

Eliminate the hotels challenges and time consuming process of dealing with hotels



“Thanks for this!! Your service has been invaluable to me this year.”

Scott Dane, Tournament Director, Capital Area Classic Soccer Tournament

Background

The [Capital Area Classic](#) is Mid-Michigan's largest soccer tournament. Over 300 teams, over 100 of them in need of hotel accommodations.

Pre PSE Housing Situation

The tournament director worked directly with the individual hotels to secure room blocks, negotiate room rates, staff rooms, room rebates and sign hotel contracts. A list of hotels would be provided on the tournament website for teams to contact. The tournament director was also responsible for reconciling the number of rooms booked at each hotel, invoicing and collecting rebates.

Objective

Generate additional revenue from their tournament and make the search for hotels simple for teams and families.

Problem

- ⇒ Attrition and liability in signing hotel contracts.
- ⇒ Teams would contact the hotels directly and as a result would often book around the room blocks, and as a result, the tournament did not get credit for all rooms booked and lost out on rebate revenue.
- ⇒ Difficulty collecting rebates. Hotels not paying their rebates.
- ⇒ Dealing with the hotels was very time consuming and challenging.

Solution: What PSE Provided

- ⇒ PSE took over all the hotel related details for the tournament.
- ⇒ Provided a reservation service for the tournament to facilitate all reservations by the teams to eliminate teams booking around the room blocks.
- ⇒ A dedicated reservation webpage so that teams could view each available hotel in detail, exact availability of each hotel in real-time and the convenience of booking online or over the phone in one simple step.
- ⇒ PSE handled the entire rebate collection process to ensure full and timely rebate payment.

Results

- ⇒ Increased hotel related revenue by over 200% the first year.
- ⇒ Relieved the tournament director of the time involvement in coordinating the hotels for his tournament.
- ⇒ Alleviated the tournament director of any hotel contract liability and attrition.
- ⇒ A significant reduction in the number of rooms booked around the room blocks.
- ⇒ The tournament director receives full rebate/commission payment within 45 days of each tournament.

