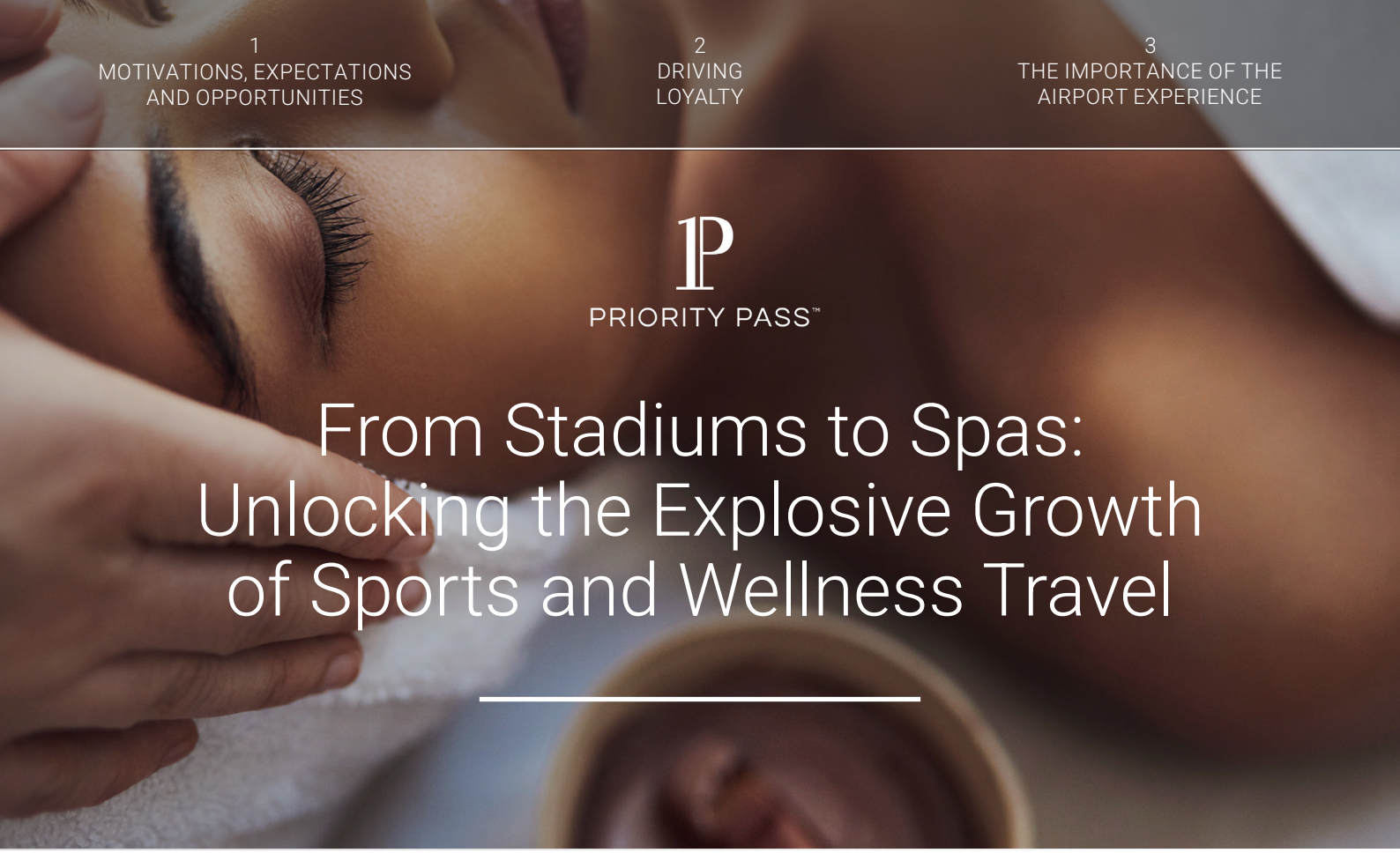


PRIORITY PASS™

From Stadiums to Spas: Unlocking the Explosive Growth of Sports and Wellness Travel

EXECUTIVE SUMMARY

There is a clear new trend and shift in traveller behaviour, shaped by a growing desire for purposeful, experience-led itineraries. Increasingly, people are designing their journeys around major events or seeking deeper cultural immersion. Travellers are making more considered choices than ever before, intentionally investing in their passion points and curating trips that truly matter to them.

