



Economic Impact Assessment

Final Report – Spartan North American Championship – Kelowna, BC

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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(s);
2. The expenditures of the event organizers in producing the event(s);
3. Capital construction costs that are directly attributed to hosting the event(s).

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



HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

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.

RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are robust and reliable, STC 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 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.



The Conference Board
of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

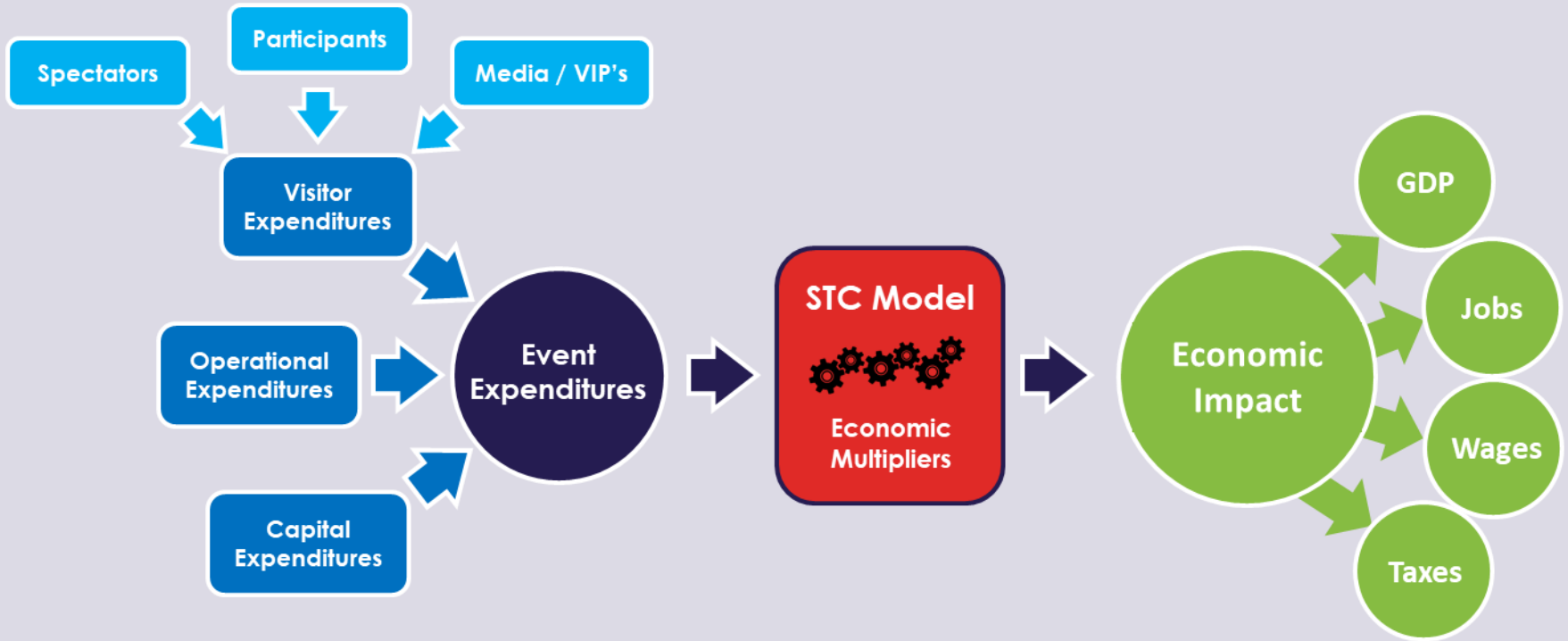
The elements (outputs of the model) used to measure the economic impacts are:

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

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements.



HOW IT WORKS



RELIABILITY OF THE DATA

For this study, Tourism Kelowna promoted the survey during the event by providing a QR code linking to an online version of the survey to participants and spectators, as well as having Spartan Race organizers distribute the survey post-event via email to all registered participants.

As a result of not having a member of the STC Economic Impact Team on the ground during the event, or being involved in the distribution of the survey to participants, STC is not able to validate the data records generated that underpins this analysis.

Additionally, based on the survey sample of **284** valid responses, the margin of error for results contained in this report is calculated at **+/-5.9%** at the 95% confidence level.



