



ESPORTS EVENTS AND TOURISM

ESPORTS TRAVEL SUMMIT

July 13, 2023

PRESENTATION OVERVIEW

IN-PERSON ESPORTS EVENT AUDIENCE

- 1,500+ North American gamers surveyed
- Used channels on Discord, Twitch and Twitter
- A focus on in-person events and amenities



2022 Rebound, In-Person Events Are Back

January 2022



- **Call of Duty League 2022 – Kickoff Classic** (Arlington, TX; Attendance: 2,500)

February 2022



- **Glitch-Infinite** (Super Smash Bros. Ultimate; Laurel, MD)

March 2022



- **Call of Duty League 2022 – Major 1** (Arlington, TX; Attendance: 2,500)
- **Call of Duty League 2022 – Major 2** (Prior Lake, MN)
- **Rocket League Champ. Series – Winter Split Major** (Los Angeles, CA; Attendance: 5,500)

April 2022



- **HCS 2022 Kansas City Major** (Halo Infinite; Kansas City, MO)
- **GENESIS 8: Ultimate** (Super Smash Bros. Ultimate; San Jose, CA; Attendance: 3,464)

May 2022



- **Six Charlotte Major** (Rainbow Six Siege; Charlotte, NC)
- **Intel Extreme Masters Season XVII** (Global Offensive; Dallas, TX)

June 2022



- **DreamHack Dallas** (Multiple Games; Dallas, TX; Attendance: 33,000)
- **Call of Duty League 2022 – Major 3** (Toronto, ON; Attendance: 3,850)
- **Overwatch League 2022 – Kickoff Clash** (Arlington, TX; Attendance: 2,500)

July 2022



- **Apex Legends Global Series: 2022 Championship** (Raleigh, NC; Attendance: ≈5,000)
- **Call of Duty League 2022 – Major 4** (Brooklyn, NY; Attendance: 3,000)

August 2022



- **Rocket League World Championship** (Fort Worth, TX; Attendance: 13,000 over the whole weekend)
- **Call of Duty League 2022 – Championship** (Los Angeles, CA)
- **PGL Arlington Major 2022** (Dota 2; Arlington, TX; Attendance: 2,500)

September 2022



- **HCS Major Orlando 2022** (Halo Infinite; Orlando, FL)
- **Overwatch League 2022 – Summer Showdown** (Toronto, ON)

October 2022



- **2022 League of Legends World Championship** (Mexico City, MX; New York, NY; Atlanta, GA; San Francisco, CA)
- **Halo World Championship 2022** (Halo Infinite; Seattle, WA)

November 2022



- **DreamHack Atlanta** (Multiple Games; Atlanta, GA)
- **Port Priority 7** (Super Smash Bros. Ultimate; Seattle, WA)

December 2022



- **Smash World Tour Championships** (Super Smash Bros. Melee and Ultimate; San Antonio, TX)

Types of Events



Community Leagues



Festivals



Publisher & Pro Events



Semi Pro Tournaments



Collegiate & H.S.



