



Post-Event Report: SEC18

Submitted to: Halifax Regional Municipality

Submitted by: Canadian Sport Tourism Alliance

Date: April 27, 2018

Event Overview

Sport Events Congress 2018 | Halifax | March 7-8-9

The CSTA, in partnership with the Halifax Regional Municipality (HRM), hosted its annual congress in Halifax. HRM bid for the right to host the event and proposed the Halifax Convention Centre as the host venue for meeting space and the Prince George Hotel & Cambridge Suites Hotel as host hotels for delegates.

Additional funding support for the event came from the Province of Nova Scotia, along with 30 event sponsors and 16 stand-alone exhibitors.





Overview of Congress Activities & Sessions

Pre-Congress | Tuesday, March 6, 2018

The Event Atlantic Summit took place in conjunction with Sport Events Congress the day before SEC18. Organizers of both events engaged in cross-promotional marketing through email and social media whereby attendees at each event were encouraged to attend the other.

All SEC18 delegates were also invited to an evening welcome reception hosted by the Event Atlantic Group at a local sports bar establishment.





Overview of Congress Activities & Sessions

Day 1 | Wednesday, March 7, 2018

Day 1 kicked off at the Prince George Hotel with a CSTA members' breakfast and AGM. Sessions on economic impact, a mayor's panel and a briefing session for Events Rights Holders were also held at the hotel. CSTA's popular Sport Tourism 101 session was also staged at the Prince George and an early morning run was offered as part of the event "Sweatworking" activities.

A registration desk was set up at the hotel for people attending the morning sessions.



Overview of Congress Activities & Sessions

Day 1 | Wednesday, March 7, 2018 (continued)

At the Halifax Convention Centre (HCC), Vendor Alley set-up took place in the early morning. The registration desk moved over to the HCC and the official welcome brunch took place featuring welcoming remarks from the Mayor of Halifax, Mr. Mike Savage, and Hon. Leo A. Glavine, Minister, Communities, Culture and Heritage, Province of Nova Scotia followed by a lively musical presentation by Squid.

The afternoon of Day 1 featured more sessions and presentations, including the Xperiential Huddle (a roundtable format), a session on sponsorship and a session on event risk management, plus more Sweatworking (zumba).



Overview of Congress Activities & Sessions

Day 2 | Thursday, March 8, 2018

Thursday kicked off with a morning breakfast presentation from CBC Sports, another sponsorship-themed breakout session that ran opposite a session on digital communications and fan engagement and Pre-Game (an informal opportunity for event sponsors and accommodations providers who are members of CSTA to meet with Events Rights Holders). There was also a presentation on CSTA's new Sport Tourism Assessment Template tool.

Lunch on Day 2 was CSTA's annual PRESTIGE Award Luncheon hosted by CBC's Colleen Jones where excellence and success in sport tourism is celebrated.



Overview of Congress Activities & Sessions

Day 2 | Thursday, March 8, 2018 (continued)

The afternoon on Day 2 featured the marquee event, Sport Events Exchange – a B2B marketplace in a speed dating format.

Delegates who were not part of the Exchange attended sessions on GX (Guest Experience), participated in Sweatworking (tai chi) and attended the GSI Host City Ranking announcement.



Overview of Congress Activities & Sessions

Day 3 | Friday, March 9, 2018

The final day of SEC18 started with a breakfast buffet and presentation by the CEO of the Boston Marathon. Sport Events Exchange continued along with sessions on Creating Hosting Opportunities and mining information to have the right conversations with sport tourism stakeholders.

The final day of SEC18 concluded at 1:00 pm with the closing luncheon and a presentation on Canada Soccer's UNITED Bid for the 2026 FIFA World Cup.



Social Events & Vendor Alley

Sport Events Congress 2018 | Halifax | March 7-8-9

Networking is a big motivator for people to attend Sport Events Congress, thus, the evening social events and Vendor Alley (trade show) are important elements to the event.

On the evening of Day 1, HRM hosted a social at the Alexander Keith's Brewery followed by a flamingo-themed dance party hosted by CSTA and its sponsors.

On the evening of Day 2, HRM treated delegates to the U SPORTS Men's Basketball event.

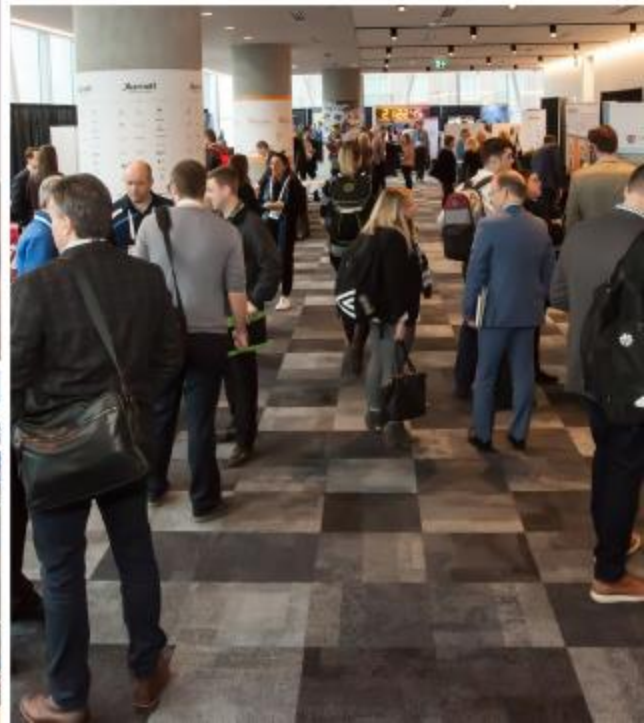
Vendor Alley ran in conjunction with all activities during the conference on Days 1, 2 and 3 at the HCC and featured a variety of activations run by exhibitors.











Fulfillment | HRM Funding

In recognition of the funding provided by the Province of Nova Scotia for Sport Events Congress 2018, the CSTA provided the following benefits:

Asset	Status	Notes
Presenting Sponsor Status of evening hospitality events	Delivered	
Signage at Event	Delivered	Recognized as major partner
Speaking Opportunity	Delivered	At Welcome Brunch on Day 1 (Mayor Savage)
Branding on SEC materials	Delivered	See examples on pages 16-20
Customized promo at sponsored events	Delivered	HRM provided tartan scarves as a promo offer to delegates at the Brewery event.
4 Complimentary Congress Registrations	Delivered	
Exhibit Space in Vendor Alley	Delivered	HRM passed on this benefit to Discover Halifax

Fulfillment | Government of Nova Scotia Funding

Asset	Status	Notes
Electronic Copy of Delegates' List	Delivered	
Reserved Seating in Plenaries & at the PRESTIGE Awards luncheon	Delivered	
Room drop for Go Congress! participants	Delivered	
Access to Sport Events Exchange Pre-Game	Delivered	
Live Partner Thank-You/Mentions	Delivered	At opening brunch and closing plenary luncheon
Printed ad in Survival Guide	Delivered	
Website ad banner and video promo spot on SEC-TV	Delivered	
Access to event-related photography and videography	Delivered	Final re-cap video + all B-roll and event photos were provided.
Inserts in delegate bags	Delivered	Chocolates



GET YOUR EAST COAST ON!

The leading sport tourism networking & professional development event registration opens soon.

Look for early bird pricing info.

Celebrate sport tourism and see
USPORTS Men's Basketball in action!

www.canadiansporttourism.com
#meeteast #GotGame



Sport Events Congress
GOT GAME?

