



# D.C. Defenders XFL Travel & Tourism Marketing



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## Abstract

How far are people willing to travel to catch a football game? Our research sets out to answer this question for the new league, the XFL.

**We hypothesize that fans within a 100 mile radius will travel to day games, while fans from 100-300 miles will likely travel for weekend trips.**

This social science research project utilized multiple methods such as secondary research (e.g. SWOT analysis, background research, legality, and issues), qualitative research (e.g. focus groups), and quantitative research (e.g. surveys).

Our research suggests that fans are more willing to travel 1-3 hours to watch a football game, while a 4-7 hour car ride is unlikely. This research supports that football fans are unlikely to need hotels, and are more interested in cheaper ticket price bundles.

Based on this information, our professional recommendations for our client are: Fans are not concerned with package deals from expensive restaurants, but rather being provided food within the stadium.

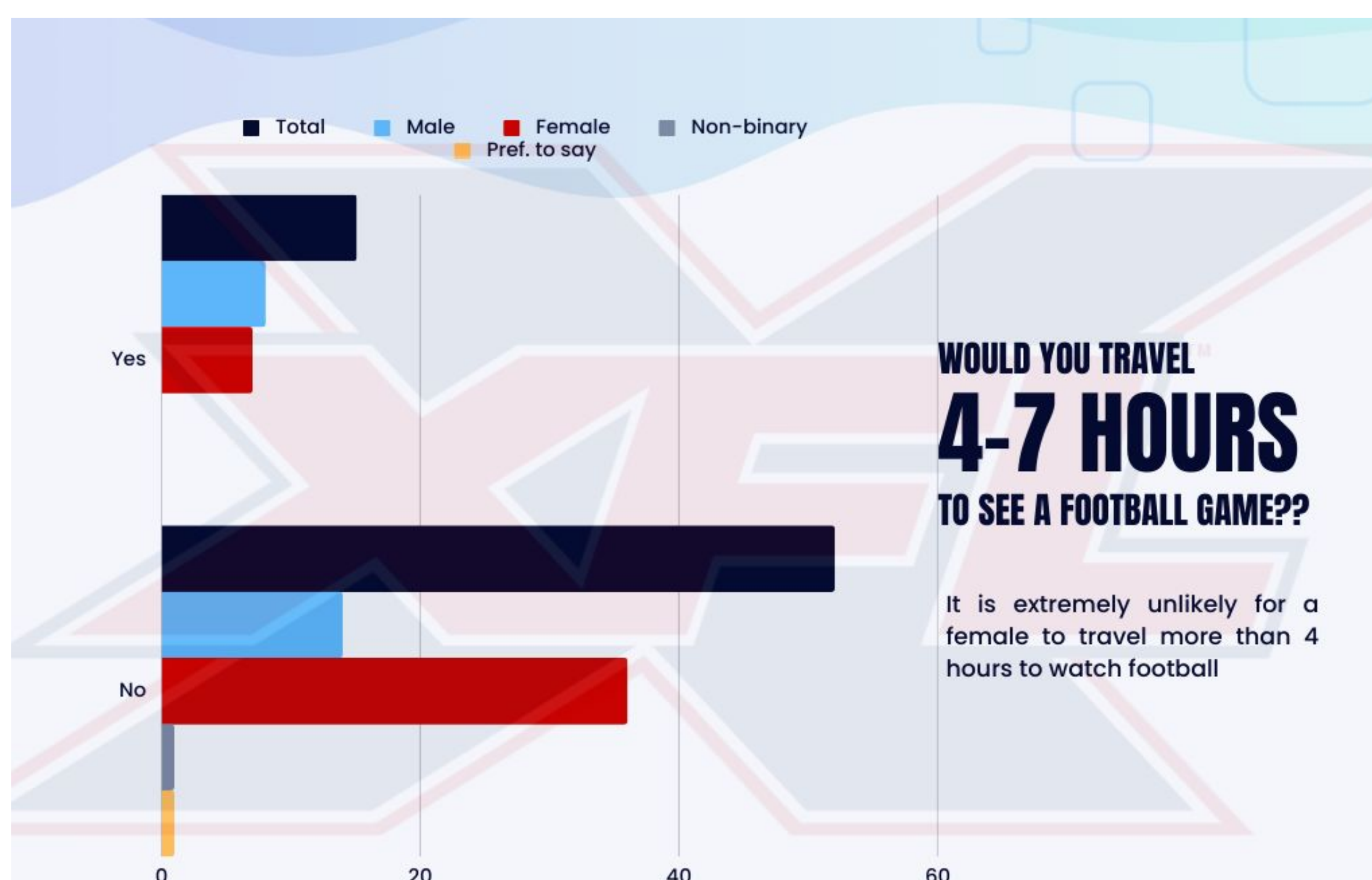
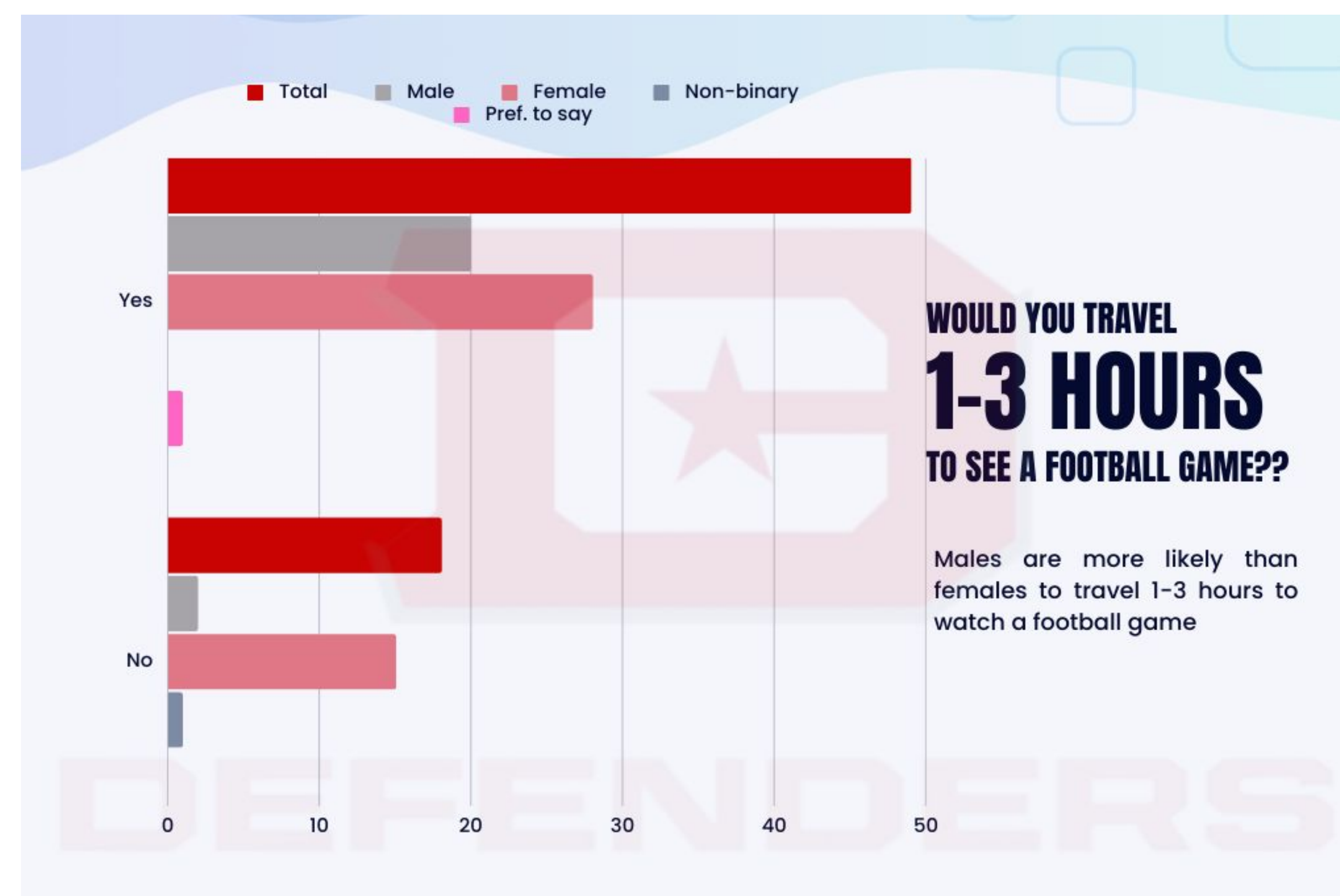
In our professional opinion, we suggest that the D.C. Defenders XFL team spend their resources on making the game day food experience better, as opposed to making bundles and collaborating with expensive restaurants in the D.C. area.

