

Discover the value of integrating sport and tourism in your community.

Can your community identify where it may realistically use sport tourism as a sustainable economic driver?

Do community leaders want to learn more about sport tourism and its benefits?

Do sport tourism stakeholders want to work together to understand and identify opportunities for your community?

Sport Tourism - travel motivated by playing or watching sport – is one of Canada's fastest growing industries. Building sport tourism can be achieved through hosting more events; hosting larger, higher profile events; and increasing tourism expenditure during events.

The Advanced Sport Tourism Workshop is presented by Tourism BC as part of the Ministry of Jobs, Tourism and Innovation. The full-day workshop brings together the community's sport, tourism, business and local government stakeholders to share ideas, form partnerships and begin to develop strategies to grow sport tourism locally.

Who should attend?

- Local sport organizations/sport event organizers
- Local tourism association/destination marketing organization
- Public sport facilities (representatives from your parks and recreation department)
- Private facility operators (such as a ski hill or conference centre)
- PacificSport regional centre
- Chamber of Commerce
- Municipal stakeholders (mayor, council or economic development officer)
- College, university or other educational institutions
- Accommodation, food and beverage businesses
- Others who may benefit from attending

