

## Sport Tourism Annual Report (STAR) Parameters and Methodology

### 1/ Event ranking

The Canadian Sport Tourism Alliance (CSTA) is committed to providing member organizations with access to development tools that align with the mission of the organization: *To increase Canadian capacity to attract and host sport tourism events.*

To increase cities' attractiveness as a host destination, CSTA launched the GSI Canada Index (Index) in March 2018. This tool's aim is to rank all cities hosting national sports championships and international sports events in Canada through a data-driven assessment of performance. The next Index to be published in March 2019 will be the second edition.

#### 1.1 - How it Works

CSTA members complete their Sport Tourism Annual Report (STAR), which is independently analyzed by Sportcal. Results are then segmented according to CSTA membership categories.

Based on the input provided, each host city receives a score and Index which will be announced annually at CSTA's Sport Events Congress.

#### 1.2 - Assessment Criteria

For the second edition, data for STAR is collected in the following categories:

- Event Data for National Championships hosted in 2018
- Event Data for International Competitions hosted in 2018
- Forecast Data for confirmed National Championships to be hosted in 2019 and beyond
- Forecast Data for confirmed International Events to be hosted in 2019 and beyond

The assessment is evidence-based and data-driven. A weighting factor is included according to the level of events held. Assessments are based on the following parameters:

- The category of the event, whether international or national
- The year of the event
- The pillar of each indicator (e.g. economic impact has a higher weighting than social impact currently).

#### 1.3 - Timelines

CSTA collects hosting data on an annual basis from all CSTA members and NSOs<sup>1</sup> that wish to participate. To be included as part of the Index, member cities and NSOs must complete and submit the STAR data input form by Friday, December 21<sup>st</sup>, 2018

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<sup>1</sup> It is the intention this year for the first time to offer National Sport Organizations the opportunity to submit a report for their national championships as well.

### 1.4 - Scoring

All the data requested by CSTA is used for scoring with the following exceptions:

- The bidding tab is not included in the scoring formula; however, it is recommended to submit this information to assist CSTA to understand which events Canadian cities are considering bidding for in the future. Only those events for which cities have submitted a bid to the rights holders before the letter of intent deadline should be included in this section.
- The Government revenues data for past international events are not included; however it is useful to collect this information to quantify the magnitude of investment in the industry from public sector sources.
- For future international competitions, all the non-recurrent events are included. For the recurrent events, only the next edition is included.

If a CSTA member has limited information such as sport, name of the event, location, date, number of days of competition, this will be sufficient data to calculate a basic score. Preferably the CSTA member should also include the venue capacity, number of spectators, participants and volunteers. If additional data is provided event(s) will be awarded a higher score.

### 1.5 – Index Report

During Sport Events Congress, the following will be publicly announced:

- GSI Canada Index (All Events)
- Canadian Sport Event Cities Index by population (overall)
  - Cities over 500,000 population\*
  - Cities over 150,000 and under 500,000 population\*
  - Cities over 50,000 and under 150,000 population\*
  - Cities under 50,000 population\*
- Top 5 Canadian Sport Event Cities Index (by International Events)
- Top 5 Canadian Sport Event Cities Index overall (by National Championships)
- Top 5 Canadian National Championships Index

Note\*: See Appendix 2

The final report will be available following Sport Events Congress.

CSTA considers that the following information input into the STAR is public knowledge, not confidential and can therefore be published in the GSI Canada Index Report:

- |                                  |  |
|----------------------------------|--|
| ▪ Sport                          | ▪ Venue capacity   |
| ▪ Name of the event              | ▪ Attendance   |
| ▪ City location                  | ▪ Number of Nations / Provinces / Territories                      |
| ▪ Event location                 | ▪ Number of participants and continental reach                     |
| ▪ Date                           | ▪ Number of team officials, technical officials, volunteers, media |
| ▪ Level of event                 | ▪ TV online and streaming data                                     |
| ▪ Number of days of competition. |  |

Information/data that is considered to be confidential includes:

- Budget, public sector investments, tourism associations, venue owner contributions and STEAM data
- All information in the bidding tab.

## 2/ Data

CSTA produces the Index from the following data:

- Forms received from CSTA active members (municipalities) and NSOs; or
- Information received from Sport Canada spreadsheet via the International Single Sport Event (ISSE) program<sup>2</sup>

Sport Canada data spreadsheet is used for cities that:

- Are not CSTA members
- Are CSTA members but did not submit the reporting form.