METHODOLOGY

The visitor statistics cited in this report were derived from an online survey that was conducted onsite and post-event. The survey was developed by STC specifically for this event and was administered onsite through the use of a QR code provided to allow respondents to complete at their leisure as well as via an email blast to all registered participants the weeks following the event.

A total of **284** valid responses were collected during this event.

The survey included a variety of questions for the attendees with regards to their age, place of residence, days attending, etc., while respondents from out-of-town were asked about their length of stay in the local area, the amount of money spent in various categories while in the area, as well as the importance of this event in their decision to travel to Kelowna.

THE EVENT



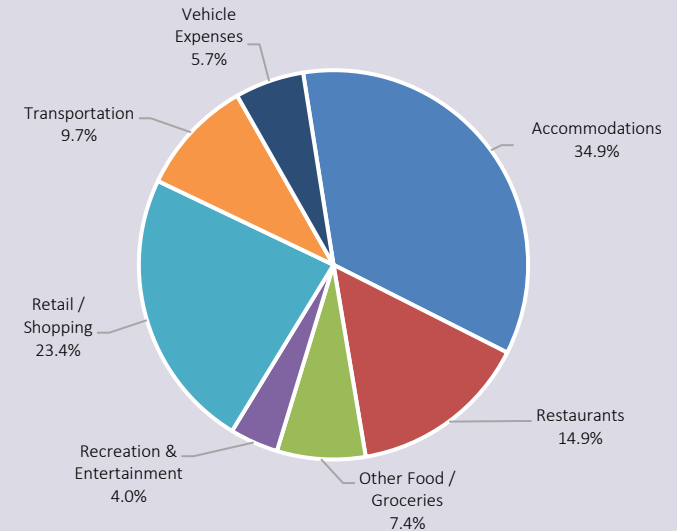
The toughest obstacle course racers in North America were crowned at Big White Mountain when, for the first time in the event's seven-year history, the North American Championship was held outside of the United States. The 2022 championship was held in Kelowna, British Columbia the weekend of August 27-28.

The Spartan Beast (21K, 30 obstacles) decided the men's and women's titles. Big White Ski Resort hosted the championship races, on Saturday, with elite athletes competing for a share of \$62,000 in total prize money.

ATTENDEE SPENDING

	Per Party	Overall
Accommodations	\$464.88	\$390,979
Restaurants	\$199.08	\$199,802
Other Food / Groceries	\$98.38	\$98,735
Recreation & Entertainment	\$54.23	\$54,424
Retail / Shopping	\$311.68	\$312,807
Transportation	\$128.34	\$128,809
Vehicle Expenses	\$76.30	\$84,892
Total	\$1,341.17	\$1,270,449

Aggregate attendee spending was just under **\$1.3 million**



* Attendee spending shown here is scaled by "importance of this event" on respondents reason for being in Kelowna (8/10 or 80%).

OPERATIONAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers totaled **\$402,500**.

Operational Expenses = \$402,500

These operational expenditures include, but are not limited to salaries & fees, marketing and advertising services, professional services, communication, food and beverage, accommodations, merchandise, travel, transportation, and storage.



THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators, media, and other people who visited Kelowna for the Spartan North American Championship Weekend, in combination with the expenditures made by the event organizers, totalled just under \$1.7 million, supporting just over \$2.4 million in overall economic activity in British Columbia, including just over \$2.2 million of economic activity in the Kelowna area.

These expenditures supported \$744,432 in wages and salaries in the province through the support of 16 jobs, of which 14.5 jobs and \$634,948 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the Spartan North American Championship Weekend was:

- \$1.5 million for Canada as a whole
- \$1.2 million for the province of British Columbia
- \$1.0 million for the city of Kelowna

