The following analysis provides an estimate of the economic impact of the 2006 IIHF World Junior Hockey Championships held in Vancouver, Kamloops, and Kelowna, British Columbia from December 26, 2005 to January 5, 2006 as generated by the Sport Tourism Economic Assessment Model.
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British Columbia Ministry of Sport, Tourism & the Arts  
Canadian Tourism Commission  
City of Kelowna  
City of Vancouver  
Hockey Canada  
Tourism Vancouver
1.0 Background

The World Junior Hockey Championship brought together the best players under the age of 20 from the nations of Canada, the Czech Republic, Finland, Latvia, Norway, Russia, Slovakia, Sweden, Switzerland, and the United States. Over the course of the 31 game series, the Canadian team rose to the challenge of successfully defending its championship title from 2005.

Organizers of the event also made it a priority to spread the benefits of hosting the event to several communities throughout British Columbia. Exhibition games were played in Kelowna, Burnaby, Victoria, New Westminster, Powell River, Kamloops, Vernon, Chilliwack, and North Delta. Round robin play also occurred in several venues, with Group B teams playing in Kamloops and Kelowna, while Group A teams played in Vancouver. The championship rounds were played at both the Pacific Coliseum and GM Place in Vancouver. The event also contributed to volunteer development though the use of more than 1,300 volunteers, which is significant in preparation for the 2010 Winter Olympics and Paralympic Games. Another key component, and the focus of this study, is the economic benefit of hosting the event. The economic impacts contained within this report focuses on the Province of British Columbia as a whole through the operational and visitor spending in the cities of Vancouver, Kamloops, and Kelowna; as well as the operational expenditures and revenue generated through the exhibition games.

The next two sections of the paper cover the spending of visitors, with Section 2 detailing the intercept survey methodology, while the information regarding the visitation associated with the event is contained within Section 3. Section 4 provides the detail of other expenditures that contributed to the economic impact of the tournament, while Section 5 presents the STEAM results from the combined expenditures of the visitors, athletes, and the organizing committee's operational expenditures. Section 6 concludes the document; while detailed information regarding the economic impact model is contained within the Appendices, as is a glossary and copies of the surveys. 1

1 The Canadian Sport Tourism Alliance’s (CSTA’s) Sport Tourism Economic Assessment Model (STEAM) generated the economic impact projections detailed in this report. STEAM, which was developed in 2002, is a model that has been designed to make use of information available to event organizers to prepare consistent and credible economic impact projections. Partners in developing the model have included the Canadian Tourism Commission, the Canadian Association of Convention and Visitor Bureaus, the Canadian Tourism Research Institute (CTRI - a branch of the Conference Board of Canada) and Sport Canada. The model is based on CTRI’s TEAM model, which is the most widely used tourism economic impact model in Canada, and STEAM has been calibrated with on-site expenditure surveys at several events throughout the country as well as the Canadian and International Travel Surveys. A more detailed description of STEAM is contained within Appendix 1.
2.0 Methodology

Information regarding the composition and spending of spectators of the World Junior Hockey Championship was collected through the administration of two surveys in all three cities; a short tally survey, designed to gather pertinent information from spectators in a short period of time, while a longer expenditure survey, which also considers the spending of out of town visitors to the event.

The tally surveys were conducted near the entrances to the venues, and asked for basic information such as party size, number of games attended, place of residence, and length of stay if the spectator was from out of town. The longer expenditure survey included similar questions, but also inquired as to spending done by out of town spectators over the course of the event. Expenditure surveys were conducted in the stands prior to the start of the games, as well as during intermissions. In Vancouver, both surveys were conducted using Palm PDAs with Technoos Entryware survey software, provided by Technoos Systems. In Kelowna and Kamloops, only the expenditure survey was done using the Palm PDAs, with the tally survey being completed on paper. Copies of the survey instruments used in Vancouver are contained in Appendix 3. Identical surveys were used in Kelowna and Kamloops.

More than 3,100 visitor party intercepts were made over the 31 games, of which just over 11% (353) of respondents declined to participate, and 15% (420) indicated that they had already answered the survey, yielding 2,376 usable survey responses. The complete breakdown of survey counts and traveler origin is contained in Table 2.1, below.

