

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

Using Economic Impact Data in Your COVID-19 Recovery Strategy

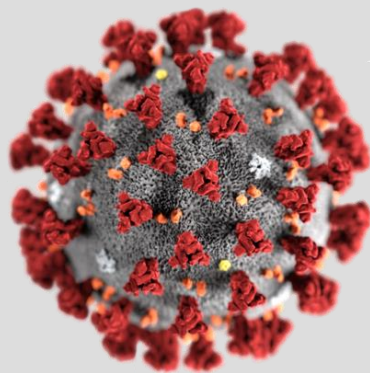
Presented by: Derek Mager, CSTA EI Consultant
April 23, 2020

AGENDA

- **Introduction**
- **Economic Impact – What is it and how do we measure it?**
- **Steam Model – How it Works**
- **Using Data to Better Inform Decision Making**
- **Case Study: 2020 Arctic Winter Games**
- **Questions**
- **Steam Tutorial**
- **Q & A on Steam Tutorial**

COVID-19

Globally

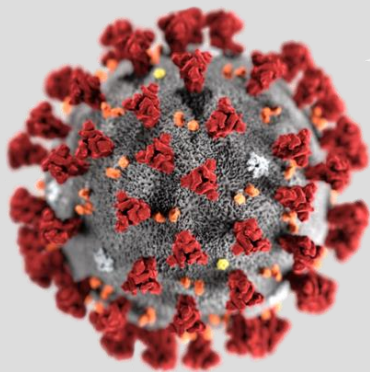


As of April 23, 2020

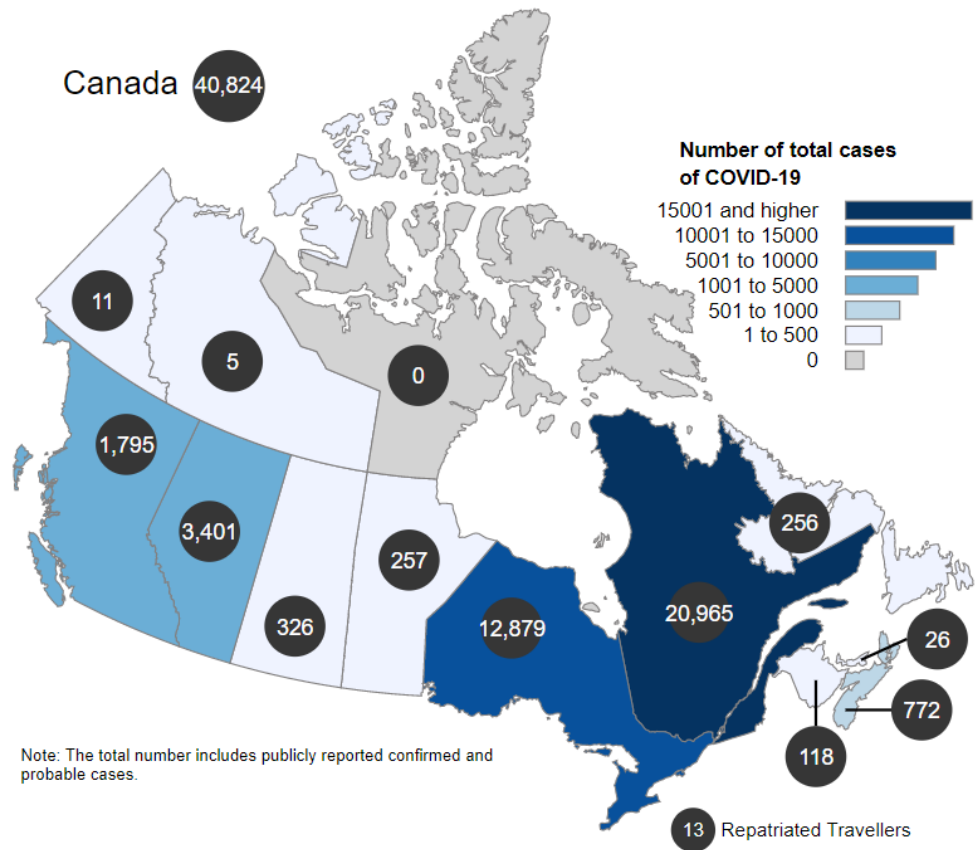


	Global	USA	Canada
Confirmed Cases	2,672,191	852,610	40,824
Deaths	186,924	48,295	2,028

COVID-19 In Canada



As of April 23, 2020



ECONOMIC IMPACT



WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town.



