



VISION INSIGHTS

Scorecard Backtest

Hawai'i Tourism Authority
2025 Sports Consultancy

DRAFT

June 2025

HTA Sports Proposal Scorecard

Agenda

Review: Scorecard Metrics & Weights

Contract: HTA x LA Clippers 2024-25

Next Steps

Appendix

HTA Sports Proposal Scorecard

Metrics & Weights

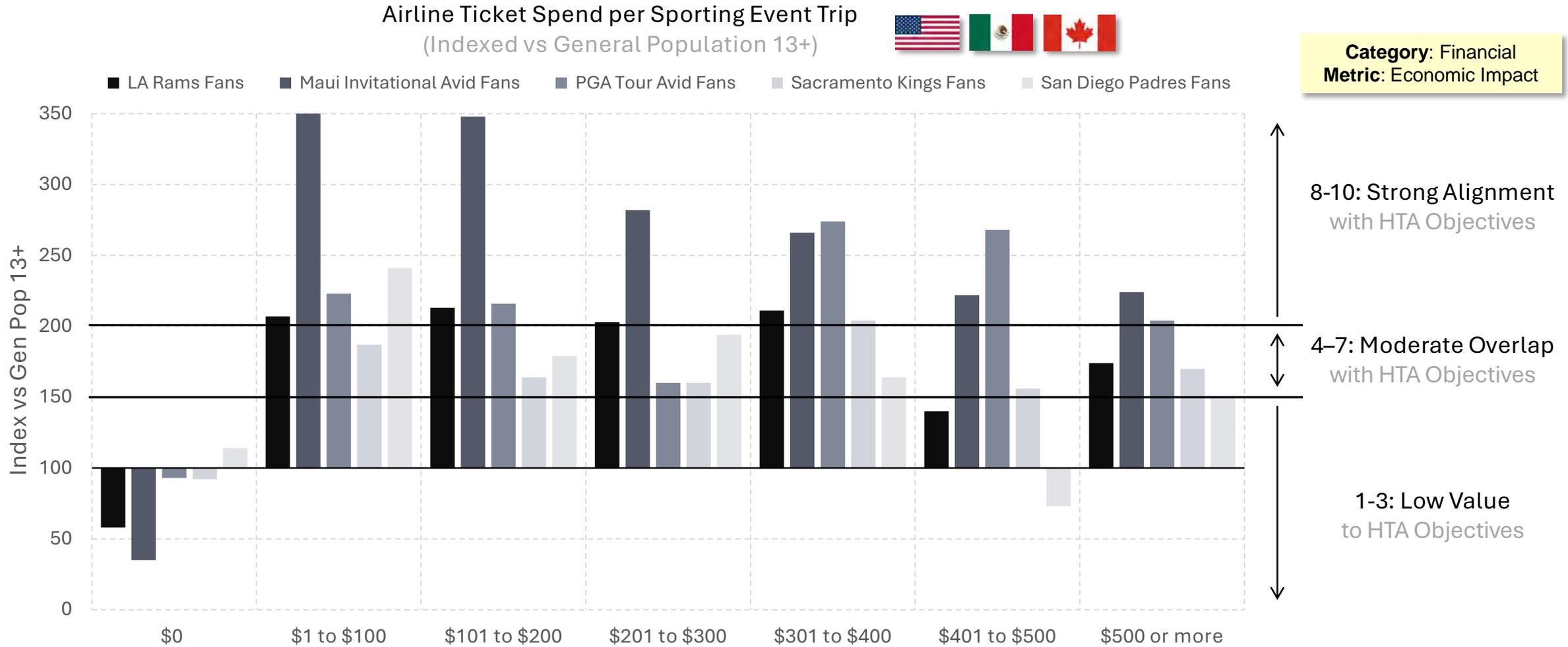
[ILLUSTRATIVE DATA]

Metric Category	Metric Category Weight	Metric	Metric Data Source*	Max Metric Score	Proposal Metric Score	Proposal Category Score	Proposal Overall Score	*Data Sources
Marketing Strategy	33.3%	Activation	4	20	10	104 out of 190 (54.7%)	56%	- 1 - Syndicated Tourism Survey (USA, CAN, JAP, AUS, S. KOR)
		Competitive Environment	4	10	6			
		Exclusivity	4	10	6			
		Fit with HTA	1,2	30	12			
		Location	4	10	5			
		Marketing/PR Oppts.	4	15	5			
		Organizational/Corporate Impact	2	20	17			
		Ownable	4	10	5			
		Risks	4	10	5			
		Scale	1,2	10	5			
		Seasonality	4	10	5			
		Sponsorship Oppts.	4	15	13			
		Transferable	4	10	5			
Financial	33.3%	Cost Effectiveness	4	10	5	47 out of 70 (67.1%)	- 2 - DECODER Fan Insights	
		Economic Impact	1,2,3	30	20			
		Media Impact (\$)	3	10	5			
		Tourism/Travel Oppts.	1	20	17			
Diplomacy & Community	33.3%	Alignment w/Government	4	10	5	38 out of 80 (47.5%)	- 3 - Festival and Event Custom Studies in Hawai'i Islands	
		Community Impact	3	20	8			
		Culture/Traditions	4	10	5			
		Engagement/Participation by Locals	4	30	15			
		Use of Local Businesses	2,4	10	5			
								- 4 - Meetings / Desk Research

HTA Sports Proposal Scorecard

Proposed Methodology: Individual Metric Scores

[ILLUSTRATIVE DATA]



HTA Sports Proposal Scorecard

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HTA Sports Proposal Scorecard

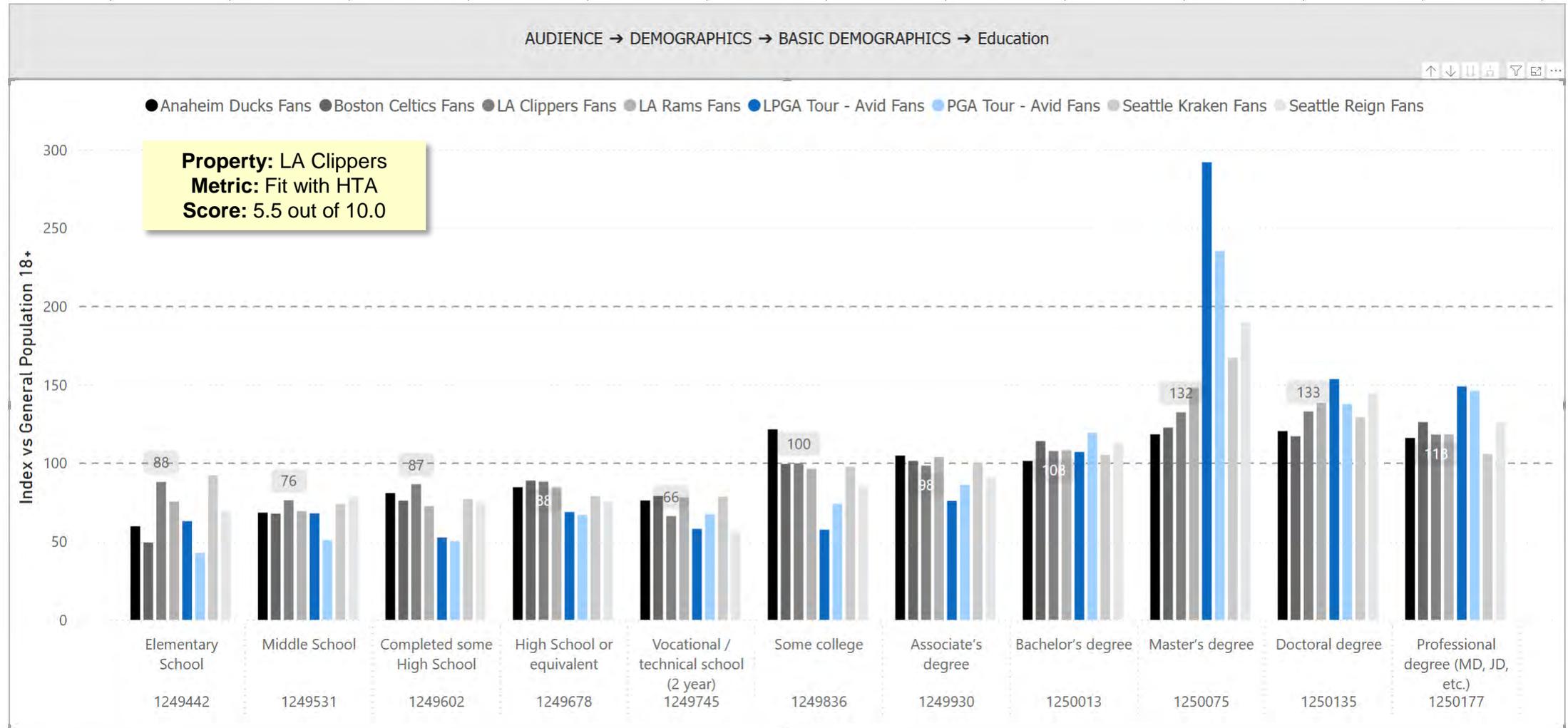
Initial focus on **quantitative metrics (110 of 340 points)**

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		Exclusivity	4	10	6			
		Fit with HTA	1,2	30	12			
		Location	4	10	5			
		Marketing/PR Oppts.	4	15	5			- 2 - DECODER Fan Insights
		Organizational/Corporate Impact	2	20	17			
		Ownable	4	10	5			
		Risks	4	10	5			
		Scale	1,2	10	5			- 3 - Festival and Event Custom Studies in Hawai'i Islands
		Seasonality	4	10	5			
		Sponsorship Oppts.	4	15	13			
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Diplomacy & Community	33.3%	Alignment w/Government	4	10	5	38 out of 80 (47.5%)		56%
		Community Impact	3	20	8			
		Culture/Traditions	4	10	5			
		Engagement/Participation by Locals	4	30	15			
		Use of Local Businesses	2,4	10	5			

