

Nanaimo Sport Tourism Strategy

Governance and Priorities Committee

FOR DISCUSSION > Monday, June 28, 2021



Nanaimo Sport Tourism Strategy

Our Objectives Today

The goal of the presentation today is to:

- Introduce Nanaimo's proposed sport tourism strategy
- Explain the logic behind the focus areas
- Gather feedback about the strategy
- Identify key considerations and next steps from Council's perspective



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Nanaimo Sport Tourism Strategy

Sport Tourism Strategy – Table of Contents

The Nanaimo Sport Tourism Strategy is made up of the following key components...

- Background / Context
- Approach / Methodology
- Strategic Analysis > Industry Scan
- Strategic Analysis > Current State Assessment
- Nanaimo Sport Tourism Options
- Recommendations
- Implementation Timelines and Next Steps



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Why Sport
Tourism?

Nanaimo Sport Tourism Strategy

Why sport tourism?

Sport is at the heart of every Canadian community.



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Nanaimo Sport Tourism Strategy

Why sport tourism?

Sport is at the heart of every Canadian community.

Pre-COVID:

- Fastest growing segment of the global tourism industry
- Generates \$7.2 billion CAD in GDP annually in Canada
- Provincial and federal funding continues to support amateur sport
- International sport is casting the net wider for host cities



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Why sport tourism?

Sport is at the heart of **every** Canadian community.

Since COVID (March 2020):

- Youth sport restricted to regions
- Borders closed
- 28 major events scheduled across Canada, 22 of which were cancelled and the other 6 postponed or re-awarded to other cities
- Loss of more than \$6 billion CAD in GDP in 2020 and projected slow recovery

BUT as we begin to re-open, sport has been hailed as **the fastest road to recovery.**



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What is sport tourism?



Sport Competition – Matches, league games, tournaments, etc., sanctioned by a local, provincial or national sport organization or recognized sport governing body.



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What is sport tourism?



Sport Competition – Matches, league games, tournaments, etc., sanctioned by a local, provincial or national sport organization or recognized sport governing body.



Mass Participation / Recreation Sporting Event – Organized events that are open to the public for registration, where the goal is participation, community, health, wellness and active living.



Sport-Related Festivals – Festivals that promote community gathering and engagement in and around a sporting event.



Sport Administration Meetings – Meetings and events that run alongside a sporting event and / or independently that have some sort of tie or affiliation to sport (e.g., coach clinic or AGM).



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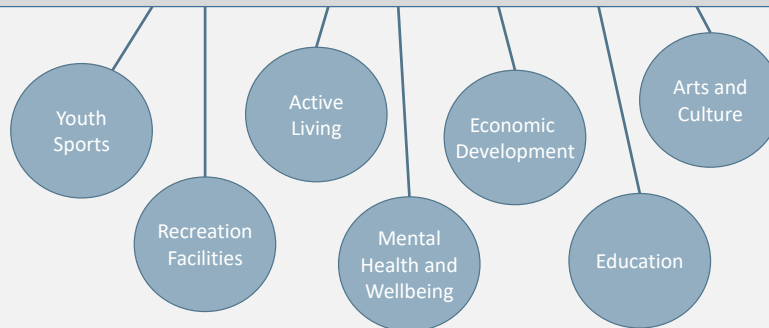
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Sport tourism can bring many diverse benefits to a community