Only events listed in the above sources will be taken into consideration.

## 3/ Type of Events

### 3.1 - Multisport events

After reviewing the 2017 annual report from each CSTA member, CSTA updated the types of international and national games that could be included in the next Index. See Appendix 1.

### 3.2 - Single sport events

Only sports recognized by Sport Canada and/or part of the Olympic Games, Olympic Youth Games, Commonwealth Games, Commonwealth Youth Games, FISU Games and Francophone Games are taken into consideration for the Index.

For the list of sports, please refer to <http://canada.pch.gc.ca/eng/1414085745696/1414086180293>.

Recognized sports that have additional IF recognized disciplines that are not part of the above games can also be considered (e.g. Cross Country for Athletics).

## 4/ Levels

- Each year, after reviewing the annual STAR report from each CSTA member, the various levels are updated. Please see Appendix 1.
- If an event has more than one level within the same competition, it will be considered at the higher level for scoring purposes.
- Pinnacle Championships (level 1A or N1A) are limited to one or two<sup>3</sup> championships under the aegis of the International/National Federation as the rights holder. All the other championships are included under levels 1B or N1B.

### 4.1 - International level competitions

- International professional events can be included in the new level Professional Pinnacle Championships (Pa) however those events must comply with clause 3.2
- International events driven via participation can be included in a new level (Ge or 4e).

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<sup>2</sup> One exception was made to this list for Tennis and Golf who have international events held in Canada but are not funded by Sport Canada. In such cases, those events were added to the list.

<sup>3</sup> It could be increased to a maximum of two events on the condition that men and women are not competing in the same international championships

### 4.2 - National level championships

- Only national championships belonging to National Sport Federations are included in the Index; other national competitions are not included.
- If a National Sport Federation is only sanctioning the event, this is not sufficient as they are not the rights holder. For example, events such as the Baseball Firefighters National Championships do not qualify for inclusion.
- Canadian trials can be included if they are not part of the Pinnacle National Championships. They should be added in level N1b.
- Regional National Championships can be included if a minimum of four provinces participate.
- Professional sport national championships / finals / all-star games / exhibition events can be included; however, regular matches cannot be included in the Index. For 2018 events, an additional criterion was included to incorporate TV and on-line audiences.

### 5/ Event location

CSTA members list all their events within their city geographical boundary; however, in certain cases, events outside their city geographical boundary can be included providing that:

- No other city is close by;
- That most of the accommodation for the event is provided within the city of the CSTA member;
- That financial contributions to the event are provided by the city and/or the CSTA member.

### 6/ Adjustment of the annual STAR

For the reasons mentioned above, CSTA will be amending the annual report from each CSTA member and NSOs to include the above requirements. Information in yellow indicates modifications, those in red are events that have not been factored in.

To perform these adjustments, it is important that CSTA members forward their form in Excel format rather than .pdf format.

