

# Sport Tourism 101

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*Canadian Sport Tourism Alliance*

# What is sport tourism?

Sport tourism is a grassroots economic development initiative involving municipal, sport and tourism partners

Travel that is specifically related to participating in or viewing an event

# Sport Tourism

- A stabilizing force during times of volatility within the tourism industry.
- \$6.5 billion segment of the tourism industry and is Canada's fastest growing tourism segment



# Types of Events



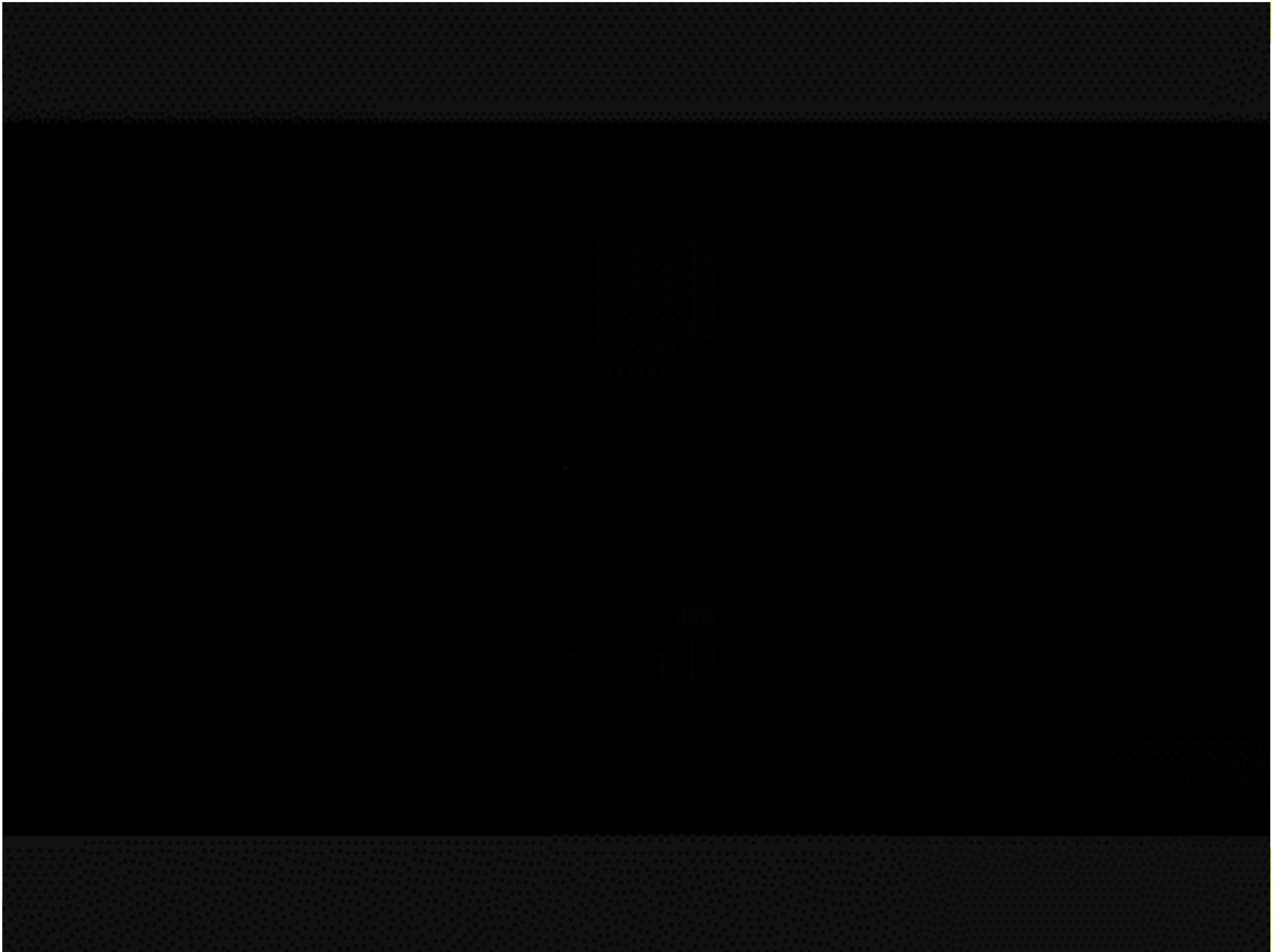
- Multi-sport & Major Games
- Professional/amateur sport leagues and events
- Amateur single sport events
- Manufactured or created events
- Intercommunity events

**Sport Events:** The greatest underleveraged assets within the Canadian tourism industry.



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# Who are we?