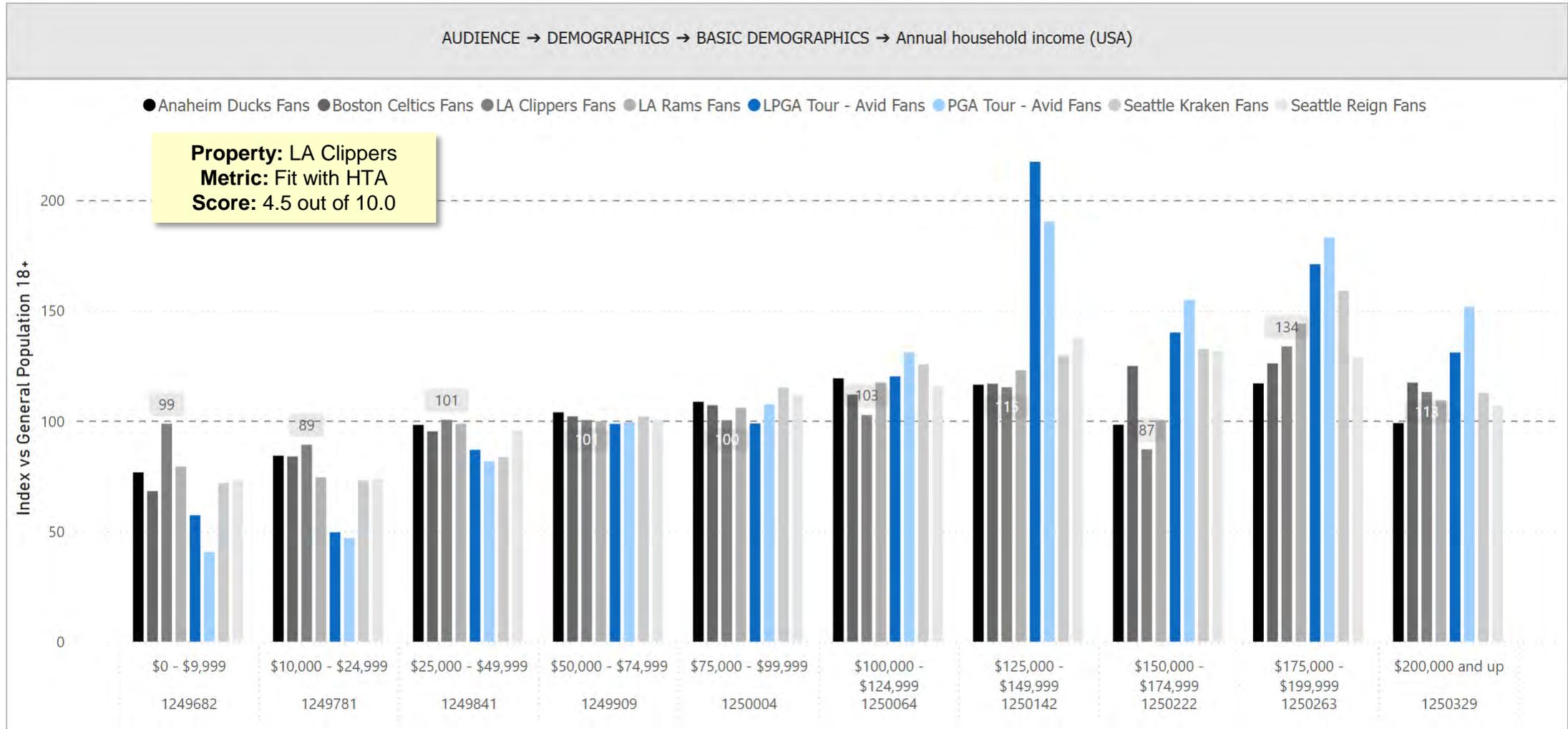
Scorecard category: Marketing Strategy

Scorecard metric: Fit with HTA (Education)



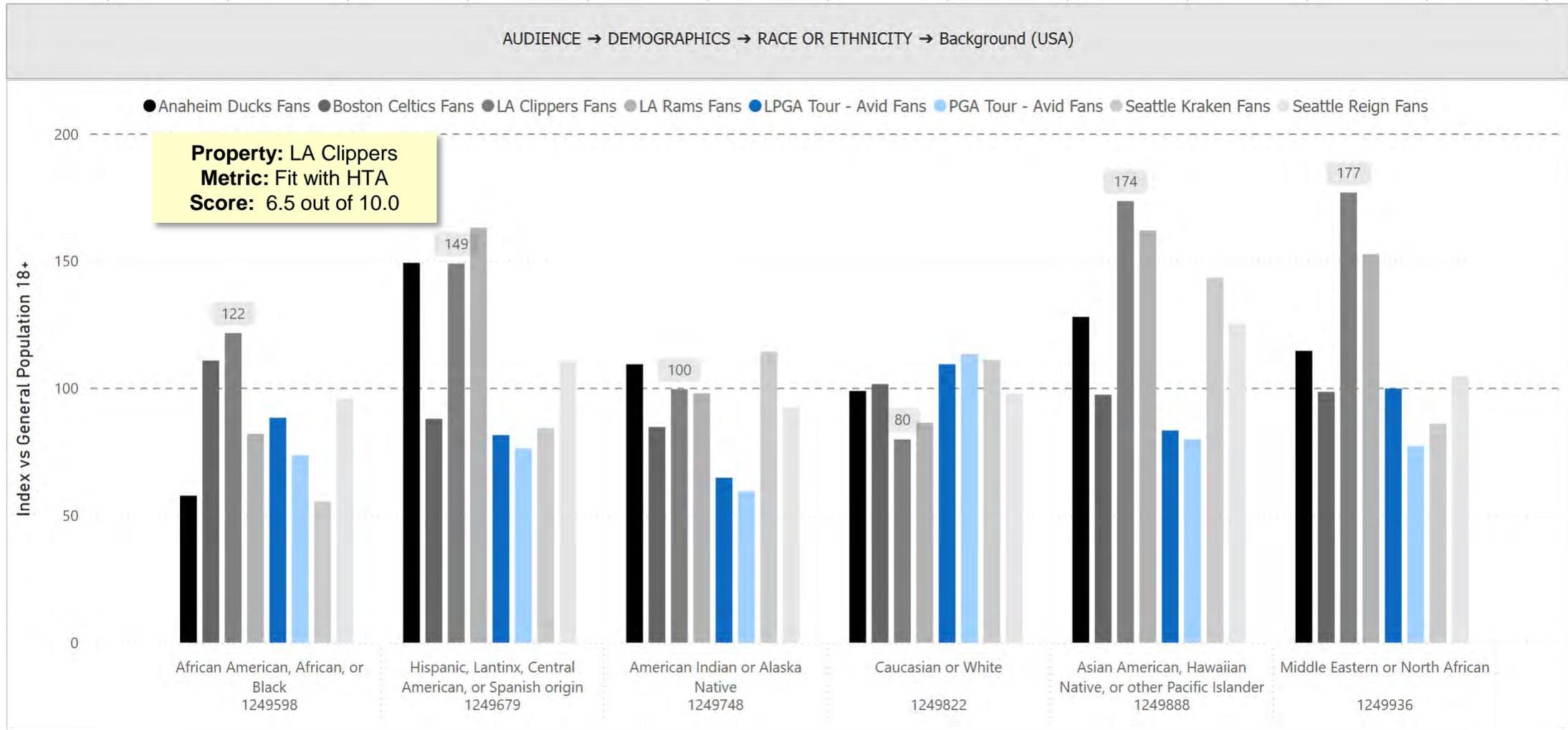
Scorecard category: Marketing Strategy

Scorecard metric: Fit with HTA (Income)



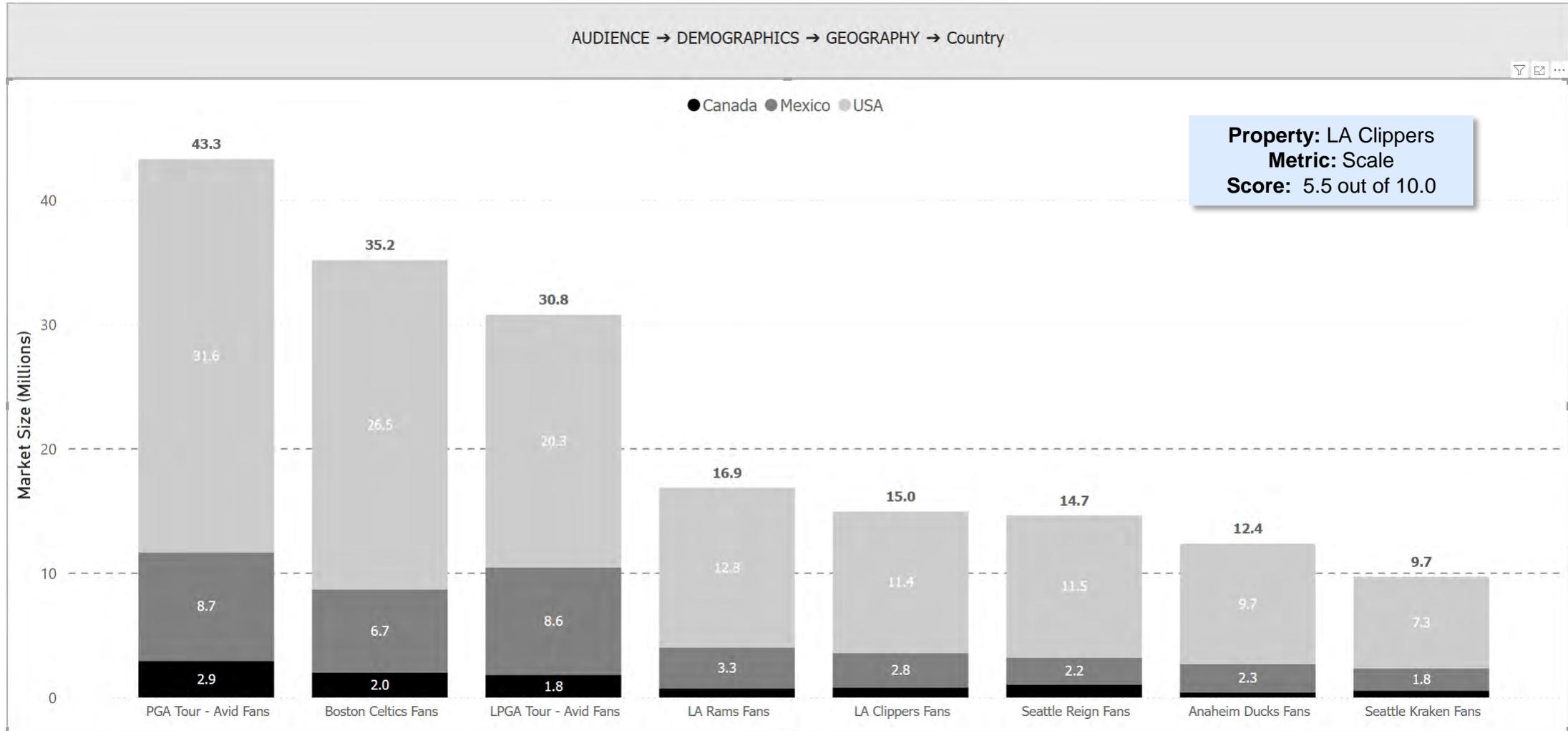
Scorecard category: Marketing Strategy

Scorecard metric: Fit with HTA (Background)



