

City of Brampton Sport Tourism Strategy

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Prepared by:



In partnership with



TOA CONSULTING



Territorial Acknowledgements

The City of Brampton is located on the traditional territories of the Mississaugas of the Credit, Haudenosaunee, and Wendat Nations who have called this land home since time immemorial. We acknowledge the agreements made in Treaty 19 — the Ajetance Purchase of 1818 — and are committed to our ongoing role in reconciliation through meaningful action rooted in truth, justice, and respect. We are grateful to the original caretakers of this land who have ensured we are able to work, play, and live in Brampton now and in the future.



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Brampton Overview

Profile of the City of Brampton

Brampton is a young, diverse, energetic city in the heart of the Greater Toronto Area (GTA) – Canada's 7th largest city and a dynamic hub for sport, business and community.



Population (2024)¹: 791,486



5-year projected population growth²: 18.2%



Average Age³: 37.5 Average Age Ontario³: 41.8



% Households with children⁴: 73.9%



Average annual household income⁵: \$111,000



Population born outside of Canada⁶: 52.9%

Ethnic diversity⁷: 230 cultures and 115 spoken languages

- **South Asian – 52.4%**
- **European – 18.9%**
- **Black – 13.1%**
- **Other – 10.5%**
- **SE Asian – 4.6%**
- **Indigenous – 0.5%**

Key Facts & Figures

- 15 minutes from Toronto Pearson International Airport
- Connected by major highways (401, 407, 410) and GO Transit – facilitating sport event access.
- Rapid commercial, residential, and transit-oriented development
- Among fastest-growing cities in Canada, projected >1 million residents by 2050
- Over **\$2 billion** in building permits issued in 2023

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.



Anticipated Benefits for the City of Brampton

Sport tourism represents a powerful catalyst for community and economic development in Brampton, offering a diverse range of social, cultural, and financial benefits.

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.

A background image showing a man in a red cap and sunglasses playing beach volleyball. A volleyball is visible in the upper left corner of the image.

“By aligning sport tourism initiatives with community priorities, Brampton can position itself as a leading destination for sport, culture, and innovation.”

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”⁹. 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: Brampton Sport Profile

Brampton is a dynamic and diverse sport community that champions competition, recreation, and active living. With a wide range of sport facilities, dedicated local sport organizations, and a growing reputation for hosting sport events, Brampton is an emerging destination of choice for athletes, teams, and sport tourism experiences.

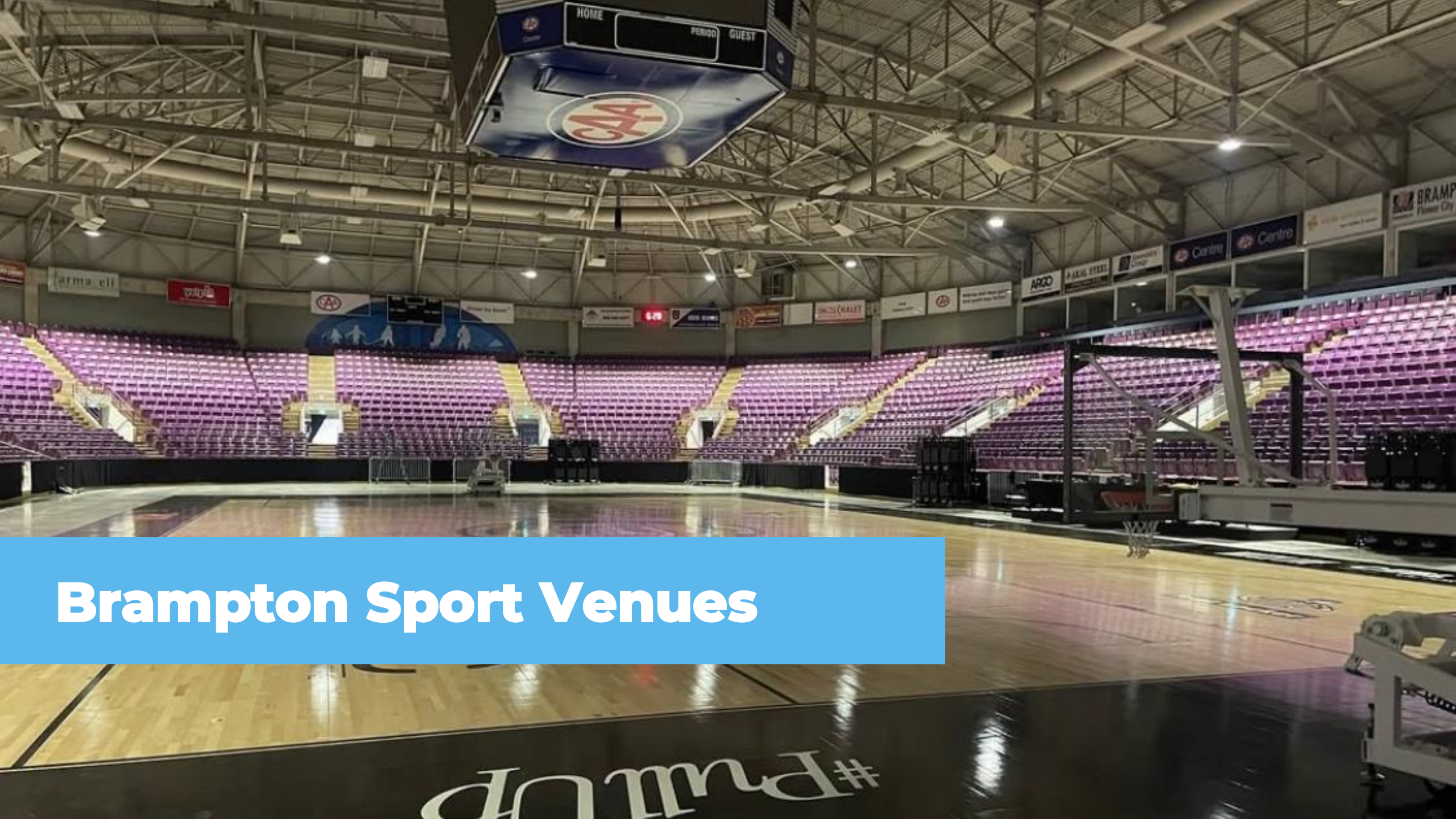
of Local Sport Organizations in Brampton : 290

of Sports: 61 (37 of which are recognized by Sport Canada)

- | | | | | |
|--|---|---|--|---|
| <ul style="list-style-type: none">• Air Sport*• Archery• Athletics• Badminton• Baseball• Basketball• Baton*• Biathlon• Billiards*• Bocce*• Bowling (5/10 Pin)• Boxing | <ul style="list-style-type: none">• Bridge*• Cheer*• Chess*• Climbing• Cornhole*• Cricket• CrossFit*• Curling• Cycling• Dance Sport*• Disc Golf*• Diving | <ul style="list-style-type: none">• Equestrian• Fishing*• Floorball*• Football (inc. Flag)• Golf• Gymnastics• Ball Hockey*• Field Hockey• Ice Hockey• Horseshoe*• Kabaddi*• Lacrosse• Mixed Martial Arts* | <ul style="list-style-type: none">• Motocross*• Netball*• Paddleboarding*• Parkour*• Pickleball*• Racquetball• Roundnet*• Rowing• Rugby• Shooting• Skating• Soccer• Softball | <ul style="list-style-type: none">• Swimming• Squash• Artistic Swimming• Swimming• Table Tennis• Tennis• Triathlon• Volleyball• Ultimate*• Weightlifting• Wrestling |
|--|---|---|--|---|

*Not recognized by Sport Canada





Brampton Sport Venues

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 Venues

Experience Brampton > Sport Tourism Map

This custom Google Map is a collaborative planning and visualization tool centered on the City of Brampton, designed to support strategic decision-making around sport tourism.

The map is divided into seven (7) filterable layers:

- City-Owned Outdoor Facilities
- City-Owned Indoor Facilities
- Accommodation Providers
- Private School Facilities
- Privately-Owned Outdoor Facilities
- Privately-Owned Indoor Facilities
- LSO-Highlighted Venues



Analysis: Brampton Sport Venues

This chart provides a snapshot of Brampton's key sport venues, along with direct links to detailed write ups for each venue. This snapshot highlights the variety of venue types available to support sport programming and sport event hosting. From multi-use community centres to premium event venues like the CAA Centre, Brampton boasts a broad inventory of infrastructure that supports a range of sport types and user groups.

Facility Name	Facility Type													
	Gymnasium	Outdoor Fields	Outdoor / Domed Turf	Indoor Turf	Diamonds	Outdoor Track & Field	Outdoor Basketball	Indoor Tennis Courts	Curling Sheet	Arena / Ice Rink	Dry Pad	Pool	Beach Volleyball	Fitness Centre
Brampton Curling Club									6					
Brampton Sports Park		6			5									
CAA Centre	1									4	4			
Cassie Campbell Community Centre	2	3	1				1			2	2	1		1
Century Gardens Recreation Centre		2			1					2	2	1		1
Chinguacousy Park / Sandra Hames Centre / Terry Fox Stadium						1		6	6				14	
Creditview Sandalwood Park		19	2											
Gore Meadows Community Centre	2	1	1				5				1	1		1
Memorial Arena				1	3					1				
Save Max Sports Centre	3		2	4		1					1			
Sesquicentennial Park					8									
Susan Fennell Sports Complex	1				2		1			4		1		
Victoria Park / Avalon Stadium		2												

Analysis: Brampton Sport Venues

This summary distills the core strengths and critical infrastructure gaps that influence Brampton's current and future capacity to host regional, provincial, and national sport events. It also highlights key implications for investment and strategic venue activation..

Summary of Key Strengths:

- **Extensive Facility Network:** Over 20 city-owned venue types including 100+ soccer fields, 20 ice pads, and 70+ gymnasiums.
- **Showcase Venues:** The CAA Centre, Brampton Sports Park, and Cassie Campbell Centre provide event-ready infrastructure for regional to international events.
- **Cultural Sport Facilities:** Cricket, kabaddi, and field hockey venues align with Brampton's multicultural identity and growing demand for culturally significant events.
- **Clustered Venue Zones:** Sites like Gore Meadows, Creditview Sandalwood, and Chinguacousy Park support multi-sport events and ease of access.

Summary of Key Gaps:

- **Event Operations Infrastructure:** Many sites lack modern Wi-Fi, streaming tech, or adequate spectator seating.
- **Accessibility and Inclusion:** Several key venues need upgrades to meet inclusive sport standards and adaptive sport requirements.
- **Seasonal Limitations:** Indoor turf, domes, and winterized spaces are insufficient for year-round training and event hosting.
- **Support Facilities:** Storage, changerooms, warm-up spaces, and rest areas are often limited or outdated.

Sport Tourism Strategy Implications and Considerations:

- Prioritize targeted investment in event-ready infrastructure at high-potential venues.
- Leverage venue clusters and diverse sport inventory to build multi-venue hosting models.
- Align enhancements with key sport tourism markets—youth, cultural sport, and provincial/national events.

A modern hotel lobby with a large TV, a wooden console, and a grey sectional sofa. The TV displays a 25% off instant rebate for the Ontario Energy Saving Program, a news headline about a murder in Hamilton, and a stock market ticker. The room features a wooden console, a grey sectional sofa, and a patterned rug. Large windows in the background provide natural light.

