



What Value Do US Esports Fans Bring to the Travel Industry?

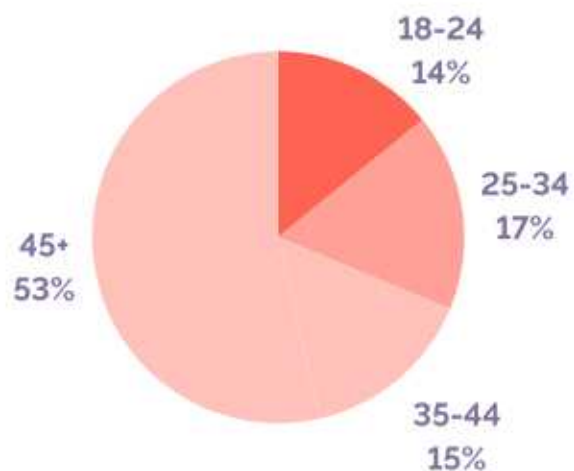


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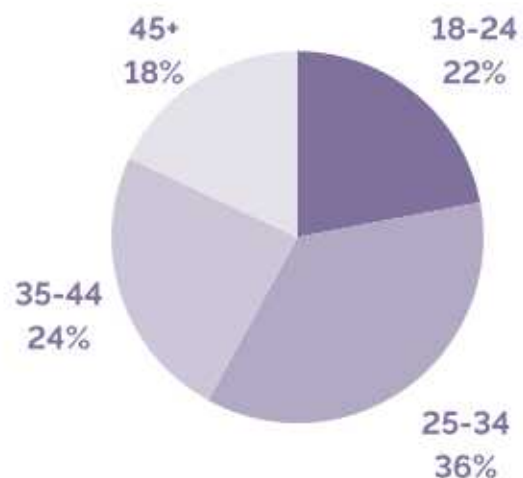
# Esports fans are of a desirable demographic, and have well above average disposable income