Two of the most powerful forces driving this shift are **sports** and **wellness**. Whether it's attending a major sporting event or taking time to unplug and recharge through wellness travel, consumers are prioritising experiences that align with their passions and values. These journeys are intentional, and every touchpoint, including the airport, plays a role in shaping the overall experience.

The numbers speak for themselves. Sports tourism is exploding, estimated to be worth USD 707bn in 2025, it is set to more than double by 2032, jumping to over USD 2tn[1]. Wellness travel isn't far behind, expected to surge from over USD 525bn to more than USD 910bn by 2030[2]. These aren't passing fads. There's a fundamental shift in how people spend their time and money.

We surveyed over 12,000 travellers across 20 markets who fly for sports or wellness. What they told us is clear: no matter which group they're in, these people travel with intent, and they expect seamless, premium experiences from the moment they leave home to the moment they return.

For businesses that can meet these expectations, the opportunity is significant. Realise what drives these travellers, provide those experiences for them, and you're not just driving growth, you're building loyalty and creating journeys people remember long after they touch down.



Christopher Evans, CEO of Collinson International

WHEN PASSION MEETS PERKS: THE CARD BENEFITS SPORTS AND WELLNESS TRAVELLERS ACTUALLY WANT

Driven by passion and purpose, today's sports and wellness travellers are searching for experiences that go beyond the basics, seeking comfort, reassurance, and a sense of reward at every step of their journey.

56%

have travel-related benefits through their most-used payment card.

