



ECONOMIC IMPACT ASSESSMENT

Celtic Colours International Festival 2018

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WHAT IS EIA?

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:

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

An EI study calculates the amount of new spending in the host community as a direct result of hosting the event, and the impact of this spending on the regional, provincial and national economy as a whole.



CSTA'S TOOL – FEST PRO

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

Our economic impact services empower event organizers of festivals, fairs, exhibitions, etc. and cities who host these types of events to accurately assess the economic impact resulting from hosting a specific non-sport event in a specific location in Canada.

Developed in 2019, **fest pro** is the sister model of CSTA's **steam pro^{2.0}** tool that is used to measure economic impact of sport events in a specific location in Canada. CSTA uses **fest pro** specifically for EI studies on non-sport events.



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 **fest pro** model 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 in Canada.

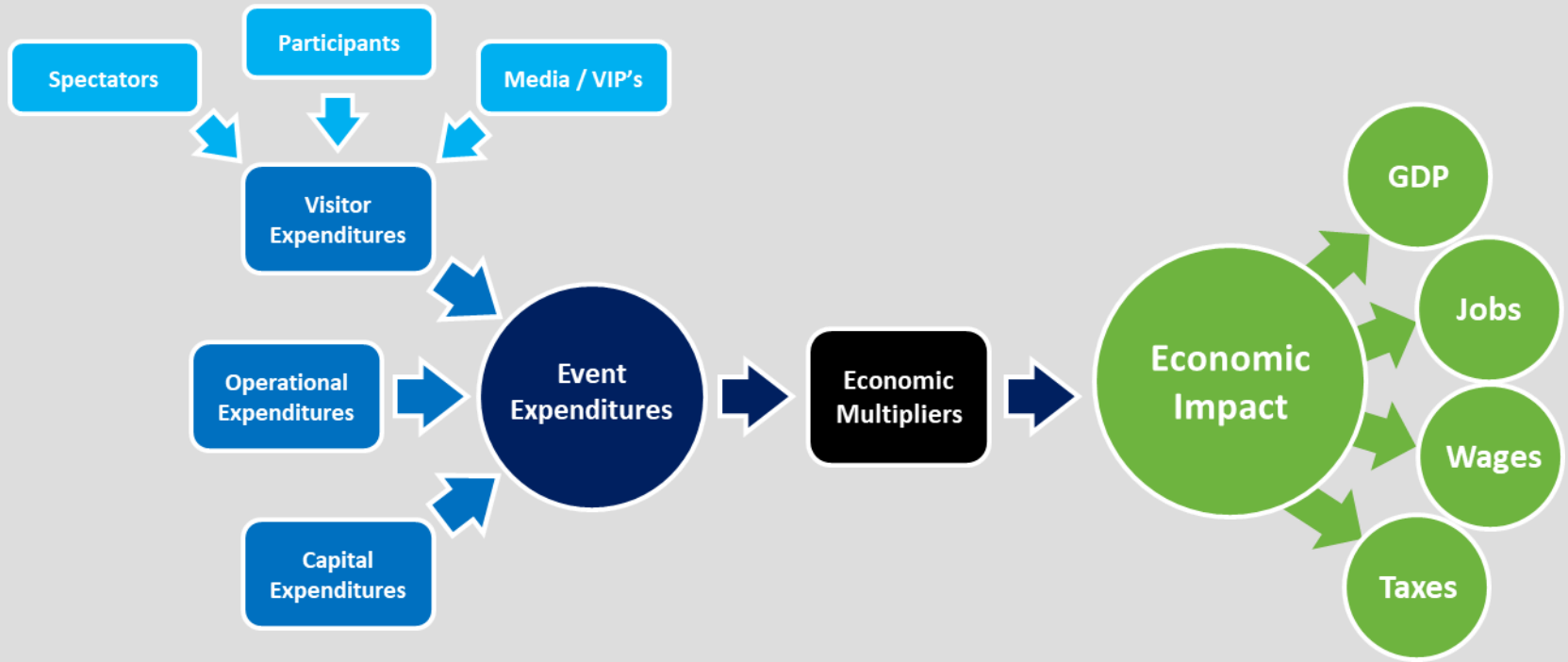
The findings in this report make use of the most current and most detailed input-output tables and multipliers available from **Statistics Canada** and leverages the credibility and robustness of sector specific tax data available from **Statistics Canada's Government Revenues Attributable to Tourism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

