

# COVID HAPPENED: NOW WHAT? TRENDS & DATA USE IN SPORTS TOURISM

LOUISIANA TRAVEL SUMMIT  
8.25.21



Louisiana Travel Summit 2021  
**COME ONE  
COME Y'ALL**  
The Roosevelt New Orleans | August 24-26, 2021



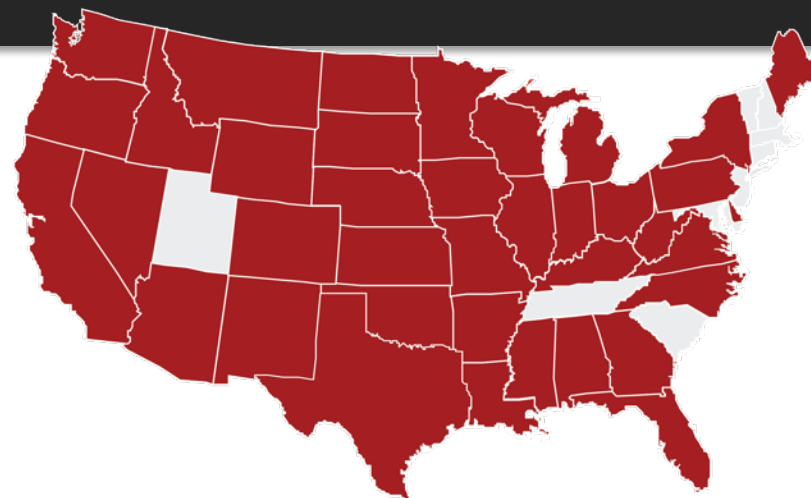
## FOUNDED IN 2012

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+**

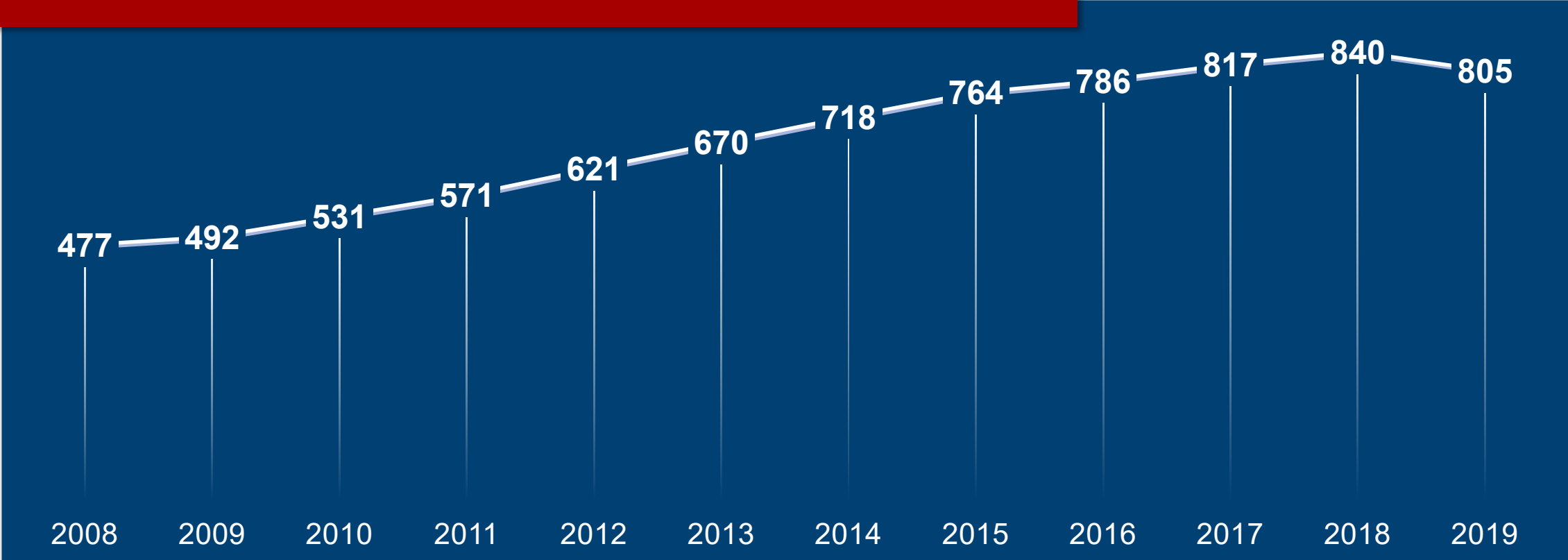
**SPEAKING  
ENGAGEMENTS**



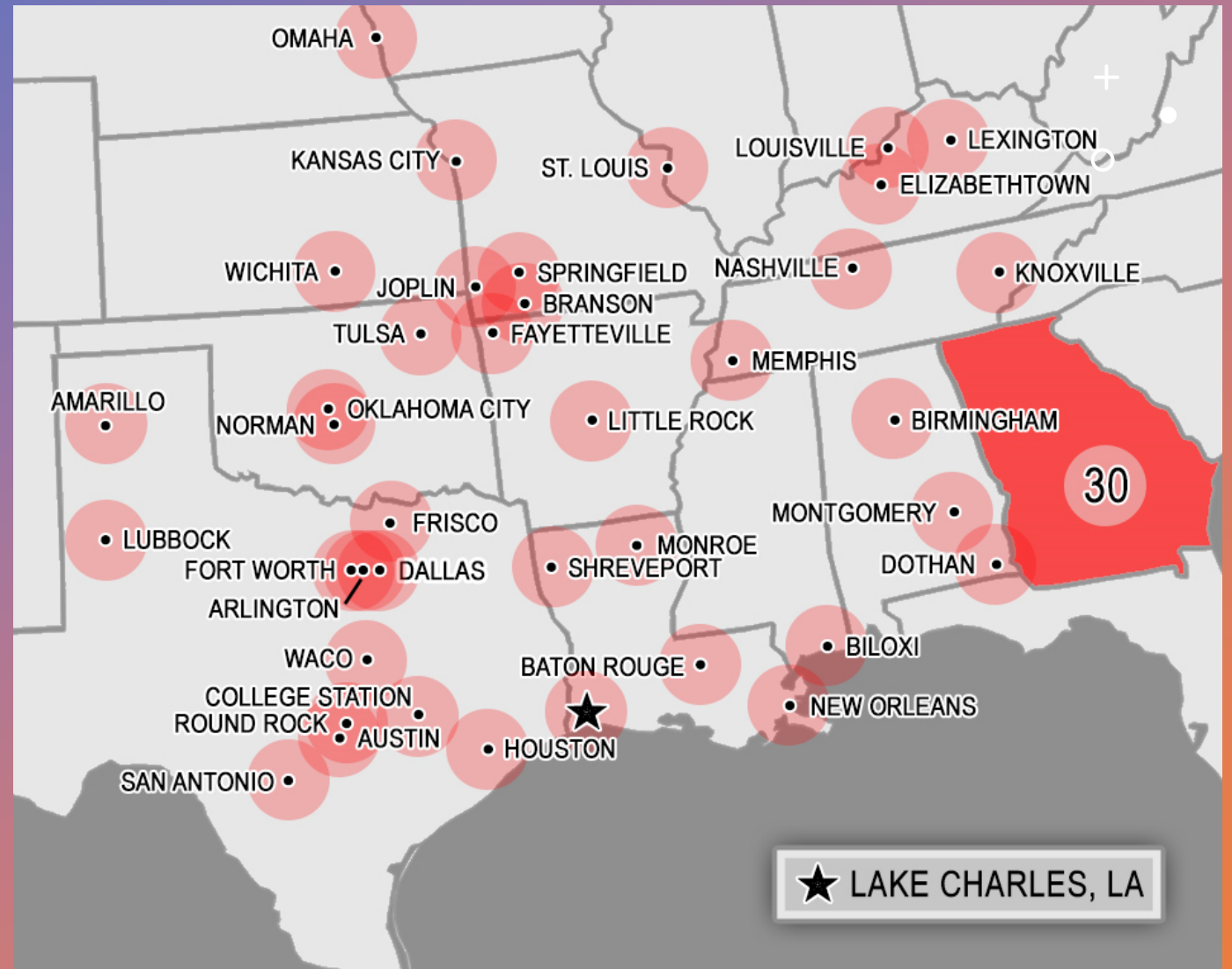
**2017 NASC Superior Service Award Winner**  
The highest honor a consulting firm can earn  
from the National Association of Sports  
Commissions

# 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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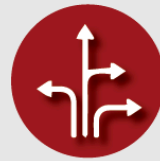


THE SPORT TOURISM INDEX™ IS THE INDUSTRY'S FIRST TOOL EVER CREATED TO MEASURE THE CURRENT EFFECTIVENESS AND FUTURE POTENTIAL OF A SPORTS TOURISM AND EVENTS ORGANIZATION IN THREE AREAS:



### 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.





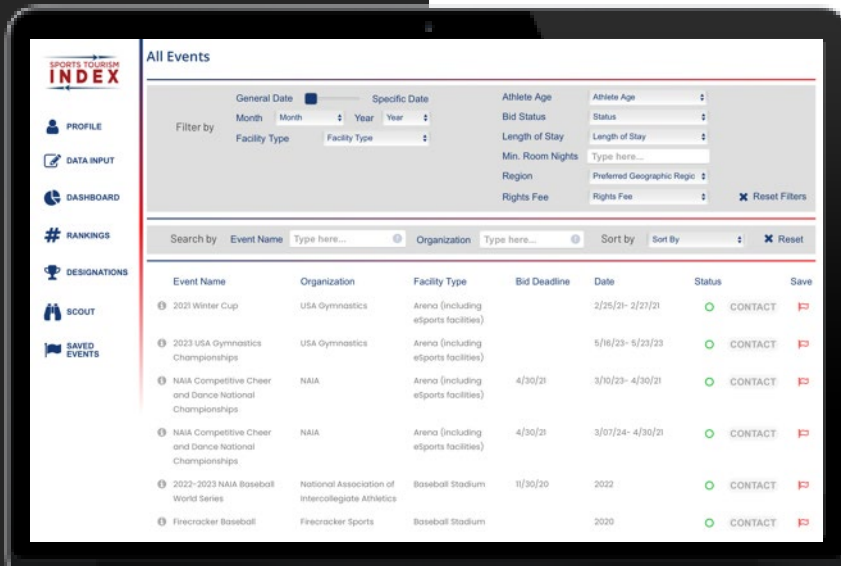
# SPORTS TOURISM INDEX

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

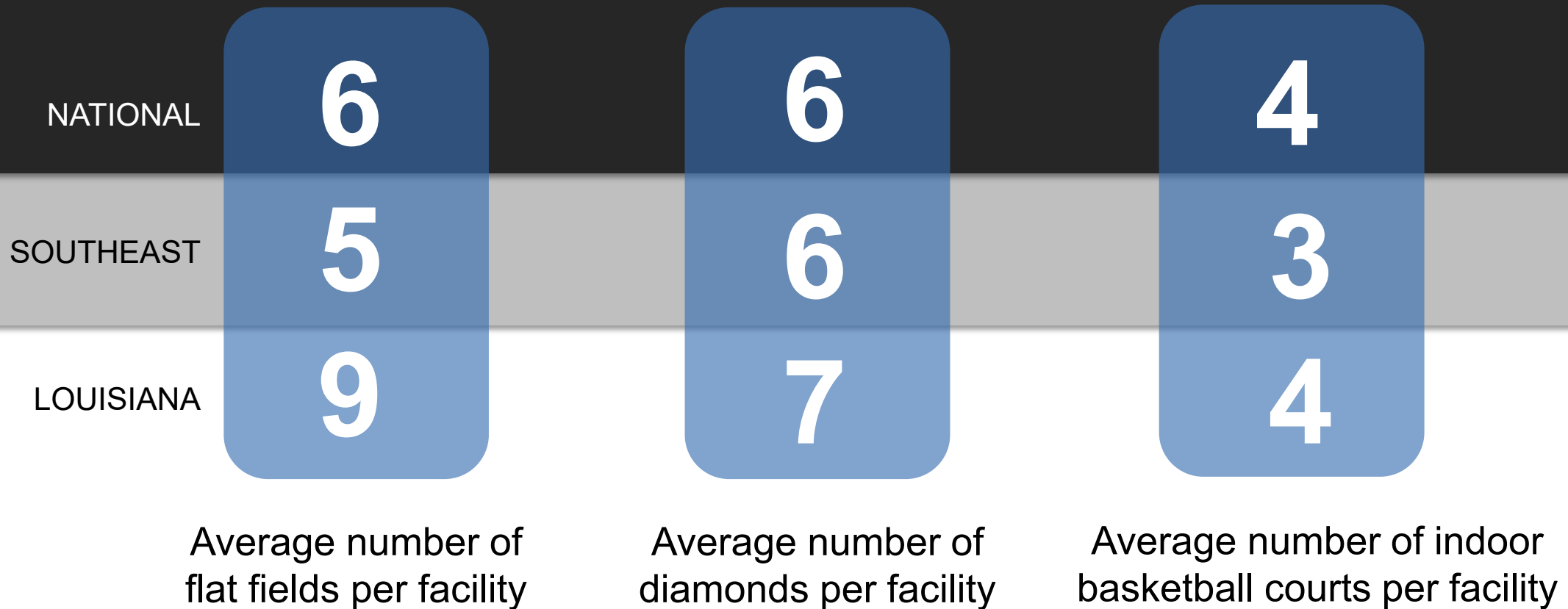
- Scout identifies precise matches that fit the needs of the organization or destination.