HOW DO WE MEASURE EI?

The CSTA has developed three tools called **steam^{2.0}**, **steam pro^{2.0}** and **fzst pro** to predict, collect, measure and analyze event data across the three primary channels.



CSTA's economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.

MODEL INPUTS

The elements (inputs of the model) used to determine the economic impacts are:

- Initial Expenditures
- Attendance (Unique Individuals)
- Party Size
- Place of Residence
- Travel Characteristics
- Attendance Characteristics



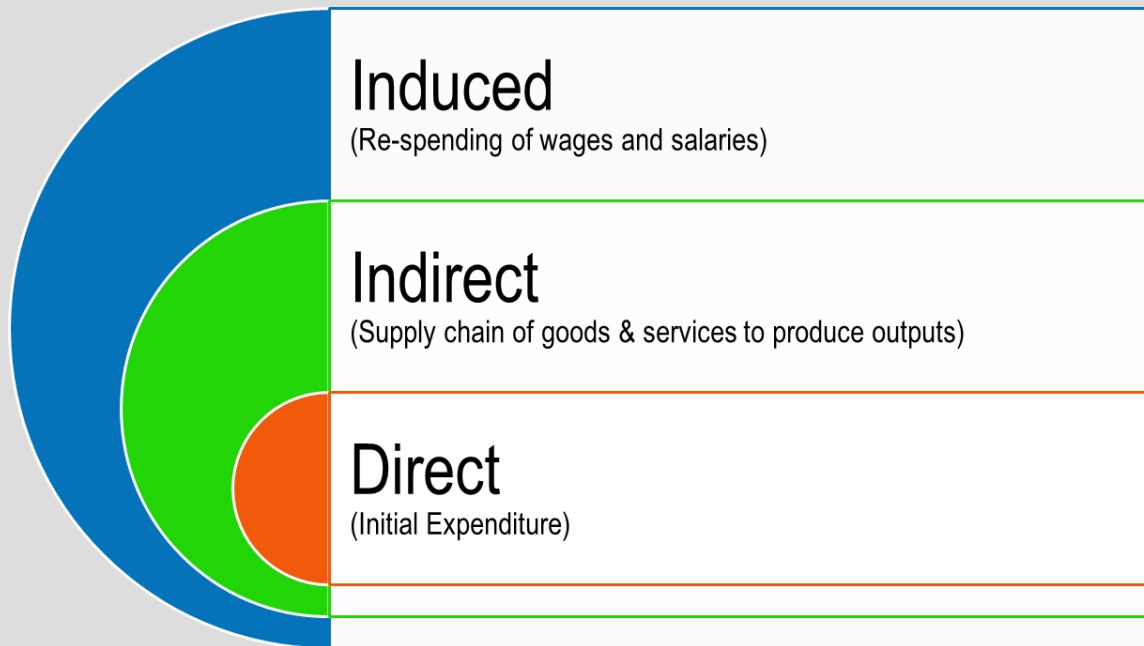
MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Wages & Salaries
- Employment (FTE)
- Taxes
- Overall Industry Output



