

SPORTS AS CITIES ATTRACTIVENESS BUILDERS: TWOFOLD IMPACT

DR. JOSE ANTONIO ONDIVIELA GARCÍA. CITIES RESEARCHER ¹,

PALOMA MOYA TUDELA. STUDENT ²,

ESTER NICOLE ARVILLA GRAS. STUDENT ³

^{1 2 3} Universidad Francisco de Vitoria, Spain

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ABSTRACT

Sports have always been a fundamental building block in every society. Whether we like it or not, we are not sedentary beings and we need sports to lead a healthy life. Thus, we can build "Healthy Cities" and make them more attractive for talent, whether focused on residents, tourists, or future inhabitants.

How has this new sports' parameter and its influence on city branding and health been studied? By collecting data from 175 cities worldwide, comparing their evolution over the years.

Both direct correlations of this dual impact have been found, which is why more and more investment is being made in this project and more cities are joining it. Although immediate economic benefits are not always achieved, advantages such as improving residents' quality of life, attracting new investors, or raising the city's profile are attained.

This is how interest in sports is on the rise.

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1. Why Sports in Cities

The 21st century is set to be profoundly influenced by the powerful force of urbanization. Cities are fiercely competing to attract talent (Ondiviela, 2021). Choosing a city to live in is a complex human decision, which implies a compromise between two forces: an emotional and a rational component.

The first one is mainly driven by the city's awareness and branding, whereas the rational component refers to the quality of life and cost of living. The emotional component always goes first in the decision process ("First, let's choose the world cities I like!"). It is noteworthy to mention that new generations put well-being first, whether focused from a visitors' perspective (temporary = tourists) or a permanent one (new inhabitants; mainly talented millennials).

Many cities are looking ahead to what the future may hold and bearing in mind that improving citizens' health and quality of life is a priority of all cities, this could have far-reaching consequences for the realm of sports. In order to create the best conditions for its practice, a twofold impact comes into action, referring to two interconnected ways in which sports contribute to making cities more attractive and competitive.

1.1. Sports at Cities. Branding

Sports play a crucial role in city branding and economic attraction for various reasons, elevating a city's profile on the global stage. By strategically leveraging sports, cities can build a strong and positive brand that attracts residents, tourists, and investors alike.

For instance, cities known for hosting marathons, international sports tournaments, or having state-of-the-art sports infrastructure often see a surge in tourism and international attention. According to a McKinsey report, cities that prioritize sports infrastructure can expect a 10-15% return on investment through increased tourism and local business activity. (McKinsey & Company, s.f.)

This branding, linked to a vibrant sports culture, can also attract new residents and skilled professionals who are drawn to the city's active and healthy environment. Sports are a powerful tool in city branding, offering a multifaceted approach by contributing in several ways, as shown below:

- *Global Recognition through Major Events*: the Olympics, World Cups, or international marathons attract worldwide media coverage and bring the city's name into the spotlight. Hosting these large-scale events lets cities rebrand themselves, leaving a lasting legacy and enhancing its appeal for future tourists and investors.
- *Development of a Unique Identity*: sports can be leveraged to differentiate cities from one another. This is achieved by associating them with certain events, which creates a distinctive brand that resonates with residents and international audiences alike.
- *Enhancing Civic Pride and Local Engagement*: the success of local sports lets the previous enhanced local identity to foster a sense of pride and community among residents. This translates into a stronger city brand whose citizens promote as vibrant and dynamic.
- *Attracting Sports Tourism*: fostering a sports culture calls tourists in, as they may desire to attend a certain game, marathon, ... The economic boost it implies is not the only benefit, since it also reinforces the city as a destination for sports enthusiasts. Tourism can be a major component of city branding.
- *Promoting Health and Wellness*: an active lifestyle, via the establishment of high-quality sports facilities, events and campaigns shifts the city's perception as more livable. Potential residents and investors are drawn to this positive image, and therefore, health-conscious cities are likely to attract businesses who prioritize employee well-being and sustainable practices. A study by The National Association of Sports Commissions (NASC) found that cities investing in sports facilities see a \$1.5 to \$2.0 re-turn for every dollar spent on sports-related infrastructure. (National Association of Sports Commissions, s.f.)

- *Supporting Economic Growth and Investment:* the branding of cities create an influx in infrastructure, which leads to the creation of jobs and the stimulation of local economies. Moreover, international sponsors, corporate events and sports-related businesses boost the city's economic profile further, driving economic growth.
- *Strengthening International Relations:* sports initiatives can open avenues for cultural exchange and cooperation, therefore, playing a significant role in strengthening a city's international relations and diplomacy. These sister-city relationships have the capacity of enhancing the city's brand as a hub for global connectivity and cultural diversity.

1.2. Sports at Cities. Healthy Cities

Sports activities and infrastructure significantly improve the health and well-being of a city's population, therefore becoming integral to the development of Healthy Cities. Prioritizing physical activities in urban planning offers benefits that range from physical and mental health improvements to social cohesion, increased productivity and reduced healthcare costs.

This generally higher quality of life, in turn, makes the city more attractive to current and potential residents, as well as investors who value a healthy workforce. Cities that invest in sports facilities and programs, therefore, often see a positive impact on public health metrics, which makes them more appealing places to live and work.

- *Promoting Physical Activity:* cities that promote sports and physical activity are often healthier, since engaging in physical activity is a cornerstone of public health. Sports facilities, parks and organized activities are some examples of structured and accessible opportunities that encourage citizens to stay active.
- *Mental Health Benefits:* regular exercise releases endorphins, which can help reduce current mental health problems such as stress, anxiety and depression; as well as feelings of loneliness or isolation. Due to this close link, prioritizing participation in sports creates happier and resilient environments where the quality of life is improved.

Figure 1. Cycling Lane



Source: NEOSIAM, s. f..

- *Access to Green Spaces and Recreational Areas:* designs of healthy cities (physical as well as mental) also include accessible safe places where residents can attend to exercise, play or just relax. The presence of well-maintained parks, sports fields, and walking or cycling paths encourages outdoor activity and contributes to cleaner air, key factor for a more pleasant living environment. Research published in the journal *Environmental Science & Technology* indicates that access to green spaces can reduce stress and improve mental health. It was found that even a 10% increase in green space was associated with a 5% increase in self-reported health levels among residents (*Environmental Science & Technology*, s.f.).
- *Encouraging Social Interaction and Community Building:* public sports events bring people together, fostering a sense of community that helps residents build relationships and support networks. This social cohesion is a vital component for promoting inclusivity, and

therefore better health outcomes, as individuals feel more supported and engaged in their surroundings.

- *Supporting Healthy Lifestyles Across All Ages*: physical activities are essential for promoting healthy lifestyles throughout the lifespan. This implies that cities must cater to different age groups, by offering appropriate programs for children and adults.
- *Reducing Healthcare Costs*: preventive health measures benefit individual health and reduces the burden on the cities' healthcare systems, freeing up resources for other essential services. Healthy cities are those that invest in preventive care, and sports play a crucial role in this strategy.
- *Creating an Environment for Active Transportation*: integrating sports into urban planning means providing safe, well-connected routes for active transportation, such as walking, cycling, and jogging. This way, cities contribute to overall public health by promoting daily physical activity and reducing environmental pollutants that can harm respiratory health.

The goal is to make physical activity more accessible and pervasive. Can sports tourism create a positive impact while minimizing negative effects? Yes, particularly in terms of health. There is a growing demand to combine tourism and sports. On average, out of a seven-day trip, two days are spent engaging in sports. For instance, Calpe now promotes nature sports more than beach activities.

