

S P O R T S E V E N T H O U S I N G



Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

Playbook for Partnering with Housing Companies to Drive Event Success

Part 4 of 4

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***Playbook*365**

*A special series for rights
holders and organizers*

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From John David, President & CEO of Sports ETA



Welcome to the final report in our special series on housing in youth sports.

As this series has shown, youth sports is experiencing unprecedented growth. The industry is a major driver of economic development, especially in the travel and hospitality space.

The housing landscape has evolved beyond traditional hotel booking. Organizers and rights holders face increasing complexity in managing accommodations. Housing requires special technology and professional management to handle reservations and customer expectations.

Despite the growing pains, youth sports tourism faces tremendous opportunities.

The industry is a resilient force, consistently performing through challenging conditions. Three trends are driving continued growth:

- 1. Investment:** Hotel brands are investing in sports travel like never before. They're developing sports certification programs and training staff to understand the unique requirements of youth sports events.
- 2. Mixed-Use Developments:** Developers are investing too. Sports complexes are the centerpieces of a growing number of new mixed-use developments. Travelers can find hotels, shops, and restaurants within walking distance of sports venues.
- 3. 'Sportcations':** Building on this trend is the growth of "sportcations" - extended stays combining athletic competitions with family getaways. Attendees want to explore destinations and enjoy fun activities when games on the courts and fields end.

Our latest report helps you capitalize on these trends. It's packed with practical techniques and tools to:

- Strengthen connections with hotels and brands
- Secure valuable destination partnerships
- Streamline event housing with technology
- Increase economic impact
- Get the most from a housing partnership if you decide to outsource this role

As financial support becomes more closely tied to room night metrics and costs continue to rise, effective housing management is more critical than ever.

Event owners who master housing will gain a powerful competitive advantage - not just in securing rooms, but in building profits and delivering experiences that keep families returning year after year.

Wishing you an exceptional housing program that drives long-term success!

Yours in Sport,

A handwritten signature in black ink that reads "John David".

John David
President & CEO
Sports Events & Tourism Association

1

Evolution of Youth Sports Housing

Youth sports is booming. Rising awareness of health and well-being is spiking sales in this multi-billion-dollar global market.

The rapid growth brings new challenges for event organizers and rights holders managing more athletes for more events in more markets. Below are the primary issues that impact our industry.



BUDGET CONSTRAINTS

Budget woes topped the list of event planner challenges in 2024. Rising costs of venues and lodging ranked among the top pain points.

Contractual obligations and concessions add to the hurdles. These include flexible cancellation policies and value-adds like comp rooms for game officials and free breakfast for families.

“One of the biggest challenges rights holders face is securing quality lodging within budget constraints,” says Abbie Marquez, Director of Operations at SiteSearch, an event housing company specializing in sports tourism. “Balancing cost and quality while ensuring compliance with contractual obligations and increasingly stringent concessions can also be a challenge.”

CUSTOMER EXPECTATIONS

Sports travel isn’t just about the games – it’s about the whole experience.

Families are looking for more than a place to sleep. They want hotel amenities like suite-style rooms and proximity to sports venues.

Many turn tournaments and competitions into family getaways. And so, they also want shopping, dining, and entertainment nearby. As a result, expectations are rising for hotels and the entire travel experience.

YOUTH SPORTS BY THE NUMBERS

- The global youth sports market was valued at \$37.5 billion in 2022. It is expected to reach \$69.4 billion by 2030.
- The economic impact of sports tourism in the United States alone is estimated at \$15 billion to \$20 billion. These figures are projected to approach \$60 billion by 2030.
- According to the Sports & Fitness Industry Association, 70.8 million youth athletes participated in team sports across the United States in 2023.
- More than 61% of children 6–17 years old nationwide play at least one team sport.

HOTEL STAFF TURNOVER

Turnover continues to be a challenge across the hospitality industry. Hotel companies are making improvements through hiring and training.

Still, high turnover disrupts business relationships. Communication gaps can lead to dissatisfied guests and lost revenue for stakeholders.

