

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2010 IAAF World Junior Championships

Economic Impact Assessment

January 2011

The following analysis provides the economic impact of the 2010 IAAF World Junior Championships hosted in Moncton, N.B. from July 19-25, 2010, as generated by the Sport Tourism Economic Assessment Model, Professional version.

Economic Impact Assessment Funding Partner

The Canadian Sport Tourism Alliance wishes to acknowledge the financial support of Canadian Heritage (Sport Canada) in completing this report.

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1.0 Background

The 2010 IAAF World Junior Championships, hosted in Moncton from July 19-25, was one of the largest single sport events ever hosted in Atlantic Canada. The event featured more than 1,400 athletes competing at the state of the art track and field facility at the Université de Moncton. The teams were composed of the top national competitors aged 19 or under from 163 countries, while an estimated 75,000 spectators attended the various sessions of the event.

With the significant number of visitors coming to Moncton to participate in and watch the championships, as well as the spending associated with building the venue and hosting the event, the 2010 IAAF World Junior Championships generated a considerable economic impact for the host community, the measurement of which is the subject of this study. The next section of the report provides details of the intercept survey that was conducted in order to ascertain the expenditures that visitors made while in Moncton for the event. Section 3 provides details of the operational and capital expenditures that further contributed to the impact of the event, while Section 4 presents the STEAM-PRO¹ results from the combined capital, operations, and visitor expenditures. Section 5 concludes the document with a summary of the findings. The appendices include additional information, including more information about the economic impact model, a glossary of the terms used and a copy of the survey.

¹The Canadian Sport Tourism Alliance's (CSTA's) **Sport Tourism Economic Assessment Model**, Professional version (STEAM PRO) was used to generate the economic impact estimates detailed in this report. STEAM PRO, which was developed in 2006, is a model that has been designed to incorporate the results of primary data collected from event visitors and the budget / capital expenditures of event organizers and others to prepare economic impact assessments. The model is based on the Canadian Tourism Research Institute's (CTRI - a branch of The Conference Board of Canada) TEAM model, which is the most widely used tourism economic impact model in Canada. The results of STEAM PRO are fully consistent with the CSTA's STEAM model. A more detailed description of STEAM PRO is contained within Appendix 1.

2.0 Methodology / Survey Results

Information regarding the origin and spending of spectators at the 2010 IAAF World Junior Championships was collected through the administration of a face-to-face intercept survey. The survey captured essential information to determine the number of unique spectators, their origin, and the spending of out-of-town visitors to Moncton. The survey was conducted using Palm PDAs running Techneos Entryware software.² A copy of the survey instrument used can be found in Appendix 3.³

Survey Results

A total of 545 visitor parties were approached at various events over the course of the event, with 472 parties agreeing to participate (a rejection rate of 13%). Of this group, 54 parties had been previously surveyed (11%), yielding a total of 418 valid surveys. The overall sample of completed surveys found that 3 out of 10 parties intercepted (29%) were from outside of the Greater Moncton region (120 visitor parties representing 396 visitors).⁴ The majority of those interviewed were spectators (83%) or participant family members (8%), with the remainder including participants, officials, and members of the media.

Attendance Calculations

Over the course of the event, an estimated 75,000 spectators attended during the 11 sessions of the championships. The survey found that among the spectators and family members who were in the stands, 25%, or 19,100 seats were occupied by out of town visitors. Dividing this figure by the average number of sessions attended per person finds that there were a total of 3,080 out of town individual spectators at the event, as well as 16,300 local spectators (Table 2.1, detailed origins in Figure 2.1)

Table 2.1 – Attendance Calculation

	Greater Moncton	Out of Town	Total
Spectator Share	74.5%	25.5%	100.0%
Attendance	55,902	19,098	75,000
Avg. session p.p.	3.43	6.20	3.87
Unique Individuals	16,298	3,081	19,379

