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....
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.

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.
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.
Sport Tourism Governance

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.*
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.*

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.*
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.

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

Question