



# Economic Impact Assessment

FINAL REPORT – 2019 Special Olympics Ontario Invitational Youth Games - Toronto  
(May 14 - 17)

Prepared by: Thomas McGuire, CSTA EI Consultant

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# 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; and
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 the subsequent 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)
- Employment
- Taxes
- Industry Output
- Wages & Salaries

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



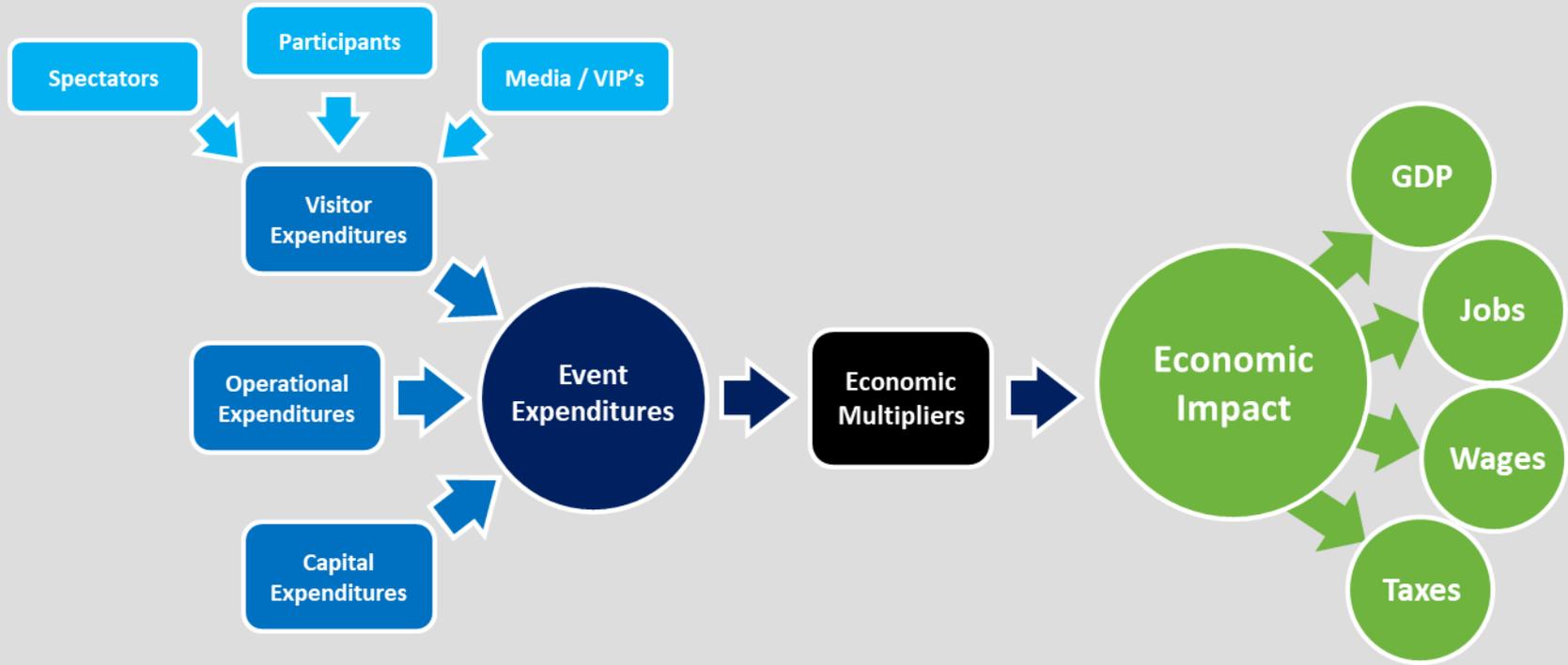
# RELIABILITY OF THE MODEL

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.



