



THE 2024 GO BOWLING MILITARY BOWL, REPORT

Annapolis, Maryland

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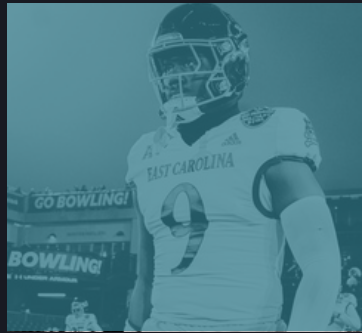
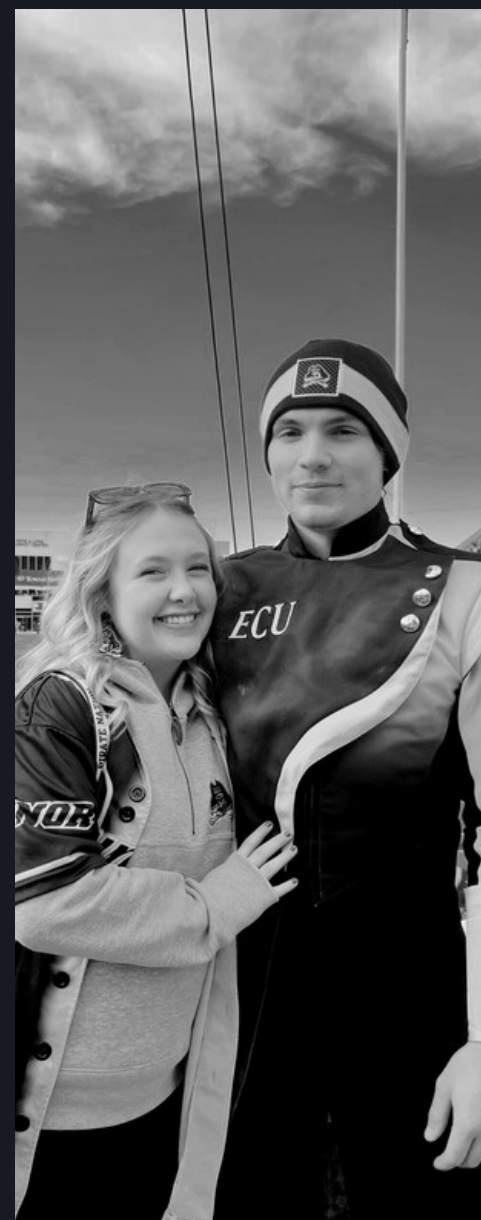


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Executive Summary

The Military Bowl was a resounding success both on and off the field. The event attracted a total attendance of **23,981** and achieved impressive digital engagement, with **1,446 QR code scans** and **1,430 page views**, underscoring its strong community, economic, and media impact.

A comprehensive survey of **632 unique respondents** provided valuable insights into attendee motivations, participation trends, and overall satisfaction. To extrapolate these survey insights to the entire event population, we use a scaling factor (α), calculated as follows:

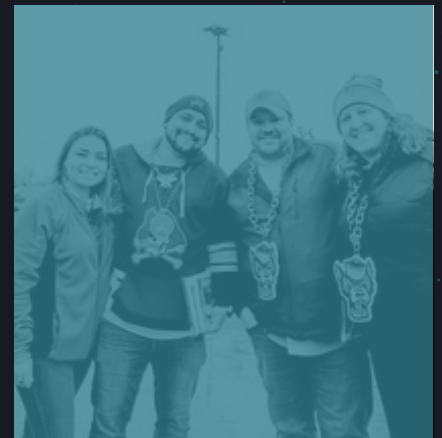
$$\alpha = \frac{\text{Total Attendance}}{\text{Survey Respondents}} = \frac{23,981}{632} \approx 37.97$$

This formula, where Total Attendance = $\alpha \times$ Survey Respondents, indicates that each survey response represents approximately **38 attendees**. This approach allows us to accurately extend the survey findings to the broader audience.

Key findings from the survey include:

- **Robust Participation:** There was strong attendance at all major event components, including the parade, tailgate festival, and the game.
- **High Levels of Support:** The event garnered significant enthusiasm, with high levels of team and military support evident among attendees.
- **Economic Impact:** The Military Bowl generated substantial economic contributions, benefiting both the local Annapolis market and the broader DC/MD/VA region.

This report delves into these findings in detail, presenting an in-depth analysis of accommodations and revenue alongside actionable recommendations for future events.





Event Overview

The Go Bowling Military Bowl is the National Capital Region's premier college football postseason bowl game, broadcast on ESPN. It features a competitive matchup between teams from the Atlantic Coast Conference and the American Athletic Conference, staged at Navy-Marine Corps Memorial Stadium in Annapolis, Maryland.

Organized by the Military Bowl Foundation, the event not only delivers a memorable sporting experience but also supports our nation's service members. Proceeds benefit the operation of Patriot Point—a 294-acre retreat dedicated to the recovery and well-being of service members, their families, and caregivers on Maryland's Eastern Shore.

Fastbreak Pulse Process

The event was executed on a tight **32-day turnaround** without the use of our mobile app, which typically enhances location tracking. Attendees were directed by strategically placed signage around the stadium, albeit in limited spots, and were prompted with scoreboard announcements on four separate occasions to reinforce key messaging. Weather conditions also played a role, as a temperature of 48°F, a 60% chance of showers, and a 5-mph breeze from the south affected both visibility and turnout.

Sample Size Ratio:

- **12.83%** of total attendees is a reasonably representative sample size, provided the responses are randomly distributed and unbiased.

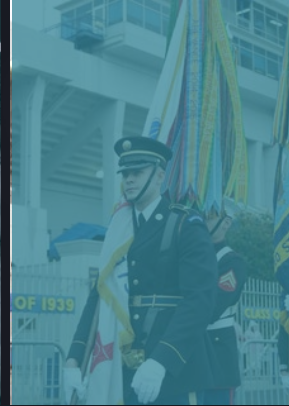
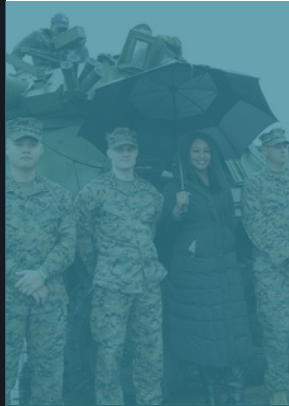
Comparison to Industry Standards:

- Statistics' Industry Benchmarks suggest that a sample size of **400–1,000** is acceptable for populations of 20,000–50,000, making **680** a valid size for extrapolation.





Key Metrics & Data



48.8%

From North Carolina

Strong team representation:

The presence of ECU Pirates and NC State Wolfpack significantly influenced fan travel.

\$7.9M+

Accommodation Spend

Military Bowl Economic Impact

Military Bowl fostered over **\$7.9M in tourism** spend on nights stayed, alone.

44.9%

Honored the Military

Deep military engagement:

The event fosters strong connections with veterans, military families, and patriotic organizations.

AVG 2+

Night Stays

Most Common Stay Duration

The presence of ECU Pirates and NC State Wolfpack significantly influenced fan travel.

91.37%

MD Economic Impact

Appetite for Economic Growth

Maryland remains the dominant economic contributor at 91.37%, but D.C. and other states still play an important role.

0.9%

Low Post Game Eng

Lack of Post-Game Engagement:

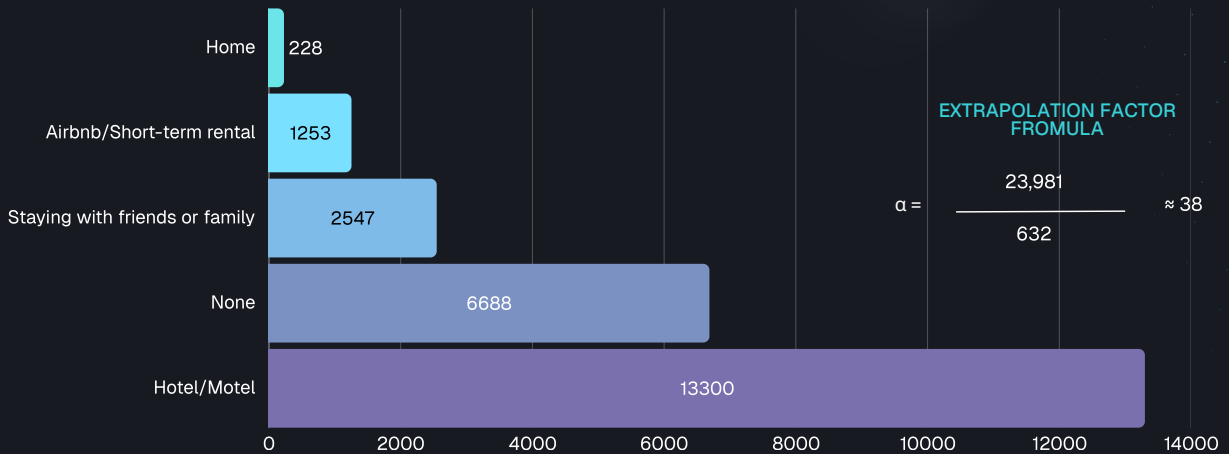
The survey shows high pre-game participation (Parade & Tailgate), but a drop-off after the game, meaning fans saw the main event as the conclusion of their trip.



Economic Impact

The Columbia Invitational Tournament's benefits extend well beyond the game

Survey responses regarding accommodations (2,043 unique respondents) are summarized in the table below, with final extrapolated numbers representing the full attendance of 23,981:



*Note: The "None" category is assumed to indicate a default hotel/motel stay. The total number assumed to have stayed in a hotel is the sum of Hotel/Motel and None: 350 + 176 = 526 respondents, which extrapolates to approximately $526 \times 37.98 \approx 19,977$ hotel stays.

