

Provide event organizers with the housing services they need and spend more time marketing and selling



“PSE has managed the entire housing process for a number of Battle Creek/Calhoun County sporting events. PSE consistently provides superior customer service to the CVB, promoters and attendees.”

Dawn K. Whitcomb, Convention & Guest Services Manager, Battle Creek/Calhoun County CVB

Background

The [Battle Creek/Calhoun County CVB](#) is located in Battle Creek, MI (Calhoun County), the area is bustling with sporting events! Event organizers will find the area to have world-class facilities; including Bailey Park and the Kellogg Arena, all located within close proximity to the area's hotels, restaurants, and entertainment. In addition to world-class facilities, Sports Promotion, a program of the Convention and Visitors Bureau, offers great support and service to planners.

Pre PSE Housing Situation

The CVB offered a complimentary housing bureau as one of their convention services to event organizers but did not have the resources or staff to manage the housing demands of their clients. Therefore, it became an add-on job for their sports marketing and sales person. This extra workload quickly became a full time job, taking away from the higher value task of soliciting new business and nurturing client relationships.

Objective

1) Provide tournament directors and attendees with a dedicated complimentary housing service that meets their needs. 2) Minimize their housing workload and focus more time and resources on client relationships and soliciting new business.

Problem

- ⇒ Lacked resources and staff to efficiently manage the housing workload.
- ⇒ The sales and marketing persons time was eaten up by managing the day to day housing workload.
- ⇒ Tournament directors had difficulty collecting rebates from hotels.
- ⇒ The CVB would assist the event organizer with collecting rebates which put unneeded stress on their relationship with their hotel partners.
- ⇒ Difficulty tracking room nights produced by each event or tournament.

Solution: What PSE Provided

PSE partnered with Battle Creek to manage the housing needs for their tournaments and events. One of the main goals of this relationship is to significantly reduce the housing management workload for the Bureau and offer a more capable and efficient housing process for tournament directors, attendees and hotels.

- ⇒ After a needs assessment, PSE works closely with the CVB, tournament directors and hoteliers to find housing solutions that mirror the events needs.
- ⇒ PSE manages the entire housing process for each event.
- ⇒ PSE provides a reservation service for the tournament's teams & attendees. Through a dedicated reservations webpage we create for each event, teams & attendees can view each hotel in detail and book their rooms online or over the phone in one simple step.
- ⇒ PSE handles the entire rebate collection process to ensure full and timely rebate payment.



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Results

- ⇒ Tournament directors have a full-time, dedicated contact person to handle their housing needs.
- ⇒ Enhanced housing experience for teams and attendees.
- ⇒ Hotels benefit from a structured and predictable reservations process for larger-scale events, more efficient communication regarding room pick-up expectations and the need for room block adjustments.
- ⇒ The tournament director receives full rebate/commission payment within 45 days of each tournament.
- ⇒ The CVB is able to get the room pickup information they need to track the performance of their events.
- ⇒ The CVB doesn't have to serve as a collection agency for the tournament directors.

Finally, PSE enables the CVB to have complete control of the housing process without being directly involved. The CVB can focus more of their time and efforts on soliciting new business, get the event data they need while still providing tournament directors with a housing service that meets their needs.

