

TRENDS & BEST PRACTICES IN SPORTS TOURISM MARKETING

IDAHO CONFERENCE ON RECREATION & TOURISM
10.5.21





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Principal
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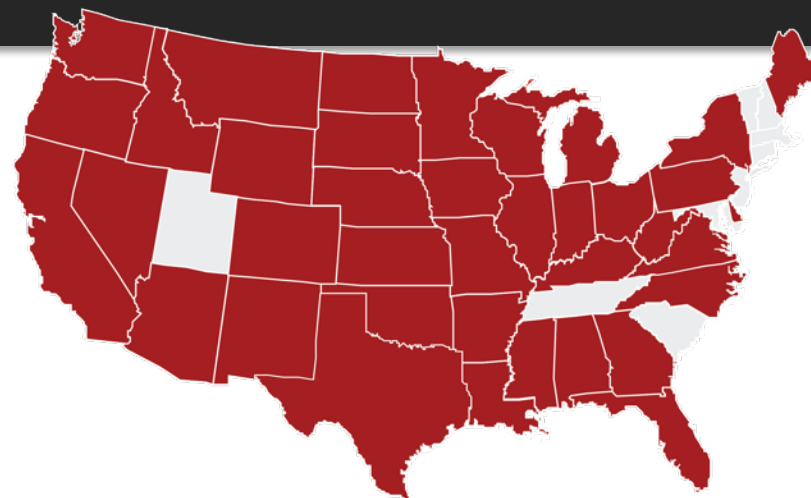
FOUNDED IN 2012

As a sports tourism industry consulting company, we continually strive for strategic growth and increased community collaboration for our partners.

From starting as athletes and coaches to becoming industry professionals, a major differentiator for the Huddle Up Group is our team's experience in the sports tourism trenches.

We have personally led or worked on/with:

- Award winning sports commissions
- Multiple Olympic Games
- Youth tournaments
- Facility development
- National championship management
- Final Fours
- All-Star Games
- New event creation
- Capital campaigns/fundraising
- College Bowl Games



