



The Sport Tourism Industry

- Represents \$5.2 billion in annual spending by domestic and international visitors. (Statistics Canada 2014)
- Is the fastest growing segment of Canada's tourism industry.
- Sport tourism is recognized as a stabilizing force within the \$90 billion Canadian tourism industry, especially during times of volatility.

CSTA's Vision & Objectives

- Positioning Canada as the world leader in bidding for and hosting successful major international sport events.
- Marketing Canada as the preferred sport host destination.
- Promoting and enhancing the image and profile of the sport tourism industry within Canada.
- Building capacity through people and skill development in the industry through networking, education and communications.
- Developing tools and services to assist its members in bidding and hosting events.
- Coordinating quantitative and qualitative research, data collection and evaluation.
- Building investment in the sport tourism industry from the public and private sectors.

Sport Tourism in Canada

- Canada has a long and proud history of hosting international sport events, including Olympic, Pan American/ParaPan American and Commonwealth Games, and a multitude of single and multi-sport world championships including the 2015 FIFA Women's World Cup.
- CSTA is the foremost promoter of sport tourism domestically and internationally and has grown from its 18 founding members in 2000 to over 500 members today.
- The benefits of hosting sport events continue to resonate with the public sector as federal and provincial governments invest more resources in sport tourism initiatives, infrastructure, policies and programs.

Sport Tourism Stakeholders

- All levels of government including federal, provincial, territorial, and municipal.
- Destination marketing organizations, economic development agencies, sports, recreation and heritage organizations.
- Event rights holders, including national/provincial and multi-sport organizations and independent event management firms.
- Industry suppliers such as travel/hospitality sectors and marketing agencies.
- International audiences and partner organizations.

Economic Impact

- International tourism receipts totaled \$1.03 trillion in 2013 with an estimated 10% attributed to sport-related travel.
- CSTA's STEAM^{2.0} (Sport Tourism Economic Assessment Model) and STEAM PRO^{2.0} predict and measure the economic impact of hosting sport events on Canadian communities.
- The user-friendly, web-based STEAM was specifically designed to estimate the economic impact of sport events and has been used by CSTA members for over 1,500 sport events.
- STEAM PRO surveys collect live information on actual spending and other data from spectators and participants and it has been used on-site at more than 200 events since 2002.

CSTA Tools & Resources

- CSTA develops leading-edge industry tools and resources, including the Sport Tourism Planning Template, Sport Events Directory, Marketing Videos, Business Plan Template for Sport Events, STEAM^{2.0}/STEAM PRO^{2.0}, Bid Template, Bid Evaluation Model, Sport Event Marketing Template and the RFP Template.
- Sport Events Congress, hosted by CSTA, is Canada's largest annual gathering of the leading minds in sport tourism, with more than 400 sport events rights holders, event managers, parks and recreation personnel, economic development agencies and tourism professionals attending annually.
- CSTA has created a team of experts, who are respected leaders in their fields, to work alongside organizations to share their knowledge through the CSTA Consulting Services program.
- The CSTA's webinar series offers professional development and education on a wide range of topics at timely intervals throughout the year for its members.
- CSTA's PRESTIGE Awards (Program Recognizing Exceptional Sport Tourism Initiatives, Games and Events) honour and celebrate excellence in the sport tourism industry.



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