

THE PULSE

Powered By



**Event
Connect**TM

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THE PULSE DASHBOARD OVERVIEW

The Pulse data dashboard is powered by EventConnect'sTM industry-leading tournament solution software. The Pulse is a part of the [Sports Tourism Research Institute](#), a product of Stoll Strategies in partnership with Sports ETA.

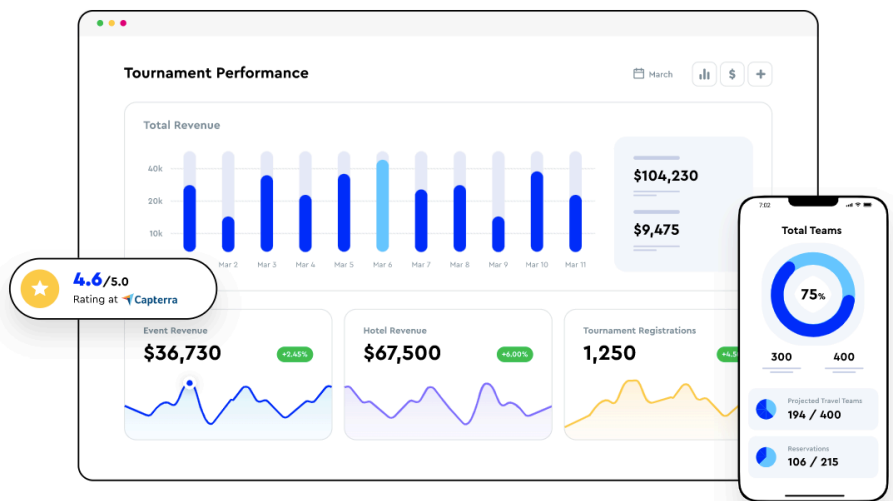
Data is drawn from the more than 4,000 sporting events in the platform, pulled together, and analyzed at a holistic level. The comprehensive data is then segmented into these eight data visualizations representing a snapshot of key sports events and tourism industry metrics reviewed year-over-year and month-to-month. Data ranges from number of events held in each state and events by sport to number of hotel registrations made by team and average length of stay.

When analyzing the charts and graphs, it is important to note that the data accurately reflects the wide-ranging sample of events on the EventConnectTM platform, featuring

- 400 associations
- 4,000 tournaments
- 12,000 clubs
- 20,000 hotels
- 800 destinations



STRI is a Sports ETA property



It does not reflect data from events taking place around the country that are not utilizing EventConnectTM. The intent of this data is to provide a "Pulse" on key industry metrics based upon EventConnect'sTM leading tournament solution data set. Therefore, data extrapolations across the sports events and tourism industry should not be made.

If you are interested in using EventConnect'sTM all-in-one tournament and sport software solution and having your event's data represented in The Pulse, please visit eventconnectsports.com.

A STRONG FINISH TO 2022



2021 v. 2022 Comparison

According to the updated EventConnect™ dataset, a strong finish to 2022 allowed all areas measured by the Pulse to finish ahead of 2021 numbers.

	RTSE (%)	HR/T	ALHS (days)	ADR	EHRLT (days)	ERLT (days)
AVG 2021	48.33	3.05	2.62	\$127.55	47.43	72.10
AVG 2022	55.42	4.45	2.75	\$150.86	60.36	77.79
DIFFERENCE	14.7%	45.9%	5.0%	18.3%	27.3%	7.9%

Key: RTSE (Registrant Travel to Sports Events); HR/T (Hotel Reservations per Team); ALHS (Average Length of Hotel Stay); ADR (Average Daily Rate); EHRLT (Event Hotel Registration Lead Time); ERLT (Event Registration Lead Time).

Note: The EventConnect team adjusted the Pulse data inputs at the beginning of 2023. This software update altered some previously reported figures and all Pulse editions going forward will reference this new data. Any data discrepancies identified when looking at previous Pulse reports are a direct result of these changes; we apologize for any confusion this may cause.