Key Insights

- Annapolis (MD) contributes **73.52%** of the economic impact, reflecting its dominance as the primary hotel destination.
- Other Maryland Cities account for **19.53%** of the economic impact.
- Washington, D.C. (DC) contributes 6.95% of the economic impact, primarily from Airbnb and finer hotel stays.

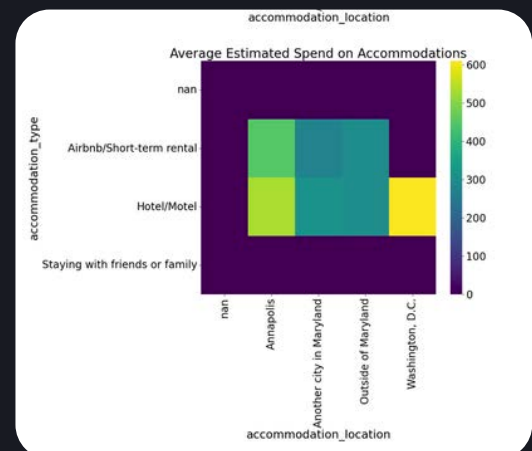
COMBINED ESTIMATED MILITARY BOWL ACCOMMODATION REVENUE

\$7,920,972

- Annapolis (MD): 73.52% of economic impact
- Other Maryland Cities: 19.53% of economic impact
- Washington, D.C. (DC): 6.95% of economic impact

REVENUE CALCULATION ASSUMPTIONS

LOCATION OF STAY	REVENUE	% OF ECONOMIC IMPACT
ANNOPLIS	\$5,823,650	73.52%
DC	\$550,322	6.95%
GREATER MD	\$1,547,000	19.53%





Lodging Trends: Maryland vs. Washington, D.C.

Competing Locations



AN = 54.37% OF STAYS

- Annapolis was the dominant lodging destination, hosting 54.37% of attendees.

As the primary hub, this city saw the highest concentration of tourism-related spending in hotels, restaurants, and entertainment

DC = 15.53% OF STAYS

- Washington, D.C., accommodated 15.53% of attendees, indicating a strong preference among visitors seeking broader accommodation options, including short-term rentals and hotels with access to urban amenities.

OMD = 24.27% OF STAYS

- The remaining 24.27% of attendees stayed in other Maryland cities outside of Annapolis and Washington, D.C.

ALL OF MD = 78.64%

- While Annapolis and D.C. were primary lodging hubs, a quarter of attendees stayed in other Maryland cities, spreading visitor spending statewide.



Economic Impact Analysis: Hotel vs. Airbnb

- The majority of lodging revenue was generated in Annapolis, where hotels dominated.
- Estimated hotel revenue in Annapolis:
 - \$5.82 million (based on 19,412 stays, at an adjusted rate of \$300 per night).
- Washington, D.C.'s Airbnb market accounted for a smaller economic impact, with revenue estimates at \$356,622 (1,829 stays at an adjusted rate of \$195 per night).
- The location scale factor (1.5 for Annapolis, 1.3 for D.C.) suggests that Annapolis generated more per-night revenue due to higher hotel pricing and tourism expenditures.



Visitor Behavior & Preferences

Competing Locations



Correlation & Causation

- **Commuting Patterns:** Many D.C. visitors likely commuted due to better transportation access and availability of lodging alternatives.
- **Spending Concentration:** Lodging revenue was more concentrated in Annapolis, while D.C. visitors may have spread spending across multiple urban amenities rather than in one centralized area.
- **Regional Pull:** The event attracted mostly regional visitors, with minimal national reach, reinforcing its role as a localized tourism driver.

Group Size and Stay

LOCATION OF STAY	TRAVEL GROUP SIZE	ACCOMMODATION CHOICES	MILITARY BOWL INFLUENCE ON FUTURE VISITS
MARYLAND	More commonly traveled in small-to-mid-sized groups (3-6 people)	Overwhelmingly chose hotels.	Annapolis visitors were more likely to return to Maryland
DC	Traveled in larger groups (7+ people)	Stronger preference for Airbnb and short-term rentals.	More likely to be neutral or less inclined to revisit Maryland for future events.

Location of Stay Information

LOCATION OF STAY	STAY TYPE	%	AVG NIGHTS STAYED	ATTENDEES	GROUP TRAVELERS	INDIVIDUAL TRAVELERS
ANNAPOLIS	HOTEL	54.37%	1.5	≈13,033 attendees	61.2%	38.8%
DC	MORE AIRBNB & PREMIUM HOTELS	15.53%	1.3	≈3,725 attendees	31.7%	68.3%
OTHER MARYLAND CITIES	N/A	24.27%	1.0	≈5,820 attendees	44.1%	55.9%
STAYED OUT-OF-STATE	N/A	4.37%	1.0	≈1,048 attendees	N/A	N/A



Lodging Preferences & Group Travel Analysis

Visitors Origins and Groups

ZIP CODE ANALYSIS & AVERAGE LENGTH OF STAY

- Attendees primarily traveled from Maryland, Washington, D.C., and surrounding states.
 - The following analysis provides insights into where visitors came from and how long they stayed based on their zip codes.

LOCATION	TOP ZIP CODES	AVG NIGHTS	TREND
MARYLAND-BASED VISITORS	Annapolis (21401, 21403), Baltimore (21224), Rockville (20854), Bowie (20720)	1.2	Most Maryland attendees were local or regional, with shorter stays, often commuting rather than staying overnight.
D.C. METRO VISITORS	Washington, D.C. (20015, 20019), Northern Virginia (22060, 22192, 20152)	1.5	Visitors from the D.C. area stayed slightly longer than Maryland residents but were still more likely to commute daily.
OUT-OF-STATE VISITORS	North Carolina (27858, 27612, 27587), Pennsylvania (19609, 19446), New Jersey (08550, 07002)	2.1	Out-of-state attendees had the longest stays, as they traveled farther and required overnight accommodations.

GROUP INVOLVEMENT



- Organized Fan Groups**
 - 59.2% of group travelers



- Alumni Associations**
 - 22.1% of group travelers



- Military Units**
 - 18.7% of group travelers

LODGING DATA (WHERE ATTENDEES STAYED)



68%

Major Cities Represented: Annapolis, Baltimore, Bowie, Rockville, Columbia



22%

Major zip codes in Northern Virginia & D.C



10%

Primarily from Pennsylvania, North Carolina, New Jersey



Zip Code with Night Stay Correlation

Regional Distribution

AVERAGE NIGHTS STAYED BY TOP ZIP CODES

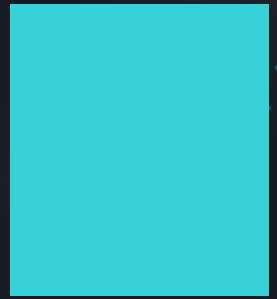
TOP ZIP CODE	REGION	AVG NIGHTS
27858	Greenville, NC	2.4 nights
27612	Raleigh, NC	2.2 nights
28590	Winterville, NC	2.0 nights
21401	Annapolis, MD	1.9 nights
22315	Alexandria, VA	1.8 nights
20015	Washington, D.C.	1.6 nights
27520	Clayton, NC	2.3 nights
20854	Potomac, MD	1.7 nights
19609	Reading, PA	2.0 nights

LODGING DATA (WHERE ATTENDEES STAYED) VS. ORIGIN DATA (WHERE ATTENDEES CAME FROM)

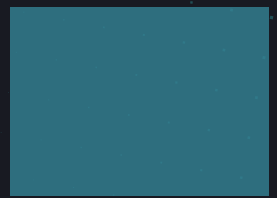
- North Carolina (48%) → A large portion of attendees came from NC, likely due to ECU and NC State fans.
- Maryland (12.4%) → These are local attendees who traveled to the event but may not have required overnight accommodations.
- Virginia (10%) → Many commuted from Virginia, reducing the need for lodging.
- D.C. (1%) → A small percentage of attendees came from D.C. and likely did not require overnight stays.
- Other Out-of-State (28.6%) → Attendees from PA, NJ, SC, FL, GA, DE, and others made up the remaining group.

FINAL INTERPRETATION

- Most overnight stays happened in Maryland, but most attendees came from North Carolina.
- A high % of North Carolina attendees didn't necessarily stay in Maryland, likely because some commuted, stayed with friends, or used lodging in D.C./Virginia.
- D.C. and Virginia had strong attendance but fewer overnight stays, showing that locals commuted instead of booking accommodations.



Community Engagement



DIVERSE PARTICIPATION

- The Military Bowl attracted a diverse audience, with attendees sharing deep personal connections to the event. The data highlights key themes of team support, community engagement, military appreciation, and tourism interest in Maryland.

KEY INSIGHTS & TRENDS

- Team Spirit & Alumni Networks
 - 60%+ of attendees cited supporting a specific team as their primary reason for attending.
 - Fan groups like the Pirate Club, NC State Wolfpack Club, and Alum Fam reinforced the strong sense of team loyalty.
 - Marching bands and cheer squads (NC State's Power Sound of the South, ECU's drumline) played a major role in fostering the event's energy.

MILITARY & PATRIOTISM

- Nearly 300 attendees attended to honor or support the military.
- Groups like Sons of the American Legion, Defense Intelligence Agency, and veterans participated in flag ceremonies and fundraising efforts.
- Stories such as a Navy veteran being surprised with tickets underscore the event's emotional significance.

FIRST-TIME ATTENDEES & UNIQUE EXPERIENCES

- Many visitors described their first bowl game experience, reinforcing the event's potential to attract new fans each year.
- Stories like a future nursing student fulfilling a dream to see ECU play highlight the personal significance of the event beyond the game itself.



Media & Marketing Summary



Engagement Touchpoints:

- High engagement via QR codes and landing page views confirms that digital channels were effective.
- Military Bowl Page in our web application (Public)

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

Leverage Personal Stories:

- Utilize testimonials and quotes from attendees to build emotive, engaging narratives.