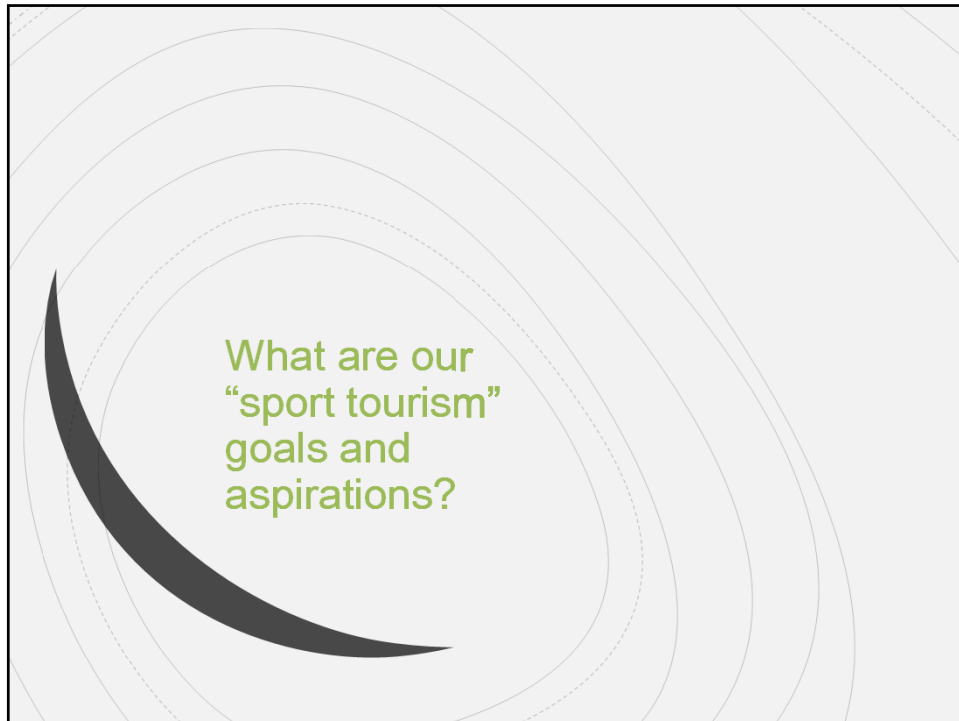
Hosting sport events brings much more than just “heads in beds” ...



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Nanaimo's goals and aspirations relative to sport tourism

There are a number of goals and aspirations identified by key stakeholders:

- Promote the region
- Stimulate economic recovery
- Encourage local sport development
- Attract new sports
- Invest in facilities
- Support the vision of Reimagine Nanaimo
- Actively support implementing Calls to Action #88, 90 and 91 of the Truth and Reconciliation Commission of Canada



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Where is
Nanaimo best
positioned to
play?

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How does one decide on which sports, which events, and when?



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Community sport organizations gave us their feedback

We heard from...

29 sports

4300+
athletes, coaches
and officials

34 sport
organizations

**Competitive
and recreational
sport**

**Single and multi-
sport activities**

ALL age
categories



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Venues were assessed to gauge suitability for different types of events

Venues



316 venues
identified

170+ km of walking
trails in Nanaimo

131 viable
venues for sport

38 venues fully or partially
suitable for adaptive sport



383+

mountain bike
trails



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Nanaimo has great strength and depth of experience in many sports

1

... that Nanaimo is home
to world-champion judo,
jiu-jitsu and mixed martial
arts athletes and coaches?

And that these coaches are
sought after by the highest-
level fighters from around
the world?

And that dozens of private
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in Nanaimo annually,
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months?

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Nanaimo Sport Tourism Strategy

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- 2 ... that while coaching at the European Baseball and Softball Championships, I was introduced to the **Head Coach of the Czech Men's Baseball Team**, who happened to be from Nanaimo?

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- 3 ... **Curling Canada** views the Nanaimo Curling Club as one of the strongest curling clubs in the country?

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3 ... Curling Canada views the Nanaimo Curling Club as one of the strongest curling clubs in the country?

4 ... The Stevie Smith Bike Park is home to the only UCI-sanctioned pump track in Canada. The Marie Davidson BMX Park is largest BMX skills park in North America.

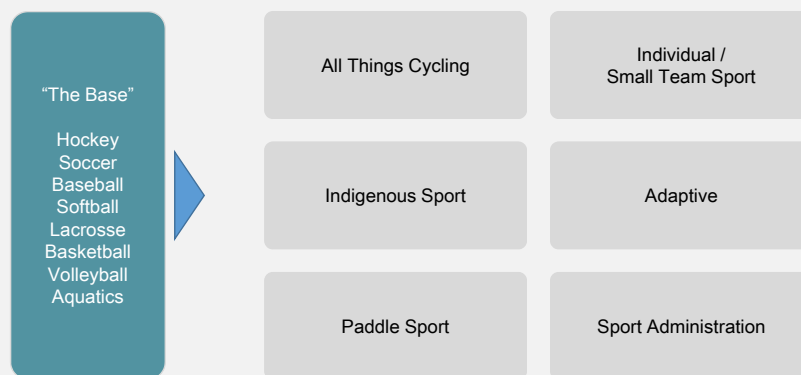
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Nanaimo Sport Tourism Strategy: "Build off the Base"

There is room to build off Nanaimo's strengths in team sports



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Nanaimo Sport Tourism Strategy: “*Build off the Base*”

Opportunities with major international events have also emerged



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Questions?

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On behalf of:



THANK YOU