The CSTA collaborates with **The Conference Board of Canada** annually to ensure the **fest pro** model is calibrated to provide the most accurate and current results in the industry.



fest pro is powered by the Canadian Sport Tourism Alliance®

HOW IT WORKS



Celtic COLOURS

INTERNATIONAL FESTIVAL





Celtic COLOURS

INTERNATIONAL FESTIVAL

Celtic Colours International Festival is a unique celebration of Cape Breton Island's living traditional culture. The annual festival takes place over nine days each October and features hundreds of events and activities taking place in communities across the Island.

Organized by the Celtic Colours Festival Society, their mission is "To promote, celebrate and develop Cape Breton's living Celtic culture and hospitality by producing an international festival during the fall colours that builds relationships across Cape Breton Island and beyond."

THE METHODOLOGY

The visitor statistics and spending data cited in this report were provided by the Celtic Colours Festival Society based on a survey conducted for the Society in 2018.

CSTA reviewed the survey and determined that it provided sufficient information to apply the **fest pro** model.

As a result of not having a member of the CSTA Economic Impact Team involved in the data collection aspect of the project, the CSTA is not able to validate the data records that were generated that underpins this analysis.

A total of **1,211 valid responses** were collected for the Celtic Colours Festival Society and provided to the CSTA for its independent assessment of the data.



VISITOR SPENDING

Category of Spending	Per Party	Total
On-site food and beverages	\$55	\$206,171
Admission to Celtic Colours event (including tickets purchased in advance)	\$184	\$694,391
Gasoline/vehicle maintenance	\$170	\$644,168
Vehicle rental	\$180	\$680,323
Other transportation spending	\$161	\$607,142
Groceries	\$58	\$218,448
Liquor/beverages	\$44	\$167,590
Food & beverages at restaurants/pubs	\$231	\$874,086
Clothing	\$34	\$129,915
Other shopping	\$58	\$220,392
Lodging/Accommodations (including camping fees)	\$489	\$1,849,982
Other recreation/entertainment/attractions (excluding this event)	\$51	\$191,696
All other spending	\$33	\$125,692
Total Spending	\$1,749	\$6,609,995

Visitor spending directly attributable to this event was **\$6.6 million**.



Visitors were asked about the importance of the Celtic Colours International Festival 2018 in their decision to travel to Cape Breton. The results show that this event was the main driver for 88% of respondents and indicated an average importance of 8.8/10.

Note: Spending is weighted by importance.

OPERATIONAL & CAPITAL EXPENDITURES

Event organizers spent **\$1.87 million** on goods and services to host the Celtic Colours International Festival 2018.

Operational & Capital Expenditures	
Salaries, Fees and Commissions	\$761,655
Advertising Services	\$339,114
Professional Services	\$150,355
Insurance	\$14,155
Rent	\$193,218
Other Services	\$49,227
Communication	\$15,105
Office Supplies	\$23,147
Food and Beverages	\$21,815
Accommodation	\$47,345
Merchandise and Retail	\$76,706
Personal Travel	\$57,584
Transportation and Storage	\$124,877
Total Operational Expense	\$1,874,305



THE EI RESULTS

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Cape Breton for the **Celtic Colours International Festival 2018**, in combination with expenditures by event organizers totaled \$8.6 million, supporting \$12.6 million in economic activity (industry output) in Nova Scotia, including \$11.2 million in Cape Breton.

