

Sport Tourism in



St. Catharines, Ontario, Canada

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What is Sport Tourism?

Sport tourism as defined by Mr. Kim Payne, Tourism Development Officer in St. Catharines, is “business activity generated by an organized sports event which is the primary motivating factor for visitors outside of a community to come into a community”. According to Mr. Payne, a local resident supporting tourism business is not a tourist as they have not introduced any economic benefit to the local community. Someone from another community brings “new money” to the local economy.

Problem With Sport Tourism in St. Catharines

Niagara Falls is very close to St. Catharines. Niagara Falls is a well established tourist destination. This poses a problem for sport tourism in our city which is directly related to our thesis:

The proximity of Niagara Falls to St. Catharines may be detrimental to sport tourism in St. Catharines.

Event coordinators may choose to host their events in Niagara Falls since it has more to offer, both before and after the sporting event, just as tourists/ participants may choose to stay in Niagara Falls as opposed to St. Catharines. Reasons for this include:

1. Niagara Falls is known world wide.
2. It has a greater variety of hotels than St. Catharines.
3. There is a greater diversity in hotel pricing to meet the needs of all tourists.
4. St. Catharines does not have a variety of the large chain hotels and restaurants.
5. Niagara Falls has a wide variety of family-type attractions, which St. Catharines can not compete with.
6. Niagara Falls is directly on the American border and connected by two bridges.

An Introduction to Canada:

Canada is located in North America.



Canada is the second largest country in the world and Canada's population is just over 33 million. The capital is Ottawa, which is located in Ontario. The emblem is the maple leaf. Canada's currency is the dollar. Our country consists of 10 provinces and 3 territories. Our nation was created on July 1, 1867 and we are currently 142 years old.



Ontario



The province of Ontario is located in Eastern Canada. It is the second largest province and it has two capitals: One is Canada's capital - Ottawa, and the other one is Ontario's capital - Toronto. Ontario is also home to the two cities that we will be discussing in this case study: Niagara Falls and St. Catharines. These two cities are located in between two of the five Great Lakes. The two lakes that our cities are located between are Lake Ontario and Lake Erie. Together, the five Great Lakes are the largest fresh water body in the world.



The red section is the Niagara Region

Niagara Region



This map shows a closer view of the Niagara Region, as well as the two cities we are focussing on in this case study. As you can see, they are quite close together.

St. Catharines "The Garden City"



An Introduction to our city:

- Our population is 133, 000.
- We are the largest city in the Niagara Peninsula.
- We are the 6th largest city in Ontario.
- Our nickname is the Garden City due to the thousands of acres of meticulously groomed parks, gardens and trails.
- We are one hour away from Toronto and 15 minutes from Niagara Falls (driving).
- The Niagara River and the border of the United States of America are only 15 km away.
- Manufacturing is the dominant industry although in recent years it has fallen upon hard times and the tourism industry is emerging.

Our school is Laura Secord Secondary School. It has an enrollment of 630 students. Laura Secord has been a Canadian Academy of Travel and Tourism school for 3 years.



St. Catharines City Hall

Niagara Falls

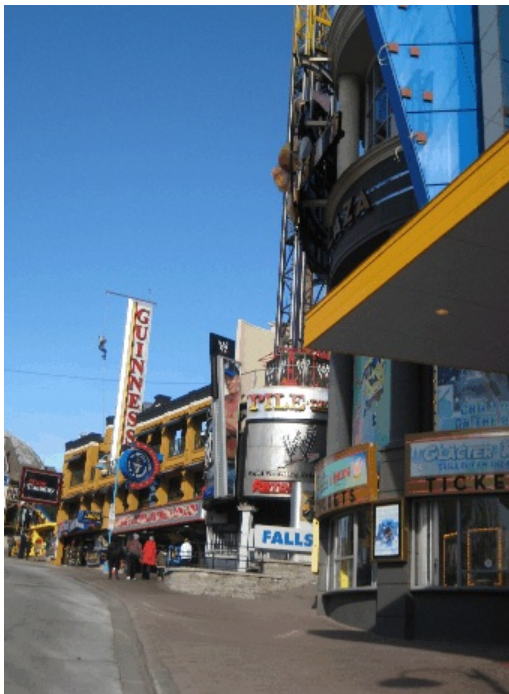
Niagara Falls is a popular tourist destination, and it also serves as a major source of electricity for Ontario.

