

# EXPERIENCE BRAMPTON

## Sport Tourism Strategy:

*Accommodation  
Provider  
Survey Analysis*

*Last Updated: 2025-06-09*

Presented by:



# Territorial Acknowledgments

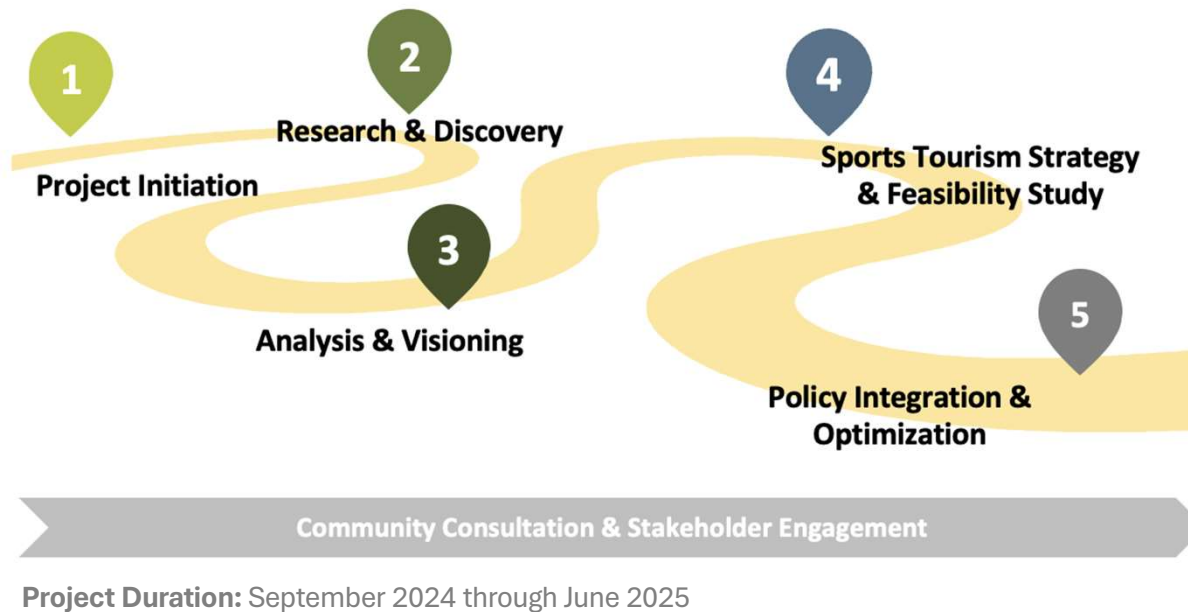


*The City of Brampton is located on the traditional territories of the Mississaugas of the Credit, Haudenosaunee, and Wendat Nations who have called this land home since time immemorial. We acknowledge the agreements made in Treaty 19 — the Ajetance Purchase of 1818 — and are committed to our ongoing 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.*

# Project Overview

*The City of Brampton initiated the development of a Sport Tourism Strategy, underscoring its commitment to leveraging sport tourism as a catalyst for economic growth and community well-being.*



The Accommodation Provider Survey was administered as part of **Phase 2: Research & Discovery**. It is one of four surveys gathering key inputs from the Brampton Sport Tourism Strategy (e.g., City, Local Sport Organizations, Sport Influencers, and Accommodations Providers).

## Respondent Profile – Role and Property

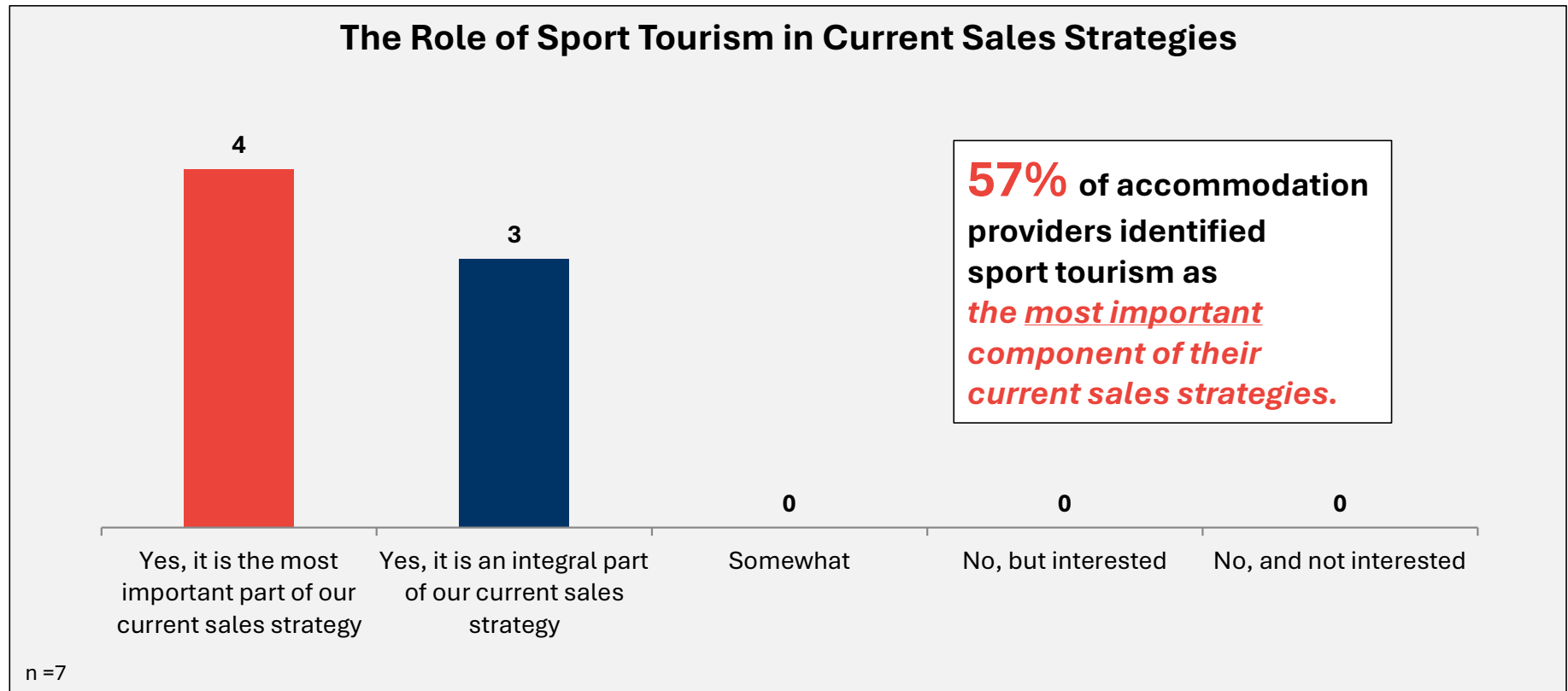
*We heard from eight (8) respondents representing five (5) accommodation providers (out of a possible 12) in the City of Brampton. Surveys, site visits, and an accommodations provider workshop were used as means for accommodations provider input into this strategy.*