Enhanced Multimedia Strategy:

- Invest in capturing and sharing more photos and videos to better document the vibrant atmosphere.

Localized Marketing:

- Emphasize Annapolis' unique attractions to further entice local and regional visitors, especially from the DC/MD/VA corridor.





Overview

Survey & Analysis

Survey Methodology & Data Collection

The survey was conducted via a QR code scan, allowing attendees to access and complete it on their mobile devices. This method ensured ease of participation and real-time data collection. Each respondent provided their first name, last name, and email, allowing for potential follow-up or verification of responses.

Survey Objectives

The primary goal of the survey was to understand attendee behavior, travel patterns, and spending habits related to the event. Key areas of focus included:

- Lodging Choices (Hotel, Airbnb, Staying with Family/Friends)
- Location Preferences (Annapolis, D.C., Other Maryland cities, Out-of-state)
- Travel Origins (Captured via ZIP codes)
- Spending Patterns (Accommodation, Travel, and Other Expenses)
- Group Participation (Solo vs. Organized Groups)
- Event Satisfaction & Experience

Key Features of the Data

- **Demographic Insights:** The survey captured responses from a diverse set of attendees across multiple states, with North Carolina, Maryland, and Virginia leading in representation.
- **Accommodation & Travel Trends:** Data highlighted a strong preference for hotels in Annapolis, with some attendees opting for short-term rentals or staying with family.
- **Spending Behavior:** Responses provided estimates on nightly accommodation costs, travel expenses, and overall economic impact.
- **Data Integrity & Validation:** While most responses were unique, some duplicate entries were recorded, potentially due to multiple survey attempts by the same individual.

Data Availability

The raw survey data is available, containing detailed insights from all responses, including names, emails, ZIP codes, lodging preferences, and estimated spending figures.

This dataset can be further analyzed for deeper trends, custom segmentation, or verification.



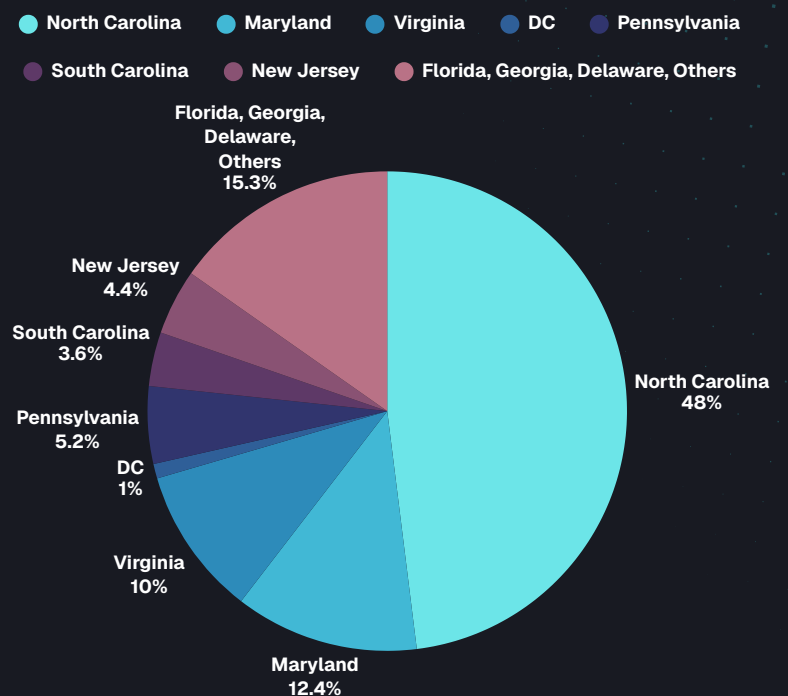


Question 1 - Origin Data (Where Attendees Came From)

Where are you traveling from?

Top Represented States (% of Responses)

- **North Carolina** –
 - Likely the largest share, given the presence of ECU and NC State fans.
- **Maryland**
 - A significant portion, including Annapolis and surrounding areas.
- **Virginia**
 - Another major contributor, with a strong regional presence.
- **Washington, D.C.**
 - A small but relevant percentage.
- **Pennsylvania, South Carolina, Georgia, New Jersey, and Florida** –
 - Small contributions.



Strong Regional Presence

- A large concentration of attendees came from North Carolina, Maryland, and Virginia, aligning with the teams playing and the event location.



High In-State Engagement

- Many Maryland zip codes indicate local attendees supporting the event, contributing to the economic impact in Annapolis.



Long-Distance Travelers

- Some fans traveled from Florida, Pennsylvania, and beyond, showing that the Military Bowl has national appeal but remains heavily regionally driven.



Questions 2&3

Travel group size, and nights stayed?

29.07%

Day Trips Are Common:

A significant portion of attendees did not stay overnight, particularly among 3-4 person groups

42.45%

Most Common Travel Group:

The majority of respondents traveled in groups of 3-4 people (most frequent group size)

26.47%

Larger Groups Stay Longer:

7+ person groups were most likely to stay for 3+ nights, indicating extended trips for bigger travel parties.

34.88%

Two-Night Stays Are Preferred:

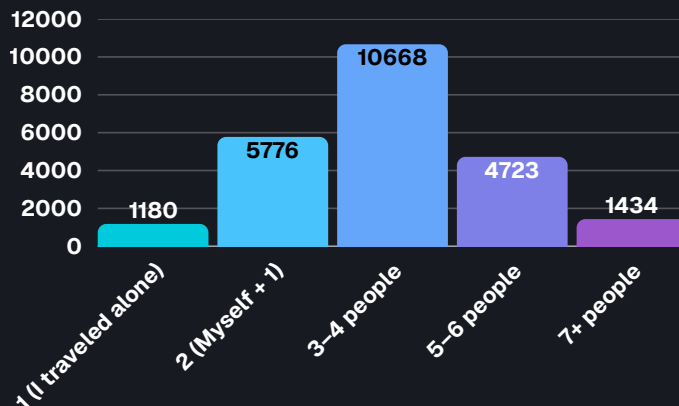
The most common duration for stays was 2 nights, especially among 3-4 person and 5-6 person groups.

3.57%

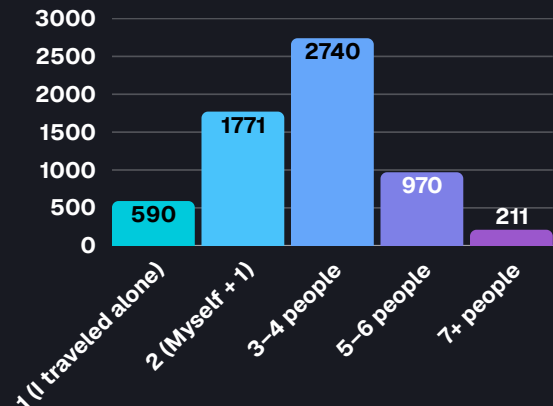
Solo Travelers Rarely Stay Long:

Those traveling alone were most likely to take day trips or stay for only 1 night, suggesting fewer overnight stays among solo attendees.

Extrapolated Attendees by Group Size



Total Room Nights by Group



Summary

The primary focus for maximizing room nights is on 3-4 person groups, especially for 2-night stays. While day trips contribute significantly to overall attendance and room nights, they should not be overlooked. Although 7+ person groups tend to stay longer, their overall impact is smaller due to their lower numbers.



Questions 4&5

Group Participation vs. Reasons for Attending?

Overview of Military Bowl Attendance

- During the Military Bowl, attendees engaged in various activities beyond just the game. Participation patterns highlight different levels of event engagement.

Majority Attended Only the Game

- The largest group (30.76%) attended only the game, indicating that for many, the primary draw was the sporting event itself.

High Engagement in Multiple Activities

- Nearly one in five attendees (19.03%) participated in the parade, tailgate festival, and game, showing a strong interest in the full-day experience.

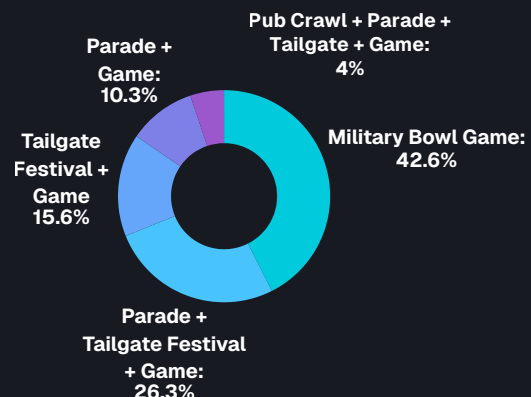
Participation in Select Event Combinations

- Tailgate Festival + Game: 11.31% attended both, suggesting that the tailgate was a major attraction for pre-game festivities.
- Parade + Game: 7.45% engaged in these two events, indicating interest in both the celebration and the game.
- Pub Crawl + Parade + Tailgate + Game: 3.72% took part in the most immersive experience, enjoying all aspects of the event.

Participation in Select Event Combinations

- The data suggests that those who participated in multiple activities were more invested in the full event experience, while the majority focused primarily on the game. The parade and tailgate festival played a significant role in attracting attendees beyond the game itself.