There is a challenge with the use of sports facilities: expensive fees for non-members (a common issue for students returning home on vacation, for example). This lack of accessibility for those outside the local “bubble” can be addressed through better management. Layla McCay, the director of the startup Centre for Urban Design and Mental Health, explained:

This is a planning and design approach that works with communities to understand, imagine, and deliver solutions that meet their local needs, rather than relying on the whims of a grand city plan. (McCay, 2018, p. X)

1.3. Which cities are investing big on this twofold strategy?

These dual benefits of improving residents' health and well-being while simultaneously enhancing the city's attractiveness through effective branding and economic stimulation reinforce each other, leading to a more vibrant, competitive, and appealing urban environment.

Cities around the world are increasingly recognizing the value of sports as both a branding tool and a means to build healthier communities. Whether through hosting global events, promoting active transportation, or investing in public sports facilities, these cities are lever-aging sports to enhance their attractiveness and improve the quality of life for their residents.

Spain is actively investing in sports both as a tool for city branding and as a means to promote public health and build healthier cities.

1.3.1. Cities Investing in Sports for Branding

A report by Brand Finance found that cities investing in sports branding and infrastructure saw an increase in their global brand value. For instance, cities like London and Barcelona have seen a 15% rise in tourism due to their sports branding. (Brand Finance, 2022a)

➤ International Level

- Tokyo, Japan: Tokyo leveraged the 2020 Summer Olympics (held in 2021 due to the pandemic), having to invest heavily in state-of-the-art sports facilities and infrastructure. This large-scale event served as a platform to showcase the city's cultural

heritage and technological advancements, boosting its global brand and positioning itself as a hub for international sports.

- Paris, France: the 2024 Summer Olympics built Paris' identity. They aimed to deliver the "greenest" Olympics in history, reinforcing Paris's image as a leader in sustainability, culture, and sports, attracting tourists and investors alike.
- Manchester, United Kingdom: this city has built a strong sports brand around football (Manchester United and Manchester City), positioning itself as a premier destination for sports tourism. Furthermore, its commitment to sports is reflected in its hosting of other major events like the 2002 Commonwealth Games, which also boosted its international profile.
- Dubai, UAE: Dubai has invested significantly in sports infrastructure to position itself as a global sports destination, by hosting the Dubai Tennis Championships and the Dubai Marathon. Additionally, Dubai's focus on luxury sports experiences, such as golf and equestrian events, further enhances its brand as a world-class city for both tourism and sports.
- London, United Kingdom: the City of London reported a 15% increase in its global brand value after investing in sports infrastructure and hosting events like the 2012 Olympics. The games not only improved infrastructure but also enhanced London's international reputation. (Brand Finance, 2022b)

➤ National Level (Spain)

- Barcelona: the 1992 Summer Olympics were a transformative event for the city, leaving a legacy after its investment in sports infrastructure, such as the Olympic Village and various stadiums, which continue to be used for sports and cultural events today. This helped Barcelona become a leading destination for sports tourism and international events, solidifying its brand as a vibrant and culturally rich city.
- Madrid: Spain's capital has made several unsuccessful bids to host the Summer Olympics, reflecting Madrid's commitment and ambition to developing world-class sports infrastructure and its desire to position itself as a global sports hub. The city continues to host significant sports events, such as the Madrid Open and the Madrid Marathon, which contribute to its branding efforts.
- Valencia: hosting high-profile international sports events such as the America's Cup, and the European Grand Prix, Valencia not only promoted the city globally but also spurred urban development and tourism.

1.3.2. Cities Investing in Sports to Build a Healthy City

A study by the Centers for Disease Control and Prevention (CDC) found that cities with more parks and recreational facilities had a 25% higher prevalence of adults meeting physical activity recommendations. (CDC, 2018)

➤ International Level

- Copenhagen, Denmark: Copenhagen's commitment to outdoor sports facilities and public health initiatives makes it a model for healthy urban living. With its extensive network of bike lanes and green spaces, the city promotes cycling as a primary mode of transportation, which not only reduces emissions but also encourages daily physical activity among residents.
- Melbourne, Australia: Comprehensive Sports Programs: Melbourne consistently ranks high on global livability indexes, partly due to its investment in sports and physical activities. The city offers a wide range of public sports facilities, green spaces, and

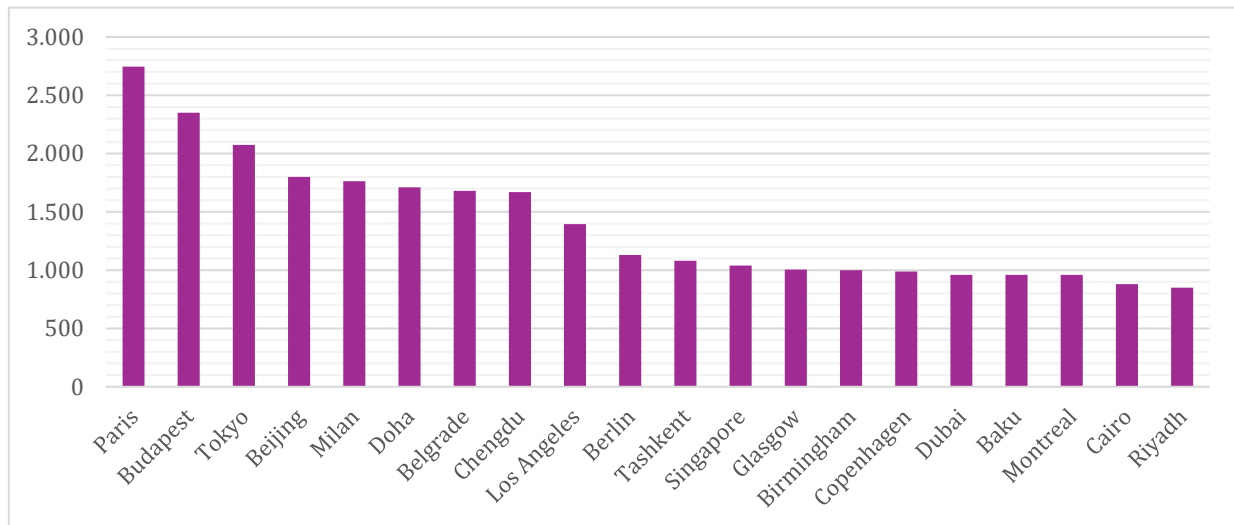
comprehensive sports programs. Melbourne's active promotion of sports at all levels, from grassroots to elite, plays a key role in its strategy to foster a healthy population.

- Vancouver, Canada: the city's proximity to nature, along with extensive parks, trails, and public sports facilities, encourages an active lifestyle. Vancouver also hosts numerous community sports events, making physical activity accessible and integral to daily life.
- Singapore: Singapore has made significant investments in creating a healthy urban environment through sports and recreation. Its urban planning includes the development of numerous accessible sports complexes and green spaces. Singapore's "Sports for Life" initiative promotes regular physical activity across all age groups.