March 7-8-9 | Halifax Convention Centre

WE'VE GONE COASTAL!

SEC makes its East Coast
debut in March!

Registration launches in November.

www.canadiansporttourism.com #meeteast #GotGame



Sport Events Congress

GOT GAME?

March 7-8-9 | Halifax Convention Centre





Sport Events Congress

GOT GAME?

March Must Do's in Halifax

Take CSTA's sport tourism quiz:

What is your first choice for a March activity in Halifax?

- Visit Alexander Keith's Brewery
- Take in a U SPORTS Basketball Game
- Tour the new Halifax Convention Centre
- Mingle at The Flamingo at the Prince George Hotel
- Do all of the above at Sport Events Congress 2018!!**

Don't miss a moment of **#SEC18** when the sport tourism industry gathers in Halifax **March 7-9, 2018**.

Register by January 11 to secure the early bird pricing and to win a trip for two on Porter.

HALIFAX



porter



HOOK, LINE & SINKER



300+ of your colleagues have already registered for the only event that brings together all of Canada's sport tourism professionals in one room. Don't get caught at sea!

REGISTER NOW!



HALIFAX



Sport Events Congress

GOT GAME?

Guess what time it is!?

It's SEC o'clock!

Register **EARLY** for all the perks, including the chance to win a trip for two courtesy of Porter. **Early bird deadline = January 11, 2018.**

PS - Don't forget to pack your lobster bib and crackers!
#meeteast

If you've **#GotGame** we'll see you in Halifax
on **March 7-9, 2018.**

REGISTER NOW!

NOVA SCOTIA

HALIFAX

porter



There'll be so much to 'sea' in Halifax at SEC18!

But, don't take our word for it... here's your personal invitation to #meeteast!



Sport Events Congress.

GOT GAME?

March 7-8-9 | Halifax Convention Centre

**GET YOUR DOSE OF
VITAMIN 'SEA'
IN HALIFAX
AT #SEC18!**

REGISTER NOW!

Early Bird Deadline = January 11, 2018.
Win a trip for two on Porter!

porter

NOVASCOTIA HALIFAX

SEC
18



SEC
18


NOVA SCOTIA

No matter where you are in Nova Scotia, you're never more than 67 km away from the ocean!

Join us at SEC18 for Canada's largest gathering of sport tourism professionals where you'll learn, network and develop new business (and also get to dip your toes in the ocean if you dare).

REGISTER NOW!

Last Chance to Register =
February 23rd

HALIFAX



HRM partnered with the CSTA to provide funding for the Go Congress! program, a subsidized offering to events rights holders to attend Sport Events Congress. Program participants received:

- Complimentary event registration (from CSTA)
- Airfare, accommodations and ground transportation (from HRM)
- Gifts and welcome packages (from HRM)

Approximately 60 people participated in the program. When surveyed post-event about the importance and relevance of the Go Congress! program in the rights holders' decision to attend SEC18 in Halifax, 21% indicated it was highly important (indicating 5 out of a scale of 1 to 5), while 31% indicated it was not important at all (ranking a 1).

HRM's share of the costs associated with this program are documented in the final financial report provided by the CSTA. It should be noted, that due to a winter storm that shut down the airport on the departure day (March 9th), many of the Go Congress! participants had extended stays in the Halifax area for 1-3 days.

Kelly Weiss was the CSTA consultant who coordinated all aspects of the Go Congress! program including inviting and confirming participants, booking travel, prepping documents and communication, and managing extra hotel bookings, air bookings and expense reimbursement related to the extended stays in Halifax post-event. Financial support for Kelly's role was provided by the Government of Nova Scotia.

Key Challenges & Successes

Congress Post-Event Evaluation

CSTA conducted three post-event evaluation activities:

1. Post-mortem debrief (internal exercise with SEC event staff)
2. Post-event survey to attendees (sent via email)
3. Economic Impact Study (using CSTA's steam^{2.0} tool)

The purpose of these evaluations was to determine satisfaction levels amongst attendees (compared to previous years), to monitor the success associated with changes or adjustments made to event design in 2018 (compared to previous years), to gain intel for future planning, to identify possible content and speakers for future events, and to gauge the success of taking the event to a new host city.



Key Challenges & Successes

CSTA's Internal Post-Event Debrief

- ✓ The warm and happy vibe experienced at SEC18 was unprecedented.
- ✓ Event registration revenues were higher (more delegates ultimately chose to attend than forecasted meaning there was no apparent drop-off from western-based delegates and more participation from Atlantic Canada)
- ✓ Sponsorship revenues were the highest ever.
- ✓ CSTA's marketing activities with the education sector resulted in the highest # of college and university affiliated attendees ever.

Key learnings associated with CSTA's post-event debrief included the following:

- ✗ Execution and event logistics in a brand new venue and in a new city presented some challenges and involved significant more investment of planning time than anticipated.
- ✗ The event expenses exceeded budgeted amounts in several categories (staff travel, extra pre-event site visits, shipping).
- ✗ The volunteer engagement plan didn't roll out as anticipated with a high rate of cancellations and 'no shows' and two volunteers that had to be dismissed.



Key Challenges & Successes

CSTA's Email Survey to Delegates

Key learnings associated with CSTA's email survey to delegates (response rate = 116 of 400) included the following:

- ✘ The PRESTIGE Awards luncheon was a lowlight – from the meal to the host to the acceptance speeches.
- ✘ The multiple-room format for Sport Events Exchange and the glitchy Wi-Fi which affected audio and the appointment timer were misses.
- ✘ Small communities and smaller event properties are still struggling to find content that is relevant to them.
- ✘ There is increasing pressure for 2-way appointment scheduling at Sport Events Exchange to permit events rights holders to screen their matches.
- ☑ Delegates loved the Brewery Social – a big highlight for many (71% ranked it as 'excellent').
- ☑ Delegates genuinely enjoyed the city – for some, it was their first-time to visit Halifax (or Nova Scotia) and some took part in pre/post travel/visits (approx. 45% said the host city of Halifax was highly relevant or a very important part of their decision to attend the event).
- ☑ Delegates appreciated and noticed the level of organization and fine-tuned execution of the event.



Key Challenges & Successes

CSTA's Economic Impact Study

A detailed overview of CSTA's economic impact study using steam ^{2.0} is included as a separate document to this report.





Event Highlights | By the Numbers

400 delegates

82% of out of town attendees stayed at the host hotels

47% of delegates were rookies (compared to 1/3 in previous years)

