

Economic Impact Assessment Report | Key Findings

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2017 Ford World Men's Curling Championships

The 2017 Ford World Men's Curling Championship was held April 1–9 at the Northlands Coliseum in Edmonton, Alberta. The championships featured 12 teams from around the world who competed over 22 draws. A total of 10,035 Curling fans attended an average of 8.54 draws each, giving a total attendance of more than 85,200 over the duration of the event. More than 4,800 out-of-town visitors travelled to Edmonton to attend the championships, collectively spending \$2.1 million in the host community.

This spending, in combination with the expenditures made by the organizers in hosting the event, totaled \$4.3 million, supporting \$6.7 million in economic activity in the province of Alberta including \$6.0 million of economic activity in Edmonton.

These expenditures supported \$2.0 million in wages and salaries in the province through the support of 33 jobs, of which 29 jobs and \$1.7 million in wages and salaries were supported in Edmonton.

The total net economic activity (GDP) generated by the 2017 Ford World Men's Curling Championships was \$4.2 million for Canada; \$3.8 million for the Province of Alberta; and \$3.2 million for Edmonton. The 2017 Ford World Men's Curling Championships supported tax revenues totaling \$938,000 across Canada. Broken out by level of government, the event supported federal tax revenues of \$508,000 with an additional \$292,000 in taxes accruing to the Province of Alberta. Moreover, \$100,000 in municipal taxes were supported in Alberta, of which \$80,000 was in Edmonton.

By the Numbers:

2017 Ford World Men's Curling Championships

85,218 total attendance	\$2.1 million of visitor spending attributable to FWMCC	29 Edmonton jobs supported by FMWCC	\$6.7 million in economic activity in Alberta
4,844 out-of-town visitors in Edmonton	\$1.7 million of wages and salaries supported in Edmonton	\$3.8 million boost to provincial GDP	\$937,000 in taxes supported across Canada



Canadian Sport Tourism Alliance

