

A consistent housing process for multiple tournaments in multiple locations



“PSE has become a key part of our business. They have brought us the perfect balance of personal service and superior technology for four years. PSE Tournament Housing has exceeded expectations in all categories and we look forward to many more years of partnership.”

Rich Janor, President/CEO Game Day USA

Background

[Game Day USA](#) is a sports event management organization based in Naperville, Illinois. Game Day USA is a leading tournament event host in the Midwest (baseball, fast pitch softball, basketball, and volleyball), with events scheduled in Indiana, Wisconsin, Illinois, Michigan, Iowa, Ohio, Minnesota, Kentucky and Tennessee. Hosting over 2,500 teams from twenty (20) different states and Canada. Over 40% of their attending teams are from out-of-town and need hotel accommodations.

Pre PSE Housing Situation

Game Day USA utilized the local tourism bureau in each of its locations to secure hotel room blocks for teams and overnight staff rooms. Collecting hotel rebates was the tournament director’s responsibility in most of its locations.

Objective

Game Day USA wanted an efficient and reliable housing process that would consistently accomplish their housing goals for each of its tournament locations.

Problem

- ⇒ There was no consistency in the housing process from location to location resulting in mediocre housing results.
- ⇒ Difficulty collecting rebates. Hotels not paying their rebates.
- ⇒ Not getting credit for rooms booked by their teams resulting in lost critical revenue.
- ⇒ Dealing with the hassles of determining how many rooms their teams booked at certain hotels.
- ⇒ The reservation process for teams varied based on location.

Solution: What PSE Provided

After conducting a needs assessment we put in place a custom housing program that provided consistency and personalize service for each of Game Day USA’s tournament locations.

- ⇒ Coordinated and managed their housing needs for each location.
- ⇒ Negotiated free or discounted staff rooms for each tournament location and pre-booked their staff rooms in advance.
- ⇒ Provided a dedicated reservation webpage for each tournament location 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.
- ⇒ Accurate tracking of each room booked and a simple reservation process for the teams.
- ⇒ PSE handled the entire rebate collection process to ensure full and timely rebate payment.



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Results

- ⇒ Game Day USA has one point of contact they can rely on to handle all their hotel needs.
- ⇒ A consistent level of service from location to location.
- ⇒ Teams are provided with a consistent and convenient reservation process for each location.
- ⇒ Accurate tracking of each room booked.
- ⇒ A 10% increase in hotel related revenue each year.
- ⇒ Game Day USA receives full rebate/commission payment within 45 days of each tournament.

