

2018 Sport Tourism FORE-um Round Table Summary

Table #4 | Stay to Play hosted by Shelley Crawford

Topic Sponsor: Business Events Toronto

Recap

Brief Definition: A program/policy in which a NSO, PSO or tournament has put into play to mandate the athletes, coaches and officials to stay in one of the preferred hotels/residences in order to participate in the tournament/championship/event.

Stay to Play can have a two components to the policy – either use one of the preferred hotels/residences or not participate in the tournament OR stay outside the block (at a non-preferred hotel/residence) and pay a hefty penalty (\$500 - \$1200 per team)

Tips & Takeaways

- Just asking your attendees to stay at the preferred hotel is NOT a Stay to Play Program.
- If you are hesitant to use Stay to Play Program for your groups – simply use stronger language and educate why people should follow your direction to use the preferred hotels. Ie. In order to be able to continue to offer the level of tournament we have in the past we need for all participants and their families to stay in the preferred hotels/residences. We have made a considered effort to negotiate good group rates and the hotel/residence is offering us money based on the number of actualized rooms per night with our group.
- Your event must have demand in order to be successful with your Stay to Play Program
- With a Stay to Play Program you should be educating your participants to let them know that by supporting the program they are support the amateur sport and allowing the sport to use a larger facility, offer a larger event etc. (the parents money is being put to get use)

Summary (Good points brought up by the six groups)

- Popular in your destination? – for most destinations they are not seeing this a lot of organizations using Stay to Play – except Volleyball Canada has been successful with their Nationals (very popular in the US) – see Volleyball Canada's Stay to Play - https://www.volleyball.ca/uploads/Competitions/Nationals/2018/Volleyball_Canada-Stay_to_Play_Policy-2017.pdf
- Most organizations are adding a Stay to Play Program in order to take advantage of a revenue source. Ie. Getting a rebate back from the hotels/residences and/or getting rebate or financial incentive from the Destination/Municipality.
- We are Canadians – we ask people to use the preferred hotels but we don't play hard ball and don't enforce any penalties



- Some groups like U Sports have been able to use strong language to say use the preferred hotels/residences and they do as asked – unfortunately not all sports/organizations have as good of followers
- Don't see the Stay to Play Program with a lot of adult groups (it does work for CARHA – as they have demand for their event)
- The Stay to Play Program must be clear and concise and posted in advance of registration to ensure all participants know what the expectations are.
- Stay to Play Programs should have a bonus attached to the program – for example – by staying at one of the preferred hotels you will have access to Transportation to the venue, discounts for F & B, Pizza party, location for hospitality reception etc.
- Stay to Play Programs also need to make sure there is a range of accommodation pricing available to match majority of participants
- Will have to add in a distance exemption based on the city you will use. For example; any participants/teams within a 100 kms of the venue are exempt from Stay to Play. All others 100 kms and further will be expected to stay at one of the preferred hotels in the program
- Don't want to make too many side cases where some teams are exempt and others aren't that are outside of the typical policy as we all know people talk. This just makes people angry.
- If you are hesitant to use Stay to Play Program for your groups – simply use stronger language and educate why people should follow your direction to use the preferred hotels. Ie. In order to be able to continue to offer the level of tournament we have in the past we need for all participants and their families to stay in the preferred hotels/residences. We have made a considered effort to negotiate good group rates and the hotel/residence is offering us money based on the number of actualized rooms per night with our group.