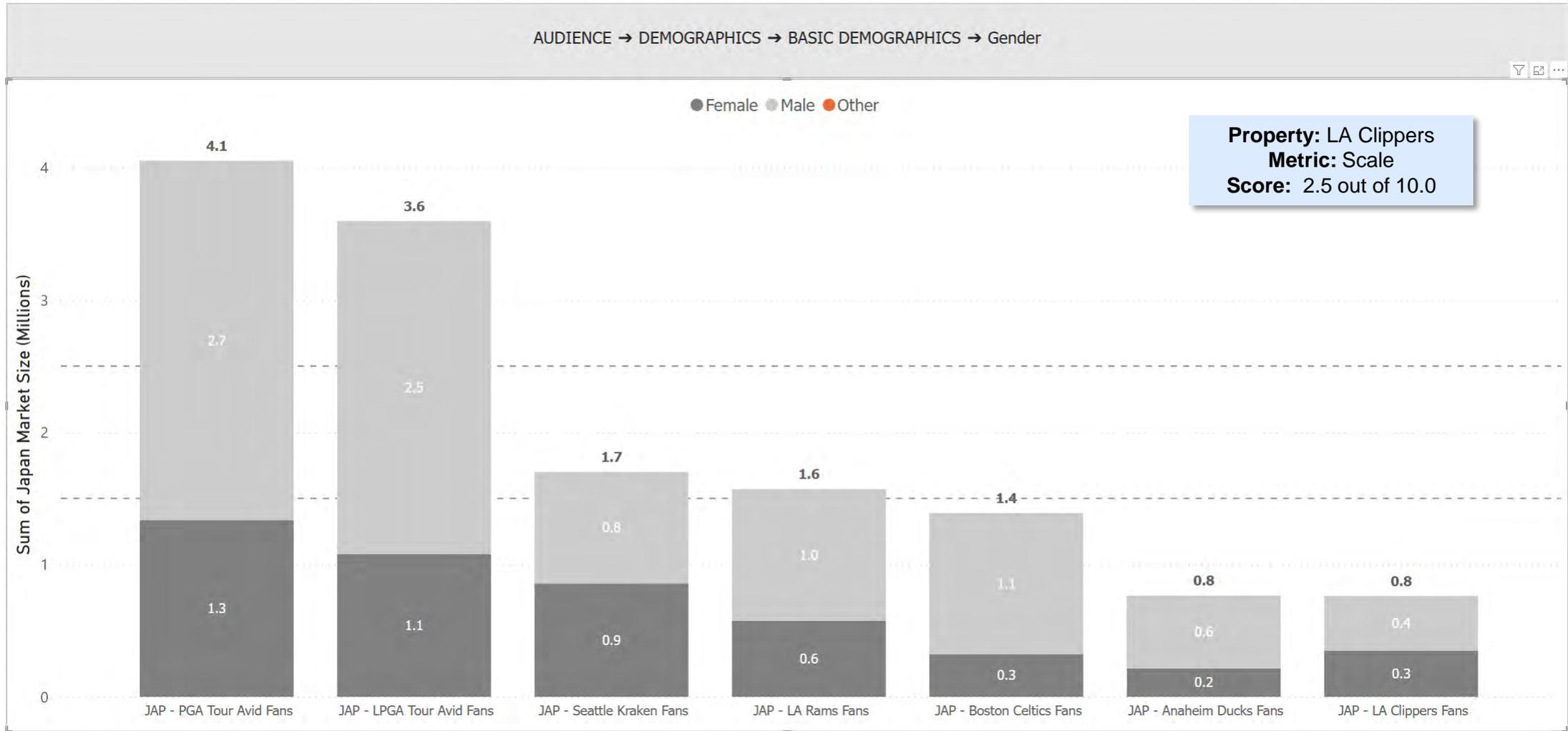
Scorecard category: Marketing Strategy

Scorecard metric: Scale (USA, CAN, MEX fanbase size)



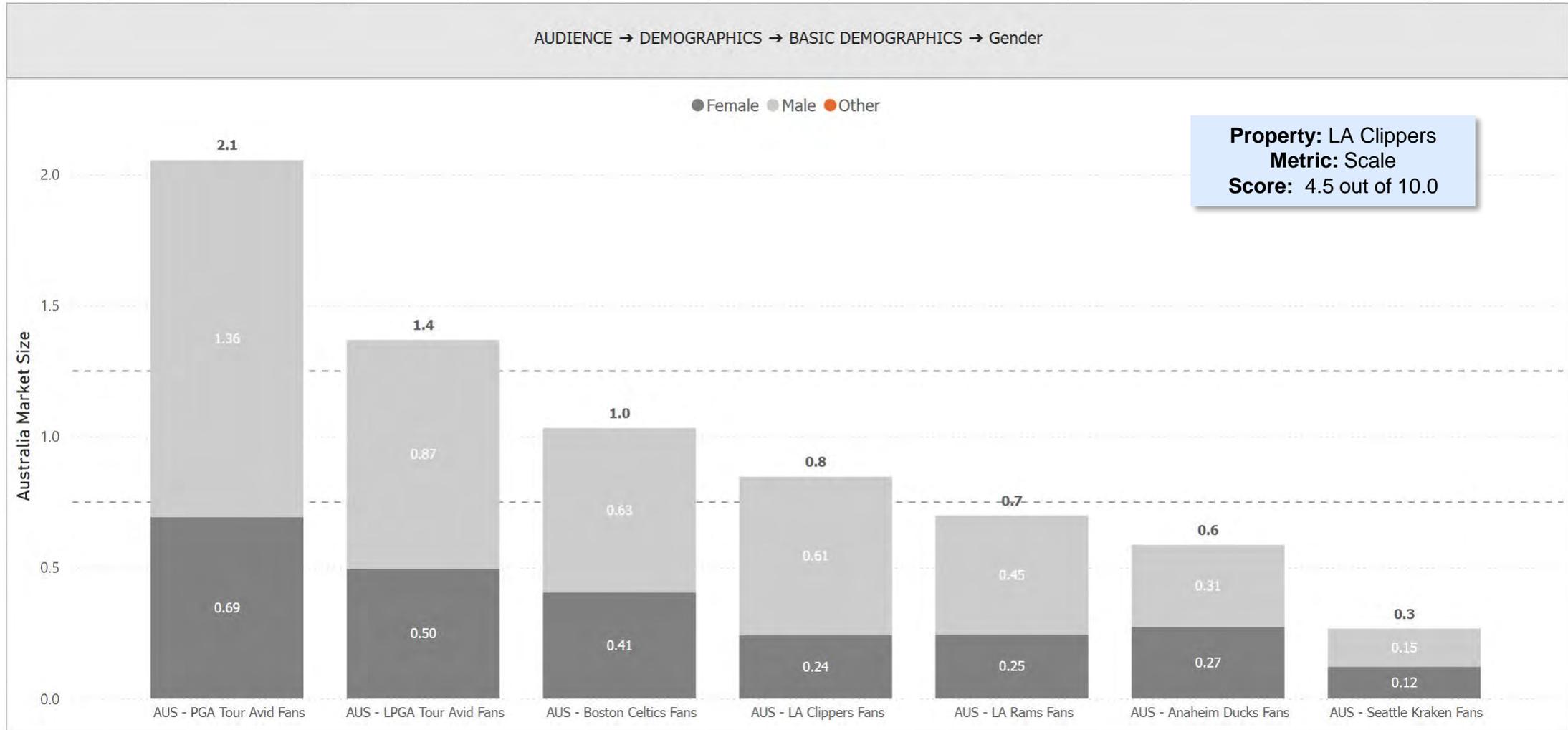
Scorecard category: Marketing Strategy

Scorecard metric: Scale (Japan fanbase size)



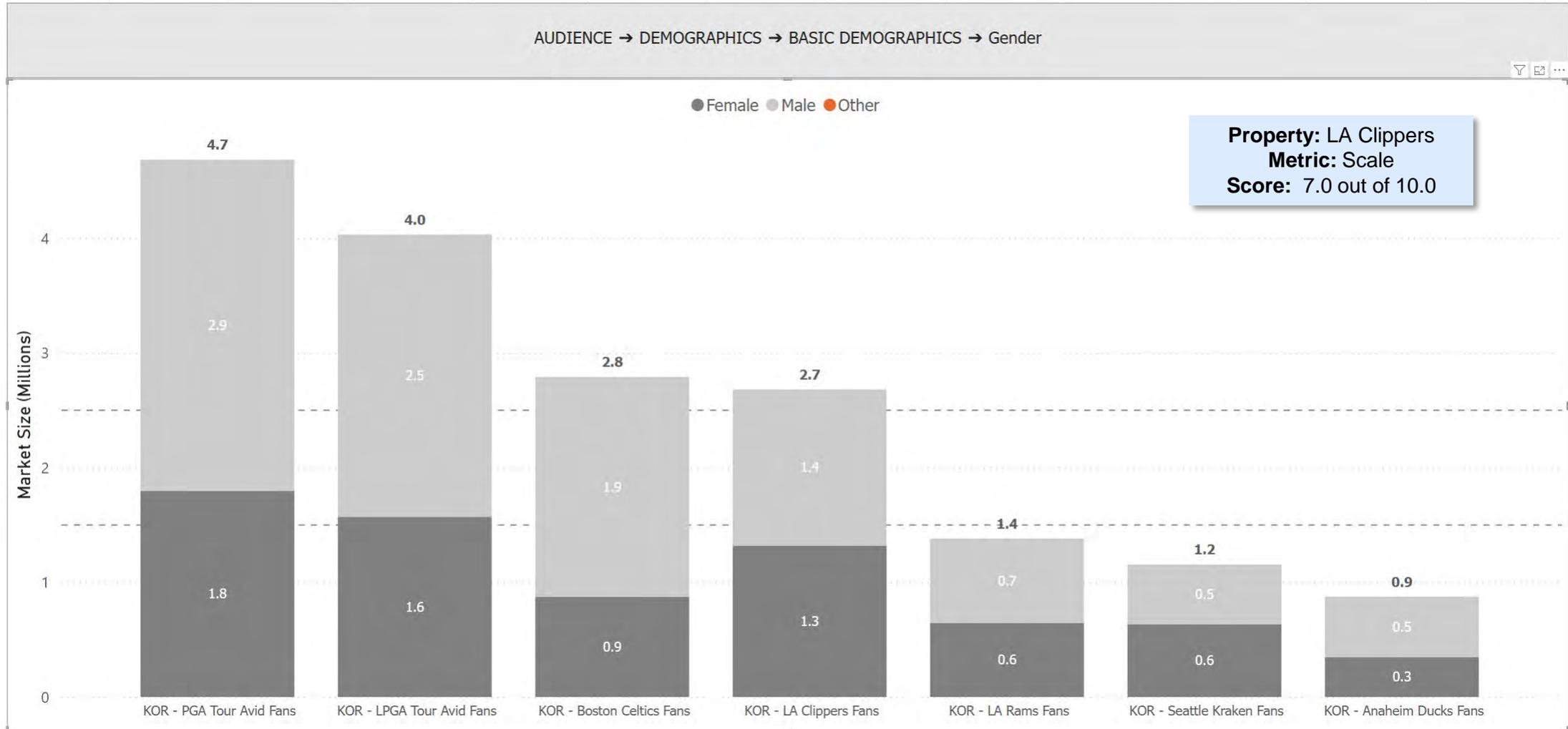
Scorecard category: Marketing Strategy

Scorecard metric: Scale (Australia fanbase size)