➤ National Level (Spain)

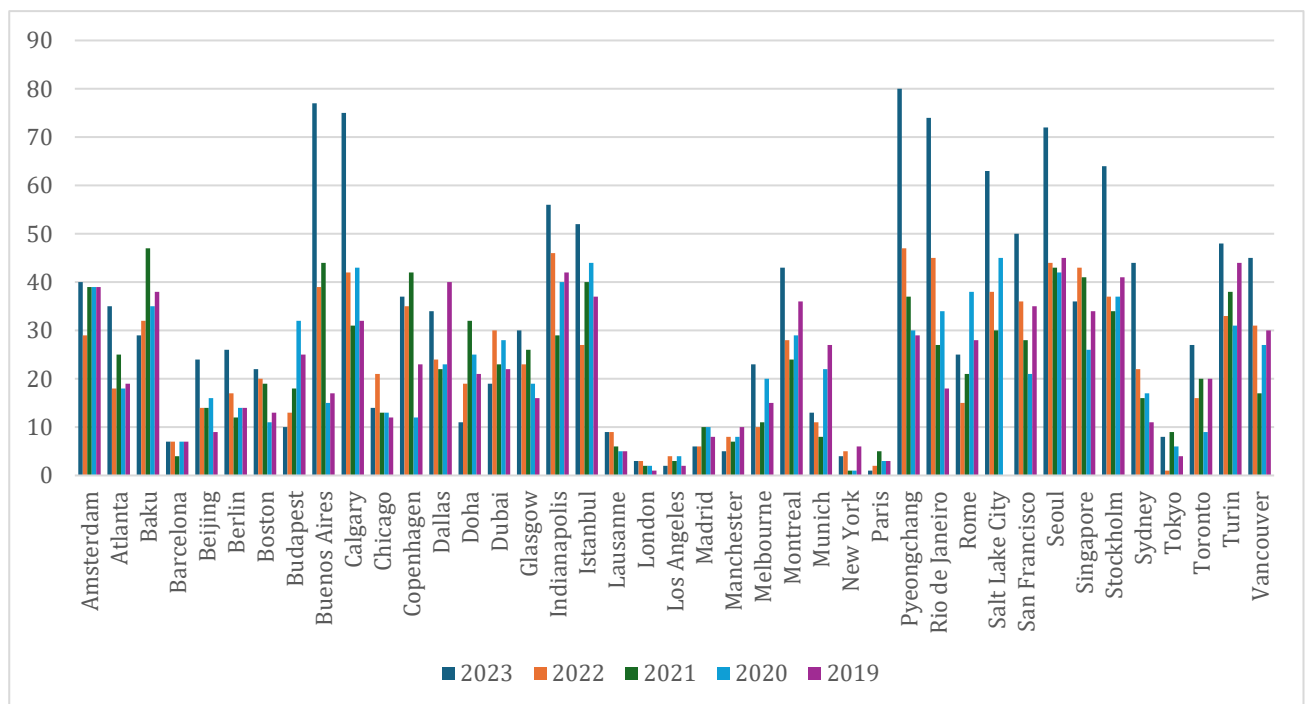
- Madrid: Healthy City Initiatives: Madrid is also focused on promoting health and wellness through sports. The city has invested in numerous public sports facilities, parks, and green spaces to encourage residents to lead active lifestyles. Initiatives like "Deporte en la Calle" (Sports in the Street) aim to make physical activity more accessible by organizing free sports activities in public spaces. Madrid also promotes cycling and walking as part of its urban mobility plan, contributing to a healthier urban environment.
- Barcelona: Green Spaces and Active Transportation: Beyond its branding efforts, Barcelona is committed to being a healthy city. The city has expanded its network of parks and green spaces, making it easier for residents to engage in outdoor physical activities. Barcelona also promotes active transportation, with a strong emphasis on cycling and walking. The "Superblocks" initiative, which reduces traffic in certain neighborhoods to create more space for pedestrians and cyclists, is part of the city's broader strategy to improve public health and reduce pollution.
- Vitoria-Gasteiz: Sustainable and Active Living: Vitoria-Gasteiz, the capital of the Basque Country, is a leader in promoting health through sustainability and active living. Recognized as the European Green Capital in 2012, the city has a strong focus on integrating sports into daily life. The extensive network of parks and the promotion of cycling and walking contribute to a culture of physical activity. The city's commitment to sustainability, combined with its emphasis on sports, makes it a model for healthy urban living in Spain.

Keeping the previous information in mind, let's see the cities which have hosted and will host the most high-scale events during the years 2021-2028. (Europa Press, 2023)

Figure 2. Event Score of Worldwide Cities in Descending Order (2021-2028).

Source: Own elaboration, 2024.

It doesn't seem like a coincidence that the city which has hosted the last Summer Olympics (Paris 2024) is first on the list. In order to keep track of the role sports play in different cities around the world, data have been collected through the years. The graph below shows this evolution comparing the years 2019 to 2023 (Dossier Net, 2023; CMD Sport, 2023).

Figure 3. Comparison of Sports in Worldwide Cities (2019-2023).

Source: Own elaboration, 2024.

It is visible that, in general terms, cities suffered an important setback during the period that coincides with the coronavirus pandemic (2020-2021). This will be discussed in *Section 3.2*. However, by 2023, most of them had already recovered their pre-pandemic numbers; some of them had even surpassed it. Indeed, it seems that cities are becoming more and more interested in sports with time.

2. What will be studied? Hypothesis

We are going to propose a series of hypotheses to be confirmed. Some of them aim to postulate that investment in sports in the city improves its attractiveness and branding. And others focus on sport as a practice, generating a healthier city and, therefore, also more attractive for investors, talent and tourists.

2.1. Sports Investment – External Image/Branding

Investment in sports significantly enhances a city's external image and branding, positively influencing its global recognition and appeal.

- Madrid: Madrid is home to Real Madrid CF and Atlético de Madrid, both of which are globally renowned football clubs. Real Madrid, in particular, is one of the most successful football clubs in history, as it holds the record for the most UEFA Champions League titles won, with 15. Real Madrid has a massive global fan base. The club has around 450 million supporters worldwide (World Football Summit, 2023a). These fans are spread across 186 of the 193 countries in the world (Sportmob, 2022). Madrid has hosted significant events such as the UEFA Champions League finals, the Madrid Open (tennis), and the annual Madrid Marathon. The city also bid for the Summer Olympics multiple times, showcasing its commitment to hosting major sporting events. Madrid leverages its successful sports teams and the hosting of international events to build a strong global brand. The city's association with top-tier football and other sports enhances its image as a vibrant and dynamic metropolis. The global visibility from these events and teams attracts tourists, investors, and new residents. Media coverage of these events helps keep Madrid in the international spotlight, promoting it as a lively and attractive destination.
- Barcelona: Barcelona is home to FC Barcelona, one of the most successful and recognizable football clubs in the world. It also has basketball teams, such as FC Barcelona Bàsquet. The city has hosted major events such as the 1992 Olympic Games, the UEFA Champions League final, and the Formula 1 Spanish Grand Prix. Barcelona has used its sporting success and hosting of international events to build a global brand. The city is known for its passion for sport, world-class infrastructure, and ability to host large-scale events. The global visibility it gains through these sporting events and teams attracts tourists, investors, and new residents. Additionally, the international media coverage of these events helps keep Barcelona on the map as a vibrant and dynamic destination.

2.2. Sports Investment – Local Happiness/Pride

Investment in sports correlates positively with the happiness and pride of residents, fostering a stronger sense of community identity and satisfaction.

Hosting major sports events or having successful local sports teams can foster a strong sense of community identity and pride. For example, cities like Barcelona and Manchester are well known for their football teams, which contribute to a strong local identity and community spirit. Many large communities of sport supporters from same city share matches, moments, glory or failure. They sing together...remember the "You'll never walk alone" at Liverpool, they feel together, even for some few hours, they cultivate the sense of belonging. Sports can bring people together, fostering social cohesion. Sometimes, mass sports have a "people's opium" effect, making people forget about their daily problems when they jointly attend a football game, all under same colors and flags, sharing same feelings and ambitions.

2.2.1. Social Cohesion and Identity

- **Community Pride:** Successful sports teams or popular sports events can become a source of local pride and identity. The community rallies around teams or events, creating a shared experience that strengthens social bonds.
- **Inclusivity:** Investment in diverse sports programs ensures that all community members, regardless of age, gender, or ability, have the opportunity to participate. This inclusivity is crucial in promoting widespread engagement and a well-rounded sports culture.

2.3. Sports Investment – Tourism Attraction, Investors

The opening paragraph has no indentation. Cities that invest in sports attract more tourists and investors, yielding significant economic benefits.

The global sports tourism market is expected to grow at a compound annual rate (CAGR) of around 12% between 2021 and 2027, with an expected economic impact of around USD 1,700 billion. Of that amount, football tourism alone is expected to account for 40% of the industry's economic potential. In total, sports tourism accounts for around 10% of total global tourism flow. It has become a fundamental tool for local and national economic development (World Football Summit, 2023b).

