Presentation Outline

- Provide brief background on the creation of the Sport Tourism Planning Template

- Overview of Stages 1 through 4

- Some Examples and Best Practices

- Question and Answer
The Planning Template

Building on the Ontario Sport Tourism Stakeholders meeting at 2003 CSTA Sport Congress, Tourism Hamilton applied for funding to develop a template.

Funding was provided to help develop a template and an Action Plan for Hamilton.

The template and Hamilton’s Action Plan were created in 2004/05.

The Planning Template is available through membership with CSTA: one of the tools and benefits of CSTA membership.
What is Sport Tourism?

Sport Tourism is a grassroots economic development initiative involving municipalities, sport and tourism partners. It involves any activity in which people are attracted to a particular location for a sporting event (participant, spectator etc.) It is a stabilizing force during times of volatility within the tourism industry such as SARS, H1N1, Boarder Issues, Currency Exchange, Mad Cow, Gas prices etc.
Sport Tourism at a glance

Sport Tourism is the fastest growing segment of the tourism industry - worldwide.

In Canada, Tourism is a $62 Billion dollar a year industry.

Of that, Sport Tourism is the stabilizer with an estimated $3.4 Billion a year and growing rapidly.

International tourism receipts totalled $735 billion with an estimated 10% being sport-related.
Legacies of Sport Tourism

- Economic Development
- Infrastructure Development
- Community visibility and spirit
- Volunteer and leadership development
- New partnership development between sport, businesses, tourism sector and communities
Federal Gov’t Commitment

- Federal government Hosting Policy approved in 2008 for $16M annually
- Recently $500M was dedicated to a sport and recreation infrastructure program
- Approximately $100M has been targeted for Festivals and Sport events annually
- A $40M investment was made in 2010 for marketing tourism with a focus on sport
Provincial and Municipal Level Commitment

Each P/T has been mandated to develop a Provincial/Territorial Hosting Strategy

Municipal partnerships in Sport Tourism include Convention Bureaus, Econ Dev’t, Parks and Rec Dept’s, Sport Councils, Education systems, Chamber of Commerce, Corporations and Sport Organizations

Organized structures within municipalities are being incorporated to provide a consistent approach to bidding and hosting opportunities
Key stages of building a Sport Tourism Strategy

STAGE ONE

This gets everyone on the “same page” with a background on “What is Sport Tourism.”

Outlines different types and levels of sport events
– Major International to created

Dimensions of an event - #of participants, vol etc

The business side – expenditures and revenues

Social Costs and Benefits – Vol De’t vs Congestion

Cross section of involvement – City Council etc.

Agency/Organizational Assessment – worksheet
Key stages of building a Sport Tourism Strategy

STAGE TWO

- Input from stakeholders on what has been accomplished and where the potential is
  - Community Strengths and Weaknesses
  - Sport Event Resume
  - Sport Strengths
  - Tourism Strengths
  - Sports with Potential
  - Facilities Inventory
  - Accommodation Profile
Key stages of building a Sport Tourism Strategy

STAGE THREE

- Aligning visions so that multiple objectives can be met
- Building towards the City’s vision
- Aligning all partners – community, business, sport etc. so that all can achieve their goals and objectives
- Speaks to key issues to be considered
- Why are we getting into this business
Key stages of building a Sport Tourism Strategy

STAGE FOUR

- Moving the vision and plan forward – assessing events to go after
- Building a Strategic Approach
  - Sport Tourism Opportunities
  - Sport Event Calendar – Potential
  - Support Resources
  - Developing the Action Plan/Strategy
Why a Sport Tourism Strategy?

To bring provincial, national and international sport events, including sport and multi-sport conferences to your community.

To work with existing sport competitions to expand them from competitions to events and take them to the next level.

To build capacity to host future sport events.

To create legacies in your community from sport events.

To create a coordinated approach to bidding and hosting sport events.

To provide opportunities to leverage sport events for social and economic benefits for your community’s residents, organizations and businesses.
Key Elements of a Strategic Plan

- Partnership model - develop multi-partner approach, community support, engage the sport and tourism industry
- Create a sport tourism budget and marketing plan.
- Create a Sport Tourism Advisory Committee.
- Complete facility inventory and assessment.
- Create staff positions within Sport Tourism.
- Build target list of opportunities for the long term.
- System development – Sport hosting legacies (economic and social benefits)
- Marketing and promotion – profile your community, build a brand, rights holder and visitor friendly, promote your success
**Strategic Objectives**

- To raise the profile and image of your community provincially, nationally and internationally through bidding and hosting.
- To position your community as a desirable and capable host.
- To build and improve community/sport infrastructure.
- To support sport development and participation at all levels in your community.
- To support economic development and community/downtown renewal.
- To engage residents through volunteerism.
- To engage organizations and businesses through partnerships.
Developing Your Plan

- Make sure the timing is right
- Do a comparative analysis
- Stakeholder input and Readiness Analysis
- Strategic Priority Development
- Consultation Plan
- Recommendations
Identify a Lead Organization

- What currently exists
- Does it work?
- Is there overlap? – economic development, parks and rec, sport council, etc.
- Develop a Sport Tourism Advisory Committee
Sample bid assessment criteria

**Municipal Impact** – economic development, downtown renewal, municipal profile, media exposure, support facilities, political environment

**Socio Cultural Impact** – job creation, civic pride, volunteer development, enhanced infrastructure

**Fiscally and Administratively Responsible** – capacity, strong business plan, financially viable, economic impact

**Sport Impact** – enhanced sport capacity, sport development, support to local sport org’s

**Tourism Impact** – increased room nights, showcase community attractions, regional events
Sample Marketing Plan

- To bid on and secure 4 Provincial, 2 National and 1 International sporting events
- Creation of own/unique event
- NSO/PSO – AGM’s
- Enhanced web development
- Host 2 FAM TOURS
- Provide ongoing support to secured events
- Subscriptions and Memberships
- Advertising
- Administration
What can a Sport Tourism Action Plan do for you?

- Provide advice/guidance/support where possible on organizing your event.
- Provide advice/guidance/support where possible on bidding for events within your region/community/parish.
- Promotion of your events through website, event listings, newsletter etc.
- Provide promotional material such as visitors guide, discovery guide, pins etc. for participants of your event.
- Leads to hotel industry.
What can your Organizations do?

- Notification of local, regional tournaments and events
- Identify provincial, national and international events within your sport/organization
- Provide support as an organization to bids for provincial, national and international events
- Provide volunteer support to above events
Issues and Challenges

- Maintain Core Funding for seeking opportunities (bidding and hosting)
- Associated Costs (bidding and hosting)
- Identifying Government Support
- Competing communities
- Who is the “lead” organization?
- Aging infrastructure
- Risk Management
- Volunteer capacity (burnout)