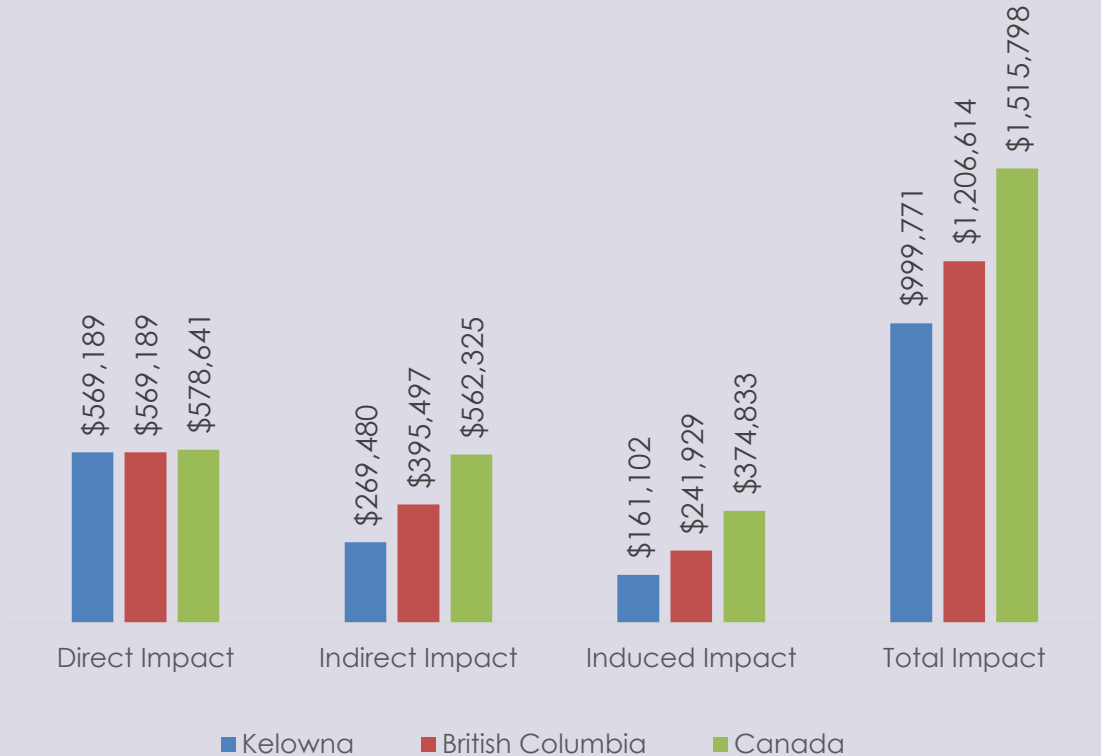
The 2022 Spartan North American Championship Weekend supported tax revenues totaling \$515,750 across Canada.

	Kelowna	British Columbia	Canada
Initial Expenditure	\$1,672,949	\$1,672,949	\$1,672,949
GDP	\$999,771	\$1,206,614	\$1,515,798
Wages & Salaries	\$634,948	\$744,432	\$914,065
Employment	14.5	16.0	18.6
Total Taxes	\$364,729	\$421,252	\$515,750
Federal	\$181,769	\$209,436	\$253,022
Provincial	\$147,034	\$175,823	\$217,245
Municipal	\$35,926	\$35,252	\$45,483
Industry Output	\$2,166,721	\$2,438,389	\$3,083,852

GROSS DOMESTIC PRODUCT

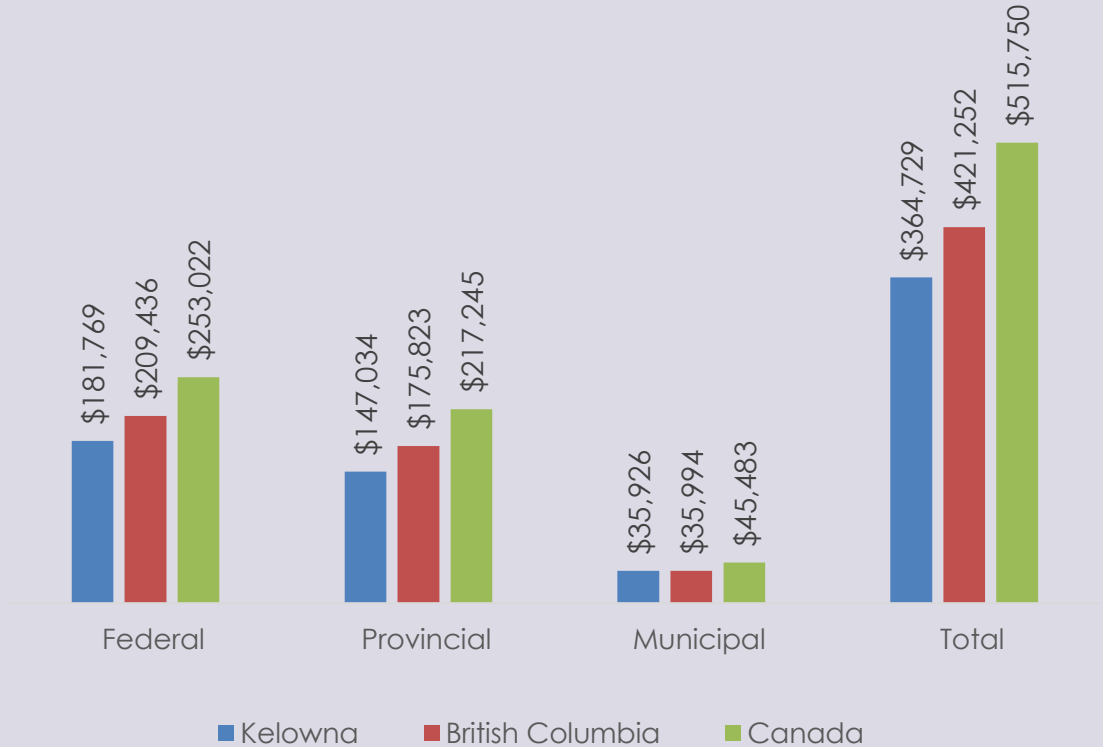
GDP (at basic prices)