# HOW IT WORKS



# 2019 SPECIAL OLYMPICS ONTARIO INVITATIONAL YOUTH GAMES

## TORONTO - MAY 14 - 17, 2019



The 2019 Special Olympics Ontario Invitational Youth Games took place in Toronto May 14 - 17, 2019. This event featured 2,000 student-athletes from around the world. For the first time, high school-aged athletes with an intellectual disability had the chance to compete in an international sports competition. Athletes aged 13-21, both with and without an intellectual disability competed in athletics, basketball, bocce, floor hockey, or soccer. All sports offered two types of team divisions - a traditional division where all athletes on the team had an intellectual disability and a unified division where athletes with and without an intellectual disability competed together on the same team.



# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey conducted during the **2019 Special Olympics Ontario Invitational Youth Games** .

The survey was developed for the event by the CSTA specifically for the **2019 Special Olympics Ontario Invitational Youth Games**, and was administered by a team of paid surveyors recruited by, trained by, and supervised by CSTA.

Interviewers were stationed at key locations throughout the venue during the event. The questionnaire covered residence, party size, participation in activities, among other topics. Out-of-town respondents were also asked about their length of stay in Toronto, spending on various categories, as well as the importance of this event in their decision to travel to the area.

A total of **411 valid responses** were collected during this event.



Special  
Olympics  
Ontario



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INVITATIONAL  
YOUTH  
GAMES

MAY 14-17, 2019

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# SPENDING – WEIGHTED BY IMPORTANCE

	Per Party	Overall
Accommodations (if applicable)	\$201	\$ 218,354
Restaurants/Bars (including concessions)	\$131	\$ 142,812
Groceries/Other food and beverage	\$24	\$ 26,316
Recreation/Entertainment	\$43	\$ 46,807
Public transportation (bus, shuttles, etc.)	\$9	\$ 9,967
Local transportation services (taxi, Uber, etc.)	\$16	\$ 17,933
Vehicle expenses (gas, parking, repairs, etc.)	\$39	\$ 42,764
Vehicle rentals (if applicable)	\$3	\$ 3,048
Clothing (including event merchandise)	\$53	\$ 57,797
All other shopping (other retail, souvenirs, etc.)	\$41	\$ 44,088
<b>Total</b>	<b>\$561</b>	<b>\$ 609,887</b>

Visitor spending directly attributable to this event was just nearly **\$610,000**



Visitors were asked about the importance of the 2019 Special Olympics Ontario Invitational Youth Games in their decision to travel to Toronto.

The results show that this event was the main driver for 88.6% respondents and indicated an average importance of 9/10.

# OPERATIONAL & CAPITAL EXPENDITURES

Event organizers spent approximately **\$3 million** on various goods and services to host the **2019 Special Olympics Ontario Invitational Youth Games**, as well as **\$307,000** in capital spending.



Operational & Capital Expenditures	
Staff Salaries, Fees and Commissions	\$247,500.00
Marketing Costs	\$267,801.24
Professional Services	\$9,360.00
Insurance	\$2,134.30
Facility, Venue and Office Rental	\$394,960.32
Communication	\$4,000.00
Other Supplies	\$5,000.00
Food and Beverages	\$195,054.26
Event Accommodation	\$696,812.09
Merchandise and Retail items	\$284,117.28
Personal Travel	\$15,000.00
Transportation and Storage	\$475,000.00
Other Expenses	\$422,017
<b>Total Operational Expense</b>	<b>\$3,018,756</b>

# THE EI RESULTS

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Toronto for the **2019 Special Olympics Ontario Invitational Youth Games**, in combination with expenditures by event organizers, totaled \$4.3 million, supporting \$7.2 million in economic activity (industry output) in Ontario, including \$5.9 million in Toronto.

These expenditures supported \$2.35 million in wages and salaries in the province, including \$1.6 million in Toronto. The total net economic activity (GDP) generated by the **2019 Special Olympics Ontario Invitational Youth Games** was:

- \$3.8 million for Canada as a whole
- \$3.7 million for the Province of Ontario; and
- \$2.4 million for Toronto.

The **2019 Special Olympics Ontario Invitational Youth Games** supported tax revenues totaling \$1.1 million across Canada.

