

PROFESSIONALIZING FINANCE TO POWER THE NEXT STAGE OF GROWTH

How Athletes Hospitality partnered with York IE to clean up reporting, gain clarity, and scale with confidence

SETTING THE STAGE

Athletes Hospitality is a tech-enabled sports travel company delivering comprehensive housing and logistical solutions for large-scale youth sports tournaments, collegiate programs, and professional sports schedules. Its intuitive group booking platform and deep hospitality relationships have helped the company grow into a trusted partner for event operators, teams, and families across the country.

As the business scaled, its finance operations struggled to keep pace. Manual workflows and spreadsheet-driven reporting made it difficult to get a clear picture of performance, and key KPIs such as room nights and reservations were being pulled from multiple systems with inconsistent results. To continue its growth trajectory, Athletes Hospitality needed a partner to professionalize its financial operations, eliminate reporting noise, and provide reliable insights for decision-making.

ENTER YORK IE

Athletes Hospitality partnered with York IE's G&A practice to transform its finance function and build a strong foundation for growth. York IE first stabilized the day-to-day processes to ensure accounting operations continued without disruption, then conducted a comprehensive diagnostic review of the company's financials.

The team uncovered that critical KPIs were being sourced from Stripe, which frequently produced incomplete or duplicated data and did not properly account for cancellations. York IE shifted reporting back to Alliance Reservations Network (ARN) as the primary source of truth, reconciled ARN data with Stripe for cash accuracy, and created a clearer reporting structure that was easier for leadership and event organizers to interpret.



York IE rebuilt the way we view and manage our financial data. They stabilized our operations, uncovered where we were losing clarity, and created a reporting process that gives us full confidence in the numbers driving our business.



Nicholas Daniello

President & CEO, Athletes Hospitality



THE RESULTS

Athletes Hospitality's finance operations are now fully professionalized and aligned with the company's growth needs. By moving to ARN as the single source of truth and reconciling data with Stripe, York IE eliminated duplication, corrected reporting errors, and provided leadership with cleaner, more transparent financials.

This new reporting process gives the leadership team real-time visibility into performance drivers. They can now see which events and markets generate the most bookings, identify opportunities to expand into new sports verticals, and make proactive decisions to capture additional revenue. Monthly and quarterly closes are faster, reporting is easier to share with event partners, and leadership can spend more time strategizing and less time troubleshooting spreadsheets.



Before York IE, reporting was manual and error-prone. Now, we can trust our numbers, share them confidently with partners, and focus on scaling the business instead of fixing spreadsheets.



Nicholas Daniello
President & CEO, Athletes Hospitality



Cleaner, reconciled data that eliminates duplication and miscounts from Stripe, giving leadership confidence that financial reports match reality.



Faster monthly and quarterly closes, with reporting that no longer requires days of manual work to compile or reconcile.



Better visibility for stakeholders, enabling the company to share clear, accurate numbers with event organizers, partners, and potential investors.



Improved decision-making agility, as the leadership team can now quickly identify trends, forecast more accurately, and make proactive adjustments to drive revenue growth.

WHAT'S NEXT

With a professionalized finance function and reliable reporting foundation, Athletes Hospitality is entering its next phase of growth with confidence. The company plans to expand its platform to serve more tournaments, teams, and event operators across the country, while deepening its relationships with current partners.

With York IE continuing to manage finance operations, build forecasts, and deliver board-ready reporting, leadership will have the insight and clarity needed to raise capital, plan strategically, and scale efficiently. York IE remains a trusted extension of the team, ensuring that as the business grows, its financial operations stay clean, compliant, and ready to support long-term success.