These expenditures supported \$4.1 million in wages and salaries in the province, including \$3.5 million in Cape Breton. The total net economic activity (GDP) generated by the Celtic Colours International Festival 2018 was:

- \$7.9 million for Canada as a whole
- \$6.5 million for the Province of Nova Scotia; and
- \$5.7 million for Cape Breton.

The Celtic Colours International Festival 2018 supported tax revenues totaling \$2.7 million across Canada.

	Cape Breton	Nova Scotia	Canada
Initial Expenditure	\$8,586,732	\$8,586,732	\$8,586,732
GDP	\$5,370,667	\$6,521,853	\$7,926,528
Wages & Salaries	\$3,510,197	\$4,109,944	\$4,878,787
Employment	81	90	101
Total Taxes	\$2,116,890	\$2,404,247	\$2,724,564
<i>Federal</i>	\$794,456	\$904,059	\$1,036,922
<i>Provincial</i>	\$1,174,916	\$1,316,278	\$1,464,158
<i>Municipal</i>	\$147,517	\$183,910	\$223,485
Industry Output	\$11,211,608	\$12,639,414	\$15,481,716



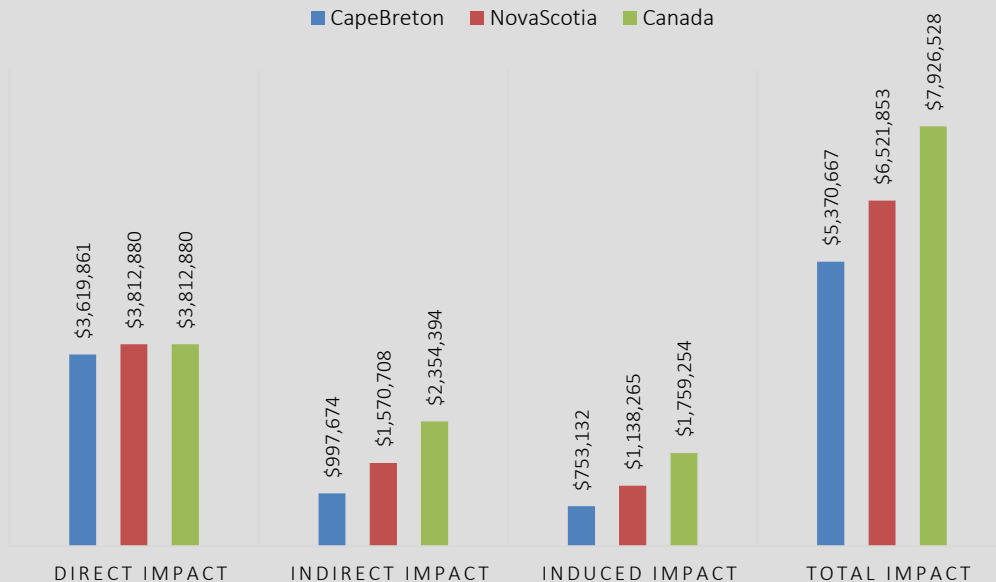
GROSS DOMESTIC PRODUCT

The **Celtic Colours International Festival 2018** contributed \$7.9 million in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$5.4 million (68%) accrued in the Cape Breton area, while 82% of the total GDP impact remained in Nova Scotia.