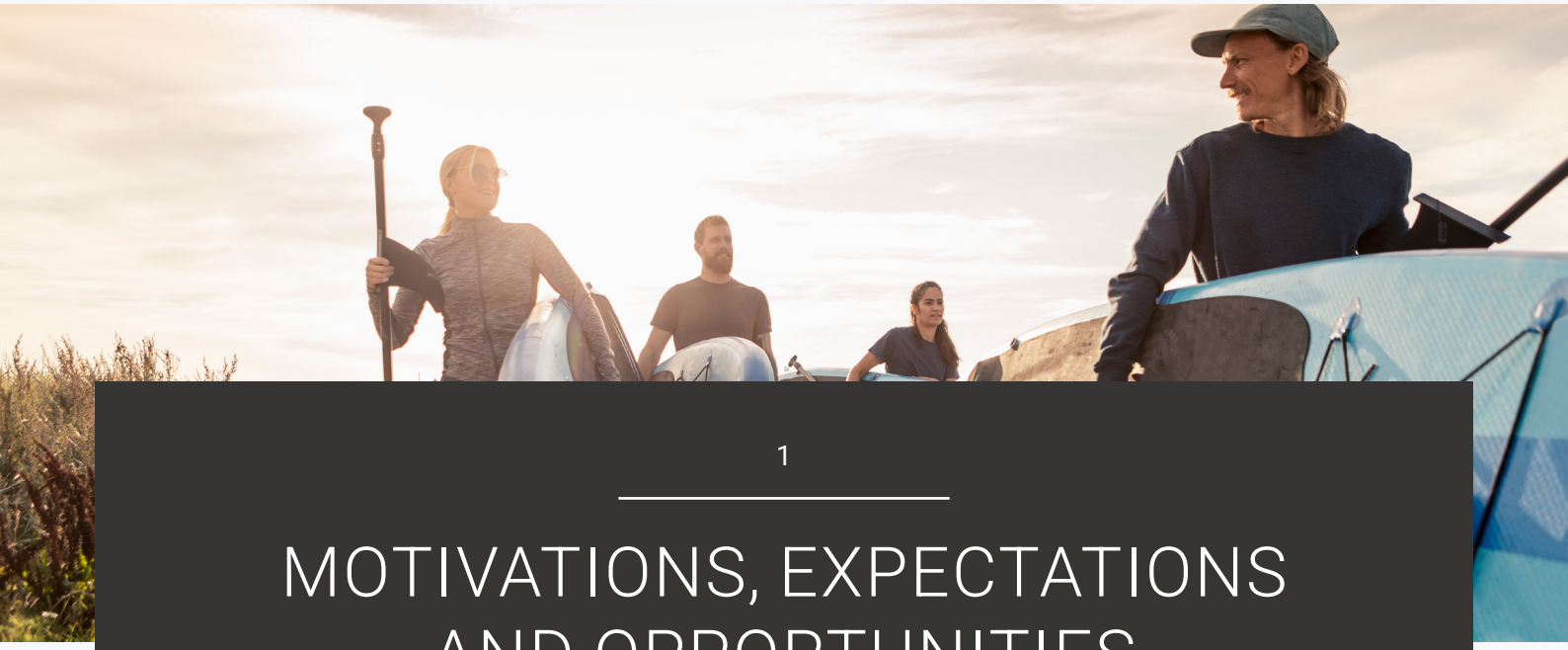
42%

the top two airport services they value most are lounge access and lost/delayed baggage protection (both 42%).

46%

with travel benefits are encouraged to use their card more for general spending vs 29% of those without travel benefits.

Yet there remains a significant untapped opportunity - 71% of those without card travel benefits are interested in perks that support their sports or wellness interests.

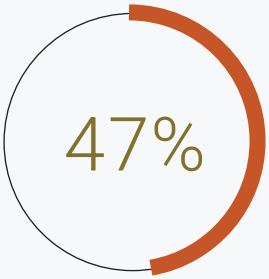


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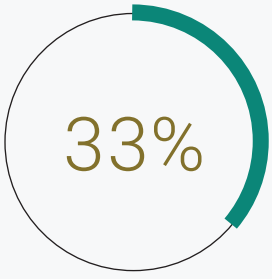
MOTIVATIONS, EXPECTATIONS AND OPPORTUNITIES

Whether travelling to refocus on their health or to feel the adrenaline of being on the sidelines of a world sporting event, these travellers do so with purpose. On many levels, these categories are two sides of the same coin: both seek transformative, meaningful time away that deepens their sense of self and connects them to their passions.

MORE TRAVEL *JUST* FOR WELLNESS - BUT A THIRD TRAVEL FOR BOTH



Wellness



Sports and Wellness



Sport

Wellness travel in numbers

Wellness has shifted from an occasional luxury to an intentional part of people's everyday lives, especially for younger generations[3]. As a result, more people than ever are travelling to maintain or enhance their personal wellbeing, with most motivated by the opportunity to relax and support their mental and physical health.

Younger people (Millennials and Gen Z) especially want to power down with more than a third (35%) booking wellness trips to 'digitally detox', compared to 29% of older people (Gen X, Baby Boomers and Silent Generation).

TOP MOTIVATORS

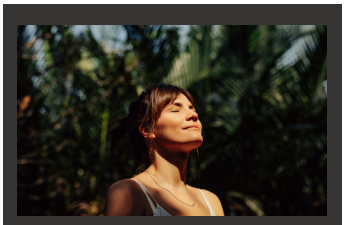
60%
Relax, recharge and disconnect

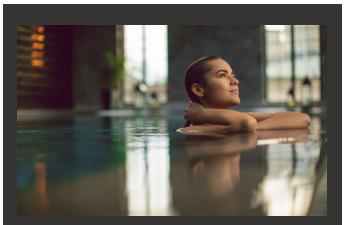
50%
Mental health or emotional healing

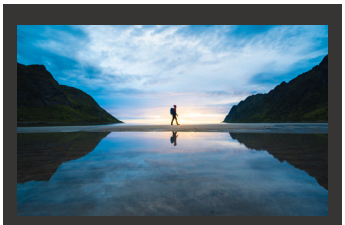
40%
Improve physical health or fitness

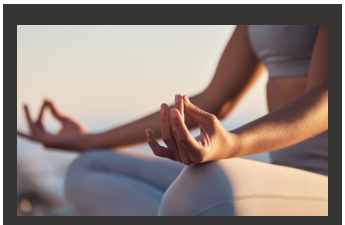
33%
A break from technology / digital detox

