

# City of Brampton Sport Tourism Strategy: *Executive Summary*

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Prepared by:



In partnership with



TOA CONSULTING



# Background

The City of Brampton commissioned Sport Tourism Canada, in partnership with Toa Consulting and The Data Jungle, from November 2024 to June 2025 to develop 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... a vibrant, healthy, and economically prosperous community.

## Why Sport Tourism?

Sport tourism is the fastest growing segment in the global tourism industry.

Sport tourism plays a pivotal role in driving economic growth, fostering community prosperity, and enhancing social cohesion.

Sport tourism is a resilient segment in the global tourism industry, withstanding the pressures of the recent global pandemic and economic downturn better than other segments.

## What can the City of Brampton expect by investing in sport tourism?

- Economic impact and job creation
- Support for local businesses and entrepreneurs
- Youth engagement and development
- Community pride and cultural celebration
- Health, wellness and active living
- Social cohesion and inclusion
- Destination branding and placemaking
- Sport system and athlete development
- Strategic infrastructure investment
- Enhanced quality of life for residents



# Categories of Sport Tourism

Sport Tourism Canada defines sport tourism as “any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or sport-related business meetings”<sup>9</sup>. Sport Tourism Canada’s definition of sport tourism has been adopted as part of Brampton’s Sport Tourism Strategy.

## Focus areas for Brampton\*:

- Sport Competition** – Organized competitions sanctioned by local, provincial, national, and international sport organizations.
- Sport-Related Festivals and Events** – Festivals centered around a sport event that enhance community gathering, celebration, and sponsor / partner brand activation.
- High-Performance Training Facilities** – Facilities attracting participants to a specific geographic location for training camps, development programs, or permanent residency.
- Attraction / Retention of Semi-Professional or Professional Sport Franchise(s)** – Attraction of a team to Brampton or retention of existing teams, generating economic activity through ticket sales, sponsorships, hotel room nights, etc.

## Lower priority areas for Brampton\*:

- Ancillary Events and Sport Business Meetings** – Sport-related conferences, trade shows, and other gatherings that occur alongside sport events or as standalone engagements.
- Mass Participation Sport Events** – Open-registration events that encourage public participation, community engagement, and health and wellness initiatives.
- National or Provincial Sport Governing Body** – The establishment or relocation of a sport governing body to a community, bringing sustained economic benefits through job creation, conferences, and ongoing sport-related activities.

\* Based on feedback from the City Staff / City Council Survey and analysis of Brampton’s strengths and opportunities overall.

# Analysis: Sport Tourism Trends Affecting Brampton

As part of this project, an environmental scan was conducted to identify key trends in sport tourism specific to cities near major metropolitan centres. The following were identified as the top trends affecting Brampton and Brampton's ability to deliver on sport tourism.

## High-Impact **Positive** Trends for Brampton

- 1. Regional and Provincial Events** bring greater sustained economic benefits over a “one-time” boost from a national / international event.
- 2. Youth Sport Tourism Growth.** Youth tournaments (e.g., soccer, volleyball, basketball) continue to drive high volumes of overnight stays and family spending—Brampton's young population and family-oriented facilities are well-positioned to benefit from this surge.
- 3. Culturally-Driven Sport Tourism.** Brampton's rich diversity (over 230 cultures)<sup>7</sup> creates a natural opportunity to host culturally relevant events such as the Afro-Caribbean Cup, South Asian Youth Games, or Latinx sport festivals, attracting participants from across Canada and around the world.
- 4. Women's Sport Acceleration.** The global surge in women's sport viewership is creating new opportunities for communities that proactively invest in female athlete pathways, coach development, and women-led sport events—Brampton can lead in this space regionally.
- 5. Community-Centered Festival Models.** Shifting from isolated events to weeklong, community-integrated festivals (e.g., sport + music + food) can increase engagement, visitor satisfaction, and local business participation while elevating Brampton's tourism appeal.
- 6. Diversification of Hosted Sports** cities are moving beyond traditional sports (e.g., hockey, soccer) to host emerging and culturally relevant events like kabaddi, cricket, futsal, esports, and field hockey, expanding their reach to new audiences and athlete groups.