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



# WHAT DOES THE DATA TELL US?

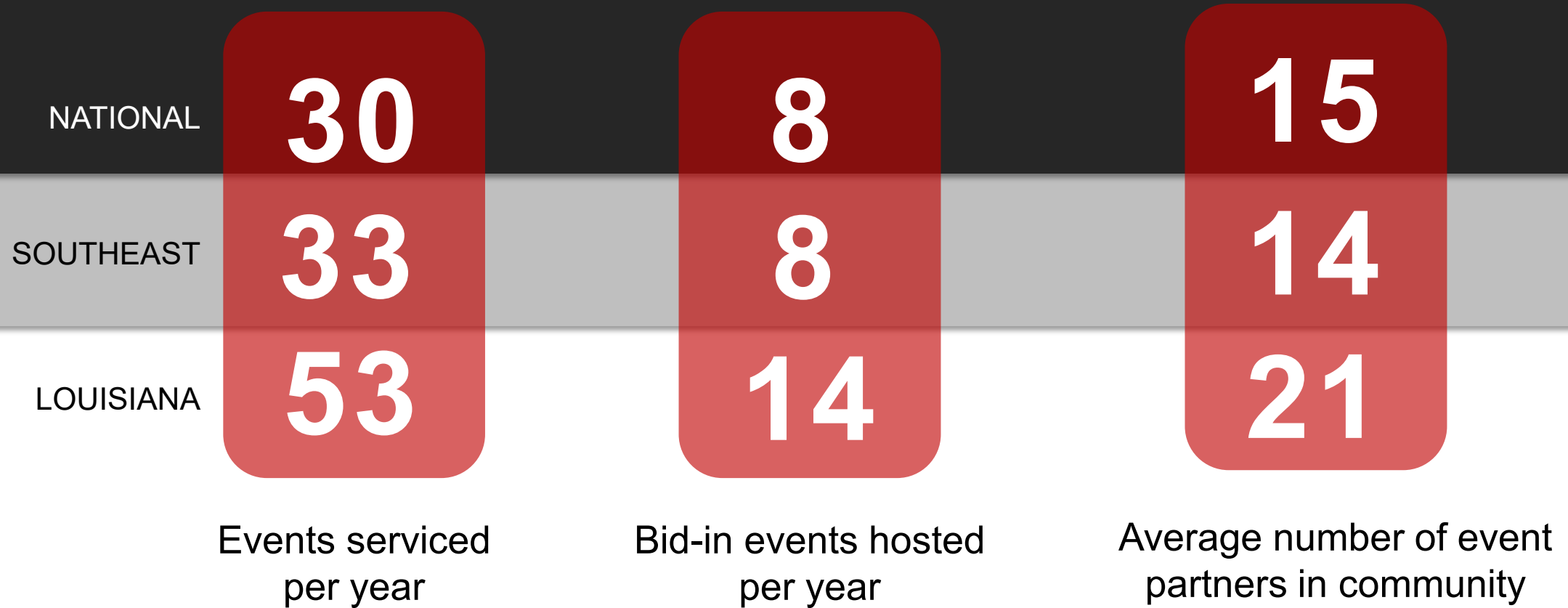
## FACILITIES



# WHAT DOES THE DATA TELL US?

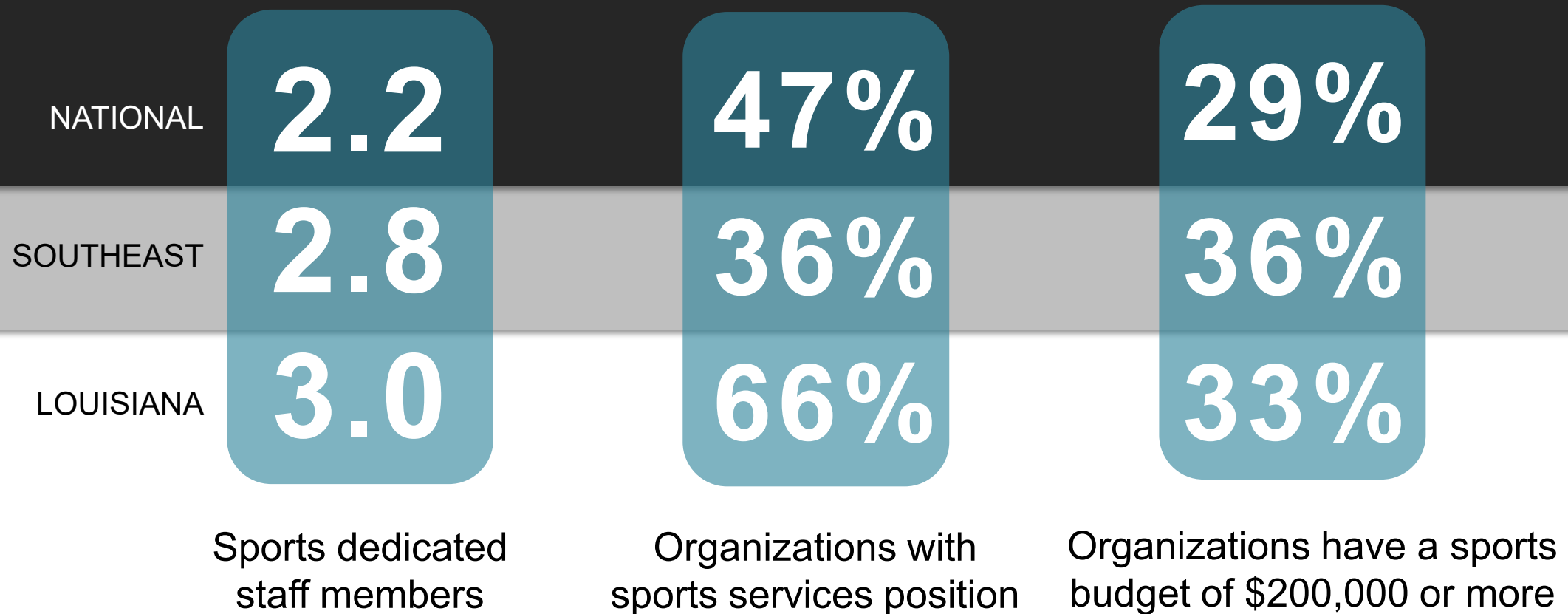


## EVENTS



# WHAT DOES THE DATA TELL US?

## ORGANIZATION



**NEW  
BUDGET  
DATA.....**

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

# SPORTS TOURISM INDEX TAKEAWAYS (LA)

- Louisiana average Index score = 51.95 (National Avg. = 40.95)
  - Facilities = Over indexed by 40%
  - Destination Strength = Under indexed by 20%
  - Organization Structure = Over indexed by 40%
  - Events = Over indexed slightly
- Continued facility development is likely a growth opportunity.
- Adding special events is likely a growth opportunity.

