If You Build It... Will They Come?

Sport Tourism Planning Template 2.0

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Special Olympics Canada
What Has Changed Since 2004?
Highlights

- Growth of Event Property Values
- Co-Hosting Models
- Vancouver 2010
- FIFA Women’s World Cup Canada 2015™
- Toronto 2015
- Increased Accountability
Sport Tourism is More Strategic

...Or is It?
Value of Sport Tourism in Canada 2004-2015

$1.3 B (2004)

$6.5 B (2015)
Our Sector

Competitiveness On the Rise

• Cities
• Destination Marketing/Management Organizations
• Provinces
• Venues
• Economic Development
• Sport
• Cultural Organizations
What Happens After 2017?
Sport Tourism Planning Template 2.0

Overview
Sport Tourism Planning Template 2.0

01 Update and Refine Information
02 Look and Feel
03 Improve User Experience
04 Align with CSTA Tools
2.0 Format

- Overview of How to Use
- Link to Suite of CSTA Tools
- Five Stages
  1. Expanding Knowledge of Sport Tourism
  2. Assessing Community Capacity
  3. Building a Vision and Setting Objectives
  4. Developing a Strategic Approach
  5. Evaluation and Accountability
Stage 1 – Expanding Knowledge of Sport Tourism

What is Sport Tourism?

Dimensions of a Sport Tourism Event

The Event Marketplace
  - Single and multi-Sport Events
  - Invitational Events
  - Created Events
  - Non-Competitive Events
  - Professional Sport
Stage 1 – Expanding Knowledge of Sport Tourism

**Revenues**
- Participants
- Spectators
- Visitors
- Direct – Indirect – Induced

**Expenditures**
- Bid
- Capital
- Hosting

*steam pro 2.0*
real data • real time
Stage 1 – Expanding Knowledge of Sport Tourism

Benefit vs. Costs
Stage 2 – Assessing Community Capacity

Community Strengths
Event Resume
Sport Strengths
Facility Strengths
Tourism Strengths
# Community Strengths and Weaknesses

<table>
<thead>
<tr>
<th>How would you rate your city in terms of its strengths and weaknesses for sport tourism?</th>
<th>What opportunities do these present?</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Image and Attractiveness</td>
<td>Strength</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Geographic Location</td>
<td>Strength</td>
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<td>1 2 3 4 5</td>
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<tr>
<td>Climate</td>
<td>Strength</td>
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<tr>
<td></td>
<td>1 2 3 4 5</td>
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<tr>
<td>External and Internal Transportation</td>
<td>Strength</td>
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<tr>
<td>Access</td>
<td>Strength</td>
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<tr>
<td>Central Location Hotels/Facilities</td>
<td>Strength</td>
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<td>1 2 3 4 5</td>
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<tr>
<td>Multicultural Population</td>
<td>Strength</td>
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<td></td>
<td>1 2 3 4 5</td>
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<tr>
<td>Political Support</td>
<td>Strength</td>
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<tr>
<td></td>
<td>1 2 3 4 5</td>
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</tbody>
</table>

Worksheets
Self-Assessment
**Sport Event Resume**

Identify all the sport events that your organization has hosted in the past 5 years.

Identify any events that your organization plans to host in the next 5 years.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Level (IN/R/P/C)</th>
<th>Month and Year</th>
<th>Total # of Participants</th>
<th>% Overnight Stays</th>
<th># of Days</th>
<th>Budget</th>
<th>Economic Impact</th>
<th>Vol #s</th>
</tr>
</thead>
</table>


**Sport Strengths**

Which sports have potential for sport event hosting in your community?

Pool Sports – Diving, Swimming, Synchro, Water Polo  
Rink Sports – Curling, Figure Skating, Hockey, Speed Skating, Ringette

From the previous list, let’s take a closer look at the sports with the most potential to become part of your local sport tourism strategy. Write them in the column on the left, list their attributes and use a check mark (✓) in the appropriate columns on the right.

<table>
<thead>
<tr>
<th>Sport (list four attributes)</th>
<th>Local Sport Infrastructure?</th>
<th>Facilities for Events?</th>
<th>Linkages to PSO/NSOs?</th>
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</table>
### Facilities Inventory

List the major facilities that are potential sport event venues in your community:

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Type</th>
<th>Seating Capacity</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Arena</td>
<td>0 – 1,000</td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>1,001-3,000</td>
</tr>
<tr>
<td></td>
<td>Fields</td>
<td>3,001- 5,000</td>
</tr>
<tr>
<td></td>
<td>Gym</td>
<td>5,001-10,000</td>
</tr>
<tr>
<td></td>
<td>Outdoors</td>
<td>10,000 +</td>
</tr>
<tr>
<td></td>
<td>Stadium</td>
<td>Stadium</td>
</tr>
<tr>
<td></td>
<td>Special</td>
<td>Special</td>
</tr>
</tbody>
</table>

**Ownership**

**Contact**

**Email**

**www**

### Standards - list sports for which facility meets international, national or provincial standards

<table>
<thead>
<tr>
<th>International</th>
<th>National</th>
<th>Provincial</th>
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Stage 3 – Building a Vision and Setting Objectives

Building Toward City Vision
Assisting Other Organizations to Achieve Their Visions
Vision Survey
Stage 3 – Building a Vision and Setting Objectives

**Vision Survey – Key Issues**
- Strategic Direction
- Core Activities
- Help to Determine Mission

**Vision Survey – Aspirational**
- What Sport Tourism Can Deliver
- 5-10 Year Outlook
- What You Want to Become
Stage 4 – Developing A Strategic Approach

- Identifying Sport Tourism Strategies
- Event Assessment and Selection
- Making the Most of Existing Events
- Functions and Organizational Development
- Support Resources for Managing Sport Tourism
- Sport Tourism Opportunities
- Bringing It All Together
- Action Planning
Stage 4 – Developing A Strategic Approach

Action Planning

Following a review of all the materials and discussions, note the action items.

Describe what precisely needs to be done, how important it is in relation to other actions (high, medium or low priority), who is going to do it, and by when.

<table>
<thead>
<tr>
<th>Action - What we are going to do?</th>
<th>Priority (high, medium, low)</th>
<th>Who is going to do it?</th>
<th>By when?</th>
</tr>
</thead>
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Stage 5 – Evaluation and Accountability

Credibility
Informed Decision-Making
Begin Pre-Bid
CSTA Tools
Economic, Social and Sustainability Measures
Sport Tourism Planning Template 2.0
Sport Tourism Assessment Model

Pilot Project
Why an Assessment Model?

- Industry Performance
- Strategic and Business Planning
- Aggregate Information to Enable Comparison
  - Market Size
  - Budget
What Will be Measured?

- General Elements
- Structure
- Financial
- Hosting Assets
- Marketing
- Performance Measurement
Section 1 – General

• Host City:
• Brand Positioning/Tag Line:
• Lead Organization:
• Sport Tourism Strategy Yes/No
  • Event Attraction Strategy Yes/No
  • Event Hosting/Leveraging Strategy Yes/No
• Population
  • Total (Census Year)
  • CMA (Year)
Section 2 - Structure

• Sport Tourism Vision
• Business Model
• Municipality Role
• Other Government Partners
• Other Organizations
• Public Policies
• Bid Support Structure

• Bid Decision Support
• Partnerships
• Transfer of Knowledge Program
• Roles and Responsibilities
• Legacy Program
Section 3 – Financial

• Operational Funding (Sport/Event Tourism)
• Destination Marketing Fund (% or $)
• Funding by Source
• Expense Allocations
• Market Responsibility
Section 4 – Hosting Assets

• Sport/Event Venue Inventory
• Hotel/Accommodations Inventory
• Access (Air, Road, Rail, Water)
• Volunteer Program
• Ambassador Program (In Market)
• Event Activation
Section 5 – Marketing

• Sport Tourism Website
• Date of Website Design
• Website Content
• Social Media
• Sales and Marketing Expenses by Channel
Section 6 – Performance Measurement

- Sport Tourism
- Economic
- Tourism
- Brand
- Social
- Culture
- Sustainability
Next Steps

- Pilot Project in 2017
- Communication Post-Congress
Questions, Comments & Feedback

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