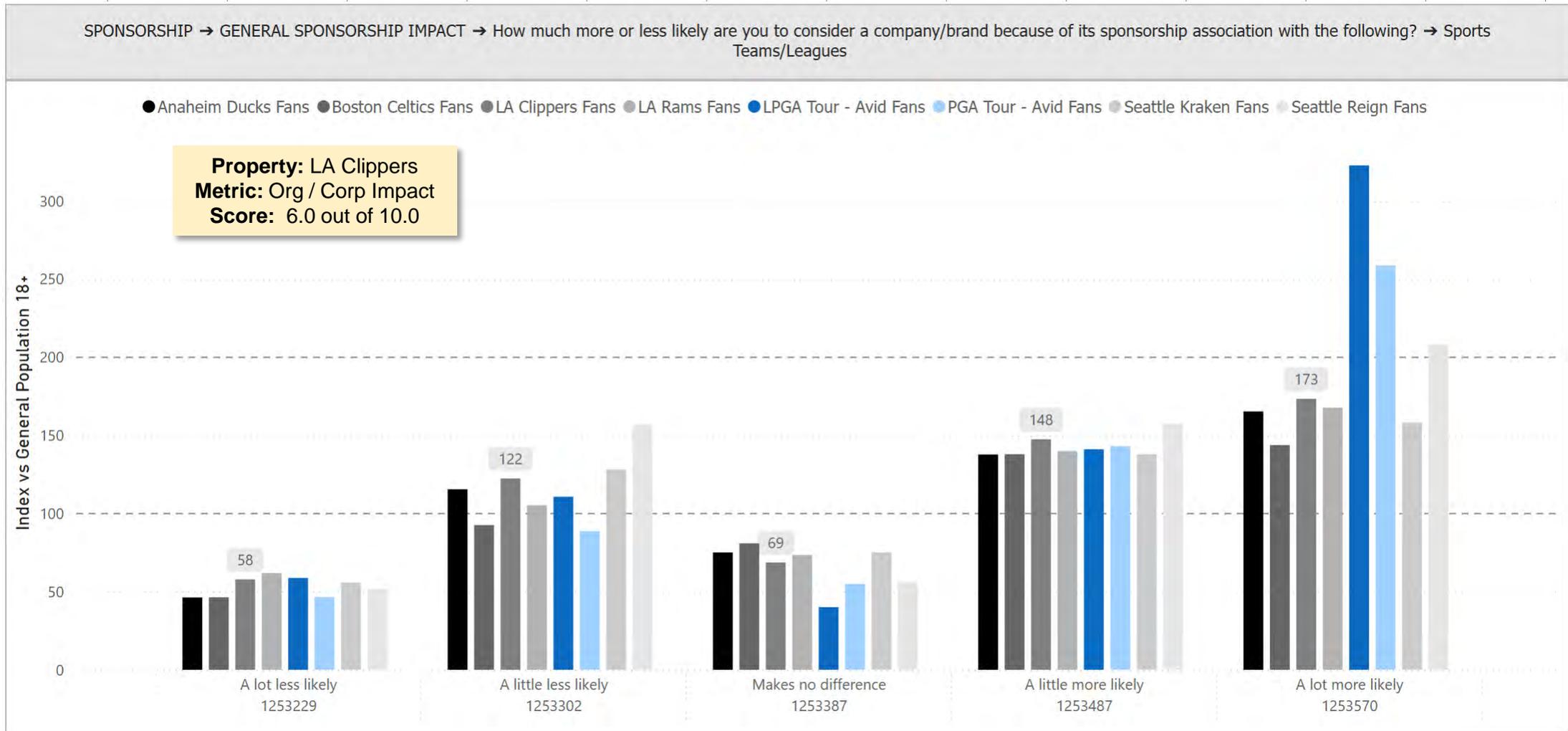
Scorecard category: Marketing Strategy

Scorecard metric: Scale (South Korea fanbase size)



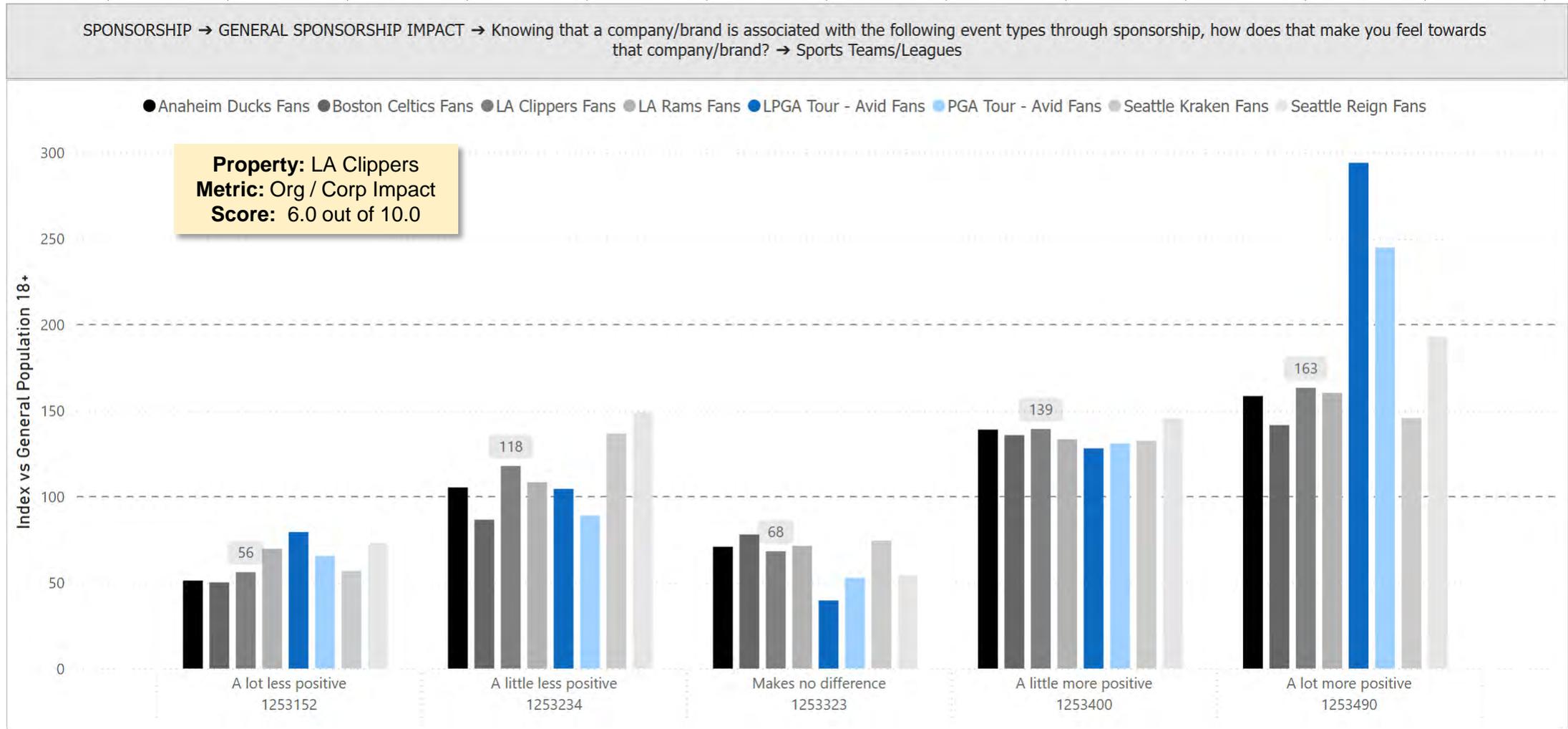
Category: Marketing Strategy

Metric: Organizational/ Corporate Impact (Sports sponsorship - consideration)



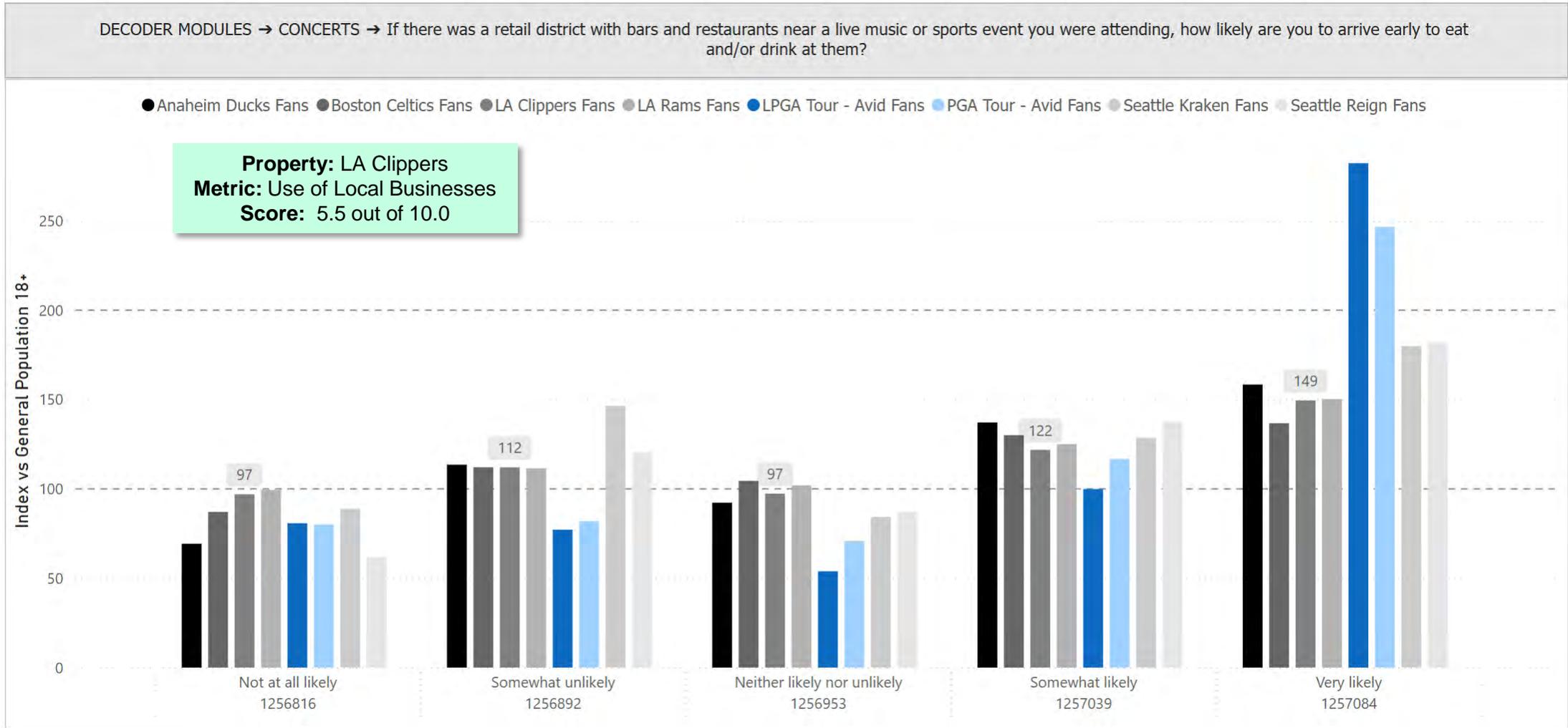
Category: Marketing Strategy

Metric: Organizational/ Corporate Impact (Sports sponsorship - perception)