COMPLEXITY

Housing companies must coordinate large room blocks while also:

- Ensuring teams stay together for safety and logistics
- Managing different team preferences and hotel amenities
- Tracking compliance with tournament housing policies, such as stay-to-play requirements

The complexities have led to an increasing need for specialized technology and management solutions to handle the volume of bookings and diverse traveler needs.

HIGH-TECH AND HIGH TOUCH

The digital age has shifted event housing management online, from websites to social media.

Parents, coaches, and staff now navigate automated systems. Without support, they can struggle to reach a real person if they have issues or need clarity.

“While automation adds convenience, planners must always keep the human touch at the heart of effective travel management,” cautions Joy Hinson, Hotel Director at Travel Desk, Inc., a full-service travel organization specializing in sports travel.



2 | 6 Ways Housing Companies Help You Win

As youth sports explodes into a multi-billion-dollar industry, events require more than a block of hotel rooms. They need professional management and structure.

Many event owners turn to housing companies to provide support and ensure all the moving parts run smoothly.

These specialists have the contacts and expertise to assist with every aspect of housing. They manage hotel sourcing, contract negotiations, room blocks, rebate payments, customer service, and more.

“Housing companies are an extension of your team,” explains Jason Puckett, Director of Business Development at Pellucid Travel, a full-service sports housing agency. “We take care of the lodging side of sports travel. So rights holders don’t have to worry about it and can give full attention to running their events.”

HERE ARE SIX WAYS HOUSING COMPANIES HELP LIGHTEN YOUR LOAD AND GROW YOUR EVENTS.

1. Order from Complexity

Lodging providers bring structure to what can become a chaotic process.

“Housing for youth sports is a bear,” observes Dan Gallagher, Director of Sports Sales, Atlantic City Sports Commission. “There are so many changes like cancellations due to weather, injuries, or illnesses. Housing companies take a lot of the stress off the destination and rights holder. They have the software, staffing, and experience to handle all the moving parts.”

“Housing providers help control the chaos, so teams, for example, aren’t trying to find rooms two days before the event on a holiday weekend,” explains Kelsey McLean, Senior Worldwide Sales Manager of Sports at BWH Hotels.

“This works to everyone’s advantage,” McLean continues. “Hotels fill rooms, even during off-peak seasons. Plus, guests and teams can rely on dedicated customer support and a streamlined booking process, ensuring room availability as long as they make reservations within the booking window.”

Housing companies are an extension of your team



2. Hotel Relationships

Leading housing companies have longstanding relationships with hotels at the property and brand levels.

“We meet face-to-face frequently with hotels,” Marquez says. “This helps build trust and allows us to communicate rights holders’ priorities and advocate for them effectively.”

The approach works to everyone’s advantage.

“One of our clients recently had a last-minute venue change that required swift rebooking of all accommodations,” Marquez explains. “Thanks to our strong hotel relationships, we secured comparable lodging without impacting budgets. In the end, it was an easy transition for attendees.”

3. Savings

Lodging companies make the most of their contacts to negotiate preferred hotel rates and terms based on the volume of their business.

Hotel costs and proximity to venues affect participation. “We take a proactive approach by offering pre-negotiated hotel rates and high-value concessions,” Marquez explains.

Cost-saving concessions include:

- ✓ Comp rooms for staff and VIPs, including game officials and scouts
- ✓ Perks like free breakfast, parking, and meeting space where athletes can hang out together or practice routines in the evenings
- ✓ Planner points based on booking volume

4. Reduced Risk

Does your hotel contract shield you from high cancellation fees if teams get eliminated and leave early?

Does it prevent the hotel from moving your room block to another property?

Does it protect you if the hotel can’t honor your block after you’ve registered athletes and booked facilities for your national championship?

If you hesitated to answer for even a moment, you might think about talking to a housing company. They have deep experience in hotel contracts to minimize legal and financial risks.



