



Bouncing Back

Preparing for Sport Hosting and Economic Reboot

U SPORTS Conference and
Annual Meeting
June 2021

Project Objectives

The three major objectives for this project:

1. To provide meaningful, actionable insights into the current state of Sport Hosting and Sport Tourism in Canada.
2. To enable the return of sport event hosting and to restart local economies through sport tourism.
3. To provide the information that will restore confidence from participants, spectators and communities in hosting, attending and travelling to sport events.



Future Sport Hosting Success

- New sources of revenue
- Expense management with post-COVID realities
- Operating protocols
- Risk management
- Collaboration
- Innovation





What Is Sport Tourism?

Why is it important to Canada?

Sport Tourism in Canada

Definition: “any activity in which people are attracted to a particular location as a sport event participant, a spectator, or to attend sport attractions or business meetings.”

Sport tourism in Canada is a \$6.8 billion annual industry.

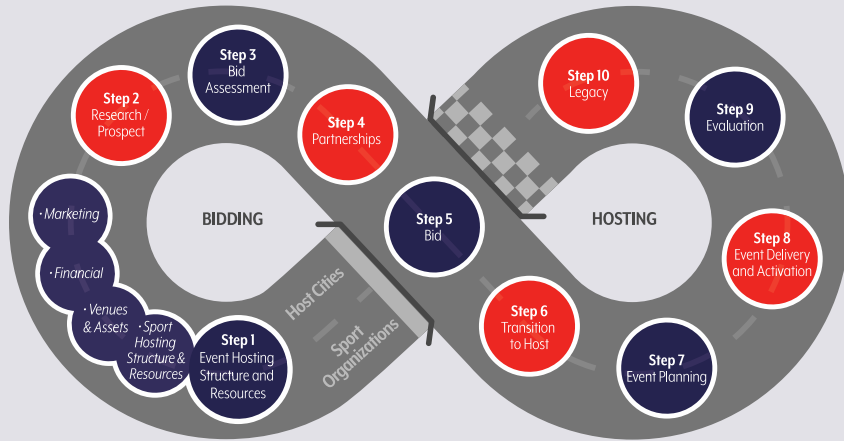
Sport tourism and the staging of sport events can also support the social and sustainability impacts that can be delivered in a community.

The spending profile of the sport tourism visitor in Canada is significant!

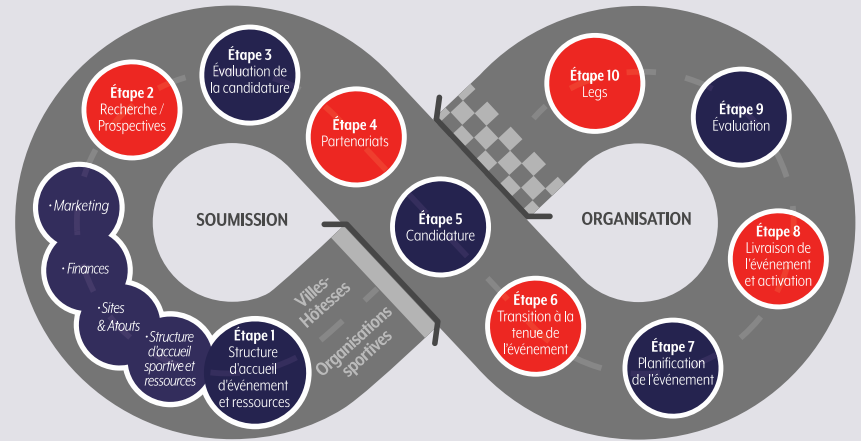


Strategic Event Hosting

SPORT TOURISM ROADMAP[©]



GABARIT DE PLANIFICATION DU TOURISME SPORTIF[©]



Respondent Groups

1. **HOSTS** (Destination Marketing Organizations, Municipalities, Regions, Economic Development Agencies, etc.)
2. **RIGHTSHOLDERS** (NSO, PSO, LSO, MSO Commercial Rightsholder / Private Event, NFP Organization, etc.)
3. **INDUSTRY SUPPLIERS** (Hotels, Transportation Providers, Venues, Agencies, etc.)

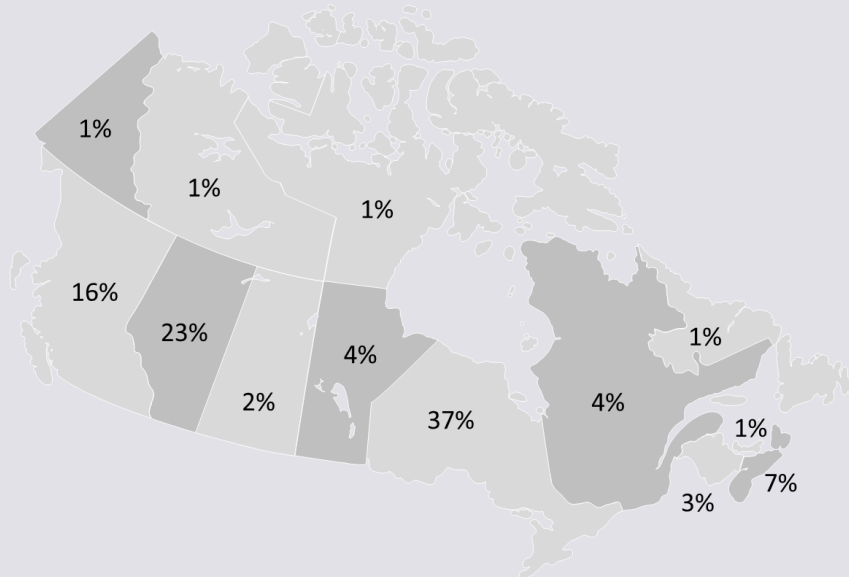


Hosts

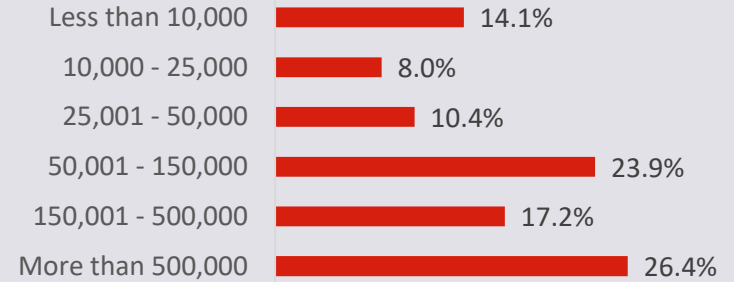


Profile – Location

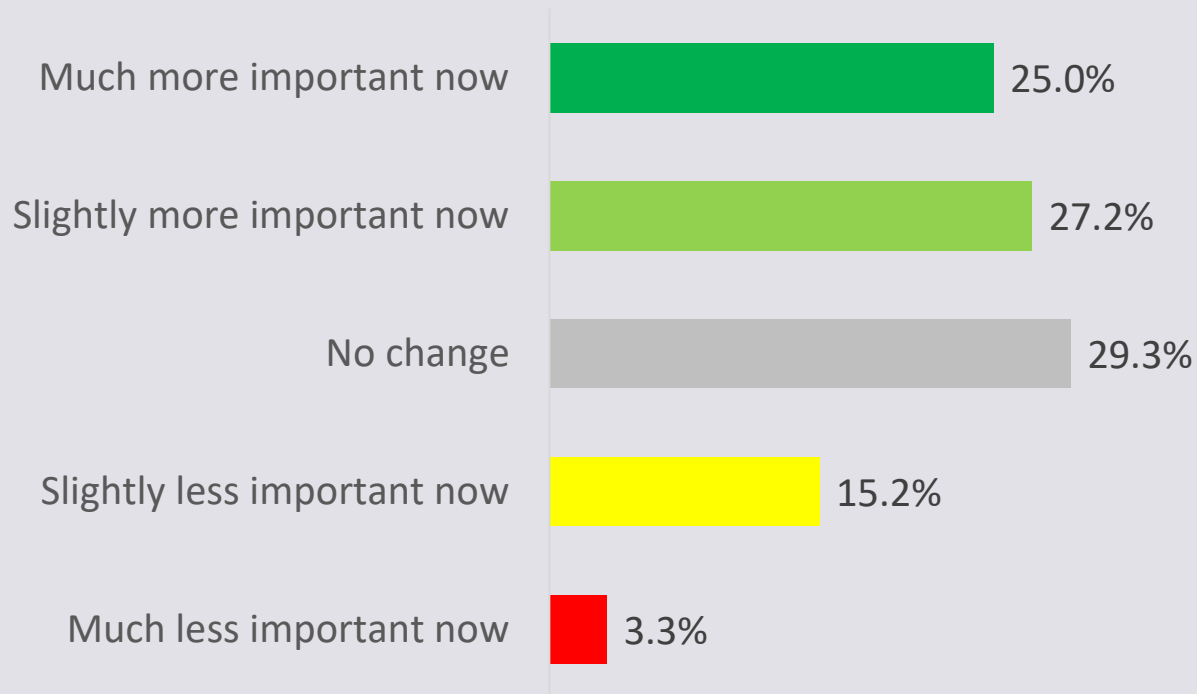
Feedback from Hosts located in every province / territory and from 86 different communities of all sizes across Canada.



