

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

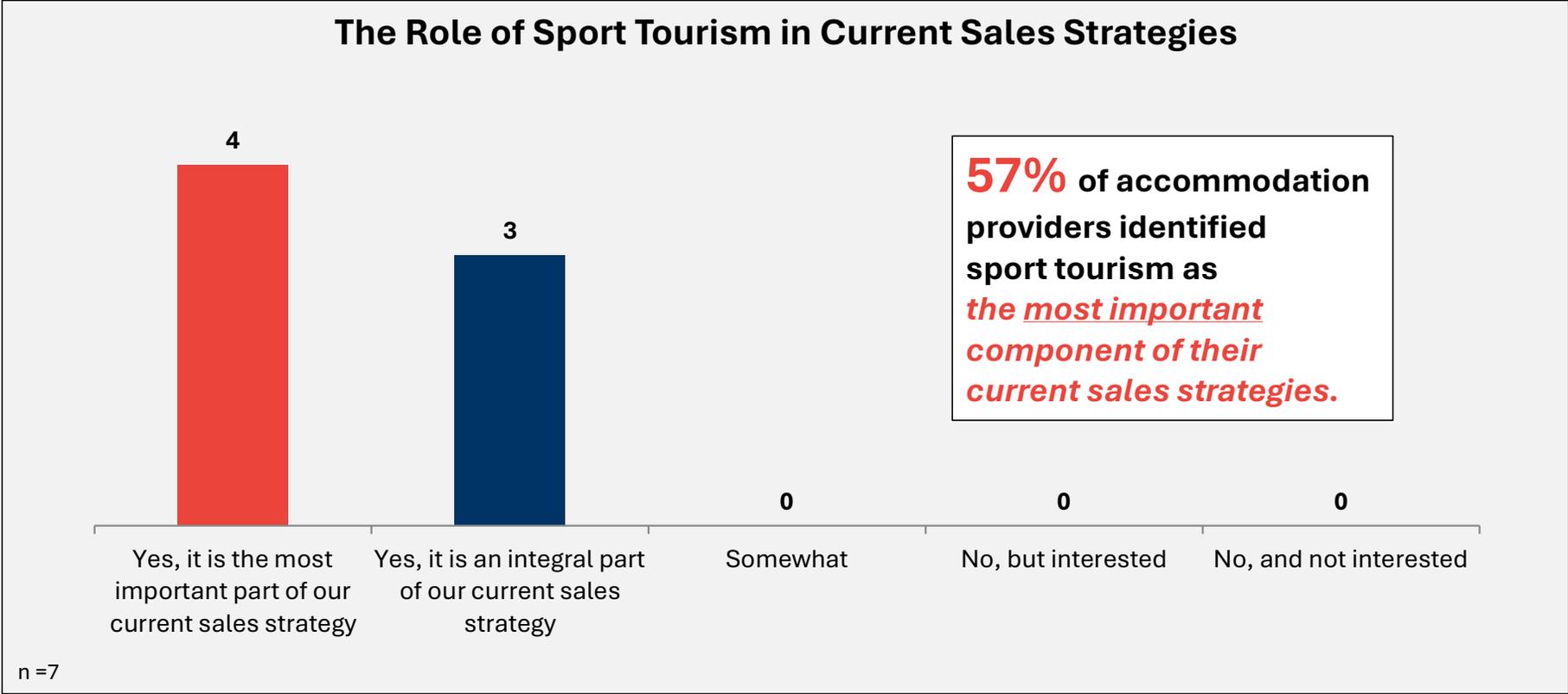
We heard from eight (8) respondents representing five (5) accommodation providers (out of a possible 12) in the City of Brampton. Surveys, site visits, and an accommodations provider workshop were used as means for accommodations provider input into this strategy.