<table>
<thead>
<tr>
<th>Distance Category</th>
<th>Tally Survey*</th>
<th>Expenditure Survey*</th>
<th>Estimated Population**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vancouver</td>
<td>Kamloops</td>
<td>Kelowna</td>
</tr>
<tr>
<td>Local</td>
<td>1,071</td>
<td>1,299</td>
<td>36,142</td>
</tr>
<tr>
<td>Out of town up to 320 km</td>
<td>38</td>
<td>194</td>
<td>5,391</td>
</tr>
<tr>
<td>BC over 320km</td>
<td>18</td>
<td>54</td>
<td>1,694</td>
</tr>
<tr>
<td>Other Canada</td>
<td>53</td>
<td>86</td>
<td>1,999</td>
</tr>
<tr>
<td>U.S.</td>
<td>12</td>
<td>12</td>
<td>751</td>
</tr>
<tr>
<td>International</td>
<td>2</td>
<td>6</td>
<td>467</td>
</tr>
<tr>
<td>Total</td>
<td>1,194</td>
<td>1,651</td>
<td>46,443</td>
</tr>
</tbody>
</table>

*Useable Survey Responses
** For details on derivation, see below

2 With an average party size of 2.6 people, the 2,376 valid spectator responses covering the basic population characteristics (origin, games attended, average party size) represents 6,178 spectators. With a total spectator population of 100,485 unique spectators, these basic characteristics are estimated to have an accuracy of +/- 1.0%, 19 times out 20. For the expenditure questions, the 352 out of town responses represent the expenditure of 951 spectators, and with a population of 25,157 out of town spectators, the overall expenditure characteristics are estimated to have an accuracy of +/- 3.1%, 19 times out of 20.
The estimated figures contained within Table 2.1 were derived from the announced attendance figures per game provided by the organizing committee. Survey results were then applied to the attendance figures to provide a breakdown of the origin of spectators. These totals were divided by the average number of games attended per spectator to generate the estimate of the number of unique responses.  

### 3.0 Visitors

#### Participants

A total of 10 teams attended the event, bringing with them 220 athletes; 60 coaches, trainers and managers; and 36 IIHF administrators and officials. Expenses for all participants were paid by the organizing committee of the 2006 World Junior Hockey Championship.

#### Spectators

As previously noted, just over 100,000 unique individuals attended the event, with visitation to the City of Vancouver accounting for nearly half of the total. U.S. and overseas visitors were somewhat more likely to go to Vancouver; however the overall distribution of visitors to the three cities was relatively similar. The average number of games attended by spectators was very high, as illustrated in Table 3.1, while basic trip characteristics are contained within Table 3.2.

<table>
<thead>
<tr>
<th></th>
<th>Less than 320km</th>
<th>Long Haul BC</th>
<th>Other Canada</th>
<th>U.S.</th>
<th>Overseas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>8.5</td>
<td>9.6</td>
<td>11.8</td>
<td>12.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Kamloops</td>
<td>3.5</td>
<td>2.8</td>
<td>2.7</td>
<td>3.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Kelowna</td>
<td>3.8</td>
<td>3.0</td>
<td>2.5</td>
<td>3.2</td>
<td>4.0</td>
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</table>

#### Table 3.2 Spectator Trip Characteristics

<table>
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<th>U.S.</th>
<th>Overseas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Party Size</td>
<td>2.6</td>
<td>2.7</td>
<td>1.9</td>
<td>4.9</td>
<td>2.7</td>
</tr>
<tr>
<td>Avg. Length of Stay</td>
<td>5.6</td>
<td>7.7</td>
<td>12.2</td>
<td>5.4</td>
<td>14.1</td>
</tr>
<tr>
<td>Event Importance (1-10)</td>
<td>9.1</td>
<td>7.8</td>
<td>7.4</td>
<td>7.2</td>
<td>7.1</td>
</tr>
</tbody>
</table>

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3 See “Guidelines for Measuring Tourism Economic Impact At Gated Festivals and Events” for reference; available at [http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm](http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm)
Media / VIP
The event also attracted a large number of Media / VIPs. Nearly 500 members of the media attended one or more of the games, with nearly half originating from the Province of British Columbia. The remainder traveled from the rest of Canada (34%), with additional representation from the Czech Republic, Switzerland, Finland, Norway, Russia, Sweden, and the U.S.

