



Economic Impact Assessment

FINAL REPORT – 2018 Alberta High School Football Championships, Fort McMurray, AB (November 23-24)

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WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:

1. the spending of out-of-town visitors while they attend the event;
2. the expenditures of the event organizers in producing the event;
3. capital construction costs that are directly attributed to hosting the event.

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event, and then the impact these new monies have on the regional, provincial and national economy as a whole.



CSTA'S TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called **steam pro^{2.0}** that collects, measures and analyzes data across the three primary channels.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.



MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Employment
- Taxes
- Industry Output
- Wages & Salaries

CSTA's **steam pro^{2.0}** measures the direct, indirect & induced effects for each of these elements.



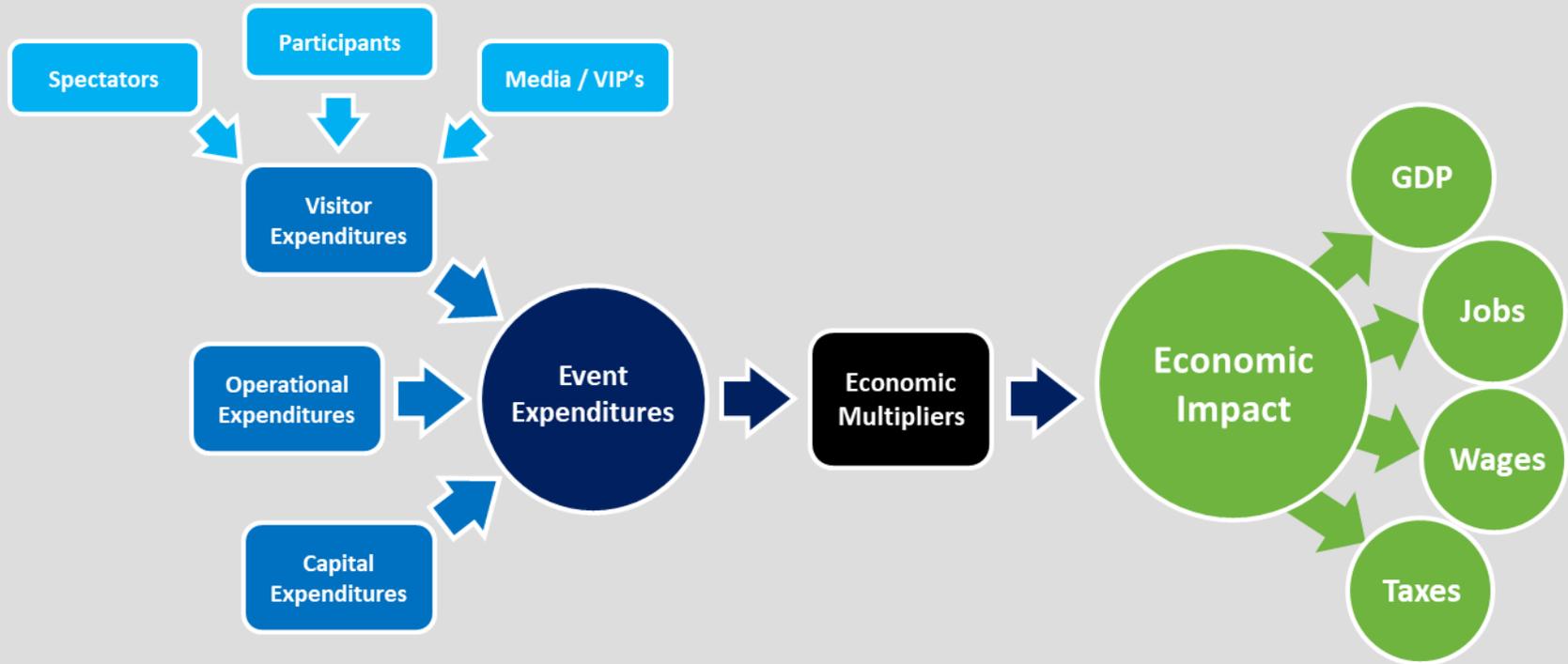
RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are **robust** and **reliable**, the CSTA has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and most detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics Canada's Government Revenues Attributable to Tourism (GRAT) report.



