



# Economic Impact Assessment

## Final Report – 2019 Novice Hockey Tournament

Prepared by: Derek Mager, CSTA EI Consultant

Date: April 5, 2019

# 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<sup>2.0</sup>** 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)
- Wages & Salaries
- Employment
- Taxes
- Industry Output

CSTA's **steam pro<sup>2.0</sup>** 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.



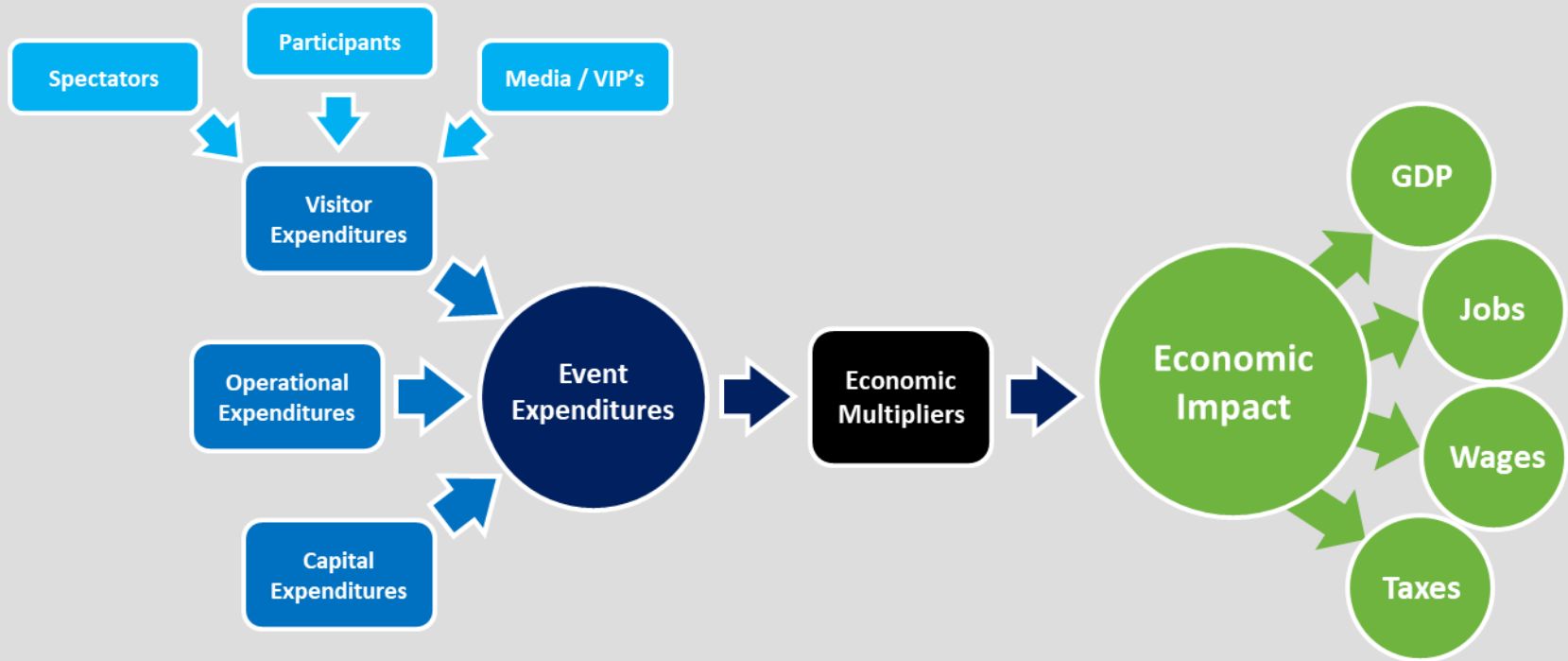
# RELIABILITY OF THE DATA

For this study, event organizers opted to engage event volunteers and staff to collect data onsite during the Novice Hockey Tournament. Surveyors were recruited and supervised by the client (after being trained by the CSTA's Field Supervisor, who was on-call during the event for assistance and trouble-shooting).