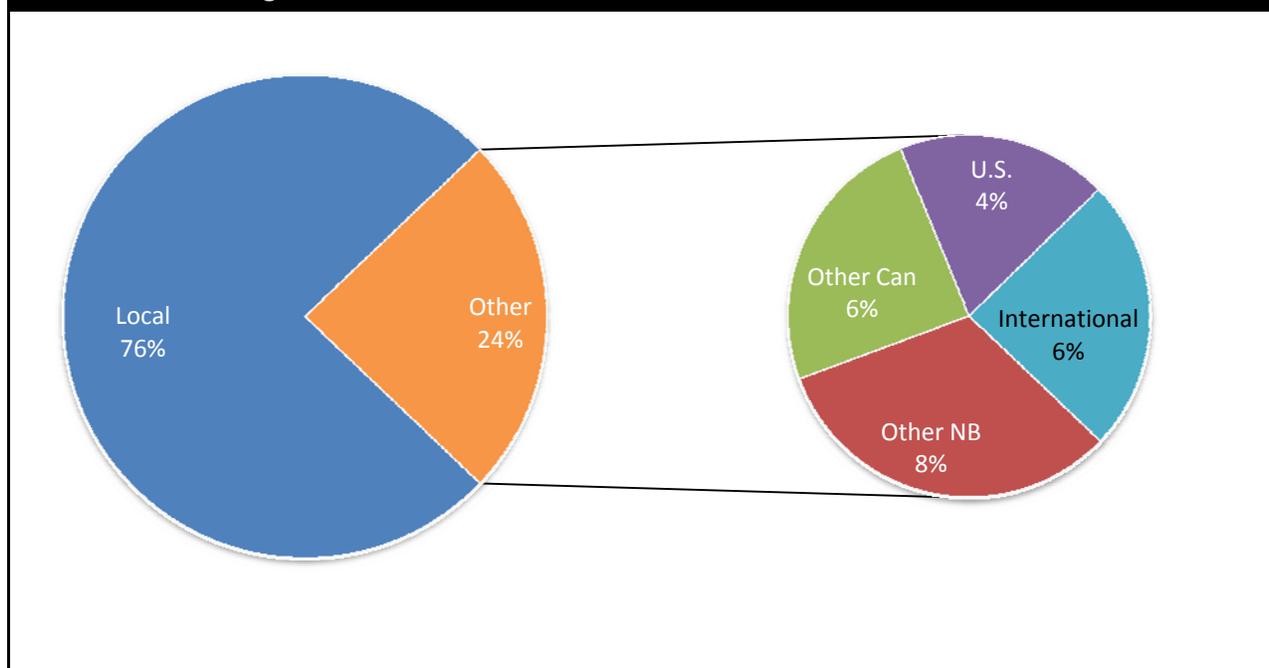
Additional information collected in the survey suggests that approximately one-third (32%) of out of town spectators were family members of participants.

²For more information please visit www.techneos.com.

³The survey and methodology were prepared in consultation with the “Guidelines for Measuring Tourism Economic Impact At Gated Festivals and Events”, available at: <http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm>

⁴ The sample of 396 visitors representing the spending of 5,400 visitors to Moncton gives a confidence interval of +/- 4.7%

Table 2.1 Visitor Origin



Spectator Expenditures

As a part of the survey, out of town respondents were asked how much they spent in Moncton over the course of their trip. The average spending per out of town spectator (excluding tickets) was \$494, however there was considerable variation based on the origin of the spectator. For example, the majority of spectators from New Brunswick were making day trips to the event (75%) while 25% of other Canadian spectators made day trips. Thus, when breaking out the spending by visitor origin, the average expenditures (excluding tickets) varied between \$50 per person to \$987 per person, as illustrated in Table 2.2. The aggregate spending by spectators in Moncton totaled \$1.5 million (Table 2.3).

Table 2.2 Spending per person per trip

	Other NB	Other Can	U.S.	International
On Site F&B	\$7.74	\$34.87	\$26.06	\$22.73
Accommodation	\$3.58	\$75.13	\$221.25	\$380.91
Off Site F&B	\$16.83	\$75.32	\$156.35	\$275.82
Rec & Ent.	\$2.48	\$52.86	\$35.10	\$56.36
Shopping	\$5.92	\$50.13	\$84.81	\$63.64
Car Rental	\$1.83	\$24.03	\$71.67	\$71.73
Own Vehicle	\$11.77	\$35.97	\$54.42	\$17.09
Taxi	\$0.18	\$2.79	\$142.12	\$86.00
Transit	\$0.28	\$0.78	\$2.88	\$12.91
Total	\$50.61	\$351.88	\$794.65	\$987.18

