



Sport Tourism Matters – The Impact of Sport Event Hosting in Canada



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**SPORT
TOURISM
CANADA**

Sport Tourism Matters/ Le tourisme sportif compte

The Big Shift/ Le grand changement



U SPORTS
June 1, 2022

Leading Off/Commencer...

Why Sport Events?

Pourquoi des événements sportifs ?



U SPORTS Leading Role/Rôle principal

What is Sport Tourism?

Qu'est-ce que le tourisme sportif ?



Sport Tourism/Tourisme sportif

“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 Tourism in Canada



- \$7.4 Billion Annual Industry in Canada (2019)
- Grassroots Economic Development Initiative
- Build Business, Build Sport and Build Community
- Recovery Initiative from COVID-19



Value of Sport Tourism in 2019 in Canada



\$7.4 billion
in total spending



\$4.1 billion
spending by
domestic visitors



\$3.3 billion
spending by international
visitors



15.9 million
total visitors (same day,
overnight, USA, international)



14.4 million
domestic trips (9.3 million same
day, 5.1 million overnight)

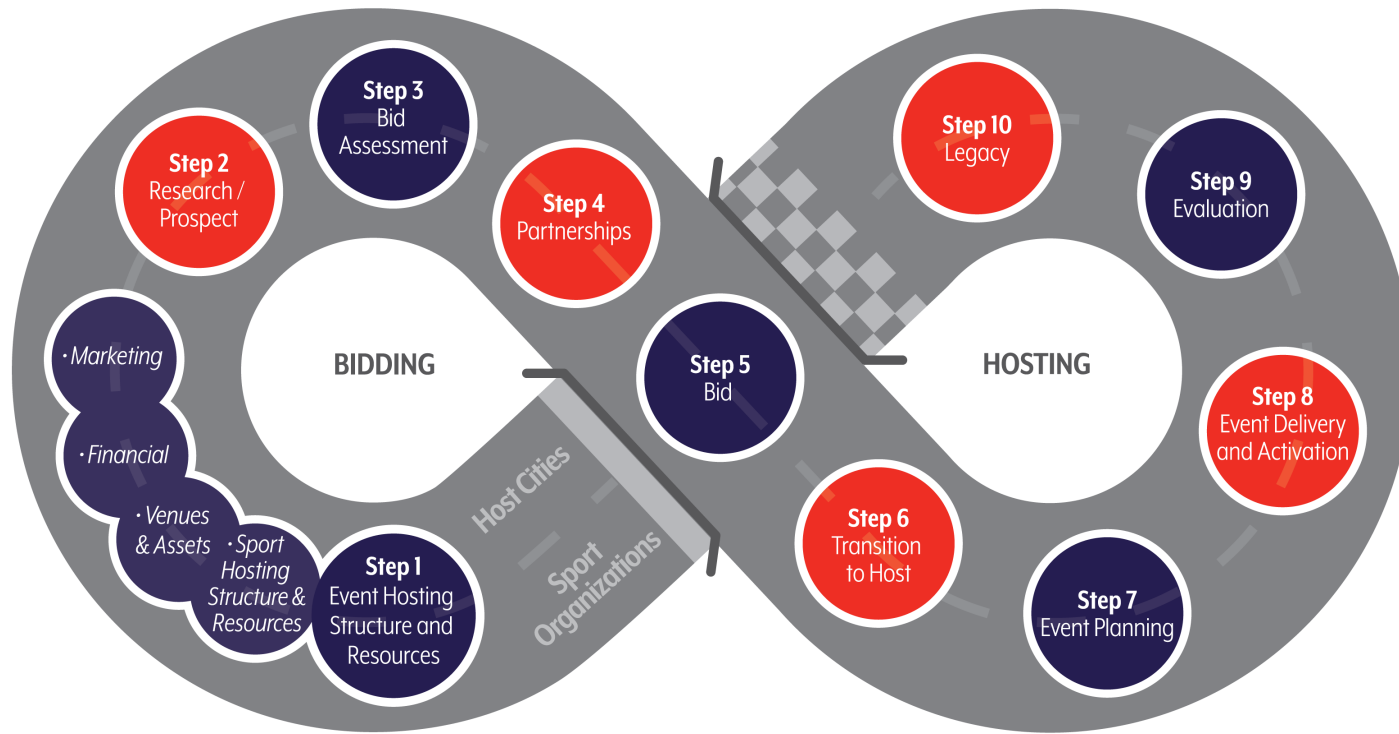


1.4 million
international visitors
(739,000 USA, 746,000 overseas)

