

EsportsTravel[®] **SUMMIT**

E-Talk:

The Future of Esports Events and Travel

Presenter:

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By Robert Tuchman

The Future Of Esports Experiences



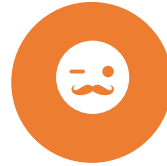
Who are Esports consumers?

- Grew up paying a premium for tickets on Stub Hub
- Spend \$ on experiences NOT on material goods



Top Reasons Why Gamers Attend Esports Events

What gamers want to experience:



**INTERACT
IN-PERSON
WITH
OTHER
GAMERS**



**FEEL INSPIRED,
ENGAGED AND
PART OF A
COMMUNITY**



**CONNECT
WITH LIKE-
MINDED FANS
WHO SHARE
THEIR PASSION**



**FORGE NEW
FRIENDSHIPS**



**WATCH THE BEST
PLAYERS PLAY IN
PERSON**

What's important to today's fan?

Old Focus:

- Big venues with many seats

New Focus:

- Smaller more luxurious stadiums (Jacobs field)
- Luxury suites and premium seating
- Immersive experiences
- *Instagram*
- *Today's social currency*
- *Live events=Instagram posts*



Great Examples Of Premium Experiences

Recliner Experience



Batting Practice



Sound Check



Drive incremental revenue at low or no cost

Exclusive Travel Experiences



**All-inclusive travel packages capture
dollars you'd otherwise lose**

Comic Con ~~VIP~~

Offering exclusive travel experiences

Problem:

- Fans crave exclusive experiences
- Comic Con had a big issue with the word “VIP”
- Stay authentic to brand vs. increase revenue

Solution:

- Use term “Exclusive” instead of “VIP”
 - Meet and greets with celebrities
 - Opening night party
 - Accommodations official hotel
 - Luxury transport
 - Gift bags
 - Private entrance
 - Private concierge



Growth opportunities at Super Bowl, Comic Con and now for Esports



Benefit from length of Esports events

Keep fans engaged!

- Set up activations to test out new games
- Organize a mini-tournament
- Create player panels
- Build “Comic Con” atmosphere
- Pro game tips
- Be smart when incorporating festival-like elements (music, culinary, and lifestyle)



Stay true to your audience.

Fans want to meet their heroes

Examples - Enhance the Esports experience

Before event:

Remember: Batting practice, recliners, sound checks

- Meet and greets with heroes
- Lunch with pros in "green room"
- 1:1 with notable game designers
- Private tours by the staff behind the scenes



What you can do right now as an Organizer or Host City Executive

1. Get creative with unique premium experiences
2. Build out all-inclusive travel experiences
3. Create a gaming expo for sponsors to showcase products
4. Organize panels and lectures with gamers and designers
5. Create an official Kickoff or Closing party
6. Target event sponsors in town for private functions
7. Appeal to multi-generational attendees (Learning Events)