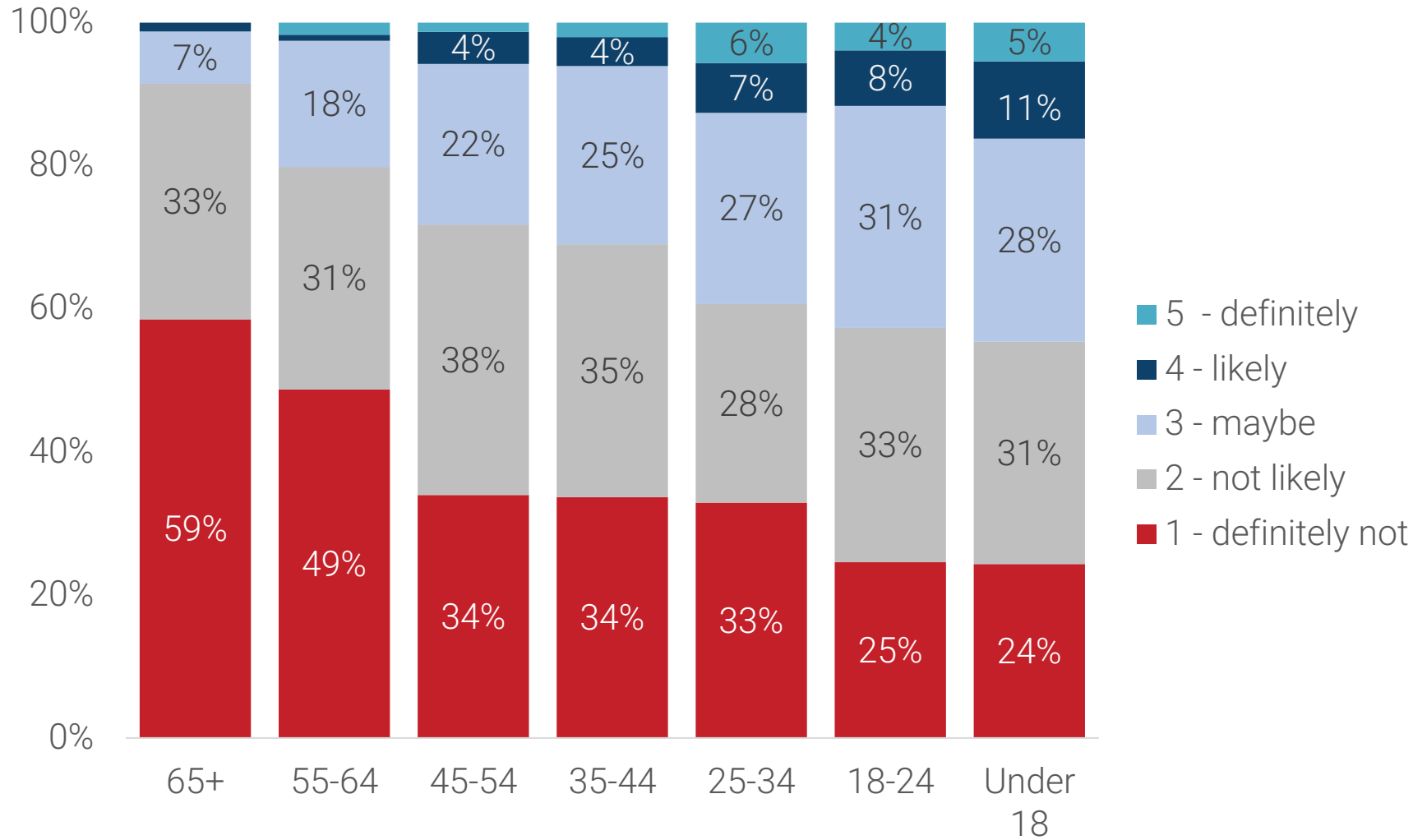
STEM Competitions



Event Type Characteristics

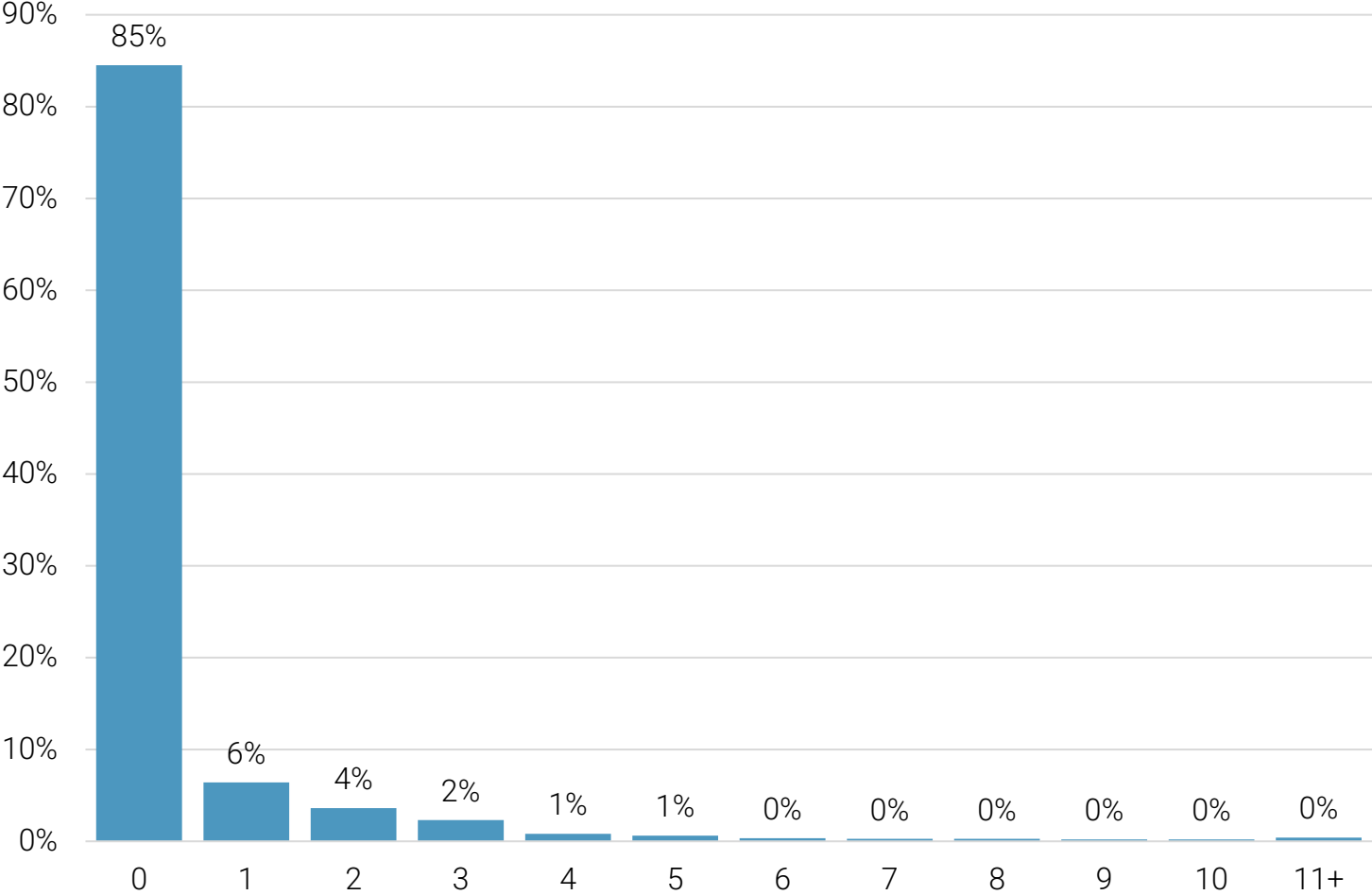
	Community Leagues	Festivals	Publisher and Professional	Grassroots Tournaments	Collegiate and H.S.
Existing Demand	Moderate	Significant	Limited	High	Significant
Business Case	Moderate	Limited	High	Moderate	Moderate
Economic Impact	Limited	Significant	Significant	Significant	High
Growth Potential	Limited	High	High	High	High

