



"Kingston is emerging as a serious competitive sports host city ~ hockey, rugby, sailing, motocross and dancing ~ team building at its best."

Sport

**TOURISM KINGSTON 2008
MARKETING PLAN**

LEISURE • SPORT TOURISM • MEETINGS & CONVENTIONS • TRAVEL TRADE



Sport Tourism

CATCHING THE WAVE

Welcome to the 2008 Sales & Marketing Plan for Kingston's Sport Tourism Initiatives. This Marketing Plan has been integrated with the entire Tourism Kingston marketing plan.

The Sport Tourism initiative is responsible for:

- > Increasing the number, scope and impact of Sport Tourism events held in the Kingston area.
- > Create a "one-stop shop" for event rights holders and teams considering Kingston as a host community.
- > Raise the Kingston Community profile through sport tourism.
- > Identify desired sport tourism events and prepare bids to secure their choice of Kingston.
- > Maintain and enhance current sport tourism events – to showcase our competence and attract more visitors.
- > Provide feedback from the marketplace regarding specifics of events – successes, deficiencies etc.
- > Measure the economic impact of events.
- > Secure corporate partnership

2007 REWIND

2007 was an exciting year in sport tourism. Tourism Kingston was involved in bidding on nine events; five international, two national, and two provincial. Included in these events were the 2008 Barclays Churchill Cup Rugby tournament and 2008 World Fishing Network Canadian Open (Bass Tournament). Kingston hosted 7 events; four were International, and three were provincial. The biggest of these events was the ISAF Volvo Youth World Sailing Championships.



In August, Queen's University, Tourism Kingston and KAP Inc. partnered to host the Barclays Churchill Cup site selection committee while visiting Kingston's rugby facilities and Accommodations

In April, Tourism Kingston attended the Canadian Sport Tourism Association Congress in Gatineau, Quebec, the largest sport tourism conference in Canada. Tourism Kingston had 14 appointments and generated interest in Kingston as a sport tourism destination. One event was secured as a result of attending the CSTA – the U20 USA vs. CANADA soccer match.



THE BEST BETS

Sport Tourism



March 01, 2006 - Sport travel generated \$2.4 billion in domestic spending, according to the recently released 2004 Canada Travel Survey, conducted annually by Statistics Canada in conjunction with the Canadian Tourism Commission and other partners.

The 2004 figures represent an increase of 85% over the last comparable analysis conducted in 1998, which indicated that sport travel spending amounted to \$1.3 billion. In addition, the total person-trips related to sport travel (over 80 km) numbered 11,982,000 in 2004.

“The 2004 data supports our view that sport tourism is the fastest growing segment of the tourism industry,” says Ursula Gobel, Canadian Sport Tourism Alliance (CSTA) President. “It is also important to note that this data represents spending by domestic travelers only, and does not include spending by international visitors to Canada.”

Source: CSTA website: <http://www.canadiansporttourism.com/files/NewsletterMarch2006.pdf>

Sport Tourism Action Plan

The purpose of this planning template is to help Kingston understand sport tourism and plan to become more actively involved in this emerging tourism market segment.



New Facilities For 2008

Kingston will have two new sport and entertainment facilities open in 2008.

In February of 2008 a new state of the art Sport & Entertainment center will open. This venue will have a seating capacity of over 5,600, 29 corporate boxes and much more. This will be the largest venue between Toronto and Ottawa.

In March of 2008, a new 4-pad community centre will be opening. The Kingston Multiplex will have 4 NHL size arenas.

Strong services and Volunteer Culture

Kingston is known for its small town disposition and commitment to volunteerism. This is highly valuable to event organizers and participants who are concerned about execution and manpower at their events.

Changes to sport event hosting

Overtime local sport organizations have worked with local tourism professionals to help organize and plan sport events. This has led to development of sport tourism initiatives in other cities. The Sport tourism office has three major roles (1) enhance existing events, (2) Attract new events and (3) Develop new annual events.

Working with local sport organizations

Most local sport organizations would like to host an event whether it be a championship or a tournament but do not have the time to put the event together. A sport tourism office would help plan events from start to finish while working together with the local sport organization.

Housing bureau / Accommodation Service

The Housing bureau / Accommodation Service would function to service the hotel industry and visiting teams to Kingston. This in-house service would operate on commissionable rates that would allow Tourism Kingston to subsidize the operation of the accommodation service along with providing a contribution to the sport organization.