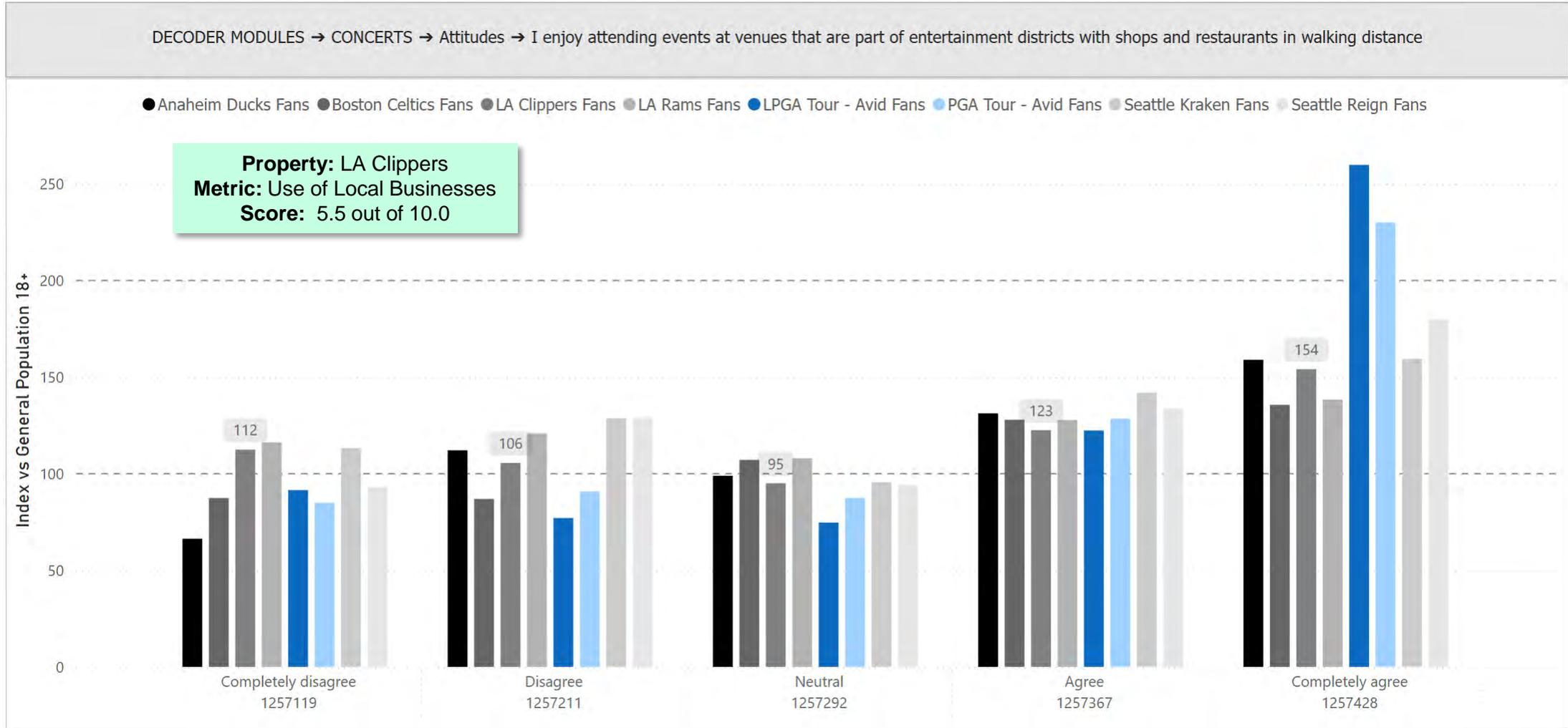
Category: Diplomacy & Community

Metric: Use of Local Businesses (Local Retail)



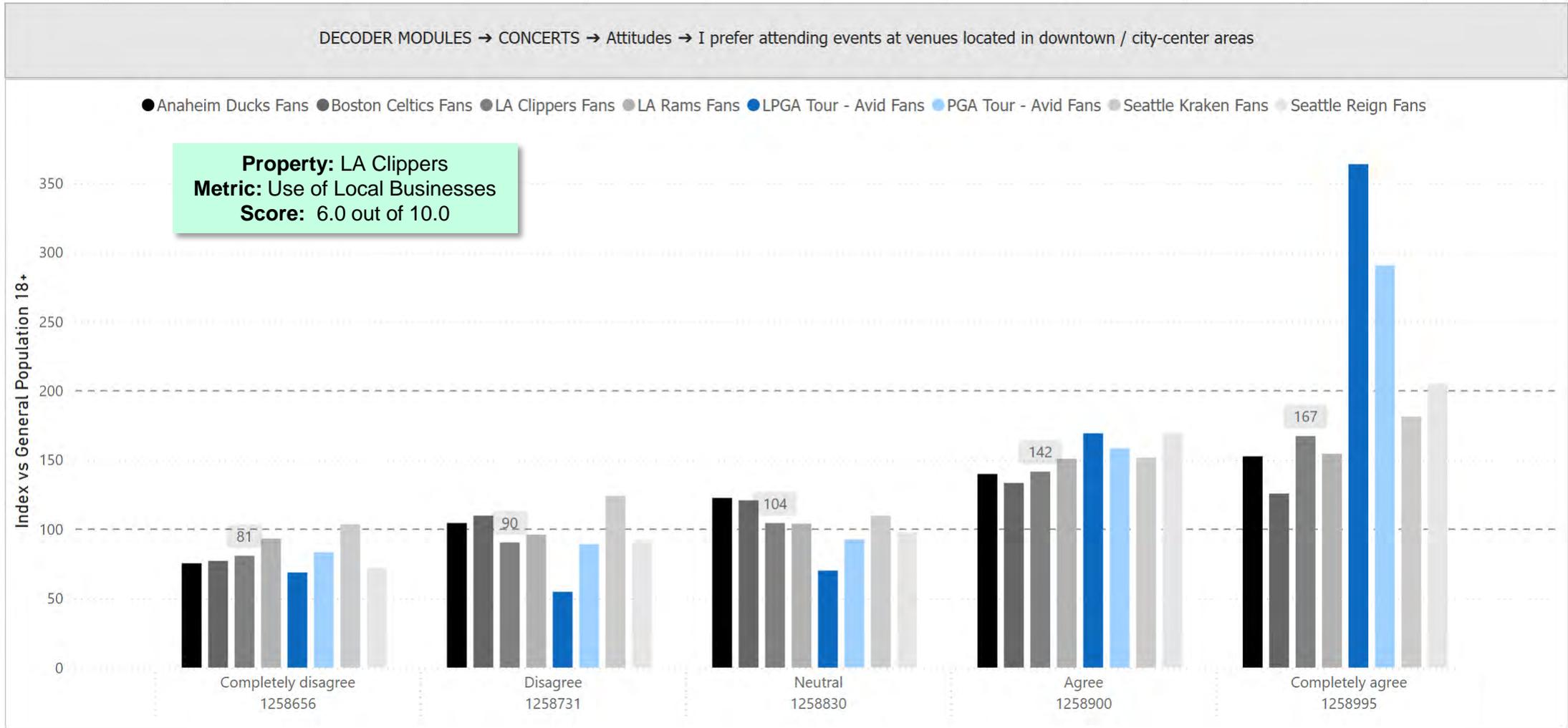
Category: Diplomacy & Community

Metric: Use of Local Businesses (Concerts / Sports Venues)



Category: Diplomacy & Community

Metric: Use of Local Businesses (Concerts / Sports Venues)



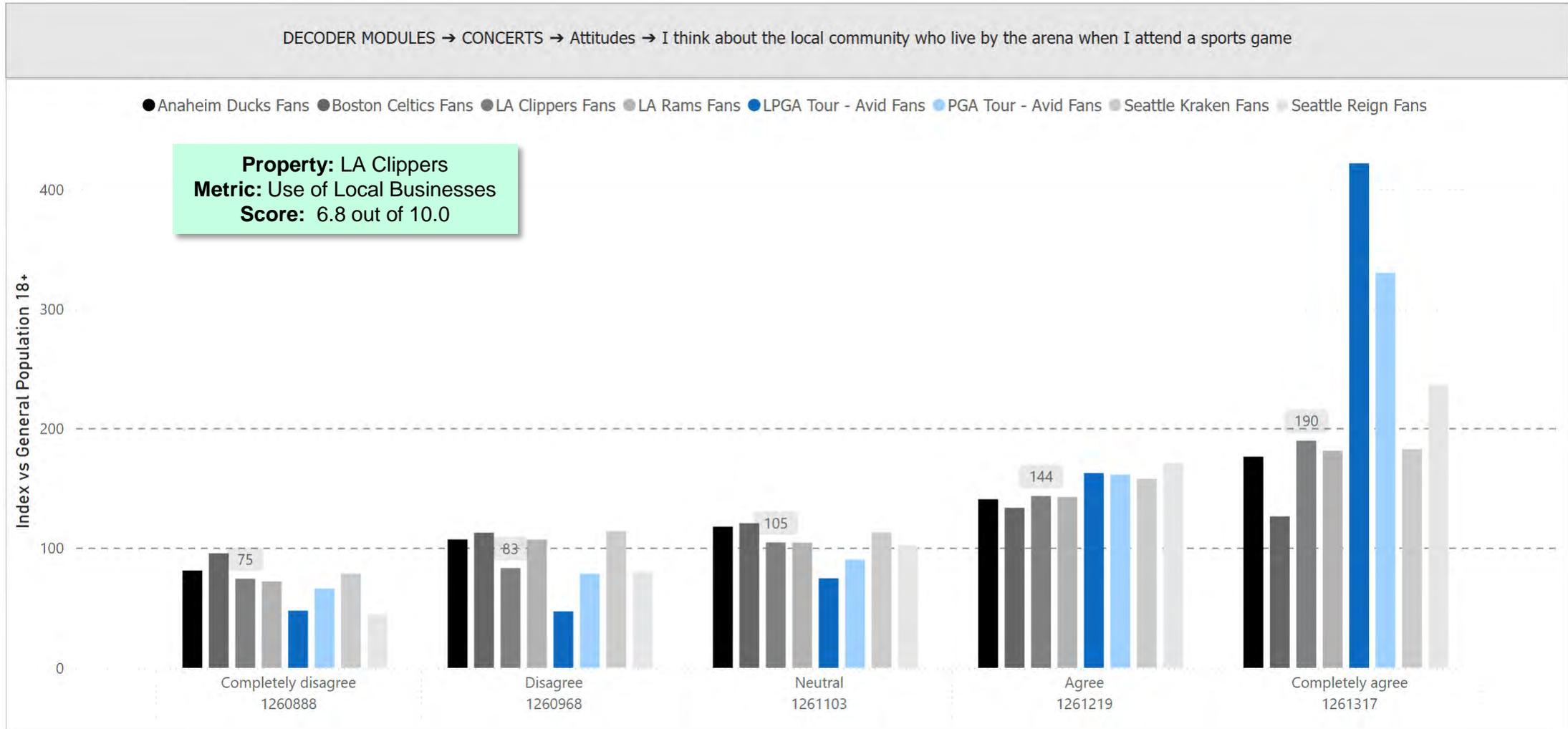
Category: Diplomacy & Community

Metric: Use of Local Businesses (Concerts / Sports Venues)