Accommodation Provider	# of Responses
Courtyard by Marriott Toronto - Brampton	2
Fairfield Inn & Suites Brampton	1
Holiday Inn Express & Suites Brampton	2
Monte Carlo Inn - Brampton Suites	2
Residence & Conference Centre - Brampton	1

Respondent's Title / Role	# of Responses
General Manager	3
Hotel Manager	1
Sales Manager	1
Sales & Conference Manager	1
Manager	1
Director of Sales & Marketing	1

## Respondent Profile – Leveraging Sport Tourism

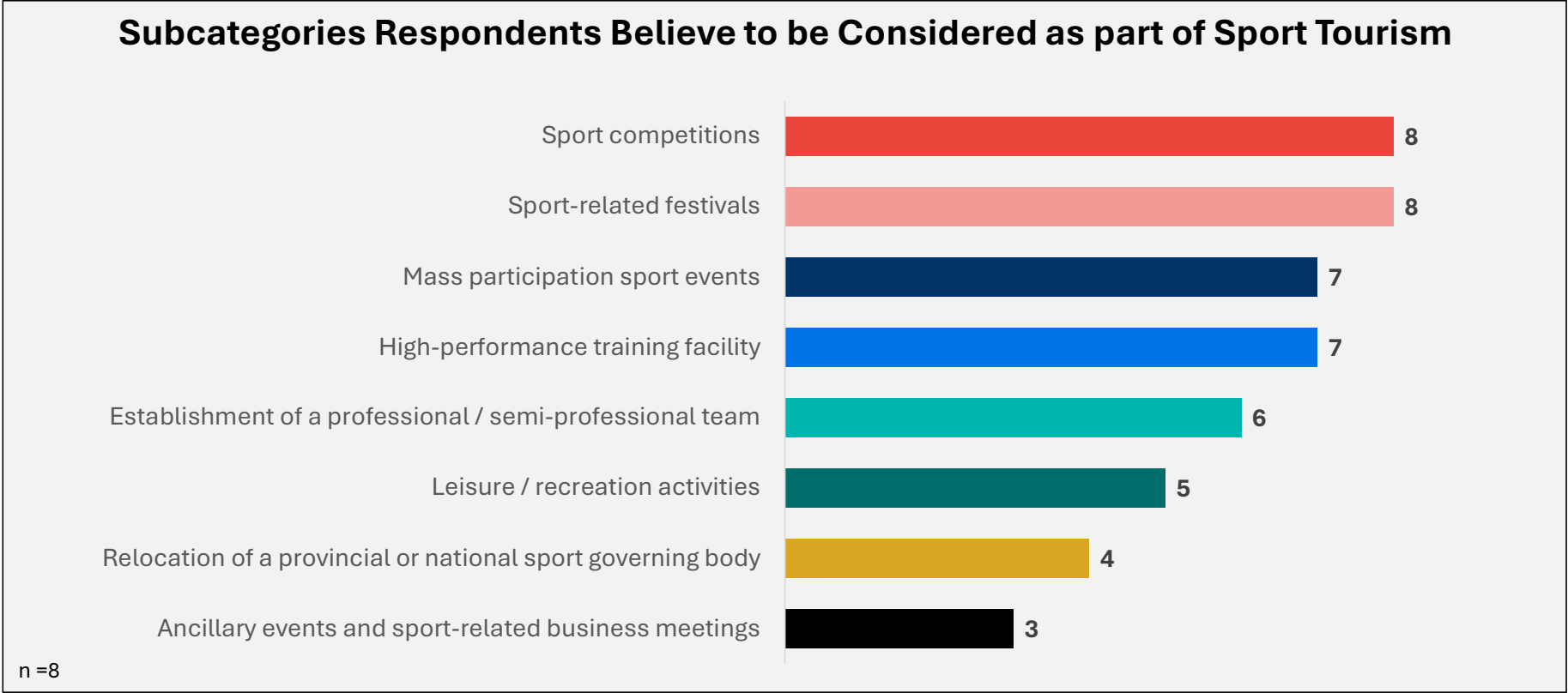
*All respondents (100%) confirmed that sport tourism plays at an integral role in their ongoing sales strategies. It is not viewed as optional—it is a strategic priority and a core driver of their business success.*