- Non-governmental, not-for-profit, tourism industry driven organization
- Formed in November 2000 with the support of the Canadian Tourism Commission
- 18 founding municipal members; 500+ members today – 150 municipalities, 300+ national & provincial sport organizations
- We are NOT a funding agency!

# CSTA members

- Municipalities
- National & Provincial Sport Organizations
- Provincial governments
- Organizing Committees
- Hotels / Airlines / Car Rental / Rail / Bus
- Facility Venue Owners
- Consulting Firms / Agencies
- Education (administrators, professors, researchers, students)

# CSTA Mission

- To increase Canada's capacity to attract and host sport tourism events.
- To promote Canada as a preferred host for international sport events.
- The CSTA promotes a planned, coordinated and strategic approach to event hosting.

# Industry Tools

- Sport Tourism Planning Template
- STEAM/STEAM PRO
- Bid Evaluation Model
- Business Plan Template
- Sport Event Marketing Template
- RFP Template for Sport Events
- Sport Event Bid Template
- Sustainable Sport Event Template
- Event Contract Template for Rights Holders
- Capital Scope of Work Template

# Consulting Services

- Speakers
- Workshops
- Customization of tools
- Access to sport event hosting expertise

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**CONSULTING**

**SERVICES**

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# Sport Tourism Economic Assessment Model

- Launched in 2002
- Developed in partnership with CTC, CACVB and Sport Canada
- Predicts the economic impact of a sport event on a community
- 1st web based tool of its kind
- Contains spending profiles from most recent Statistics Canada data and primary research at more than 125 events



# 2013 Sherbrooke Canada Summer Games



# 2013 Sherbrooke Canada Summer Games

- August 2-17, 2013
- Sherbrooke, Quebec
- 4,200 athletes
- 6,300 volunteers.
- 12,473 out-of-town spectators
- More than \$5 million spent by visitors
- \$165,000\$ economic activity
- Created 1,111 jobs