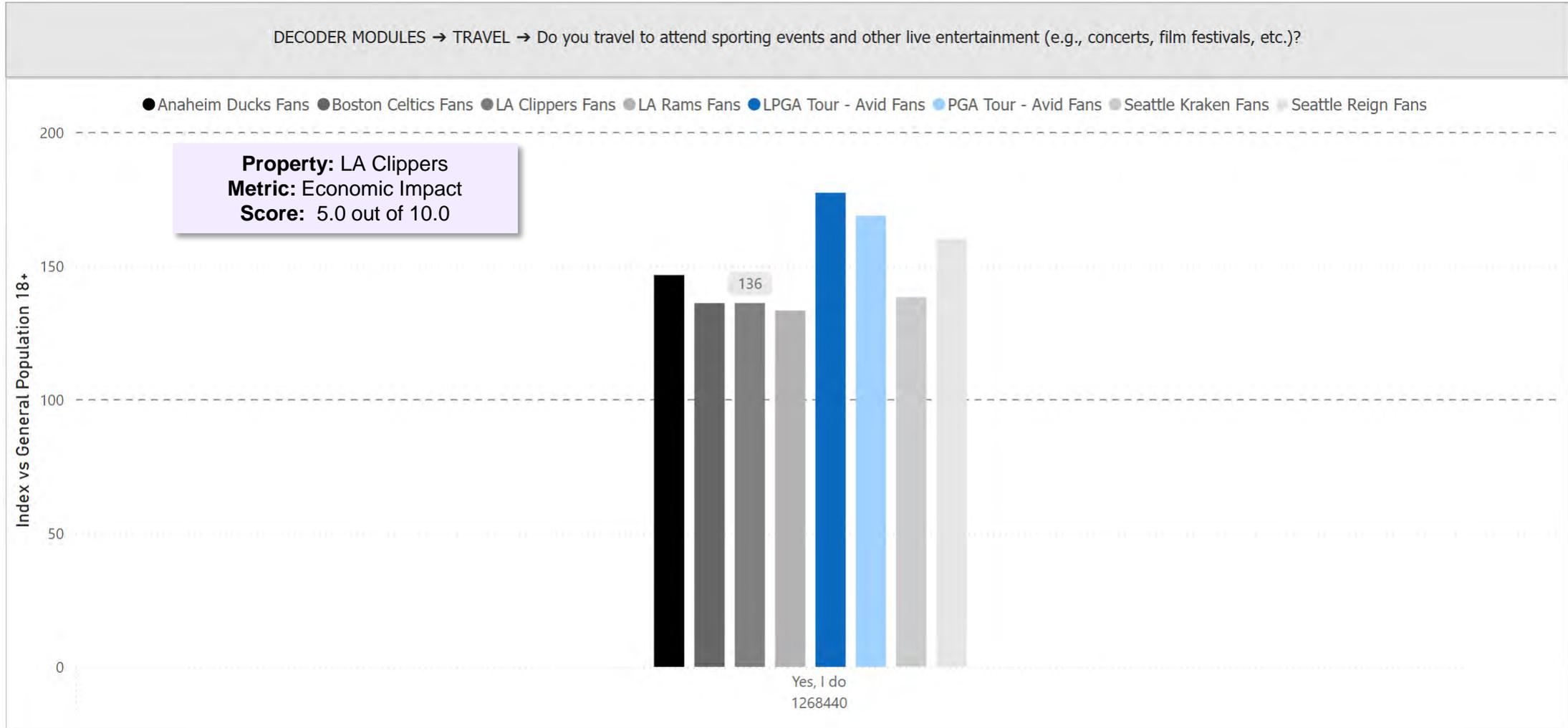
Category: Diplomacy & Community

Metric: Use of Local Businesses (Concerts / Sports Venues)



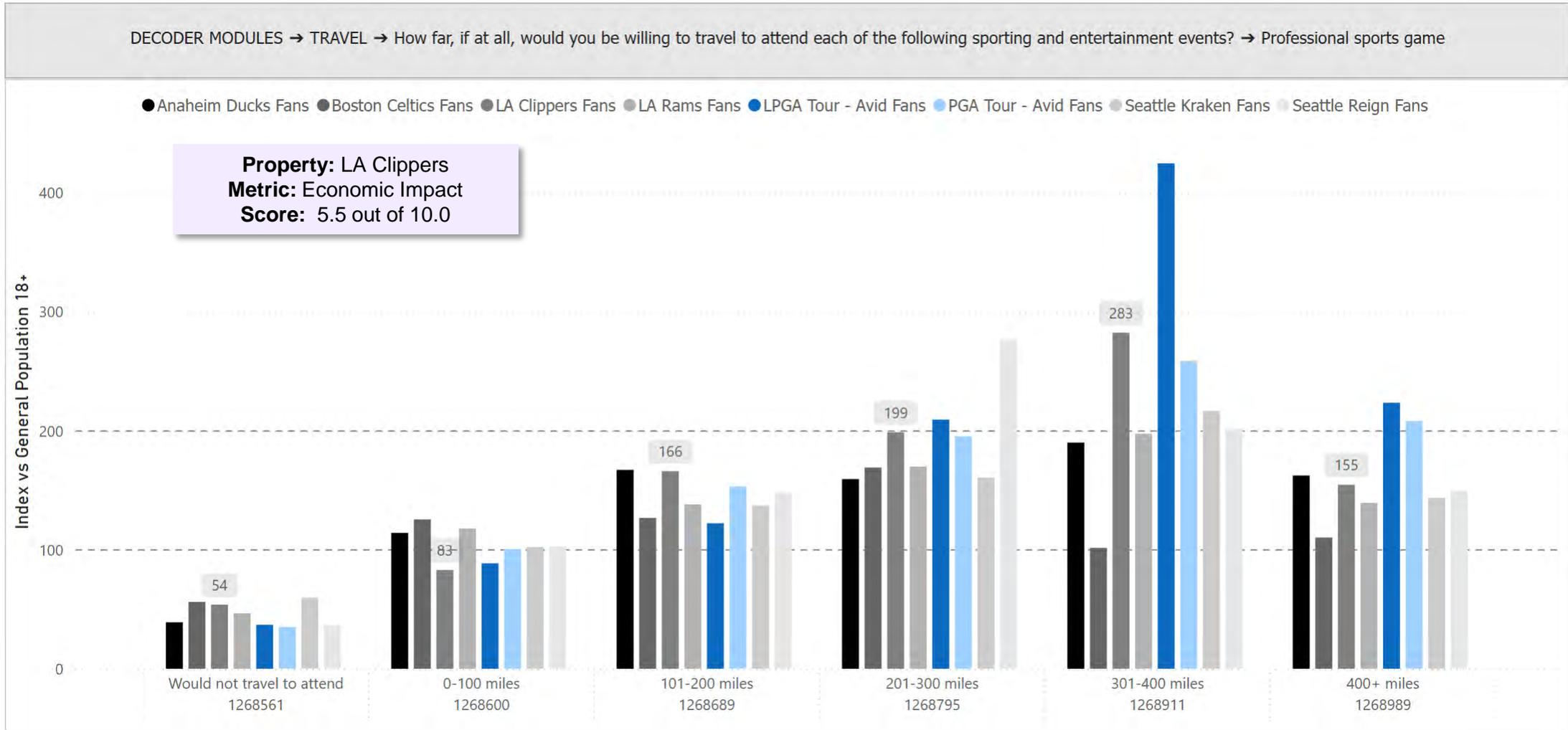
Category: Financial

Metric: Economic Impact (Q58 – travel to attend sporting events)



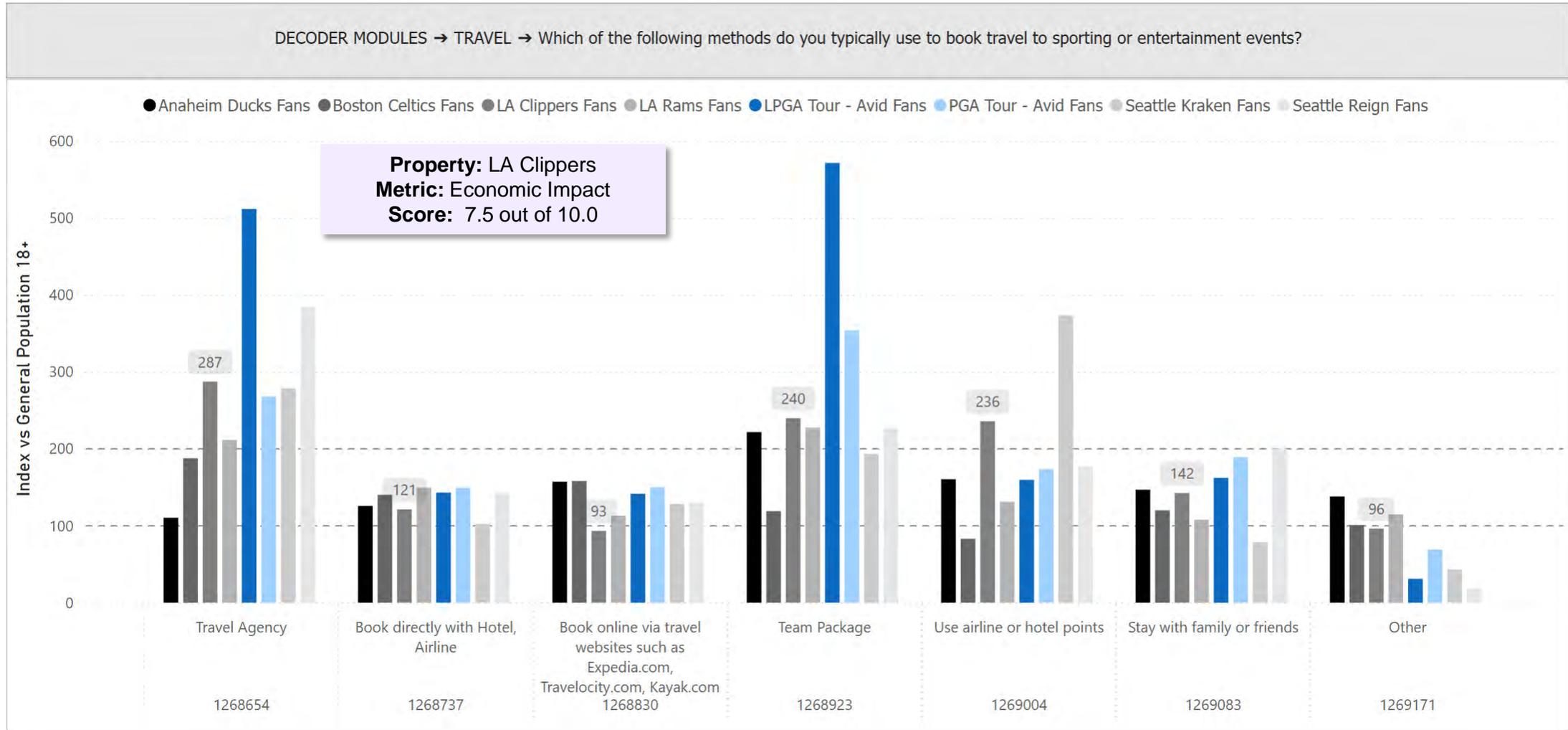
Category: Financial

Metric: Economic Impact (Q59 – how far willing to travel)



