

FOR IMMEDIATE RELEASE

June 13, 2024

FOR MORE INFORMATION

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Sports Tourism Veteran Launches Podcast



The Reckoning Sports Tourism Podcast.

Northport, Alabama- The Sports Tourism landscape added an edgy, political, unadulterated behind the scenes look at the sports tourism industry, its professionals, how business gets done at conferences, conventions along with opinions on local politics in Alabama and Florida.

Don Staley, President & CEO of SNAP Sports Tourism Consulting and former University of Alabama Soccer coach, has launched The Reckoning Sports Tourism Podcast that will provide an entertaining, and thought-provoking look into these areas with guests who will bring relevance to this fast-moving show.

Staley's career has been marked by success on the soccer field and as well as in the tourism industry. His 23-year career record of 324-257-38 as a soccer coach was good enough to garner four "Coach of the Year" awards in two different leagues. In 2004, he became only the fifth coach in NCAA soccer history to reach the 300-win mark. As a tourism director, Staley's dedicated efforts to the industry were recognized by his peers in the National Association of Sports Commissions (NASC) when they named him "Sports Tourism Executive of the Year" at their 2015 annual symposium. Said former NASC chairman and Florida Sports Hall of Fame member, Rick Hatcher, "Don Staley is one of the best in the industry."

Staley feels his experience as both a successful coach, nationally recognized tourism professional and being in the tourism/political trenches provides him with a unique set of skills to guide this insightful thought-provoking show. He adds that his network of professional contacts throughout the country will be a valuable resource to adding entertaining guests into the mix.

The Reckoning will officially begin July 10th and can be found on Facebook, LinkedIn, and YouTube. <https://snapsportstourism.com>
