

ANNUAL REPORT 2017

Canadian Sport Tourism Alliance

Alliance canadienne du tourisme sportif

CSTA



CSTA Board of Directors 2016-2017

Cheryl Finn, Chair, London, Ontario

Grant MacDonald, Past Chair, Halifax, Nova Scotia

Blair McIntosh, Vice Chair, Toronto, Ontario

Wayne Long, Treasurer, Charlottetown,
Prince Edward Island

Neal Alderson, Windsor, Nova Scotia

Joel Bergevin, Gatineau, Quebec

Jackie Buckingham, Ottawa, Ontario

Heather Bury, Saskatoon, Saskatchewan

Brian MacPherson, Ottawa, Ontario

Julie Nadeau, Sherbrooke, Quebec



Staff and Consultants

Rick Traer, CEO

Krista Benoit, Executive Director, Marketing & Events

Chris Innocente, Chief Financial Officer

Barb MacDonald, Consultant, Communications

Eric Savard, Director, Transfer of Knowledge

Steven Trainor, Project Manager

Kelly Weiss, Marketing & Events Coordinator

PHOTO CREDITS:

2015 Canada Winter Games; 2016 Alberta Summer Games; 2016 RBC Cup; 2016 Tim Hortons Brier; 2016 IIHF Ice Hockey Women's World Championship; 2016 IIHF U18 Ice Hockey Women's World Championship; CSTA/SEC2016; City of Leduc; East Coast Games, Edmonton Events; FIFA Women's World Cup Canada 2015; FINA World Swimming Championships [25m] 2016 – Windsor/ Mike Kovaliv; Saskatoon Sports Tourism; Ski Tour Canada 2016/ Noel Rogers; Sport Burnaby; Tough Mudder Whistler 2015; The Canadian Track & Field Championships & 2016 Rio Olympic & Paralympic Selection Trials; Toronto 2015 Pan Am / Parapan American Games.



Message from Chair of the Board

It is a privilege to serve as the Chair of the CSTA Board and to share my passion for sport tourism with our members right across the country. The work being done every day in all of the communities and cities across Canada enable us to continue accomplishing our vision: to position Canada as the world leader in hosting successful major international sport events.

As the CSTA board worked through the development of our 2015-2020 Strategic Plan, we were mindful that all of the activities we wanted to undertake needed to support that vision.

It's been very encouraging to see many aspects of our plan being carried out in 2016. One of our goals was to help develop skills throughout the industry on a variety of levels. We have undertaken several activities to help our members with tools, seminars, and services. By assisting a community to develop its own sport tourism strategy, and demonstrating the value of hosting sport events in its region, we hope to set in motion an acceptance and a willingness to embrace sport tourism on a wider basis.

We have also worked to increase our visibility through our Consulting Services, where many of our board members, along with other industry leaders are available to assist, advise and build capacity in communities across the country. And our webinars have helped bring leading edge professional development right to people's desks throughout the year.

It was particularly exciting to see CSTA board members giving leadership to the Atlantic Canada Event Summit which for the second year, saw political, community and event leaders from all four Atlantic Provinces gather together. Their focus on increasing collaboration with event hosting in Atlantic Canada, examining the sharing of event best practices and enhancing opportunities with events for the region will certainly have a significant impact as they move forward together. And for the first time ever, our CSTA flagship event, Sport Events Congress will head east to Halifax in 2018.

As many organizations do, it was time to refresh the look and feel of CSTA. We started our branding exercise with a new look for Sport Events Congress for 2017, and the launch of STEAM^{2.0} and STEAMPRO^{2.0}. You will see more targeted branding and campaigns in the years to come. This is all focused on increasing the visibility and recognition of CSTA.



These activities all work together to keep Canada at the forefront on the international stage. In 2016, for the fourth straight year, Canada was recognized as one of the leading sport hosting nations in the world, according to The Global Sports Nations Index. Also announced in 2016, two Canadian-hosted 2015 international events ranked in the top four for overall economic, sporting, media and social impact in the Global Sports Event Index. The FIFA Women's World Cup Canada 2015, hosted in six cities across Canada, held down second spot in the rankings, while the 2015 Pan American Games hosted in Toronto, ranked fourth.

These rankings recognize the strong support system Canada has developed to host major events, which includes committed volunteers and the support of federal, provincial and municipal hosting programs that align to allow us to bid for and host events. And holding these events creates an unparalleled legacy in the communities where they take place. The infrastructure that we now have in place as a legacy of such events as the 2010 Olympic Winter Games and the 2015 Pan Am/Parapan Am Games has a number of benefits. Not only do we now have more outstanding facilities for our athletes to train at the highest level, but the future looks bright for Canada to continue hosting international events. It also ensures that sport tourism will maintain its position as a vibrant and growing segment of our tourism industry.

And just as 2016 drew to a close, we received updated numbers of the contributions of sport tourism to our economy. According to Statistics Canada, sport tourism now represents over \$6.5 billion in annual spending by domestic and international visitors. While very encouraging numbers, this report challenges all of us to continue learning and growing the vibrant sport tourism industry in Canada.

