

**The Sports-Related Travel Market Generates
More Than 47 Million Room Nights Annually.
SPORTSTRAVEL Is Your Key To This Growing Market!**

Circulation Profile

SPORTSTRAVEL magazine is read by more than 16,000 sports industry decision makers who are responsible for site selection for sporting events and travel planning for sports-related groups. These include the key decision makers at the following organizations:

- Sports Governing Bodies and Sanctioning Organizations
- Sports Event Promoters and Managers
- Entertainment & Sports Event Booking Agents
- Corporate Sponsors of Sports
- College Athletic Departments
- Sports-Related Associations & Alumni Groups
- Professional Teams and Leagues
- Sports Marketing Firms
- Corporate Incentive Travel Planners
- Travel Agencies Specializing in the Sports Market

Reader Profile**Job Responsibilities include...**

1. Event and venue site selection
2. Lodging selection and booking
3. Corporate incentive travel booking
4. Transportation selection and booking
5. Sports and adventure vacation booking
6. Meeting and convention planning
7. Trade show planning

Hotel Room Nights Generated**Each SPORTSTRAVEL Reader:**

- Plans an average of **24 events or trips** per year involving overnight stays
- Arranges travel for groups that average **40 persons** on each trip
- Plans trips with an average stay of **2.83 nights** with 2.18 persons in each room
- Books an average of **1,261 hotel room nights** annually

Level of Travel

1. National	54%
2. Regional	47%
3. State	35%
4. Local	34%
4. International	21%

Average Yearly Travel Budget

Each of our reader's organizations spends an average of **\$3,276,667.00** on travel each year.

The events they plan generate travel spending of \$182 billion dollars annually!

Market Growth Prediction

During the coming year, number of events/trips will:

Stay the same:	57%
Increase:	42%
Decrease:	1%

Nearly 99% of SPORTSTRAVEL's subscribers indicate that their volume of travel will either stay the same or increase during the next year!

This is a growing market!

Source: Random sampling of 2,483 survey forms returned by subscribers to SPORTSTRAVEL.

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