There were also many VIPs at the event, including sponsors, scouts, the NHL, Hockey Canada, and the CHL. In total, more than 300 VIPs attended the event from out of town. The majority of sponsor VIPs spent their time in Vancouver.

4.0 Capital & Operations Expenditures
In addition to the substantial spending arising from visitor spending in Vancouver, Kamloops, and Kelowna, operational expenditures of the organizers, media, and sponsors throughout the Province made a significant contribution to the economic impact of the event, with a total cash budget of just over $8.8 million. Moreover, the event was supported by considerable value in kind donations, totalling just over $1.0 million. For the World Junior Hockey Championship, the value-in-kind was most prevalent in the administration and marketing of the event. An additional non-financial contribution to the World Junior Championship was more than 1,300 volunteers, all of whom contributed a minimum of 24 hours of their time to the event. Furthermore, the event provided an excellent opportunity to begin the development of a volunteer base for the 2010 Winter Olympic and Paralympic Games.

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4 Value in kind donations, as well as the contributed time of volunteers, were of vital importance to the success of the event. However, as both of these are non-traditional economic transactions, and in order to maintain consistency with other studies, they have been excluded from the economic impact.
5.0 Economic Impact Results

In total, the combined expenditure of the organizing committee’s operations budget, capital construction costs, and the estimated expenditure of visitors to the 2006 IIHF World Junior Championship in Vancouver, Kamloops and Kelowna, totalled over $22.8 million, generating an estimated $41.0 million in economic activity for the Province of British Columbia. These expenditures generated more than $8.1 million in wages and salaries in the Province through the support of 275 jobs\(^5\). The total GDP generated by the event was more than $21.7 million through the Province.

Considerable tax revenues were also produced by the event, totalling over $4.6 million. The event supported federal government tax revenues of just over $2.0 million; with an additional $2.0 million in taxes accrued to the Province of British Columbia and over $564,000 to municipalities in the Province.

Table 5.1 Potential Provincial Economic Impact ($000s)

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Expenditure</td>
<td>$22,825</td>
</tr>
<tr>
<td>Industry Output</td>
<td>$40,979</td>
</tr>
<tr>
<td>GDP</td>
<td>$21,735</td>
</tr>
<tr>
<td>Wages &amp; Salaries</td>
<td>$8,106</td>
</tr>
<tr>
<td>Taxes - Total</td>
<td>$4,626</td>
</tr>
<tr>
<td>Federal</td>
<td>$2,020</td>
</tr>
<tr>
<td>Provincial</td>
<td>$2,042</td>
</tr>
<tr>
<td>Municipal</td>
<td>$564</td>
</tr>
<tr>
<td>Jobs</td>
<td>275</td>
</tr>
</tbody>
</table>

\(^5\) Jobs reported in this study refers to the number of jobs, vs. full time equivalent (FTE: two people working half time would represent two jobs, or one FTE).
6.0 Conclusion

The 2006 IIHF World Junior Championship provided a considerable economic benefit to the Province of British Columbia.

The combined expenditures of visitors and event operations in Vancouver, Kamloops and Kelowna were estimated to have exceeded $22.8 million. This spending generated nearly $41.0 million in economic activity through the Province. More than $8.1 million in wages and salaries were paid in the Province through the support of 275 jobs. The overall Gross Domestic Product (GDP) generated by the event was more than $21.7 million.

