



Legislation Text

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Sports Tourism Presentation

PURPOSE/BACKGROUND:

Hampton Convention & Visitor Bureau (CVB) markets the city's venues and experiences to sports event planners whose groups have the potential to fill Hampton hotel rooms.

The Hampton sports marketing effort, branded Sports Hampton, has been very successful in contracting events that draw athletes of all ages to compete in Hampton. While the athletes and their families are here, they generate economic impact. They dine in our restaurants, shop in our retail centers, and enjoy our attractions and recreation sites, generating lodging, meals and amusement tax.

Discussion:

Brooks Hierstein, senior sales manager, represents Hampton in the sports market. Kaila Williams, sports logistics coordinator, supports him in servicing events. They work through the details of all athletic events to ensure the most positive participants' experiences.

To book the business, Brooks conducts sales calls to the national governing body offices to express Hampton's interest in hosting their competitions and participates in national sports event marketplaces, such as TEAMS and National Association of Sports Commissions (NASC). These events allow face-to-face interaction and the opportunity to establish a relationship. He also works with local partners when bidding on business and hosting the events.

Frequently regional and national events require the CVB to pay bid fees. To recoup the funds, the participating hotels charge the guests a rebate. The CVB then invoices the hotels for each event room night hosted. We then use the funds collected to bid on future groups.

Athletic events hosted by Hampton over the past five years total:

2018	37
2017	41
2016	35
2016	30
2014	27

Impact:

To estimate economic impact, Hampton estimates that an average of \$211 is spent daily for/by each competition participant. This multiplier is based on the best practices shared by NASC and regional neighbors.

Recommendation:
Receive briefing