# greatEvent Launches Sports Travel Booking Platform, Partners with TFO Sports

*New vertical books venues, team room blocks, practice and team meeting space, performance staff and performance technology in one itinerary.*

ROCKVILLE, MD, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- greatEvent Hospitality, creator of the patented Real-Time Booking (RTB) platform, is expanding into sports travel. The company has launched greatEvent Sports, a booking vertical for teams and tournaments, and has partnered with TFO Sports to bring performance technology into team travel.

GREATEVENT SPORTS

> Sports travel is a massive market, and it still runs the way hotels did before real-time booking existed. We built greatEvent Sports on that same technology."
>
> *Dipak Thakker*

Most youth, high school, college, and amateur sports travel is still booked the old way: phone calls, email chains, and spreadsheets. greatEvent Sports changes that. Now at sports.greatevent.com, coaches, tournament directors, athletic directors, club administrators, and travel coordinators can search facilities by sport-specific needs, hold a team room block with rates and terms shown upfront, and add practice space, meeting rooms, trainers, physical therapy, meals, insurance, and ground transport to one itinerary.

The platform launches with more than 58,000 facilities spanning 11 sports and multi-sport complexes.

PARTNERSHIP WITH TFO SPORTS

TFO Sports is an investment and advisory firm working with professional leagues, teams, stadiums and facilities across global sports. Through its Innovation Circle program, TFO works with sports technology companies on commercial partnerships and distribution, spanning

recovery and injury prevention, load and readiness monitoring, mental health, nutrition, sleep and travel fatigue, and video and data analytics. Under the partnership, TFO will introduce greatEvent Sports across its network and bring Innovation Circle companies onto the platform.

“Team travel is idle for athletes, and that dead time costs performance — lost training hours, broken sleep, no recovery. TFO Sports is bringing services and technology that have largely been confined to professional programs onto the same itinerary at all levels, so travel becomes time that adds to performance instead of time an athlete has to absorb.”
Matt Sherman — Founder & Managing Partner, TFO Sports

ABOUT GREATEVENT
greatEvent, headquartered in Rockville, Maryland, has developed a patented Real-Time Booking (RTB) platform for events, giving customers instant access to live venue availability and the ability to book spaces in minutes. The platform lets planners see meeting and event spaces in real time, eliminating the delays and guesswork of traditional sales and catering systems. greatEvent is backed by TEDCO’s Venture Funds. Learn more at www.greatevent.com.

ABOUT TFO SPORTS
TFO Sports, headquartered in Bethesda, Maryland, is an investment and advisory firm partnering with sports leagues, teams, stadiums and facilities to build integrated technology ecosystems that accelerate adoption and unlock growth opportunities. Learn more at www.tfosports.com.

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