	Toronto (CMA)	Ontario	Canada
Initial Expenditure	\$4,298,062	\$4,298,062	\$4,298,062
GDP	\$2,350,114	\$3,656,587	\$3,766,976
Wages & Salaries	\$1,637,247	\$2,355,175	\$2,410,357
Employment	23	33	34
Total Taxes	\$744,227	\$1,040,549	\$1,064,631
<i>Federal</i>	\$328,498	\$456,973	\$468,705
<i>Provincial</i>	\$351,625	\$477,672	\$487,213
<i>Municipal</i>	\$64,104	\$105,905	\$108,713
Industry Output	\$5,879,064	\$7,223,640	\$7,449,978

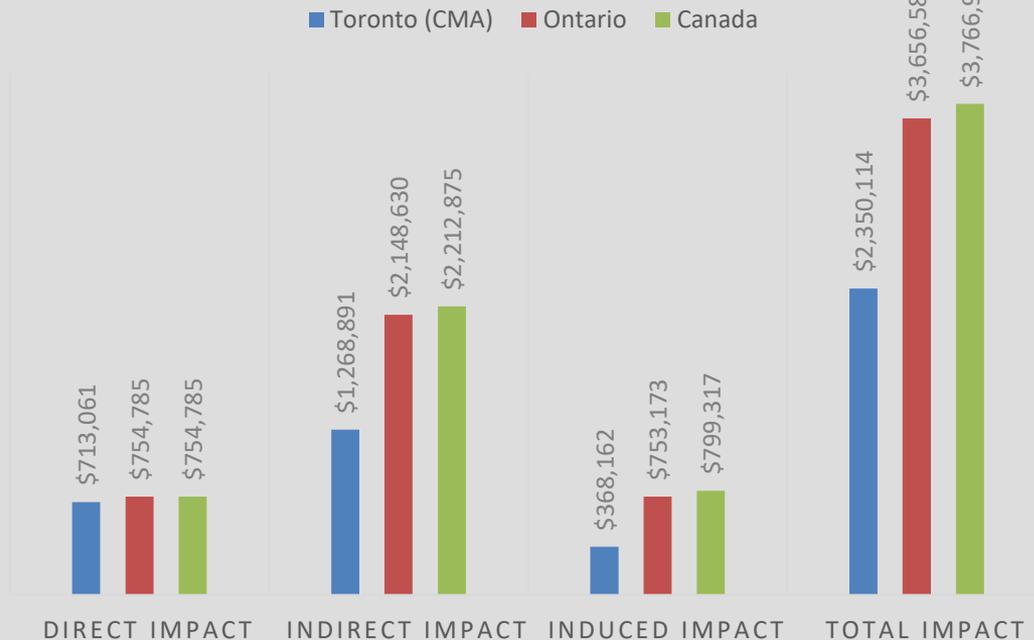
# GROSS DOMESTIC PRODUCT

## GPD (at basic prices)

The 2019 Special Olympics Ontario Invitational Youth Games contributed \$3.7 million in GDP to the Canadian economy through direct and spin-off impacts.

