



# **Reports from the Road**

**Sport Accord International Convention  
Dubai, UAE  
April 24 – 30, 2010**

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## **Summary**

Attended our 3<sup>rd</sup> Sport Accord, the largest annual gathering of International Sport Federations and Sport Tourism executives. This convention offers strong networking and educational elements as well as 3 days of face to face meetings that coincide with a well attended exhibition. This year we partnered more formally with the COE and well as the CSTA allowing us to strengthen our presence and reach.

## **Participants**

Edmonton Tourism, City Of Edmonton, Canadian Sport Tourism Alliance, Tourism Quebec, Tourism Toronto, Tourism Saskatoon, Calgary Sport Tourism Authority.

## **Results**

Popular opinion on site was that this may have been the strongest Sport Accord to date. This was undoubtedly the best one we have attended in the 3 years we have been participating. A very engaged audience, strong one on one appointments and constant booth traffic produced leads from UCI (cycling – Continental Championship, World Cup ), IAAF (2014 World Indoor Athletics Championships), 2013 SledDog Championships, World Archery Championships, Peace and Sport International Forum. The Edmonton contingent also had meetings with 3 companies that have the capability to assist in developing a bidding/hosting strategy. One of these companies will be chosen to move forward with us on this strategy.

## **Other Activities:** (not related directly to the tradeshow i.e. sales calls, etc)

Team Canada hosted our 3<sup>rd</sup> annual client event. Even though we had direct competition from Visit London we had good attendance and our event seems to be an anticipated and appreciated part of the congress. Our partnership with the COE included being a bronze sponsor of this year's conference and produced good results and exposure. We will look for ways to enhance this element in 2011. Also participated in the first annual Sport Accord Golf Tournament.