Intro to Sport Tourism

Rick Traer, CEO
Canadian Sport Tourism Alliance

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Sport Tourism Defined

Any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings.
Sport Events: The greatest underleveraged assets within the Canadian tourism industry.
Who are we?

- Non-governmental, not-for-profit, tourism industry driven organization
- Formed in November 2000 with the support of the Canadian Tourism Commission
- 18 founding municipal members; 400+ members today – 142 municipalities, 200+ national & provincial sport organizations
CSTA Mission

- To increase Canada’s capacity to attract and host sport tourism events.
- To promote Canada as a preferred host for international sport events.
- The CSTA promotes a planned, coordinated and strategic approach to event hosting.
The Perfect Storm

• 9/11
• SARS
• Mad Cow
• H1N1
• Currency exchange
• Gas prices
• Recession
• Border issues/documentation
Sport tourism is the fastest growing segment of the tourism industry; in Canada, it yields approximately $3.4-billion in revenue every year. Ottawa, for example, saw a 34.5-per-cent increase in overnight visits that year. The tournament is just one example of how sporting events can give cities a serious financial boost.

When Ottawa first hosted the Bell Capital Cup in 2000, 94 teams took part. Now, the annual minor-hockey tournament draws upwards of 160 teams and attracted more than 16,000 visitors that year. The tournament is just one example of how sporting events can give cities a serious financial boost.

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“Sport tourism has become a stabilizing force during times of volatility within the tourism industry.”
Canadian Sport Tourism Alliance hails success of Moncton's hosting of World Junior Championships

“The legacies of these championships will benefit the region for years to come.”
CSTA Administration

• Budget: approx. $900,000 annually
• Staff
  – 1 full time @ TIAC office
  – 6 contractors
• Three primary revenue streams
  – Membership
  – Sport Events Congress
  – Economic impact assessments
Why Sport Tourism?

• Stimulates economic, tourism, cultural and social prosperity;
• Supports sport development objectives at all levels;
• Promotes pride of place, quality of life and showcases a positive community image to media, business community and visitors;
• Provides enhanced exposure opportunities for the destination;
• Builds irreplaceable community capital, event hosting resume and lasting legacies for the future.
## Value of Tourism

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>U.S.A.</th>
<th>Int’l.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$59.1 B</td>
<td>$7.2 B</td>
<td>$8.4 B</td>
<td>$74.7 B</td>
</tr>
<tr>
<td>2010</td>
<td>$59.4 B</td>
<td>$6.6 B</td>
<td>$8.2 B</td>
<td>$74.2 B</td>
</tr>
<tr>
<td>Change</td>
<td>+0.6%</td>
<td>-3.0 %</td>
<td>-8.2%</td>
<td>-0.7%</td>
</tr>
</tbody>
</table>
## Value of Sport Tourism

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<th>Int’l.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$2.2 B</td>
<td>$286 M</td>
<td>$741 M</td>
<td>$3.3 B</td>
</tr>
<tr>
<td>2010</td>
<td>$2.6 B</td>
<td>$283 M</td>
<td>$660 M</td>
<td>$3.6 B</td>
</tr>
<tr>
<td>Change</td>
<td>+16.6%</td>
<td>-1.0 %</td>
<td>-10.9%</td>
<td>+8.8%</td>
</tr>
</tbody>
</table>
### Sport Tourism – Person Visits

<table>
<thead>
<tr>
<th>Province</th>
<th>2008 (in thousands of visits)</th>
<th>2010 (in thousands of visits)</th>
<th>2 Year Growth</th>
<th>Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maritimes</td>
<td>490</td>
<td>622</td>
<td>27.0%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Québec</td>
<td>1,352</td>
<td>1,444</td>
<td>6.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Ontario</td>
<td>2,434</td>
<td>2,633</td>
<td>8.2%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Manitoba</td>
<td>204</td>
<td>270</td>
<td>32.6%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>360</td>
<td>514</td>
<td>42.9%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Alberta</td>
<td>620</td>
<td>776</td>
<td>25.3%</td>
<td>12.6%</td>
</tr>
<tr>
<td>BC</td>
<td>585</td>
<td>655</td>
<td>12.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>6,043</td>
<td>6,914</td>
<td>14.4%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>
Canadian Sport Tourism Alliance

Members


0 50 100 150 200 250
Sport Events Congress

Delegates

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>50</td>
</tr>
<tr>
<td>2002</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>150</td>
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<tr>
<td>2004</td>
<td>200</td>
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<tr>
<td>2005</td>
<td>250</td>
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<td>2006</td>
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<td>2007</td>
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<tr>
<td>2010</td>
<td>350</td>
</tr>
<tr>
<td>2011</td>
<td>400</td>
</tr>
<tr>
<td>2012</td>
<td>350</td>
</tr>
</tbody>
</table>
• Canada ranked 5th as host nation after China, UK, Russia and Italy
• Ranking considers the impact of over 700 major sport events
• Criteria include economic, financial, sport, media, social and environmental factors
Types of Events

- Multi-sport & Major Games
- Professional/amateur sport leagues and events
- Amateur single sport events
- Intercommunitiy events
- Manufactured or created events
World Pond Hockey Championships