Table 2.2 Aggregate Spectator Expenditures

	Other NB	Other Can	U.S.	International	Total
<i>Total Spectators</i>	993	753	582	753	3,081
On Site F&B	\$7,688	\$26,265	\$15,167	\$17,119	\$66,239
Accommodation	\$3,553	\$56,590	\$128,776	\$286,911	\$475,829
Off Site F&B	\$16,715	\$56,737	\$91,000	\$207,754	\$372,205
Rec & Ent.	\$2,459	\$39,813	\$20,427	\$42,455	\$105,155
Shopping	\$5,875	\$37,759	\$49,361	\$47,933	\$140,928
Car Rental	\$1,822	\$18,097	\$41,717	\$54,027	\$115,662
Own Vehicle	\$11,687	\$27,097	\$31,676	\$12,873	\$83,333
Taxi	\$182	\$2,103	\$82,717	\$64,777	\$149,779
Transit	\$273	\$587	\$1,679	\$9,723	\$12,263
Total	\$50,255	\$265,048	\$462,519	\$743,571	\$1,521,393

Participant / Other Expenditures

Estimates were prepared of the participants while they were in Moncton. Accommodations and meals were provided by the event organizers from July 14 through to July 26, thus athletes were only responsible for their own snacks and any other off-site shopping. While the media picked up stories of participants showing up to the event with little or no funds, the survey found that the typical participant spent \$204 during their stay in Moncton. Similarly, the typical team official spent more than \$400 in Moncton during their stay. Estimates were also prepared for other visitors to Moncton, including technical officials, VIPs and members of the media, with their aggregate expenditures reported in Table 2.3.

Table 2.3 Aggregate Participant Expenditures

	Participant	Team Official	Media	Technical	VIP	Total
<i>Total Visitors</i>	1,314	685	35	114	174	2,322
On Site F&B	\$852	\$29,527	\$0	\$3,561	\$3,045	\$36,985
Accommodation	\$0	\$78,198	\$3,316	\$9,632	\$100,485	\$191,631
Off Site F&B	\$101,348	\$93,286	\$3,684	\$27,013	\$48,720	\$274,051
Rec & Ent.	\$2,981	\$19,468	\$0	\$2,171	\$0	\$24,621
Shopping	\$103,903	\$36,017	\$7,368	\$4,343	\$0	\$151,631
Car Rental	\$22,995	\$9,248	\$3,316	\$2,389	\$0	\$37,947
Own Vehicle	\$17,033	\$10,545	\$0	\$2,432	\$6,090	\$36,101
Taxi	\$3,833	\$2,434	\$0	\$0	\$0	\$6,266
Transit	\$0	\$746	\$0	\$87	\$0	\$833
Total	\$252,945	\$279,469	\$17,684	\$51,628	\$158,340	\$760,066

3.0 Capital & Operations Expenditures

A key legacy of the 2010 IAAF World Junior Championships was the construction of Stade Moncton 2010 Stadium at the Université de Moncton. The track itself was built to the IAAF's rigorous standards while the stadium features permanent seating for 10,000 with the capability to be expanded to 20,000 seats for future events. The 400 meter track was installed at the stadium during the summer of 2009.

The stadium is the largest of its kind in Atlantic Canada and is capable of accommodating a wide variety of events beyond sports, such as concerts and community events. For example, the Canadian Football League hosted Touchdown Atlantic at the venue in the fall of 2010, the first time a regular season league game had been held in the Atlantic Provinces.

The event organizers also invested significantly in order to host a world class event. They hosted more than 2,300 participants, coaches, officials, and VIP's over the duration of the competition. In total, operational expenditures made in support of the event reached \$9.2 million.

While not included as a direct expenditure in the budget, the Championships were supported by more than 3,000 volunteers, allowing Moncton 2010 to run smoothly while greatly contributing to the overall success of the event.

4.0 Economic Impact Results

The combined spending of the more than 3,000 out-of-town spectators and 2,300 participants at the 2010 IAAF World Junior Championships, plus the capital and operational expenditures made by the organizers of the event generated a net economic activity (GDP) of \$52.6 million throughout the Province of New Brunswick, with \$24.5 million occurring in Moncton. These expenditures supported \$32.2 million in wages and salaries in the Province through the support of 775 jobs, of which 405 were in Moncton (Table 4.1).⁵ The total economic activity associated with the event reached \$127.5 million throughout the Province of New Brunswick, of which \$66.2 million occurred in Moncton.

Considerable tax revenues were also supported by the event, totaling \$17.3 million. The championships supported federal government tax revenues of \$8.5 million while an additional \$7.1 million in taxes accrued to the Province of New Brunswick. Moreover, \$1.6 million in taxes was supported in municipalities throughout New Brunswick, of which \$781,000 accrued in Moncton.

