

# Nanaimo Sport Tourism Strategy

## Mayor and Council Meeting

FOR CONSIDERATION > Monday, April 25, 2022



### Nanaimo Sport Tourism Strategy: *"Build off the Base"*

*Why sport tourism?*

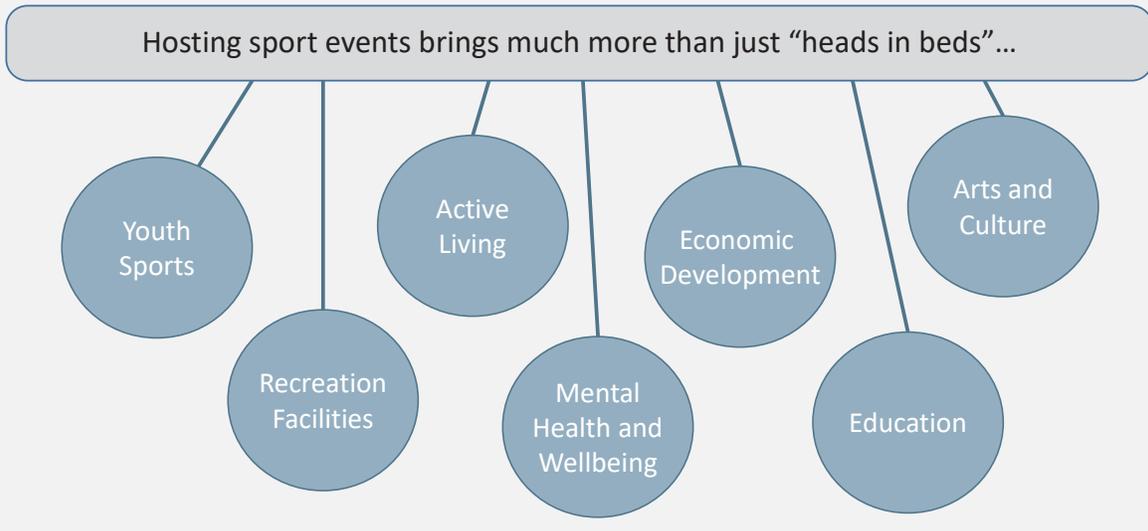
Sport is at the heart of **every** Canadian community.

Nanaimo is no exception.



## Nanaimo Sport Tourism Strategy: "Build off the Base"

*Sport tourism can bring many diverse benefits to Nanaimo.*



## Nanaimo Sport Tourism Strategy: "Build off the Base"

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



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

Community sport organizations gave us their feedback.

We heard from...

**29** sports

**Competitive and recreational sport**

**4300+** athletes, coaches and officials

**Single and multi-sport activities**

**34** sport organizations

**ALL** age categories



Last Updated: 2022-04-12

\_\_\_ For Discussion \_\_\_

5

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

Six pillars to add to in long-term, in addition to some targeted opportunities.



Last Updated: 2022-04-12

\_\_\_ For Discussion \_\_\_

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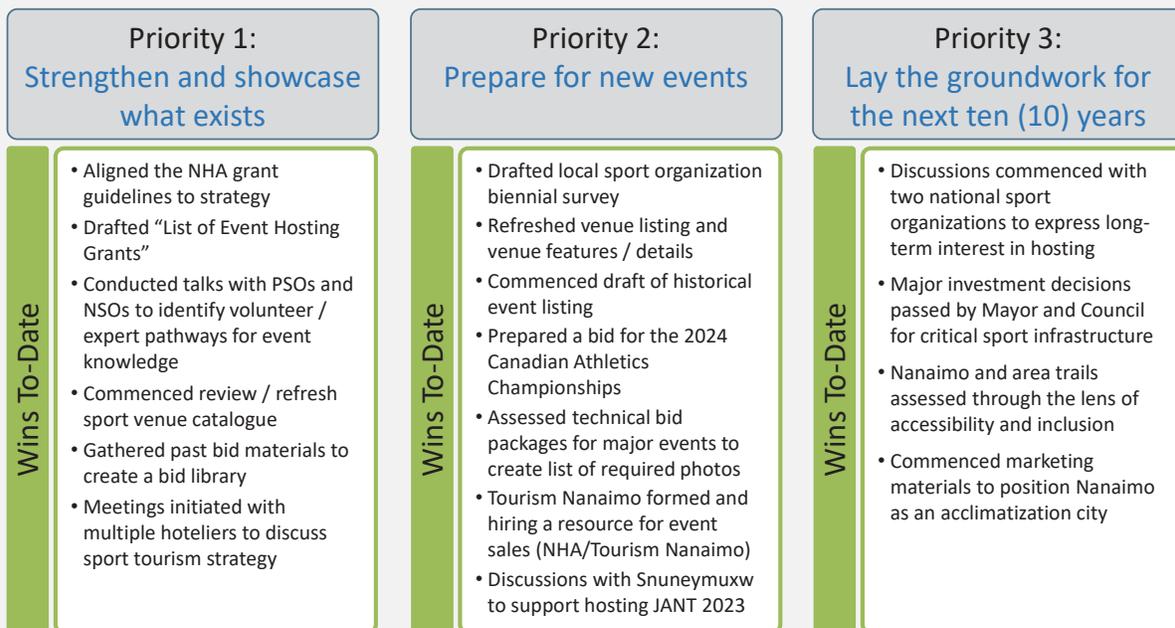
## Nanaimo Sport Tourism Strategy: “Build off the Base”

