



# Corporate Sports Hospitality in Belgian Football

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**BACKGROUND**



**CSH IN JPL**



**CSH MODEL**



**CASE STUDY**



**FUTURE**

## RESEARCH QUESTION



*“To what extent can **CSH practices** in the **Belgian football** competition be of **added value** for both **football clubs** and the **inviting companies**. How can they **improve** their approach towards hospitality to create a **win-win** for all parties involved?”*

## METHODOLOGY

- Literature research
- Semi-structured interviews:
  - Experts
  - Clubs
  - Sponsors
- Field research



## OBJECTIVES CSH

### Companies

1. Building relationships with existing, profitable clients
2. Attracting new clients
3. Brand activation
4. Gathering & Delivering information through informal contact
5. Offering exclusivity & Avoiding customer churn
6. Fun & Entertainment



## OBJECTIVES CSH

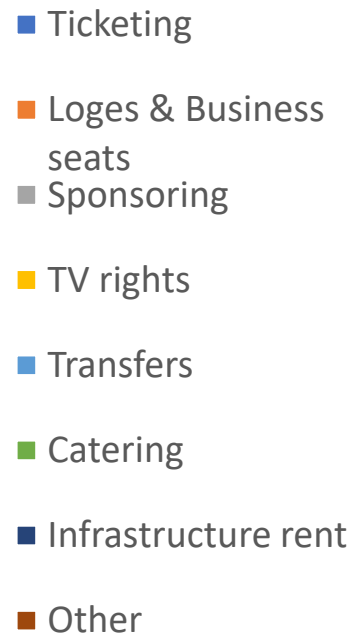
### Clubs

1. Stadium revenues
2. Networking
3. Attracting different target groups



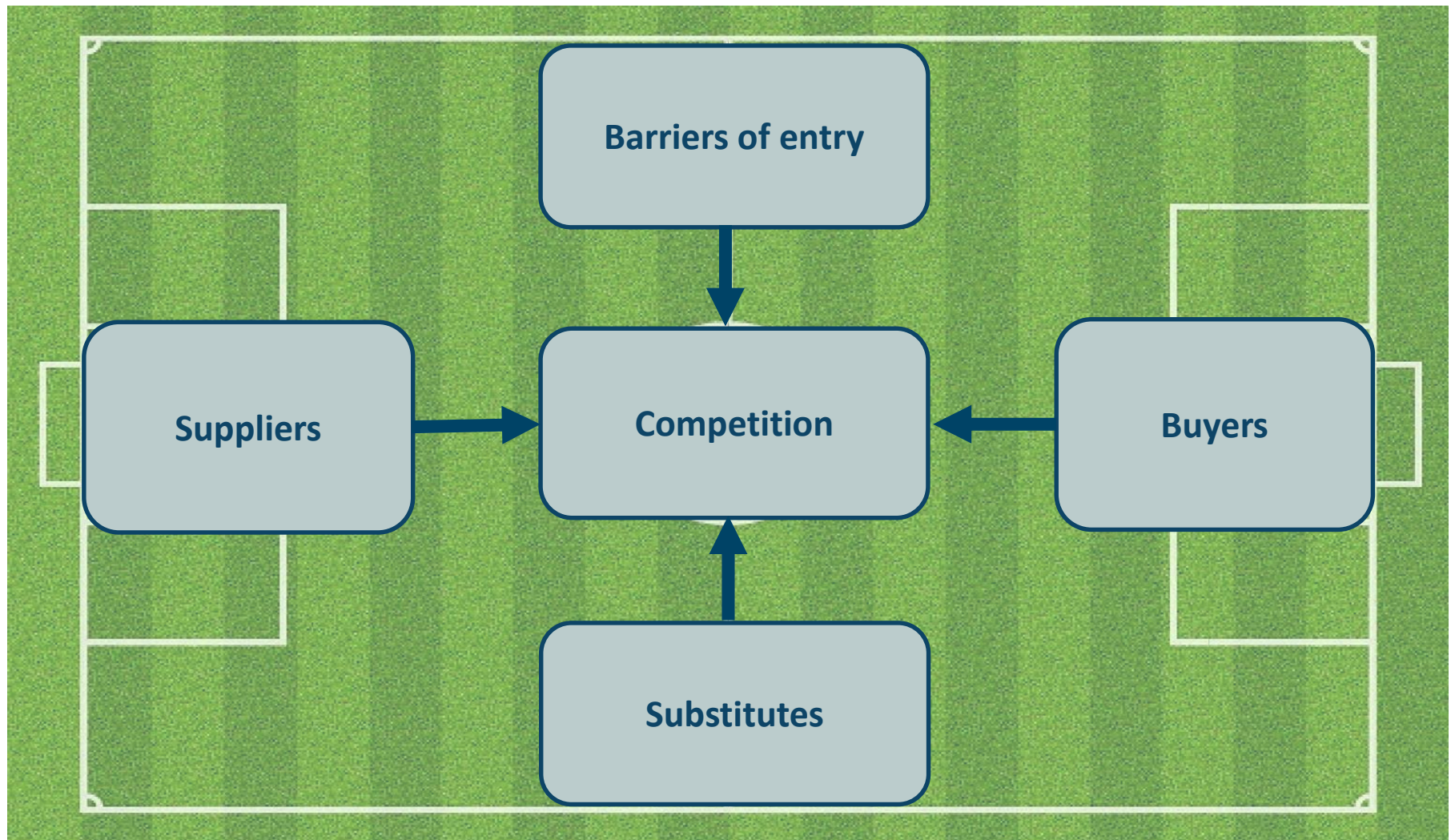
## MARKET SIZE

- Aggregated estimation
- How?
  - Lower boundary
  - Upper boundary
  - Realistic lower boundary
- Validated with Deloitte study