The majority of the economic impact from the 2010 IAAF World Junior Championships was generated by the construction of the new venue. This expenditure accounted for 70% of the total budget and generated 78% of the net economic activity (GDP), or \$41.3 million. The operational expenditures, which totaled \$9.2 million, supported 18% of the net economic activity, while the injection of \$2.3 million in visitor spending supporting the remaining \$2.0 million in GDP.

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

Table 4.1 Total Economic Impact

	Total New Brunswick	Total Moncton	Rest of New Brunswick
Initial Expenditure	\$38,120,388	\$38,120,388	\$0
Gross Domestic Product			
Direct Impact	\$10,685,962	\$10,685,962	\$0
Indirect Impact	\$34,080,318	\$10,451,005	\$23,629,313
Induced Impact	\$7,796,563	\$3,340,939	\$4,455,624
Total Impact	\$52,562,842	\$24,477,905	\$28,084,937
Industry Output			
Direct & Indirect	\$111,169,539	\$59,234,839	\$51,934,700
Induced Impact	\$16,333,577	\$6,976,259	\$9,357,318
Total Impact	\$127,503,116	\$66,211,097	\$61,292,018
Wages & Salaries			
Direct Impact	\$6,597,644	\$6,597,644	\$0
Indirect Impact	\$20,341,506	\$6,999,805	\$13,341,701
Induced Impact	\$5,215,661	\$2,295,439	\$2,920,221
Total Impact	\$32,154,810	\$15,892,888	\$16,261,922
Employment (Full-year jobs)			
Direct Impact ⁶	150.0	150.0	0.0
Indirect Impact	489.9	167.5	322.3
Induced Impact	135.4	87.1	48.3
Total Impact	775.2	404.6	370.6
Taxes (Total)			
Federal	\$8,499,594	\$4,176,669	\$4,322,925
Provincial	\$7,129,089	\$3,679,549	\$3,449,540
Municipal	\$1,633,225	\$772,770	\$860,455
Total	\$17,261,909	\$8,628,988	\$8,632,920

Table 4.2 Total Economic Impact by Source

	Visitors	Capital	Operations	Total
Initial Expenditure	\$2,281,461	\$26,600,000	\$9,238,927	\$38,120,388
GDP	\$1,973,631	\$41,303,553	\$9,285,658	\$52,562,842
Wages & Salaries	\$1,378,366	\$24,984,931	\$5,791,514	\$32,154,810
Employment	38.9	579.6	156.7	775.2
Total Taxes	\$921,800	\$12,772,482	\$3,567,626	\$17,261,909
Industry Output	\$4,406,487	\$105,375,123	\$17,721,505	\$127,503,116

⁶ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

5.0 Conclusion

The 2010 IAAF World Junior Championships attracted 3,000 out of town spectators and 2,300 participants and officials to Moncton from more than 160 countries. Moreover, the event led to the construction of the largest sports stadium in Atlantic Canada, which is already paying dividends to the community through the ability to host events such as Touchdown Atlantic, which attracted hundreds of visitors to the community. Other events held at the facility include the Canadian Junior Athletics Championships and the Atlantic Men's University Soccer Championships. Overall, the total spending associated with hosting the 2010 IAAF World Junior Championships reached \$38.1 million. The resultant increase in net economic activity (GDP) was \$52.6 million throughout the Province. The total industry output (or gross economic activity) supported by the event was \$127.5 million, supporting 775 jobs and \$32.2 million in wages and salaries throughout the Province. Tax revenues supported by spending associated with the IAAF World Junior Championships totaled \$17.3 million.

Appendix 1: Economic Impact Methodology – Sport Tourism Economic Assessment Model

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 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 economic 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) that 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: 2010 IAAF World Junior Championship EI Survey

IAAF Moncton 2010

Date

1 Date

- ₁ July 19
- ₂ July 20
- ₃ July 21
- ₄ July 22
- ₅ July 23
- ₆ July 24
- ₇ July 25
- ₈ Practice

Introduction

2 Hello, my name is ____ and I am conducting a survey on the behalf of Sport Canada and the event organizers. Do you have a couple of minutes to answer some questions?

- ₁ Yes
- ₂ No

Previous

3 Have you or anyone in your party been surveyed previously at the IAAF World Junior Championships?

- ₁ Yes
- ₂ No

Ptysize

4 Including yourself, how many people did you come with today? (note, party size is immediate travel party only)

Answer: _____

Gender

5 (Don't Ask) Gender of principle respondent

- ₁ Male
- ₂ Female

Role

6 (Principle respondent) What best describes your role at Moncton 2010?