Thank you to the CSTA staff who work on our behalf and the members of the Board who volunteer their time to serve our Alliance. The spirit of comradeship and the willingness to work together is one of the reasons that our organization has been so successful. It is truly a pleasure to gather once a year at our Sport Events Congress and to continue to grow the sport tourism industry together. It is a wonderful experience and thank you to all our members for the opportunity to serve as the Chair of CSTA.

Cheryl Finn, Chair



Message from the CEO

One of our primary goals in 2016 was to continue providing tools that would assist our CSTA members across the country. We know that by strengthening individual sport tourism efforts at the local level, it puts the stepping stones in place for Canada to succeed as an international hosting and bidding nation.

This year, we introduced the **NSO Bid Evaluation Model (NBEM)**, developed with the support of the Canadian Olympic Committee's NSF Enhancement Initiative. National Sport Organizations (NSO) considering an international event bid proposal and application for Federal funding can use this tool to quickly assess the fit between the rights holder obligations, the community/country's assets and the NSO. It also highlights the associated resources and deficiencies of the bid for both small and large international hosting opportunities that fall under Sport Canada's *Federal Policy for Hosting International Sport Events*.

We also compiled a full report for our members of the sports, provinces and cities that have successfully bid for and hosted, or will host, events beginning in 2008 and outlined each year since the Government of Canada implemented the *Federal Policy for Hosting International Sport Events*. More than 534 international single sport events have qualified for and received funding of \$67,628,465 in total. While there are many other ways that the federal government supports sport, this funding has been a critical component in Canada being able to host international events in our country. As a result, we have improved our facilities, given our athletes home field advantage, reaped the economic benefits of sport tourism, and established Canada as a world leader in bidding for and hosting international sport events.





A major revision, as well as a new look to define and identify the brand, was undertaken for CSTA's industry leading **Sport Tourism Economic Assessment Model (STEAM)**.

Although it will be fully unveiled in 2017, the bulk of the work to revise the inner workings of the model was carried out in 2016. The spending profiles, based on over 200 events where primary data was collected from over 20,000 survey responses, were updated, and the most current methodology was incorporated to provide CSTA members with the most accurate results. This model remains a key tool designed to assist users estimate the economic impact of sport events and provide critical information to make effective decisions and demonstrate the value of sport tourism.

Also on the international front, CSTA hosted a delegation in attendance at the Sportaccord Convention in Lausanne, Switzerland which included the Federal Minister of Sport and Persons with Disabilities, the Honourable Carla Qualtrough, the President of the Canadian Olympic Committee, Tricia Smith, and representatives of several Canadian destinations. Bringing a strong team to this gathering of over 100 international sports federations, organising committees, cities, and businesses involved in the development of sport ensures that Canada maintains its visibility as one of the top sport hosting destinations in the world.

Canada has been instrumental in the development of the new International Association of Event Hosts (IAEH). As one of the founding members of the IAEH, which has quickly grown to 20+ members representing cities, regions and countries across the globe, CSTA can take the learned knowledge of working together and sharing best practices at a national level to the next step. We can learn from our colleagues elsewhere in the world, share our knowledge, and our members will reap the benefits and continue to grow sport tourism as a vital and vibrant part of our economy.

We know that 2017 is going to be an exciting year as Canadians celebrate the 150th anniversary of our country from coast-to-coast-to-coast. We are confident that many of the building blocks CSTA has put in place in 2016 will help our members increase the overall quality and capacity of sport tourism in Canada in 2017 and for many years to come.

Rick Traer, CEO

Member Benefits enhanced in 2016



CSTA updates STEAM^{2.0} and STEAMPRO^{2.0} - the industry leading Sport Tourism Economic Assessment Model

CSTA's industry leading Sport Tourism Economic Assessment Model (STEAM) has a fresh new look and provides even more accurate prediction and measurement data for its users. Although it has been updated regularly over the years since being introduced in 2002, this year it has received a major revision, as well as a new look to define and identify the brand.

STEAM^{2.0} remains a key tool designed to assist CSTA members estimate the economic impact of sport events. It provides critical information used in effective decision-making and demonstrating the value of sport tourism. STEAM^{2.0} users can now also pick the scope of their event, with five different options available, ranging from youth or adult participatory to a marquee event.

The mathematical symbols incorporated into the branding are a reminder of the statistical data that they help to measure. The English version uses the alpha sign which represents the level of significance, for example accuracy 19 times out of 20. The sigma symbol in the French title, is the statistical notation for summation. The new tagline

Strength in Numbers is indicative of the established reputation of this tool, and its counterpart STEAM PRO^{2.0} as the economic impact measurement standards for the Canadian sport tourism industry.

Using the same framework, STEAM PRO^{2.0} is an enhanced version of STEAM^{2.0} featuring primary data collection on-site and detailed analysis. Its tag line *Real Data – Real Time* highlights the impact of live information collected directly from spectators and participants which includes actual spending data.