23% of return attendees say SEC18 was the best one yet

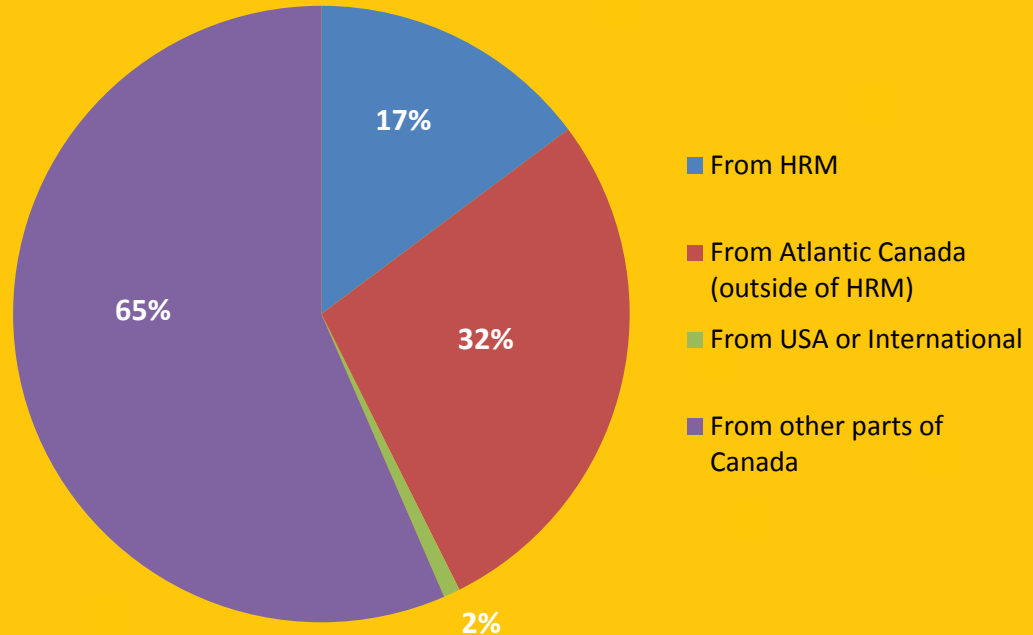
22% of return attendees considered it about the same

Sponsorship revenue increased by **11%** over 2017

10 Nova Scotia PSOs took advantage of the subsidized registration offer from the Government of NS and attended for the first time (compared to 0 PSOs in the past).

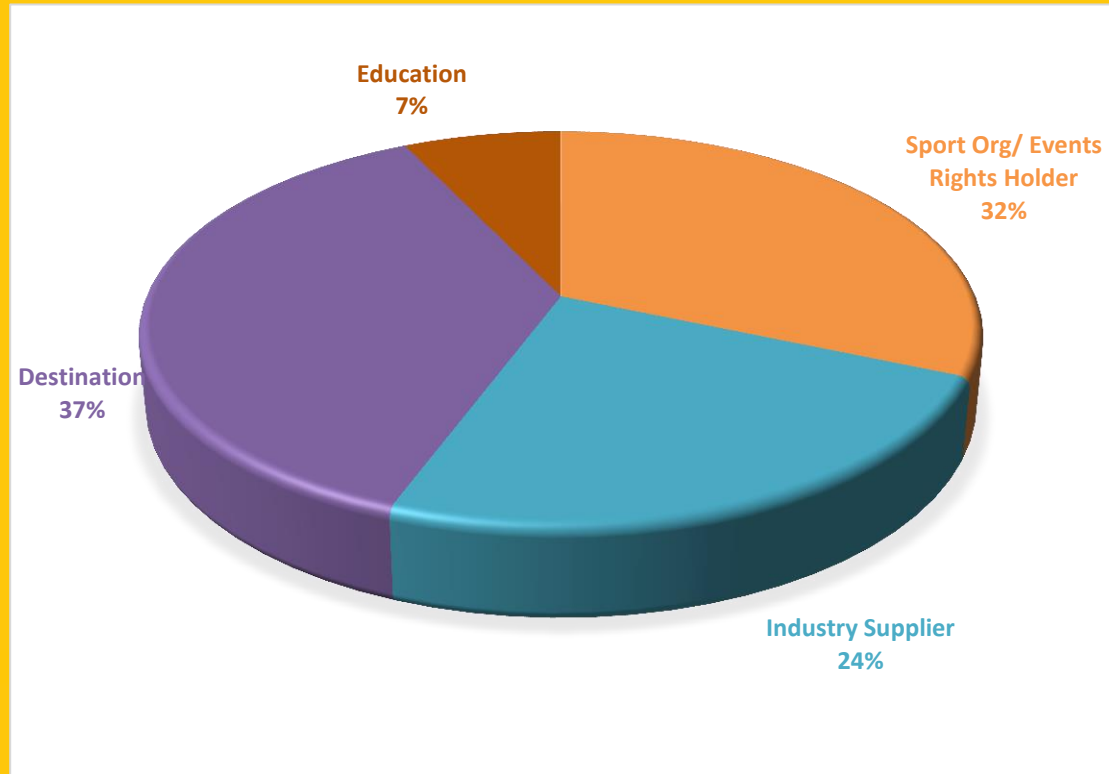
Event Highlights | By the Numbers

Geographic Representation of Attendees



Event Highlights | By the Numbers

Breakdown of Attendees by Category



Volunteers

The breakdown on the final # of volunteers was difficult to track. Originally, approximately 20-25 people were required, assuming most people signed-up for more than one shift.

However, CSTA had a high rate of cancellations and people requesting shift changes after the first draft of the volunteer schedule was sent out to the 22 people who had signed up. New volunteers were then recruited and slotted in during the 2nd and 3rd rounds of scheduling. More drop-outs took place and several 'no shows' occurred onsite (there were 13 people who cancelled on the day prior to the event or the day of or who didn't show up at all without any explanation).

Thankfully, there was a solid, small group of reliable and competent people who stepped in to fill roles on the fly and ultimately covered extra shifts which prevented any gaps.

The split of students (youth) versus older more mature volunteers was 20-80.

All of the volunteers, with the exception of three people, were local (either from HRM or surrounding area in Nova Scotia). Two of the three volunteers hailed from Brantford, Ontario and are regular volunteers at this event with 6+ years experience volunteering for the CSTA. The third person was a recent grad from uOttawa who had volunteered at SEC17 and had relocated to Halifax for a contract role just prior to SEC18.





Event Media Highlights

Despite CSTA's typical efforts to engage local media in either the Congress program or the PRESTIGE Awards, there was very little uptake or interest from local media to cover the event live.

In 2017, for example, there were a number of journalists who attended the event and there was a television spot on CTV-Ottawa.

There was some coverage related to Nova Scotia-based PRESTIGE recipients (and lots of coverage in publications from other cities). A detailed media report is attached to this report as a separate document.

Summary

The CSTA is very pleased to have partnered with HRM and The Government of Nova Scotia to host Sport Events Congress 2018 in Halifax.

We hope that the event has brought an increased profile to the sport tourism industry, a \$6.5 billion segment of the tourism industry in Canada. We also set out to provide professional development and business development opportunities to Nova Scotia-based provincial sport organizations (PSOs) and communities who may have otherwise not had the opportunity to be part of the sport tourism landscape across Canada.

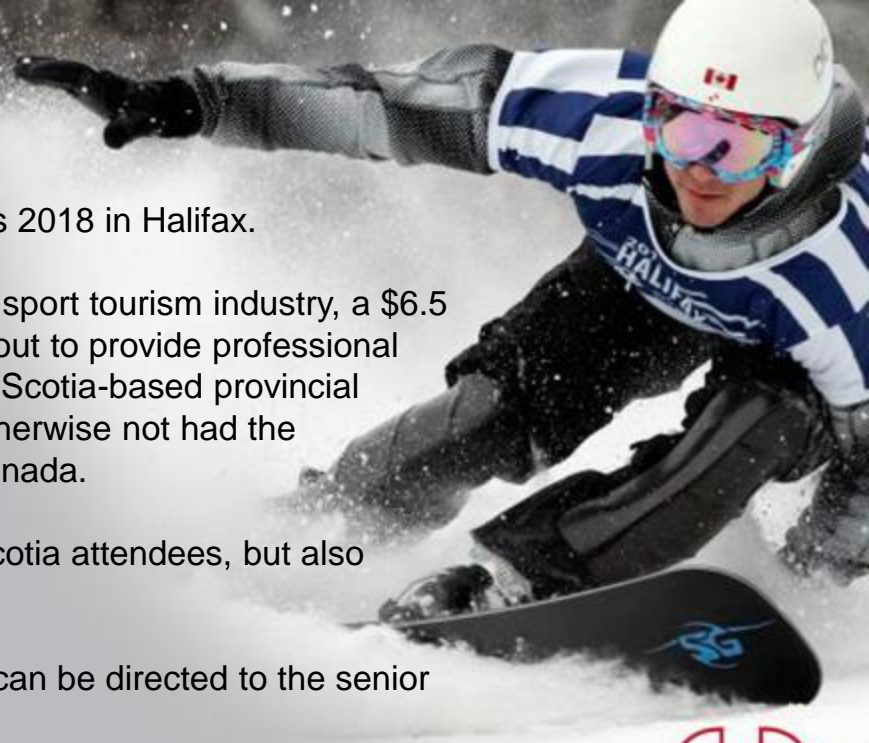
CSTA was thrilled to see not only a strong presence of Nova Scotia attendees, but also increased participation from the other three Atlantic provinces.

