



# Economic Impact Assessment

## Events Nova Scotia – 2017 World Junior A Hockey Challenge

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*Photo credits: <https://www.hockeycanada.ca/en-ca/national-championships/men/world-junior-a/2017>*



# 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)
- Employment
- Taxes
- Industry Output
- Imports

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



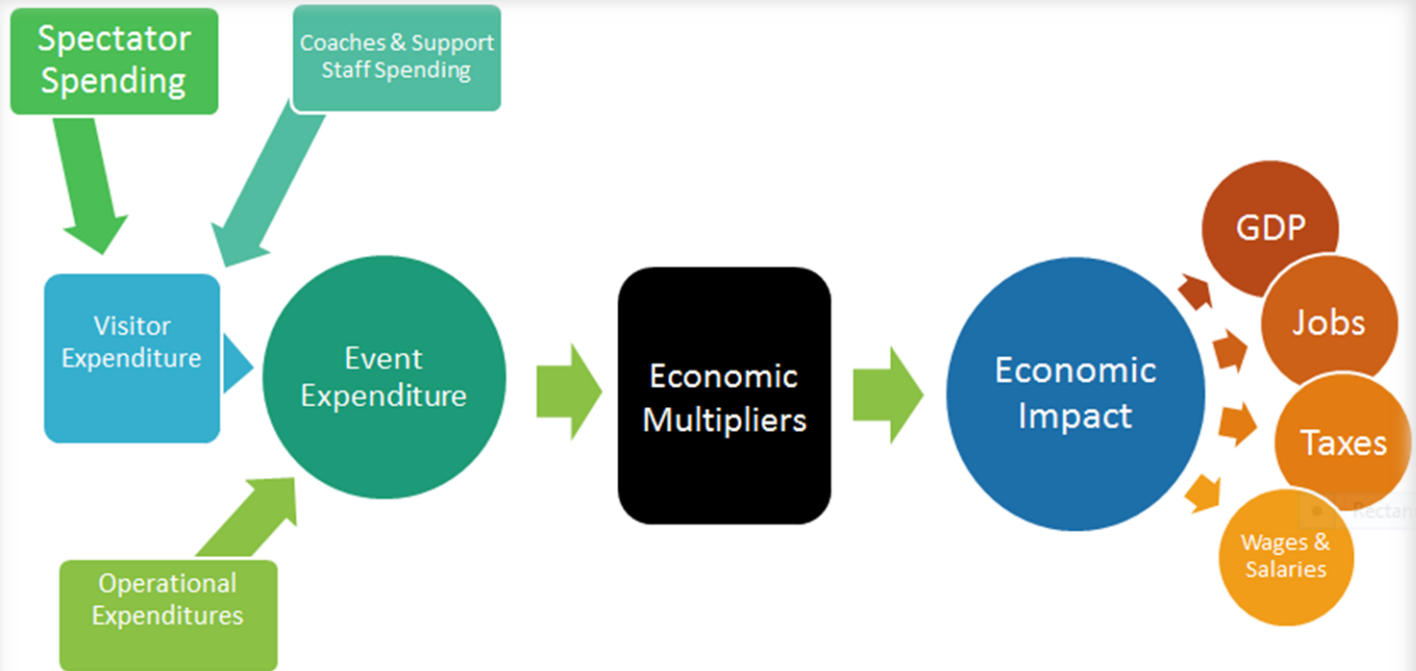
# RELIABILITY OF THE MODEL

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



The town of Truro in Nova Scotia played host to **Events Nova Scotia's 2017 World Junior A Hockey Challenge** which attracted 156 players and staff from Canada, the Czech Republic, Russia, Switzerland and the United States.

The week-long event ran between Sunday, December 10, 2017 and Saturday, December 16, 2017.

The **2017 World Junior A Hockey Challenge** drew the majority (85%) of its fans from the local area, including groups of students / minor hockey teams who watched the competition.

Organized by **Events Nova Scotia**, in partnership with Hockey Canada, and supported by a number of local sponsors, this event drew the world's best Junior A players to Truro's 2,500 seat capacity NHL-sized ice pad at the Rath Eastlink Community Centre.



# TEAM STATS



Team	GP	GF/GP	GA/GP	GF	GA	Diff
Canada East (CAN-E)	4	2.75	3.5	11	14	-3
Canada West (CAN-W)	5	3.4	2.4	17	12	5
Czech Republic (CZE)	4	3.5	2.75	14	11	3
Russia (RUS)	4	2.5	3	10	12	-2
Switzerland (SUI)	4	2	3.25	8	13	-5
United States (USA)	5	2.6	2.2	13	11	2

# 2017 CHAMPIONS



# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was developed by CSTA's economic impact consultant for this assignment and administered by volunteers hired by event organizers during the event. The CSTA provided training on data collection and virtual support to surveyors/event organizers during the event as needed.

The CSTA intercept survey was customized for the event. A total of **368** valid responses were collected through the survey.

The survey included questions for the participants, spectators and others attending the **2017 World Junior A Hockey Challenge** related to spending, motivation and the number of days they were in the area attending the event. Additional questions provided event organizers with experience-related information.

This survey data, together with event budgets, any capital costs, and organizer-provided spectator estimates and participant registration estimates were entered in the **steam pro<sup>2.0</sup>** economic impact model.

# VISITOR ORIGIN



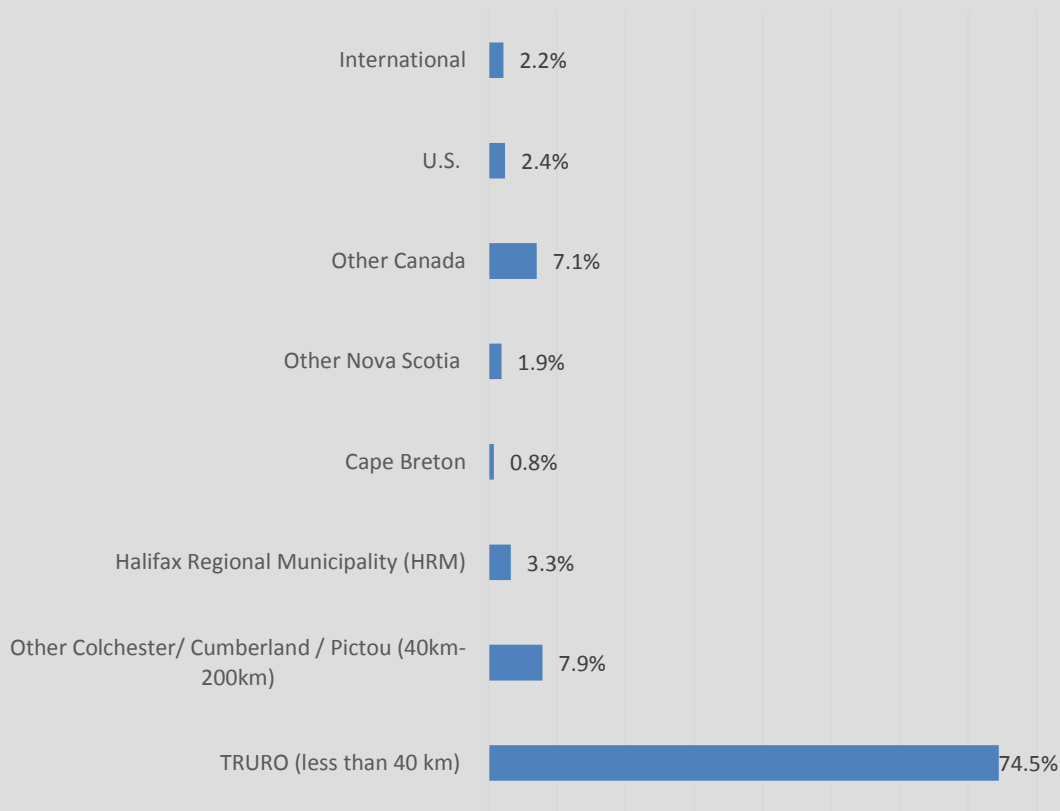
## Visitor Origin

Three-quarters (75%) of the **2017 World Junior A Hockey Challenge** attendees were from Truro. Other important groupings included:

- Other Colchester/ Cumberland / Pictou (40km-200km) 8%
- Halifax Regional Municipality 3%
- Cape Breton 1%
- Other Nova Scotia 2%
- Other Canada 7%
- U.S. 2%; and
- International 2%

86% of all those surveyed lived within a one-hour drive (one-way) of the event venue.