As a result of not having a member of the CSTA Economic Impact Team involved in the onsite aspect of the project, the CSTA is not able to validate the data records that were generated that underpins this analysis.



# 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 2019 Dawson Creek Ice Novice Hockey Tournament. The survey was developed by the CSTA specifically for this event and was administered by a team of volunteers at locations throughout the venue, on tablet computers running QuickTap software on the two days of the tournament (March 2-3, 2019).

A total of **198** valid responses were collected during this event.

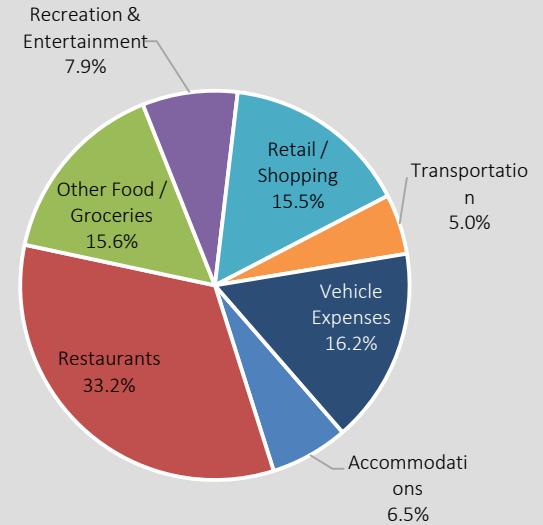
The survey included a variety of questions for the event attendees with regards to their age, place of residence, party size, games attended, etc. Respondents from out-of-town were asked about their length of stay in the Dawson Creek area, the amount of money spent in various categories while in Dawson Creek, as well as the importance of this event in their decision to travel to the area.



# VISITOR SPENDING

	Per Party	Overall
Accommodations	\$36.90	\$2,984
Restaurants	\$187.99	\$26,859
Other Food / Groceries	\$88.31	\$12,617
Recreation & Entertainment	\$44.94	\$6,421
Retail / Shopping	\$87.69	\$12,529
Transportation	\$28.40	\$4,058
Vehicle Expenses	\$91.62	\$13,090
<b>Total</b>	<b>\$565.85</b>	<b>\$78,558</b>

Aggregate visitor spending was nearly **\$79,000**



# VISITOR SPENDING – SCALED BY IMPORTANCE

	Per Party	Overall
Accommodations	\$34.02	\$2,751
Restaurants	\$173.33	\$24,764
Other Food / Groceries	\$81.42	\$11,633
Recreation & Entertainment	\$41.43	\$5,920
Retail / Shopping	\$80.85	\$11,552
Transportation	\$26.18	\$3,741
Vehicle Expenses	\$84.47	\$12,069
<b>Total</b>	<b>\$521.71</b>	<b>\$72,431</b>

Visitor spending directly attributable to the Novice Hockey Tournament was just over **\$72,000**

Visitors to Dawson Creek were asked about the importance of the 2019 Novice Hockey Tournament in their decision to travel to Dawson Creek using a scale of 1-10 (with 1 meaning 'not at all important' and 10 meaning it was 'the only reason for travel').

The results show that the tournament was the primary driver for most respondents, with an average importance of 9.2/10

# OPERATIONAL EXPENDITURES

In hosting the 2019 Novice Hockey Tournament, the event organizers spent approximately **\$8,100** on various **goods and services** to ensure the successful operation of the event.



Operational Expenditures	
Salaries, Fees and Commissions	\$0
Marketing & Advertising Services	\$0
Professional Services	\$700
Insurance	\$0
Facility Rent	\$2,500
Other Services	\$0
Other Supplies	\$1,500
Food and Beverages	\$900
Accommodations	\$0
Merchandise and Retail	\$2,500
Transportation and Storage	\$0
<b>Total</b>	<b>\$8,100</b>

# THE EI RESULTS

The combined spending of out-of-town spectators, participants, and other people who visited Dawson Creek for the Novice Hockey Tournament, in combination with the expenditures made by the organizers of the event, totaled \$80,530, supporting \$123,062 in overall economic activity in British Columbia, including \$99,183 of overall economic activity in Dawson Creek.