TOP ACTIVITIES: NATURE ESCAPES AND UNPLUGGING FROM WORK


Time in nature or wilderness


Spa treatments, massages or thermal therapy


Silent retreats or solo reflection


Meditation or mindfulness sessions

Sports travel in numbers

From iconic global events to regional tournaments, sports continue to unite and enthral people the world over, connecting fans through a shared passion across backgrounds and borders. It's clear that emotion sits at the heart of sports travellers' motivations, with a significant number staying on well after the final score to explore all that host cities and towns have to offer.

TOP MOTIVATORS

49%
Excitement of live events

48%
Passion for a specific sport or team

46%
Exploring new cities through sports travel

MANY COME FOR THE MATCH – AND STAY FOR THE DESTINATION

Younger travellers are maximising their trips with nearly half (49%) motivated to explore new cities through sports travel, compared to 40% of older generations.





Similarly, 42% of younger generations are seeking new experiences while away, attending famous global sports events, compared to just a third (33%) of their older counterparts.

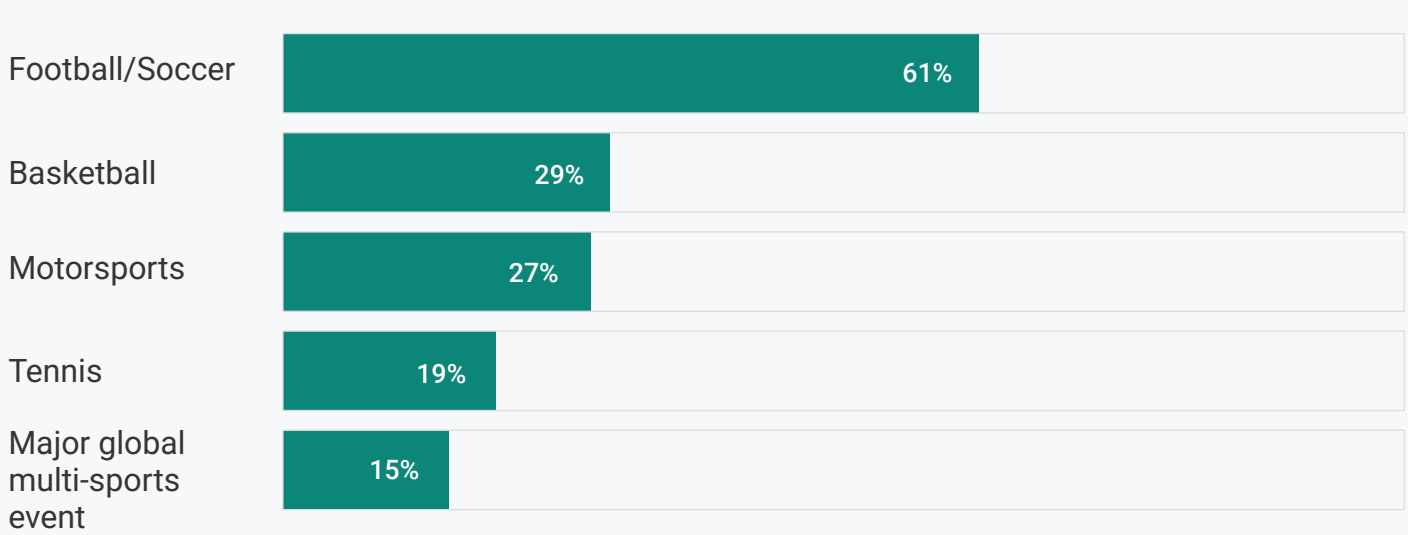
As a result, sports travel is having a 'halo effect'. Recent insights show people who booked flights to Singapore during a famous sports event also visited other countries in the region, showing these travellers are extending their travels to neighbouring cities.

