



SOCCER, TRAVEL AND HOUSING: 2018 AND BEYOND

WHO WE ARE

Kevin Wilmore

Vice President, Housing Event Services – **Anthony Travel**



WHO WE ARE

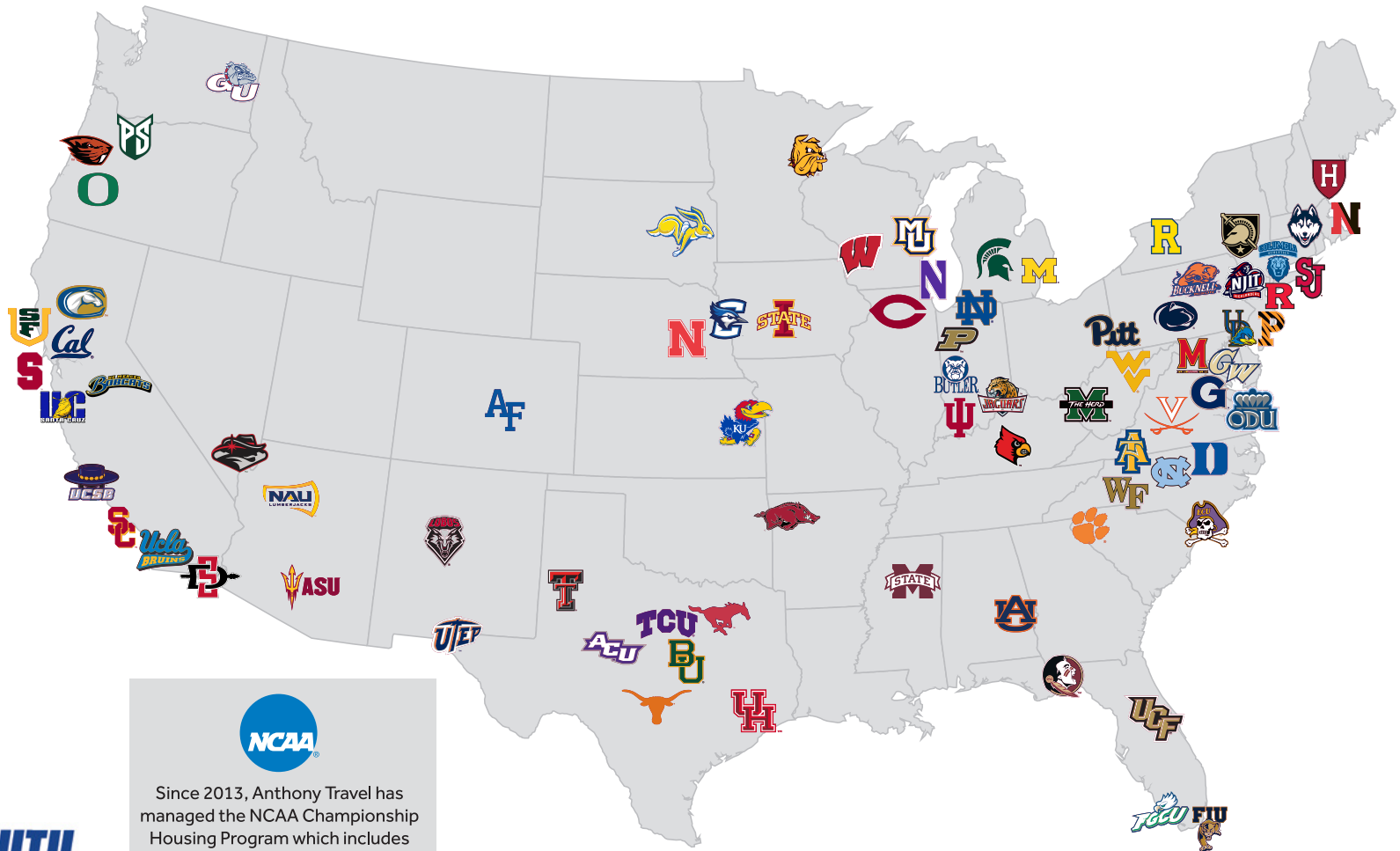
Kyle Swords

Soccer Business Development – **Anthony Travel**



COLLEGIATE TRAVEL PARTNERS

Anthony Travel is the official travel provider for 80+ Division I athletic departments



Since 2013, Anthony Travel has managed the NCAA Championship Housing Program which includes 89 Championships annually.



