Canadian Sport Tourism Alliance

Alliance canadienne du tourisme sportif

2009 ICF Canoe Sprint World Championships

Economic Impact Assessment

November 2009

The following analysis provides the economic impact of the 2009 ICF Canoe Sprint World Championships, hosted in Dartmouth, Nova Scotia from August 13-16, as generated by the Sport Tourism Economic Assessment Model, Professional version.

Economic Impact Assessment Funding Partner

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We would also like to thank Grant MacDonald and the staff at Trade Centre Ltd. in Halifax for their assistance in conducting the survey.

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1.0 Background

The 2009 ICF Canoe Sprint World Championships (Canoe '09) was held in Dartmouth, Nova Scotia from August 13 - 16, 2009. The event saw Lake Banook emerge as one of the premier canoe / kayak facilities in the world as a result of the considerable work done in rejuvenating the facilities, with the event being the catalyst for an investment in an upgraded race course and starting infrastructure, the construction of a finish line tower, and upgrades to Birch Cove park, among the many improvements made in preparation for hosting the event. For participants, the venue provided an ideal place to compete on a world class race course. For spectators, a large section of Prince Albert Road was closed for the duration of the event and featured vendors and exhibitors, while another area adjacent to the lake had been designed to accommodate families and other groups. Moreover, with Canada's third place finish in the overall points competition, spectators were treated to a considerable number of strong performances by Canadian athletes. Additionally, spectators enjoyed the spectacular opening ceremonies on Wednesday evening and the 'Concert on the Lake' on Friday that attracted more than 10,000 spectators each.

Overall, it is estimated that more than 4,000 spectators made more than 10,000 visits to watch the racing over the four days of the event, with a large number of spectators being visitors to the region. The combined expenditures of these visitors, along with the expenditures made by the organizers in developing the race course and hosting the event, generated a substantial economic impact for the Dartmouth and Halifax region, as well as the province of Nova Scotia as a whole. This report details the measurement of the economic impact of Canoe '09, with the next section of the report providing details of the intercept survey that was conducted in order to ascertain both the number of visitors and the expenditures that visitors made while in the Halifax and Dartmouth region for the event. Section 3 provides details of operational expenditures and revenues that further contributed to the impact of the event, while Section 4 presents the STEAM-PRO[1] results from the combined expenditures of the spectators and the host society's operational expenditures. Section 5 concludes the document with a summary of the findings. The appendices include some of the detailed survey results, additional information regarding the economic impact model, a glossary of the terms used and a copy of the survey.

[1]The 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 composition and spending of spectators and participants at Canoe '09 was collected through the administration of a face-to-face intercept survey. The survey captured essential information to determine the origin of spectators attending the event and the expenditures of out-of-town visitors to the Halifax and Dartmouth region (HRM)[2]. The survey was conducted using Palm PDAs running Techneos Entryware software[3]. A copy of the survey instrument used can be found in Appendix 4[4].

Survey Results

A total of 471 visitor parties were approached over the course of Canoe '09, with 429 parties agreeing to participate (a rejection rate of 8.9%). Of this group, 36 parties had been previously surveyed (8.4%), yielding a total of 414 valid surveys. The overall sample of valid surveys found that one-quarter (25.4%) of the visitors interviewed were from out-of-town. For the visitors attending Canoe '09, just over 30% were international visitors and two-thirds were Canadian. International visitors were primarily European (69%). Nearly half of the Canadians intercepted were from Ontario, followed by non-Halifax Atlantic Canada visitors as well as travelers from Western Canada (Figure 2.1).[5]