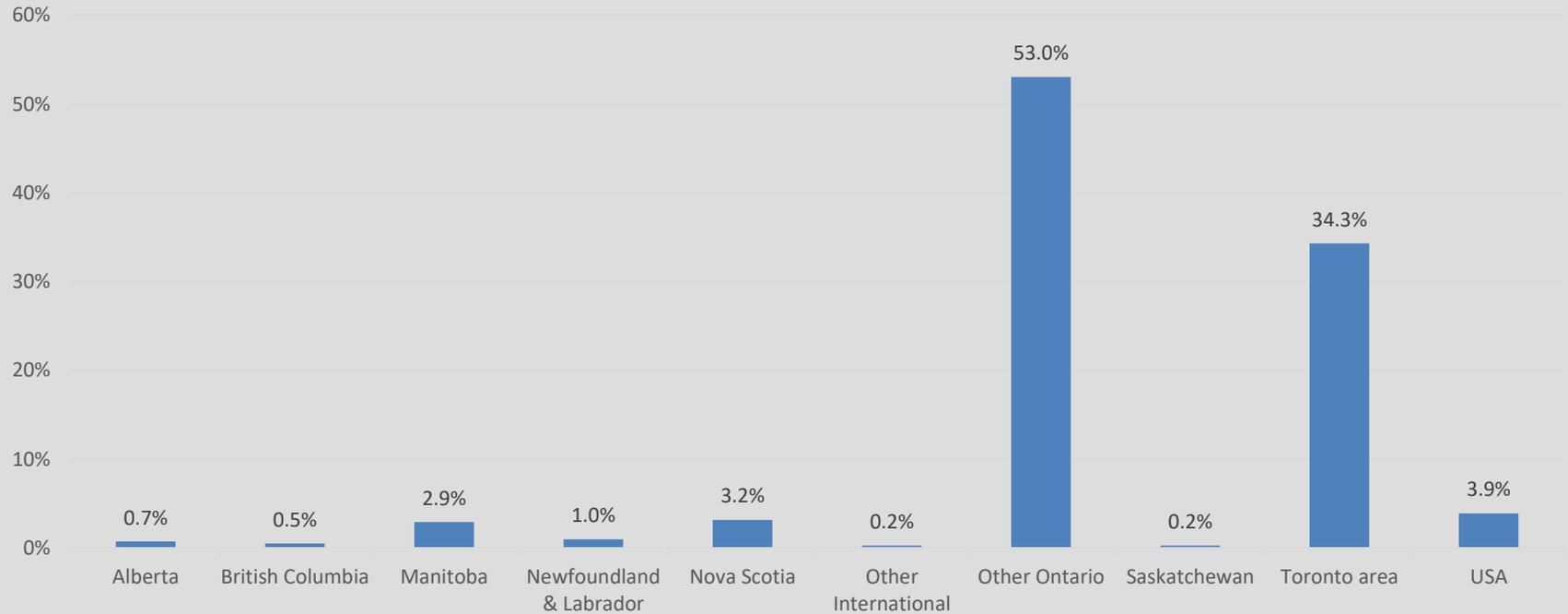
Of this, \$2.3 million (62%) accrued in the Toronto area, while 97% of the total GDP impact remained in Ontario.

## Gross Domestic Product (at basic prices)



# PLACE OF RESIDENCE

Where do you live?

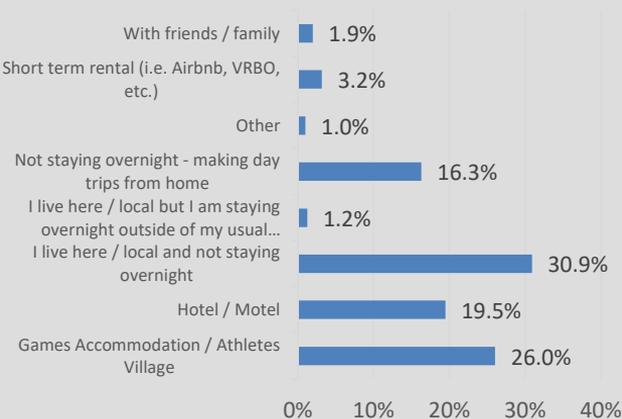


# TRAVEL CHARACTERISTICS



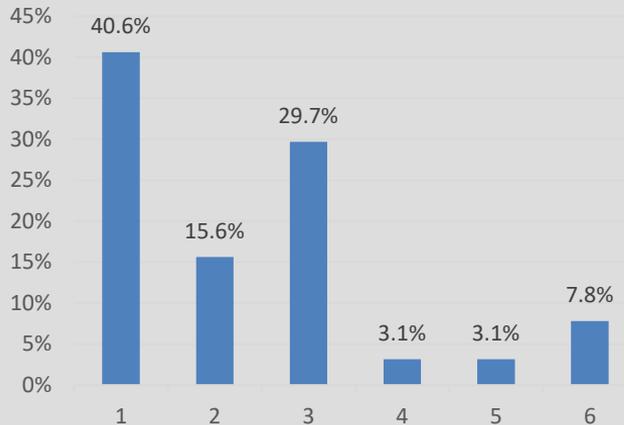
77% of out-of-town attendees stayed overnight during their visit to Toronto

Where are you staying overnight while attending this event in Toronto area?



