



# Economic Impact Assessment

## Final Report – 2019 Canada Winter Games

Prepared by: Derek Mager, CSTA EI Consultant

Date: May 7, 2019

# 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. There are three factors:

1. the spending of out-of-town visitors while they attend the event;
2. the expenditures of the event organizers in producing the event;
3. capital construction costs that are directly attributed to hosting the event.

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event, and then the impact these new monies have on the regional, provincial and national economy as a whole.



# CSTA'S TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called **steam pro<sup>2.0</sup>** that collects, measures and analyzes data across the three primary channels.

Our 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 OUTPUTS

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

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

CSTA's **steam pro<sup>2.0</sup>** measures the direct, indirect & induced effects for each of these elements.



# RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are **robust** and **reliable**, the CSTA has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and most detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics Canada's Government Revenues Attributable to Tourism (GRAT) report.



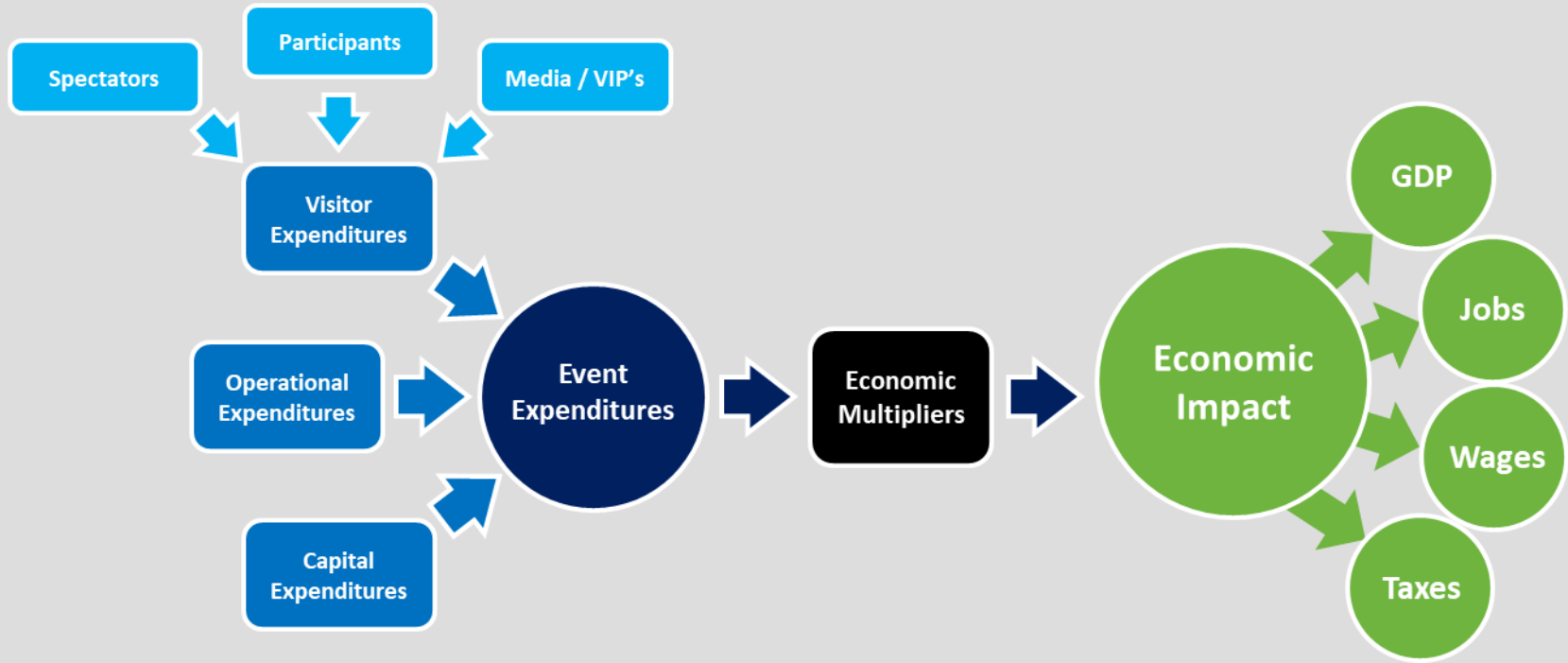
# RELIABILITY OF THE DATA



For this study, event organizers opted to engage event volunteers to collect data onsite during the event. Surveyors were recruited by the client, but supervised and trained by CSTA's Field Supervisor.