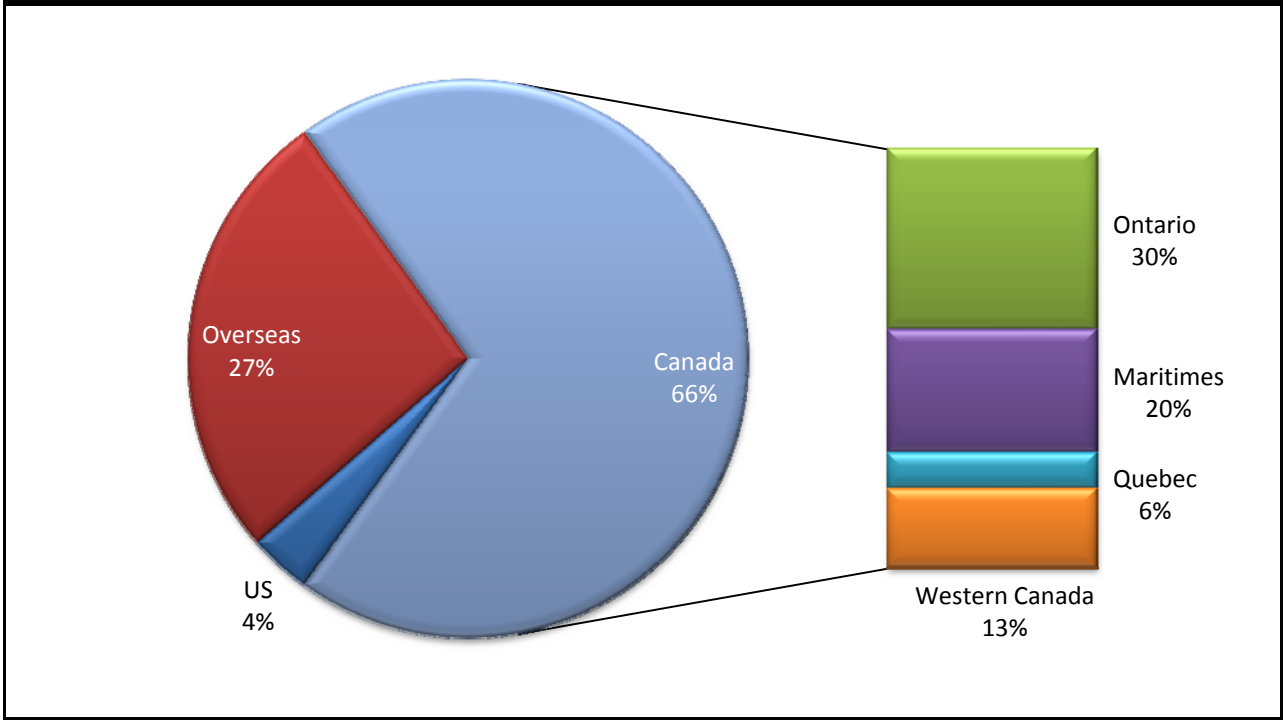
A key calculation is determining the overall number of visitors attending the event, as the majority of the spectator area was ungated (with the exception of a small grandstand section). Spectator counts made by the consultant found that there were a total of 10,500 spectator visits over the 4 days of racing: 2,000 on Thursday, 2,500 on Friday, 3,500 on Saturday and 2,500 on Sunday. As noted, the survey sample found that just over one-quarter of those intercepted were from outside the HRM. The average out-of-town visitor reported spending 3.3 days at the race course, suggesting there were a total of 1,290 unique visitors who attended the event, as well as 3,210 residents of the HRM as illustrated in Table 2.1.

[2] For the purposes of this study, visitors are defined as those who traveled from outside of the Halifax Regional Municipality (HRM). Economic impact results differentiate between the HRM as a whole and the province of Nova Scotia.
[3] For more information please visit www.techneos.com.
[4] The 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
[5] This sample size of 283 out of town responses representing 1,290 out of town spectators yields a statistically significant confidence interval of +/- 5.2 % for statistics reporting all visitors. For the expenditure results, the valid sample size is 203 spectators, yielding a confidence interval of +/- 6.5%.

Table 2.1 Visitor Attendance Calculations

	Local	Visitor
Overall Attendance	**10,500**	
Avg. Days	2.6	3.3
Visitor Share	74.9%	25.1%
Total Spectator Days	7,865	2,636
Total Spectators	3,210	1,290

Figure 2.1 Visitor Origin
(Where are you from?)



Visitor Expenditures

Spectators

Out-of-town visitors were asked about their expenditures while in the Halifax region. The typical visitor to Canoe '09 spent $353 per person, or $74 per person per night. International visitors spent considerably more than their Canadian counterparts, with spending of $600 per person as compared to $262 for Canadian visitors. Participants (which include athletes, coaches, support staff, and team leaders) spent an average $386 per person; however with the much longer average trip length of 10.9 nights, the average daily spending was $53 per person per night.

Table 2.2 and Figure 2.2 below illustrate the expenditures made by visitors to the HRM. The largest component of visitor expenditures was made on accommodation, accounting for more than 40% of the overall expenditures, followed by spending on restaurant and concessions (23%).