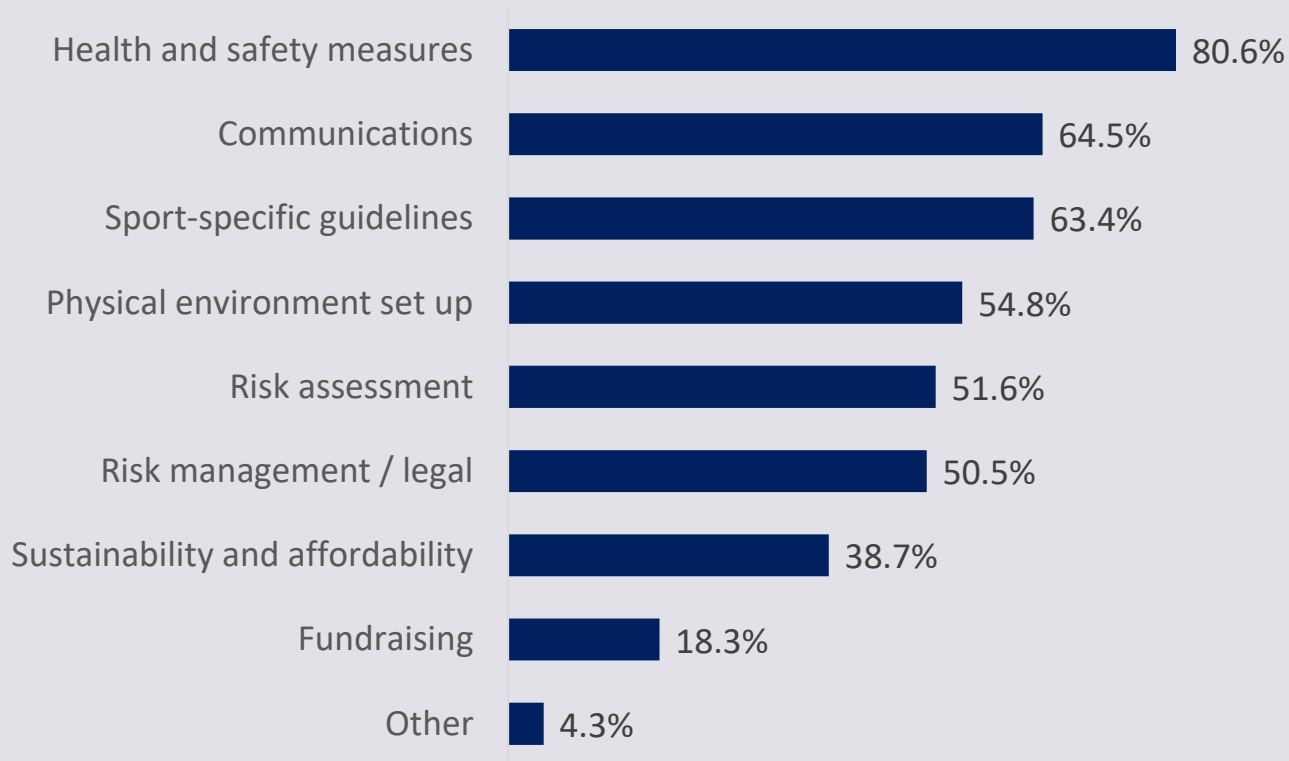
Population of Hosts (Survey Only)