The Paris 2024 Olympics were projected to have a significant economic impact on the region. The Games were expected to generate between €6.7 billion and €11.1 billion in net economic benefits, with an intermediate scenario projecting around €8.9 billion. This impact comes from various sources, including tourism, construction, and the organization of the Games. (CDES, 2024)

But upfront investments are huge too, and net profit terms holds a large degree of uncertainty. That's the public reason behind Brisbane (Australia) as the only candidate (and winner) of Summer Olympics organization for 2032.

Investment in sports infrastructure and events can lead to economic benefits, which in turn can make a city more attractive to talent. This includes job creation, increased tourism, and improved local businesses.

- **Job Creation:** The development of sports infrastructure and the organization of sports events create jobs, from construction workers to event organizers, coaches, and sports therapists. This economic boost can increase community interest in sports.
- **Local Businesses:** Sports events attract visitors, which benefits local businesses such as hotels, restaurants, and retail stores. This economic activity reinforces the value of sports to the local economy, thereby fostering a supportive environment for sports culture.

Marathons and other local sports events have a significant economic impact, bringing in tourism revenue, boosting local businesses, and enhancing the city's global profile. For example, the New York City Marathon generates more than \$4150 million annually for the local economy. (Martin and Hall, 2020)

2.4. Sports Investment – Fostering of Local Sports Culture

Sports investment significantly contributes to the development and enrichment of a local sports culture, promoting widespread community engagement in sports activities.

We can perceive this statement along different cities investments and activities:

2.4.1. Infrastructure Development

- **Sports Facilities:** Investment in sports infrastructure, such as stadiums, gyms, and recreational parks, provides the necessary spaces for both organized sports and casual physical activities. Access to these facilities encourages community members to participate in sports, which helps in cultivating a strong local sports culture.

2.4.2. Educational Impact

Figure 4. Football Team



Source: Kampus Production, 2021.

- **Youth Programs:** Funding for youth sports programs, coaching, and talent development helps in nurturing young athletes, fostering a sense of identity and pride within the community. These programs often create pathways for professional opportunities, further enriching the local sports culture. These activities are traditionally linked to local main sports teams. The continued investment by FC Barcelona in the youth system (La Masia, with capacity for 83 athletes) (FC Barcelona, 2024) and many other teams such as AC Milan is remarkable.
- **Life Skills:** Sports teach valuable life skills such as teamwork, discipline, and leadership. Investment in school sports programs can enhance these benefits, integrating sports into the broader educational experience and cultivating a culture that values these skills.
- **Academic Performance:** Studies have shown that students who participate in sports tend to perform better academically. By investing in sports, communities can reinforce the importance of a balanced education that includes physical activity.

Only in the USA, we can estimate around 300.000 student-athletes receiving athletic scholarships from combining data from various athletic associations:

1. **NCAA (National Collegiate Athletic Association):** the NCAA reports that approximately 180,000 student-athletes receive athletic scholarships across its Division I and Division II schools. Division I and Division II are the only NCAA divisions that offer athletic scholarships. (NCAA, 2024)
2. **NAIA (National Association of Intercollegiate Athletics):** the NAIA provides scholarships to approximately 83,000 student-athletes (NAIA, 2024).
3. **NJCAA (National Junior College Athletic Association):** the NJCAA, which governs two-year college athletics, offers scholarships to about 28,000 student-athletes (NJCAA, 2024).

2.4.3. Cultural and Recreational Opportunities

- **Events and Festivals:** Investment in large-scale sports events or local sports festivals can showcase the community's sports culture, drawing in participants and spectators alike. These events can become a part of the community's cultural fabric, celebrated annually or seasonally.
- **Community Engagement:** Through sports, communities can engage in recreational activities that are not only enjoyable but also culturally significant. Sports events can also serve as platforms for other cultural expressions, further enriching local culture.

Supporting Evidence: Green Bay, Wisconsin, USA: The Green Bay Packers' success has had a profound impact on local culture, turning Green Bay into a city synonymous with American football. This is a result of sustained investment in the team and its facilities.

Urban Development: Investment in sports can drive urban development and regeneration. For instance, the development of sports facilities and the hosting of events can lead to improvements in infrastructure and public spaces, making a city more livable and attractive.

2.5. Sports Investment – Healthier City

Increased sports practice within a city's population leads to improved public health outcomes, demonstrating a tangible benefit of sports promotion policies.

Sports facilities and events can improve the quality of life for residents by providing recreational opportunities and promoting a healthy lifestyle. This is particularly appealing to younger generations who prioritize quality of life when choosing where to live.

Integral health. Since 1948, the (WHO) has defined health as “a person's state of physical, emotional and social well-being” (2024) and, therefore, it is not just the absence of disease. Integral health encompasses much more than just traditional medical interventions such as pills or surgery. It includes a variety of practices and approaches that contribute to general well-being. Our society tends to treat illness as an isolated entity without connection to our mind-body reality. However, integral health

involves a balance in the different areas: physical, energetic, mental, emotional and social. We will achieve an optimal state of health if we adopt preventive measures to avoid both chronic conditions (digestive disorders, diabetes, hypertension, arteriosclerosis, anxiety, depression...) and degenerative diseases (of the nervous system, osteoarticular...) or even cancer. Prevention begins before developing the disease, but it can also be adopted when it has already appeared, being, in this case, secondary prevention, the aim of which is to improve the quality of life and avoid complications of the disease. In integral health, extreme importance is given to factors related to lifestyle, such as: natural and balanced nutrition, quality water, a home free of toxins, nutritious breathing, practices for physical and mental energy and prevention against certain health risks.

So, living in a healthy city is more and more appreciated by citizens, and especially by talented people looking for a new city to move in.

Worthy of note is the program dedicated to this issue promoted by the Spanish health insurance company SANITAS (Bupa Group) called Healthy Cities. (Sanitas, 2024). Healthy Cities by Sanitas is a ESG program that aims to create healthier and more sustainable cities. It promotes healthy lifestyles through physical activity challenges and environmental initiatives. In addition, it provides citizens with tools and support to create healthy habits and contributes to urban regeneration projects. In this way, we see that it is not just about creating spaces for sports, low pollution, etc. We can regenerate natural spaces in our cities. Climate change, loss of biodiversity or deforestation are risk factors for our health. An example of this can be seen in infectious diseases. It is estimated that more than 75% are caused by zoonoses. This involves the transmission of viruses from animals to humans derived from the damage caused to nature, which facilitates the spread of pathogens.

2.5.1. Health and Well-being

- **Physical Activity:** With more accessible sports facilities and programs, community members are more likely to engage in regular physical activity, leading to improved health outcomes. This, in turn, reinforces the value of sports in daily life and contributes to a more vibrant sports culture.
- **Mental Health:** Sports and physical activities are known to reduce stress and improve mental well-being. A community that values and invests in sports is likely to see improvements in overall mental health, further promoting engagement.

2.6. Sports Investment – Attractive City for Potential New Citizens

Cities renowned for their sports culture and facilities attract potential new citizens, contributing to urban growth and dynamism.