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

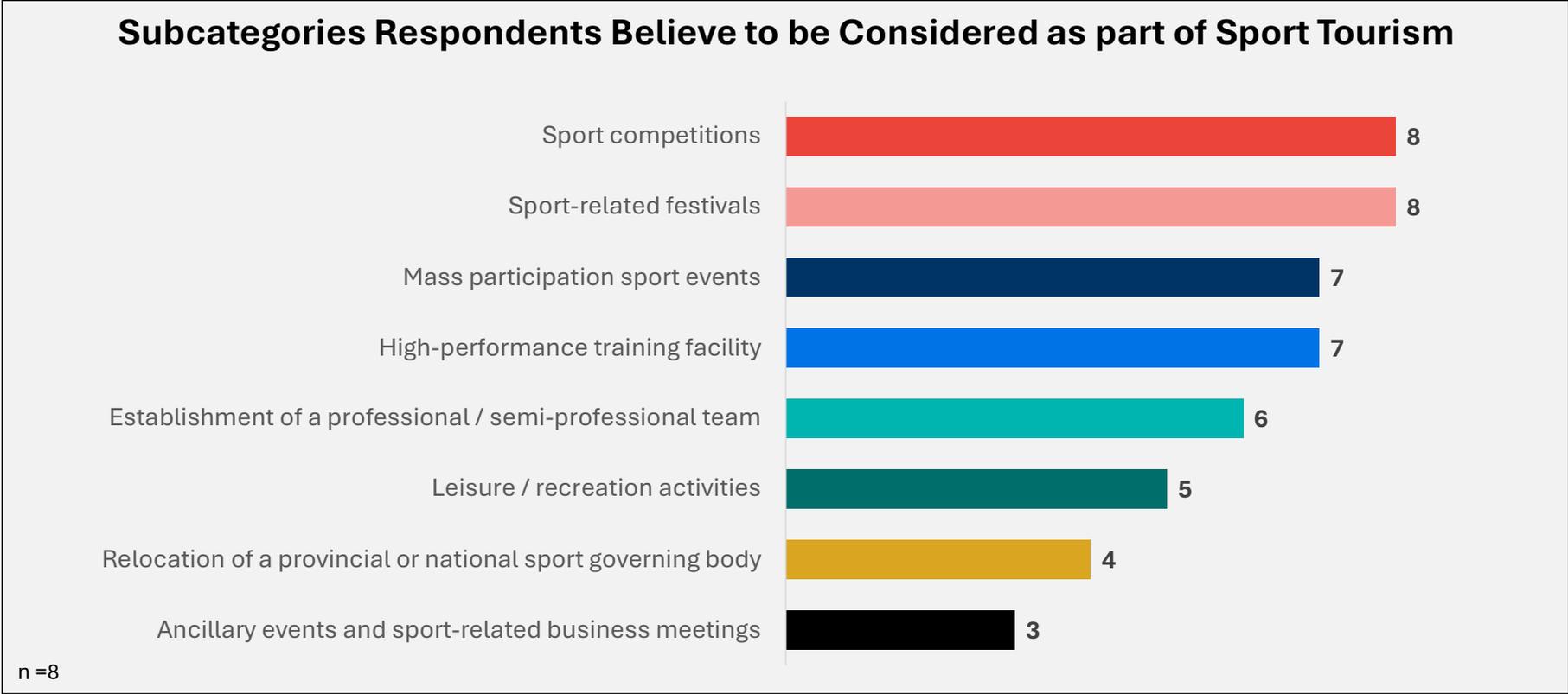
All respondents (100%) confirmed that sport tourism plays at an integral role in their ongoing sales strategies. It is not viewed as optional—it is a strategic priority and a core driver of their business success.