Brampton Accommodations

Analysis: Brampton Accommodation Providers

Brampton's hotel landscape offers a range of accommodation options with strong guest satisfaction ratings, moderate star classifications, and sufficient room diversity to support most sport hosting needs. The hotel inventory falls short on high-room volume hotels and any properties above a 3-star, limiting hosting potential.

Hotel Name	Total Rooms	Room Types	Star Rating	Average Guest Rating
Courtyard by Marriott Toronto Brampton	159	King Rooms, Double Queen Rooms, One-Bedroom Suites	3.0/5	4.1/5
Days Inn by Wyndham Brampton	61	Standard Rooms, Suites	2.5/5	3.5/5
Fairfield Inn & Suites Toronto Brampton	107	King Rooms, Double Queen Rooms, Suites	3.0/5	4.0/5
Hampton Inn by Hilton Brampton Toronto	92	King Rooms, Double Queen Rooms, Accessible Rooms	3.0/5	4.5/5
Hilton Garden Inn Toronto/Brampton	123	King Rooms, Double Queen Rooms, Suites	3.0/5	4.0/5
Hilton Garden Inn Toronto/Brampton West	120	King Rooms, Double Queen Rooms, Accessible Rooms	3.0/5	4.3/5
Holiday Inn Express & Suites Brampton	84	King Rooms, Double Queen Rooms, Suites	2.5/5	4.2/5

Analysis: Brampton Accommodation Providers

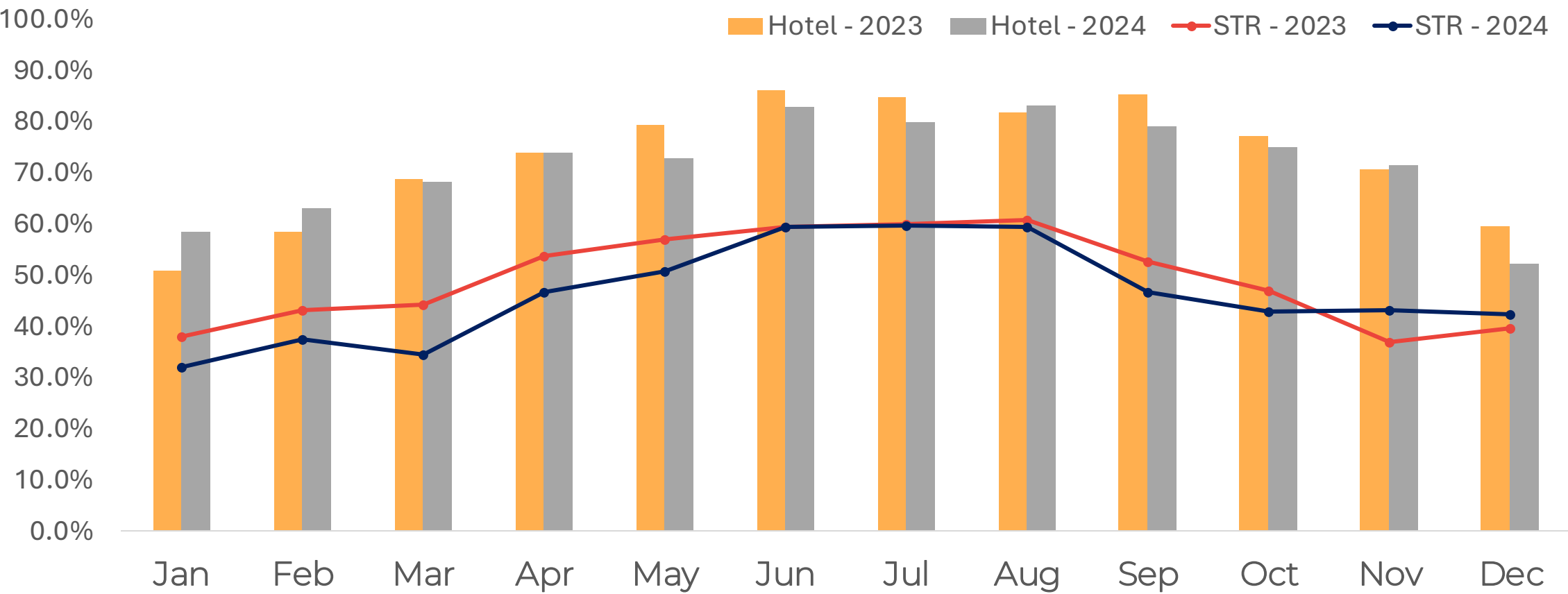
Brampton’s hotel landscape offers a range of accommodation options with strong guest satisfaction ratings, moderate star classifications, and sufficient room diversity to support most sport hosting needs. The hotel inventory falls short on high-room volume hotels and any properties above a 3-star, limiting hosting potential.

Hotel Name	Total Rooms	Room Types	Star Rating	Average Guest Rating
Home2 Suites by Hilton Toronto Brampton	100	Studio Suites, One-Bedroom Suites (all with full kitchens)	3.0/5	4.5/5
Hyatt Place Toronto / Brampton	119	King Rooms with Sofa Bed, Double Queen Rooms, Accessible Rooms	3.0/5	4.3/5
Monte Carlo Inn – Brampton Suites	107	Standard Rooms, Executive Suites, Jacuzzi Suites	3.0/5	3.8/5
Park Inn by Radisson Brampton	41	One-Bedroom Suite, Premium and King Rooms, Double Queen Rooms	2.5/5	3.8/5
Quality Inn & Suites	133	Two-Bedroom Suites (each with 2 double beds and a kitchenette)	2.0/5	4/5
Sheridan College Residence & Conference Centre – Brampton	75	Two-Bedroom Suites (each with 2 double beds and a kitchenette)	2.0/5	4/5

Analysis: Brampton Accommodation Providers

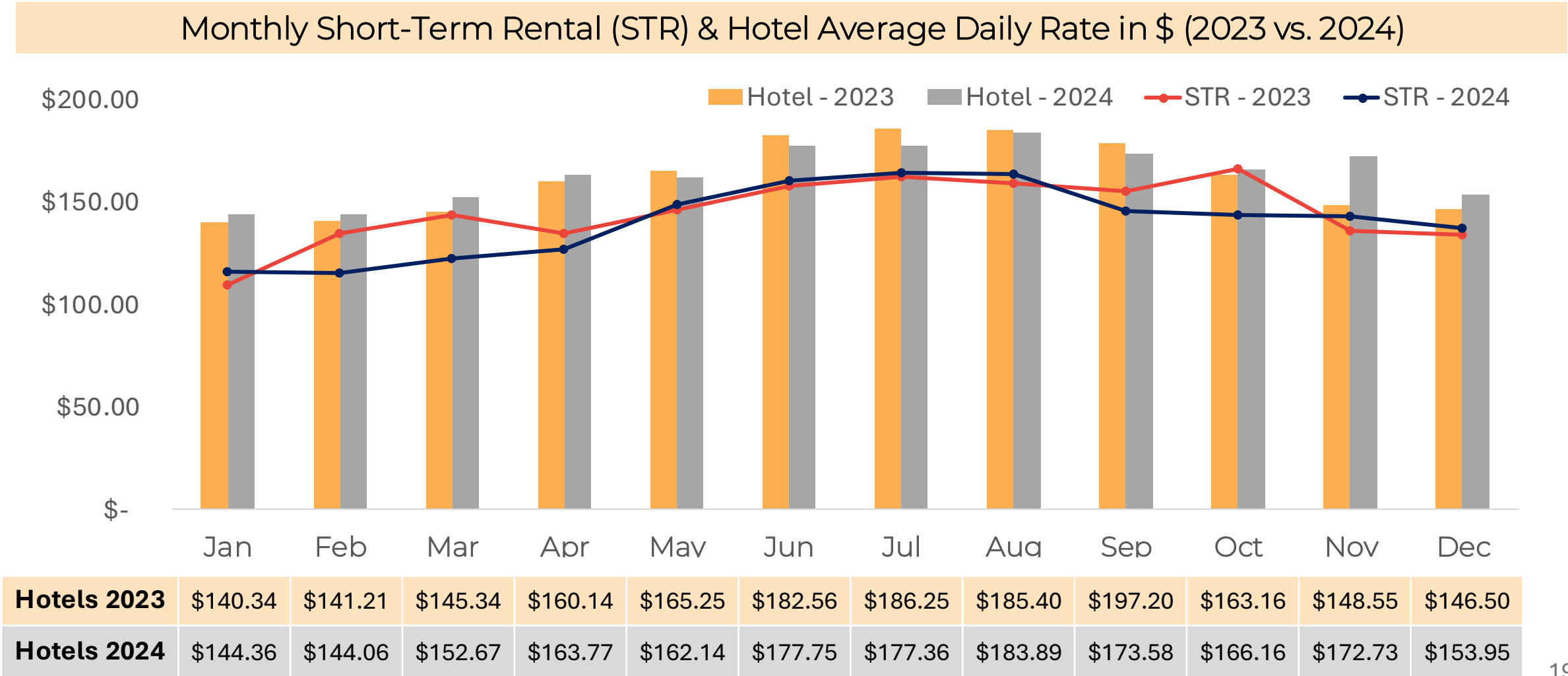
This chart compares monthly occupancy rates for short-term rentals (STR) and hotels in Brampton for 2023 and 2024, providing insight into seasonal trends, peak demand periods, and implications for sport event scheduling and accommodation planning.

Monthly Short-Term Rental (STR) & Hotel Occupancy % 2023-2024



Analysis: Brampton Accommodation Providers

This analysis compares monthly average daily rates (ADR) for hotels and short-term rentals (STR) in Brampton from 2023 to 2024, highlighting seasonal fluctuations and emerging rate trends relevant to sport event accommodation planning.



Analysis: Brampton Accommodations Providers

Accommodation supply is a critical pillar of Brampton's sport hosting readiness. This analysis examines the city's current hotel inventory, capacity during peak periods, and alignment with the needs of sport event organizers. It also identifies opportunities to strengthen coordination with accommodation partners and enhance the visitor experience for athletes, teams, and spectators.

Summary of Key Strengths:

- Over 1,200 hotel rooms available across multiple hotel chains including Marriott, Hilton, Hyatt, and IHG.
- Majority of accommodations are located within 15–20 minutes of major sport venues (e.g., Save Max Sports Centre, CAA Centre).
- Many hotels offer sport-friendly room configurations (e.g., Double Queen Rooms, Studio Suites, Kitchenettes).
- Several hotels have group booking experience and offer onsite meeting space and amenities suited to team logistics.

Summary of Key Gaps:

- Limited supply of high-capacity hotels (e.g., 150 rooms).
- Lack of dedicated hotel partnership programs tailored to sport event needs (e.g., pre-negotiated rates, room blocks).
- Insufficient family-style and economy lodging options near major facilities, limiting options for larger tournaments.
- No formalized city-wide accommodation coordination or service level agreement to support peak-time hosting.
- Lack of 4-star hotel options limiting professional, national and international event potential.
- Limited banquet facilities constraining national and international event hosting potential.

Sport Tourism Strategy Implications and Considerations:

- Establish a Brampton Hotel Partnership Program to align accommodations with event organizers
- Explore the feasibility of adding new mid- and full-service hotels near key sport event venues (e.g., CAA Centre)
- Use accommodation data to develop a city-wide "Room Night Calculator" for sport event bid packages



Key Trends and Findings

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)⁷ 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.