PARTNER ORGANIZATIONS



USYOUTHSOCCER.ORG

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)

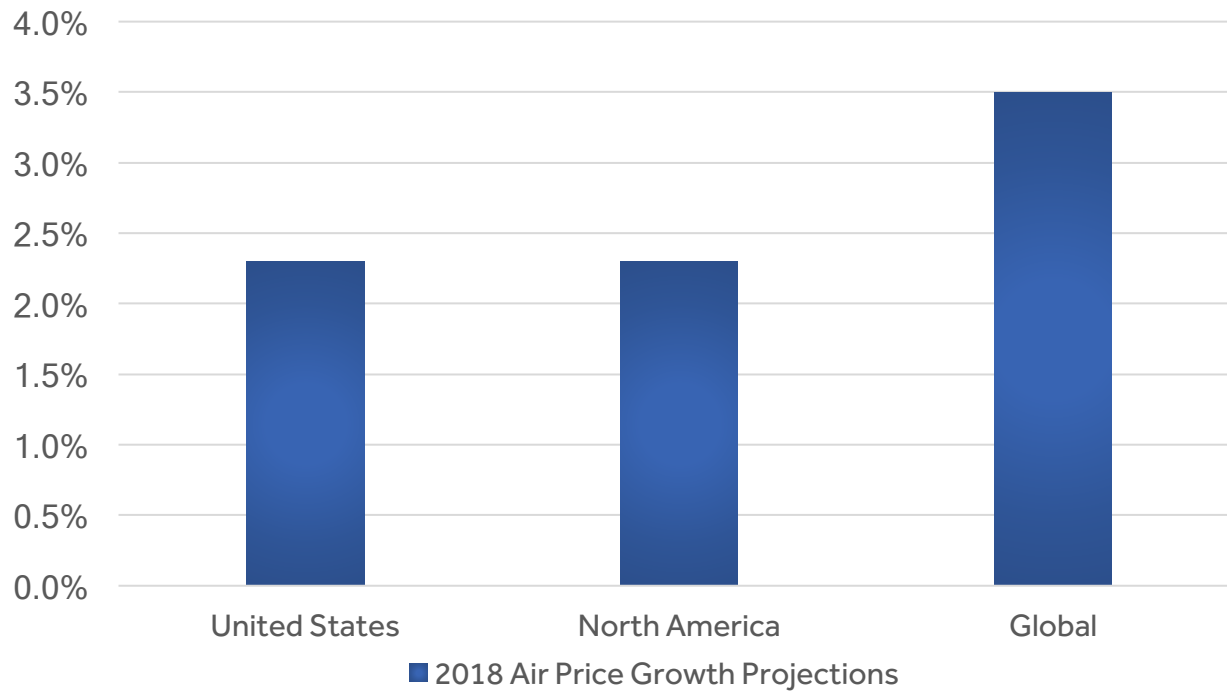


TRAVEL INDUSTRY FORECAST

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