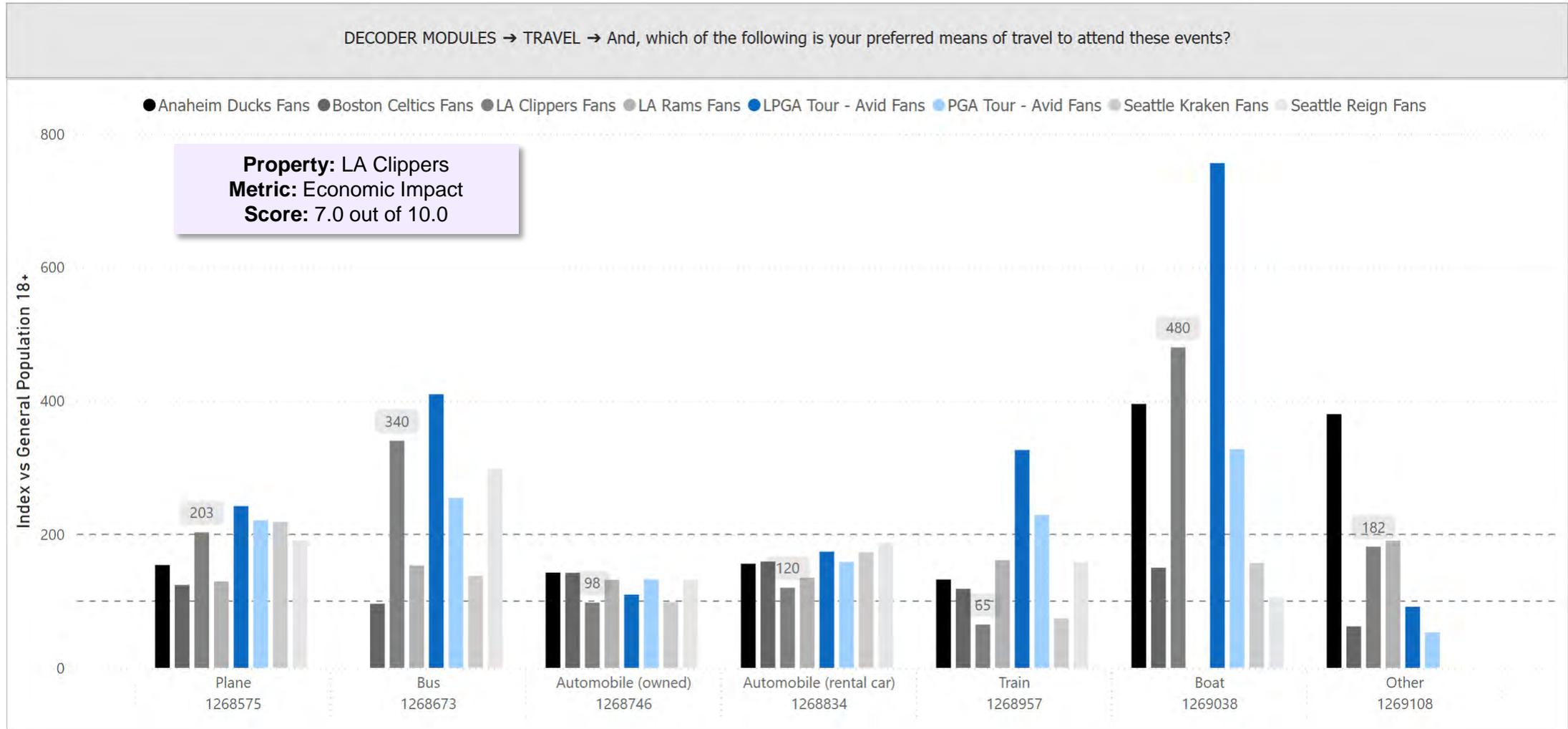
Category: Financial

Metric: Economic Impact (Q60 – methods to book travel)



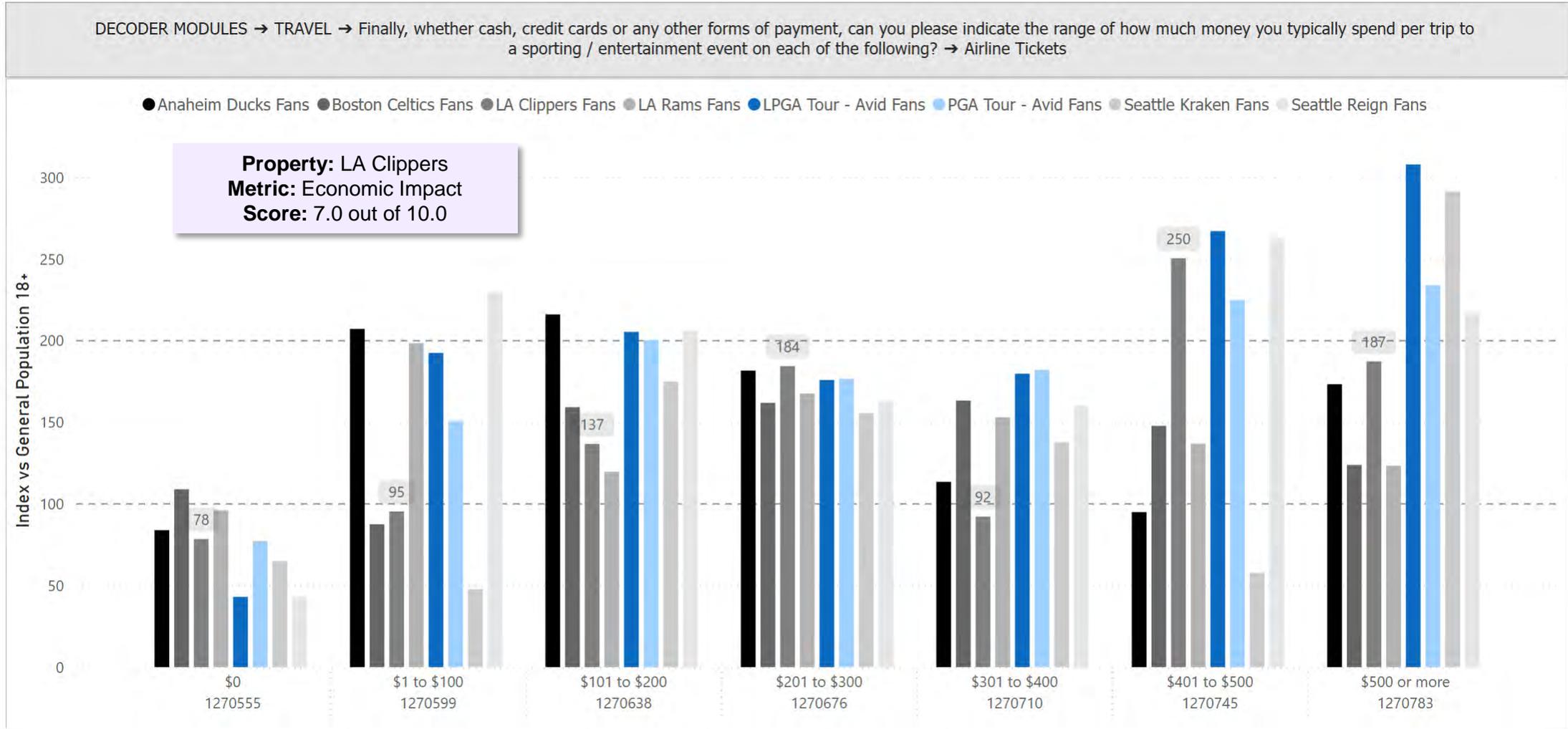
Category: Financial

Metric: Economic Impact (Q61 – preferred means of travel)



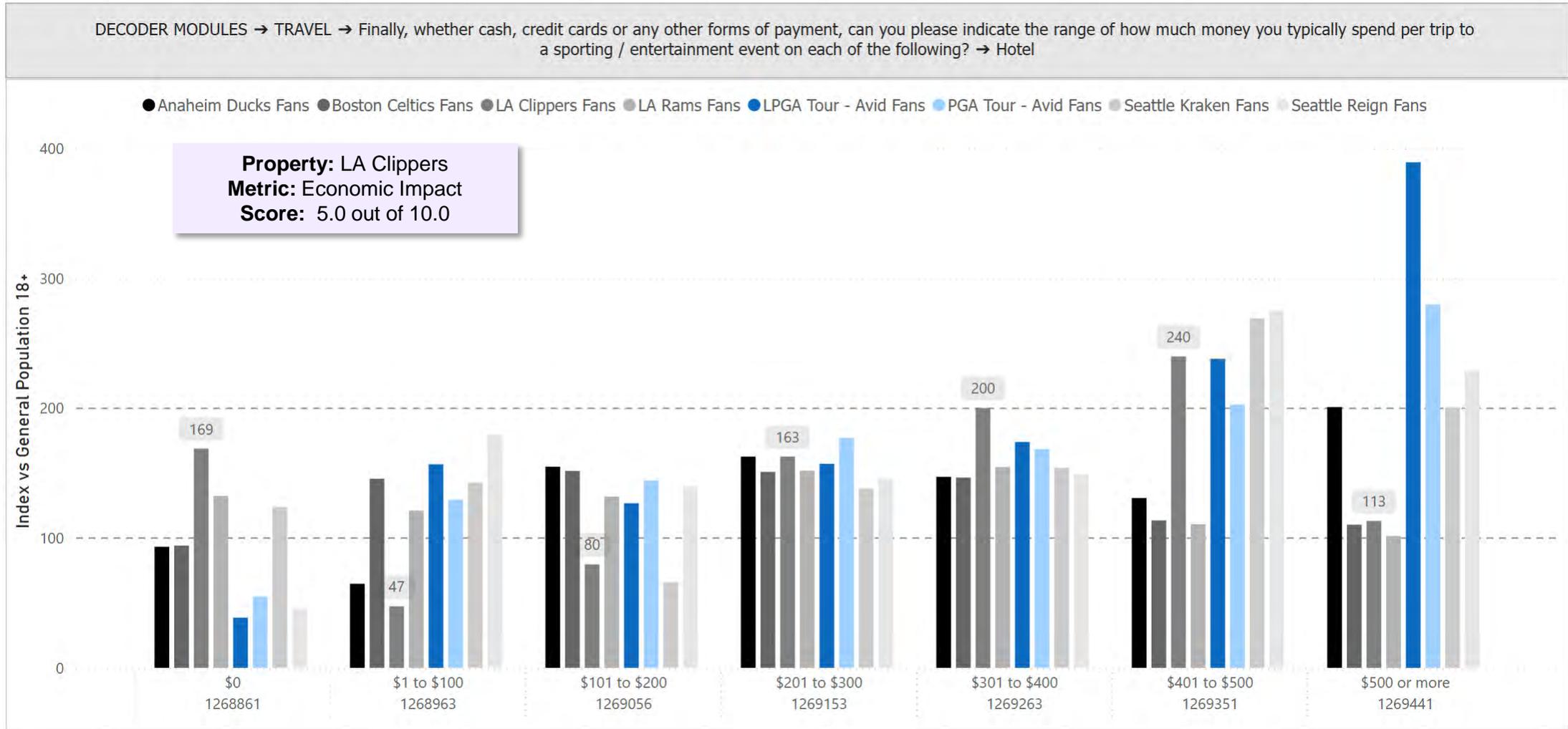
Category: Financial

Metric: Economic Impact (Q62 – Airline spend per trip)



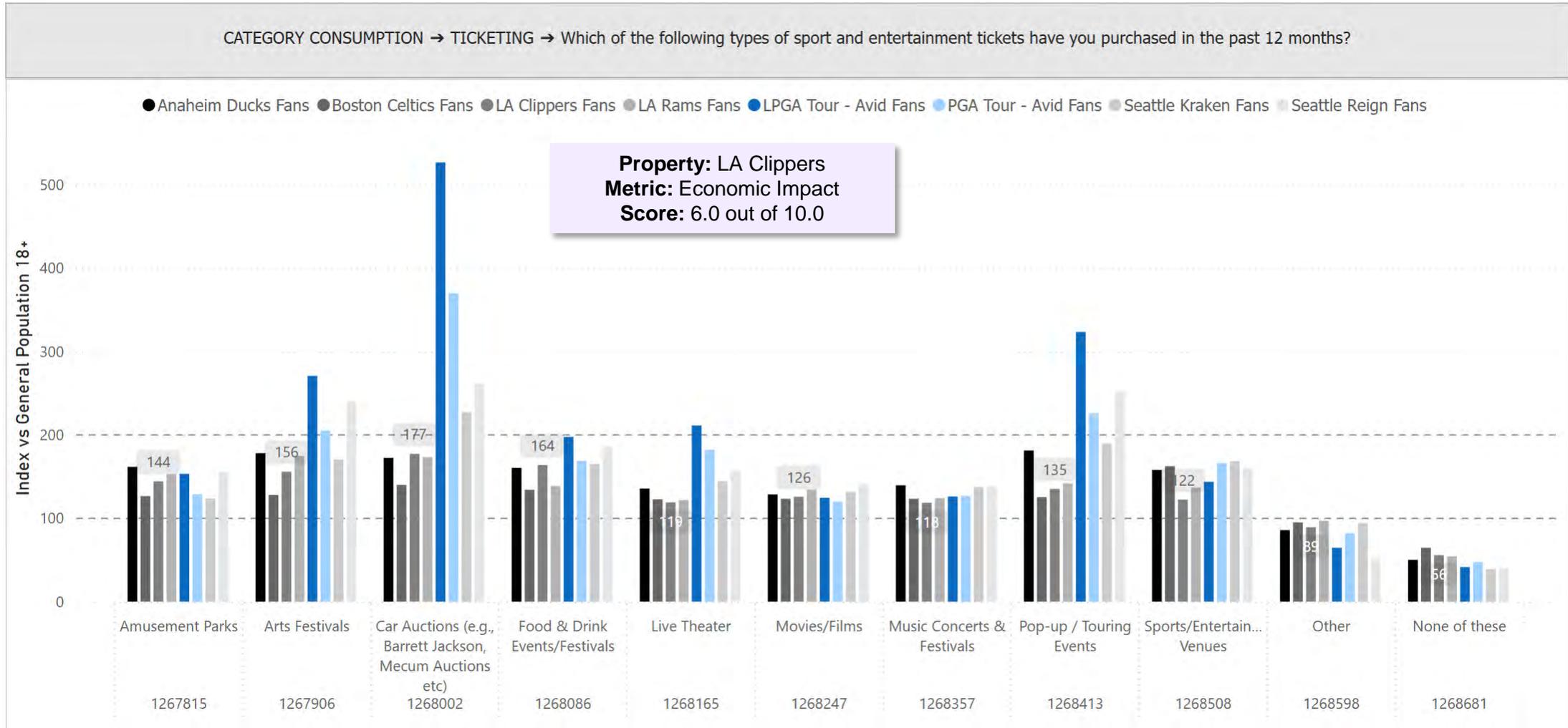
Category: Financial

Metric: Economic Impact (Hotel spend per trip)