FOOTBALL / SOCCER SCORES HIGHEST FOR LIVE SPORTS TRAVEL GLOBALLY

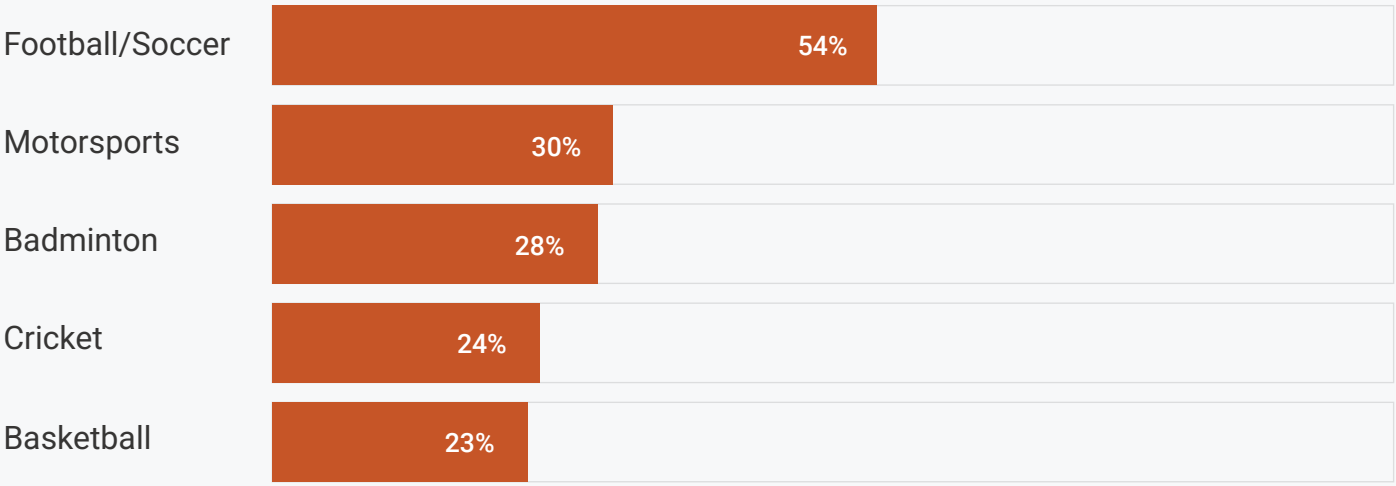
When asked which live sports events they would most likely travel to watch, the data shows that while football/soccer unites fans globally, there are distinct regional preferences, revealing nuanced opportunities for engagement.



