

A blue-tinted photograph of a large stadium filled with spectators, with the title text overlaid in the center.

THE INTERSECTION OF **SPORTS AND TRAVEL**



JEFFREY AJLUNI

Senior Vice President,

Strategic Partnerships & Business Development

T 202.408.2203 | **E** jajluni@ustravel.org

The background is a blue-tinted photograph of a large stadium filled with spectators. The text is overlaid in the center in a white, bold, sans-serif font. The stadium's architecture, including the roof and seating tiers, is visible in the background.

THE INTERSECTION OF **SPORTS AND TRAVEL**



JAMIE FAULKNER MAGEAU

Director, Research Products

T 202.408.2122 | **E** jmageau@ustravel.org

\$69.1B

Total of the
North American
sports market in 2017

3%

Annual growth rate
of North American
sports market

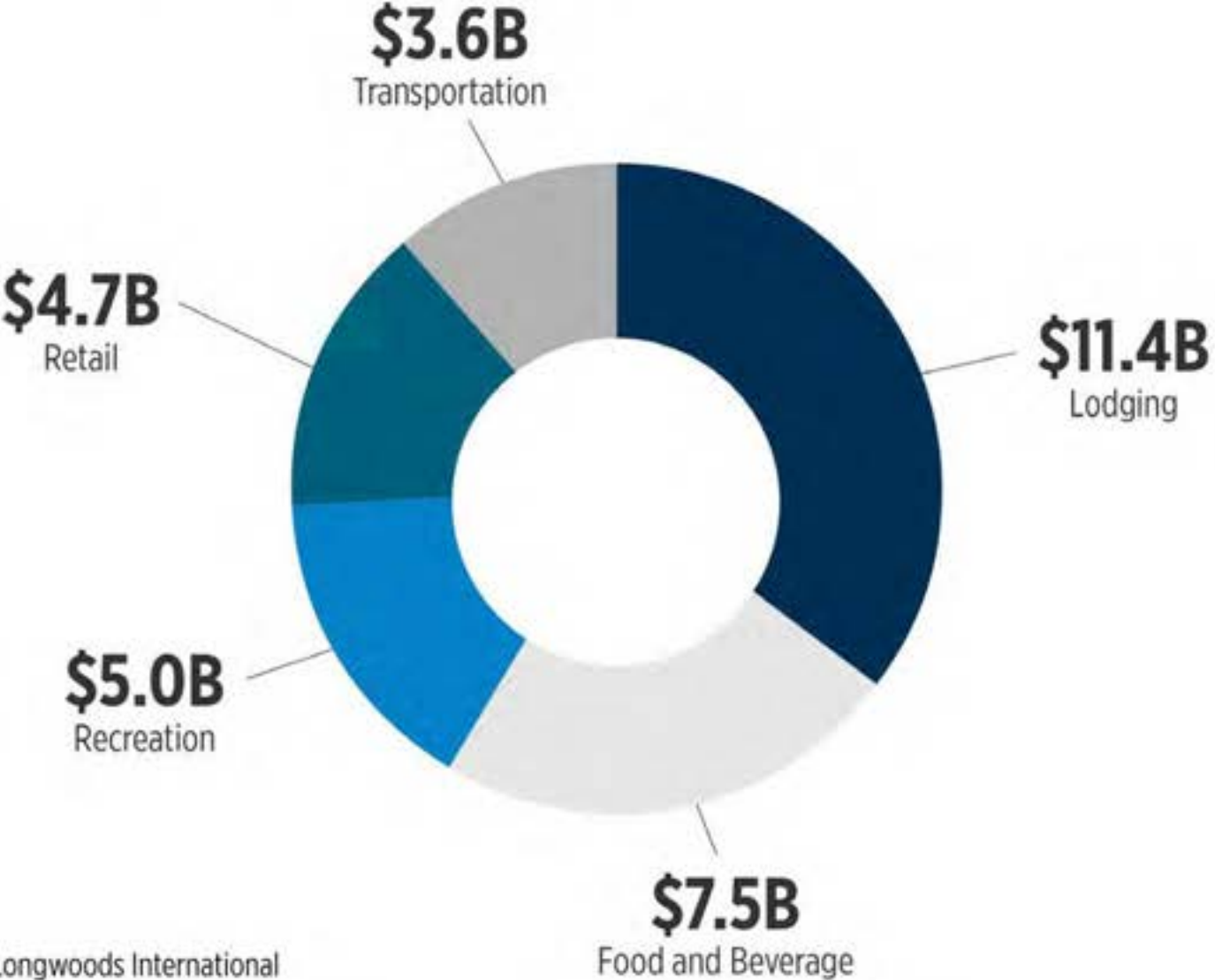
\$80.3B

Projected total of the
North American sports
market in 2022

Total Major League Sports Attendance (2018)