## Quantitative Research

Travel & Tourism

**Table 1**  
N=64

	n	%
	sample	percent
Would you travel in a car for 1-3 hours with your children to a football game?	10	71.43%
Yes	4	28.57%
No		
Would you travel in a car for 4-7 hours with your children to a football game?	5	35.71%
Yes	9	64.29%
No		
Would you travel in a car 1-3 hours to a football game?	48	72.73%
Yes	18	27.27%
No		
Would you travel in a car 4-7 hours to a football game?	15	22.73%
Yes	51	77.27%
No		
Which of the following has the greatest impact on your willingness to attend a football game?	16	24.24%
Expensive Hotels	11	16.67%
Tourism/Traffic	39	59.09%
Expensive Tickets	0	0%
Expensive Restaurants		



## Professional Recommendations

1. The D.C. Defenders XFL team should spend their resources on making the game day food experience better, as opposed to making bundles and collaborating with expensive restaurants in the D.C. area.

- Expensive restaurants (0%)
- Food within the stadium (24.22%)

2. Our professional recommendation is that the D.C. Defenders not bundle/discount hotel stays, as it appears fans are unwilling to travel far enough for the need. Instead, they should work to market to fans within a 3 hour radius of Audi stadium and focus more on local bundles/discounts to college students/football fans in their area.

Those who had children:

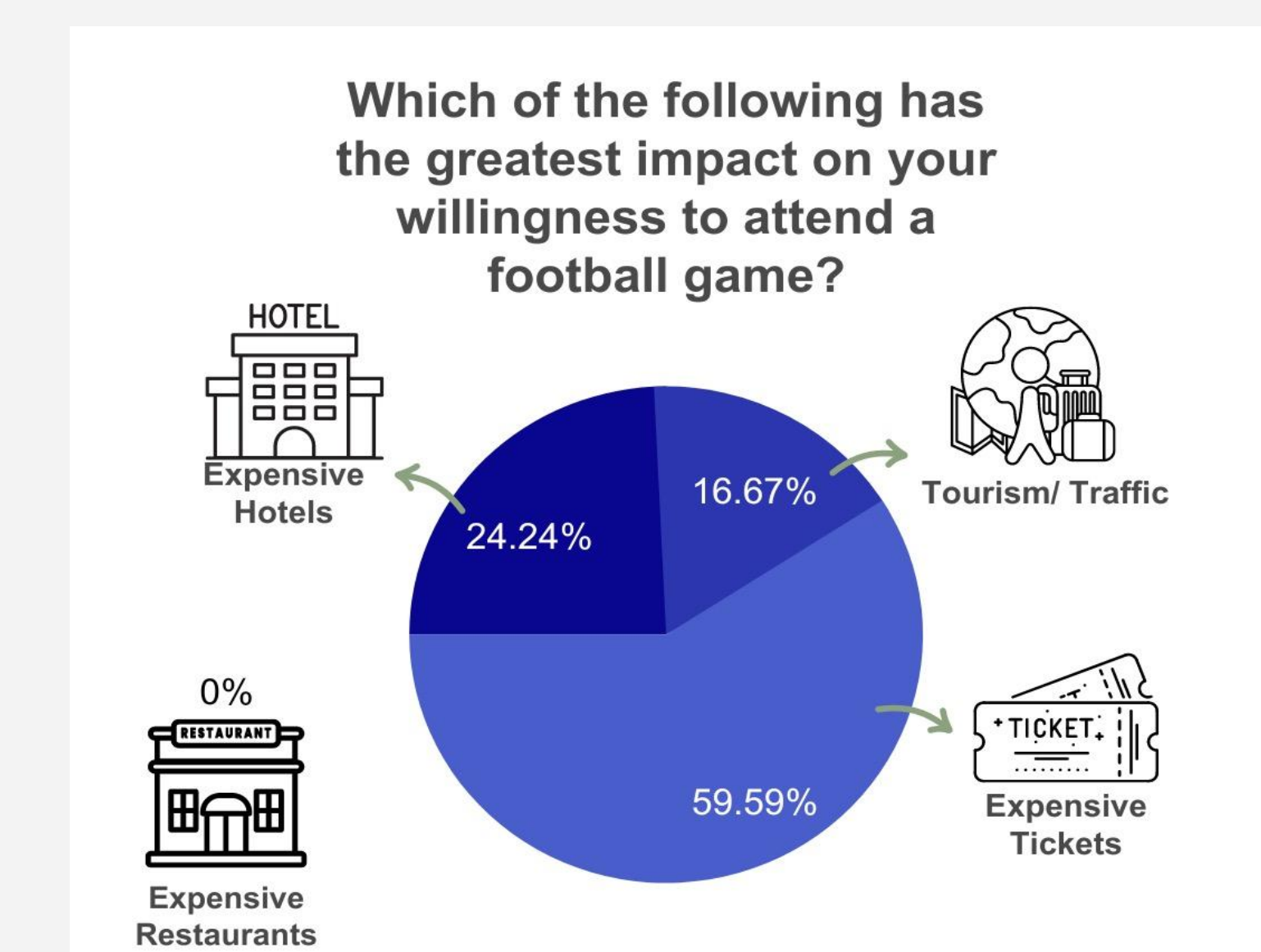
- 71.43% were willing to travel 1-3 hours
- 35.71% willing to travel 4-7 hours

Those without children:

- 72.73% were willing to travel 1-3 hours
- 22.73% were willing to travel 4-7 hours

Most participants are willing to travel about 2.74 hours before needing to book a hotel. With results favoring travel staying under 3 hours, this result suggests participants are not going to travel far enough for a football game to require a hotel stay.

3. Our professional recommendation is that the D.C. Defenders work to bundle/discount ticket sales for groups/students in the area. Based on our qualitative focus group and quantitative survey, it appears students are only willing to attend in groups and/or low ticket prices. Similarly with older football fans, they are more concerned with expensive ticket prices as opposed to hotel costs.



## Qualitative Research

**Focus Group Details:** 5 Participants, 4 Researchers

**Day/Time/Location:** March 23 // 6 p.m. // Zoom

**Participants:** 3 college aged students and 2 fathers

We determined our themes from our focus group by using **inductive** reasoning.

Two participants being college-aged male students, provided insight into deals/packages interesting to that demographic (i.e. fraternity events, cheaper tickets, transportation, environment of games), with one saying,

“The only way I would go is if it was with really young people, or if I went to a school right around there and it was super cheap. I mean if there was a team around Chapel Hill that had like tickets for like a Saturday or Sunday game and it just gave you something to do on like a 75 degree day like I would totally do that.”

Two participants provided insight from a family perspective (i.e. hotel packages, transportation, D.C. area safety) with one stating,

“From a family standpoint. I can't really think that I would take my 3 girls to an XFL game and spend that kind of money on something they don't really care about too much.”

## Focus Group Themes

- 🚗 Willingness to Travel
- 🚗 Fan Attachment
- 🚗 Advertising Platforms
- 🚗 Partnership deals
- 🚗 Traveling with Family
- 🚗 Weekend Trips