

# Secure enough rooms for out of town teams, make it easy for the teams to book their rooms and reduce hotel complaints



## Key Benefits

- ◆ Increased hotel related revenue by over 38% the first year
- ◆ Free rooms for officials
- ◆ Tournament director no longer has to deal with the hotel headaches
- ◆ Sufficient availability to accommodate all out of town teams

## Background

The [Kalamazoo Invitational Soccer Showcase](#) attracts 400 plus teams from 17 states and Canada over two weekends. 85% percent of the teams need 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 for the teams to contact. The tournament director was also responsible for reconciling the number of rooms booked at each hotel, invoicing and collecting rebates.

## Objective

Their top priority is to secure enough rooms to accommodate all of their out of town teams. Equally as important is providing teams with a reservation process that requires minimal effort and securing 30-40 complimentary rooms for out-of-town officials.

## Problem

- ⇒ Difficulty securing enough hotel rooms for all of their out of town teams due to demand for hotel rooms from other groups over the same weekends.
- ⇒ Had to pay out of pocket for staff rooms.
- ⇒ When teams couldn't find rooms they would continually contact the tournament director to complain.
- ⇒ Teams that waited 1-2 months prior to the tournament could not find hotel rooms.
- ⇒ Difficulty collecting rebates. Hotels not paying their rebates.
- ⇒ Dealing with the hotels was very time consuming and challenging.

## Solution: What PSE Provided

- ⇒ PSE personally met with each hotel in the area and secured room blocks over a year in advance to ensure maximum availability for the teams.
- ⇒ Secured hotel room blocks at the closest outlying cities.
- ⇒ PSE negotiated a favorable complimentary room policy with each hotel.
- ⇒ Provided a dedicated reservation webpage for each tournament weekend 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.
- ⇒ Assisted all teams in finding accommodations that fit their needs.
- ⇒ PSE handled the entire rebate collection process to ensure full and timely rebate payment.



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## Results

- ⇒ A sufficient number of rooms are available to accommodate all out of town teams.
- ⇒ The tournament does not have to pay for officials rooms. Complimentary rooms were provided for all tournament officials.
- ⇒ Teams no longer contact the tournament director to complain.
- ⇒ The tournament director is relieved of the time involvement in coordinating the hotels for his tournament.
- ⇒ Each reservation booked is accurately tracked through our reservation system ensuring the tournament gets full credit for all room nights booked.
- ⇒ Hotel revenue has jumped 38% since the tournament's first year with PSE.