Sport Tourism in Brampton

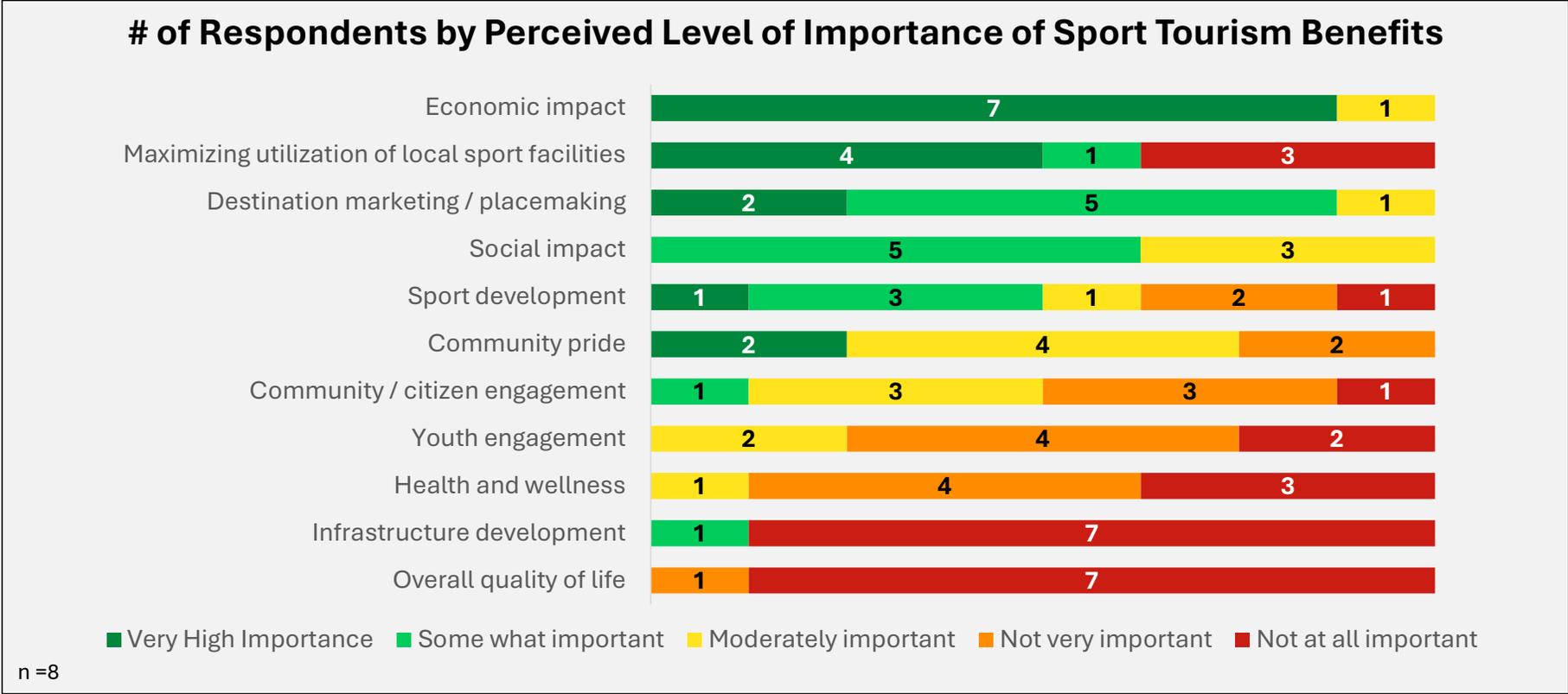
Definition of Sport Tourism – Subcategories of Sport Tourism

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.



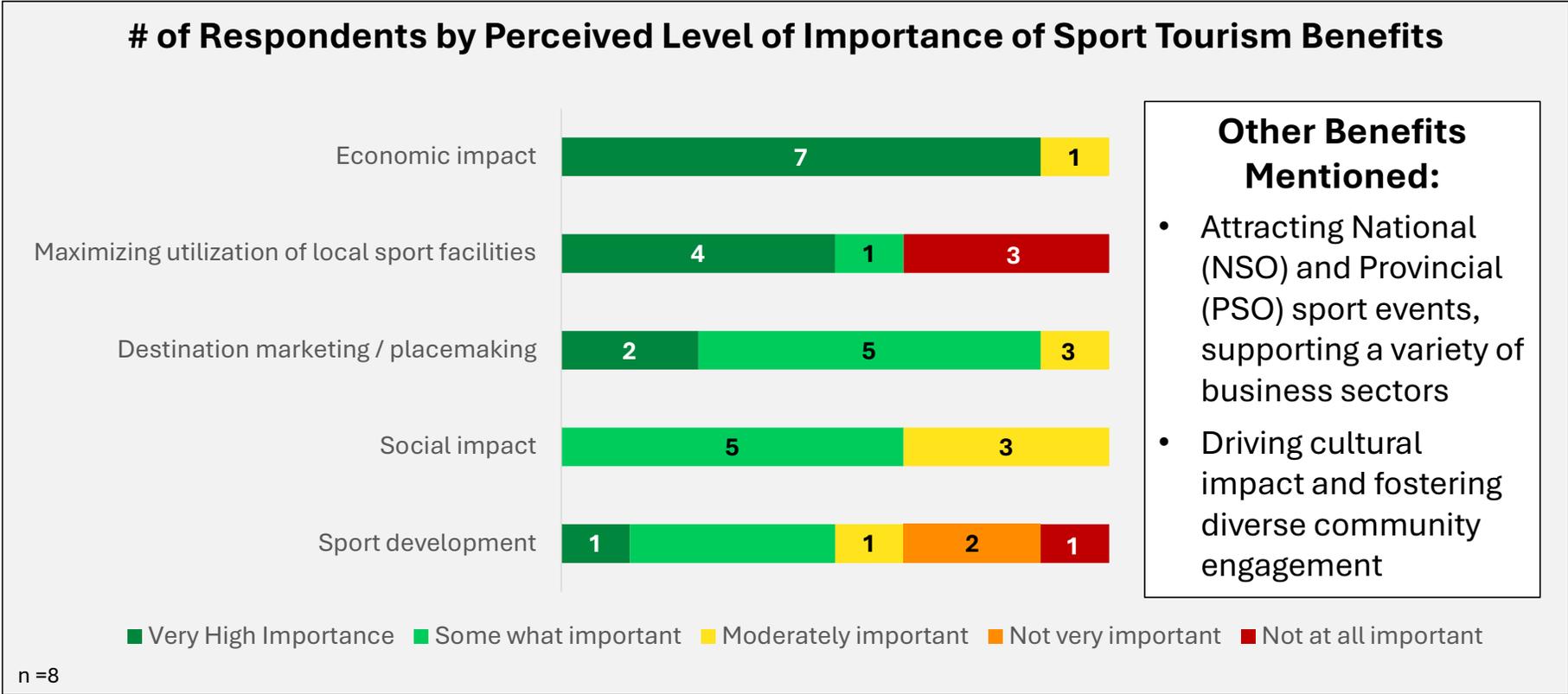
Sport Tourism Priorities – Subcategories of Sport Tourism

