



Special Olympics
Olympiques spéciaux
Canada



steam pro^{2.0}
real data • real time

Economic Impact Assessment

Special Olympics Canada 2018 Summer Games – Antigonish, NS
July 31 to August 4, 2018

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Date: December 3, 2018

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^{2.0}** 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^{2.0}** measures the direct, indirect & induced effects for each of these elements.



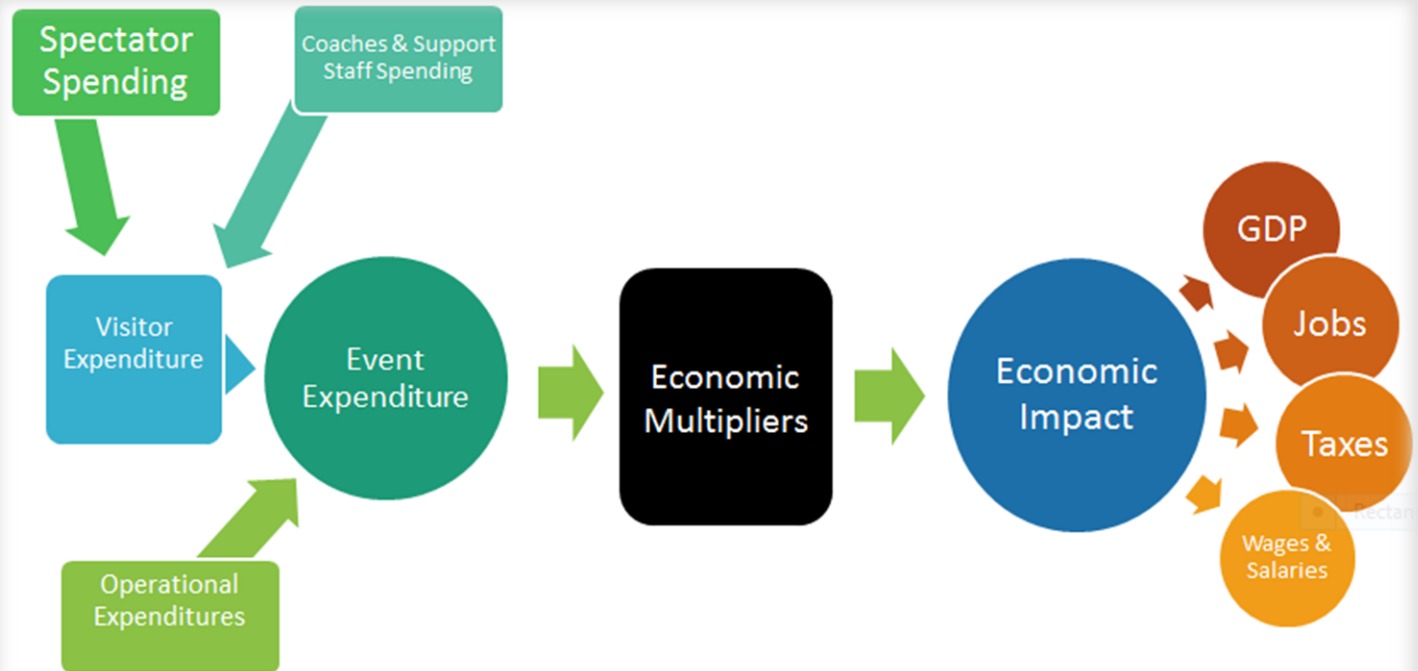
RELIABILITY OF THE MODEL

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 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 volunteer surveyors during the event. The CSTA provided on-site supervision of the survey process.

The CSTA intercept survey was customized for the event. Surveyors selected potential survey participants through a randomized process. A total of **281** valid responses were collected through the survey.

The survey included questions for the participants, spectators and others attending the **Special Olympics Canada 2018 Summer Games** in Antigonish 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, capital costs, organizer-provided spectator attendance estimates and participant registration estimates were entered in the **steam pro^{2.0}** economic impact model.