2.6.1. Urban Sports Practice Prevalence

- **Walking for Exercise:** Walking is one of the most common forms of physical activity in urban areas. According to data from the Centers for Disease Control and Prevention (CDC), about 60% of U.S. adults engage in walking for physical activity at least once a week (Elgaddal et al., 2020). In many European cities, the percentage is similar or even higher due to the compactness of cities and the promotion of walking as a mode of transportation.
- **Running and Jogging:** Running and jogging are also popular urban sports. A survey by the Sports & Fitness Industry Association (SFIA) reported that approximately 78,8% of the U.S. population participates in running, jogging, trail running or any of 124 different sports, fitness, and outdoor activities in 2023 (SFIA, 2024). This percentage is slightly higher in urban areas due to the availability of parks, running tracks, and organized events like marathons.
- **Urban Marathons Participation.** Urban marathons are flagship events that attract both local participants and international talent. Here are annual participation numbers for some of the world's major marathons: New York City: 50,000, Boston: 30,000, Chicago: 45,000, London: 40,000, Berlin: 45,000. The popularity of marathons has been steadily increasing. For example, the number of marathon finishers in the U.S. grew from around 25,000 in the 1970s to more than 500,000 in recent years, with many of these events occurring in urban settings (Namineni et al, 2022).

3. Research & Findings

An arduous study of the mentioned subjects has led to a process of investigation and analysis by which certain conclusions may be established.

3.1. Research Methodology

The search criteria used corresponds to the exploration of 175 cities around the globe, which are included at the WorldWide Observatory for Attractive Cities (Ondiviela, 2023b). They will enable the comparison according to different parameters, and therefore the extraction of correlations between those results and city branding and attractiveness.

The list of cities and their corresponding countries from which the data was obtained is shown in the Appendix.

3.2. Findings

Before diving into the numeric investigation, there are some key aspects involving the topic of sport in cities which need to be clarified first.

3.2.1. Pandemic

The pandemic changed society as we knew it, especially our interactions and way of living. Bearing in mind that leisure and health is such a big part of our lifestyle, it's only logical that this period also had an impact on sports as well (as mentioned in *Section 1.3.*).

During the pandemic, citizens couldn't go outside to practice the sports as usual, so new ways to stay active had to be found. On one hand, some people who were accustomed to practicing sports continued to do so (via online gyms lessons, for example). On the other hand, others started their sports' journey due to boredom or trying to keep or regain their health in such a difficult time.

Once it was possible to go outside again, because there were still a lot of restrictions on how we interacted, citizens started to take up sports which didn't need team members or a particular infrastructure. A lot of changes were made and the concept of sports in cities also underwent significant changes. This is probably the cause for the growth of activities such as running. David Green, a principal at international design practice Perkins and Will, in a March interview with Fast Company: "There's an interesting nexus that's happening with the increase in thinking about chronic health in cities and the health districts that we're designing and this particular epidemic" (Green, 2023).

After the pre-pandemic conditions were almost totally restored, people continued with their healthy lifestyle, and these individual activities gained a permanent spot in city's everyday way of living.

Figure 5. Marathon



Source: RUN 4 FFWPU, 2018.

According to "Garmin Activity Report 2023" (Active Running Cities, 2024a) based on global data collected from Garmin Connect users, the top five activities in 2023 were:

1. Running
2. Walking
3. Cycling
4. Strength Training
5. Interior Cardio

Outdoor running was increased by 5%; like walking and road cycling, which increased by 7%, or trail running (+11%). Not surprisingly, all of them are practiced in the outdoors. Similarly, grave cycling (+45%) and mountain electric bike (+49) have gained significant importance. Finally, the ebike's popularity (+62%) may be due to the increasing custom of including technology in sports and track training (+76%), also practiced mostly outdoors. The data seems to reinforce our initial speculations.

The incorporation of technology was mentioned. The population confided in it to stay in touch with one another during the 2020 pandemic, so it became a relevant point in their daily lives. That's why it is no surprise that it ended up being incorporated to something so important for a citizen such as sport.

3.2.2. Technology

We are living in a time when technology is taking over almost every aspect of our lives, and sports aren't going to be left behind.

With this surge of cities based on physical mobility and the incorporation of public health into urban planning, more spaces are being used for sport. This provides millions of young people a sense of ownership which empowers them and sustains the emergence of a new phase in sport's development.

Technology is acquiring a primary role in the management, knowledge and promotion sports, whereas resident-wise or focused on tourism. Several applications are gaining popularity; so much so, that 78% of sportspeople use technical devices during outdoor activities. (Active Running Cities, 2024b) Some of the most used ones are shown below:

- Aphetor
- Baba Au Run
- Zwift
- Strava

Running was the most popular sport of 2023, and it's still on the rise. More and more sportspeople are putting on their running shoes and the percentage of sportspeople in Strava who publish their foot races has increased by 4%. Sports with more activities on Strava in 2023:

1. Running
2. Cycling (including e-bike)
3. Walking
4. Trail running
5. Gravel and mountain biking
6. Hiking
7. Virtual cycling
8. Training
9. Swimming
10. Alpine skiing

Devices linked to this kind of apps are important for the management and planning of public spaces. As a tourist, technology allows me to access information about local sports services, but it's harder to find out about informal sports locations (like heat maps showing where people run or do functional training in parks). Municipalities could implement concrete projects enabling visitors to integrate sports into their daily routine during their stay.

But we have to be careful. Are we relying too much on technology? Incorporating sports into the urban agenda is becoming increasingly important and many tourists now follow hiking routes based on Google Maps rather than residents who truly know the area.

Still, 21st century concerns will imply the designing of cities that address much more than just technology. As municipalities worry about public health issues like isolation and alienation as well as physical fitness, more and more of them are looking at a completely different set of concepts. One urban planning principle by which big cities are being recomposed is known as "placemaking" (SportsPro Media, 2023a).

The custom of big teams and events on which the sports industry depended before the shut-down is largely being restored but in time, cities could become the source of something new. In many established cities, the realities of urban development can restrict the creation of new public spaces, so it is necessary to find more creative solutions.

During the pandemic, several sports and entertainment venues (stadiums, gymnasiums, ...) have been used with emergency healthcare purposes. These are the so called "meanwhile spaces". In the near future, scope for these kind of conversions may feature in initial building plans.

Figure 6. Streetdancing

Source: Chuck, 2018.

This applies to sports as well, whether exteriors, or interiors well suited for crossfit or other fitness-based activities but just as usable for esports or something like it. Furthermore, some rooftops and cul-de-sacs have been reimagined as compact courts and pitches, so games are being set up wherever room is found. That environment lends itself neatly to non-traditional versions of traditional sports: 3×3 basketball or small-sided street soccer, for example. Activities that tap into a youthful culture of improvisation and digital sharing and which are taking over events as important as the Olympics.

Such is the impact that sport is having in the development of cities that there are immense projects that cities are working on which relate directly to the actualization of a city, surrounding sports exclusively. Whole new cities are being built around this concept.

One clear example is the new US\$32.79 billion capital that Indonesia is building on the island of Borneo. Since it would be built amid heavily forested land, these plans have attracted the attention of environmental groups like Greenpeace. We have to be careful not to destroy our current natural sources of health by building a city “that gives as health”.

Other projects may be:

- Neom: a mega-city focused on high-performance sports with which Saudi Arabia is attempting to diversify its income and soften its global image. It is set to cover 10,230 square miles of desert in the north-western province of Tabuk at an apparent cost of US\$500 billion.
- Tokyo: placemaking is being applied through the process of machizukuri, by which citizens work with city planners to best meet local needs. The Japanese capital has been responding to the challenges faced by its aging population by designing Daily Activities Areas.
- Paris: its long-term vision for phasing in a concept called “la ville du quart d’heure” –or the 15-minute city- (as done in Copenhagen, Melbourne and Utrecht) marks a break from a century of city planning centered on the production of business, retail, entertainment and residential districts. Moreover, the Paris Summer Olympics 2024 has responded to the possibilities urban sports offer with the incorporation of 3×3, skate-boarding and breaking on the Olympic program.
- Buenos Aires: Summer Youth Olympic Games in Buenos Aires, where a number of events were arranged across four city parks.
- Budapest: GAISF’s World Urban Games, combining disciplines like parkour, BMX freestyle and flying disc – also known as frisbee – with cultural celebrations.