CSTA's Economic Impact Studies

YEAR	NUMBER OF STUDIES
2016	59
2015	42
2014	29
2013	15
2012	8
2011	2
2010	6
2009	2



Bid Evaluation Model now available to National Sport Organizations

The **NSO Bid Evaluation Model (NBEM)**, developed with the support of the Canadian Olympic Committee's NSF Enhancement Initiative, assists the decision-making process for NSOs considering an international event bid proposal and application for Federal funding. It allows an NSO to quickly assess the fit between the rights holder obligations, the community/country's assets and the NSO, and highlights the associated resources and deficiencies of the bid. It can be used for both small and large international hosting opportunities that fall under Sport Canada's *Federal Policy for Hosting International Sport Events*.

The NBEM provides a consistent, quantified assessment of the relative suitability of entering the bidding process for a particular event for an NSO at a given point in time. It contains six sequential modules that cover: Competitive Context; NSO Support; Event Expertise; Federal Government Support; Financial Considerations; and Legacy. Each module asks a series of questions that requires the user to determine if the answer is a Go or a No/Go response.

To move forward requires an affirmative response. A No/Go response leads to another set of questions to determine if the identified gap can be filled.

The NBEM is a companion piece to other CSTA tools available to members. Other complimentary tools include: Community Bid Evaluation Model, Business Plan Template; STEAM^{2.0}, Sport Event Marketing Template; Sustainable Sport Event Template; and Capital Scope of Work Template.

Hosting Program Propels Canada to Forefront of International Event Bidding and Hosting

The CSTA reviewed more than 618 international single sport events that have qualified for and received funding of \$74,842,465 in total since January 1, 2008 when the Government of Canada implemented the *Federal Policy for Hosting International Sport Events*. Using data available from Sport Canada as of December 2016, the report will help CSTA members to know which events Canada has hosted for the past nine federal fiscal years; understand the federal funding contribution history for events previously held in Canada; help build local/regional sport event bidding and hosting strategy; (for events included in the NSO hosting plan submitted annually to Sport Canada); and determine which National Sport Organizations (NSO), cities and provinces are leaders in international sport hosting.





Additional Resources for CSTA Members

The CSTA's latest video tool to support its members in bid applications is the **Power of Sport video**, produced in partnership with Destination Canada. It is a striking visual presentation of the many successful international events Canada has hosted. Using three narrators, Olympic Ice Dance champion Tessa Virtue, the Canadian Olympic Committee's Charmaine Crooks, and Dimitri Antonopolous, Vice President of Marketing and Hotel & Restaurant Development, Groupe Antonopolous, the video presents an outstanding rationale for choosing Canada as an international sport destination. In just over two minutes, using examples of summer, winter and parasports in cities from coast-to-coast, the video outlines the planning and execution capabilities of Canadians, and highlights the passion for sport in this country.

The **National Sport Organization (NSO) – Multi-Sport Organization (MSO) Directory** provides contact lists, including a staff directory, for more than 85 sport organizations and events rights holders. It is available on the Members Home page on the CSTA website. The **Sport Events Directory** gives information on major provincial, national and international events to help match potential host communities with upcoming events.

The **Sport Tourism Cheat Sheet** contains fact and figures on the Sport Tourism industry in Canada and worldwide, and can be used in presentations, press kits and promotions for bidding and hosting events in communities. Other member resources on the CSTA site include various planning templates, and the sports photo library.

CSTA's Webinar Series

The CSTA began offering webinars to its members in September of 2015 as an opportunity to continue professional development throughout the year. Drawing on many of the speakers who have been presenters at Sport Events Congress, as well as new voices in the sport tourism world, the webinars have had a wide appeal. From niche topics on building event culture and negotiating venue contracts to sport organizations outlining how a DMO can attract a National Sport Organization's event, the webinars appeal to a wide range of CSTA members.

YEAR	2015-2016	2016-2017*
Total # of webinars offered	14	4
Total Participants	435	80
Average Attendance Per Webinar	31	20

* As of December 31, 2016

Social Media & Statistics

CSTA & Social Media

While CSTA maintains a presence on both Facebook and Instagram, its major social media communications tools are two Twitter accounts @CdnSportTourism and @SportEventsCong.



This past year saw CSTA expand its use of social media as a way of informing and engaging its members. The @CdnSportTourism has a slightly more staid, corporate voice, but does add humour and a sense of fun to many of the posts – as much as is possible when dealing with 140 characters/post. This account focuses on sharing news items of interest, drawing people’s attention to events that may be up for bid, or newly announced, CSTA member services, and media coverage of the sport tourism industry. It’s also built engagement through live tweeting during CSTA’s webinars, identifying key points as encouragement for others to register for future webinars. Over the course of the calendar year, @CdnSportTourism has increased its followers by approximately 20%, growing at the rate of 1/day.



Its sister account, @SportEventsCong brings a different brand persona to the Twitter universe. Dedicated to all things associated with Sport Events Congress (SEC), it delivers its information in a fun-filled, sometimes cheeky manner. While quieter in the summer and fall, this account ramps up as the Sport Event Congress draws closer. Very active during #SEC16, the handle generated over 10,000 average organic impressions a day throughout the course of the conference. As a result of the activity around SEC16, the number of people following this account increased by approximately 300.

