

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

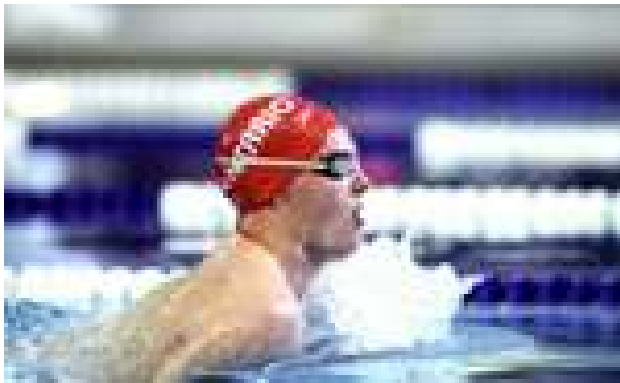
Sports Tourism

**Creative Tourism Product Development
Opportunities and Marketing for
Binational Regions**

Canadian Sport Tourism Alliance



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.

Quick Facts

- **Sport tourism is a grassroots economic development initiative involving municipal, sport and tourism partners.**
- **There are an estimated 200,000 sport events which occur annually in Canada.**
- **Statistics Canada estimates that domestic sport travel in Canada is valued at \$2.4 billion annually and growing.**
- **Recession Proof**

Types of Events



- **Professional/amateur sport leagues and events**
- **Amateur single sport events**
- **Multi-sport & Major Games**
- **Manufactured or created events**
- **Intercommunity events**

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Benefits



- **Legacies**
- **Economic development**
- **Community visibility**
- **Volunteerism and leadership development**

- **Infrastructure development**
- **Community spirit**
- **New partnership development between sport and tourism communities**
- **Athlete Development**



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Bi-national Sport Tourism

The product development advantage:

- Increases market size for event (competitors and spectators)
- Opportunity to 'manufacture' an event
- Overnight stays more likely, along with increased opportunity to structure broader tourism package
- Strengthen's goodwill to support economic ties

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Types of Binational Sport Events

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Jointly Hosted



DETROIT
FEBRUARY 5, 2006



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Twinning (with alternating sites)



“Experience the Friendship”

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CANUSA Games

- Hosted Annually, between Hamilton, Ontario & Flint, Michigan
- Non Profit Organization
- Largest and Longest in North America
- 22 Sporting Events
- 5,000 athletes, coaches, coordinators, volunteers and host parents
- Male and Female ages 8-80

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North American Regional Series or Championship