Where are you from? n=368



What is your role at the 2017 WORLD JUNIOR A CHALLENGE. Are you a:(Select all that apply) n=168

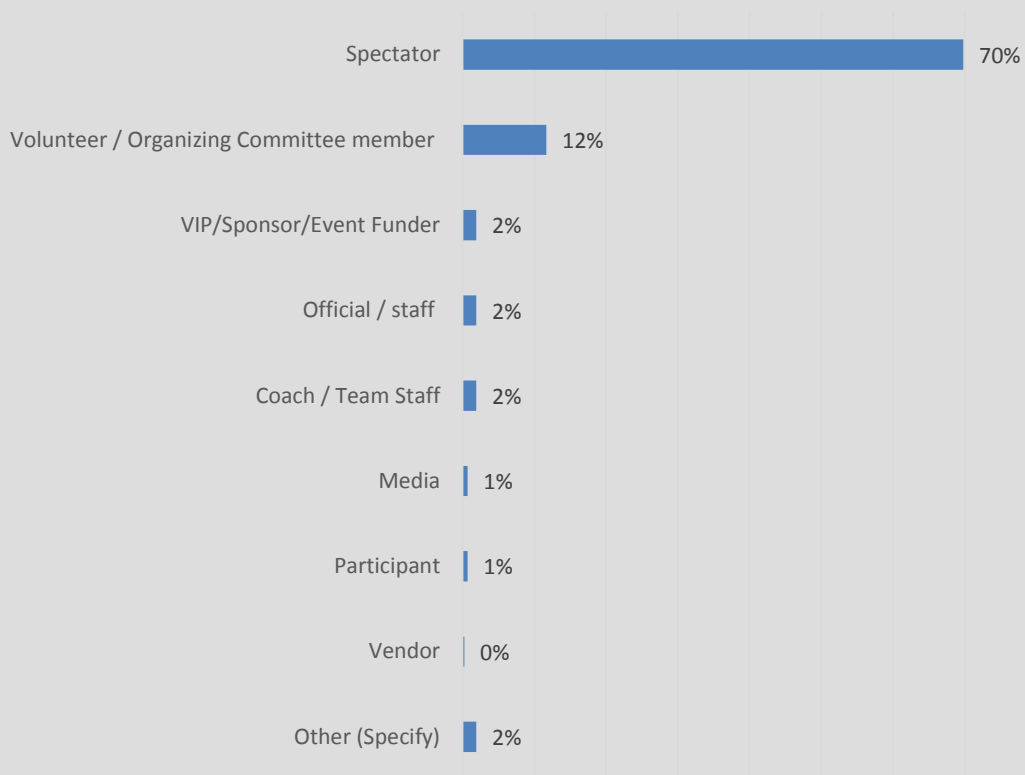
## Role at the Event

Seven in ten (70%) respondents identified their role at the **2017 World Junior A Hockey Challenge** as a spectator.

The next largest group was Volunteer / Organizing Committee member (12%), followed by VIPs (2%). Other groups included:

- Official / staff 2%
- Coach / team staff 2%
- Participant 1%
- Media 1%, and
- Other 2%.

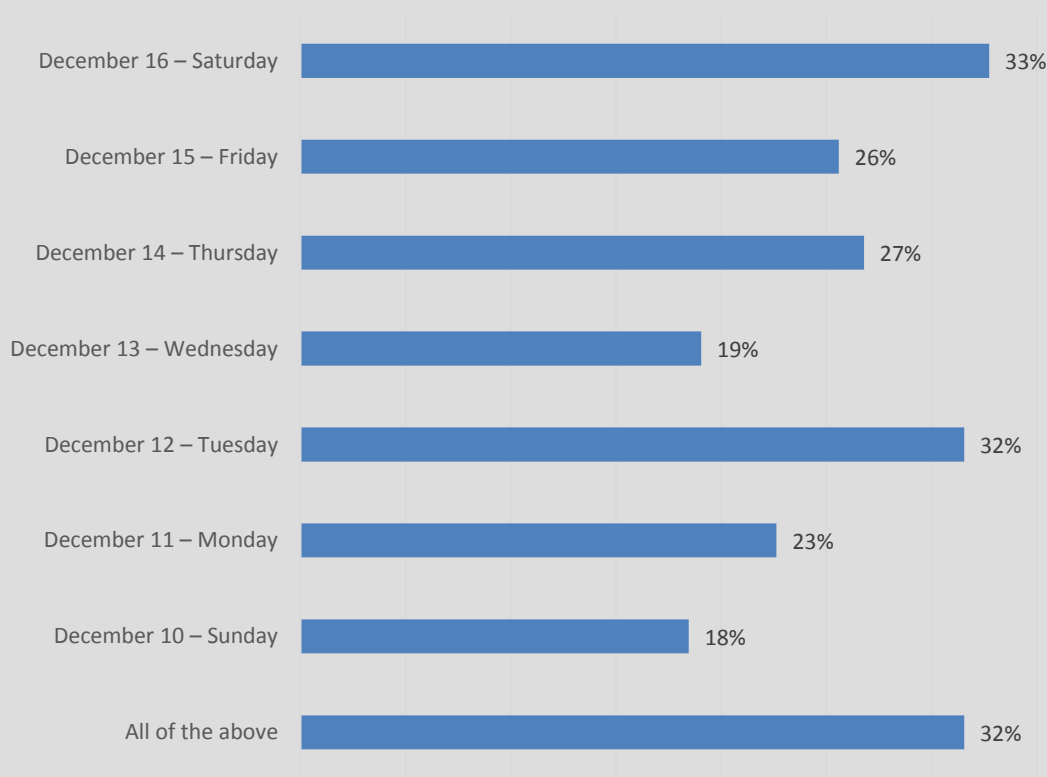
*Note: Surveyors selected potential survey participants through a randomized process.*



## Planned Daily Attendance

Daily attendance varied throughout the week, with the highest attendance on the final day of the event (December 16<sup>th</sup>) which attracted 65% of all respondents.