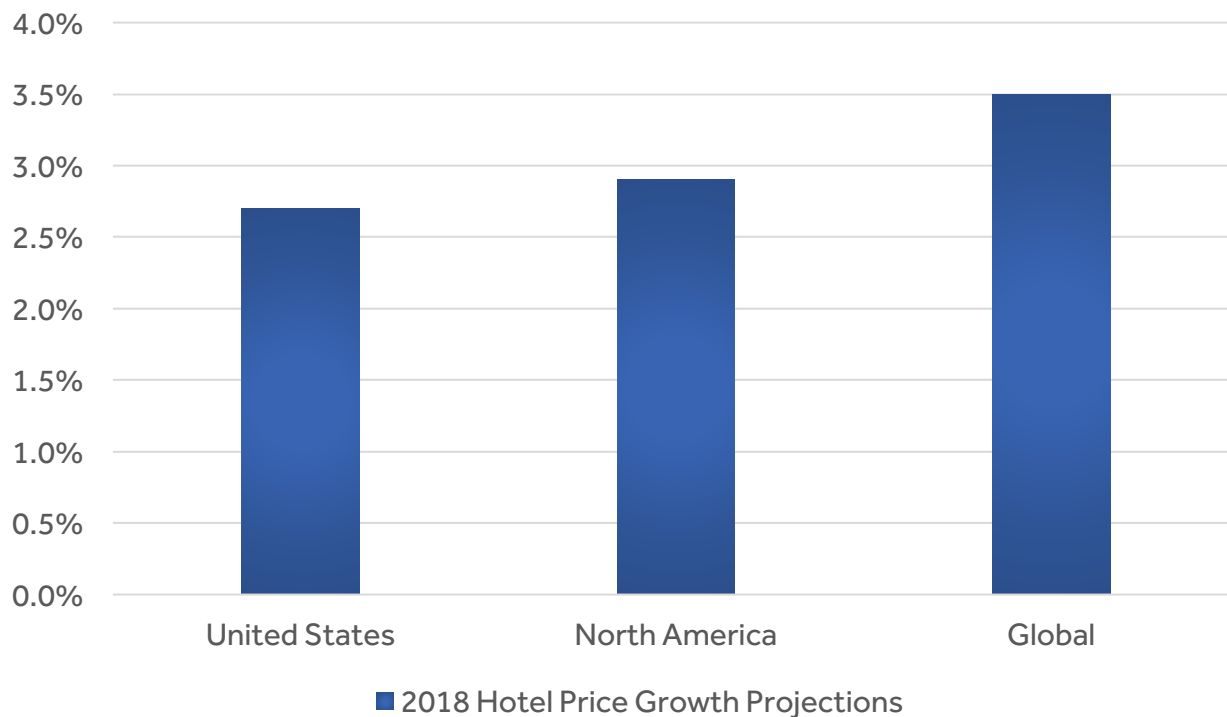


TRAVEL INDUSTRY FORECAST

IMPACT ON TRAVEL | HOTEL

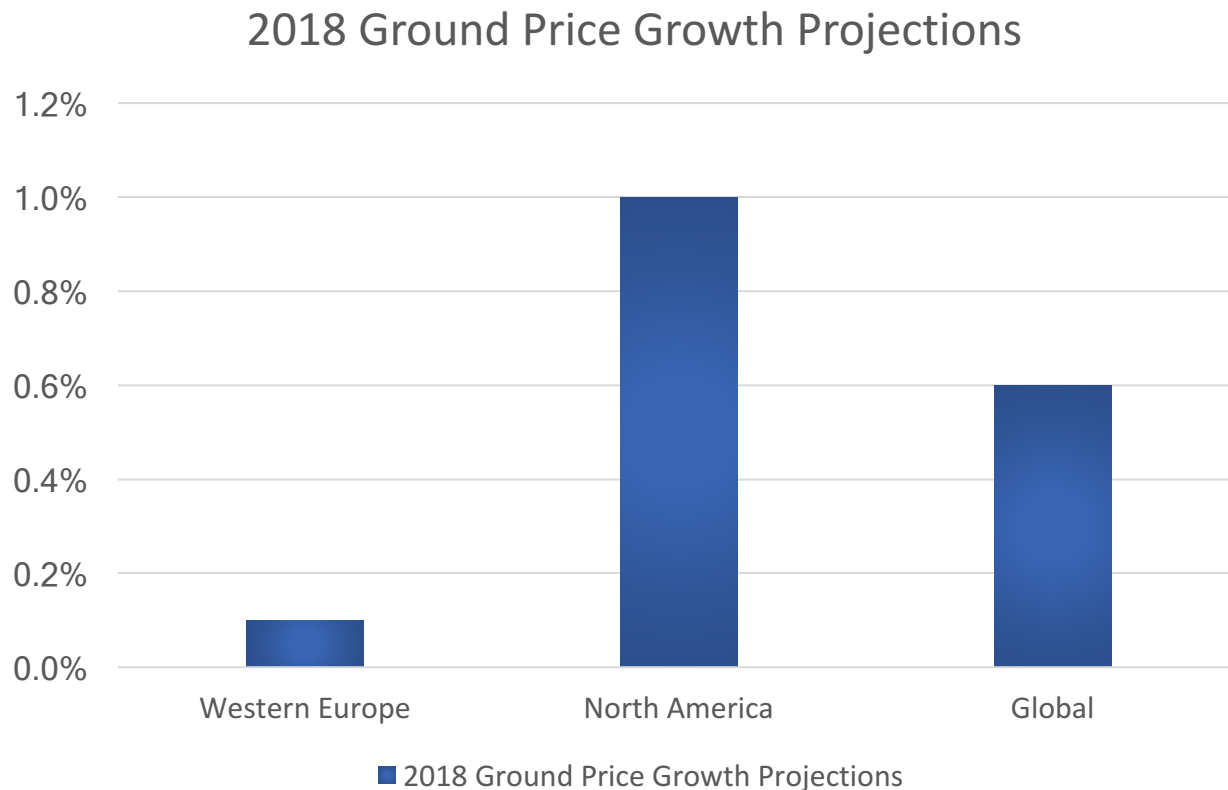
Demand has leveled off since mid-summer 2016, yet supply is expected to grow through 2018