Importance of Sport Hosting / Sport Tourism

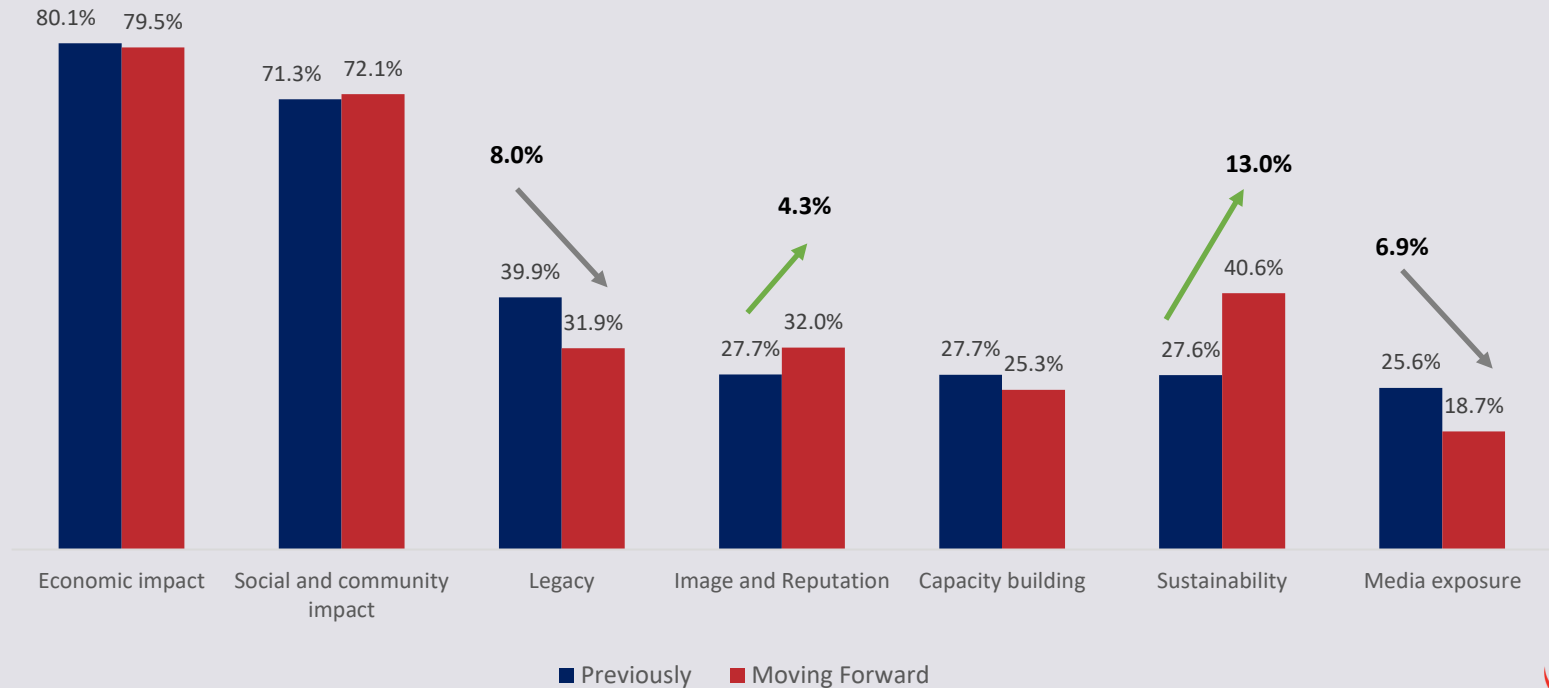


Initiatives Implemented / Prepared / Working On

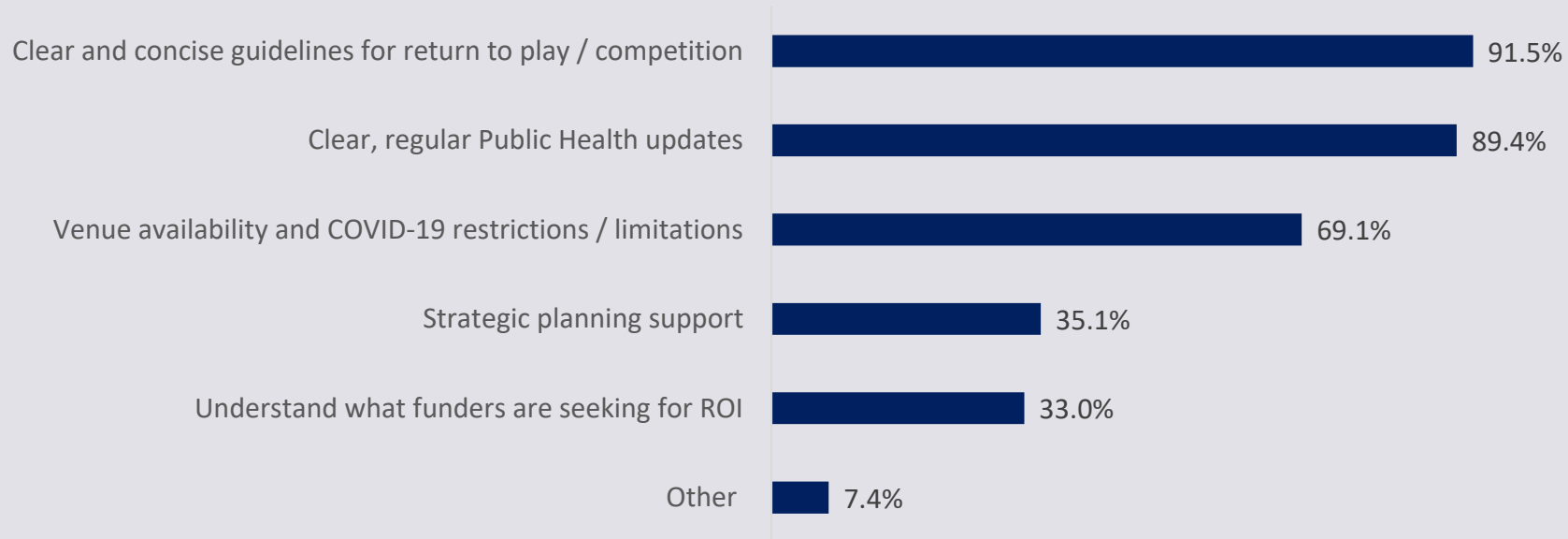


Events – Evaluating Success (Comparison)

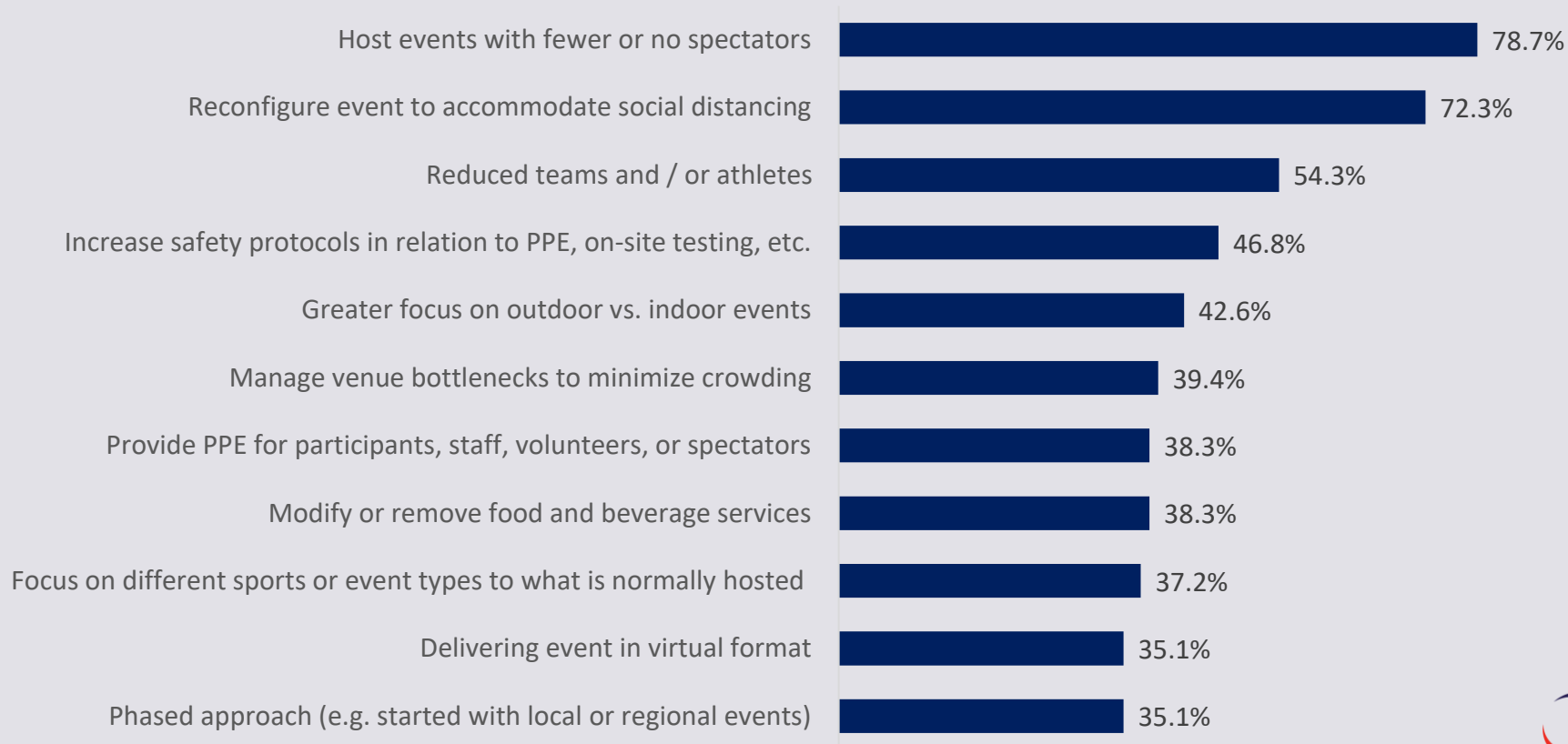
Evaluating Success – Overall Importance



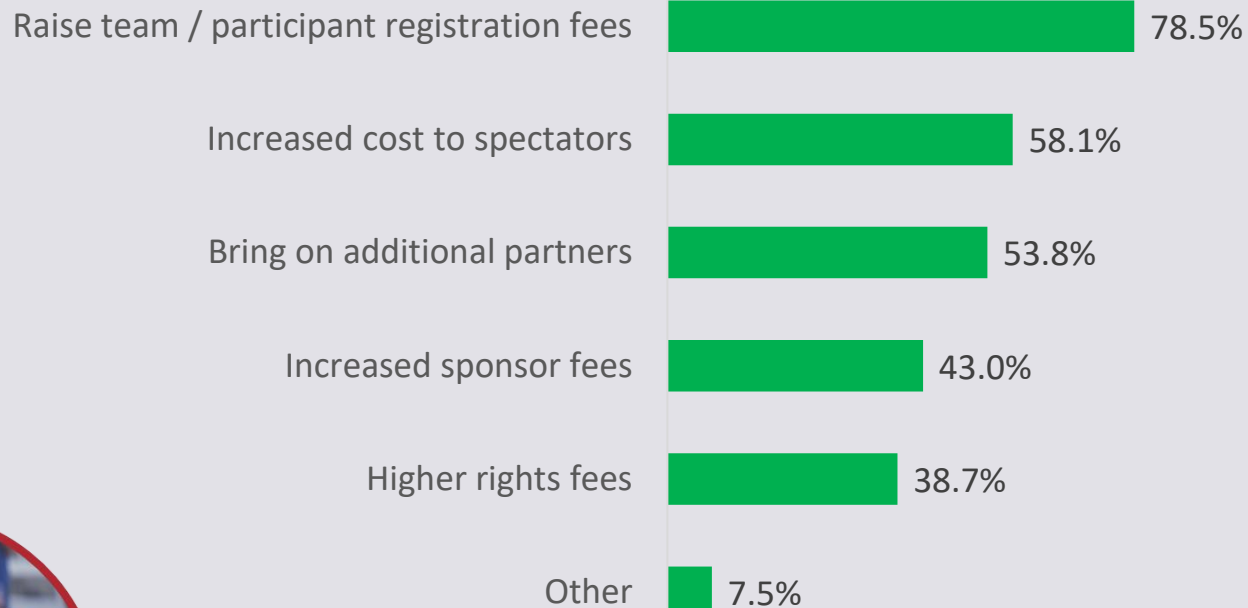
Supports That Organizations Require – Now & For Future