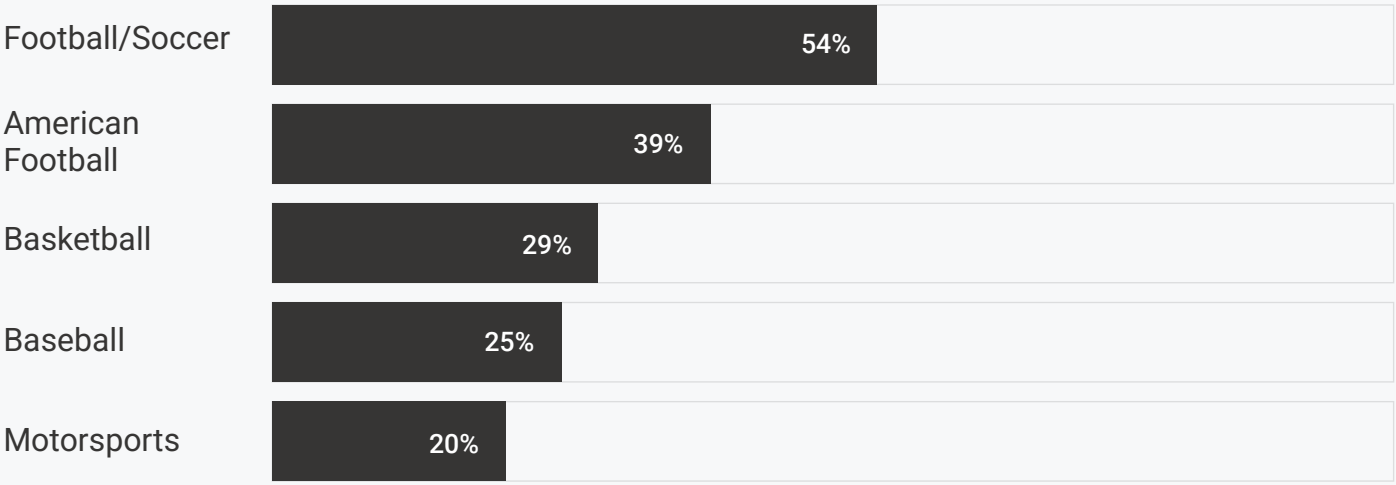
Europe & Middle East



Asia-Pacific



Americas



The diversity in sports represents a significant opportunity to tailor lifestyle offerings to local tastes, building experiences that connect with travellers in each region. By making these offers culturally relevant, brands can tap into the surging global demand for sport-driven journeys and deliver something that feels personal, not just generic.



ESPORTS: ONE TO WATCH

With a major Esports event set to take place in Riyadh this summer, younger generations are increasingly driving travel demand around competitive gaming. When asked which sports they're most likely to watch live while travelling, Esports revealed a generational divide:

16%
Gen Z

7%
Gen X

15%
Millennials

1%
Baby Boomers

This trend highlights not only the evolution of gaming from entertainment into a recognised global competitive sport, but also the growing appetite for niche sports and the formation of passionate, travel-ready fan bases around them.

Sports versus wellness trip duration and spend

Wellness travellers don't just get away; they truly immerse themselves in the experience. They tend to stay longer and invest more in their trips, offering a unique opportunity for businesses to connect with this valuable audience.

Sport

Most are away for **four days** or fewer (62%)

AVERAGE (MEDIAN) TRIP SPEND:

USD 771

Wellness

Most are away for **five days** or more (64%)

AVERAGE (MEDIAN) TRIP SPEND:

USD 1,434

The opportunities ahead

The rise of sports and wellness travel presents significant opportunities for financial services and travel partners to engage with two growing and dynamic high-value customer groups. While wellness travellers seek experiences that help them 'switch off,' sports travellers are drawn to exclusive event access and perks that transform their trips into adventures of a lifetime. Whilst these travellers have different motivations, what unites them is the powerful role that emotion plays in shaping their choices.





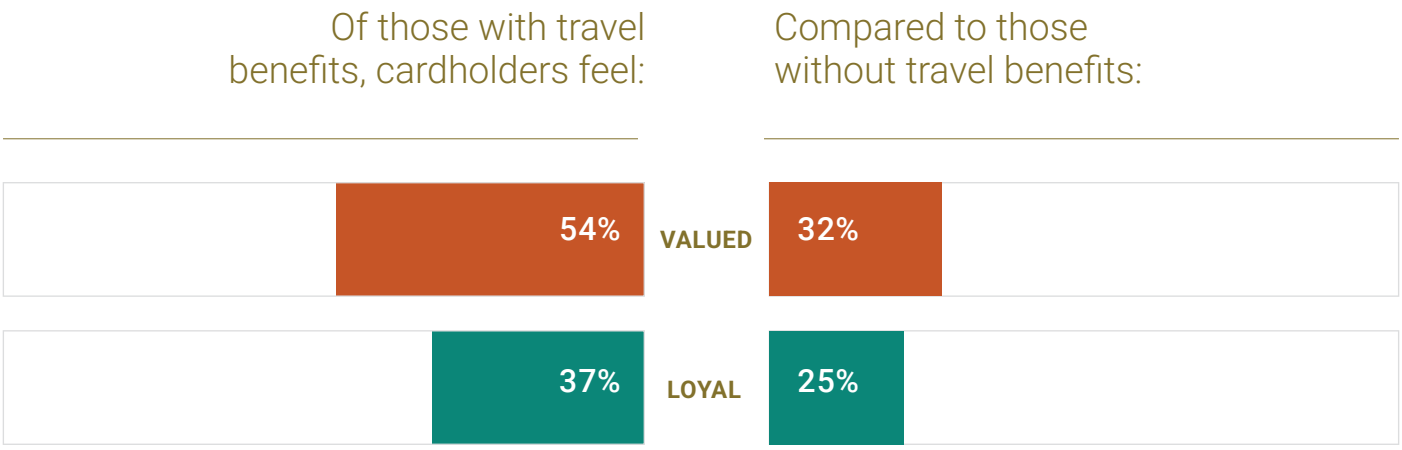
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DRIVING LOYALTY