As a result of having a member of the CSTA Economic Impact Team on the ground during the event, the CSTA is able to validate the data records that were generated that underpins this analysis.

# HOW IT WORKS





# 2019 CANADA WINTER GAMES

The 2019 Canada Winter Games was held in Red Deer, Alberta from February 15 – March 3, 2019.

With over 4,700 athletes, coaches, officials, media, delegates, thousands of volunteers, and 26,000+ visitors to Red Deer, the Games were a resounding success – both on and off the field of play. The Host Society did a great job energizing the city with lead-up events, community programs, and a cultural festival in the heart of the city. The 21 sport competitions held at 14 different venues around the city and province showcased some of the great young athletic talent this country has to offer.

These were the third Canada Winter Games held in the province of Alberta. Team Quebec took top honours and stood on the podium a total of 146 times (65 gold, 41 silver, and 40 bronze).





# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was conducted over four (4) days of the event. The survey was developed by the CSTA specifically for the Canada Winter Games in Red Deer and was administered by a team of volunteers on tablet computers running CSTA's survey software.

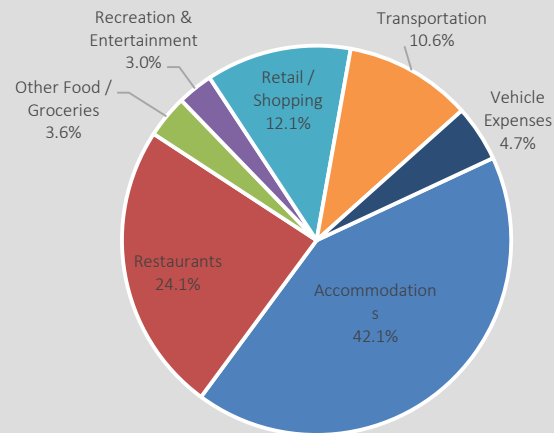
A total of **917** valid responses were collected during this event.

The survey included a variety of questions for the spectators with regards to their age, place of residence, type of ticket purchased, event(s) attended, etc. Respondents from out-of-town were asked about their length of stay in the Red Deer area, the amount of money spent in various categories while in town, as well as the importance of this event in their decision to travel to Red Deer.

# VISITOR SPENDING

	Per Party	Overall
Accommodations	\$959.67	\$4,815,161
Restaurants	\$470.05	\$4,707,553
Other Food / Groceries	\$160.84	\$1,610,813
Recreation & Entertainment	\$113.20	\$1,133,699
Retail / Shopping	\$455.47	\$4,561,535
Transportation	\$226.64	\$2,269,801
Vehicle Expenses	\$111.47	\$1,116,373
<b>Total</b>	<b>\$2,497.34</b>	<b>\$20,214,935</b>

Aggregate visitor spending  
was just over **\$20.2 million**



# VISITOR SPENDING – SCALED BY IMPORTANCE

	Per Party	Overall
Accommodations	\$930.88	\$4,670,706
Restaurants	\$455.95	\$4,566,327
Other Food / Groceries	\$160.84	\$1,562,489
Recreation & Entertainment	\$113.20	\$1,099,688
Retail / Shopping	\$441.81	\$4,424,688
Transportation	\$219.84	\$2,201,707
Vehicle Expenses	\$108.13	\$1,082,881
<b>Total</b>	<b>\$2,422,42</b>	<b>\$19,608,487</b>

Visitor spending directly attributable to the Canada Winter Games was just over **\$19.6 million**

Visitors to Red Deer were asked about the importance of the 2019 Canada Winter Games in their decision to travel to Red Deer using a scale of 1-10 (with 1 meaning 'not at all important' and 10 meaning it was 'the primary reason for travel').

The results show that the Canada Winter Games was the primary driver for most respondents, with an average importance of 9.7/10

# OPERATIONAL EXPENDITURES

In hosting the 2019 Canada Winter Games, the event organizers spent approximately **\$34 million** on various **goods and services** to ensure the successful operation of the Games.



