turisme. 600 registered participants followed the congress, 400 in person and 200 online. In total, there were 61 foreign participants from 21 countries, such as the United States, Canada, Argentina, Finland and Switzerland, among others.

DOWNLOAD IMAGES

PRESS CONTACT

Laura Molina
laura.molina@weareboth.com
605 719 275

Jordi Trilla
jordi.trilla@weareboth.com
671 612 807