Analysis: What We Heard

Mayor and City Council, senior municipal staff, local sport organizations, sport leaders, and accommodation providers highlighted gaps in Brampton's sport infrastructure and called for investment in inclusive infrastructure that serves Brampton's diverse population.

- 1. Facility Limitations Remain a Major Barrier.** Stakeholders and LSOs alike agree: Brampton's facilities are stretched too thin, with more than half of LSOs reporting that current venue availability does not meet their needs prompting them to seek facilities in other municipalities. From limited field access and indoor turf to outdated Wi-Fi, insufficient spectator seating, and under-equipped event spaces — the city's rapid growth is outpacing its sport infrastructure capacity.
"We're slowly building infrastructure, but [population] growth is rapidly occurring."
- 2. Culturally-Rooted Sport Identity.** Brampton's greatest opportunity to lead in the national sport tourism market lies in sports that reflect its population. Cricket stands out as a core identity, anchored by the GT20 tournament, youth leagues, and multiple pitches throughout the city, Brampton positions itself as Canada's cricket capital. At the same time, culturally relevant sports like kabaddi, netball, and road tennis are rapidly growing in popularity yet lack dedicated infrastructure. Stakeholders are calling for targeted investments that elevate these emerging sports and ensure Brampton's facilities reflect its community. *"[Let's be the] cricket capital of Canada... we need to be unique."*
- 3. Balancing Community and Elite Sport Needs.** Sport facilities must serve both tourism goals and local community use. LSOs emphasized the need for affordable, inclusive, and accessible infrastructure that supports grassroots and high-performance sport alike. Barriers such as limited funding, inaccessible spaces, and lack of trained staff persist. With only 35% offering adaptive programs and just 28% serving Indigenous participants — there's a clear call for investments that deliver both social impact and economic return. *"Does the investment in the amenity have the ability to serve the community beyond hosting events?"*

Analysis: What We Heard

Key partners are calling for more inclusive planning, better support systems, and stronger integration between sport, tourism, and the community.

4. **Community Engagement Makes Events Stick.** People stay loyal to events that feel like their own. Both surveys and interviews emphasized the value of culturally themed games, player and fan experiences, and local clinics. To succeed, events should celebrate Brampton’s diverse community — not just feature external attractions. *“First focus is to build loyalty within the community among the local sport organizations, they are the backbone of volunteers for sport hosting.”*
5. **Youth Leagues Are a Growth Engine.** City-supported leagues in cricket, tennis, and soccer have shown great success. Youth-focused sport organizations want more access to gyms, subsidized pricing, and coaching support. Youth programming is seen as the foundation for both participation and long-term athlete development. *“Grassroots tennis with high-profile instructors at city rates is a resounding success, building a base for even stronger events.”*
6. **Accommodations Need Coordination, Not Just Inventory.** While Brampton has hotel rooms, they’re not always well-integrated with sport venues or event timelines. Accommodation providers called for more communication with the City of Brampton to better support and engage in sport tourism opportunities. Location and block-booking logistics were cited as barriers. *“There is no centralized system for block room booking... it is every event and every property for themselves. Third-party booking providers are eating into hotel margins, minimizing the ability for more competitive rates.”*
7. **LSOs Need Help Navigating Bids, Permits, and Promotion.** LSOs want to grow event hosting but face capacity challenges, from writing grant applications and drafting bids to marketing events and navigating complex permitting systems. Venue booking in Brampton is often described as inconsistent and confusing. LSOs called for a centralized contact point, better online tools, and faster, more coordinated support to streamline processes and align efforts across the city. *“A centralized team that can help support bids – large and small – would help us feel confident about investing the time and resources into sport event bidding.”*

Analysis: What We Heard

Before evaluating Brampton's overall sport tourism readiness, stakeholder engagement provided critical context on the city's current sport hosting landscape. Insights from community consultations, surveys, and interviews with local sport organizations, accommodation providers, and City staff revealed recurring strengths, concerns, and ideas for improvement. These findings directly informed recommendations.

Summary of Key Strengths:

- Strong appetite for sport hosting among local organizations and community leaders.
- Brampton's diversity is widely viewed as an asset for hosting culturally relevant sport events.
- Existing infrastructure is seen as broad and adaptable, especially for youth and regional competitions.
- City staff are supportive and open to partnership but need clearer internal coordination and mandate.

Summary of Key Gaps:

- Local sport organizations are stretched thin, lacking funding, volunteers, and event hosting capacity.
- Perceived competition between community use and external event bookings leads to resistance or burnout.
- Fragmented communication and unclear permitting or event support processes frustrate event organizers.
- Lack of coordinated marketing or destination storytelling specific to sport tourism.

Sport Tourism Strategy Implications and Considerations:

- Strengthen City-wide coordination by clarifying roles and responsibilities for sport hosting internally.
- Build local sport organization capacity through training, templates, recognition, and small grant support.
- Develop a transparent, user-friendly event hosting process, from permitting to marketing support.
- Position Brampton's cultural diversity and youth infrastructure as unique selling features in bids / promotions.



Brampton Sport Tourism Readiness Assessment

Analysis: Brampton Sport Tourism Readiness Assessment

The Sport Tourism Readiness Assessment evaluates a community's ability to effectively plan, manage, and deliver sport tourism events.

“Sport tourism readiness” means having the necessary resources, skills, knowledge, and systems in place to meet the needs and expectations of the sport event rights holders and visitors, as well as to achieve the goals of the City of Brampton and key sport tourism partners.



How to Read the Assessment Snapshot

The Brampton Sport Tourism Readiness Assessment is presented as a “snapshot” for four (4) levels of event:

- | | |
|---------------------|-------------------|
| i) Local / regional | iii) National |
| ii) Provincial | iv) International |

Utilizing the information gathered from interviews, surveys, secondary research / literature review, workshops with local sport organizations, and site visits, Brampton's sport tourism readiness was assessed against six (6) key categories:

- Vision
- Sport Host Structures + Human Resources
- Venues and Assets
- Financial
- Marketing
- Other

The assessment categories are rated on a scale of 1 to 5, where: **1 = Not at All Ready** and **5 = Very Ready / Expert**.

Analysis: Brampton Sport Tourism Readiness Assessment

Sport Tourism Readiness – Description of Evaluation Categories

Sport tourism readiness takes a range of factors into account including:

- 1. Sport Host Structures and Human Resources.** 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.
- 2. Venues and Assets.** 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. Financial.** Having adequate funding to support the attraction, sales, bid process, development, planning, preparation, delivery and evaluation of sport events and related sport tourism offerings.
- 4. Marketing.** 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.
- 5. Other.** 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.)

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
Sport Host Structures and Human Resources	3.5 / 5	3.0 / 5	2.5 / 5	2.0 / 5
Venues and Assets	3.5 / 5	3.0 / 5	2.5–3.0 / 5	2.0–3.0 / 5
Financial	3.0 / 5	2.5 / 5	2.0 / 5	2.0 / 5
Marketing	3.0 / 5	3.0 / 5	2.5 / 5	2.5 / 5
Other (e.g., partnerships, systems)	3.5 / 5	3.0 / 5	2.5 / 5	2.5 / 5
Vision (Overall strategic direction)	4.0 / 5	3.5 / 5	3.0 / 5	2.5 / 5

Analysis: Brampton Sport Tourism Readiness Assessment for Regional Events

When assessed against the following (6) key categories – Vision, Sport Host Structures + Human Resources, Venues + Assets, Financial, Marketing, and Other – Brampton rated as **soundly positioned to deliver on regional sport events**.

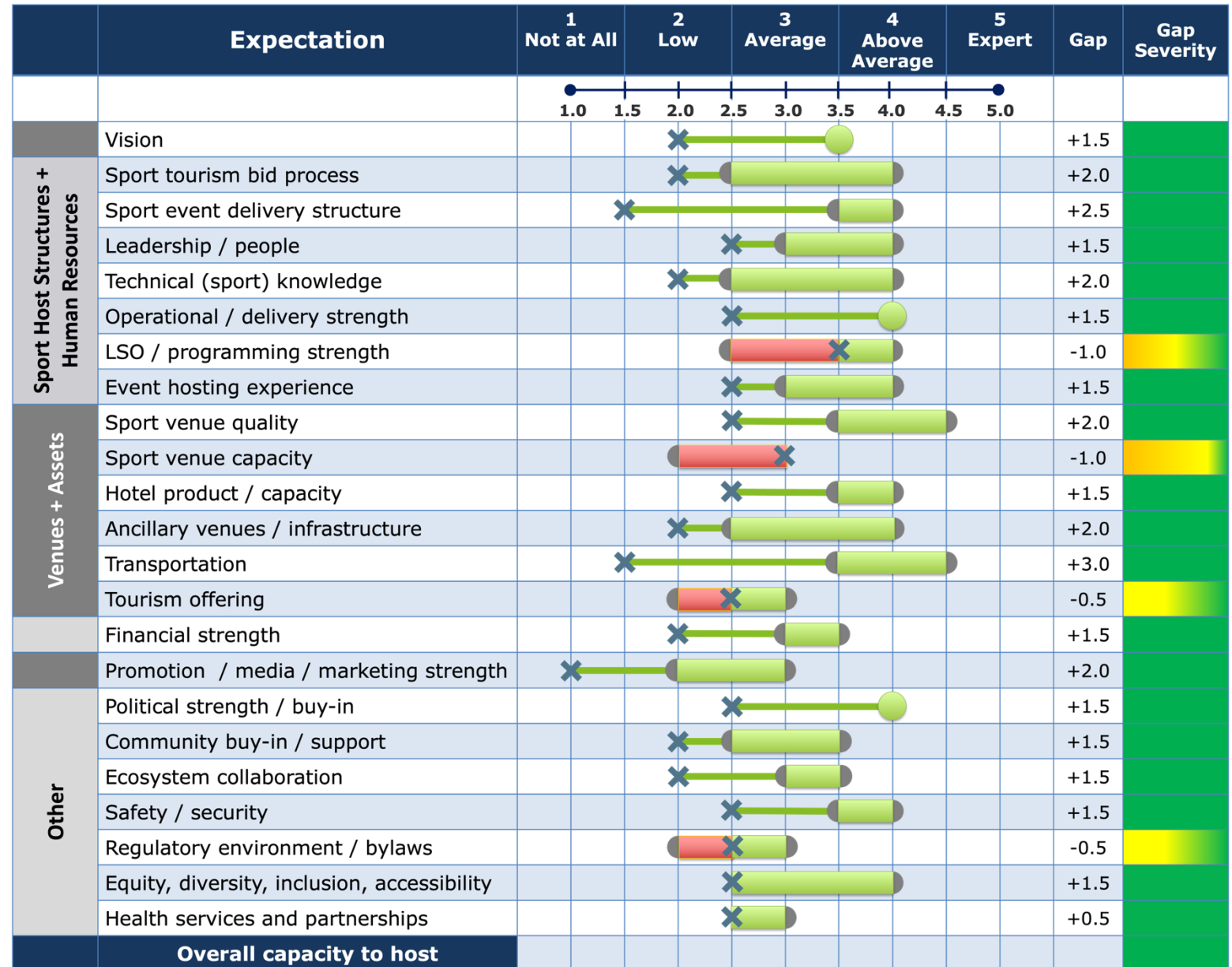
Greatest areas for improvement in regional sport hosting include Brampton's sport venue capacity, engagement and coordination between LSOs and the City, and financial support for events.