# Sport Tourism in Brampton

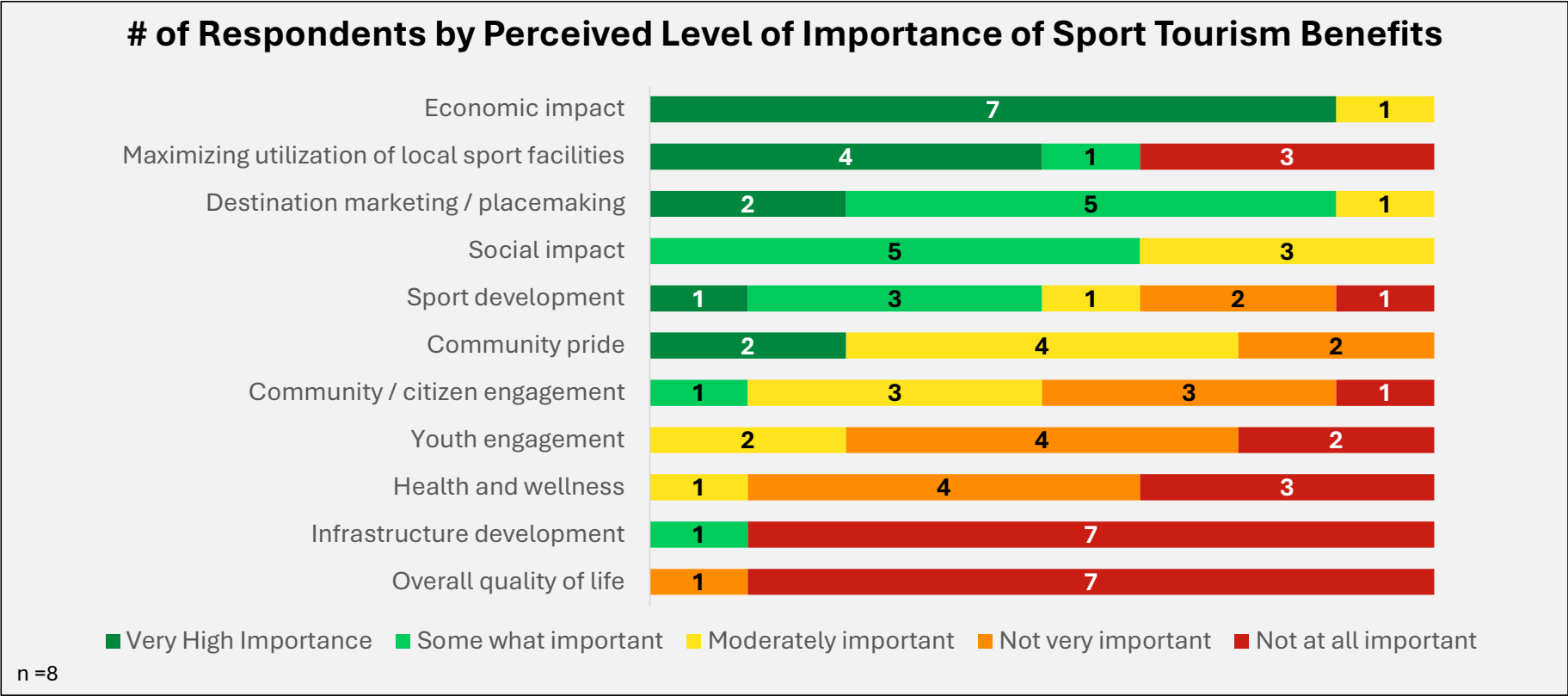
# Definition of Sport Tourism – Subcategories of Sport Tourism

*When presented a list of subcategories of sport tourism, respondents overwhelmingly support sport competition, festivals, high-performance training facility for inclusion in Brampton’s Sport Tourism Strategy.*



# Sport Tourism Priorities – Subcategories of Sport Tourism

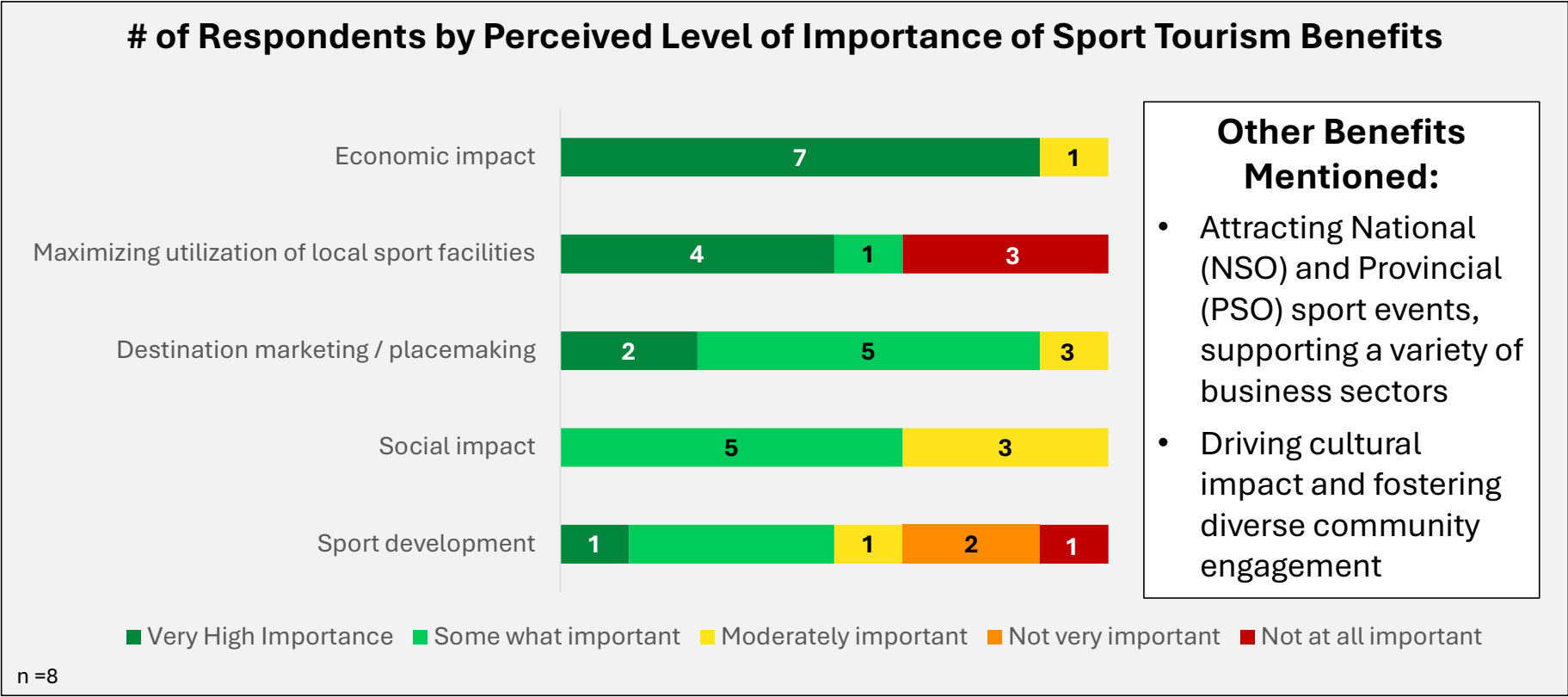
Respondents emphasized the importance of economic impact, placing it at the forefront of priorities for Brampton’s Sport Tourism Strategy, with destination marketing identified as the next highest priority.