*Preparing for success in 2030 begins now, with a keen eye on Local Sport Organizations and their interests, local community needs, and planned infrastructure developments.*



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

*The team has had some great successes to-date, successes that continue to help build momentum and position Nanaimo as a quality, confident, and competent sport host destination in Canada.*



Questions?

Prepared by:



TOACONSULTING

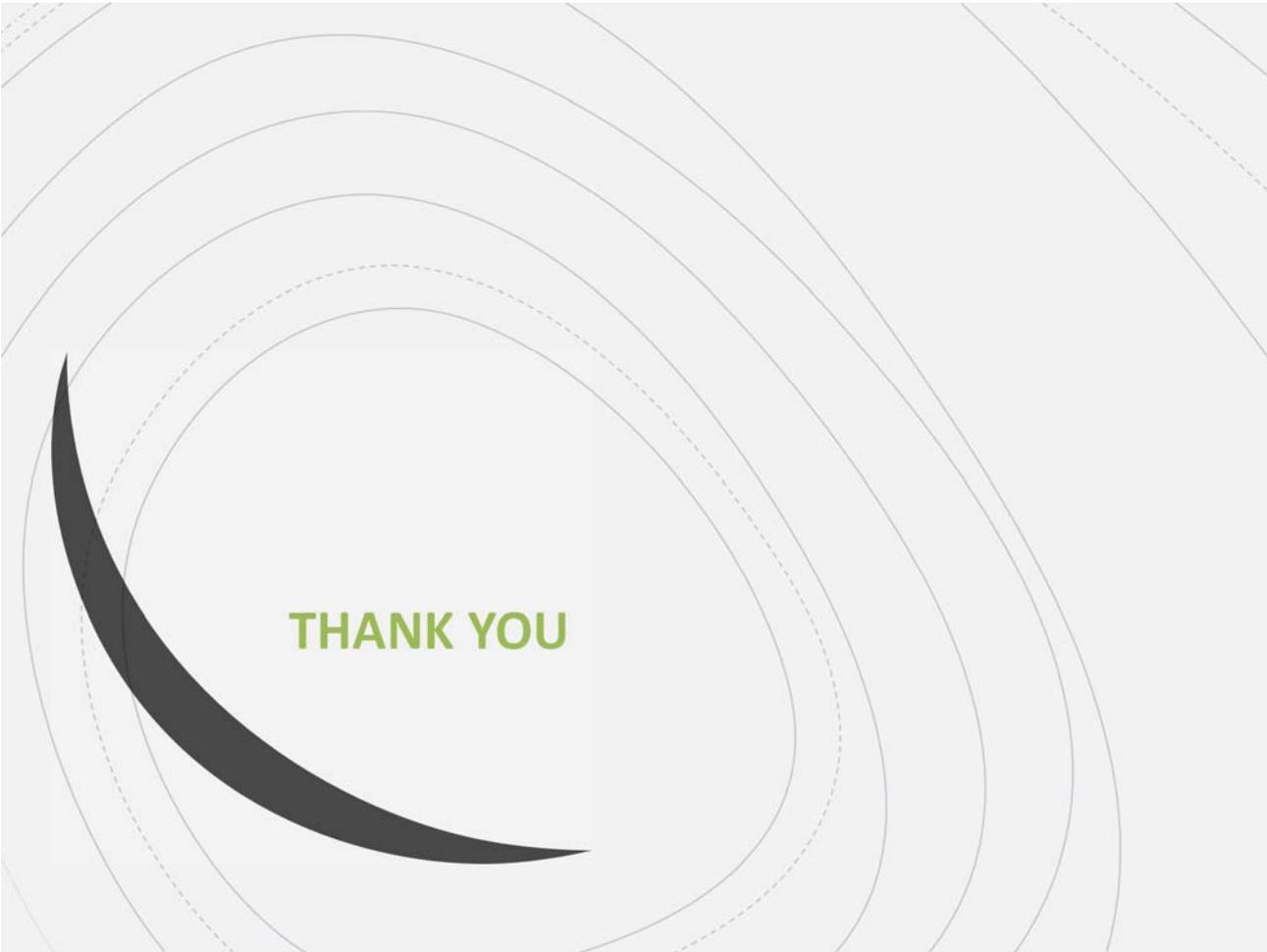
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On behalf of:





**THANK YOU**