www.sporttourismcanada.com



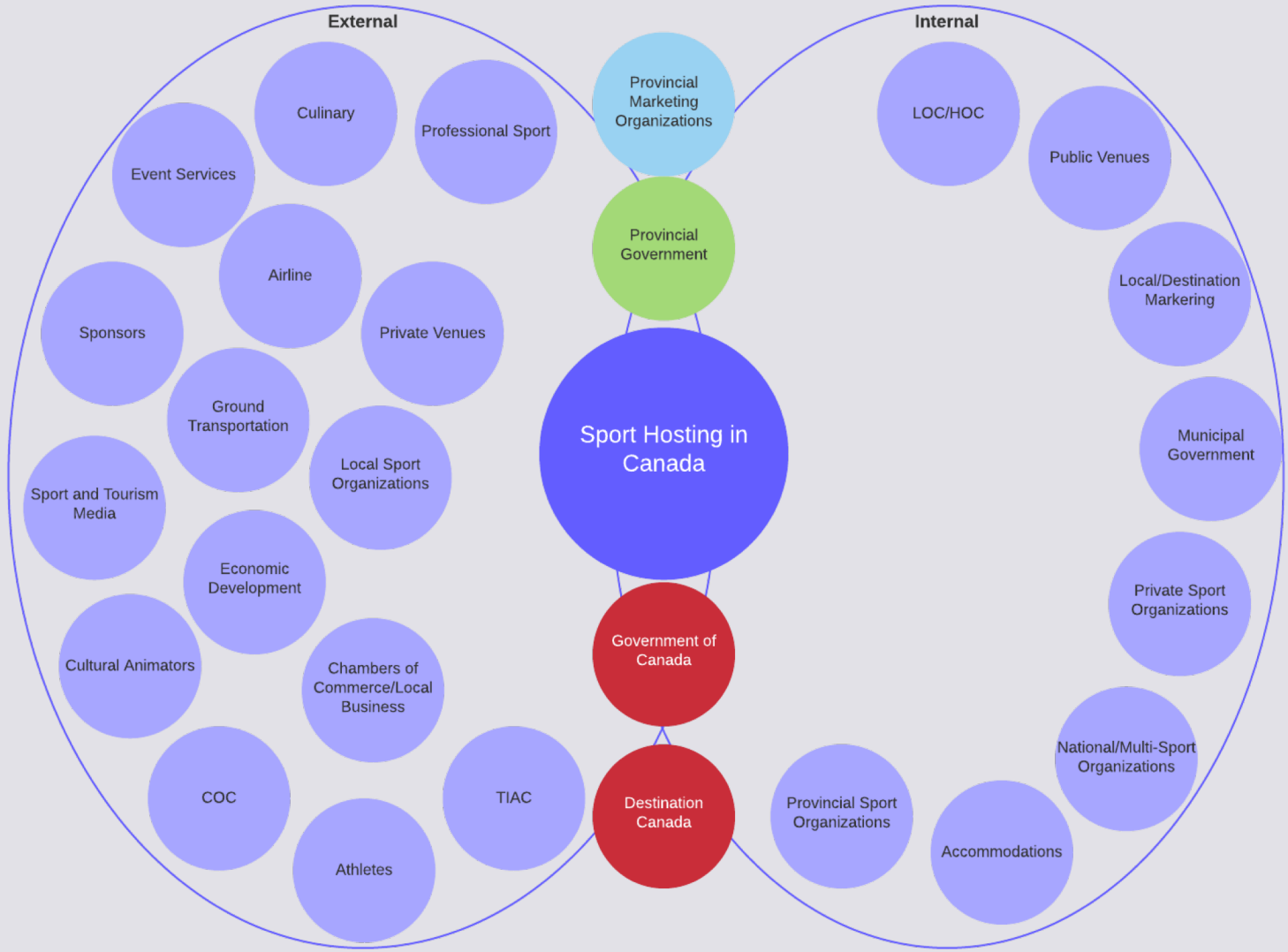
SPORT TOURISM ROADMAP[©]



Sport Tourism Ecosystem/ Écosystème du tourisme sportif

Who is Required to Power Your Events?