160

PROJECTS

200+

**DESTINATIONS
+ PARTNERS**

50+

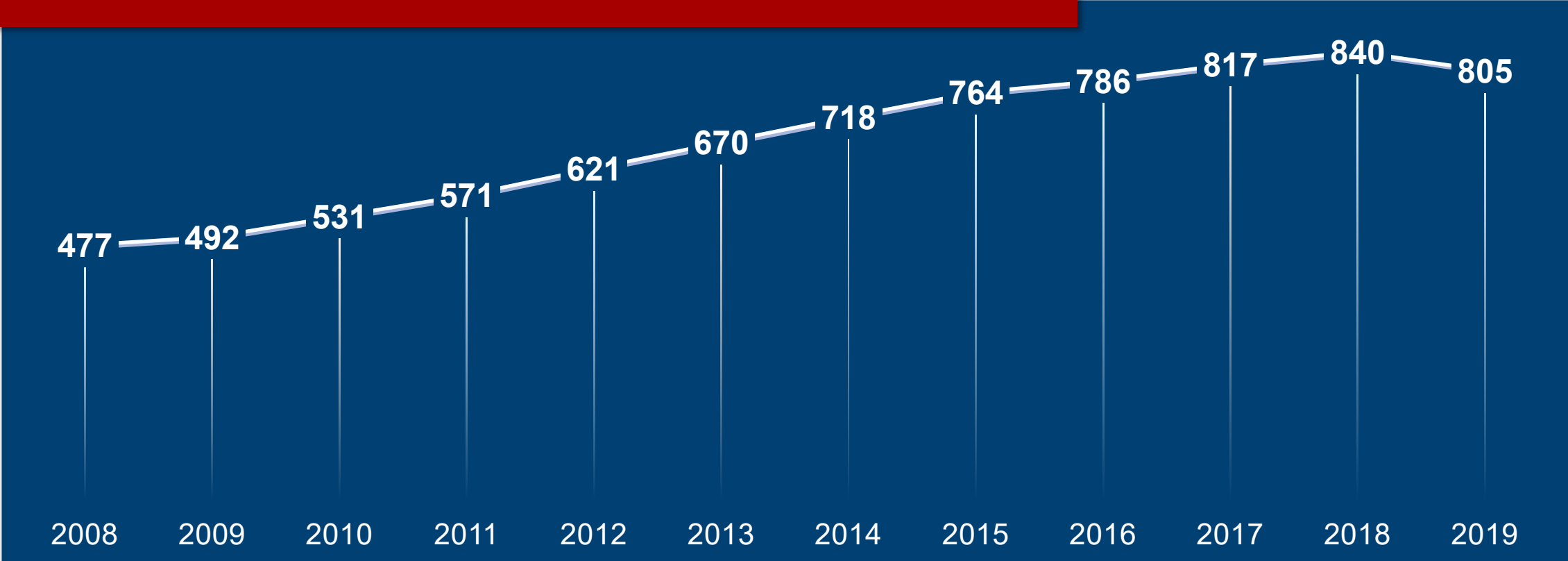
**SPEAKING
ENGAGEMENTS**



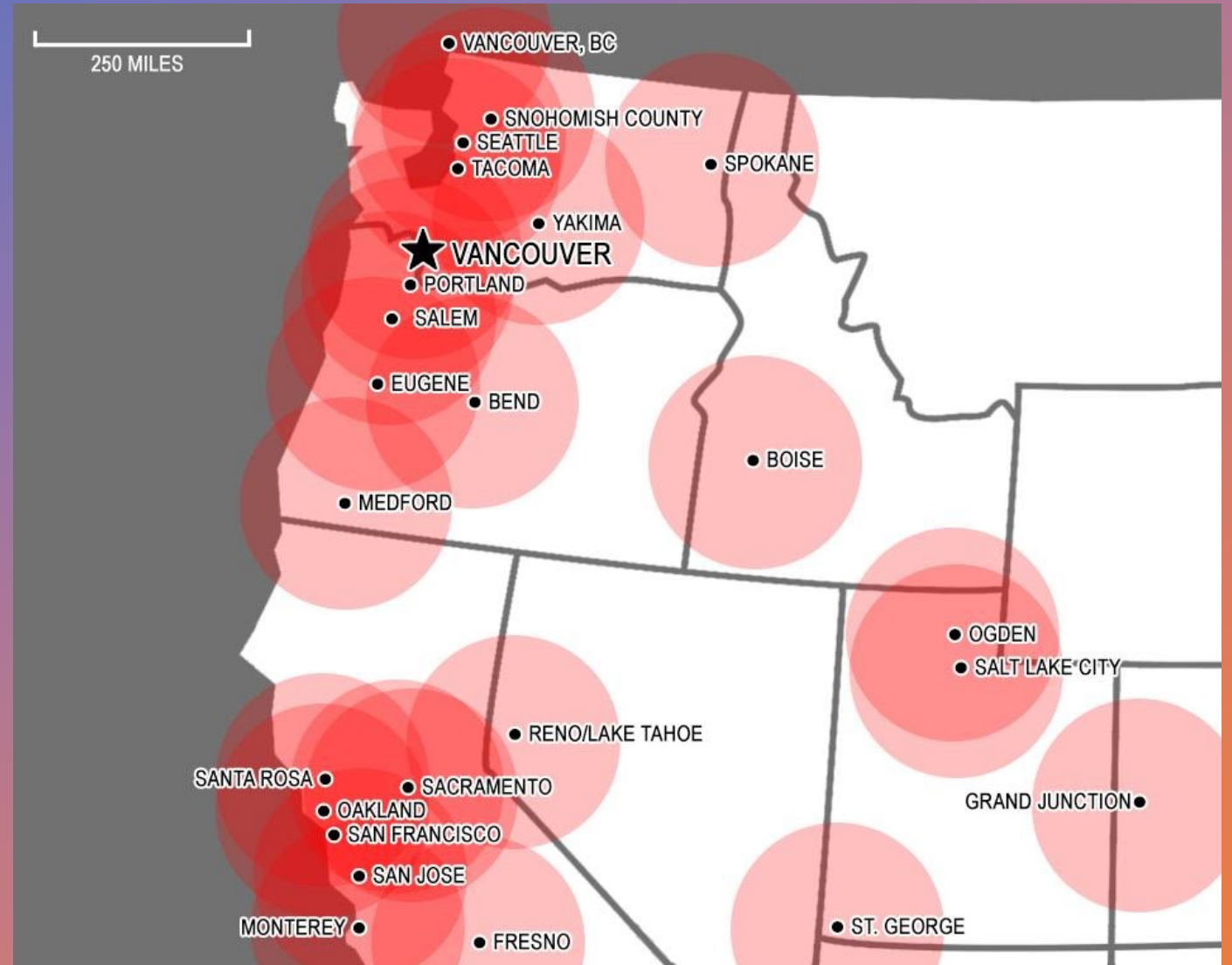
2017 NASC Superior Service Award Winner
The highest honor a consulting firm can earn
from the National Association of Sports
Commissions

SPORTS TOURISM INDUSTRY

10-YEAR MEMBERSHIP GROWTH YEAR END 2019



REGIONAL COMPETITION



SPORTS TOURISM TRENDS (2017-2020)

1. Incubating/Creating Events
2. Sports & Events
3. Rebranding
4. Grants/Performance Clauses
5. Bricks and Mortar
6. Sports Service/Safety
7. Bounce/Emerging Sports

COVID HAPPENED..... NOW WHAT?.....

1. Created events will become an even more important tactic.
2. Regional drive markets will be key for all events (bid-in or created).
3. Individual sports will thrive early on.
4. Outdoor sports have added opportunities in the near term.
5. Historical funding models need to be revisited entirely (ex: bid fees, ROI).
6. Sports commissions will need to be even better at event execution (safety).
7. Facilities – New considerations related to layouts and sport use.

Sports tourism organizations need to be **INTENTIONAL** in every way.....

DATA DRIVEN DECISION MAKING IN SPORTS TOURISM MARKETING

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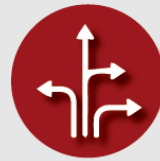


THE SPORT TOURISM INDEX™ IS THE INDUSTRY'S FIRST TOOL EVER CREATED TO MEASURE THE CURRENT EFFECTIVENESS AND FUTURE POTENTIAL OF A SPORTS TOURISM AND EVENTS ORGANIZATION IN THREE AREAS:



DESTINATION'S STRENGTHS

The destination's strengths as a sports tourism community.



OPPORTUNITIES

The destination's areas of opportunity as a sports tourism community.



COMPETITIVE ANALYSIS

The destination's standing relative to its competitive set.

The Sports Tourism Index™ was built with the input of numerous sports tourism and event leaders, utilizing national best practices in the four measurement areas that make up the Index:



FACILITIES



DESTINATION
STRENGTH



ORGANIZATION
STRUCTURE



EVENTS

Each measurement area consists of 25 points that add up to 100 for the total Sports Tourism Index™ score.