% OF VISITOR ATTENDANCE
at Military Bowl Activities

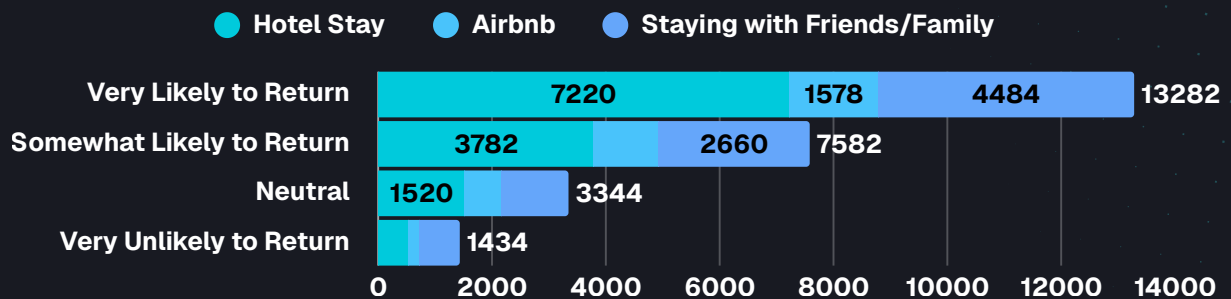




Questions 5&6

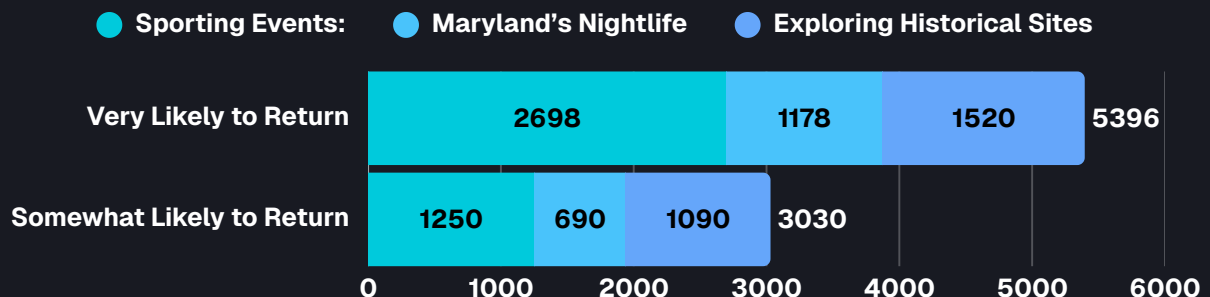
Likelihood of Returning Accommodation Preferences

Total Attendees Correlation to returning to MD and what type of accommodation they had



- Hotels had the highest return rate, with 30.1% of hotel guests very likely to return, showing a preference for convenience.
- Staying with Friends/Family (18.7%) and Airbnb users (6.6%) were also inclined to revisit, suggesting comfort and affordability impact loyalty.
- Those staying in Annapolis (27.4%) or D.C. (32.5%) were more engaged, making location a factor in return visits.

Interest in Future Visits & Preferred Experiences (Total Attendees)



Interest Growth & Future Commitment

- The event sparked increased interest in Maryland, with 30.1% of attendees reporting stronger intent to return after their experience. Those who were already interested before attending reaffirmed their likelihood of visiting again, proving that Maryland's events have a lasting impact.



Questions 7

Lodging Locations & Visitor Distribution

Key Takeaways: The Event's Localized Impact

The data suggests that Annapolis was the central destination for attendees, with Washington, D.C. serving as an alternative lodging choice. The majority of visitors remained within Maryland, reinforcing the event's strong regional pull.

This breakdown highlights that over half of attendees stayed in Annapolis, while nearly a quarter chose other Maryland cities. Washington, D.C. served as a secondary lodging hub, with only a small portion of visitors staying outside of Maryland.

54.37%

Annapolis: The Preferred Stay

- With 54.37% of attendees choosing Annapolis, the city served as the primary hub for visitors, benefiting from tourism spending in hotels, restaurants, and entertainment venues.

15.53%

Washington, D.C.: A Secondary Lodging Hub

- Approximately 15.53% of visitors stayed in Washington, D.C., suggesting that many attendees commuted from the capital, likely drawn by its broader accommodation options and transportation access.

24.27%

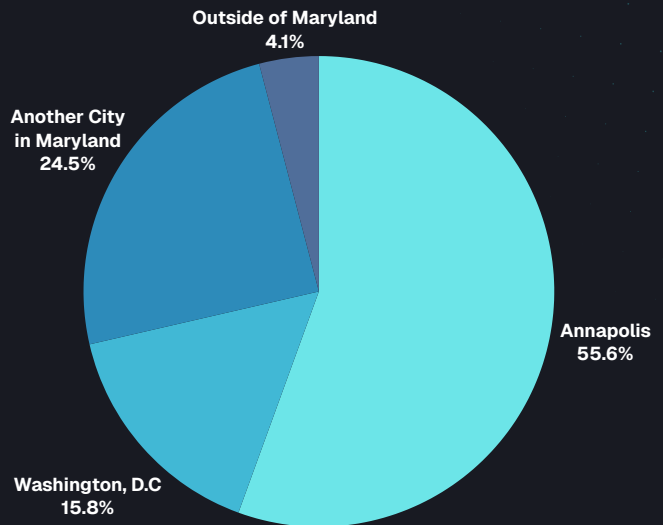
Other Maryland Cities: Diverse Spread

- About 24.27% of attendees stayed in cities other than Annapolis or D.C., highlighting the broader regional economic impact of the event. Smaller cities within Maryland saw a moderate influx of visitors.

4.37%

Out-of-State Visitors: A Smaller Share

- Only 4.37% of attendees stayed outside of Maryland, indicating that the event primarily attracted a local or regional audience rather than a national influx of visitors.





Questions 8

Visitor Preferences

Summary of Visitor Preferences

Visitor interests in Maryland are distributed across four primary categories: outdoor recreation, historical and cultural sites, sports and entertainment, and culinary experiences. The data indicates strong regional appeal with a mix of urban and nature-based attractions.

42.6% Interest



Outdoor Recreation:

- The Chesapeake Bay and waterfront activities account for 24.3% of visitor interest, including boating, fishing, and kayaking.
- Ocean City and beach destinations attract 18.3% of respondents, with visitors seeking relaxation and boardwalk experiences.
- Hiking and state parks (e.g., Appalachian Trail, Assateague Island) represent 11.2% of interests, suggesting strong demand for eco-tourism.

35.8% Interest



Historical and Cultural Attractions:

- Annapolis and colonial history sites make up 16.9% of responses, with visitors drawn to historical landmarks.
- Baltimore museums and cultural institutions attract 12.5% of interest, including the National Aquarium and Fort McHenry.
- Civil War and maritime history sites receive 6.4% of visitor preference.

14.7% Interest



Sports and Major Events:

- Baltimore Ravens (NFL) and Orioles (MLB) games are the most cited reason for sports tourism at 7.3%.
- The Preakness Stakes accounts for 5.2% of visitor interest, showing the event's national significance.
- Youth sports tournaments and local sporting events contribute 2.2% to visitor interest.

6.9% Interest



Food and Culinary Experiences:

- Blue crab dining and seafood experiences make up 4.7% of responses, reinforcing the state's culinary identity.
- Food festivals and regional specialties contribute 2.2% to visitor interest, suggesting room for tourism marketing expansion.



Complete

Survey Analysis Condensed

Summary of Key Findings

- **Total Responses:** (number of survey respondents)
- **Average Travel Group Size:** Most respondents traveled in groups of 5–6 people.
- **Stay Duration:** The most common stay duration was 2 nights, followed closely by 3 or more nights.
- **Accommodation Preference:** Majority of attendees stayed in hotels/motels, with Airbnb/short-term rentals as the second-most common choice.
- **Accommodation Location:** Most attendees chose Annapolis, while a smaller percentage stayed in Washington, D.C. or other Maryland cities.
- **Likelihood of Return to Maryland:** The most common response was “Very Likely”, indicating strong potential for repeat visits.

Correlated Analysis

- **Group Size & Stay Duration**
 - Larger groups (5–6 people, 7+ people) tended to stay for three or more nights.
 - Smaller groups (1–2 people, 3–4 people) were likelier to stay 1 or 2 nights.
 - Organized fan and alumni groups were more inclined to extend their stays.
- **Accommodation Type & Location**
 - Hotels/Motels were the preferred choice across all locations.
 - Airbnb users were more evenly split between Annapolis and Washington, D.C., suggesting that those preferring rentals sought flexibility in location.
 - Staying with friends or family was more common among Maryland residents or those with prior ties to the area.
- **Event Attendance & Future Interest in Maryland**
 - Attendees participating in multiple events (e.g., Military Bowl Parade, Tailgate Festival) were significantly more likely to return to Maryland for future events.
 - Those who only attended the game were more neutral or unlikely to revisit Maryland.
 - Pub Crawl and social events attendees were the most engaged and likely to plan future visits

Key Insights

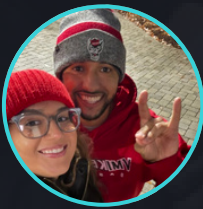
- Annapolis was the primary lodging choice, reinforcing its status as a central event hub.
- Washington, D.C. attracted attendees who sought more diverse accommodation options.
- Extended stays were more common among larger groups and organized travel parties.
- Event participation strongly influenced interest in returning to Maryland, suggesting that expanding event-related activities could improve future engagement.



Visitor Stories & Quotes

The qualitative feedback highlights the event's personal impact:

These stories underscore the blend of sports, community, and military support that defines the Military Bowl experience.



"Watching my brother play ball."



"To come to my first ECU game, which is my dream school for nursing!"



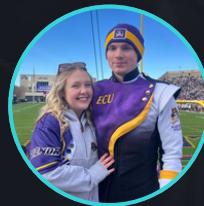
"Fundraiser for the Patriot Point."



"Surprised my dad (Navy Vet) with tickets."



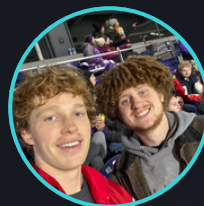
"Never been to a bowl game before, so this is my first bowl game."



"It's my senior year! My boyfriend is on ECU drumline, and we are celebrating our bittersweet last game as students."



"Help with the flag on the field."



"See my best friend in the NC State marching band!"