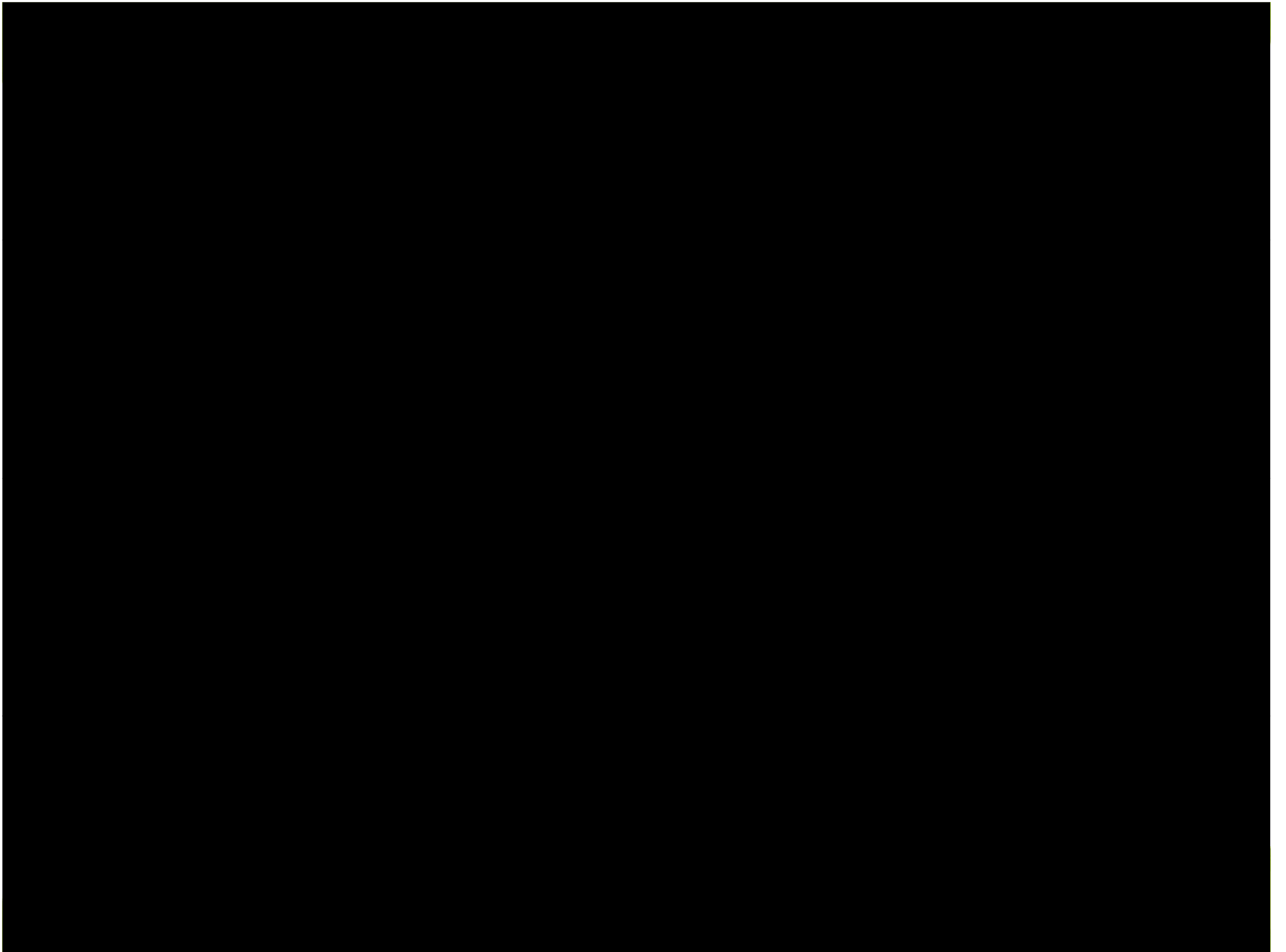


# 2015 FIFA Women's World Cup & U-20

- June 6 – July 5
- Largest single sport event ever hosted in Canada
- \$249 million GDP
- \$493 million economic activity
- \$97 million taxes supported
- 174,00 overnight visits; 96,600 USA
- 1.35 million spectators
- 2,500 volunteers
- Broadcast reached over 200 countries

# World Pond Hockey Championships

- Plaster Rock, NB (pop. 1,100)
- Launched in Feb. 2002 with 40 teams
- 2017 included 120 teams from 15 countries; over 1,000 applications
- Est. 8,000 visitors over 4 days
- 300 volunteers
- 20 rinks on Roulston Lake
- Accommodations: Plaster Rock, Grand Falls, Perth-Andover



[https://www.youtube.com/watch?v=46DnXi\\_F-EU](https://www.youtube.com/watch?v=46DnXi_F-EU)

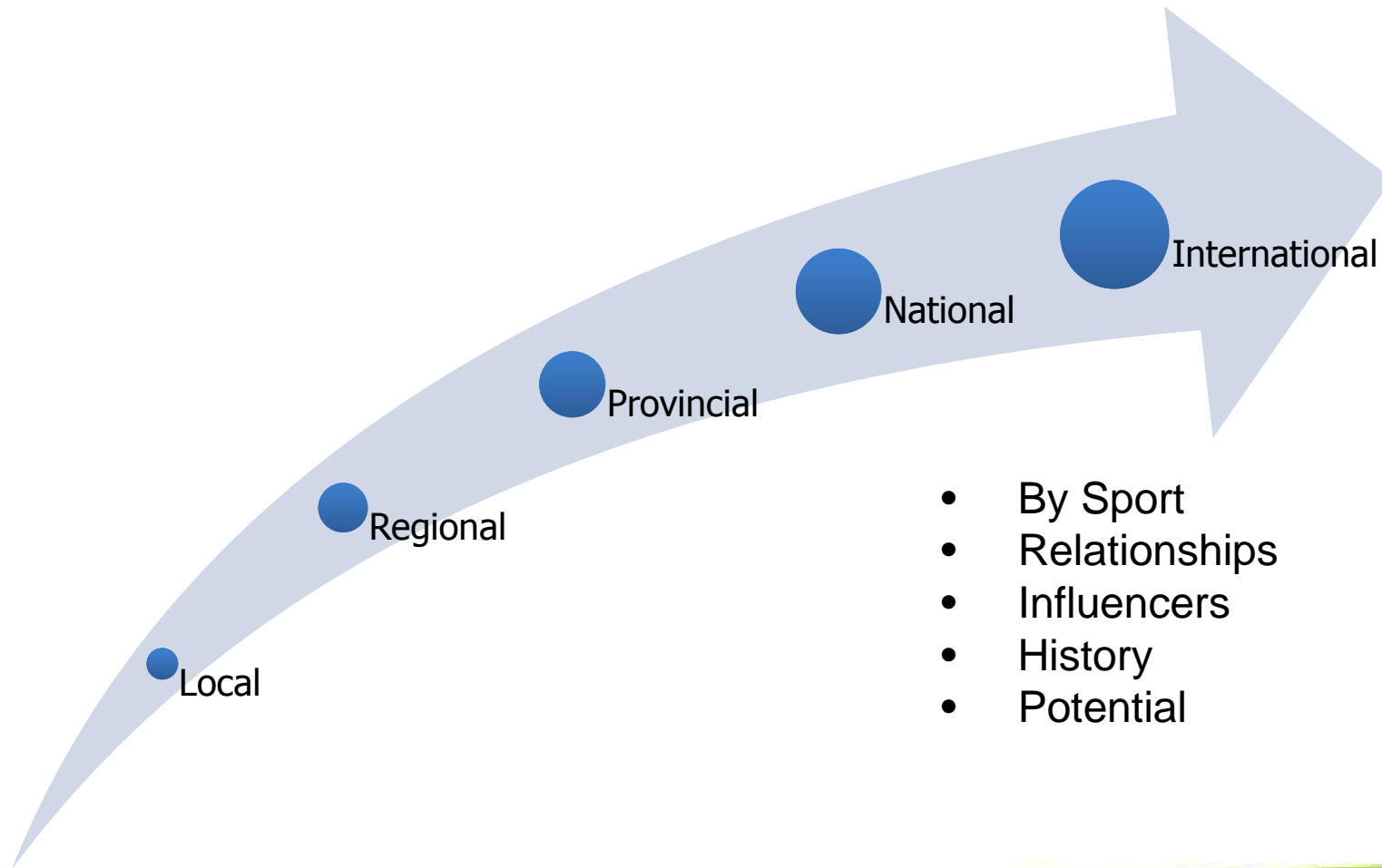
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# Why Sport Tourism?

