

GLOSSARY OF TERMS

This glossary contains commonly used terms and phrases that every sport tourism industry professional must know to be successful!

Destination Marketing Organization (DMO)

– A resource for sports event planners bringing events to their community. Provides services, including, but not limited to, hotel & restaurant information, calendar of events, visitor guides, housing, attraction & shopping information.

Economic Development – Occurs at the state, regional, or municipal level, or in public-private partnership organizations that may be partially funded by local, regional, state, or federal tax money. These organizations seek out new economic-generating opportunities while working to retain their existing business wealth.

Economic Impact – Net change in an economy caused by activity involving the acquisition, operation, development, and use of sport facilities and services.

Event or Tournament Management – Process by which an event is planned, prepared and produced. Encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, people, products, services and other resources to achieve objectives.

Event Manager – Responsible for overseeing and arranging every aspect of an event, including researching, planning, organizing, implementing, and evaluating an event's design, activities and production.

Event Owner – Youth sports, multi-sport, national governing bodies (NGBs), grassroots programs and any other organization that owns events that are bid out and/or awarded.

Facility Guide – Document or online listing of sports facilities in the local area that can be utilized for hosting sporting events. Should include details of facilities including seating capacity, floor dimensions, lighting available, air/heating system, etc.

Grassroots Event – Sports competitions featuring amateur athletes from "8 to 80".

"Heads in Beds" – Occupying hotel rooms with guests.

Host Organization – Sports commission, destination marketing organizations (DMO), park and recreation department, venue and any other organization who host sporting events.

Local Organizing Committee (LOC) – Group of individuals in the community who form an ad-hoc committee to manage the procurement and running of sports events.

National Association of Sports Commissions (NASC) – As the only non-profit 501(c)3 trade association for the sport tourism industry, the National Association of Sports Commissions (NASC) is the most trusted resource for sports commissions, destination marketing organizations (DMOs), vendors, and sports event owners. The NASC is committed to the success of more than 700 member organizations and 2,000 serious-minded, sport tourism professionals. Our promise is to deliver quality education, ample networking opportunities and exceptional event management and marketing know-how to our members - sports destinations, sports event owners, and suppliers to the industry - and to protect the integrity of the sport tourism industry.

National Governing Body (NGB) – The organization that represents each Olympic or Pan-American Games sport and is a member of its International Federation.

Request for Proposal (RFP) – A document that outlines the requirements to host a sporting event. Should include requirements for the following: hotel rooms, bid fee, facility/fields, estimated # of participants, complimentary services, etc.

Sports Commission – Organization created to support the development and hosting of amateur sporting events in their community. May be born out of a chamber of commerce, destination marketing organizations (DMO) or be a department within a bureau.

Sport Tourism Industry – Niche of the tourism industry that uses the hosting of sporting events to attract visitors to communities in order to drive economic impact.

"Stay to Play" – Rule used by some events which requires participants to utilize certain hotels in order to be eligible to participate in competition.

Vendor – Hotels, sports publications, insurance companies, consulting and research firms, housing services and any other company that supplies products and services to the sport tourism industry.

United States Olympic Committee (USOC) – Not-for-profit organization recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. The USOC oversees the process by which U.S. cities seek to be selected as a Candidate City to host the Olympic and Paralympic Games (winter or summer), or the Pan American Games. In addition, the USOC approves the U.S. trial sites for the Olympic, Paralympic and Pan American Games team selections.