Which days of the 2017 WORLD JUNIOR A CHALLENGE will you be attending? (select all that apply) n=168

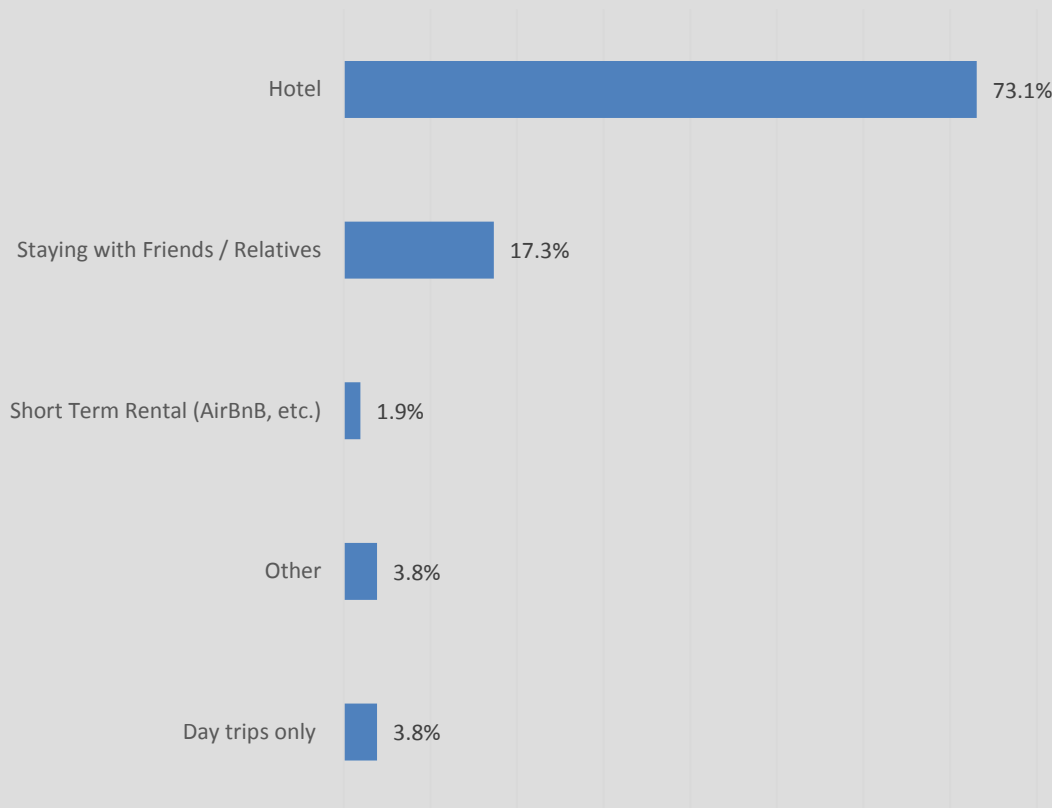


# Type of Accommodations

Almost three quarters of the overnight respondents stayed at a hotel.

Note that 14% of all survey respondents indicated they would be staying overnight, 86% said they were not staying over, and 1% indicated they were not sure they would be staying overnight (exceeds 100% due to rounding).

What kind of accommodation are you using? n=52

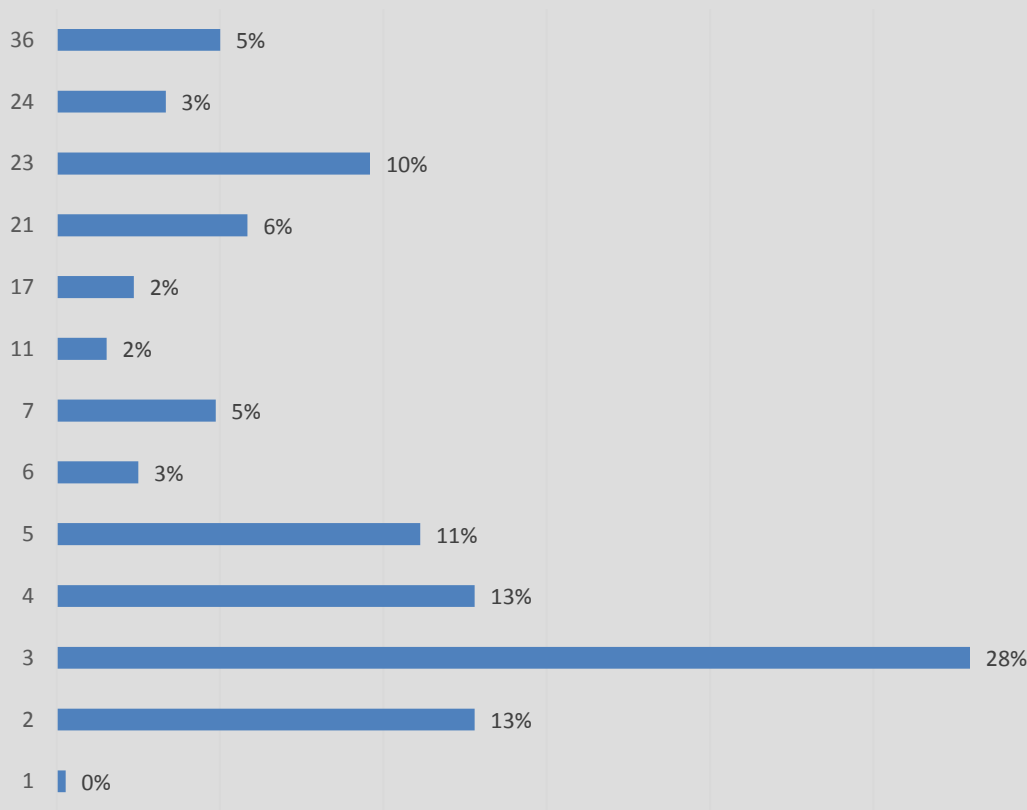


## Group Attending Today

Most commonly, individuals were part of a group of 3 or 4 people (for those that were not staying overnight). The average was 9 people per group for those parties who stayed overnight. This is impacted by a number of survey participants who were travelling with large parties. The overall average party size was 4.2 people.

The average hotel stay was 6.4 nights, with a high average of between 2 rooms and 3 rooms per party, with higher room counts associated with team members (players or staff) captured within the survey.

How many people are in your travel party with you today? n=171



How much have you / will you spend on... n=44

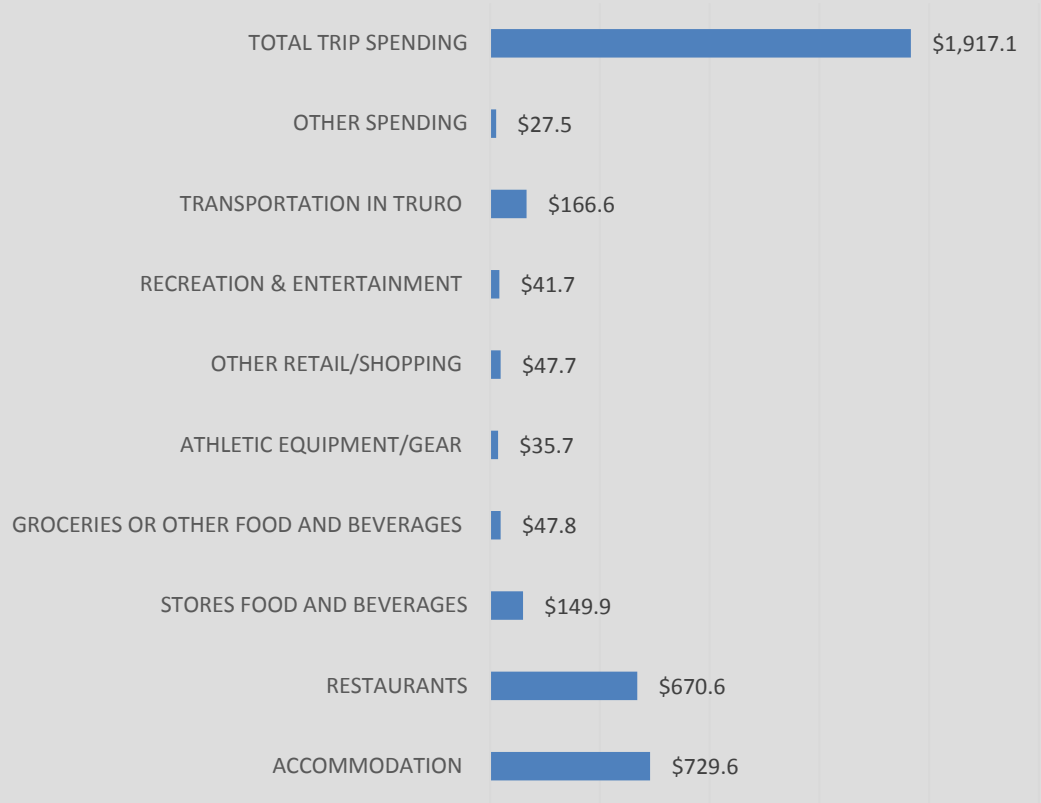
## Spending by Attendees

Accommodations and transportation attracted the highest level of visitor spending.