Table 2.2: Visitor Expenditures

	Spectators			
	Canada	International	Total	Participants
Party Size	*2.5*	*2.2*	*2.4*	*3.4*
Nights in HRM	*4.6*	*5.4*	*4.8*	*10.9*
Accommodation	$258	$621	$367	$402
Restaurant / Concession	$157	$280	$195	$268
Grocery / Other F&B	$49	$42	$47	$15
Event Tickets	$7	$14	$9	$0
Other Rec. & Ent.	$14	$116	$46	$0
Retail Clothing	$74	$27	$59	$286
Other Shopping	$27	$25	$27	$240
Car Rental	$40	$140	$71	$97
Vehicle Expenses (gas, repairs)	$28	$14	$23	$5
Taxi	$8	$15	$10	$0
Public Transit	$0	$3	$1	$0
Per Person	*$261.79*	*$600.36*	*$353.58*	*$375.88*
Per Person per Night	*$57.42*	*$111.18*	*$73.52*	*$52.62*

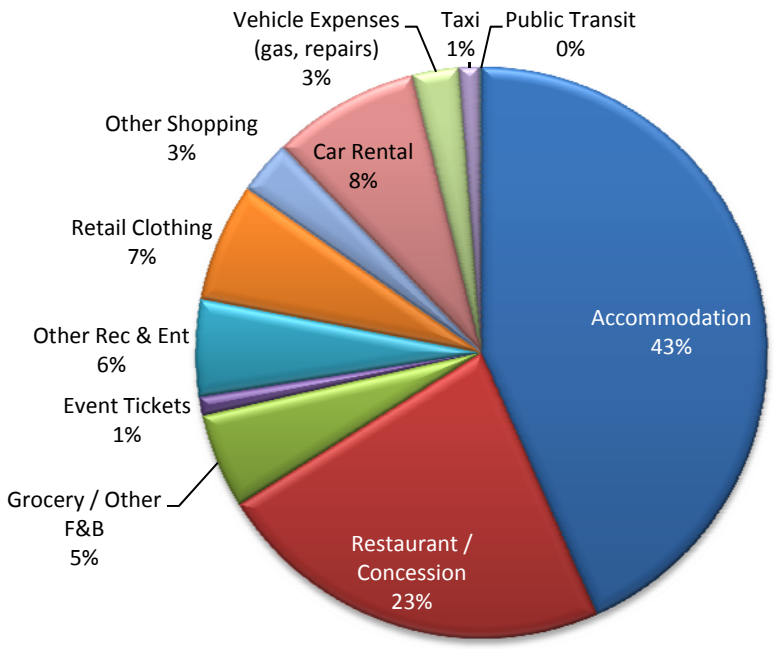
Table 2.3 Total Visitor Expenditures

	Spectators	Participants	Total
Total Visitors	***1,290***	***1,114***	***2,404***
Accommodation	$202,862	$103,183	$306,045
Restaurant / Concession	$106,245	$65,548	$171,793
Grocery / Other F&B	$25,148	$18,034	$43,181
Event Tickets	$4,986	$0	$4,986
Other Rec. & Ent.	$25,610	$9,095	$34,705
Retail Clothing	$31,348	$80,132	$111,480
Other Shopping	$14,254	$53,317	$67,571
Car Rental	$39,032	$15,211	$54,243
Vehicle Expenses (gas, repairs)	$12,308	$784	$13,092
Taxi	$5,441	$3,136	$8,578
Public Transit	$444	$0	$444
Total	**$467,679**	**$348,439**	**$816,118**[6]

[6] While total visitor spending was $701,000, event ticket expenditures were excluded from the visitor expenditure inputs as they are included as revenues by the event organizers.

Figure 2.2 Total Visitor Expenditure by Expense Category

(How much will you and your party spend in the Halifax Regional Municipality over the duration of your trip?)



3.0 Capital & Operations Expenditures

Canoe ’09 organizers invested significantly in producing a high-caliber event. The event was instrumental in catalyzing capital infrastructure investments in upgrades around Lake Banook, including lowering the lake, the construction of a new finish line tower, a starting system, and others. In total, capital expenditures exceeded $1.6 million.

Operational expenditures included spending on technology, finance & administration, communications & marketing, and operations & logistics, among others. Operational expenditures in hosting Canoe ’09 totalled nearly $4.5 million.

While not included as a direct expenditure in the budget, the event was supported by more than 600 volunteers, allowing Canoe ‘09 to run smoothly and greatly contributing to its overall success.

