

ANNUAL REPORT

CANADIAN SPORT TOURISM ALLIANCE



2019

MEMBER SERVICES

UP FOR BID OPPORTUNITIES CIRCULATED

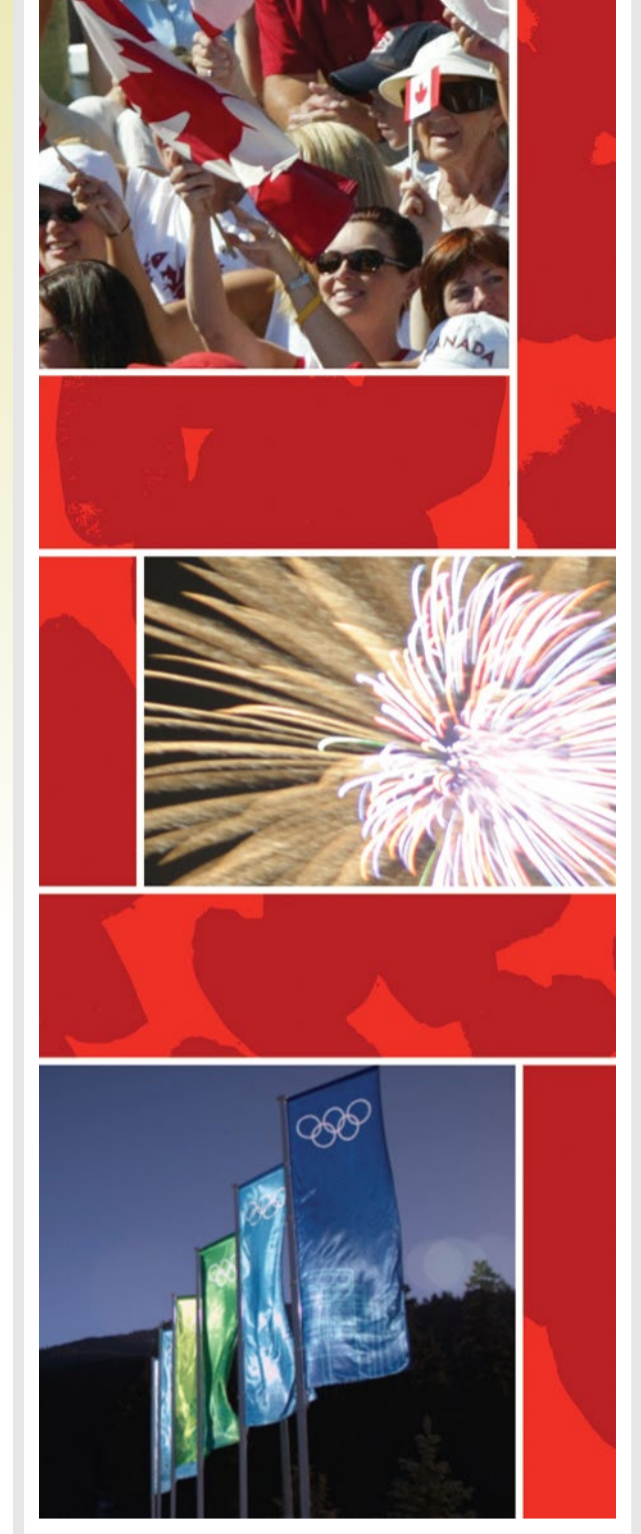
- / 15 Rights Holders
- / 37 Event RFPs circulated

PAGEENTRY TEMPLATE CREATED

- / Resource Guide to build program
- / Standard manuals for cities and events

FEST PRO LAUNCHED

- / EI Analysis of festivals, exhibitions, concerts
- / Direct comparison with steam pro^{2.0} outputs



How 'bout them apples!?