Who is Sport Tourism?

Qui est le tourisme sportif?

Internal

- NSO/MSO
- PSO/PMSO
- LOC/HOC
- Accommodations
- Public Venues
- Destination Marketing Orgs
- Municipal Government
- Private Rights Holders
- Event Organizers
- Universities

External

- Local Sport Organizations
- Economic Development
- Chambers of Commerce/Local Business
- Private Venues
- TIAC
- COC
- Athletes
- Airline
- Ground Transportation
- Food Service
- Event Services
- Sponsors
- Sport and Tourism Media
- Public/Residents

Enablers

- Sport Canada
- Destination Canada
- Provincial Marketing Organizations
- Provincial Governments





What Impact or Outcomes?

Impacts du tourisme sportif



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





ECONOMIC

No. of unique spectators from outside host economy
 No. of visiting attendees who are not athletes or spectators
 Value of contracts to local suppliers
 Money invested in transport for long-term use



IMAGE

Digital broadcast views (by session)
 No. of event related posts (by channel)
 No. of accredited media reps attending the event
 Net promoter score of spectators



SOCIAL

No. of local residents viewed or followed the event
 No. of volunteers from target segments of local population
 Average no. of hours attending per person
 % participants female
 No. of people trained in new skills



SPORT

Money invested in organisations delivering grassroots programmes
 % residents inspired to do more sport/physical activity



ENVIRONMENTAL

ISO 20121 accreditation
 % of spectators using public sustainable transport & of event waste diverted from landfill
 % of contracts awarded that comply with sustainability standards
 % of event food & drink ethically sourced
 No. of initiatives delivered addressing local environments