- ₁ Participant
- ₂ Athlete family member
- ₃ Spectator
- ₄ Technical Official
- ₅ Media
- ₆ VIP
- ₇ Other

Age Cat

7 Which of the following age categories do you belong to? (surveyor, read age categories)

- ₁ Under 19
- ₂ 18-24
- ₃ 25-34
- ₄ 35-44
- ₅ 45-54
- ₆ 55-64
- ₇ 65 and over

Local

8 Are you from Moncton or from out of town?

- ₁ Moncton
- ₃ Out of Town
- ₄ Define out of town

FSA

9 Please provide the first three digits of your postal code or state / country of origin.

TickType

10 What kind of ticket did you use to enter the venue today?

NumDays

11 In total, how many days have you / will you be going to Moncton 2010? (note, all is 7)

Answer: _____

Daytrip

12 Are you making day trips or staying overnight away from home?

- ₁ Day Trip
- ₂ Overnight Trip

NumDT

13 How many day trips will you be making for Moncton 2010? (max 7)

Answer: _____

TotNight

14 In total, how many nights are you away from home?

Answer: _____

NightsMon

15 In total, how many nights will be spent in Moncton?

Answer: _____

CommNight

16 How many of these nights will be spent in commercial accommodation (Hotel, Motel, B&B)?

Answer: _____

SpendScreen

17 I am going to be asking some questions as to how much you and your party are spending in Moncton. Are you able to report the spending of all [@Pysize] members of your party or would a different size be better?

- ₁ Can report for all [@Pysize] members of party
- ₂ Different size would be better

Spendscreen2

18 Including yourself, how many people are you able to report the spending for?

Answer: _____

spendscreenintro

19 I am now going to ask you some questions as to how much you will be spending in Moncton. Please report the spending for all [@Spendscreen2] members of your party for the entire duration of your stay in Moncton.

Spendintro

20 I am now going to ask you some questions as to how much you will be spending in Moncton. Please report the spending for all [@Ptysize] members of your party for the entire duration of your stay in Moncton.

SpendTix

21 How much is your party spending on EVENT TICKETS during your stay in Moncton?

Answer: _____

spendonsite

22 What is the total for ON-SITE FOOD & BEVERAGE spending?

Answer: _____

SpendAccom

23 What is your total party spending for ACCOMMODATION during your stay in Moncton?

Answer: _____

spendRest

24 How much is your party spending on OFF-SITE FOOD AND BEVERAGE during your stay in Moncton? (including restaurants, bars, groceries, etc.)

Answer: _____

spendrecent

25 How much is your party spending on other RECREATION AND ENTERTAINMENT during your stay in Moncton? (i.e. movies, museums, etc)

Answer: _____

SpendShop

26 How much is your party spending on OTHER SHOPPING during your stay in Moncton? (clothes, souvenirs, etc)

Answer: _____

Spendvehicle

27 How much is your party spending on RENTAL CARS during your stay in Moncton? (including taxes, fees, etc)

Answer: _____

Spend Vehicle2

28 How much is your party spending for PERSONAL VEHICLE EXPENSES during your stay in Moncton? (gas, parking, repairs)

Answer: _____

SpendCommTrans

29 How much is your party spending on COMMERCIAL TRANSPORTATION during your stay in Moncton? (i.e. Taxi)

Answer: _____

spendtransit

30 How much is your party spending on PUBLIC TRANSIT during your stay in Moncton?

Answer: _____

Importance

31 On a scale of 0 to 10, with 0 indicating IAAF World Junior Championships had no influence on your decision to travel to Moncton and 10 meaning it was the only reason you came, how important was the IAAF World Junior Championships in your decision to travel to Moncton?

- ₁ 0 - no influence
- ₂ 1
- ₃ 2
- ₄ 3
- ₅ 4
- ₆ 5
- ₇ 6
- ₈ 7
- ₉ 8
- ₁₀ 9
- ₁₁ 10 - only reason

Timing

32 Did you change the timing of a regularly scheduled trip to Moncton in order to attend the IAAF World Junior Championships?

- ₁ Yes
- ₂ No

Xtend Trip

33 Did you extend a regular or planned trip to Moncton in order to attend the IAAF World Junior Championships?

- ₁ Yes
- ₂ No

Xtend days

34 By how many days?

Answer: _____

Thank you

35 Thanks for your time, this completes the survey

Comments

36 Surveyor Comments:
