

THE PULSE

Powered By  EventConnect™

VOLUME 1 • EDITION 2 • NOVEMBER 2021

THE PULSE DATA DASHBOARD OVERVIEW

The Pulse data dashboard is powered by EventConnect's™ industry-leading tournament solution software. The Pulse is a part of the Sports Tourism Research Institute, a product of 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.

Number of Events Held in Each State



Number of Events by Sport



Number of Hotel Registrations Made by Team



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 EventConnect™ platform, featuring

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

It does not reflect data from events taking place around the country that are not utilizing EventConnect™. The intent of this data is to provide a “Pulse” on key industry metrics based upon EventConnect's™ 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's™ all-in-one tournament and sport software solution and having your event's data represented in The Pulse, please visit eventconnect.io.



RISING FROM WITHIN

According to the EventConnect™ heat map (populated by those events utilizing the software), the South and Midwest regions of the United States collectively account for 70.6% of all sporting events held since January 1, 2021. Texas continues to lead the pack with almost 400 events as the darker portion of the map has begun to spread outward.

Insight: Across the nation, states have rebounded well from COVID-19, hosting over 3,600 events for an average of 74.6 per state. Eleven states are in triple digits and several more will likely reach that milestone by the end of the year. Once state and/or local restrictions are lifted along the East and West coasts, event numbers will see another healthy boost.



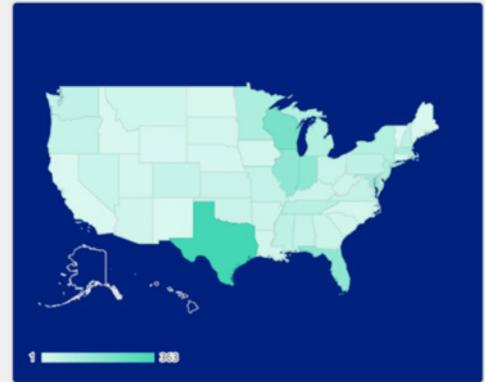
A Tale of Two Seasons

The June Pulse highlighted the fact that registrant travel was trending upward thanks to huge months at the beginning of the year. Unfortunately, rates have declined since May (down 10.4% compared to the last five months of 2020). However, 2021 travel is still up 5.53% over the past year, which is an encouraging sign as the industry continues on the path to pre-pandemic levels.

Insight: As the number of COVID-19 cases spike and drop in certain areas of the U.S., local and state officials have responded in a variety of ways. As a result, travel plans to one state can be upended at moment's notice but opportunities within another state may suddenly arise. A combination of vaccination rates and careful event planning should go a long way towards creating a steadier stream of travelers.

Heatmap of Events Held

Total count of events held across all sports by state. The darker the state, the more events were held.



The South and Midwest regions of the United States collectively account for 70.6% of all sporting events held since January 1, 2021.

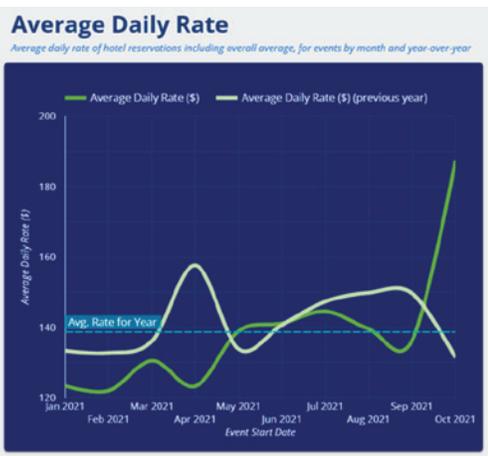
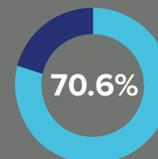


Photo by Vince Fleming on Unsplash

Kick off Your Boots and Stay a While

Team hotel reservations are up 14.3% over 2020 and have shown positive gains in seven of the last nine months. The average hotel stay has risen by a third (2.52 to 2.84 days) over the last year, which is a 12.9% increase. June and July each topped a three-night average (the highest single-month numbers since 2019). Most importantly, the average length of stay for 2021 has exceeded the 2020 number in each of the 9 months to date.