2018 Hotel Price Growth Projections



TRAVEL INDUSTRY FORECAST

IMPACT ON TRAVEL | GROUND



TRAVEL INDUSTRY FORECAST

CONSUMER TRENDS

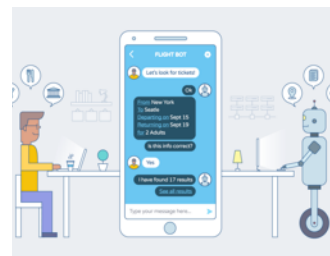
- UNIQUE EXPERIENCES
- EXTENDED STAYS
- PERSONALIZATION
- MOBILE INTEGRATION



TRAVEL INDUSTRY FORECAST

TECHNOLOGY TRENDS

Block Chain Technology	Mobile Connectivity	Biometrics	Travel Bots	IoT (Internet of Things)
YOUNG TECHNOLOGY	INCREASE + GROWING POPULARITY OF APPS	AIRPORT SECURITY	AUTOMATED INFORMATION	SENSORS
PERMANENT RECORDS OF TRANSACTIONS	MOBILE BOOKING TRENDS	INTERACTION WITH PROVIDERS	SIRI, ETC.	STREAMLINED TRAVEL

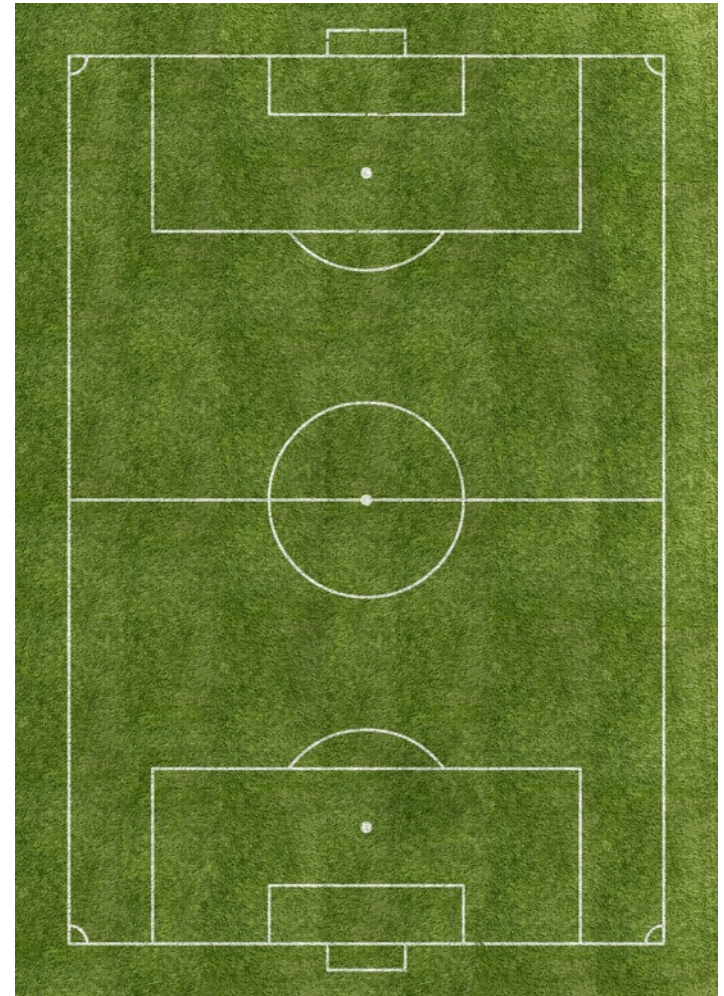


EVENT HOUSING / STAY TO PLAY

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