4.0 Economic Impact Results

The combined spending of the more than 2,400 out-of-town spectators and participants at Canoe '09, plus the capital and operational expenditures made by the organizers of the event generated a net economic activity (GDP) of $6.9 million throughout the Province, with $4.1 million occurring in the HRM. These expenditures generated an estimated $15.0 million in economic activity for the Province of Nova Scotia, of which $10.6 million occurred in the Halifax Regional Municipality. These expenditures supported $4.8 million in wages and salaries in the Province through the support of 143 jobs, of which an estimated 98 were in the HRM (Table 4.1).[7]

Considerable tax revenues were also produced by the event, totaling $2.4 million. The event supported federal government tax revenues of $1.2 million while an additional $1.0 million in taxes accrued to the Province of Nova Scotia. Moreover, $224,000 in taxes was supported in Nova Scotia municipalities, of which $145,000 accrued in the HRM.

The majority of the impact from the 2009 Canoe Sprint World Championships was a result of the operational expenditures made by the organizing committee. These costs included feeding and housing all of the participants at Dalhousie University in Halifax, transportation for them around the HRM, volunteer uniforms, and many other costs. In total, the operational expenditures accounted for 63%, or $4.4 million in GDP. The economic impacts arising from infrastructure investment were also substantial, raising the net economic activity in the province by $1.6 million (23%). Finally, the smallest component was from the increase in spending in the HRM from the event visitors, which accounted for 13% of the total. As previously noted, however, the event organizers were responsible for a significant share of the costs for event participants (Table 4.2).

[7] 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 Nova Scotia	Total Halifax Regional Municipality	Rest of Nova Scotia
Initial Expenditure	$1,516,874	$1,516,874	$0
Gross Domestic Product			
Direct Impact	$1,516,874	$1,516,874	$0
Indirect Impact	$3,450,345	$1,673,929	$1,776,416
Induced Impact	$1,955,049	$928,320	$1,026,729
Total Impact	$6,922,268	$4,119,123	$2,803,145
Industry Output			
Direct & Indirect	$10,953,853	$8,659,999	$2,293,854
Induced Impact	$4,084,328	$1,935,163	$2,149,165
Total Impact	$15,038,181	$10,595,161	$4,443,020
Wages & Salaries			
Direct Impact	$1,258,086	$1,258,086	$0
Indirect Impact	$2,267,672	$1,149,964	$1,117,709
Induced Impact	$1,265,994	$615,537	$650,457
Total Impact	$4,791,752	$3,023,587	$1,768,166
Employment (Full-year jobs)			
Direct Impact [8]	34.9	34.9	-
Indirect Impact	68.3	37.2	31.2
Induced Impact	39.6	25.2	14.4
Total Impact	142.8	97.3	45.6
Taxes (Total)			
Federal	$1,163,072	$704,905	$458,167
Provincial	$1,009,569	$613,111	$396,457
Municipal	$226,674	$145,330	$81,345
Total	$2,399,315	$1,463,346	$935,969

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

Table 4.2 Total Economic Impact by Revenue Source

	Visitors	Capital	Operations	Total
Initial Expenditure	$811,132	$1,822,860	$4,058,505	$6,692,497
Gross Domestic Product				
Direct Impact	$370,422	$541,178	$605,274	$1,516,874
Indirect Impact	$265,258	$638,811	$2,546,276	$3,450,345
Induced Impact	$319,135	$414,515	$1,221,399	$1,955,049
Total Impact	$954,815	$1,594,504	$4,372,949	$6,922,268
Wages & Salaries				
Direct Impact	$282,313	$370,500	$605,273	$1,258,086
Indirect Impact	$182,242	$441,802	$1,643,628	$2,267,672
Induced Impact	$229,029	$298,091	$738,874	$1,265,994
Total Impact	$693,585	$1,110,392	$2,987,775	$4,791,752
Employment (Full-year jobs)				
Direct Impact	18.9	13.0	3.0	34.9
Indirect Impact	5.6	13.5	49.2	68.3
Induced Impact	8.0	10.8	20.8	39.6
Total Impact	32.5	37.2	73.1	142.8
Total Taxes				
Federal	$202,070	$276,337	$684,665	$1,163,072
Provincial	$190,011	$228,029	$591,529	$1,009,569
Municipal	$61,127	$46,361	$119,186	$226,674
Total	$453,208	$550,727	$1,395,380	$2,399,315
Industry Output				
Direct & Indirect	$1,314,455	$3,252,202	$6,387,196	$10,953,853
Induced Impact	$661,205	$855,813	$2,567,310	$4,084,328
Total Impact	$1,975,660	$4,108,015	$8,954,506	$15,038,181