Interest in In-Person Events by Age



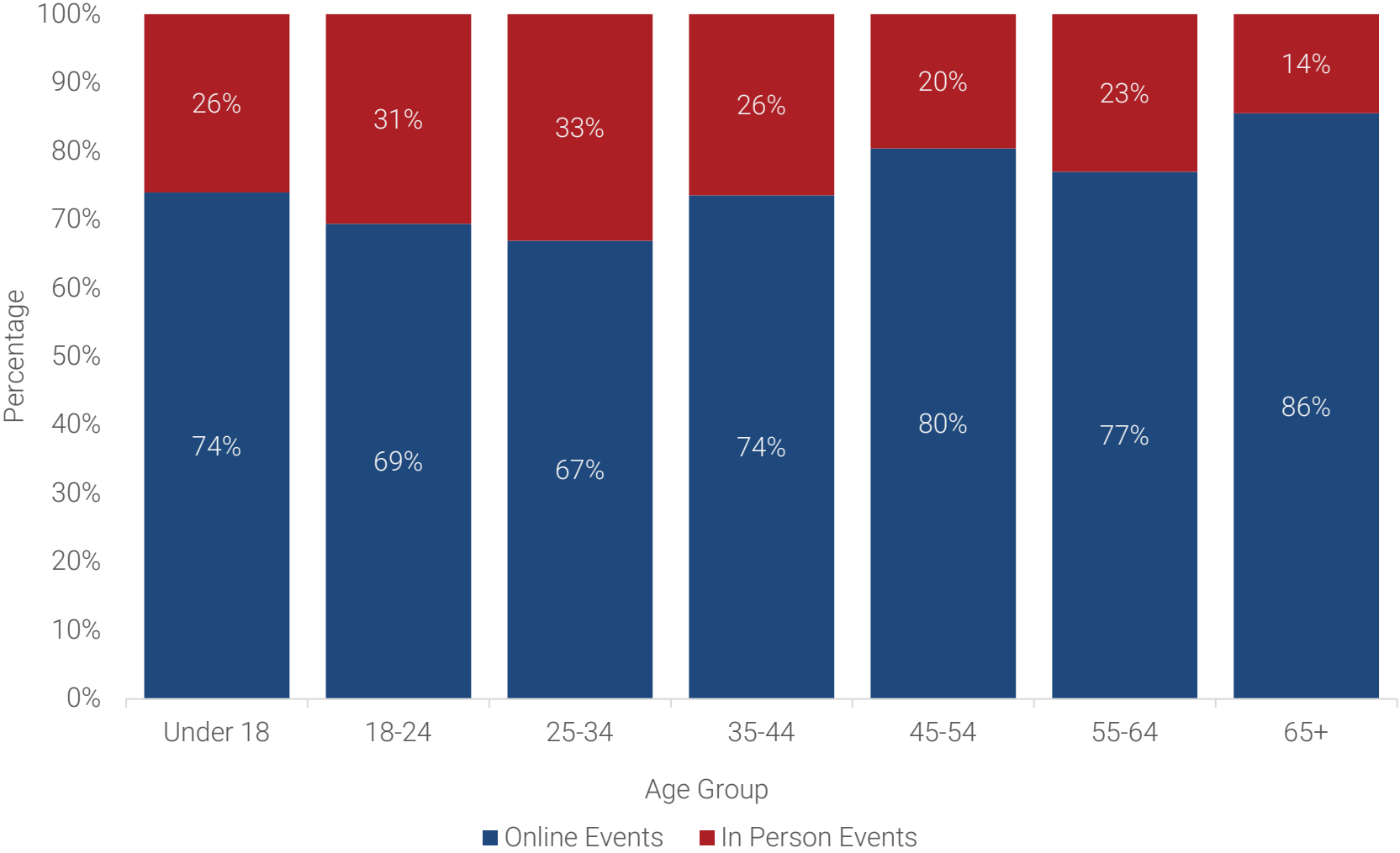
15 to 20%
drop in positive
interest since 2021
across all age
groups