Any questions concerning the event or the post-event findings can be directed to the senior members of the planning team:

Rick Traer, CEO, CSTA
rtraer@canadiansporttourism.com

Krista Benoit, Executive Director, Marketing & Events, CSTA
kbenoit@canadiansporttourism.com

Thank you for supporting Sport Events Congress and welcoming us to Halifax!





HALIFAX



The Prince George Hotel
HALIFAX



Scoring Sport Events for Charlottetown



Press Releases/Member Alerts

Sport Events Congress in Halifax

March 14, 2017 – Announcement of Event to be held in Halifax

“It’s a Shore Thing” as Halifax set to host Sport Events Congress 2018!

<http://canadiansporttourism.com/news/its-shore-thing-halifax-set-host-sport-events-congress-2018.html>

- Sent to members by CSTA
- Re-released to media by HRM and Halifax Convention Centre
- Highlighted on social media platforms
- Posted on CSTA Website
- Posted on SIRC – [Sport Research - Intelligence sportive](#) – a targeted media release service for sports information

Media Coverage

TheChronicleHerald.ca - [Halifax to host 2018 sport-tourism conference](#)



The banner features a red background with a white and blue wave graphic and a red maple leaf. The text is in white and blue. The top section contains the organization's name in both English and French. The middle section has a dark grey bar with the alert title. The bottom section includes the date and two social media follow buttons.

Canadian Sport Tourism Alliance
Alliance canadienne du tourisme sportif

CSTA Alert / Alerte d'ACTS

March 2017 / Mars 2017

Follow Us
@SportEventsCong

Follow Us
@CdnSportTourism

“It’s a Shore Thing” as Halifax set to host Sport Events Congress 2018!



March 14, 2017 (Ottawa, Ontario) – The largest gathering of the Canadian sport tourism industry will be heading to Halifax, Nova Scotia for its annual conference in 2018. The Canadian Sport Tourism Alliance (CSTA) announced today that Sport Events Congress 2018 (SEC18) will be held at the new Halifax Convention Centre. The two hotel partners for the event will be the Prince George Hotel and the Cambridge Suites Hotel.

It is the first time since it began in 2001 that Halifax will host this flagship event which draws more than 400 sport event rights holders, tourism professionals, event management firms and suppliers from the sport tourism industry. In recent years it has generated economic activity in the host communities ranging from \$1.07 million to \$1.63 million. Sport Events Congress 2018 will be held Wednesday, March 7 to Friday, March 9, 2018.

"Halifax is thrilled to play host to Sports Event Congress 2018," said Mayor Mike Savage. "We look forward to extending a warm Maritime welcome to sports organizations, tourism agencies and representatives from across the country eager to share knowledge and expertise about what it takes to be an exemplary sport event destination."

"Hosting Sport Events Congress supports our commitment to building vibrant communities through culture and sport events," said Tony Ince, Minister of Communities, Culture and Heritage. "We're delighted to partner with Halifax Regional Municipality and the Canadian Sport Tourism Alliance to showcase Nova Scotia to sport and event industry organizations from across the country."

"We are very pleased to bring Sport Events Congress to Atlantic Canada for the first time," said Rick Traer, CEO, Canadian Sport Tourism Alliance. "We know our delegates will experience the warm hospitality of Nova Scotia, and we look forward to incorporating the East Coast vibe into both our professional development programming and our social events. They will also see sport tourism in action with an evening at the Men's USports Basketball championships at the Scotiabank Centre. With everything in walking distance in the downtown core, we know that the historic charm of Halifax will make this a truly memorable Congress for everyone who attends."

"We look forward to welcoming CSTA and their guests to our new Halifax Convention Centre and Scotiabank Centre," said Carrie Cussons, President and CEO, Halifax Convention Centre Corp. "This is an exciting time in our city to showcase our events industry to a national audience who I am sure will be impressed by the experience we deliver."

"We are honoured to have been chosen as the hotel partners for the Sport Events Congress 2018", says Scott Travis, General Manager, The Prince George Hotel. "Both the Prince George Hotel and The

Cambridge Suites Hotel are perfectly located in the heart of historic downtown Halifax. The fact that both are across the street from the new Halifax Convention Centre allows us to offer comfort and convenience in true East Coast fashion. We cannot wait to welcome you! ”

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About the Canadian Sport Tourism Alliance (CSTA)

The Canadian Sport Tourism Alliance is a non-governmental, member-based, capacity building organization that promotes sport tourism as a grassroots economic development initiative at the community level. The CSTA services over 500 members across Canada, including 150 municipalities, 300 national and provincial sport, multi-sport and major games organizations and a variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry in Canada with over \$6.5 billion in annual spending by domestic and international visitors.

For more information contact:

Rick Traer, CEO, Canadian Sport Tourism Alliance

Tel: 613-688-5843

Email: rtraer@canadiansporttourism.com

Web: www.canadiansporttourism.com

@Cdnsporttourism

@sporteventscong

« C'est une affaire de littoral » : Halifax s'apprête à accueillir le Congrès des événements sportifs 2018!



Le 14 mars 2017 (Ottawa, Ontario) – Le plus important rassemblement de l'industrie canadienne du tourisme sportif mettra le cap sur Halifax, Nouvelle-Écosse, pour son congrès annuel en 2018.

L'Alliance canadienne du tourisme sportif (ACTS) a annoncé aujourd'hui que le Congrès des événements sportifs 2018 (CES18) aurait lieu au nouveau centre des congrès d'Halifax. Les deux hôtels partenaires de l'événement seront l'hôtel Prince George et l'hôtel Suites Cambridge.

C'est la première fois depuis ses débuts en 2001 que la ville d'Halifax va accueillir cet événement phare de l'ACTS qui attire plus de 400 titulaires de droits sur des événements sportifs, professionnels du tourisme, firme de gestion d'événements et fournisseurs de l'industrie du tourisme sportif. Au cours des dernières années, l'événement a généré dans les communautés hôtes une activité

économique allant de 1,07 million à 1,63 million de dollars. Le Congrès des événements sportifs 2018 se déroulera du mercredi 7 mars au vendredi 9 mars 2018.