Considerable tax revenues were also produced by the event, totalling just over $4.6 million. The event supported federal government tax revenues of just over $2.0 million. An additional $2.0 million in taxes accrued to the Province of British Columbia and just over $564,000 to municipalities throughout the Province.
Appendix 1: Economic Impact Methodology - STEAM

Background

Briefly, the purpose of STEAM is to calculate both the provincial and regional economic impacts of sport tourism. The economic impacts are calculated on the basis of capital and operating expenditures on goods, services and employee salaries, and on the basis of tourist spending within a designated tourism sector. The elements used to measure the economic impacts are Gross Domestic Product (GDP), Employment, Taxes, Industry Output and Imports. STEAM measures the direct, indirect & induced effects for each of these elements.

Technical Description of the Impact Methodology used by STEAM

STEAM and many other impact studies are been based on input-output techniques. Input-Output models involve the use of coefficients that are based on economic or business linkages. These linkages trace how tourist expenditures or business operations filter through the economy. In turn, the coefficients applied are then used to quantify how tourism related activity in a particular region generates employment, taxes, income, etc. The input-output approach indicates not only the direct and indirect impact of tourism but can also indicate the induced effect resulting from the re-spending of wages and salaries generated.

All impacts generated by the model are given at the direct impact stage (i.e. the "front line" businesses impacted by tourism expenditures), indirect impact stage (i.e. those industries which supply commodities and/or services to the "front line" businesses) and the induced impact stage (induced consumption attributable to the wages and salaries generated from both the direct and indirect impact). In this sense, the model is closed with respect to wages. Imports are also determined within the model, so the model is closed with respect to imports. Exports are not endogenized (i.e. additional exports are not assumed with the induced impact) which consequently generates more conservative impacts. Another assumption of the model, which leads to more conservative impacts, is that not all commodities and/or services purchased are assumed to have at least one stage of production within the province. This assumption is crucial for souvenirs, gasoline and other commodities.

Taxes and employment are key economic considerations. However, as these concepts fall outside of the System of National Account Provincial Input/Output tables, their impacts must be calculated separately. Current tax and employment data for each region is used to econometrically estimate a series of coefficients and rates. These coefficients and/or rates are then applied to measures determined within the input-output framework of the model, yielding the final tax and employment figures.
**Regional (Sub-Provincial) Impact Methodology**

The method used to simulate intraprovincial commodity flows and ultimately regional impacts follows directly from regional economics principles. The principle is referred to as the "gravity model". Basically the "gravity model" states that the required commodity (& service) inputs will be "recruited" in a manner that takes into consideration economies of scale (i.e. production costs), transportation costs and the availability of specific industries. Economies of scale (i.e. lower production costs) are positively correlated with input demand while greater transportation costs are negatively correlated with input demand. Fulfilling that demand from other provincial regions is contingent on the fact that the specific industry does actually exist. An advantage of using the "gravity model" to simulate intraprovincial commodity flows is that as the industrial composition of the labour force changes, or as new industries appear for the first time in specific regions, the share of production between the various sub-provincial regions also changes.

By following this principle of the gravity model, all sub-provincial regions of a province are assigned a coefficient for their relative economies of scale in each industry (using the latest industry labour force measures) as well as a coefficient to represent the transportation cost involved to get each industry's output to the designated market. One variation on the "gravity model" principle involves the estimation of "relative trade distances" by incorporating different "weights" for different modes of transport. Once these coefficients are generated for all regions and over all industries, a measure of sensitivity (mostly relative to price, but in the case of service industries also to a "local preference criteria") is then applied to all commodities. Another variation on the strict "gravity model" approach is that the measure of sensitivity is adjusted by varying the distance exponent (which in the basic "gravity model" is 2) based on the commodity or service required. The variation in distance exponents revolve, principally, around two research hypotheses: (1) the greater the proportion of total shipments from the largest producer (or shipper), the lower the exponent, and (2) the greater the proportion of total flow which is local (intraregional), the higher the exponent.
Appendix 2: Glossary of Terms used by STEAM

**Initial Expenditure** - This figure indicates the amount of initial expenditures or revenue used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

**Direct Impact** - Relates ONLY to the impact on “front-line” businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

**Indirect Impact** - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase. An example of this would be the supply and production of bed sheets to a hotel.