Sports and wellness travellers approach every journey as an extension of their passions and lifestyles. As a result, they're drawn to brands - whether in financial services or travel - that demonstrate a genuine understanding of what matters most to them. Rewards such as access to airport lounges, wellness experiences and dining opportunities all have a high, positive impact on the overall travel experience among travellers with those benefits.

Relationships that transcend transactions

The connection between travel benefits and payment card loyalty is strong.



Over half (53%) of cardholders with travel benefits would recommend their card to fellow sports and wellness travellers, compared to just 23% of those without travel benefits.

Of those with travel benefits, **79%** were influenced to acquire their payment card due to sports and wellness travel interests.

Crucially, **71%** of those without travel benefits are interested in a card that supports sports or wellness travel.

Financial services providers are increasingly enhancing their offerings by incorporating sports and wellness benefits into their products. These initiatives often include exclusive access to major events, special discounts, and premium experiences designed to elevate customer engagement. For example, American Express has partnered with Formula 1™ to offer Amex® Card Members exclusive Grand Prix access.

While several brands are setting the benchmark with high-profile partnerships and premium experiences, the next wave of differentiation will come from deeper personalisation, local relevance, and the seamless integration of benefits into consumers daily lives. For businesses, there is a need to curate journeys that reflect individual passions, anticipate emerging trends, and surprise customers with experiences they can't find elsewhere.

High Value: Lounge Access and Fast track Services

OF THOSE WITH:

Airport lounge access

Fast track security or immigration lanes

78%

often or always use these benefits

Access to wellness experiences

Dining or restaurant credits

75%

often or always use these benefits

Access to sports events

74%

often or always use this benefit



Travel benefits = Greater cross-selling

More than a third (35%) of those with payment card travel benefits are more likely to consider that brand's other products, compared to 19% of those without them, highlighting an opportunity to drive further spend.



The loyalty upshot?

Travel benefits are increasingly in demand, making them a powerful driver for both customer acquisition and long-term loyalty. They play a decisive role in influencing which card issuer consumers choose and significantly enhance advocacy. Cardholders with travel perks are more inclined to recommend their card to others with similar interests and lifestyles. For brands, this presents a clear opportunity to differentiate through meaningful benefits.



3

THE IMPORTANCE OF THE AIRPORT EXPERIENCE

The airport represents a crucial transition period, a moment to shift from everyday concerns to focused preparation for their upcoming experience. How they feel while travelling through airports sets the tone for the entire holiday.

52%

say a good travel experience significantly enhances how much they enjoy the trip overall.





HOWEVER, COMMON PAIN POINTS REMAIN

Long queues (42%) top the list, followed equally by inconvenient flight schedules (34%) and stressful or rushed airport experiences (34%).

To address these pain points, airports, airlines, and travel brands are increasingly investing in technology solutions that aim to create a more seamless and enjoyable journey for passengers.

Priority Pass is developing technology solutions designed to create a more seamless travel experience. Initiatives such as Pre-Book enable customers to plan and book their airport lounge access in advance. Additionally, members have access to TrvlWell, a platform aimed at supporting health and wellness while travelling, further enhancing the overall journey.



