



COLLEGIATE SPORTS CASE STUDY

THE CHALLENGE: A midwest-based university made an exciting deal to move into a larger athletic conference resulting in its teams traveling greater distances to unfamiliar cities and airports.

The athletic department had limited time to analyze the viable alternatives and identify options that offered the most reliable yet cost-effective solution to set up a comprehensive travel schedule.

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CASE STUDY

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THE SOLUTION:

PJS consulted with the university and provided four viable options for each sport's specific needs:

- Using a 30-seat regional aircraft for all flights.
- Using a 50-seat regional aircraft for all flights.
- Using a 65-seat business class configured aircraft for all flights.
- Using a blend of 30-seat, 50-seat and 65-seat aircraft on a per trip and per team basis.

THE RESULT:

The university chose to use the blend of aircraft because it offered all teams the ability to adjust based on each travel event. By having a variety of aircraft at its disposal, the university could utilize the 30-seat aircraft for shorter distances, for smaller teams like volleyball or travel using shorter runways. The 50-seat aircraft made sense for a majority of basketball travel and the 65-seat aircraft for when donors and boosters traveled with the team.



In addition to the cost savings, teams saved time due to less ground travel to and from airports, fewer overnights in hotels and less flight time by flying direct. Also, the university gained an academic advantage, as students used time on the charter flights as study hall and missed fewer classes.

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