

Rugby Fan Travel Market to Reach USD \$3.47 Billion by 2029 at 9.2% CAGR

The Business Research Company's Rugby Fan Travel Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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Rugby Fan Travel Global Market Report 2025

How Big Is The [Rugby Fan Travel Market](#) In 2025?

The size of the rugby fan travel market has seen robust growth in past years. Its growth is

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projected to expand from \$2.23 billion in 2024 to \$2.44 billion in 2025, maintaining a compound annual growth rate (CAGR) of 9.4%. This growth observed in the past can be credited to factors such as a rise in international rugby tournaments, amplified fan involvement in global events, an increase in disposable incomes among sports aficionados, the development of sports tourism infrastructure, and an enhanced availability of travel and accommodation facilities.

The future looks bright for the rugby fan travel market,

which is predicted to experience significant expansion in the coming years, growing to a substantial \$3.48 billion by the year 2029. This expansion, boasting a compound annual growth rate (CAGR) of 9.2%, can be attributed to various factors including the surge in popularity of international rugby leagues, advancements in digital marketing and fan engagement, an increased thirst for immersive sports travel experiences, the broadening of travel partnerships with rugby bodies, and an uptick in rugby-themed global tours. As we look towards this anticipated growth period, notable trends to watch include technological enhancements in travel booking platforms, breakthroughs in creating personalized fan experiences, strides in virtual and augmented reality aimed at sports tourism, research in the area of sustainable travel solutions, and improvements in mobile applications designed to enhance fan engagement.

Download a free sample of the rugby fan travel market report:

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What Are The Key Driving Factors For The Growth Of The Rugby Fan Travel Market?

The rise in sports tourism is anticipated to fuel the growth of the rugby fan travel sector in the forthcoming years. Defined as the phenomenon of traveling primarily to attend, participate or witness sports events and associated activities, sports tourism is on the upswing. It gains momentum as major global tournaments lure fans who traverse international boundaries and often prolong their visits for leisure and cultural experiences. The [rugby fan travel industry](#) bolsters sports tourism by providing comprehensive plans encompassing transportation, lodging, event passes and native experiences. This amalgamation boosts both ease of travel and involvement for the fans on the move. For example, in May 2024, as reported by World Rugby, an Ireland based international rugby federation, the Rugby World Cup 2023 drew in 425,000 overseas guests. These visitors stayed for an average of ten days and spent €1.8 billion (USD 1.95 billion) cumulatively. This eventually created a net financial gain of €871 million (USD 945 million) for France. Consequently, the rising interest in sports tourism is contributing to the expansion of the rugby fan travel market.

Who Are The Key Players In The Rugby Fan Travel Industry?

Major players in the Rugby Fan Travel Global Market Report 2025 include:

- eSky Group Spółka Akcyjna
- Fanatics Experiences Limited
- Sportsnet Holidays Pty Ltd
- Sportsbreaks.com Limited
- England Rugby Travel Limited
- Portman Travel Group Limited
- Rugby World Cup Travel and Hospitality Limited
- All Blacks Travel & Hospitality Limited
- Edusport Pvt. Ltd.
- Sports Tours International Limited

What Are The Future Trends Of The Rugby Fan Travel Market?

Leading rugby fan travel market companies are placing an increasing emphasis on technological advancements such as digital ticketing and fan engagement platforms. This is to better the overall fan experience, ease travel and bolster security. It also presents new revenue and marketing avenues for those organizing events. Digital ticketing incorporates electronic systems for safe ticket distribution, mitigating fraud and ticket touting whilst boosting convenience for those attending. Fan engagement platforms offer personalized, content-heavy experiences that maintain fan connections before, during, and after events. For instance, in June 2025, Tixserve Limited, a Software-as-a-Service (SaaS) company from Ireland, unveiled the RugbyAU Tickets app for Rugby Australia as part of the British and Irish Lions Tour 2025. The app facilitates secure digital ticket delivery for travellers and hospitality guests, offers real-time event alerts, and direct

access to corporate and travel packages. It also provides immersive match-day experiences, verifies attendee data for organizers, and aids in cost reduction and lessening environmental impact.

What Segments Are Covered In The Rugby Fan Travel Market Report?

The rugby fan travel market covered in this report is segmented –

- 1) By Fan Travel Market Service Type: Ticketing, Accommodation, Transportation, Tour Packages, Other Fan Travel Service Types
- 2) By Booking Channel: Online Travel Agencies, Direct Booking, Travel Agents, Other Booking Channel Types
- 3) By Age Group: Youth, Adults, Seniors
- 4) By Traveler Type: Individual, Group, Corporate, Other Travel Types

Subsegment:

- 1) By Ticketing: Digital Ticketing, Matchday Passes, Season Tickets, Hospitality Tickets
- 2) By Accommodation: Hotels, Resorts, Guest Houses, Short-Term Rentals.
- 3) By Transportation: Air Travel, Bus Transfers, Private Car Rentals, Rail Services
- 3) By Tour Packages: Matchday Tours, City Sightseeing Packages, Rugby-Themed Experiences, Customized Travel Packages

View the full rugby fan travel market report:

<https://www.thebusinessresearchcompany.com/report/rugby-fan-travel-global-market-report>

Which Region Is Expected To Lead The Rugby Fan Travel Market By 2025?

In 2024, North America topped the list in the Rugby Fan Travel Global Market Report 2025 as the biggest region. The region predicted to register the fastest growth in the coming years is Asia-Pacific. The report includes a comprehensive coverage of numerous regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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