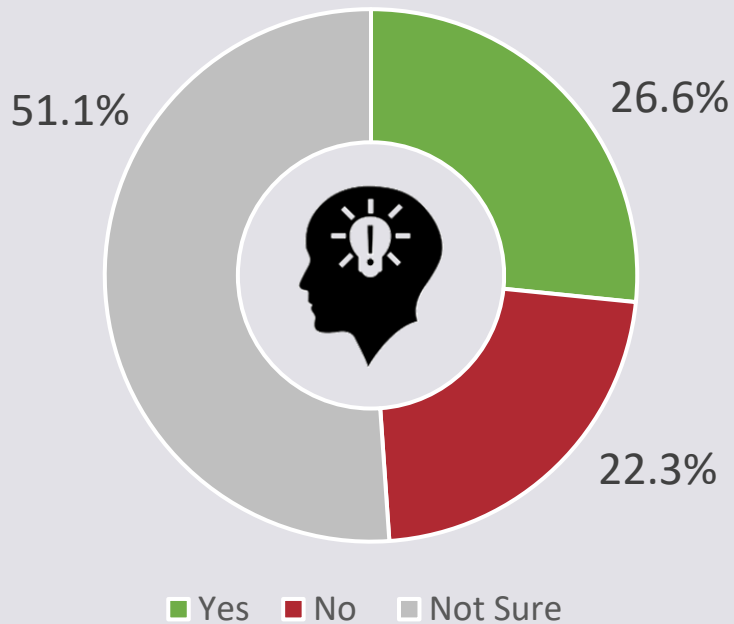
Strategies Considered / Implemented



Covering Increased Cost(s) of Sport Events

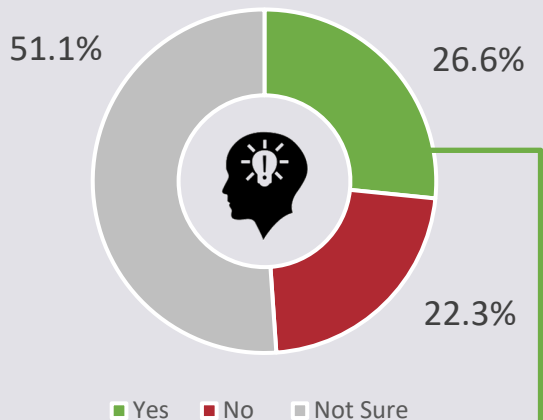


Have New Opportunities Emerged



New Opportunities

Have New Opportunities Emerged



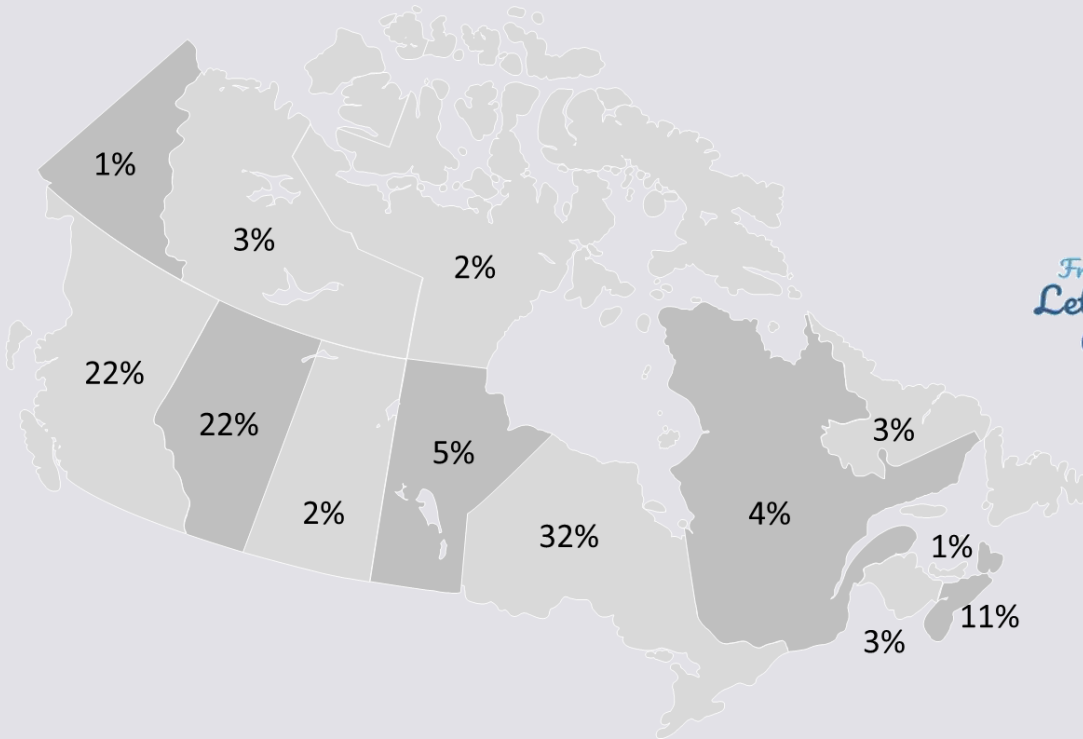
Some hosts believe new opportunities have emerged due to the pandemic and many are taking advantage of this event 'down-time' to work on strategic initiatives.



Rightsholders



Rights Holders – Profile



Rights Holders – Sports Represented



Swimming - Artistic
Dance / Cheerleading
Floor Hockey / Roller Hockey
Ringette
Biathlon
Softball
Other
Rowing
Cycling
Lacrosse
Rugby
Shooting
Table Tennis
Snowboard
Football
Sailing
Speedskating
Water Ski & Wakeboard
Karate
Wheelchair Sports
Weightlifting
Bowing
Canoe & Kayak
Ultimate
Alpine Skiing
Golf
Squash
Racquetball
Boxing
Curling
Archery
Wrestling
Triathlon
Field Hockey
Freestyle Skiing
Climbing Sports
Figure Skating
Baseball
Cross Country Skiing
Lawn Bowls
Ice Hockey
Athletics
Gymnastics
Soccer
Basketball
Equestrian
Volleyball
Baseball
Cross Country Skiing
Lawn Bowls
Badminton
Fencing
Taekwondo
Judo
Boccia
Tennis
Parachute / Gliding
Broomball
Orienteering
Goalball
Parachute / Gliding
Ski Jumping
Running
Climbing Sports
Figure Skating
Baseball
Cross Country Skiing
Lawn Bowls