« Halifax est enchantée d’agir comme ville hôte du Congrès des événements sportifs 2018 », a déclaré le maire Mike Savage. « Nous sommes impatients de souhaiter la plus chaleureuse bienvenue des Maritimes aux organismes sportifs, aux agences de tourisme et aux représentants de tout le pays désireux de partager leur savoir et leur expertise sur ce que cela prend pour être une destination exemplaire de manifestations sportives. »

« L’accueil du Congrès des événements sportifs vient appuyer notre engagement à bâtir des communautés dynamiques grâce à des événements culturels et sportifs », a déclaré Tony Ince, le ministre des Communautés, de la Culture et du Patrimoine. « Nous sommes enchantés de nous associer à la Municipalité régionale d’Halifax et à l’Alliance canadienne du tourisme sportif pour faire voir la Nouvelle-Écosse aux organismes de sport et à l’industrie de l’événementiel de tout le pays. »

« Nous sommes heureux d’amener pour la première fois le Congrès des événements sportifs au Canada de l’Atlantique », a affirmé Rick Traer, le directeur général de l’Alliance canadienne du tourisme sportif. « Nous savons que nos délégués vont vivre l’expérience de la chaleureuse hospitalité de la Nouvelle-Écosse et nous nous réjouissons d’intégrer l’ambiance de la Côte-Est tant dans notre programmation de développement professionnels que dans nos activités sociales. Les délégués verront aussi le tourisme sportif en action avec une soirée aux Championnats de basketball masculin de USports au Centre Scotiabank. Toutes les activités du congrès se déroulant à une distance de marche en plein cœur du centre-ville, nous savons que le charme historique d’Halifax fera de l’événement un congrès mémorable pour tous ceux qui y participeront. »

« Nous avons hâte d’accueillir l’ACTS et ses invités à notre nouveau Centre des congrès d’Halifax et au Centre Scotiabank », a précisé Carrie Cussons, présidente-directrice générale de la corporation du Centre des congrès d’Halifax. « Voilà une occasion emballante pour notre ville de mettre en évidence notre industrie événementielle devant un auditoire national qui, j’en suis sûre, sera impressionné par l’expérience que nous offrons. »

« Nous sommes honorés d’avoir été choisi comme hôtels partenaires du Congrès des événements sportifs 2018 », de dire Scott Travis, directeur général de l’hôtel Prince George. Tant l’hôtel Prince George que l’hôtel Suites Cambridge sont parfaitement situés au cœur du centre-ville historique d’Halifax. Le fait que les deux soient situés de l’autre côté de la rue en face du nouveau Centre des congrès d’Halifax nous permet d’offrir confort et commodité dans la plus pure tradition de la Côte-Est. Nous ne pouvions attendre plus longtemps pour vous accueillir! »

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À propos de l’Alliance canadienne du tourisme sportif (ACTS)

L’Alliance canadienne du tourisme sportif est une organisation associative non gouvernementale vouée à la promotion du tourisme sportif en tant que moteur de développement économique local. L’ACTS dessert plus de 500 membres à travers le Canada, dont 150 municipalités, 300 organismes provinciaux et nationaux unisports, multisports et de grands Jeux, ainsi que divers autres intervenants des secteurs du sport et du tourisme. Le tourisme sportif est le créneau en plus forte

croissance de l'industrie canadienne du tourisme, les dépenses des visiteurs canadiens et étrangers se chiffrent à plus de 6,5 milliards de dollars par année.

Pour plus d'information, prière de communiquer avec :

Rick Traer, directeur général, Alliance canadienne du tourisme sportif

Tél. : 613-688-5843

Courriel : rtraer@canadiansporttourism.com

Site Web : www.canadiansporttourism.com

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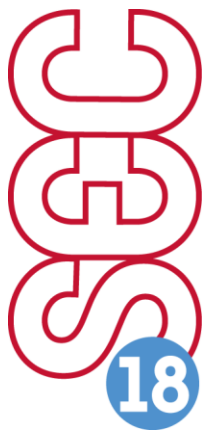
March 7, 2018

Media Release emailed to primary media outlets in Halifax, NS – list provided by HRM

Sport Tourism Industry gathers in Nova Scotia for Sport Events Congress

<http://canadiansporttourism.com/news/sport-tourism-industry-gathers-nova-scotia-sport-events-congress.html>

- Posted on CSTA Website
- Posted on SIRC – [Sport Research - Intelligence sportive](#) – a targeted media release service for sports information



Sport Events Congress

GOT GAME?

Sport Tourism Industry gathers in Nova Scotia for Sport Events Congress

March 7, 2018, (Halifax, Nova Scotia): For the first time, the sport tourism industry will gather on the east coast for its annual conference. Sport Events Congress 2018 (SEC18) begins this week at the Halifax Convention Centre and 400 people are expected to attend.

Representatives of sport event rights holders, destinations, event suppliers and sponsors will participate in three days of professional development, business-to-business promotion and networking at the conference organized by the Canadian Sport Tourism Alliance (CSTA). Held yearly since 2001, SEC brings together the key players in the tourism industry's fastest growing segment.

With a definite East Coast theme to the festivities, several speakers on the program come from the Atlantic provinces, including a panel on Wednesday, March 7 featuring Mayor Dawn Arnold, Moncton, N.B.; Mayor Danny Breen, St. John's, Nfld.; Mayor Mike Savage, Halifax Regional Municipality, N.S.; and Mayor Peter Brown of Airdrie, Alta.

There are also internationally recognized speakers, including Shane O'Sullivan, Head of Content, PISM Sport & Entertainment Inc., London, U.K. and Mike Laflin, President & CEO, Sportcal, also based in the

U.K. Tom Grilk the CEO of the Boston Athletic Association, will share how the Boston Strong movement grew organically and turned tragedy into an inspiring story from the Boston Marathon.

The event was planned to allow delegates to take in the action at the U SPORTS Men's Basketball at Scotiabank Centre. Presentations have also been designed with an emphasis on interactive sessions, and to create an engaging, collaborative experience. 'Sweatworking' options feature running groups and learning the latest Zumba moves.

One of the regular features of SEC18 is the Sport Events Exchange where close to 60 different sport organizations 'speed-date' with destinations for eight minutes at a time to see if their sport and the city/region would be a good match.

The PRESTIGE awards luncheon on Thursday, hosted by CBC's Colleen Jones, will honour the best in 2017 sport tourism events, people, organizations and sponsors.

#SEC18 | #sporttourism | @SportEventsCong

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For further information contact:

Barb MacDonald, Communications Consultant, CSTA

Tel: (613) 894-1769

Email: bmacdonald@canadiansporttourism.com



Congrès des événements sportifs

SOYEZ DE LA PARTIE!

L'industrie du tourisme sportif réunie en

Nouvelle-Écosse pour le Congrès des événements sportifs

7 mars 2018 (Halifax, Nouvelle-Écosse) – Pour la première fois, l'industrie du tourisme sportif se réunit sur la Côte Est pour son congrès annuel. Le Congrès des événements sportifs (CES18) débute aujourd'hui au Centre des congrès d'Halifax de 400 personnes y sont attendues.

Des représentants de titulaires de droits sur des événements sportifs, de destinations, de fournisseurs et de commanditaires d'événements participent à des activités de développement professionnel, à des rencontres d'affaires et à des occasions de réseautage lors du congrès organisé par l'Alliance canadienne du tourisme sportif (ACTS). Tenu annuellement depuis 2001, le CES réunit les joueurs clés du segment de l'industrie canadienne du tourisme qui enregistre la croissance la plus rapide.