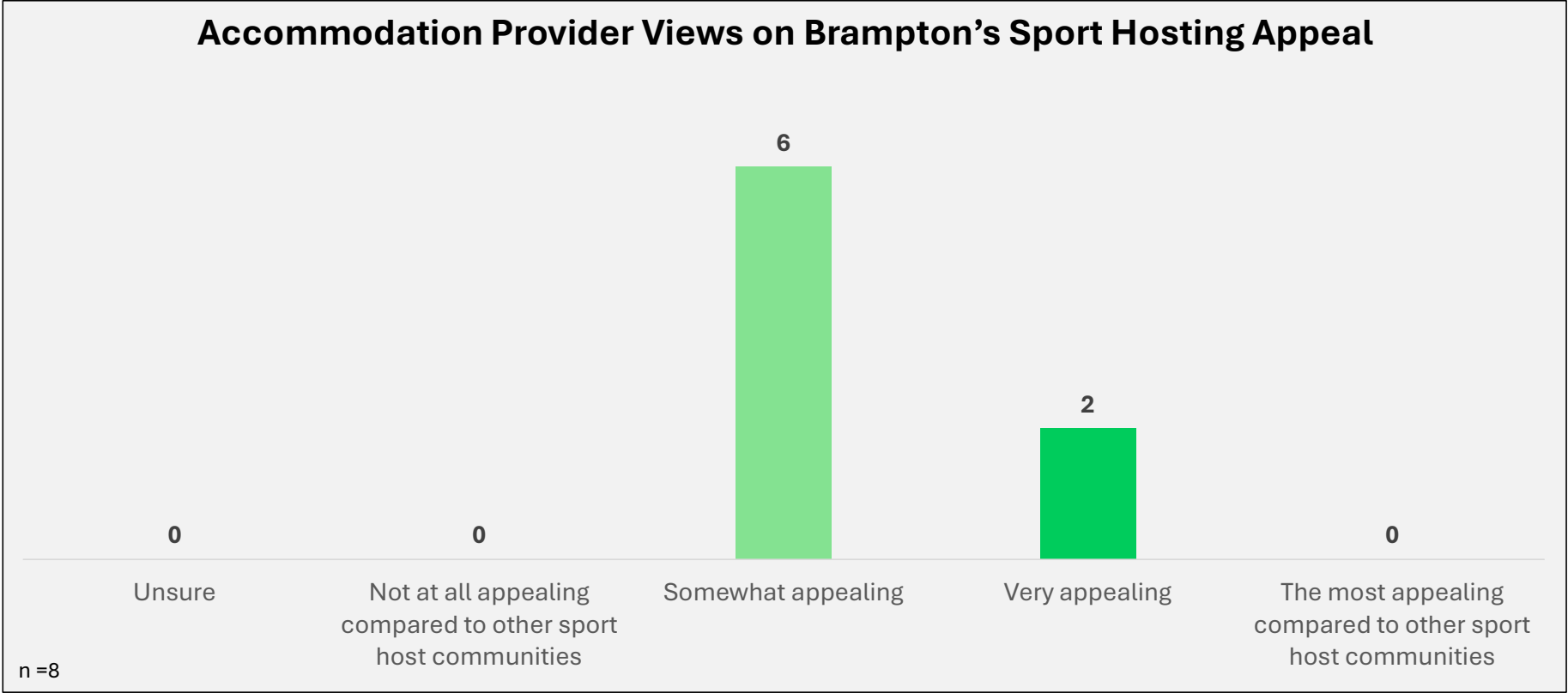
# Sport Tourism Priorities – Subcategories of Sport Tourism

*The top five priorities identified by respondents centered on economic, promotional, and social benefits.*



# Brampton's Appeal as Sport Host Community

Most accommodation providers indicated a neutral or somewhat positive view of Brampton's appeal as a sport host community.