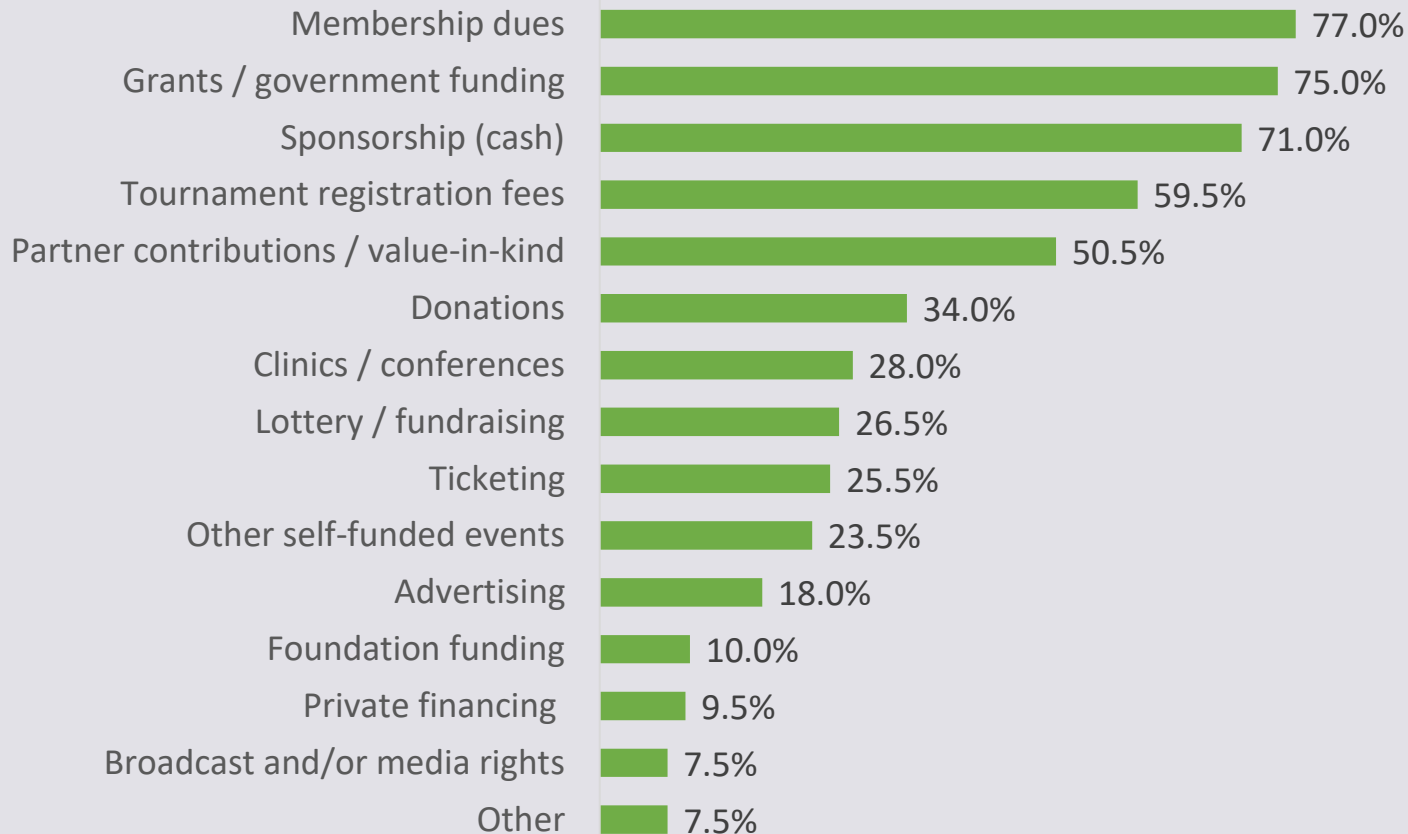


Rights Holders – Profile

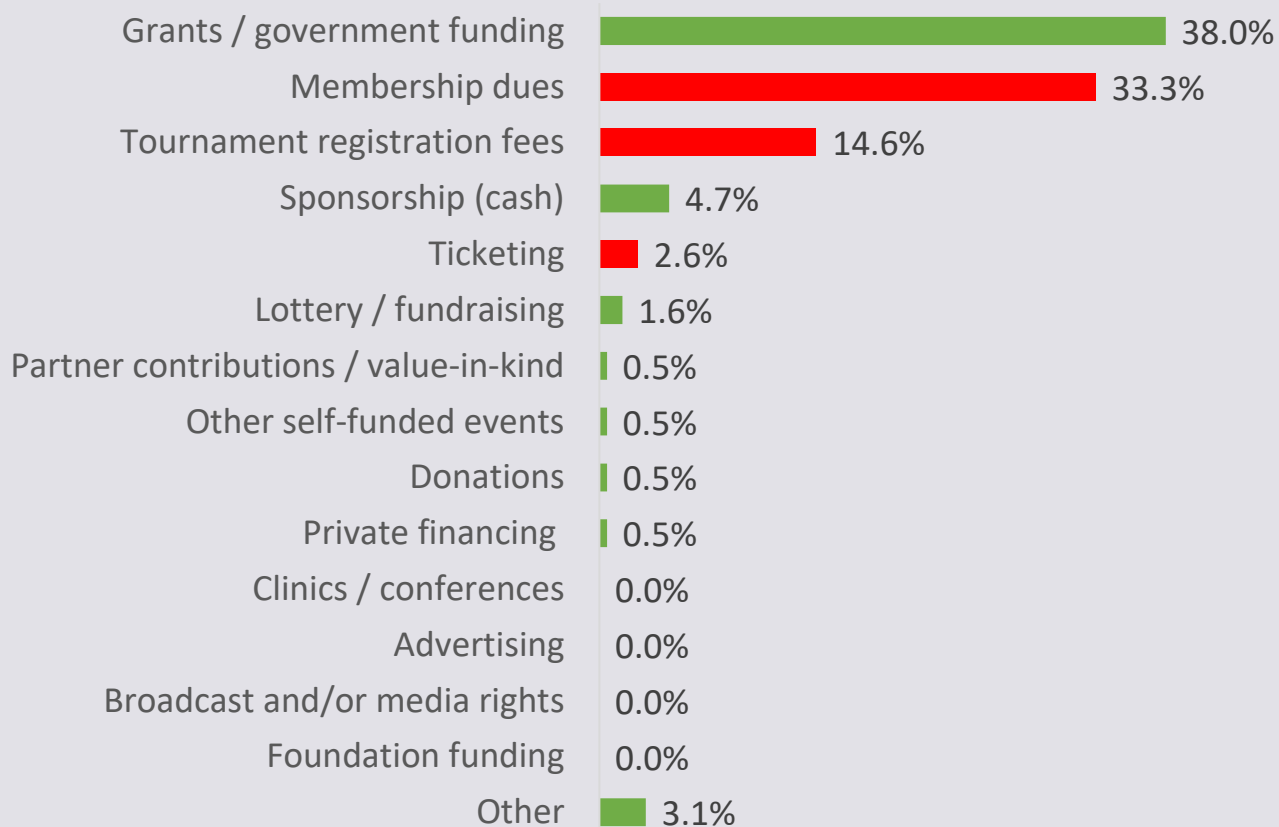
Organization Type



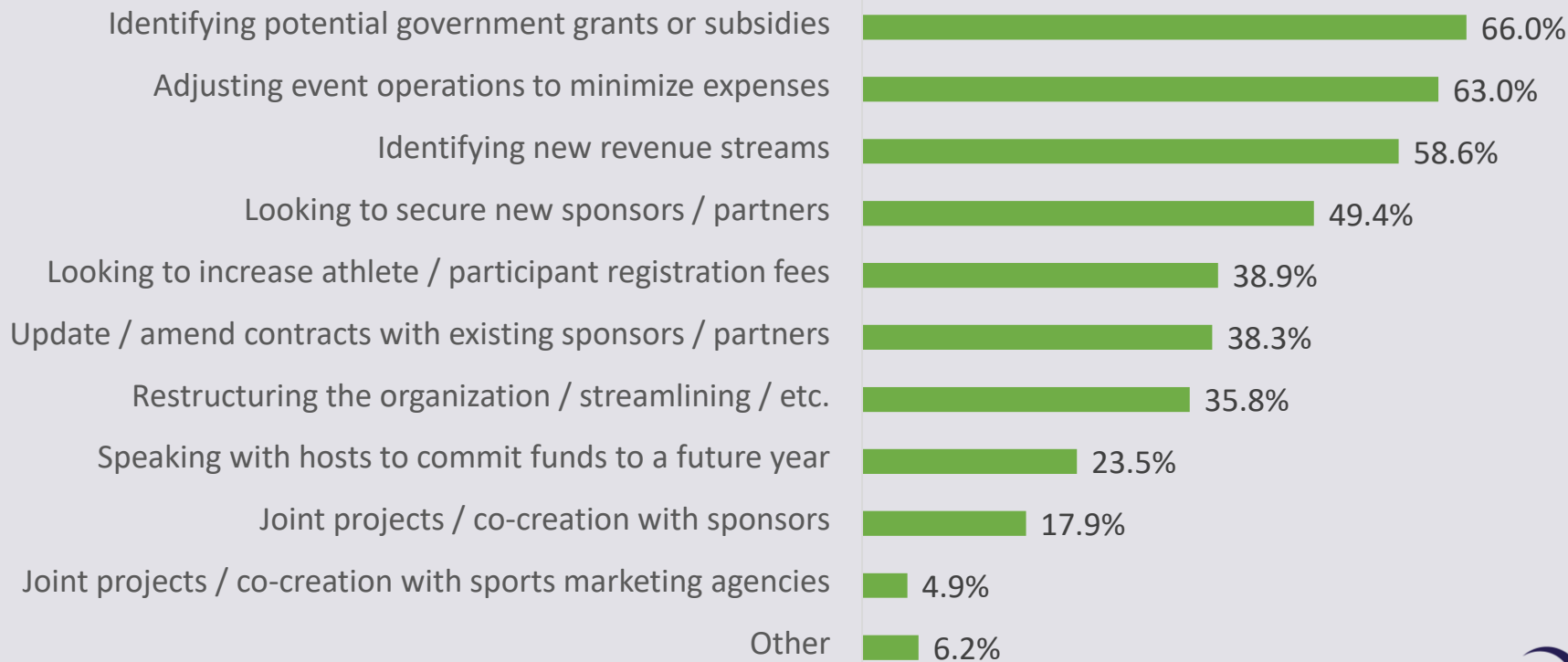
Funding Sources



Largest Funding Source