Average number of nights in Toronto = 3.5

In total, how many day trips will you be making to Toronto area for this event?



Average travel party (same household) size = 2.3 people



71.6% said their one-way daily commute to the event was less than 200 km

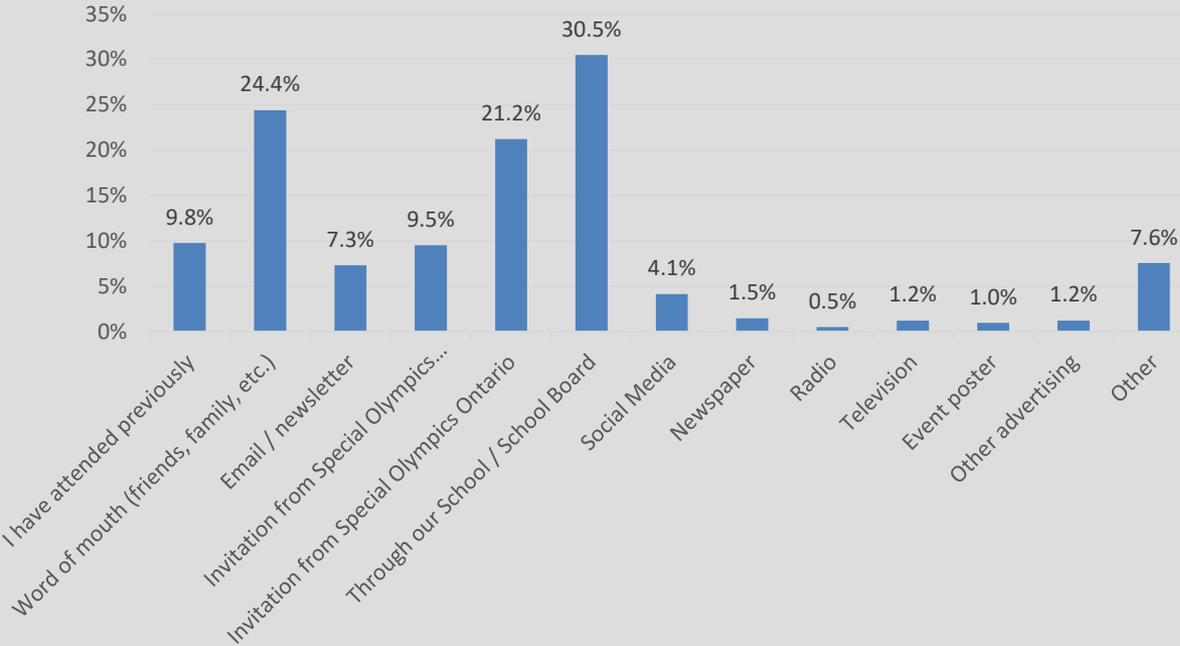
# ADDITIONAL QUESTIONS

The following slides summarize the results from other survey questions unrelated to economic impact.



# AWARENESS & MOTIVATION

How did you find out about the 2019 Special Olympics Ontario Invitational Youth Games?

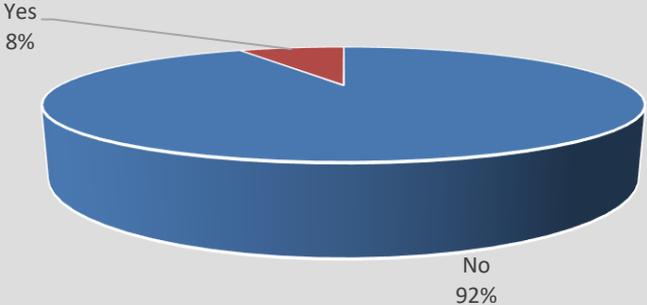


88.6% of attendees indicated that this event was the sole reason for their visit to Toronto.