Leading brands and companies already get the significance of growing urbanization and are recalibrating their activities in kind:

- Adidas: has built its operations around six cities to “over-proportionally grow share of mind, share of market and share of trend” (adidas, 2019) (London, Los Angeles, New York, Shanghai, Tokyo, and Paris), where it also pulls in business innovations to meet sustainability and new economic demands through its own startup accelerator, Platform A.

This approach connects with distinct parts of a city and gets the brand closer to emerging sporting talent, artistic trends and entrepreneurial breakthroughs – all of which helps its cause of staying relevant to consumers.

- Nike: Has shaped marketing campaigns around big urban communities for a while now.

Adidas general manager for Paris, Brice Lefevre, explaining the brand's city-based activities on the SportsPro Podcast:

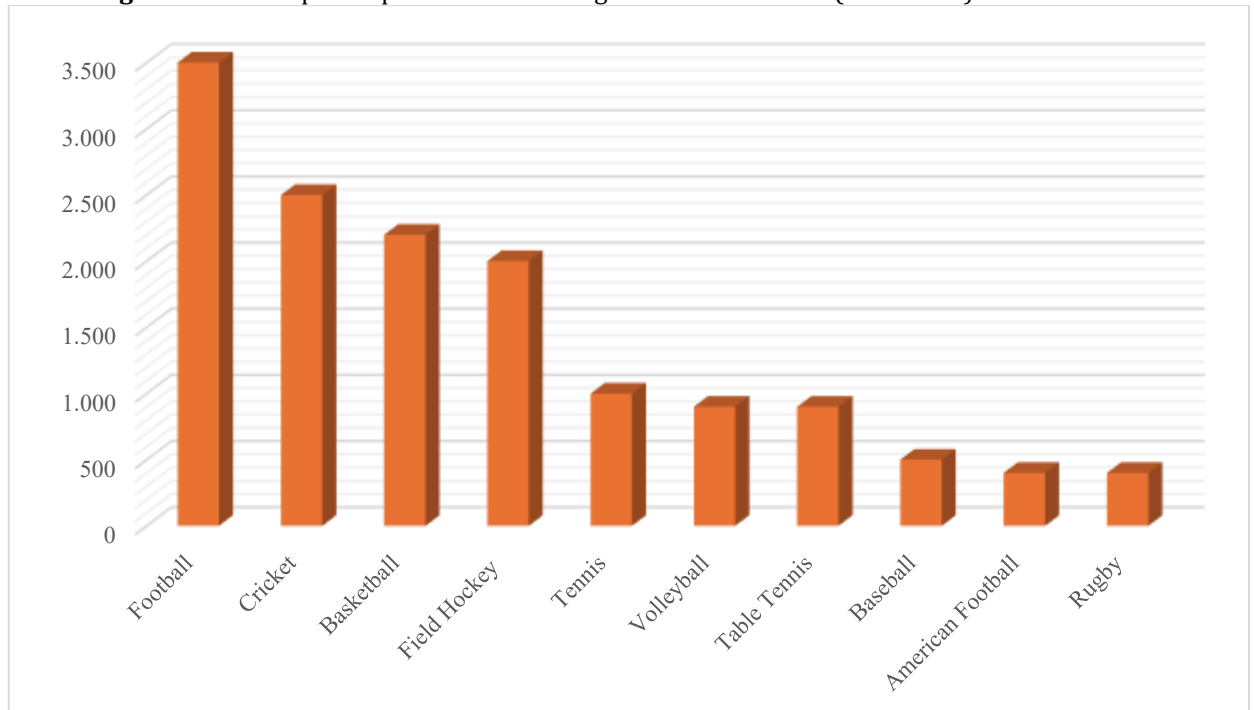
Cities are growing in terms of population and there is a clear importance in treating them differently as a market (...). Paris is different from the rest of France. London is different from the rest of the UK. A New Yorker has not much in common with the way someone is living in LA, just because of the time of the season, the aspiration when it comes to doing sport. (SportsPro Media, 2023b)

3.2.3. Different Sports and their Followers

The common understanding of a sports city, from an industry perspective at least, has a lot to do with the people who watch it. Big teams generate a local identity and an economic stimulus, top-tier events project a monetizable image far and wide, and large-scale infrastructure is thrown up to support it all.

This number can be interpreted in different ways. First, we have sports like football or basketball which have millions of followers worldwide, where is there other sports like cricket that also have millions of followers but who are concentrated on a certain country or continent - in this case, India -. Neither one nor the other is more important, but this means that we need to understand the popularity of different sports in several ways depending on the background culture, for example. It is important to bear in mind that there are different criteria for measuring the popularity of a certain sport depending on the amount of people who practice it in different areas of the world or if we are more interested in knowing the amount of people that practice it without looking at the impact it has at a geographical level.

Let's verify our assumptions by viewing the impact of several sports and their followers, in millions, to get a better understanding of this concept. (El Desmarque, 2023)

Figure 7. Most Popular Sports in Descending Order of Followers (in Millions).

Source: Own elaboration, 2024.

3.2.4. Economic Impact

Figure 8. Motorcycling

Source: Nazar Nieto Hernandez, 2019.

Cities that host major sporting events like the Olympics or World Cups often see significant economic boosts. For example, the 2016 Rio Olympics generated around \$2.1 billion in tourism revenue. (OCDE, s.f.) Likewise, the FIFA World Cup is known for significantly boosting the host country's economy. A report on the 2018 FIFA World Cup in Russia estimated that it contributed approximately \$14 billion to the national economy and enhanced Moscow's global visibility (FIFA, 2019).

The economic impact that sports leave in a city is quite significant, not only as a citizen level but also at the tourist one, not only due to big events but also thanks to small everyday customs.

It is true that this advantage is not always seen short term and there needs to be a plan for the long term. That's one of the reasons for the difficulty major events like the Olympic Games bring to a certain city.

It is relevant to point out that the economic impact is also very strongly tied to other impacts that create advantages for the city such as cultural or socially. Tourists not only come to the city because of its livelihood on the streets or its sporting facilities, but because they want to see and visit a certain stadium like Santiago Bernabeu or attend a certain major event like Madrid's marathon. This involves a longer stay, meaning bookings at hotels and visits to other activities such as museums, architectural masterpieces, ... Tourists may fall in love with the city and decide to move there, therefore attracting talent and investors.

The benefits outweigh the drawbacks. Active tourists tend to be more desirable visitors than those engaged in less respectful tourism (for example, "party tourism"). Employment in these destinations is typically more focused on serving residents than tourists, but a shift is occurring.

Such is the impact tourism has that the global sports tourism market was valued at \$587.87 billion in 2022 and is projected to grow at a compound annual growth rate (CAGR) of 17.5% from 2023 to 2030. The active segment accounted for the second-largest share at 39.9% in 2021. It is also expected to grow at a CAGR of 17.8% during the forecast period. (Active Running Cities, 2024c)

A study published in the Journal of Sport Management revealed that cities hosting major sporting events, such as the Olympics, see an average increase of 10-30% in tourism during and after the event. This rise is often sustained as cities are perceived as more attractive and vibrant. (Journal of Sport Management, s.f.)

Europe is the most significant market, accounting for 38.01% of the total revenue share. Decentralizing overcrowded destinations through sports can be an effective socioeconomic strategy. However, it must be done carefully to avoid exceeding capacity and leading to overcrowding.

It is increasingly common for people to travel while wanting to maintain their active lifestyle. Sports infrastructure can be used by tourists too, but how can we adapt or make the most of these facilities for non-residents without compromising the local community?

3.2.5. Spain

The importance of international travelers is decisive. In 2019, 33% of sports tourists were international and generated 68% of total sports tourism spending in Spain. In 2022, 29% of sports tourists were international, yet they accounted for 62% of total sports tourism spending in this country. Therefore, international tourism generates more than everyday practice and has recovered its pre-pandemic numbers.