Steps Taken to Ensure Financial Viability

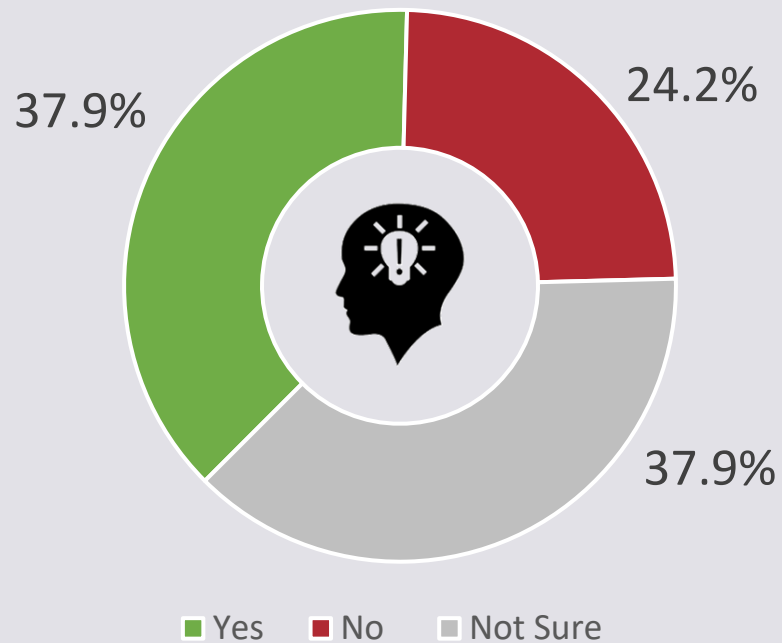


Financial Runway

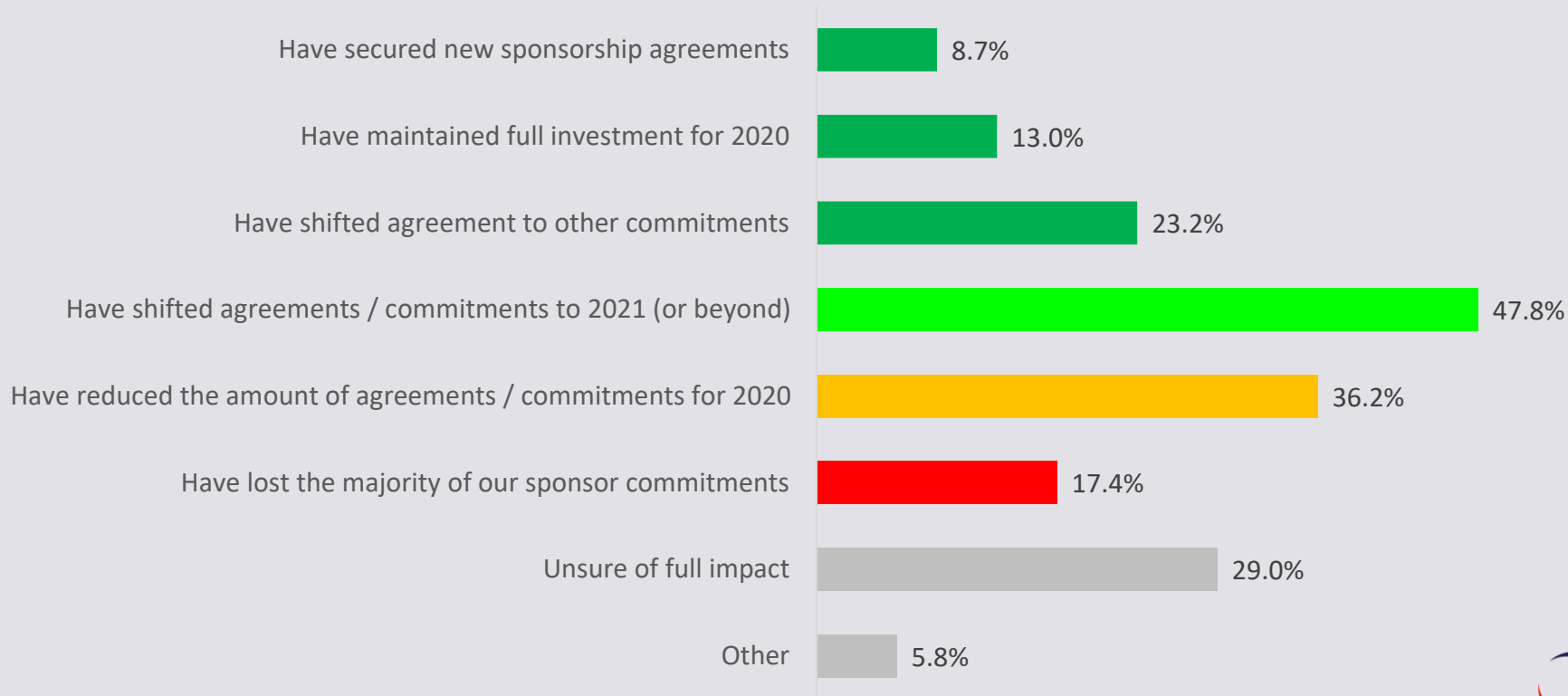
How Long Organizations Can Sustain Themselves (Under Current Conditions)