# SUMMARY

LOUISIANA COMPARED TO NATIONAL AVERAGES



**FACILITIES**



**EVENTS**



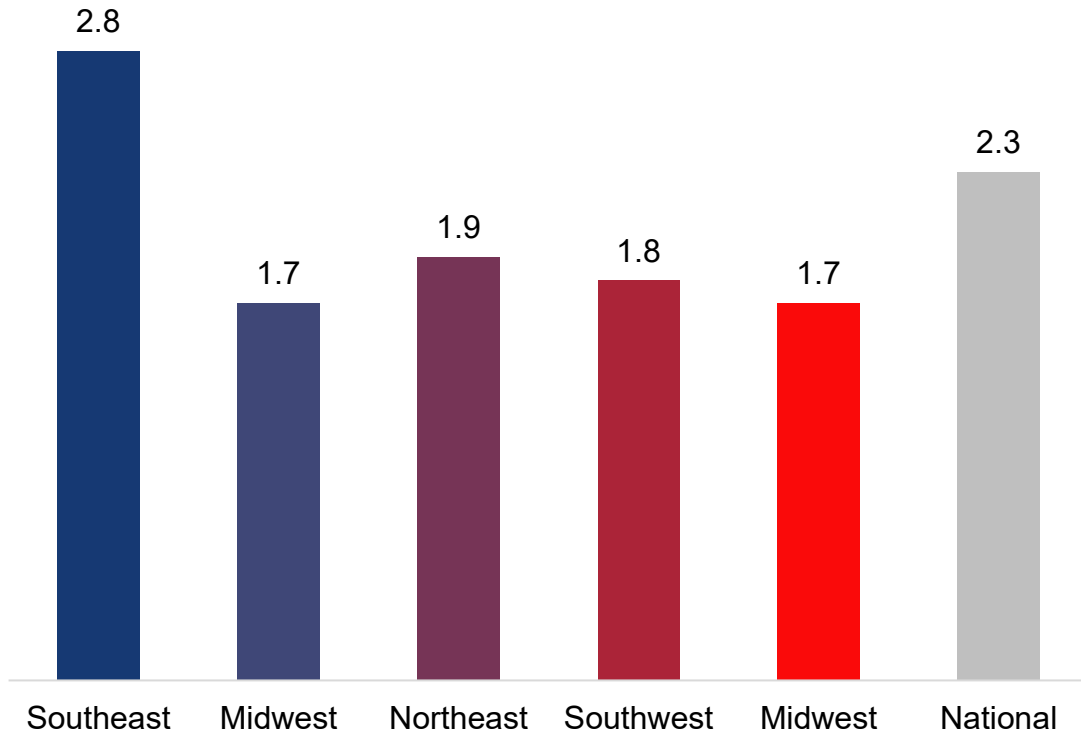
**SPORTS STAFF**



**SPORTS BUDGET**

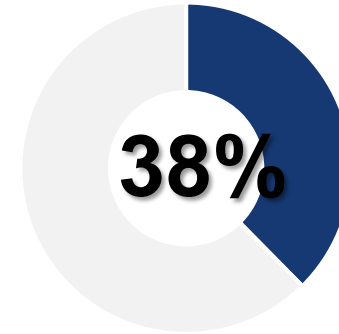
# ORGANIZATIONAL STRUCTURE

## AVERAGE SPORTS STAFF BY REGION

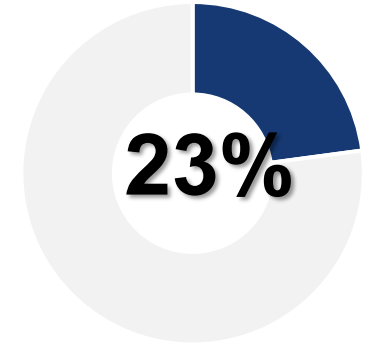


## PERCENT OF ORGANIZATIONS WITH

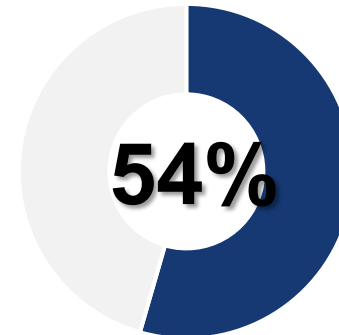
### SPORTS ADVISORY GROUP



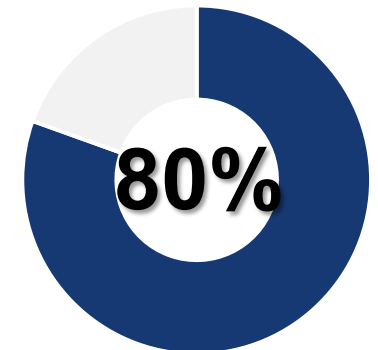
