

# Top Ten Trends Best / Worst Practices In Sports Tourism

**Gary K. Alexander**  
**Huddle Up Group, LLC**  
**Oklahoma Conference on Tourism**  
**May 15, 2018**



# INTRO VIDEO

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# SETTING THE STAGE FOR TODAY

1. **The National Picture**
2. **2018 Top Ten Trends\***
3. **Best / Worst Practices**
4. **Q & A**

**\* as seen by the Huddle Up Group**



# NATIONAL LANDSCAPE

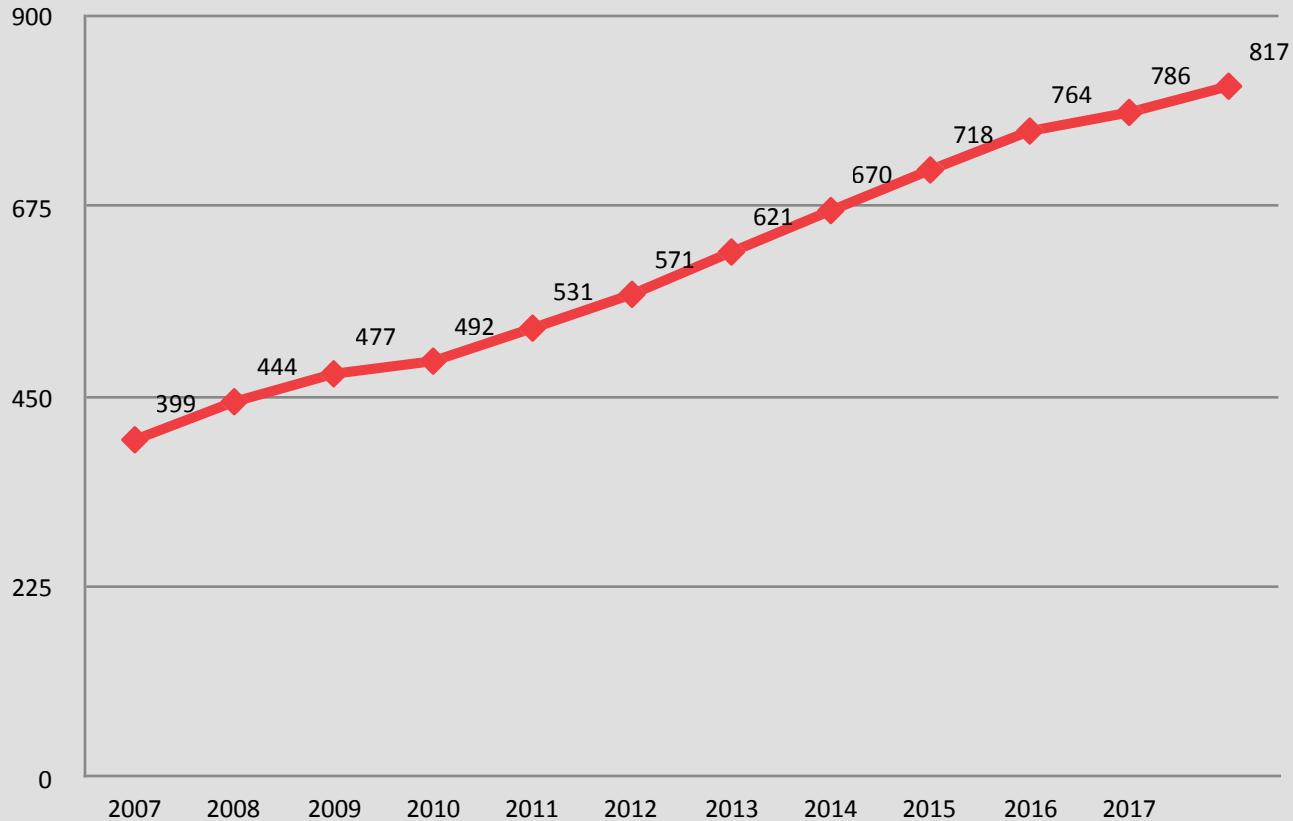
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# National Association of Sports Commissions



## 10-Year Membership Growth Year End 2017



# Sports Tourism Facts & Figures

- Sports Touch all of us
- Sports Tourism – resistant to economic conditions



# 2018 TOP TEN TRENDS

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# TOP TEN TRENDS.....

