

THE PULSE

Powered By



VOLUME 2 • EDITION 3 • SEPTEMBER 2022



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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/.



STRI is a Sports ETA property



EVENT NUMBERS CONTINUE TO RISE

The EventConnect™ heat map (populated by those events utilizing the software) is getting darker as the overall number of hosted events (year-to-date data) continues to increase at a steady rate each quarter. A quick look back at the [Feburary Pulse](#) shows a net gain of almost 700 events since that time. Texas continues to lead all states with 421 events in the past 12 months, followed by Wisconsin at 380.

Insight: Since September 2021, states have hosted over 4,600 events for an average of 92.1 per state. 42 states (85.7%) enjoyed an increase over the last three months and those with the largest gains include: Wisconsin (41 new events), California (39), Missouri/Colorado (28) and Texas (24). Overall, 18 states are in triple digits with many more expected to reach that milestone during the next quarter.

Travel Remains Steady

While the travel breakout predicted in the [June edition of the Pulse](#) was more subdued than expected, summer 2022 numbers were still slightly higher than those seen a year ago. With the exception of August (under 40% of registrants travelling over 100 miles), the 2022 monthly average was 61.8% (59.4% in 2021). After the travel rollercoaster associated with the pandemic, consistent growth (no matter how small) is greatly appreciated!

Insight: Although all other EventConnect™ metrics indicate significant gains, registrant travel is not rising as sharply. Multiple factors such as inflation and fuel costs likely factored into families' summer plans, but it appears that travel will continue to trend in the right direction (just at a slower pace).



Photo by Bill Stephan on Unsplash

Since September 2021, states have hosted over 4,600 events for an average of 92.1 per state.



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Check in and Enjoy Your Stay

Thanks to a strong start to the year (six consecutive months above 10.0 with a peak of 13.49 in February), hotel reservations per team are up 10.5% over the same 8-month span in 2021. Average length of stay is also up 9.1% for the year (3.11 days). A closer look at the summer months (June-August) revealed 2022 (3.02 Average) outpaced 2021 (2.86) by 5.6%.

Insight: Fun fact: Length of stay numbers for 2022 have exceeded those seen in 2021 for eight consecutive months. An increase in overall reservations (see above) combined with longer stays and increasing ADR (see below) will pay obvious dividends to communities and tourism-based organizations across the nation. The perfect storm has finally arrived!



Fun fact: Length of stay numbers for 2022 have exceeded those seen in 2021 for eight consecutive months.

Peak Performance

Our prediction in the [June Pulse](#) was spot-on as summer (June-August) ADR spiked significantly (\$188.33 for that three month period) to finish 32% higher than the same timeframe in 2021. Additionally, the first eight months of 2021 resulted in a \$133.27 average while 2022 ADR is currently sitting at \$168.33 (a jump of 26.3%). July was the peak month at \$192.50, which is the highest number recorded in at least three years.

Insight: A likely combination of demand and inflation, ADR has bounced back in a big way. Although states and local communities are seeing a needed boost to their lodging tax revenue, travelers may become reluctant to book rooms if rates continue to climb at their current rate. This situation will be one to closely monitor over the last quarter of 2022.

Secure Your Spot

Event registration lead times continue to be inconsistent, but the 2022 8-month average of 79.03 days is a 7.7% increase over the same timeframe in 2021 (73.36). On the other hand, lead time for hotel reservations (72.98 days) has increased a whopping 21.4% since 2021 (60.10). The importance of this extra two weeks cannot be understated and will understandably help planning efforts by DMOs and other industry-related organizations across the nation.

Insight: Although it may not feel like it, lead times have been trending up over the last several months. Hotels are being reserved almost a week earlier than the 2020 average and event registration lead time is back to 2020 levels (and almost 10 days ahead of where the industry was at this point in 2021). While there will certainly be dips, sound marketing strategies, new facilities, and increased communication between rights holders and destinations will help everyone's calendars fill sooner rather than later.

ACTIONABLE TAKEAWAYS

- 1. Don't Just Ride the Wave, Paddle Towards a Bigger One!** For the first time in a while, all of the Pulse metrics are trending upward. Even though some gains have been larger than others, one fact remains: The sports events and tourism industry continues to get stronger after taking more than a few punches during the pandemic. Success is a result of hard work, so don't get complacent. Pay attention to current trends, continue to collect/analyze data, and utilize connections within your state and Sports ETA to position your organization for continued success!
- 2. Turn Your Organization's Calendar into a "Heat Map."** In the [June Pulse](#), we challenged you to discover new ways to recruit more business, diversify event portfolios, increase visitor hotel stays and boost overall lead times. When you look at your calendar, are there still too many empty dates? Could your scheduled events be stronger? Should you be retaining old clients or actively seeking new ones? Closely analyze all future opportunities to ensure that your calendar is filled with the best business possible.
- 3. There's Probably an App for That!** Technology isn't always perfect, but maintaining a robust selection of business intelligence tools is critical in 2022. The old phrase "work smarter, not harder" has never been more important as organizations battle each other to gain a competitive advantage. How is your team collecting consumer data, tracking leads/bookings, measuring marketing efforts or generating a social media buzz? Toss the Rolodex out the window, cancel the newspaper ad, and determine what cutting-edge programs or platforms can increase your organizational efficiency and generate more business!

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