

How much is a Playoff Win Worth to Hoteliers?



Blake Reiter

Director of Hospitality Research

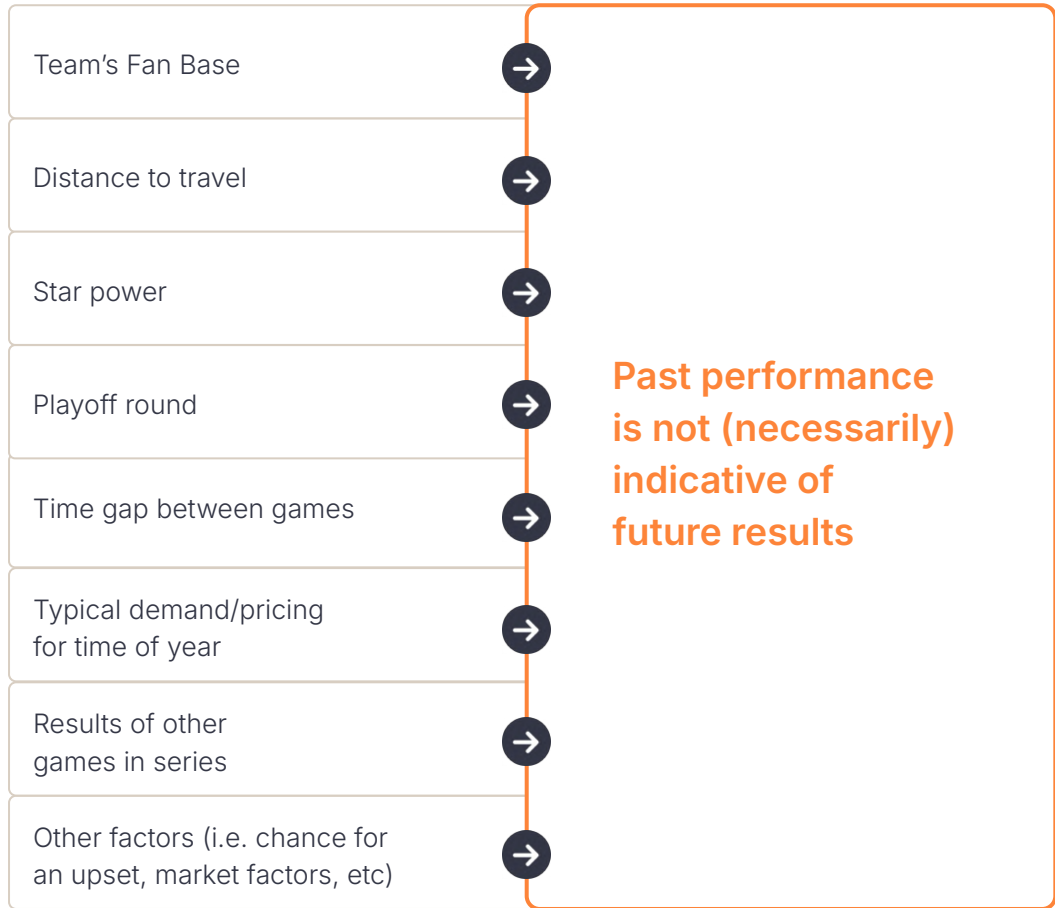


Daniel Foreman

Commercial Strategist



External factors to be considered





She was so angry that the Reds won in four games – owners don't start making most of their money until the fifth – that **she refused to buy food or drinks for the celebration party.**

ESPN (discussing Marge Schott, owner of Cincinnati Reds during 1990 World Series win)



National Football League



NFL Playoffs 2023-24



Detroit Lions: 3-seed

1 month before 1/21 home game

Dec 21, 2023

\$113

Day before wildcard playoff games

Jan 13, 2024

\$113

Lions (3) defeat Rams (6) & Packers (7) defeat Cowboys (2)