Updated Quarterly Figures

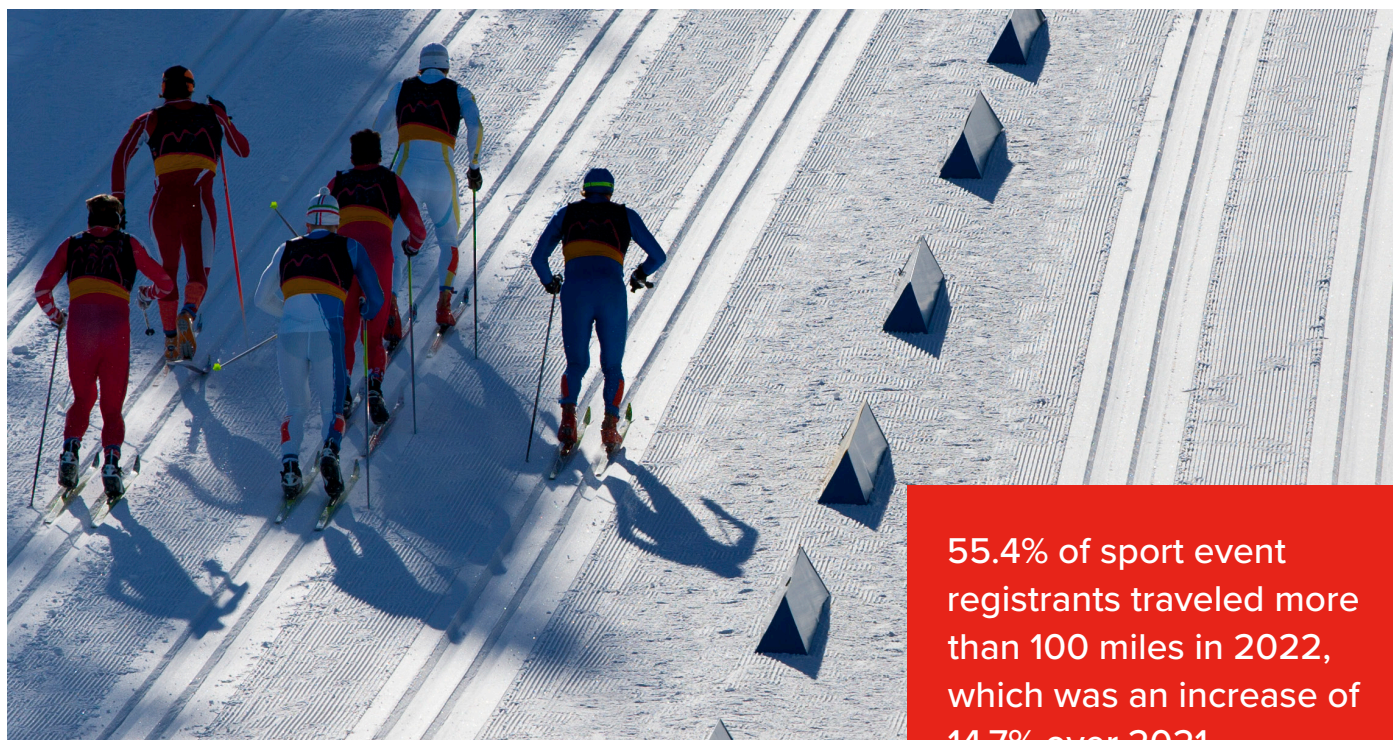
	RTSE (%)	HR/T	ALHS (days)	ADR	EHRLT (days)	ERLT (days)
Q1 2021	64.67	2.13	2.43	\$112.00	40.54	75.81
Q2 2021	40.00	3.10	2.58	\$121.89	49.69	70.69
Q3 2021	46.33	3.05	3.09	\$140.68	54.56	82.07
Q4 2021	42.33	3.90	2.37	\$135.65	44.92	59.83
AVG 2021	48.33	3.05	2.62	\$127.55	47.43	72.10
Q1 2022	64.00	4.66	2.84	\$142.66	53.56	72.05
Q2 2022	58.00	4.99	2.89	\$151.81	60.69	88.53
Q3 2022	45.33	3.66	2.92	\$161.60	66.56	83.55
Q4 2022	54.33	4.48	2.34	\$147.39	60.61	67.02
AVG 2022	55.42	4.45	2.75	\$150.86	60.36	77.79
Q1 2023	54.33	5.31	2.75	\$152.22	73.11	70.59
Q2 2023*	46.00	5.11	2.37	\$160.11	85.10	90.72



Going the Distance

55.4% of sport event registrants traveled more than 100 miles in 2022, which was an increase of 14.7% over 2021. Although March 2023 (66%) was the highest monthly average seen over the last 12 months, the first quarter of 2023 (54%) was down approximately 15% compared to 2022 and 2021 (each 64%).

Insight: As rising costs continue to frustrate families across the United States, many are reluctant to travel further for sporting events. May 2023 dipped to 43% to bring the yearly average down to 51%. However, data collected over the past year has shown that hotel reservations per team and average length of stay have increased, so overall registrant travel will likely increase if the economy improves. Q2 numbers will be interesting to watch as travelers hit the road for competitions over the summer.



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Reserving a Spot in the Record Books

During 2022, the number of hotel reservations per team (HR/T) outpaced 2021 in every quarter for a yearly average of 4.45 (a whopping 45.9% increase). January 2023 posted the highest average (6.12) since pre-Covid months, topping the previous high of 5.90 in Sept. 2022 in the process. This strong start led to a Q1 average of 5.31 reservations, which represents the highest quarter in over two years.

Insight: 2023 is off to a great start as far as hotel reservations are concerned and May closed at 5.75 reservations per team. The first quarter numbers were significantly higher than those seen over the past two years and we would be very surprised if hotel reservations per team (HR/T) dips below 4.0 in the foreseeable future. December 2022 (2.28) appears to be an anomaly as it was sandwiched between months of 5.88 and 6.12, both of which were some of the highest numbers the industry had seen in over two years. Now that the pandemic is over and tournaments are back in full swing, destinations should see a spike in HR/T in the coming months.