HOW IT WORKS



THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was conducted over two days of the 2018 Alberta High School Football Championships in Fort McMurray, AB (November 23-24).

The survey was developed for Fort McMurray Sport Tourism by the CSTA, specifically for the Alberta High School Football Championships and was administered by a team of paid surveyors at key locations throughout the venue during the event.

A total of **166** valid responses were collected during this event.

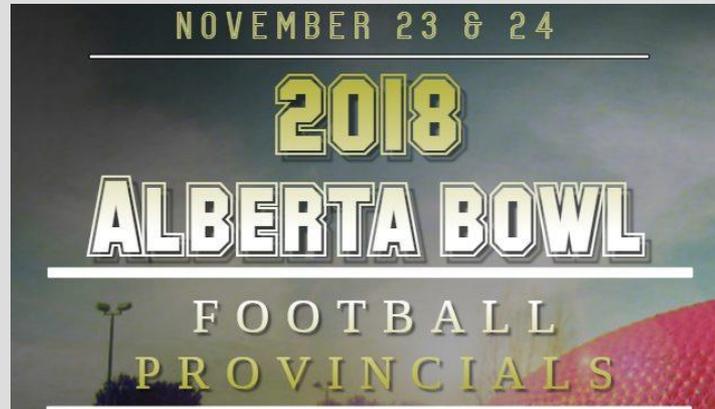
The survey included a variety of questions for the event attendees with regards to their place of residence, party size, event satisfaction, and activities participated in while in town. Respondents from out-of-town were also asked about their length of stay in Fort McMurray, the amount of money spent in various categories while in Fort McMurray, as well as the importance of this event in their decision to travel to the area.

* Based on the survey sample, the margin of error for results contained in this report are +/-6.34% at the 95% confidence level.



2018 ALBERTA HIGH SCHOOL FOOTBALL CHAMPIONSHIPS

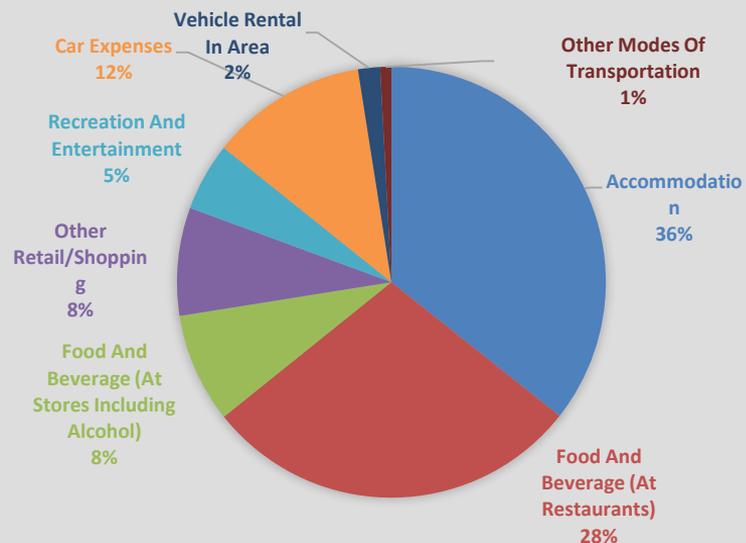
The 2018 Alberta High School Football Championships took place in Fort McMurray, AB from November 23 to 24 at the SMS Equipment Stadium inside Shell Place. Over the two days of competition, Fort McMurray hosted 300 participants from high school football teams from across the province for the Alberta Schools' Athletic Association's 2018 Alberta Bowl. The top ten teams in Alberta competed through five championship games, attracting over 500 unique spectators.