From Theory to Practice

**Enhancing Event Experiences/
Impacts d'événements améliorés**

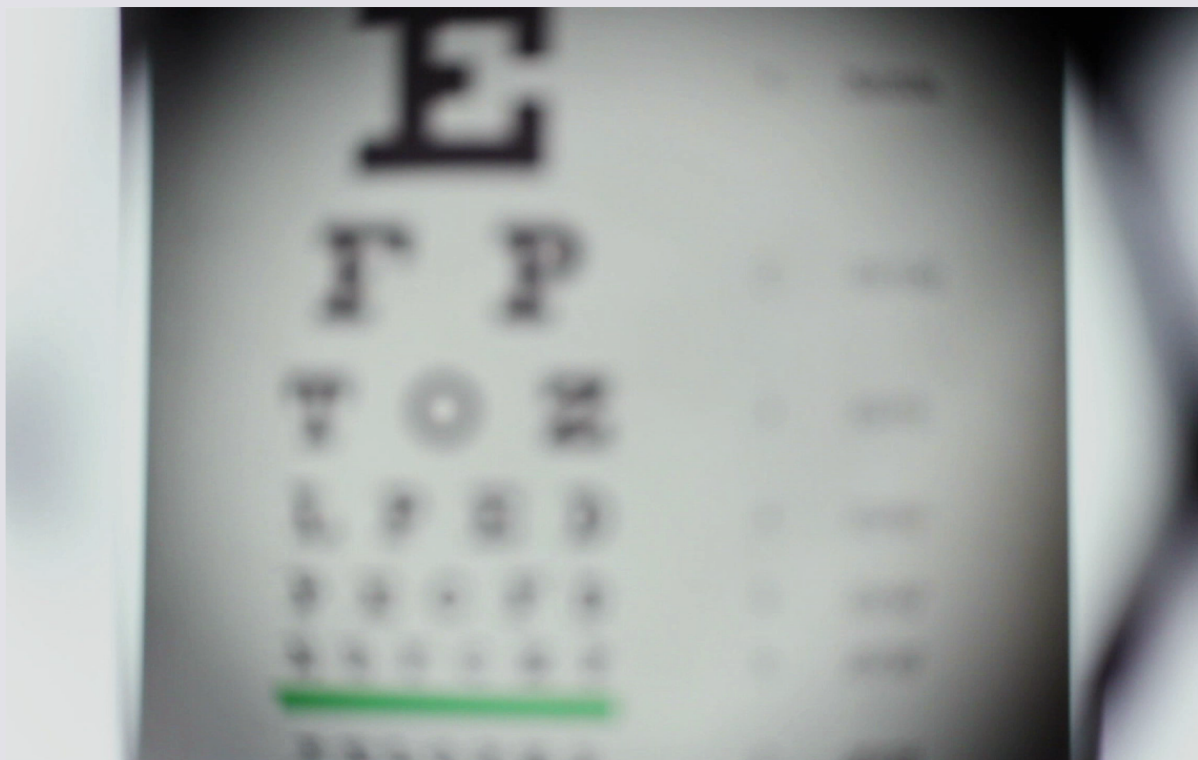


Partenariat pour les objectifs

17 PARTNERSHIPS
FOR THE GOALS



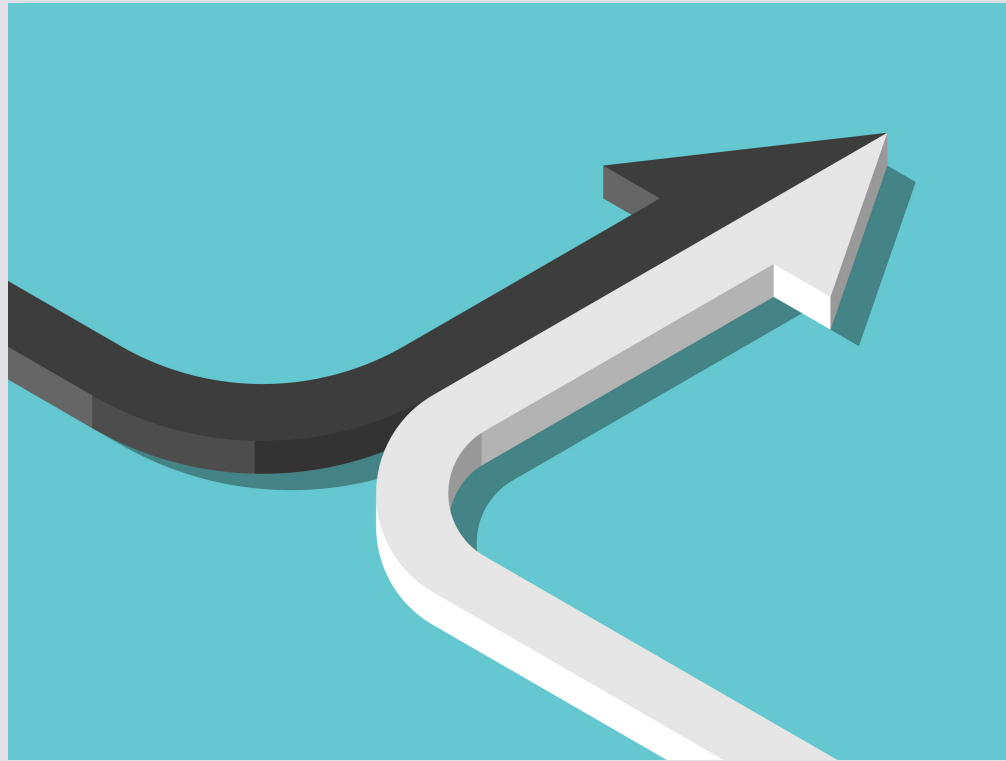
Focus 2022



Awareness/Reconnaissance



Alignment/Alignement



Data/Informations





Q&A

**Thank You
Mérci**