Jan 14, 2024

\$113

Day after playoff victory

Jan 15, 2024

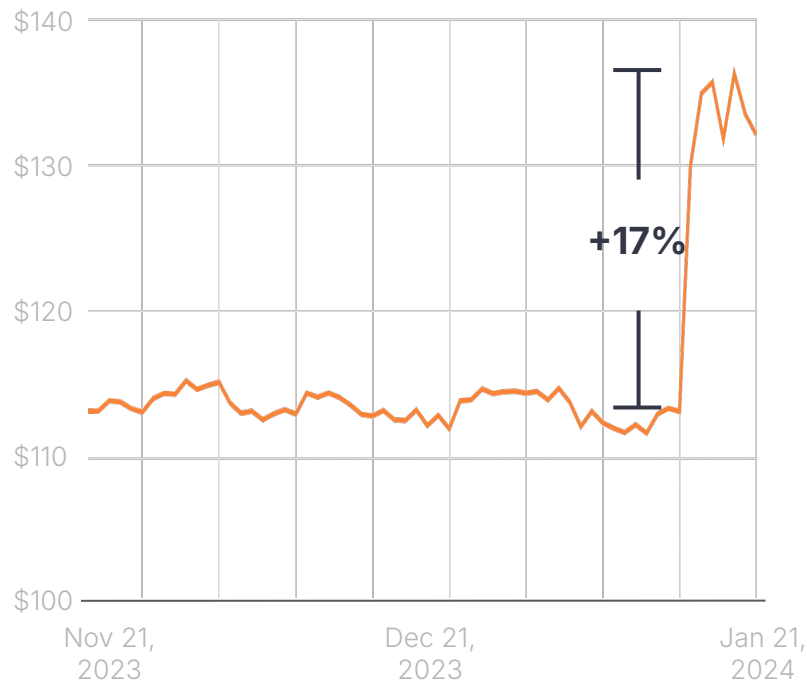
\$130

Game Day vs. Bucs

Jan 21, 2024

\$132

Detroit Hotel Price Evolution for arrival on January 21, 2024



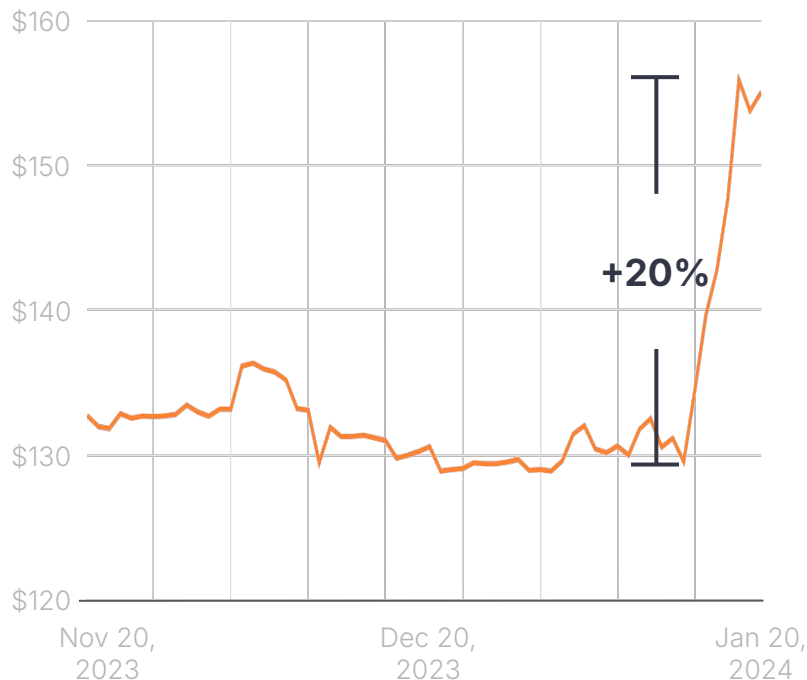
NFL Playoffs 2023-24



Baltimore Ravens: 1-seed

NFL regular season Week 17 - Ravens clinch #1 Seed	Dec 31, 2023	\$129
One week before Divisional Championship game	Jan 13, 2024	\$130
Opponent established for Jan 20th Divisional Championship	Jan 15, 2024	\$140
2 days after opponent established	Jan 17, 2024	\$148
Game Day vs. Texans	Jan 20, 2024	\$155