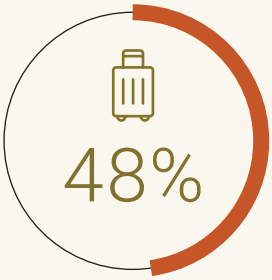
Kaleigh Frost

Co-Founder,
TrvlWell

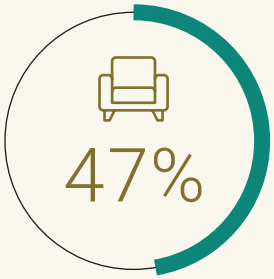
"Wellness travel has moved into the mainstream, with travellers investing more time and money in experiences that support long-term wellbeing. What's especially compelling is the level of intention behind these journeys, with travellers expecting every touchpoint to align with how they want to feel, and to return home better than when they left.

Through our partnership with Priority Pass, we help travellers to reduce stress and maintain healthy routines throughout their journeys, not just at their destination."

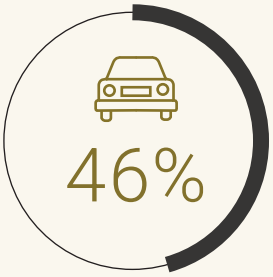
Of the benefits cardholders have access to, the top ones which significantly improve their experience are:



Fast track security or immigration & lost/delayed baggage protection



Airport lounge access & spa, sleep pod, or sleep suite access



Complimentary airport transfers, guest passes for lounges & access to sports and wellness experiences

Priority Pass gives members access to over 1,900 airport lounges and travel experiences worldwide. From spas and sleep pods to gaming lounges and dining, every benefit is designed to make travel more rewarding.



A POWERFUL GROWTH AND LOYALTY ENGINE

It's clear sports and wellness travellers value seamless, rewarding journeys where every touchpoint, from airport to retreat or tournament, enhances their overall experience.



As these two dynamic segments continue to evolve from niche to mainstream, their influence on travel trends and spending patterns will intensify in the years ahead. While their motivations are multifaceted, they're united by a strong loyalty to brands that understand their passions, meet their needs and add meaningful value throughout their travels.

Drawing on more than three decades of customer engagement and loyalty expertise, Priority Pass, the world's original and market-leading airport experience programme, enables businesses to deliver enhanced value to their customers through tailored rewards and benefits propositions.

By integrating Priority Pass, businesses can deliver the personalised, premium experiences these travellers seek, whether it's exclusive lounge access or tailored wellness benefits.

For brands ready to innovate and invest, sports and wellness travellers represent a powerful engine of growth and an opportunity to become an indispensable part of their travel experiences.

REFERENCES

1. Fortune Business Insights, Sports Tourism Market Size, Share & Industry Analysis | Global Growth Report [2032]
2. Research and Markets, Wellness Tourism Market - Forecasts from 2025 to 2030
3. McKinsey, The Future of Wellness trends survey 2025

ABOUT PRIORITY PASS

Priority Pass is the world's original and market-leading airport experiences programme. We provide travellers with access to over 1,900 lounges and travel experiences in 865 airports in 143 countries. Members can access an ever-growing range of premium experiences – from spas to sleeping pods to dining – that help elevate every journey into something special. By building partnerships with other leading brands, we help to bring a better travel experience to the world.

Priority Pass is owned and operated by Collinson International, part of The Collinson Group, a family-owned business. Formed over 35 years ago, it now has five distinct operating companies that generate a combined annual revenue of £2bn, employing more than 2,500 people across 14 countries.

METHODOLOGY

Research commissioned by Priority Pass, and independently conducted by Qualtrics, between 05.09.25 and 26.09.25 among a sample of 12,557 travellers from 20 markets including: Brazil (525), Canada (522), Colombia (525), Germany (509), Hong Kong (SAR) (524), India (1050), Indonesia (1049), Italy (525), Japan (521), Mexico (525), Nordics (Sweden, Norway and Denmark, 531), Peru (521), Saudi Arabia (526), Singapore (523), South Korea (517), Thailand (525), Turkey (525), UAE (516), UK (1049) and USA (1049).

All respondents self-reported as having travelled/plan to be travelling for sports and/or wellness (past 12 months and/or next 12 months).

Younger generations are categorised as Gen Z and Millennials. Older generations are categorised as Gen X, Baby Boomers and Silent Generation.

This report by Priority Pass is not endorsed nor sponsored by any party mentioned throughout.