Operational Expenditures	
Salaries, Fees and Commissions	\$8,010,611
Marketing & Advertising Services	\$3,429,461
Professional Services	\$3,913,414
Insurance	\$187,081
Facility, Venue, and Office Rent	\$3,114,985
Communication	\$2,219,581
Other Supplies	\$41,000
Food and Beverages	\$3,842,508
Accommodations	\$2,909,901
Merchandise and Retail	\$1,313,977
Travel	\$35,000
Transportation and Storage	\$1,246,424
Other Expenses	\$3,858,450
<b>Total</b>	<b>\$34,122,393</b>

# CAPITAL EXPENDITURES

In hosting the 2019 Canada Winter Games, the Host Society spent over **\$14.5 million** on various capital projects to ensure the operation of the Games and to leave a lasting legacy of new and enhanced sport facilities that will benefit athletes and the broader community for years to come.



Capital Expenditures	
Buildings & Renovations	\$13,530,012
Machinery & Equipment	\$607,561
Furniture & Fixtures	\$319,300
Other Capital Related Expenditures	\$72,000
<b>Total</b>	<b>\$14,528,873</b>

# THE EI RESULTS

The combined spending of out-of-town participants, delegates, family members, spectators and other people who visited Red Deer for the event, in combination with the expenditures made by the organizers of the event, totaled \$68.3 million, supporting \$110.3 million in economic activity in Alberta, including \$92.4 million of economic activity in Red Deer.

These expenditures supported \$38.4 million in wages and salaries in the province through the support of 439 jobs, of which 349 jobs and \$30.3 million in wages and salaries were supported in Red Deer.

The total net economic activity (GDP) generated by the 2019 Canada Winter Games was:

- \$66.6 million for Canada as a whole
- \$60.6 million for the province of Alberta
- \$44.7 million for Red Deer

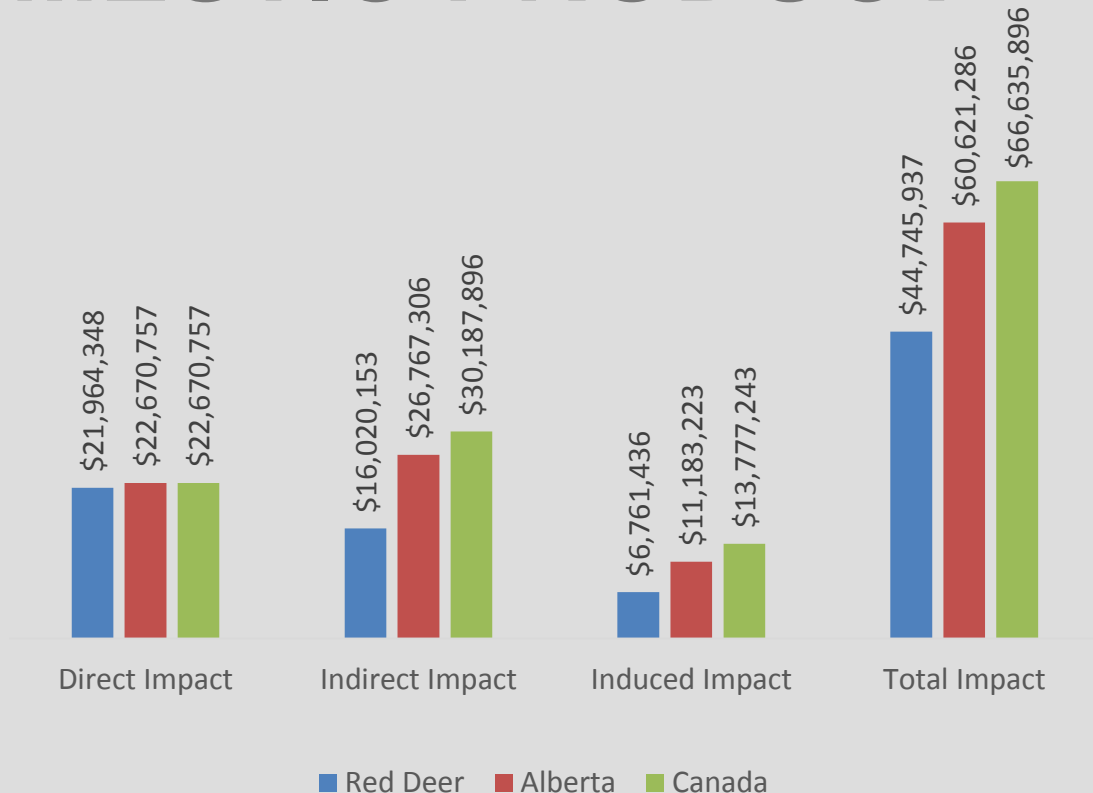
The 2019 Canada Winter Games supported tax revenues totaling \$16.3 million across Canada.