# Occupancy and Amenities

## Preferred Timing for Sport Event Hosting

*Winter weekends and early spring emerged as the most strategic times to host sport events, aligning with preferred periods of low occupancy rates across Brampton accommodation providers.*

Accommodation Provider	Preferred Timing for Sport Event Hosting	Lowest Occupancy Periods	Time Periods to Avoid
<b>Courtyard by Marriott Toronto - Brampton</b>	January to March	January to March December 15-30	Avoid peak summers
<b>Fairfield Inn &amp; Suites Brampton</b>	Weekdays in general	Not specified	None
<b>Holiday Inn Express &amp; Suites Brampton</b>	Most weekends including long weekend and holidays	December to February	Summer
<b>Monte Carlo Inn - Brampton Suites</b>	Winter months	January to March	Long weekends in the summer
<b>Residence &amp; Conference Centre - Brampton</b>	May and/or June	January to March	Beginning of September

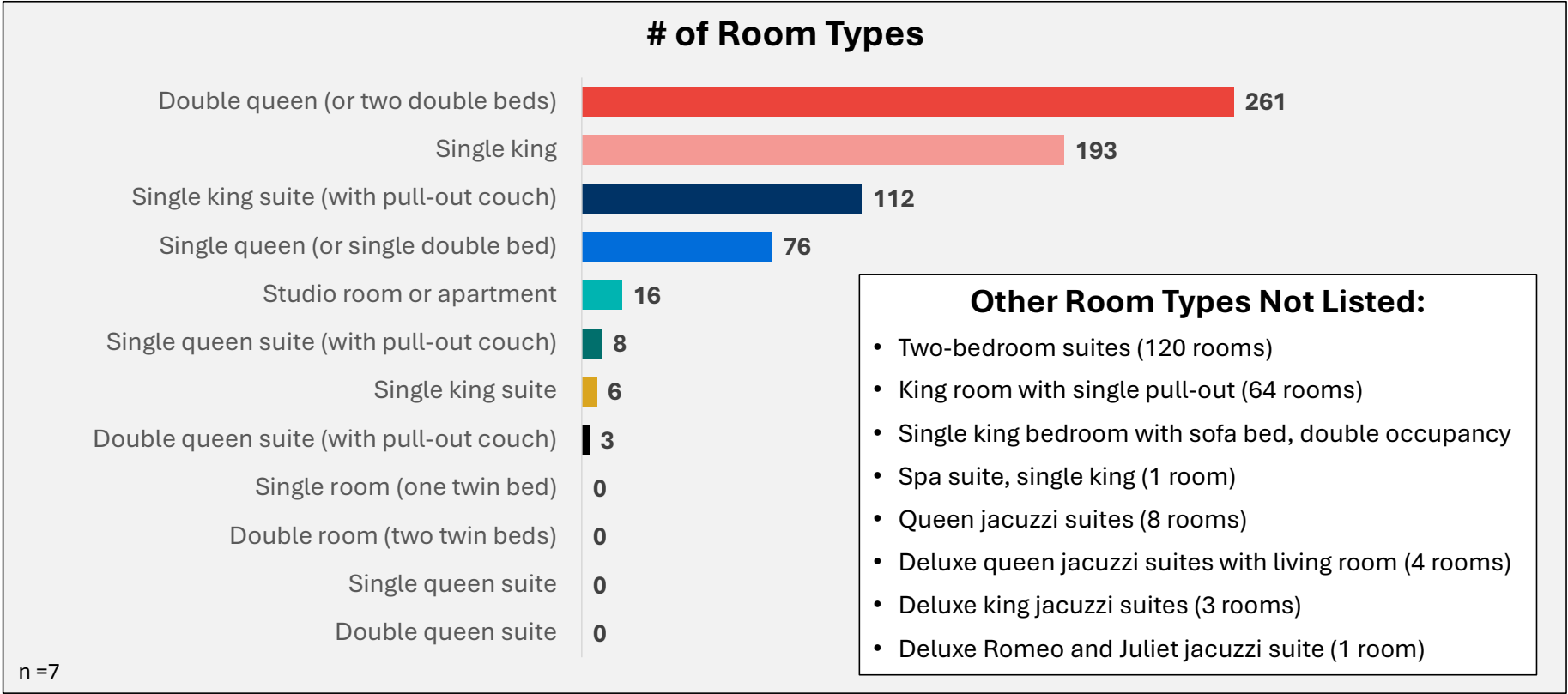
## Occupancy and Room Type

*Room capacity is consistent and well-suited for group bookings, with many properties offering two (2) queen beds or pull-out options with several properties being able to support over 350 overnight guests.*

Accommodation Provider	Total # Rooms Available	# of Accessible Rooms	# of Rooms with Kitchenettes	# of Rooms with Full Kitchens	Total Sleep Occupancy
<b>Courtyard by Marriott Toronto - Brampton</b>	159	3	6	0	483 guests
<b>Fairfield Inn &amp; Suites Brampton</b>	107	3	0	0	388 guests
<b>Holiday Inn Express &amp; Suites Brampton</b>	84	1	0	0	388 guests
<b>Monte Carlo Inn - Brampton Suites</b>	111	0	0	0	268 guests
<b>Residence &amp; Conference Centre - Brampton</b>	120	5	120 Rooms	0	480 guests