# Analysis: Sport Tourism Trends Affecting Brampton

High-impact positive trends can provide insight into a promising sport tourism strategy for the City of Brampton. Brampton's Sport Tourism Strategy should equally address some of the challenges or high-impact negative trends affecting the sector.

## High-Impact **Negative** Trends for Brampton

- 1. Volunteer Burnout and Recruitment Barriers.** Volunteerism is the backbone of community sport hosting, yet Brampton — like many Canadian cities — is facing a decline in volunteer participation due to fatigue, shifting priorities, and lack of recognition. Without a revitalized recruitment and retention strategy, including support from the Brampton Sport Council, the city risks jeopardizing its ability to deliver quality events.
- 2. Facility Overload and Community Displacement.** Brampton's ice rinks, turf fields, and gymnasiums are operating at or near capacity, with strong demand from local sport organizations. Hosting large-scale events often displaces existing community programming — a growing source of tension. Without dedicated “event windows,” surplus venue space, or regional facility partnerships, Brampton may face increasing friction between sport hosting ambitions and local user access.
- 3. Escalating Event Delivery Costs.** The costs of insurance, accommodations, transportation, staffing, and security have risen significantly since the pandemic — putting pressure on both event organizers and teams. Brampton must work closely with event rights holders to keep events viable, while also promoting its relatively affordable hotel market as a competitive advantage within the GTA.





# Brampton Sport Venues > Key Fact and Figures

Brampton is home to a wide array of sport venues that position the city as a competitive and increasingly attractive destination for sport hosting in Ontario and across Canada. This diverse infrastructure supports a variety of high-participation sports. The city's commitment to maintaining and upgrading facilities further enhances its capacity to host local, regional, and provincial-level events.

## Brampton Sport Facilities & Venues

- 37 city-owned multi-sport facilities (i.e., recreation / community centres)
- 100+ soccer fields
- 53 multi-purpose natural fields
- 48 softball and six (6) hardball diamonds – one eight diamond complex
- 20 ice pads – two (2) four-pad complexes
- 15+ cricket pitches
- 30+ 3X3 / outdoor basketball courts
- 14 beach volleyball courts
- 13 recreational pools (less than 50m)
- 9 indoor / outdoor artificial turf fields, with lights
- 5 outdoor synthetic 400m tracks
- 5 golf course
- 2 curling rink, each with 6 sheets of ice
- 2 tennis venues – with year-round courts
- 27 city-owned outdoor tennis courts
- 70+ gymnasiums

## Brampton's Showcase Venues

- FIH Global-certified field hockey water-based turf field at Cassie Campbell Community Centre
- IAAF 400m eight-lane track with nine field events, 876 seating capacity at Terry Fox Stadium
- Dedicated Kabaddi stadium, 3,000 seating capacity at Brampton Sports Park
- 5,000 seat spectator bowl for multi-sport hosting at CAA Centre

# Analysis: Brampton Sport Tourism Readiness Assessment

The Sport Tourism Readiness Assessment evaluates Brampton's preparedness to attract, plan, and deliver events across four levels of competition. This summary captures Brampton's current readiness strengths and development areas, helping to inform priority actions across policy, operations, and infrastructure investment.

