

SportAccord welcomes the Sports Events & Tourism Association as an Official Partner of the 2026 SportAccord Forum

Partnership will connect US destinations with the International Federation community and provide a foundation for future collaboration.



LAUSANNE, Switzerland, Wednesday 19 August 2026 – SportAccord today welcomes the Sports Events & Tourism Association (Sports ETA) as an Official Partner of the 2026 SportAccord Forum, taking place from 5 to 7 October at the Olympic Museum in Lausanne.

The partnership will bring Sports ETA's network of US sports commissions, destination organisations, convention bureaux and industry partners into direct dialogue with SportAccord's International Federation community.

Through participation in the Forum programme, targeted networking and knowledge exchange, participating destinations and federations will be able to better understand one another's priorities, share perspectives and explore future hosting opportunities.

The partnership also reflects SportAccord's evolving approach to the Forum. The 2026 event is being shaped around more focused conversations, stronger knowledge exchange and practical value for participants, with the aim that delegates leave having learned something new, gained a clearer perspective or identified a meaningful opportunity for collaboration.

“The SportAccord Forum is designed to create useful conversations that lead to stronger relationships and practical outcomes. Sports ETA will bring an important US destination perspective to the Forum, creating stronger dialogue with the International Federation community and helping both sides better understand what successful future collaboration can look like. The 2026 Forum gives us a practical starting point, and we see real potential to build on the relationship beyond the event.”

Kelly Fairweather · Managing Director, SportAccord

“Sports events tourism has become one of the fastest-growing sectors of the visitor economy, and US destinations are increasingly looking to compete on the global stage. This partnership with SportAccord creates a direct pathway for our members to build meaningful relationships with international sport leaders while showcasing the extraordinary capabilities of destinations throughout the United States. Together, we are creating new opportunities that will generate economic impact, elevate communities and advance sport worldwide.”

John David · President and CEO, Sports ETA

The partnership will create opportunities for Sports ETA members to engage with international sport leaders through the Forum programme and targeted networking in Lausanne.

The 2026 Forum will provide a practical foundation for SportAccord and Sports ETA to explore a broader relationship and further opportunities to work together beyond the event.

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ABOUT SPORTACCORD

SportAccord is the leading global meeting place for the international sport community. It brings together international sport federations, the International Olympic Committee, host cities, rights holders and industry leaders to build relationships, exchange knowledge and shape the future of sport. The 2026 SportAccord Forum will take place from 5 to 7 October at the Olympic Museum in Lausanne.

For more information, visit www.sportaccord.sport.

ABOUT SPORTS ETA

Sports ETA is the only trade association for the sports events and tourism industry in the United States, representing more than 800 sports commissions, destination marketing organizations, convention and visitors bureaus, event owners, and industry partners dedicated to driving economic impact through sporting events.

For more information, visit www.SportsETA.org.

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SPORTS ETA

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