Baltimore Hotel Price Evolution for
arrival on January 20, 2024



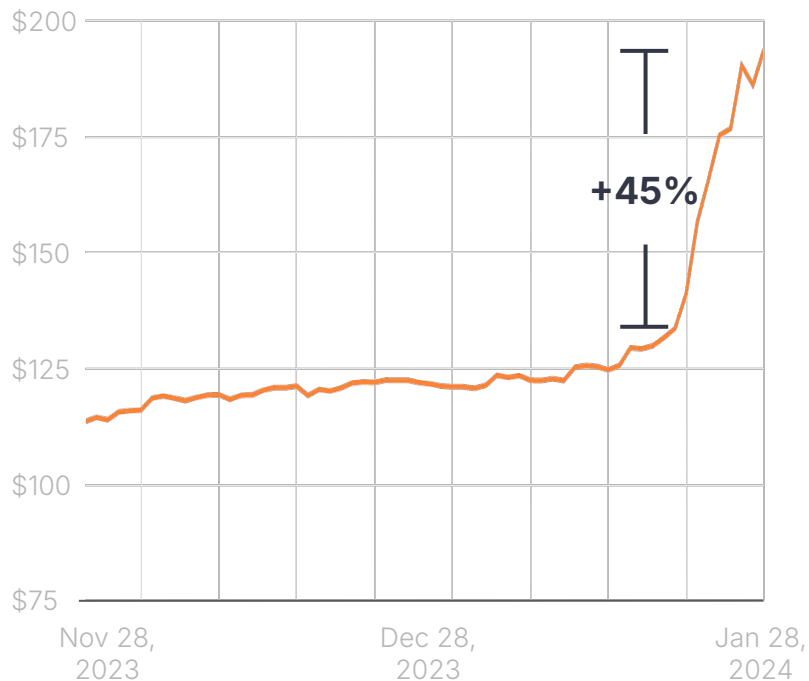
NFL Playoffs 2023-24



Baltimore Ravens: 1-seed

Day before divisional playoff game	Jan 19, 2023	\$132
Ravens (1) defeat Texans (4)	Jan 20, 2024	\$134
Chiefs (3) defeat Bills (2)	Jan 21, 2024	\$141
Day after Chiefs defeat Bills	Jan 22, 2024	\$157
Game Day vs. Chiefs	Jan 28, 2024	\$194

Baltimore Hotel Price Evolution for arrival on January 28, 2024



NFL Playoffs 2023-24



San Francisco 49ers: 1-seed

1 month before 1/28
home game

Dec 28, 2023

\$193

49ers (1) defeat
Packers (7)

Jan 20, 2024

\$176

Lions (3) defeat
Buccaneers (4)