Both accounts have grown considerably over the past year, and use graphics, links, hashtags and mentions to build followers, and link the sport tourism community together.

CSTA Members

Active Members	131
Affiliate Members	60
Associate Members	11
Education Members	20
National Sport Organizations	50+
Provincial Sport Organizations (ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC)	240

Account		Followers*	# of Tweets*	Increase/Decrease**
CSTA	@CdnSportTourism	1,141	1,000	+300
Sport Events Congress	@SportEventsCong	988	1,231	+120

* As of January 31, 2017

** Numbers are approximate based on Twitter Analytics on a year/year comparison



Sport Events Congress 2016

From humble beginnings in 2001, the Sport Events Congress (SEC) has grown into the largest industry gathering for the key players in sport tourism in Canada. Now it regularly draws over 400 attendees from sport event rights holders, tourism professionals, event suppliers, and event management firms.



Each year the SEC program provides exceptionally valuable professional development, as people learn best practices from industry leaders in everything from how to bid and host an event to generating ticket sales to online broadcasting of events to wide audiences. It combines strong programming combined with superior networking opportunities to continue growing the industry.

2016 delegates challenged to dream big and aim high!

As the 16th Sport Events Congress (SEC) wrapped up in Ottawa, delegates were left with a challenge from the final plenary speaker, Andrew Campbell, Senior Executive Director, Canada 150 Federal Secretariat. As he outlined the tremendous opportunities that abound in celebrating Canada's sesquicentennial in 2017, he used the words of His Excellency the Right Honourable David Johnston, Governor General of Canada to inspire the leaders of sport tourism in Canada: "The country we dream of won't build itself. Our 150th anniversary is more than a party; it is an opportunity to project an image of what kind of country we are and what we want to be in the future."

Throughout the three days of SEC 2016, the theme of how sporting events unify the country was also evident. In all of the keynote presentations, the legacy of events, from physical facilities, to economic and social impacts, to inspiring young people to play sports, prevailed. Greg Stremlaw, Head of CBC Sports outlined the renewed vision and commitment of CBC to tell the stories of our

amazing amateur athletes. The Honourable Michael Coteau, Minister of Tourism, Culture & Sport, for the Province of Ontario, cited the ongoing legacy of the Toronto 2015 Pan Am / Para Pan Am Games as an example of what hosting a major multi-sport event can do for the region, province and country. Peter Montopoli, the General Secretary of the Canadian Soccer Association articulated that the success of the FIFA Women's World Cup 2015 will be seen as a game-changer for women's sports around the world. And The Honourable Carla Qualtrough, Canada's Minister of Sport and Persons with Disabilities, reaffirmed the Federal Government's commitment to sport and sport hosting.





During the Sport Events Exchange, more than 40 different sport event rights holders were available for eight-minute pitches from destinations to try to find the best fit for sport events with facilities, hotels and tourism opportunities. Break-out sessions offered a wide range of skill development and stimulating discussion to challenge the delegates. The fourth annual Provincial/Territorial Hosting Forum continued to provide an opportunity for sharing best practices and encouraging the alignment of Federal and P/T hosting programs.

SEC is also known for its engaging social events that provide delegates with an insight into tourism attractions and activities of the host region, as well as networking in a casual setting. The 2016 social events this year offered a glimpse of opportunities in Ottawa and the Outaouais. Winterlude / Bal de neige 2.0 featured ice wine tasting and maple syrup taffy to warm up a chilly evening. Host partner Ottawa Tourism welcomed delegates to The Bash at the Brier, highlighted by the best in men's curling during the evening draw of the Tim Hortons Brier, and a visit to the famous home of curling's after party – the Brier Patch.

CSTA conducted a survey of delegates and provided an economic assessment of this event and determined that it generated just over \$1 million in economic activity.



10th Anniversary • Anniversaire

10th Anniversary PRESTIGE Award Recipients Announced at SEC2016

PRESTIGE Awards are the CSTA's marquis Program Recognizing Exceptional Sport Tourism Initiatives, Games & Events. The goal of these annual Awards is to shine a spotlight on the dynamic Canadians, places and events that are building our nation's growing sport tourism industry. Presented annually since 2007, the 10th anniversary PRESTIGE Awards luncheon at SEC2016 was skillfully emceed by Scott Russell, host of CBC's *Road to the Olympic Games*. The nine recipients of the 2016 PRESTIGE Awards represented the wide spectrum of activities held during 2015, the Year of Sport in Canada. They included both major multi-sport, multi-city international events, as well as local events, volunteers and champions of the sport tourism industry. For the first time, there was a tie in one of the categories, the CSTA International Sport Event of the Year Award presented by Tourism Toronto.