Esports Event Attendance



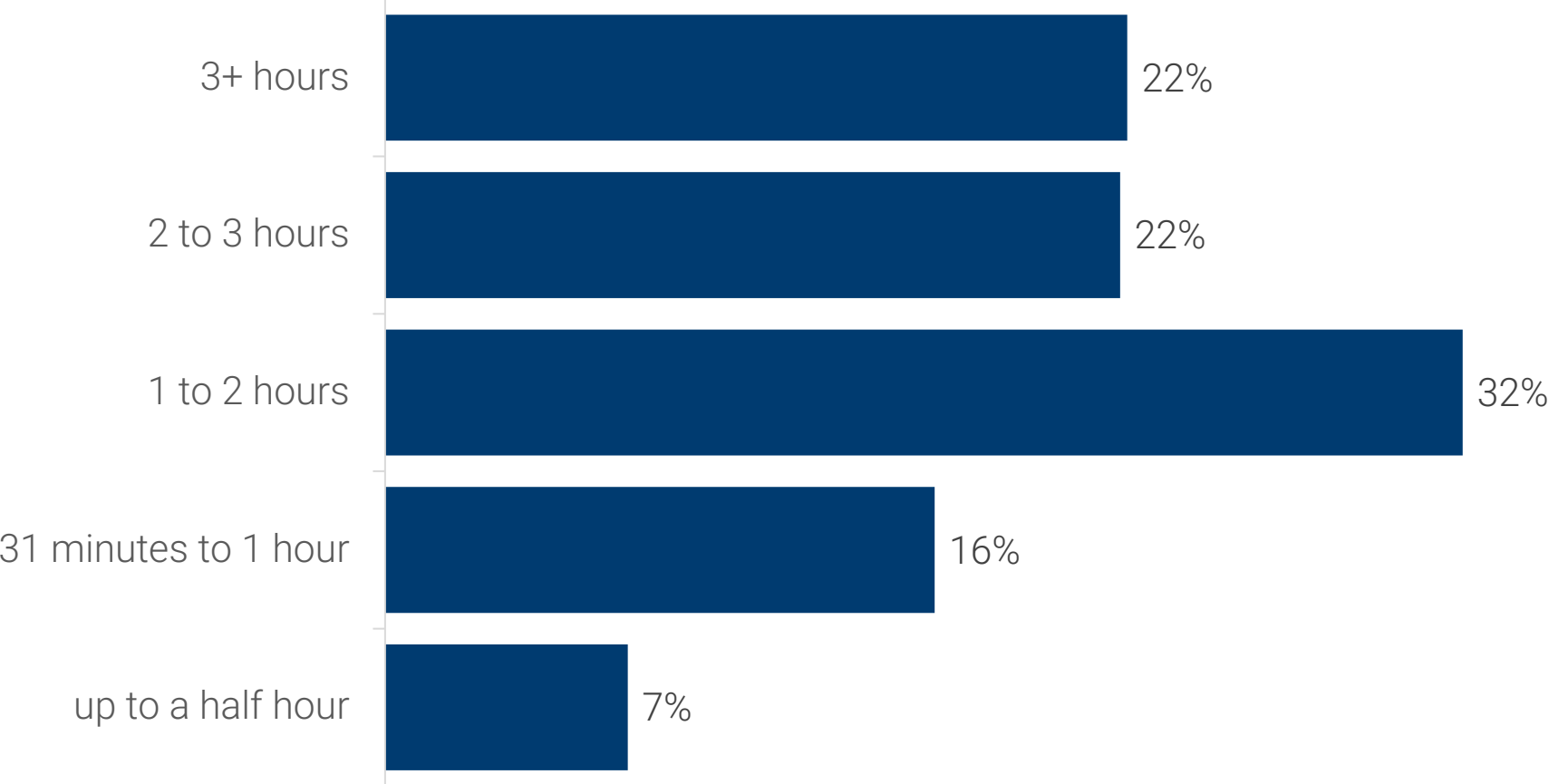
In-Person attendance rate has remained around 15%