	Red Deer	Alberta	Canada
Initial Expenditure	\$68,259,753	\$68,259,753	\$68,259,753
GDP	\$44,745,937	\$60,621,286	\$66,635,896
Wages & Salaries	\$30,334,281	\$38,388,353	\$41,889,018
Employment	349.0	438.7	484.4
Total Taxes	\$11,422,907	\$14,906,229	\$16,324,598
Federal	\$6,577,328	\$8,386,874	\$9,109,322
Provincial	\$3,757,884	\$4,974,550	\$5,497,794
Municipal	\$1,087,695	\$1,544,805	\$1,717,482
Industry Output	\$92,377,120	\$110,284,209	\$122,778,709

# GROSS DOMESTIC PRODUCT

## GPD (at basic prices)

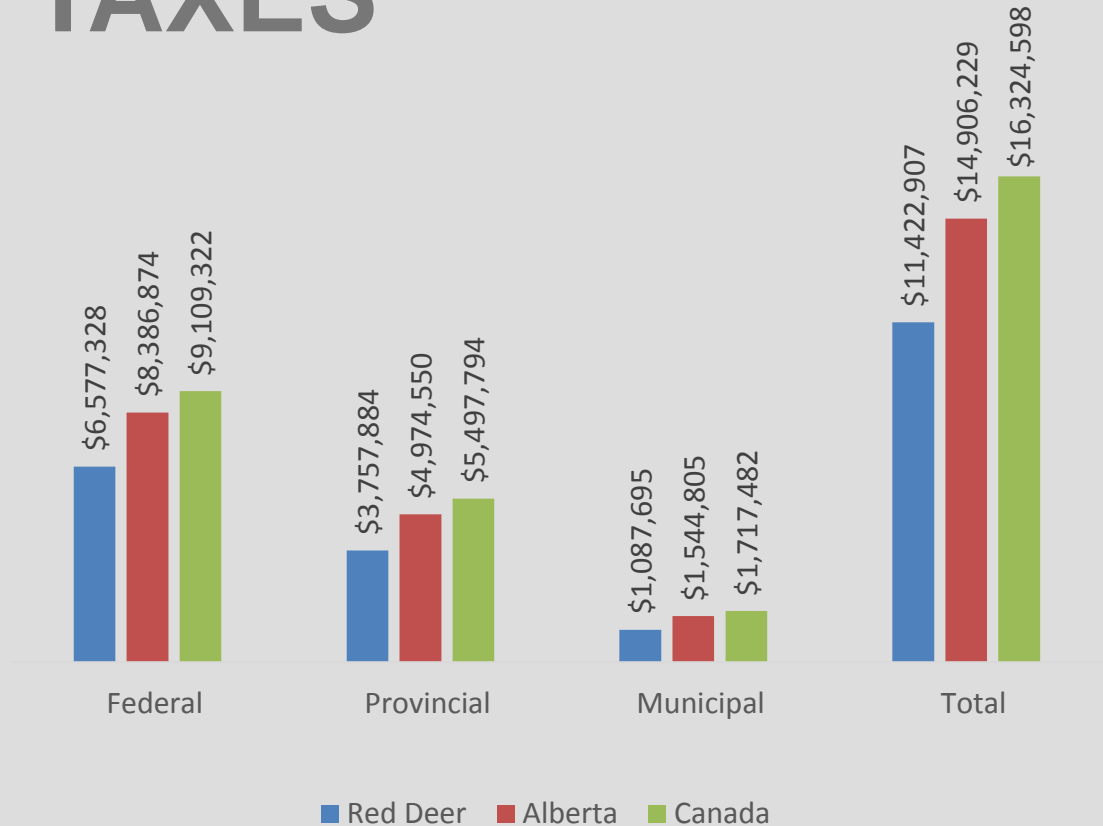
The 2019 Canada Winter Games in Red Deer contributed **\$66.6 million** in GDP to the Canadian economy through direct and spin-off impacts.