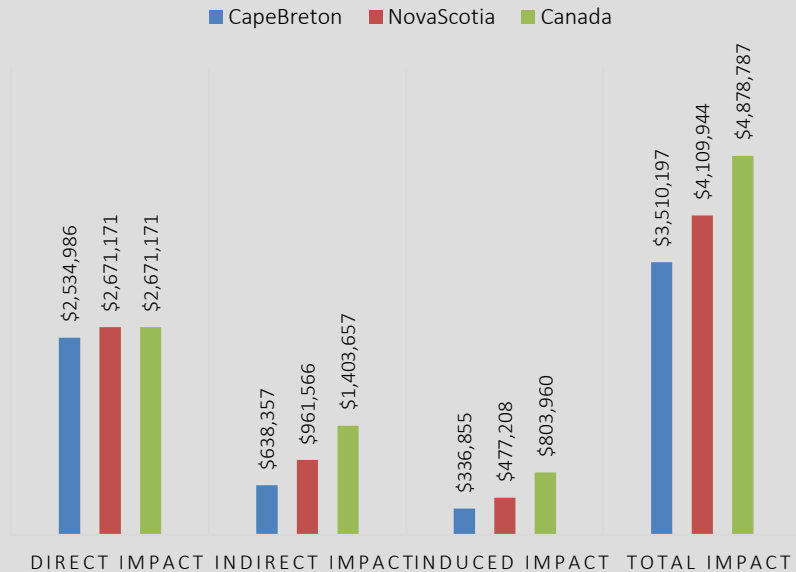
Note: GDP is reported at basic prices.

GROSS DOMESTIC PRODUCT (AT BASIC PRICES)

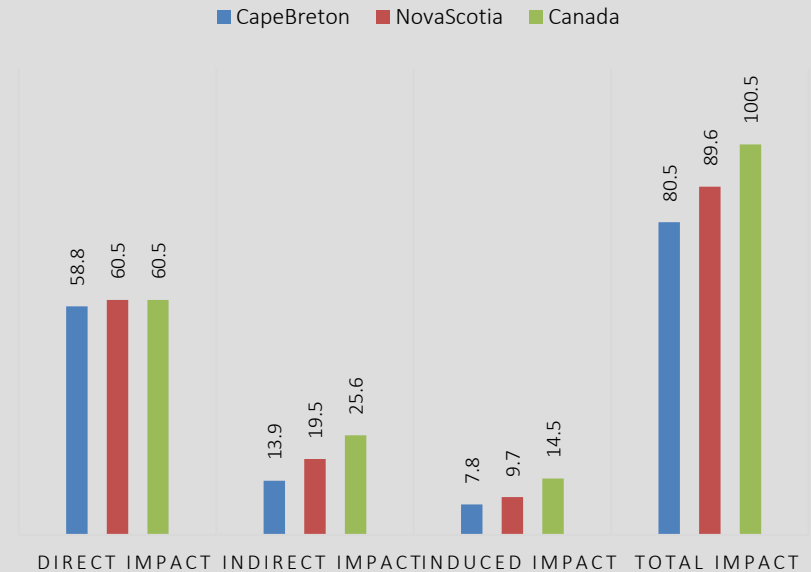


Wages and Employment Impacts

WAGES AND SALARIES



EMPLOYMENT (FULL-YEAR JOBS)

