



Report
Staff Report
 The Corporation of the City of Brampton
 6/25/2025

Date: 2025-06-11

Subject: **Brampton Tourism Strategy**

Contact: Gage Board, Supervisor, Tourism
 Strategic Communications, Tourism & Events

Report number: Corporate Support Services-2025-529

RECOMMENDATIONS:

1. That the report from Gage Board, Supervisor, Tourism, Strategic Communications, Tourism & Events, to the City Council Meeting of June 25, 2025; re: **Brampton Sport Tourism Strategy** be received;
2. That the City of Brampton Sport Tourism Strategy be endorsed by Council;
3. That staff develop an implementation plan for the recommendations in the Sport Tourism Strategy with the goal of a net zero impact to the property tax base.

OVERVIEW:

- The Brampton Tourism Strategy, endorsed by Council in 2021, identified Sport Tourism as a key tourism development stream and recommended the completion of a Sport Tourism Strategy to provide an intentional foundation for hosting sport activities in the City
- As one of Canada's fastest-growing and most diverse cities, Brampton is uniquely positioned to harness the potential of sport tourism to drive economic impact, stimulate local business engagement, and inspire youth participation
- Beyond immediate financial returns, sport tourism enhances community pride, promotes destination marketing and placemaking, and fosters inclusive social impact. It contributes meaningfully to health and wellness, sport development, and infrastructure investment, all of which elevate the overall quality of life for residents
- In 2024, the City launched the development of Brampton's first Sport Tourism Strategy commissioned to Sport Tourism Canada, in partnership with Toa Consulting and The Data Jungle

- The Sport Tourism Strategy completed research by conducting literature review, analyzing venue capacity, hosting stakeholder engagement, and an assessment of future opportunities
- The Sport Tourism Strategy has identified a clear vision for Brampton's future, that includes five primary recommendations and 65 specific proposed tactics to accomplish the recommendations and overarching vision
- There are no immediate financial implications associated with the recommendations of this report.

BACKGROUND:

In 2021, City Council unanimously endorsed the Brampton Tourism Strategy, which identified the sport tourism sector as one of four key tourism development streams to focus on. Sport tourism represents a powerful catalyst for community and economic development in Brampton, offering a diverse range of social, cultural, and financial benefits.

While the City of Brampton is in the initial stages of building Brampton as a tourism destination, sport tourism in Brampton has been operating successfully for many years and is by far the largest tourism-related economic driver for Brampton. Brampton hosts over 30 different sporting events annually that generates over \$20 million in economic impact and over 25 thousand hotel room nights.

CURRENT SITUATION:

In 2024, The City of Brampton commissioned Sport Tourism Canada, in partnership with Toa Consulting and The Data Jungle, a comprehensive Sport Tourism Strategy. This strategy aims to assess sport tourism opportunities and challenges, identify Brampton's hosting capabilities, and structure an approach to optimize its hosting capabilities while aligning with existing municipal sport policies. The goal is a vibrant, healthy, and economically prosperous community.

The Sport Tourism Strategy scope of work included a review of existing literature, comparable analysis, capacity analysis, stakeholder engagement and future opportunity assessment.

Stakeholder engagement included:

- 60+ surveys completed by local sport organization, City staff and influencers
- 2 local sport organization workshops
- Workshop with Brampton accommodation providers
- Interviews with city staff, local influencers and key sport hosting organizations

The Brampton Sport Tourism Strategy is presented in the following format:

1. Brampton Overview
2. Brampton Sport Venues
3. Brampton Accommodations
4. Key Trends and Findings
5. Brampton Sport Tourism Readiness Assessment
6. Recommendations and Next Steps
7. Appendices; Acknowledgements, Venues, Accommodation Providers, Photo Credits

Brampton Sport Tourism Strategy Vision

Elevate Brampton as a provincial leader and rising national player in Canada in sport hosting by building upon its existing assets—diversity, location, venue footprint, and youth demographics—while addressing infrastructure needs and local sport hosting capabilities and capacity.

Goals

Goal: Validate Brampton's vision for sport tourism

To elevate Brampton's position in the sport tourism sector, the City should establish a clear and achievable vision grounded in its community strengths, venue assets, and cultural diversity. By focusing on a targeted portfolio of high-potential sports—those already active and organized locally—Brampton can strategically grow its reputation as a host for regional and provincial events, with selective expansion into national and international opportunities.

Goal: Become Canada's premier hub for culturally significant sport events

Brampton is uniquely positioned to become Canada's leading hub for culturally significant sport events, reflecting the city's unmatched diversity and deep community ties to global sport traditions.

Goal: Anchor and strengthen Brampton's existing sport franchises

Retaining Brampton's existing sport franchises is essential to the city's identity, economic vitality, and sport hosting credibility. These teams generate consistent attendance, create year-round engagement opportunities, and inspire youth participation in sport.

Goal: Establish Brampton as a provincial/ national training and event hub

Brampton has the infrastructure, population base, and strategic location to emerge as a leading high performance training and competition hub in Ontario and Canada. Facilities

like Save Max Sports Centre, Victoria Park Stadium, and Cassie Campbell Community Centre support a variety of competitive sports, many of which align with provincial and national training and event priorities.

Goal: Operationalize Brampton's vision for sport tourism through the lens of the participant

With a clear vision in place, Brampton must now focus on activating its sport tourism strategy through coordinated implementation, stakeholder engagement, and sustained investment. This means aligning City departments, community partners, and sport organizations around shared goals, performance measures, and priority opportunities.

There are 65 total tactics within each presented goal ranging from quick wins (0-3 months) to long-term actions (3+ years) that support building towards Brampton's vision as a hub for sport hosting. Tourism staff will be required to work on an implementation plan to action these 65 tactics.

CORPORATE IMPLICATIONS:

Financial Implications:

There are no immediate financial implications associated with the recommendations of this report.

Staff will develop an implementation plan for the recommendations in the Sport Tourism Strategy with the goal of a net zero impact to the property tax base. Staff will report back to Council and submit requests through annual budget submissions for the Mayor's consideration, as required.

STRATEGIC FOCUS AREA:

Growing Urban Centres & Neighbourhoods: The report focuses on supporting the local economy and positive community impact through sport competition and hosting.

Government & Leadership: Focusing on service excellence for sport organizations with equity, efficiency, effectiveness, accountability, and transparency.

Culture and Diversity: Focusing on cultural diversity and cross-cultural understanding utilizing sport as the connector.

CONCLUSION:

The Brampton Sport Tourism Strategy sets the foundation for a bold and intentional approach to positioning Brampton as a leader in the sport tourism sector. Built on research, stakeholder engagement, and an understanding of the city's unique assets, the Strategy outlines a clear vision supported by targeted goals and actionable tactics. It reflects Brampton's commitment to leveraging sport as a driver of economic growth,

community well-being, and cultural expression. With coordinated effort and sustained investment, Brampton is well-equipped to unlock the full potential of sport tourism—enhancing its reputation, enriching the quality of life for residents, and strengthening its role as a vibrant, inclusive destination for sport and tourism alike.

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Attachments:

- Attachment 1 – Executive Summary - City of Brampton Sport Tourism Strategy
- Attachment 2 – Full Report - City of Bampton Sport Tourism Strategy
- Attachment 3 – Local Sport Organization Survey Outputs
- Attachment 4 – Brampton Accommodations Survey Outputs