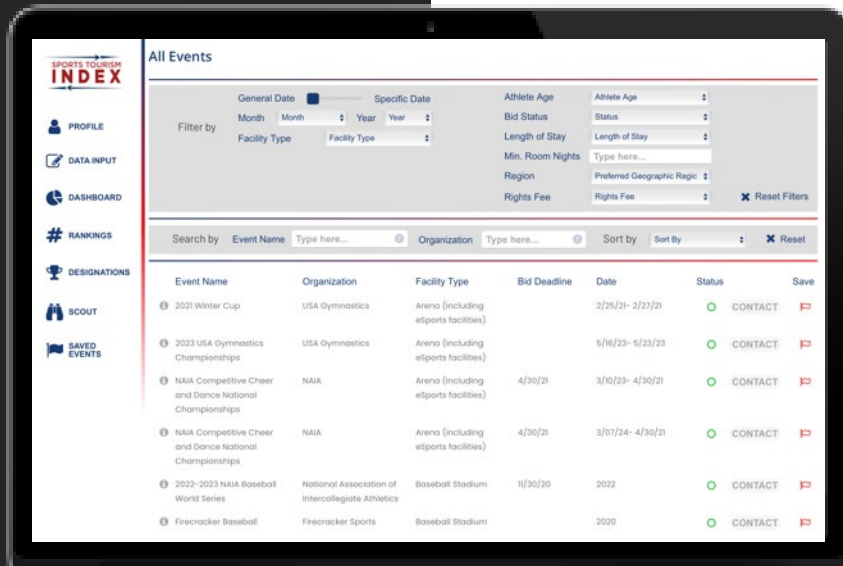
SPORTS TOURISM INDEX

Empowers destinations and event organizers a two-way "match-making" platform driven by data and technology.

- Scout gives destinations and rights holders access to the searchable facility and event database with numerous filters including:
 - Event date
 - Facility type
 - Geographic region
 - Time of year
 - Room nights
 - Athlete/fan count

- Scout identifies precise matches that fit the needs of the organization or destination.

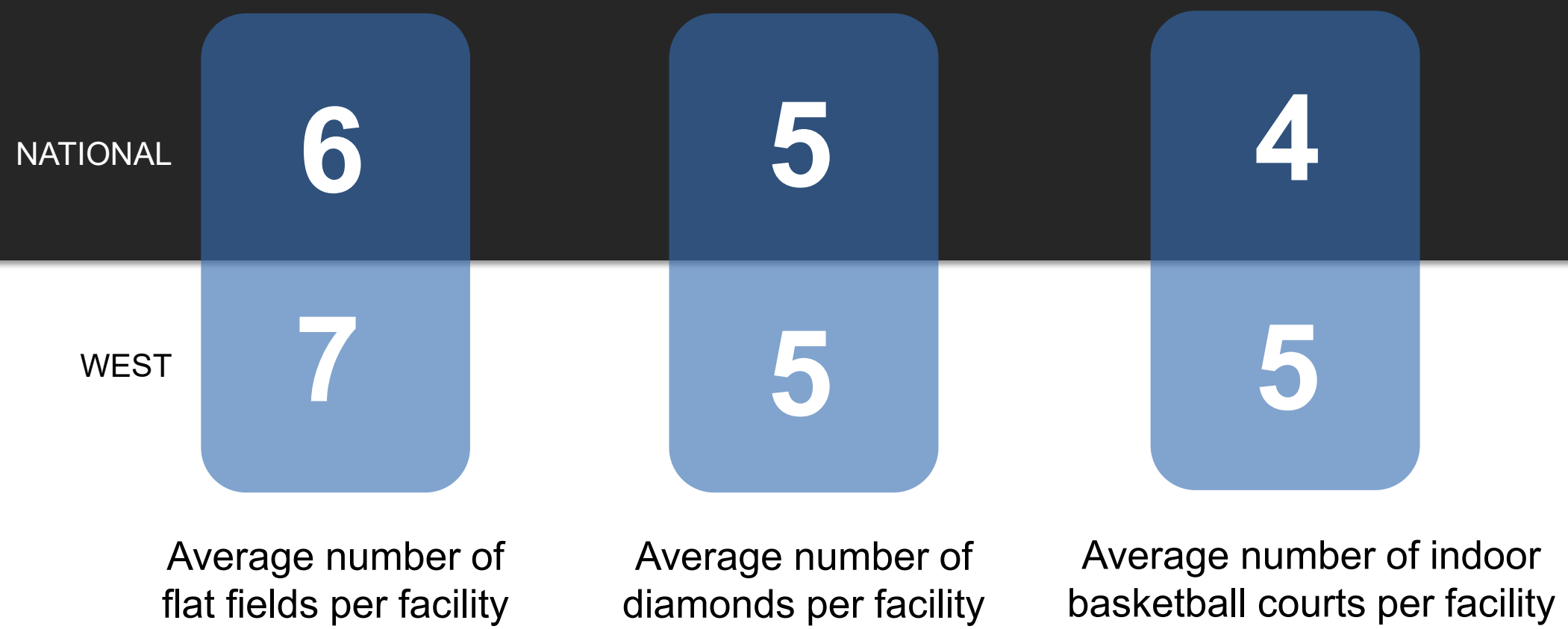
- Scout is the most efficient and cost-effective business development tool ever introduced to the sports tourism industry.





WHAT DOES THE DATA TELL US?