- Plaster Rock, NB (pop. 800)
- Launched in Feb. 2002 with 40 teams
- 2011 included 120 teams
- Est. 8,000 visitors over 4 days
- 300 volunteers
- 20 rinks on Roulston Lake
- Accommodations: Plaster Rock, Grand Falls, Perth-Andover
Brantford

• 6th annual tournament recognized by Guinness World Book of Records
• 225 teams and 2,196 players from all over Ontario & northern U.S.
• Fundraiser for local Sport Legacy Fund ($100,000+ in 6 years)
Local Partners

• Destination Marketing Organizations
• Economic Development Agencies
• Parks & Recreation Departments
• Sport Councils, committees or commissions
• Colleges & universities
• Chambers of Commerce
• Local franchises/clubs
• Hoteliers, F & B
• Private enterprise
• Media
Success Factors

- Develop local strategy/action plan
- Identify and engage key stakeholders
- Recruit local influencers/champions (elected officials, staff or community leaders)
- Create facility & accommodations inventories
- Identify strengths & weaknesses
- Establish a web presence
Success Factors

- Dedicated staff
- Stable funding source(s)/partnerships
- Culture of volunteerism
- Commitment to measure, evaluate and quantify
- Heavy emphasis on sales, marketing and relationship building
- SUPPORT EXISTING EVENTS!
Sport Event Dimensions

- Number of participants
- Number of spectators
- Length of event
- Frequency of event
- Status of event
- Timing
- Risk
- Legacies
Ontario Whitepaper

- Developed in early 2011 in collaboration with Tourism Toronto
- Encourages Ontario to become more strategically involved in sport tourism
- Link to 2015 Para/Pan Ams
- Provincial hosting policy currently under revision
• New 3 year, $185,000 agreement from 2012-14
• Capacity building workshops to promote sport tourism
• Collaborate with RTOs
COC – CSTA MOU

• Promote Canada as preferred host
• Develop hosting strategy
• Transfer of knowledge
• Economic impact assessments
• Co-leadership model with CTC since 2007
• 19 partners in 2012 (QC)
• Collaboration with COC
• Sportaccord 2013 scheduled for May 26-31 in St. Petersburg
Bring Your Event to the Coolest Place on Earth

CANADA
Traer vs Trudeau
Resources

- Launched in 2002
- Developed in partnership with CTC, CACVB and Sport Canada
- Predicts the economic impact of a sport event on a community
- 1st web based tool of its kind
- Contains spending profiles from most recent Statistics Canada data and primary research
Resources

- Post event analytical tool using primary data inputs
- Customized survey for your event on Techneos Entryware Pro software
- Quantity of Palm PDA's to conduct the surveys
- Research field manual
- Surveyor training module
2005 Bell Capital Cup - Ottawa

- December 28 – January 2
- World’s largest Atom hockey tournament
- Strategic timing & age category
- 20 venues – 29 sheets of ice
- 407 teams – 6,512 participants (64% visitors)
- 12,962 family members – 16,566 visitors total
- $4.9 million GDP
- $85.99 pp per day average spend
- $11.1 million economic activity
- $2.2 million direct taxes (mun/prov/fed)
- 2,000+ volunteers
2007 FIFA U-20

- June 30 – July 22
- Largest single sport event ever hosted in Canada
- $114 million GDP
- $260 million economic activity
- $8.5 million direct tax revenue
- 68,770 out of town spectators
- 1.2 million tickets sold
- 2,300 volunteers
- Broadcast reached over 200 countries
2012 Ontario Cup Major Midget Boys Basketball Championship

- May, 2012
- Ottawa, Ontario
- 87 teams – 1,305 participants
- 1,949 out-of-town spectators
- $421,700 combined expenditures
- $447,300 GDP
- $967,800 economic activity
- $219,500 in taxes
2012 IIHF World Junior Hockey Championships

- December 26 – January 5
- Calgary & Edmonton
- 10 teams – 350 players, staff & officials
- 480 media/VIPs
- 24,788 visitors
- $56.1 million GDP
- $86.2 million economic activity
- $11.5 million direct taxes (mun/prov/fed)
- 1,200 volunteers
Congress

- Conducted annually in April
- 345 delegates in 2012
- Business to business
- Training & education
- Networking
- Best practices
- April 8-10, 2013 in Ottawa
Issues

• Dislocation
• Displacement
• Congestion
• Risk assessment & management
• Increasing rights fees
• Opportunity costs
• Volunteer capacity
Issues

- Fierce competition from other communities
- Ageing infrastructure
- Gaining local municipal support
- Local elections/staff departures
- Local communication
- Readiness: Is your community ready?
Trends

- Increased emphasis on manufactured or created events
- Masters level events
- Events involving young children encourage family travel & vacations
- Extreme sports
Trends

- High participant, high spectator events
- Team sport competitions (soccer, hockey, basketball)
- Girls/women’s events
- Marathons/triathlons
- Cycling
- Ultimate
- Dual hosting models
SPORT TOURISM

The fastest growing grassroots economic development initiative in Canada today.