# TAXES

The 2019 Canada Winter Games contributed **\$16.3 million** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



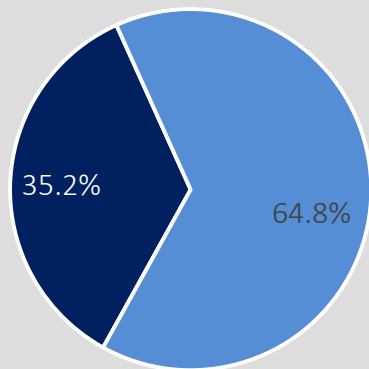
# ADDITIONAL QUESTIONS

The following slides summarize the results from questions that were included as part of the survey, but were not all necessarily required for the economic impact analysis calculations.



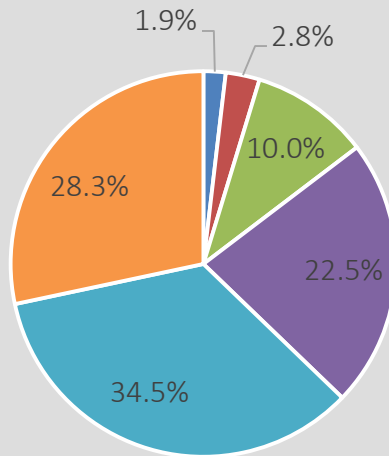
# DEMOGRAPHICS

Gender



■ Male ■ Female

Age Range

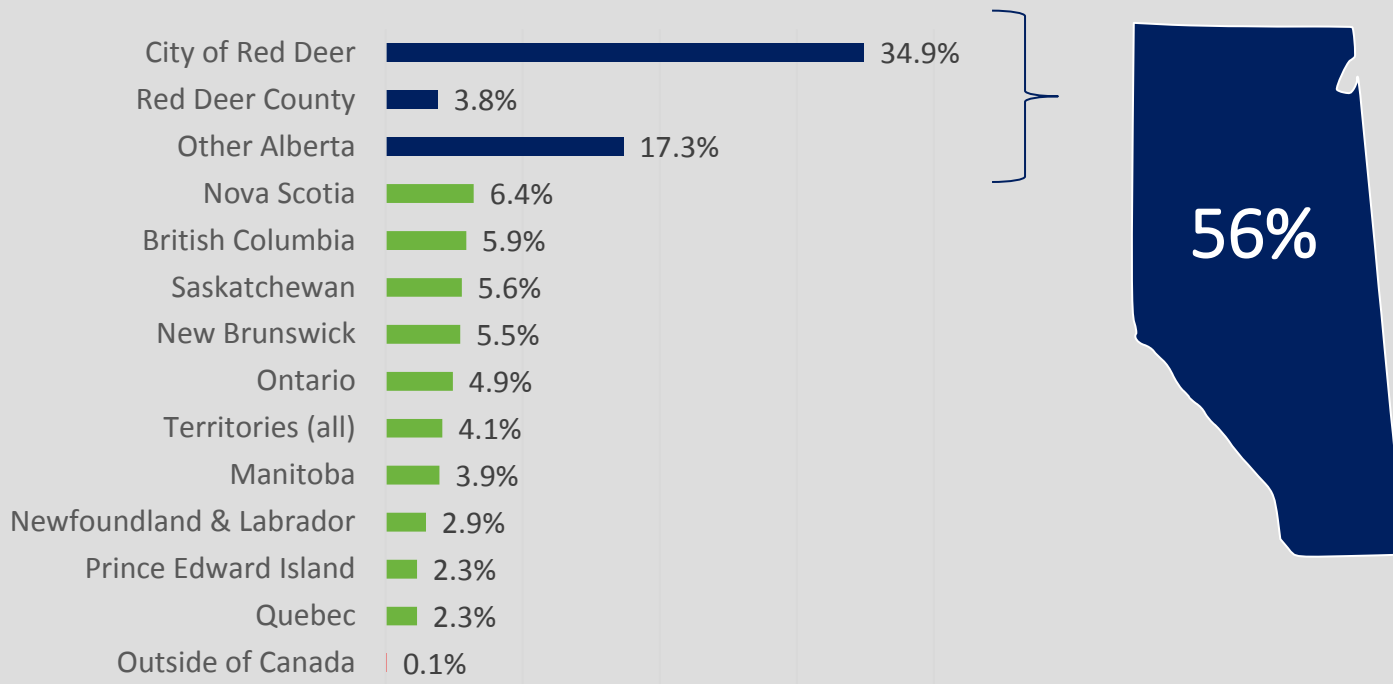


■ 18 and under ■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Average Age = 48.5 years