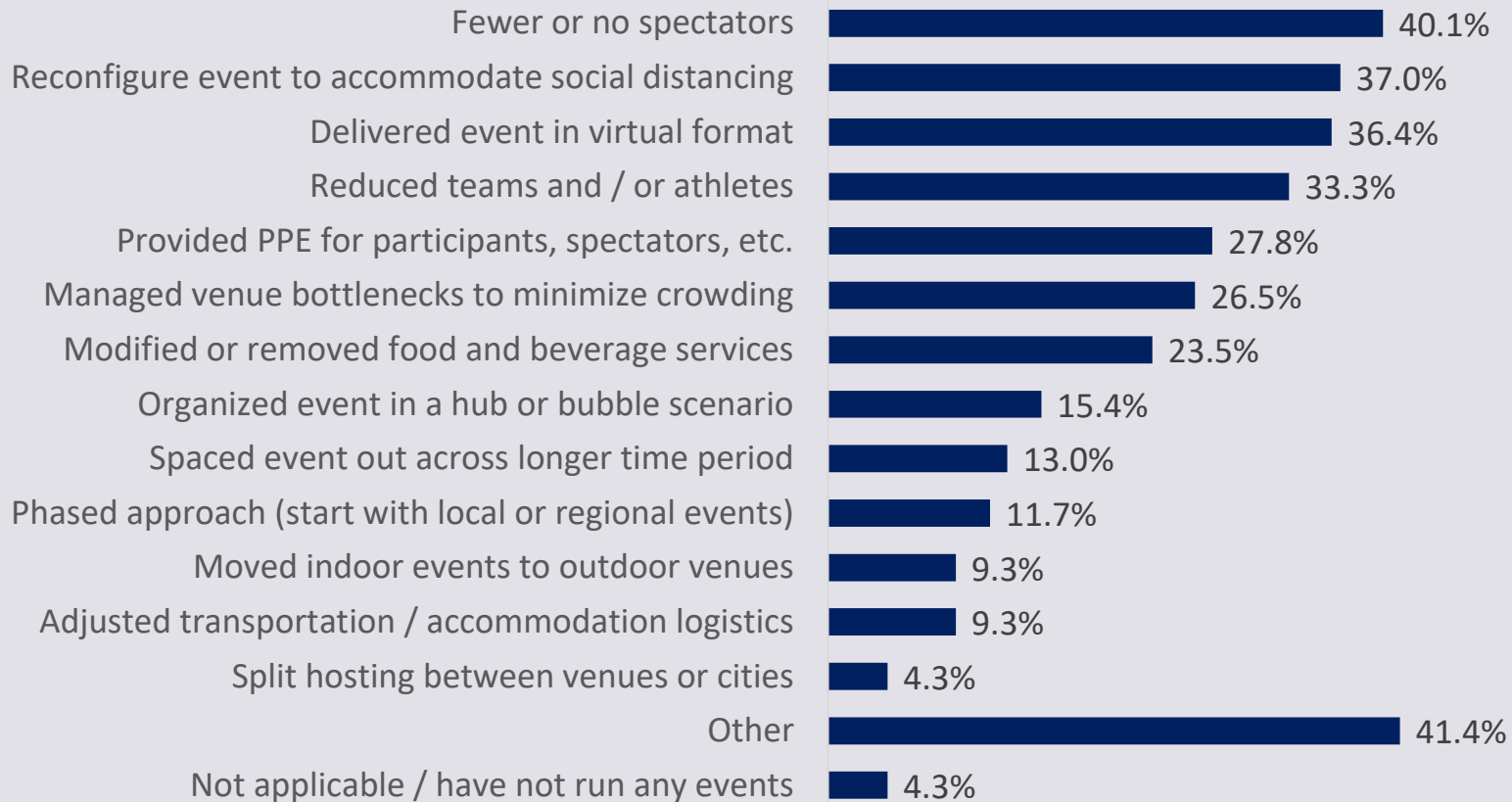
Have New Opportunities Emerged



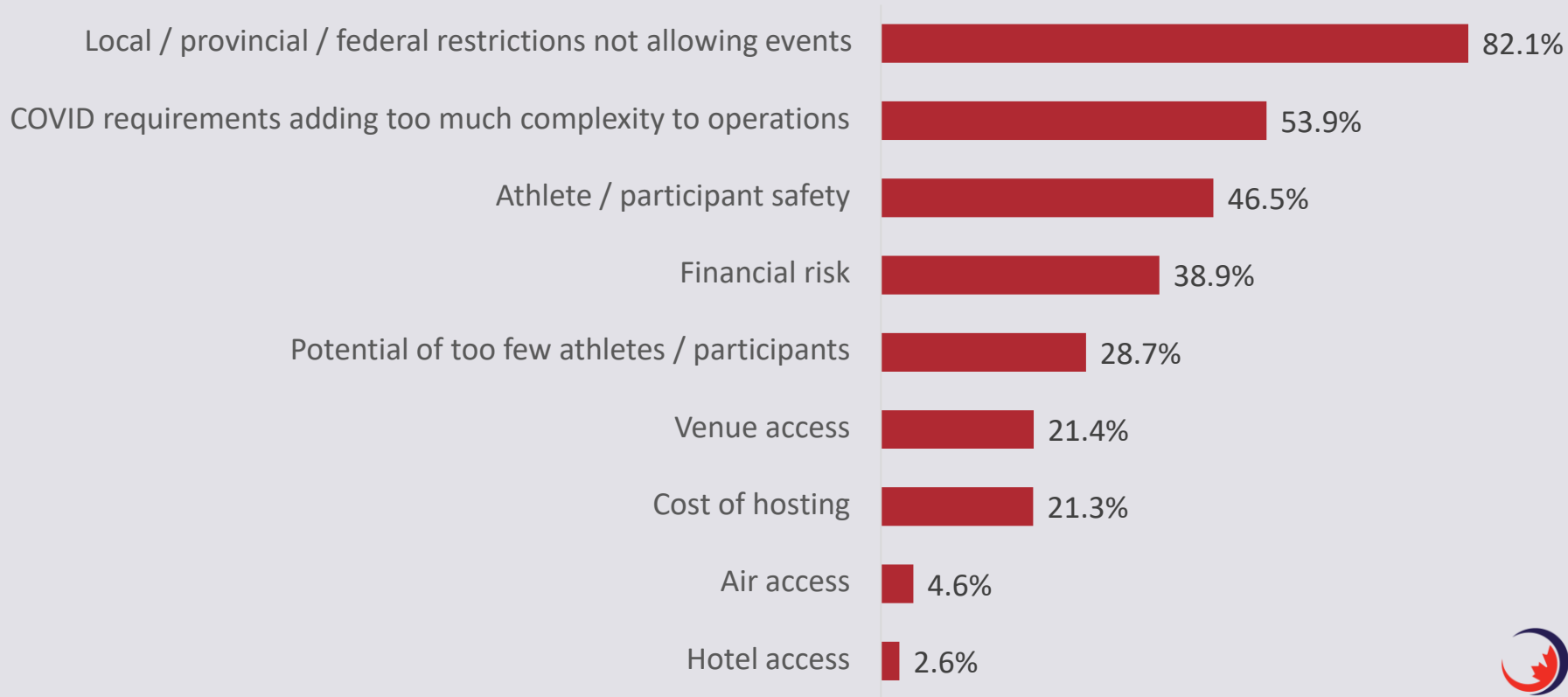
How Partnerships Have Been Affected



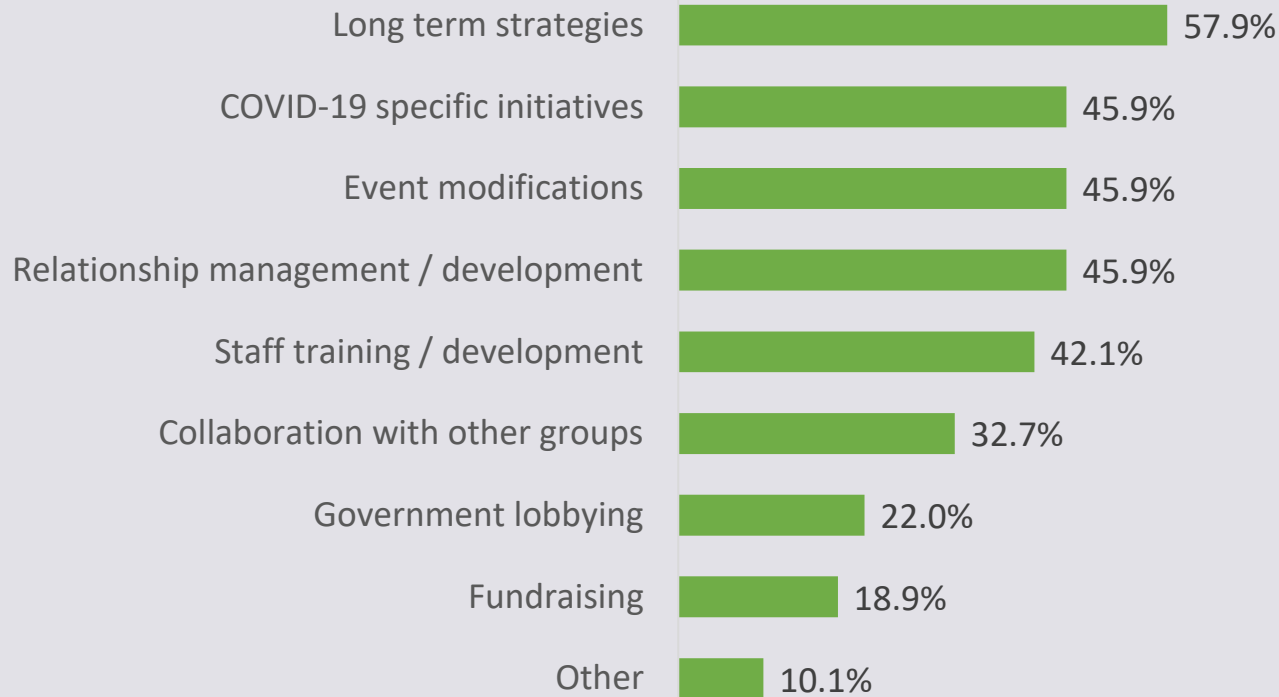
Modifications Made for Event(s) to be Possible



