



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.

Welcome to Tourism Kingston's 2010 Sales & Marketing Plan for the Sport Tourism segment. In 2009 Tourism Kingston executed 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). Year two of the action plan will focus on increasing Kingston's profile as a Sport Tourism Destination through bidding on and hosting regional; provincial; national and international events and the positive impact for the City of Kingston.

2009 was filled with activity; 28 events were serviced; bid development and facilitation for thirteen (13) events and nine (9) events were secured. Our partnership with the Kingston Accommodation Partners (KAP), Destination Marketing Fund (DMF) was strengthened with funding provided by KAP for sport tourism in the areas of best practices and event funding.

Sport Tourism

In 2009, Kingston was represented at the Canadian Sport Tourism Alliance Sport Congress. 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.

Strategic Direction

- › Service sport tourism events while developing new and enhancing existing relationships with targeted Local Organizing Committees (LOC), Local Sport Organizations (LSO's), Provincial Sport Organizations (PSO's), National Sport Organizations (NSO's), Multi-Sport Organizations (MSO's) and International Sport federations (ISF's).
- › Increase and build upon the existing local support for sport tourism.
- › Assess event hosting opportunities and develop 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 must meet the needs of our target market. With this in mind, the following modifications will be proposed and presented:

- Using social networking site to promote Kingston as a Sport Tourism Destination.
- Enhance the existing sport tourism section of the Tourism Kingston website.

Demographics & Motivators. Through Statistics Canada research and industry feedback, Kingston has better understanding of who their target market is in the sport tourism segment of the tourism industry. The primary target consists of several types of sport organizations as they decide what communities will host their events. The secondary target market is developed from those who participate in the events or spectators who travel to see events.

Primary Target

- **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 (NSO) (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

- › **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 and frequently attend other sporting events festivals, concerts and live theatre while traveling. They are highly active in outdoor activities and especially team sports, exercising and jogging and 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 and 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 LSO's, LOC's to improve buy-in and clarify the role of Tourism Kingston and other sport tourism partners.
- › Strengthen relationships with local sport organizers by attending their events.
- › Provide servicing to sport events and assist with promotion and marketing.
- › Host workshops/networking sessions for LSO's and LOC's; which focus on trends, challenges and best practices.
- › Match up mentors to help local sport organizations and event organizers with event planning.
- › Continue our membership with the Canadian Sport Tourism Alliance
- › Attend CSTA Sport Congress and the Canadian Sport Leadership Conference in 2010.
- › Carry out pre-qualified sales calls with PSO's, MSO's, NSO's and ISF's and other event rights holders.
- › Enhance the sport tourism information kit to promote Kingston as a sport tourism event destination of choice for PSO's, MSO's, NSO's and ISF's and other event rights holders.
- › Identify opportunities for familiarization tours for site selectors, sport organizations and other event rights holders.
- › Develop and implement communication strategy for the community. That will improve communication with the community, informing residents and stakeholders about sport tourism.
- › Reach out to tourism partners effectively to engage them in sport tourism.
- › Creation of the Sport Tourism Score Card for sport events and conferences. The Score Card will provide the following information Economic Impact, Visitation Numbers, Event Performance Rating and media exposure.

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.