En plus d'une thématique « Côte Est » bien affirmée lors des activités festives, plusieurs conférenciers à l'affiche au programme du congrès proviennent des provinces de l'Atlantique, dont un panel le mercredi 7 mars composé de la mairesse de Moncton, N.-B., Dawn Arnold; du maire Danny Breen, de St-John, Terre-Neuve; du maire Mike Savage, de la Municipalité régionale d'Halifax, N.-É.; et du maire Peter Brown, d'Airdie, Alberta.

Plusieurs conférenciers reconnus à l'échelle internationale sont également à l'affiche, dont Shane O'Sullivan, chef du contenu chez PRISM Sport & Entertainment Inc., de Londres au Royaume-Uni, et Mike Laflin, président et chef de la direction de Sportcal, également établie au Royaume-Uni, et Tom Grilk, le directeur général de la Boston Athletic Association, qui expliquera comment le mouvement Boston Strong s'est développé de façon organique et a transformé la tragédie du Marathon de Boston en une source d'inspiration.

L'événement a été planifié en vue de permettre aux délégués de prendre part à l'action au Championnat de basketball masculin d'U SPORTS au Centre Scotiabank. Des présentations ont également été conçues avec un accent sur les sessions interactives et de manière à créer une expérience engageante, collaborative. Des choix de « mise en forme » proposent des groupes de course à pied et l'apprentissage des plus récents mouvements de zumba.

Un des éléments réguliers du Congrès CES18 est le Marché des événements sportifs où près de 60 organismes sportifs tiennent des « rencontres-éclair » avec les destinations à raison de 8 minutes à la fois dans le but de vérifier si leur sport et la ville / région pourrait constituer un bon jumelage.

Le lunch des Prix PRESTIGE, qui aura lieu jeudi et sera animé par Colleen Jones de la CBC, rendra hommage à ce qu'il y a eu de mieux en tourisme sportif en 2017 en termes d'événements, de personnes, d'organisations et de commanditaires.

#SEC18 | #sporttourism | @SportEventsCong

L'Alliance canadienne du tourisme sportif est une organisation associative non gouvernementale vouée au développement des capacités et à la promotion du tourisme sportif en tant que moteur de développement économique local. L'ACTS dessert plus de 500 membres à travers le Canada, dont 150 municipalités, 300 organismes provinciaux et nationaux unisports, multisports et de grands Jeux, ainsi que divers autres intervenants des secteurs du sport et du tourisme. Le tourisme sportif est le créneau de l'industrie canadienne du tourisme qui enregistre la croissance la plus rapide, les dépenses des visiteurs canadiens et étrangers se chiffrant à environ 6,5 milliards de dollars par année.

Pour plus d'information, prière de communiquer avec :

Barb MacDonald, consultante en communications, ACTS

Tél. : (613) 894-1769

Courriel : bmacdonald@canadiansporttourism.com

March 18, 2018

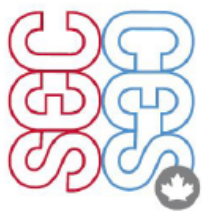
Wrap-up Release - Successful Sport Events Congress 2018 in Halifax

<http://canadiansporttourism.com/news/successful-sport-events-congress-2018-halifax.html>

- CSTA Wrap-up Alert to Members
- Posted on CSTA Website

Media Coverage

- VOXM - [NEW Mayor Optimistic About Capital City Sports](#)
- Belleville Intelligencer - [City lands two provincial tournaments](#)
- Choose Cornwall - [Cornwall Looking to Attract More Sporting Events](#)



SUCCESSFUL SPORT EVENTS CONGRESS 2018 HELD IN HALIFAX

March 20, 2018, (Ottawa, Ontario): With support from Halifax Regional Municipality and the Province of Nova Scotia, the sport tourism industry gathered on the east coast for the first time at its annual conference, Sport Events Congress 2018 (SEC18). With one of the largest number of delegates in its 18-year history, SEC18 was the first national conference held at the new Halifax Convention Centre with over 400 people in attendance. The event was also supported by Destination Canada, Canada's national tourism marketing organization, under the newly signed three-year partnership agreement with the Canadian Sport Tourism Alliance (CSTA).

Held yearly since 2001, SEC brings together the key players in the tourism industry's fastest growing segment. It was a highly successful, interactive three days for representatives of sport event rights holders, destinations, event suppliers and sponsors at the conference organized by the CSTA. Take a quick tour of SEC18 by reviewing the [video](#) summary of the event.

In a powerful keynote address, Tom Grillk, CEO of the Boston Athletic Association, shared how the Boston Strong movement grew organically and turned tragedy into an inspiring story from the Boston Marathon. Internationally recognized speakers included Shane O'Sullivan, Head of Content, PISM Sport & Entertainment Inc., London, U.K. and Mike Laffin, President & CEO, Sportcal, also based in the U.K. **Canada Bid Director and General Secretary, Canada Soccer's** Peter Montopoli closed out the congress with an inspired presentation

on the joint bid from Canada, Mexico and the USA to host the 2026 FIFA World Cup™.

There was a definite East Coast theme to the festivities, with several speakers on the program from the Atlantic provinces, including a panel featuring Mayor Dawn Arnold, Moncton, N.B.; Mayor Danny Breen, St. John's, Nfld.; Mayor Mike Savage, Halifax Regional Municipality, N.S.; joining Mayor Peter Brown of Airdrie, Alta. And the Halifax-based group SQUID! started off #SEC18 with a rousing performance of modern percussion and bagpipes.

There was also an East Coast flair to the social events that are a highlight of the conference. Delegates experienced the hospitality of the Alexander Keith Brewery, featuring entertainment and food with a Nova Scotia focus. The 'flamingle' featuring a pink flamingo theme while networking was carried on with the mingling of delegates was a 'rosy' success. And delegates cheered on their favourite basketball teams at the U SPORTS Men's Basketball at Scotiabank Centre. In true sport tourism industry fashion, many delegates continued to enjoy the Halifax hospitality for an extra day or two, thanks to the Nor'Easter that blew in as flights were scheduled to depart, but everyone took in the delay with extreme good humour as they waited out the storm.

One of the key announcements coming out of the conference was the introduction of the [GSI Canada Index](#). CSTA, in partnership with Sportcal, the publisher of the annual Global Sport Impact (GSI) Report has developed the Global Sport Impact Canada Index, or GSI Canada Index. This new tool ranks all cities hosting national sports championships and international sports events in Canada through a data driven assessment of performance. The results of the GSI Canada Index ranking had Montreal in 1st, Edmonton 2nd, Quebec 3rd, Ottawa 4th and Vancouver 5th. The complete index listing of all 51 cities is on the [CSTA website](#).

Also unveiled at SEC18 was the latest tool for CSTA members, the **Sport Tourism Assessment Template (STAT)** designed for municipalities. It will help communities of all sizes, budgets and stages of evolution as sport tourism host markets to assess their current position and identify areas for strategic and tactical development in event bidding and hosting. [STAT](#) can be downloaded from the Members Only section of the CSTA website.

One of the regular features of SEC18 is the **Sport Events Exchange** where close to 60 different sport organizations 'speed-dated' with destinations for eight minutes at a time to see if their sport and the city/region would be a good match. Hundreds of business-to-business meetings took place during the exchange sessions and new opportunities for both destinations and sports were explored.

The 12th annual PRESTIGE awards luncheon, hosted by CBC's Colleen Jones, honoured the best in 2017 sport tourism events, people, organizations and sponsors. The PRESTIGE videos featuring all finalists, and photos of the recipients are available on the [CSTA website](#).

