



Survey Summary Findings COVID-19 Impact

Destination Marketing Organizations Sport Events Rights Holders

**Canadian Sport Tourism Alliance
May 2020**



THE SURVEY:

- Two separate surveys
 - Destination Marketing Organizations (DMO)
 - Sport Event Rights Holders (SRH)
- Nearly 100 responses
- Data collection dates
 - DMO – Late March 2020
 - SRH – Mid-April 2020



THE FINDINGS

TOURISM:

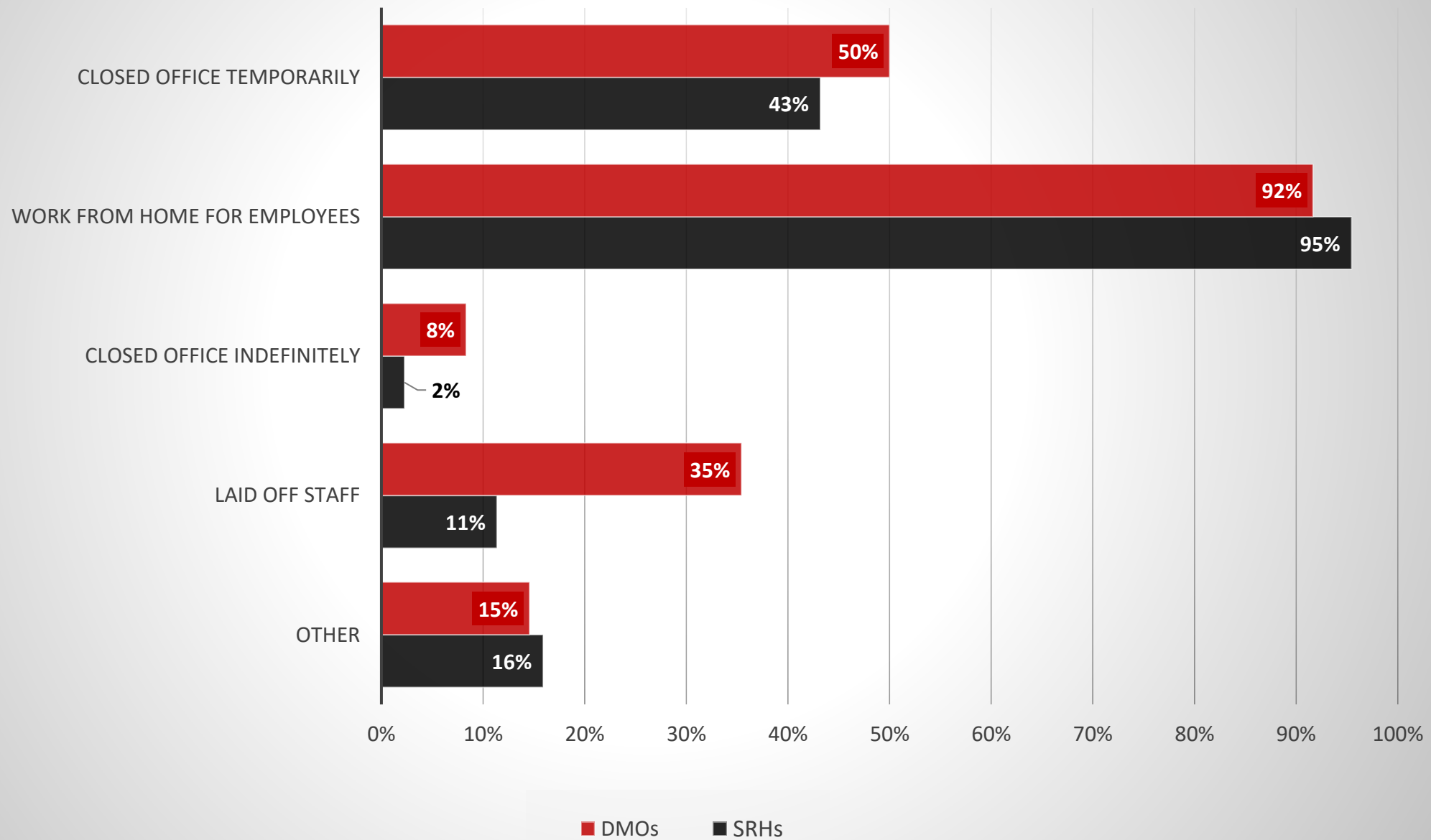
- Hundreds of thousands of room nights lost in Canada
- Equal split among provincial, national and international events

SPORT TOURISM LEADERSHIP

- Workforce adjustments ranging from work from home (90%) to closed office permanently (~10%)
- Approximately 1/3 of sport tourism professionals laid off in Canada



Workforce adjustments





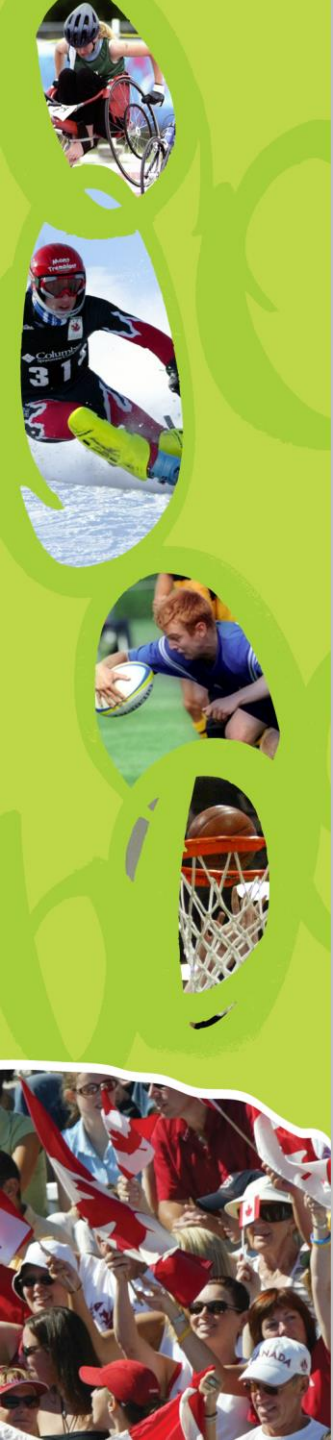
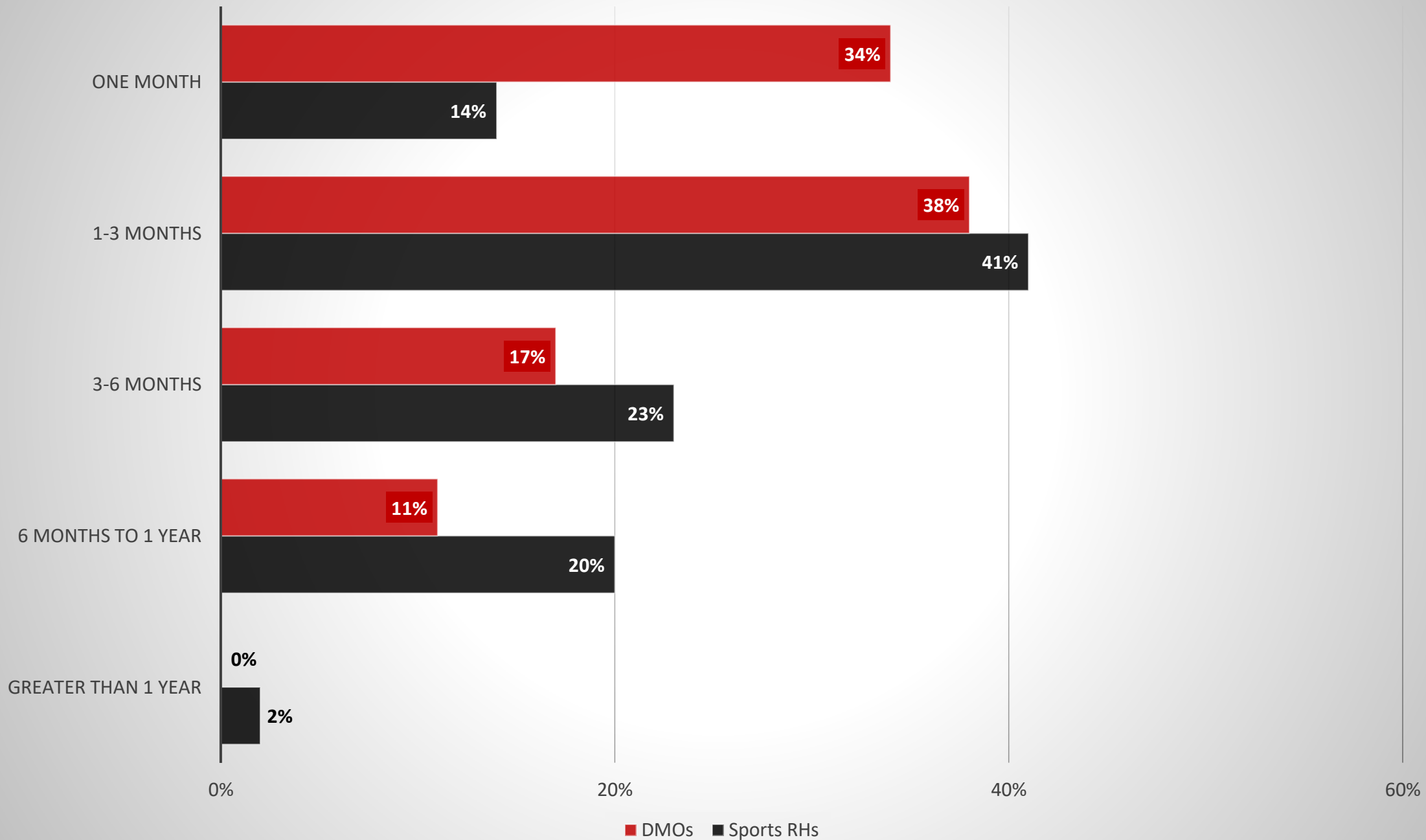
RETURN TIMELINE TO BE EVENT-READY:

- 2/3 of sport tourism can be event-ready in three months
- 1/3 will take longer than three months

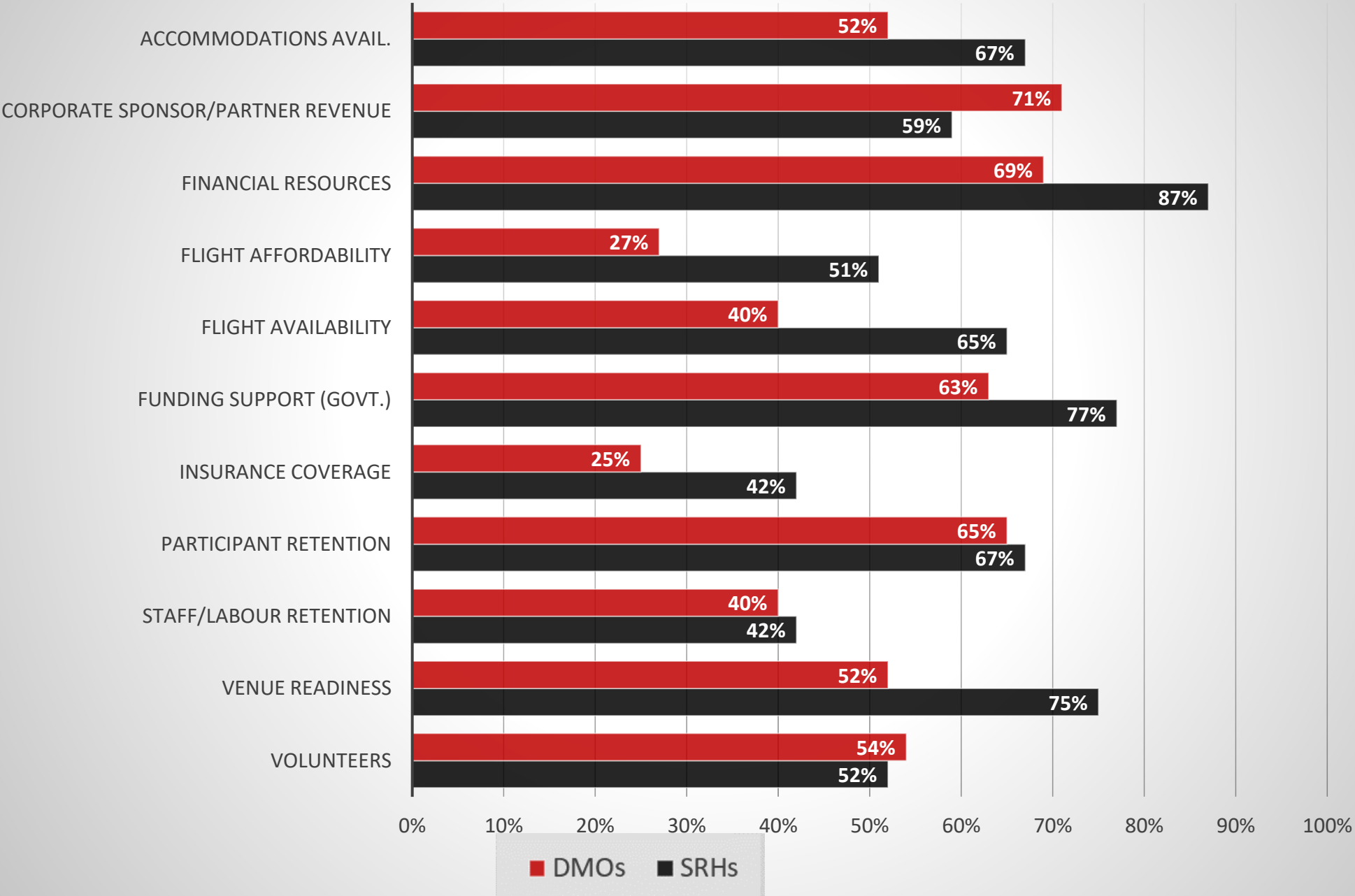
HOSTING CAPACITY

- 6% of host cities have ceased operations
- 2% of sport organizations have ceased operations

Length of time needed to be event-ready



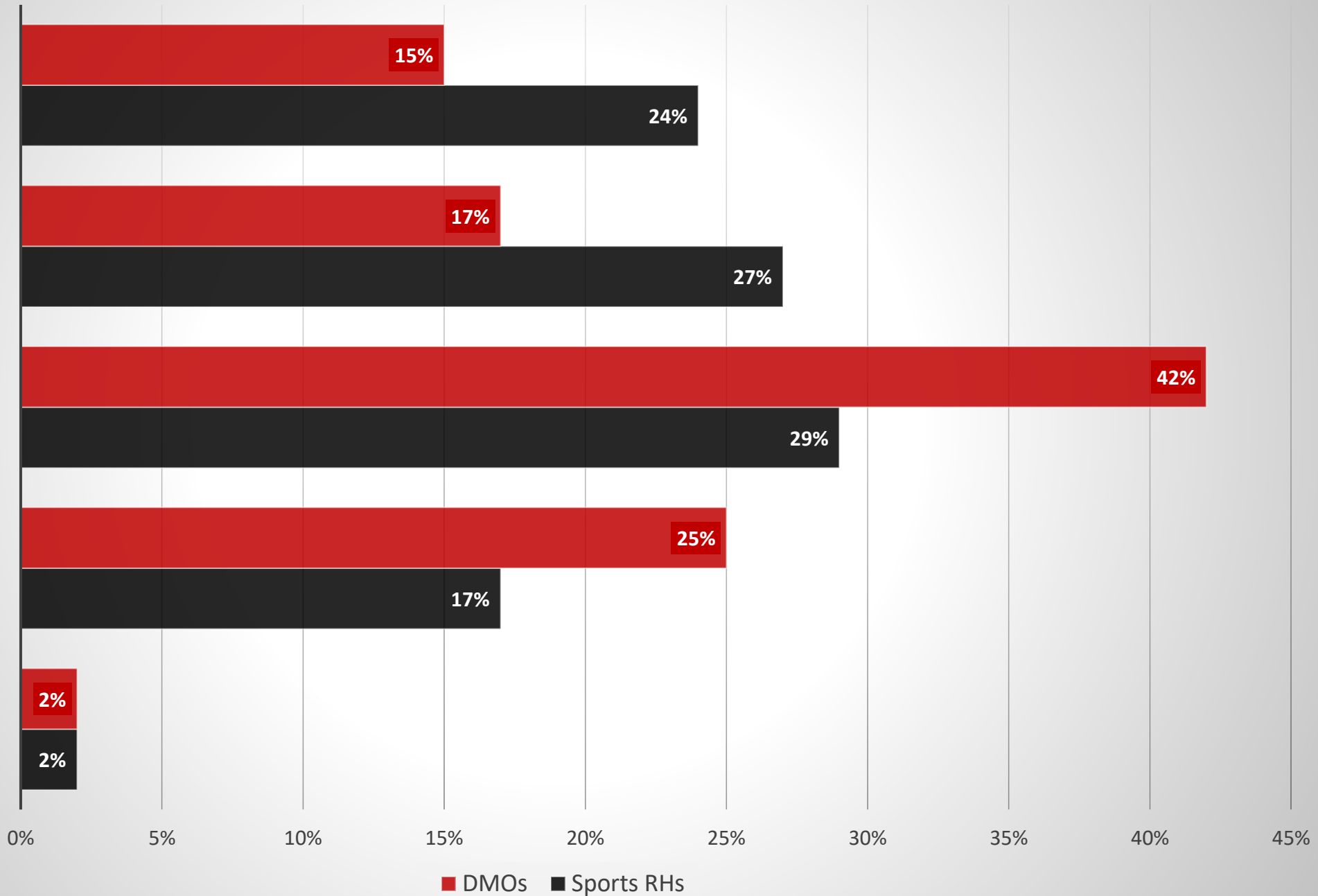
Barriers to getting back to event-ready



How prepared were you for this crisis?

LITTLE PREPAREDNESS

FULLY PREPARED





PARTNERSHIP:

- Sport and tourism will need to work together to ensure the recovery of the industry

TRIPLE BOTTOM LINE

- Economic
 - +500 Provincial, National, International Events cancelled (as of May 2020)
 - +/-140,000 hotel rooms cancelled (as of May 2020)
- Social/Cultural
- Sustainability