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Canadian Sport Tourism Alliance
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Alliance canadienne du tourisme sportif

January 18, 2013

Councillor Denzil Minnan-Wong
Chairman, Public Works and Infrastructure Committee, City of Toronto

Councillor Mark Grimes
Chairman, Mayor's 2015 Pan / Parapan American Games Secretariat, City of Toronto

Councillor Michael Thompson
Chairman, Economic Development Committee, City of Toronto

To Councillor Minnan-Wong, Councillor Grimes and Councillor Thompson:

I am writing to provide you with the results of our Economic Impact Assessment associated with the inaugural Toronto Triathlon Festival (TTF) hosted in Toronto on the July 21-22, 2012 weekend.

The results have been prepared using the Canadian Sport Tourism Alliance's STEAM PRO model, which is Canada's premier Economic Impact (EI) model used for sport tourism. The STEAM model has been used extensively in Toronto, most recently in respect of the 2012 Grey Cup. STEAM projections have been prepared for hundreds of events across Canada, and it is the EI projection model required by Sport Canada as part of applications to the International Hosting Program.

The TTF Race Weekend (the combined expenditures of out of town race participants, out of town race spectators and the event organizers) generated \$808,000 in economic activity for the City of Toronto, and \$1,100,000 for the Province of Ontario. We project 2013 numbers, based on participation forecasts from Event Organizers, to be \$1,500,000 for the City of Toronto and \$2,000,000 for the Province of Ontario, respectively.

I have every reason to believe that these economic development numbers will grow even more in subsequent years as the race becomes more established and incorporated into competitors' schedule. I base this assertion on my event experience generally, and specifically because of my research and understanding of signature sports events (i.e. Olympic events) in major city centres. For example, the fact that the 2013 TTF platform will also be the National Triathlon Championships, in my view, should increase the level of tourism associated with the event, and consequently boost the economic activity results.

I would be happy to discuss these results with you at any time. Thank you for your consideration.

Sincerely,



Tony Fisher
Director of Research, Canadian Sport Tourism Alliance