These expenditures supported \$33,972 in wages and salaries in the province through the support of 0.6 jobs, of which 0.5 jobs and \$24,850 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2019 Novice Hockey Tournament was:

- \$65,518 for Canada as a whole
- \$54,538 for the province of British Columbia
- \$37,186 for the city of Dawson Creek

The 2019 Novice Hockey Tournament supported tax revenues totaling \$20,929 across Canada.

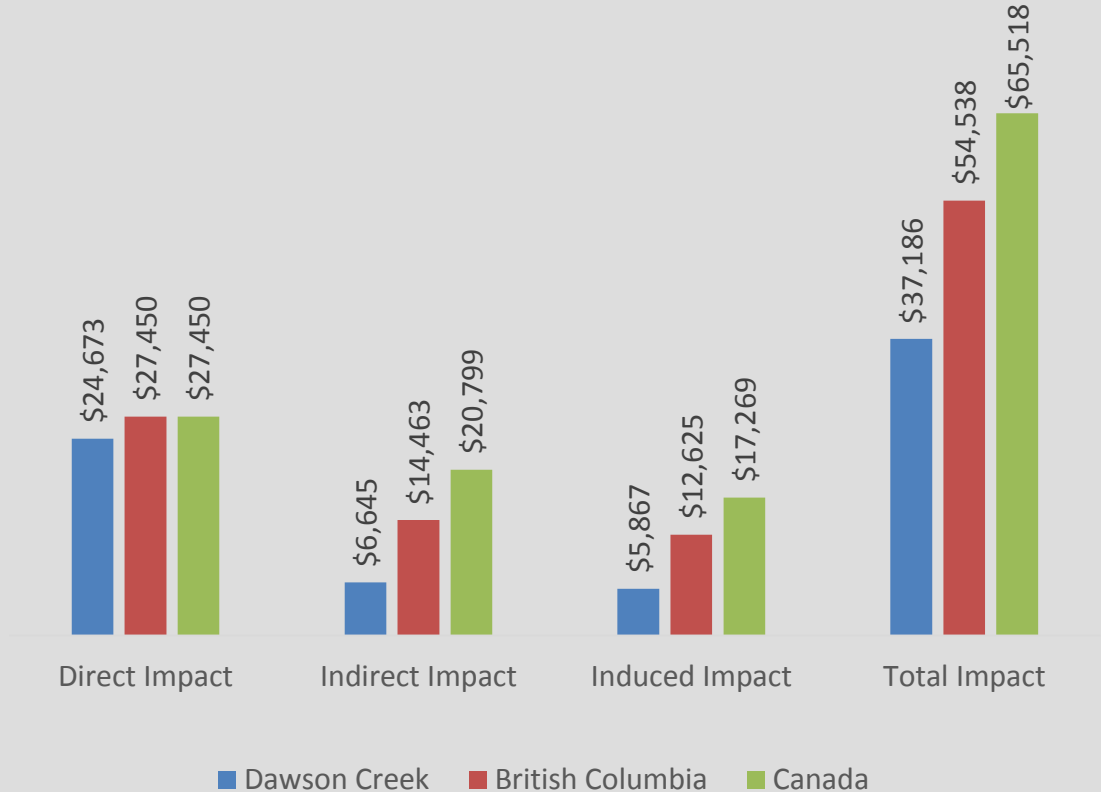
	Dawson Creek	British Columbia	Canada
Initial Expenditure	\$80,530	\$80,530	\$80,530
GDP	\$37,186	\$54,538	\$65,518
Wages & Salaries	\$24,850	\$33,972	\$39,889
Employment	0.5	0.6	0.7
Total Taxes	\$14,716	\$18,641	\$20,929
Federal	\$7,188	\$8,858	\$10,004
Provincial	\$6,350	\$8,105	\$8,902
Municipal	\$1,178	\$1,678	\$2,022
Industry Output	\$99,183	\$123,062	\$147,040

# GROSS DOMESTIC PRODUCT

## GPD (at basic prices)

The 2019 Novice Hockey Tournament contributed almost \$66,000 in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$37,186 (57%) accrued in the Dawson Creek area, while 83% of the total GDP impact remained in the province of British Columbia.