2016 Prestige

AWARD RECIPIENTS



CSTA Canadian Sport Event of the Year Award

(Group A: budget greater than \$1 million)

2015 Canada Winter Games (Prince George, B.C.)

The largest multi-sport and cultural event ever held in northern British Columbia had many success stories. Attendance was tremendous with 124,750 people attending sport venues and 57,500 the Festival Site. With \$2 million in upgrades to facilities, the legacy of the Games has provided Prince George with enhanced sport hosting capacity. The 2015 Canada Winter Games supported over \$123.4 million in economic activity throughout B.C. as measured by CSTA's STEAM PRO. The 76,000 person community of Prince George garnered \$83.2 million of that activity.



CSTA Canadian Sport Event of the Year Award

(Group B: budget less than \$1 million)

Tough Mudder Whistler 2015 (Whistler, B.C.)

In 2015, Tough Mudder returned to Whistler for the fifth time, with 16,360 participants in the 10-12 mile obstacle course run and 4,000 spectators. Tough Mudder benefits from extremely strong partnerships within the community across both the public and private sectors. In 2015, 341 volunteers were on hand and committed over 3,173 volunteer hours to the success of the event. Using the CSTA's STEAM model, the Tough Mudder supported \$3.6 million in economic activity for the Province of British Columbia with an event budget of \$785,000.



Nicholas Cogger, Tough Mudder Whistler 2015, receives the CSTA Canadian Sport Event of the Year Award (budget less than \$1 million) from Janelle Janis, Edmonton Events, and Anthony Everett, 2015 Canada Winter Games receives the CSTA Canadian Sport Event of the Year Award (budget greater than \$1 million)



CSTA International Sport Event of the Year Award

(two recipients)

FIFA Women's World Cup Canada 2015 (Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Moncton)

The FIFA Women's World Cup Canada 2015 was a once-in-a-lifetime experience for Canadians, hosted from coast-to-coast (Vancouver, Edmonton, Winnipeg, Ottawa, Montréal, Moncton) from June 6 - July 5, 2015. With a record-setting 1,353,506 spectators over 52 matches, it drew the largest attendance for a single-sport event in Canada as well as the highest attendance for a FIFA event outside the prestigious men's FIFA World Cup.



Toronto 2015 Pan Am / Parapan American Games (Toronto, Ont.)

The Toronto 2015 Pan Am / Parapan American Games (Toronto, Ont.) hosted 10,000 athletes and officials from 41 Pan American nations, who competed in 51 sports over 28 days and drew more than 1.14 million spectators. It featured the largest post-war volunteer recruitment in Canada, with 23,000 volunteers selected from a pool of +60,000 applicants. Its legacy includes 25 new and upgraded accessible world-class sport and recreation facilities for Ontario communities.



Shelley Crawford, Tourism Toronto presents the CSTA's International Sport Event of the Year Award to Peter Montopoli, FIFA Women's World Cup Canada 2015 and representing the Toronto 2015 Pan Am / Parapan American Games, Peter Wallace, City Manager, City of Toronto; and Kristina Molloy, Director of the Parapan Am Games, Ashleigh Cocuzzi, Ministry of Tourism, Culture and Sport, Province of Ontario

CSTA Canadian Sport Event Sponsor of the Year Award

CIBC (Toronto 2015 Pan Am / Parapan American Games) (Toronto, Ont.)

As Lead Partner of the Games, CIBC created a number of legacy programs, encouraged the volunteer spirit of its employees, helped finance landmark venues and engaged diverse communities while fusing sport with arts and culture. CIBC helped bring to life the largest international multi-sport Games ever held here on home soil for its clients, its team, its communities and for visitors; and invested in up-and-coming athletes to help them achieve their dreams in sport and in life, while inspiring the next generation of Canada's athletic champions.



CSTA Canadian Sport Event Volunteer of the Year Award

Bryan Kosteroski, 2015 ISF World Men's Softball Championship (Saskatoon, Sask.)

After serving as Chair of the 2009 ISF World Men's Softball Championship in Saskatoon, Kosteroski returned to chair the 2015 event. He led an organizing committee of 42 members and 450 volunteers in all aspects of the planning and execution. His leadership was an integral part of the championship's success and one of the main reasons SASA will be bidding on the event again in the future.



Mark Veaudry, Adup Display presents the CSTA Canadian Sport Event Sponsor of the Year Award to Andrew Greenlaw, CIBC



Bryan Kosteroski receives the CSTA's Sport Event Volunteer of the Year Award from Greg StremLaw, CBC Sports

**CSTA Sport Tourism
Champion Award**

Greg Krischke, (Mayor, City of Leduc, Leduc, Alta.)

A group led by Krischke convinced administration and members of City Council that a full-time Sport Tourism Coordinator should be hired to support and encourage events into the City of Leduc. They successfully adopted a Sport and Agricultural Tourism Position that coincided with the opening of the Leduc Recreation Center – and the rest is history. Now over 100 events are booked annually into the building and numerous not-for-profit organizations have been assisted with Sport Tourism.



CSTA Sport Tourism Champion Mayor Greg Krischke, Leduc, Alberta receives his award from Sherry Dorion, Regional Sport Tourism Office of Kitchener, Waterloo, Cambridge and Guelph

**CSTA Sport Tourism
Organization of the Year Award**

Edmonton Events

Edmonton Events is a unique strategic partnership between the City of Edmonton and Edmonton Tourism. In addition to event bid consultation and development, accommodation facilitation and communications support, this integrated model ensures seamless rights holder facilitation between City of Edmonton services (police, fire, traffic, transit, communications) and Edmonton Tourism Support (consumer marketing and communications).