The population of Niagara Falls is 83 000.

It is 15 minutes from St. Catharines, by car.

As well as The Falls itself there are many smaller attractions in the area.

Niagara Falls is a very well known tourist destination.



Clifton Hill, Niagara Falls

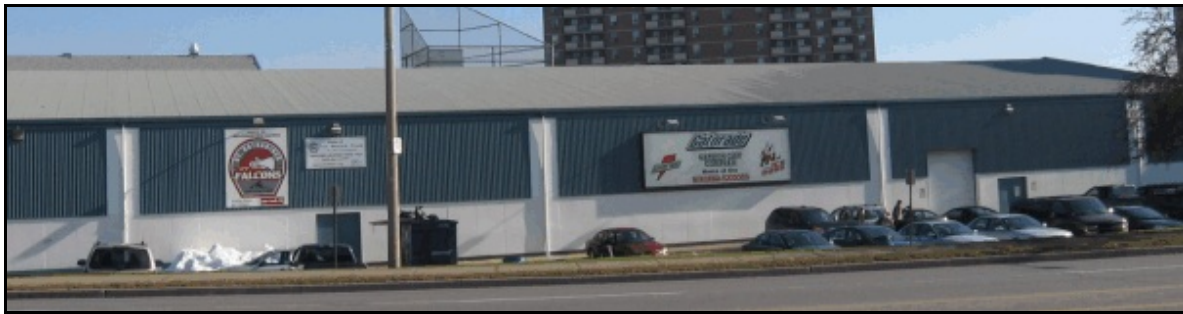


Ripley's Believe it or Not Museum, Niagara Falls

Facilities

There are many sports facilities in St. Catharines. All of these facilities are used by both locals and tourists alike. We will be focussing on:

- The Henley Rowing Course
- Great Circle Bicycle Route
- The Jack Gatecliffe Arena
- The Welland Canal Parkway



Jack Gatecliffe Arena



Welland Canal Parkway

Henley Rowing Course:



The Course itself is 1 mile long (2 112 meters), which is where the Grand Challenge Cup for Men's Eights takes place. The course is marked out by two lines of booms (wooden bars which float on the water secured between vertical poles), which are placed along the river to form a straight course. The course is wide enough to allow two crews to race down with a few meters in between. This course is large enough to hold a world level competition such as the World Championships in 1999 and Canadian Championships annually. This encourages people to come to St. Catharines to spend money. This course will also be used for the 2015 Pan Am Games.



Jack Gatecliffe Arena:

The Jack Gatecliffe Arena is part of the Gatorade Garden City Complex. It was built in 1938 and can seat 2, 800 people. The ice surface is 190 feet x 85 feet. It is home to the Niagara Ice Dogs, the Ontario Hockey League major junior hockey team. This team was originally known as the Mississauga Ice Dogs, but was relocated to St. Catharines and has played in the Niagara Region since 2007. The team is owned by Bill and Denise Burke. The logo is a bull terrier, modelled after former team part-owner and Canadian broadcasting icon, Don Cherry's, famous dog, "Blue".

The arena is the Canadian Hockey League's oldest building. It has a new, small main lobby, then a staircase that leads upstairs to the main arena. Once up on the balcony, you are greeted by a new team store, washrooms and concessions. The Ice Dogs moved here for the start of the 2007-2008 season from Mississauga. They currently share the Jack Gatecliffe arena with the St. Catharines Junior B Falcons. The facility is currently used 3-4 times a week from September to April by the two clubs. Sporting events held at the Jack Gatecliffe Arena bring people to the downtown core. Hockey is a major sporting event to most Canadians, therefore, making this arena and many others very important to many Canadian citizens.



Ice Dogs lined up for 'O Canada'



The Great Circle Bicycle Route:

The Greater Niagara Circle Route Trails System is over 140 km. These trails are mostly off road and they are paved, which makes them suitable for walking, cycling or roller blading. There are no motorized vehicles permitted. The paved trail is about 3 meters wide and passes through urban centers, down towns, the Niagara Escarpment, waterfronts and rural/agricultural areas. The system includes the Welland Canal Trail. Around the circle, or nearby, there are many restaurants, accommodations and sights. There are many sights to see, however, the only one in St. Catharines is the St. Catharines Museum/Lock III observation area. At the Lock III Museum, people can stand on observation decks and watch the large ocean boats going by.