Tourists spend more than Spaniards in sports. Concretely, national travelers spent 38% of the total 2022 sports practice expenses. In particular, running events have grown significantly:

- The 2023 Zurich Marathon Seville estimates a total of 7646 visitant runners, distributed in groups of 3.1 each, leading to 28898 tourists.

Table 1. 2023 Zurich Marathon Seville Estimates

	2022	2023
Visitant runners	6818	7646
National Runners	4501	3319
Tourists	2314	4327

Source: Own elaboration, 2024.

- The "Marea Rosa" of the Women's Race set a new participation record in its 20th anniversary in 2022. The Women's Race concluded its 2022 circuit with 101,500 participants across the nine events held, raising a total of 104,685 euros. (Runner's World a, 2022)

- The economic impact of the Madrid Marathon reaches 48 million euros. A study revealed that foreign participants, who represent 19% of the total, spend an average of 679 euros per person and typically travel with up to six companions. (Runner's World b, 2023)

There are more and more routes and initiatives that surround running, an invisible individual practice which creates atemporal citizens (tourists). Active running cities is just one example of sports tourism as an economic driver and there are different ways for measuring the impact of sports tourism on tourist destinations.

The “sports prescription” trend has grown, especially after the pandemic, which high-lighted the importance of physical activity. A case in point is Burgos, now branding itself as a cycling territory with a new strategic cycling tourism plan.

How can the integrated design of infrastructure benefit both residents and visitors? What is the effect of making public investments in infrastructure more efficient in this context? Key aspects include cost efficiency, social cohesion, and sustainability (resource optimization). Projects that enhance the multidimensional impact of sports, involve most of the population, align with the Sustainable Development Goals (SDGs) and the Urban Agenda, and serve as tools for new policies in health and tourism.

Cities are exploring the potential economic advantages of attracting sports tourism through the promotion of active and healthy cities, whereas through a smart tourism network or rural sports initiatives. Using measurement methodology and its indicators implies the characterization of tourism (adventure, nature-based, educational, cultural, etc.). For in-stance, football leagues host events, encouraging visitors to engage in additional activities beyond just attending the match, offering discounts and incentives.

We must distinguish between two types of sports tourism:

- Events: these include participants, attendees and the public; and involve the adaptation of public services, sports offerings, demand, economic impact, environmental impact, and social impact.
- Destinations: visitors travel to practice a specific sport. Another example could be skiing in the Pyrenees or the demand for cycling in Mallorca. This focuses on tourists’ experience, economic impact, and sustainability.

Some trends and best practices focus on major participatory events, elite competitions, and wellbeing initiatives and are growing trend, especially after the pandemic: La Nucía, the first smart destination in the world; or LALIGA meet-and-greet trips, ...

While considering the tourist, the local city must also be taken into account and public service management is key. Providing information can help avoid negative perceptions (like a resident feeling inconvenienced by a road closure during a race). Effective service management tools, such as those used for events in Central Park, Madrid’s Retiro Park, or Valencia’s riverbed park, allow us to measure the use of facilities and consumption patterns. For example, in response to growing demand in Mallorca, new public services have been developed.

The key lies in coordination between tourism and sports, ensuring a shared vision in destinations. For example, Catalonia promotes sports activities through joint governance between tourism and sports sectors, ensuring that both departments communicate to promote sports tourism effectively. Without this coordination, tourists will find their own solutions.

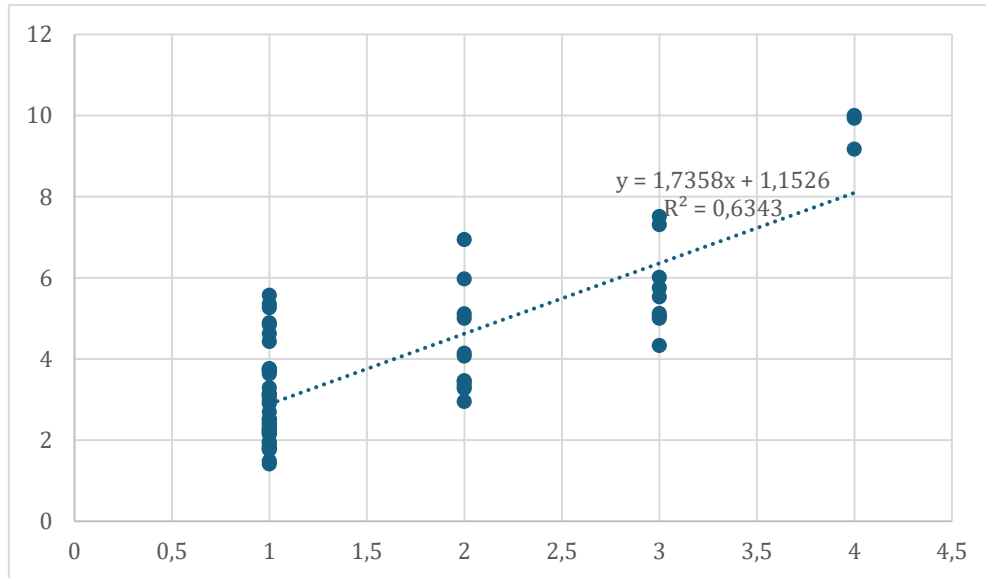
3.3. Sport Investment is Correlated to City Branding

Investing in sports has become a strategic tool for enhancing city branding, with a clear correlation between the two. Cities that allocate significant resources to sports infrastructure, events, and programs often see substantial returns in terms of global recognition, economic development, and improved civic identity.

Let’s provide solid ground to confirm that sports investment can significantly enhance city branding, attract tourism, and promote local economic growth.

Taking all the cities from the list in the Appendix, comparing their branding score with the amount of sport events (either temporary or permanent), it is possible to create a graph that demonstrates their correlation. (Ondiviela, 2023a) The cities that lack sporting events are removed, as they do not contribute with any significant information.

Figure 9. Correlation of Sports and City Branding.



Source: Own elaboration, 2024.

$R^2 = 0.6343 > 0.5$, which means that there is a positive correlation between the two: the sportier a city is, the better its branding, as it was hypothesized.

3.4. Sport Investment is Correlated to City Health

To support the claim that sports practice is correlated with improved public health in urban areas, it is possible to compare the health index (HLC Index) (Ondiviela, 2023b) of the most significant countries in this aspect with the sport' score.

Table 2. Sporting Events and their HLC Index

Country	HLC Index	Sports
United Kingdom	6.7	14
Spain	7.64	12
France	8.15	10
Italy	7.82	9
Germany	8.02	4
Canada	6.82	3
China	2.76	3
Hong Kong	3.61	3
Hungary	4.72	3
Portugal	7.21	3
Turkey	3.43	2

Source: Own elaboration, 2024.

The countries with several sporting events enjoy a high HLC Index, confirming the hypothesis that stated that the sportier the city, the better its citizens' health. It is true that some exceptions appear (Portugal, for example), probably due to their high ranking in other areas such as industry.

3.5. Known Biases

Biases illustrate the complexities involved in studying the dual impact of sports on city health and branding appear when considering their limitations and the sources. This way, researchers can better navigate the findings and implications of their studies.