Overall rating:

3.0



4.0



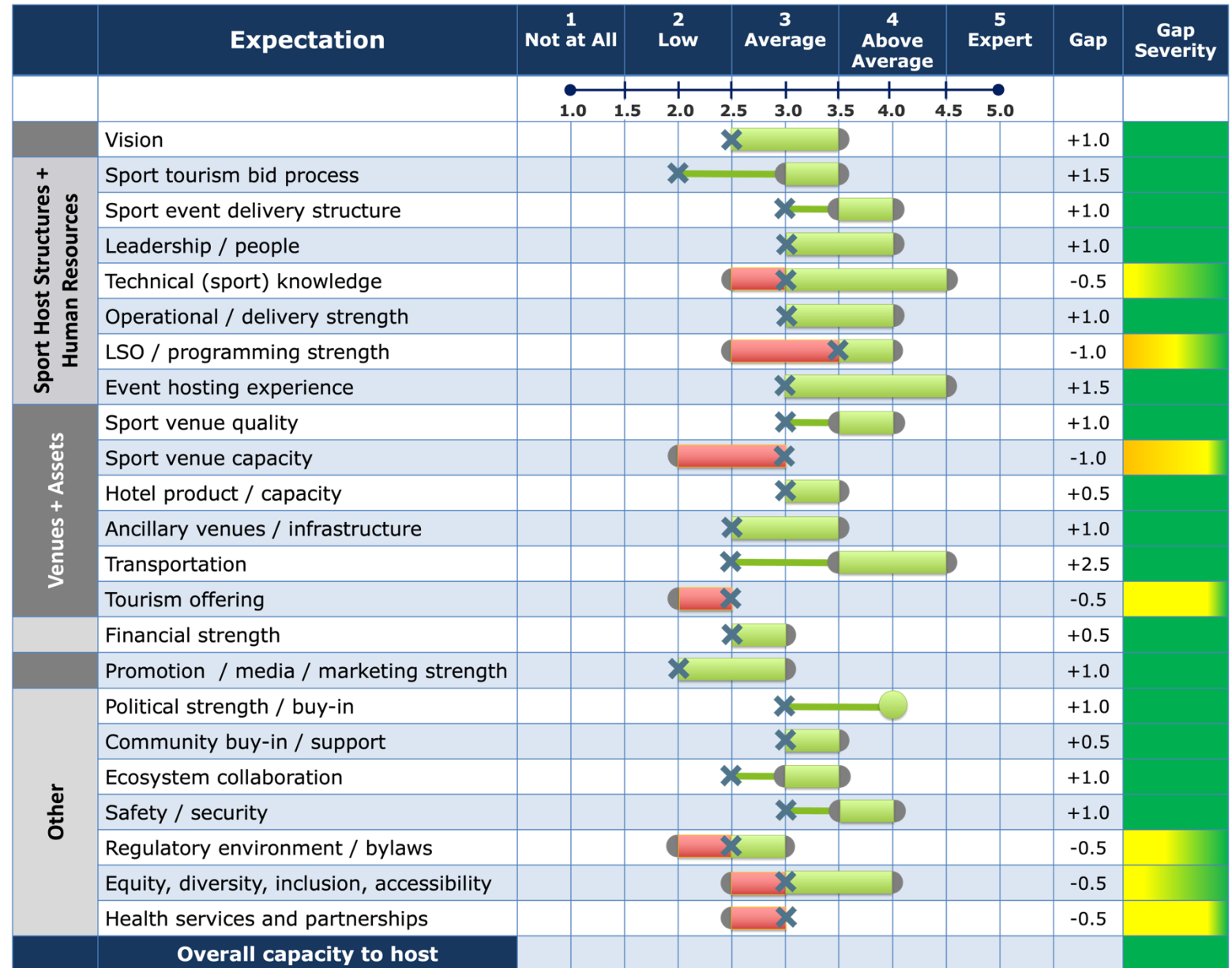
● = Current State ● = Current State (if a range) X = Target State ● = Does Not Meet Requirements ● = Surpasses Requirements

Analysis: Brampton Sport Tourism Readiness Assessment for Provincial Events

When assessed against the following (6) key categories – Vision, Sport Host Structures + Human Resources, Venues and Assets, Financial, Marketing, and Other – Brampton rated as **soundly positioned to deliver on provincial sport events**.

Greatest areas for improvement in provincial sport hosting include venue capacity, sport event delivery structure and operations in Brampton (including bylaw and permitting), and financial strength.

Overall rating: **3.0**  **3.5**



● = Current State  = Current State (if a range) X = Target State  = Does Not Meet Requirements  = Surpasses Requirements

Analysis: Brampton Sport Tourism Readiness Assessment for National Events

When assessed against the six (6) sport tourism readiness categories, Brampton rated as slightly below to below average to deliver on national events.

Brampton’s readiness in the national event category depends on the sport. When sports have a strong vision, strong local leadership, deep event experience, and minimal reliance on public facilities, the readiness rating increases to above average.



	Expectation	1 Not at All	2 Low	3 Average	4 Above Average	5 Expert	Gap	Gap Severity					
		1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0			
Sport Host Structures + Human Resources	Vision											-1.5	
	Sport tourism bid process											-1.5	
	Sport event delivery structure											+0.5	
	Leadership / people											-0.5	
	Technical (sport) knowledge											-1.0	
	Operational / delivery strength											-0.5	
	LSO / programming strength											-0.5	
	Event hosting experience											-0.5	
Venues + Assets	Sport venue quality											-0.5	
	Sport venue capacity											-2.0	
	Hotel product / capacity											-1.5	
	Ancillary venues / infrastructure											-1.5	
	Transportation											+1.0	
	Tourism offering											-1.0	
	Financial strength											-2.0	
	Promotion / media / marketing strength											-1.5	
Other	Political strength / buy-in											+0.5	
	Community buy-in / support											-0.5	
	Ecosystem collaboration											-1.0	
	Safety / security											-1.0	
	Regulatory environment / bylaws											-1.5	
	Equity, diversity, inclusion, accessibility											-1.5	
	Health services and partnerships											-1.0	
	Overall capacity to host												

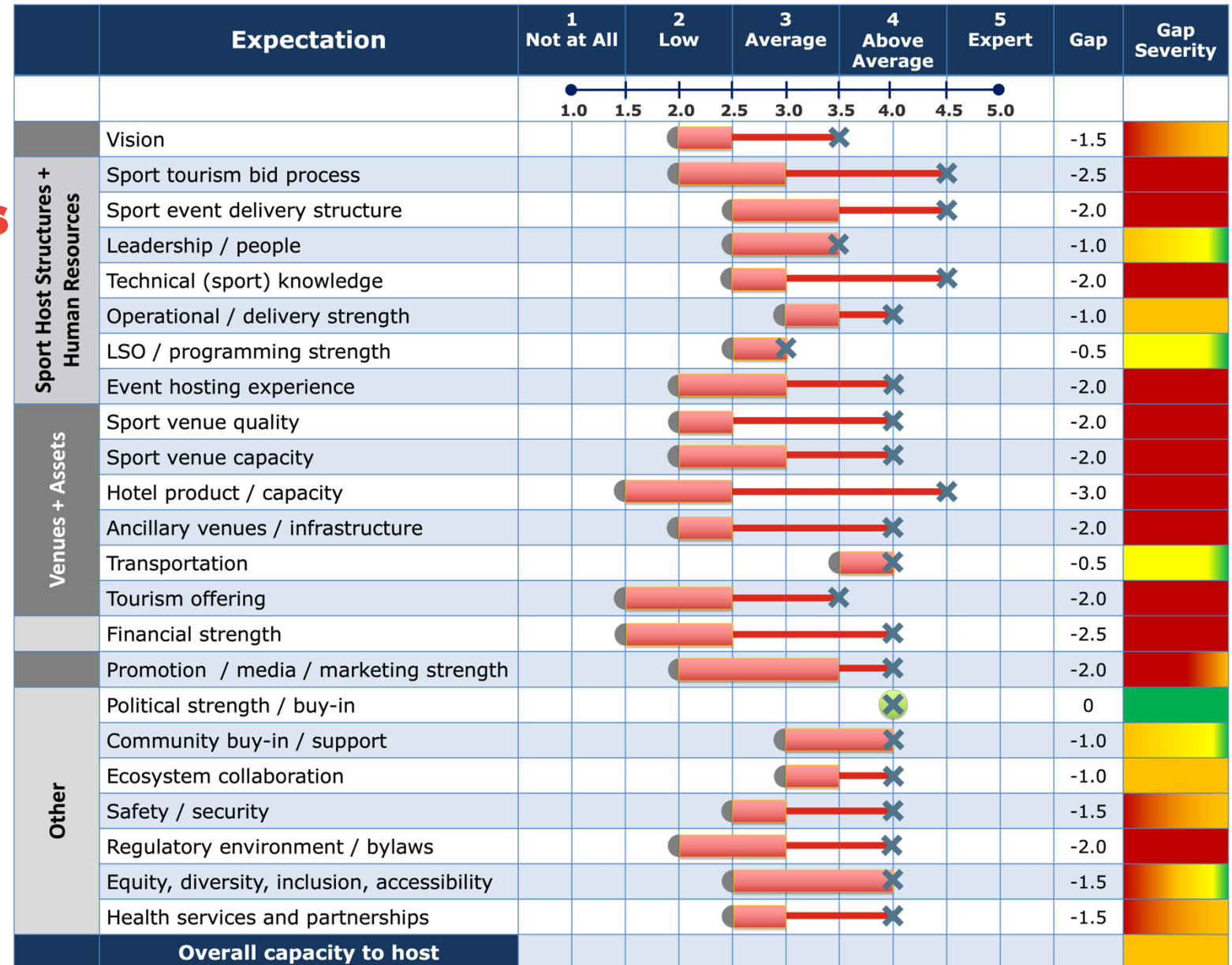
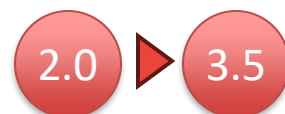
● = Current State ● = Current State (if a range) ✕ = Target State ● = Does Not Meet Requirements ● = Surpasses Requirements

Analysis: Brampton Sport Tourism Readiness Assessment for International Events

When assessed against the six (6) sport tourism readiness categories, Brampton rated as slightly below to below average to deliver on international events, despite the City having some strong attributes.

Brampton's readiness in the international event category depends on the sport. With strong local leadership, deep event experience, and access to all required facilities, the readiness rating ranges from slightly below average or slightly above average.

Overall rating:



● = Current State ● = Current State (if a range) ✕ = Target State ● = Does Not Meet Requirements ● = Surpasses Requirements

Analysis: Brampton Sport Tourism Readiness Assessment

Summary of Key Strengths:

- **Strong Regional and Provincial Readiness.** Brampton is well-positioned to host regional and provincial-level events due to its extensive venue inventory, community sport engagement, hotel inventory, and geographic accessibility.
- **Clear Vision and Local Momentum.** There is alignment across community sport organizations and City departments on the value of sport tourism and a desire to elevate Brampton's role as a host city.
- **Growing Infrastructure Footprint.** New and revitalized facilities—like the CAA Centre, Cassie Campbell Community Centre, and Save Max Sports Centre—offer strong foundations for hosting competitive sport events.
- **Diverse and Youthful Community.** Brampton's demographic profile supports participation-driven sport events, particularly in culturally significant sports like cricket, kabaddi, and field hockey.

