

Canadian Sport Tourism Alliance



gsi canada index
global sport impact canada index

Eric Savard, CSTA Director of Transfers of knowledge

www.canadiansporttourism.com

What is GSI Canada Index?

Aim is to rank:

- Canadian cities hosting (2018 & confirmed future events*)
 - International events
 - National championships
- 2018 National championships

Note*: Recurrent events (only next event counts)



IF / NSO Levels (tier)

Ga, b, c & d: International Games

- Ge: Participant base Games

Pb & c : Professional championships/ tour

1a,b & c : IF World Champ.

2a,b & c: IF World Cup, Pan Am Champ.

3a,b & c: Age Group World Champ/Cup, PanAm

4a,b,c & d: Continental Cup & intl' events

- 4e: Participants based Intl' event

Ng: National Games

Npa: Professional National Champ.

N1a,b & c: NSO National Champ.

N2b,c & d: NSO Regional Champ. / USPORTS /CCCA

N3a,b & c : NSO Age Group National Champ.

Not including National competition

Only NSO recognized by Sport Canada



Data collection

- Sport*
- Event Name*
- Level of event (Tier)*
- Event Date and duration*
- City location
- Event location
- Venue Capacity
- Attendance
- Nb. of nations /prov. /territories
- Nb. of participants
- Nb. of teams & technical officials
- Nb. of volunteers & media
- TV & on-line streaming data
- Budget**

Note*: mandatory

Note**: not factored in for score



Eligibility

Eligibility

- Free for CSTA members including recognized NSOs
- For destination members not CSTA members; only info from NSO or Sport Canada ISSE will be compiled

How often

- Every year (Dec.) by completing the
 - CSTA DMO annual report
 - NSO annual report



About Sportcal

- Leading sports market intelligence organisation
- Founded in 1991
- Four main products
 - News
 - Media
 - Sponsorship
 - Events
 - Global Sports Impact (GSI) Project

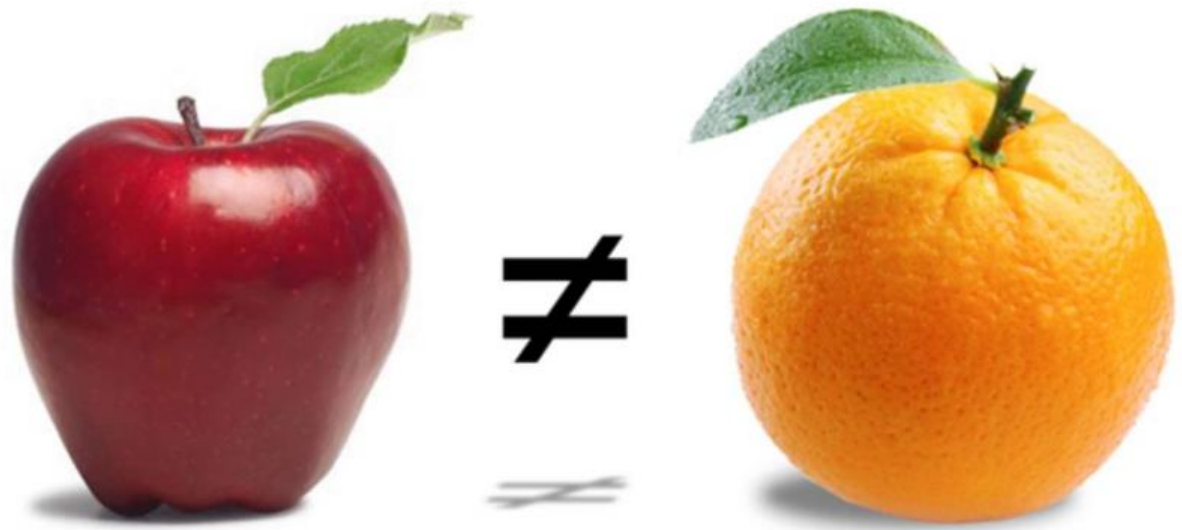


Global Sports Impact (GSI) Project

- Started in 2011
- Engaged all key stakeholders
- Experts Programme
- Identified key pillars of impact
- Developed a standard methodology for evaluation
- Capture the data and the narrative from an event