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.



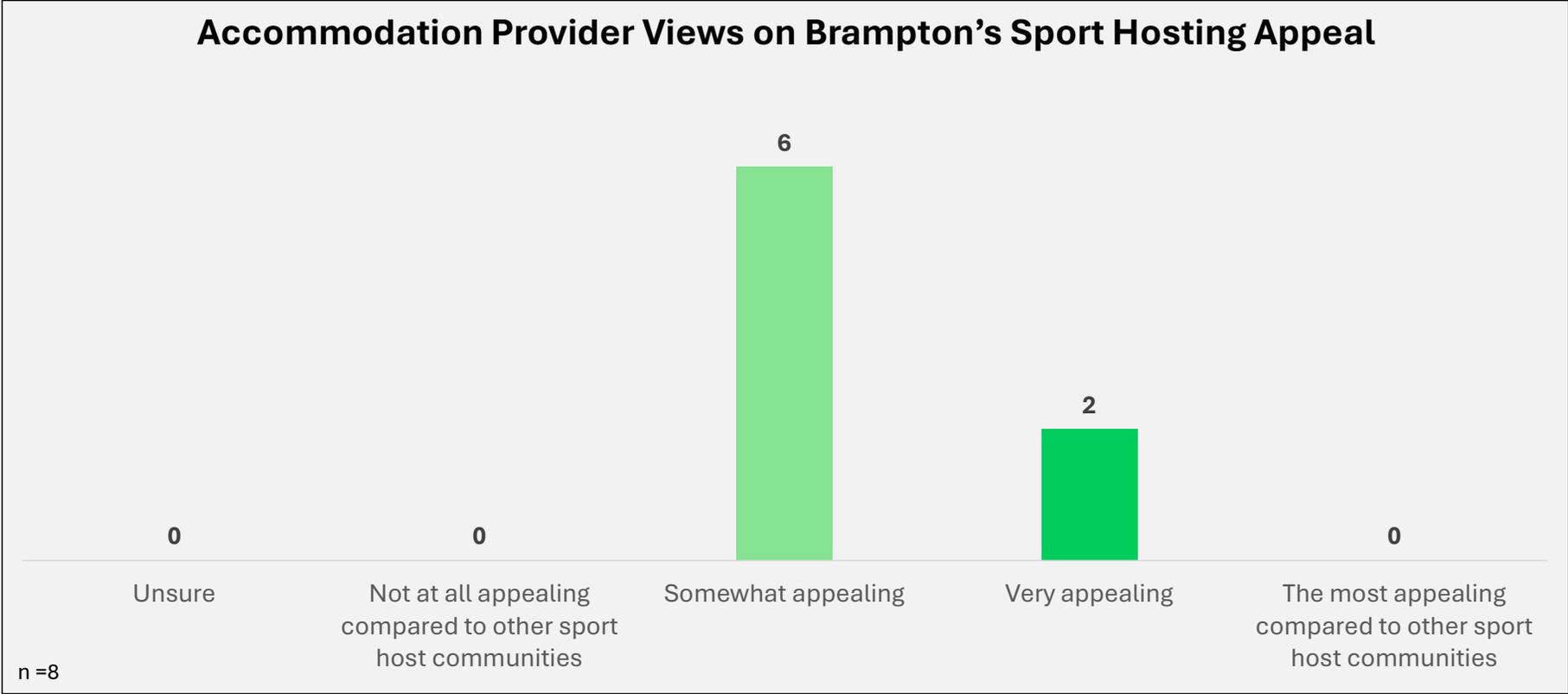
Sport Tourism Priorities – Subcategories of Sport Tourism