## Age

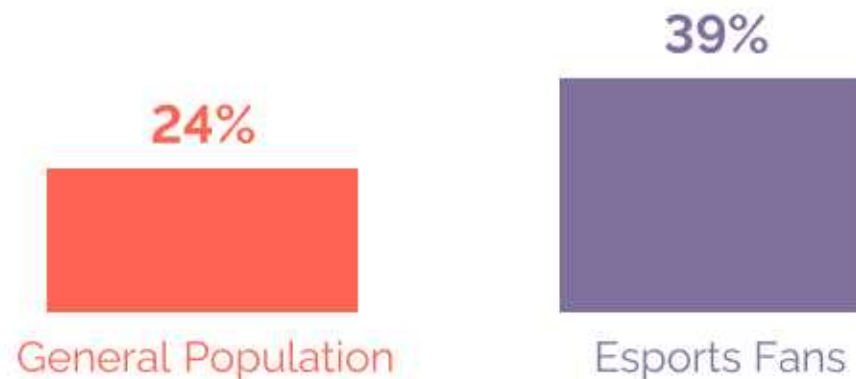
General Population



Esports Fans

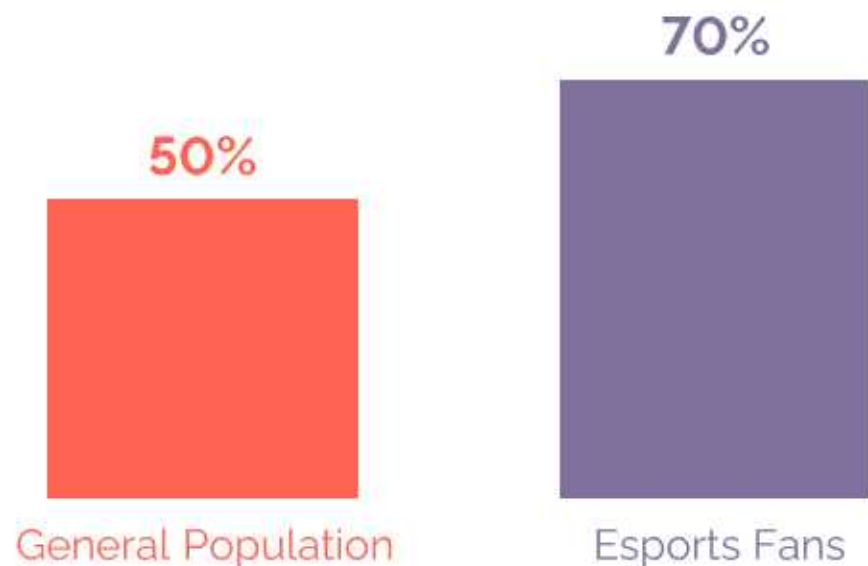


## Monthly Disposable Income: % \$500+

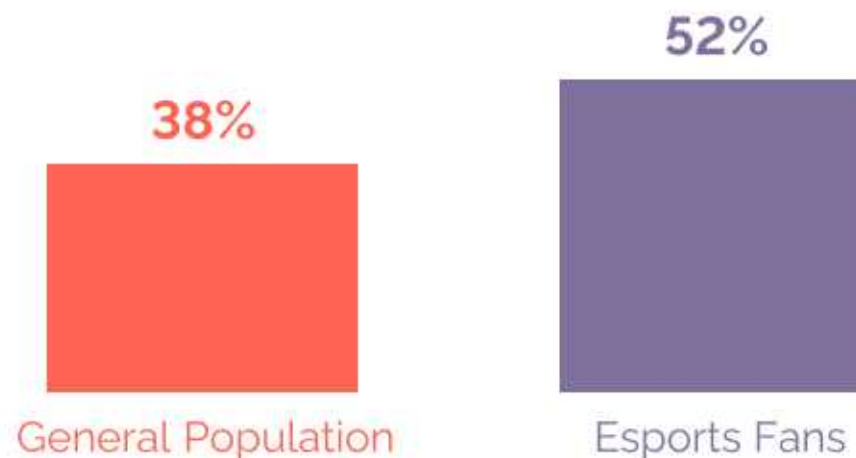


# When it comes to travel, esports fans have a clear passion, and take the reigns on planning

"I am passionate about traveling" (% Agree)



% solely responsible for booking household travel



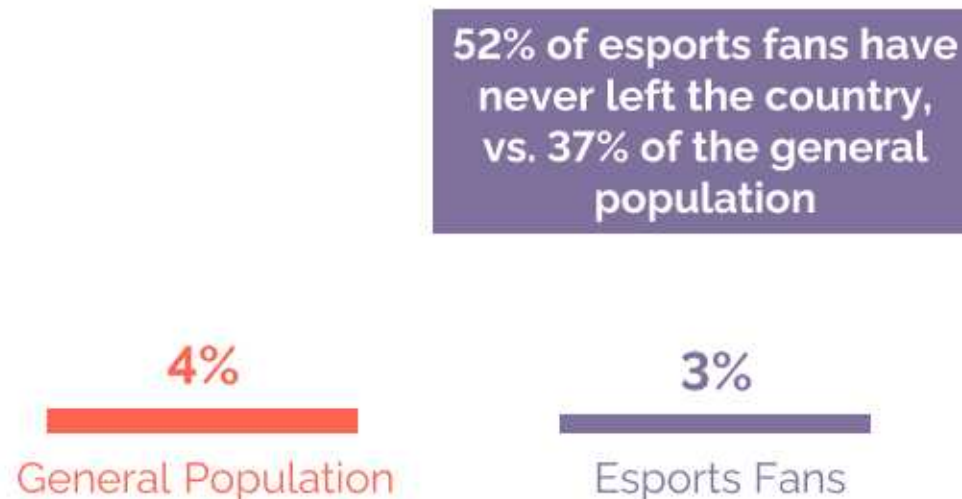


# The esports audience is more likely to travel by air domestically; however, their international travel experience is more limited

