THE INTERSECTION OF SPORTS AND TRAVEL
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$69.1B  Total of the North American sports market in 2017

3%  Annual growth rate of North American sports market

$80.3B  Projected total of the North American sports market in 2022

SOURCE: PwC
Total Major League Sports Attendance (2018)

- MLB: 70 Million
- NBA: 30 Million
- NFL: 20 Million
- NHL: 10 Million
- MLS: 5 Million

Total: 150 Million
Total Sports Travel Spending (2017)

- $3.6B Transportation
- $4.7B Retail
- $5.0B Recreation
- $7.5B Food and Beverage
- $11.4B Lodging

Total Spending: $32.2 Billion

SOURCE: Longwoods International

24%
Nearly one-quarter (24%) of international travelers are interested in an NBA, NFL or MLB experience when visiting the United States.

1/3
More than one-third of South Koreans, Mexicans and Indians are interested in attending.

SOURCE: Destination Analysts
NBA International Players by Country (2018)

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<th>Country</th>
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<td>Bosnia and Herzegovina</td>
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SOURCE: National Basketball Association
TOURNACATIONS

Americans combining their vacations with their children’s sports events
$17B
Total of the U.S. Youth-Sports economy in 2018

55%
Amount the U.S. Youth-Sports economy has grown since 2010

SOURCE: WinterGreen Research
THE INTERSECTION OF SPORTS AND TRAVEL
JEREMY LEIFEL
Director, Business Development
Greater Columbus Sports Commission

LINDA SHETINA LOGAN
Executive Director
Greater Columbus Sports Commission
Sports Tourism

• A Billion Dollar Industry*
  • In 2017, estimated direct visitor spending was $11.4 billion
  • A 9% increase from 2016

• Trends**
  • Giving the full-service treatment
  • Brand partners immerse in storytelling of the sporting event
  • Facilities will continue to be a driving force
  • Event creation

*From the National Association of Sports Commission’s State of the Industry Report
**From Connect Sports Article: 10 Sports Tourism Trends in 2018
BY THE NUMBERS
2018 was the first time Columbus hosted the NCAA Women’s Final Four.

$21.7M DIRECT VISITOR SPENDING
32.7K HOTEL ROOM NIGHTS
970 VOLUNTEERS
83% OF VISITORS FROM OUTSIDE OHIO
60% FIRST-TIME VISITORS
39K FANS
3 SOLD OUT GAMES
11.6M HITS ON SOCIAL MEDIA
23.7K FANS IN TOURNEY TOWN
7.62M ESPN VIEWERS
2,750 REGISTERED BOUNCE PARTICIPANTS
2K READ TO THE FINAL FOUR PARTICIPANTS

The Women’s Basketball Coaches Association National Convention brought 2,720 participants to Columbus.

Beyond the Baseline connected 1,700 women in Central Ohio over the course of five months through dedicated programming designed to inspire and engage professionals.
THE INTERSECTION OF SPORTS AND TRAVEL
SPORTS & TOURISM DEVELOPMENT

Luisa Mendoza
Director, Global Tourism Development
SPORTS TOURISM IMPACT

! Sports Tourism in the U.S. adds up to $9.45B, and it’s going up fast.

! 24% of International visitors want to include a professional sporting event in their itinerary when traveling to the U.S.

! According to the Chinese Basketball Association, more than 300 million people in China play Basketball – a number that nearly equals the entire population of the U.S.

! More than 190 million Chinese Streamed the 2017 Playoffs on mobile devices

! The NBA account on the Chinese social media platform Weibo boasts more than 33 million followers (The NBA only has 27.5 million followers on Twitter.

! According to research Basketball is set to become the next soccer with largest growth in Australia, Italy, China, Russia, Vietnam, South Africa and India
BSE GLOBAL TOURISM DEVELOPMENT
MISSION STATEMENT

To position the Barclays Center and the Brooklyn Nets as a MUST see Authentic Brooklyn experience in NYC in order to increase revenue opportunities
IDENTIFY TOURISM REVENUE OPPORTUNITIES

TOURISM REVENUE GENERATORS

- Selling Tickets Through Main Travel Channels
- Arena Tours & Experiential Packages
- Meetings, Incentives, Conventions & Events
- Concierge Programs
- Industry Cross Selling Partnerships with NYC Hotels & Attractions

BSE Global
STRATEGY PLAN

Strategically Plan

CREATE AWARENESS TO DRIVE DEMAND

- Attend Sales Missions & Trade Shows.
- Become a member of key Industry Associations.
- Become a Sports / Tourism Industry Leader.

BUILD SOLID BUSINESS RELATIONSHIPS TO YIELD HIGH RESULTS

- Identify and partner with all the key Receptive and International Tour Operators, Tour Companies, Online Travel Agencies and Industry Partners that will help drive business to us.