Total Sports Travel Spending (2017)



\$32.2 Billion
Total Spending

SOURCE: Longwoods International

International Traveler Interest in Sports Experiences (2018)

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.

NBA International Players by Country (2018)

| | | | |
|------------------|-----------|-------------------------------|------------|
| Canada | 11 | Serbia | 5 |
| France | 9 | Turkey | 5 |
| Spain | 7 | Bosnia and Herzegovina | 3 |
| Australia | 7 | Brazil | 3 |
| Germany | 6 | Other | 43 |
| Croatia | 5 | TOTAL | 104 |



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

A blue-tinted photograph of a large stadium filled with spectators, with the text "THE INTERSECTION OF SPORTS AND TRAVEL" overlaid in white. The stadium is packed with people, and the field is visible in the center. The text is centered and reads:

THE INTERSECTION OF SPORTS AND TRAVEL



JEREMY LEIFEL

Director, Business Development
Greater Columbus
Sports Commission



LINDA SHETINA LOGAN

Executive Director
Greater Columbus
Sports Commission



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*





Nationwide Arena

2018 NCAA WOMEN'S
FINAL FOUR

ND

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

39K FANS

3 SOLD OUT GAMES

60%
FIRST-TIME VISITORS

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.





GREATER
COLUMBUS
SPORTS ★ COMMISSION

columbusports.org

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THE INTERSECTION OF **SPORTS AND TRAVEL**

SPORTS & TOURISM DEVELOPMENT



Luisa Mendoza
Director, Global Tourism Development



BARCLAYS
CENTER
BROOKLYN



HSS TRAINING
CENTER
BROOKLYN NETS




NYCB LIVE
HOME OF THE NASSAU VETERANS
MEMORIAL COLISEUM



WEBSTER HALL

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**

A fan is holding a large white sign with blue handwritten text. The sign reads: "WE TRAVELLED FROM ITALY", "4282 MILES", "JUST TO SEE", "BIG-J-ALLEN", and "PIC + TSHIRT?". The fan is wearing a white long-sleeved shirt and a grey cap. In the background, other fans are visible, some holding up phones to take pictures.

WE TRAVELLED FROM ITALY
4282 MILES
JUST TO SEE
PIC + TSHIRT?
BIG-J-ALLEN



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



STRATEGY PLAN

Strategically Plan

Successfully Execute



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



- 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.



- 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



55+ PARTNERS IDENTIFIED THROUGH TOURISM INDUSTRY CHANNELS



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ATTRACT NYC'S VISITORS

They come for business, leisure and everything in between.

Global

Domestic



- International visitors account for 48% of direct spending.



- Business travelers account for \$13B in direct spending.



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

Source: NYC & Company/Tourism Economics/DK Shifflet, 2016

TOP 10 INTERNATIONAL MARKETS 2017

New York City draws travelers from all over the world.



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THANK YOU!

LUISA MENDOZA
DIRECTOR, GLOBAL TOURISM DEVELOPMENT

lmendoza@bseglobal.net

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THE INTERSECTION OF **SPORTS AND TRAVEL**



MALCOLM SMITH

Senior Vice President of Business Development
& General Manager, IPW

T 202.408.2141 | **E** msmith@ustravel.org

@ustravelipw



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WELCOME! #pw17

DELTA

Kaiser Permanente



CHELSEA DILL

Director, Tourism & Corporate Events
San Diego Padres

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SAN DIEGO 200 | SAN DIEGO ZOO SAFARI PARK



SAN DIEGO INTERNATIONAL
NON-STOP FROM SAN DIEGO
• Tokyo
• London
• Frankfurt
• Zurich
• Vancouver
• Calgary
• Toronto



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.



ipw

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JUNE 1-5, 2019

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The **Debrief**

U.S. TRAVEL'S MEMBER WEBINAR SERIES