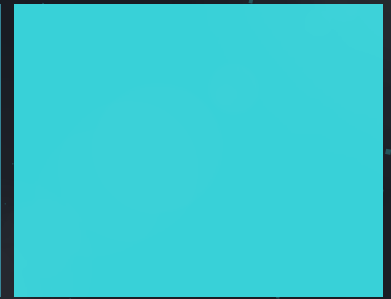
Top Photos



MARYLAND
SPORTS
COMMISSION

Over **6,000+** event photos were shared with **600+** visitors and athletes, capturing key moments and enhancing engagement. Each photo featured the Maryland Sports Commission's logo, reinforcing its support for sports, athletes, and local tourism.





Conclusion

The **2024 Go Bowling Military Bowl** was a **significant success**, bringing together thousands of attendees and generating substantial economic and community impact. **Fastbreak Pulse** conducted a **comprehensive survey** and **data analysis**, offering valuable insights into attendee travel behavior, lodging preferences, and spending patterns.

Key outcomes from this effort include:

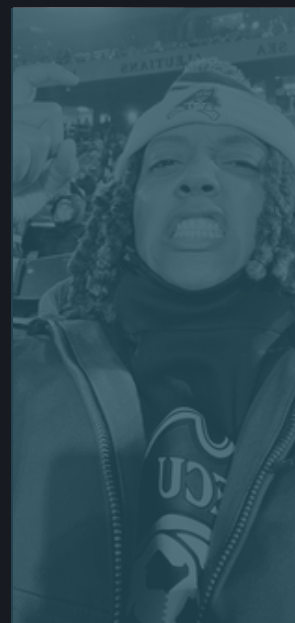
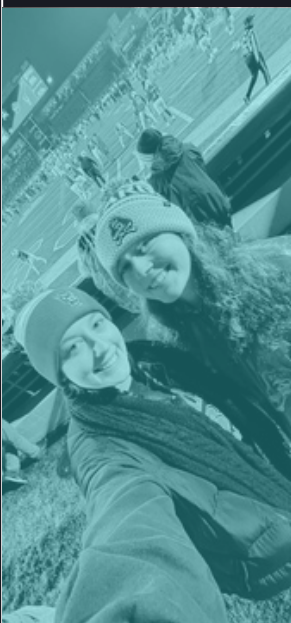
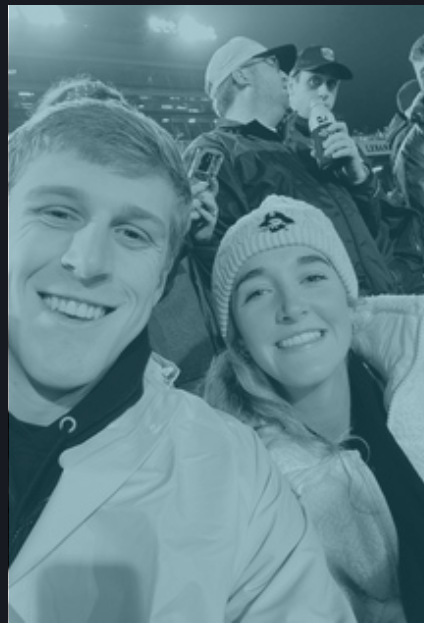
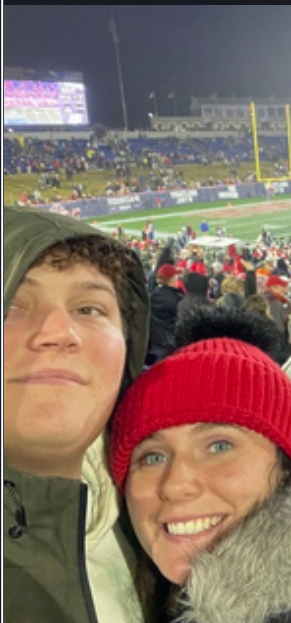
- **Regional Economic Impact:**
 - The event contributed over **\$6 million** in estimated lodging revenue, with Annapolis serving as the primary hub, followed by Washington, D.C., and other Maryland cities.
- **Attendee Distribution:**
 - The majority of visitors came from North Carolina, Maryland, and Virginia, reflecting strong regional support tied to the competing teams and the event's location.
- **Lodging Preferences:**
 - Most attendees preferred hotels in Annapolis, reinforcing its role as the event's economic center. Airbnb usage was higher in D.C., aligning with broader accommodation options.
- **Visitor Experience & Engagement:**
 - Over **600+ athletes** and visitors accessed more than **6,000 event photos**, highlighting the success of the Maryland Sports Commission's branding and digital engagement strategy.
- **Future Growth Opportunities:**
 - Data from the survey informs recommendations for expanding lodging options, enhancing marketing efforts, and strengthening long-term visitor retention.

By leveraging data-driven insights, Fastbreak Connect provided the Maryland Sports Commission with a detailed assessment of how the Military Bowl influenced travel, lodging, and spending. These findings will support strategic planning for future events, ensuring continued growth and impact for both the local economy and the broader region.



Our Story

Fastbreak Pulse delivered data-driven **insights** for the Maryland Sports Commission, helping quantify visitor behavior, economic impact, and engagement trends at the 2024 Military Bowl. With more time and **deeper integrations**, we can enhance future reports with predictive trends, AI-driven analytics, and spending insights, driving stronger economic impact and smarter event planning.





Key Contributors

APPENDICES

This report was made possible through the contributions of key team members responsible for survey design, data collection, processing, analysis, and visualization. Their expertise ensured data integrity, accuracy, and alignment with the strategic objectives of this study.

Jarmal Bevels Jr.

VP of Product

Jarmal Bevels Jr. led the development of the report and oversaw the data analysis framework. He provided strategic direction on data collection methodologies, ensuring that insights were aligned with key business objectives. His leadership in defining the technical roadmap enabled the efficient capture and integration of event data into the broader analytics strategy.

Jennifer Hawkins

Director of Cities

Jennifer Hawkins designed the survey instrument, developing structured questions to guide data collection and ensure comprehensive coverage of key metrics. Her work was instrumental in aligning survey objectives with data storytelling, enabling a clear and structured interpretation of the results.

Ryan Kelley, Ph.D

Principal Data Scientist & Machine Learning Engineer

Ryan Kelley played a pivotal role in the analysis, leveraging his expertise in data science and machine learning to ensure the accuracy and depth of the report. His insights and contributions were instrumental in shaping the findings, providing valuable context, and refining key data points.

Aaron Oster

Database Engineer

Aaron Oster managed the backend data infrastructure, overseeing the querying, formatting, and cleaning of survey response data. He implemented processes to enhance data quality, ensuring consistency and accuracy in the dataset. Additionally, he configured the survey framework to optimize data capture and facilitate seamless analysis.

Val De la Fuente

Designer

Val De la Fuente was responsible for the design and visual presentation of the report. She developed the layout, data visualizations, and graphical elements to enhance readability and effectively communicate insights. Her work ensured that complex data was presented in a clear, engaging, and visually compelling format.

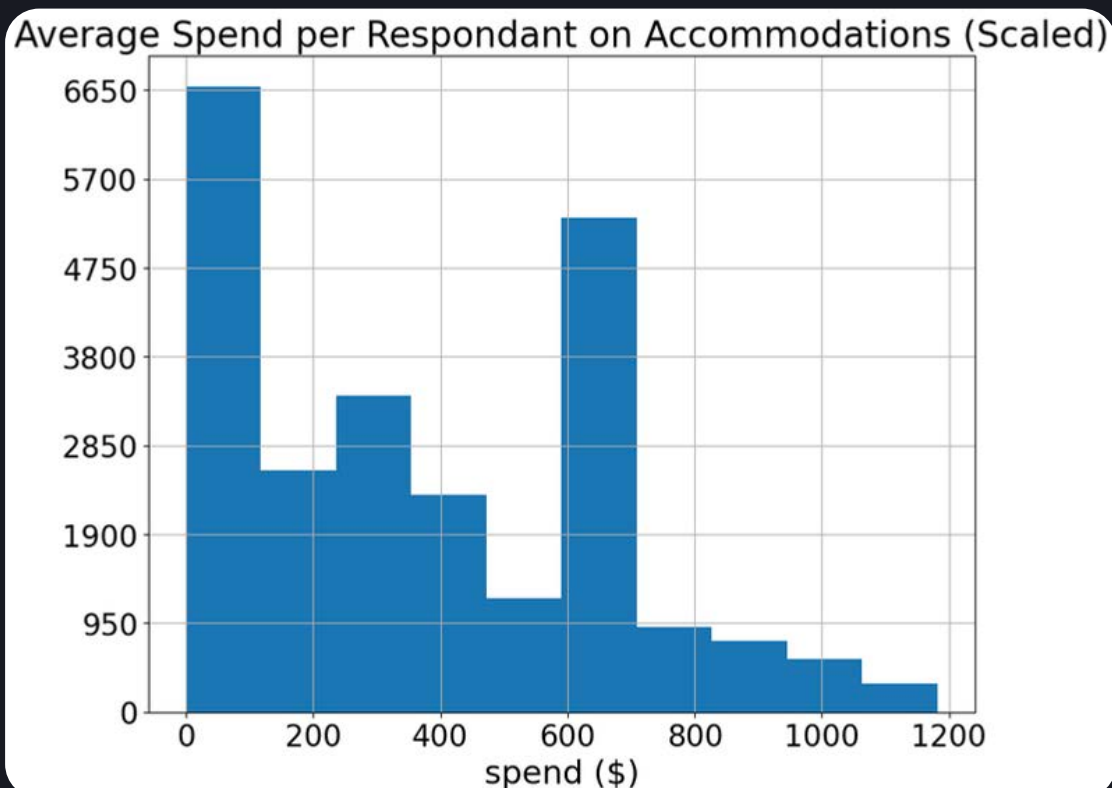


APPENDICES

The location scale factor represents an adjustment applied to the base lodging price to account for market conditions, demand, and cost variations in different locations.