**Induced Impact** - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) who benefited either directly or indirectly from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

**Gross Domestic Product (GDP)** - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices).

**NOTE:** The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by “front-line” tourism businesses an additional $0.50 of GDP is generated in spin-off activity (e.g. suppliers).

The multiplier (B), Total/$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this
multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

**GDP (at factor cost)** - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

**Wages & Salaries** - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is broken down by the direct, indirect and induced impacts.

**Employment** - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. These figures distinguish between the direct, indirect and induced impact. “Equivalent Full-Year Jobs”, if selected, include both part-time and full-time work in ratios consistent with the specific industries.

**NOTE:** The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per $1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

**Industry Output** - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the **sum** total of all economic activity that has taken place and consequently involve double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the **net** total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.
Taxes - These figures represent the amount of taxes contributed to municipal, provincial and federal levels of government relating to the project under analysis. This information is broken down by the direct, indirect and induced impacts.

Imports - These figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.
Appendix 3: Vancouver Expenditure & Tally Surveys
Location
1 Location of Survey
   [Location]
   □ 1 Practice
   □ 2 Vancouver
   □ 3 Kelowna
   □ 4 Kamloops
   □ 6 Other

VanLoc
2 [VanLoc]
   □ 1 GM Place
   □ 2 Colliseum

Day
3 Day of Survey
   [Day]
   □ 2 Dec 20
   □ 3 Dec 26
   □ 4 Dec 27
   □ 5 Dec 28
   □ 6 Dec 29
   □ 7 Dec 30
   □ 8 Dec 31
   □ 9 Jan 2
   □ 10 Jan 3
   □ 11 Jan 4
   □ 12 Jan 5

Introduction
4 Hello, My name is _______, and I am conducting a short survey on behalf of the IIHF World Junior Hockey Championships in order to measure the economic impact of this event for [@this]. Would I be able to ask you a few questions about your visit?
   [Introduction]
   □ 1 Yes
   □ 2 No
Have you previously been questioned regarding your spending patterns at the Hockey Championships?

[Previous]

☐ 1  Yes
☐ 2  No

Did you travel from out of [this] to attend the game today?

[Visitor]

☐ 1  Out of town
☐ 2  Live in town

How many people are in your Family Visitor Party, including yourself?

[VP_Size]

Answer: ________________________________

In your Family Visitor Party, how many members are aged:

18 and Under

19-29

30-39

40-49

50-59

60-69

70 and over
How many games has / will your party attended in:

Vancouver

Kamloops

Kelowna

On average, how many people, including yourself, have / will attend a game in each city?

Vancouver

Kamloops

Kelowna

How did you obtain your hockey tickets for this game?

[1] Purchased on line / telephone
[2] Purchased at gate
[5] Other

Do you live in the city that the tickets were purchased in?

[1] Yes
[2] No
[3] Don't Know
Residence
13 Where is your normal place of residence?

- [ ] 1 Canada
- [ ] 2 U.S.
- [ ] 3 Overseas

Canadian Province
14 Province

- [ ] 1 Ontario
- [ ] 2 Quebec
- [ ] 3 B.C.
- [ ] 4 Alberta
- [ ] 5 Sask.
- [ ] 6 Manitoba
- [ ] 7 N.B.
- [ ] 8 N.S.
- [ ] 9 P.E.I.
- [ ] 10 Nl/Lab
- [ ] 11 Yukon
- [ ] 12 NWT/Nun.
<table>
<thead>
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<th>U.S. States</th>
<th>Select State</th>
</tr>
</thead>
<tbody>
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<tr>
<td>48 Washington DC</td>
<td></td>
</tr>
<tr>
<td>49 West Virginia</td>
<td></td>
</tr>
<tr>
<td>50 Wisconsin</td>
<td></td>
</tr>
<tr>
<td>51 Wyoming</td>
<td></td>
</tr>
</tbody>
</table>
International

16  [International]

☐ 1  Australia
☐ 2  France
☐ 3  Germany
☐ 4  Italy
☐ 5  Japan
☐ 6  U.K.
☐ 7  Mexico
☐ 8  New Zealand
☐ 9  China
☐10  India
☐11  Other

FSA

17  Can I have the FIRST THREE digits of you postal code

Role

18  What is your role at the World Junior Hockey Championships?

[Role]

☐ 1  Spectator
☐ 2  Participant Family Member
☐ 3  Coach
☐ 4  Volunteer
☐ 5  Participant
☐ 6  Technical Official
☐ 7  Other

Sameday

19  Are you returning home each night of the event, or are you staying overnight in [@this]?

[Sameday]

☐ 1  Sameday
☐ 2  Overnight
In TOTAL, how many nights will you be in BC?