Insight: Hotel usage is stronger than any other Pulse metric at this time, which tells us Americans are not only more willing to take overnight trips, but also spend a little longer at their destination of choice (an average of a half day longer since May 2021).

Photo by Daniel Lloyd Blunk-Fernández on Unsplash



Americans are not only more willing to take overnight trips, but also spend a little longer at their destination of choice (an average of a half day longer since May 2021).



ADR Remains Inconsistent

Average Daily Rate (ADR) normalized during May and June (slight increase over 2020 rates) before dipping again for the following quarter. Even though overall ADR is down \$9.03 (6.3%) for 2021, the “wild ride” referenced in the [June edition of The Pulse](#) has calmed significantly.

Insight: As more states loosen restrictions and event numbers rise, ADR should “shed the red” and provide a boost for destinations across the nation. We know that people are reserving more rooms and staying longer, so this trend should create a higher demand (and ADR) for rooms.

Event and Hotel Decision-Making

For most of the year, lead times have fluctuated greatly. While this issue is certainly a source of frustration for the sport tourism industry, hope is on the horizon. Event registration and hotel reservation lead times have increased steadily in the past few months although overall 2021 averages still lag behind 2020 numbers.

Insight: In April, hotels were being reserved an average of 40 days later than they were a year prior (April 2020). By September, this number had been cut to 5.8 (when compared to September 2020). Since June, event registration lead time has almost doubled, and hotels are being reserved a week sooner. Small steps, but progress nevertheless! Although EventConnect™ data collected by Sports ETA represents a sample of the events taking place across the country, it does provide a reputable snapshot that extends to the rest of the market.

ACTIONABLE TAKEAWAYS

Photo by Ben Hershey on Unsplash



- 1. If you host it, they will come (and stay longer).** Registrant travel, hotel reservations, and length of stay are trending up in 2021. Ride this wave of positivity and provide the best overall experience possible to your out-of-town guests. In addition to reaping the short-term economic benefits, travelers will not only be more inclined to return in the future, but also promote your destination in a variety of ways, including social media.
- 2. Go beyond the status quo in the fourth quarter.** Be thoughtful about what the change in seasons – and many outdoor sports concluding – mean for your organization. If winter events/activities are not traditionally one of your strengths, think outside of the box and uncover new potential sources of revenue that might be hiding in plain sight!
- 3. Promote, promote, promote!** Even though hotel reservation and event registration lead times may be turning a corner, there is still plenty of room for improvement. Continue to market your destination and/or event as effectively as possible and generate a level of excitement that causes potential travelers to not only (a) want to attend, but also (b) lock in their spot as early as possible!

Looking for Even More Data?

Want to dive into the details for a specific market, region, or sport? The Pulse Custom Reports are available. Contact info@sportseta.org for more information.



CUSTOM REPORTING AVAILABLE

Are you looking to use meaningful data to help your organization better serve your community and give you a competitive advantage? The power of The Pulse's data runs much deeper than these visualizations display. We are now capable of digging into the data and extracting elements vital to your organization's goals by developing custom reports through tailored data and analysis fit to your organization's needs. Contact info@sportseta.org to learn more.

A PLATFORM FOR ALL TOURNAMENTS AND ALL SPORTS

Learn more about the all-in-one tournament and sport software solution powering the data behind The Pulse. EventConnect is the only event management software in the sports tourism industry that connects thousands of rights holders, tournament directors and accommodations on one platform—working with more than 4,000 events, 20,000 hotels in over 800 cities across North America. EventConnect helps sports destinations/organizations reduce time spent on administrative tasks and increases capacity for delivering memorable experiences to all participants. The no-cost, end-to-end platform is customized for each partner's needs and is seamless for organizers and participants to use, creating efficiency while increasing value. EventConnect has an average savings of 24% on hotel rates versus the leading booking platforms and has an over 99% rate of booking satisfaction and positive experiences.

Learn more at www.eventconnect.io.



STRI is a Sports ETA property