Summary of Key Gaps:

- **Lack of Formalized Sport Hosting Processes.** Brampton lacks a standardized sport hosting process, creating uncertainty for organizers and limiting the City's ability to efficiently attract, plan, and deliver events.
- **Funding and Operational Constraints.** Limited grant access, rising event delivery costs, and insufficient support for local organizers inhibit sport event growth and sustainability.
- **Facility Readiness Issues.** Key venues require upgrades in accessibility, spectator capacity, broadcast / connectivity infrastructure, event production (audio/visual), and change room amenities.
- **Volunteer Capacity and Burnout.** A declining volunteer base and insufficient training/resources threaten Brampton's ability to support consistent and quality event delivery.

Analysis: Brampton Sport Tourism Readiness Assessment

Sport Tourism Strategy Implications and Considerations:

- Prioritize the development of a centralized sport tourism governance model with dedicated staff and cross-departmental alignment.
- Formalize sport tourism workflows across City departments and communicate to local sport organizations re: preferred processes, sport event opportunity intake, central points of contact, etc.
- Invest in venue enhancements and event infrastructure to close readiness gaps for provincial and national-level events.
- Launch a capacity-building strategy for local sport organizations and volunteers to strengthen Brampton's event delivery ecosystem.
- Focus early efforts on sports and event tiers where Brampton has a competitive advantage—youth, cultural, and regional/provincial events—while preparing long-term for higher-tier opportunities.
- Increase funding sustainability to the sport hosting program overall.
- Consider increasing staff capacity to stabilize the consistency of event delivery and better prepare for future national and international event delivery.

A young child with dark skin and short, curly hair is the central focus, captured in a dynamic pose as they catch an orange football. The child is wearing a purple and black long-sleeved jersey with 'PEET ELITE' and the number '7' printed on it. They are also wearing black pants with yellow accents and white flag football flags. The child's mouth is open in a focused expression, and they are wearing blue gloves. The background is a blurred green field with a blue backdrop and other players in the distance. A red banner with white text is overlaid on the left side of the image.

Recommendations and Next Steps



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

Proposed Tactics

1

Validate Brampton's vision for sport tourism

Quick Wins (0-<3 months)

- Approve strategy via Mayor/Council
- Mobilize strategy among City staff
- Confirm sport tourism priorities
- Gather photos for target sports
- Gather videos for target sports

Key Considerations: Buy in from City Council and senior City staff across departments will be critical to success. Equally as important is the buy in from the targeted sports.

Prepare for annual refreshes and check ins regarding the strategy and identified sport and sport event targets, including with LSOs.

Short-Term Actions (3-<12 months)

- Define Brampton's desired outcomes for sport tourism
- Identify and confirm target sport alignment
- Establish performance measures and impact targets
- Develop tracking methods and consistent reporting outputs
- Evolve Brampton's "sport event bid templates"

Mid-Term Actions (1-3 years)

- Build and validate a 10-year sport hosting calendar
- Co-develop plans with PSOs/NSOs to align with event cycles
- Develop a "sport hosting evaluation toolkit"
- Create a "Brampton Sport Identity" framework to position Brampton clearly on the national sport tourism landscape

Long-Term Actions (3+ years)

- Develop a sport tourism strategy refresh cycle every three (3) years
- Integrate sport tourism into city-wide branding, economic development, recreation plans, and other guiding documents

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

Proposed Tactics

2

Become Canada's premier hub for culturally significant sport events

Quick Wins (0-<3 months)

- Identify / confirm 3-5 culturally significant sports aligned with Brampton's demographics
- Begin outreach to LSOs, cultural sport event organizers, and PSOs/NSOs

Key Considerations: Brampton's strength lies in its cultural diversity; success in this space requires deep, authentic partnerships with local sport organizations that reflect local identities. Culturally significant events often operate outside traditional sport pathways, so flexibility in facility use, funding, and event protocols is essential.

Short-Term Actions (3-<12 months)

- Host a roundtable with key sport + cultural community leaders
- Finalize a sport tourism pitch deck focused on cultural sport
- Develop a flexible event evaluation framework tailored to culturally significant sport
- Explore grant funding to support event delivery + facility upgrades

Mid-Term Actions (1-3 years)

- Secure one annual regional or provincial-level cultural sport event
- Formalize partnerships with PSOs/NSOs to host recurring events
- Support enhancements at priority venues (e.g., audio/visual)
- Promote cultural sport hosting success stories in national media

Long-Term Actions (3+ years)

- Secure multi-year hosting rights for a national or international cultural sport tournament
- Integrate cultural sport into broader tourism and community development strategies

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

Proposed Tactics

3

Anchor and strengthen Brampton's existing sport franchises

Quick Wins (0-<3 months)

- Schedule regular franchise check-ins
- Review lease agreements and operating terms for renewal timelines or improvement clauses
- Review the sponsorship agreements and activations at the CAA Centre
- Support franchises through aligned branding, messaging, and communications coordination / support

Key Considerations: Maintaining Brampton's sport franchises is about more than tenancy—it's about brand alignment, shared vision, and community connection. Proactive relationship-building and infrastructure readiness are critical to long-term franchise success, especially as hosting competition grows among Canadian cities.

Short-Term Actions (3-<12 months)

- Develop a Franchise Retention Action Plan
- Collaborate on co-branded community activations (e.g., youth clinics, school visits, themed games)
- Audit facility standards to identify small-scale improvements that impact player / fan experience

Mid-Term Actions (1-3 years)

- Invest in targeted upgrades (e.g., Wi-Fi, AV, changerooms)
- Establish multi-year partnership agreements with defined benefits and commitments
- Include franchise hosting needs in long-range facility planning
- Develop a data dashboard to monitor franchise economic and community impact

Long-Term Actions (3+ years)

- Create a franchise-hosting legacy fund to support future upgrades and innovation

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, Terry Fox 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



* Other sports to assess for a provincial / national training and/or event hub include track and field, baseball, softball, slo-pitch, archery, and wrestling.

Recommendations

Proposed Tactics

4

Establish Brampton as provincial / national training and event hub

Quick Wins (0-<3 months)

- Validate 4-6 target sports
- Engage with PSOs/NSOs to assess interest in Brampton as a hub
- Inventory and assess facility readiness for training and event hosting across key event venues

Key Considerations: Becoming a hub will require both infrastructure readiness and strategic alignment with PSO/NSO planning cycles. Brampton's success will depend on balancing high-performance and event hosting opportunities with community access, while building a consistent reputation for operational excellence.

Short-Term Actions (3-<12 months)

- Begin compiling a one-pager and pitch deck highlighting Brampton's sport assets, accessibility, and diversity
- Formalize pilot partnerships with PSOs/NSOs to host regional or provincial training camps, showcases, or tournaments
- Launch a "Train and Compete in Brampton" campaign to attract attention from sport organizations and associations

Mid-Term Actions (1-3 years)

- Secure provincial or national sport organization (PSO/NSO) designation as a recognized provincial training and event host centre for at least two target sports
- Expand sport-specific facility amenities where needed (e.g., batting cages, turf enhancements, high-performance equipment). Host a high-profile provincial or national tournament to demonstrate Brampton's event hosting capabilities at scale

Long-Term Actions (3+ years)

- Collect longitudinal data on athlete visits, camps, events, etc.

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

Recommendations

Proposed Tactics

5 Operationalize Brampton’s vision for sport tourism

Quick Wins (0-<3 months)

- Map existing sport event workflows
- Create an inter-departmental sport tourism working group
- Develop a visual summary of Brampton’s sport tourism vision
- Review the sponsorship agreements and activations for all event venues

Key Considerations: To effectively operationalize Brampton’s sport tourism strategy, alignment is required across infrastructure investment, interdepartmental coordination, marketing, and partnership development. Clear, measurable outcomes—both economic and community-based—will be essential for tracking success.

Short-Term Actions (3-<12 months)

- Clarify and evolve the role of the Brampton Sport Council
- Conduct a governance review specific to sport tourism
- Propose sport tourism revisions to key City documents
- Develop a “Sport Hosting 101” toolkit for LSOs and partners
- Compile a database of sport organizations and event hosts
- Build photo bank for priority sports, venues, as well as gender balance

Mid-Term Actions (1-3 years)

- Establish a multi-year sport hosting grant or incentive program
- Build cross-sector partnerships (e.g., hotel association)
- Host an annual Brampton Sport Tourism Summit for sport hosting capacity building and recognition
- Develop a sustainable event funding framework
- Launch a community-facing sport event hosting resource hub
- Develop an economic impact dashboard (year-over-year)

Long-Term Actions (3+ years)

- Formalize Brampton’s sport tourism governance model

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**QUESTIONS /
COMMENTS?**

Thank You



Appendices





Appendix: Acknowledgements

APPENDIX: Acknowledgements

Thank you to the City and the Government of Alberta for supporting this project.

City of Brampton: We would like to thank the City of Brampton for engaging in this important work and for their leadership and oversight throughout the course of the project. We would like to specifically thank Gage Board, Tourism Supervisor, and Alex McCallion, Sports Tourism Coordinator for their commitment and guidance. We appreciate the guidance and support from the broader Strategic Communications, Tourism and Events Office, which included connecting us with local sport organizations and key partners, organizing community workshops on Sport Tourism Canada's behalf, and sharing important tourism sector research and data.

Sport Organizations / Sport Leaders: Sport Tourism Canada would like to thank members of the national, provincial and local sport organizations that participated in the Research & Discovery phase of this project through various community consultations. Organizations from archery, badminton, ball hockey, baseball, basketball, baton twirling, boxing, cricket, curling, field hockey, figure skating, football (tackle and flag), golf, horseshoes, ice hockey, karate, lacrosse, lawn bowling, motorcycle recreational, pickleball, roundnet, rugby, slo-pitch, soccer, softball, swimming, tennis, track and field, trampoline gymnastics, ultimate frisbee, volleyball, and wrestling.



APPENDIX: Acknowledgements

Meet our dedicated team of sport tourism specialists...



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APPENDIX: Acknowledgements

Learn about the team that delivered this project on Brampton's behalf (Toa Consulting).

About Sport Tourism Canada: Sport Tourism Canada (STC) (www.sporttourismcanada.com) is the national authority dedicated to advancing sport tourism as a driver of economic development, community engagement, and destination branding across the country. Established in 2000, STC supports municipalities, sport organizations, and tourism professionals by providing research, training, and tools that enhance Canada's capacity to attract, host, and leverage sport events of all sizes—from grassroots tournaments to international championships. Through its signature programs like the Sport Tourism Economic Assessment Model (STEAM) and the PRESTIGE Awards, STC helps communities quantify impact, celebrate success, and strategically grow their sport hosting portfolios. With a strong network of partners and members, STC plays a central role in shaping Canada's sport tourism landscape.



APPENDIX: Acknowledgements

Learn about the team that delivered this project on Brampton's behalf (Toa Consulting).