Preference for Online vs. In-Person by Age



Must create
a compelling
argument to
attend an
event

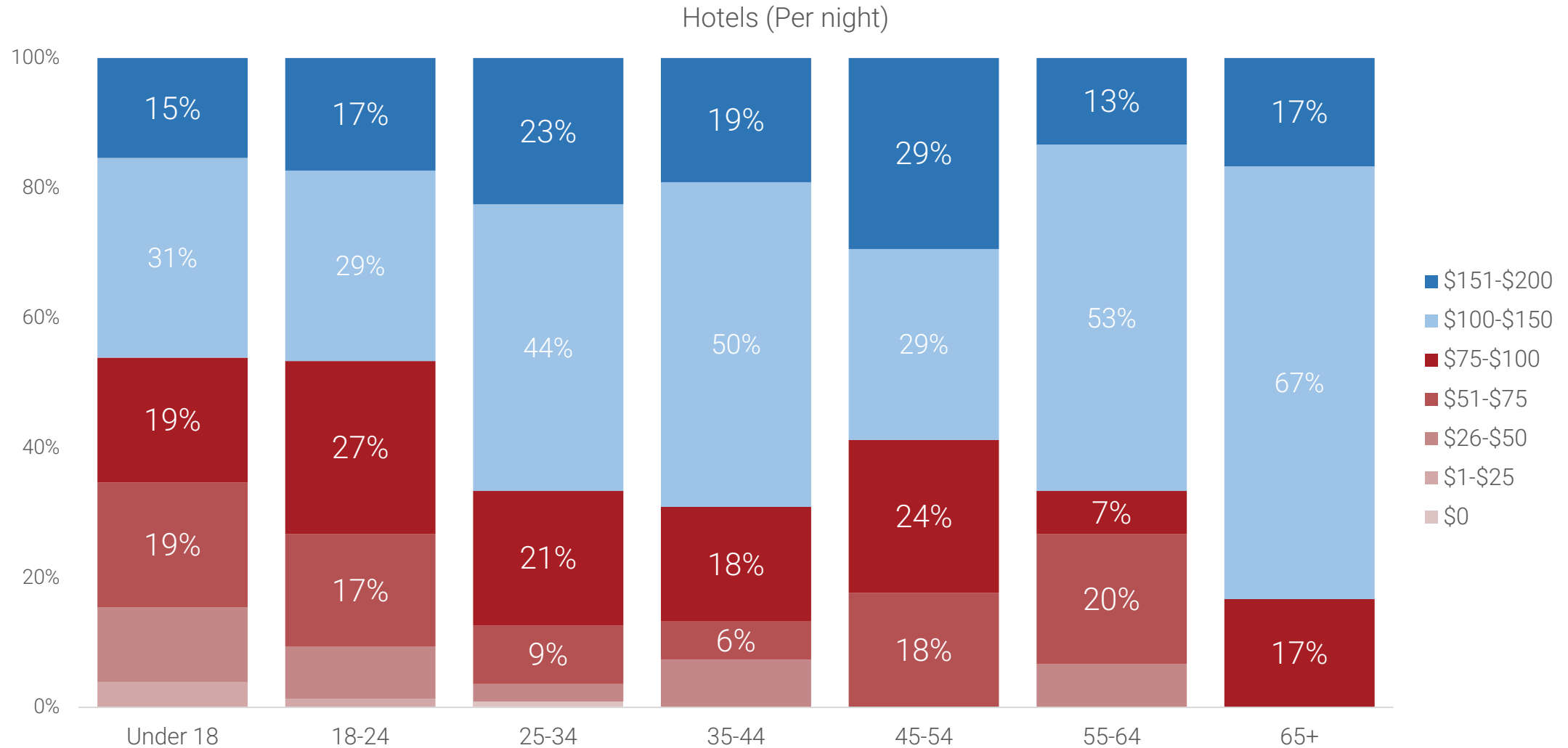
Distance Willing to Drive



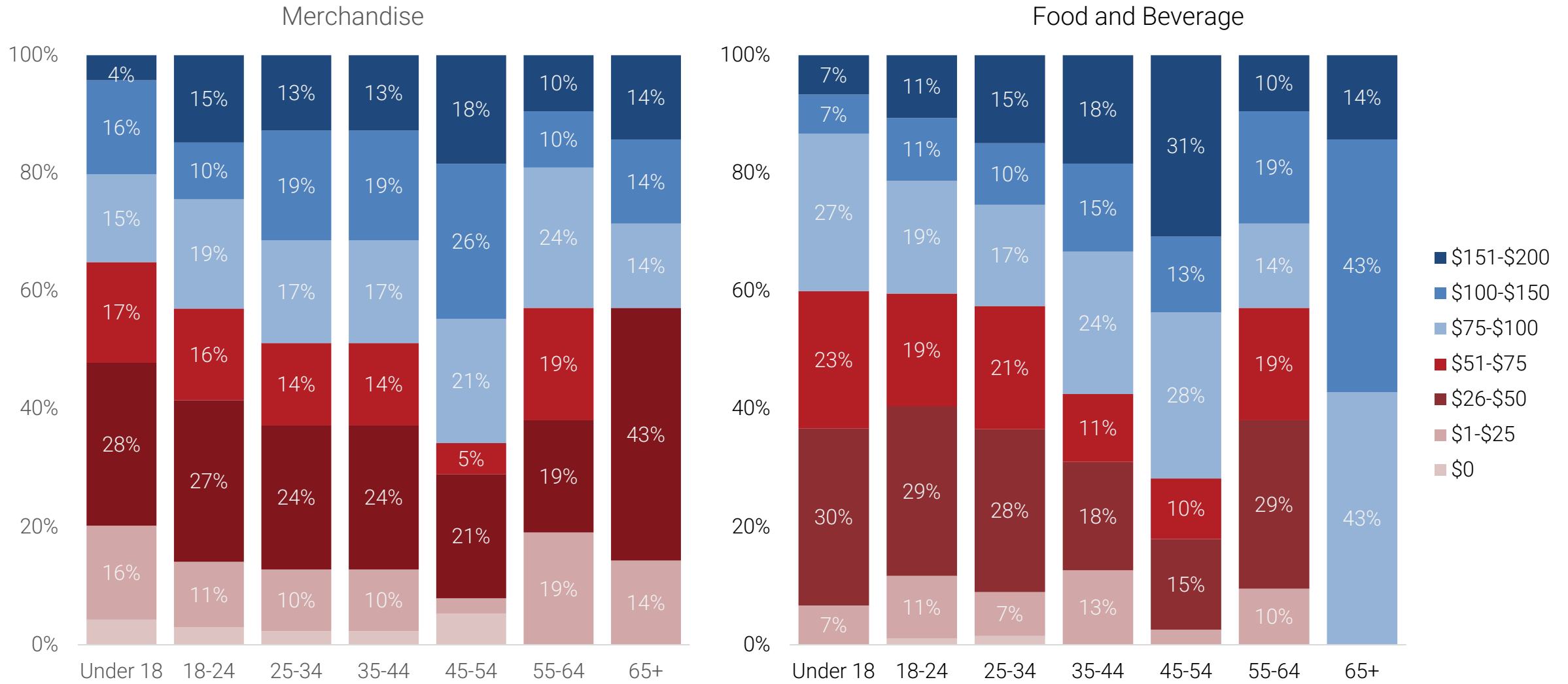
76%
would travel
at least an
hour

44%
would travel at
least two hours

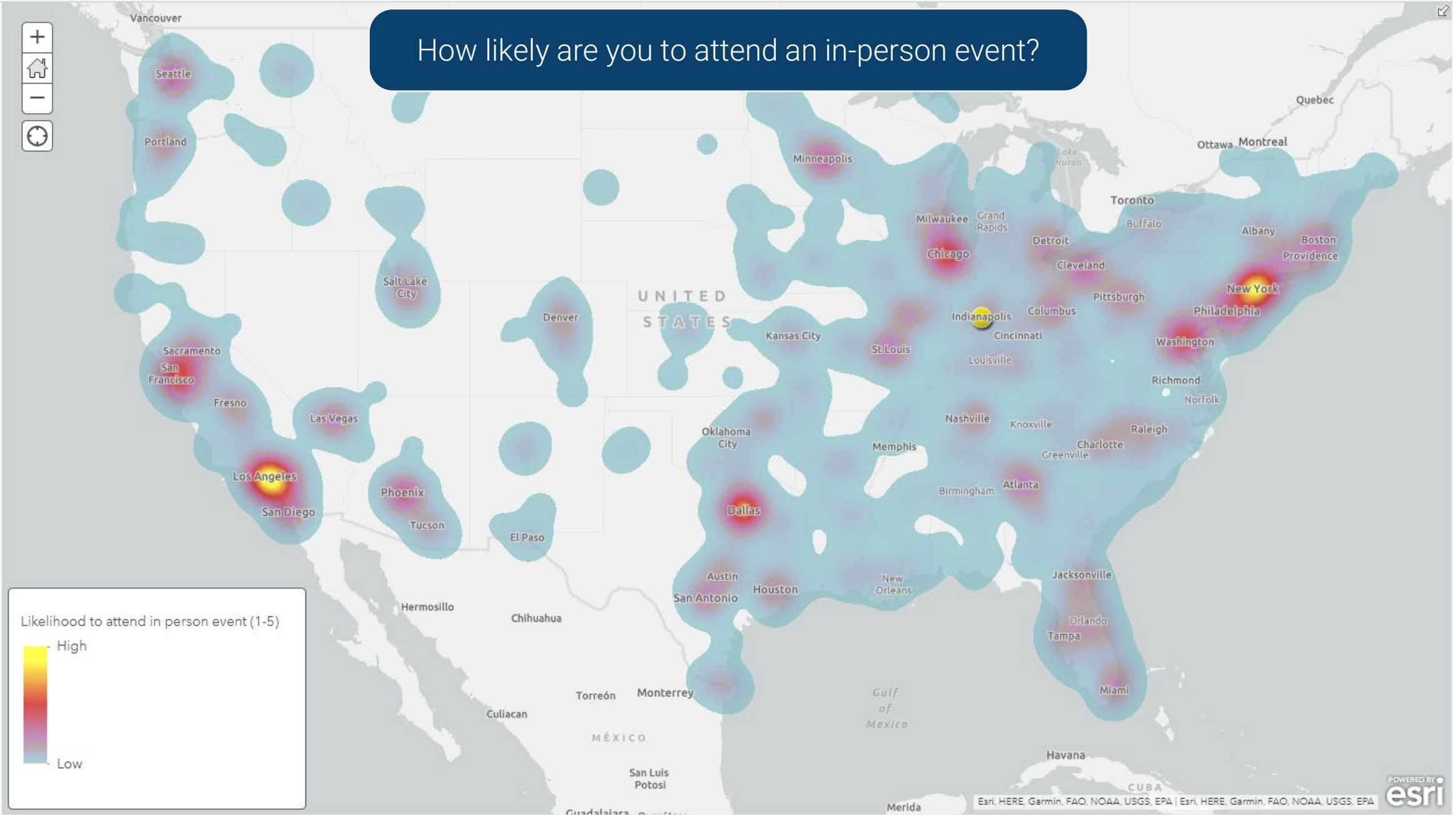