- Psychological bias: when we research the terms sport, attractive city for talent, etc., we look for positive data that associate the exercise of sport and the conditions and facilities that cities inspire. But we have inadvertently forgotten a clear fact: the increase in obesity worldwide because of the improvement in well-being and the decline of physical jobs compared to intellectual ones. According to the World Obesity Atlas, the % of adults with obesity (BMI Index > 25 kg/m²) is growing globally, from 42% in 2020, to 46% in 2025, with an estimated 54% in 2035 (World Obesity Federation, 2024). This trend towards obesity and sedentarism contrasts with the good figures found in the practice of exercise and in the cities efforts to offer spaces and conditions that encourage it.
- Selection Bias: studies may focus on specific populations that are already inclined to-wards physical activity or reside in cities with established sports cultures, leading to results that do not represent the broader population (Hancock, 2024).
- Self-Reporting Bias: many studies rely on self-reported data regarding sports participation and health metrics, which can lead to inaccuracies due to over- or under- reporting (Troost et al., 2002).
- Confounding Variables: other factors, such as socioeconomic status, access to healthcare, and environmental conditions, can influence both sports participation and health outcomes, complicating causal relationships (Gordon-Larsen et al., 2006).
- Generalizability Issues: results from specific cities or studies may not be applicable to other settings, especially if they differ significantly in culture or infrastructure related to sports (Lindsey and Gratz, 2018).
- Temporal Bias: the timing of data collection can affect results; short-term studies may not capture the long-term health benefits of sustained sports participation or branding efforts (McGowan et al., 2020).
- Funding and Publication Bias: research funded by sports organizations may yield results that favor positive health and branding outcomes, while negative findings may be less likely to be published (Dickersin, 2005).
- Cultural Bias: different cultural attitudes toward sports can influence participation rates and perceptions of health and branding, leading to varied outcomes in studies across different regions. (Groot & van den Berg, 2018).

4. Conclusions. Discussion

Integrating sports into city planning is not just about providing recreational opportunities; it is a multifaceted strategy that enhances public health, social cohesion, economic growth, sustainability, and global standing.

The numbers have confirmed our initial hypothesis, confirming the relevance of a twofold impact consisting of a circular dependence in which a healthy city is more attractive for talent in all its forms, whereas tourist-wise or focused on future residents, and therefore increases its branding.

The different conclusions that have been extracted from the different hypothesis will be discussed:

- External Image/Branding: as previously mentioned, the existing correlation between sports and branding appears due to the increased global recognition and appeal that it is related to. At the

end of the day, a city is mostly known for its way of living, monuments, and events; and sports play an important role in all of these aspects with its everyday activities, stadiums and gyms, high-profile events, ... Moreover, R² confirmed this hypothesis.

- Local Happiness/Pride: all hypotheses are related to one another in a certain way, since each one leads to the others and vice versa. For example, if the city's branding is appealing then its population will be happy and proud to live there.
- Tourism Attraction, Investors: therefore, people from all parts of the world will want to visit it, leading to potential new citizens and a healthy economic growth. Furthermore, the city will catch the companies and other investors' eye. The potential impact will greatly affect its capacity to invest in more sporting events and activities, elevating the initial branding even more.
- Fostering of Local Sports Culture: the impact of the image the city will convey will start to change it for the better. Its own citizens and government will want to protect their resounding sports culture.
- Healthier City: the availability of several possibilities, whether temporary or permanent, for practicing sports will most probably induce people to gain a healthier sports culture; improving health issues.
- Attractive City for Potential New Citizens: lastly and evidently, a city that is being constantly nurtured and being taken care of, which offers a healthy and entertaining lifestyle, versatile activities, ... will attract people worldwide who are looking for a place to live. It will have a significant advantage compared to other, less attractive cities.

There are several characteristics that make a city more attractive, Nonetheless, by making sports a central element of urban life, cities can build a more vibrant, healthy, and attractive environment for all. As cities change, the role sport plays within them will change as well. All of this is what is helping to shape the smart cities of tomorrow.

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Appendix – List of Studied Cities

City	Country
Buenos Aires	Argentina
Córdoba	Argentina
Sydney	Australia
Melbourne	Australia
Adelaide	Australia
Canberra	Australia
Vienna	Austria
Linz	Austria
Manama	Bahrain
Minsk	Belarus
Brussels	Belgium
Antwerp	Belgium
La Paz	Bolivia
Brasilia	Brazil
Sao Paulo	Brazil
Rio de Janeiro	Brazil
Sofia	Bulgaria
Vancouver	Canada
Toronto	Canada
Ottawa	Canada
Montreal	Canada
Santiago	Chile
Shanghai	China
Beijing	China
Guangzhou	China
Shenzhen	China
Chengdu	China
Chongqing	China
Shenyang	China
Wuhan	China
Suzhou	China
Tianjin	China
Harbin	China
Medellín	Colombia
Bogota	Colombia
San José	Costa Rica
Zagreb	Croatia
Prague	Czech Republic
Copenhagen	Denmark
Aarhus	Denmark
Santo Domingo	Dominican Republic
Quito	Ecuador
Cairo	Egypt
Tallinn	Estonia

Helsinki	Finland
Tampere	Finland
Espoo	Finland
Oulu	Finland
Paris	France
Lyon	France
Marseille	France
Nice	France
Bordeaux	France
Lille	France
Tbilisi	Georgia
Berlin	Germany
Munich	Germany
Dusseldorf	Germany
Frankfurt	Germany
Hamburg	Germany
Stuttgart	Germany
Cologne	Germany
Accra	Ghana
Athens	Greece
Hong Kong	Hong Kong
Budapest	Hungary
Mumbai	India
Bangalore	India
New Delhi	India
Hyderabad	India
Jakarta	Indonesia
Dublin	Ireland
Tel Aviv	Israel
Jerusalem	Israel
Milan	Italy
Rome	Italy
Florence	Italy
Torino	Italy
Tokyo	Japan
Yokohama	Japan
Osaka	Japan
Nagoya	Japan
Kuwait City	Kuwait
Riga	Latvia
Vilnius	Lithuania
Luxembourg	Luxembourg
Kuala Lumpur	Malaysia
Mexico City	Mexico
Monterrey	Mexico
Guadalajara	Mexico

Casablanca	Morocco
Rabat	Morocco
Amsterdam	Netherlands
Eindhoven	Netherlands
Rotterdam	Netherlands
Den Haag	Netherlands
Auckland	New Zealand
Wellington	New Zealand
Oslo	Norway
Bergen	Norway
Stavanger	Norway
Panama City	Panama
Asuncion	Paraguay
Lima	Peru
Manila	Philippines
Warsaw	Poland
Wroclaw	Poland
Lisbon	Portugal
Porto	Portugal
Doha	Qatar
Bucharest	Romania
Moscow	Russia
St Petersburg	Russia
Riyadh	Saudi Arabia
Belgrade	Serbia
Singapore	Singapore
Bratislava	Slovakia
Ljubljana	Slovenia
Cape Town	South Africa
Durban	South Africa
Johannesburg	South Africa
Seoul	South Korea
Barcelona	Spain
Madrid	Spain
Málaga	Spain
Valencia	Spain
Bilbao	Spain
Zaragoza	Spain
Santander	Spain
Seville	Spain
Stockholm	Sweden
Gothenburg	Sweden
Malmo	Sweden
Zurich	Switzerland
Geneva	Switzerland
Bern	Switzerland

Basel	Switzerland
Taipei	Taiwan
Bangkok	Thailand
Tunis	Tunisia
Istanbul	Turkey
Ankara	Turkey
Kiev	Ukraine
Dubai	United Arab Emirates
Abu Dhabi	United Arab Emirates
London	United Kingdom
Edinburgh	United Kingdom
Birmingham	United Kingdom
Liverpool	United Kingdom
Manchester	United Kingdom
Belfast	United Kingdom
Bristol	United Kingdom
Nottingham	United Kingdom
Glasgow	United Kingdom
San Francisco	United States
Boston	United States
New York City	United States
Washington, D.C.	United States
Chicago	United States
Seattle	United States
Los Angeles	United States
Baltimore	United States
Philadelphia	United States
Dallas	United States
Phoenix	United States
Houston	United States
Atlanta	United States
Miami	United States
Denver	United States
Las Vegas	United States
Kansas City	United States
Honolulu	United States
Montevideo	Uruguay
Ho Chi Minh City	Vietnam
Hanoi	Vietnam