Jan 21, 2024

\$175

Day after home game
matchup locked in

Jan 22, 2024

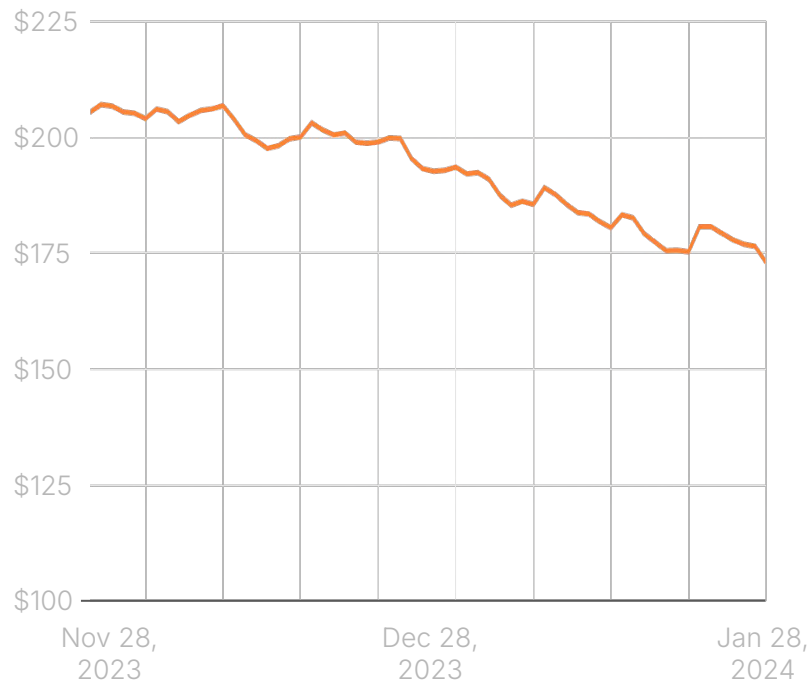
\$181

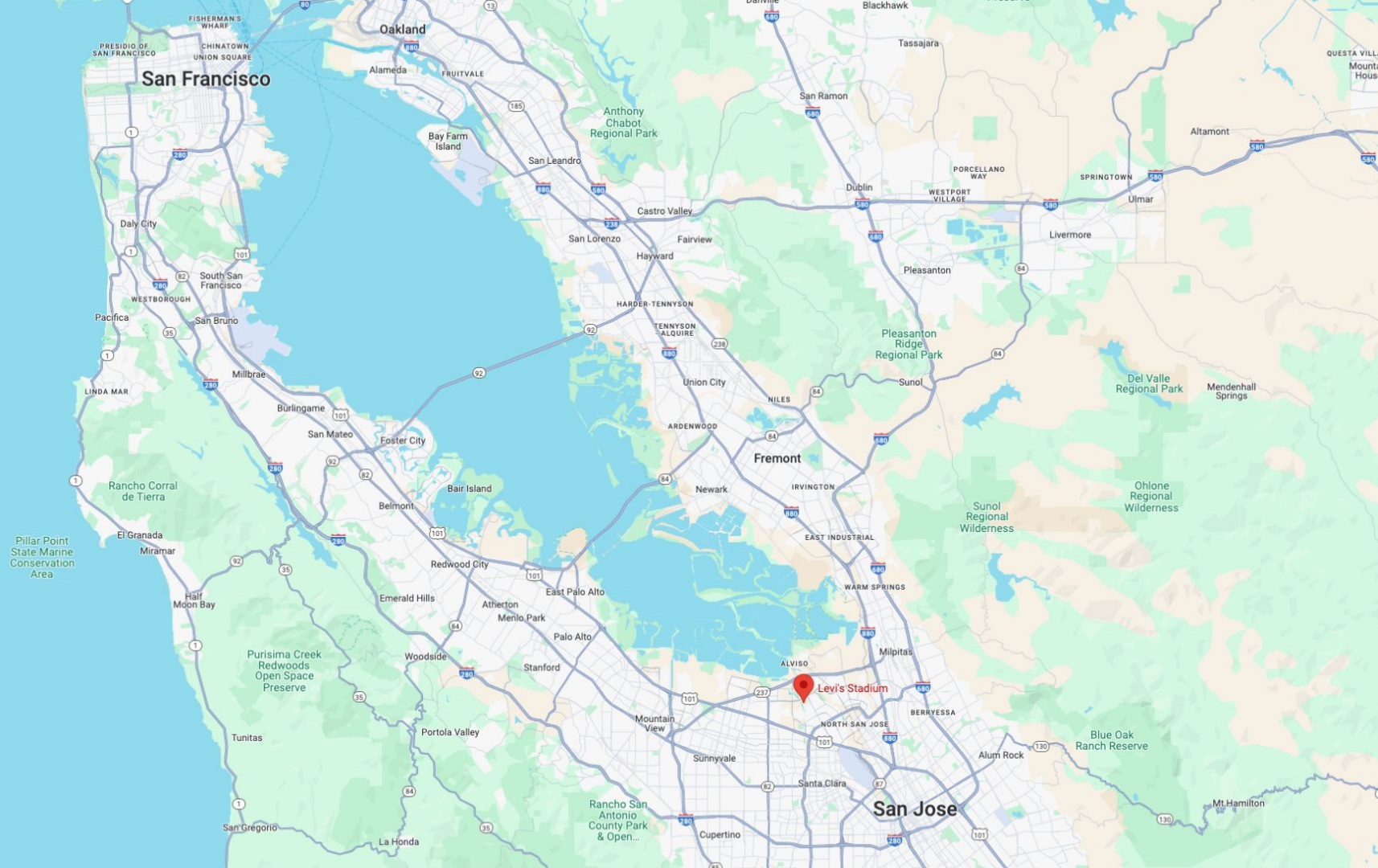
Game Day vs. Lions

Jan 28, 2024

\$173

San Francisco Hotel Price Evolution for
arrival on January 28, 2024





NFL Playoffs 2023-24



San Francisco 49ers: 1-seed

1 month before 1/28 home game

Dec 28, 2023

\$179

49ers (1) defeat Packers (7)

Jan 20, 2024

\$175

Lions (3) defeat Buccaneers (4)

