

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?

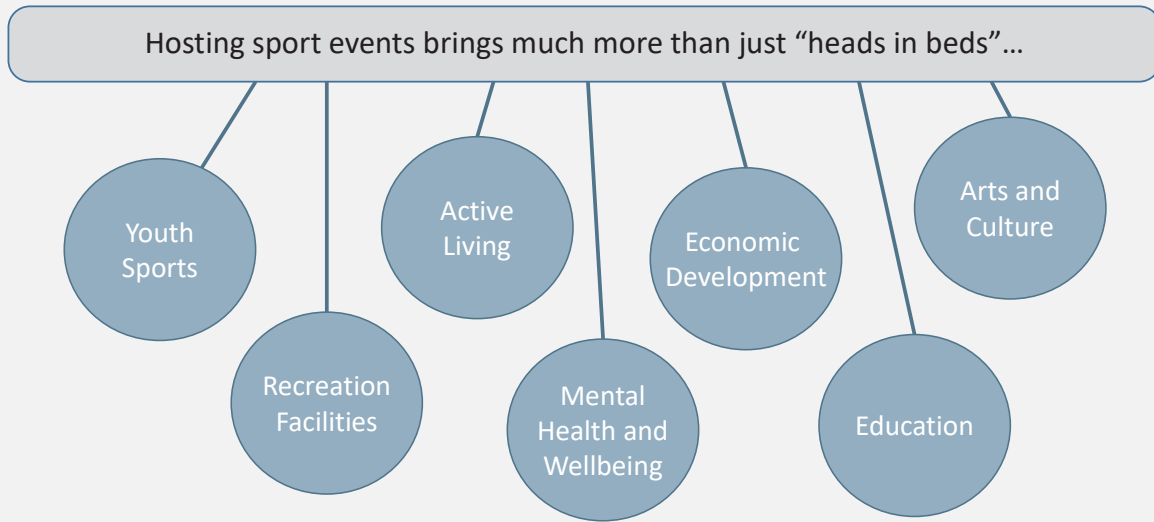
Sport is at the heart of **every** Canadian community.

Nanaimo is no exception.



Nanaimo Sport Tourism Strategy: “Build off the Base”

Sport tourism can bring many diverse benefits to Nanaimo.



Last Updated: 2022-04-12

____ For Discussion ____

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Nanaimo Sport Tourism Strategy: “Build off the Base”

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



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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



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Nanaimo Sport Tourism Strategy: “Build off the Base”

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

“The Base”

Hockey
Soccer
Baseball
Softball
Lacrosse
Basketball
Volleyball
Aquatics

All Things Cycling

Indigenous Sport

Paddle Sport

Individual /
Small Team Sport

Adaptive/ Para-Sport

Sport Administration

Vancouver and Victoria
“Spill Over”

Acclimatization and
Host Cities for
International Events



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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.



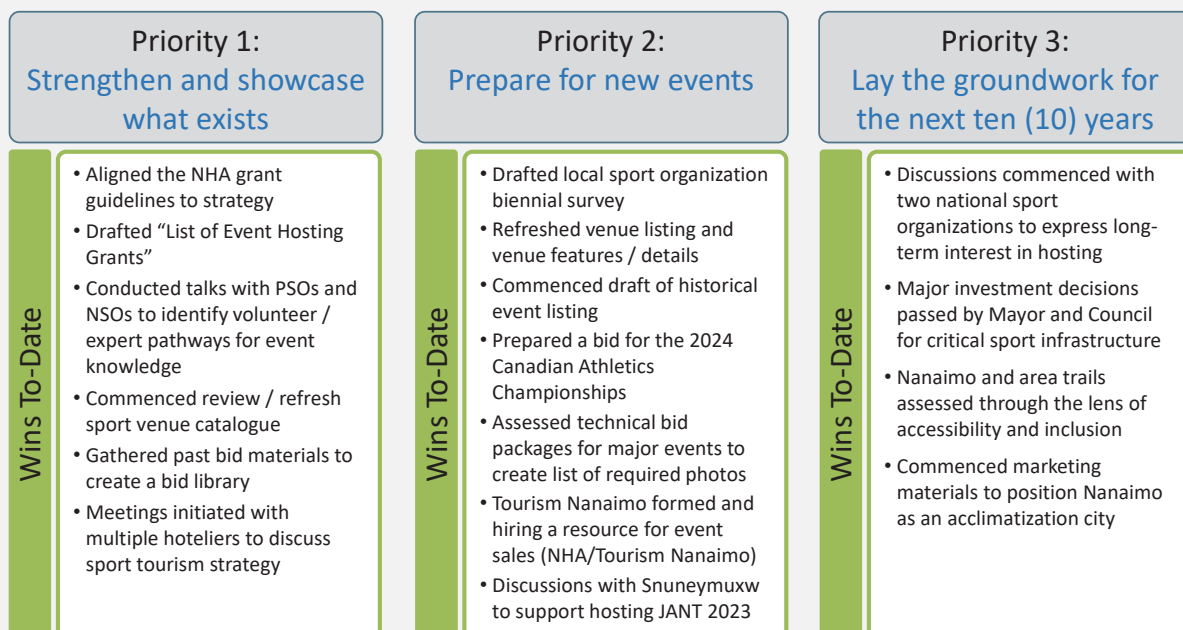
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Nanaimo Sport Tourism Strategy: “Build off the Base”

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.



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Questions?

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On behalf of:



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THANK YOU