- Annapolis (1.5 scale factor): This means that hotels in Annapolis were assumed to generate 50% more revenue than the base hotel price (\$200 per night). This adjustment accounts for higher demand, premium pricing, and the fact that Annapolis was the primary lodging hub for the event.
- Washington, D.C. (1.3 scale factor): This means that Airbnb stays in D.C. were assumed to generate 30% more revenue than the base Airbnb price (\$150 per night). The adjustment accounts for D.C.'s broader accommodation options, slightly higher pricing, and visitor preference for Airbnb over hotels.
- All other locations (1.0 scale factor): This means no additional adjustment was applied, assuming standard pricing for hotels or Airbnb stays in other Maryland cities.

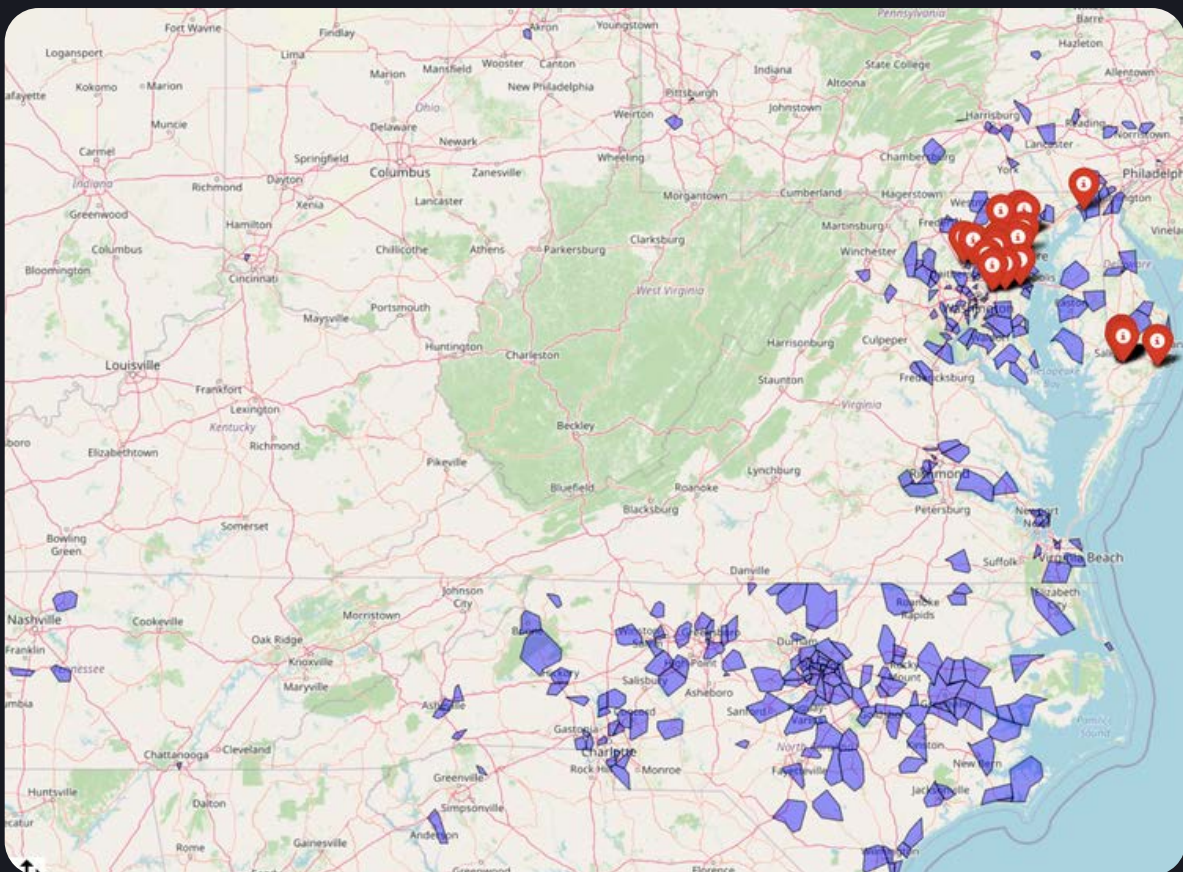
The scale factor is used to estimate total lodging revenue more accurately, reflecting the relative value of accommodations in different locations.



APPENDICES

Geographic Clusters of Attendees

- The map shows that a significant number of attendees came from North Carolina, Maryland, and Virginia, aligning with the locations of the participating teams and the event venue.
- The highest concentration of attendees is around Washington, D.C., Northern Virginia, and Annapolis, suggesting a strong local and regional turnout.
- There is a widespread but lower-density presence of attendees from other areas in North Carolina, particularly from Raleigh, Charlotte, and eastern NC.

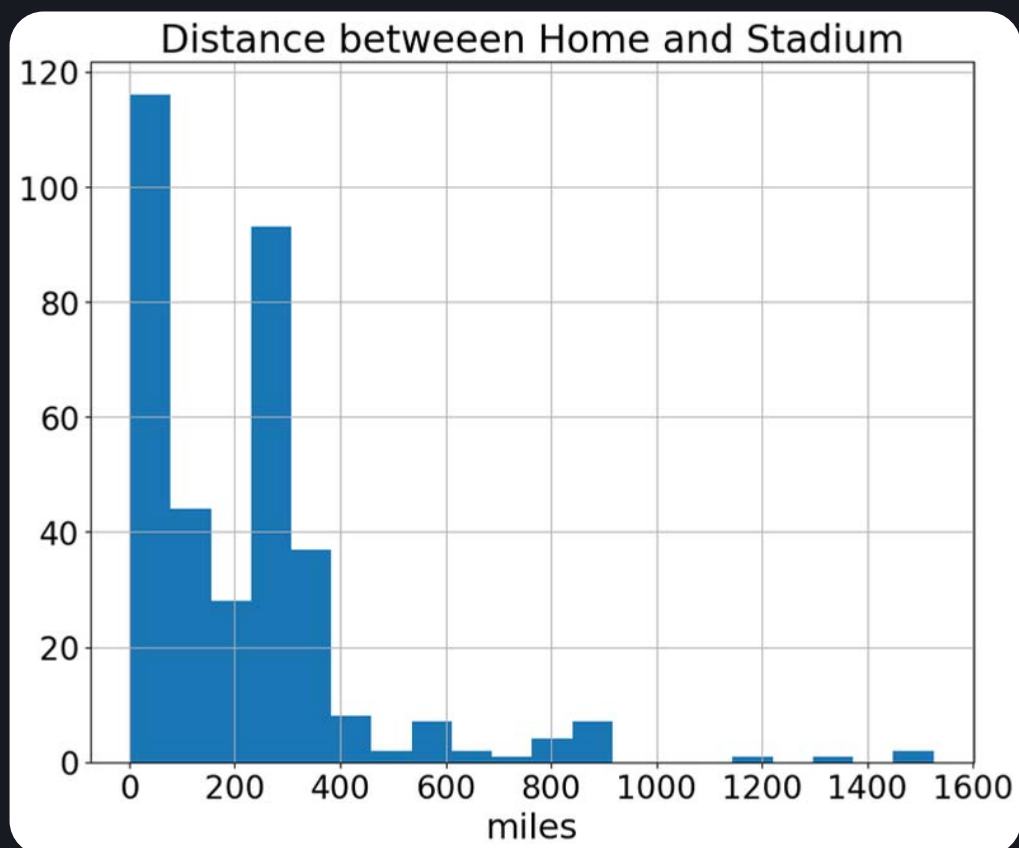




APPENDICES

Distance Distribution (Histogram)

- The histogram indicates that the majority of attendees traveled less than 200 miles, supporting the conclusion that the event primarily drew a regional audience.
- Two clear peaks in the distance traveled suggest two major groups:
 - Local Attendees (0-150 miles): These are likely Maryland, D.C., and Northern Virginia residents who either commuted or stayed locally.
 - North Carolina-Based Attendees (200-350 miles): This peak represents ECU and NC State fans traveling from their home states to the event.
- There are smaller outliers of attendees who traveled over 800 miles, indicating a small national reach, likely alumni, military-affiliated attendees, or dedicated fans.



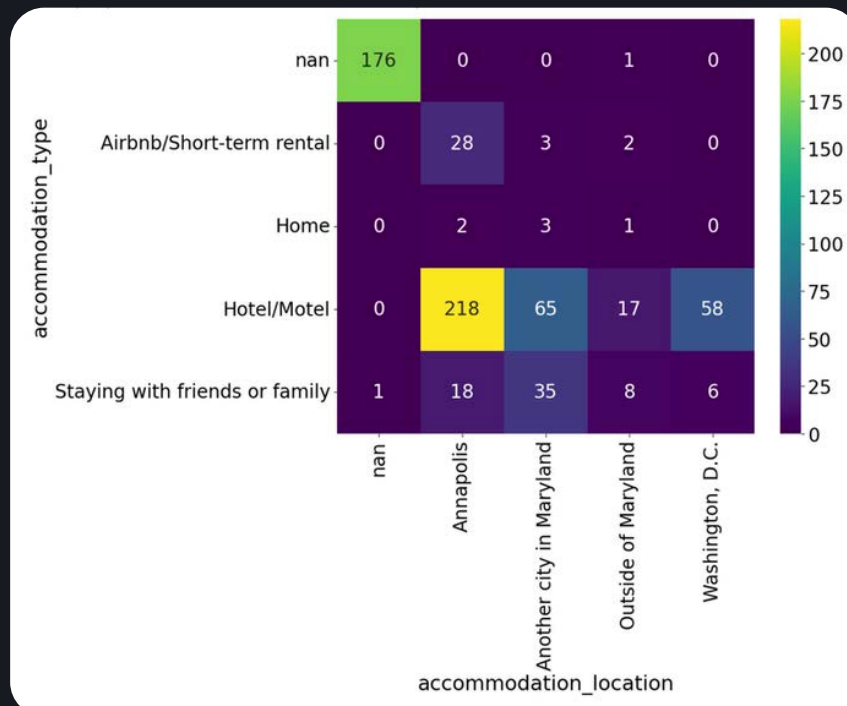


APPENDICES

Heatmap Analysis: Lodging Distribution

The heatmap visualizes the relationship between accommodation type and location, providing insight into attendee lodging patterns.