Jan 21, 2024

\$175

Day after home game matchup locked in

Jan 22, 2024

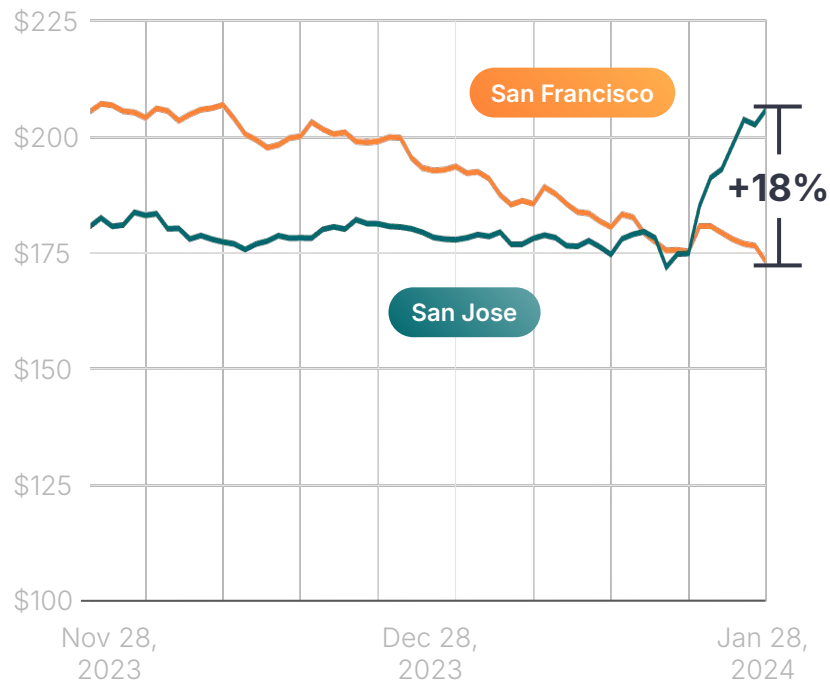
\$185

Game Day vs. Lions

Jan 28, 2024

\$206

San Francisco Hotel Price Evolution for arrival on January 28, 2024





Major League Baseball

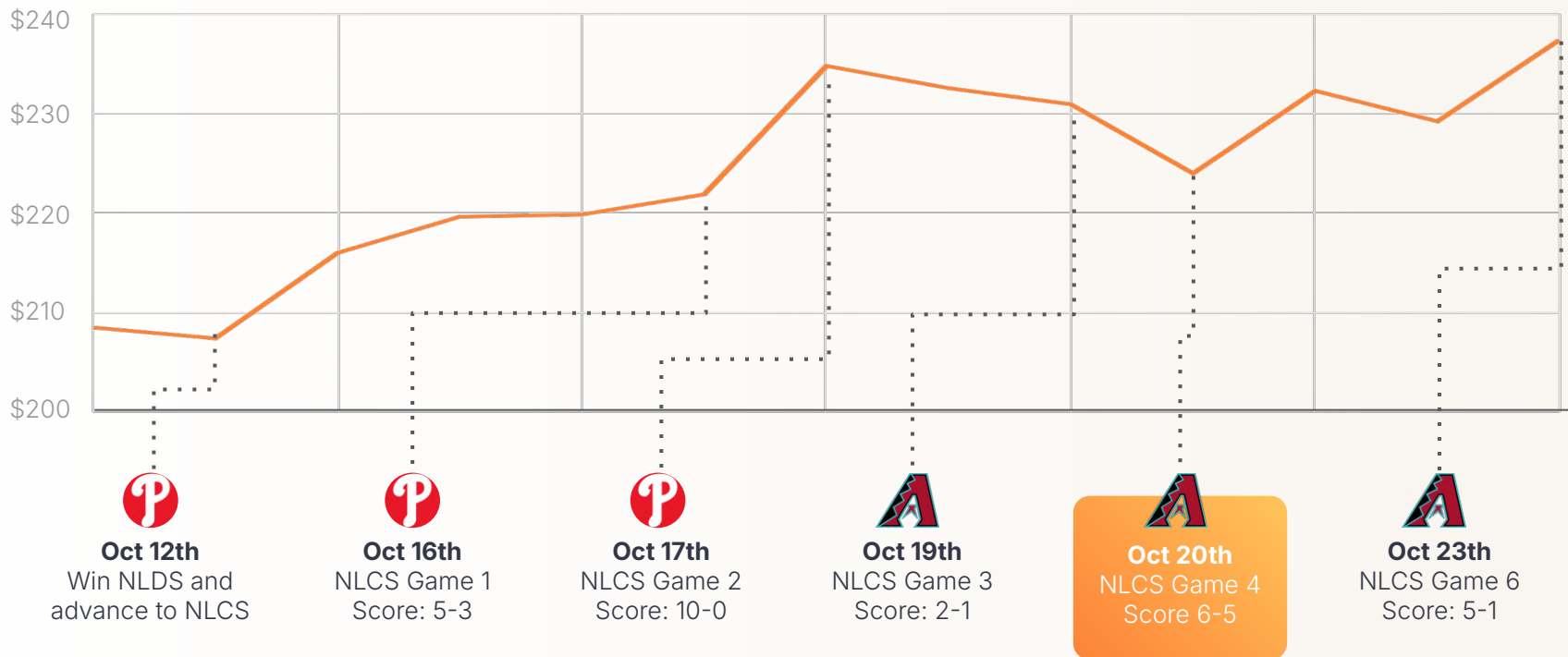


MLB Playoffs 2023



Philadelphia Price Evolution

National League Championship Series Game 6
Monday October 23, 2023

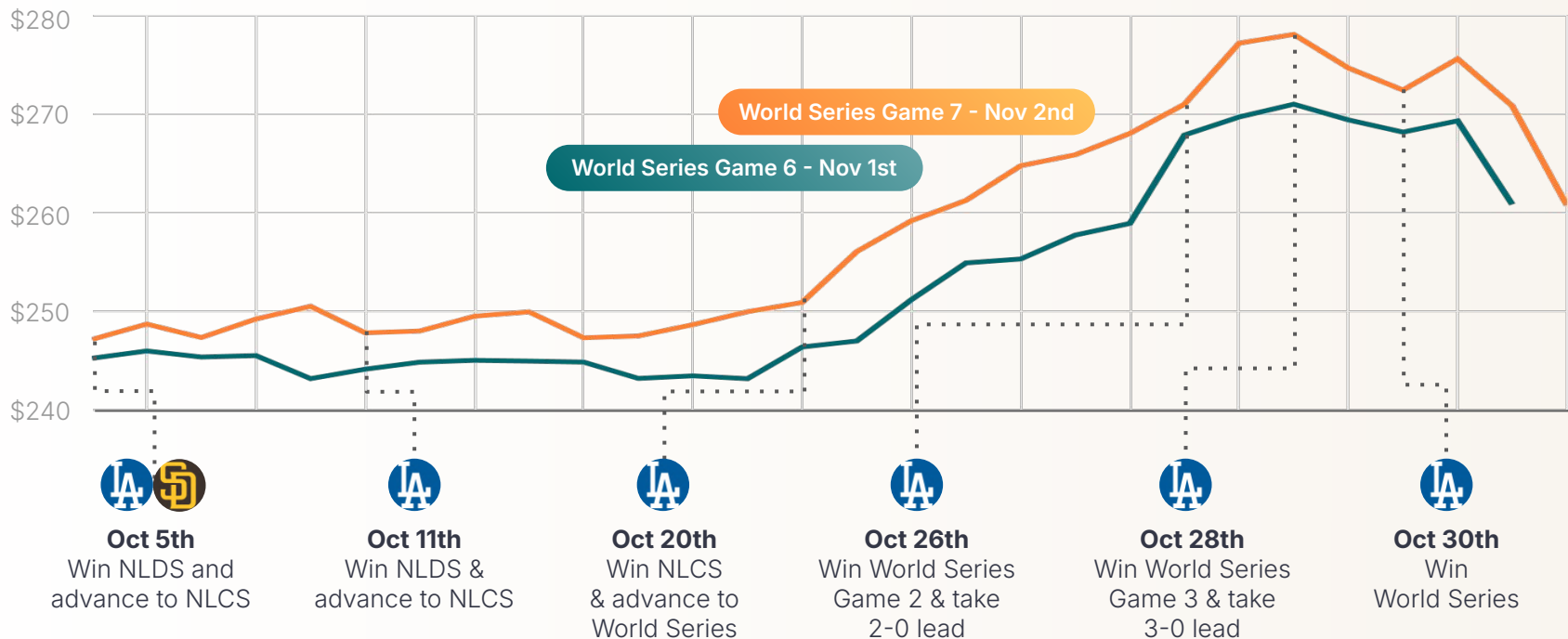


MLB Playoffs 2024



Los Angeles Price Evolution

World Series Series Games 6 & 7
November 1 and 2, 2024





Champions League Soccer Football



UEFA
CHAMPIONS
LEAGUE®





Champions League

01. **Group Stage**

- Recent format change in current season
- 36 teams (previously 32) play in a series of games
- Top 16 teams advance to next round

02. **Round of 16 and onward**

- Elimination-style tournament
- 2 teams paired together
- 2 games played ('legs'), one in each team's home stadium

03. **Winner advances to next round**

- Aggregate scores from both games
- Games may be several weeks apart from each other


Leg 1 - Ties



	Host City	Results	Host City	Host Pricing (as of Leg 1 Game)		Host Pricing (on Game Day)
	LEG 1		LEG 2			
 	Leipzig Feb 22, 2023	Tie 1 - 1	Manchester Tues Mar 14, 2023	€145	+38.1% →	€200
 	Madrid Apr 9, 2024	Tie 3 - 3	Manchester Wed Apr 17, 2024	€196	+31.7% →	€258
 	London Apr 9, 2024	Tie 2 - 2	Munich Wed Apr 17, 2024	€224	+15.5% →	€259
 	Munich Apr 30, 2024	Tie 2 - 2	Madrid Wed May 8, 2024	€390	+18.3% →	€461