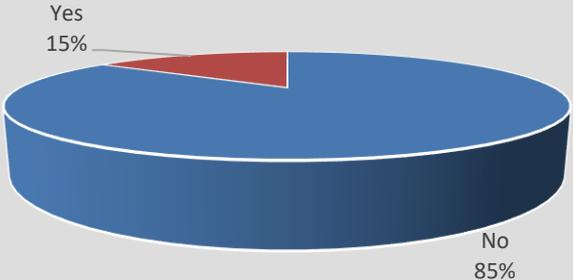
Overall, the importance of this event in influencing visitation to Toronto was just under 9/10.

# VISITOR EXPERIENCE

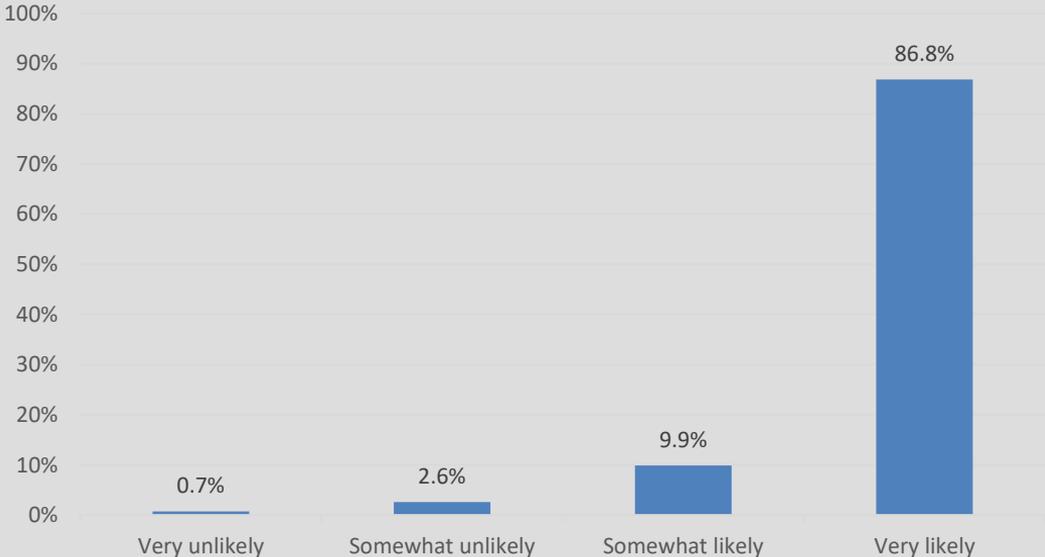
Is this your first visit to Ontario?



Is this your first visit to the Toronto area?

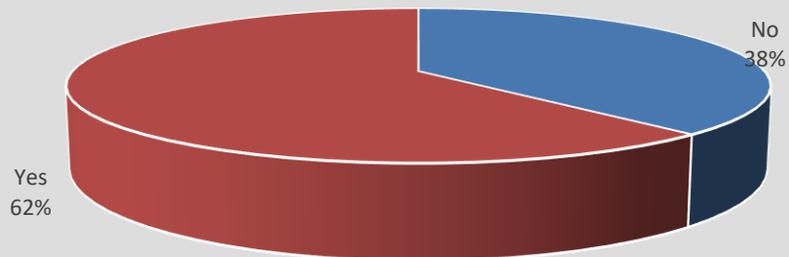


Based on your experience here in Toronto area, how likely are you to return to Toronto area again in the future?

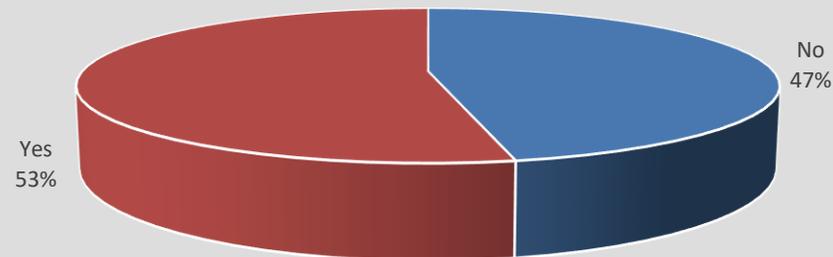


# VISITOR EXPERIENCE

Is this your first trip to a Special Olympics Major Games?