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
Courtyard by Marriott Toronto - Brampton	January to March	January to March December 15-30	Avoid peak summers
Fairfield Inn & Suites Brampton	Weekdays in general	Not specified	None
Holiday Inn Express & Suites Brampton	Most weekends including long weekend and holidays	December to February	Summer
Monte Carlo Inn - Brampton Suites	Winter months	January to March	Long weekends in the summer
Residence & Conference Centre - Brampton	May and/or June	January to March	Beginning of September

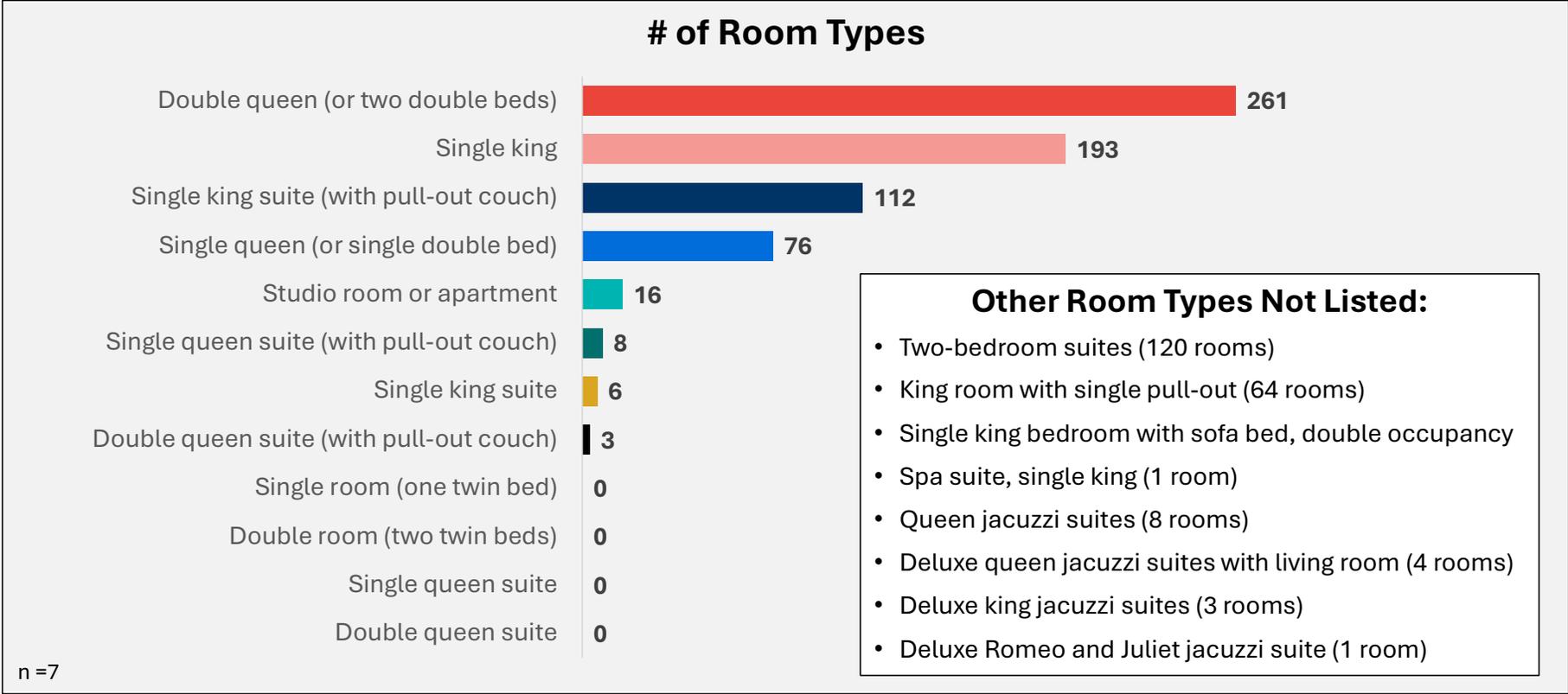
Occupancy and Room Type

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
Courtyard by Marriott Toronto - Brampton	159	3	6	0	483 guests
Fairfield Inn & Suites Brampton	107	3	0	0	388 guests
Holiday Inn Express & Suites Brampton	84	1	0	0	388 guests
Monte Carlo Inn - Brampton Suites	111	0	0	0	268 guests
Residence & Conference Centre - Brampton	120	5	120 Rooms	0	480 guests