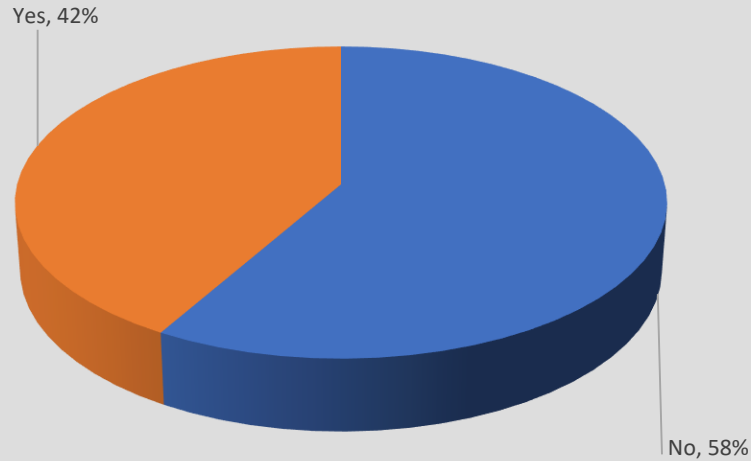
SPECIAL OLYMPICS CANADA 2018 SUMMER GAMES ANTIGONISH, NOVA SCOTIA

July 31 to August 4, 2018

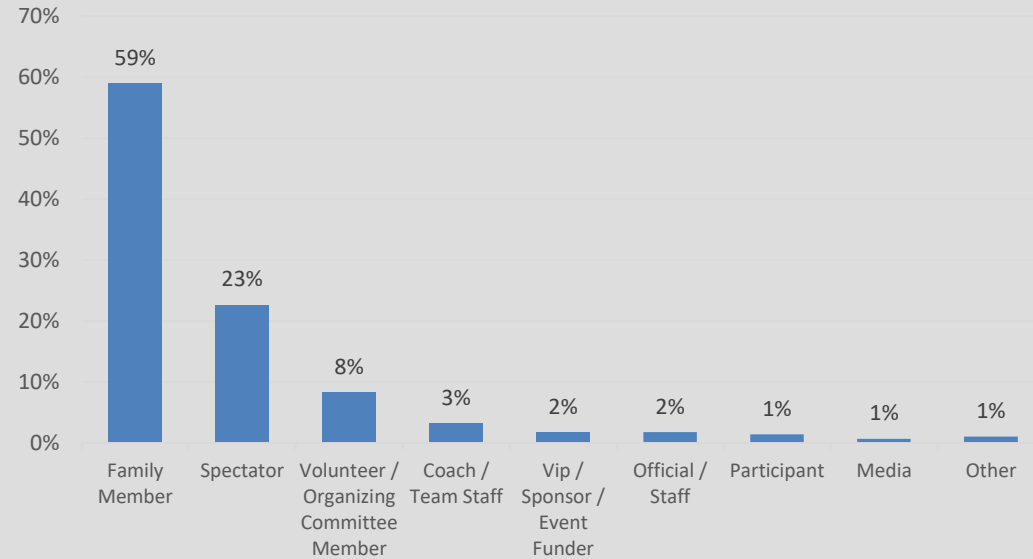


