

In-person Sporting Event Experience - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Who attends sporting events and what motivates fans to show up
- Strategies to attract attendees and opportunities to expand interest
- What factors are having an impact on fans and the live sporting event experience
- Promotions and activities of interest at sporting events
- Opportunities for increasing fan engagement via technology and smartphones
- Attendees' attitudes toward sporting event value, access and technology use

More than half of adults attend sporting events, solidifying the value that fans place on the live, in-person experience. Football, basketball and baseball have the largest fan bases and attract the most attendees. Except for the NFL, pro sports leagues rely heavily on ticket sales revenue, making in-person attendance more important for most other leagues and teams. There are opportunities to grow enthusiasm for attending soccer, esports and NASCAR events, particularly among young adults, through theme nights, increased opportunities for socializing and performance-based promotions.

Rising attendance costs, coupled with overall high inflation, have reduced discretionary income for many sports fans, making attendance a challenge. Cost and fan rowdiness are key concerns to address as 46% of non-attending fans cite event ticket price and 23% cite safety concerns as reasons for not attending. Meeting the needs of today's sports fan is also important as a majority of attendees would like a tailgating area for rideshare users and are willing to pay extra to reduce time spent in security checkpoints. It is particularly important to engage Millennial sports fans and encourage attendance through flexible premium seating options, more social spaces (eg bar-style rail seating) and in-game seat upgrades using a ticket app.



“Live sporting events play an important role in developing and cultivating fan interest. Excitement, value and fan engagement are core elements of live sports. Through enhanced technologies like AR and by accommodating diverse fan interests as well as emphasis on flexibility, accessibility and memorable experiences, providers can achieve continued long-term growth.”
– John Lisec, Sports & Leisure

Analyst

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