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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

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.