Team Travel Card

The Team Travel Card is a savings card with discounts at local business for event participants. At the end of the event, reports can be generated to let both the business and event organizer know how much business was generated during the event. This could be used for end of event reporting and generating increased corporate sponsorship for the event the next year.

Generate business growth in Kingston

Sport tourism events can be used to generate new business for Kingston by hosting potential business owners and corporate VIPs to show what Kingston has to offer. In the past, KEDCO has invited developers and investors to the 1000 Islands Poker Run so that they can see first hand what Kingston has to offer.

CHALLENGES

Community Buy-in

In the past, there have been several attempts to move sport tourism forward in Kingston. For this initiative to work effectively, we need everyone to work together, It is amazing what can be accomplished when we all work together.



Facilities

The Kingston community suffers from a laundry list of aging sporting facilities. While the improvement of the facilities and the augmentation of our piece of the sport tourism pie are mutually supportive, we remain at a low starting point for this criterion. The KRSEC and Multiplex facilities, however, will go a long way to improve our standing here.

Parking Downtown

Parking in Downtown Kingston is at a premium. This could pose a problem for participants and spectators from out of town and locals who do not live in the downtown core.

Accessibility

Many know Kingston's accessibility challenges in the downtown core. The City of Kingston has developed a new Accessibility Plan that was voted on and accepted by Council in September 2005. The plan discusses how Kingston will reduce barriers in three areas: Communications, Facility Operations and Public Transit over a three year time period.

Air Transportation

We have limited air transportation in to Kingston limiting the types of events we can host here.



STRATEGIC DIRECTIONS

1. To increase the number, scope and impact of Sports Tourism events held in the Kingston area. By enhancing events Kingston already hosts (Kids for Kids Hockey Tournament and The 1000 Islands Poker Run etc.), Attract new events to Kingston (International, National and regional championships) develop new events that will take place annually to offset the shoulder season (Friends of The Frozen Game Hockey Tournament, Extreme Sport Challenge etc.)
2. To create a “one-stop shop” for event planners and teams considering Kingston as a host community. We would help with Bid assistance and Site Selection, facilities and Accommodation Bookings, Sport Promotion, Sport Event Tools (Business Plan Template for staging a sport event STEAM – Sport Tourism Economic Assessment Model), Liaison with Local Suppliers, Volunteer Coordination, Itinerary Planning, Coordination of registration assistance, Area information for event participants, Team Travel Card for event participants.
3. To raise Kingston's Community profile through sports tourism. We will raise the profile by media exposure (local, regional and national media outlets), fans/tourists word of mouth as well as local tourism industry packages included with event participation. As a result tourism in Kingston would gain repeat visits, word of mouth recognition from participants and fans/ tourists.
4. To identify desired sports tourism events and prepare bids to secure their choice of Kingston. Draft a target list of existing and potential sport events for bidding and hosting. Determine the bid procedure and bid requirements for each event. Determine what events match our infrastructure and time frame and develop bids for each event.
5. To Maintain and enhance current sports tourism events – to showcase our competence and attract more visitors.
6. To provide feedback from the marketplace regarding specifics of events – successes, deficiencies etc. Develop reports that include economic impact, what the participants and fans thought of the event, and what changes we will make for the next event.
7. To measure the impact of events. Use STEAM (Sport Tourism Economic Assessment Model) to assess economic impact.
8. To secure corporate partnerships

Annual events include:

C.O.R.K.

Kids for Kids Hockey Tournament

Ambassador Cup Soccer Tournament

K-Town Triathlon

TARGET MARKET

- > Sport Associations - International, National, Regional and Local
- > Competitors – Athletes, Coaches and team Staff
- > Spectators – Fans/Tourists
- > Business Partners – Corporate Sponsors and Suppliers
- > Community – Local community stakeholders, Volunteers
- > Facility Holders – Cultural Rec Dept., Colleges, Universities, High schools, and privately owned and run facilities.

STRATEGIC TACTICS

- > Developing a Sport Tourism Action Plan for Kingston
- > Developing a comprehensive Marketing & Communications plan
- > Creating and distribute new facilities guide
- > Enhancing awareness of sport tourism in Kingston to target markets
- > Develop a quarterly sport tourism community newsletter
- > Develop an event assessment and selection matrix
- > Determine and establish needed support services
- > Identify needed facilities and costs associated
- > Identify key events as the best opportunities
- > Develop a bid strategy/format.

2008 SPORT TOURISM MARKETING BUDGET

Sport Tourism City Contribution	37,000
Sport Tourism KAP Contribution	55,000
TOTAL SPORT TOURISM BUDGET	92,000