



Today's Panelists:

Jim Dietz, Director of Sports Tourism  
Columbus Area Visitors Center

Dan O'Connell, President  
Fort Wayne/Allen County CVB

William Knox, Director of Sports Development  
Hamilton County CVB



## Sports Tourism

What is it and...  
how can you 'Get in the Game'?



### Sports Tourism is...

- ✓ \$6 BILLION market
- ✓ Big return on a small investment
- ✓ Growing segment of the travel market
- ✓ Not just athletes, but families as well
- ✓ Filling hotel rooms quickly and efficiently



### Sports Tourism is "HOT"

- ✓ Rise of the 'competitive kids' class - families that travel for their kids' sports
- ✓ The desire to find increasingly better competition. To compete against the best
- ✓ Many communities have quality sports facilities suitable for tournaments and competitions



### Sports Tourism is...

#### Recession-Proof

- ✓ New studies-sports travel continuing to be strong in 2009
- ✓ Parents reluctant to give up youth tournaments/camps
- ✓ Combining vacations with sports travel
- ✓ Youth sports invokes a real passion in many parents
- ✓ Adult sports are interactive vacations



Sports Tourism is...  
Alternative Tourism

- ✓Leisure travel projected to be soft in 2009
- ✓Business travel projected to be off in 2009
- ✓Sports travel projected to increase in 2009



Sports Tourism is...  
Opportunity

**84%**  
will take **MORE**  
or the same number  
of sports trips in 2009\*

\*NASC/Sports Research Report 2008



Sports Tourism is...  
Opportunity

*Sports Indiana*  
*Your Tourism Partner*

\*NSC/Sprts Research Report 2008



Sports Indiana ...  
Purpose & Mission

"Sports Indiana is a statewide alliance of community sports and tourism organizations.  
Our mission is to promote Indiana for sporting events, thereby improving the economics and quality of life for our State and partner communities."



Sports Indiana ...  
Our Goals



Promote \* Attract \* Share \* Secure



Sports Indiana ...  
Our Accomplishments

- Established coalition of interested communities
- Conducted survey with IU to measure sports tourism
- Created a website-Phase I
- Published a Community Profile Brochure
- Created on-line economic impact software



## Sports Indiana ... Our Accomplishments

- Created statewide sporting events database
- Co-op promotion at NASC convention
- Interface with NCAA / ISC / AICVB / State Tourism
- Advocating / Educating State Leaders



## Sports Indiana ... Economic Impact Study

- 16 Counties Surveyed
- 597 Total Events
- 1,081,002 Total Spectators
- 320,110 Out of county
- 397,032 Out of State



## Sports Indiana ... Economic Impact Study

- 237,745 Estimated room nights generated
- \$63,980,000 Estimated Economic Impact



## Sports Indiana ... The Future

- Networking
- Education Sessions
- Marketing Indiana



## Sports Indiana can...

- ✓ Help you cash in on this fast-growing market
- ✓ Market your local sports venues
- ✓ Put your name in front of Events Rights Holders
- ✓ Add \$\$\$ to your bottom line!



## Sports Indiana Reach More Events Rights Holders Thru Sports Indiana Sponsorships





Sports Indiana  
Reach More Prospects thru  
Sports Indiana  
Website



Sports Indiana  
Drive Prospects to your website  
Sports Indiana  
Website



Sports Indiana  
Reach Key Decision-Makers  
Sports Indiana Presentation Book-



Sports Indiana


Now is the Time  
Become Involved!



Sports Indiana Advantages

- Low cost marketing opportunities
- Trade show participation/sponsorship
- Networking with peers
- Future hosting opportunities

Become a player...



Join the Sports Indiana Team

www.sportsindiana.org



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