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

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

**PROJECTS**: 160
**DESTINATIONS + PARTNERS**: 200+
**SPEAKING ENGAGEMENTS**: 50+
SPORTS TOURISM INDUSTRY

10-YEAR MEMBERSHIP GROWTH YEAR END 2019

- 2008: 477
- 2009: 492
- 2010: 531
- 2011: 571
- 2012: 621
- 2013: 670
- 2014: 718
- 2015: 764
- 2016: 786
- 2017: 817
- 2018: 840
- 2019: 805
REGIONAL COMPETITION
SPORTS TOURISM TRENDS (2017-2020)

1. Incubating/Creating Events
2. Sports & Events
3. Rebranding
4. Grants/Performance Clauses
5. Bricks and Mortar
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

LOUISIANA TRAVEL SUMMIT

8.25.21
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:

1. Facilities
2. Destination Strength
3. Organization Structure
4. 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Flat Fields</th>
<th>Diamonds</th>
<th>Indoor Basketball Courts</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Southeast</td>
<td>5</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Louisiana</td>
<td>9</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

Average number of flat fields per facility
Average number of diamonds per facility
Average number of indoor basketball courts per facility
### Events

<table>
<thead>
<tr>
<th>Region</th>
<th>Events serviced per year</th>
<th>Bid-in events hosted per year</th>
<th>Average number of event partners in community</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>30</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Southeast</td>
<td>33</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Louisiana</td>
<td>53</td>
<td>14</td>
<td>21</td>
</tr>
</tbody>
</table>
### WHAT DOES THE DATA TELL US?

#### ORGANIZATION

<table>
<thead>
<tr>
<th></th>
<th>NATIONAL</th>
<th>SOUTHEAST</th>
<th>LOUISIANA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports dedicated staff members</td>
<td>2.2</td>
<td>2.8</td>
<td>3.0</td>
</tr>
<tr>
<td>Organizations with sports services position</td>
<td>47%</td>
<td>36%</td>
<td>66%</td>
</tr>
<tr>
<td>Organizations have a sports budget of $200,000 or more</td>
<td>29%</td>
<td>36%</td>
<td>33%</td>
</tr>
</tbody>
</table>
### Total Sports Budget

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>30%</td>
</tr>
<tr>
<td>$50,001-$100,000</td>
<td>14%</td>
</tr>
<tr>
<td>$100,001-$200,000</td>
<td>27%</td>
</tr>
<tr>
<td>$200,001-$400,000</td>
<td>12%</td>
</tr>
<tr>
<td>$400,001-$600,000</td>
<td>7%</td>
</tr>
<tr>
<td>$600,001-$800,000</td>
<td>4%</td>
</tr>
<tr>
<td>$800,001-$1,000,000</td>
<td>1%</td>
</tr>
<tr>
<td>$1,000,001+</td>
<td>6%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Sports Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast</td>
<td>2.8</td>
</tr>
<tr>
<td>Midwest</td>
<td>1.7</td>
</tr>
<tr>
<td>Northeast</td>
<td>1.9</td>
</tr>
<tr>
<td>Southwest</td>
<td>1.8</td>
</tr>
<tr>
<td>Midwest</td>
<td>1.7</td>
</tr>
<tr>
<td>National</td>
<td>2.3</td>
</tr>
</tbody>
</table>

PERCENT OF ORGANIZATIONS WITH

- Sports Advisory Group: 38%
- Sports Services Position: 54%
- Sports Board of Directors: 23%
- Sports Development Position: 80%
EVENT SERVICING & BID-IN EVENTS

AVERAGE NUMBER OF EVENTS SERVICED ANNUALLY

Southeast: 35.9
Midwest: 24.4
Northeast: 49.8
Southwest: 33.7
West: 24.1
National: 31.5