DIRECT | INDIRECT | INDUCED



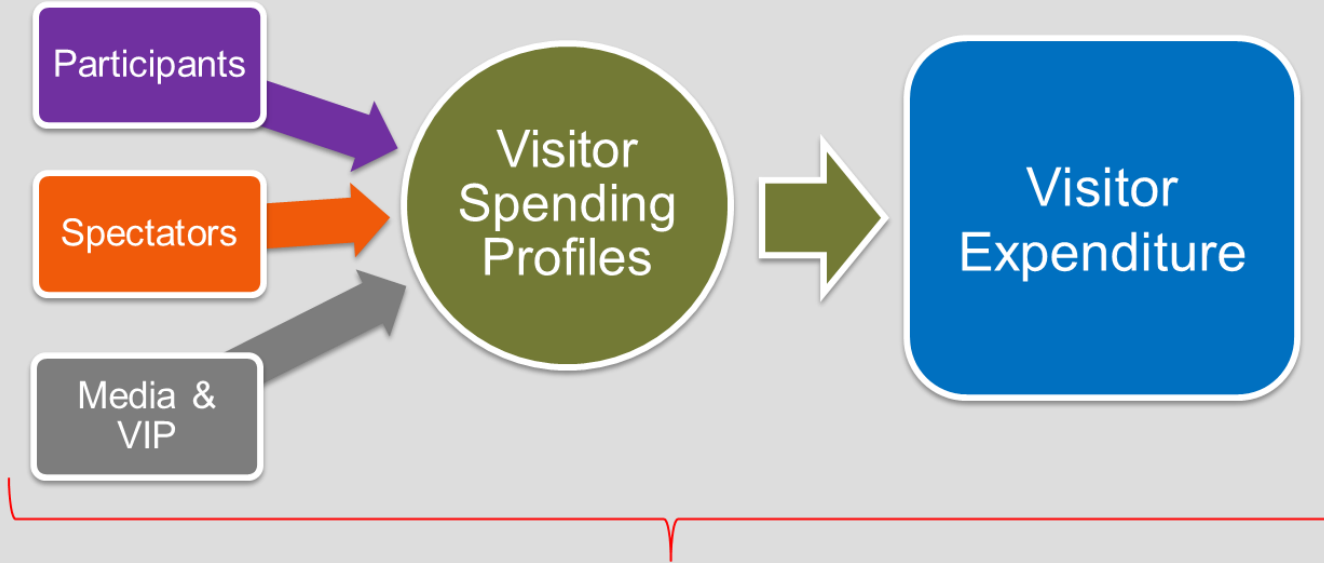
HOW IT WORKS...

A VISUAL REFERENCE



HOW IT WORKS...

