

**VA-1 Tourism Summit  
Sports Tourism  
Best & Worst Practices  
November 15, 2016**



# Sports Tourism - Top Ten Trends 2017

1. Incubating Events
2. Rebranding
3. C-Level Change
4. Enhanced Relationships
5. Performance Clauses



# Sports Tourism - Top Ten Trends 2017

6. Bricks and Mortar
7. Sports Service
8. Bounce
9. Community Engagement
10. Technology



# Worst Practices

1. Creating a “brand” without a plan.
2. Adding “Sports Sales” to staff titles.
3. “The Funnel” approach.
4. Disregarding community.
5. Putting room nights ahead of the event.





# SHARK TANK

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# “Superior Sports Service”

- Working with Rights Holders
- Host Hotel Concepts
- Operations
- Special Events
- Follow-Up



**Thank you for your time!**

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