Reggie Lang, WestJet presents Executive Director, Candice Stasynek, and Manager of Events, Lindsay Harrison, Edmonton Events with the CSTA Sport Tourism Organization of the Year Award

 **CSTA Sustainable Sport
Event of the Year Award**

2015 Canada Winter Games (Prince George, B.C.)

The 2015 Games Host Society created a sustainability strategy to address such core environmental impacts as: reducing the amount of waste and diverting waste from landfill; being energy efficient and reducing greenhouse gas emissions; using sustainable wood products as much as possible while being respectful of the landscapes and habitat upon which the Games competitions were being held; and promoting sustainable purchasing and being smart about the acquisition of products. Strategies also acted as environmental legacies, extending beyond the positive work of the 2015 Games.



Mathieu Gautier, Elite Communication presents Anthony Everett, 2015 Canada Winter Games with the CSTA Sustainable Sport Event of the Year Award

Congratulations
to the 2016

PRESTIGE Award recipients

“Once again in 2016 we had a tremendous group of finalists for the PRESTIGE awards, and it was difficult to narrow it down to the final recipients,” said Rick Traer, CEO, Canadian Sport Tourism Alliance. “Congratulations to all those receiving PRESTIGE awards. Each one is an outstanding example of the dedication and excellence throughout the sport tourism industry in Canada. You have all made significant contributions to maintain Canada’s reputation as one of the world’s leading sport hosting nations.”

The 10th anniversary PRESTIGE Awards were presented on Monday, March 7, 2016 during the CSTA’s annual Sport Events Congress at The Westin Ottawa.

Find out more about nominating outstanding events, people and organizations, for the next PRESTIGE Awards on the CSTA website at: <http://canadiansporttourism.com/prestige-awards/prestige-awards.html>



CSTA and its Partners

The CSTA has forged strong partnerships over the past few years. Its Memorandum of Understanding with the **Canadian Olympic Committee (COC)** first was signed in 2012 and has been renewed every two years since that time. It is a natural strategic fit for the two organizations, bringing sport and tourism together to position Canada as an international sport event host. The agreement focuses on opportunities to collaborate in four key areas: bidding and hosting; promoting Canada as a preferred host for international sport events; the development of industry tools and transfer of knowledge; and economic and social impact assessments of hosting international sport events in Canada.

This past year, CSTA developed its **NSO Bid Evaluation Model (NBEM)** with the support of the Canadian Olympic Committee's NSF Enhancement Initiative. It is an effective tool that assists NSOs considering an international event bid proposal and application for Federal funding with the decision-making process.

As the primary sponsor of **Nuit Blanche**, CSTA brought together the sport community with its tourism partners in a fun, engaging event. Over the four years, this themed evening celebrated Canada's success at various international events, starting with a Russian theme tied to the Sochi Olympics and Paralympics in 2013. A Scottish theme paid tribute to the 2014 Commonwealth Games held in Glasgow, Scotland and in 2015 Panamanian wrapped up Canada's hosting of the highly successful PanAm/Parapan Games in Toronto.



The fourth and final edition of Nuit Blanche fêted the 2016 Olympics with Blame it on Rio! and was co-presented by the Canadian Sport Tourism Alliance and CBC Sports. Ottawa's Brookstreet Hotel was transformed into a Rio de Janeiro Carnaval beach party where staff, consultants and volunteers from 20+ national and multi-sport organizations gathered in a fun, social event outside of the usual board room meetings and fields of play.



Another significant partnership for CSTA is its relationship with **Adrenalin Magazine**. Published in hard copy and online editions twice a year, Adrenalin Magazine provides valuable information and insights for the sport tourism, sport marketing and sport event communities. CSTA has provided editorial ideas, interview suggestions and connections with government and industry leaders.

Adrenalin and the CSTA also arrange a roundtable meeting prior to each issue to probe a cross-section of thought leaders in the sport tourism sector to discuss trends, challenges and potential story lines for future editions.



CSTA members can keep current on industry trends throughout the year with Adrenalin's regular newsletter and website. Adrenalin also provides a complimentary subscription to CSTA members for its high quality, visually stimulating magazine and interactive digital version.



Destination Canada, the Crown corporation wholly-owned by the Government of Canada



whose mandate is to market Canada around the world, has been instrumental in helping CSTA present Canada to the international sport community. This past year it worked with CSTA to produce the *Power of Sport* video, a new tool with dynamic visuals that can be used to introduce Canada as a host nation by communities bidding to host international events.

A regular participant in the TEAM Canada delegation to Sportaccord, Destination Canada will once again partner with the CSTA to promote Canada at the 2017 Convention in Denmark.

Emerging Niche Markets and Industry Trends

Certainly over the 17 years of its existence, CSTA members have seen many changes in the sport tourism landscape. And the industry continues to be vibrant and growing, albeit with some changes and adaptations to events.