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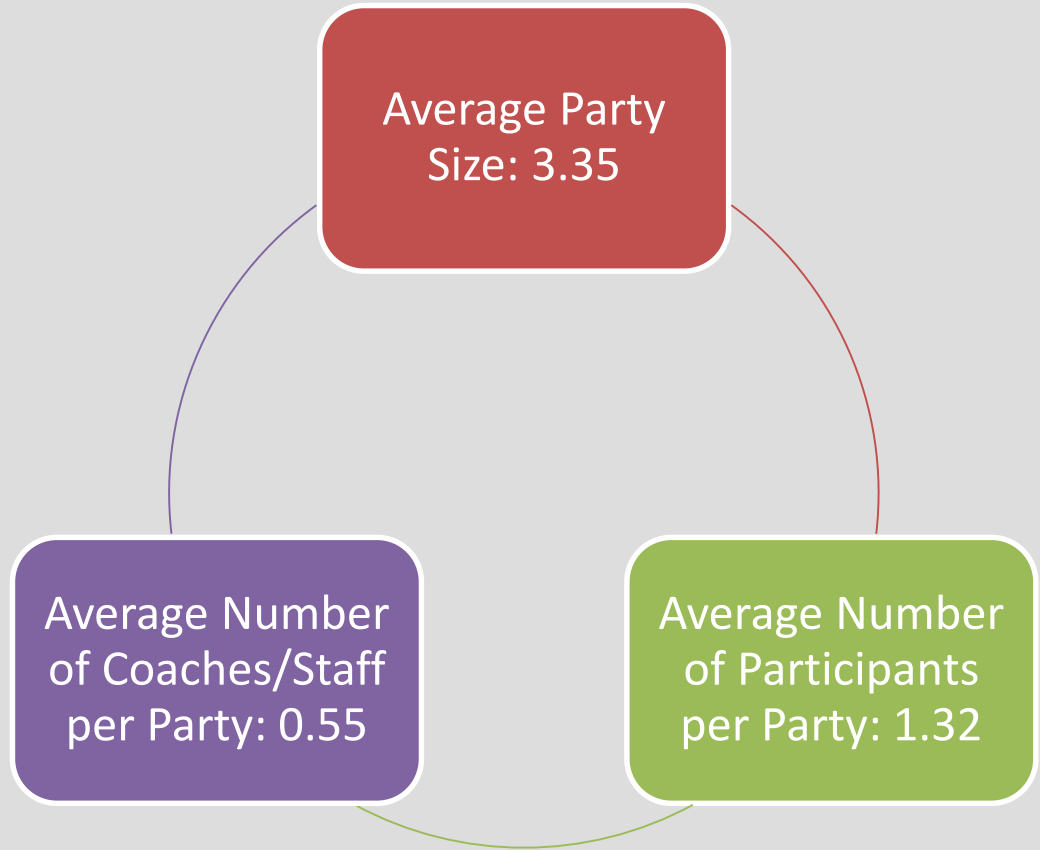
Is this your first time visiting Nova Scotia?



What is your role at the SPECIAL OLYMPICS CANADA 2018 SUMMER GAMES?