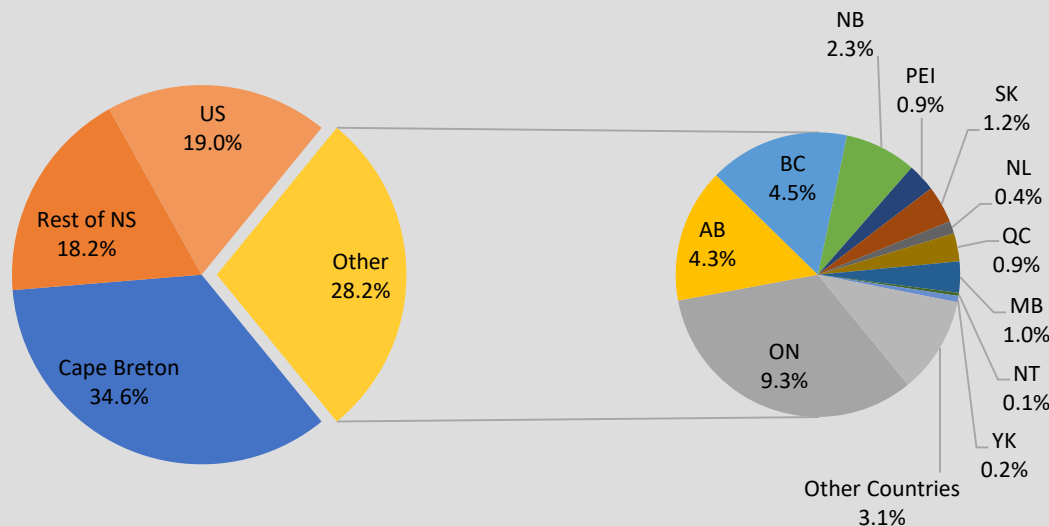
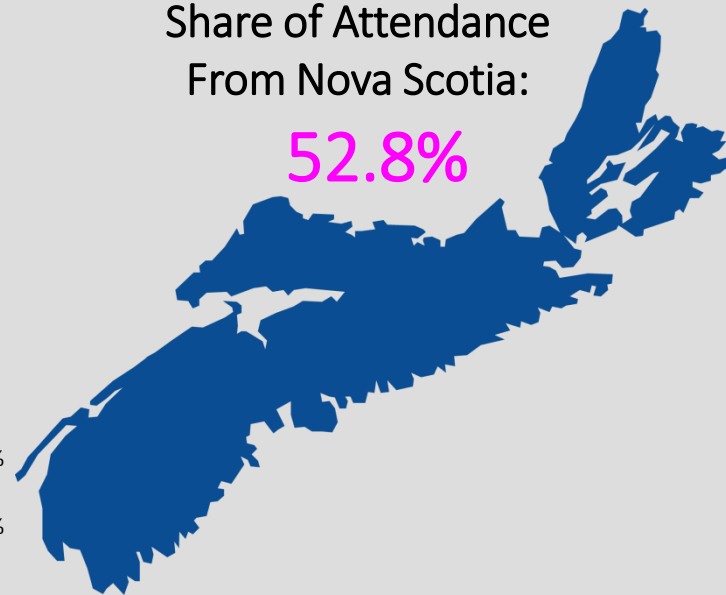


PLACE OF RESIDENCE

Where do you live?

Share of Attendance
From Nova Scotia:

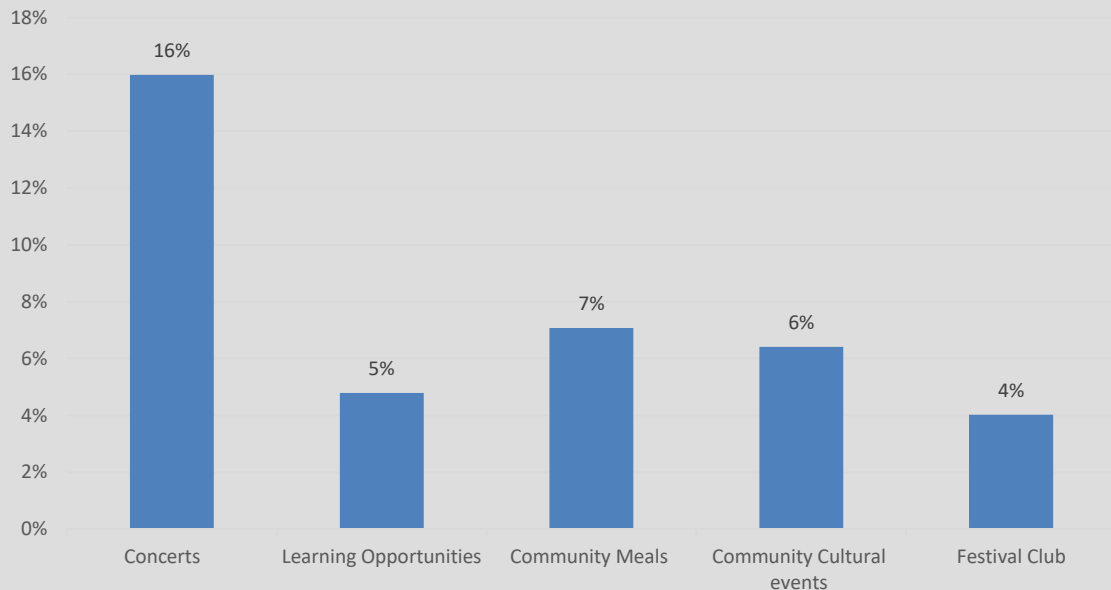
52.8%



■ Cape Breton ■ Rest of NS ■ ON ■ AB ■ BC ■ NB ■ PEI ■ SK ■ NL ■ QC ■ MB ■ NT ■ YK ■ US ■ Other Countries

TRAVEL CHARACTERISTICS

How many Celtic Colours related events will you attend this year?



