SOCCER, TRAVEL AND HOUSING:
2018 AND BEYOND
WHO WE ARE

Kevin Wilmore
Vice President, Housing Event Services – Anthony Travel

American Airlines
THE MARK TRAVEL CORPORATION
SOUTHWEST VACATIONS
Blue Sky tours

Anthony Travel

USYOUTHSOCcer.org
WHO WE ARE

Kyle Swords
Soccer Business Development – Anthony Travel
Anthony Travel is the official travel provider for 80+ Division I athletic departments.
PARTNER ORGANIZATIONS

- NFL
- NCAA
- Pac-12
- ESPN
- X Games
- USA Football
- US Lacrosse
- USA Diving
- AAU
- New York Road Runners

USYOUTHSOCCER.ORG
SOCCER TRAVEL PARTNERS

[Logos of various soccer travel partners]
AGENDA

• IMPORTANCE OF TRAVEL IN SPORTS
• 2018 TRAVEL INDUSTRY FORECAST & TRENDS
• STAY TO PLAY
• VALUE OF THE RIGHT TRAVEL PARTNER
IMPORTANCE OF TRAVEL IN SPORTS
IMPORTANCE OF TRAVEL IN SPORTS

GROWTH OF SPORT TRAVEL

Evolution of elite traveling leagues & international tours
2018 TRAVEL INDUSTRY FORECAST
TRAVEL INDUSTRY FORECAST

ECONOMICS | GLOBAL TRENDS

In the U.S., renewed consumer confidence, along with a shift in household spending from goods to services and experiences, helped leisure travel gross booking sustain a growth rate well ahead of GDP.

- **STRONG** | economic indicators fuel travel demand
- **CONFIDENT** | consumers will bode well for hotels, airlines and online players
- **HOTELS** | capitalizing on healthy demand
- **AIRLINES** | increasing fares to offset rising operating costs
- **GAME-CHANGING** | innovation and rising consumer demands reshape the industry
- **PERSONAL** | and disposable income up 3.4%
- **LEISURE** | travel market in the U.S. posting 5% growth, 4 years in a row
- **BEST** | in class booking experiences in high demand (particularly mobile)

SOURCE: DELOITTE STUDY, 2017 TRAVEL AND HOSPITALITY INDUSTRY OUTLOOK
TRAVAL INDUSTRY FORECAST

IMPACT ON TRAVEL | AIR

With the region’s air travel market nearly flat YOY in 2017, competition is fierce between carriers.

2018 Air Price Growth Projections

United States: 2.5%
North America: 2.0%
Global: 4.0%

SOURCE: 2017 Global Business Travel Association
Demand has leveled off since mid-summer 2016, yet supply is expected to grow through 2018.
TRAVEL INDUSTRY FORECAST

IMPACT ON TRAVEL | GROUND

2018 Ground Price Growth Projections

- Western Europe: 0.2%
- North America: 1.0%
- Global: 0.6%

SOURCE: 2017 Global Business Travel Association
TRAVEL INDUSTRY FORECAST

CONSUMER TRENDS

• UNIQUE EXPERIENCES
• EXTENDED STAYS
• PERSONALIZATION
• MOBILE INTEGRATION
## TRAVEL INDUSTRY FORECAST

### TECHNOLOGY TRENDS

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<td>MOBILE BOOKING TRENDS</td>
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EVENT HOUSING / STAY TO PLAY
HOUSING / STAY TO PLAY

EVERYBODY BENEFITS

• Host Organization / Club
  • Improved Experience
  • Revenue from Rebates
  • Cost Savings
  • Focus on Core Business: SOCCER
• Partner
• City / Sports Commission
• Sustainable Model
HOUSING / STAY TO PLAY
EVERYBODY BENEFITS

- **Travelers**
  - Convenience
  - Teams Stay Together
  - Protections
  - Rate Control
  - Expanded Variety of Rooms
  - Best Locations
  - 24-Hour Support
HOUSING / STAY TO PLAY
EVERYBODY BENEFITS

• Hotels
  • Partner to Host Organization
  • Predictable Revenue
  • Organized Communication
  • Reduced Labor
  • Connection to Key Parties
  • Improved Reporting
  • Fair Playing Field for All
  • Payout Typical to Wholesale / OTA Business
HOUSING / STAY TO PLAY
EVERYBODY BENEFITS

- Housing Partner
  - Access to Participants / Travelers
  - Better Partner to Hotels
  - Reliable Workload / Forecasting
  - Reliable Revenue
HOUSING / STAY TO PLAY
EVERYBODY BENEFITS

• Key to Success for Stay to Play Events
  • Great Customer Service
  • Consistent Enforcement
  • Aligned Messaging
  • Rate Integrity
  • Communication to Guests
  • Efficient Execution of Booking, Confirmation Process
VALUE OF THE RIGHT TRAVEL PARTNER
VALUE OF THE RIGHT TRAVEL PARTNER

HOUSING

• Stay to Play Execution
• Market Engagement
• Marketing Support
• League / Regular Season Travel
VALUE OF THE RIGHT TRAVEL PARTNER

OTHER TRAVEL SERVICES / ONE STOP SHOP

Air Services
  • Volume = Advantages
  • Group Air Services

Bus / Ground Transportation Services
  • Access to Nationwide Bus Program
  • Preferred Agreements

International
  • Professionally Developed Experiences