Category: Financial

Metric: Economic Impact (sports & entertainment tickets last 12 months)

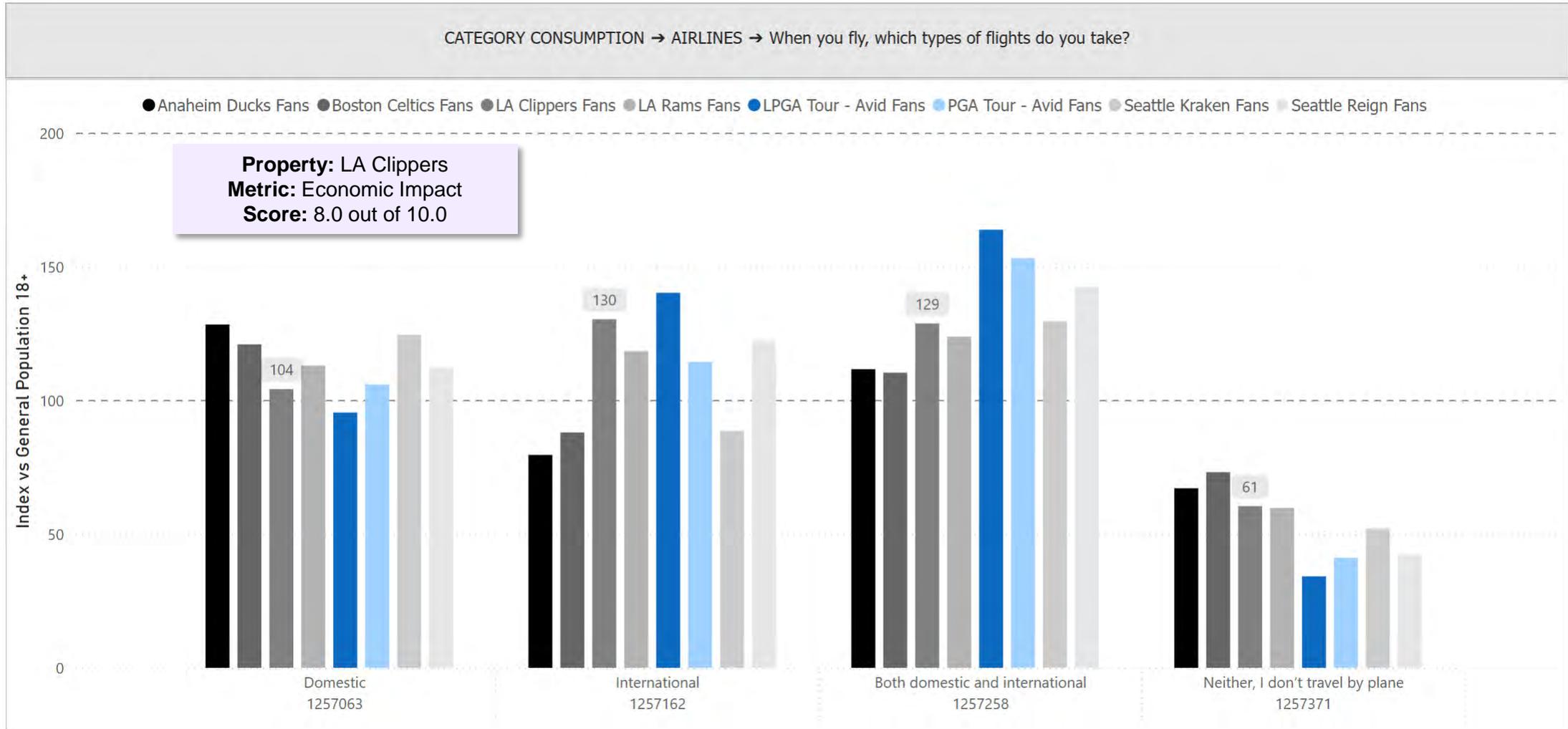


Category: Financial

Metric: Economic Impact (Type of flights)



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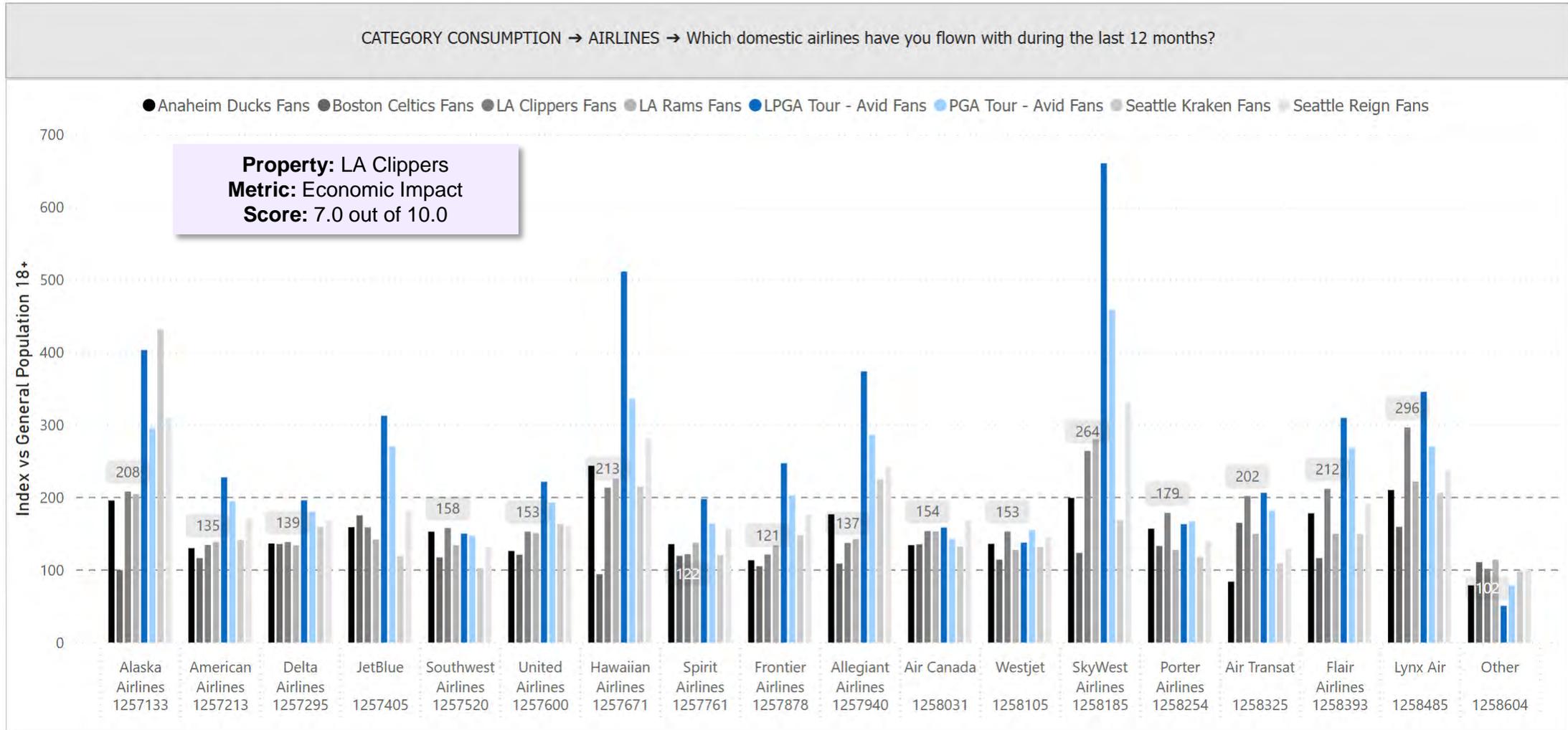


Category: Financial

Metric: Economic Impact (Domestic airlines, last 12 months)



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HTA Sports Proposal Scorecard

LA Clippers: **quantitative metrics (110 of 340 points)** *[ILLUSTRATIVE DATA]*

Metric Category	Metric Category Weight	Metric	Metric Data Source*	Max Metric Score	Proposal Metric Score	Proposal Category Score	Proposal Overall Score	*Data Sources
Marketing Strategy	33.3%	Activation	4	20		33.38 out of 190 (17.6%)	58.67 out of 340 (17.5%)	- 1 - Syndicated Tourism Survey (USA, CAN, JAP, AUS, S. KOR)
		Competitive Environment	4	10				
		Exclusivity	4	10				
		Fit with HTA	1,2	30	16.50			
		Location	4	10				
		Marketing/PR Oppts.	4	15				
		Organizational/Corporate Impact	2	20	12.00			
		Ownable	4	10				
		Risks	4	10				
		Scale	1,2	10	4.88			
		Seasonality	4	10				
		Sponsorship Oppts.	4	15				
		Transferable	4	10				
Financial	33.3%	Cost Effectiveness	4	10		19.33 out of 70 (27.6%)		- 2 - DECODER Fan Insights
		Economic Impact	1,2,3	30	19.33			
		Media Impact (\$)	3	10				
		Tourism/Travel Oppts.	1	20				
Diplomacy & Community	33.3%	Alignment w/Government	4	10		5.96 out of 80 (7.5%)		- 3 - Festival and Event Custom Studies in Hawai'i Islands
		Community Impact	3	20				
		Culture/Traditions	4	10				
		Engagement/Participation by Locals	4	30				
		Use of Local Businesses	2,4	10	5.96			
								- 4 - Meetings / Desk Research

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	Review: Scorecard Metrics & Weights
	Contract: HTA x LA Clippers 2024-25
	Next Steps
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Next Steps

- **Agree scoring weights**
- **Complete quantitative scoring for HTA contracts and proposals**
 - LA Clippers
 - LA Rams
 - PGA Tour
 - LPGA Tour
 - Boston Celtics
 - Seattle Reign
 - Seattle Kraken
- **Complete qualitative assessment of scorecard metrics**
- **Review with HTA**