### SPORTS BOARD OF DIRECTORS



### SPORTS SERVICES POSITION



### SPORTS DEVELOPMENT POSITION

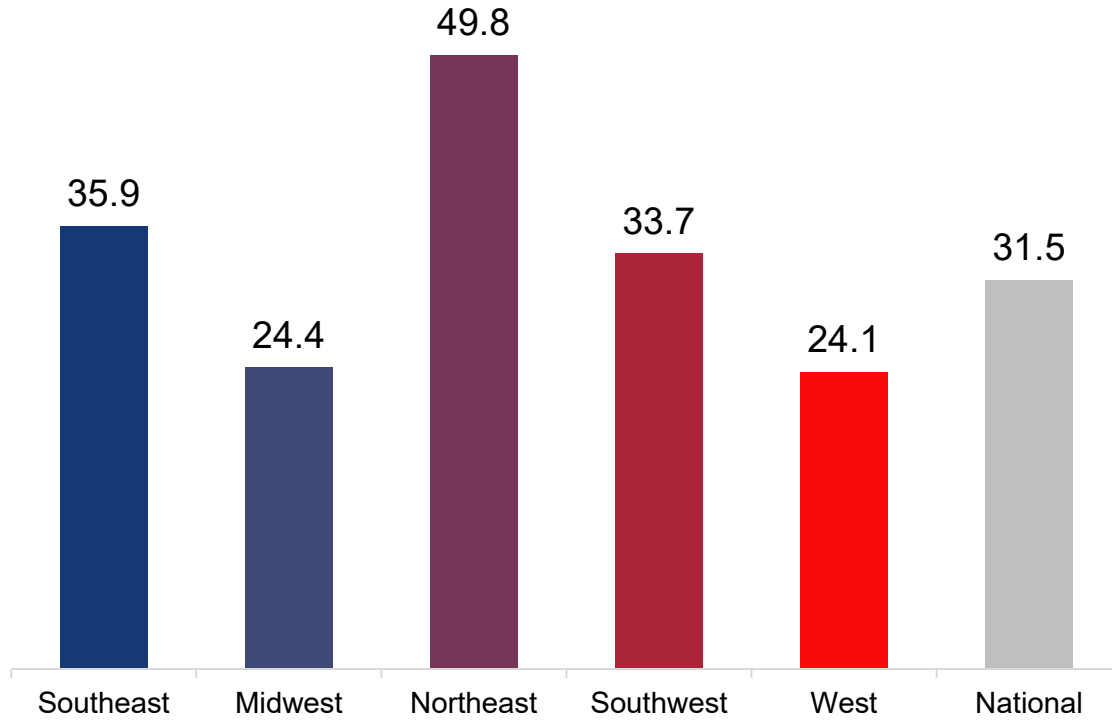




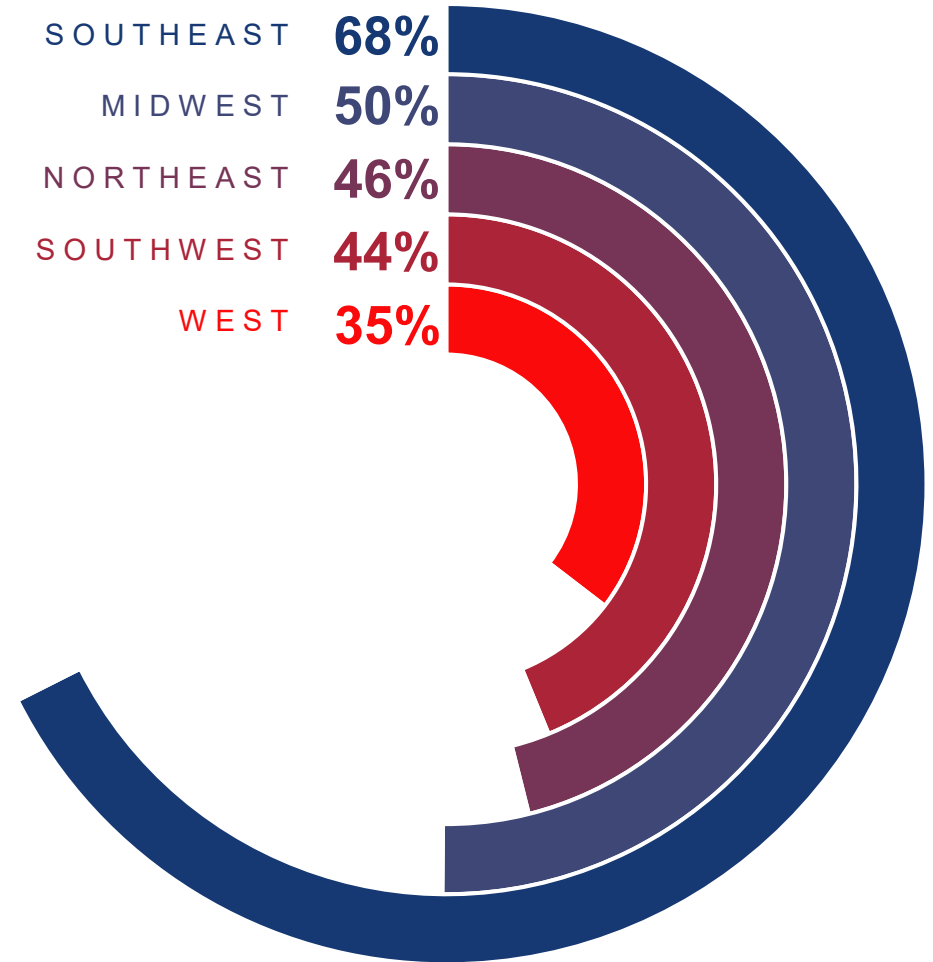
# EVENT SERVICING & BID-IN EVENTS



### AVERAGE NUMBER OF EVENTS SERVICED ANNUALLY



### BID SUCCESS RATE

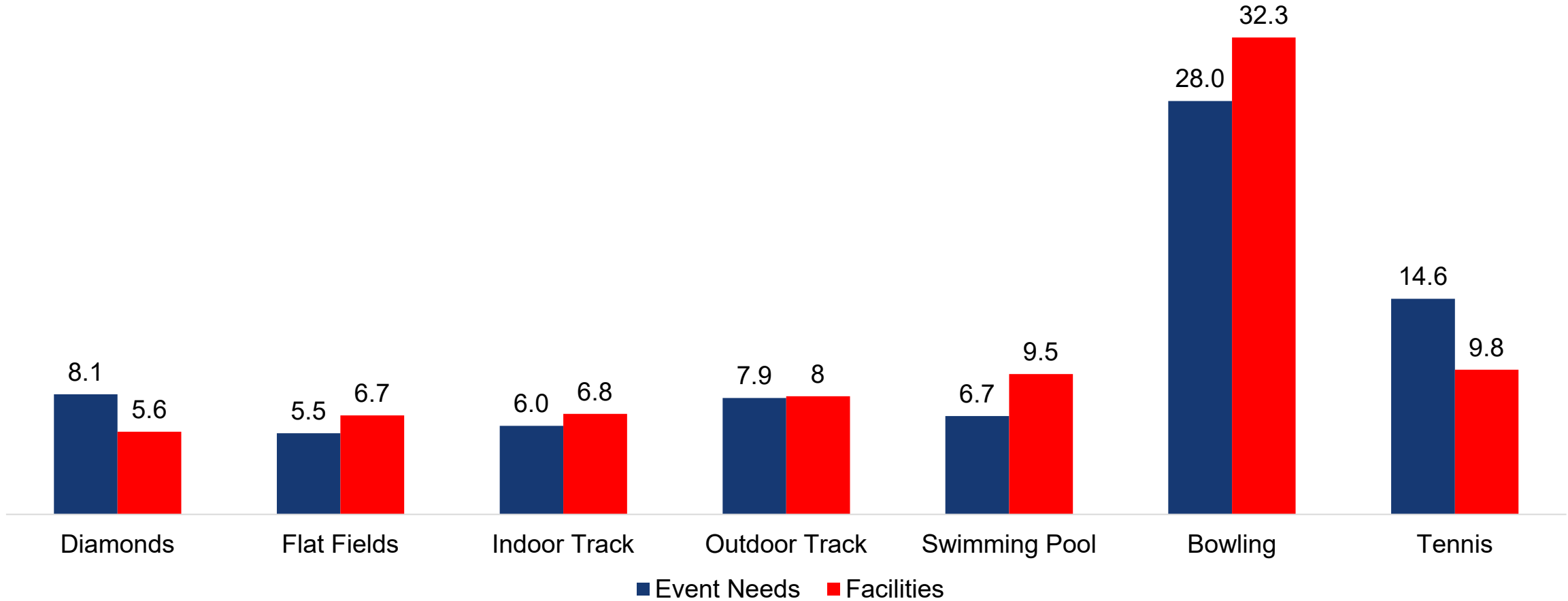


## FACILITY BENCHMARKS

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

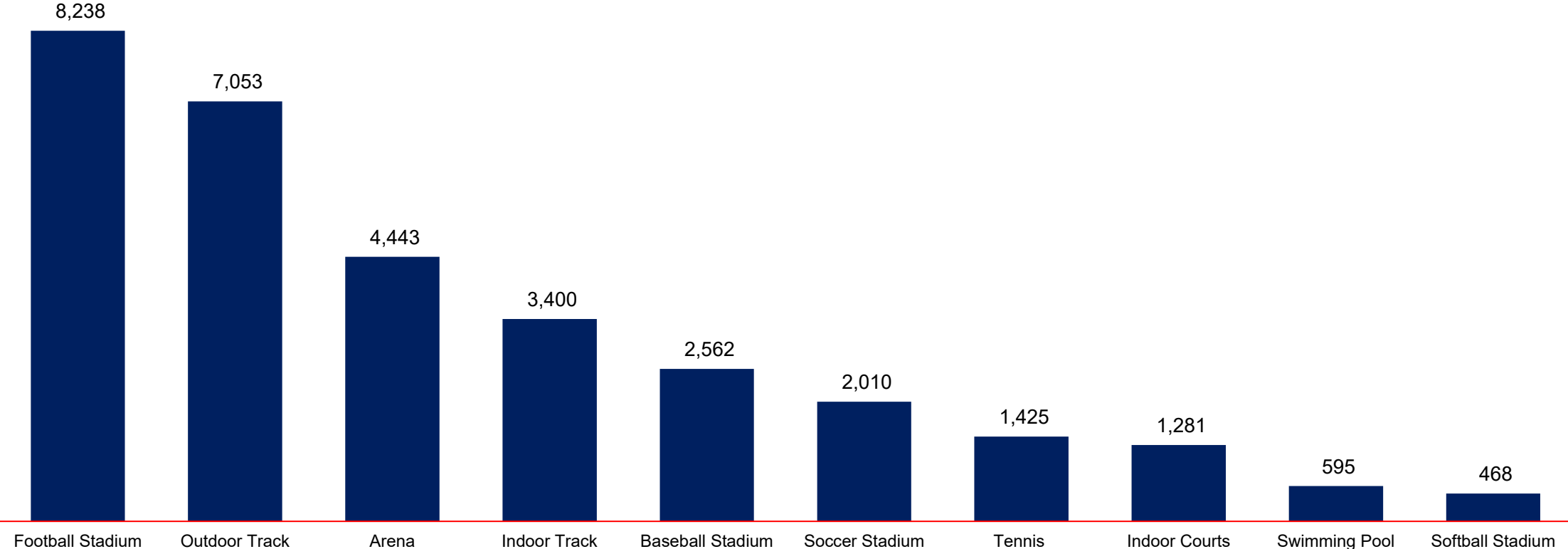


