



# Brantford

## Sport Tourism Economic Assessment Survey

Please submit **AFTER** the completion of your sport event with proof of Brantford Hotel Association promotion.

Send to: Tourism Brantford – Attn: Donna Clements, 519-751-9900 ext. 204  
 fax: 519-751-2617 or email: dcllements@brantford.ca

### Section A: Sport Event Details

Name of Sport Event	
City or town(s) Sport Event held	
Date(s) of Sport Event	
Scope of Sport Event:	<input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> Provincial <input type="checkbox"/> National <input type="checkbox"/> International
Occurrence of Sport Event:	<input type="checkbox"/> First time <input type="checkbox"/> Annual
How did participants book their hotel rooms:	<input type="checkbox"/> Direct with Hotel <input type="checkbox"/> Sport Booking Agent <input type="checkbox"/> Travel Agent <input type="checkbox"/> Internet <input type="checkbox"/> Other: _____

### Section B: Participants

Number of Participants	
Age of Participants	_____ % of participants 19 years and under
	_____ % of participants 19-44 years of age
	_____ % of participants 45 years and over
	_____ % Total (must sum to 100%)
Percentage of participants staying overnight (total)	_____ %
Participants staying overnight (place of origin)	_____ % of overnight participants - Canada
	_____ % of overnight participants - U.S.
	_____ % of overnight participants - International
	_____ % Total (must sum to 100%)
Overnight Domestic Distance	_____ % of Canadian participants travelling less than 320 km
	_____ % of Canadian participants travelling more than 320 km (within Ontario)
	_____ % of Canadian participants travelling more than 320 km (outside Ontario)
	_____ % Total (must sum to 100%)

**Section C: Spectators**

Number of Spectators	
Percentage of Spectators staying overnight	_____ %
Spectators staying overnight (place of origin)	_____ % of overnight spectators - Canada
	_____ % of overnight spectators - U.S.
	_____ % of overnight spectators - International
	_____ % Total (must sum to 100%)
Overnight Domestic Distance	_____ % of Canadian spectators travelling less than 320 km
	_____ % of Canadian spectators travelling more than 320 km (within Ontario)
	_____ % of Canadian spectators travelling more than 320 km (outside Ontario)
	_____ % Total (must sum to 100%)

**Section D: Media/VIP Attendance**

Number of unique Media/VIPs present at Sport Event	
Percentage of Media/VIPs staying overnight	_____ %
Average length of stay for Media/VIPs	

**Section E: Survey Completed by:**

Name			
Address			
City		Postal Code	
email		Phone	
Name of Sport Organization that BHA Athletic Guest Commission cheque to be made out to			

**\*\*\* Attach proof of Brantford Hotel Association promotion from sporting event\*\*\***

Additional Comments:

---



---



---

*Thank you*