About Toa Consulting: Toa Consulting (www.advantagetoa.com) is a BC-based consulting firm founded in 2011 by Jacquelyn Novak Nayyar, specializing in sport and sport tourism. Toa Consulting is a small, but experienced team in the Canadian and International sport ecosystems, with notable experience in the areas of sport tourism, strategy, industry analysis, governance / safe sport, Indigenous sport, and community development. Toa Consulting's purpose as an organization is to co-create and co-deliver projects that have deep community impact. The team seeks to be catalysts for positive change for future generations, while supporting the sovereign rights and interests of Indigenous communities. Toa Consulting is currently the lead consultant for Sport Tourism Canada's Sport Tourism Consulting division. Team members included Martin McElroy, Kait Flett, David Pulgarin Mesa, and Sullivan Murphy.



APPENDIX: Acknowledgements

Learn about the team that delivered this project on Brampton's behalf (Data Jungle).

About Data Jungle: Data Jungle (www.thedatajungle.com) is a research consulting firm based in Vancouver, BC, founded by Derek Mager. Data Jungle is the lead “economic impact” consultant for Sport Tourism Canada, managing the STEAMPRO tool and economic feasibility projects for sport event properties, rights holders, and destinations alike. He recently conducted the Economic Impact Assessment for the 2023 North American Indigenous Games in Halifax, 2024 Winter Special Olympics in Calgary, and the 2024 Grey Cup Festival in Vancouver. Data Jungle gathers and navigates information, inputs and feedback from visitors, both qualitative and quantitative, as well as a sea of secondary data sources (e.g., StatsCan) to provide clients with well-rounded data models and information. Data Jungle and Toa Consulting have teamed up on numerous sport tourism strategy projects for destinations across Canada. Team members included Derek Mager.



Appendix: Venues



Analysis: Brampton Sport Venues

As part of the Brampton Sport Tourism Strategy, the City's sport and recreation venues were toured and assessed through the lens of sport hosting, including venue capacity, technical specifications, and adaptability.

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Brampton Curling Club – As one of Brampton's longest-standing sport venues, the Brampton Curling Club has a strong legacy of hosting regional and provincial curling leagues and bonspiels. The facility features six (6) sheets of ice, heated spectator areas, a licensed lounge, and locker room amenities¹⁰. During the off-season, the space presents opportunities for adaptive use, particularly for low-ceiling indoor sports such as table tennis, fencing, archery, boxing, and martial arts—positioning it as a flexible, year-round facility that supports both sport tourism and community activation¹⁰.

Most Suited Level of Competition: Regional and Provincial

Investment Required to Increase Sport Hosting Capacity:

- Accessibility upgrades to meet inclusive facility standards as well as wheelchair curling standards
- Expanded parking and/or introduction of shuttle service
- Enhanced Wi-Fi and broadcasting infrastructure to support live streaming and digital scoring
- Additional spectator seating, including retractable options, to accommodate tournament-scale events
- Replacement or upgrading of curling rocks to meet competitive standards



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Brampton Sports Park – Located adjacent to the CAA Centre, the Brampton Sports Park is a 148-acre sport park with significant potential to serve as a hub for large-scale sport tourism and multi-sport events¹¹. The park currently features five (5) baseball diamonds, multiple cricket fields, Canada's first dedicated kabaddi stadium (with 3,000 seats), the Brampton Rugby Club, and expansive open field space, complemented by extensive parking on-site¹¹.



The venue is best known as the host site for the annual GT20 Canada Cricket Tournament, an international professional event that draws teams, fans, and broadcasters from across the globe. Each year, the site is transformed with custom-built temporary stadium and multi-week activation footprint, showcasing its adaptability and global reach. With its strong base of multi-sport infrastructure and international recognition, the park is well-positioned to scale its role in regional, national and international event hosting.

Most Suited Level of Competition: Regional, Provincial, National*, and International* (event dependent)

Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Brampton Sports Park (cont'd)

Investment Required to Increase Sport Hosting Capacity:

- Expand on-site parking
- Develop dedicated “event-day” shuttle service
- Acquire additional movable bleachers for flexible spectator seating
- Assess the feasibility of a permanent cricket stadium
- Construct permanent change rooms, accessible washrooms, and water service
- Develop multi-use storage solutions for local sport organizations (LSOs)
- Upgrade rugby fields and clubhouse to “high volume” and “high quality” provincial competition standard
- Increase permanent spectator seating at rugby club





Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

CAA Centre – The CAA Centre is one of Brampton’s flagship sport and entertainment venues and a key pillar in the city’s sport tourism strategy. As the home arena for the Canadian Premier Basketball League (CEBL)’s Brampton Honey Badgers and the Ontario Hockey League (OHL)’s Brampton Steelheads,



the facility offers a professional-calibre experience for athletes, teams, and spectators alike. The venue includes four (4) NHL-sized ice rinks, with the main arena seating up to 5,000 spectators, making it ideally suited for hosting tournaments, championship events, and large-scale showcases¹². A 250-seat restaurant overlooks the three community rinks, enhancing the spectator experience and creating an integrated venue environment¹².

With its combination of elite sport tenants, flexible event infrastructure, and Brampton’s largest indoor spectator capacity, the CAA Centre stands as a premier destination for regional, provincial, national, and international sport events. Continued investment in fan experience, accessibility, and event operations will help elevate the facility's hosting readiness and attract even more high-profile competitions.

Most Suited Level of Competition: Provincial, National*, and International* (*sport / event dependent)



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

CAA Centre (cont'd)



Investment Required to Increase Sport Hosting Capacity:

- Expand Wi-Fi capabilities in the spectator bowl and press box to support live streaming and media coverage
- Conduct a full accessibility audit to ensure inclusive design and compliance
- Upgrade signage to digital LED displays
- Upgrade light and sound production technology to support enhanced “game-day event production” and fan experience
- Install soundproofing or physical separation between the community rinks and the main spectator bowl
- Establish a shuttle program to manage parking overflow during major events
- Renovate and modernize change rooms and visiting team facilities
- Modernize concessions and food and beverage service (to also support efficiency)



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Cassie Campbell Community Centre – The Cassie Campbell Community Centre is one of Brampton’s leading multi-sport community hubs, offering a wide range of amenities to support sport development and competition. Indoor features include a twin-pad arena—one pad dedicated to figure skating with seating for 485—alongside a 25-metre pool, fitness gymnasium, and snack bar¹³. The facility is home to Skate Canada Brampton-Chinguacousy, which regularly hosts regional and provincial competitions. Outdoor amenities include basketball courts, a BMX/skate park, tennis courts, a cricket pitch, and a turf field hockey pitch, making the centre a well-rounded venue for community programming and event hosting¹³.

Most Suited Level of Competition: Regional, Provincial, and National* (*sport / event dependent)

Investment Required to Increase Sport Hosting Capacity:

- Create dedicated warmup and staging area for skaters
- Invest in technical upgrades to support event production, timing, scoring and sport-specific requirements
- Improve “sport event operations” onsite (e.g., use of onsite food preparation, ice machines, etc.)





Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Cassie Campbell Field Hockey Pitch / Dome – The Cassie Campbell Field Hockey Pitch / Dome is one of the few water-based turf fields in Canada, designed to meet International Hockey Federation (FIH) standards¹³. Since its opening in 2013, the pitch has hosted numerous Provincial, National and International level field hockey tournaments and competitions.

As part of Brampton’s “Recreation Revitalized Plan”, a new dome-covered field hockey facility is scheduled for completion in Q4 2025, enabling year-round training and hosting capabilities and significantly enhancing Brampton’s ability to attract elite-level field hockey events¹⁴.

Most Suited Level of Competition: Regional, Provincial, National, and International

Investment Required to Increase Sport Hosting Capacity:

- Construction of an indoor two-field water-based turf facility
- Installation of portable spectator bleachers to increase flexible seating capacity
- Connection to a permanent water supply to support field maintenance and participant hydration
- Addition of a video tower for filming, live streaming, and officiating purposes
- Development of a secondary field with covered spectator seating
- Construction of an outdoor clubhouse with integrated washrooms, changerooms, administrative offices, access to first aid and ice machines, etc.





Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Century Gardens Community – Century Gardens Community Centre is a centrally located, multi-purpose facility that supports year-round community recreation and organized sport. The indoor complex features two NHL-sized ice rinks, well-suited for hosting hockey tournaments and figure skating competitions, along with a leisure pool with accessible entry, a fitness centre, meeting rooms, a 425-seat auditorium, and a snack bar—providing flexibility for both sport and non-sport events¹⁶.

The outdoor grounds include the Atiba Hutchinson Soccer Court, a baseball diamond, soccer field, and basketball court, making the site a strong asset for grassroots programming, youth sport development, and community tournaments¹⁶.

Most Suited Level of Competition: Regional and Provincial

Investment Required to Increase Sport Hosting Capacity:

- Modernization of changerooms and athlete support spaces to meet tournament standards
- Installation of spectator seating and shade structures for outdoor fields and courts
- Wi-Fi and technology upgrades to support live scoring, streaming, and event operations



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Chinguacousy Park / Sandra Hames Centre / Terry Fox Stadium

– The Sandra Hames Centre at Chinguacousy Park is a prominent multi-sport and recreation hub that supports both high-performance competition and inclusive community programming. The indoor complex includes six (6) tennis courts, a six-sheet curling facility operated by the Chinguacousy Curling Club, full changerooms, lockers, and a licensed lounge—creating a well-equipped environment for league play and multi-day tournaments¹⁵.

Surrounding the indoor complex, Chinguacousy Park offers significant infrastructure to support outdoor sport events, including 14 beach volleyball courts, a dedicated skateboard and BMX park, multiple tennis courts, and Terry Fox Stadium—an IAAF-certified track and field facility with seating for up to 876 spectators¹⁵. This unique blend of elite sport amenities and public accessibility positions the centre and park as an ideal host site for regional and provincial championships, invitational tournaments, and community festivals.

