# England set to join European football tourism boom as stadiums become year‑round magnets



England is poised to anchor a pan-European surge in football-led tourism, joining a cluster of nations that have increasingly turned stadiums, clubs and matchdays into year-round growth engines for travel. A new leading report argues that England will sit alongside Spain, Italy, Germany, France, Portugal, Poland and Turkey in driving higher visitor numbers as football culture becomes a trusted magnet for international guests. The broader European picture is reinforced by industry analysis of Euro 2024 in Germany, which suggests a substantial short-term tourism windfall even as the effects are treated as temporary by researchers. According to Politico, drawing on the Ifo Institute, the tournament could deliver around €1 billion in foreign tourism receipts and lift quarterly GDP by a small but noticeable margin in the second quarter, with more than 600,000 additional foreign visitors and about 1.5 million extra overnight stays expected across host cities. The study underscores football’s capacity to ripple through hospitality, transport and services, even as the longer-term outcome remains uncertain depending on spectator turnout and post-event demand.

Beyond headline totals, the UK’s own football tourism framework demonstrates how fans become multi-regional travellers. VisitBritain’s research highlights football as a major inbound driver, noting that approximately 1.5 million international visitors attended a live football match in the UK in 2019, with football tourists tending to spend more on average than other visitors. The pattern of fan travel typically spans multiple regions, taking in iconic venues such as Old Trafford, Anfield, Wembley and the Emirates, as well as the Tottenham Hotspur Stadium, and contributing to local economies as they explore museums, tours and matchdays across the country. In Spain, the stadium experience is similarly treated as a tourism product in its own right. The World Travel Awards recognised Barça Immersive Tour as Spain’s leading football stadium tourism experience in 2023, with Real Madrid’s Bernabéu Tour and other venues highlighted as notable contenders, illustrating how stadium tours, museums and behind‑the‑scenes access are now central to visitor offerings in top football markets.

Germany’s Euro 2024 boom provides a concrete example of the potential and the caveats of football tourism. A Reuters summary of the Ifo Institute’s forecast indicates that foreign visitors arriving for matches could number more than 600,000, with around 1.5 million extra overnight stays across ten host cities, translating to close to €1 billion in foreign tourism receipts and a modest boost to GDP in the quarter. However, the analysis stresses the boost is temporary, and the longer-term impact depends on turnout, traffic and post‑tournament demand. Italy’s football heritage is likewise being leveraged as a year‑round draw; venues such as Milan’s San Siro promote integrated experiences that pair stadium tours with museums and exclusive access, underscoring how major clubs and historic arenas are turning football history into live visitor experiences that travel fans seek out across Europe.

Reference Map:

* Paragraph 1 – [[1]](https://www.travelandtourworld.com/news/article/england-set-to-join-spain-italy-germany-france-portugal-poland-and-turkey-in-skyrocketing-european-tourism-through-football-with-groundbreaking-visitors-throughout-the-years-heres-a-new-report/), [[4]](https://www.politico.eu/article/euro-2024-football-foreign-tourists-bring-e1b-germany-study-shows/)
* Paragraph 2 – [[1]](https://www.travelandtourworld.com/news/article/england-set-to-join-spain-italy-germany-france-portugal-poland-and-turkey-in-skyrocketing-european-tourism-through-football-with-groundbreaking-visitors-throughout-the-years-heres-a-new-report/), [[2]](https://www.visitbritain.org/research-insights/football), [[5]](https://www.worldtravelawards.com/award-spains-leading-football-stadium-tourism-experience-2023)
* Paragraph 3 – [[3]](https://www.reuters.com/markets/europe/euro-2024-tourism-bring-1-billion-germany-study-shows-2024-06-14/), [[6]](https://www.sansirostadium.com/en/museum-tour/museum)