Answer: 

In TOTAL, how many nights will you spend in [@this]? 

Answer: 

How many of your nights in British Columbia will be spent in Commercial Accommodation? 

Answer: 

How many day trips did you make to [@this] to attend the event? 

Answer: 

Why did you come to visit [@this]? 

☐ 9 Hockey Championships 
  [xtnd_reason.FIS_World_Cup_races] 

☐ 1 Cross Country Ski 
  [xtnd_reason.Cross_Country_Ski] 

☐ 2 Downhill Ski 
  [xtnd_reason.Downhill_Ski] 

☐ 3 Other Sporting 
  [xtnd_reason.Other_Sporting] 

☐ 4 General Vacation / Explore 
  [xtnd_reason.General_Vacation___E] 

☐ 5 VFR 
  [xtnd_reason.VFR] 

☐ 6 Business 
  [xtnd_reason.Business] 

☐ 7 Personal 
  [xtnd_reason.Personal] 

☐ 8 Other 
  [xtnd_reason.Other1] 

Project Manager: 
Transaction ID: 22 
Print Date: Jan 22 2006 at 12:14:18 AM 
Language: English - United States 
Project Mode: Live
I am now going to ask you some questions regarding the spending of your family travel party. Please report the spending for all members of your party, and provide an estimate as to the total cost in each category for the entire duration of your stay in the Greater [@this] area only.

**Spending**

How much was spent on:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td></td>
</tr>
<tr>
<td>Concession</td>
<td></td>
</tr>
<tr>
<td>Grocery/Other F&amp;B</td>
<td></td>
</tr>
<tr>
<td>Event Tix</td>
<td></td>
</tr>
<tr>
<td>Other Rec &amp; Ent (movie/casino)</td>
<td></td>
</tr>
<tr>
<td>Event Merchandise</td>
<td></td>
</tr>
<tr>
<td>Other Merchandise/Shopping</td>
<td></td>
</tr>
<tr>
<td>Car Rental</td>
<td></td>
</tr>
<tr>
<td>Vehicle Expenses (Gas,Parking)</td>
<td></td>
</tr>
<tr>
<td>Local Transport (Bus/Taxi)</td>
<td></td>
</tr>
<tr>
<td>Other Spending</td>
<td></td>
</tr>
</tbody>
</table>

On a scale of 0 to 10, how important was the World Junior Hockey Championships in your decision to come to the [@this] area, (with 10 being the championships was the only reason you came)?

Answer:  

---

Project Manager:  
Transaction ID: 22  
Language: English - United States  
Project Mode: Live  
Print Date: Jan 22 2006 at 12:14:18 AM  
Page: 8 of 9
Switch
28 Did you change the timing of a trip that you would normally take to [this] in order to come to the World Junior Hockey Championships?
   [Switch]
   ☐ 1 Yes
   ☐ 2 No

Xtend
29 Did you lengthen your trip to the [this] in order to attend the World Junior Hockey Championships?
   [Xtend]
   ☐ 1 Yes
   ☐ 2 No

xtend length
30 By how many days?
   [xtend_length]
   Answer: _________________________________________

Endofsurvey
31 Thanks for your time, this completes the survey

Comments
32 Surveyor Comments?
   [Comments]
Hi, my name is _______. Welcome to the World Junior Hockey Championships. Before you start your visit here today, I'd like to ask you just a few questions so we can learn more about who is coming to this event. (TO TAKE RESPONDENT OUT OF TRAFFIC FLOW: Could you and others who are here with you today step aside for just a couple of minutes?)

Have you already been stopped and asked questions about the World Junior Hockey Championships today?