Hosting the **Spartan North American Championship Weekend** in **Kelowna** contributed over **\$1.5 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The **Spartan North American Championship Weekend** hosted in **Kelowna** contributed just under **\$516,000** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



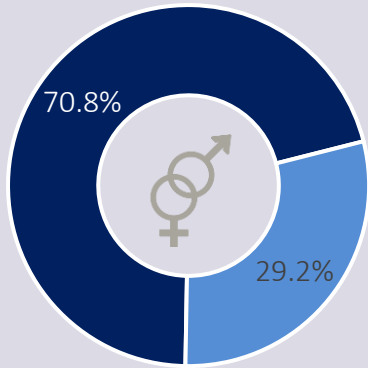
ADDITIONAL QUESTIONS

The following pages 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.



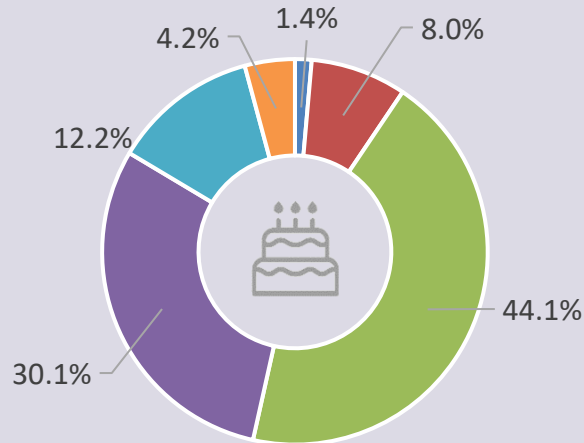
DEMOGRAPHICS

Gender



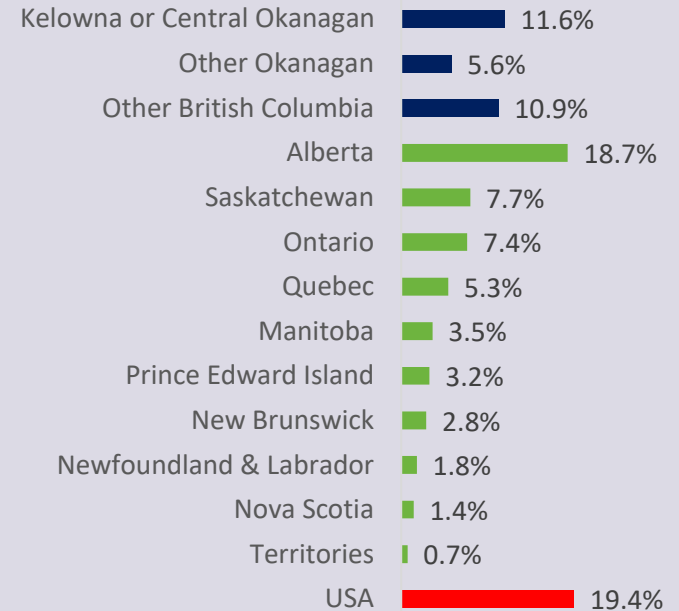
■ Man ■ Woman

Age Range



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

Place of Residence



ATTENDANCE CHARACTERISTICS

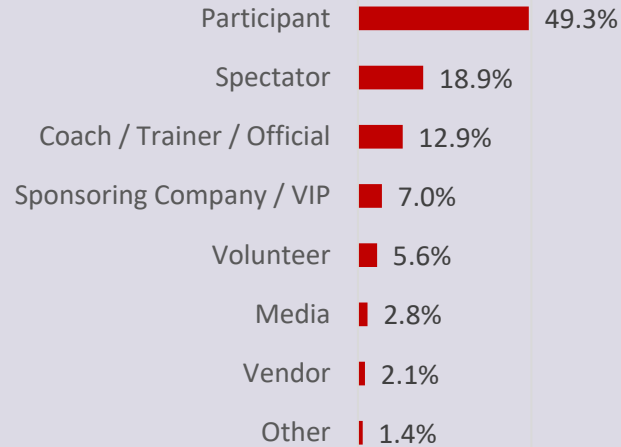
Days attending event

One Day – 64.2%
Both Days – 35.8%

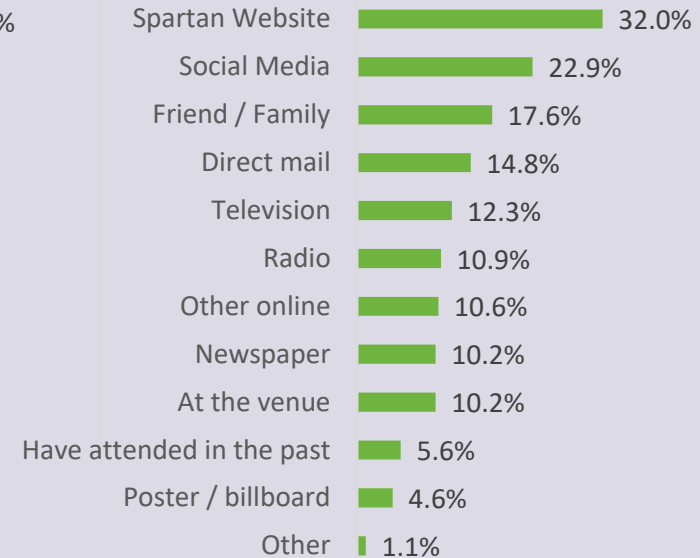


Average
supporters
accompanying
participants = 3.1

Role at Event



Learned about event



TRAVEL CHARACTERISTICS

84% of out-of-town attendees stayed overnight during their visit to Kelowna



Of those staying overnight...

- **37.4%** Used a short term rental
- **29.7%** Stayed in a hotel / motel
- **21.3%** Stayed with friends/family
- **5.8%** Camped
- **4.5%** Stayed in a Bed & Breakfast
- **1.3%** Made other arrangements

Average nights in Kelowna area* = **3.8**



Accommodations located in...

Big White – 48.4%
Kelowna – 43.2%
Other Okanagan – 8.4%



Average travel party size = **2.4** people

IMPORTANT

Overall, the importance of this event in influencing visitation to Kelowna was **8.0/10.**



