

**Visit North Carolina
365 Conference
Unconventional Sports Marketing
March 14, 2016**



Sports Tourism - Top Ten Trends

1. Venue Development
2. Management Structure
3. Social Media Marketing
4. Use of Volunteers
5. Board Governance



Sports Tourism - Top Ten Trends

6. Bid Fees
7. Housing
8. Enhanced Experiences
9. Legacy Programs
10. Sponsor Relations



Sports Marketing Best Practices

Andrew Schmidt

Greenville-Pitt County CVB

Professor, ECU Hospitality Leadership

aschmidt@GREENVILLENC.GOV

1. Consistent community education
2. Community involvement
3. Diversification of sporting events

Sports Marketing Best Practices

Greg Duff

Glory Hound Events

Asheville Buncombe Regional SC

greg@gloryhoundevents.com

1. Make it Easy
2. Leverage CVB Advertising
3. Communicate Changes Early

Sports Marketing Best Practices

Tim Hopkin

Henderson County Parks and Rec

NC Cyclo-Cross LLC

thopkin@hendersoncountync.org

1. Understand the culture of your group
2. Deliver more than they expect
3. Engage with athletes and express your appreciation

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.



Thank you for your time!

Jon Schmieder

Jon@HuddleUpGroup.com

tinyletter.com/JonSchmieder

