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Sport Tourism in Canada

The following information has been drawn from material produced by Sport Tourism Canada (STC). Municipalities can obtain a membership to gain access to a host of tools and resources to assist in planning, hosting and evaluating events held at year-round tennis centers. Sport Tourism Canada can be reached at:

Sport Tourism Canada, 812 Riverview Way, Kingston, ON, K7K 0J2, Tel: 613-688-5843
sporttourismcanada.com/

THE INDUSTRY

- Sport tourism is a \$7.4 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 \$94 billion Canadian tourism industry, especially during times of volatility within the industry.

SPORT TOURISM CANADA'S OBJECTIVES

- Establish Canada as a preferred sport tourism destination.
- Facilitate networking, educational and communications opportunities.
- Coordinate research and data collection of activity within the sport tourism industry.
- Build investment in sport tourism from the public and private sectors.
- Enhance the image and profile of the sport tourism industry.
- Develop and facilitate access to industry tools.

SPORT TOURISM IN CANADA

- Sport Tourism Canada is at the forefront of promoting sport tourism domestically and internationally and has grown from its 18 founding members in 2000 to over 500 members today.
- Canada has a long and proud history of hosting international sporting 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.





Photo Credit: fotosports.ca@gmail.com

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 and hospitality sectors and marketing agencies.
- International audiences.

ECONOMIC IMPACT

- International tourism receipts totaled \$1.07 trillion USD in 2022 with an estimated 10% attributed to sport-related travel.
- STC 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.

SPORT TOURISM CANADA TOOLS & RESOURCES

- STC 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.
- STC hosts Sport Events Congress, Canada's largest annual gathering of sports organizations, event rights holders, event managers, hoteliers, the education sector, elected officials and tourism professionals.
- STC'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.



Photo Credit: Audric Gagnon

