

# THE PULSE

Powered By  EventConnect™

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Welcome to the first edition of Sports ETA's The Pulse powered by EventConnect™ Quarterly Report.

Since this is the first edition, we'll give you a little overview about this industry-leading data dashboard, then dive into some key insights and most importantly, how you can use this information to make better business decisions for your organization.

## 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.

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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 EventConnect™ platform, featuring 400 associations, 4,000 tournaments, 12,000 clubs, 20,000 hotels and 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](https://eventconnect.io).

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STRI is a Sports ETA property



# Key Data Points & Insights

As we begin, here are few key data points and insights worth noting:

## 1 Parts of the Country are Heating Up

As if we didn't already know, Texas is hot! With 350+ events utilizing EventConnect™ on the platform since January, things are looking up in the Lone Star state. We also see pockets of darker green reflecting higher numbers of events in the upper Midwest and Florida.

**Insight:** The heat map closely reflects loosening of pandemic restrictions across the country and will continue to demonstrate states re-opening efforts going forward.

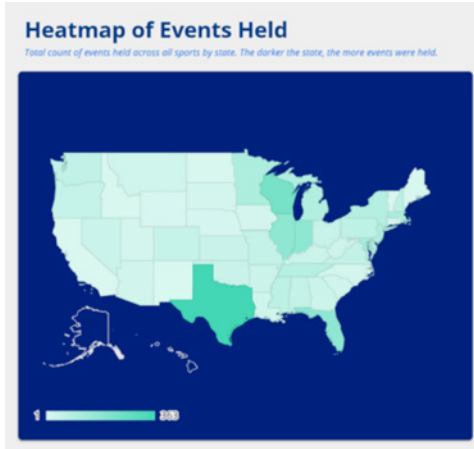


Photo by Jeffery Lin on Unsplash



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## 2 More People are Traveling



Except for May, January through April saw increases each month YOY in the percent of registrants who traveled more than 100 miles for the event.

**Insight:** This increase makes sense as May is a notoriously busy month (think graduations, Memorial Day, etc.), and in 2020 many of those traditional activities didn't take place, leaving room for sports events travel where restrictions allowed. It will be interesting to watch and see if the trend resumes in June.

## 3 Get Comfy, Sports Event Travelers are Staying Longer

Since February, teams are consistently booking more room reservations per team AND they are staying over two-thirds of a day longer than in 2020. The 2021 event registration lead time in days out was hovering around the low 50s until April 2021, when it increased over 90 days out. May slid a bit to 71 days out for event registration leads.

**Insight:** These data points could be due to events trying to catch up on lost time with longer tournaments, or it could coincide with the significant uptick happening in the leisure travel market right now as tournament-goers extend their sports tourism trips for mini vacations and leisure purposes.



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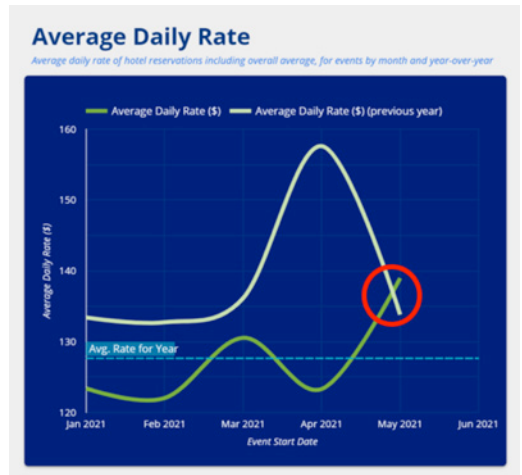


Photo by Dimon Blr on Unsplash

## 4 “X” Marks the (ADR) Spot

After a tough year for Average Daily Rates (ADR), the end of April relented, and 2021 ADR figures surpassed 2020. Take note, however, and look at the wild ride ADR took in 2020 peaking at \$157.61 compared to the same date in 2021 yielding \$123.31, a swing of \$34.30.

**Insight:** Let’s hope we continue to see ADR rise in June or if it levels off as pandemic restrictions loosen, and leisure travel is actualized. We will look for two more months of ADR increases to determine if a trend exists.



## 5 Event and Hotel Decision-Making

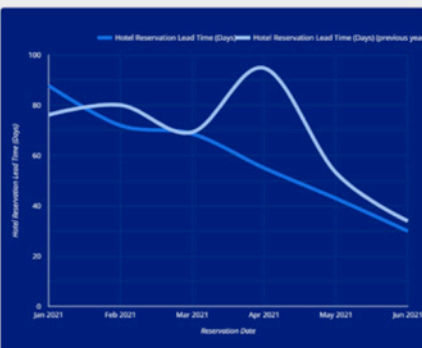


Except for May, January through April saw increases each month YOY in the percent of registrants who traveled more than 100 miles for the event.

**Insight:** This data tells us there is inconsistency in event registration lead times and it is not necessarily correlating to the hotel reservation lead time. In simple terms, while tournament goers are registering for the event, they are waiting about a month later to book their accommodations.

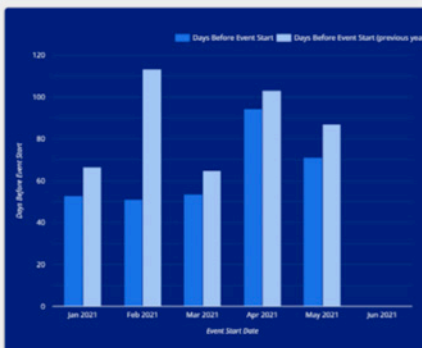
### Event Hotel Reservation Lead Time

Average number of days prior to the check-in date when registrants reserved hotel rooms by month and year over year



### Event Registration Lead Time

Average number of days prior to the start of the event when event registration occurred by month and year-over-year



# 30,000 Foot Data View

This first edition of The Pulse Quarterly Report provides excellent 2021 baseline information to track against into the future, despite being tracked against data from the extremely atypical year of 2020. It's clear from this initial data set that these markers indicate the industry has yet to settle from the pandemic. Early inklings of trendlines are visible, for example increasing ADR, hotel reservation lead time, and number of event registrants traveling more than 100 miles. However, the next Quarterly Report will provide greater insight as to whether true trends emerge in these metrics.

## ACTIONABLE TAKE-AWAYS

- 1. Take advantage of longer stays.** Slightly more than two-thirds of a day may not seem like much, but that's nearly a 28% increase in time in the host community. Make it worth their while and leverage this extra time through thoughtful marketing and promotion efforts. It just might help drive additional tax revenue and help your local partners in their recovery efforts.

↑  
28%

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- 2. Closely watch and consider the impact of event registration and hotel reservation lead times.** With event registrations occurring so far in advance of hotel reservations, and hotel reservations occurring around the one-month out mark, this could impact your hotel partners through room contracted pick-up and minimums.
- 3. Use the heatmap wisely.** While the heatmap does not represent every event taking place around the country, pay close attention to it as another reference point for states reopening. This tool can be especially useful for state-level sports tourism associations looking to garner another piece of information when evaluating their competitive set.



Photo by April Walker on Unsplash

## 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](mailto:info@sportseta.org) for more information.