

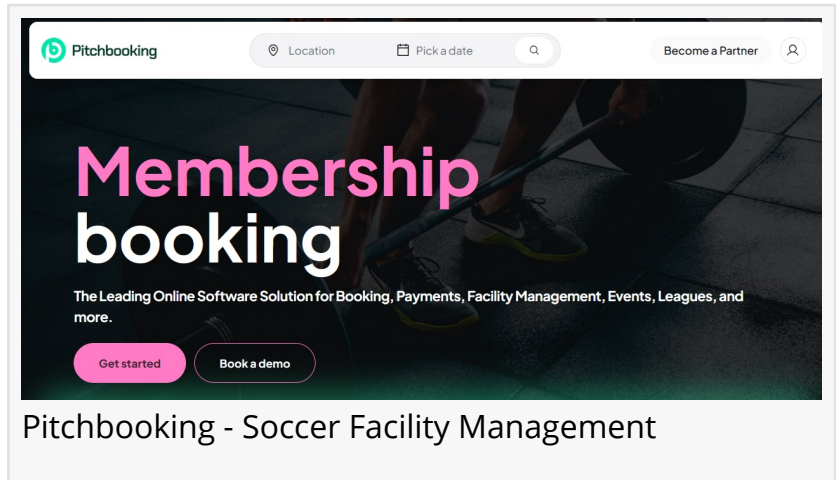
UK Sports Technology Leader Pitchbooking Expands to US Market with Major Soccer Facility Management Partnership

UK sports facility management platform Pitchbooking expands to US market through strategic partnership with Soccer 5 USA, bringing innovative booking solutions.

BELFAST, ANTRIM, UNITED KINGDOM, December 22, 2024 /

EINPresswire.com/ -- [Pitchbooking](#), the rapidly expanding UK-based sports facility management platform, today announced its strategic entry into the

United States market through a landmark partnership with Soccer 5 USA, marking a significant milestone in the company's global growth trajectory.



Pitchbooking - Soccer Facility Management

“

From managing indoor basketball courts in Chicago, multi-sport complexes in Texas, or soccer facilities in California, our platform adapts to local needs, maintaining consistent service delivery.”

Fearghal Campbell

The partnership with Soccer 5 USA, America's fastest-growing small-sided soccer operator, represents Pitchbooking's inaugural venture into the US market. This collaboration will see Pitchbooking's advanced [facility management technology](#) integrated across Soccer 5 USA's expanding network of premium small-sided soccer facilities, setting new standards for operational efficiency and user experience in the American market.

From Local Innovation to Global Impact

Founded by childhood friends Fearghal Campbell, Chris McCann, and Shea O'Hagan, Pitchbooking has evolved

from its origins in Northern Ireland to become a significant force in sports facility management. The platform currently serves over 3,000 facilities across the UK and Ireland, with an established presence in more than 10 countries. The company's success in revolutionising public sector sports facility management, particularly through partnerships with local councils, has created a robust foundation for international expansion.

Chris McCann, Chief Technology Officer at Pitchbooking, emphasises the strategic importance of the partnership: "Working with Soccer 5s has enabled us to develop our platform specifically for a US audience. Their focus on efficient operations and providing a leading digital experience for their loyal customers has been vital to a range of features we have released, including direct chat, flexible payment options, and enhanced customer engagement campaigns."

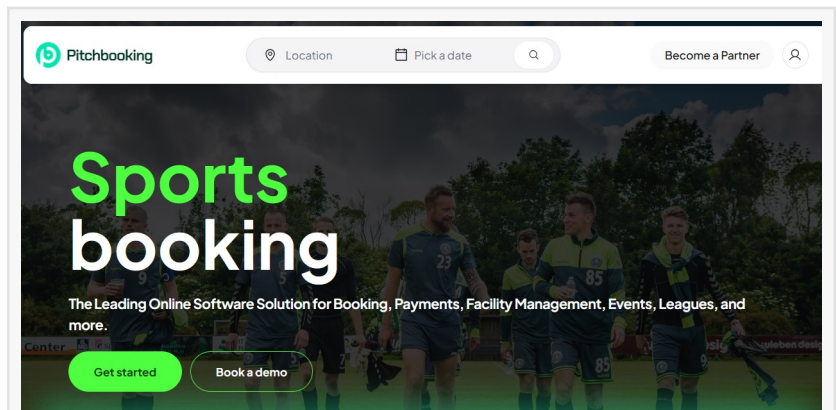
Technological Innovation Driving Growth

The partnership introduces several groundbreaking technological advancements to the US market:

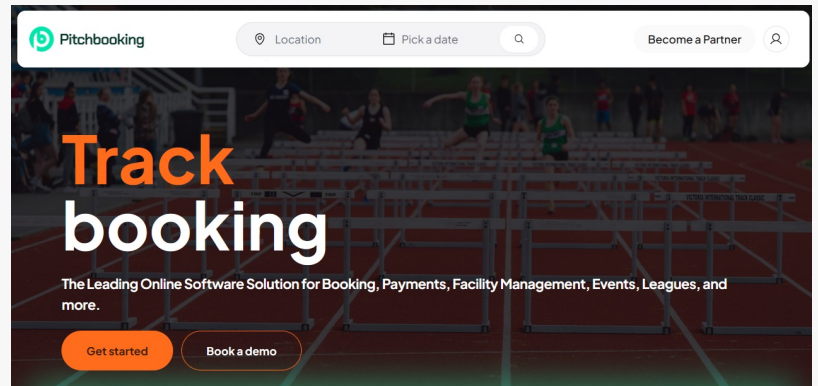
*Advanced Booking Solutions: The platform's sophisticated booking engine enables real-time facility availability updates and automated scheduling, significantly reducing administrative overhead while maximising facility utilisation. The system's intuitive interface allows users to book and manage their reservations seamlessly across all devices.

*Enhanced User Experience: Pitchbooking's latest features, developed in collaboration with Soccer 5 USA, include integrated communication tools, flexible payment options, and personalised customer engagement capabilities. These innovations ensure a smooth, user-friendly experience for both facility operators and end-users.

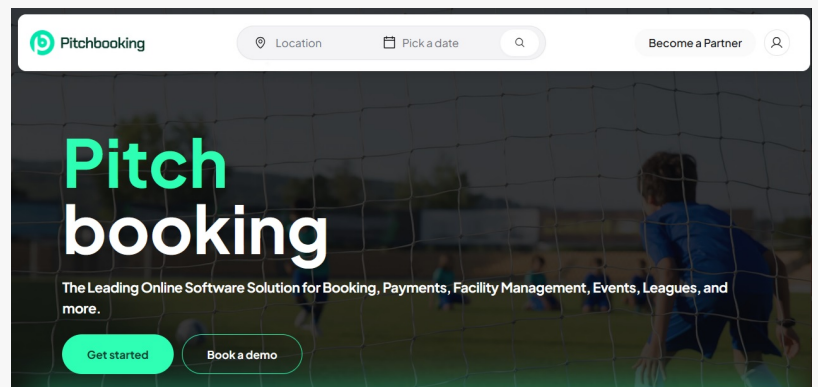
*Operational Excellence: The comprehensive management suite streamlines all aspects of facility



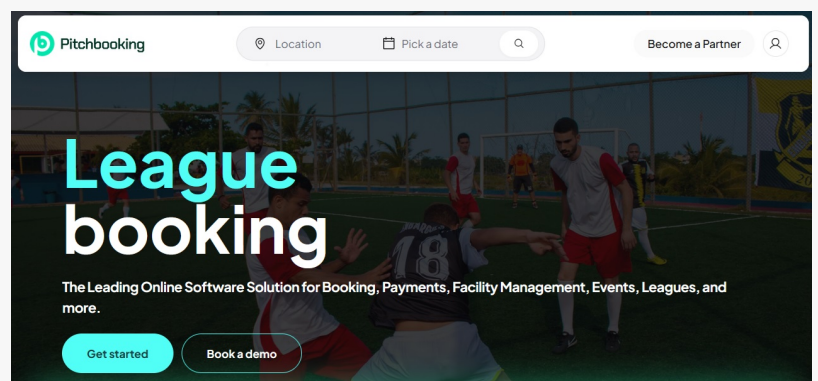
Pitchbooking - Sports Facility Management



Pitchbooking - University and Track Facilities Management



Pitchbooking - Football Pitch Management Software



Pitchbooking - League Booking Software

operations, from maintenance scheduling to financial reporting. Automated processes reduce manual administrative tasks, allowing staff to focus on enhancing the customer experience and facility management.