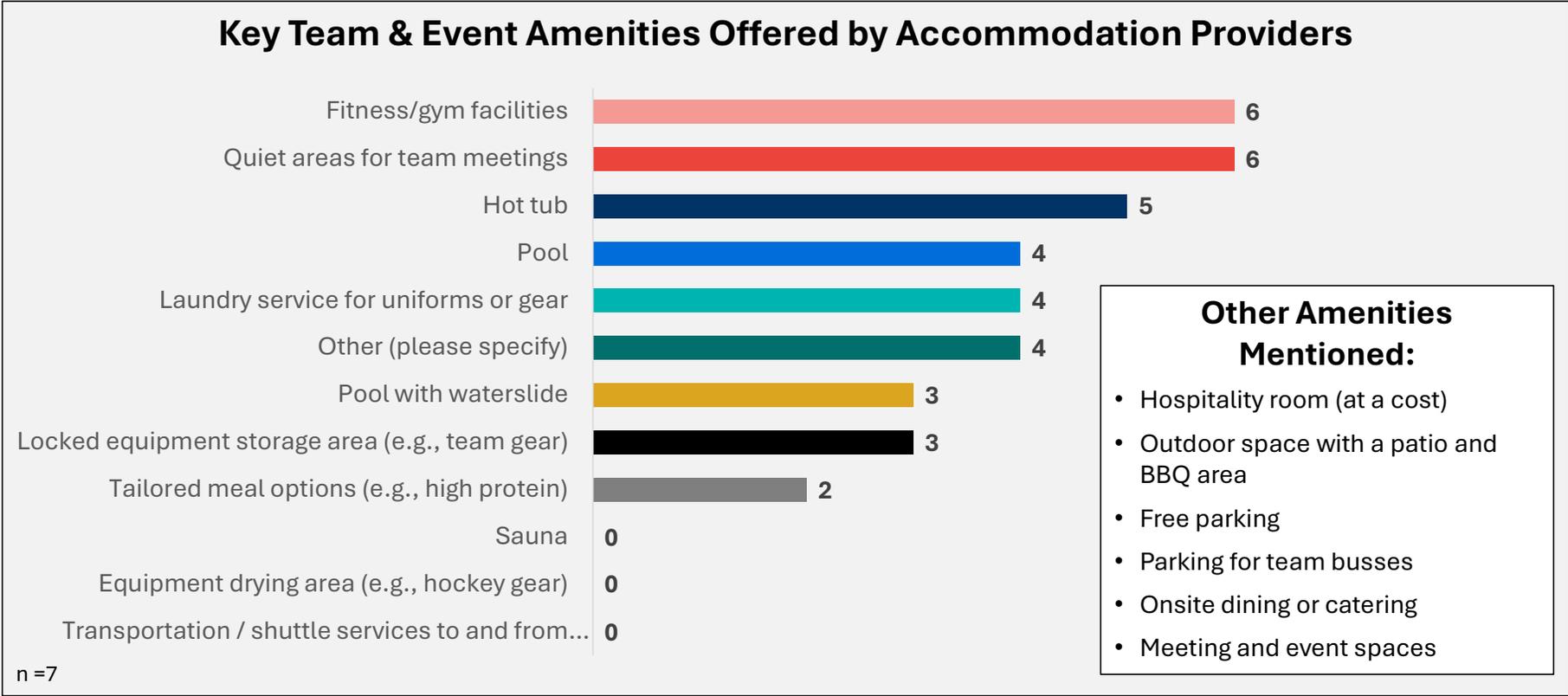
Occupancy and Room Type

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.