Safeguarding Events

“A major advantage of booking through a housing company is ensuring rates stay the same for everyone on the team,” Puckett points out. “You get other benefits, too, like flexible cancellation policies and customer service support.”

“Effective housing providers advocate for you every step of the way,” he continues. “Our industry expertise, high booking volume, and strong relationships with hotel brands allow us to reach effective resolutions faster than individual guests can get on their own.”

5. Customer Service

As mentioned, many families today want “sportcations.”

To this end, they expect excellent service and amenities like suite-style rooms and fun activities when the action on fields and courts ends. A good housing partner will work with their contacts at local sports commissions and Convention and Visitors Bureaus (CVBs) to ensure a great time for the whole family.

6. Revenue Opportunities

Tournament housing is about more than handling room blocks. It’s also about building revenue streams, including hotel rebates, commissions, and destination grants and sponsorships.

“Key functions of housing companies include creating economic impact reports demonstrating an event’s value to the destination,” Hinson explains. “We collect comprehensive data on hotel room nights to quantify the economic impact. This information helps you get destination grants and cash sponsorships.”

These revenue opportunities can be a decisive play in event success.



SUCCESS STORY

Flag Football Tournament

Event: An annual multi-day youth flag football tournament brought thousands of participants to town for a summer weekend. Many participants extended their stays for family getaways from Thursday through Monday.

Value Added: Travel Desk leveraged its destination contacts to increase the city’s involvement. Serving as a middleman, the housing company introduced the rights holder to key city officials. Travel Desk also provided detailed economic impact reports demonstrating the event’s value over the course of its multi-year contract.

Results: The collaboration scored points for the rights holder and city:

- Secured destination grants for the tournament
- Laid the groundwork for a successful long-term partnership
- Paved the way for attractive venue pricing
- Increased revenue for stakeholders

3

How to Find a Great Housing Partner

If you're thinking of working with a lodging company, first take a moment to consider the qualities of a top-notch provider:

1. Teamwork is Key

You want a partner that not only offers the right services but also looks out for the good of the team.

"Housing specialists fight for better rates and concessions for your attendees," Puckett notes. "But they also represent your organization. A good partner creates a win-win to enhance your relationships with customers, hotels, and destinations."

2. Customer Service Ranks High on Selection Criteria

Great housing companies set themselves apart with white-glove service. They put procedures in place to deliver a seamless housing process from start to finish.

"Our hotel directors work with only a limited number of groups at one time," Hinson says. "The reason is service. Whether groups have 2,000 attendees or 200, they have the same access to their personalized hotel director."

3. Industry Relationships also Sit at the Top of the List

Sports tourism is, above all, a relationships business.

References from other organizations the housing company collaborates with carry significant weight. Get referrals from hotels, CVBs, and sports commissions.

"You want to feel like you can hand housing over to your provider and not worry about that side of your event," Hinson explains. "Having great connections and the trust of industry partners is huge."

4. Checklist For Choosing A Great Housing Partner

If you decide to outsource, how do you find a provider who will help you maximize profits...lighten your workload...and fill hotels with attendees who can't wait to come back?

To answer these questions, we spoke with experts throughout the industry, including rights holders, organizers, travel planners, hoteliers, and tourism pros. The result of our research is the checklist below.

"Our hotel directors work with only a limited number of groups at one time," Hinson says. "The reason is service."



How to Choose a Housing Partner for Event Success

A great housing company goes all in to support your agenda. Use this checklist to find a true partner to help you succeed and grow your events.