- Hotels were the dominant lodging choice, particularly in Annapolis (218 stays), confirming its role as the event's primary hub. Other Maryland cities saw 65 hotel stays, while Washington, D.C. had 58, showing broader lodging demand.
- Airbnb & Short-Term Rentals were used primarily in Annapolis (28 stays), with minimal usage in other locations, reinforcing a strong preference for traditional hotels.
- Staying with friends or family was more common in Maryland cities (35 stays) than in D.C. (6 stays), suggesting stronger local ties among attendees.
- Out-of-state lodging was minimal, with only 17 hotel stays and 8 friend/family stays recorded, confirming that most attendees stayed within the Maryland-D.C. region.
- 176 respondents left lodging details blank, likely indicating commuters, last-minute bookings, or skipped responses.

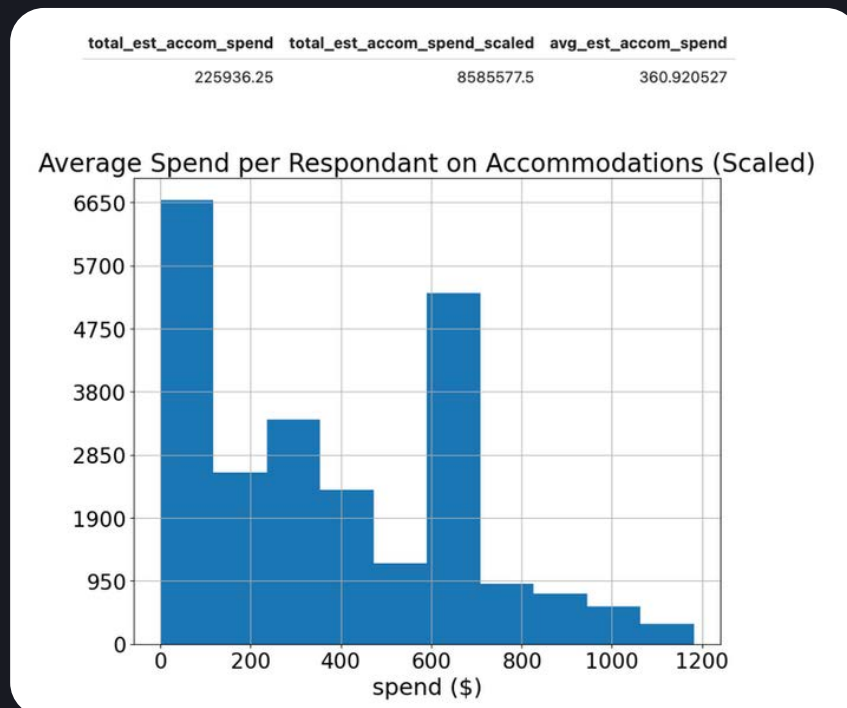




APPENDICES

This chart presents **the distribution of estimated spending on accommodations per respondent**, providing insights into attendee lodging expenditures.

- The average estimated accommodation spend per respondent was \$360.92, reflecting a mix of hotel and short-term rental costs.
- Total estimated accommodation spending across respondents was \$225,936, with a scaled projection of \$8,585,577.50 when extrapolated to all attendees.
- Two major spending peaks emerge:
 - A high concentration of lower spenders (under \$200), likely including one-night stays, budget accommodations, or those staying with family/friends.
 - A second peak around \$600, corresponding to attendees booking higher-end hotels or longer stays.
- Fewer respondents exceeded \$800 in lodging costs, suggesting that multi-night or premium accommodations were less common.

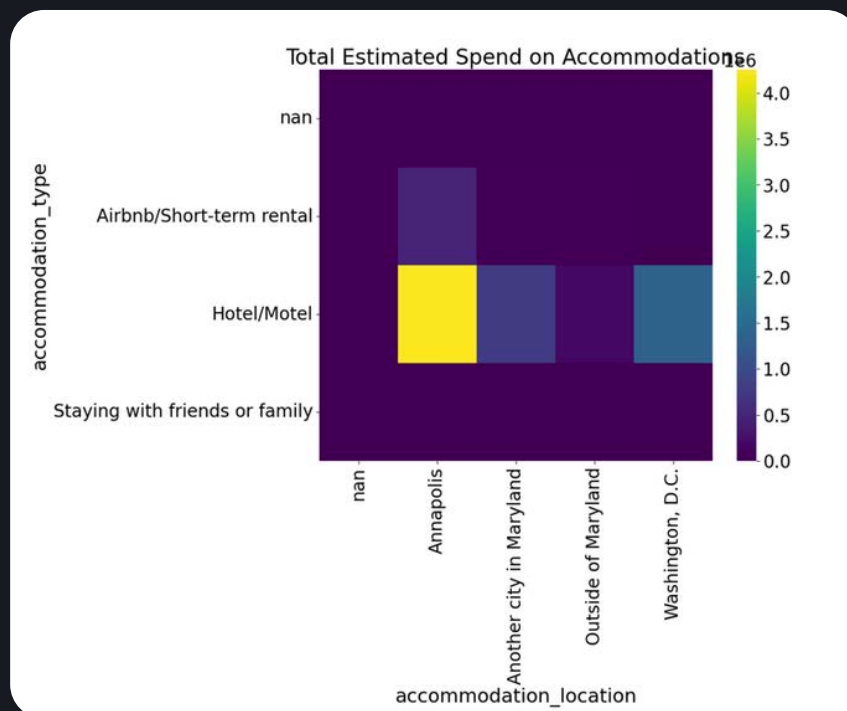




APPENDICES

This heatmap visualizes **the estimated lodging expenses by accommodation type and location**, revealing spending distribution across different lodging choices.

- Hotels in Annapolis had the highest total spend, as indicated by the bright yellow region, reinforcing Annapolis as the primary lodging hub.
- Washington, D.C., showed moderate hotel spending, suggesting that while some attendees opted for the capital, it was not the dominant lodging choice.
- Airbnb spending was concentrated in Annapolis, though at a lower scale than hotels, suggesting short-term rentals were a secondary option.
- Minimal spending was recorded for stays outside of Maryland or with friends/family, supporting the conclusion that most attendees stayed within the Maryland-D.C. region and paid for accommodations.
- A significant number of responses were left blank (nan), indicating commuters or non-respondents who may not have stayed overnight.





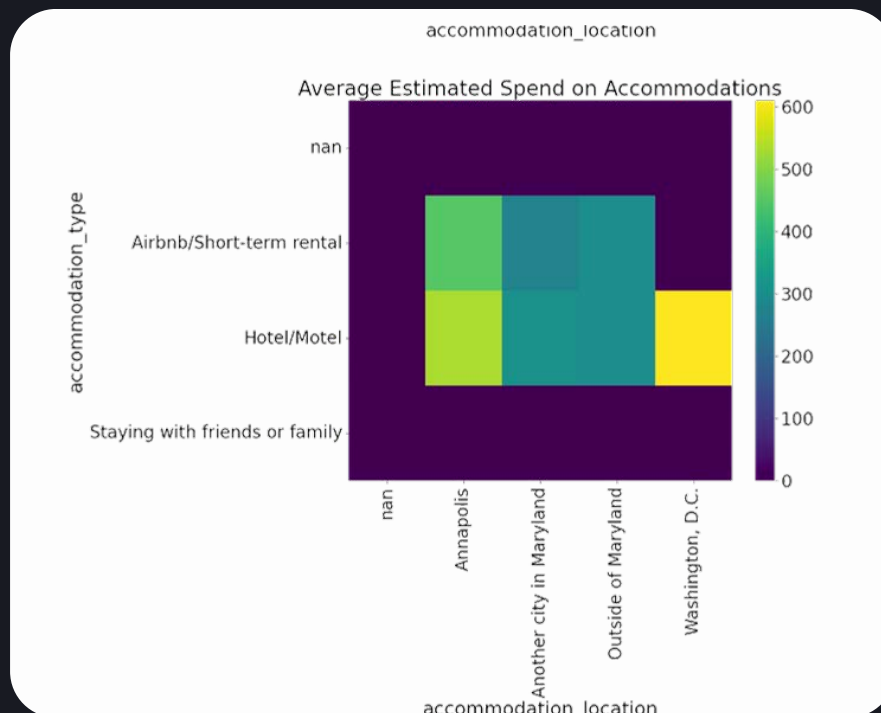
APPENDICES

The heatmap visualizes **the average estimated spend on accommodations based on both accommodation type and location.**

Here are the key takeaways:

1. Hotel/Motel in Washington, D.C. had the highest estimated spend, reaching \$600.
2. Airbnb/Short-term rentals in Annapolis and other Maryland cities showed moderate spending, ranging between \$300-\$400.
1. Hotel/Motel stays in locations outside of Maryland had a significant spend, around \$300-\$400.
1. Staying with friends or family resulted in little to no accommodation spending, as expected.
2. There are missing (NaN) values, possibly due to incomplete survey responses or non-applicable answers.

This visualization highlights how location and accommodation type influence visitor spending, with hotels in high-demand areas (D.C.) commanding the highest expenditures.