Stay All Night, Stay a Little Longer

The average length of hotel stay (ALHS) for 2022 closed at 2.75 days, a 5% increase over 2021 (2.62). The 2023 calendar year has started off slowly as Q1 finished at 2.75 which is 3% lower than the same time period in 2022. The ALHS average has not topped 3.0 in a quarter since Q3 in 2021. February 2023 saw a yearly high of 2.81 days, the highest monthly average since 2+ year highs of 3.96 and 3.90 in June/July 2022.

Insight: The average hotel stay continues to rise (albeit somewhat modestly). This metric climbed 5.0% in 2022 and a similar increase would be welcomed in 2023. While some may be understandably concerned that the 2023 Q2 numbers are down, we remain encouraged. With all other metrics climbing, we anticipate the industry will rise to the occasion and boost the 2023 average above 2.75. This will require a strong effort in the coming months, but we like our odds!

Always a double-edged sword, ADR continues to be a metric to watch. Higher rates boost the coffers of destinations but also frustrate travelers seeking to stay under budget.



The Cost of Doing Business

Average Daily Rate (ADR) continues to climb as the 2022 average of \$150.86 was 15% higher than 2021 (\$127.55). The first quarter of 2023 (\$152.72) is 6.7% higher than Q1 of 2022 (\$142.66) and an astonishing 35.9% greater than the first quarter of 2021 (\$112.00). While ADR has fluctuated slightly over the past year, it has not fallen under \$140.00 since February 2022. Most recently, the May average of \$166.00 was the highest month since August 2022 (\$168.95).

Insight: Always a double-edged sword, ADR continues to be a metric to watch. Higher rates boost the coffers of destinations but also frustrate travelers seeking to stay under budget. 2023 Q1 ADR was \$152.33, approximately \$10.00 higher than this time last year. Industry leaders would be wise to assess other financial trends such as tournament costs, fuel prices, and other entertainment rates to see what separates their destination from the competition. And as always, ensure that travelers are getting their money's worth when they arrive at your city!



Advance Notice

Event hotel registration lead time (EHRLT) has been a metric on the rise over the past year as 2022 closed with a 60.36 average (a 27.3% increase over 2021). This trend continued into 2023 as the Q1 average of 73.11 was the highest recorded quarter in over two years. To put this in perspective, 2023 Q1 was 36.5% higher than 2022 Q1 and an astounding 80.3% greater than the first quarter of 2021! At this point in Q2, EHRLT has climbed to 85.10 days. This is great news for destinations across the country and a trend that will hopefully continue throughout 2023. While showing slight improvement over the past year (up 7.9%), event registration lead time (ERLT) has been a little more inconsistent. 2023 Q1 (70.59) was slightly lower than the first quarters of 2022 (72.05) and 2021 (75.81), but the May high of 100.95 is promising. This is the highest monthly ERLT average since July 2022 (119.08) and is a good bounce back from the disappointing month of March (56.67), which was the lowest monthly average since October of 2021.

On average, destinations enjoyed an extra 15 days of event hotel reservation lead time (EHRLT) in 2022 compared to 2021.

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



Photo by Jeffrey F. Lin on Unsplash



Insight: On average, destinations enjoyed an extra 15 days of event hotel reservation lead time (EHRLT) in 2022 compared to 2021. Only two months in 2022 topped 70 days, but the first three months of 2023 averaged 73.11 and April jumped to 77.73. Hopefully this trend continues and 2023 enjoys an overall increase like the 27.3% seen in 2022. Event registration lead time (ERLT) in 2022 increased at a much smaller rate and was inconsistent at times, but still had two months average over 110 days of lead time. Since travel is back to full force with no restrictions, we anticipate an increase in lead times. However, families with budget uncertainties may wait a little longer to commit to attending certain events.

ACTIONABLE TAKEAWAYS

- 1. Consistency is Key** As previously mentioned, every single Pulse metric increased in 2022. Some were outstanding (HR/T) while others (ALHS, ERLT) were more modest. However, success across the board tells us industry leaders are doing a great job. Drastic measures might have been taken to dig out of the hole that Covid-19 created, but consistency is now the key to sustaining the growth that is occurring across the nation. Make each month a great month for your organization and the annual numbers will take care of themselves. Doing all the little things to provide travelers with a great experience at your destination, strengthening destination-rights holder relationships, and staying on top of the latest research regarding industry trends are crucial to long-term gains.
- 2. Travel a Mile (or 101 Miles) in their Shoes** In this challenging economy, put yourself in the place of potential travelers to your destination. What difficulties do they face that might prevent them from visiting your city or attending an event operated by your organization? What organizational changes can you make or what perks can you provide to get more people to extend their plans beyond the 100-mile radius tracked by the Pulse's RTSE metric? Improving tourism business quality, developing fresh marketing campaigns, ensuring competitive pricing, and creating secondary events should be focal points for your team. Organizations who provide the total package to travelers have a definite advantage over the competition, so don't be afraid to think outside the box to create the experience that exceeds everyone's expectations this upcoming summer and fall!

What organizational changes can you make or what perks can you provide to get more people to extend their plans beyond the 100-mile radius tracked by the Pulse's RTSE metric?

