

Introducing Our Sports Team



Our sports team is made up of a number of key Tourism people, however, for this presentation we would like to introduce the following people:

- Shelley Crawford – Account Director for the East Region.
- Stephen Mills-Hughes – Account Director for the West Region.
- Laura Jane Elkin, Cultural Program Coordinator
Toronto International, City of Toronto
- Dragana Micic, Director of Sports Tourism, Mississauga Tourism

How well do you know Toronto?



A sample of Toronto's fabulous sporting venues and facilities:

East

- Birchmount Stadium
- Berczy Park
- Centennial College
- Canlan Ice Sports (2 locations)
- Seneca College (Newnham Campus)
- Metro Sports Centre
- Milliken Complex
- University of Toronto (Scarborough)

West

- Canlan Ice Sports
- Centennial Park
- Downsview Park
- Esther Shiner Park
- Etobicoke Olympium
- Hershey Centre
- Humber College (triple gym)
- Iceland Mississauga

How well do you know Toronto?



A sample of Toronto's fabulous sporting venues and facilities (Continued):

Downtown

- Air Canada Centre
- Dragon Boat Course
- Ricoh Coliseum
- Rogers Centre
- National Soccer Stadium (New–Spring 2007)
- University of Toronto
- Varsity Stadium



About Tourism Toronto



- Tourism Toronto offers experienced staff with extensive knowledge of Toronto to coach you through all stages of your event
- Ranked in North America's top 3 CVBs for excellence
- Attendance Building Toolkit
- Provides access to over 1,000 member services

Tourism Toronto Tools



Attendance Building Tools

Choose from a range of professionally designed and customizable:

- Postcards
- Newsletters
- Online Banner Ads
- Print Ads
- HTML Emails
- Mapping Tool—create a map of the hotels you are using and nearby restaurants and attractions

Tourism Toronto Sports Initiative



- Sports Brochure
- Sports Ad
- Sports Collateral Folder
- Direct email address: sports@torcvb.com
- Sports 1-800 #: 1-800-965-9128

Tourism Toronto's B. I. F.



- The Business Incentive Fund (B.I.F.) was created to help bring events to the regions.
- Criteria
 - 1,000 peak rooms downtown 2 or more hotels
 - 750 peak rooms West Region 2 or more hotels
 - 450 peak rooms East Region 2 or more hotels
- Review history, venue and time of event prior to approval.

Recent Tourism Toronto Wins



Past & future sporting events in Greater Toronto:

- CAHRA Canadian Adult Hockey Recreation Association
- Labatt Regional Tournament – March 2005 & 2006
- Canadian Baton Championships 2006
- Canadian Shooting Championships 2005
- Federation Internationale de Football Association FIFA U-20
- World Cup Canada 2007– July 2007
- FINA Federation Internationale de Natation (Aquatics)
- Men's Water Polo World League Semi-Final 2005
- International Cricket Council – Inter-Continental Cup 2005
- International Cricket Council – U-19

Recent Tourism Toronto Wins



Past & future sporting events in Greater Toronto:

- World Cup Qualifier Americas Region 2005
- International Dragon Boat Federation Club Crew
- World Championships – August 2006
- Judo Ontario 2005 & 2006
- North American Roller Hockey Championships
- NARCh July 1999 & 2006
- Ontario Spring Classic 2005 & 2006 – Archery
- Toronto Cup (Soccer) July 2005, 2006 & 2007
- 2004 Olympic Swimming Trials
- 2000 Canadian International Badminton Championships

Sports Unlimited May 10 – 12, 2006



- 1st Tourism Toronto Sport Familiarization tour
- Showcasing our partnerships
- Show how easy it is to book Toronto
- Target Market

Let us know if you have an interest to
join us for this remarkable event in Toronto!

Toronto's Sports Council



- Officially started in Fall 2005.
- Toronto Sports Summit – Jan 2006
- Action Plan to follow Spring 2006
- Small group discussions – 4 topics