

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

Impact Modules Rate Card | What Gets Measured Gets Funded!

Interested in additional research and data (over and above economic impact)? We can help! Using CSTA's existing survey technology, we can tack on additional survey questions or create two surveys that can be conducted simultaneously onsite at your event in conjunction with a steam pro^{2.0} study. No need for your organization to hire a second research firm – we can do it all!

Here are two additional studies we can provide:

Tourism Impact – Interested in having a better understanding of the participants and spectators at your event or need to understand their travel decision-making process and factors that influence that decision? Our tourism impact module will measure their experience and determine future visitation patterns.

Fees: \$3,500 (if added to an existing steam pro^{2.0} study)

+ applicable taxes

Community Impact – Would you like to determine the impact of your event on the population in your local market community? A clear community-driven response can provide a powerful mandate for investment. This study will help you better understand event awareness and satisfaction levels, impact measures (such as likability, civic pride, enjoyment), as well as other community perceptions, volunteer engagement, and legacy benefits.

Fees: \$3,500 (if added to an existing steam pro^{2.0} study)

+ applicable taxes

We can also provide a **media/marketing impact service** that would be external / separate from the economic impact survey, but complimentary to overall objectives. This type of study will help you understand the level of key market media coverage by monitoring for event or brand exposure and analyzing for impact, reach, and value in all forms of media (television, print, online, radio, and social media). Fees range from \$7,000 - \$14,000 (depending on the nature of event, media and marketing campaign, number of key search terms, etc.).

For more information, contact the CSTA at research@canadiansporttourism.com.