Average per party total spending for overnight visitors was \$1,917.

Total visitor spending is estimated at just over \$579,000 across a variety of spending categories.

*Note: Only 44 respondents provided spending-related information.*





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## Operational Spending

Event hosting expenditures amounted to almost \$472,000 on a variety of goods and services.

Recasting the budget to map to categories used in **steam pro<sup>2.0</sup>**, the largest category was team expenses (\$330,419), followed by administration expenses (\$59,000).



Category	Amount
Team Expenses	\$330,419
Operational Expenses	\$55,510
Administration Expenses	\$59,166
Marketing/Promotions	\$27,320
<b>TOTAL DIRECT EXPENSES</b>	<b>\$472,416</b>

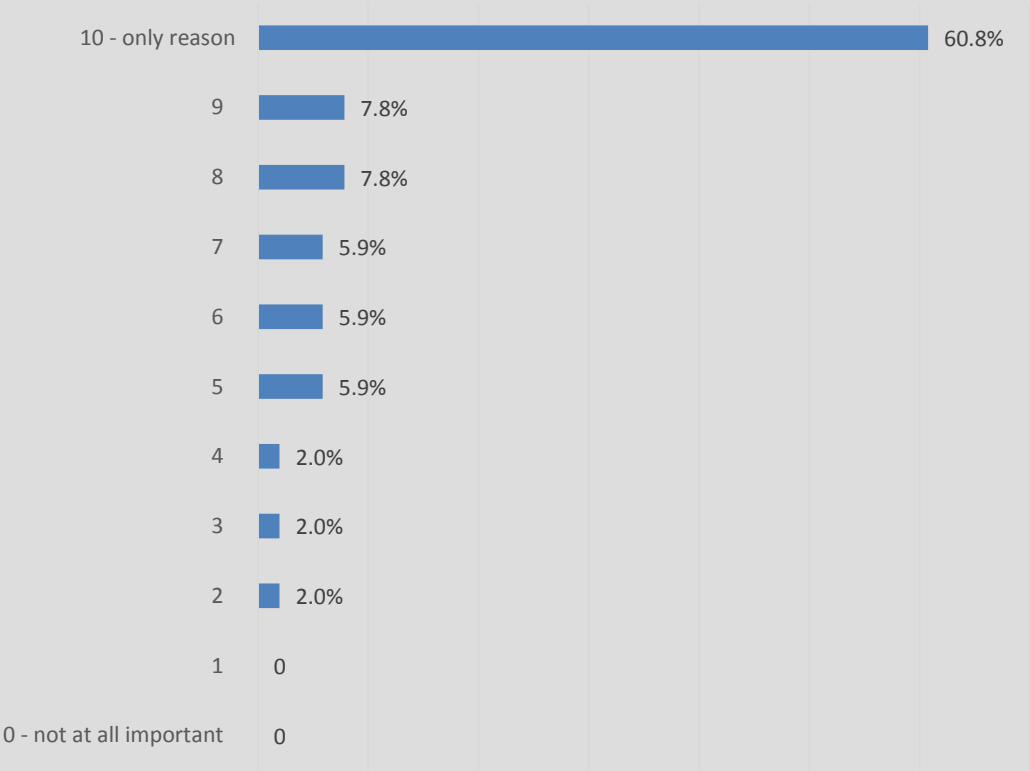
# Trip Motivation

The 2017 World Junior A Hockey Challenge was the single reason for six in ten (61%) of the non-local attendees to travel to Truro.

This was calculated based on a scale of 0 to 10, where 10 indicated the **2017 World Junior A Hockey Challenge** was ‘the only reason for traveling to Truro’, and 0 indicated that the event was not at all a factor. These weightings are used to adjust the total spending on the basis of what share of spending the visitor attributes to the event.

On average, the **2017 World Junior A Hockey Challenge** was 86% of the reason visitors stayed in Truro. Therefore, \$501,000 of the direct visitor spending is attributed to the event.

How important is the 2017 WORLD JUNIOR A CHALLENGE in your decision to come to NOVA SCOTIA? n=51



# THE ECONOMIC IMPACT RESULTS

The combined spending of out-of-town athletes, family members, spectators and other visitors to the **Events Nova Scotia – 2017 World Junior A Hockey Challenge**, in combination with the expenditures made by event organizers, **totaled \$1.1 million in direct spending**. This, in turn supported **\$1.5 million** in total spending (total Industry Output) in the Truro region, and just over **\$1.9 million** Canada-wide.

These expenditures supported **\$487,333** in wages and salaries in Nova Scotia through the equivalent of **12** full-year jobs. Of these, **11** jobs, and the majority of the household income (**\$414,901**) stayed in the Truro area. Canada-wide, the event supported **13** full-year jobs.

The total net economic activity (total spending or total output) generated by the **2017 World Junior A Hockey Challenge** was:

- \$1.9 million for Canada as a whole
- \$1.7 million for the province of Nova Scotia; including
- \$1.5 million for Truro.

The event supported tax revenues totaling just under **\$291,000** across Canada. The event supported federal government tax revenues of **\$86,704**, contributed **\$126,900** in taxes for the Province of Nova Scotia, and **\$18,200** in local taxes.



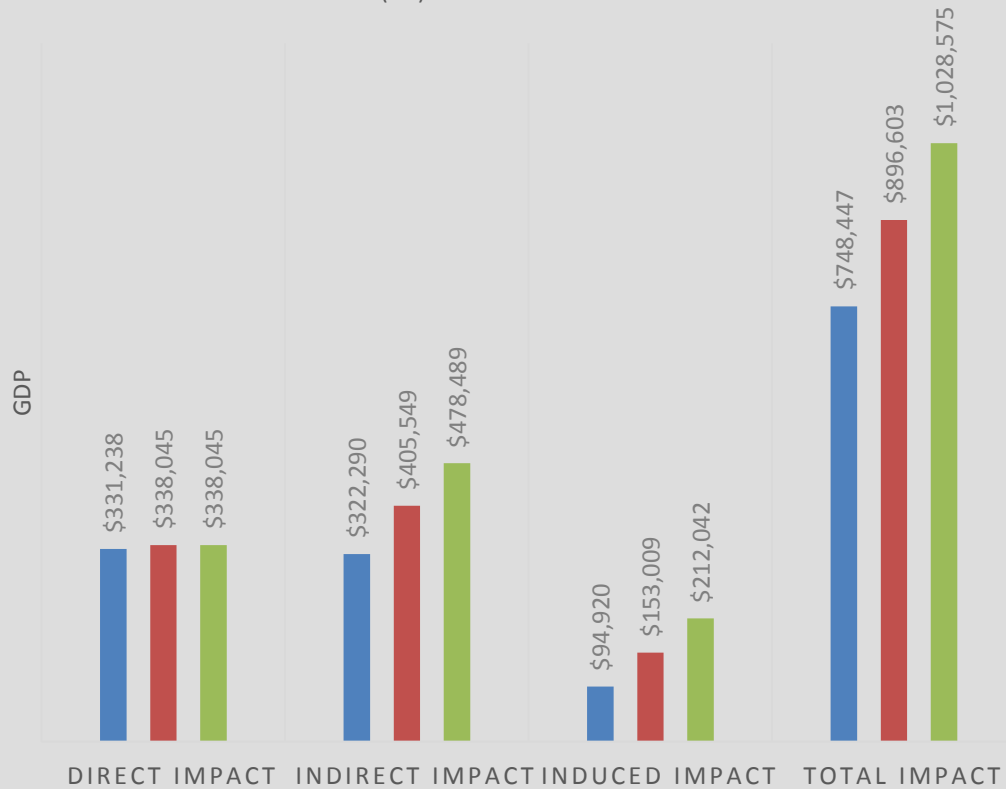
## GROSS DOMESTIC PRODUCT (AT BASIC PRICES)