**Domestic Air Travel:**  
% have taken trip by air 1+ times in past year

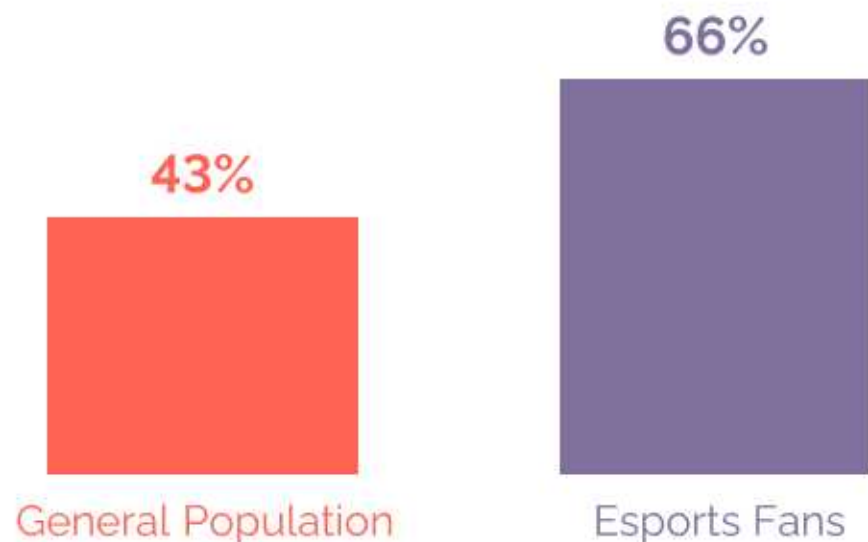


**International Air Travel:**  
% have taken trip by air 1+ times in past year

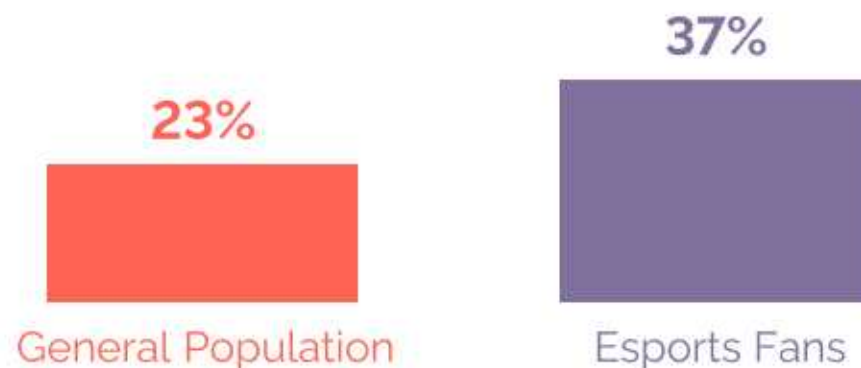


For the esports fan base, traveling is seen as an excuse to spend more than usual, and their actual behaviour mimics this

**"I am excited to generally spend more when traveling" (% Agree)**



**Amount spent on last main leisure trip: % who spent \$1,000+ per person**



**42% of esports fans book luxury accommodations when possible, vs. 31% of the general population**

What Type of Travelers  
are US Esports Fans?



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Esports fans are more likely to enjoy “city breaks” and trips associated with activity/sport; their life stage also lends itself to event-based trips

### Most preferred types of leisure trips

#### General Population

- Beach vacation 49%
- Lakes/mountains/countryside 47%
- Sightseeing/tourist 45%
- Culture & history 43%
- City breaks 29%
- Theme/amusement park 27%
- Camping/caravanning 22%
- Activities/sport 22%
- Cruise 19%

