

STATE OF THE INDUSTRY – PART 2

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June Best Practices Webinar – June 10, 2009

Protocol for Webinar

- ❑ **The attendee list will be available to all attendees after logging into the “virtual meeting” web site.**
- ❑ **To listen to the audio portion, dial 1-800-910-2586 and enter passcode 955954.**
- ❑ **After joining the “virtual meeting” via telephone, please mute your phone by pressing *6.**
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- ❑ **You may also ask questions when you are logged into the “virtual meeting” web site. Type your question in the text chat box or select “I have a question” in the drop down menu of the feedback box (located in the attendees box). The moderator will answer questions in the order in which they are received.**
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Challenging Times for Travel

- ❑ Recessionary pressures
- ❑ Cutbacks in business travel: meetings, trade shows, conventions, association meetings by close to 6% in 2009
- ❑ Drop in international travel to USA (after beginning to recover from 9/11)
- ❑ Leisure travel expected to drop by about 5% in 2009
- ❑ Attractions, destinations will suffer

Relative Strength of Sport

- Events must take place
- “Your daughter is 12 only once”
- Sport has unique appeal: going as far as you can go, the uncertainty of the outcome, the chance to experience with family and friends
- Team and individual travel
- “Togetherring” and team travel
- Tournament travel as mini-vacation

Are We Recession Proof?

- ❑ Recession resistant might be better choice
- ❑ Team counts might be down
- ❑ Teams may come, but with fewer people
- ❑ Trips may be shorter
- ❑ Number of events up
- ❑ Sponsors are harder to find
- ❑ Your share of taxes are/may be down
- ❑ Event owners do need to hold their events
- ❑ Fees could be negotiable

A Growing Segment Requires Education

- You must stay up with what it takes to be successful.
- Your presence indicates you want to increase share!

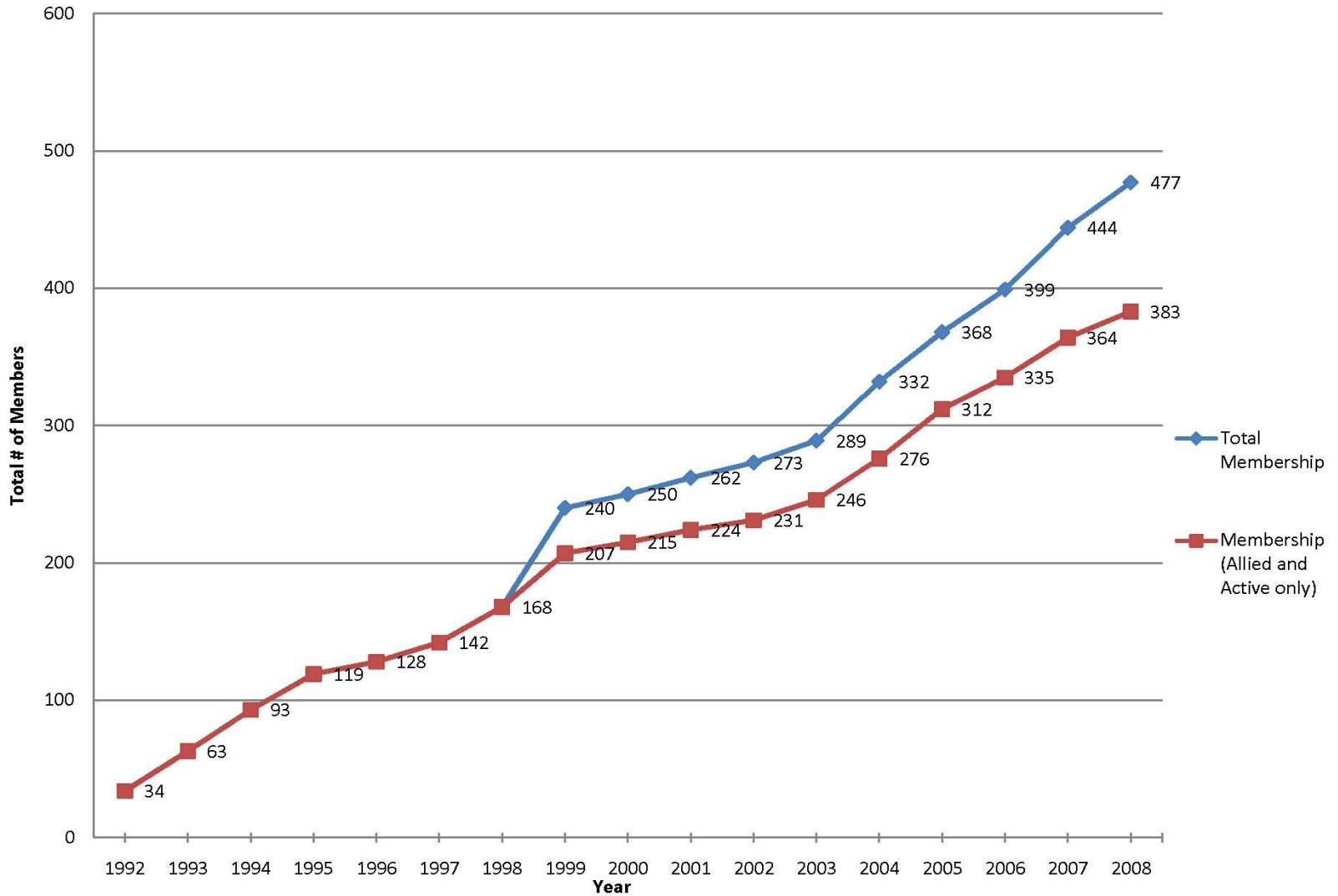
Recent Member Services

- Web site
- Economic impact template
- On-line member directory
- Monthly best practices webinars
- Upgraded CSEE presenters
- Event database
- SGMA Reports
- Custom SGMA research
- Member message board
- Public relations template
- Industry news
- Market segment meetings
- Expanded board of directors
- Increased reliance on committee structure
- Continual appearances in industry and trade publications

Economic Pressures on NASC

- ❑ Revenues come from dues and symposium
- ❑ Increase in membership has been making up for loss of purchasing power
- ❑ Member services have grown ten fold since 2002
- ❑ Member inquiries have exploded
- ❑ Reserve fund has grown from several thousand dollars to more than \$200,000
- ❑ Budget will cross \$1 million in 2010
- ❑ Reserves must grow accordingly

NASC Membership Growth



Initiatives

- Increased emphasis on partners and event sponsors
- Gradual increase in CSEE modules in step with upgrades (i.e. Disney)
- Potential growth in member categories (state associations, park and recreation departments, arenas and stadiums)
- Fiduciary responsibilities of the board
- By-laws change

In Conclusion

- ❑ Sports segment will hold share in 2009-2010
- ❑ Only travel segment to do so
- ❑ Partnerships between host organization and event owner, with fewer dollars to share
- ❑ Must keep pace with market changes
- ❑ Great time to increase share
- ❑ Impact of overall travel on sports in 2010
- ❑ Destination marketing!

QUESTIONS?



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