The Bicycle Route



The Welland Canal Parkway

The Welland Canal Trail extends 42 km north-south between Port Colborne and St. Catharines. This trail forms the eastern leg of the Great Circle

Bicycle Route. There are many towns along the trail including: St. Catharines, Port Colborne, Welland and Thorold. Anyone may walk, bike or roller blade along the route for free. The Lock III Museum is located along the trail and is a tourist attraction for many people. There is a viewing platform at Lock III where you can get a close up look of the ships while they are going through the locks. Also, there is a 15 minute video presentation where people can learn more about the four Welland Canals.



Lock 3 Museum

Other Facilities:

Brock University is located in St. Catharines. It has an enrollment of over 11 000. Brock University has many different facilities within. There is an Olympic-sized pool, 12 000 square foot gymnasium, tennis courts, and many more. Brock University hosts many athletic events every year, which draw large numbers of tourists to St. Catharines.



Ridley College has soccer, rugby, and football fields, as well as a brand new arena.



High School gyms, other arena's, soccer fields, ball diamonds, clubs, tennis courts, conference spaces in hotels can be used as well.



Tennis courts and part of the fields at Brock University

Statistics:

Canada ranks as the twelfth most visited country in the world.

The World's Top Tourism Destinations in 2008

<u>Rank</u>	<u>Country</u>	<u>International Tourist Arrivals</u>
1	France	79.1 Million
2	Spain	58.5 Million
3	United States of America	51.1 Million
4	China	49.6 Million
5	Italy	41.1 Million
6	United Kingdom	30.1 Million
7	Germany	23.6 Million
8	Mexico	21.4 Million
9	Austria	20.3 Million
10	Russia	20.2 Million
11	Turkey	20.1 Million
12	Canada	18.2 Million
13	Ukraine	17.6 Million
14	Malaysia	17.5 Million
15	Hong Kong	15.8 Million

- Tourism spending in Canada totalled \$74.7 billion in 2008.
- Foreigners accounted for 21% of this.
- Canada's international travel account deficit is at \$12.6 billion in 2008.
- The deficit has increased every year since 2002 to reach its current high.
- Of that 8 000 came to Ontario and even fewer came to St. Catharines.

Benefits of Sport Tourism:

Why do we want people to host sporting events in St. Catharines? Sport tourism can provide a great economic benefit for a community. When a large sporting event comes to St. Catharines, both people participating in the event and the spectators of the event come and spend their money. Tourists generally spend their money on five main sectors. The following are known as the 5 sectors of the tourism industry:

1. Accommodation
2. Transportation
3. Food and Beverages
4. Entertainment and Events
5. Travel Services



These 5 sectors then spend the money gained from the tourists on:

- Wages and Salaries
- Transportation
- Food and Beverages
- Provincial Taxes
- Commissions to Agents
- Music and Entertainment
- Repairs and Maintenance
- Purchase of Stock
- Fuel
- Legal and Professional Services
- Rental of Premises
- Capital Assets and Replacements



These people/businesses then spend that money and so on. This is called the **Multiplier Effect**. Because of the multiplier effect, the benefits of sport tourism reach a broad range of people, including:

	Local Examples
Restaurants	The Cool Moose Cafe
Charities	Big Brother + Big Sister
Travel Agents	Aris Travel
Taxi Drivers	5-0 Taxi
Cinemas	Empire Studio 8
Galleries	Accent Gallery Custom Framing
Manufacturers	Peace Canada Inc.
Suppliers	Omni Structures Int'l Inc.
Delicatessens	Rosalie's Catering and Fine Foods
Gift Shops	The Artful Cookie Gift Co. Ltd.
Film Processors	Fredricks Foto Source
Artists	Tormasi
Pharmacists	Garden City Pharmacy
Shopping Centres	Pen Center
Gas Stations	Sunaco

	Local Examples
Car Dealers	Performance Cars
Builders	Pym + Cooper Custom Homes Inc.
Post Offices	Shoppers Drug Mart Port Plaza
Banks	BMO of Montreal
Wineries	Henry of Pelham Winery
Mechanics	Jiffy Lube
Plumbers	Economy Plumbing
Electricians	Mr. Electric
Marine Dealers	Niagara Marine (2000) Inc.
Architects	Parker Architects Inc.
Media	Info Niagara
News Agents	St. Catharines Standard
Night Clubs	Hypnotic
Health Services	Canadian Red Cross
Printers	Burntnik Printing Inc.