CRITERIA	Yes	No
Industry Knowledge		
Experience in youth sports housing		
Housing services essential to your event		
Longstanding relationships with hotels at the property and brand levels		
Expertise in hotel negotiations to drive savings		
Local market relationships, including contacts at CVBs and sports commissions		
Familiarity with stay-to-play policies		
Risk Management		
Hotel contract expertise (cancellation, attrition, no-walk clauses)		
Processes for proactive problem prevention (overbooking, low-performing room blocks)		
Customer Service		
Quick, easy access to customer support specialists		
Channels for after-hours support		
Customized services to meet unique event requirements		
Support to enrich customer experiences (shopping, dining, entertainment)		
Expertise in issue resolution		
Technology		
Integration with event management software		
Tools for hotel sourcing, RFP creation, room block management		
Real-time reporting capabilities		
Data-driven insights (economic impact, booking trends, group preferences)		
Easy online booking		
Self-service tools for customers		
Mobile app		
Reputation		
Referrals from trusted industry sources		
Recommendations from the provider's industry partners		

4

Build a Firm Foundation

Imagine you've satisfied the key criteria and found a stellar partner. Now, you have a new challenge...

The rush is on to book hotel rooms, but customers don't know your new provider yet. How do you ensure they read all the vital housing communications?

"Parents can be skeptical about emails and texts from unfamiliar sources, especially if those messages concern their children," Hinson acknowledges.

She offers the following blueprint to help rights holders and organizers quickly build trust:

EVENT OWNERS' BLUEPRINT FOR BUILDING ENGAGEMENT AND TRUST

- 1. Announce** the partnership up front. Let families know you're teaming up with [Housing Company Name] to arrange accommodations for your event. Tell them to be on the lookout for emails with important housing details from [Housing Company].
- 2. Place** your provider's contact information on team registration forms.
- 3. Ensure** your event website includes a housing page with the booking link and your partner's logo and contact info. Make the connection between your event and housing partner crystal-clear.
- 4. Copy** your provider on all event communications you push out to attendees.

This blueprint creates a seamless process.

"An introduction directly from the rights holder makes a huge difference," Hinson says. "This way, your housing partner can reach out to groups personally and ask, 'Did you receive the booking link? Any questions? How can we help you get savings on rooms close to the event venue?'"

**"It's about building
that personal
relationship and trust
not only with
rights holders and
organizers
but also with their
attendees."**

~ Joy Hinson

5

How to Bat .300 with Your Housing Company

Like athletes turn to coaches to improve their skills, rights holders partner with lodging companies to optimize housing and the travel experience.

For event owners who outsource housing, these proven plays help build strong partnerships for long-term success:

HELP THEM HELP YOU

In events as in sports, teamwork carries the day.

Engage Early

Enlist your housing company when you start planning your event. Their expertise can help you shape strategies, secure funding, and identify potential issues before they arise.

“Housing companies can provide value beyond lodging, Marquez explains. “We advise on venues throughout the country and can help organizations unlock local discounts, sponsorships, and travel perks by working with CVBs.”

“Ultimately, we aim to be more than just a housing provider. We strive to be a strategic partner in our client’s success.”

~ Abbie Marquez

Connect with Hotels ASAP

Starting the housing process early allows your provider to secure room blocks at preferred hotels near sports venues before they are fully booked.

“This is especially important in popular destinations or during peak seasons,” Puckett points out. “Early booking before event dates are announced will allow you to get better rates and larger group blocks in desirable locations. Having the right hotels at a good price will drive higher earned rebates. This will allow the event organizer to use that revenue to invest in the future success of their events.”

Deepen Partnerships

“I don’t know that everyone uses all the expertise and opportunities available through a housing company,” observes Christine Strong Simmons, Managing Director at USA Taekwondo.

Simmons recommends asking about additional resources your provider may offer, such as help with site visits and special programs for athletes.



Pro Tip:

Invite your housing company to sponsor a student initiative. For example, USA Taekwondo has an All-Academic Program that provides funding to top athlete scholars.

Great sponsorships achieve a trifecta for participants: added value for athletes, extra exposure for housing companies, and more offerings for your program.



NEGOTIATE LIKE AN ALL-STAR

As budgets tighten across sports and entertainment sectors, teams seek cost-effective housing options. Below are two trusted strategies your housing company can use to drive better value.

1. Score Lower Rates

Never tell a destination they've won your business before negotiating hotel rates and terms.

Why? Because once you announce you're holding your event in a particular city, hotels know you need housing, and you lose your bargaining power.