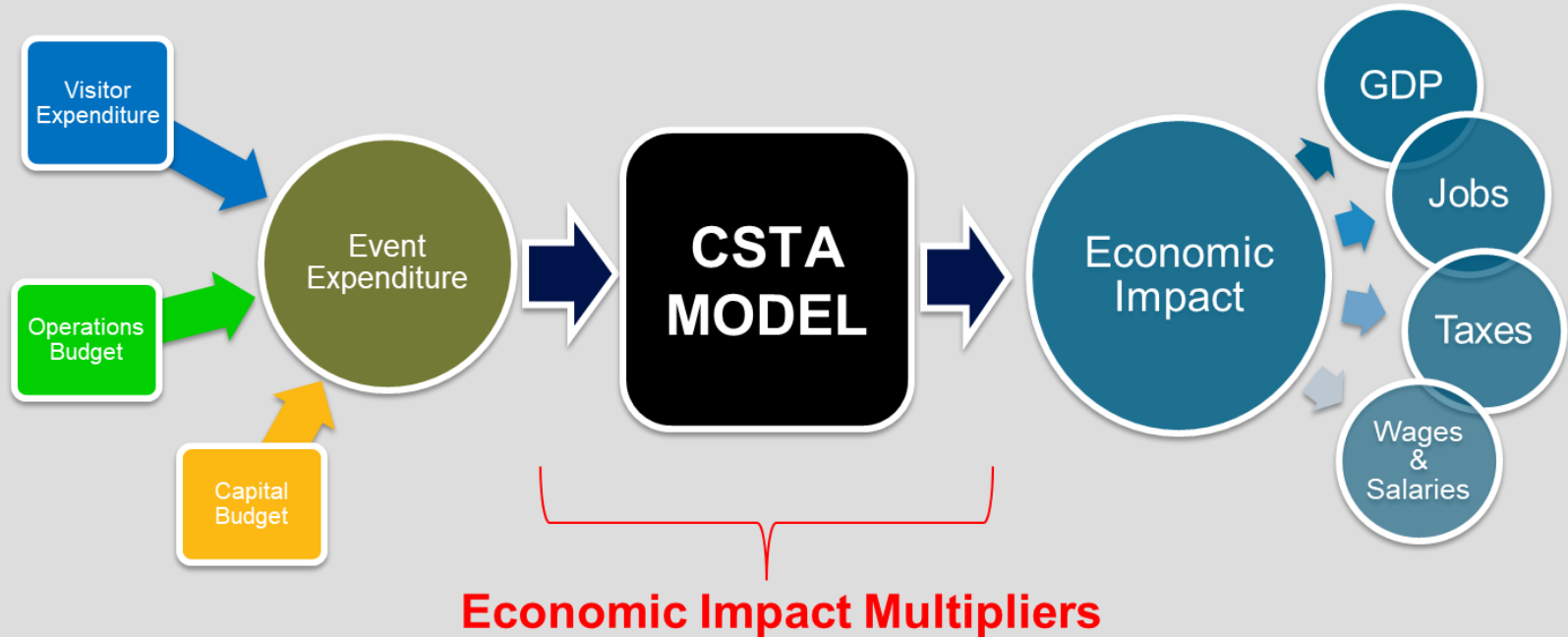
Steam Basics



Visitor Expenditure Model

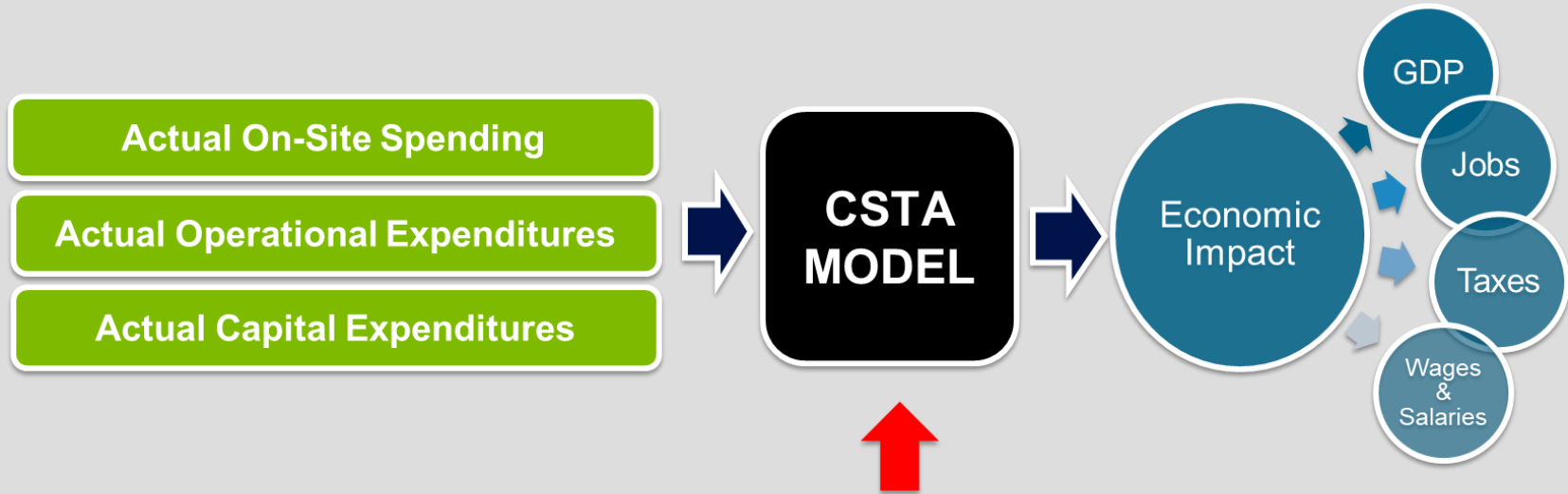
HOW IT WORKS...

Steam Basics



HOW IT WORKS...

Steam Pro



The SAME economic impact multipliers

PARTNERS / RESOURCES

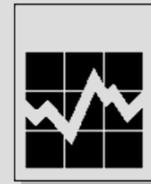


The Conference Board
of Canada



Statistics
Canada

**The Canadian Tourism
Research Institute (CTRI)**



**Government Revenues
Attributable to Tourism**

CSTA's EI Models vs. The Others

steam^{2.0}
steam pro^{2.0}
fest pro

OTHERS

Based on data from actual Canadian cities.

