

PLAYING THE FIELDS





SPORT TOURISM

TEAM SPIRIT

Welcome to Tourism Kingston's 2009 Sales & Marketing Plan for the Sport Tourism segment. In 2009 Tourism Kingston will execute the first year of the Sport Tourism Action Plan which presents a plan of action for Tourism Kingston and their partners over the next three years (2009 – 2012). The first year of the action plan focuses on growing existing events, as well as increasing Kingston's profile through hosting regional, provincial, national and international events.

Tourism Kingston and its sport tourism partners were involved in a lot of activity in 2008. Eighteen events were serviced; bid development and facilitation for six events and four events were secured. Our partnership with the Kingston Accommodation Partners (DMF) was strengthened with funding provided by KAP for sport tourism. Kingston's Sport Tourism Action Plan was developed and implementation is in progress.

In 2008, Kingston was represented at the following sport tourism and sport industry conferences; Canadian Sport Tourism Alliance Sport Congress and the Canadian Sponsorship Forum. While attending the Canadian Sport Tourism Alliance Sport Congress, Tourism Kingston participated in the Sport Events Exchange, a business-to-business events marketplace where event rights holders have the opportunity to meet one-on-one with municipal representatives interested in hosting events in their communities.

2009 SPORT TOURISM BUDGET

\$40,200.00

MISSION STATEMENT

To help the local community of sport, tourism and business organizations establish Kingston as a sport tourism and recreation destination of choice by serving as a catalyst and support for the creation, promotion and delivery of rewarding sport and recreational experiences for visitors, participants, partners and residents.

STRATEGIC DIRECTION

- > Maintain and grow existing sport tourism events while developing new and enhancing existing relationships with targeted Local Organizing Committees (LOCs), Local Sport Organizations (LSOs), Provincial Sport Organizations (PSOs), National Sport Organizations (NSOs), Multi-Sport Organizations (MSOs) and International Sport Federations (ISFs).
- > Increase and build upon the existing local support for sport tourism.
- > Assess event hosting opportunities and develop a post-event analysis to assist with targeting future opportunities for Kingston.

Web Development

The internet has become a gateway for information and planning for the sport event organizer and the event rights holder. Visitor websites must remain competitive with current and sophisticated capabilities offered to the user. With a greater understanding of our sport tourism target markets, we will be better able to serve their needs. With this in mind, the following modifications will be proposed and presented:

- > Develop a searchable sport facility database for Kingston as a selling and servicing tool for clients.
- > Develop an online and PDF downloadable Request for Proposal form that will help our clients book facilities and plan sport tourism events for effectively.
- > Develop an online and PDF downloadable information request form for those who want to find out what services we provide.
- > Develop an online and PDF downloadable Volunteer Registration form to help build the database of sport event volunteers for Kingston.
- > Enhance the existing sport tourism section of the tourism website by posting stories and updates.
- > Post testimonials from sport event organizers, participants and spectators who have hosted or attended events in Kingston.

DEMOGRAPHICS & MOTIVATORS

Through Statistics Canada research and industry feedback, we have a better understanding of who our target market is within the sport tourism segment. The primary target consists of several types of sport organizations as they decide what communities will host their events. The secondary target market consists of event participants or spectators who travel to see events.

PRIMARY TARGET

We will reach our primary target market through membership with the CSTA, attending industry conferences and tradeshow, sales calls, development of a sport tourism promotion package, and familiarization tours and site visits.

- > **Local Sport Organization (LSO)** - These organizations deal with sport on the local level and might include a municipal league (normally these are team sports such as hockey and softball), a community centre based organization, private clubs or teams. In all cases, the role of this organization is to provide structured coaching, officiating, training and competition for athletes.
- > **Provincial Sport Organization (PSO)** - Provincial Sport Organizations are responsible for the regulation of all areas and levels of their sport within the province and for the governance of the province-wide development of the sport. They are the provincial voice on behalf of its members.
- > **National Sport Organization (NSO)** - A National Sport Organization (sometimes referred to as a National Sport Federation – NSF) is the national governing body for a given sport in Canada. NSO members are the Provincial Sport Organizations and high performance athletes in their program (national teams).
- > **International Sport Federation (ISF or IF)** - International Sport Federations are the international regulatory body for each sport. Some ISFs cover all sports under the same banner, such as the International Skating Federation for all of skating rather than just one sport (speed skating or figure skating). As an athlete your interaction with your ISF will usually be through an appointed technical official at an International Competition.
- > **Multi-Sport Organization (MSO)** - A Multi-Sport Organization is responsible for many different sports and while not responsible for the governance of the sports, MSOs usually oversee the implementation of athlete support (such as the Canadian Sport Centres) or a multi-games event. Examples of multi-sport organizations include the Canadian Olympic Committee, the Canada Games Council and the International Paralympic Committee.