BID SUCCESS RATE

Southeast: 68%
Midwest: 50%
Northeast: 46%
Southwest: 44%
West: 35%
National: [Percentage]
<table>
<thead>
<tr>
<th>FACILITY TYPE</th>
<th>ANCHOR</th>
<th>TOURNAMENT FRIENDLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Fields</td>
<td>Minimum 16 fields</td>
<td>8-15 fields</td>
</tr>
<tr>
<td>Pool</td>
<td>50m/8-10 lanes with diving well</td>
<td>25m with diving well</td>
</tr>
<tr>
<td>Diamonds</td>
<td>Minimum 12 fields</td>
<td>8-11 fields</td>
</tr>
<tr>
<td>Hardwood Courts</td>
<td>Minimum 8 Basketball/16 Volleyball</td>
<td>4 Basketball/8 Volleyball</td>
</tr>
<tr>
<td>Indoor Track</td>
<td>200 meter/6 lanes/banked</td>
<td>200 meter/6 lanes</td>
</tr>
</tbody>
</table>
EVENT FACILITY NEEDS VS. FACILITY AVERAGES
(FIELDS/COURTS/LANES)

Diamonds | Flat Fields | Indoor Track | Outdoor Track | Swimming Pool | Bowling | Tennis
--- | --- | --- | --- | --- | --- | ---
8.1 | 5.6 | 5.5 | 6.7 | 6.0 | 6.8 | 7.9 | 8 | 6.7 | 9.5 | 28.0 | 32.3 | 14.6 | 9.8

Event Needs | Facilities
EVENT FACILITY NEEDS

AVERAGE SEATING CAPACITY NEEDED BY FACILITY TYPE

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Average Seating Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Stadium</td>
<td>8,238</td>
</tr>
<tr>
<td>Outdoor Track</td>
<td>7,053</td>
</tr>
<tr>
<td>Arena</td>
<td>4,443</td>
</tr>
<tr>
<td>Indoor Track</td>
<td>3,400</td>
</tr>
<tr>
<td>Baseball Stadium</td>
<td>2,562</td>
</tr>
<tr>
<td>Soccer Stadium</td>
<td>2,010</td>
</tr>
<tr>
<td>Tennis</td>
<td>1,425</td>
</tr>
<tr>
<td>Indoor Courts</td>
<td>1,281</td>
</tr>
<tr>
<td>Swimming Pool</td>
<td>595</td>
</tr>
<tr>
<td>Softball Stadium</td>
<td>468</td>
</tr>
<tr>
<td>FLAT FIELDS</td>
<td>TOTAL FIELDS/COURTS IN COMMUNITY</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td></td>
<td>35</td>
</tr>
<tr>
<td>DIAMONDS</td>
<td>37</td>
</tr>
<tr>
<td>INDOOR COURTS</td>
<td>29</td>
</tr>
<tr>
<td>Sports</td>
<td>Traveling Teams Per Event</td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Cheerleading</td>
<td>293</td>
</tr>
<tr>
<td>Soccer</td>
<td>114</td>
</tr>
<tr>
<td>Volleyball</td>
<td>25</td>
</tr>
<tr>
<td>Baseball</td>
<td>35</td>
</tr>
<tr>
<td>Hockey</td>
<td>26</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>30</td>
</tr>
<tr>
<td>Softball</td>
<td>29</td>
</tr>
<tr>
<td>Basketball</td>
<td>122</td>
</tr>
</tbody>
</table>
EVENT ROOM NIGHTS & LENGTH OF STAY

![Chart showing average room nights and number of days for various events]

- Average Room Nights
- Average Number of Days

- Outdoor Track
- Arena
- Convention Center
- Flat Fields
- Diamonds
- Football Stadium
- Indoor Track
- Baseball Stadium
- Soccer Stadium
- Cross Country
- Softball Stadium
- Swimming Pool
- Tennis
- Golf Course

Average Number of Days:
- Outdoor Track: 0
- Arena: 2,000
- Convention Center: 4,000
- Flat Fields: 6,000
- Diamonds: 8,000
- Football Stadium: 10,000
- Indoor Track: 12,000
- Baseball Stadium: 14,000
- Soccer Stadium: 16,000
- Cross Country: 18,000
- Softball Stadium: 20,000
- Swimming Pool: 22,000
- Tennis: 24,000
- Golf Course: 26,000
186 TIDS NATIONALLY

TOTAL $448,563,513
LARGEST $41,000,000
SMALLEST $10,000
AVERAGE $2,424,668
MEDIAN $787,000

MOST COMMON ASSESSMENT RATES

- 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!

JON@HUDDLEUPGROUP.COM
www.tinyletter.com/JonSchmieder