Other Benefits of Sport Tourism

- Promoting good health and well-being.
- Studies have shown that casual relationships between sport is a deterrent to antisocial behaviour.
- Sports and recreation help to fight against unhealthy behaviour and obesity.
- Sport tourism helps communities utilize their sports facilities more effectively.
- Large tournaments set an example for the regular members of a club, encouraging them to expand their competitions into other communities. This helps market the organization to the local people and share the benefits among their membership.
- Sporting events can be created easily whenever the economy needs it, rather than creating a festival or activity of that nature.
- Athletes that come from small communities usually come back and help that community.
- Sporting events are usually family events (as opposed to just adult events).
- Event leaders can recruit new members into their own events.



Solutions:

In order to encourage tourists to spend more money in St. Catharines (when they come to see a sporting event) the City of St. Catharines distributes information packages to the spectators as they come into the event. Inside these packages, there are: maps of St. Catharines, Tour Guide Brochures of St. Catharines as well as coupon books. These packages are also unique to St. Catharines, as they have pictures of things in St. Catharines and were made specifically for this purpose. These packages show people that there are many things to do in St. Catharines, not just sporting events. Local hotels give out deals as well as the government. The government also helps with media kits and packages. They help facilitate and organize the event. The mayor, or other politicians, sometimes go to the opening ceremony or first game at an event. Helping with leisure programming helps increase visitor satisfaction to encourage them to come back.



Four Points Hotel, St. Catharines



Carousel in Port Dalhousie, St. Catharines

Other Solutions:

What is the City of St. Catharines doing to encourage tourists to stay in St. Catharines as opposed to Niagara Falls? It is hard for most cities to encourage tourists to stay in their city. What St. Catharines has done, is come up with a reasonably unique grant system. St. Catharines will present grants to an organization. A grant is money from the city to use for their sporting event. Not everyone can obtain a grant. They must first be eligible for it. The following criteria must apply to event organizations:

- Event organizers must be able to demonstrate an economic benefit to the City of St. Catharines.
- They must agree to provide sufficient information that allows the EDTS (Economic Development and Tourism Services) to make sure there are some benefits of the event. The EDTS is the department that actually hands out the grants.
- They must meet the minimum nightly requirements for accommodation within the City of St. Catharines. To ensure that some events do not exploit the minimum requirement, the following formula is applied:

Formula that determines grant eligibility

Registered participants x 40% = Minimum overnight room eligibility
(Assuming that each participant stays in their own room)

For example, if a sporting event containing 100 people was looking for funding (a grant),

$$100 \times 40\% = 40$$

Therefore, 40 of them would have to stay in a hotel room in order to be eligible for a grant.

This formula acknowledges that not all participants competing in a sporting event can or will stay in St. Catharines. This motivates the organizer to ensure people will stay in St. Catharines. It also accommodates times where participants share accommodations.

Grants continued

Recently, St. Catharines gave grants to:

1. Nike Bauer 2008 - Mens hockey tournament
2. SilverStick 08 - Boys hockey tournament
3. John MacDonald 08 - CYO hockey
4. Chaos 08 - Girls hockey
5. Vic Teal 08 - St. Catharines Minor hockey
6. St. Catharines Ringette 08
7. Chaos 07 - Girls hockey
8. St. Catharines Girls Ringette 07
9. Niagara Women's Hockey 2008
10. Art Brown Soccer 2008
11. Concord Soccer 2008



The grant money is given to event planners, who then use it to cover the cost of their event, and in return, the players/tourists ended up spending more money than the grant money our city gave out.



In total, \$35, 005.14 was given out in grant money and in return \$ 6, 213, 572.00 was gained from industry output. The total visitor expenditures was \$ 3, 772, 461.00 (Courtesy of the City of St. Catharines).

Though, the government is giving out money, it is clear that the grant system is having a positive outcome and generating lots of money for the community.

