

DATA DRIVEN DECISION MAKING IN SPORTS TOURISM

UPPER MIDWEST CVB
SEPTEMBER 11, 2023







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



**2017 NASC Superior Service Award
Winner**

The highest honor a consulting firm can earn
from the National Association of Sports
Commissions

160+

PROJECTS

350+

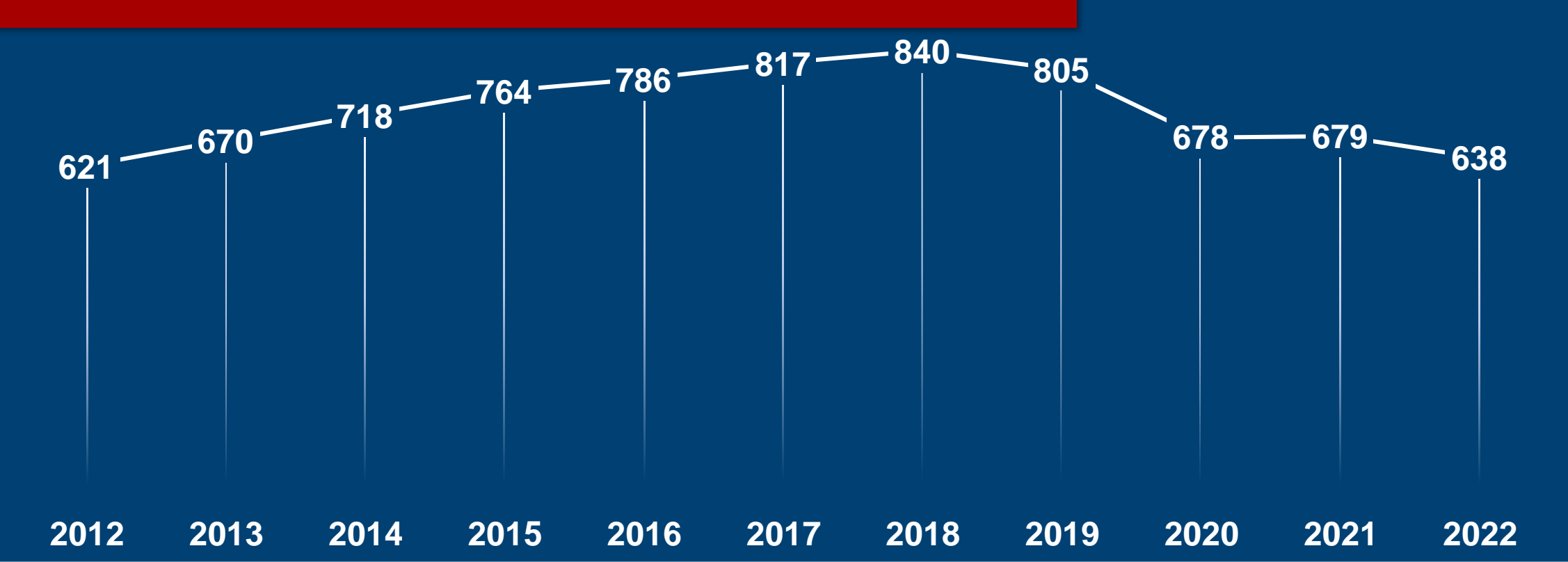
**DESTINATIONS
+ PARTNERS**

100+

**SPEAKING
ENGAGEMENTS**

SPORTS TOURISM INDUSTRY

10-YEAR MEMBERSHIP GROWTH YEAR END 2022





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