The newly re-elected Chair of the CSTA Board of Directors Cheryl Finn wrapped up SEC18 by encouraging everyone to "share in the passion of sport and what sport can do to transform communities, individuals and our great nation ... do great things back in your own cities and we'll gather back next year to hear your stories."

Visit the CSTA website to review the 2018 Sport Events Congress [presentations](#).

AGM news

Elected to the CSTA [Board of Directors](#) for two-year terms (2018 – 2020) were **Graham Brown**, (Toronto,

Ont.), **Heather Bury** (Saskatoon, Sask.), **Blair McIntosh**, Vice-Chair (Toronto, Ont.), **Julie Nadeau** (Sherbrooke, Que.), and **Seamus O'Keefe**, (St. John's , Nfld.).

Remaining on the board for the 2017-2019 term are: **Neal Alderson** (Halifax, Nova Scotia), **Cheryl Finn, Chair** (London, Ont.), **Katherine Henderson**, Treasurer (Ottawa, Ont.), **Janelle Janis** (Edmonton, Alta.), **Reggie Lang**, (Edmonton, Alta.), and **Dean McIntosh** (Calgary, Alta.). **Grant MacDonald** (Fall River, Nova Scotia) remains in his position as Past Chair.

Wayne Long (Charlottetown, PEI) and **Brian MacPherson** (Ottawa, Ont.), were recognized and thanked for their contributions as they ended their terms on the board.

For more details on the CSTA's 2017 activities, review the [2017 Annual Report](#).

Save the dates for 2019 and 2020

SEC19 will take place in Ottawa at The Westin Hotel March 19- 21, 2019 before heading west to Edmonton March 24-26 in 2020.

#SEC18 | #sporttourism | @SportEventsCong

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About the Canadian Sport Tourism Alliance (CSTA)

The Canadian Sport Tourism Alliance is a non-governmental, member-based, capacity building organization that promotes sport tourism as a grassroots economic development initiative at the community level. The CSTA services over 500 members across Canada, including 130 municipalities, 300 national and provincial sport, multi-sport and major games organizations and a variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry in Canada with over \$6.5 billion in annual spending by domestic and international visitors.

For further information contact:

Barb MacDonald, Communications Consultant, CSTA

Tel: (613) 894-1769 | Email: bmacdonald@canadiansporttourism.com



LE CONGRÈS DES ÉVÉNEMENTS SPORTIFS 2018 TENU À HALIFAX A CONNU BEAUCOUP DE SUCCÈS

22 mars 2018 (Ottawa, Ontario) – Avec le soutien de la Municipalité régionale d’Halifax et de la Province de Nouvelle-Écosse, l’industrie du tourisme sportif a tenu pour la première fois sur la Côte Est ses assises annuelles, le Congrès des événements sportifs 2018 (CES18). Réunissant l’un des plus grands nombres de délégués de ses 18 ans d’histoire, le CES18 était le premier congrès national tenu dans le nouveau Centre des congrès d’Halifax, avec plus de 400 participants inscrits. L’événement a également reçu l’appui de Destination Canada, l’organisme national de marketing du tourisme du Canada, en vertu de l’entente de partenariat nouvellement signée avec l’Alliance canadienne du tourisme sportif (ACTS).

Tenu annuellement depuis 2001, les CES réunit les joueurs clés du segment de l’industrie touristique canadienne qui connaît la croissance la plus rapide. L’événement interactif de trois jours obtient toujours un très grand succès auprès des représentants des titulaires de droits sur des événements sportifs, des destinations touristiques, des fournisseurs de l’industrie et des commanditaires du congrès organisé par l’ACTS. Faites un bref tour du CES18 en examinant [le sommaire vidéo](#) de l’événement.

Au cours d’une conférence remarquable, Tom Grillk, le directeur général de la Boston Athletic Association, a expliqué comment le mouvement *Boston Strong* avait grandi de façon organique et transformé une tragédie en une source d’inspiration pour le Marathon de Boston. Parmi les conférenciers d’envergure internationale, il y a lieu de mentionner Shane O’Sullivan, chef de contenu chez PRISM Sport & Entertainment Inc., de Londres, au Royaume-Uni, et Mike Laflin, président et directeur général de Sportcal,

également basée au Royaume-Uni. Le secrétaire général et directeur des dossiers de candidature de Soccer Canada, Peter Montopoli, a clôturé le congrès avec une présentation inspirante de la candidature conjointe du Canada, du Mexique et des États-Unis en vue de la présentation de la Coupe du monde 2026 de la FIFA.

En plus d'une thématique « Côte Est » bien affirmée lors des activités sociales du congrès, plusieurs conférenciers à l'affiche au programme du congrès provenaient des provinces de l'Atlantique, dont un panel composé de la mairesse de Moncton, N.-B., Dawn Arnold; du maire Danny Breen, de St-John, Terre-Neuve; du maire Mike Savage, de la Municipalité régionale d'Halifax, N.-É., auxquels s'était joint le maire Peter Brown, d'Airdie, Alberta. C'est le groupe SQUID! d'Halifax qui a inauguré le CES18 avec une performance enlevante de percussions modernes et de cornemuses.

Il y avait également un cachet de la Côte Est pour colorer les activités sociales proposées aux congressistes, qui marquent toujours un point culminant du congrès. Les délégués ont vécu l'expérience de l'hospitalité de la brasserie Alexander Keith, qui avait mis au programme des divertissements et des mets typiquement néo-écossais. L'événement « Flamingle » inspiré de la thématique du flamand rose, qui visait à permettre aux délégués de faire connaissance et de pratiquer le réseautage, a connu un succès tout « rose ». Et les délégués ont eu l'occasion d'acclamer leurs équipes de basketball favorites lors du tournoi de basketball masculin d'U SPORTS au Centre Scotiabank. Dans la plus pure tradition de l'industrie du tourisme sportif, de nombreux délégués ont continué de profiter de l'hospitalité d'Halifax pendant un jour ou deux de plus, à la faveur du Nordet qui s'est élevé au moment où les vols de retour étaient prévues, mais tout le monde a accueilli le délai avec une extrême bonne humeur en attendant la fin de la tempête.

Une des principales nouveautés qui a été annoncée à l'occasion du congrès a été le lancement de l'[Index canadien ISG](#). L'ACTS, en partenariat avec Sportcal, qui publie annuellement le Rapport annuel d'impact sportif global (ISG), a développé l'Index canadien d'impact sportif global, ou Index canadien ISG. Ce nouvel outil classe toutes les villes qui accueillent des championnats sportifs nationaux et des manifestations sportives internationales au moyen d'une évaluation de performance basée sur des données. Le premier classement de l'Index canadien ISG a donné comme résultat les rangs suivants : Montréal, 1^{re}, Edmonton, 2^e, Québec, 3^e, Ottawa, 4^e et Vancouver, 5^e. La liste complète des 51 villes évaluées dans l'Index apparaît sur le [site Web de l'ACTS](#).

A également été dévoilé lors du CES18 le plus récent outil mis à la disposition des membres de l'ACTS, soit le **Gabarit d'évaluation du tourisme sportif** (GETS) conçu pour les municipalités. Cet outil aidera les collectivités de toutes tailles, situations budgétaires et étapes d'évolution en tant que marchés d'accueil du tourisme sportif à évaluer leur position actuelle en vue d'un développement stratégique et tactique en matière de dépôt de candidatures et d'accueil d'événements. Le [GETS](#) peut être téléchargé à partir de la Section des membres du site Web de l'ACTS.