SECONDARY TARGET

Once events are secured or identified as events with opportunity for growth, strategic marketing plans will be developed to utilize the media sources that have been identified for each market.

- > **Those who attend Amateur Tournaments while on Trips** – 18-54 years/31.4% University educated/Avg.HHI - \$80,625/ primarily shorter-haul, domestic travelers. Avid sports enthusiasts who frequently attend other sporting events festivals, concerts and live theatre while traveling. They are highly active in outdoor activities - especially team sports, exercising and jogging, sports and games. They tend to take family vacations and look for destinations that offer lots to see and do for both adults and children with an opportunity to enjoy and nurture family relationships. Below-average users of the Internet to plan and book travel. This group can be effectively reached through all types of sports media (e.g., professional sports magazines, television sports, all-sports radio and sports websites).
- > **Those who Play Team Sports While on Trips** - 18-54 years/28.6% University Educated/Avg. HHI \$80,189/ participate in physically challenging outdoor activities, visit theme parks and exhibits, attend musical concerts, festivals and attractions and attend comedy festivals and clubs. They look for vacation destinations that have lots of things to see and do for both adults and children. Relative to the other outdoor activity types, Team Sport Players are below-average users of the Internet to plan and book travel. This segment can be most effectively targeted through sports-related media and popular music radio stations.
- > **Those Who Attend National and International Sporting Events While on Trips** – 45-65 plus/32.4% University Educated/Avg. HHI \$74,337/frequently participate in sporting activities both as spectators and as participants - attend live art performances and participate in fitness activities. They prefer vacations that are physically challenging and provide opportunities to socialize with their family and friends. Below-average user of the Internet to plan and book travel and are avid consumers of travel media and may also be effectively targeted through sports media and country music radio stations.

STRATEGY IN ACTION

- > Undertake sport tourism assessment visits with LSOs, LOCs and other sport tourism partners to improve buy-in and clarify the role of Tourism Kingston.
- > Strengthen relationships with local sport organizers by attending their events.
- > Servicing sport events and assisting with promotion and marketing.
- > Host workshops/networking sessions for LSOs and LOCs; which focus on trends, challenges and best practices.
- > Develop a sport tourism event planning kit for LSOs and LOCs.
- > Match mentors with local sport organizations and event organizers to assist with event planning.
- > Continue our membership with the Canadian Sport Tourism Alliance
- > Attend CSTA Sport Congress, National Association of Sports Commissions Event Symposium, and the Canadian Sport Leadership Conference in 2009.
- > Carry out pre-qualified sales calls with PSOs, MSOs, NSOs and ISFs and other event rights holders.
- > Develop an information package to promote Kingston as a sport tourism event destination of choice for PSOs, MSOs, NSOs and ISFs and other event rights holders.
- > Identify opportunities for familiarization tours for site selectors, sport organizations and other event rights holders.
- > Develop and implement a communication strategy to inform residents and stakeholders about sport tourism initiatives.
- > Reach out to tourism partners effectively to engage them in sport tourism.
- > Work with Volunteer & Information Kingston to improve volunteer training and development.
- > Use the Bid Opportunity Assessment Tool to evaluate bid opportunities.
- > Compile pre and post event economic impact data on sport events and conferences.



MEASUREMENT

The success of any plan must be judged by certain criteria -- by general or qualitative measures of success and/or specific quantitative metrics. For sport tourism, the main criteria of success have been identified as:

- > Growth in estimated overall economic impact (by event or overall)
- > Number of heads in beds attributed to sport tourism initiatives
- > Increased media coverage for Kingston
- > Increased strength and capability of local sport organizations and businesses
- > Increase in trained volunteers
- > Increased community pride