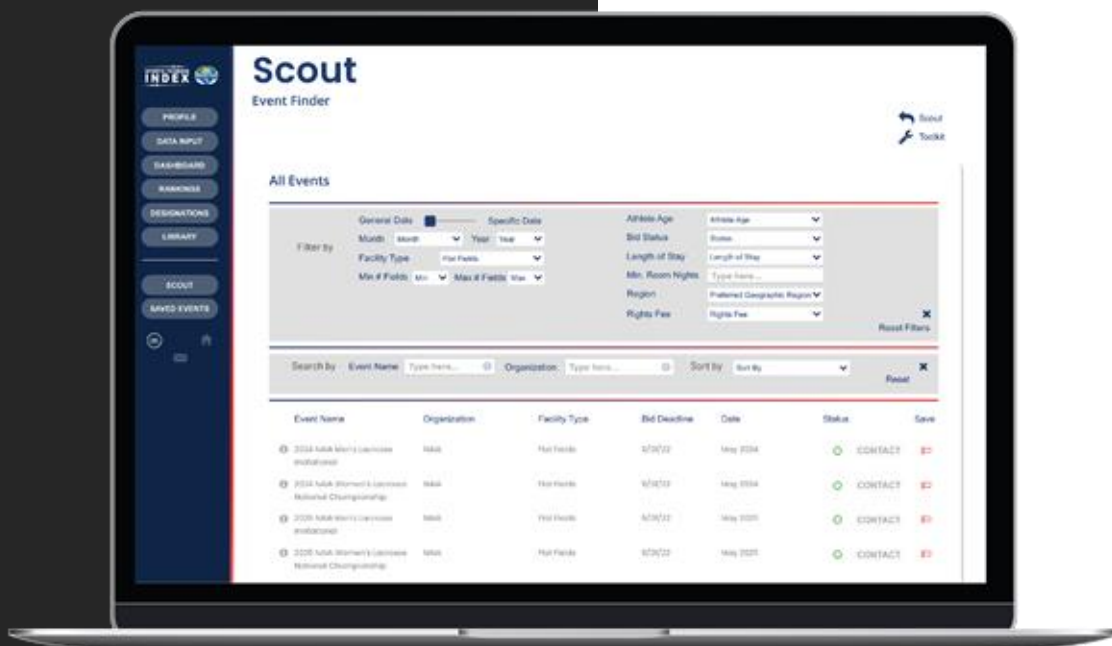
EVENTS

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



SCOUT™

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.

VISIT SEBRING BENCHMARKING

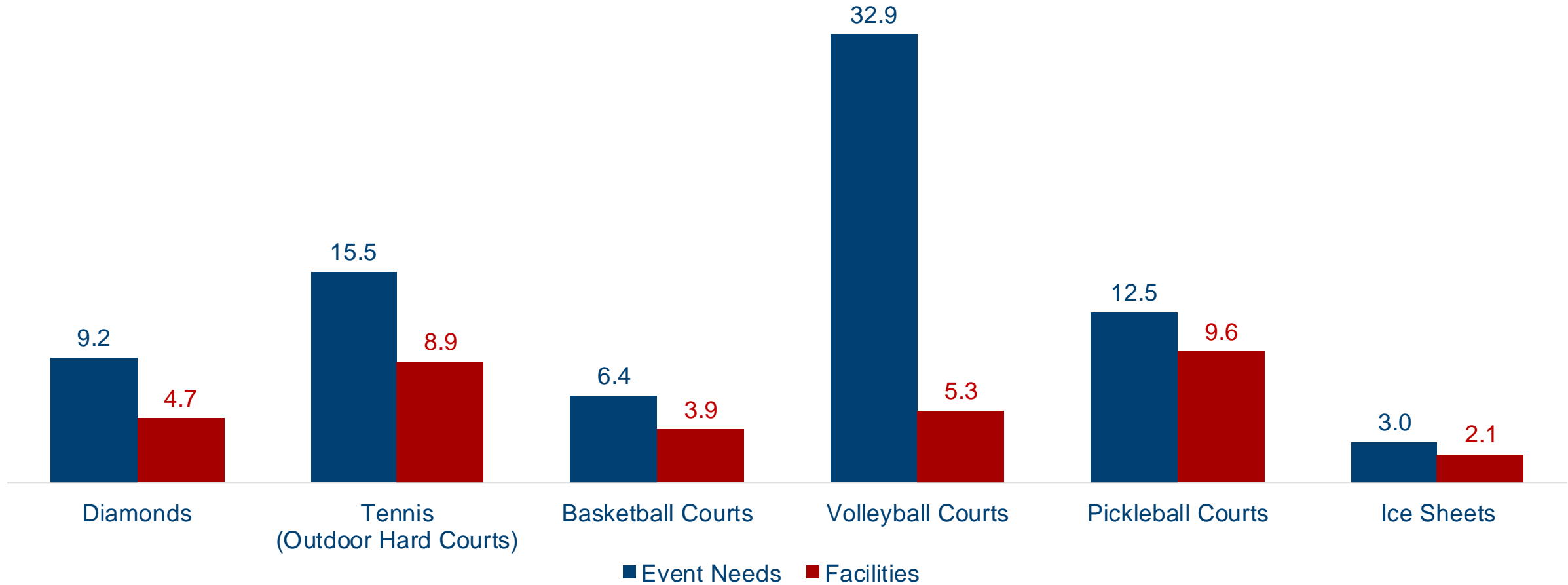
Bucket	Visit Sebring 2020	Visit Sebring Current	Overall Average	Southeast Average	Under 500k Average
Facilities	6.46	14.99	9.61	9.67	9.09
Destination Strength	3.40	5.60	11.92	11.22	10.83
Organization Structure	3.92	14.51	12.15	12.30	11.72
Events	7.70	10.50	8.14	8.31	7.92
Overall	21.48	45.60	39.86	39.86	37.44