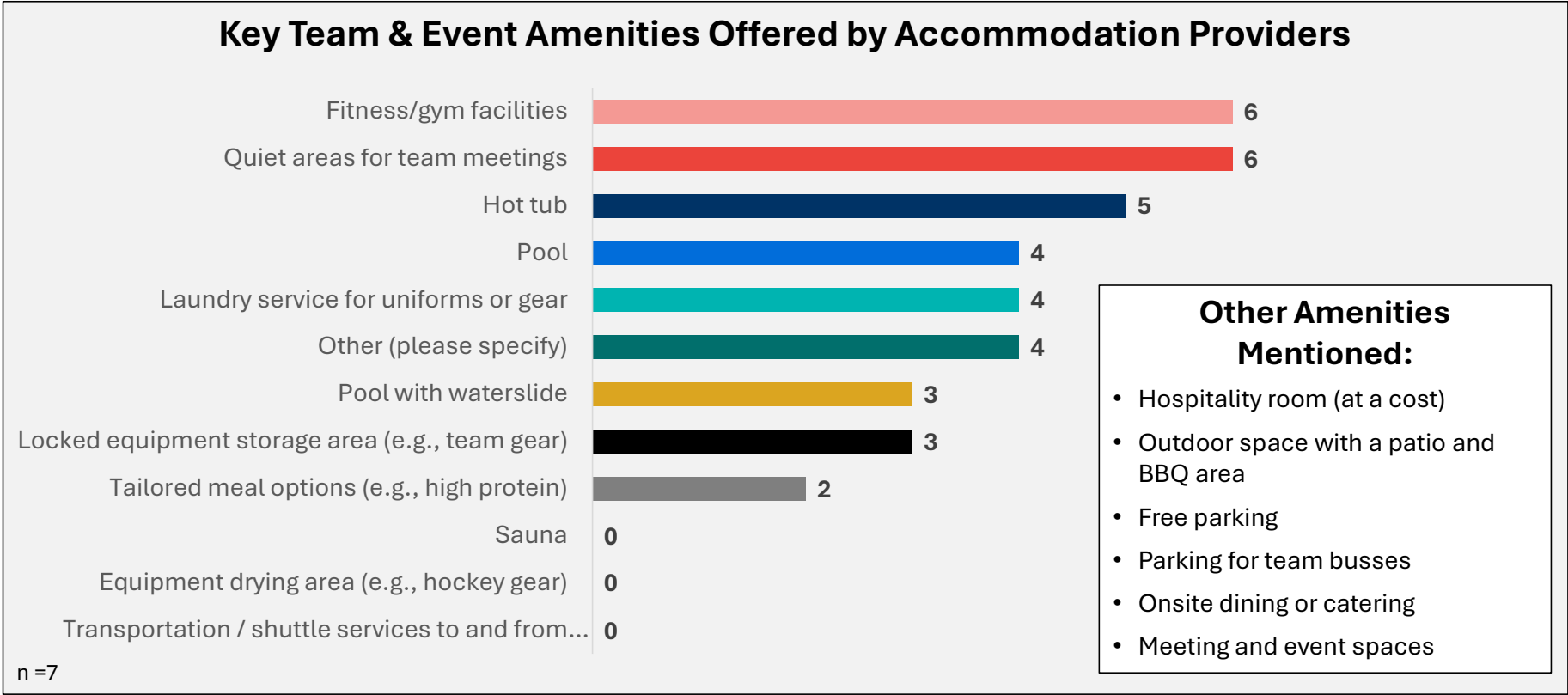
# Occupancy and Room Type

Double queen / two double bed setups emerged as the most offered room type among respondents, with some accommodation providers also offering deluxe options featuring amenities such as jacuzzis.