VISITOR SPENDING

	Per Party	Overall
ACCOMMODATION	\$164.45	\$32,060.72
FOOD AND BEVERAGE (AT RESTAURANTS)	\$131.96	\$25,726.56
FOOD AND BEVERAGE (AT STORES including alcohol)	\$37.96	\$7,400.22
OTHER RETAIL/SHOPPING	\$37.39	\$7,290.30
RECREATION AND ENTERTAINMENT	\$23.60	\$4,600.25
CAR EXPENSES	\$54.36	\$10,598.41
VEHICLE RENTAL in AREA	\$7.66	\$1,493.32
OTHER MODES OF TRANSPORTATION	\$3.86	\$752.88
TOTAL	\$461.23	\$89,922.67

Aggregate visitor spending was just under **\$90,000**



* Visitor spending was calculated based on the survey results from people staying overnight in Fort McMurray and extrapolated to the overall attendance figures provided by Fort McMurray Sport Tourism.

VISITOR SPENDING – SCALED BY IMPORTANCE

	Per Party	Overall
ACCOMMODATION	\$161.85	\$31,554.50
FOOD AND BEVERAGE (AT RESTAURANTS)	\$129.87	\$25,320.35
FOOD AND BEVERAGE (AT STORES including alcohol)	\$37.36	\$7,283.38
OTHER RETAIL/SHOPPING	\$36.80	\$7,175.19
RECREATION AND ENTERTAINMENT	\$23.22	\$4,527.62
CAR EXPENSES	\$53.50	\$10,431.07
VEHICLE RENTAL in AREA	\$7.54	\$1,469.74
OTHER MODES OF TRANSPORTATION	\$3.80	\$740.99
Total	\$453.95	\$88,502.84

Visitor spending directly attributable to this event was just over **\$88,500**



Visitors to Fort McMurray were asked about the importance of the 2018 Alberta High School Football Championships in their decision to travel to Fort McMurray. The results show that this event was the sole driver for 98% respondents, and indicated an average importance of 9.8/10.

OPERATIONAL & CAPITAL EXPENDITURES

In hosting the 2018 Alberta High School Football Championships, the event organizers spent approximately **\$13,000** on various **goods and services** to ensure the successful operation of the event. Another **\$3,400** was spend on capital costs (building and renovation expenses).

Operational & Capital Expenditures	
Staff Salaries, Fees and Commissions	\$600
Facility, Venue and Office Rental	\$6,143
Communication	\$4,725
Event Accommodation	\$1,271
Total Operational Expense	\$12,739
Total Capital Expense (Buildings & Renovations)	\$3,360

THE EI RESULTS

The combined spending of out-of-town spectators, participants, media, sponsors, and other people who visited Fort McMurray for the 2018 Alberta High School Football Championships, in combination with the expenditures made by the organizers of the event, totaled \$131,000, supporting \$213,000 in economic activity in Alberta, including \$168,000 of economic activity in Fort McMurray.

These expenditures supported \$74,000 in wages and salaries in the province and \$49,000 in wages and salaries were supported in Fort McMurray.

The total net economic activity (GDP) generated by the 2018 Alberta High School Football Championships was:

- \$255,000 for Canada as a whole
- \$213,000 for the Province of Alberta
- \$168,000 for Fort McMurray

The 2018 Alberta High School Football Championships supported tax revenues totaling \$36,000 across Canada.

	Fort McMurray	Alberta	Canada
Initial Expenditure	\$130,906	\$130,906	\$130,906
GDP	\$78,430	\$109,345	\$129,302
Wages & Salaries	\$49,247	\$62,402	\$73,716
Employment	0.60	0.80	0.90
Total Taxes	\$24,853	\$31,394	\$35,697
Federal	\$14,360	\$0	\$17,622
Provincial	\$8,439	\$0	\$10,714
Municipal	\$2,054	\$0	\$3,059
Industry Output	\$168,479	\$212,658	\$254,848