North American Indigenous Games

July 25 to August 4
Winnipeg 2002



Opening and Closing Ceremonies



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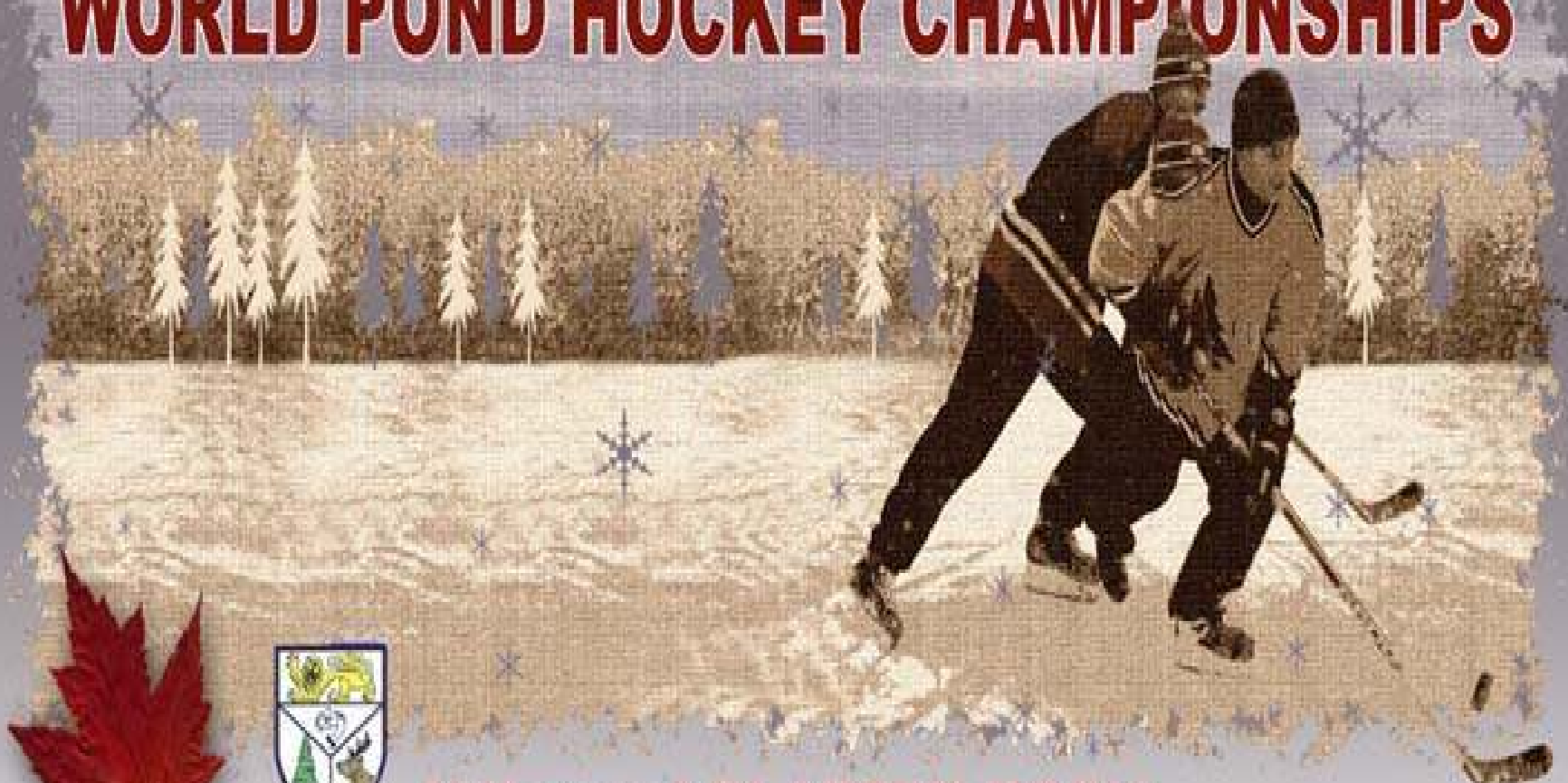


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Manufactured

Welcome History Local Trivia Municipal Government Rec. Tourism Maps Photos Pond Hockey Championship

WORLD POND HOCKEY CHAMPIONSHIPS



Village of **PLASTER ROCK**
NEW BRUNSWICK CANADA

World Pond Hockey Championships - Plaster Rock NB Canada



photo courtesy Telegraph Journal

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Aim

- International Goodwill through amateur athletics
- Social & Recreational betterment of young and old

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SPORT TOURISM PLANNING

TEMPLATE

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@EVENTS DATABASE

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STEAM

**SPORT TOURISM ECONOMIC
ASSESSMENT MODEL**

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Economic Impact

Event	2002 NAIG	2002 SCI	2003 Cda. Games	2003 Youth Ath.	2004 Atom Hockey	2004 Brier	2005 FINA
Economic Activity	\$15.5 M	\$ 6.3 M	\$ 70.3 M	\$ 37.4 M	\$ 11.1 M	\$ 23.1 M	\$181 M
GDP	\$ 7.4 M	\$ 2.6 M	\$ 28.6 M	\$ 17.2 M	\$ 3.5 M	\$ 11.0 M	\$72 M
Jobs	205	74	1015	600	162	238	1,974
Taxes	\$4.8 M	\$ 898 K	\$ 10.4 M	\$ 6.3 M	\$ 2.2 M	\$ 3.1 M	\$12.1

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STEAM

PRO

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BUSINESS PLAN

TEMPLATE

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SPORT EVENTS CONGRESS

2 0 0 7

Building Business Through Sport

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SPORT TOURISM

**The fastest growing grassroots
economic development initiative in
Canada today.**

GET IN THE GAME!

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Janet Gates

Chair

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