

# SportsTravel 2022 EDITORIAL CALENDAR

## PRINT

### **SportsTravel AT 25 YEARS**

It's been a quarter of a century since the sports-related travel industry and *SportsTravel* magazine experienced their formal beginnings, and much has changed over that time. One thing that hasn't though, is the industry's willingness to share best practices to contribute to the overall growth of sports events at all levels. The spring issue of *SportsTravel* will look back at where the industry has been and where it may be headed.

#### **The issue will include:**

- A Q&A with *SportsTravel* founder Tim Schneider
- The latest research on the economic power of sports-related travel
- The power of the youth sports market
- The building boom of venues across all levels of sports
- Trends to watch in the immediate and long-term future

### **SPRING**

AD SALES CLOSE: MARCH 25

### **WELCOMING THE WORLD CUP**

The 2022 World Cup in Qatar opens up new possibilities for soccer at a critical juncture for the sport's largest event. In 2026, the United States will be the next to host, along with destinations in Mexico and Canada. The fall issue of *SportsTravel* will examine what's ahead in 2022 and how cities large and small are positioning themselves for success when the world turns its attention to North America in 2026.

#### **The issue will include:**

- A look at how Qatar is planning to host and the group of new venues that were built
- Interviews with leaders of the 2026 World Cup on their plans for North America
- How smaller cities near the host sites are planning to take advantage of the opportunity
- Where the World Cup fits in with several other major events coming to the United States
- How soccer has grown from the last time the U.S. hosted the Women's World Cup

### **FALL**

AD SALES CLOSE: AUG. 16

### **TEAMS Program**

AD SALES CLOSE: AUG. 23

## DIGITAL

### Features & Downloads

- Twice monthly *SportsTravel* E-Newsletter
- *SportsTravel* Podcast Series
- Governing Body Dossier: NGB News
- *SportsTravel* Bid Bowl: Sports Events Up for Bid

- Winners & Losers Column
- Destination of the Month
- On Assignment: Reports from New and Innovative Events
- Email and Social Media Lead Generation