

SPORTS TOURISM GUIDE

An introduction to the sports tourism industry



Since 2013, the youth and amateur sports tourism industry has experienced explosive growth.

With the number and size of tournaments increasing year after year, City and County Managers across the United States and municipal leaders around the world are investigating whether or not tournament-level sports venues are a fit for their communities.

Sports Tourism Quick Facts:



Sports Tourism is a \$200 billion travel industry; \$9 billion of which is youth & amateur sports



Sports Tourism is the only segment of the tourism industry to grow in every quarter of the recession



Last year, 28.5 million Americans traveled for youth & amateur sports events



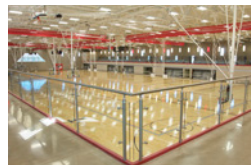
Youth & amateur sports have grown more than 20% in the last 3 years

Premier Sports Tourism Destinations:



Rocky Top Sports World

Located in Gatlinburg, TN this venue has exceeded projections to reach over \$17 million in economic impact and hosted 44 multi-day events.



Round Rock Sports Center

Drawing over 285,000 participants and guests, this nearly 83,000 square-foot facility draws a crowd from all over Texas for tournaments & events.



Myrtle Beach Sports Center

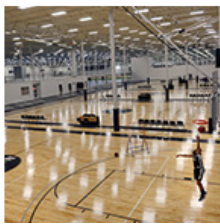
This 100,000 square-foot facility was financed with government bonds and has generated more than \$12 million in economic impact to the community.

3 Most Common Sports Tourism FAQ's

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A Credible Source On Sports Tourism

SFA|SFM is a global leader in the planning, funding, opening, and management of sports tourism facilities. Our services include feasibility analysis, economic impact analysis, master planning, funding strategy, operational auditing, facility optimization, outsourced management, and more.

Through our work with communities throughout the country and our management and strategic leadership of dozens of sports tourism facilities, SFA|SFM has identified the most common questions communities ask and outlined the answers to those questions below.

3 Most Common Sports Tourism FAQ's

What makes a facility a competitive sports tourism venue?

When participating in or attending a tournament, guest expectations are high; venues should seek to provide a quality guest experience as well as these factors:

- *High quality competitive amenities including premium sports surfaces, inventory to support large events in one location, attention to player and spectator comfort, features that add reliability to scheduled events*
- *Access to major markets*
- *Proximity to quality lodging and restaurant options*
- *Positive reputation of the destination*

What operational and management factors are necessary for success?

Careful planning & a well-defined mission/vision are of the utmost importance. In addition to those, these factors are also required:

- *Extensive pre-opening development*
- *Dedicated marketing*
- *Dedicated management including an experienced facility operator, experienced event operator, and sports commission/ CVB support*
- *Proliferation of revenues and containment costs*
- *Collaboration with local organizations and facilities*
- *Balanced definition of success*

What does my community need to develop a successful sports tourism program?

When considering a sports tourism program there are many important factors the community must have before beginning development:

- *Public support for sports tourism*
- *Political will to commit to sports tourism*
- *A clear brand and market position*
- *An event valuation process for support/ incentives*
- *Access to tournament ready facilities*
- *An organization structure for sports tourism*
- *Dedicated budget for sports tourism*
- *High-performing management*

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Is Your City Ready For Sports Tourism?

If you'd like to tap in to the \$9 Billion sports tourism industry for your community, evaluate the opportunity and take a look at these 6 key factors:

Unique Community Character:

What does your community have to offer visitors? Is your area known for anything regionally or nationally? Capitalize on local flavors or character to make your venue stand out.

Sports & Recreation Assets:

What are your existing sports & recreation assets - with a nominal investment, could you improve the venue offering or quality? Is there a need in the community for additional sports & recreation assets? If a new asset is required, consider the local programming as well as the tourism necessities.

Financing Solutions:

Avoid common funding mistakes like over-leveraging the asset, limited consideration working capital requirements, and rental-use business model. Consider a public-private-partnership, which creates new and innovative results in both financing outcomes and operational performance.

Leadership:

Is your leadership up to the challenge of rallying the community around a well-crafted vision? Do you have an experienced general manager on staff that can facilitate growth in your new venue? Consider outsourced venue management by an experienced company to optimize performance and shoulder operational accountability.

Planning Prowess:

There are a thousand ways to improperly plan for a new sports and recreation facility - from lack of data, ignoring emerging trends, underestimating competition, to inventory-based revenue forecasting. Proper planning includes composing a detailed optimization/development timeline that accounts for all the major milestones and associated tasks.

Operating Systems:

Do you have the systems in place (or the know-how to implement them) to manage and operate a sports tourism venue? Ensure you're operating properly with proper technology solutions, risk management procedures, and preventative maintenance protocol.

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Understanding The Market Opportunity

To understand the market opportunity, each facility opportunity should undergo an intensive analytical process including (but is not limited to) an analysis of:



Socioeconomics: at least 9 different factors, including but not limited to income, education, marital status, fees paid for similar services, etc.



Competition: at least 12 different factors, including but not limited to facility size, pricing, amenities, web presence, location, etc.



Planned Facility: at least 12 different factors, including but not limited to number/type of sports/recreation/wellness amenities, area climate and precipitation, road accessibility, facility visibility, etc.



Sports Participation: at least 4 different factors (by age range) including but not limited to national sport-specific participation, regional sport-specific participation, trends related to increases/decreases in sports participation, etc.

If you're considering a new sports and recreation facility, be sure to enlist the help of an experienced, qualified partner to thoroughly research your unique market.