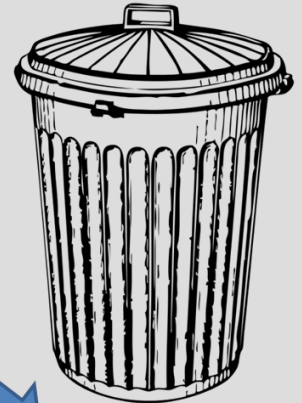


Nothing against American cities, but they are not Canada. CSTA's EI models are based on the economy of Canadian destinations (our cities, towns, provinces and territories), not the U.S economy or data.

RELIABILITY OF THE DATA

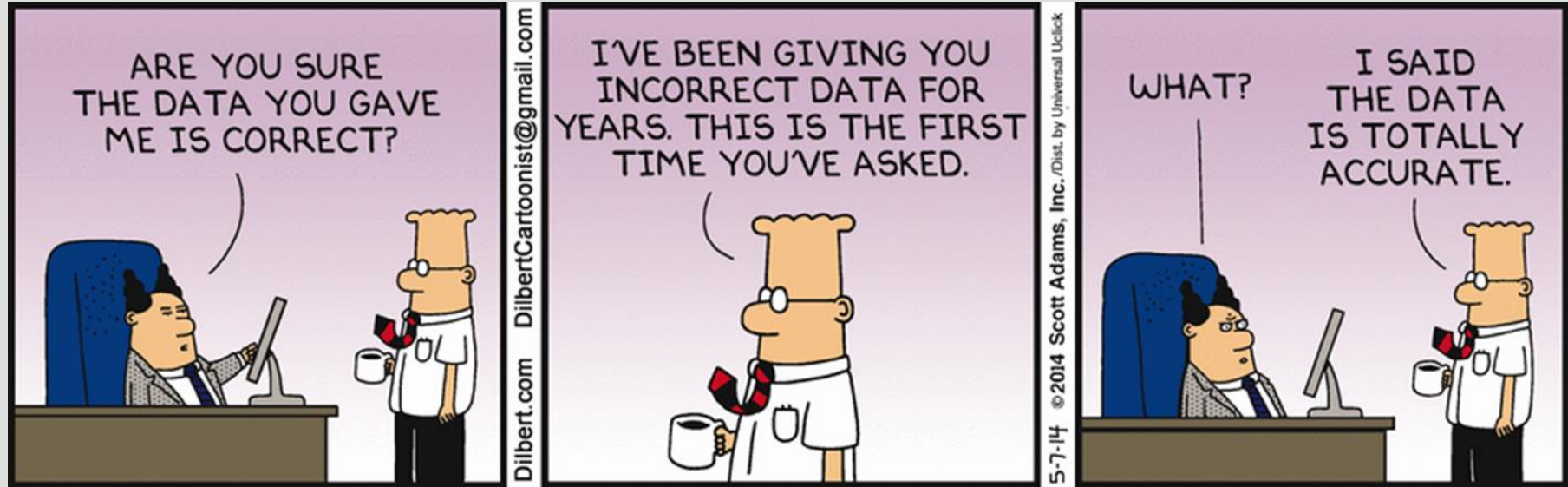


**GARBAGE
DATA**



**GARBAGE
RESULTS**

RELIABILITY OF THE DATA



INFORMED DECISION MAKING

WHY INVEST IN ECONOMIC IMPACT ASSESSMENTS?

GOVERNMENT / TOURISM BODY

- » Justify spend (government and public level)
- » Unlock budget for potential / future events

RIGHTS HOLDER

- » To open and grow new revenue streams
- » Demonstrate value of your events to potential host destinations

INFORMED DECISION MAKING

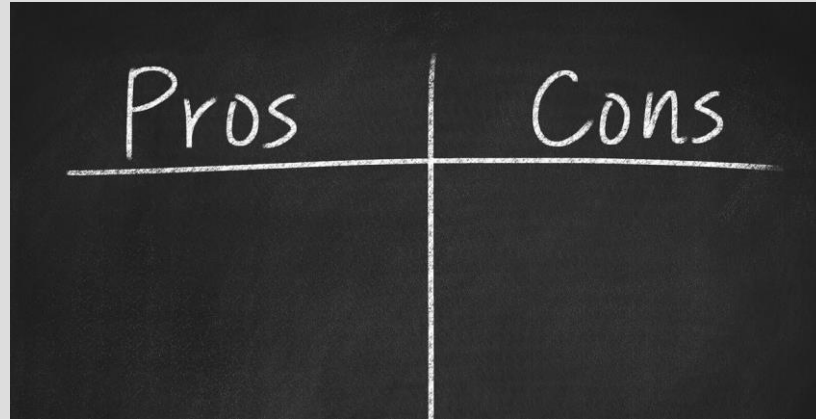
WHAT GETS MEASURED GETS FUNDED!