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
Pickleball Courts	40-60 Courts (National)	8-16 Courts (Local/State) 24-32 Courts (Regional)

EVENT FACILITY NEEDS VS. FACILITY AVERAGES

(FIELDS/COURTS/SHEETS)



DIAMOND FIELD BENCHMARKS (n=812)

	AVERAGES		Difference
	Top 10	Overall	
Fields	17.0	4.9	12.1
Fields with Lights	15.0	4.1	10.9
Artificial Turf Fields	9.00	0.68	8.3
Auxiliary Meeting Rooms	5.00	0.85	4.1
Covered Dugouts	70%	75%	-5%
Stadium Field	60%	28%	32%
Permanent Concession Stand(s)	100%	79%	21%
Permanent Restrooms	100%	98%	2%
Permanent Wi-Fi	80%	40%	40%
Adequate Parking (60 spaces per field)	100%	96%	4%
ADA Compliant	100%	98%	2%
Ability to book (Definitely yes)	100%	55%	45%
Score	4.03	2.30	1.72

EVENTS & FACILITIES BENCHMARKING

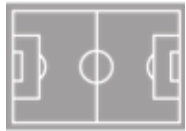
TOTAL FIELDS/COURTS
IN COMMUNITY

FIELDS/COURTS AT
LARGEST COMPLEX

OF EVENTS
ANNUALLY

OF TEAMS
PER EVENT

LENGTH OF
EVENT IN DAYS



FLAT FIELDS

18

10

10

80

3.5



DIAMONDS

20

8

20

64

3.6



INDOOR
COURTS

22

7

6

56

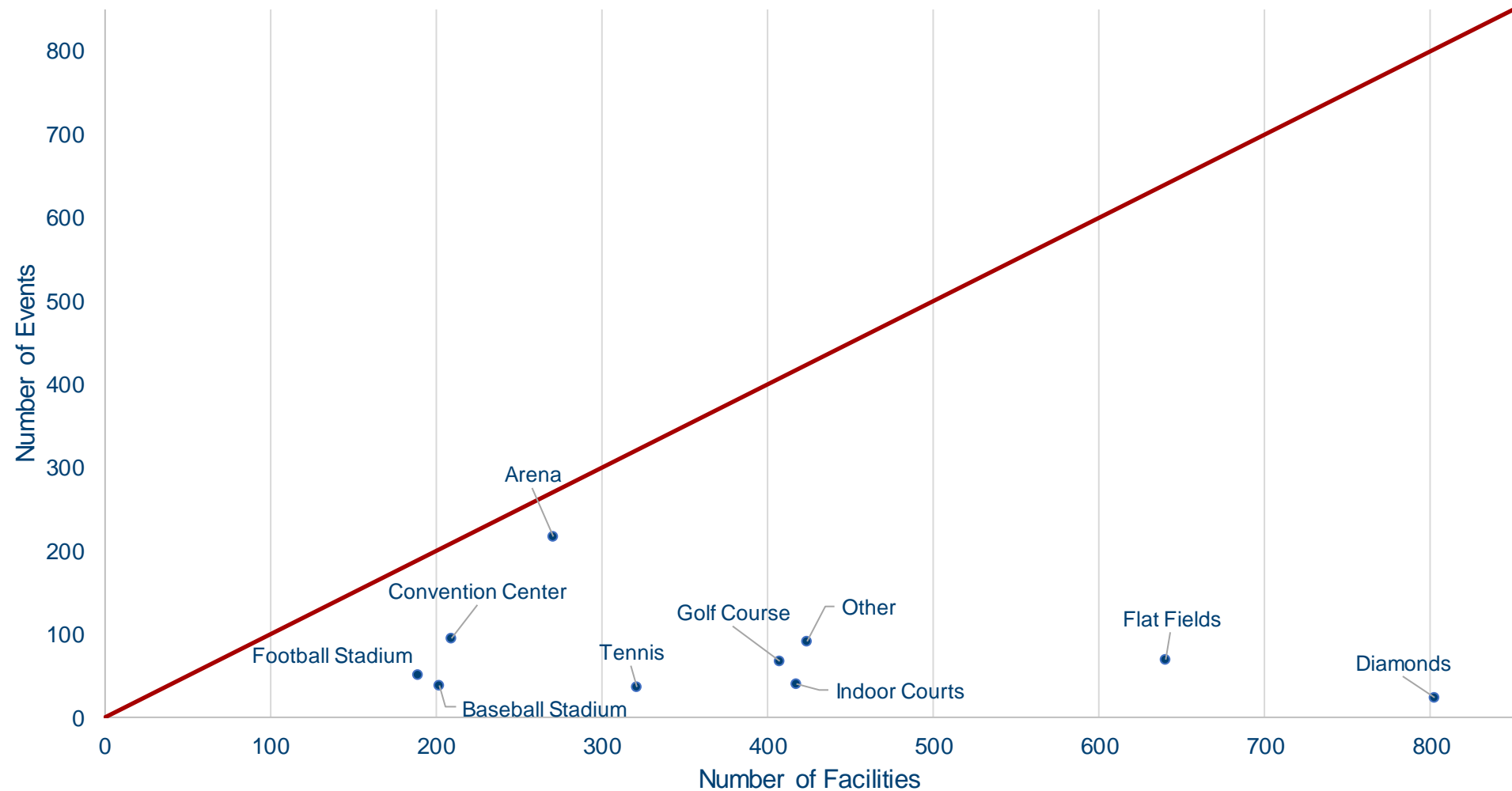
4.7

EVENTCONNECT

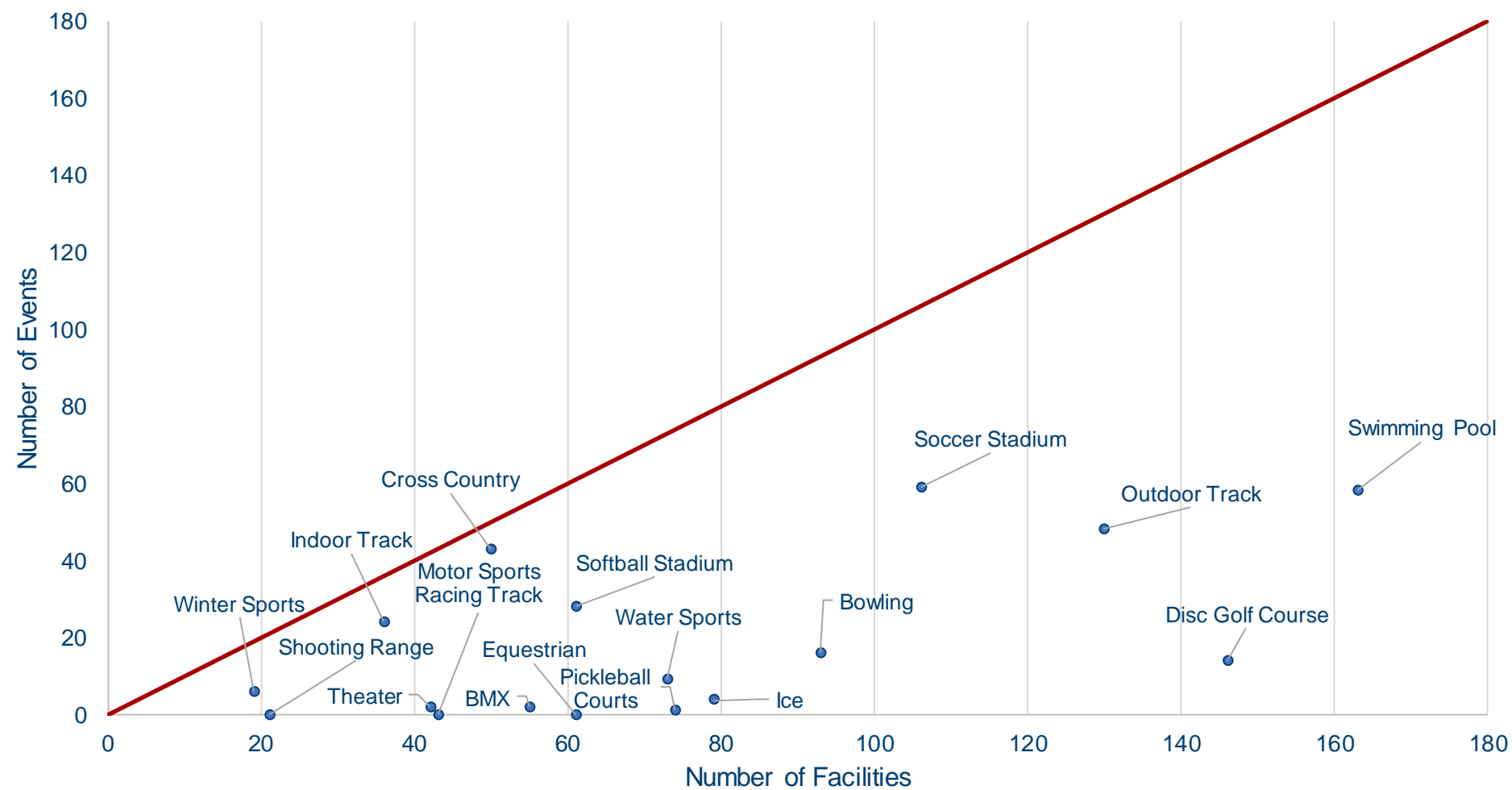
	TRAVELING TEAMS PER EVENT	ROOM NIGHTS PER TEAM	REGISTERED DAYS BEFORE EVENT	AVG. HOTEL RATE	AVG. HOTEL REV PER EVENT
CHEERLEADING	293	7.5	164	\$167	\$366,310
SOCCER	114	11.6	77	\$134	\$177,933
VOLLEYBALL	25	36.6	113	\$147	\$132,963
BASEBALL	35	14.1	134	\$141	\$69,067
HOCKEY	26	17	97	\$137	\$61,716
LACROSSE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