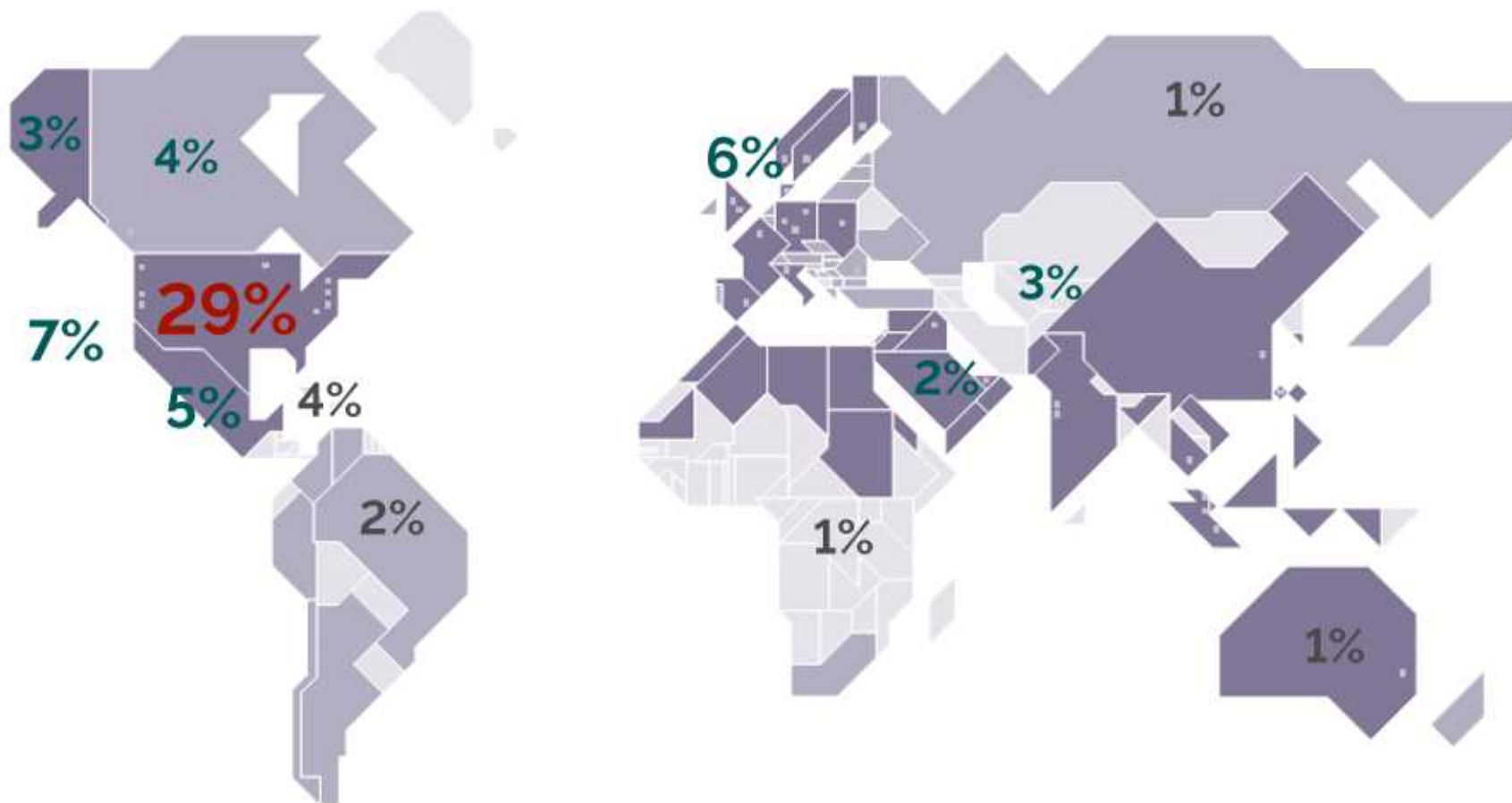
#### Esports Fans

- Beach vacation 44%
- Lakes/mountains/countryside 41%
- Sightseeing/tourist 39%
- City breaks 36%
- Culture & history 33%
- Activities/sport 28%
- Theme/amusement park 27%
- Multi-country leisure trips 24%
- Event trip 23%



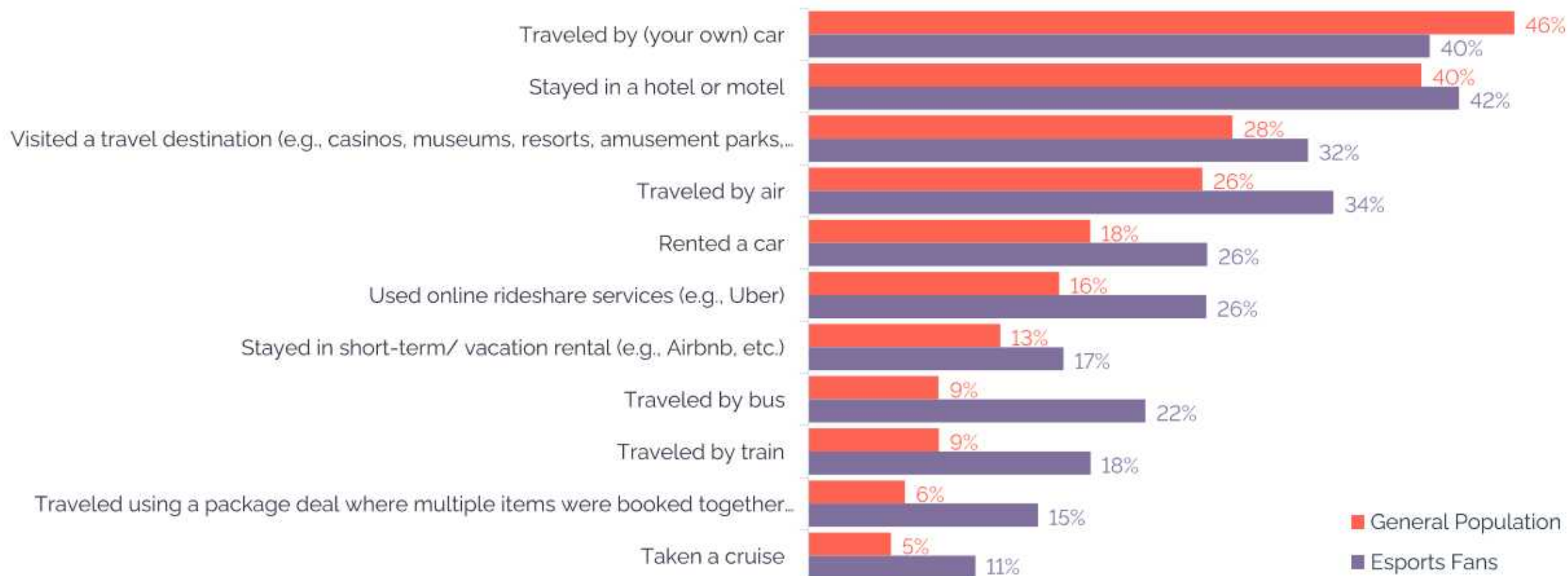
# While most recent travel has been domestic, esports fans are still more likely to have visited other NA and European destinations