“In God we trust. All others must bring data.”

- W. Edwards Deming

INFORMED DECISION MAKING

CANCEL vs. POSTPONE



Pros	Cons

A photograph of two men in a starting crouch on a wooden gymnasium floor. They are both wearing headbands made of thin wooden planks. The man on the left is wearing a black t-shirt and has his mouth open in a shout. The man on the right is wearing a black t-shirt with a red and white pattern. In the background, a man in a green shirt sits on the floor, and a crowd of spectators is visible, some taking photos. A semi-transparent white banner with the text "2020 ARCTIC WINTER GAMES" is overlaid across the middle of the image.

2020 ARCTIC WINTER GAMES

2020 ARCTIC WINTER GAMES

On March 15, the Yukon was set to welcome 2,000 athletes, coaches, mission staff, officials and cultural performers from nine contingents for the 2020 Arctic Winter Games (AWG). Unfortunately, with the spread of COVID-19 and following a recommendation from Yukon's active Chief Medical Officer of Health, the Games have been cancelled.

The AWG are a high-profile Circumpolar sport competition for northern and Arctic athletes. The first Games were held in Yellowknife in 1970, with 500 participants from Yukon, NWT and Alaska. Participants now come from Alaska, Northern Alberta, Yukon, Nunavut, Nunavik, Northwest Territories, Russia, Greenland, Finland & Norway.

The Games were to be hosted at 15 venues in Whitehorse, on the traditional territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.



ASSUMPTIONS

This report has been compiled utilizing the CSTA's **steam^{2.0}** model and populated with information provided by event organizers and Sport Yukon, as well as data taken from the 2018 Arctic Winter Games. The data built into the **steam^{2.0}** model, combined with the conservative estimates in the table below, along with the operational budget submitted, is what derives the economic impact outputs throughout this report.

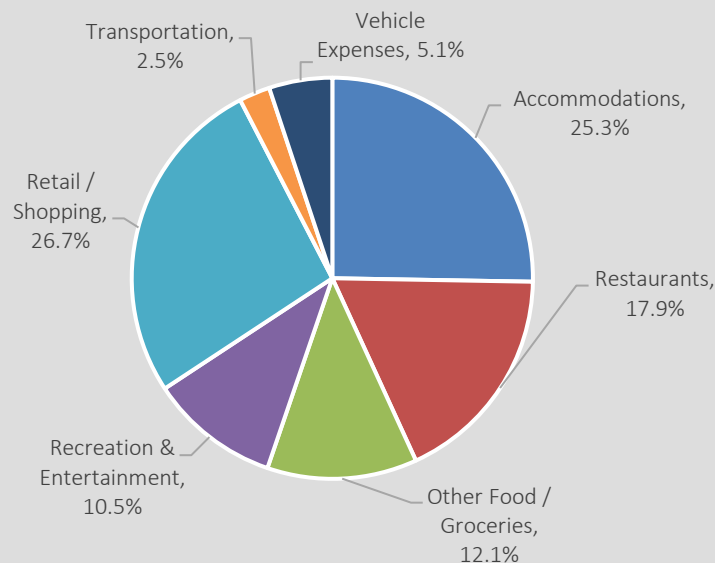
	Participants *	Out-of-Town Spectators	Media	VIP's
People	1953	900	102	293
% from out-of-town	80%	100%	70%	5%
Average number of nights	8	7	6	6

** Participants in this report includes athletes, coaches, support staff, etc.*

EXPECTED VISITOR SPENDING

Category	Visitor Spending
Accommodations	\$371,450
Restaurants	\$261,892
Other Food / Groceries	\$176,880
Recreation & Entertainment	\$153,613
Retail / Shopping	\$390,900
Transportation	\$36,811
Vehicle Expenses	\$74,869
Total	\$1,466,415

Aggregate visitor spending
projected at nearly **\$1.5 million**



EXPECTED EVENT EXPENDITURES

Event organizers had an operational budget of over **\$6.1 million** for various goods and services required for hosting the 2020 Arctic Winter Games.