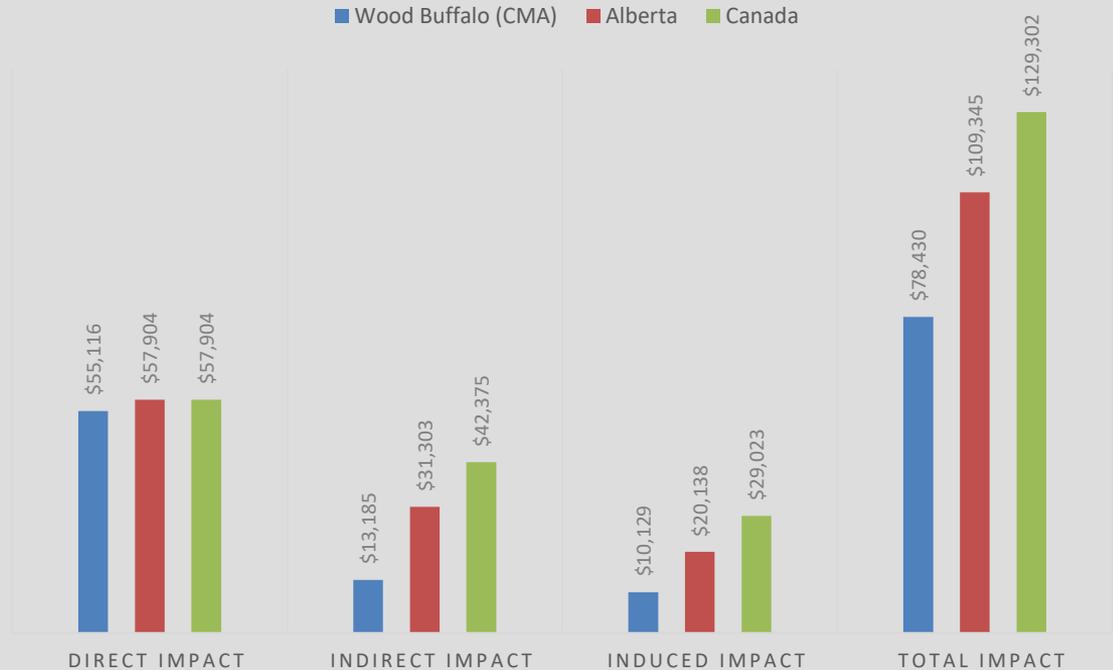
GROSS DOMESTIC PRODUCT

GPD (at basic prices)

The 2018 2018 Alberta High School Football Championships contributed \$129,000 in GDP to the Canadian economy through direct and spin-off impacts.

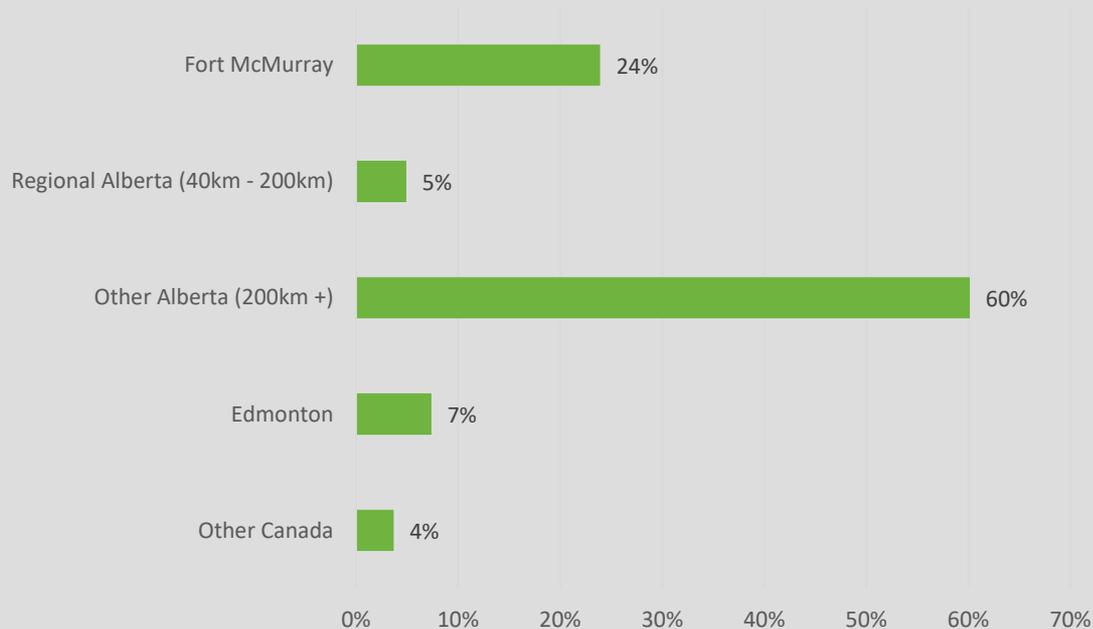
Of this, \$78,000 (61%) accrued in the Fort McMurray area, while 85% of the total GDP impact remained in the province of Alberta.