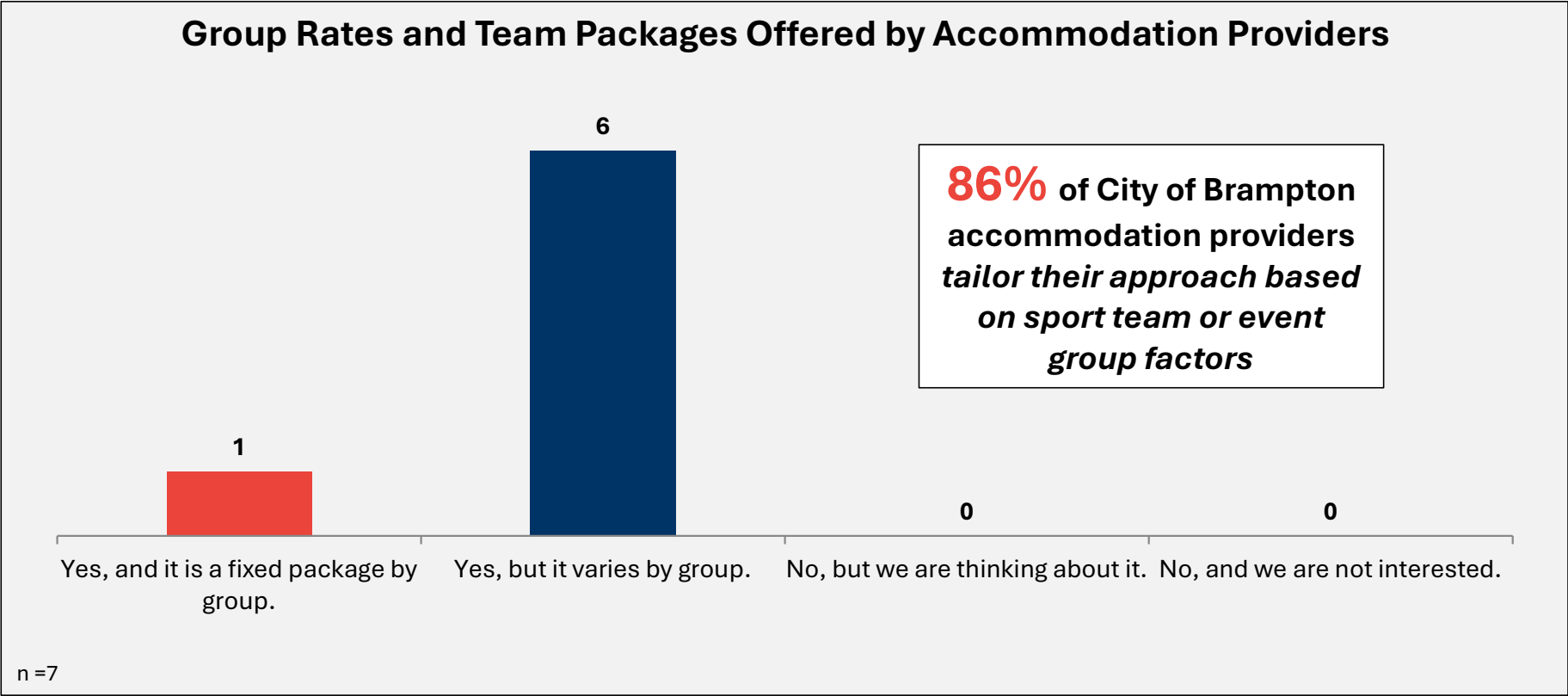
# Onsite Amenities

All respondents (100%) reported having onsite event space, dining or catering options, and parking for team vehicles, while most also offer fitness spaces and quiet meeting rooms for team use.



# Group Rates and Special Packages

All respondents (100%) offer group rates or special packages for sport teams and event groups.





## Group Rates and Special Packages

*Accommodation providers typically require group bookings to be finalized 2 to 4 weeks in advance, with most enforcing room block minimums to secure discounted rates.*

Accommodation Providers	Minimum or Maximum Room Block Policy	Room Release Policy (Days Before Booking)
<b>Courtyard by Marriott Toronto - Brampton</b>	10 rooms (min)	14 days in advance
<b>Fairfield Inn &amp; Suites Brampton</b>	30 to 35 rooms (min)	30 days in advance
<b>Holiday Inn Express &amp; Suites Brampton</b>	10 rooms (min) up to 50 rooms (max) – depends on the event and season	30 days in advance
<b>Monte Carlo Inn - Brampton Suites</b>	Maximum 30 rooms, depending on availability and demand	30 or 45 days, depending on group size and booking dates
<b>Residence &amp; Conference Centre - Brampton</b>	10 suites minimum for group rate	Varies upon individual agreements

# Sport Event Hosting

## Sport Event Hosting Experience

*Sport event hosting is well-established among Brampton accommodation providers, with most respondents having experience with Provincial or National level programs and events.*

Accommodation Providers	Experience Hosting Sport Events	Currently Hosted Sports	Highest Level Hosted
<b>Courtyard by Marriott Toronto - Brampton</b>	<ul style="list-style-type: none"> <li>20+ years – All kinds of sport event</li> </ul>	<ul style="list-style-type: none"> <li>Hockey</li> <li>Skating</li> <li>Lacrosse</li> <li>Baseball</li> </ul>	<ul style="list-style-type: none"> <li>National &amp; Provincial Championships</li> </ul>
<b>Fairfield Inn &amp; Suites Brampton</b>	<ul style="list-style-type: none"> <li>Sport tournaments, teen and kids' groups – up to 40 rooms</li> </ul>	<ul style="list-style-type: none"> <li>Hockey</li> </ul>	<ul style="list-style-type: none"> <li>Ontario Soccer League</li> </ul>
<b>Holiday Inn Express &amp; Suites Brampton</b>	<ul style="list-style-type: none"> <li>Football</li> <li>Dance</li> <li>Wrestling</li> <li>Canada 55+ Senior Games</li> <li>Slo-Pitch Nationals</li> <li>GT20</li> <li>Field Hockey U16/U18 Nationals</li> <li>Silver Stick Hockey Tournaments</li> </ul>	<ul style="list-style-type: none"> <li>Hockey</li> <li>Martial arts</li> <li>Cheerleading group</li> </ul>	<ul style="list-style-type: none"> <li>The Canada 55+ Senior</li> <li>Games Unlimited Canada</li> <li>2 Nation Groups</li> </ul>

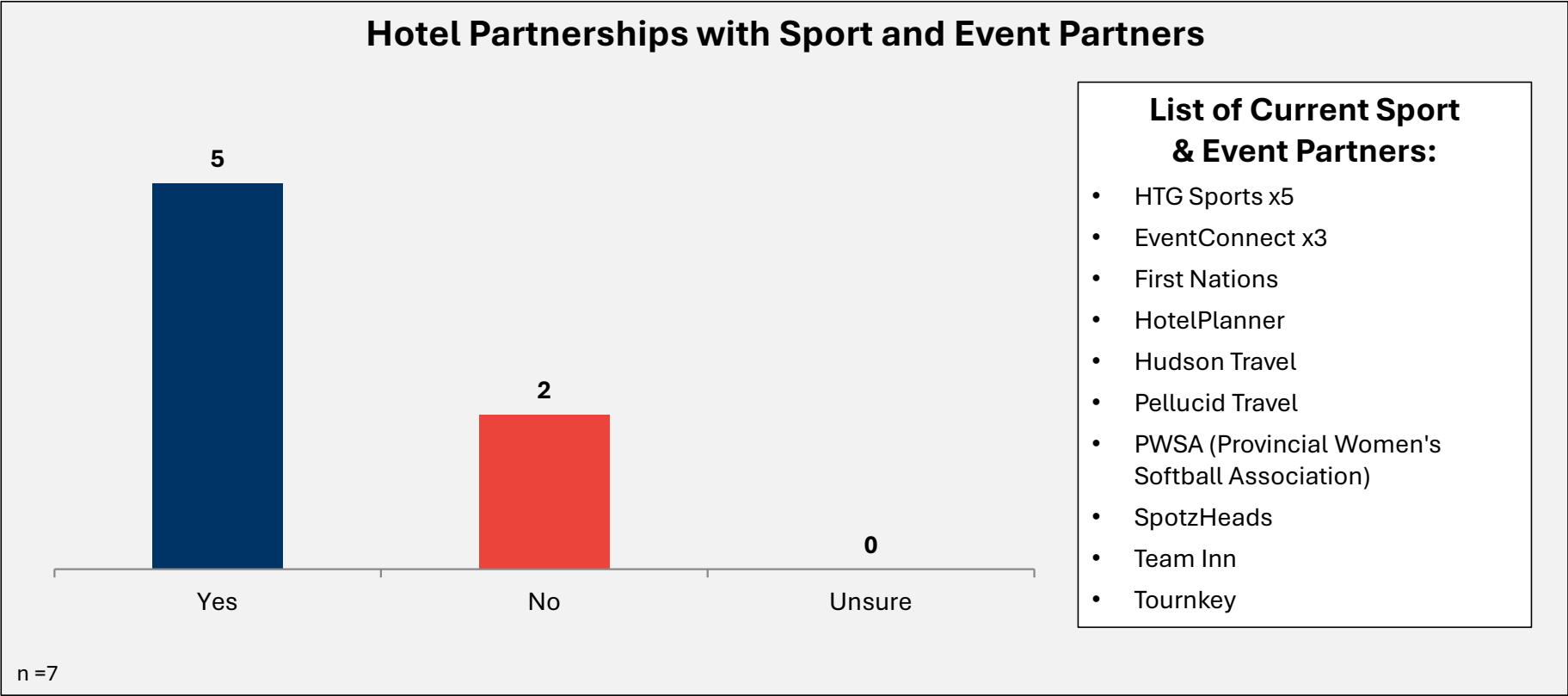
## Sport Event Hosting Experience (cont'd)

