

Creating a Sport Tourism Action Plan: The Sport Tourism Planning Template

Canadian Sport Tourism Alliance
Congress

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Presentation Outline

- ✦ Provide brief background on the Sport Tourism Planning Template
- ✦ Overview of Stages 1 through 4
- ✦ Some Examples from London-Yukon-Mississauga
- ✦ Question and Answer



The Planning Template

- ◆ Building on the Ontario Sport Tourism Stakeholders meeting at 2003 CSTA Sport Congress, Tourism Hamilton applied for funding.
- ◆ Funding to help develop a template and a plan for Hamilton.
- ◆ Template and Hamilton's action plan were created in 2004/05.
- ◆ Planning template is available through membership with CSTA: one of the tools and benefits of CSTA membership.

The Planning Template

✦ Four Stage Process

- Stage 1: Expanding Knowledge of Sport Tourism

- Stage 2: Assessing Community Capacity

- Stage 3: Setting Objectives and Building a Vision

- Stage 4: Building a Strategic Approach



Expanding Knowledge of Sport Tourism (Stage 1)

- ✦ This stage gets everyone on the “same page” with a background on “What is Sport Tourism.”
- ✦ Outline of different kinds and levels of sport events
- ✦ The business side – expenditures and revenues
- ✦ One worksheet: “Agency/Organizational Assessment”



Assessing Community Capacity (Stage 2)

- ✦ Assessing what you have and what you've done (resume)

- ✦ Worksheets:

- Community Strengths and Weaknesses
- Sport Event Resume
- Sport Strengths
- Sports with Potential
- Facilities Inventory
- Accommodation Profile

Setting Objectives and Building a Vision (Stage 3)

- ✦ Stage deals with aligning visions so that multiple objectives can be met

- ✦ Key Worksheet: Vision Survey



Building a Strategic Approach (Stage 4)

✦ Stage deals with moving the vision and plan forward – assessing events to go after.

✦ Worksheets:

- Sport Tourism Opportunities
- Sport Event Calendar – Potential
- Support Resources
- Action Planning

Getting started

- ◆ Sport Tourism was initially introduced as a Tourism Market segment in London in 1998
- ◆ Developed to increase opportunities to host major sporting events in London
- ◆ Support local organizations in their efforts to host sporting events
- ◆ Development of a 5 year plan – City \$450,000
- ◆ Develop marketing and promotion campaign – Come Play Here

Why a Sport Tourism Plan?

- ◆ To bring provincial, national and international sport events, including sport and multi-sport conferences to your community.
- ◆ To work with existing sport competitions to expand them from competitions to events and take them to the next level.
- ◆ To build capacity to host future sport events.
- ◆ To create legacies in your community from sport events.
- ◆ To create a coordinated approach to bidding and hosting sport events.
- ◆ To provide opportunities to leverage sport events for social and economic benefits for your community's residents, organizations and businesses.

Strategic Objectives

- ✦ To raise the profile and image of your community provincially, nationally and internationally through bidding and hosting.
- ✦ To position your community as a desirable and capable host.
- ✦ To build and improve community/sport infrastructure.
- ✦ To support sport development and participation at all levels in your community.
- ✦ To support economic development and community/downtown renewal.
- ✦ To engage residents through volunteerism.
- ✦ To engage organizations and businesses through partnerships.

Developing Your Plan

- ✦ Make sure the timing is right
- ✦ Do a comparative analysis
- ✦ Stakeholder input and Readiness Analysis
- ✦ Strategic Priority Development
- ✦ Consultation Plan
- ✦ Recommendations

Key Elements of a Strategic Plan

- ✦ Partnership model - develop multi-partner approach, community support, engage the tourism industry
- ✦ Create a sport tourism budget and marketing plan.
- ✦ Create a Sport Tourism Advisory Committee.
- ✦ Complete facility inventory and assessment.
- ✦ Create staff positions within Sport Tourism.
- ✦ Build target list of opportunities for the long term.
- ✦ System development – Sport hosting legacies, economic and social benefits
- ✦ Marketing and promotion – profile your community, build a brand, rights holder and visitor friendly, promote your success

Stakeholder Readiness Analysis

- ✦ Consultations with existing and potential stakeholders is critical
- ✦ Analysis of common themes such as support for bids, support for existing events, marketing and promotion
- ✦ Where is the partnership potential?
- ✦ Ongoing sessions with stakeholders to educate, network and brainstorm

Identify a Lead Organization

- ✦ What currently exists
- ✦ Does it work?
- ✦ Is there overlap? – economic development, parks and rec, sport council, etc.
- ✦ Develop a Sport Tourism Advisory Committee

Level of Bids

- ◆ Major International
- ◆ Small International
- ◆ National
- ◆ Provincial/Territorial
- ◆ Regional
- ◆ Created/Unique Events

Sample bid assessment criteria

- ✦ **Municipal Impact** – economic development, downtown renewal, municipal profile, media exposure, support facilities, political environment
- ✦ **Socio Cultural Impact** – job creation, civic pride, volunteer development, enhanced infrastructure
- ✦ **Fiscally and Administratively Responsible** – capacity, strong business plan, financially viable, economic impact
- ✦ **Sport Impact** – enhanced sport capacity, sport development, support to local sport org's
- ✦ **Tourism Impact** – increased room nights, showcase community attractions, regional events

Sample Marketing Plan

- ✦ To bid on and secure 4 Provincial, 2 National and 1 International sporting events
- ✦ Creation of own/unique event
- ✦ NSO/PSO – AGM's
- ✦ Enhanced web development
- ✦ Host 2 FAM TOURS
- ✦ Provide ongoing support to secured events
- ✦ Subscriptions and Memberships
- ✦ Advertising
- ✦ Administration

SPORT TOURISM

Issues & Challenges

- ✦ Maintain Core Funding for seeking opportunities
 - Becoming much more expensive to bid
 - Guarantees

- ✦ Moving to the next level
 - Major National and International Sport Events

- ✦ Identifying Government Support
 - Province needs a Sport Event Hosting Policy in conjunction with the Canadian Sport Hosting Policy

- ✦ Ontario has many competing communities

- ✦ Who is the “lead” organization

What can you do for us – local sport clubs and existing events

- ✦ Notify us of your local, regional tournaments and events
- ✦ Identify provincial, national and international events within your sport
- ✦ Provide your support as an organization to our bids for provincial, national and international events
- ✦ Provide volunteer support to above events

What can we do for you – local sport clubs and existing events

- ✦ Provide advice/guidance/support where possible on organizing your event
- ✦ Provide advice/guidance/support where possible on bidding for events within your sport
- ✦ Promotion of your event through Tourism London website, event listing, newsletter etc.
- ✦ Provide promotional material such as visitors guide, discovery guide, pins etc. for participants of your event
- ✦ Leads to our hotel industry