Biggest Barriers to Hosting / Operating Events



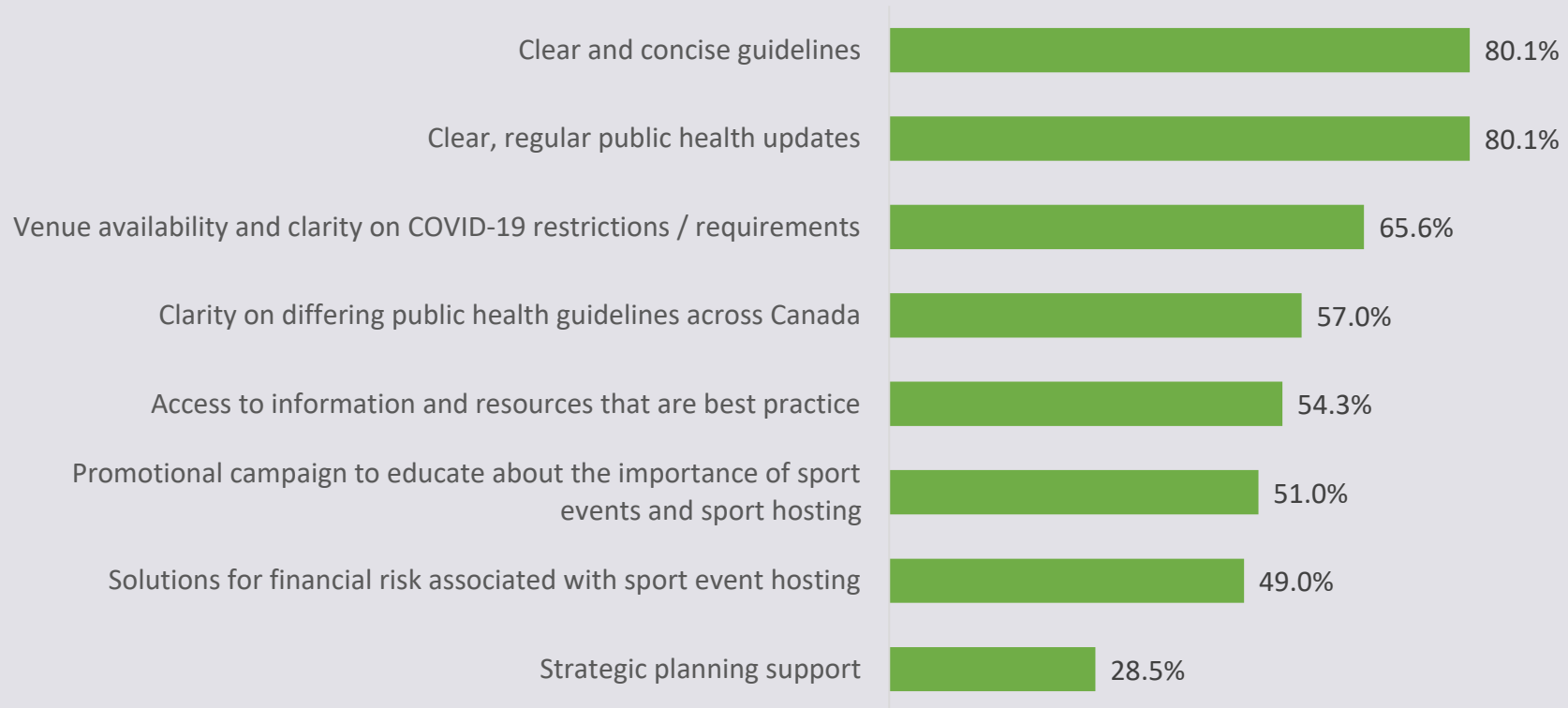
Activities Organizations are Focusing On



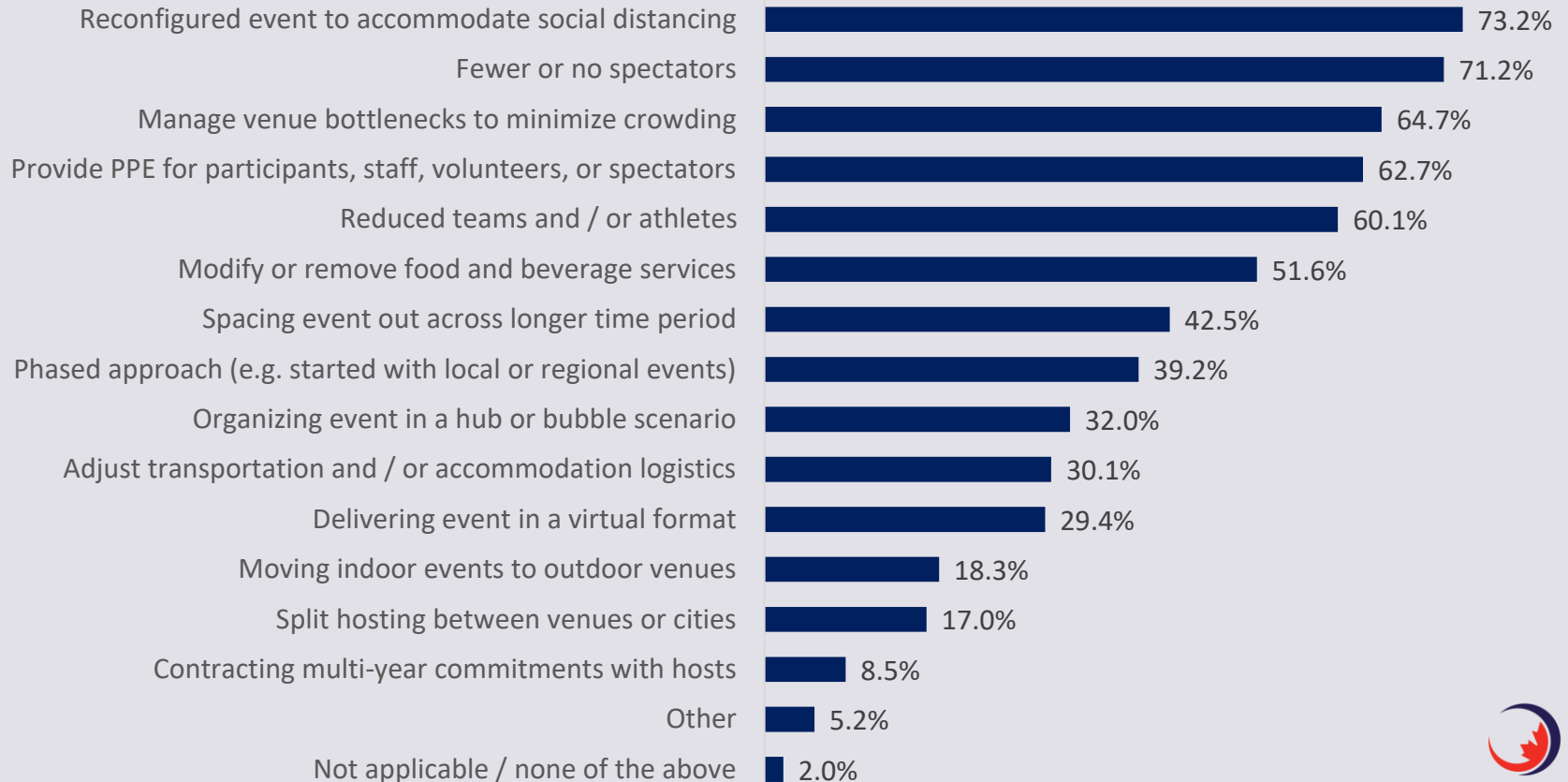
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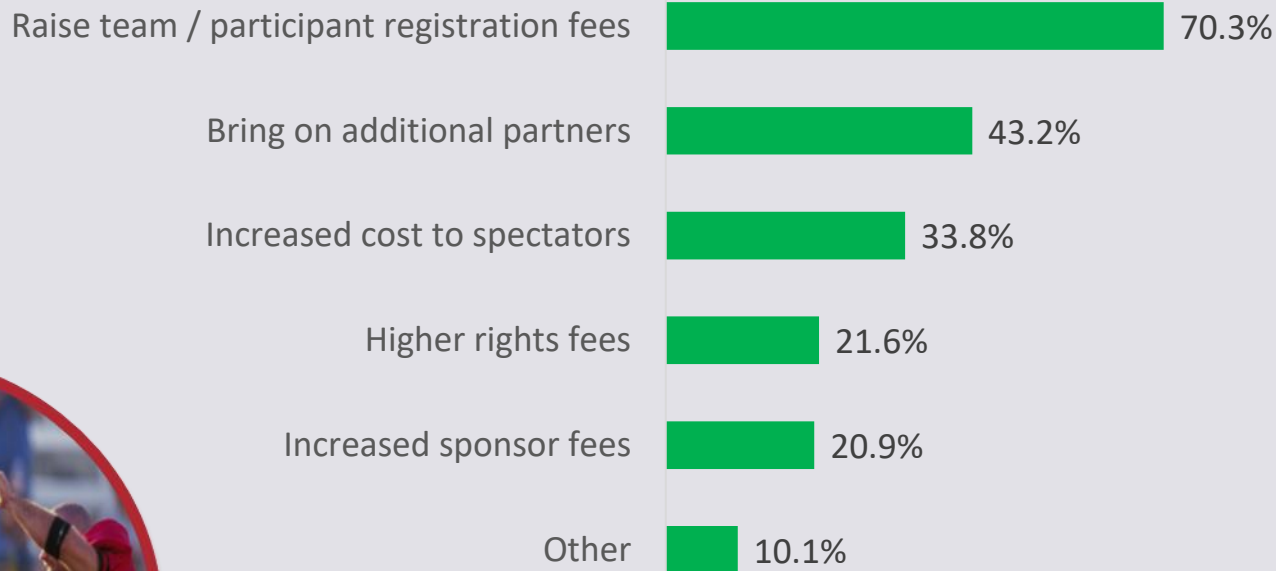
Supports That Organizations Require – Now & For Future



Strategies Considered for Return of Live Sport Events



Covering Increased Cost(s) of Sport Events



Supply Chain

- Impacts to suppliers including venues, hotels, airlines, ground transportation partners have been significant and will take time to get back to pre-COVID operating levels.





Thank You