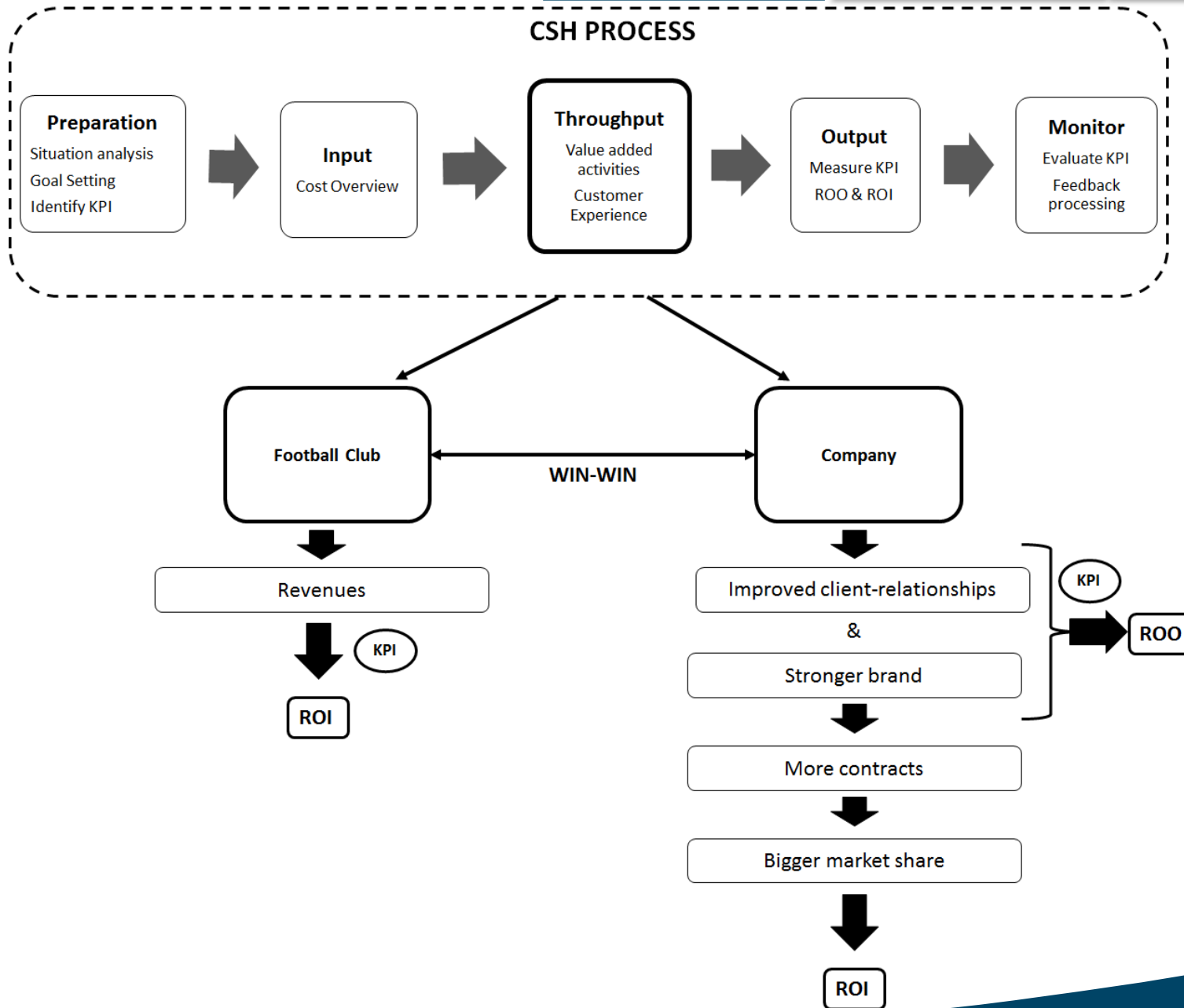


**Conclusion:** Market size CSH in JPL (2016-2017): **€ 63 - € 72 million**

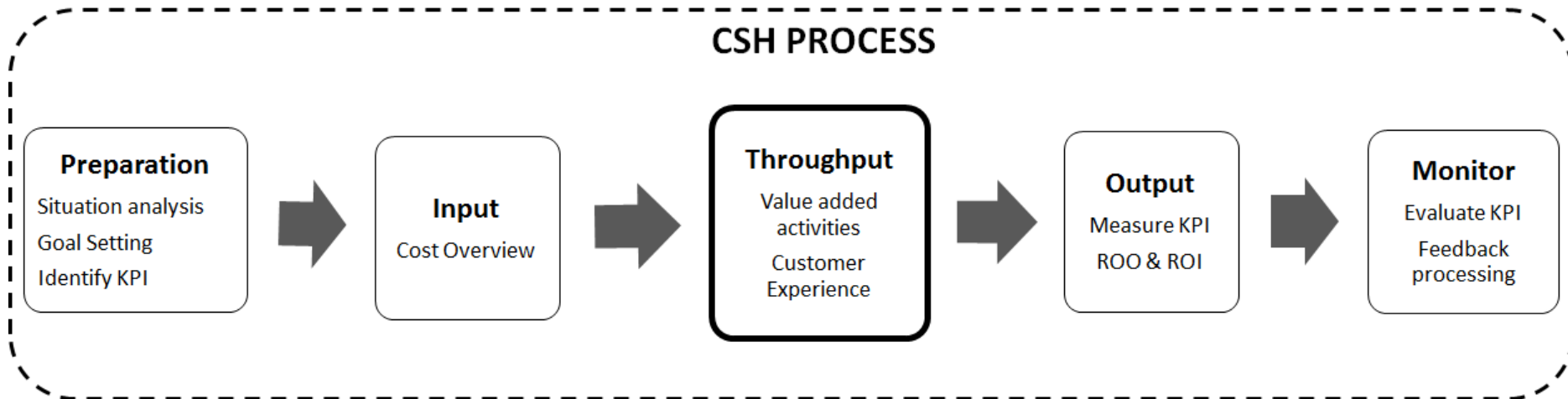
## MICHAEL PORTER – 5 FORCES



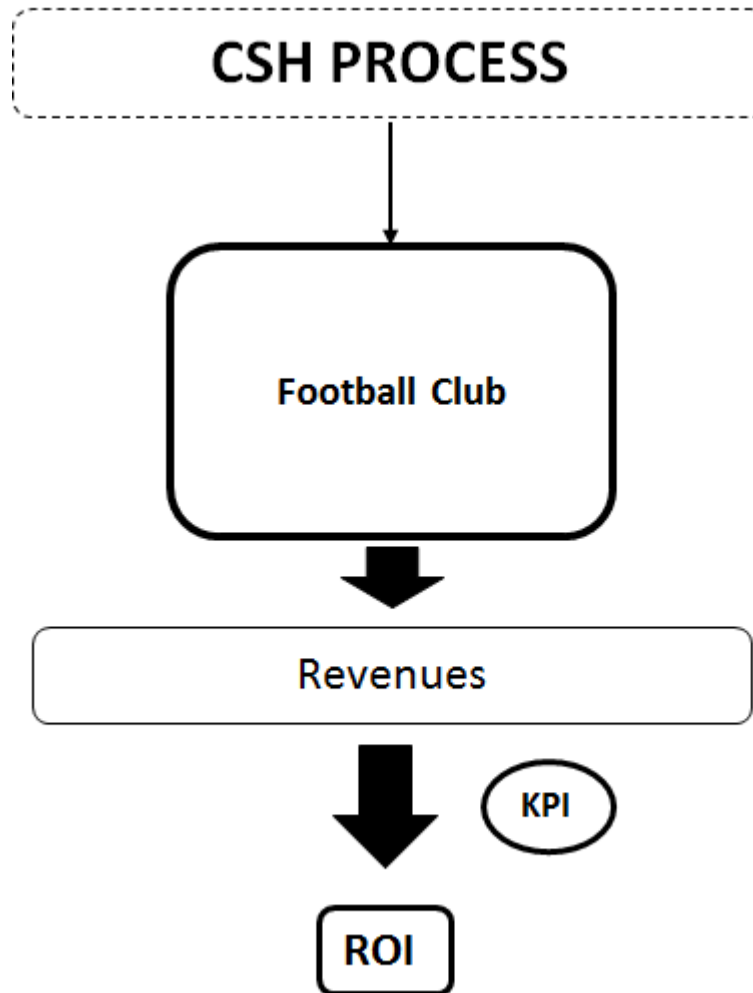
## CSH PROCESS



## CSH PROCESS

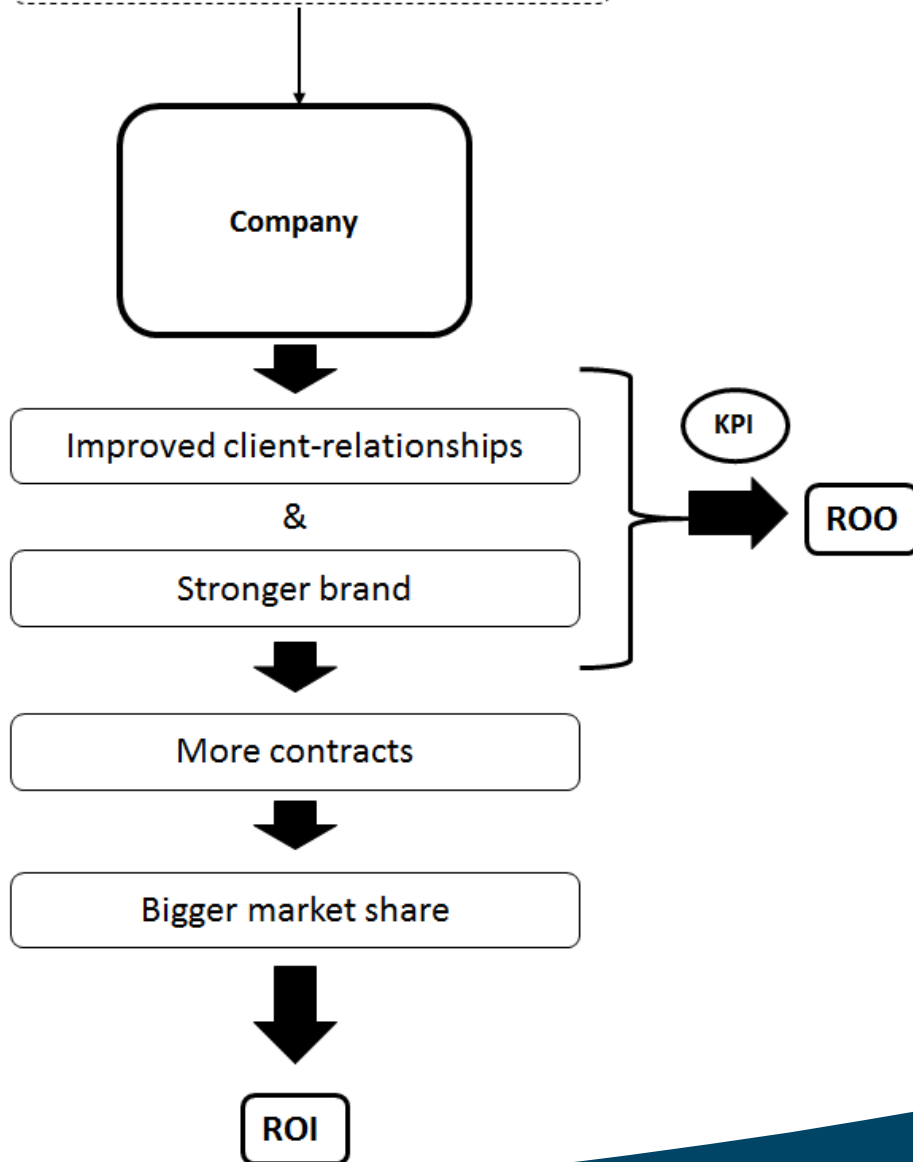


