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## RESOURCE T

# Sport Tourism in Canada

The following information has been drawn from material produced by The Canadian Sport Tourism Alliance. Municipalities can join the Alliance to gain access a host of tools and resources to assist in planning, hosting and evaluating events held at covered tennis centres. The Alliance can be reached at:

Canadian Sport Tourism Alliance  
600-116 Lisgar St., Ottawa. ON K2P 0C2  
Tel: 613-688-5843 • [www.canadiansporttourism.com](http://www.canadiansporttourism.com)

### The Industry

- Sport tourism is a \$3.6 billion segment of Canada's tourism industry and is Canada's fastest growing tourism segment.
- Sport tourism is recognized as a stabilizing force within the \$78 billion Canadian tourism industry, especially during times of volatility within the industry.

### CSTA's Objectives

- To market Canada as a preferred sport tourism destination.
- To facilitate networking, educational and communications opportunities between Canadian stakeholders.
- To coordinate research and data collection within the sport tourism industry.
- To build investment in the sport tourism industry from the public and private sectors.
- To promote and enhance the image and profile of the sport tourism industry within Canada.
- To develop and facilitate access to industry tools.

### Sport Tourism in Canada

- CSTA is at the forefront of promoting sport tourism domestically and internationally and has grown from its 18 founding members in 2000 to over 400 members today.
- Canada has a long and proud history of hosting international sport events, including Olympic, Pan American and Commonwealth Games, and a multitude of single and multi-sport world championships.
- The benefits of hosting sport events continue to resonate with the public sector as federal and provincial governments invest more resources into sport tourism initiatives, policies and programs.





### Sport Tourism Stakeholders

- Stakeholders include government at all levels including destination marketing organizations, economic development agencies, sports, recreation and heritage organizations.
- Events 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.

### Economic Impact

- International tourism receipts totaled \$1.03 trillion in 2011 with an estimated 10% attributed to sport-related travel.
- CSTA has developed STEAM (Sport Tourism Economic Assessment Model) and STEAM PRO to predict and measure the economic impact of hosting sport events on Canadian communities.
- STEAM has been used to estimate the economic impact of over 1,200 sport events in communities across Canada.

### CSTA Tools & Resources

- CSTA develops leading-edge industry tools and resources, including the Sport Tourism Planning Template, Sport Events Directory, Business Plan Template for Sport Events, STEAM/STEAM PRO, Bid Template, Bid Evaluation Model, Sport Event Marketing Template and the RFP Template.
- CSTA hosts Sport Events Congress, Canada's largest annual gathering of sport events rights holders, event managers, parks and recreation personnel, economic development agencies and tourism professionals.
- CSTA's PRESTIGE Awards (**P**rogram **R**ecognizing **E**xceptional **S**port **T**ourism **I**nitiatives, **G**ames and **E**vents) recognizes and celebrates excellence in the sport tourism industry.