■ Truro (CA) ■ Nova Scotia ■ Canada

### GDP

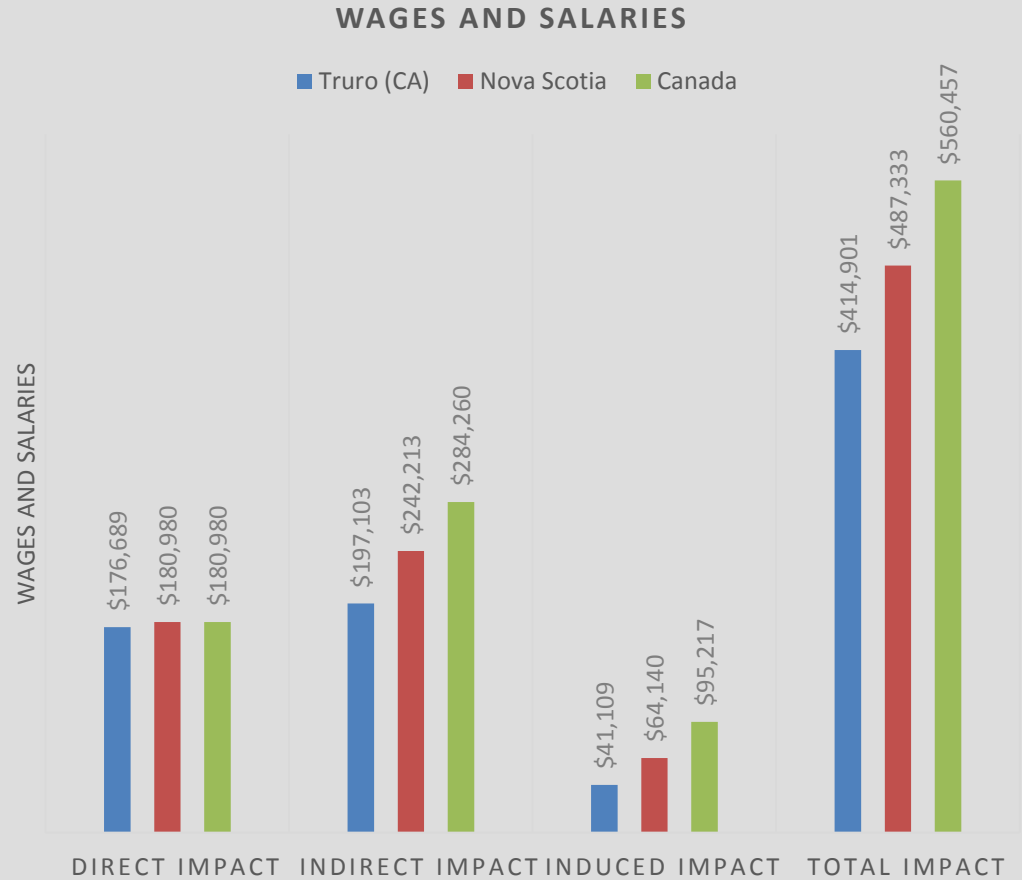
The 2017 World Junior A Hockey Challenge contributed \$1,028,575 in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$748,447 (73%) accrued in the Truro area, while 87% of the total GDP impact remained within Nova Scotia.



## Household Income

The Events Nova Scotia – 2017 World Junior A Hockey Challenge supported **\$560,457** in Canada-wide wages and salaries (household income) through direct and spin-off impacts, with just under **\$415,000** earned by workers within the Truro area and **\$72,000** in additional wages and salaries earned by workers in other parts of NOVA SCOTIA.



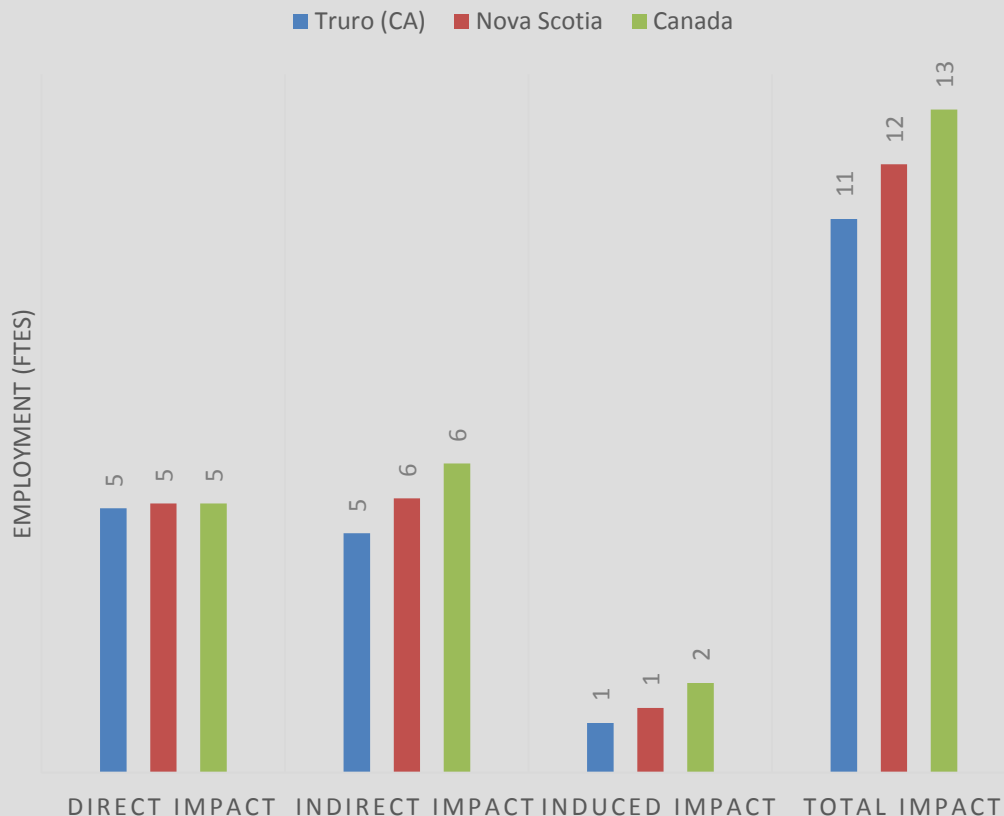
## Employment

The Events Nova Scotia – 2017 World Junior A Hockey Challenge supported 13 full-time equivalent positions (FTEs\*) across Canada, through direct and spin-off impacts.

Eleven (11) of these FTEs were supported in Truro, while the event supported 1 more FTE position in the rest of NOVA SCOTIA.