Most Suited Level of Competition: Regional, Provincial, and National* (*sport / event dependent)

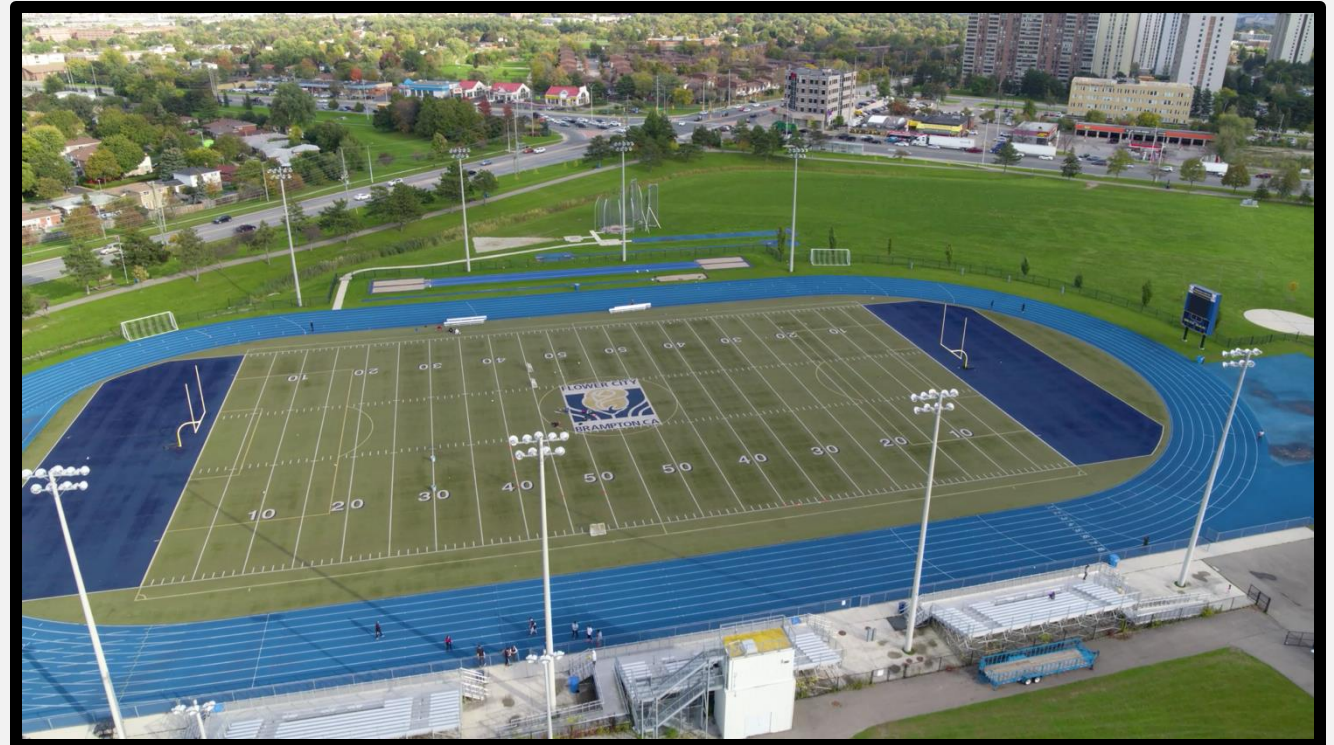


Analysis: Brampton Sport Venues

Chinguacousy Park / Sandra Hames Centre / Terry Fox Stadium (cont'd)

Investment Required to Increase Sport Hosting:

- Expand parking availability to accommodate larger spectator volumes
- Permanent or semi-permanent bleacher seating for beach volleyball courts and Terry Fox Stadium to support larger events
- Upgraded lighting systems for evening scheduling on outdoor courts and fields (e.g., tennis, volleyball, track)
- Installation of a multi-sport digital scoreboard at Terry Fox Stadium and beach volleyball zones
- Modernization of changerooms with improved ventilation, gender-inclusive spaces, and expanded capacity
- Dedicated media/operations booth to support event management, scoring, and broadcasting with enhanced power and data connections
- Expand Wi-Fi coverage and bandwidth at key sport zones
- Install fixed camera mounts or video towers for live-streaming events (particularly at Terry Fox Stadium and beach volleyball)
- Develop a dedicated event-day shuttle program to/from Bramalea GO Station and nearby parking lots
- Offer temporary athlete lounge / rest areas during tournaments (can be modular or seasonal)





Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Creditview Sandalwood Park – Creditview Sandalwood Park is one of Brampton’s premier outdoor sport destinations, designed to support both local programming and high-performance tournament play. The park features an impressive inventory of lit and unlit fields, including: two (2) FIFA-certified, lit artificial turf soccer fields, two (2) cricket/soccer combo fields, one junior cricket field, two (2) lit football/soccer combo fields, two (2) lit lacrosse/soccer combo fields, and four (4) natural turf soccer fields, three (3) of which are lit¹⁷. A modern fieldhouse provides change rooms and concessions, making the site ideal for day-long and multi-day events. With over 1,000 on-site parking spaces and nearly three kilometres of walking trails, the park is built to accommodate large-scale tournaments, sport festivals, and community leagues alike¹⁷. Its breadth of field types, lighting infrastructure, and user amenities position Creditview Sandalwood as a versatile and tournament-ready hub within Brampton’s sport tourism and recreation network.



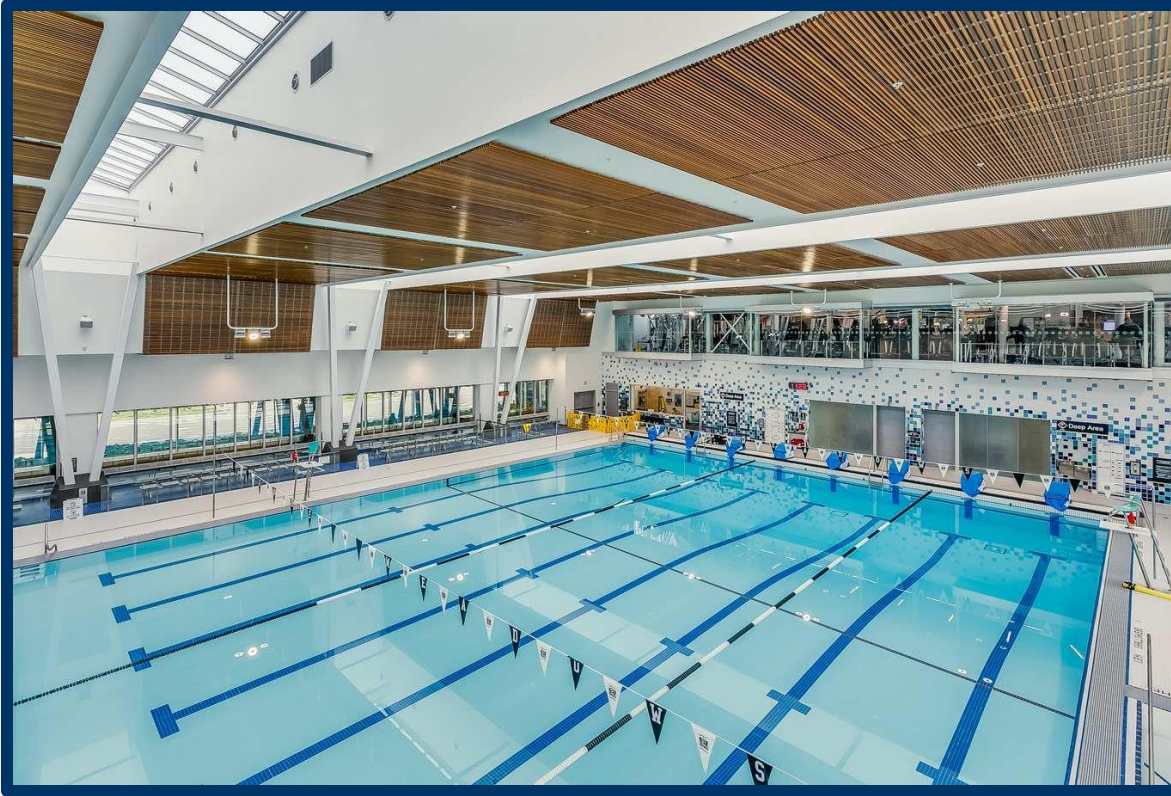
Most Suited Level of Competition: Regional, Provincial, and National (*sport / event dependent)

Investment Required to Increase Sport Hosting Capacity:

- Installation of additional spectator seating and shade structures
- Addition of one digital scoreboard
- Installation of two (2) sight screens
- Installation of cricket-specific lighting with four poles
- Development of one artificial turf pitch and four (4) natural wickets
- Implementation of cricket pitch wicket line painting
- Accessibility improvements to outdoor facilities

Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)



Gore Meadows Community Centre – Gore Meadows Community Centre is a premier sport and recreation destination in northeast Brampton, offering high-performance infrastructure across aquatics, fitness, and field sports. The facility features an 8-lane, 25-metre competition pool, a 12.5-metre-high gymnasium suitable for volleyball, basketball, and badminton, and a state-of-the-art fitness centre with group studios and a walking track¹⁸.

Outdoor amenities supporting year-round recreational and competitive use include a covered skating rink, lit artificial turf field, basketball courts, and walking trails¹⁸. A full-service fieldhouse and universal changerooms enhance event readiness¹⁸. The facility is also home to a Brampton Library branch and multi-use meeting spaces, making it ideal for sport conferences and community activations.

Most Suited Level of Competition: Regional, Provincial, National* (*sport / event dependent)

Investment Required to Increase Sport Hosting Capacity:

- Add new permanent or modular bleachers / expanded seating capacity for the gym and turf fields

Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Memorial Arena – Memorial Arena is a historic sport facility located adjacent to the Brampton Curling Club, long serving as a key venue for the city's hockey community. In recent years, the non-standard sized rink has been converted to an indoor turf field, allowing for year-round multi-sport use¹⁹. The facility features seating for approximately 1,200 spectators, accessible entry, on-site parking, and a concession/snack bar¹⁹.

The arena recently hosted a National Lacrosse League (NLL) pre-season game, demonstrating its potential for high-level sport programming. The facility is currently undergoing upgrades, including the addition of two new changerooms with showers and washrooms, an equipment storage room, and office space—slated for completion in Q4 2025²⁰.

Most Suited Level of Competition: Regional and Provincial

Investment Required to Increase Sport Hosting Capacity:

- Improve arena lighting and internal temperature
- Increase accessibility of the facility



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)



Most Suited Level of Competition: Regional, Provincial, and National*
(*sport and event dependent)

Save Max Sports Centre – Save Max Sports Centre is a premier indoor multi-sport facility designed to accommodate high-volume league play, tournaments, and training camps. It features three indoor artificial turf fields dedicated to soccer and a flexible hardwood gymnasium that supports basketball, volleyball, and badminton with sport-specific court lining²¹. The gym can be divided into three (3) single-court sections, each equipped with its own scoreboard and adaptable layout²¹.

Additional amenities include spacious change rooms, elevated spectator viewing areas, on-site parking, and multi-purpose spaces such as meeting rooms, a dance studio, and event facilities²¹—making the centre ideal for both competitive sport and community activation.

Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Save Max Sports Centre (cont'd)

Investment Required to Increase Sport Hosting Capacity:

- Installation of a seasonal dome over the second outdoor field for year-round use
- Addition of modular or permanent spectator seating for outdoor turf fields and gymnasium
- Installation of digital scoreboards and live-streaming infrastructure
- Creation of additional changerooms or temporary athlete warm-up/recovery areas
- Improvements to accessibility, signage, and spectator flow throughout the facility
- Alignment of City staff service standards and expectations during event operations (e.g., customized food menus, access to ice and first aid, etc.)





Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)



Sesquicentennial Park – Sesquicentennial Park is one of Brampton’s largest and most tournament-ready outdoor sport venues, spanning nearly 96 acres²². Purpose-built to host high-volume events, the park features eight (8) slo-pitch diamonds, making it a premier destination for regional, provincial, and national slo-pitch tournaments²². A centrally located fieldhouse includes four changerooms, with spectator seating at each diamond, a covered pavilion with accessible washrooms, and ample parking to ensure a comfortable experience for athletes, officials, and guests²².

Its large capacity, athlete-focused amenities, and accessibility make Sesquicentennial Park a cornerstone of Brampton’s sport hosting network and a key venue in the city’s growing sport tourism portfolio.