steam pro^{2.0}



fzst pro



SOCIAL MEDIA

819
@CdnSportTourism posts

578,200
Impressions

472
@CSTAEvents posts

294,900
Impressions

200
LinkedIn posts

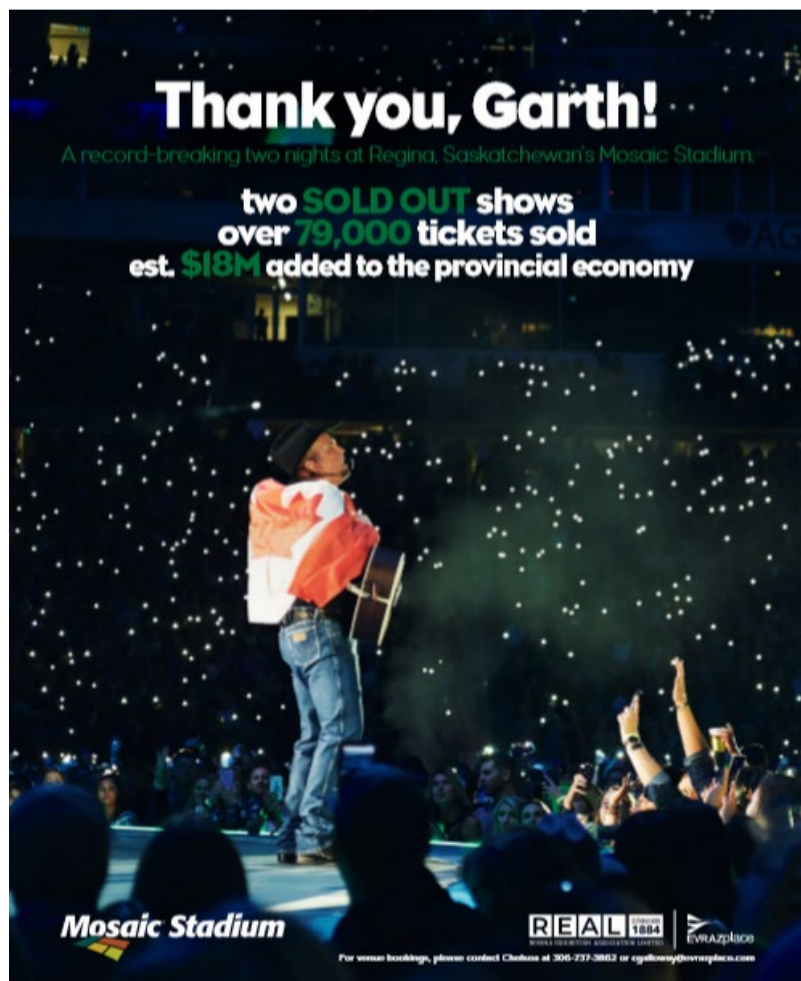
521%
Increase in followers

2019 NOTABLE DATA

\$15,000
MEMBERSHIP REVENUE INCREASE

35
STEAM PRO^{2.0} /FEST PRO PROJECTS

7
CONSULTING PROJECTS



Sport Events Congress
GOT GAME?

Where Canada's sport tourism stakeholders connect.

www.canadiansporttourism.com



40

RIGHTS
HOLDERS

600

B2B
APPOINTMENTS

390

DELEGATES

SEC
19

SPORT EVENTS CONGRESS / 19TH EDITION





MYSTERY BARTENDER INTRODUCED

42 160+

ROUND TABLE
DISCUSSIONS

SOLD OUT
CROWD

SPORT TOURISM
FORE-UM AND [UN] GOLF
/ 3RD EDITION

CANADIAN SPORT HOSTING INDEX

>500,000
IN POPULATION

1. Montréal, Que.
2. Québec City, Que.
3. Edmonton, Alta.

150 - 500,000
IN POPULATION

1. Saskatoon, Sask.
2. Richmond, B.C.
3. Regina, Sask.

50 - 150,000
IN POPULATION

1. Kelowna, B.C.
2. Lethbridge, Alta.
3. Fredericton, N.B.

<50,000
IN POPULATION

1. Charlottetown, P.E.I.
2. Brandon, Man.
3. Leduc, Alta.



ACCESSIBLE SEATING AREA

NATIONAL SPORT EVENTS RANKING

/1

2018 GREY CUP
EDMONTON, ALTA.

/2

2018 TIM HORTONS BRIER
REGINA, SASK.

/3

2018 SCOTTIES TOURNAMENT OF HEARTS
PENTICTON, B.C.





TEAM CANADA

2 SPORTACCORD DELEGATIONS

Gold Coast, Australia

Fort Lauderdale, Florida

SPORTCAL'S INTERNATIONAL RANKING



7 straight years in top 6 of sport hosting nations

3rd in world for number of events held

STAY CONNECTED



@CDNSPORTTOURISM

@CSTAEVENTS



CANADIAN SPORT TOURISM
ALLIANCE



CANADIANSPOORTOURISM.COM