

Sports Geek Nation AMA with Melissa Blair

Melissa Blair is the co-founder of SportsHosts, a platform built to connect travellers, both local and internationals, with local fans to watch sports together. True to the company's vision, Melissa believes that sports is a common ground that breaks the boundaries no matter what age, race, gender or preference one might have.

Prior to founding SportsHosts, Melissa was a university lecturer, marketing director, strategist and a digital and social media lead. She has lived and worked across four continents around the world and collaborated with brands and organisations like Unilever, L'oreal, Canadian Olympic Foundation, NHS England, The Rockefeller Foundation's 100 Resilient Cities, Victoria Against Violence, AFL, City Football Group and Brooklyn Sports and Entertainment Global.

Now with SportsHosts, Melissa has set foot in New York City and San Francisco as they look into expanding the business to the United States after their successful stints with the AFL and A-League in Melbourne.

Connect with Melissa Blair on Twitter [@MelissaKBlair](https://twitter.com/MelissaKBlair), [Instagram](https://www.instagram.com/melissakb_sportshosts), [LinkedIn](https://www.linkedin.com/in/melissakb) and Slack [@melissakb_sportshosts](https://www.slack.com/join/shared_invite/zt-1000000000-0000000000-0000000000)
Find out more about SportsHosts on sportshosts.com

Here's the full transcript:

Links to names will link you into Slack community, if you are not a member [please sign up here](#).

Q. [seancallanan](#): I'll open the questions [@melissakb_sportshosts](#) can you tell us more about what Sports Hosts do and the story so far?

A. [@melissakb_sportshosts](#): SportsHosts (www.sportshosts.com) connects visitors with local fans to experience live sports together.

If you travelling to a new city - you can connect with a local host to enjoy the game with!

If you're a passionate sports fans - you can show off your favourite team, sport and city with new people.

Best part - the connection is completely free - so it's always an authentic and real experience vs. a tour guide

Q. [Tod Cafilisch](#): Does Sports Hosts partner with other services like SWIAM (Sports Where I Am) or local sports teams to help enhance the visitors experience?

A. [@melissakb_sportshosts](#): Hi [@Tod Cafilisch](#) Great question! We definitely partner with major league teams and that's a key part of our revenue model. Currently we have

partnerships with Melbourne Football Club, Melbourne City Football Club and Melbourne Stars in Australia with a few others in the works. In the US, we're partnered with the Brooklyn Nets, NYC Football Club and San Francisco Giants.

SWIAM is a great platform and we're having a discussion with them soon. However our offerings are different. The visitors' experience is really enhanced from having the local host. There is no better way to get to know a new city, team or sport than with a local!

Q. [joliegee](#): how are you seeing the next 12 months for SportsHosts?

A. [@melissakb_sportshosts](#): Hi [@joliegee](#) Great question! We're are expanding in both in Australia and the US bringing on more teams across the majors cities. We are also in discussion at the league level and would love to start implementing across entire leagues. This year is also going to be an important one from a product perspective as we work to shift from an MVP version of the product to a more sophisticated experience.

Q. [seancallanan](#): [@melissakb_sportshosts](#) is there a particular demographic or geographic region of traveller that is looking for a Sports Hosts experience?

A. [@melissakb_sportshosts](#): Hi [@seancallanan](#) - thanks for your question! We have had visitors from over 37 different countries and counting. The visitors tend to skew younger around 18 - 34 and the most popular countries where people come from are Colombia, Brazil, Western Europe, Canada/US and Aus. It tends often to be more of a psychographic vs. demographic - people that are open-minded, accepting, excited to meet new people and enjoy how sport can reflect the cultural experience of a place.

What is Sports Geek Nation?

Been forwarded this from a colleague? That's great we love seeing our members get credit for sharing their knowledge. Sports Geek Nation is a curated sports business community in Slack and Facebook which will help you learn from the very best in the world. Sports Geek Nation was founded by Sean Callanan in 2015 (as #SportsBiz Slack), it connects sports executives who work in digital, data and technology.

Sports Geek Nation has members from (in alphabetical order) Australia, Canada, Denmark, India, Lithuania, New Zealand, Sweden, United Kingdom and United States working in sports such as basketball, football, ice hockey, baseball, AFL, horse racing, golf, rugby league, netball and more.

You can join Sports Geek Nation by going to SportsGeekNation.com