Which, if any, of the following destinations best describe where you went on your most recent leisure trip?



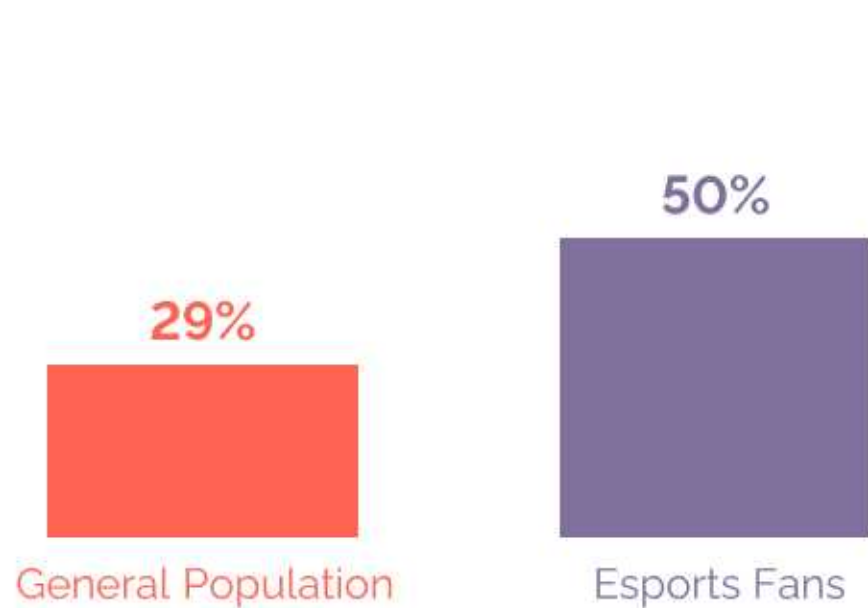
# When traveling, esports fans have a greater impact on the transport sector than the average consumer, including public transit

Which, if any, of the following activities have you done for leisure in the last 12 months?

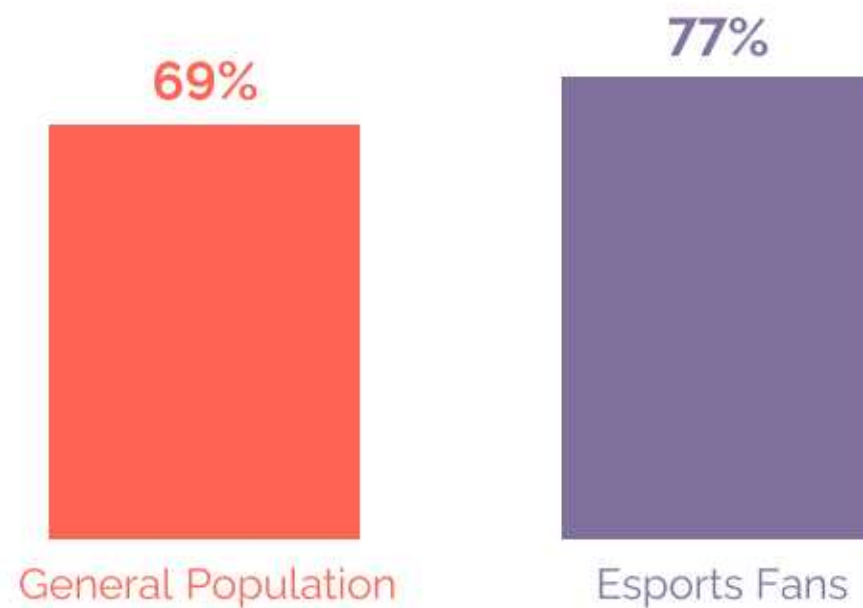


## Esports fans are flexible enough to wait for last-minute travel deals, but arrive on a selected destination early in the planning process