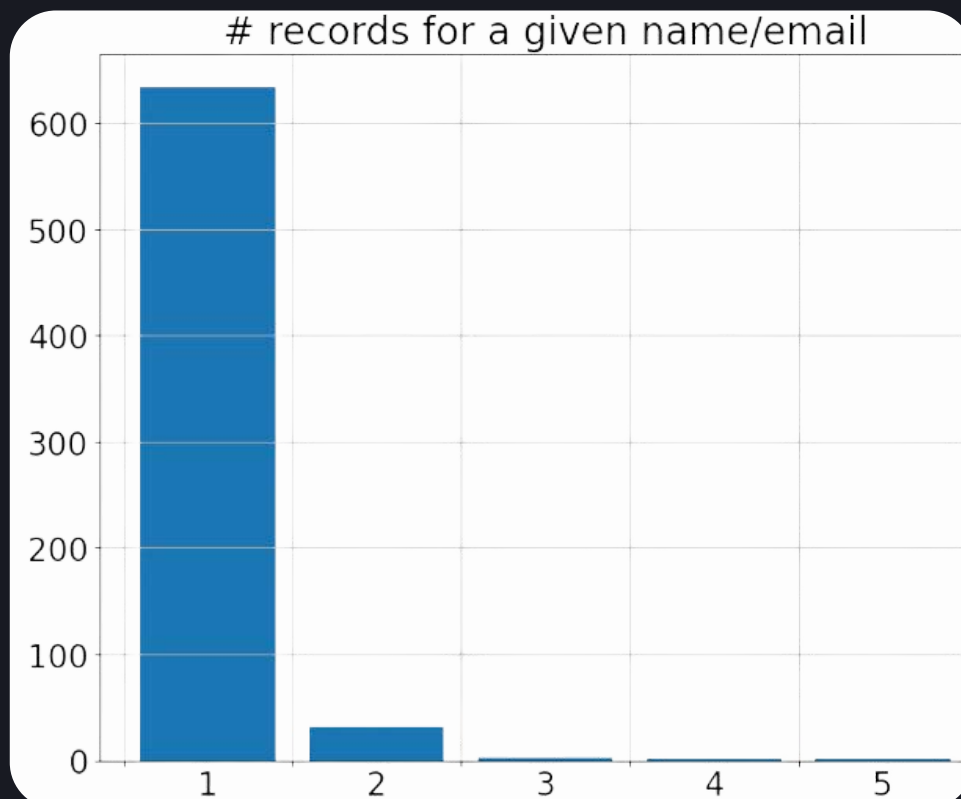
APPENDICES

The bar chart represents **the number of records associated with a given name/email**.

Key Insights:

- The vast majority of individuals have only one record in the dataset.
- A small number of individuals have two records.
- Very few individuals have three, four, or five records.
- The distribution is highly skewed, suggesting that most users only interacted with the system once or provided their information once.

This could indicate a low rate of duplicate entries, or that most users registered or engaged with the system a single time. However, the presence of multiple records for some users may warrant further investigation—potentially indicating repeat engagements, corrections, or errors in data entry.





APPENDICES

Insights from Party Size Data

1. Majority of Attendees Travel in Small Groups:

- The most common party size is 3-4 people (251 records), followed by 2-person groups (187 records).
- This suggests that attendees prefer traveling in small family or friend groups.

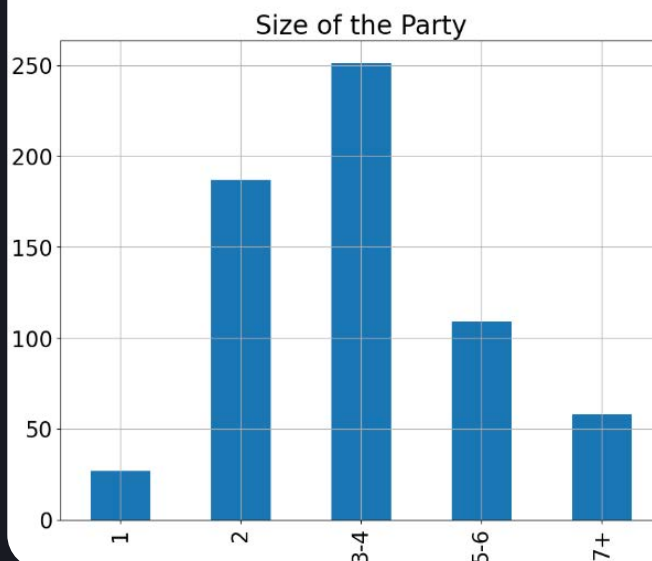
1. Lower Representation of Solo Travelers:

- Only 27 individuals reported attending alone.
- This indicates that the event is largely a social experience rather than a solo travel event.

1. Larger Groups (5-6 and 7+) Are Less Common:

- 5-6 person groups account for 109 records, while 7+ person groups are at 58 records.
- This suggests that while some families or friend groups travel in larger numbers, they are not the majority.

party_size	record_count
0	1 27
1	2 187
2	3-4 251
3	5-6 109
4	7+ 58





APPENDICES

Insights from Length of Stay Data

1. Most Attendees Stay for 2 Days:

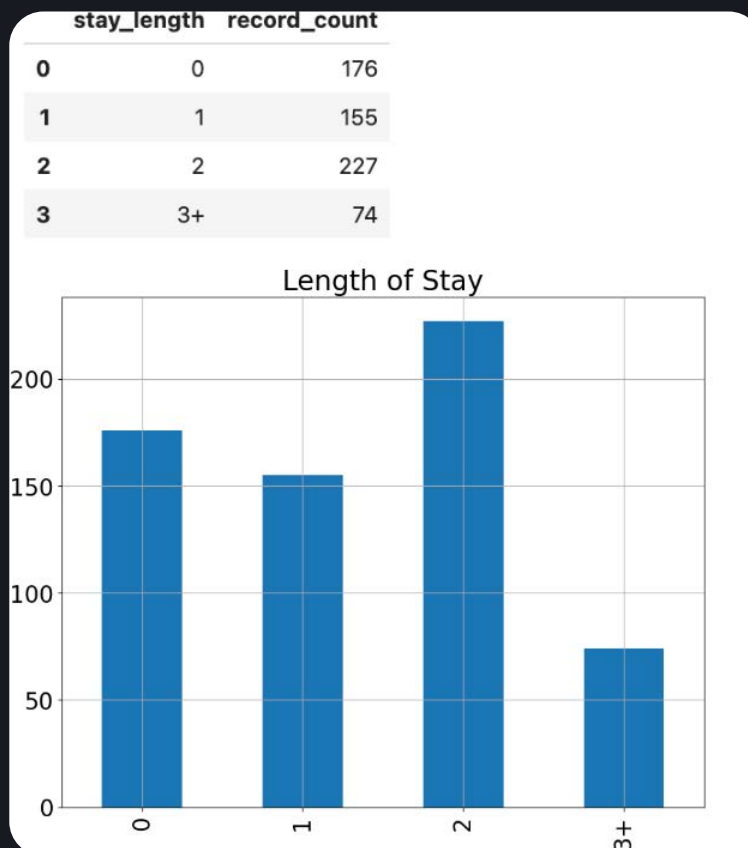
- The highest number of attendees (227 records) reported staying for 2 days.
- This suggests that a weekend trip or short stay is the most common pattern for event attendees.

1. A Large Number of Attendees Are Day Visitors:

- 176 records indicate attendees who did not stay overnight.
- 155 records indicate a 1-day stay.
- This means a significant portion of attendees are either local or prefer short-term visits.

1. Longer Stays (3+ Days) Are Less Common:

- Only 74 attendees reported staying for 3 or more days.
- This suggests that most visitors do not extend their trips beyond the event.





APPENDICES

Likelihood of Visiting Maryland Again.

Key Insights:

1.Strong Likelihood of Return Visits:

- The majority of respondents (374) reported being "Very Likely" to visit Maryland again.
- Another 150 indicated they are "Somewhat Likely" to return.
- This suggests that Maryland has a strong appeal to visitors, particularly those who attended the event.

1.Low Levels of Disinterest:

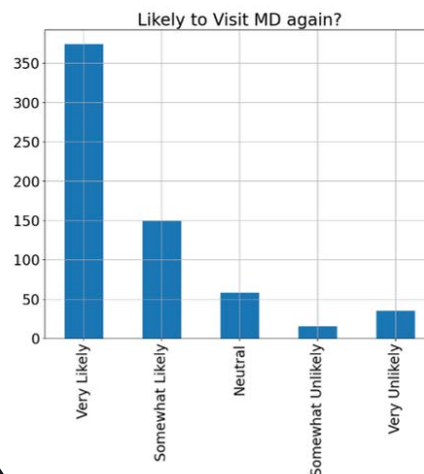
- Only 15 attendees were "Somewhat Unlikely" to return.
- A small number (35 attendees) were "Very Unlikely" to visit again.
- The overall negative response is minimal compared to the high likelihood responses

1.Opportunities for Engagement:

- The 58 attendees who were neutral present an opportunity to increase engagement through incentives, promotions, or post-event communication.
- Understanding why the unlikely visitors did not enjoy their experience could help in improving retention strategies.

Likely to visit Maryland again

	likely_visit	record_count
0	Very Likely	374
1	Somewhat Likely	150
2	Neutral	58
3	Somewhat Unlikely	15
4	Very Unlikely	35





APPENDICES

Accommodation Preferences.

Key Insights:

- Majority Stay in Hotels/Motels:
 - The largest group (350 attendees) chose hotels/motels for their stay, indicating that traditional accommodations remain the most preferred option.
- This suggests that hotels play a crucial role in event-driven tourism, and partnerships with hotels could be beneficial for future events.
 - Alternative Lodging Choices:
 - 67 attendees stayed with friends or family, showing a preference for cost-saving options.
- 33 attendees opted for Airbnb/short-term rentals, reflecting a growing trend toward alternative lodging.
 - Non-Overnight Visitors:
 - 176 attendees reported not staying overnight, implying a significant local or same-day travel audience.
- This indicates a mix of regional visitors who may not need accommodations but still contribute to local businesses.
 - Smaller Subcategories:
 - A handful of responses included unique descriptions such as "Home," "Going Home," "Time Share," or "My House."
- These outliers suggest some inconsistencies in response collection, possibly requiring a standardized accommodation category in future surveys.

Likely to visit Maryland again

	likely_visit	record_count
0	Very Likely	374
1	Somewhat Likely	150
2	Neutral	58
3	Somewhat Unlikely	15
4	Very Unlikely	35