Count of Facilities vs Events in Index (Top 10)



Count of Facilities vs Events in Index (Non-Top 10)

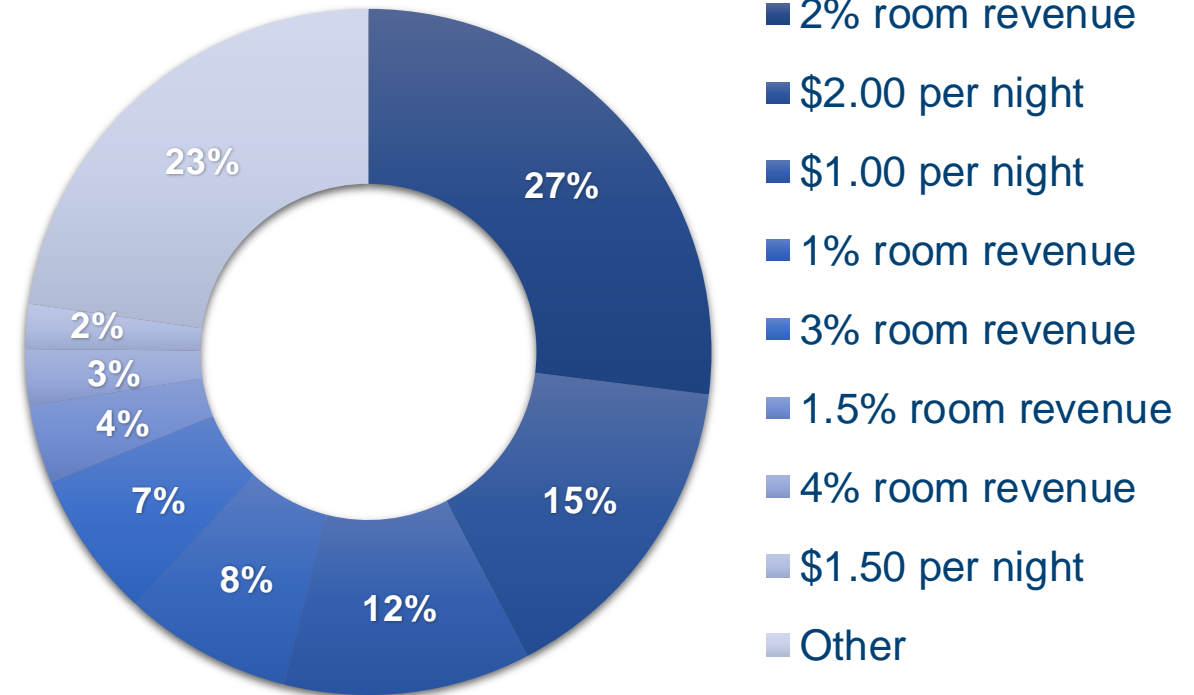




202 TIDS WORLDWIDE

TOTAL	\$496,569,565
LARGEST	\$41,000,000
SMALLEST	\$10,000
AVERAGE	\$2,520,658

MOST COMMON ASSESSMENT RATES



HUG TOUCH POINTS.....

- Email Jon@HuddleUpGroup.com
- Web HuddleUpGroup.com
- Newsletter <https://tinyletter.com/JonSchmieder>
- Index SportsTourismIndex.com
- Books Email Jon



THANK YOU FOR YOUR TIME!

JON@HUDDLEUPGROUP.COM