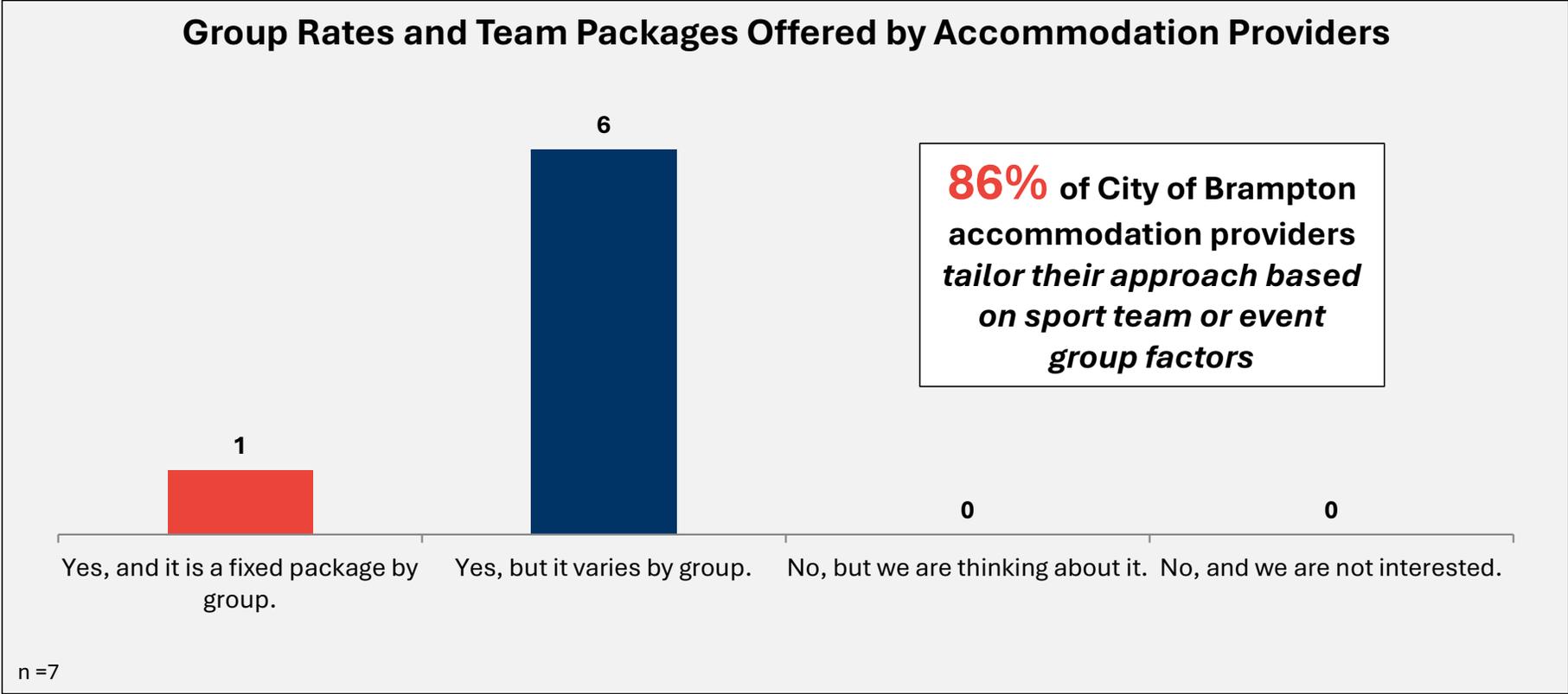
Onsite Amenities

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)
Courtyard by Marriott Toronto - Brampton	10 rooms (min)	14 days in advance
Fairfield Inn & Suites Brampton	30 to 35 rooms (min)	30 days in advance
Holiday Inn Express & Suites Brampton	10 rooms (min) up to 50 rooms (max) – depends on the event and season	30 days in advance
Monte Carlo Inn - Brampton Suites	Maximum 30 rooms, depending on availability and demand	30 or 45 days, depending on group size and booking dates
Residence & Conference Centre - Brampton	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
Courtyard by Marriott Toronto - Brampton	<ul style="list-style-type: none"> 20+ years – All kinds of sport event 	<ul style="list-style-type: none"> Hockey Skating Lacrosse Baseball 	<ul style="list-style-type: none"> National & Provincial Championships
Fairfield Inn & Suites Brampton	<ul style="list-style-type: none"> Sport tournaments, teen and kids' groups – up to 40 rooms 	<ul style="list-style-type: none"> Hockey 	<ul style="list-style-type: none"> Ontario Soccer League
Holiday Inn Express & Suites Brampton	<ul style="list-style-type: none"> Football Dance Wrestling Canada 55+ Senior Games Slo-Pitch Nationals GT20 Field Hockey U16/U18 Nationals Silver Stick Hockey Tournaments 	<ul style="list-style-type: none"> Hockey Martial arts Cheerleading group 	<ul style="list-style-type: none"> The Canada 55+ Senior Games Unlimited Canada 2 Nation Groups

