

*Canadian Sport Tourism Alliance*



**CONSULTING**

**SERVICES**



**stat**

sport tourism assessment template

# What is STAT?

- Tool for communities of all sizes, budgets and experience levels to assess your evolution as sport tourism host market
- Improve your in-house process and marketing

# How Does STAT Work?

- Accessible to Members of CSTA
- Complete Online Worksheet
- Receive Score in 10 Key Areas and Cumulative Score

# How Can STAT Help Your Destination?

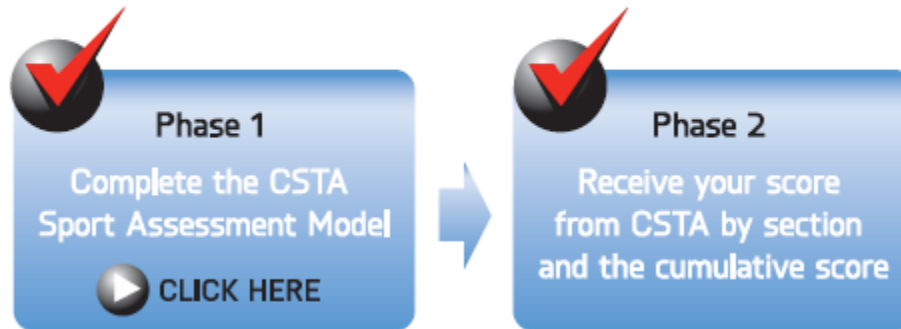
- Assessment of Current State
- Evaluation of Sport Tourism Program
- Show your evolution
- Define Strategic Direction & tactical development
- Business Planning

# GABARIT DE PLANIFICATION DU TOURISME SPORTIF DE L'ACTS

## CSTA SPORT TOURISM ROADMAP ©



# STAT Process



# STAT Pro Process (Basic Service)



## Appendix 2 STAT PRO Report

# STAT PRO 12 Phase Quarterly Action Plan

DESCRIPTION	Quarterly periods												Action		
	1	2	3	4	5	6	7	8	9	10	11	12	CSTA member city	CSTA Consulting Service	Budget
Step 1: Even Hosting Structure and Resources															
1a: Sport Tourism Structure and Human Resources															
(one line per action)															



# STAT Pro vs. CSHI

## STAT Pro

- Asses your evolution as sport tourism host market
- Identify area of improvement



## Canadian Sport Hosting Index

- Canada City Ranking
- Canada Sport Ranking



# How Often?

- STAT Pro
  - Every 3 years



# The cost

## STAT PRO

- STAT
  - Free of Charge
- STAT PRO (Basic Service)
  - \$5,000 plus taxes



# STAT Pro Enhanced

- CSTA Consulting Support
- CSTA Implementation Support
- CSTA Mentoring

(Costs depend on level of service)

# Getting Started with STAT

[https://www.surveymonkey.com/r/CSTA\\_STAT\\_EN](https://www.surveymonkey.com/r/CSTA_STAT_EN)

[https://www.surveymonkey.com/r/ACTS\\_GETS\\_FR](https://www.surveymonkey.com/r/ACTS_GETS_FR)





Questions

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