

When Football Moves the World.

Match tickets? Check. Jerseys? Packed. Flights? Booked.

With **FIFA 2026** just around the corner, football fever is about to take over. But for millions of fans, the World Cup is no longer just about the kick-off. It is the ultimate driver for travel.

39%

travel specifically for global sporting events like the FIFA World Cup.

40%

travel to support their team.

45%

are drawn by the atmosphere of live sport.

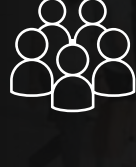
Source: YouGov 2026 Global Sports Tourism Report

Sport is no longer just the event. It is the entire journey around it.

Game On, Singapore

This momentum is hitting close to home. Sport in Singapore is expanding far beyond traditional race days, evolving into multi-day lifestyle events that command massive regional attention.

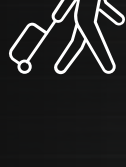
Look at AIA HYROX Singapore (April 2026). Debuting its first 3-day format at the National Stadium, the event became part fitness race, part social media phenomenon.



The Crowd:
14,000+ athletes and sold-out spectator fields.



The Star Power:
Heavy social amplification from celebrity participants like Jay Park, SHINee's Minho, and Physical: 100 stars Amotti and Hong Beom-seok.



The Movement:
Thousands of cross-border fitness tourists flying in and taking over the city for the weekend.

With HYROX returning from 27–29 November 2026, this sports tourism momentum is only accelerating.

Sources: Timeout, The Straits Times, Asiaone, Travel Daily Media

A Fast-Paced Sporting Calendar

HYROX is just one part of a packed 2026 calendar that continues to turn sport into high-value commercial opportunities.

Singapore Tennis Open (21–27 Sep 2026):

- WTA 500 event; Singapore is the exclusive Southeast Asia host
- Attracts around 22,000 fans

Great Eastern Women's Run (1 Nov 2026):

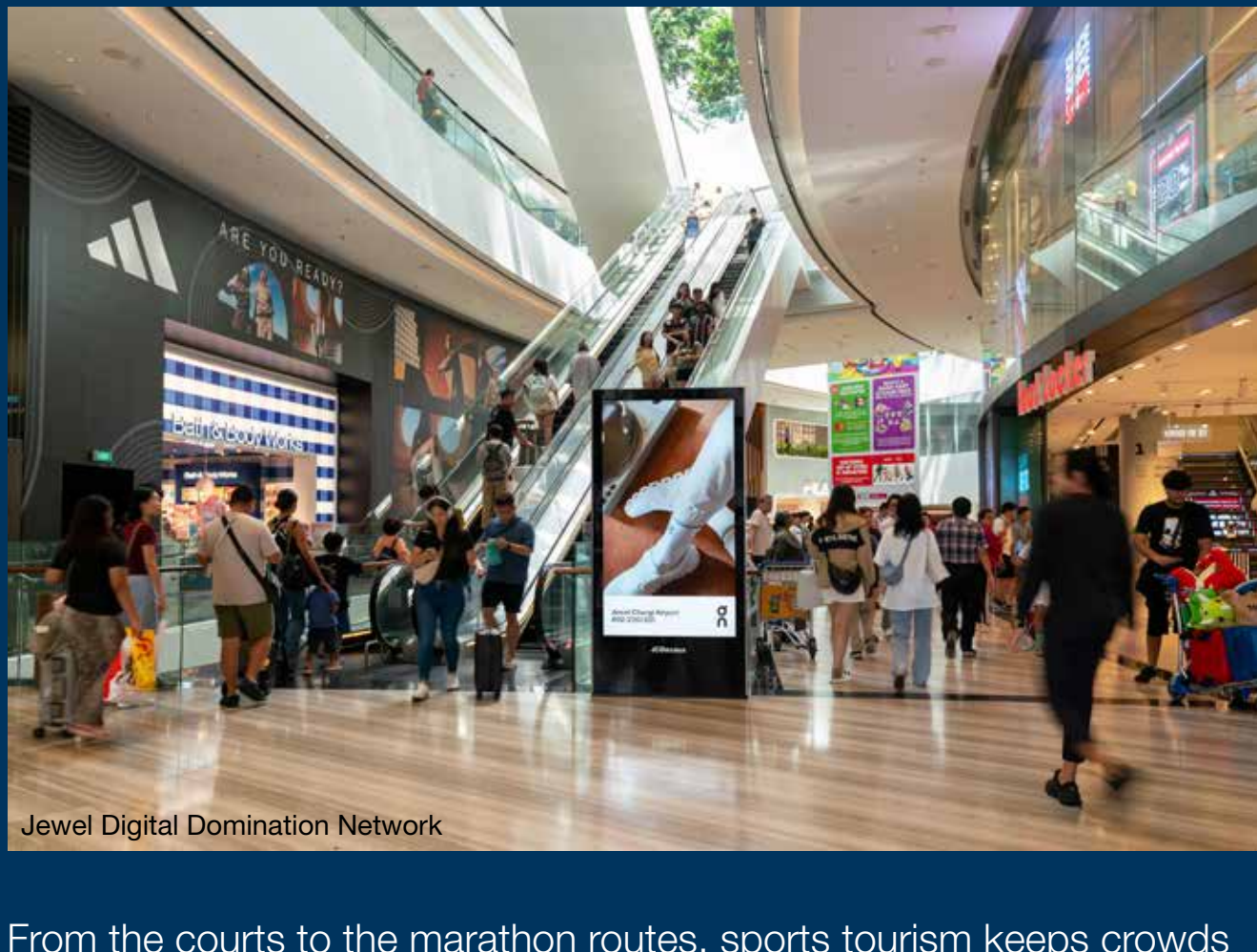
- 20th anniversary edition
- Southeast Asia's largest all-women's run, with over 12,000 runners

BYD Singapore International Marathon (4–6 Dec 2026):

- World Athletics Gold Label event
- Builds on last year's 55,000 runners, including 14,000 international participants from 80 countries

Sources: Singapore International Marathon, ActiveSG Circle, Great Eastern, Great Eastern Women's Run, WTA Tennis, The Kallang

OOH: Keeping Pace with Audiences in Motion



From the courts to the marathon routes, sports tourism keeps crowds active and on the move. Here is how brands can naturally run alongside them throughout their journey.

81% of travellers view brands appearing at Changi Airport as globally recognised leaders.

77% say airport displays prompt them to visit a store, restaurant, or attraction.

76% look up more information online after spotting an airport feature.

Source: JCDecaux Singapore 2026 Airport Audience Profiling Survey

[Explore Changi Airport Opportunities](#)

Downtown OOH: The Finish Line (and Beyond)

When the race ends, the city takes over. As crowds head out to explore, dine, and recover near key hotels, downtown OOH keeps brands right in their path.

Jewel Changi Airport:

Draws 69% of visitors for shopping and 58% specifically for sports and lifestyle offerings.

Raffles City:

61% are drawn to its premium lifestyle and fashion curation.

Suntec City:

70% are driven by the retail and dining mix.

Funan:

58% visit specifically for its experiential and tech-focused retail.

Source: JCDecaux Singapore 2026 Malls Audience Profiling Survey

[Discover Downtown OOH Opportunities](#)

The Game Plan

A massive sporting calendar means a wide-open playing field for brands. Ready to draw up your OOH playbook?

Let's team up and put your campaign in the lead.

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