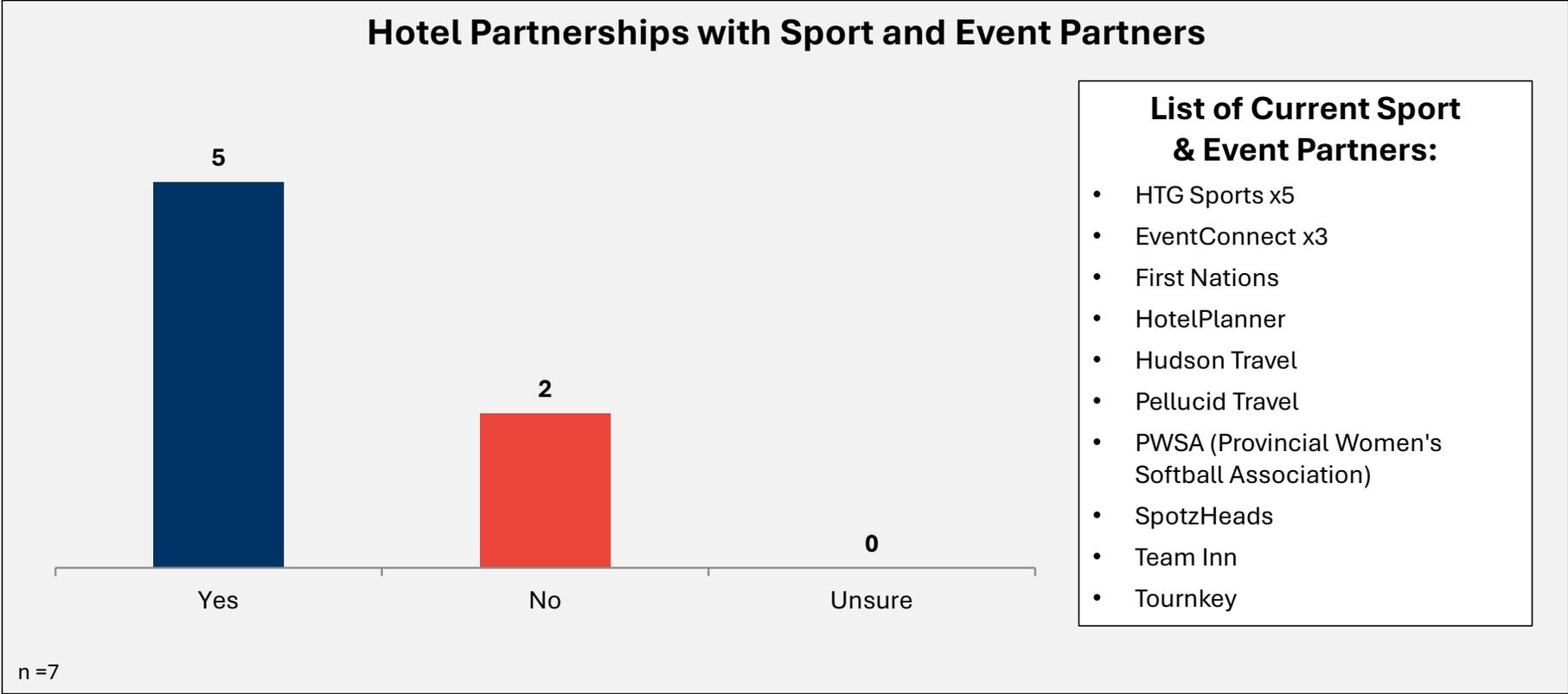
Sport Event Hosting Experience (cont'd)

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
<p>Monte Carlo Inn - Brampton Suites</p>	<ul style="list-style-type: none"> • Most bookings from youth sports groups (15–20 rooms/night) 	<ul style="list-style-type: none"> • Currently none 	<ul style="list-style-type: none"> • Provincial events
<p>Residence & Conference Centre - Brampton</p>	<ul style="list-style-type: none"> • Field Hockey Nationals • GT20 • Track & Field • Pan Am Games (including Para Pan Am) • Kabaddi • Ontario Summer Games 	<ul style="list-style-type: none"> • Field Hockey Nationals 2025 	<ul style="list-style-type: none"> • National events

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

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...



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