

THE PULSE

Powered By



**Event
Connect**[™]

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THE PULSE 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.

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 eventconnectsports.com.

Photo by John McArthur on Unsplash



STRI is a Sports ETA property



THE HEAT WAVE IS SPREADING

A quick glance at the EventConnect™ heat map might not raise many eyebrows, but a deeper dive into data generated during the last calendar year sure will! The sports events and tourism industry has continued to make tremendous progress, hosting 4,922 events over the last 12 months. Simply put, this represents a 36.7% increase since the [November 2021 Pulse](#) (3,600 events hosted at that time). Just a reminder: EventConnect™ collects year-to-date data on events held across the United States so it is a great benchmark for measuring short- and long-term trends.

Insight: States are now hosting an average of 100.4 events per state, with familiar faces at the top of the list. Texas leads the nation with 431, followed closely by Wisconsin (389), California (325) and Florida (314). When looking at percentage gains, Kansas (30.6%), Tennessee (21.4%), and Arizona (15.4%) are reaping the benefits of a successful year in 2022. The Midwest (123.8) and South (111.8) had the highest per-state event averages and accounted for 66.5% of all events hosted over the past year.

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A Slow Climb to the Top

Sport event registrants' travel (more than 100 miles) patterns for 2022 are essentially a mirror image of 2021. A monthly average of 53.7% represents only a 0.37% increase over 2021 (53.5%). August and September both saw monthly average percentages in the 30s, but Q4 rebounded a little (48% average for October through December).

Insight: This EventConnect™ metric continues to frustrate sports events and tourism industry leaders, but there is a silver lining: Travel numbers are creeping up (slowly, but still positive growth) and all other Pulse dashboard data is steadily increasing. As a whole, the industry is healthy and thriving so it is only a matter of time before more Americans start driving additional miles as they expand their travel plans.



Photo by Chris Chow on Unsplash



Great experiences lead to longer stays (and hopefully return trips)!

Extend that Stay, There's More Games to Play

During 2022, the number of hotel reservations per team outpaced 2021 in every quarter for a yearly average of 10.68 (a 14.34% increase over 2021). With the exception of July (8.53) and August (5.62), all other months were in double digits and the 2022 Q4 average was 12.4 team reservations (the highest quarter in over two years). Average length of stay for 2022 also exceeded 2021 numbers in all four quarters and finished at 3.05 days (6.64% increase) for the year.

Insight: At the time of data collection for this publication (mid-December), average length of hotel stay for the month of December was 3.23 days. If this number holds, it would be the first time since 2019 where the monthly average for this metric failed to exceed the previous year's average. This is exciting news for sports events and tourism leaders because this sustained run of success proves that organizations and destinations are exceeding traveler expectations. Great experiences lead to longer stays (and hopefully return trips)!

ADR Trends are Encouraging

A source of excitement in the [September Pulse](#) focused on the average daily rate (ADR), which had increased in seven consecutive quarters (peak of \$183.03 in Q3). While the fourth quarter of 2022 (\$160.86) put an end to that streak, the 2022 yearly average of \$166.57 was a whopping 22.15% higher than last year (\$136.36). Some industry sources believe ADR will fully recover from the pandemic in 2023, but barriers such as inflation, fuel costs, staffing issues, traveler patterns, etc. continue to be unpredictable.

Insight: While there may be some fluctuations in the upcoming months due to seasonal demand patterns, it appears that ADR will continue on its ascent as we start a new year. Keep monitoring rate trends and your competitive set in order to maximize profit over time. It is our hope that rising ADR will continue to provide a timely economic boost for sports events and tourism organizations across the country.

Hotel and Event Registration: Constancy on the Horizon?

Lead times have become notoriously inconsistent and 2022 was no different. Event registration lead time was up 4.74% for a yearly average of 74.03 days. After a two-year high mark of 86.4 days in the second quarter, Q3 and Q4 cooled significantly as each averaged 66 days. Event hotel registration lead time was much stronger. All four quarters of 2022 outpaced 2021 numbers and the yearly average of 82.99 days was up 18.02% over last year (70.32 days). The additional two weeks provides numerous industry advantages and it is our hope that the late surge in Q4 (107.7 day average) extends into the New Year.

Insight: The good news for industry leaders is when examining lead times, 2022 did not experience either an unusually low quarter, or an extreme monthly outlier. For example, Q1 of 2021 averaged 52.4 days (for event registration lead time) and October-December looked like an EKG spike (41.26, 119.94, 55.01). We are hopeful 2023 will continue to provide much more consistent numbers, even if they are not as high as we would like. The sports and tourism industry has repeatedly shown over the last three years that it can roll with the punches and ride the economic rollercoaster better than most industries can. However, stability is a key component of the planning process and predictable lead times would be a tremendous help to organizations seeking to map out their goals for the upcoming year.

ACTIONABLE TAKEAWAYS

- 1. Re-examine Your Organization's "Marketing Mix"** Since only half of Americans are traveling over 100 miles to sporting events, now is a great time to take a closer look at what factors might be affecting travel to your destination or event. Are each of the "Four P's" of marketing" (Product, Price, Promotion and Place) a strength for your organization? Would more people be willing to drive a little further for a new event, upgraded facility, or simply a weekend getaway that didn't break the bank? Don't forget to be creative when it comes to advertising your event(s) and conduct additional research to identify new target markets!
- 2. Go Beyond the Dashboard – Maximize All Resources** Both EventConnect™ and Sports ETA exist to help industry leaders and organizations improve their performance levels. Are you taking full advantage of the resources at your disposal? Check out EventConnect's™ vast array of features and solutions to see which one(s) might pay huge dividends for your organization. Don't forget that a Sports ETA membership has valuable tools for both industry newbies and seasoned veterans. Look for additional opportunities to interact with industry peers (i.e. mentorships, events, etc.), take on leadership roles, or gain new knowledge through Sports Tourism Learning Institute (STLI) courses.

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