FACILITIES

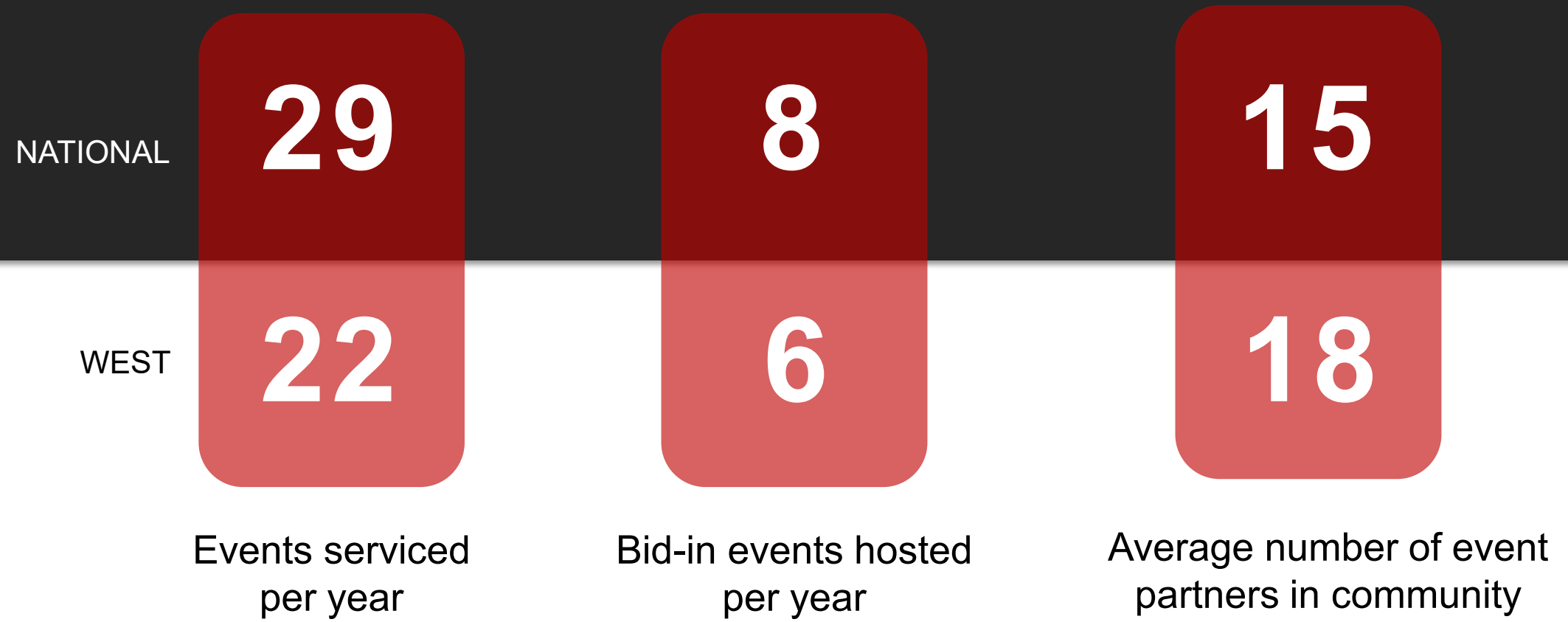




WHAT DOES THE DATA TELL US?

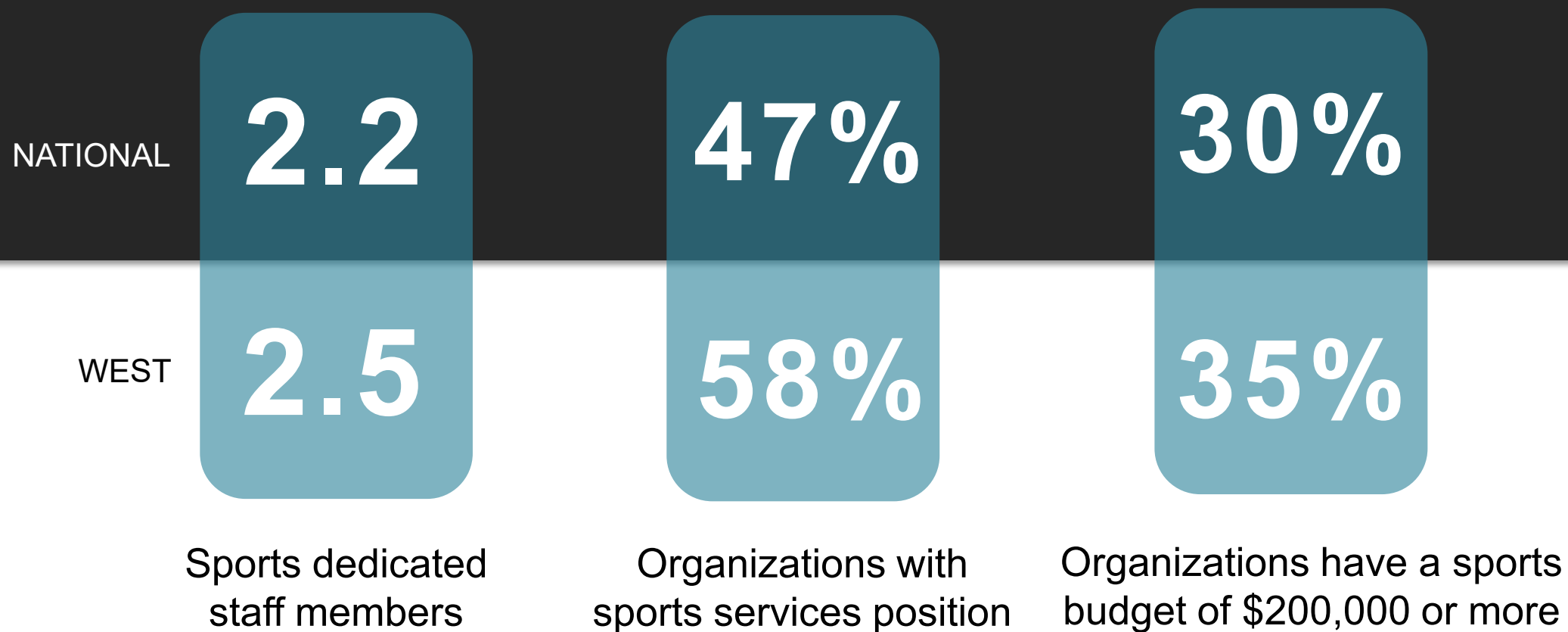


EVENTS





WHAT DOES THE DATA TELL US? ORGANIZATION





Total Sports Budget	
<\$50,000	30%
\$50,001-\$100,000	14%
\$100,001-\$200,000	27%
\$200,001-\$400,000	12%
\$400,001-\$600,000	7%
\$600,001-\$800,000	4%
\$800,001-\$1,000,000	1%
\$1,000,001+	6%