You'll come out ahead by locking in rates and concessions on the front end while sourcing hotels, not after you award your event to the destination.

2. Get Better Room Blocks

Another proven way to ensure prime room blocks and better rates is to finalize them before announcing your dates.

If you make dates public without secured housing, some attendees may book their rooms immediately, weakening your negotiating power.

Puckett recommends having everything buttoned up and ready to go when you open registration.

“By waiting to announce dates, you allow your housing company the opportunity to get the best rates available. So, when registration opens, people want to book through you, not any other channels.”

~ Jason Puckett

Leverage Technology to Grow Your Events

“A major advantage of working with a housing company is we give rights holders access to our housing technology,” Hinson explains. “They gain real-time visibility into room pickup and rebate projections. This is a game-changer for them.”

Here are four ways to score points with event housing technology:

- **More Reservations:** Advanced platforms connect event housing and registration. Check who registered for your event versus who booked a hotel room. Armed with this intel, your housing partner can reach out and offer to help registrants secure rooms at special group rates.
- **Greater Economic Impact:** When families book through the group block, you also get a fuller picture of economic impact. “The housing technology not only tracks registrations for people who come to play,” Hinson explains. “It also captures room nights and heads in beds.”
- **Stronger Bids:** Knowing your average room nights per participant is key to successful bidding on future events. Housing technology can help you create a ratio of room nights per attendee. Factor in how many athletes you expect and show destinations the estimated impact of your event.
- **Deeper Insights:** Event housing reports provide info on booking trends, housing performance, and group preferences. Use this business intelligence to level up your program.

“Many rights holders don’t realize how much information they can get from housing reports,” Hinson says. “Service-oriented tech partners provide them with brief trainings on key features and data points.

“These channels not only help us provide better support but also strengthen relationships and encourage future bookings.”

~ Joy Hinson



SUCCESS STORY

Event Insights Drive Growth

Event: USA Taekwondo hosted its 2024 U.S. Final Championships at the Cox Business Convention Center in Tulsa, Oklahoma.

Challenge: Three weeks before the registration cutoff, the events team noticed a spike in signups over previous years. They needed more hotel rooms and venue space fast but were almost maxed out on budget.

Solution: USA Taekwondo acted fast, making the most of industry partnerships and real-time insights on booking trends.

Results: The organization scored a victory across the board:

- Accommodated 800+ athletes successfully — a 20% jump year-over-year
- Secured the extra space at the convention center
- Increased the room block to house all participants at the host hotel
- Boosted economic impact for the destination
- Stayed within its original budget

Key Takeaways: This event shows the benefit of monitoring housing trends and choosing flexible partners who understand the unique needs of sports events. Everybody came together to produce a record-setting event.

6 | Communicate to Win

Regular communication prevents fumbles and helps you quickly recover if things go sideways. Housing companies play a crucial role in ensuring a smooth information flow.

“We act as intermediaries, maintaining communications between the event owner, customer, hotel, and destination management,” Puckett explains.

The best practices below help ensure smooth communications with event stakeholders.



RIGHTS HOLDERS AND ORGANIZERS:

1. Embrace Transparency

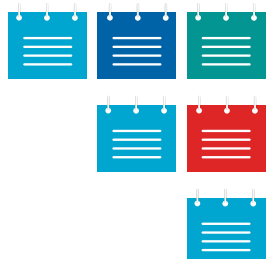
A proactive approach is mission-critical.

“Miscommunications can happen, but addressing them transparently and offering solutions ensures a smooth process,” Marquez advises. “Providing updates via emails, phone calls, and dashboards, such as live reporting, keeps everyone on the same page.”

As mentioned, many lodging partners offer access to robust event housing software. You stay in the loop throughout the event lifecycle via real-time reporting.

2. Use a Countdown

Establishing a clear communication timeline is crucial for effective event management. Puckett recommends a 90-60-30-day countdown system leading up to the event and check-ins before registration closes. This process allows you to track progress and adjust as needed.



