



# Enhancing Your Destination's Sporting Events Playbook

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# Sports Tourism

Sports Tourism is an integral part of local and national economies. Is there a focus on Sports Tourism in your DMO? Sports Commission? Department? Other?

## **BENEFITS**

**Economic Boost:** Direct Revenue, Increased Tourism, Job Creation

**Infrastructure Development:** Improved Facilities, Transportation Upgrades

**Community Engagement & Pride:** Unified Community, Diversity & Inclusion



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## Intros

### **CHELSEA CIPRIANI, VICE PRESIDENT, iDSS**

- Tempest, iDSS, Sports Tourism Index
- College Athletic Recruiting Software
- Fmr. Division I Field Hockey National Champion & College Coach





# Intros

## TEMPEST

- Tempest helps innovative Destination Organizations grow and positively impact their communities with Web, CRM and Digital marketing solutions



# We **Love** Tourism





We **Love** Sports



# Intros

## The Sports Tourism Index

- A tool to help destinations evaluate their position in the sports tourism market
- This is a **free** resource we can use to help us **Compete**

## TEMPEST ACQUIRES THE SPORTS TOURISM INDEX™ FROM HUDDLE UP GROUP



NEWS PROVIDED BY  
Tempest Interactive Media →  
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The game changing strategic partnership between Tempest and Huddle Up Group will help destinations strategize, secure and manage event leads in the multi-billion dollar sports tourism industry.

PHILADELPHIA, Sept. 5, 2023 /PRNewswire/ -- Tempest, a [leading provider of web, CRM and digital marketing solutions for the destination marketing industry](#), has announced the acquisition of the Sports Tourism Index™ from sports tourism consultancy, [Huddle Up Group](#).

"When we launched the iDSS integration with Scout, we were amazed by the enthusiasm and the exciting ideas for future enhancements that poured in from our mutual clients," stated Alex Heimann, CEO of Tempest. "Sports have always held a central place in the culture of Tempest, and considering the increasing significance of Sports Tourism to our clients, it was a natural progression for us to collaborate closer with Jon and his team."



An aerial photograph of a large stadium, likely the Arkansas State Stadium, filled with a massive crowd of fans. The fans are wearing red and white clothing, creating a vibrant, striped pattern across the stands. The football field is visible in the center, with the word "ARKANSAS" written in large letters on the grass. The stadium is surrounded by parking lots filled with cars and a multi-story building in the background. The overall scene is one of a major sporting event.

# Sports Tourism Index

SPORTS TOURISM  
**INDEX**



# Today





# Sports Tourism Index

## HOW DOES YOUR DESTINATION RANK?

**Destination strengths:** Analyze the strengths of your community as a host destination for sporting events

**Opportunities for growth:** Identify Areas of opportunity as a sports tourism community

**Competitive Analysis:** Determine your Destination standing relative to its competitive set

**Platinum**

Top 10%



**Gold**

Top 20%



**Silver**

Top 30%



**Bronze**

Top 40%



# Dashboard

← Data Input

Sports Tourism Index Score

**13.74**

Facilities	12.74
Destination Strength	1.00
Organizational Structure	
Events	



## Analysis



Facilities



Destination Strength



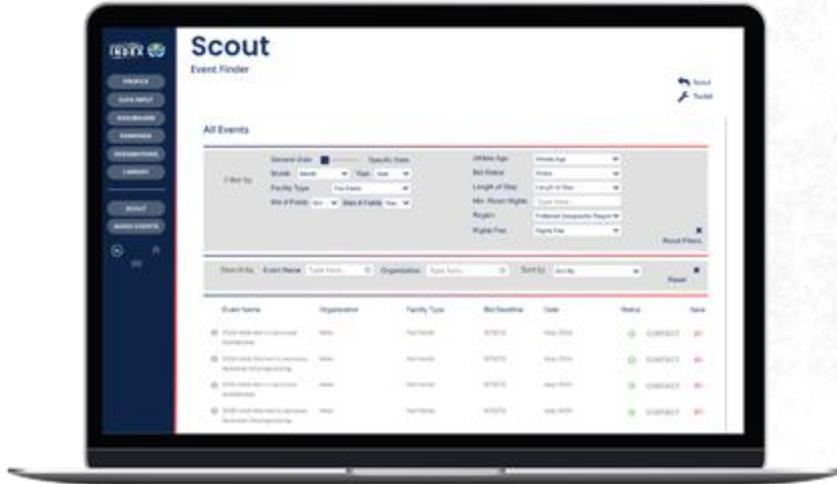
Organizational Structure



Events



# Scout



- Provides destinations and event organizers two way matchmaking via a platform driven by data and technology
  - **Searchable** facilities and events based on criteria that meet the destination's unique needs to identify precise matches
  - **Spend Calc** helps destinations to better understand the potential a sports event has to financially impact its community



# Early 2024





# Sports Tourism is Important

- **Get In the Game**



- Sign up for the Sports Tourism Index
  - Evaluate your destination as it relates to sports tourism
  - Earn designations for 4 measurement areas: Facilities, Destination Strength, Org Structure, and Events
  - Find sports events that are a match for your destination

# Questions?



**Chelsea Cipriani**

Vice President of Platforms at Tempest



**SportsTourismIndex.com**