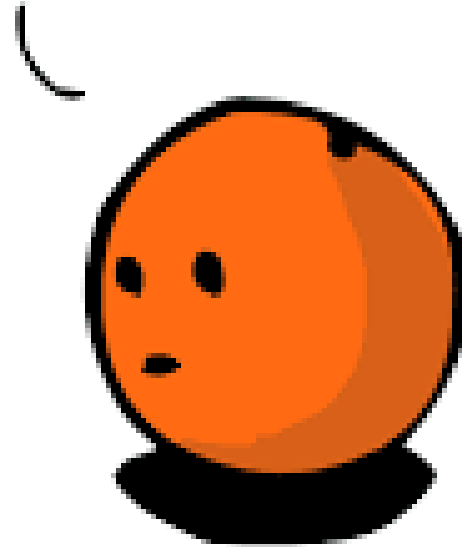


How to compare different sports events?



How to compare different sports events?

Well, we're both fruit.





How to compare different sports events?

apple vs orange

Web Images Videos News Shopping More Search tools

About 408,000,000 results (0.41 seconds)

	 Apple	 Orange
	Apple ▾	Orange ▾
Amount per	100 g ▾	100 g ▾
Calories	52	47
	% Daily Value	
Total Carbohydrate	14 g 4%	12 g 4%
Sugar	10 g	9 g

