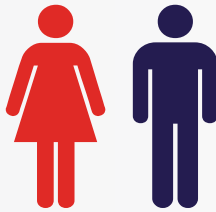


EVERYTHING YOU NEED TO KNOW ABOUT OUR EVENT ATTENDEES

THE AUDIENCE



39%
of Event Attendees
live in Ontario



TYPICAL EVENT ATTENDEE
Male or Female
Aged 26-54

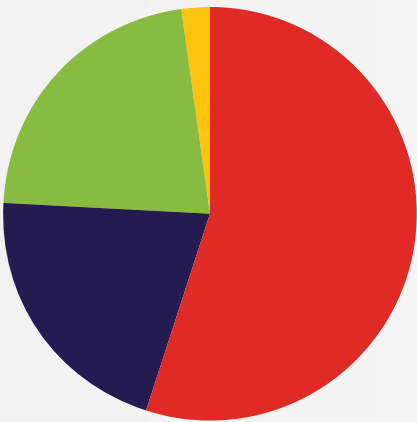


56%
are parents



98%
have completed post-
secondary education

AT WORK



- 55% DMOs
- 21% Sport/events rights holders
- 22% Suppliers
- 2% Other (Venues, Education, etc.)



53%
have 6+ years'
experience
in sport tourism



50%
earn between
\$50k & \$99k
per year



56%
are responsible
for departmental
budgets



43%
manage staff

SPENDING TIME & MONEY



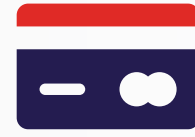
66%
are responsible
for making purchases
on behalf of their
company/organization

AIR CANADA

PREFERRED AIRLINE
(preferred for
both business &
personal travel)

Marriott

PREFERRED HOTEL
(but 49% of event
attendees are not loyal
to a specific hotel brand!)



54%
use a Visa card for
both personal &
business use



**TOP 3 THINGS
TO BUY**
Vacations &
Plane Tickets
Electronics
New Vehicles

MOTIVATION TO ATTEND



Networking is the #1 reason people
attend STC events (learning
& business development/lead
generation are close seconds)



Favourite way to generate new
leads/partnerships = Speed
Dating at SEC



STC is known for its
FUN social events

Source: Sport Tourism Canada Audience Survey (July 2018)