GROSS DOMESTIC PRODUCT (AT BASIC PRICES)



PLACE OF RESIDENCE

Where are you currently living?



TRAVEL CHARACTERISTICS

72% of out-of-town attendees stayed overnight during their visit to Fort

McMurray



Of those staying overnight...

- 57.76% Stayed in other hotels
- 10.34% Stayed in Franklin Suites
- 13.79% Stayed in Stonebridge Hotel
- 13.79% Said they made other arrangements
- 4.31% Staying with friends / family

Average number of nights in Fort McMurray = 1.2

Which Games?	% Attending
November 23 Six Man Final - 4:00pm	18%
November 23 Tier IV Final - 7:00pm	23%
November 24 Tier III Final - 11:00am	38%
November 24 Tier II Final - 2:30pm	42%
November 24 Tier I Final - 6:00pm	35%
All of the above	7%



Average travel party (same household) size = 2.79 people



Travelling to Fort McMurray...

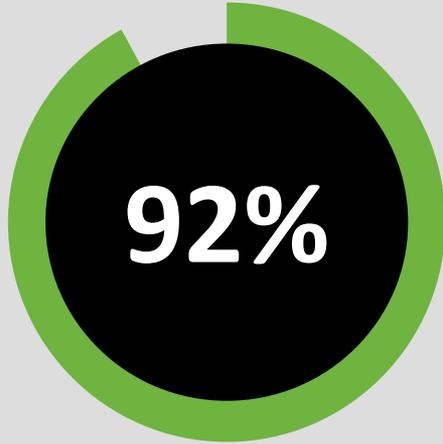
- 260 km Average one-way commute

ADDITIONAL QUESTIONS

The following slides summarize the results from questions that were included as part of the survey, but were not all necessarily required for the economic impact analysis calculations.



AWARENESS & MOTIVATION



92% of attendees indicated they were aware of the 2018 Alberta High School Football Championships BEFORE they came to Fort McMurray.



98% of attendees indicated that this event was the sole reason for their visit to Fort McMurray.

Overall, the importance of this event in influencing visitation to Fort McMurray was 9.8/10.

VISITOR EXPERIENCE

Is this your first trip to Fort McMurray?

Yes	55%
No	45%

How likely is it you'd return to Fort McMurray?

Somewhat Likely	34%
Somewhat Unlikely	14%
Very Likely	36%
Very Unlikely	16%

SUMMARY | BY THE NUMBERS

2018 Alberta High School Football Championships – Key Facts & Figures				
\$130,906 Of initial expenditures	\$114,805 Of visitor spending attributed to event	\$168,479 Overall economic activity in Fort McMurray & Area	\$212,658 Overall economic activity in Alberta	\$254,848 Overall economic activity in Canada
411 Out of town visitors	\$49,247 Of wages and salaries supported locally	\$109,345 Total boost to provincial GDP	\$35,697 In taxes supported across Canada	1 Local jobs supported

QUESTIONS?

If you have any questions concerning the findings in this report, please contact:

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If you would like to conduct another EI study using **steam pro^{2.0}** on a future event, please contact research@canadiansporttourism.com