Category	Regional	Provincial	National	International
<b>Vision (Overall strategic direction)</b>	4.0 / 5	3.5 / 5	3.0 / 5	2.5 / 5
<b>Sport Host Structures and Human Resources</b> - Having a skilled workforce and volunteer base to support sport event bidding and hosting activities, as well as the organization structure(s), processes and workflows to carry out all sport tourism-related activities.	3.5 / 5	3.0 / 5	2.5 / 5	2.0 / 5
<b>Venues and Assets</b> - Having the necessary physical infrastructure, such as sport venues, supporting / ancillary amenities, accommodations, conference and meeting facilities, restaurants, transportation, and attractions to support sport hosting.	3.5 / 5	3.0 / 5	2.5–3.0 / 5	2.0–3.0 / 5
<b>Financial</b> - Having adequate funding to support the attraction, sales, bid process, development, planning, preparation, delivery and evaluation of sport events and related sport tourism offerings.	3.0 / 5	2.5 / 5	2.0 / 5	2.0 / 5
<b>Marketing</b> - Having effective marketing + promotions strength to position Brampton as a sport tourism destination, and to support product development locally that would support the sport tourism segment.	3.0 / 5	3.0 / 5	2.5 / 5	2.5 / 5
<b>Other (e.g., partnerships, systems)</b> - Referring to additional systems, mechanisms and ways of working that have a direct impact on sport tourism and event hosting success (e.g., information management, partnership and collaboration, innovation, regulatory environment, etc.)	3.5 / 5	3.0 / 5	2.5 / 5	2.5 / 5



## Brampton's Sport Tourism Vision

**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.

### Recommendations:

1

Validate  
Brampton's vision  
for sport tourism

2

Become  
Canada's premier  
hub for culturally  
significant sport  
events

3

Anchor and  
strengthen  
Brampton's  
existing sport  
franchises

4

Establish  
Brampton as  
provincial /  
national training  
and event hub

5

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



# Recommendations

## 1 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.

Out of the 104+ sports and sport disciplines to choose from, we recommend narrowing the focus to 18 well-established sports in Brampton (in alphabetical order):

Baseball	Figure Skating	Lacrosse
Basketball / 3X3	Football / Flag Football	Rugby
Boxing	Futsal	Soccer
Cricket	Golf	Softball - Fastpitch
Curling	Ice Hockey	Softball - Slo-Pitch
Field Hockey	Kabaddi	Track & Field / X-Country

# Recommendations

## 2 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. By prioritizing sports such as basketball, cricket, futsal, field hockey, figure skating and kabaddi, Brampton can attract new audiences, strengthen national and international connections, and celebrate its multicultural identity. This approach also supports tourism growth, inclusive community engagement, and long-term economic development.

**Basketball**



**Cricket**



**Field Hockey**



**Futsal**



**Kabaddi**



## Recommendations

3

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. By investing in franchise relationships, facility standards, and community connections, Brampton can ensure long-term franchise stability. A focused retention strategy will also reinforce the city's appeal for future professional sport investments.

**CEBL Brampton  
Honey Badgers**



**Brampton  
Canadettes**



**Brampton  
Steelheads**





## Recommendations

4

### Establish Brampton as 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. By formalizing partnerships with sport organizations and investing in targeted infrastructure improvements, Brampton can attract year-round training camps, development programs, and elite athlete pathways—strengthening both its sport tourism profile and local sport ecosystem.

**Cricket**



**Field Hockey**



**Figure Skating**



**Lacrosse**



**Rugby**



**Tennis**



## Recommendations

5

### Operationalize Brampton's vision for sport tourism

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. By embedding sport tourism into event planning, facility management, and tourism promotion, Brampton can consistently attract, deliver, and grow sport events that reflect its identity and aspirations. A focused operational approach will ensure Brampton's sport tourism efforts are measurable, community-informed, and positioned for long-term success.

**Establish a centralized sport tourism governance structure**

**Map + embed sport tourism workflows within City processes**

**Revise key policies and planning documents with a sport tourism lens**

**Launch a Local Sport Organization (LSO) engagement and data strategy**

**Develop a "Sport Hosting 101" Capacity-Building Program**

**Build a sustainable sport event funding model**

**Formalize a sponsorship + partnership strategy and program**

**For more information, please contact:**



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**QUESTIONS /  
COMMENTS?**