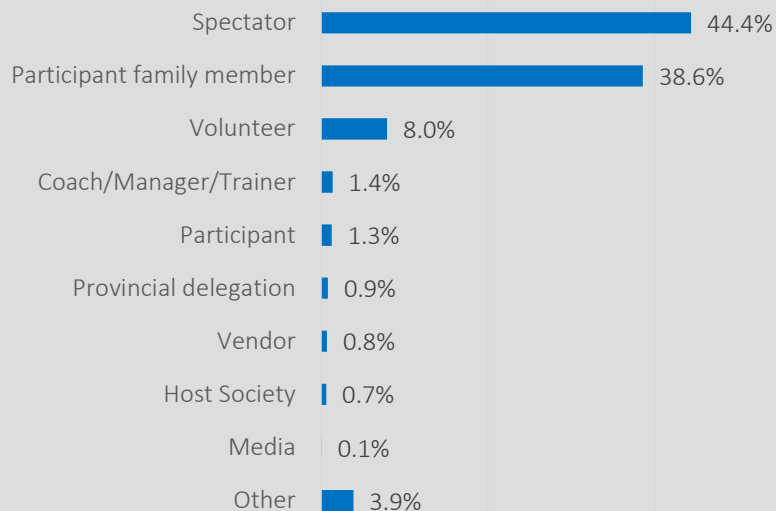
63% of attendees were 45 years of age or older

# PLACE OF RESIDENCE

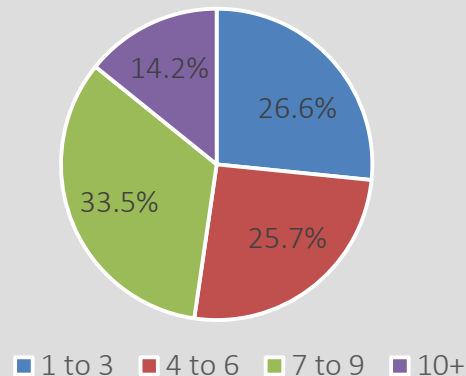


# ATTENDANCE CHARACTERISTICS

## Role at Event



## Days Attending



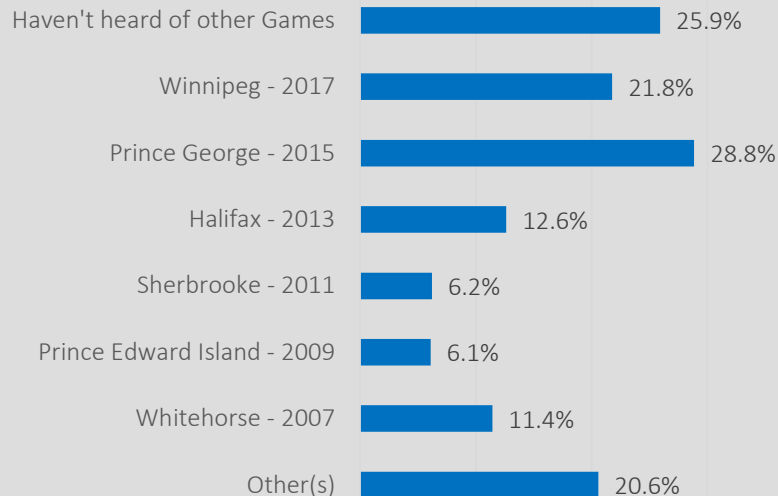
Average days attending = 6.1

# ATTENDANCE CHARACTERISTICS

## Event(s) Attending / Planning to Attend

Hockey	49.0%	Downtown Activities	17.4%
Wheelchair Basketball	30.6%	Archery	16.4%
Ringette	30.3%	Trampoline	15.7%
Artistic Gymnastics	26.4%	Boxing	15.3%
Figure Skating	24.8%	Table Tennis	14.0%
Festival Activities	24.0%	Long Track Speedskating	9.8%
Curling	22.4%	Alpine / Para Alpine	7.1%
Closing Ceremonies	21.3%	Snowboard	4.4%
Opening Ceremonies	21.2%	Biathlon	3.8%
Short Track Speedskating	20.9%	Cross Country Skiing	3.0%
Badminton	18.7%	Artistic Swimming	2.2%
Squash	17.4%		