SUMMARY

WEST COMPARED TO NATIONAL AVERAGES



FACILITIES



EVENTS



SPORTS STAFF



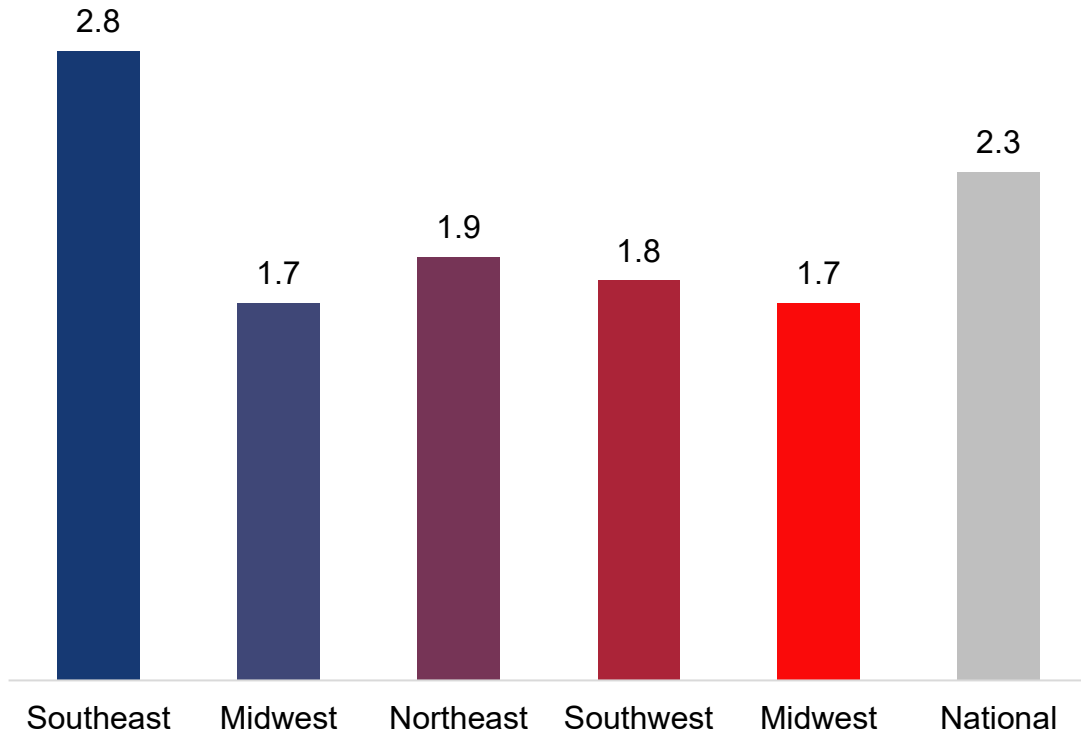
SPORTS BUDGET

SPORTS TOURISM INDEX TAKEAWAYS (West)

- West average Index score = 42.33
 - Facilities = Slightly under indexed
 - Destination Strength = Over indexed
 - Organization Structure = Over indexed
 - Events = Slightly under indexed
- Continued facility development is likely a growth opportunity.
- Adding special events is likely a growth opportunity.

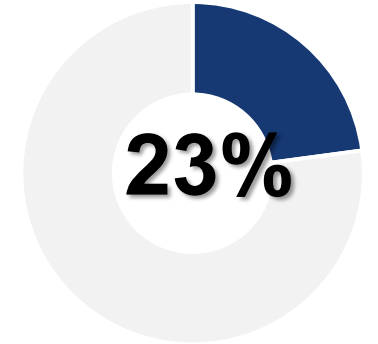
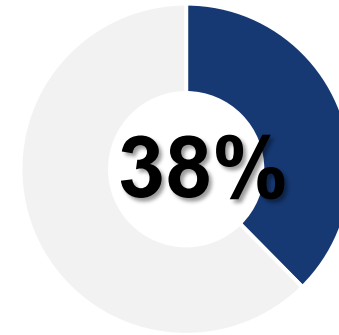
ORGANIZATIONAL STRUCTURE