"I usually wait for last minute deals rather than planning my holiday/vacations or short break in advance" (% Agree)

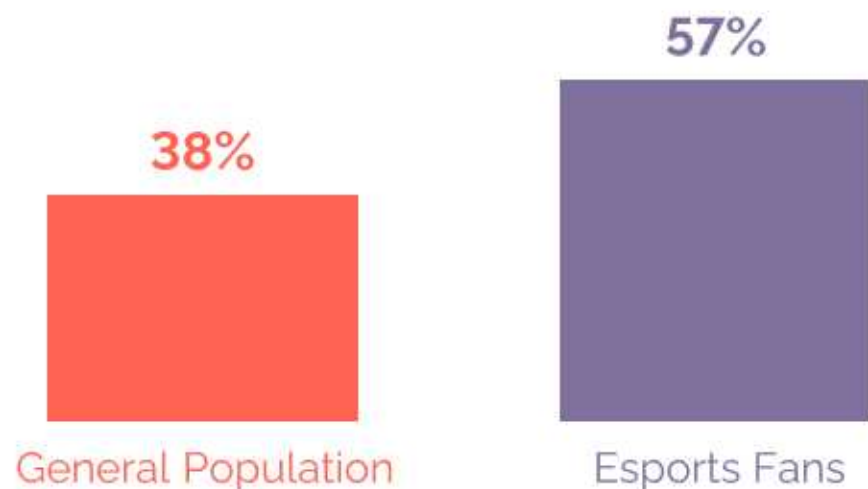


"When I'm planning my next vacation, I have at least one destination in mind or already selected" (% Agree)

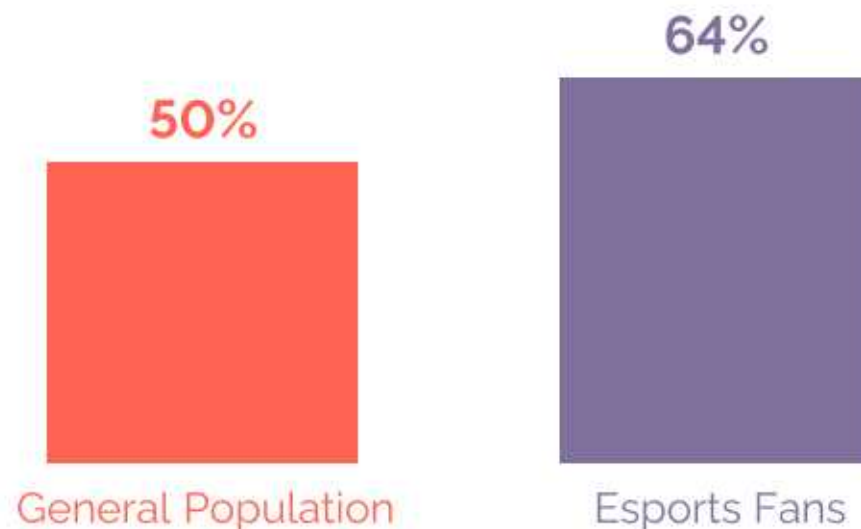


# The esports audience is ready to move beyond virtual events; consider outdoor formats when restarting live events post-COVID

"I'm tired of virtual events online" (% Agree)



"I prefer attending outdoor events in natural spaces to being at indoor events" (% Agree)





# California and Hawaii top esports fans' list of most considered destinations; Vancouver and Mexico over-index among this audience

## Most considered travel destinations (rank among General Population)

### Esports Fans

- |                            |                              |
|----------------------------|------------------------------|
| 1. California 23% (3)      | 9. Australia 18% (9)         |
| 2. State of Hawaii 23% (4) | 10. Arizona 17% (8)          |
| 3. Canada 21% (2)          | 11. Germany 17% (14)         |
| 4. Florida 21% (1)         | 12. Maui 17% (15)            |
| 5. New York 21% (5)        | 13. France/Paris 17% (11)    |
| 6. Italy 20% (6)           | 14. Island of Hawaii 17% (7) |
| 7. Vancouver 20% (10)      | 15. Spain/Barcelona 16% (13) |
| 8. Mexico 19% (16)         | 16. Puerto Rico 15% (17)     |

# YouGov<sup>®</sup> Esports & Gaming Thank you

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