## Previous Games Awareness



# EVENT CHARACTERISTICS / SATISFACTION

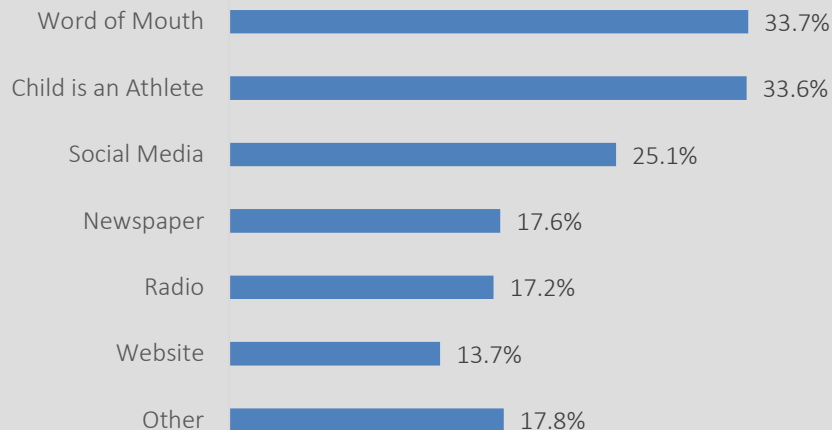
96%

Indicated they were satisfied  
or very satisfied with their  
experience at the Games

Very satisfied	73.8%
Satisfied	22.4%
Neutral	2.5%
Dissatisfied	0.7%
Very dissatisfied	0.8%

34%

Heard about the event via “word of  
mouth” or their “child is an athlete”





# TRAVEL CHARACTERISTICS

50% of attendees stayed overnight during their visit to Red Deer



Of those staying overnight...

- 65% Stayed in a hotel
- 18% Used a short term rental
- 13% Stayed with friends/family
- 5% Made other arrangements

Average nights in Red Deer = 6.7



Average travel party size = 2.6 people



Average number of day trips = 4.3

**IMPORTANT**

88% of attendees indicated that this event was the sole reason for their visit to Red Deer.

Overall, the importance of this event in influencing visitation to Red Deer was 9.7/10.

# RED DEER RESIDENTS

96%

Proud to be a  
resident of  
Red Deer

Strongly Agree	75.1%
Agree	20.4%
Neutral	4.1%
Disagree	0.0%
Strongly Disagree	0.3%

76%

Being from Red  
Deer is part of  
my identity

Strongly Agree	50.6%
Agree	25.4%
Neutral	19.2%
Disagree	4.2%
Strongly Disagree	0.6%

89%

I feel  
connected to  
Red Deer

Strongly Agree	58.2%
Agree	31.0%
Neutral	9.3%
Disagree	1.2%
Strongly Disagree	0.3%

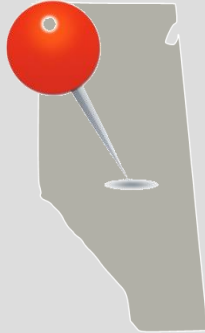
93%

The Games  
represented our  
community & culture

Strongly Agree	66.6%
Agree	26.6%
Neutral	6.0%
Disagree	0.6%
Strongly Disagree	0.3%

On a scale of 1 to 5 (with 5 being strongly agree and 1 being strongly disagree), how much do you agree with the following statements?

# RED DEER RESIDENTS



43%

Considered volunteering  
for the Games

Of those who considered  
volunteering but did not...

Too large of a time commitment	54.3%
Reasons other than time commitment	37.7%
Was not selected	7.9%

# SUMMARY | BY THE NUMBERS

## 2019 Canada Winter Games – Key Facts & Figures

<b>\$68.3 Million</b> of initial expenditures	<b>\$19.6 Million</b> of visitor spending attributable to event	<b>349</b> Local jobs supported by the event	<b>\$110.3 Million</b> overall economic activity in Alberta
<b>26,039</b> out of town visitors* in Red Deer	<b>\$30.3 Million</b> of wages and salaries supported locally	<b>\$60.6 Million</b> total boost to provincial GDP	<b>\$16.3 Million</b> in taxes supported across Canada

\* Visitors derived from attendance figures provided by the Canada Games Host Society

# QUESTIONS?

If you have any questions concerning the findings in this report, please contact:

Derek Mager, CSTA EI Consultant  
derek@thedatajungle.com  
604.787.3605

If you would like to conduct another EI study using **steam pro<sup>2.0</sup>** on a future event, please contact  
research@canadiansporttourism.com