Feedback

GSI Methodology: 10 Pillars



ECONOMIC



TOURISM



**EVENT
EXPERIENCE**



MEDIA



SOCIAL MEDIA



SPONSORSHIP



SPORTING



SOCIAL



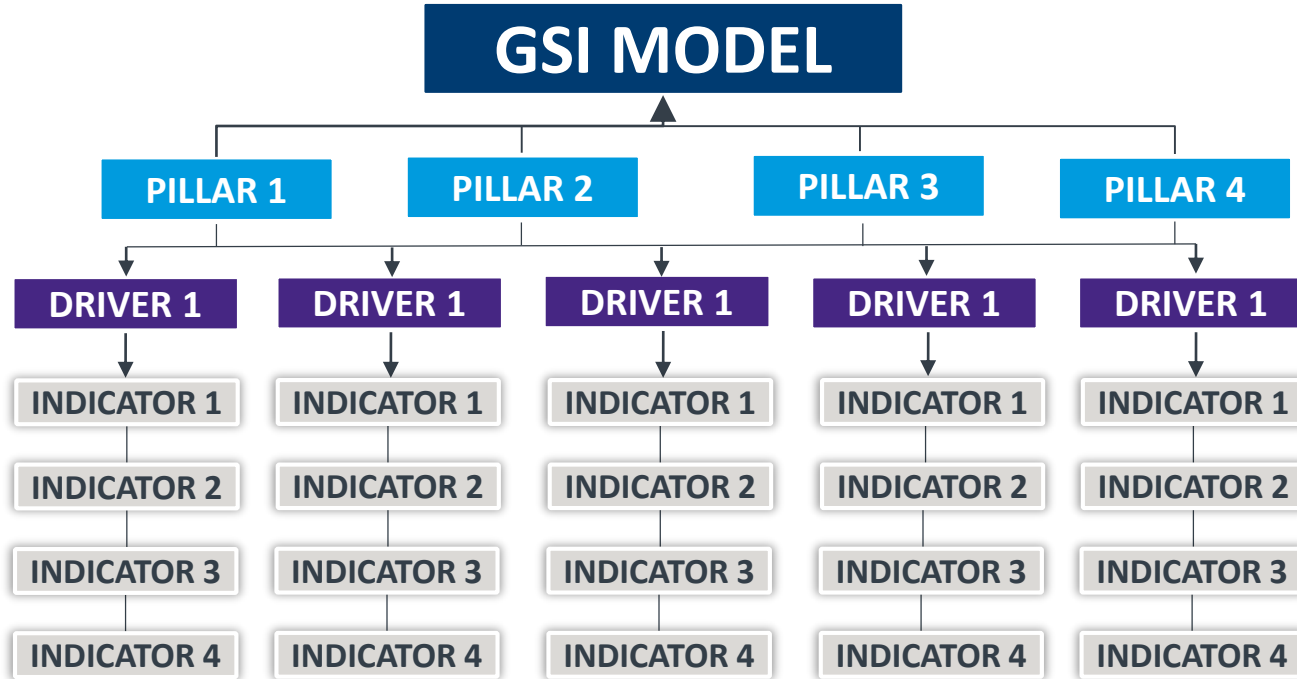
SUSTAINABILITY



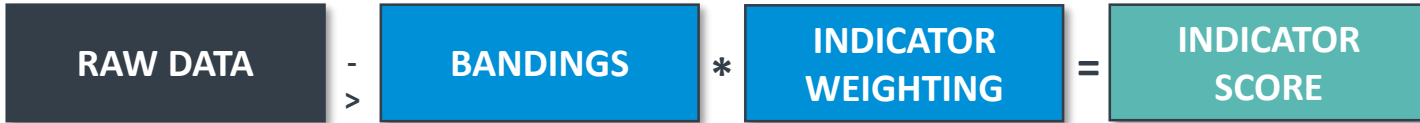
LEGACY

GSI Methodology: 10 Pillars





STEP 1



STEP 2

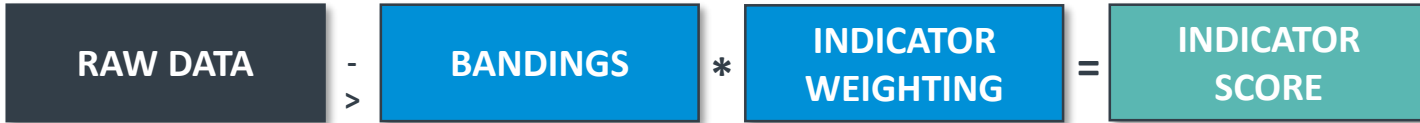


STEP 3



GSI Event Rating

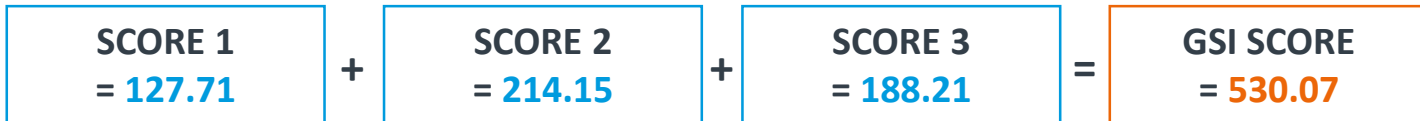
STEP 1



STEP 2



STEP 3



Thank You



To find out more about the GSI Project or Sportcal, please contact GSI@sportcal.com

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GSI Canada stats

1st year (2018)

- 24 CSTA DMO completed forms
- 86 Intl' events from ISSE list

- 51 cities
- 270 Intl' events
- 251 Nat Champ.

2nd year (2019)

- 18 NSO completed forms
- 24 CSTA DMO completed forms
- 77 intl' events from ISSE list

- 119 Cities
- 261 Intl' events
- 433 Nat. Champ.



Evolution of GSI Canada

2017 CSTA
DMO Annual
report form
(feb. 2018)

NSO follow up
(spring 2019)

2019 CSTA
DMO & NSO
Annual report
form (dec.
2019)

2018 CSTA
DMO & NSO
Annual report
form (dec.
2018)

CSTA Intl' event
and National
Championships
database (fall
2019)

Need help?

- Sport Tourism Annual Report Parameters
 - For sport destination
 - For NSO
- info@canadiansporttourism.com



How can GSI help You?

- Gather data and analyze
- Provide comparative analysis
- Market & promote your DMO/ NSO



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Alliance canadienne du tourisme sportif

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Thank you



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PAGEANTRY

TEMPLATE

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Pageantry Template content

- Pageantry manual
- Pageantry Graphic Standard Manual
 - Event PGSM: For Major International events
 - Sport Tourism PGSM: For all year round and adapted to your events