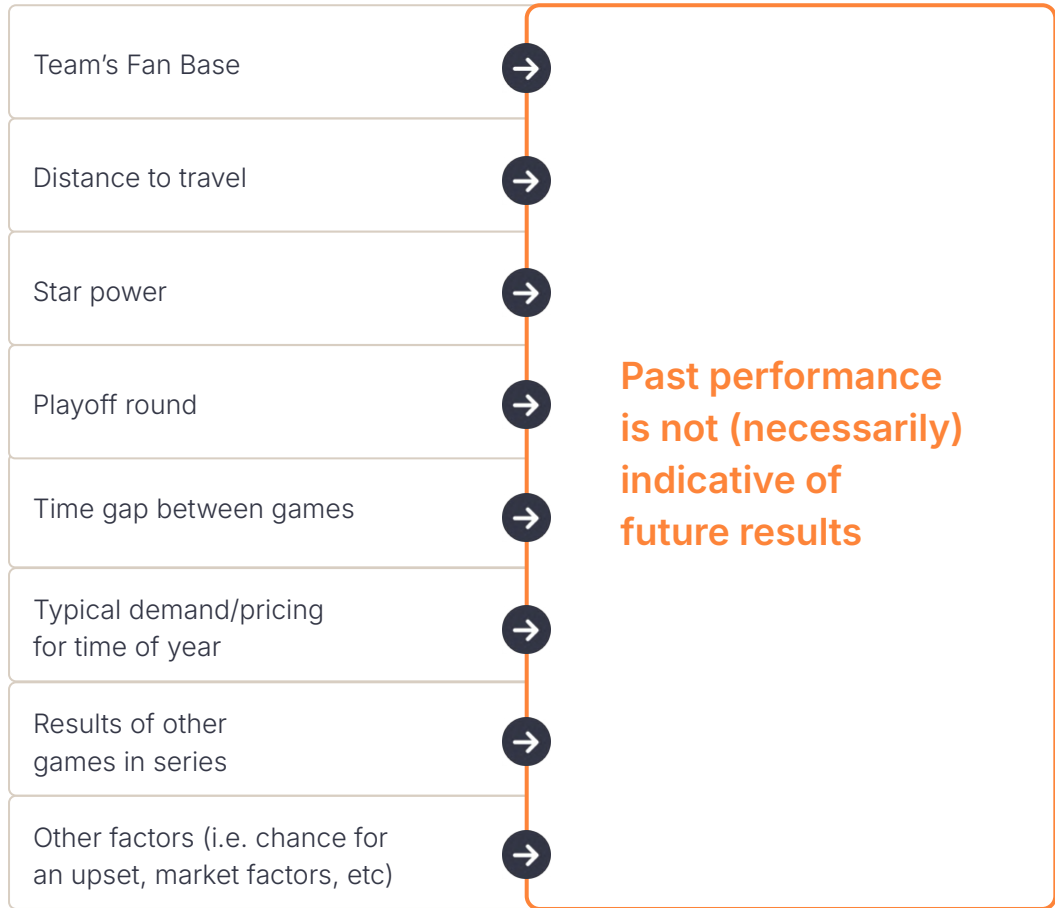
Leg 1 - Blowouts



	Host City	Results	Host City	Host Pricing (as of Leg 1 Game)		Host Pricing (on Game Day)
	LEG 1		LEG 2			
 	Liverpool Feb 21, 2023	Real Madrid 5-2	Madrid Wed Mar 15, 2023	€248	+10.5%	€274
 	Manchester Apr 11, 2023	Man City 3-0	Munich Wed Apr 19, 2023	€338	+7.1%	€362
 	Paris Feb 14, 2024	PSG 2-0	San Sebastian Tues Mar 5, 2024	€164	+6.5%	€174
 	Lisbon Apr 11, 2023	Inter 2-0	Milan Wed Apr 19, 2023	€760	+1.2%	€769



External factors to be considered



⚡ lighthouse

Thank you!