*\*A FTE, or full-time equivalent position equates to a 2,000 hour (year-long) position.*

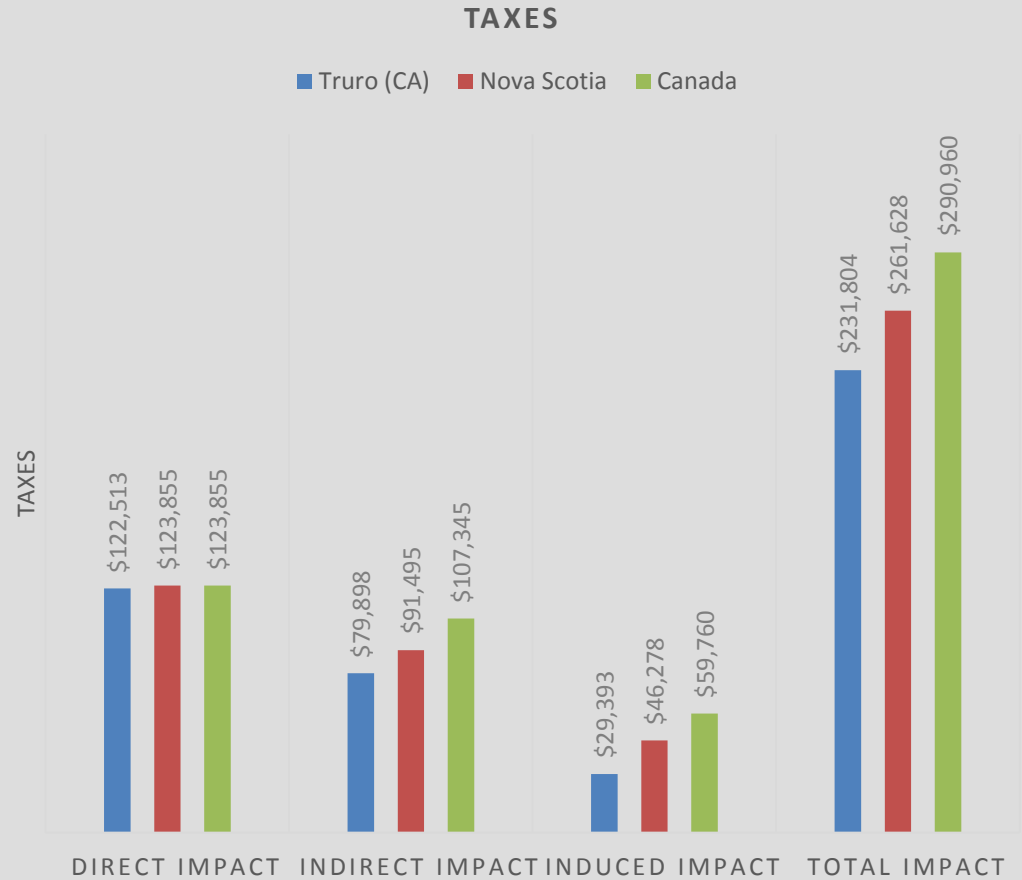
### EMPLOYMENT (FULL-YEAR JOBS)



## Taxes

The Events Nova Scotia – 2017 World Junior A Hockey Challenge contributed \$291,000 in federal, provincial, and local taxes, through direct and spin-off effects throughout Canada.

Event supported taxation in Truro amounted to just over \$231,800, while taxes contributed throughout the rest of NOVA SCOTIA amounted to roughly \$30,000.



# SUMMARY | BY THE NUMBERS

Direct Spending	Total Employment	Total Wages & Salaries
\$1,118,184	13	\$560,457
Total Spending (Sales)	Total GDP	Total Taxes
\$1,949,088	\$1,028,575	\$290,960

*Financial information is presented rounded to \$1,000*

## ADDITIONAL QUESTIONS

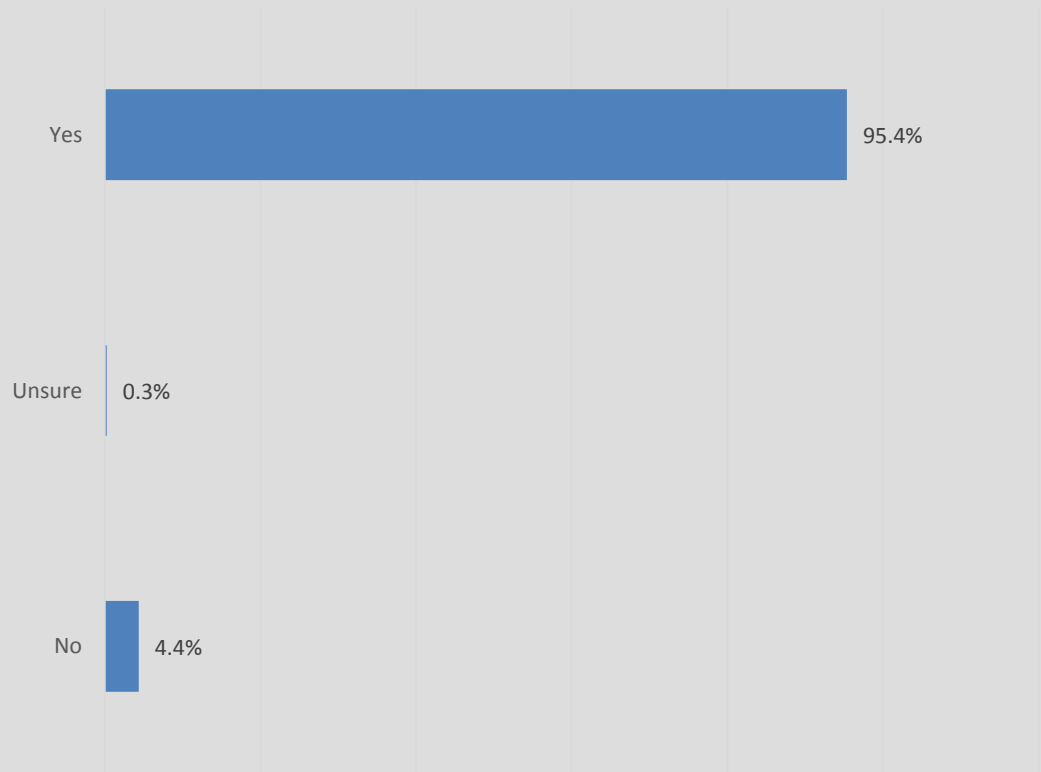
The following slides summarize questions that were included in the survey, but were unrelated to the economic analysis.



Were you aware that the 2017 WORLD JUNIOR A CHALLENGE was taking place in TRURO before you left home? n=336

## Aware of WJAC

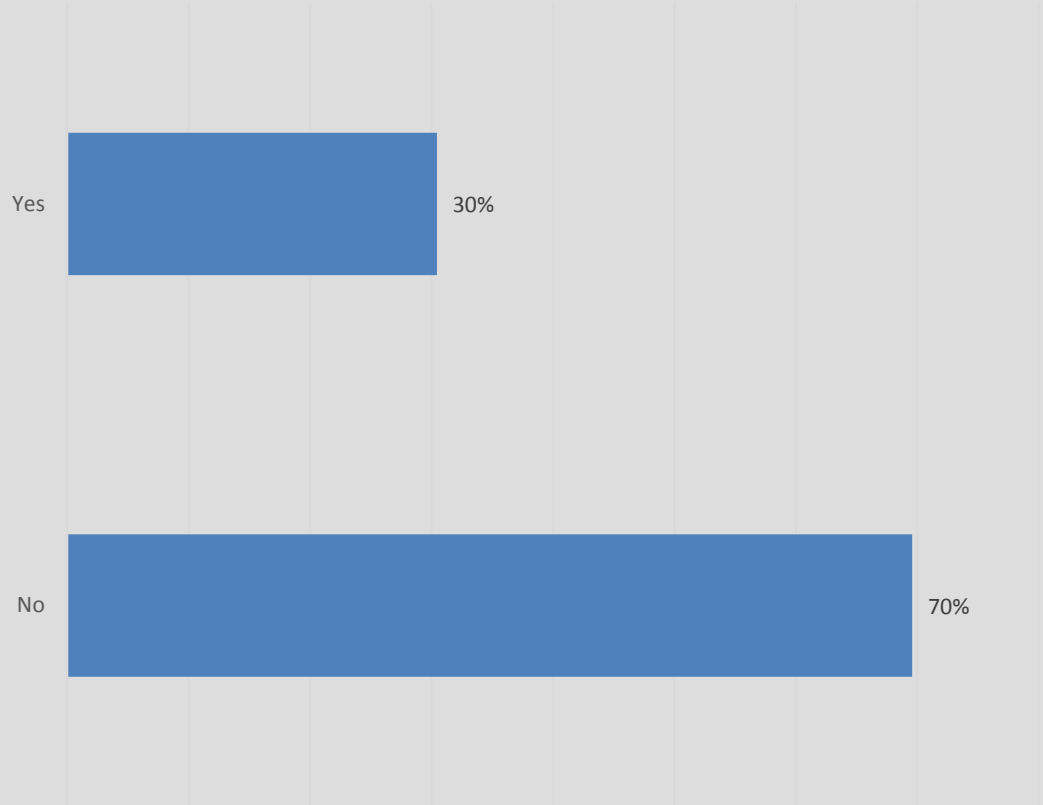
The vast majority of visitors (95%) were aware that the **2017 World Junior A Hockey Challenge** was taking place in Truro before they left home.