Average travel party
size = 2.1 people

Note: from same household

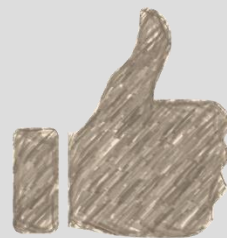
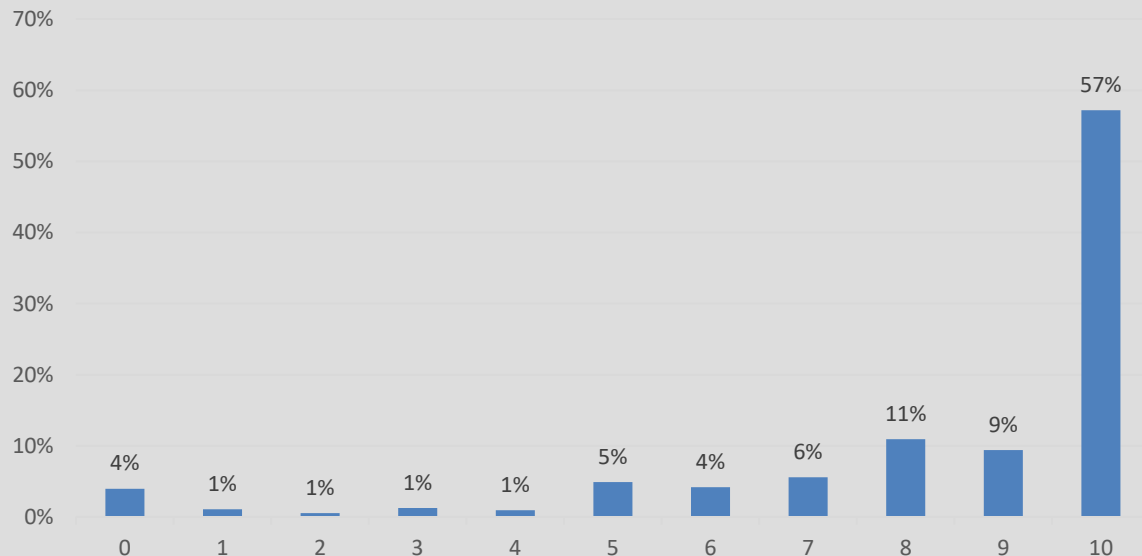


Average number of
nights in Cape Breton
= 6.5

All of out-of-town attendees
stayed overnight during their
visit to Cape Breton!

AWARENESS & MOTIVATION

How important was the Celtic Colours Festival in your decision to travel to the community where this event is taking place?