- **90 days out:** Early Evaluation. Are you on pace to meet housing goals?
- **60 days out:** Mid-Game Assessment. Are some hotels filling up faster than others? Do you need to adjust your inventory or modify your communication strategy?
- **30 days out:** Final Quarter. Make last-minute calls and send reminders. Release extra rooms to the hotel or source extra inventory if registrations exceed expectations.

HOTEL PARTNERS:

1. Establish Clear Communications

Travel experts agree personal relationships with hotels are essential to exceptional service.

“You need that human element for quality relationships with hotels and quality room blocks,” Puckett notes. “Great relationships save so much headache. Housing partners establish these connections from the start, communicating with hotels in advance and staying in touch throughout the process.”

What about high staff turnover at hotels?

“If you haven’t communicated with a sales manager in a while, reach out to them,” Puckett recommends. “Verify you still have the right contact to ensure contract details and event requirements are understood and documented.”

2. Eliminate Confusion

Communication gaps with lodging partners create stress for families and missed opportunities for stakeholders.

The solution? Find creative, cost-effective ways to make your process clear.



SUCCESS STORY

Virtual Housing Partner Training

Challenge: Many housing providers assign a different specialist for each sport. “Our hotels were hearing from multiple contacts at each company and getting confused,” explained Rachel Dailey, Associate Director of Sports at Valley Forge Tourism & Convention Board.

Solution: The sports commission brought together area hotels and lodging companies for a Housing Partner Training on Zoom. During the hour-long call, each provider:

- Explained its system for sending leads
- Shared the contact’s name and headshot for each sport
- Answered hoteliers’ questions

“Afterward, hotels received a recording of the call,” Dailey explains. “New sales managers can catch the replay to put faces behind each company and clarify roles. Plus, as housing companies add staff, we can update recordings to keep lines of communication open.”

Results: Clearer communications drove immediate gains:

- ✓ Increased responses to RFPs
- ✓ Faster responses
- ✓ Improved efficiency for hotels and housing companies
- ✓ Revenue growth for all stakeholders

CUSTOMERS:

1. Show Them the Value

In our competitive youth sports market, communicating value to customers is crucial. User-friendly websites and booking platforms sit at the heart of this strategy.

“Consumers have a lot of options today,” Puckett notes. “Great service and value are critical to winning and keeping their business.

“Display competitive rates and added value on your reservation page,” he advises. “Show customers how your rates compare favorably to other options and highlight perks like complimentary breakfast and parking.”

Another website essential: Offer parents multiple channels for questions and support via emails, phone calls, and texts.

“Being able to help resolve issues is crucial for good customer relations,” Puckett says.

“Clear and honest communication with customers through all outlets is essential for understanding and effectively addressing any issues that may arise,” he continues. “It not only helps us provide better support but also strengthens relationships and encourages future bookings.”

2. Go beyond Email

“Busy parents often overlook emails, so adding SMS notifications for urgent messages can make a huge difference,” Marquez notes.

She adds, “Help ensure important emails are read by using clear subject lines and consistent follow-up.

SPORTS COMMISSIONS AND CVBS:

Get the Home-Field Advantage

Lodging companies also have established relationships with sports commissions and CVBs. Your provider can make valuable introductions.

Connecting with destinations at the outset enriches events on many levels:

1. As mentioned, sports commissions and CVBs can give grants and cash sponsorships to help offset event costs.
2. They also lend marketing and operational support, including discounted services, local media contacts, and access to volunteers and area business partnerships.
3. Finally, sports commissions and CVBs share their insider knowledge of fun attractions and perfect restaurants for memorable team dinners. They enliven events with amenities that treat families to an authentic taste of the local culture.

7 | Conclusion

**In our booming youth sports market,
a modern housing program is your ace.**



It helps build team camaraderie... boost profits... and produce seamless events that keep happy attendees returning year after year.

Great housing partners support your agenda. They work side-by-side with you to achieve the shared goal of producing successful events.

