

# Tourism Nanaimo

Sport Tourism Presentation  
Mayor & Council  
August 18, 2014



# CSTA - Sport Tourism Definition

Any activity attracting visitors more than 80km to a host community as a sport event participant, spectator or to attend sport attractions or sport related business meetings.



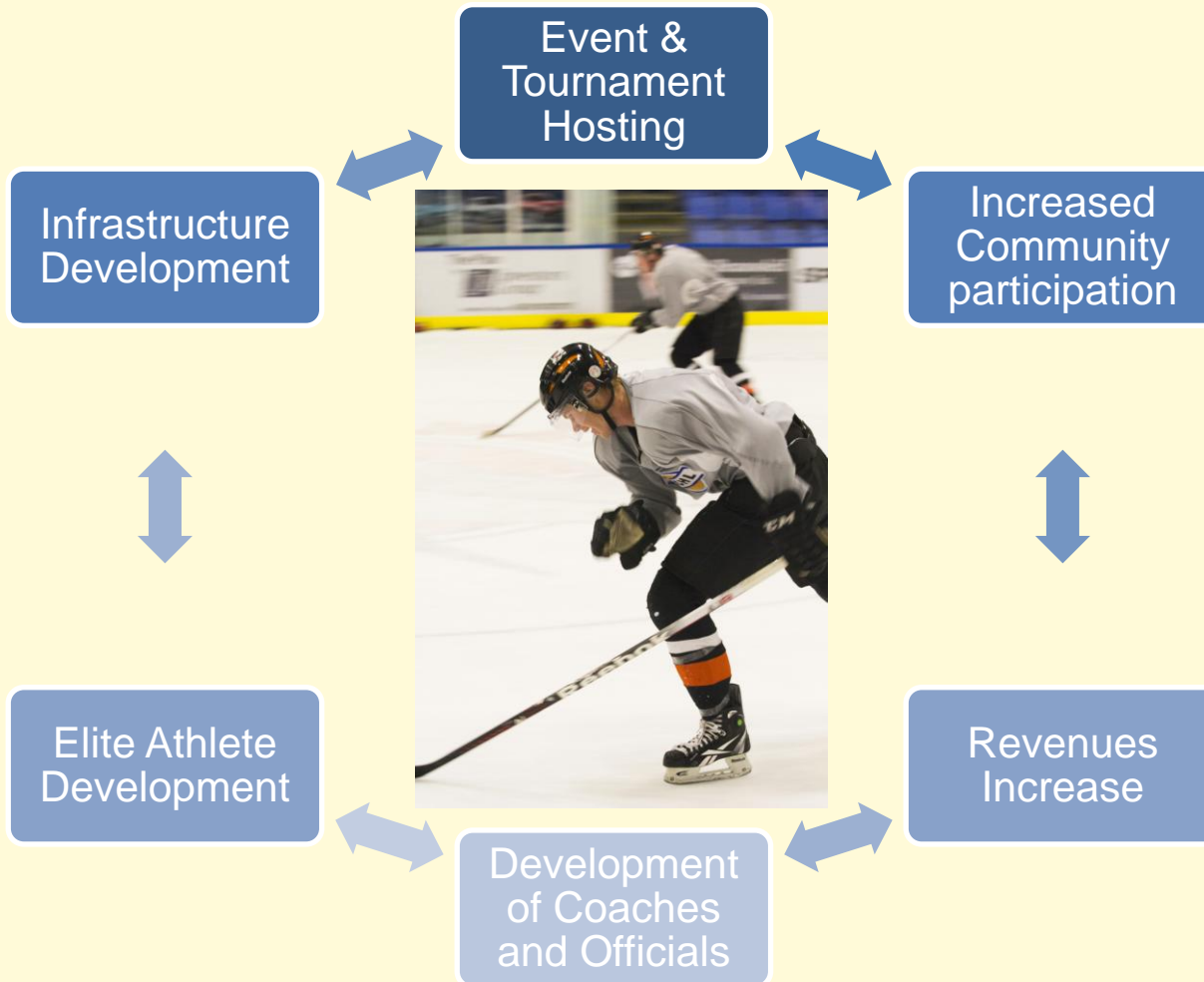
# Value of Sport Tourism

- \$2.6B in Canada
  - Fastest growing sector of the tourism industry
- \$300M in BC
- \$2.3M in Nanaimo in 2013 (17 events)