The following chart shows how much grant money was given to each event along with the Industry Output and how many hotel room nights each event gave:

Sporting Event	Grant Money	Room Nights	Total Industry Output
Nike Bauer 2008 - Men's hockey tournament	\$ 7, 276.70	628	\$ 1, 922, 078.00
SilverStick 08 - Boys hockey tournament	\$ 3, 199.60	800	\$ 1, 445, 705.00
John MacDonald 08 - CYO hockey	\$ 5, 629.00	533	\$ 855, 050.00
Chaos 08 - Girls hockey	\$ 3, 620.20	486	\$ 501, 712.00
Vic Teal 08 - St. Catharines Minor hockey	\$ 5, 043.27	351	\$ 430, 073.00
St. Catharines Ringette 08	\$ 1, 910.89	251	\$ 344, 782.00
Chaos 07 - Girls hockey	\$ 2, 977.00	363	\$ 251, 805.00
St. Catharines Girls Ringette 07	\$ 1, 932.00	231	\$ 223, 493.00
Niagara Women's Hockey 2008	\$ 2, 134.45	145	\$ 146, 437.00
Art Brown Soccer 2008	\$ 888.28	138	\$ 45, 566.00
Concord Soccer 2008	\$ 393.75	168	\$ 46, 871.00

Courtesy of the City of St. Catharines

The Future of Sport Tourism in St. Catharines

Will the Ontario Hockey League Niagara Ice Dogs require a bigger facility?

The current facility (Jack Gatecliffe Arena) is undersized and dated by OHL standards. Discussion is currently ongoing regarding the possibility of a new arena that will be part of a recreation complex. This complex, although costly, would certainly be a boom for sport tourism.

On November 6, a decision was made on the location of the Pan Am Games. Toronto appears to be a favourite which mean St. Catharines will host the rowing events in July, 2015. The Henley Rowing Course, which currently hosts Canadian and High School Rowing Championships, will need upgrading. In 1999, the World Rowing Championships were held at this site. It is estimated that \$450, 000 will be needed to upgrade the site but with a possibility of \$5, 000, 000 being brought into the community through sport tourism. This will certainly be a boom to the city.

There are many more potential sources of sport tourism other than the Pan Am Games in our future. It is a long term process to host these large events. We are currently bidding on the ActiveFest (seniors games). This is sure to draw many tourists to St. Catharines.

With the hosting of the Pan Am Games and the ActiveFest as well as the new arena, the future of sport tourism looks bright for St. Catharines. Despite its proximity to Niagara Falls, sport tourism is emerging in St. Catharines.



The Canadian Academy of Travel and Tourism

Ten Skills For Travel and Tourism Students:

1. **Tourism Ambassador** - cultivate a professional attitude that meets industry expectations as well as integrating knowledge and skills required for tourism professionals.
2. **Effective Communicator I** - communicate effectively in written, spoken and visual forms.
3. **Effective Communicator II** - Students analyze and reframe travel and tourism information, ideas and concepts using a variety of formats.
4. **Technologically Literate Worker** - Teach students to use a variety of technological tools appropriate and necessary to perform particular tourism tasks.
5. **Team Player** - Students interact with others to discover ways that contribute to effective working relationships and the achievement of goals.
6. **Problem Solver and Decision Maker** - Students learn to evaluate the steps and processes used in problem-solving and decision-making.
7. **Information Processor, Organizer and Time Manager** - Students collect, organize and analyze relevant information from a variety of sources while managing the use of resources.
8. **Independent Worker** - Students take responsibility for their actions and decisions and make informed decisions.
9. **Adaptable Worker** - Students present their skills, knowledge and experience. They showcase their abilities to adapt to these skills.
10. **Business-Systems User** - Students learn to use technology, instruments, tools and information systems effectively in a safe and competent manner.

Resources Used:

The St. Catharines Standard

http://www.absoluteastronomy.com/topics/Henley_Royal_Regatta

<http://www.ohlarenaguide.com/icedogs.htm>

<http://www.niagararegion.ca/government/initiatives/gncr/default.aspx>

<http://www.stcatharineslock3museum.ca/>

http://fahs.brocku.ca/profiles/profile_spma.php?id=74

<http://www.gobadgers.ca/landing/index>

<http://cattcanada.ca/~media/Files/CATT/home/educators/CATT-online-resources-en.ashx>

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World Tourism Organization

Canadian Tourism Commission

Wade Graham - Media Consultant, Niagara Ice Dogs

