



Niagara Sport Tourism Report

Planning & Economic
Development Committee

Brock
University

Centre for Sport Capacity

July 10, 2019

Julie Stevens, Ph.D.
Centre for Sport Capacity

Brock
University

Centre for Sport Capacity

Background

In 2017, there were **259,000 sport tourists who came to Niagara and spent over \$45 million** (Niagara Tourism Profile, 2019).

BUT.... A **“void”** in Niagara’s sport tourism market exists....



Centre for Sport Capacity

Purpose

The purpose of this report is to provide Niagara Region council and staff with the information they need to **make evidence-based decisions about building a Niagara sport tourism model for the future.**



Centre for Sport Capacity

Sport Tourism Definition

Definition: **sport tourism is defined as sport events that attract people from outside the community, whether for a few hours or a few days.**



Centre for Sport Capacity

Methodology

1. Environmental scan:

- a. Nine (9) municipalities;
- b. Neighbouring communities; mid-size municipalities; established reputation in sport tourism.

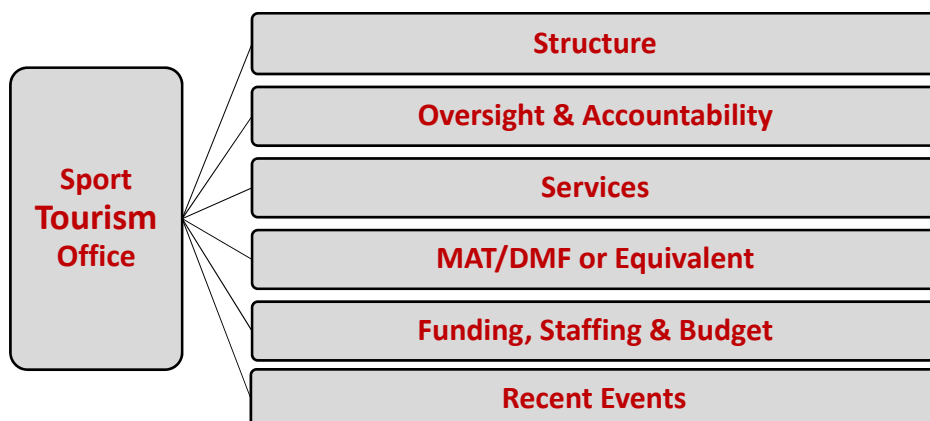
2. Interviews and focus groups:

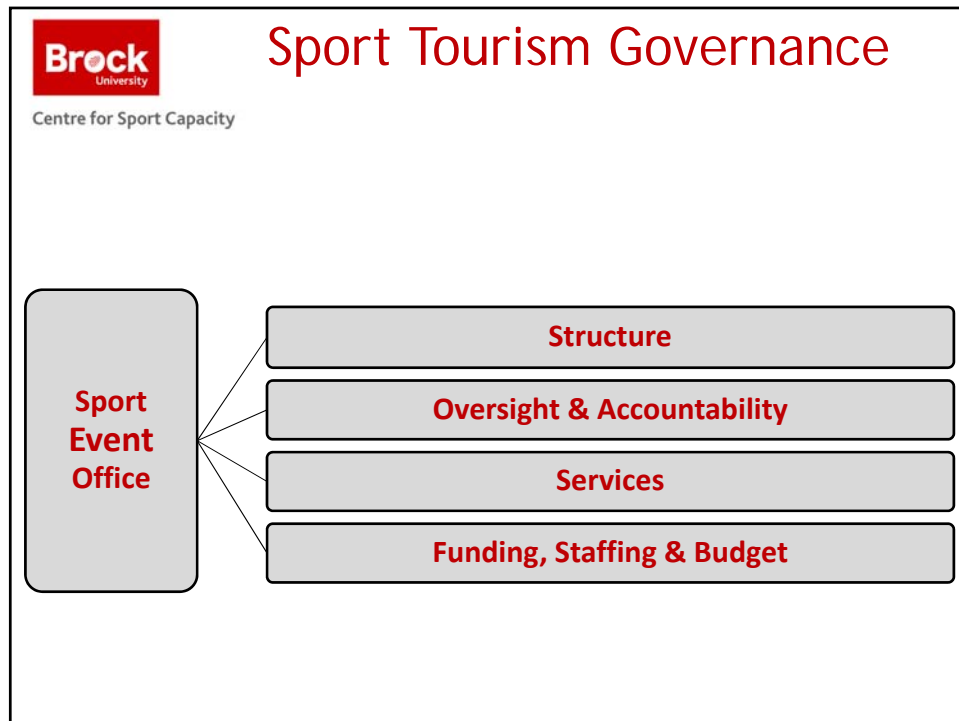
- a. 64 Niagara stakeholders;
- b. 48 organizations;
- c. Public, non-profit and commercial sectors who connect with sport tourism.



Centre for Sport Capacity

Sport Tourism Governance





Brock University
Centre for Sport Capacity

Theme 1

Sport tourism is an important contributor to the Niagara economy

- Sport tourism is valuable business for Niagara;
- Competitors aggressively taking advantage of economic benefits.

Recommendation #1:
The Niagara Region recognize sport tourism as a key component of future economic development initiatives.



Centre for Sport Capacity

Theme 2

Niagara needs a central, region-wide sport event office.

- Coordinate and communicate for whole region
- “Strong Voice” – proactive bidding.

Recommendation #2:

An arm’s-length sport event office be established.



Centre for Sport Capacity

Theme 3

A sport event office requires sustained operational and bid funding.

- Niagara Region funding support:
 - Operational – arm’s-length; Region funded
 - Bid Fund – Region funded; seek partner support as needed.

Recommendation #3:

The Niagara Region provide stable, long term operational funding for a sport event office.

Recommendation #4:

The Niagara Region provide stable, long term funding for a sport event bid fund.



Centre for Sport Capacity

Theme 4

A sport event office should offer high-level (strategic) as well as low-level (tactical) services.

- Sport event bid development;
- Activate business value in all types of event (small, medium and large-scale).

Recommendation #5:

The Niagara sport event office develop a 'diverse portfolio' strategy for sport event bidding and hosting.

Recommendation #6:

The Niagara sport event office offer event bidding and evaluation services.



Centre for Sport Capacity

Conclusion

A Niagara-wide sport event office would unite the region behind one competitive 'Made-In-Niagara' vision and strategy.

Niagara needs a sustainable sport tourism model with a long-term outlook.



Thank You



Centre for Sport Capacity

Question