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**PAPER PRESENTED:  
SPORT EVENTS WORTH TRAVELLING ALL AROUND THE YEAR**

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**Abstract**

*The general objective of this paper is to study sport events and the phenomenon of sport tourism. The specific objective is to investigate the distribution of sport events throughout the year to provide a deeper understanding of the area, which is gaining more and more importance in the tourism industry. The research methodology used is exploratory, studying the major sport events attracting tourists throughout the year. Results indicate the evolution of such events, typology of participants and consumer behaviour evolution. Sport events are an important part of both sport and tourism businesses generating large revenues, which can push for greater levels in participation increase, consumer experience, and product development in the near future.*

**Keywords**

Sport events, Sport tourism, Consumer behavior, Sport marketing, Touristic product