Over the last several years there has been a significant growth in extreme sports that appeal to a variety of demographics. Activities such as snowboarding and slopestyle skiing that were once considered 'fringe' activities for a small, niche audience, are now considered so main stream that they are now full medal Olympic sports. Skateboarding, sports climbing and surfing have been added to the 2020 Summer Olympic program in Tokyo, Japan.

Interest in these sports, along with such other adrenalin-pumping events as the Crashed Ice events and Tough Mudder Runs, take sport tourism to a completely new audience. They appeal to the millennial generation, the crowd who grew up skateboarding and snowboarding and who are looking for an experiential event as opposed to a spectator-driven event. This audience is attuned to using Uber, Airbnb and other sharing services when travelling, causing our industry to examine its offerings and adapt to the new reality of evolving markets.

For many events, the actual sport competition can almost get lost in the peripheral activities taking place. Festivals have prolonged the duration of an event from a one-day or few hours of sport into a sometimes week-

long range of activities. This provides sponsors with many opportunities for creative activations that appeal to families, friends and the surrounding community. While it can lengthen the stay of visitors, rights holders, destinations and accommodation providers need to work together to ensure that the host hotels are the first choice for teams and competitors.



Another trend that has emerged is the interest of people in competing recreationally. Organizers of running events have adapted their events to appeal to runners at all levels, not just those who want to do a full marathon. Runs of varying lengths from 1K to 5K, 10K and half-marathons are now regularly scheduled around a marathon weekend, drawing more and more people to participate, and to bring their families and friends along. Masters events in a wide range of sports have become increasingly prevalent, regularly drawing participants for regional, national and international events in a wide range of age groups, up to octogenarians and beyond.





Multi-Sport Games that target a niche market have also emerged. Canada will host the Invictus Games in 2017, an international event that provides sporting competition for wounded veterans. Toronto will also host the 2017 North American Indigenous Games where young Aboriginals can celebrate their sport and culture through athletic competition. Saint John, New Brunswick will host the third edition of the East Coast Games. This event draws over 1,500 athletes, coaches and officials, and participants range in age from six to +70 over 11 different sports.

Creative thinking, ingenuity and technology have also opened up new opportunities to host sports in different facilities than their norm. This December, the City of Windsor hosted the FINA World Swimming Championships (25m), or 'Short Course Worlds' as they are known, in the WFCU Centre, more commonly the hockey arena home to the OHL's Windsor Spitfires. The 26 metre x 25 metre modular pool was built on top of the hockey arena seats, and then filled with 1.4 million litres of water. Once the event was over, the ice was reinstalled, and hockey, concerts and basketball resumed. In November of 2017, the Vancouver Convention Centre will transform its exhibition space into a 3,000 seat basketball arena, complete with portable bleachers, a portable floor, baskets and video boards.



Under the iconic sails of the Centre, eight men's and eight women's NCAA Division 1 basketball teams will compete in a newly announced tournament.

Another trend that is becoming more evident is the collaboration between cities, regions and even countries to host major sport events. The International Olympic Committee has relaxed its rules to allow two host countries to work together to stage future summer/winter games, or even two host cities within one country, which could make it more feasible to stage the largest sport event in the world. The European Sports Championships, scheduled for 2018, are being held in two different countries, Berlin, Germany hosting athletics, while Glasgow, Scotland will host swimming, cycling, rowing, triathlon, golf and gymnastics. Here in Canada, the 2015 PanAm/Parapan Games had a large footprint, stretching from Oshawa to Welland, with smaller communities able to host specific sports, engage their communities and in many cases, enhance their sport and recreation facilities significantly. It was our most recent example of excellent collaboration between communities.

Looking ahead to 2017

As the fireworks burst into colourful display across the country at 12:00 a.m. on January 1, 2017 to welcome in Canada's sesquicentennial year, it also augured the start of what will be an exceptional year for sport tourism in the country.

Shortly following the New Year's celebrations, the National Hockey League kicked off 2017 on New Year's Day with Toronto's first outdoor NHL game with the Maple Leafs hosting the Detroit Red Wings. Many destinations and sport organizations have been preparing for years to host events in 2017, bidding for events well in advance to ensure they would be held here in 2017. The nation's capital launched Ottawa2017 several years ago to plan for a series of events and experiences to run the full twelve months of 2017. Sport tourism will play a significant role throughout the year from Dragonboat races on ice in February to the hosting of the 107th Grey Cup Game in November. Ottawa has so much in store that it was named the #1 destination on the New York Times list of places to visit for 2017.

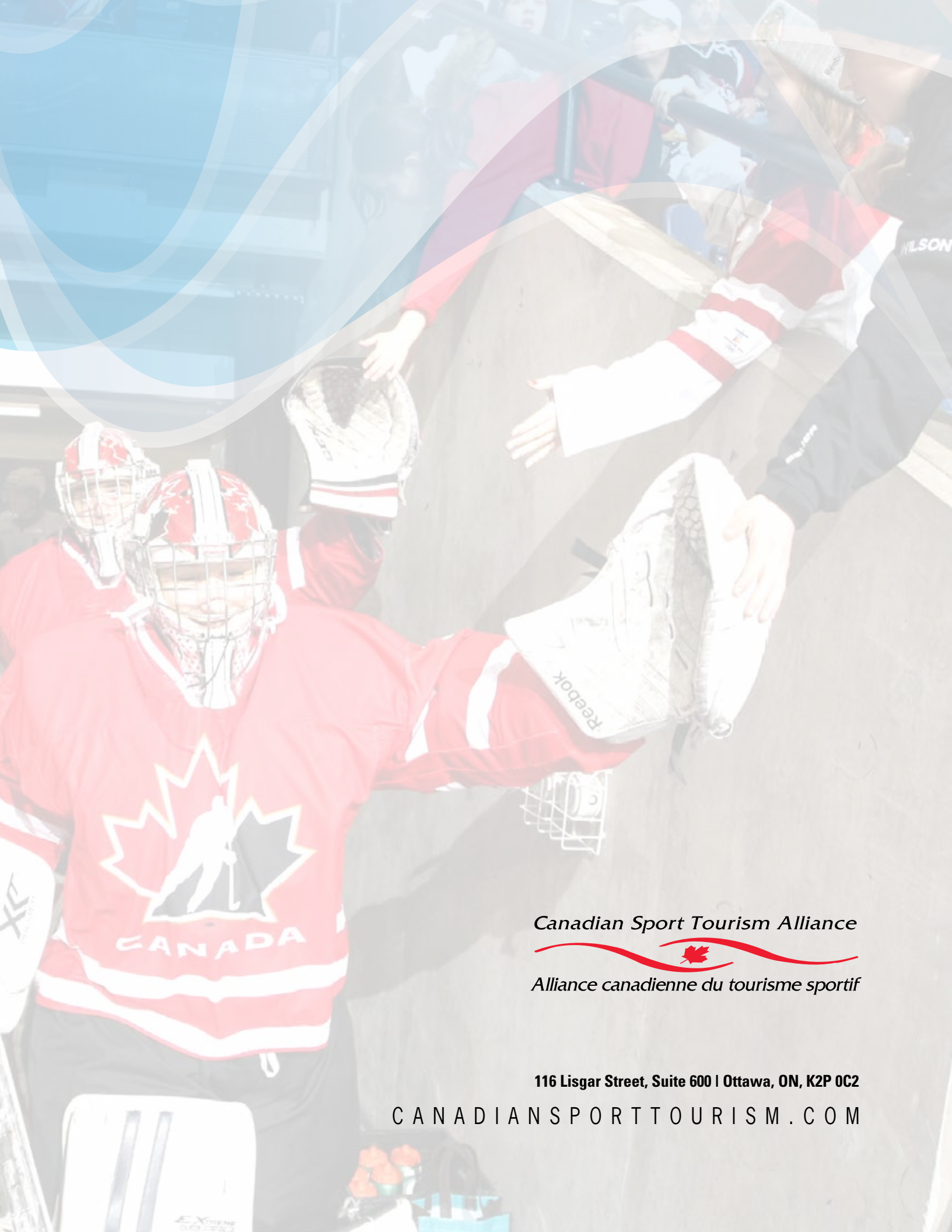
The Canada Games will celebrate the next generation of Canadian Olympians when it is held in Winnipeg starting in late July, built around the theme *The Hottest Summer in Half a Century*. Two major multi-sport Games are planned for Toronto – with the hosting of the North American Indigenous Games in July and the Invictus Games in September. Calgary will be site of the ISU World Sprint Championships in February at the Olympic Oval, which continues to be one of the top speed skating venues in the world, 35 years after it was built for the 1988 Winter Olympics. The City of Montreal will host one of the largest single sport international events of 2017 as they host the 2017 Artistic Gymnastics World championships in October. This event will attract more than 1200 athletes, coaches, support staff and officials from over 80 countries.

And although the media spotlight shines most brightly on the large sporting events, the majority of sport tourism activity takes place every weekend in communities across Canada. These smaller events, tournaments, along with festivals, symposiums and seminars, all stimulate economic, tourism, cultural and social prosperity. They are all critical to Canada's successful and profitable sport tourism industry.

TEAM Canada Mission heads to Denmark in April

As part of our continuing efforts to showcase Canada as a major international sport destination, CSTA, in partnership with **Destination Canada** and **CBC Sports**, will once again lead a TEAM Canada delegation to Sportaccord Convention 2017, scheduled for April 2-7 in Aarhus, Denmark. This five-day gathering of over 2,000 leading representatives from international sport is held annually in a different country each year and includes the Congress and General Assemblies of over 100 international sports federations. The conference provides an opportunity for TEAM Canada partners to promote their destinations as hosts for future international sport events through a variety of networking, hospitality and business-to-business initiatives.





Canadian Sport Tourism Alliance


Alliance canadienne du tourisme sportif

116 Lisgar Street, Suite 600 | Ottawa, ON, K2P 0C2

CANADIANSPORTTOURISM.COM