Public Sector Excellence Meets Private Sector Innovation

Pitchbooking's experience in managing public sector facilities, particularly through partnerships with UK and Irish councils, brings unique insights to the American market. The platform's proven track record in optimising public sports facilities demonstrates its capability to handle complex operational requirements whilst maintaining high standards of service delivery.

Future Development and Strategic Growth

This expansion represents more than just market entry; it demonstrates the increasing global demand for sophisticated digital solutions in sports facility management. The partnership positions both organisations at the forefront of sports technology innovation, promising significant operational benefits and supporting soccer's growth in the US market.

Looking Forward

The collaboration between Pitchbooking and Soccer 5 USA marks the beginning of a new chapter in sports facility management, combining technological innovation with community engagement to create more accessible and efficiently managed sporting venues. This partnership sets the stage for further expansion across the North American market.

Market Opportunity and Growth Potential

The expansion into the US market represents a significant opportunity in the rapidly growing sports facility management sector. The American market, with its diverse range of sporting facilities from community centers to commercial venues, presents unique opportunities for digital transformation. Soccer 5 USA's network of facilities serves as an ideal foundation for Pitchbooking's entry into this dynamic market, where the demand for efficient facility management solutions continues to grow.

"The US sports facility market is experiencing a digital revolution," explains Shea O'Hagan, Co-founder at Pitchbooking. "From small-sided soccer venues to multi-sport complexes, facility operators are seeking solutions that can streamline their operations while enhancing the user experience. Our platform's success with various facility types in the UK and Ireland positions us well to serve this growing market."

Supporting Sports Innovation Across Sectors

Pitchbooking's platform is designed to serve a broad spectrum of facility operators in the US market, including:

- *Commercial sports centers and indoor facilities
- *Municipal recreation departments
- *Educational institutions and universities
- *Community sports organisations

*Private sports clubs and academies

This versatility, combined with the platform's proven track record in managing diverse facility types, creates a strong foundation for growth in the American market. The technology's ability to handle various booking models, payment systems, and operational requirements makes it particularly well-suited for the US sports sector's varied needs.

Nationwide Reach Across Multiple Sports

The platform's adaptability extends across America's diverse sporting landscape, from Florida's year-round tennis facilities to indoor sports centers in the Northeast. With Soccer 5 USA's established presence in major markets like Miami, Pitchbooking's technology is positioned to support facility management across various regions and climate zones.

"Different states have unique sporting cultures and facility needs," explains Fearghal Campbell, Co-founder at Pitchbooking. "Whether it's managing indoor basketball courts in Chicago, multi-sport complexes in Texas, or soccer facilities in California, our platform adapts to local requirements while maintaining consistent service delivery."

The technology supports diverse sporting activities including:

- *Soccer and futsal facilities
- *Baseball and softball diamonds
- *Basketball and volleyball courts
- *Tennis and pickleball courts
- *Multi-purpose athletic fields
- *Indoor sports complexes

This flexibility becomes particularly valuable in regions where weather conditions necessitate both indoor and outdoor facility management. From managing seasonal transitions in New England to supporting year-round outdoor activities in Southern California, the platform's scheduling and maintenance features accommodate varying facility requirements across different climates and seasons.

The growing popularity of sports like pickleball in Arizona and paddle tennis in New York demonstrates the importance of a management system that can adapt to emerging trends in different regions. Pitchbooking's experience in managing various facility types positions the platform to support this diverse and evolving American sports landscape.

About Pitchbooking

Pitchbooking revolutionises sports facility management through innovative digital solutions. The platform serves diverse clients, including councils, clubs, schools, sporting organisations, and commercial venues throughout the UK and Ireland, with an expanding global presence.

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