AVERAGE SPORTS STAFF BY REGION

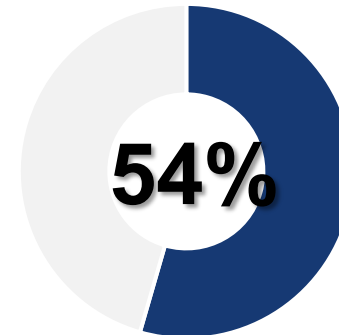


PERCENT OF ORGANIZATIONS WITH

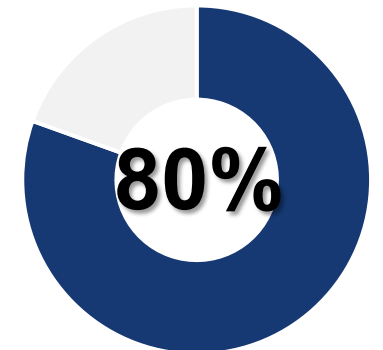
SPORTS ADVISORY GROUP SPORTS BOARD OF DIRECTORS



SPORTS SERVICES POSITION



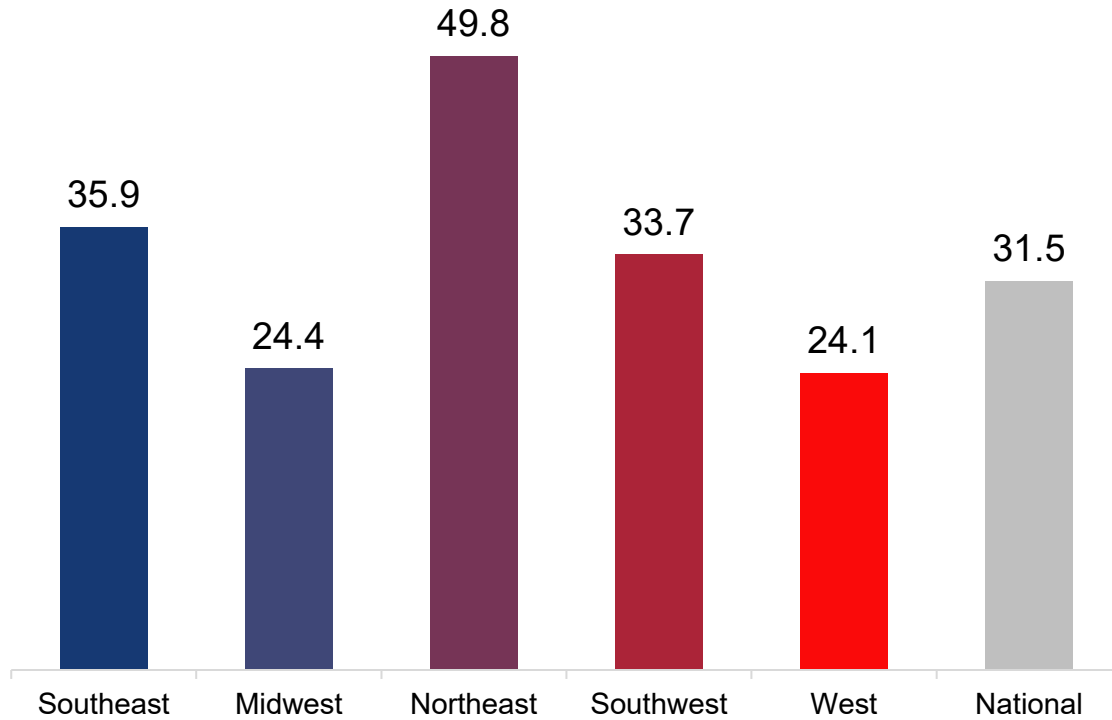
SPORTS DEVELOPMENT POSITION



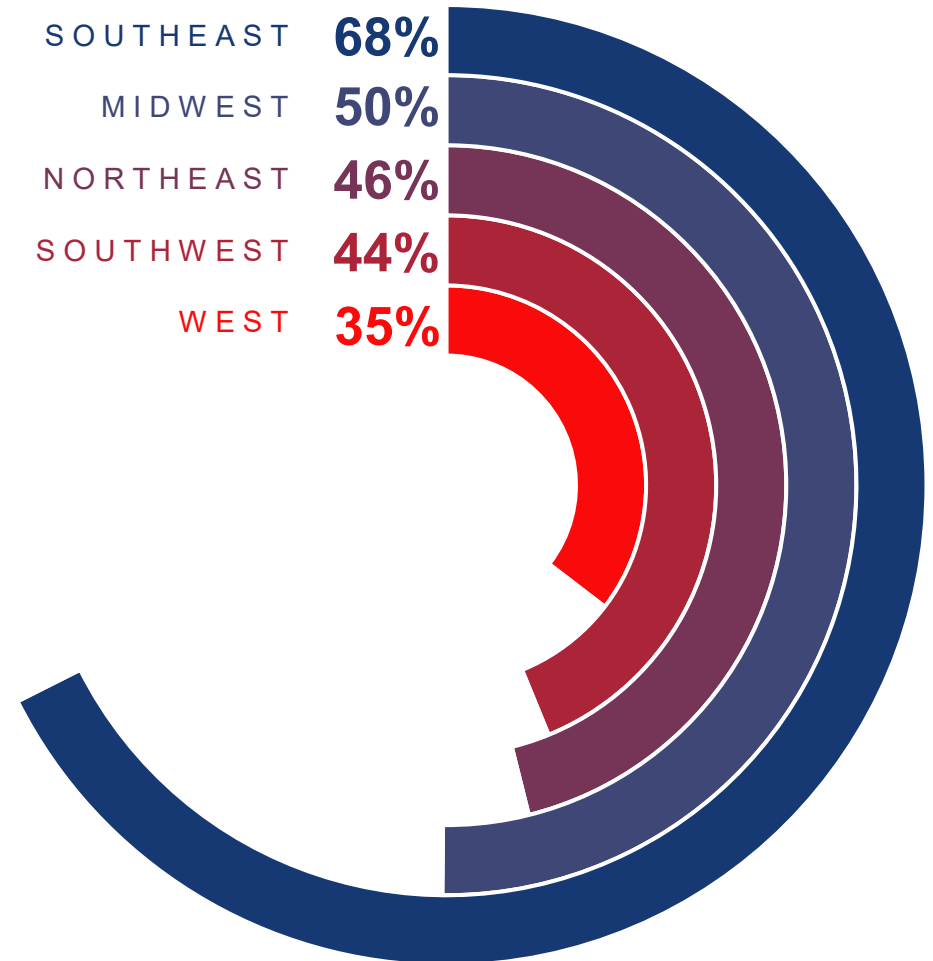
EVENT SERVICING & BID-IN EVENTS



AVERAGE NUMBER OF EVENTS SERVICED ANNUALLY



BID SUCCESS RATE



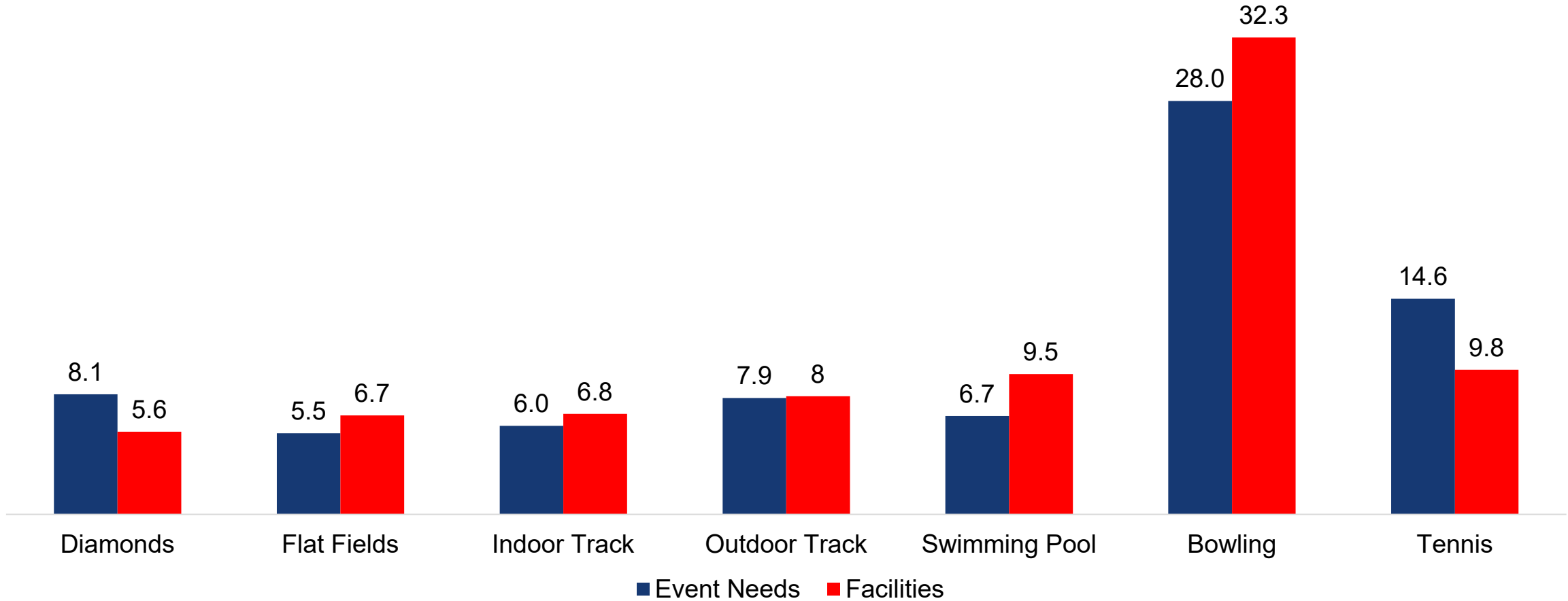