Levels of competitions			
	Yellow: Pinnacle category	Grey: Para events	
	Orange: Regional events	Blue: Age Group events	
Code	International level (now)	National level (now)	Code
<b>Ga</b>	<b>Mega:</b> Olympic and Paralympic Games	<b>National Games:</b> Canada Games	<b>NGa</b>
<b>Gb</b>	<b>Major Games:</b> Commonwealth, Pan Am, FISU	<b>Regional Games:</b> Western Canada Games	<b>NGb</b>
<b>Gc</b>	<b>Group type Games:</b> Franco, Invictus, NAIG, Arctic Winter	<b>Group type Games:</b> Franco, Acadie	<b>NGc</b>
<b>Gd</b>	<b>Age Group Games:</b> OYG, CYG		<b>NGd</b>
<b>Ge</b>	<b>Participant-based Games:</b> World Police Games, Master Games		<b>Nge</b>
<b>Gf</b>	<b>Para Games:</b> Special Olympics	<b>Nat. Para Games:</b> Special Olympics	<b>Ngf</b>
<b>Pa</b>	Professional Pinnacle Championships	Professional Pinnacle Nat. Champ. Or Professional Pinnacle exhibition events / all star	<b>NPa</b>
<b>Pb</b>	Professional Pinnacle Tour/Series	Not to be included	<b>NPb</b>
<b>1a</b>	IF Pinnacle World Championships	NSO Pinnacle National Championships	<b>N1a</b>
<b>1b</b>	IF Other World Championships	NSO Other National Championships and/or Canadian Trials for International championships / Games	<b>N1b</b>
<b>1c</b>	Para World Championships	NSO Para Championships	<b>N1c</b>
<b>2a</b>	Senior World Cup / Series / Tour	Not to be included	<b>N2a</b>
<b>2b</b>	Senior Continental Championships	NSO Regional Championships	<b>N2b</b>
<b>2c</b>	World Univ./ Commonwealth Championships	U-Sport National Championships	<b>N2c</b>
		CCCA National Championships	<b>N2d</b>
	<b>Age Group Games:</b> OYG, CYG		
<b>3a</b>	IF Age Group World Championships	NSO Age Group National Champ.	<b>N3a</b>
<b>3b</b>	IF Age Group World Cup / Series	NSO National Age Group Series/Tour	<b>N3b</b>
<b>3c</b>	IF Age Group continental championships	NSO Age Group Regional Champ.	<b>N3c</b>
<b>4a</b>	Continental Cup / Series / Tour Olympic Qualifiers	Not to be included	<b>N4a</b>
<b>4b</b>	International event Canadian Open		<b>N4b</b>
<b>4c</b>	International Age Group event Canadian Age Group open		<b>N4c</b>
<b>4d</b>	International Para event		<b>N4d</b>
<b>4e</b>	Participant-based International event		<b>N4d</b>

**2017 CSTA Annual Report Received (first edition)**

<b>PROVINCE/CITY<sup>4</sup></b>	<b>CSTA Annual report received</b>	<b>Other cities listed in the 2017 Sport Canada ISSE spreadsheet</b>	<b>500,000 + population</b>	<b>150,000 &amp; 500,000 population</b>	<b>Between 50,000 &amp; 150,000 population</b>	<b>Under 50,000 population</b>
<b>Alberta</b>						
Canmore		X				X
Edmonton	X		X			
Fort McMurray		X			X	
Lake Louise (Banff)		X				X
<b>British Columbia</b>						
Big White (Kelowna)		X			X	
Delta		X			X	
Fort St. John	X					X
Langford		X				X
Prince George	X				X	
Richmond	X			X		
Surrey		X		X		
Vancouver	X		X			
Victoria		X			X	
West Vancouver		X				X
Whistler		X				X
<b>Manitoba</b>						
Winnipeg	X		X			
<b>New Brunswick</b>						
Moncton	X				X	
Quispamsis	X					X
Saint John	X				X	
<b>Newfoundland</b>						
St. John's	X			X		

<sup>4</sup> Only the cities that hosted an international event in 2017 or submitted an annual report by January 31<sup>st</sup>, 2018 are listed.

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PROVINCE/CITY <sup>5</sup>	CSTA Annual report received	Other cities listed in the 2017 Sport Canada ISSE spreadsheet	500,000 + population	150,000 & 500,000 population	Between 50,000 & 150,000 population	Under 50,000 population
<b>Nova Scotia</b>						
Baddeck		X				X
Halifax	X			X		
<b>Ontario</b>						
Barrie		X		X		
Blue Mountain (Craigleith / Collingwood)		X				X
Guelph		X			X	
Kingston	X			X		
London	X		X			
Markham	X			X		
Milton		X			X	
Mount St Louis Moonstone (Coldwater)		X				X
Oakville		X		X		
Ottawa	X		X			
Thunder Bay		X			X	
Toronto	X		X			
Windsor	X			X		
<b>Prince Edward Island</b>						
Charlottetown	X					X
<b>Quebec</b>						
Beauce (region)		X				X
Bromont		X				X
Gatineau	X			X		
Mirabel		X				X
Montréal	X		X			
Quebec City	X		X			
Repentigny		X			X	
Roberval		X				X
Saguenay	X			X		
Stoneham		X				X
Sherbrooke	X			X		

<sup>5</sup> Only the cities that hosted an international event in 2017 or submitted an annual report by January 31<sup>st</sup>, 2018 are listed.

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Val Saint-Côme		X				X
<b>Saskatchewan</b>						
Regina	X			X		
Saskatoon	X			X		