



Sports ETA

SPORTS EVENTS & TOURISM ASSOCIATION



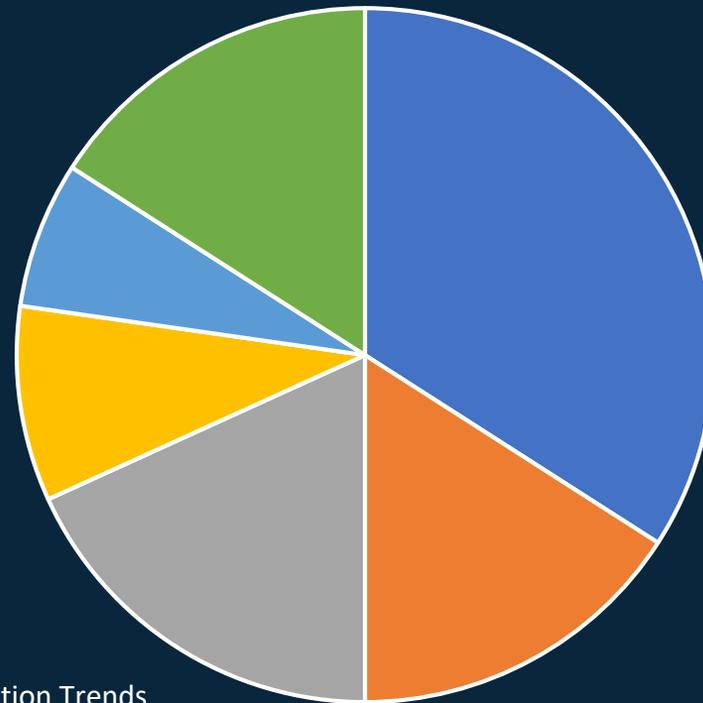
The Pulse v. 6 Research

Topic: Member research topics of interest

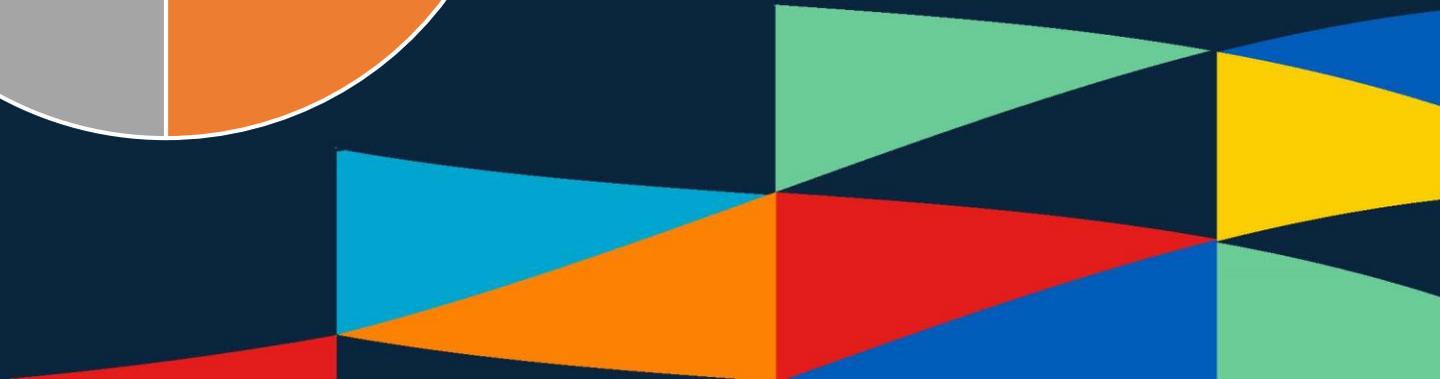


Top suggested research reports to propel your organization forward:

Research Topics



- Economic Impact
- ROI and Reporting Metrics
- Consumer Behavior
- Sport Participation Trends
- Hotel Trends
- Misc.



A closer look at the top suggestion:

- Top requested research is for economic impact (32% of respondents)
- Of those who responded with economic impact, one-third (33%) requested state-specific economic impact research reporting
- Respondent Comment:

“Conduct a statewide economic impact study to allow us to show lawmakers and other stakeholders the growing impact sports makes throughout the state. Ideally this information would help in the effort to secure grant funding for sporting events.”



Sport participation trends

- Respondents were interested in knowing what sports are growing, among what segment of the population, such as age groups and regions.
- Respondent Comment:

“More detailed information on how many people travel with youth athletes, by age group. This would give us a better idea of the total number of people coming to our community for specific age group tournaments and events.”



ROI and reporting metrics

- Respondents would like to know more about how destinations are evolving their reporting metrics from room nights, including value beyond economic impact.
- More information about measuring Return-on-Investment for events.
- Respondent Comments:

“It’s important for elected officials to gain a full understanding of the value of sporting events.”

“Measurements. Room nights has long been the industry standard, but everyone seems to be moving away from just that metric. What other metrics are organizations using and how are they being implemented?”



Hotel Trends and Consumer Behavior

- Hotel trends include the impact of stay-to-play policies, including on event registration, event historical data.
- Consumer behavior interest includes data analytics and market segmentation, spending patterns, and sport-specific group profiles.
- Respondent Comment:

“A profile of youth and amateur travel groups specific to each sport - showing size, make-up, interests (outside of games), and what prompts extended stays. This would help to connect these visitors to the right attractions during their stay.”



Miscellaneous Research Topic Suggestions

- A wide array of other topics surfaced including some of the following:
 - Venue feasibility/management
 - Funding models
 - Compensation and benefits
 - Sponsorship value assessment
 - Event analysis
 - Organizational structure within DMOs
 - Risk management/event security
 - Sports role in economic development



We appreciate your input on research topics of interest for the sports events and tourism industry.



- This information helps us as we plan for timely and relevant research for our members.
- Part of that objective is keeping a close eye on what's happening in the industry.
- Industry trends is the subject of the Pulse v. 7, available now: [Take The Pulse v. 7 today!](#)



Do you have questions or ideas
for future editions of The Pulse?

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