## FOOTBALL CLUB



## COMPANY

## CSH PROCESS



## CASE STUDY – RED DEVILS

### Similarities

- CSH concept
- CSH objectives of buyers
- Lack of feedback

### Differences

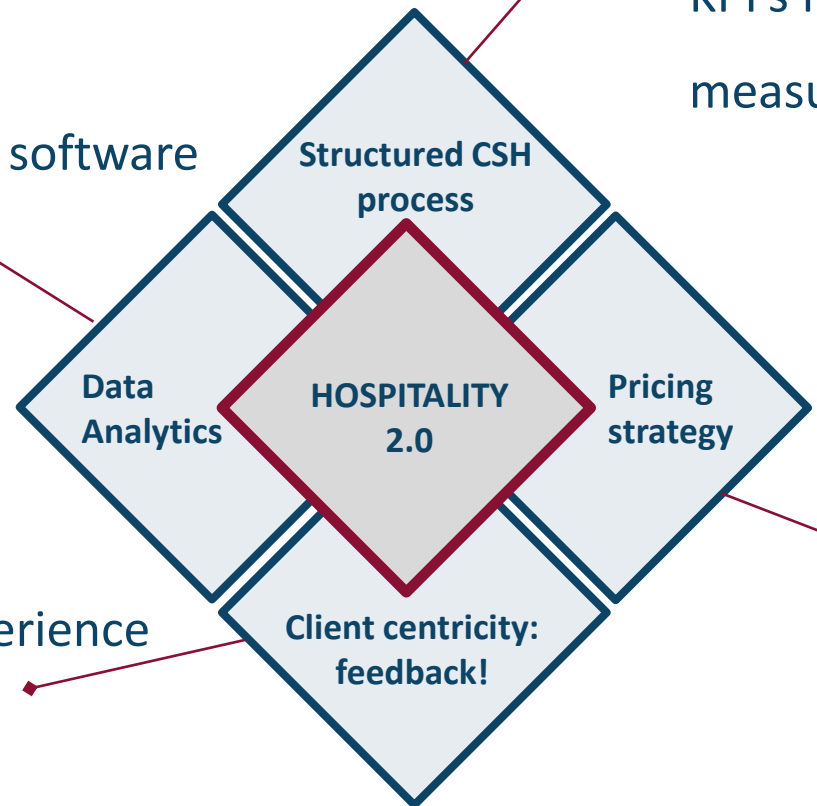
- Business Model
- Location choice
- Matchday revenues
- Segmentation & Exclusivity
- CSH objectives of supplier



## RECOMMENDATIONS

- Collect customer data
- Adjusted technology & software

- Avoid relying on gut feeling
- KPI's for performance measurement



Pareto principle

- Offer unforgettable experience
- Keep clients engaged

## CONCLUSION

- Estimated market size: **€63 - €72** million
- **Innovation** is needed!
- Evolve towards **Hospitality 2.0**



1. Follow a structured CSH Process
2. Collect & Analyse the data →
3. Pricing strategy: Pareto principle
4. Unforgettable & Unique experience
5. Client centrality: ask feedback

1. Preparation (KPI's)
2. Input
3. Throughput
4. Output
5. Monitor

THANK YOU FOR YOUR ATTENTION!  
QUESTIONS?

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