

SNAP Sports Tourism collaboration The Huddle Up Group

It was announced today by Jon Schmieder President/CEO of the Huddle Up Group that SNAP Sports Tourism and HUG will collaborate on the Explore Asheville project beginning in January. Schmieder said the following related to the partnership “We are excited to have Don Staley and Snap Sports Tourism work with us on this important project in Asheville. Don has a great knowledge of the industry and this particular destination, so having him on board as added bench strength will really be helpful on this one.”

About HUG

We recognize that empowering sports organizations and non-profits is key to strengthening communities. Drawing on our collective leadership and experience, we give organizations and non-profits the ability to collaborate effectively, both internally and externally. We believe this creates a dynamic that results in a “win-win” for both organizations and communities. We have led projects for DMOs, CVBs, sports commissions, cities, counties, states, and also several NGBs and event rights holder. We utilize a proven 6-step process to develop a strategic sports organization game plan, and we work post-delivery to help our clients implement our recommendations.