If you outsource group housing, this special report is your playbook for finding a true partner. By reading this guide, you'll get:

- A checklist for choosing a provider that's right for your program
- Sure-fire housing strategies from sports travel pros
- Step-by-step roadmaps for communicating with stakeholders so everyone comes out ahead
- Tactics to make travel easier to manage and more memorable for young athletes and their families.

This is an exciting time for the youth sports industry. We hope you found strategies to make the most of the opportunities and build an exceptional housing program for long-term success.

[Curious to learn more?](#)

Check out the other reports in our special series on sports event housing.

[Get more housing white papers here!](#)

Our Experts



Abbie Marquez
Director of Operations, SiteSearch



Joy Hinson
Hotel Director, Travel Desk



Jason Puckett
Director of Business Development,
Pellucid Travel



Dan Gallagher
Director of Sports Sales,
Atlantic City Sports Commission



Kelsey McLean
Senior Worldwide Sales Manager
of Sports, BWH Hotels



Christine Strong Simmons
Managing Director,
USA Taekwondo



Rachel Dailey
Associate Director of Sports,
Valley Forge Tourism & Convention Board

Sports ETA



As the only non-profit 501(c)3 trade association for the sports events and tourism industry in the United States, Sports ETA is the most essential resource for sports commissions, sports destinations, sports event owners, and industry partners. We believe sports tourism and the events that our members own and host have the power to transform society for the better. Our passion is to help sports events and tourism professionals achieve previously unimaginable levels of performance. We do this by nurturing a community of smart, creative, and interesting people: our members. Visit sportseta.org.

Playbook 365

Playbook365 is an all-in-one sports-event management software that puts all the essential tools in one place. No more hopping back and forth between apps. Playbook365 simplifies event management from start to finish. The solution combines tools for team registration, multi-venue scheduling, scoring and bracketing, waiver management, email and text communications, marketing, group housing, analytics, and reporting. Organizers save time and delight customers with a simple one-stop shop. Visit playbook365.com.

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Photo by Paulo Almeida

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As the world's leading membership and leisure travel company, Travel + Leisure Co. (NYSE:TNL) transformed the way families vacation with the introduction of the most dynamic points-based vacation ownership program at **Club Wyndham**, and the first vacation exchange network, **RCI**. The company delivers more than six million vacations each year at 245+ timeshare resorts worldwide, through tailored travel and membership products, and via **Travel + Leisure GO** - the signature subscription travel club inspired by the pages of Travel + Leisure magazine. With hospitality and responsible tourism at the heart of all we do, our 18,000+ dedicated associates bring out the best in people and places around the globe. We put the world on vacation. Learn more at travelandleisureco.com.



Glossary

Housing Terms

Amenity: Items and services hotels offer guests to enhance their stay, including in-room extras (toiletries, robes) and on-property premiums (dining, pool, fitness center, spa, playground). Use of some on-property amenities has a fee.

Attrition: A clause included in a hotel contract to ensure a group fulfills its contractual obligation for rooms by the cutoff date.

Attrition fee: A penalty incurred for unsold rooms in your room block after the cutoff date.

Best available rate: A pricing model hotels use to provide the lowest possible rate on a given date. Hotels analyze market conditions, such as occupancy and demand, to define the rate. This pricing strategy is based on ever-changing factors, so the best available rates fluctuate.

Cancellation clause: A provision in a hotel contract detailing the terms and conditions under which a company can cancel or terminate the agreement or reservation.

Cancellation penalty: A fee for failure to comply with the terms of the cancellation clause. Rules are different for individuals and groups. Hotels stand to lose more money on group cancellations, so group penalties are typically stricter.

Commission: Payment made for bringing business to a hotel, typically a percentage of the room rate.

Comp rooms: Complimentary guest room(s) based on the number of rooms a group purchases. For example, receive one free night for every 50 rooms occupied.

Concessions: Special deals from a hotel, usually in the form of discounts or complimentary services. Concessions typically include free parking, complimentary guest rooms, suite upgrades, food & beverage discounts, storage space for sports gear, special meals for athletes, and more.