FACILITY BENCHMARKS

FACILITY TYPE	ANCHOR	TOURNAMENT FRIENDLY
Flat Fields	Minimum 16 fields	8-15 fields
Pool	50m/8-10 lanes with diving well	25m with diving well
Diamonds	Minimum 12 fields	8-11 fields
Hardwood Courts	Minimum 8 Basketball/16 Volleyball	4 Basketball/8 Volleyball
Indoor Track	200 meter/6 lanes/banked	200 meter/6 lanes



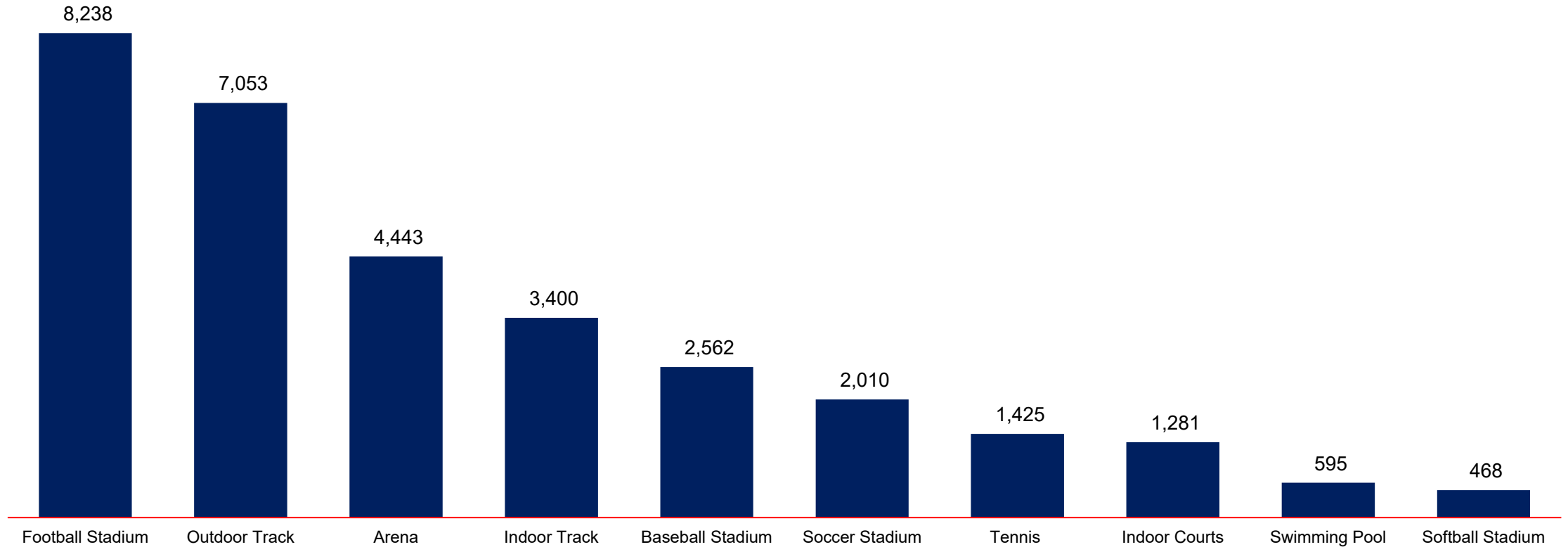
EVENT FACILITY NEEDS VS. FACILITY AVERAGES

(FIELDS/COURTS/LANES)