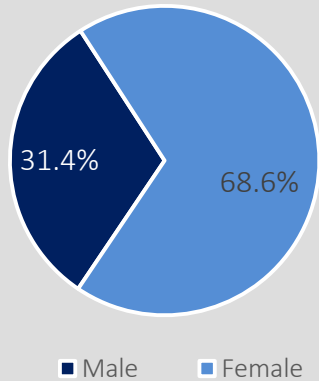
# ADDITIONAL QUESTIONS

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.

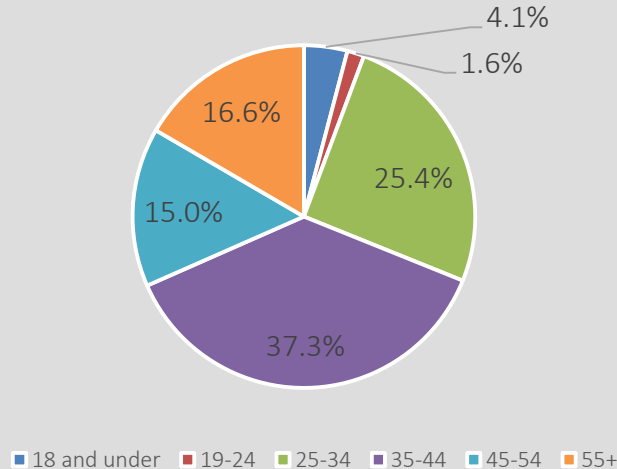


# DEMOGRAPHICS

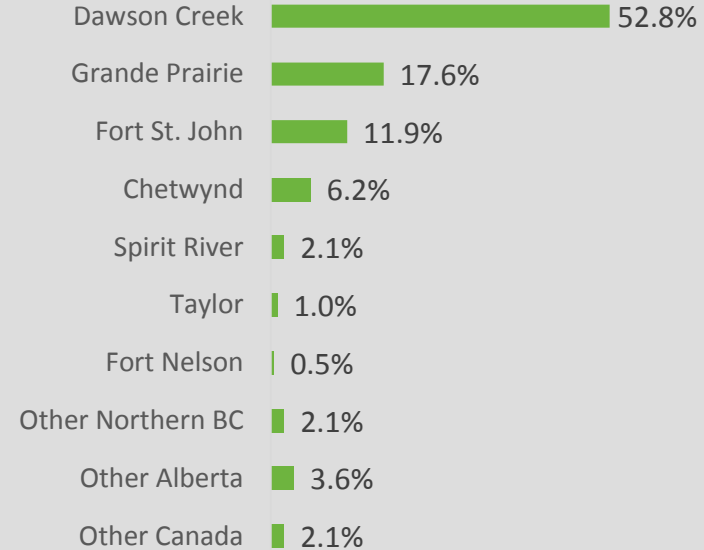
## Gender



## Age Range



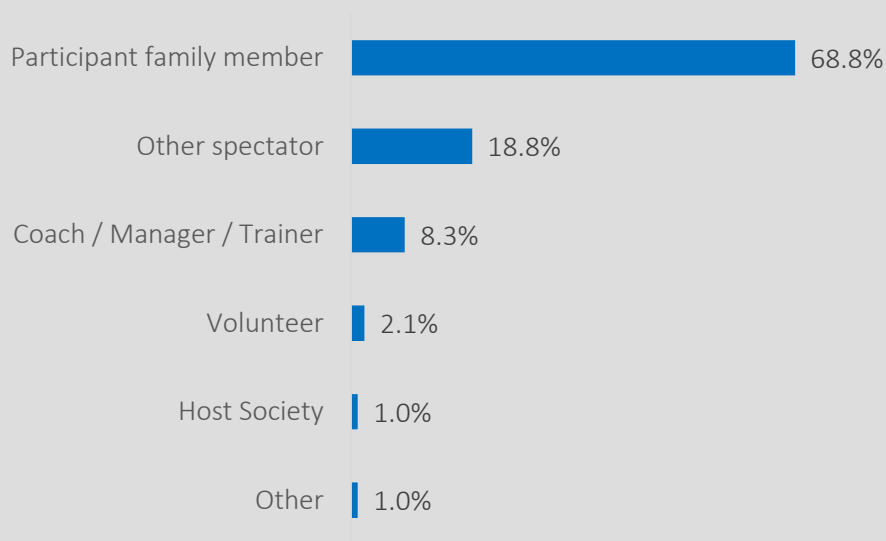
## Place of Residence



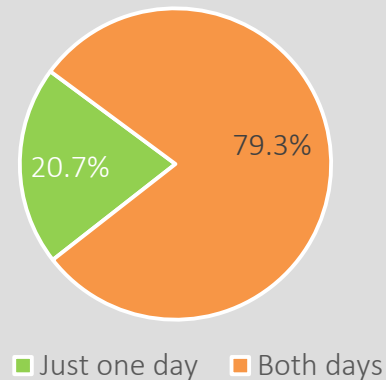
Average Age = 41.5 years

# ATTENDANCE CHARACTERISTICS

## Role at Event



## Days Attending





# TRAVEL CHARACTERISTICS

57% of out-of-town attendees stayed overnight during their visit to Dawson Creek



Of those staying overnight...

- 77% Stayed in a hotel
- 21% Stayed with friends / family
- 2% Made other arrangements

Average nights in Dawson Creek = 1.9



Average travel party size = 3.7 people

**IMPORTANT**

69% of attendees indicated that this event was the sole reason for their visit to Dawson Creek.

Overall, the importance of this event in influencing visitation to Dawson Creek was 9.2/10.

# DAWSON CREEK TOURISM

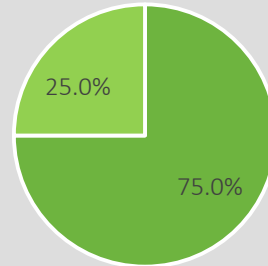
4%

Indicated this was their first visit to Dawson Creek