# EVENT FACILITY NEEDS VS. FACILITY AVERAGES (FIELDS/COURTS/LANES)

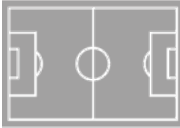




# EVENT FACILITY NEEDS

## AVERAGE SEATING CAPACITY NEEDED BY FACILITY TYPE



# EVENTS & FACILITIES BENCHMARKING

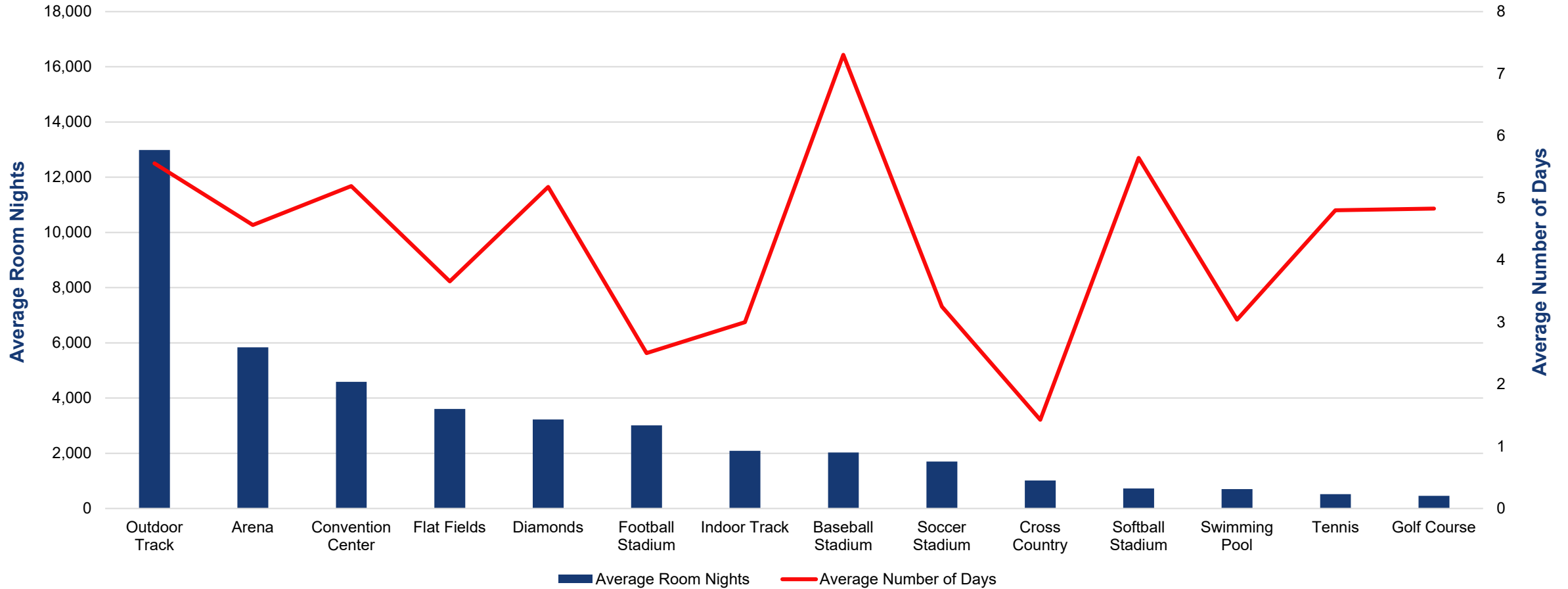
	TOTAL FIELDS/COURTS IN COMMUNITY	# FIELDS/COURTS AT LARGEST COMPLEX	# OF EVENTS ANNUALLY	# OF TEAMS PER EVENT	LENGTH OF EVENT IN DAYS
 FLAT FIELDS	<b>35</b>	<b>11</b>	<b>10</b>	<b>91</b>	<b>2.5</b>
 DIAMONDS	<b>37</b>	<b>7</b>	<b>20</b>	<b>41</b>	<b>2.4</b>