Most Suited Level of Competition: Regional, Provincial, National*, International* (*event dependent)

Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Sesquicentennial Park (cont'd)

Investment Required to Increase Sport Hosting Capacity:

- Maintain the number of diamonds, despite demand from cricket
- If cricket required, invest in “multi-sport facility design” that meets and exceeds Slo-Pitch National’s highest tournament standards
- Install additional bleachers and shade structures to improve comfort and capacity for spectators during tournaments
- Install advanced scorekeeping technology, digital scoreboards and livestreaming capabilities
- Upgrade field lighting systems to support evening games and extended event scheduling
- Enhance accessibility features across restrooms, seating zones, and walkways to ensure inclusivity for all users
- Implement Wi-Fi infrastructure and digital scoring systems to enable live streaming, real-time results, and modern event operations
- Expand and optimize parking areas to manage increased traffic flow and support larger event attendance
- Improve on-site concessions and retail, perhaps through enhanced food truck infrastructure for on-site food and beverage



Analysis: Brampton Sport Venues

Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)



Susan Fennell Sportsplex – Susan Fennell Sportsplex is undergoing major renovations that will transform it into one of Canada’s most modern and sustainable sport venues. Once complete, the facility will offer the infrastructure and capacity to host multi-sport tournaments, training camps, and regional to national-level competitions. The complex includes four (4) NHL-sized ice rinks, a gymnasium, a lap pool, a leisure pool with waterslide, multi-purpose rooms, and a pro shop, all supported by ample spectator seating and athlete-focused amenities²³.

Outdoor features include two (2) lit baseball diamonds and a basketball court, adding to the site’s versatility²³. A major zero-carbon retrofit is underway, positioning the Sportsplex as a national leader in environmentally responsible sport infrastructure and reinforcing its long-term potential as a key destination in Brampton’s sport tourism ecosystem²³.

Most Suited Level of Competition: Regional, Provincial, National*
(*sport and event dependent)

Investment Required to Increase Sport Hosting Capacity: N/A

Analysis: Brampton Sport Venues

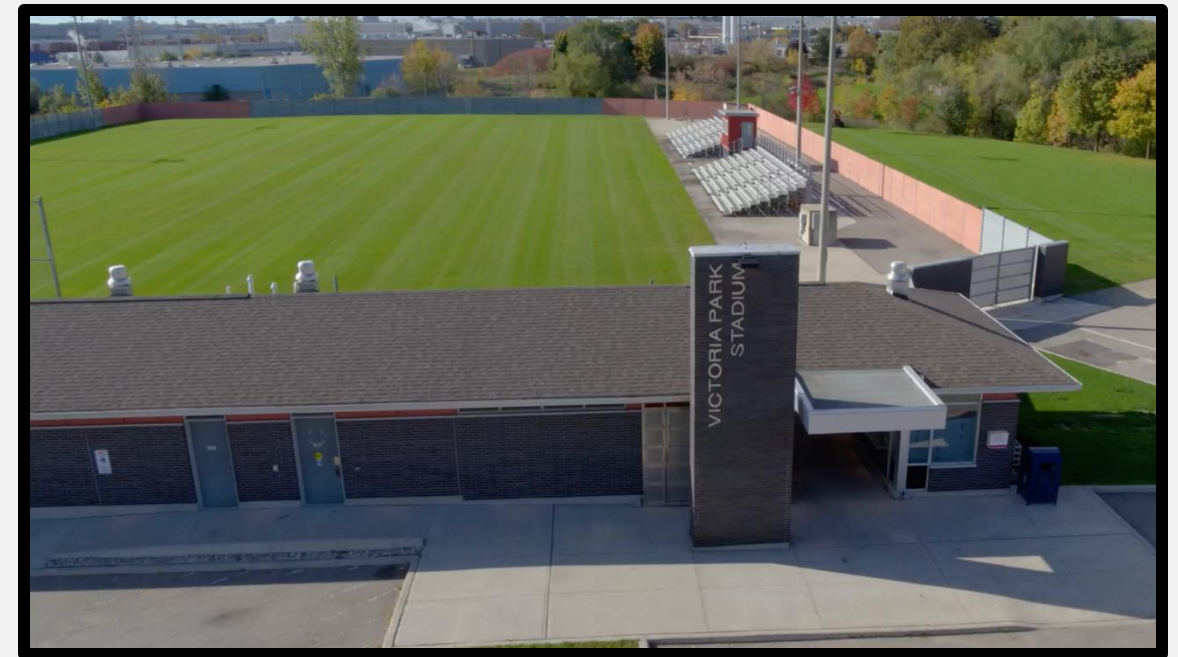
Brampton Facilities with the Greatest Sport Hosting Potential (in alphabetical order)

Victoria Park / Avalon Stadium – Victoria Park / Avalon Stadium is a purpose-built outdoor soccer venue designed to meet the needs of both local leagues and regional-level tournaments. The stadium features a 105 x 65 metre irrigated natural grass field with a sand-based substructure, equipped with floodlighting and sheltered player benches for enhanced playability and athlete comfort²⁴. Permanent infrastructure includes seating for 600 spectators, four (4) dressing rooms, a press box with Wi-Fi, a score clock, ticket office, public washrooms, and a small warm-up field, offering a complete match-day experience²⁴. With its quality playing surface, spectator amenities, and centralized location, the stadium is well-positioned to serve as a marquee site for soccer and ultimate frisbee tournaments across Brampton, hosting finals and showcase matches that complement games held at satellite fields throughout the city.

Most Suited Level of Competition: Regional and Provincial

Investment Required to Increase Sport Hosting Capacity:

- Install updated scoreboard with real-time scoring functionality
- Enhance infrastructure for A/V, media, and broadcast (press box upgrades, cabling, camera mounts)
- Implement stadium-wide Wi-Fi to support live-streaming, media, and operations
- Upgrade dressing rooms and player areas to align with tournament hosting standards
- Explore the addition of a permanent concession facility to serve athletes and spectators





Appendix: Accommodations

Appendix: Brampton Accommodation Providers

Brampton’s hotel network includes a diverse range of properties—varying in capacity, amenities, meeting space, and proximity to sport venues—positioning the city to support a wide range of sport hosting needs from team tournaments to high-performance training camps.

Courtyard by Marriott (3.0 ☆)

- 159 rooms with fridge and microwave
- Complimentary Wi-Fi, parking
- Pool/slide (2-storey), exercise room, hot tub
- Business centre, laundry facilities
- Restaurant & bar, Starbucks, marketplace
- Windsor Room (5,016 sqft banquet room) max 350
- Oxford Room (567 sqft board room) max 50 people
- Crown Room (228 sqft board room) max 10 people
- Biscayne Room (255 sqft board room) max 8 people



of key venues within 10km
7/12

Days Inn Brampton (2.5 ☆)

- 61 rooms with fridge & microwave
- Complimentary hot breakfast, Wi-Fi, parking
- Exercise room
- Laundry facilities
- Grand Room (1,925 sqft board room) max 100 people



7/12

Fairfield Inn & Suite by Marriott (3.0 ☆)

- 107 rooms with fridge & microwave
- Complimentary hotel breakfast, Wi-Fi, parking
- Pool/slide, whirlpool, exercise room
- Business centre, laundry facilities
- Tomken Room (361 sqft board room) max 10 people
- Bramalea Room (780 sqft board room) max 55 people



7/12

Appendix: Brampton Accommodation Providers

Brampton's hotel network includes a diverse range of properties—varying in capacity, amenities, meeting space, and proximity to sport venues—positioning the city to support a wide range of sport hosting needs from team tournaments to high-performance training camps.

Hampton Inn by Hilton Brampton (3.0 ☆)

- 92 rooms with fridge & microwave
- Complimentary hotel breakfast, Wi-Fi, parking
- Pool, exercise room
- Business centre, laundry facilities
- Pearson Room (1,375 sqft board room) max 100 people
- Brampton Room (650 sqft board room) max 60 people



of key
venues
within 10km
2/12

Hilton Garden Inn Toronto/Brampton (3.0 ☆)

- 123 rooms with fridge & microwave
- Complimentary Wi-Fi, parking
- Pool, exercise room, laundry facilities
- Business centre, restaurant & bar
- Brampton Room (1,453 sqft board room) max 100 people
- Board Room (161 sqft board room) max 10 people



4/12

Hilton Garden Inn Toronto/Brampton West (3.0 ☆)

- 120 extended stay suites with kitchenette
- Complimentary Wi-Fi, parking
- Indoor pool, fitness centre
- Restaurant & bar
- Protea Room (2,550 sqft banquet room) max 283 people
- Trillium Room (355 sqft board room) max 15 people



7/12

Appendix: Brampton Accommodation Providers

Brampton's hotel network includes a diverse range of properties—varying in capacity, amenities, meeting space, and proximity to sport venues—positioning the city to support a wide range of sport hosting needs from team tournaments to high-performance training camps.

Holiday Inn Express Hotel & Suites (2.5 ☆)

- 84 rooms with fridge & microwave
- Complimentary hot breakfast, Wi-Fi, parking
- Pool, hot tub, exercise room
- Business centre, laundry facilities
- Niagara Room (975 sqft board room) max 60 people



of key
venues
within 10km
6/12

Home 2 Suites by Hilton Toronto Brampton (3.0 ☆)

- 100 rooms with fully equipped kitchen
- Complimentary hot breakfast, Wi-Fi, parking
- Indoor heated pool, exercise room
- Business Centre, laundry facilities
- Conference Room (2,000 sqft board room) max 140 people



7/12

Hyatt Place Toronto-Brampton (3.0 ☆)

- 119 rooms with fridge
- Complimentary hot breakfast, Wi-Fi, parking
- Heated pool, 24-hour fitness room
- Restaurant & bar, Starbucks, marketplace
- Sapphire Room (252 sqft board room) max 12 people
- Pearson Room (491 sqft board room) max 40 people
- Woodbine Room (491 sqft board room) max 40 people



6/12

Analysis: Brampton Accommodation Providers

Brampton's hotel network includes a diverse range of properties—varying in capacity, amenities, meeting space, and proximity to sport venues—positioning the city to support a wide range of sport hosting needs from team tournaments to high-performance training camps.

Monte Carlo Inn Brampton (3.0 ☆)

- 107 rooms with fridge & microwave
- Complimentary continental breakfast
- Wi-Fi, parking
- Business centre, exercise room
- Restaurant & bar
- Davis Room (1,400 sqft banquet room) max 150 people
- Bramalea Room (1,000 sqft board room) max 70 people
- Airport Room (500 sqft board room) max 50 people
- Trudeau Room (480 sqft board room) max 50 people



of key
venues
within 10km
4/12

Park Inn by Radisson Brampton (2.5 ☆)

- 41 rooms with fridge & microwave
- Complimentary hot breakfast, Wi-Fi, parking
- Business Centre
- No banquet or board rooms



2/12

Analysis: Brampton Accommodation Providers

Brampton's hotel network includes a diverse range of properties—varying in capacity, amenities, meeting space, and proximity to sport venues—positioning the city to support a wide range of sport hosting needs from team tournaments to high-performance training camps.

Quality Inn & Suites (3.0 ☆)



- 133 rooms with fridge & microwave
- Complimentary hot breakfast, Wi-Fi, parking
- Pool, spa tub, exercise room
- Business centre, laundry facilities
- Buffy Room (516 sqft board room) max 57 people
- Elliott Room (301 sqft board room) max 8 people
- Haggart Room (689 sqft board room) max 77 people
- Kenny Room (775 sqft board room) max 86 people

of key
venues
within 10km
8/12

Sheridan College Residence & Conference Centre – Brampton (2.0 ☆)

- 75 two-bedroom suites with common area fridge, microwave, kitchen, washroom
- Complimentary Wi-Fi, laundry facilities
- Summer season only, based on availability (max 386 people)



6/12



Appendix: Photo Credits

Photo Credits

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