TOURISM **Nanaimo**



# Event Cycle



# Sport Event Hierarchy

Event Type	Examples	Overnight Stays
Local	Nanaimo Minor Hockey Tournament, School events, Charity fundraisers	Minimal
Regional	Vancouver Island Basket Ball Tournament	Generally minimal
Provincial	BC Summer Games, BC Curling Championships	Varies by event
Western Canada	Western Canadian Gymnastics Championships	Varies by event
National	National Mixed Curling, The Brier, all major sports have nationals, junior national and senior nationals	Often city-wide with significant overnights
International	U-18 World Female Hockey Championships, Masters Games, FIFA, World Junior Hockey Championships	Often city-wide with significant overnights

# Sport Event Hierarchy

Other Sports	Examples	Overnight Stays
Invitational	Pro-Am	Varies by event
Fringe Sports	Ultimate, Disc Golf, Cyclecross. Longboarding	Varies by event
Created Events	BC Lions Training Camp, G-zero Cart Racing, , Ironman, Adventure racing	Varies by event





# Sport Tourism Strategy

- Build local hosting capacity
- Provide tools & support
- Position & promote Nanaimo as a hosting destination
- Collaboration & partnerships (e.g. VISTC)
- Measure & communicate benefits



# Sport Tourism Transition

- Finalize hosting policy
- Support existing prospects
- Transition grants program
- Sport Tourism Plan development
- Communication plan
- Review & update tools (e.g. Sport Tourism Guide)





# Key Sport Marketing Tactics

Planning	Sport Tourism Steering Group, Sport tourism plan
Marketing	Website, sport tourism guide, advertising, supporting assets (photo/video)
Lead Development	Attend CSTA annually
Partnerships	VISTC
Prospecting	Bid preparation (U18), site visits/hosting
Communication	Stakeholder sessions, workshops
Funding	Grants program administration
Visitor Info Servicing	Accommodation recommendation, coupon programs, etc.
Measurement	STEAM analysis

# Roles & Responsibilities

TOURISM NANAIMO	CITY OF NANAIMO
<ul style="list-style-type: none"><li>• Sport tourism strategic &amp; tactical planning</li></ul>	<ul style="list-style-type: none"><li>• Facilities management &amp; capital planning</li></ul>
<ul style="list-style-type: none"><li>• Sport event visitor information services</li></ul>	<ul style="list-style-type: none"><li>• Facility guarantees / User displacement approval</li></ul>
<ul style="list-style-type: none"><li>• Lead Sport Tourism Steering Group</li></ul>	<ul style="list-style-type: none"><li>• Participate in Sport Tourism Steering Group</li></ul>
<ul style="list-style-type: none"><li>• Prospect for leads &amp; prepare bid packages</li></ul>	<ul style="list-style-type: none"><li>• Letters of support &amp; presentation attendance for bids (as needed)</li></ul>
<ul style="list-style-type: none"><li>• Communicate with &amp; build hosting capacity of local sport groups</li></ul>	<ul style="list-style-type: none"><li>• Support Tourism with access to local sport groups contacts</li></ul>
<ul style="list-style-type: none"><li>• Manage &amp; administer sport grants program</li></ul>	<ul style="list-style-type: none"><li>• Provide sport grant funding</li></ul>

# Our Collective Goal

**Ensure that the tourism development that does occur promotes a competitive and sustainable destination while meeting the quality-of-life aspirations of those who live in the community.**

**Ritchie & Crouch 2003**

# Questions & Next Steps

