

Value of Sport Tourism in Canada

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2015

March 2017

Value of Sport Tourism in Canada - 2015

Origin	Value (\$M)	% of total
Canada - Total	\$4,724.1	72%
U.S.	\$615.1	9%
Overseas	\$1,178.6	18%
Total	\$6,517.8	100%

Source: Statistics Canada Custom Data Tabulation of TSRC & ITS
Total Number of Person-Trips who Attend a sports event as a spectator or/and Play individual or team sports by Profile variables and Province of Trip Destination
Table: D004D-PTR
Production date: 2016-10-13

Value of Sport Tourism in Canada: 2013-2015

Value (\$M)	2013	2014	2015
Canada - Sameday	\$1,030.3	\$953.5	\$1,087.2
Canada - Overnight	\$3,364.0	\$3,270.8	\$3,636.9
Canada - Total	\$4,394.4	\$4,224.2	\$4,724.1
U.S.	\$506.9	\$513.1	\$615.1
Overseas	\$920.5	\$1,053.3	\$1,178.6
Total	\$5,821.8	\$5,790.6	\$6,517.8

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Sport Tourism in Canada 2015

By Province (%)

Share	Canada	U.S.	Overseas	Overall
Total	100.0%	100.0%	100.0%	100.0%
Newfoundland and Labrador	1.2%	0.1%	0.0%	0.9%
Prince Edward Island	1.4%	0.2%	0.2%	1.0%
Nova Scotia	2.4%	1.0%	1.3%	2.1%
New Brunswick	2.4%	3.2%	0.7%	2.1%
<i>Atlantic Region</i>	<i>7.3%</i>	<i>4.5%</i>	<i>2.2%</i>	<i>6.1%</i>
Quebec	23.8%	12.0%	15.7%	21.2%
Ontario	37.4%	40.9%	31.8%	36.7%
Manitoba	2.9%	1.2%	2.1%	2.6%
Saskatchewan	3.1%	1.3%	0.7%	2.5%
Alberta	9.6%	12.5%	14.6%	10.8%
British Columbia	14.6%	26.9%	32.3%	18.9%
Territories	1.3%	0.6%	0.6%	1.1%

Source: Statistics Canada Custom Data Tabulation of TSRC & ITS & ITS Public Use Microdata File

Total Number of Person-Trips who Attend a sports event as a spectator or/and Play individual or team sports by Profile variables and Province of Trip Destination

Table: D004D-PTR

Custom data tabulation by Paradigm Consulting Group; ITS provincial breakout measured by total number of nights spent in each province by sport tourists.

Sport Tourism in Canada 2015

By Province (Value)

Share	Canada	U.S.	Overseas	Overall
Total	\$4,724.1	\$615.1	\$1,178.6	\$6,517.8
Newfoundland and Labrador	\$54.9	\$0.7	\$0.3	\$55.8
Prince Edward Island	\$63.9	\$0.9	\$2.3	\$67.2
Nova Scotia	\$112.4	\$6.2	\$15.4	\$134.1
New Brunswick	\$111.5	\$19.8	\$8.2	\$139.6
<i>Atlantic Region</i>	\$342.8	\$27.7	\$26.2	\$396.6
Quebec	\$1,122.7	\$73.7	\$185.4	\$1,381.8
Ontario	\$1,768.2	\$251.8	\$374.5	\$2,394.4
Manitoba	\$138.3	\$7.6	\$24.6	\$170.5
Saskatchewan	\$148.2	\$7.8	\$8.2	\$164.3
Alberta	\$454.8	\$77.0	\$171.7	\$703.5
British Columbia	\$687.8	\$165.6	\$381.1	\$1,234.4
Territories	\$61.4	\$4.0	\$6.8	\$72.2

Source: Statistics Canada Custom Data Tabulation of TSRC & ITS & ITS Public Use Microdata File

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