5.0 Conclusion

The 2009 ICF Canoe Sprint World Championships was a tremendous success with four days of warm weather, calm water and hundreds of the fastest paddlers in the world cheered on by thousands of spectators. In addition, the event featured top caliber entertainment at both the opening ceremonies and the Friday night Concert on the Lake, nonetheless the races were the focal point of the event. The Canadian team finished third in the point standings, behind Hungary and Germany. Enthusiastic fans loudly cheered on the home team, especially favorites such as Adam van Koeverden, who won a bronze medal in the K1 1000 metres, and the record 11 Nova Scotians on the team. Moreover, in excess of 2,400 spectators and participants came from outside of the HRM to attend the event, with the resultant visitor expenditures totaling $811,000. This spending, in combination with the operational expenditures and capital construction costs of the event organizers and the Halifax Regional Municipality totaled 6.2 million, resulting in a net increase in economic activity of $6.3 million throughout the Province, of which $2.7 million occurred in the HRM. The total industry output (or gross economic activity) supported by the event was $14.5 million, supporting $4.6 million in wages and salaries throughout the Province. In the HRM, a total of $2.1 million in wages and salaries and 93 jobs were supported by the event.

Appendix 1: Comprehensive Survey Results

Day of Survey

	Number	Percent
Friday	151	30.1%
Saturday	201	40.1%
Sunday	149	29.7%
Total	**501**	**100%**

Hello, my name is _____, and I am conducting a survey as to the economic impact of the 2009 ICF Canoe Sprint World Championships on the behalf of the event organizers. Can I please speak to someone in your travel party who is knowledgeable with your trip planning and expenditures?

	Number	Percent
Yes	460	91.8%
No	41	8.9%
Total	**501**	**100%**

Have you or anyone in your party previously been surveyed at this event?

	Number	Percent
Yes	37	8.0%
No	423	92.0%
Total	**451**	**100%**

Did you travel from outside of the Halifax Regional Municipality (HRM) to attend Canoe '09?

	Number	Percent
Yes, out of town	109	25.8%
No, from HRM	314	74.2%
Total	**423**	**100.0%**

Including you; how many people are in your immediate travel party?

	Number	Percent
1	26	23.9%
2	22	20.3%
3	13	11.9%
4	9	8.3%
5-9	12	11.0%
10 or more	16	14.7%
Total	**109**	**100%**
Mean	**1.97**	

What is the primary role of your immediate travel party?

Role	Number	Percent
Spectator	96	23.7%
Athlete	104	25.7%
Athlete Family Member	112	27.7%
Paddler	82	20.2%
Other	11	2.7%
Total	**405**	**100%**

How many days have you / will you attend Canoe '09?

	Local	Visitor	Participant
Mean	2.6	3.3	10.9

Where do you normally reside?

	Number	Percent
Other Canada	240	59.3%
U.S.	5	1.2%
International	160	39.5%
Total	**405**	**100.0%**

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

	Number	Percent
Same Day	15	13.8%
Overnight	94	86.2%
Total	**109**	**100%**

How many nights in HRM?

	Nights in HRM – Spectators (n=73)
Total	**3.9**

On a scale of 0 to 10, with 10 indicating that the Canoe '09 was the only reason you came, how important was the event in your decision to come to HRM?

	Importance – Spectators (n=94)
Mean	**8.1**

How did you hear about Canoe '09?

Information Source – Spectators (n=95)	Percent
Relative Paddling	32%
TV	22%
Newspaper	22%
Paddler community	22%
Radio	20%
Internet	15%

Appendix 2: 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 3: 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 4: 2009 ICF Canoe Sprint World Championships Survey

Canoe 09 v2

Location

1 Date / Location

- ☐ Survey Practice
- ☐ Pre-Event
- ☐ Participant Survey
- ☐ Thursday (13)
- ☐ Friday (14)
- ☐ Saturday (15)
- ☐ Sunday (16)
- ☐ Other _____

Intro

2 Hello, my name is _____, and I am conducting a survey as to the economic impact on the behalf of the Event Organizers (Sport Canada). Can I please speak to someone in your travel party who is knowledgeable with your trip planning and expenditures?

