

# 2018 Sport Tourism FORE-um Round Table Summary

## Table #1 | Sport Tourism Assessment Template (STAT) hosted by Grant MacDonald

### Topic Sponsor: Marriott

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#### Recap

How would you describe the current state of bidding and hosting in your city/organization?

- Well prepared across Canada to bid for and host domestic events, but large international events require more preparation and time to even consider entering the bid process
- Activation of events for increased economic, social and entertainment benefits – we host well in Canada technically but leave benefits on the table from not leveraging fully
- Athlete, visitor and spectator experience more important
- Facility master planning and development should include sport hosting to ensure we have sufficient technical and non-technical spaces to not limited our hosting opportunities
- Opportunity costs (financial and human) of bidding and lost business requires solutions

What do you need stakeholders and decision-makers to know about sport event bidding and hosting?

- Better assessment of viability with good data to ensure “right sizing” of bids and events
- Sharing of best practices and transfer of knowledge across sports and host cities
- Sport groups, who are critical to event success, require development support
- Simple economic calculator for social, cultural and community benefits – credibility of metrics
- More planned sport legacy through infrastructure development in Canada
- Financial resources at all levels and from all sources requires clear and transparent access
- Capture and tell meaningful stories about city, sport and event hosting

#### Tips & Takeaways

- National and multi-sport organizations could benefit from a STAT-like assessment for their hosting programs
- Bidding and hosting decisions require more decision-criteria than just room-nights
- More strategic approach to bidding and hosting will allow for sport and local organizing committee development of multiple years
- Sustainable funding required to build the bidding the bid pipeline and deliver social and sport impacts

#### Summary

There is a clear desire for sport tourism to grow, through both bidding and hosting. To achieve this, there needs to be a strategic and longer-term approach that involves multiple partners. Canada is a preferred host



destination but we will lose ground if hosting is taken for granted and if key tasks are not owned by the key partners in sport hosting. STAT is “Step 0” in that strategy process.