- Stimulates economic, tourism, cultural and social prosperity;
- Supports sport development objectives at all levels;
- Promotes pride of place, quality of life and showcases a positive community image to media, business community and visitors;
- Provides enhanced exposure opportunities for the destination;
- Builds irreplaceable community capital, event hosting resume and lasting legacies for the future.

# Event Hosting Escalator



- By Sport
- Relationships
- Influencers
- History
- Potential

# Event Hosting Checkup

1. Have you ever bid for an event without a full business case?
2. Is event bidding done proactively by local organizers, host city, province and corporate community?
3. Are all groups (private, public and community) aligned on the event attraction approach?
4. Does your organization have stated standards or service levels for event hosting?
5. Do you know what measures represent event hosting success for the community?

# Community Recipe for Success

- Strategy
- Informed Decisions
- Professional Execution
- Event Culture
- Credible Measurement



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# Issues

- Fierce competition from other communities & countries
- Ageing infrastructure
- Displacement/dislocation
- Risk assessment & management
- Credible measurement
- Increasing rights fees
- Opportunity costs
- Volunteer capacity

# Trends



- Increased emphasis on manufactured or created events
- Sustainable event management
- Masters level events
- Events involving young children encourage family travel & vacations

# Trends



- Extreme sports/X Games
- Team sport competitions (soccer, hockey, vball, baseball, basketball)
- Girls/women's events
- Marathons/triathlons
- Cycling
- Ultimate
- Parasport
- Dual hosting models

# Worst Practices

- Brand without a plan
- 'Sports Sales' titles
- Using the 'funnel' approach
- Disregarding the community
- Putting room nights above all else

# Best Practices – Servicing Events

- Build relationships with key personnel
- Engage the community
- 'Athlete Centered' approach
- Sound budget practices
- Risk management

# Global Sports Impact Project

- Canada Ranked #3 as Host Sport Nation;  
#1 Bid Nation in 2015

1. USA
2. Russia
3. **Canada**
4. UK
5. China



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- Co-leadership model with Destination Canada since 2007
- Sportaccord 2017: April 2-7 in Aarhus, Denmark
- October, 2016 - Team Canada Sales Mission to Lausanne



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PREMIERE ISSUE

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# ADRENALIN

CANADIAN SPORT TOURISM

## Chasing Sport Tourism

GET READY FOR FIFA 2015

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7 WAYS TO BUILD YOUR VOLUNTEER TEAM

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# Congress

- Conducted annually in March/April
- 360 delegates in 2017
- Business to business
- Training & education
- Networking
- Best practices
- March 7-9, 2018 in Halifax



# **SPORT TOURISM**

**The fastest growing grassroots economic  
development initiative in Canada today.**

**THANK YOU!**

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