



Sport Tourism Canada Covid-19 Recovery Task Force



Grant MacDonald – 29 June 2020

# How Does Sport Tourism Bounce Back?

Devastating Impacts of COVID-19



[sporttourismcanada.com](https://sporttourismcanada.com)



# Sport Tourism Assessment Template

## Current State Assessment for Host Destinations – Free

- Ten Step Process
- 30 Minutes
- Start with “NO”

# GABARIT PLANIFICATION DU TOURISME SPORTIF DE L'TSC

## STC SPORT TOURISM ROADMAP ©



# STAT: The “Spinal Cord” of Sport Tourism

## Background

- Tool for communities of all sizes, budgets and experience levels to assess your evolution as sport tourism host market
- Improve your in-house strategic and business planning and marketing

## How STAT Works

- Accessible to Members of CSTA
- Complete Online Worksheet
- Receive Score in 10 Key Areas and Cumulative Score



# The Big Question...

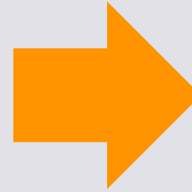
## What Can STAT Do For Me?

- Assessment of Current State
- Evaluation of Sport Tourism Program
- Define Strategic Direction & Tactical Development
- Business Planning
- Show Progression

# STAT Process Explained



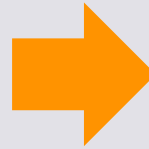
1) Complete  
STAT Input  
Form



2) Receive  
STAT Score  
from STC



3) Review  
Scoring with  
STC/Validate  
Inputs



4) Discuss Next  
Steps with STC  
Consultant  
Based on  
Results



5) STC  
Develops STAT  
Pro Report



# How Often and How Much?



- There is no cost for STAT
- It is recommended that host cities/destinations complete STAT once per year as part of the business planning process.



- STAT PRO (Basic Service) is \$5,000 (plus taxes)
- Sport Tourism Canada recommends that host cities/destinations complete the STAT PRO process once every three years.





# Getting Started with STAT

Click Here: [STAT Input Form](#)

Or Scan QR Code



# Good Data and Good Information...





# Questions?



**Send to:**

[consulting@sporttourismcanada.com](mailto:consulting@sporttourismcanada.com)

Thank You!