



HARNESSING THE POWER OF ENDURANCE EVENTS

Sports Tourism Learning Institute

Course Description

Harnessing the Power of Endurance Events provides an introduction to the endurance sports landscape and explores how endurance events create economic, social, and cultural value for destinations. Participants will examine key sports, sub-disciplines, athlete journeys, brands, and stakeholders while gaining a deeper understanding of how the endurance ecosystem supports successful events and destination goals. By the end of the course, participants will be prepared to assess destination fit and evaluate endurance event opportunities with purpose and strategy.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 12 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Member Price: \$499

Meet the Industry Expert Leading this Course



Casey Taker

*Founder, Endurance Weekends
Co-Founder, Salty Sports Society*

I'm passionate about endurance sports and the stories they create. These stories unite athletes, brands, and communities across the globe.

I believe sport has the power to forge meaningful connections across borders. Over the years, I've led large-scale event production, branding, marketing, and athlete engagement initiatives, learning how to craft

experiences that go beyond finish lines to inspire loyalty, spark community, and drive real economic impact.

I aim to bring a fresh approach to deepen the bond between destinations and endurance events, driving stronger tourism, greater economic impact, and improving residents' quality of life. Whether designing touchpoints that deepen ecosystem connectivity or guiding destinations to align more closely with purpose, my goal is always the same: to make every event not just a test of endurance but a story worth telling.



<https://www.linkedin.com/in/taker/>

Course Learning Outcomes

After completing this course, you will be able to:

1. Identify key sports, sub-disciplines, brands, and stakeholders within the endurance sports landscape.
2. Explain how the endurance ecosystem functions and how it connects with other related ecosystems to support events, participants, and destination goals.
3. Understand the seasonality and journey of endurance athletes to better recognize the core components of a successful endurance event.
4. Evaluate and prioritize event-hosting opportunities using market understanding, research, and conference strategy, and an inventory of destination assets.

Course Content

This is a fully online, self-paced course consisting of twelve sessions. Each session includes informative video lectures with interactive questions and supplemental resources. This course takes approximately four hours to complete.



Session 1: Introduction

Session 1 explains how endurance sports can create value for destinations beyond race day—economically, socially, and culturally. Participants will get a quick preview of what the course will cover, including the endurance landscape, how endurance ecosystems work, and what makes events successful.

Session 2: The Endurance Sports Ecosystem

In Session 2, participants will look at the many sports, sub-disciplines, and brands that shape the space. The session explains how endurance athletes and seasons work, and what makes an endurance event successful from both an experience and operations standpoint.

Session 3: Deep Dive - Running

This session explores running as a foundational endurance sport and breaks down the major event formats (road races, trail runs, and multi-day stage races). Look at participation trends and how destinations can use running events to drive tourism, strengthen community pride, and create lasting economic impact.

Session 4: Deep Dive - Cycling

Session 4 introduces cycling as a major pillar of the endurance world and explores why it's such a powerful opportunity for destinations. Participants will review the main cycling disciplines and event formats, what motivates different types of cyclists, and the key planning considerations.

Session 5: Deep Dive – Open Water Swimming

In Session 5, open water swimming is introduced as an endurance sport that takes place in natural bodies of water (oceans, lakes, bays, and rivers). Explore why open water swims can be powerful for destinations—along with the most common event formats and the critical factors needed to host a successful event.

Session 6: Deep Dive – Triathlon & Multisport

Session 6 introduces triathlons and the wider multisport family. Participants will learn about the major race distances and growing format options and hear why triathlons can be a powerful destination “anchor” event.



Session 7: Deep Dive – Obstacle Course & Adventure Racing

This session introduces Obstacle Course Racing (OCR) and Adventure Racing (AR) and explains why, although they're often grouped together, they are very different event types. Participants will understand practical hosting considerations and tips for ensuring the event aligns with your destination's brand and capabilities.

Session 8: Deep Dive – Paddle Endurance Events

Paddle endurance events use craft like stand-up paddleboards, kayaks, and surf skis. Session 8 explains why these events are a high-value, low-footprint way to activate waterfront assets.

Session 9: Deep Dive – Winter Endurance Events

In Session 9, learn why winter endurance events can help destinations stabilize winter tourism, strengthen a mountain/Nordic identity, and provide a lower-impact alternative to some motorized winter recreation.

Session 10: Anatomy of a Successful Endurance Event

This session breaks down the key elements of a successful endurance event and what destinations and rights holders must get right to build something that's safe, sustainable, and impactful. Endurance events are a true partnership, not "set it and forget it", with interconnected pillars for success.

Session 11: Hosting with Purpose

Session 11 focuses on hosting endurance events with purpose—designing an event not just for race day success, but for long-term community value. Learn more about starting with a few achievable goals, building early community buy-in, and leveraging storytelling and destination marketing assets.

Session 12: Evaluating Opportunities

This final module provides a practical framework for evaluating endurance event opportunities before you commit. It emphasizes starting with the destination brand and goals, doing smart research, and then asking the "hard questions" early.



Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits toward your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If you have any questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course's content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.