L'une des activités régulières du Congrès des événements sportifs 2018 était le **Marché des événements sportifs**, où près de 60 organismes sportifs différents ont tenu des « rencontres-éclair » de huit minutes à la fois afin de voir si leur sport et la ville/région concernée pourraient constituer un bon jumelage. Des centaines de rencontres d'affaires individuelles ont eu lieu durant les séances du marché et de nouvelles possibilités tant pour les destinations que pour les sports ont été explorées.

La 12^e édition du lunch des Prix PRESTIGE, animée par l'animatrice Colleen Jones, de la CBC, a permis d'honorer ce qu'il y a eu de mieux en 2017 en matière d'événements, de personnes, d'organismes et de

commanditaires dans le domaine du tourisme sportif. Les présentations vidéo de tous les finalistes des Prix PRESTIGE, de même que les photos des récipiendaires sont disponibles sur le [site Web de l'ACTS](#).

La présidente nouvellement réélue du conseil d'administration de l'ACTS, Cheryl Finn, a conclu le CES18 en encourageant tout le monde à « partager la passion du sport et ce que le sport peut faire pour transformer les collectivités, les personnes et notre grand pays... Faites de grandes choses une fois de retour dans vos villes respectives et nous nous rassemblerons à nouveau l'an prochain pour entendre vos histoires ».

Visitez le site Web de l'ACTS pour revoir toutes les [présentations](#) du Congrès des événements sportifs 2018.

Nouvelles de l'Assemblée générale annuelle

Ont été élus au [conseil d'administration](#) de l'ACTS pour un mandat de deux ans (2018-2020) **Graham Brown**, (Toronto, Ont.), **Heather Bury** (Saskatoon, Sask.), **Blair McIntosh**, vice-président (Toronto, Ont.), **Julie Nadeau** (Sherbrooke, Qc) et **Seamus O'Keefe**, (St. John's, T.-N.-L.).

Demeurent au conseil pour terminer leur mandat de 2017-2019 **Neal Alderson** (Halifax, N.-É.), **Cheryl Finn**, **présidente** (London, Ont.), **Katherine Henderson**, trésorière (Ottawa, Ont.), **Janelle Janis** (Edmonton, Alb.), **Reggie Lang**, (Edmonton, Alb.), et **Dean McIntosh** (Calgary, Alb.). **Grant MacDonald** (Fall River, N.-É.) demeure dans son poste à titre d'ancien président.

Wayne Long (Charlottetown, Î.-P.-E.) et **Brian MacPherson** (Ottawa, Ont.) ont vu leurs mérites reconnus et reçu des remerciements pour leurs contributions alors qu'ils terminaient leurs mandats au conseil.

Pour plus de détails sur les activités de l'ACTS en 2017, prière de consulter le [Rapport annuel 2017](#).

Réservez les dates pour 2019 et 2020

Le CES aura lieu à Ottawa à l'hôtel The Westin du 19 au 21 mars 2019 avant de mettre le cap sur Edmonton du 24 au 26 mars en 2020.

#SEC18 | #sporttourism | @SportEventsCong

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À propos de l'Alliance canadienne du tourisme sportif (ACTS)

L'Alliance canadienne du tourisme sportif est une organisation associative non gouvernementale vouée au développement des capacités et à la promotion du tourisme sportif en tant que moteur de développement économique local. L'ACTS dessert plus de 500 membres à travers le Canada, dont 150 municipalités, 300 organismes provinciaux et nationaux unisports, multisports et de grands Jeux, ainsi que divers autres intervenants des secteurs du sport et du tourisme. Le tourisme sportif est le créneau de l'industrie canadienne du tourisme qui enregistre la croissance la plus rapide, les dépenses des visiteurs canadiens et étrangers se chiffrant à environ 6,5 milliards de dollars par année.

Pour plus d'information, prière de communiquer avec :
Barb MacDonald, consultante en communications, ACTS
Tél. : (613) 894-1769 | Courriel : bmacdonald@canadiansporttourism.com

Brought to you by:
Canadian Sport Tourism Alliance
116 Lisgar Street, Suite 600
Ottawa, ON K2P 0C2

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Transmis par :
Alliance canadienne du tourisme sportif
116, rue Lisgar, bureau 600
Ottawa (Ontario) K2P 0C2

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PRESTIGE Awards

Media Release – November 1, 2017

Nominations Now Open for 12th Annual CSTA PRESTIGE Awards

- Posted on CSTA website
- Distributed to media outlets on CSTA distribution list
- Posted on SIRC – [Sport Research - Intelligence sportive](#) – a targeted media release service for sports information
- Sent as an alert to CSTA members

<http://canadiansporttourism.com/news/nominations-now-open-12th-annual-csta-prestige-awards.html>

Media Release – January 17, 2018

Finalists Named for 12th Annual CSTA PRESTIGE Awards

<http://canadiansporttourism.com/news/finalists-named-12th-annual-csta-prestige-awards.html>

- Posted on CSTA website
- Distributed to media outlets submitted by the finalists
- Posted on SIRC – [Sport Research - Intelligence sportive](#) – a targeted media release service for sports information

- Sent as an alert to CSTA members

Media Coverage

Truro Daily News - [Rath-Eastlink Community Centre GM to be honoured for contribution to sport tourism](#)

MY PG NOW - [Mayor Lyn Hall A Finalist For Sports Tourism Award](#)

Wire Service Canada - [Media Release: City of Brantford and County of Brant named Finalists for the 2018 Canadian Sport ...](#)

Media Release – March 8, 2018

Sport Tourism Industry honoured at 12th Annual Canadian Sport Tourism Alliance’s PRESTIGE Awards

<http://canadiansporttourism.com/news/sport-tourism-industry-honoured-12th-annual-canadian-sport-tourism-alliances-prestige-awards.html>

- Posted on CSTA website
- Distributed to media outlets submitted by the recipients
- Posted on SIRC – [Sport Research - Intelligence sportive](#) – a targeted media release service for sports information
- Sent as an alert to CSTA members

Media Coverage

- Ottawa Sun – mention of Ottawa Tourism awards at bottom of column
<http://ottawasun.com/sports/other-sports/clearly-orange-and-its-golden-impact-on-a-championship-ringette-team>
- Alaska Highway News - [Paul van Nostrand honoured at Prestige sports tourism awards](#)
- Agenparl - [BMO NBA Courts Across Canada Program Honoured as a Canadian Sport Event of the Year](#)
- Markets Insider - [BMO NBA Courts Across Canada Program Honoured as a Canadian Sport Event of the Year](#)
- Yahoo Sports - [BMO NBA Courts Across Canada Program Honoured as a Canadian Sport Event of the Year](#)
- OttawaMatters.com - [Ottawa taking home sports tourism awards](#)
- iHeartRadio.ca - [RECC GM honoured at CSTA PRESTIGE Awards](#)
- Energeticcity.ca (blog) - [van Nostrand loses to Larter at the Prestige Awards](#)

GSI Canada Index Announcement – at SEC18

Montreal announced as GSI Canada: Sports City 2018 in new GSI Canada Index

<http://canadiansporttourism.com/news/montreal-announced-gsi-canada-sports-city-2018-new-gsi-canada-index.html>

Media Coverage

The Kingston Whig-Standard - [Kingston ranks among top 10 cities for sports](#)

eTurboNews - [Montréal named Canada's top Sports City 2018](#)

Canada NewsWire - [Montréal is the top **Sports** City 2018 in the new Global **Sport** Impact Canada Index](#)