Yes
No

Project Manager:  Tony Fisher - CSTA
Transaction ID:  6
Language:  English - United States
Project Mode:  Live
Print Date:  Feb 20 2006 at 09:30:42 PM
5 Which gate did you use to enter the venue today?

☐ 1 1
☐ 2 2
☐ 3 3
☐ 4 4
☐ 5 5
☐ 6 6
☐ 7 7
☐ 8 8
☐ 9 9
☐ 10 Don't Know

Party Size

6 Your household party are the members of your immediate family who live with you on a permanent basis. Including yourself, how many people who live in your household party are at the World Junior Hockey Championships today?

[Party_Size]

Answer: ________________________________

Under 19

7 IF MORE THAN ONE PERSON IN PARTY, ASK: And how many, if any, of these people are under 19 years of age? (If 0, NEXT)

[Under_19]

Answer: ________________________________

Games Van

8 How many games have / will your household party attend in Vancouver? (all is 21)

[Games_Van]

Answer: ________________________________

Games Other

9 How many games have/will your household party attend in Kelowna or Kamloops?

[Games_Other]

Answer: ________________________________
Role
10 How many people in your group, if any, are [Are you*] here as staff, a vendor, participant/performer, media or volunteer to help with today's events (IF 0, NEXT)

- Staff
- Vendor/Merchant
- Participant
- Media
- Volunteer

Local
11 Is Vancouver your permanent place of residence?

- Local
- Non-Local

Residence
12 Where is your normal place of residence?

- Canada
- U.S.
- Overseas

Canadian Province
13 Province

- Ontario
- Quebec
- B.C.
- Alberta
- Sask.
- Manitoba
- N.B.
- N.S.
- P.E.I.
- Nl/Lab
- Yukon
- NWT/Nun.

Project Manager: Tony Fisher - CSTA
Language: English - United States
Transaction ID: 6
Project Mode: Live
Print Date: Feb 20 2006 at 09:30:42 PM
U.S. States
14 Select State
[ U.S._States ]
 □ 1 Alabama
 □ 2 Alaska
 □ 3 Arizona
 □ 4 Arkansas
 □ 5 California
 □ 6 Colorado
 □ 7 Connecticut
 □ 8 Delaware
 □ 9 Florida
 □ 10 Georgia
 □ 11 Hawaii
 □ 12 Idaho
 □ 13 Illinois
 □ 14 Indiana
 □ 15 Iowa
 □ 16 Kansas
 □ 17 Kentucky
 □ 18 Louisiana
 □ 19 Maine
 □ 20 Maryland
 □ 21 Massachusetts
 □ 22 Michigan
 □ 23 Minnesota
 □ 24 Mississippi
 □ 25 Missouri
 □ 26 Montana
 □ 27 Nebraska
 □ 28 Nevada
 □ 29 New Hampshire
 □ 30 New Jersey
 □ 31 New Mexico
 □ 32 New York
 □ 33 North Carolina
 □ 34 North Dakota
 □ 35 Ohio
 □ 36 Oklahoma
 □ 37 Oregon
 □ 38 Pennsylvania
 □ 39 Rhode Island
 □ 40 South Carolina
 □ 41 South Dakota
 □ 42 Tennessee
 □ 43 Texas
 □ 44 Utah
 □ 45 Vermont
 □ 46 Virginia
 □ 47 Washington
 □ 48 Washington DC
 □ 49 West Virginia
 □ 50 Wisconsin
 □ 51 Wyoming
International

15

[International]

☐ 1 Russia
☐ 2 Finland
☐ 3 Sweden
☐ 4 Germany
☐ 5 Czech Rep.
☐ 6 Latvia
☐ 7 Lithuania
☐ 8 Austria
☐ 11 Other

FSA

16 Can I have the FIRST THREE digits of your postal code

[Postal Code]

Nights

17 How many nights are you away from your permanent place of residence?

[Nights]

Answer: ____________________________

Day trips

18 How many day trips are you making to Vancouver?

[Day_trips]

Answer: ____________________________

Thank You

19 Thank you