Willingness to Spend per Night on Hotels



Spending: Merchandise and Food & Beverage



How likely are you to attend an in-person event?

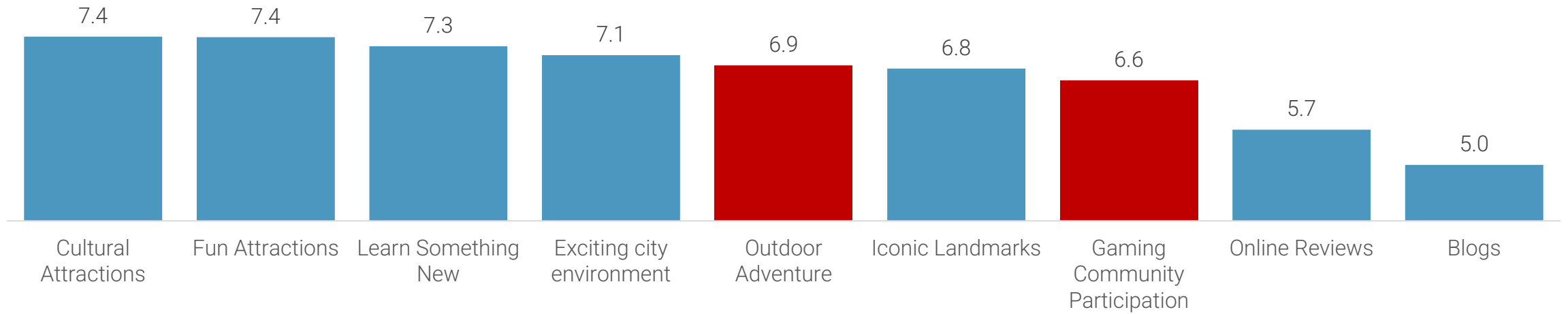


How far are you willing to drive for an Esports event?

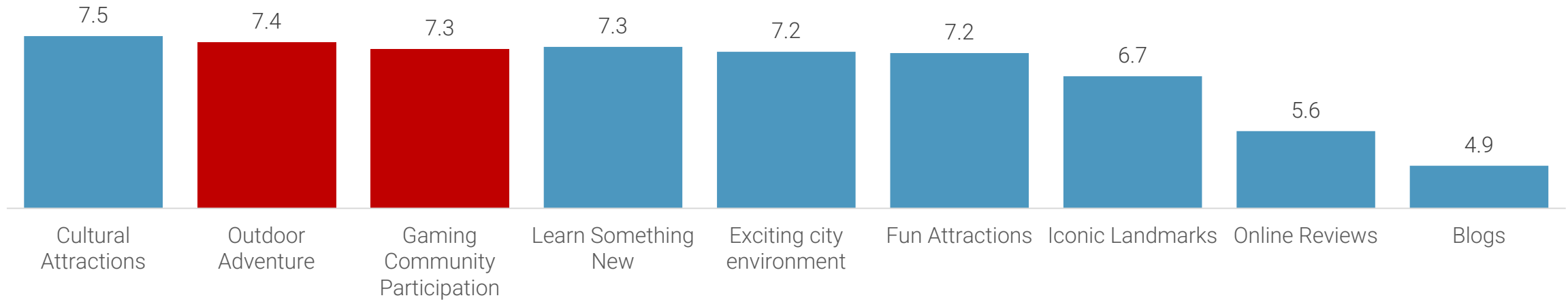


What Motivates Gamers to Travel?