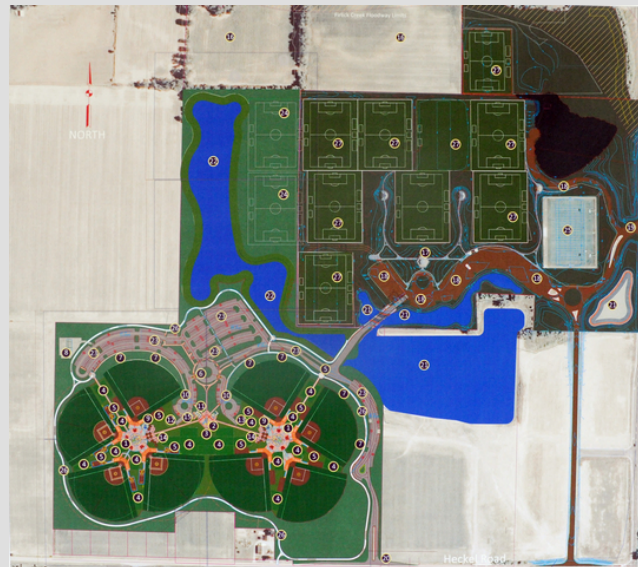
1. **Venue Development – Bricks & Mortar**
2. **Structure & Branding**
3. **Owning and/or Incubating Events**
4. **Grants / Event Support & Performance**
5. **Technology**
6. **Sports Service**
7. **New Sports & Events**
8. **Community Impact**
9. **Leadership Changes**
10. **Relationships**





# 1. Venue Development – Bricks & Mortar

- CVBs, sports commissions and rights holders, are getting engaged with venue development and/or renovation, even facility management



## 2a. Structure & .....

- **Some stand alone sports commissions**
- **Emergence of sports divisions / departments within CVBs**
- **Some outsourcing of sponsorship development, public relations, media and even event execution**



## 2b. ....& Branding

- “Sales” language is going away or needs to go away
- Sports Marketing / Development



# 3. Owning and/or Incubating Events

- “Owning vs Incubating”
  - Owning
    - risk /reward
    - control
    - community engagement
  - Incubating
    - outsourced expertise
    - less risk
    - potentially less staffing



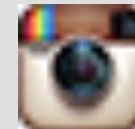
## 4. Grants / Event Support & Performance

- **ROI**
- **Accountability / performance clauses**
- **Decreasing support over time**



## 5. Technology

- **You must function in the 21<sup>st</sup> century**
- **You must be everywhere**
- **You must be accessible**
- **Participants and fans want to be engaged**
- **Your information must be current (15 min)**



## 6. Sports Service / “Backpack Person”

- Everything “Outside the Lines”
- Hotel partnerships
- Restaurant partnerships



# 7. New Sports & Events

- **Emerging sports**  
**EX: Quidditch**  
**Ultimate**  
**Sport Stacking**  
**Scripps Spelling Bee**
- **Festivals**
- **Unique venues**





# 8. Community Impact

- It's more than the games
- Attendees and participants are expecting more – “A Happening”



- Leave behinds / Legacy

- Cultural impact



## 9. Leadership Changes

- **NASC**  
CEO – Al Kidd
- **DESTINATIONS INTERNATIONAL (DMAI)**  
CEO – Don Welsh
- **NGBs – Examples:**  
USA Gymnastics, USA Badminton,  
USA Swimming



# 10. Relationships

....**ALWAYS** has been / **ALWAYS** will be



# THE GOOD & THE BAD

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# BEST PRACTICES.....

- **Superior Sports Service – Outside the Lines**
- **Engage Community Leaders**
- **Be Who You Are**
- **Post Event – as important as Pre Event**
- **Notes**



# WORST PRACTICES.....

- **Leading with Room Nights / Sales**
- **Under valuing and underfunding sports**
- **Chasing new events while taking for granted established events**
- **Hiding**
- **Failing to message & trumpet successes**



# QUESTIONS ?

**Gary K. Alexander**  
**Huddle Up Group, LLC**  
**Gary@HuddleUpGroup.com**  
**615-642-7117**