Convention & Visitors Bureau (CVB): CVBs market their destinations and serve as valuable resources for events. If a travel planner copies the CVB on an RFP, the CVB can forward it to suppliers they believe would be a good fit.

Cutoff date: The date when a hotel releases unused accommodations in a room block to the public for general sale.

Destination Marketing Organization (DMO): A non-profit organization that promotes tourism and events in the destination.

Economic impact: Net change in an economy caused by activity involving the acquisition, operation, development, and use of sports facilities and services. Economic impact includes money spent in the destination on expenses like hotel accommodations, dining, shopping, entertainment, and transportation.

Event housing management software: Technology to handle the housing needs of event participants. Modern solutions connect event housing and registration to capture more reservations, boost efficiency, and enhance the experience for players, families, and fans.

Event risk management: The process of identifying, evaluating, and limiting an event's exposure to risk. Effective event risk management helps organizations safeguard participants and avoid financial loss, reputational damage, and legal disputes.



Group booking: Reservation for a block of rooms for a specific group, typically starting at 10 rooms per night or more.

Group rate: The rate for accommodations in a room block for an event. Group rates are typically lower than individual rates because of the volume.

History: Record of an organization's previous events to help hotels manage expectations. History typically includes information on rooms contracted, actual pickup, meeting space, and food and beverage sales.

Housing bureau: Organizations, often part of a convention bureau, that manage the housing process for events in the destination.

Inventory: Guest rooms available for a hotel to sell.

Mixed-use development: In the sports industry, a development centered around a sports complex with hotels, shops, and restaurants within walking distance.

National Sales Organization (NSO): NSOs manage and support sales activities for a hotel company or brand. They serve as a hub, coordinating sales efforts across multiple properties nationwide or globally. NSOs expedite responses to RFPs and help travel planners find the best accommodations in their network.

No-show: A term used for a reservation made but not consumed. The participant does not check in, cancel, or change the reservation.

Rebate: A set dollar amount an organizer negotiates into the room rate that hotels pay to help cover the costs of an event.

Request for Proposal (RFP): Travel planners send hotels RFPs to secure group room rates and availability.

Responsible rebates: An essential best practice. High room rates due to excessive rebates can prompt attendees to book outside the official group block.

Return on investment: A performance measure referring to the ratio between the net profit made and the cost of investment to produce an event.

Room availability: The number of guest rooms not booked at a hotel during a given time frame for different room types, such as standard, deluxe, or suite.

Room block: A designated number of hotel rooms set aside and often discounted for participants in tournaments, showcases, and other events.

Room block release date: The date when the hotel stops holding rooms exclusively for your group and makes them available to the public.

Room nights: The total number of guest rooms a planner commits to occupy in exchange for the contracted rate. Room nights equal the number of rooms times the number of nights reserved. A guest booking one room for three nights generates three room nights.

Room pickup: The number of sleeping rooms occupied from the total reserved.



Room rate: A fee charged for sleeping rooms. Types of rates include corporate, individual, group, and inclusive.

Rooming list: Roster of people needing accommodations. The list typically includes the room type and arrival and departure dates. Some properties also require passport numbers.

Sales coordinator/manager/representative: Hotel staff person responsible for selling guest rooms and function space.

Sportcation: An extended stay combining athletic competitions with a family getaway. Many attendees explore the destination and enjoy activities together when games on the courts and fields end.

Sports commission: An organization, usually under a county DMO or tourism office, that is responsible for driving visitation to the destination by hosting sporting events.

Stay to play: A policy requiring participants to use one of a preferred group of hotels to be eligible to participate in a sporting event. Guest rooms must be a part of the event's contracted inventory with the hotel.

Third-party housing company: An organization that works with organizers to find guest rooms and negotiate hotel contracts. Housing companies have long-established relationships with hotels. They negotiate competitive rates and concessions, reduce financial and contractual risk, and manage housing logistics efficiently.