Successfully Execute

MAXIMIZE ALL REVENUE OPPORTUNITIES

- Help drive business to all departments at BSE Global through my network and efforts. Including: Sponsorships, Partnerships, Premium Sales, Group Sales, Merchandizing etc.
80+ PARTNERS IDENTIFIED THROUGH MAIN TRAVEL SELLING CHANNELS

[USA] Receptive Tour Operators
USA Based Wholesalers selling to smaller tour operators overseas

(International) Tour Operator & Travel Agencies
International Wholesalers selling to the travel agencies.

Online Travel Agencies "OTA"S
55+ PARTNERS IDENTIFIED THROUGH TOURISM INDUSTRY CHANNELS

NYC Hotels, Suppliers, Attractions & Airlines

NYC & Company City Wide Convention Calendar

Cancierges
ATTRACTION NYC'S VISITORS

They come for business, leisure and everything in between.

Global

- 79% DOMESTIC
  21% INTERNATIONAL

  International visitors account for 48% of direct spending.

- 79% LEISURE
  21% BUSINESS

  Business travelers account for $13B in direct spending.

Domestic

- 52% OVERNIGHT
  48% DAY-TRIPPERS

  NYC is the largest day-trip market in the U.S.

TOP 10 INTERNATIONAL MARKETS 2017

New York City draws travelers from all over the world.

1.2M UK
1.1 M CHINA
970K CANADA
852K BRAZIL
767K FRANCE
693M AUSTRALIA
639K GERMANY
532K ITALY
466K MEXICO
442K SPAIN
MARKETING TOOLS

60 DAY DEVELOPED TRAVEL TRADE MARKETING TOOLS:

- Travel Trade website
- Travel Trade Brochure
- PowerPoint Deck
- Travel trade video
- Client promotional gifts
SOCIAL MEDIA & COMMUNICATIONS:

- E-blast sent to over 1,000 personal industry contacts in Canada, US, Asia and Europe announcing my role.
- Over 100,000 views on Linkedin through Latin America, Europe, Asia and Domestic Travel Trade News.
ACCOMPLISHMENTS MADE IN THE FIRST EIGHT MONTHS

RESULTS:

• Identified over 100 domestic and international clients that want to partner and work with us.

• Identified over 55 NYC hotel and attractions partner that want to cross-sell.

• Contracted over 40 clients.

• Created Static Tier Pricing for Groups and FIT.

• Increased International Group business by 46% over last season.

• Hosted Media and Tourism Trade FAM trips from NYC & Company Mexico, France, and Spain.

• Attended following trade shows and NYC & Company Sales Missions:
  1. IPW
  2. Australia Sales Mission
  3. SYTA – Student Youth Travel Association
  4. China Sales Mission
  5. IMEX America – Las Vegas
  6. WTM – World Travel Market, London
  7. IITA, International Inbound Travel Association
  8. FITUR – Madrid, Spain
  9. Connect Travel Market Place
  10. ITB – Berlin, Germany
THANK YOU!

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CHELSEA DILL
Director, Tourism & Corporate Events
San Diego Padres
How this began.
GOALS AND OBJECTIVES

Partner with organizations that sports teams haven’t traditionally worked with.

- Local Tourism Authority or DMO
- Convention & Conference Centers and Venues
- State Level: Visit California
- International Level: U.S. Travel Association
GOALS AND OBJECTIVES

Grow **key** relationships.

- Build a relationship with area attractions & tours
- Understand what they are doing to communicate & market their products
- Network with hotels and visitor information centers that sell attractions
- Understand the companies that local attractions use to market their products
GOALS AND OBJECTIVES

Create a marketing strategy that maximizes opportunity.

- Align with your team’s marketing goals and initiatives with tourism.
- Embrace that in a digital era, if tourists don’t see your product while researching online, you can’t assume they know you exist.
- Consider print advertising in Visitor Information Centers & tourist hubs.
- Do your research. Understand where your visitors are coming from both domestically and internationally.
GOALS AND OBJECTIVES

Leverage resources like U.S. Travel’s IPW.

- Making the case to senior management that holding a booth at IPW is worthwhile.
- If available, partner with your Tourism Authority or DMO to share space with their booth.
ADVICE FOR DMOs

- Have informative sessions with your sports teams about the tourism industry. Sports teams don’t necessarily know the key terms like a DMO does (what tour operators and OTAs are, and how they can partner with you to align your city’s mission with your sporting venues).

- A lot of sports teams do a good job of aligning with DMOs on the conference and meeting side. Make sure you are spending just as much time talking about travel trade.

- Loop in your sports teams and communicate with them as you do other attractions, hotels, meeting planners & BUYERS!
ADVICE FOR TEAMS

- Be patient. This takes time which can be hard when we are normally charged with showing immediate results.

- Identify a person (or persons) who can take the lead on understanding the travel trade side of tourism. Some teams will bundle this into their group sales department, non-game day or special events, even tours. We have decided to create a Tourism Department that will allow us to focus on all areas of tourism and work together with all revenue departments to bring in new business.

- Be creative when you run into limitations with platforms, ticketing, and team philosophies.
FIRST-TIME SPORTS EXHIBITORS

Receive 50% off your registration. Email ssandberg@ustravel.org for details.