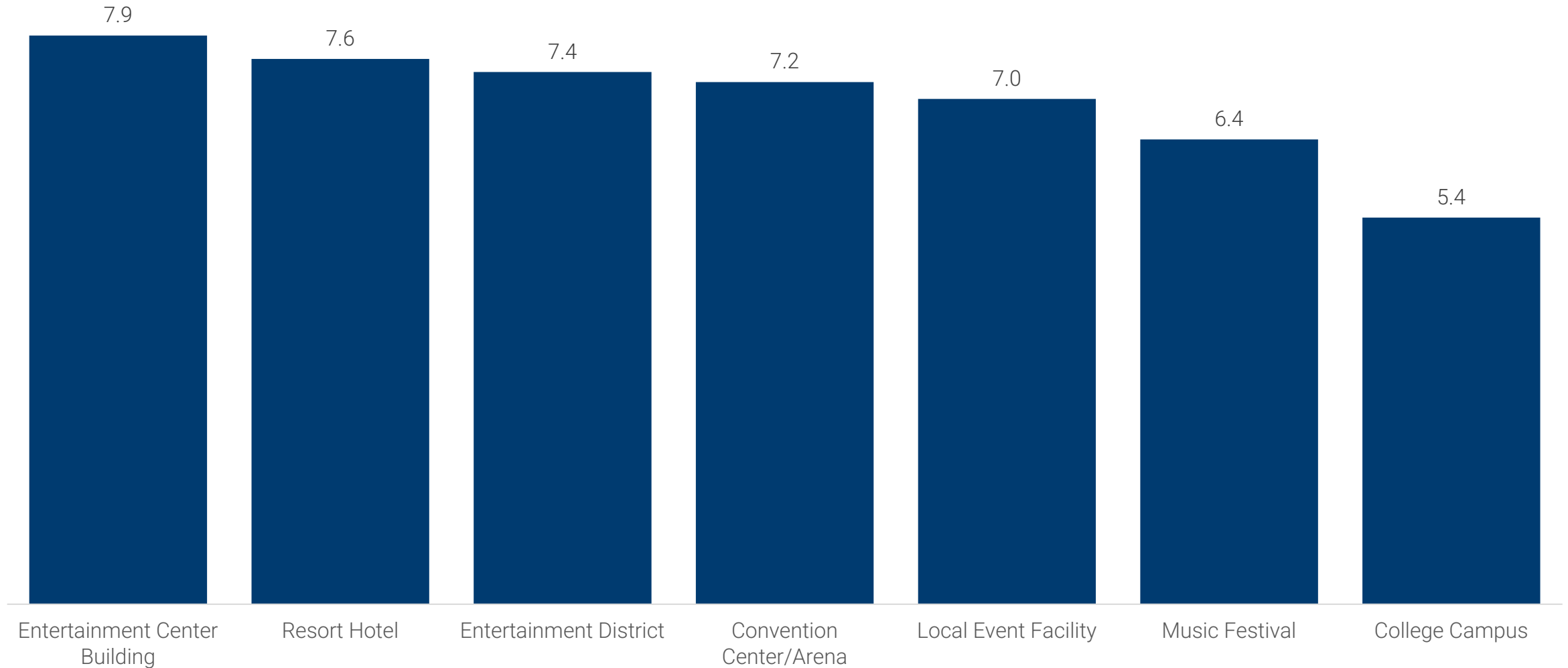
All Ages



24 Years and Under

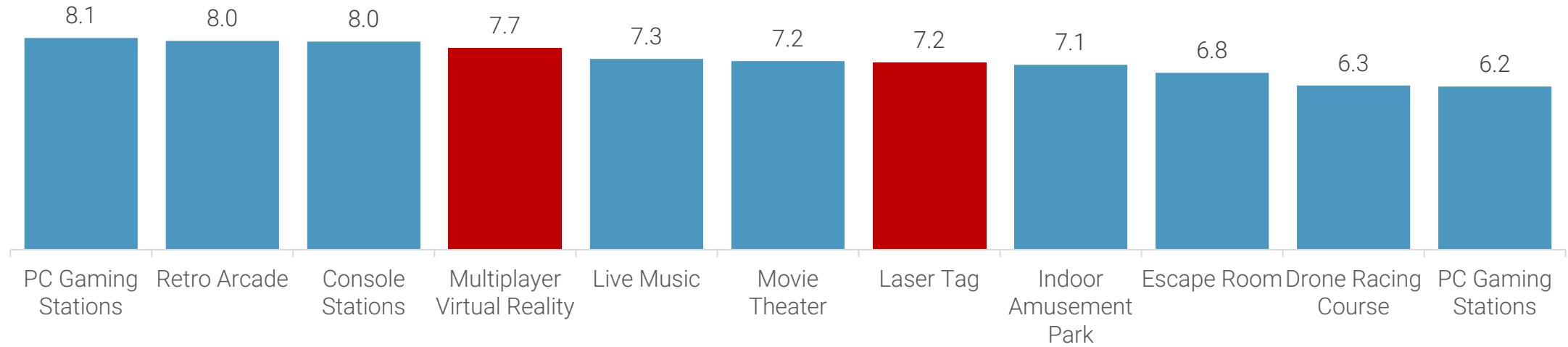


What Venues are Best for Tournaments?