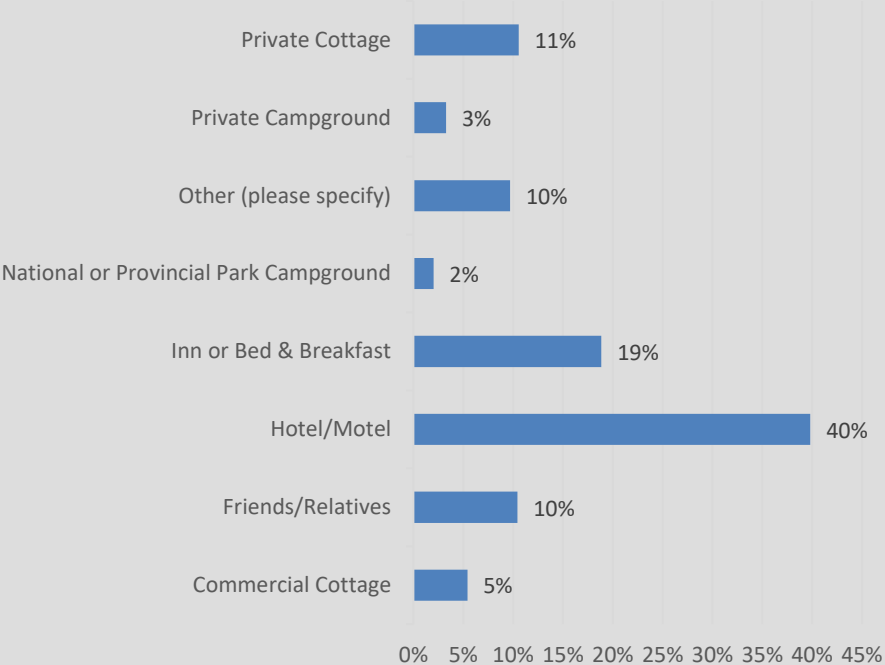
IMPORTANT

57% of attendees indicated that this event was the sole reason for their visit to this Cape Breton community.

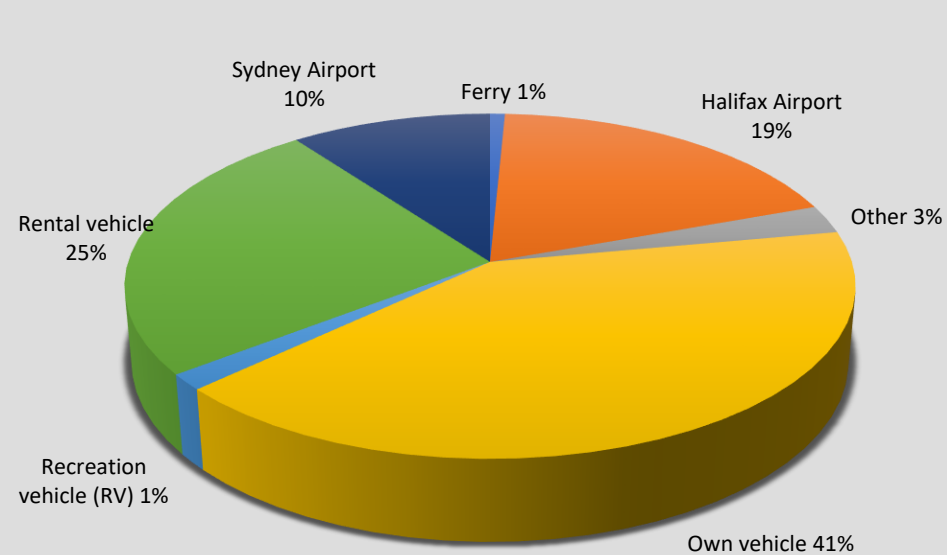
Overall, the importance of this event in influencing visitation to Cape Breton was 8.8/10.

VISITOR CHARACTERISTICS

What type of accommodation?



How did you travel to Cape Breton?



SUMMARY | BY THE NUMBERS

2018 Celtic Colours International Festival – Key Facts & Figures			
\$8,586,732 of initial expenditures	\$6,712,427 of visitor spending attributable to event	81 local jobs supported by the event	\$15,481,716 overall economic activity in the province
8,085 out of town visitors in Cape Breton	\$3,510,197 of wages and salaries supported locally	\$6,521,853 total boost to provincial GDP	\$2,724,564 in taxes supported across Canada



Celtic COLOURS
INTERNATIONAL FESTIVAL

QUESTIONS?

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

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902.482.1221

If you would like to conduct an EI study using **steam pro^{2.0}** on a future sport event or **fest pro** for an upcoming festival, fair or exhibition (i.e. non-sport event), please contact research@canadiansporttourism.com