Is this your first visit to Nova Scotia? n=46

## First Time Visitors to NS

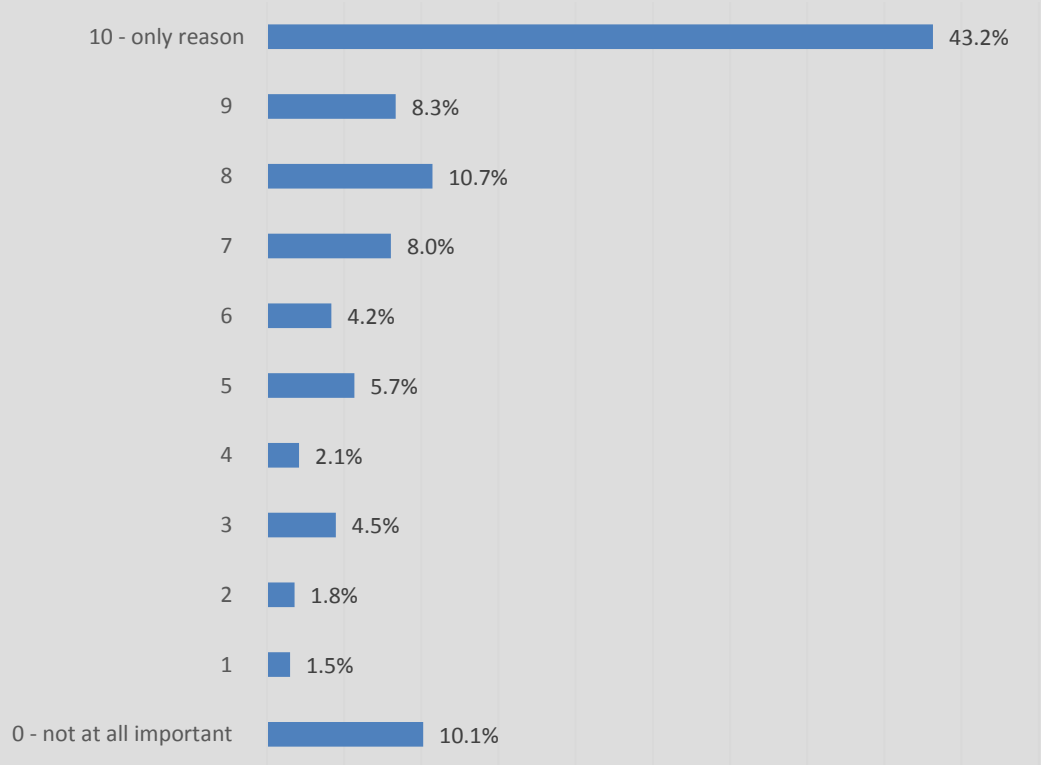
Among non-residents, 30% indicated their attendance at the **2017 World Junior A Hockey Challenge** was also their first visit to Nova Scotia.



## Importance

On average, attending the **2017 WORLD JUNIOR A CHALLENGE** was 72% of the reason why visitors came to Truro.

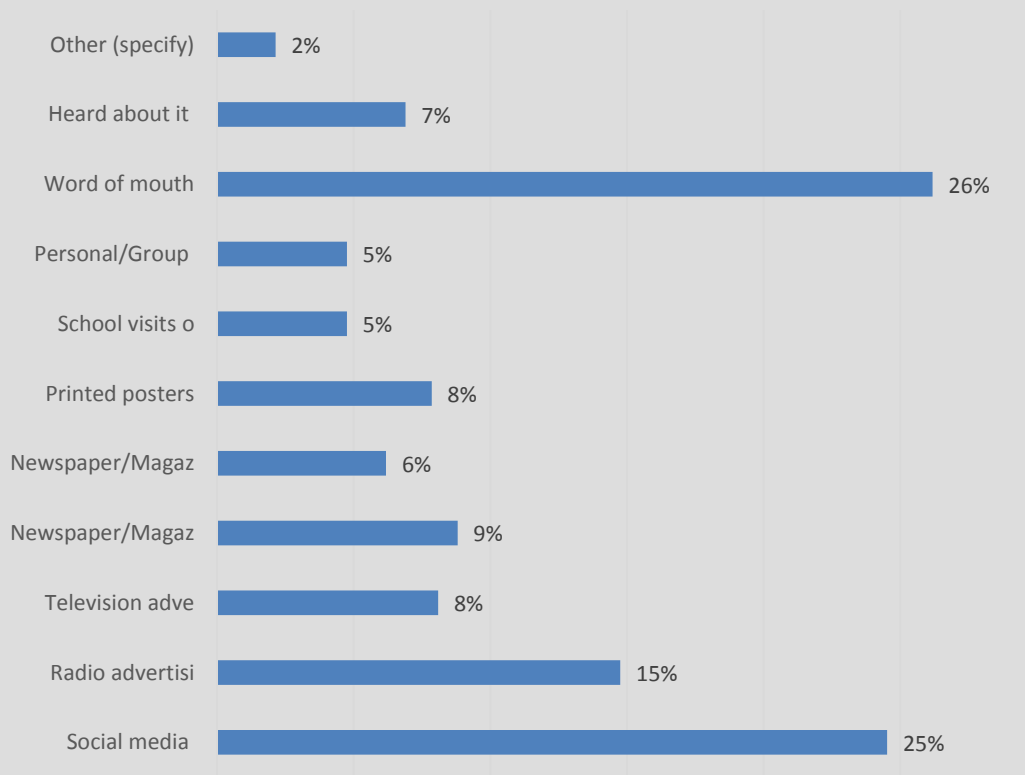
How important is the 2017 WORLD JUNIOR A CHALLENGE in your decision to come to TRURO? n=336



## Learning about the Event

For 26% of attendees, word of mouth was the most often cited channel through which they learned of the event. This was followed closely by social media (25%).

How did you hear about the 2017 WORLD JUNIOR A CHALLENGE?  
(Select all that apply) n= 420