Existing facilities were sufficient to host this event, but organizers invested **\$110,275** in various machinery and equipment to both host this event and provide a legacy for future events.

Operational Expenditures	
Salaries, Fees and Commissions	\$1,219,000
Advertising & Marketing	\$96,500
Professional Services	\$902,830
Insurance	\$10,000
Facility, Venue, and Office Rental	\$244,475
Communication	\$267,490
Other Supplies	\$246,500
Food and Beverages	\$822,618
Event Accommodations	\$479,740
Travel Costs	\$347,460
Transportation and Storage	\$598,250
Other Expenses	\$503,355
Total	\$6,139,108

THE EXPECTED EI RESULTS

	Whitehorse	Yukon	Canada
Initial Expenditure	\$7,715,778	\$7,715,778	\$7,715,778
GDP	\$4,356,543	\$5,730,919	\$6,136,048
Wages & Salaries	\$3,209,514	\$4,090,570	\$4,321,188
Employment	31.7	41.5	44.6
Total Taxes	\$938,704	\$1,238,911	\$1,327,478
Federal	\$481,521	\$624,931	\$665,618
Provincial	\$361,077	\$490,152	\$516,136
Municipal	\$96,106	\$123,911	\$145,724
Industry Output	\$9,187,624	\$9,958,047	\$10,770,278

SUMMARY | BY THE NUMBERS

2020 Arctic Winter Games – Expected Key Facts & Figures

1,953 expected participants	\$1.47 million (projected) in visitor spending during event	32 local jobs expected to be supported by the event	\$9.96 million in expected economic activity in the Yukon
900 expected out-of-town visitors in Whitehorse	\$3.2 million of wages and salaries expected to be supported locally	\$5.7 million expected boost to territory GDP	\$1.3 million in taxes expected to be supported across Canada



STEAM TUTORIAL

The screenshot displays the STEAM PRO 2.0 website. At the top, a banner features the Canadian Sport Tourism Alliance logo and a swimmer. Below the banner, the left sidebar contains a menu with links: Members Home, About CSTA, Membership, News, Sport Tourism COVID-19 Resources, Economic Impact, Industry Tools, Hosting Programs, Sport Events Congress, PRESTIGE Awards, [un]GOLF and Sport Tourism Forum, Consulting Services & Education, Up For Bid, and Contact Us. The main content area is titled 'STEAM PRO 2.0' and lists links for various provinces and territories: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Northwest Territories, Ontario, Prince Edward Island, Quebec, Saskatchewan, and Yukon. On the right, there are sections for 'Members Only' (with links to My account and Log out), 'CSTA Alerts' (with an email subscription form), and 'Tweets by @CdnSportTourism' (showing a tweet about National Volunteer Week).

steam pro^{2.0} is powered by the Canadian Sport Tourism Alliance ©2017.

UPCOMING WEBINARS

Webinar #3: Thursday, April 30th 2020 @ 1:00 pm Eastern

Your Corporate Sponsorship Revenue Program –The New Normal Post COVID-19

Presenter: Brent Barootes, The Partnership Group

Webinar #4 : Thursday, May 7th 2020, @ 1:00 pm Eastern

Cancellation and postponement of major sporting events in Canada. An overview of the legal, financial, human, operational and sport impacts of COVID-19, lessons learned and strategies to relaunch the event business in Canada

Presenter: Benoit Girardin, LBB Sport

CONTACT US

If you have any questions regarding this presentation, please contact:

Derek Mager, CSTA EI Consultant, derek@thedatajungle.com

To discuss how the CSTA can assist you with Economic Impact Assessments, please contact: research@canadiansporttourism.com

For information about membership, or if you have misplaced your secure access codes to the website, please contact:
info@canadiansporttourism.com