 INDOOR COURTS	<b>29</b>	<b>6</b>	<b>6</b>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

# EVENTCONNECT

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



# EVENT ROOM NIGHTS & LENGTH OF STAY





## MOST COMMON ASSESSMENT RATES

### 186 TIDS NATIONALLY

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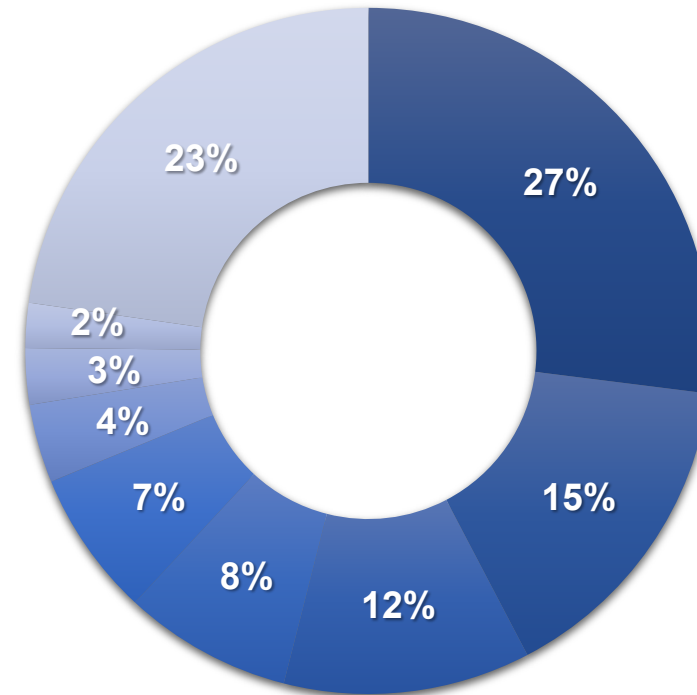
TOTAL **\$448,563,513**

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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