



ON YOUR MARK, GET SET, GO!

IS NOW THE TIME TO EXPLORE SPORT TOURISM OPPORTUNITIES IN YOUR COMMUNITY?



- Can you identify where your community can realistically use sport tourism as an economic driver?
- Do you want to learn more about sport tourism and its benefits?
- Do you want to learn how to bring your community together through sport and tourism?
- Do you want to be able to understand and identify opportunities for your community?

Join us for a Sport Tourism workshop designed specifically to answer these questions and more!

WORKSHOP AGENDA

Sport Tourism Community workshop

The 3-hour workshop has been designed to help participants understand how the sport and tourism industries can work together to ensure that sporting events are a success for the entire community. The workshop is designed for communities that are beginning to explore their sport tourism opportunities.

Workshop Agenda

- Overview of the tourism industry
- Sport tourism: internationally, federally, provincially, locally
- Community and Facility inventory
- BC sport system – learn who the players are and how to access them
- Available tools and resources
- Sharing of best practices

Workshop Facilitators

- Suzanne Carter
- Ursula Pfahler

How to Register

Have your community representative book a workshop through Tourism BC at 604-660-6391 or by emailing Caterina.Papadakos@tourismbc.com

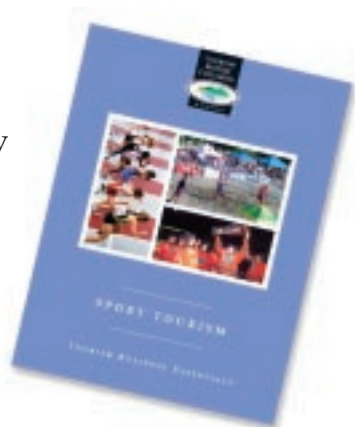
Cost

\$400 per workshop. The cost includes 10 Sport Tourism workbooks that can be shared with your community members. Your community provides the venue and one of the facilitators will visit your community and present the workshop.

Sport Tourism Guide

Topics covered in the Sport Tourism Guide include:

- Understanding sport tourism
- Event bidding and hosting
- Tracking the economic impacts
- Industry trends
- Sport tourism in your community



Who Should Attend?

As sport tourism is a community-wide effort, the workshop is most beneficial when the following representatives are in attendance:

- 1 Local sport event organizer
- 2 PacificSport Regional Centre
- 3 Local sport facilities (e.g. Parks & Recreation department)
- 4 Local tourism association
- 5 Regional tourism association (one of six tourism regions in BC)
- 6 Chamber of Commerce
- 7 Municipal (mayor, council, Economic Development Officer)
- 8 Spirit of BC Community Committee
- 9 Accommodation and Food and Beverage representatives
- 10 Private facility operators (e.g. ski hill or conference centre)
- 11 College/University/Educational Institution
- 12 Others that you think may benefit from attending