*Sport event hosting is well-established among Brampton accommodation providers, with most respondents having experience with Provincial or National level programs and events.*

Accommodation Providers	Experience Hosting Sport Events	Currently Hosted Sports	Highest Level Hosted
<b>Monte Carlo Inn - Brampton Suites</b>	<ul style="list-style-type: none"> <li>• Most bookings from youth sports groups (15–20 rooms/night)</li> </ul>	<ul style="list-style-type: none"> <li>• Currently none</li> </ul>	<ul style="list-style-type: none"> <li>• Provincial events</li> </ul>
<b>Residence &amp; Conference Centre - Brampton</b>	<ul style="list-style-type: none"> <li>• Field Hockey Nationals</li> <li>• GT20</li> <li>• Track &amp; Field</li> <li>• Pan Am Games (including Para Pan Am)</li> <li>• Kabaddi</li> <li>• Ontario Summer Games</li> </ul>	<ul style="list-style-type: none"> <li>• Field Hockey Nationals 2025</li> </ul>	<ul style="list-style-type: none"> <li>• National events</li> </ul>

# Team / Event Sponsorships

The majority of respondents reported having partnership agreements with sport organizations, with HTG Sports emerging as the most mentioned event partner.



## Sport Event Hosting Preferences

*While all respondent accommodation providers (100%) enforce a guest code of conduct, hockey, kabaddi, and cricket were identified as undesirable sports to accommodate.*

Accommodation Providers	Sports Preferred to Host	Sports Least Preferred	Sports Refused to Host
<b>Courtyard by Marriott Toronto - Brampton</b>	<ul style="list-style-type: none"> <li>Any sports teams</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Fairfield Inn &amp; Suites Brampton</b>	<ul style="list-style-type: none"> <li>Basketball</li> <li>Soccer</li> </ul>	<ul style="list-style-type: none"> <li>Hockey</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Holiday Inn Express &amp; Suites Brampton</b>	<ul style="list-style-type: none"> <li>Hockey</li> <li>Football</li> <li>Basketball</li> <li>Skating</li> </ul>	<ul style="list-style-type: none"> <li>Cricket</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Monte Carlo Inn - Brampton Suites</b>	<ul style="list-style-type: none"> <li>Baseball</li> <li>Soccer</li> <li>Volleyball</li> </ul>	<ul style="list-style-type: none"> <li>Hockey</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Residence &amp; Conference Centre - Brampton</b>	<ul style="list-style-type: none"> <li>Hockey</li> <li>Schools</li> <li>Baseball</li> <li>Field hockey</li> <li>Lacrosse</li> <li>Track &amp; field</li> <li>Ultimate frisbee</li> </ul>	<ul style="list-style-type: none"> <li>Kabaddi</li> </ul>	<ul style="list-style-type: none"> <li>Kabaddi – due to behavior and lack of organization</li> </ul>

## Additional Feedback on Sport Tourism

*Respondents highlighted opportunities to grow sport tourism using existing facilities, the development of new venues, city-led incentives, and targeted promotional support.*

**“Brampton is a sport city, but it lacks tourist attractions.”**

**“Incentives should be offered to encourage groups to choose Brampton.”**

**“City-led promotions such as gifts, coupons, or offering a lower-cost for sport venues.”**

**“There’s a need for new venues that can accommodate larger sport events.”**

**“More transportation support could enhance Brampton’s appeal for sport tourism.”**

**“The city should make better use of community centres for sport events and expand available sport facilities.”**

# Key Contact Information



## For More Information...



**Jacquelyn Novak Nayyar**  
**Sport Tourism Canada /**  
**Toa Consulting**  
*Managing Director*

Email: [jnovak@advantagetoa.com](mailto:jnovak@advantagetoa.com)  
Tel: +1.250.507.1711



**Kait Flett**  
**Sport Tourism Canada /**  
**Toa Consulting**  
*Consultant*

Email: [kflett@advantagetoa.com](mailto:kflett@advantagetoa.com)  
Tel: +1.204.612.2489



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