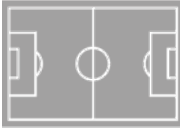




EVENT FACILITY NEEDS

AVERAGE SEATING CAPACITY NEEDED BY FACILITY TYPE



EVENTS & FACILITIES BENCHMARKING

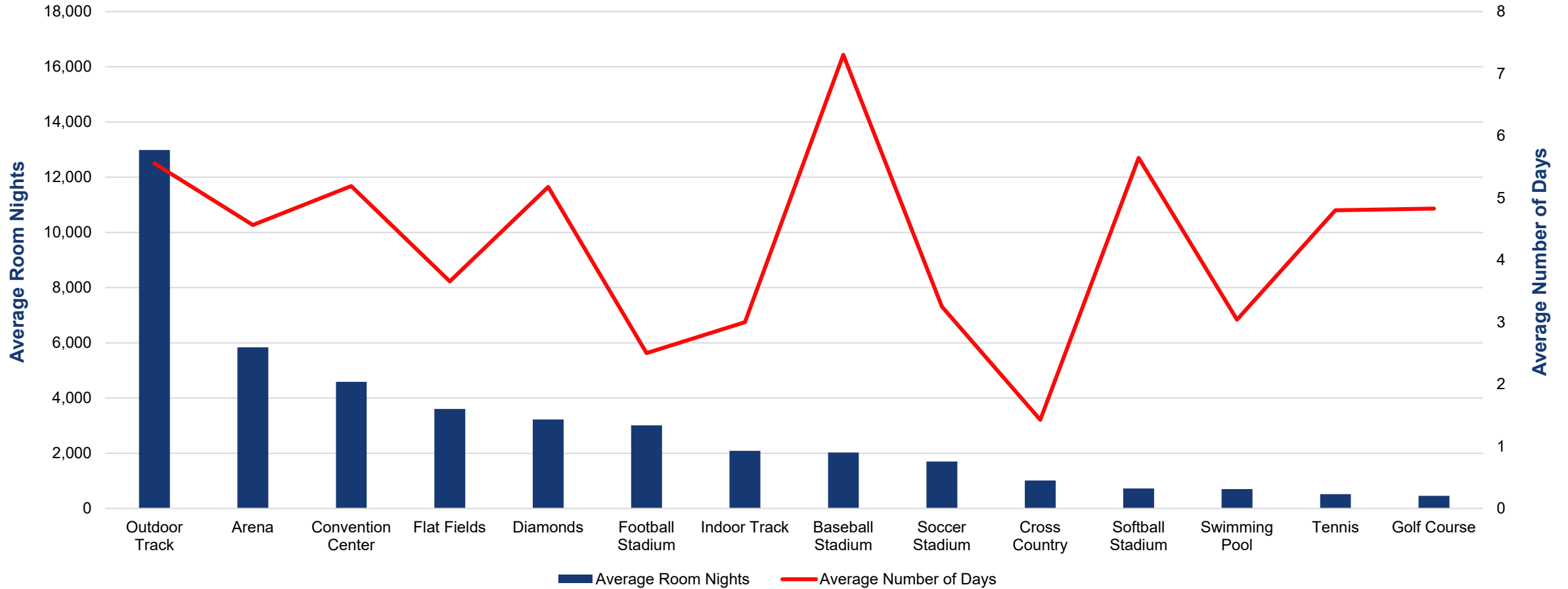
	TOTAL FIELDS/COURTS IN COMMUNITY	# FIELDS/COURTS AT LARGEST COMPLEX	# OF EVENTS ANNUALLY	# OF TEAMS PER EVENT	LENGTH OF EVENT IN DAYS
 FLAT FIELDS	35	11	10	91	2.5
 DIAMONDS	37	7	20	41	2.4
 INDOOR COURTS	29	6	6	96	2.8

EVENTCONNECT

	TRAVELING TEAMS PER EVENT	ROOM NIGHTS PER TEAM	REGISTERED DAYS BEFORE EVENT	AVG. HOTEL RATE	AVG. HOTEL REV PER EVENT
CHEERLEADING	293	7.5	164	\$167	\$366,310
SOCCER	114	11.6	77	\$134	\$177,933
VOLLEYBALL	25	36.6	113	\$147	\$132,963
BASEBALL	35	14.1	134	\$141	\$69,067
HOCKEY	26	17	97	\$137	\$61,716
LACROSSE	30	9.4	114	\$136	\$38,190
SOFTBALL	29	8.1	119	\$134	\$31,465
BASKETBALL	122	2.2	31	\$112	\$29,867



EVENT ROOM NIGHTS & LENGTH OF STAY





MOST COMMON ASSESSMENT RATES

186 TIDS NATIONALLY

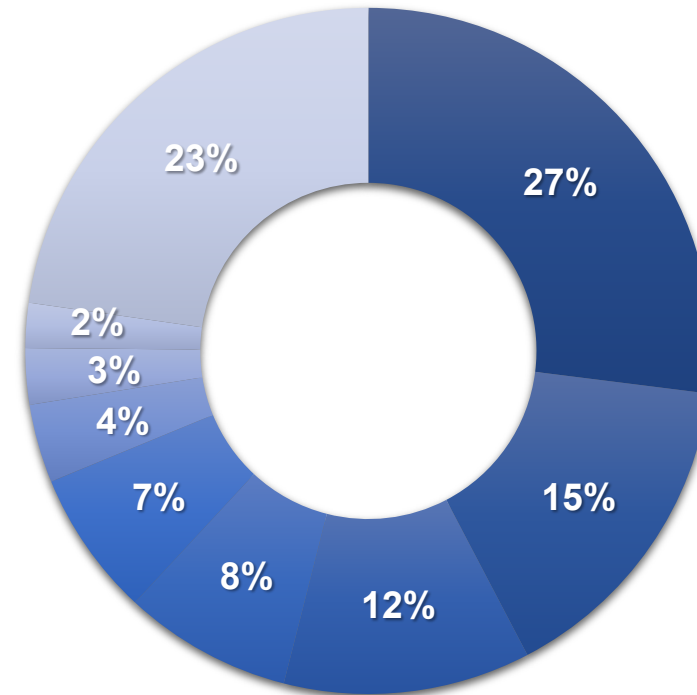
TOTAL **\$448,563,513**

LARGEST **\$41,000,000**

SMALLEST **\$10,000**

AVERAGE **\$2,424,668**

MEDIAN **\$787,000**



- 2% room revenue
- \$2.00 per night
- \$1.00 per night
- 1% room revenue
- 3% room revenue
- 1.5% room revenue
- 4% room revenue
- \$1.50 per night
- Other

THANK YOU FOR YOUR TIME!

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