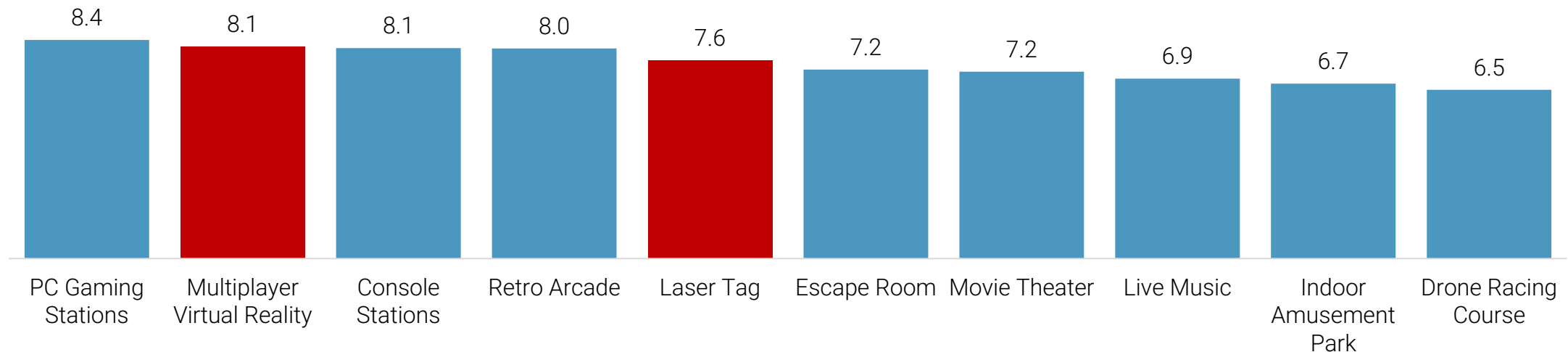


What Amenities are Desirable at Esports Events?

All Ages, Top 10 Amenities



24 and Under, Top 10 Amenities



Principles for a Successful Venue

Technical Requirements

Robust Fiber and Electrical Access (or ability to outsource)

State of the Industry A/V

Broadcast and Streaming Capabilities

Network Bandwidth, Reliability, Redundancy

State of the Industry WiFi for Attendees

Collaboration with Experienced Esports Production Teams

Onsite Technical Support

Experiential Requirements

A Village Experience for the Attendee

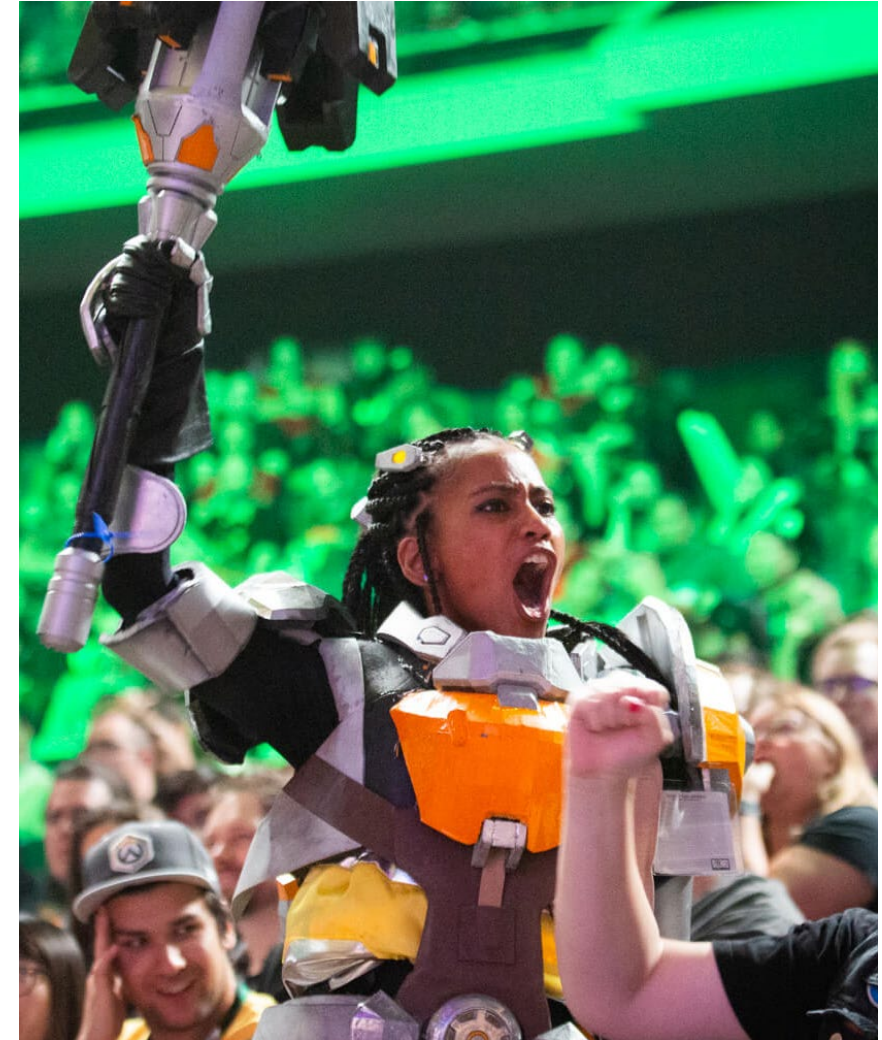
Onsite Entertainment, Activations, Partnerships

Flexibility and Adaptability

Event Promotion and Marketing(!)

Principles for Marketing and Promoting an Esports Event

1. Know Your Target Audience – can be very different by genre
2. Engaging Content Creation
3. Utilize Social Media Platforms
4. Collaborate with Influencers and Streamers
5. Local Community Engagement
6. Offline Marketing and Partnerships (Colleges)
7. Partner with Endemic Sponsors to Leverage Their Marketing Channels
8. Provide VIP Perks – Immersive Experiences
9. Track and Analyze Social Media, Web Traffic, Foot Traffic, Ticket Sales
10. Learn and Adapt



THANK YOU