## Source Panel:

* [[1]](https://www.travelandtourworld.com/news/article/england-set-to-join-spain-italy-germany-france-portugal-poland-and-turkey-in-skyrocketing-european-tourism-through-football-with-groundbreaking-visitors-throughout-the-years-heres-a-new-report/) England Set to Join Spain, Italy, Germany, France, Portugal, Poland and Turkey in Skyrocketing European Tourism Through Football with Groundbreaking Visitors Throughout the Years, Here’s a New Report on It (Travel and Tour World)
* [[2]](https://www.visitbritain.org/research-insights/football) Football is highlighted as a major driver of inbound tourism to Britain. VisitBritain’s research insights (2029 overview, referenced material)
* [[3]](https://www.reuters.com/markets/europe/euro-2024-tourism-bring-1-billion-germany-study-shows-2024-06-14/) Reuters: Euro 2024 tourism bring €1 billion Germany study shows (2024-06-14)
* [[4]](https://www.politico.eu/article/euro-2024-football-foreign-tourists-bring-e1b-germany-study-shows/) Politico: euro 2024 football foreign tourists bring €1B Germany study shows (cited Ifo Institute)
* [[5]](https://www.worldtravelawards.com/award-spains-leading-football-stadium-tourism-experience-2023) World Travel Awards: Spain’s leading football stadium tourism experience 2023
* [[6]](https://www.sansirostadium.com/en/museum-tour/museum) San Siro Museum & Tour page (Museums and tours for Milan’s stadium)
* [[7]](https://www.slbenfica.pt/en-us/loja/bilhetes/estadio-e-museu) Benfica: Estádio da Luz and Benfica Museum – Stadium and museum experiences (official site)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.travelandtourworld.com/news/article/england-set-to-join-spain-italy-germany-france-portugal-poland-and-turkey-in-skyrocketing-european-tourism-through-football-with-groundbreaking-visitors-throughout-the-years-heres-a-new-report/> - Please view link - unable to able to access data
2. <https://www.visitbritain.org/research-insights/football> - Football is highlighted as a major driver of inbound tourism to Britain. VisitBritain’s research outlines the scale and value of football-related travel, including live matches, stadium tours, and football events. The 2019 International Passenger Survey showed that about 1.5 million international visitors attended a live football match in the UK, representing the most popular sports tourism activity. The average spend by football tourists was higher than the typical visitor, emphasising its economic significance. The analysis notes how fans explore multiple regions, visiting iconic venues such as Old Trafford, Anfield, Wembley and the Emirates, and Tottenham Hotspur Stadium, supporting local economies.
3. <https://www.reuters.com/markets/europe/euro-2024-tourism-bring-1-billion-germany-study-shows-2024-06-14/> - Germany, host of Euro 2024, is forecast to gain about €1 billion from foreign visitors attending matches, equating to about 0.1% of quarterly output. The Ifo Institute anticipates more than 600,000 additional foreign tourists and about 1.5 million extra overnight stays during the tournament. The impact is described as temporary, with potential declines in service exports after the event. The article notes the tournament spans ten host cities and includes Germany’s opening game against Scotland; the outcome will depend on the national team’s performance and spectator enthusiasm. Forecasts emphasise football’s pull and its short-term ripple across accommodation and transport sectors.
4. <https://www.politico.eu/article/euro-2024-football-foreign-tourists-bring-e1b-germany-study-shows/> - Football tourism to Germany around Euro 2024 is projected to deliver about €1 billion in foreign tourism receipts and lift GDP by ~0.1% in Q2, according to an Ifo Institute study cited by Politico. The analysis estimates an influx of over 600,000 international visitors and around 1.5 million extra overnight stays linked to the tournament’s dates across ten host cities. It highlights the temporary nature of the boost, with longer-term effects uncertain and dependent on spectator turnout and traffic patterns. The article emphasises Germany’s status as a football destination and the wider economic spillovers for hospitality, transport, and local services.
5. <https://www.worldtravelawards.com/award-spains-leading-football-stadium-tourism-experience-2023> - Spain’s leading football stadium tourism experience 2023 highlights the country’s growing focus on stadium-based tourism. The World Travel Awards page identifies FC Barcelona’s Barça Immersive Tour as the winner for Spain, with Real Madrid’s Bernabéu Tour among notable nominees such as Atlético Madrid’s Territorio Atleti. The page underscores Spain’s ability to combine football heritage with immersive visitor experiences, drawing fans to Camp Nou and the Bernabéu beyond matchdays. By showcasing stadium tours, museum collections, and accessible experiences, the page reflects how Spain positions football infrastructure as a tourism magnet alongside its vibrant football culture.
6. <https://www.sansirostadium.com/en/museum-tour/museum> - San Siro’s Museum & Tour page promotes a comprehensive stadium-and-museum experience for visitors to Milan. The site describes behind-the-scenes access to the stadium, the players’ tunnel, press rooms, and a curated exhibition of jerseys and club history. Visitors can walk the stands, explore restricted areas where possible, and engage with memorabilia in the museum. The experience is marketed as an authentic football heritage encounter for fans of AC Milan and Inter Milan, with practical details on opening hours, booking, accessibility, and group arrangements. The page illustrates how Italy leverages iconic venues to attract international football tourism across Europe and beyond.
7. <https://www.slbenfica.pt/en-us/loja/bilhetes/estadio-e-museu> - Benfica’s official site promotes visits to the Estádio da Luz and the Benfica Museum – Cosme Damião, offering Stadium, Museum and immersive experiences. The pages outline ticket options, group visits, and experiences such as Stadium By Night and the Tunnel of the visiting team, plus behind-the-scenes access, the Eagles’ lore, and the corridor of glory. Visitors can book Stadium, Museum or combined experiences with multilingual information and clear opening hours. The promotion emphasises Benfica as a focal point for football tourism in Portugal, pairing live matches with in-depth club history to attract international fans from across Europe and beyond today.