100%

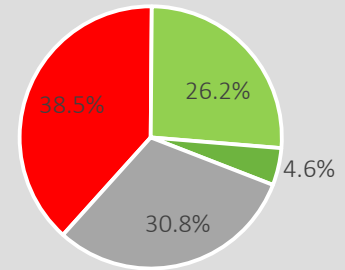
stated they would likely return to Dawson Creek in the future



Very likely Somewhat likely

31%

Planned to use the "Show Your Badge" program



No Not yet Yes I don't know what that is

# SUMMARY | BY THE NUMBERS

## 2019 Novice Hockey Tournament – Key Facts & Figures

<b>\$80,500</b> of initial expenditures	<b>\$72,431</b> of visitor spending attributable to event	<b>0.5</b> Dawson Creek jobs supported by event	<b>\$123,062</b> overall economic activity in the province
<b>529</b> estimated out of town visitors in Dawson Creek	<b>\$24,850</b> of wages and salaries supported locally	<b>\$54,538</b> total boost to provincial GDP	<b>\$20,929</b> in taxes supported across Canada

# QUESTIONS?

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

Derek Mager, CSTA EI Consultant  
derek@thedatajungle.com  
604.787.3605

If you would like to conduct another EI study using **steam pro<sup>2.0</sup>** on a future event, please contact [research@canadiansporttourism.com](mailto:research@canadiansporttourism.com)