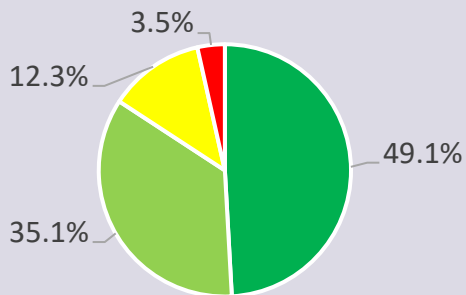
16% of out-of-town attendees made an average of **2.0** day trips to Kelowna

TOURISM KELOWNA

72.9% used event as a vacation and extended their stay

Activities participated in while in town

Likelihood of visiting Kelowna again



Very likely Somewhat likely
Somewhat unlikely Very unlikely



SUMMARY | BY THE NUMBERS

2022 Spartan North American Championship Weekend – Key Facts & Figures

\$1.7 million of initial expenditures	\$1.3 million of visitor spending	14.5 local jobs supported by the event	\$2.4 million overall economic activity in the province
2,417 out of town visitors* in Kelowna	\$634,948 of wages and salaries supported locally	\$1.2 million boost to provincial GDP	\$515,750 in taxes supported across Canada

* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount of initial expenditures 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.

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.

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). **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 presented by the aggregate of 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. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

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.

CONTACT INFORMATION

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

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If you would like to conduct another EI study using **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