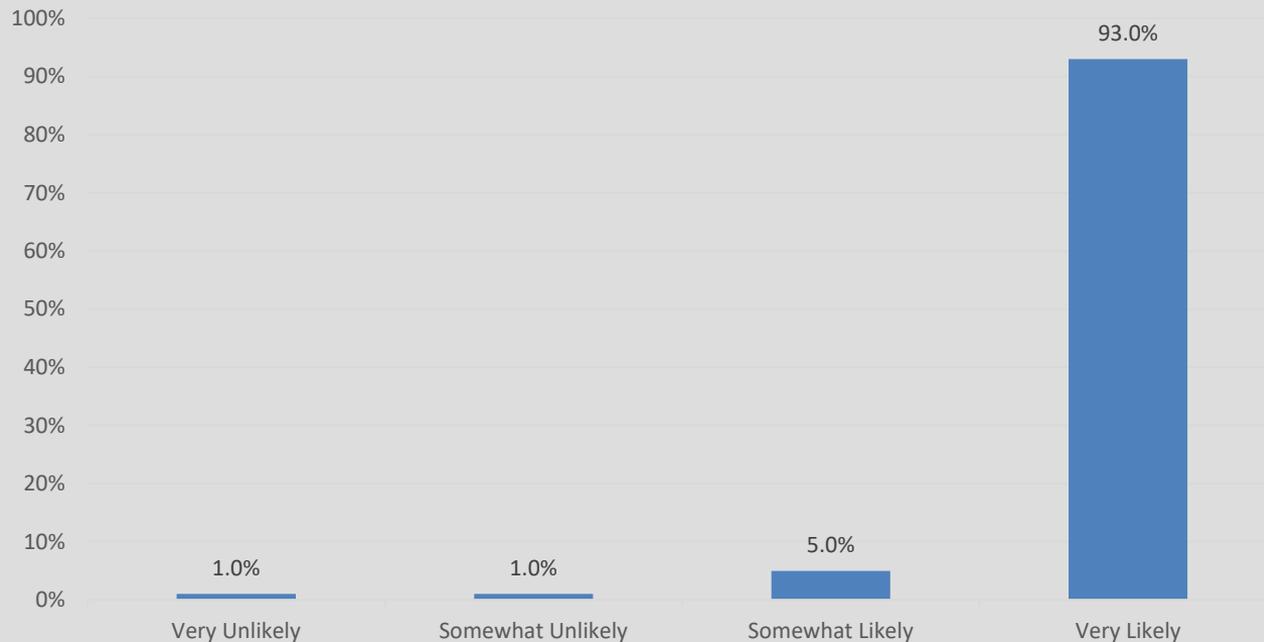


Is this your first involvement with a Special Olympics youth competition?



# VISITOR EXPERIENCE

If given the opportunity would you return to another Special Olympics Youth Games?



# SUMMARY | BY THE NUMBERS

2019 Special Olympics Ontario Invitational Youth Games (Toronto) –			
<b>\$4,298,062</b> of initial expenditures	<b>\$972,643</b> of visitor spending attributable to event	<b>23</b> local jobs supported by the event	<b>\$7,449,978</b> overall economic activity in the province
<b>5,067</b> out of town visitors in Toronto	<b>\$1,637,247</b> of wages and salaries supported locally	<b>\$3,656,587</b> total boost to provincial GDP	<b>\$1,064,631</b> in taxes supported across Canada

# QUESTIONS?

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

Thomas McGuire, CSTA EI Consultant  
[mcguire@groupatn.ca](mailto:mcguire@groupatn.ca) | 902.482.1221

If you would like to conduct another EI study using **steam pro<sup>2.0</sup>** or **fest pro** on a future event, please contact [research@canadiansporttourism.com](mailto:research@canadiansporttourism.com)