- ☐ Yes
- ☐ No

Previous

3 Have you or anyone in party previously been surveyed at this event by a surveyor using a PDA?

- ☐ Yes
- ☐ No

Local

4 Are you from the Halifax Regional Municipality or from out of town?

- ☐ From HRM
- ☐ From out of town
- ☐ Define out of town

Ptysize

5 Including yourself, how many people are in your immediate travel party?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 or more _____
- ☐ Define Travel Party

Iclptysize

6 Including yourself, how many people are in you here with today?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 or more _____
- ☐ Define Travel Party

Role

7 In your party, please provide a break down as to everyone's role at the 2009 ICF Canoe Sprint World Championships. How many people are:

		Answer Scale:
Spectator	_____	1 . 0
Athlete	_____	2 . 1
Coach / Manager / CDM	_____	3 . 2
Media	_____	4 . 3
VIP	_____	5 . 4
Volunteer	_____	6 . 5
Athlete Family member	_____	7 . 6
		8 . 7
		9 . 8
		10 . 9

numdays

8 In your party, how many days will the average spectator attend the 2009 ICF Canoe Sprint World Championships?

Answer: _____

Origin

9 Where are you from?

- ☐ Canada
- ☐ U.S.
- ☐ Overseas _____

FSA

10 Can I have the first three digit of your postal code?

_____

_____

State

11 Which state?

- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Hawaii
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Montana
- ☐ Nebraska
- ☐ Nevada
- ☐ New Hampshire
- ☐ New Jersey
- ☐ New Mexico
- ☐ New York
- ☐ North Carolina
- ☐ North Dakota
- ☐ Ohio
- ☐ Oklahoma
- ☐ Oregon
- ☐ Pennsylvania
- ☐ Rhode Island
- ☐ South Carolina
- ☐ South Dakota
- ☐ Virginia
- ☐ Washington
- ☐ West Virginia
- ☐ Wisconsin
- ☐ Wyoming

Sameday

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

- ☐ Sameday
- ☐ Overnight

NumDT

13 How many same-day trips have you / will you be making for Canoe 09?

Answer: _____

Nights1

14 In total, how many nights have you / will you spend away from home?

Answer: _____

Nights2

15 Will all of these nights be spent in Halifax? (including Timberlea, Sackville, and Darmouth region west to Marine Drive)

- ☐ Yes
- ☐ No

NightsNS

16 In total, how many nights of your trip will be spent in Nova Scotia?

Answer: _____

NightsHalifax

17 In total, how many nights will be spent in Halifax? (including Timberlea, Sackville, and Darmouth region west to Marine Drive)

Answer: _____

NightsComm

18 How many nights have you / will you spend in commercial accommodation (hotel, motel, B&B)?

Answer: _____

Ptyverify

19 Are you able to report the spending for all [@Ptysize] members of your party for the duration of your stay in Halifax, or would a different party size be more appropriate?

- ☐ Yes, I can report spending for all [@Ptysize] members
- ☐ No, a different size would be better

Ptysize2

20 Please enter a more appropriate party size:

Answer: _____

Spendintro

21 Now think about the money that you and your travel party have spent in Halifax on this trip. How much will your party spend on each of the following items? If your trip is not yet over, please provide your best estimate as to what you and your entire travel party will spend for your entire stay in Halifax. How much was spent on the following:

Spendcat

22 Spending per party per trip:

Accommodation	_____
Restaurant / Concession	_____
Grocery / Other F&B	_____
Event Tickets	_____
Other Rec & Ent	_____
Retail Clothing	_____
Other Shopping	_____
Car Rental	_____
Personal Vehicle Expenses (gas, repairs)	_____
Taxi	_____
Public Transit	_____

Importance

23 On a scale of 0 to 10, with 10 indicating that the 2009 ICF Canoe Sprint World Championships were the only reason you came, how important was teh event in your decision to come to Halifax?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10

Timing

24 Did you change the timing of a trip you would normally take to Halifax in order to attend the 2009 ICF Canoe Sprint World Championships?

- ☐ Yes
- ☐ No

Lengthen

25 Did you lengthen the duration of a trip to Halifax in order to attend Canoe 09?

- ☐ Yes
- ☐ No

Lengthdays

26 By how many days?

Answer: _____

Media

27 In what media have you seen the Canoe 09 advertised or mentioned? (select all that apply)

- ☐ Radio
- ☐ TV
- ☐ Newspaper
- ☐ Internet
- ☐ Other _____
- ☐ Twitter

Thank you

28 Surveyor Comments:

_____

_____