

Sport Tourism Annual Report (STAR) Parameters and Methodology

National Sports Organizations

1/ Event ranking

The Canadian Sport Tourism Alliance (CSTA) is committed to providing National Sports Organizations (NSO) recognized by Sport Canada with access to development tools aligned with the mission of the organization: *To increase Canadian capacity to attract and host sport tourism events.*

To increase Canada's attractiveness as a host destination, in March 2018, CSTA launched the Global Sport Impact (GSI) Canada Index (called hereafter "index"). This tool's aim is to rank all national sports championships and international sports events hosted in Canada through a data-driven assessment of performance. The next index to be published in March 2019 will be the second edition. For this second edition, CSTA is asking – for the first time - the collaboration of the NSOs in order to capture as much event data as possible.

1.1 - How it Works

NSOs 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 event receives a score and ranking, with the top five announced annually at CSTA's Sport Events Congress.

1.2 - Assessment Criteria

For the second edition, data for STAR is collected from the NSOs in these categories:

- Event Data for National Championships hosted in 2018
- Event Data for International Competitions (property of NSOs¹) hosted in 2018
- Forecast Data for confirmed National Championships to be hosted in 2019 and beyond
- Forecast Data for confirmed International Events (property of NSOs) to be hosted in 2019 and beyond

International competition data which is not the property of the NSO does not have to be included in STAR. This information will be collected via the CSTA active member (municipality) form.

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
- The year of the event
- The pillar of each indicator (e.g. economic impact has a higher weighting than social impact currently).

¹ Annual international events held in Canada owned by the NSOs and sanctioned by International Federations (e.g.: an annual international competition that is part of a World Cup or Grand Prix series). World Championships cannot be included as those events are owned by the International Federations and are not recurrent events in Canada.

1.3 - Timelines

CSTA collects hosting data on an annual basis from all NSOs that wish to participate. To be included as part of the index, NSOs must complete and submit the data input form by December 21st, 2018.

1.4 - Scoring

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

- The tab “bidding international” is not included in the scoring formula; however, it is recommended to submit this information to assist CSTA to understand which events NSOs are considering bidding for in the future. Only those events for which NSOs have submitted a bid to the rights holders before the letter of intent deadline should be included in this section.
- For future international competitions which are recurrent events, only the next edition is included.

If an NSO has limited information such as “sport, name of the event, location, date, number of days of competition”, this data will be sufficient to calculate a basic score, but preferably the NSO should also include the venue capacity, number of spectators, participants and volunteers. If an NSO provides additional data as per the form, event(s) will be awarded a higher score.

1.5 – Index Report

During Sport Events Congress, the following Canadian rankings will be publically announced:

- Top 5 Canadian National Championships Index
- Top 5 Canadian Sport Event Cities Index (by International Events)
- Top 5 Canadian Sport Event Cities Index overall (by National Championships)
- Canadian Sport Event Cities Index (All Events)
- Canadian Sport Event Cities Index by population (overall)

The full index and further studies will be available in the Sport Event Index Report following Sport Event Congress.

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

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

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.

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

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 recognised disciplines that are not part of the above games can also be considered (e.g. Cross Country for Athletics).

4/ Levels

- Pinnacle Championships are limited to one or two² national championships under the aegis of the NSO as the rights holder. All the other championships are included under levels N1B.
- 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 on the condition that 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/ Adjustment of the annual STAR

For the reasons mentioned above, CSTA will be amending STAR from each NSO 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 NSOs forward their STAR in Excel format rather than pdf format.

² It could be increased to a maximum of two events on the condition that men and women are not competing in the same national championships.