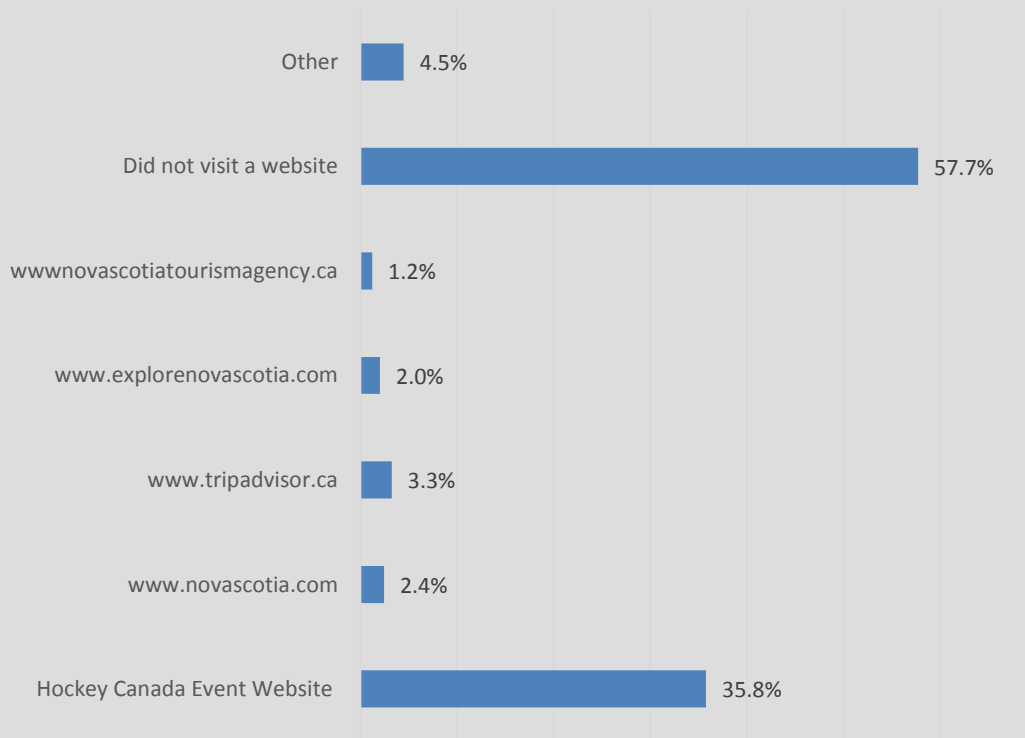


## Web-based Research

Although the majority said they did not visit a website to research the event(57.7%), the balance were more likely to have visited the Hockey Canada Event Website (35.8%). Other sites included:

- [www.novascotia.com](http://www.novascotia.com) (2.4%)
- [www.tripadvisor.ca](http://www.tripadvisor.ca) (3.3%)
- [www.explorenovascotia.com](http://www.explorenovascotia.com) (2.0%)
- [www.novascotiatourismagency.ca](http://www.novascotiatourismagency.ca) (1.2%)
- Other (4.5%)

Did you visit any websites to collect information before you came to Nova Scotia? If so, which ones? (Select all that apply; surveyor please read list) n= 246

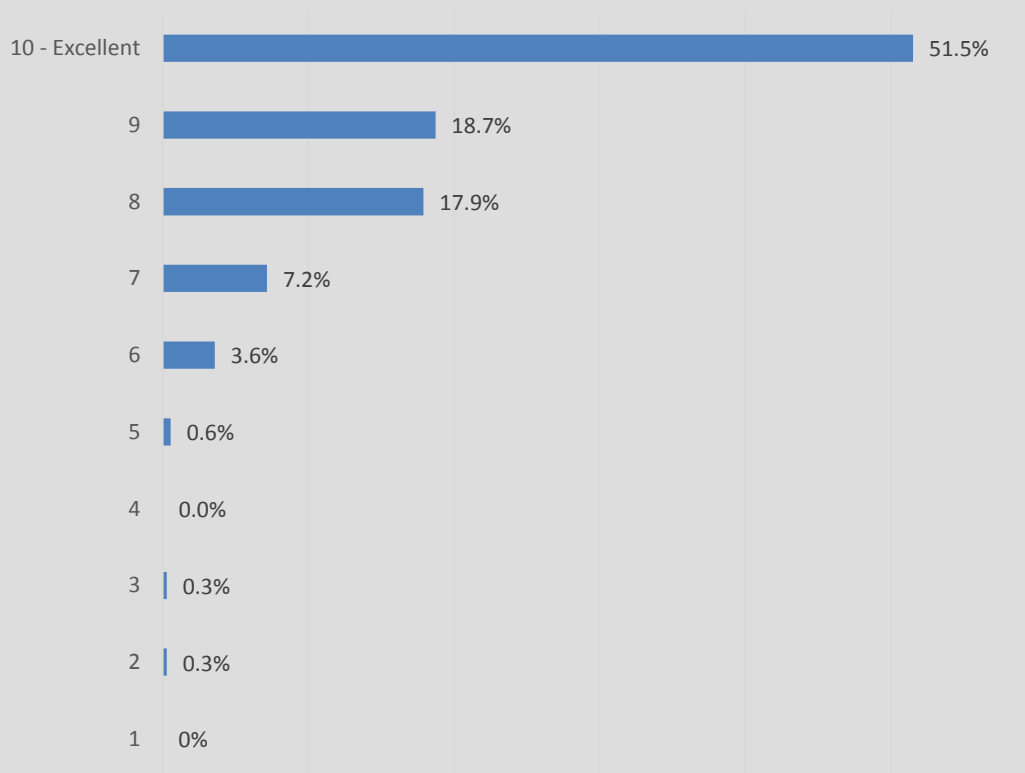


## Overall Experience

In terms of the respondents' overall experience, the event was highly successful.

The average rating was over 90%, while 52% of the visitors gave the event a 10 out of 10.

On a scale of 1 to 10, please rate your overall experience at the 2017  
WORLD JUNIOR A CHALLENGE so far? Experience Rating n= 363

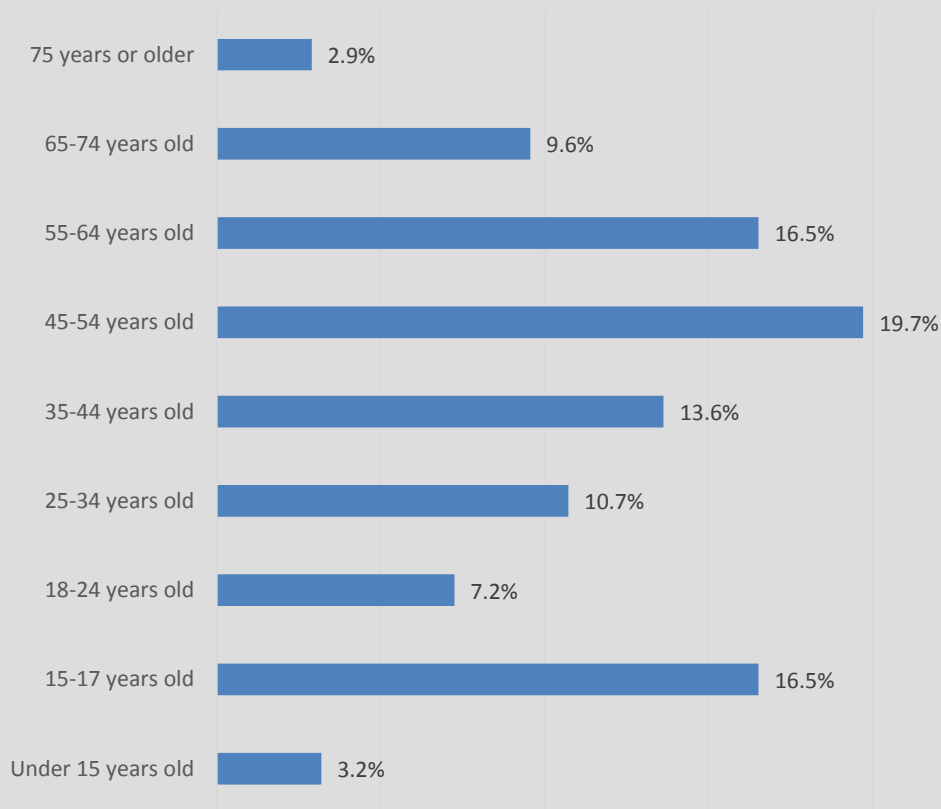


## Age Range

Age distributions among survey participants are provided below:

- Under 15 years old 3.2%
- 15-17 years old 16.5%
- 18-24 years old 7.2%
- 25-34 years old 10.7%
- 35-44 years old 13.6%
- 45-54 years old 19.7%
- 55-64 years old 16.5%
- 65-74 years old 9.6%
- 75 years or older 2.9%

What is your age range? n= 143



# QUESTIONS?

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

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

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