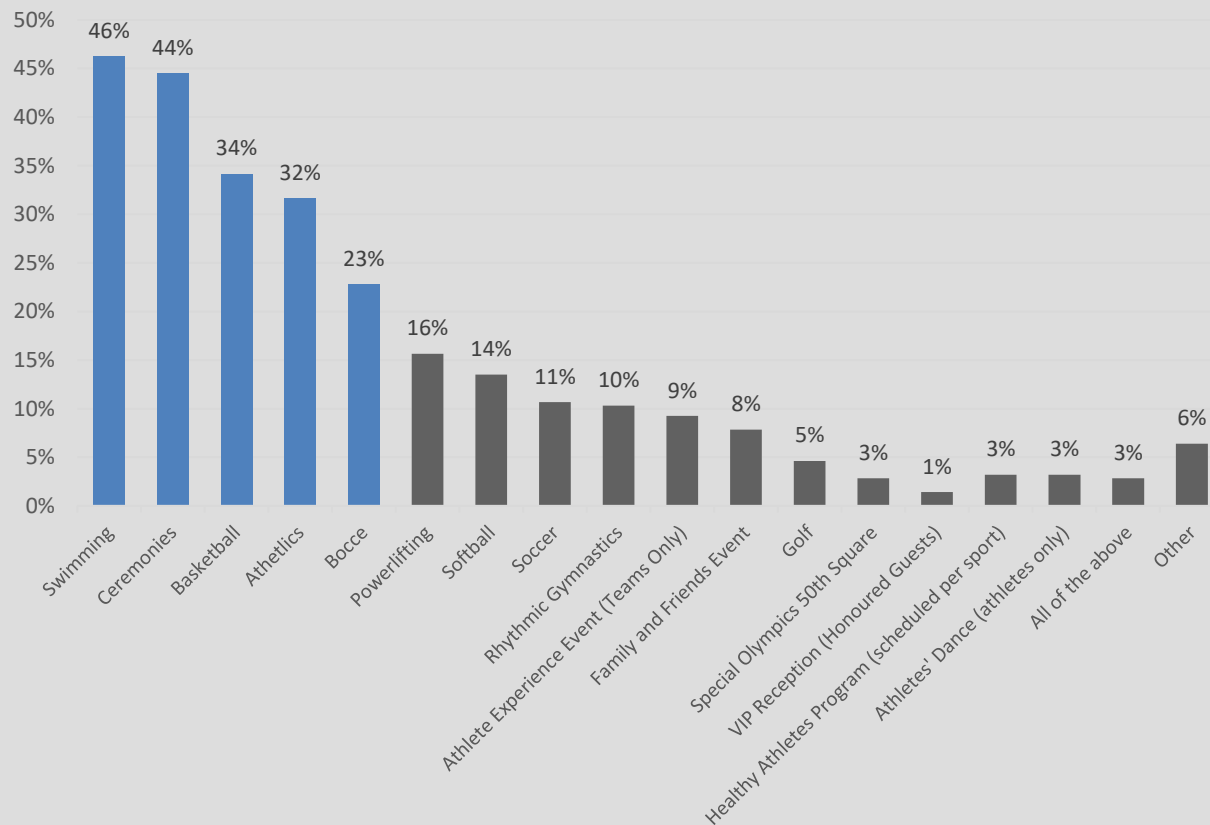


Group Attending Today



Planned Daily Attendance

Which events will you be attending?



Type of Accommodations

Accommodations types included:

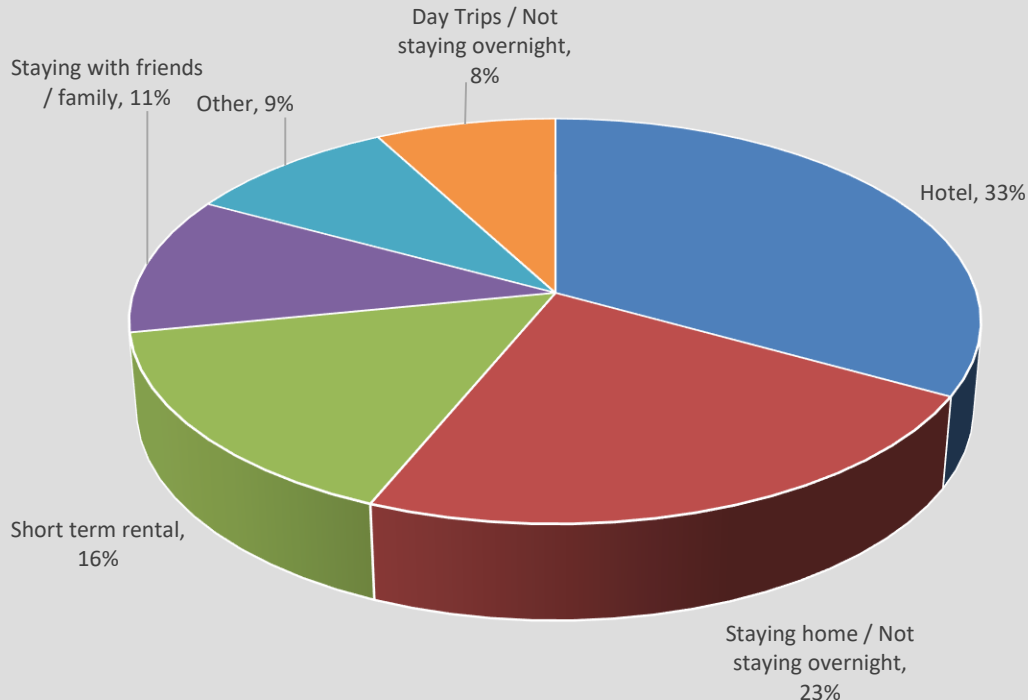
- Hotel: 33%
- Staying home / Not staying overnight: 23%
- Short term rental: 16%
- Staying with friends / family: 11%
- Other: 9%
- Day Trips / Not staying overnight: 8%

Spending by Locals:

- Average of Daily Spending: \$58
- Average of Event Spending: \$212

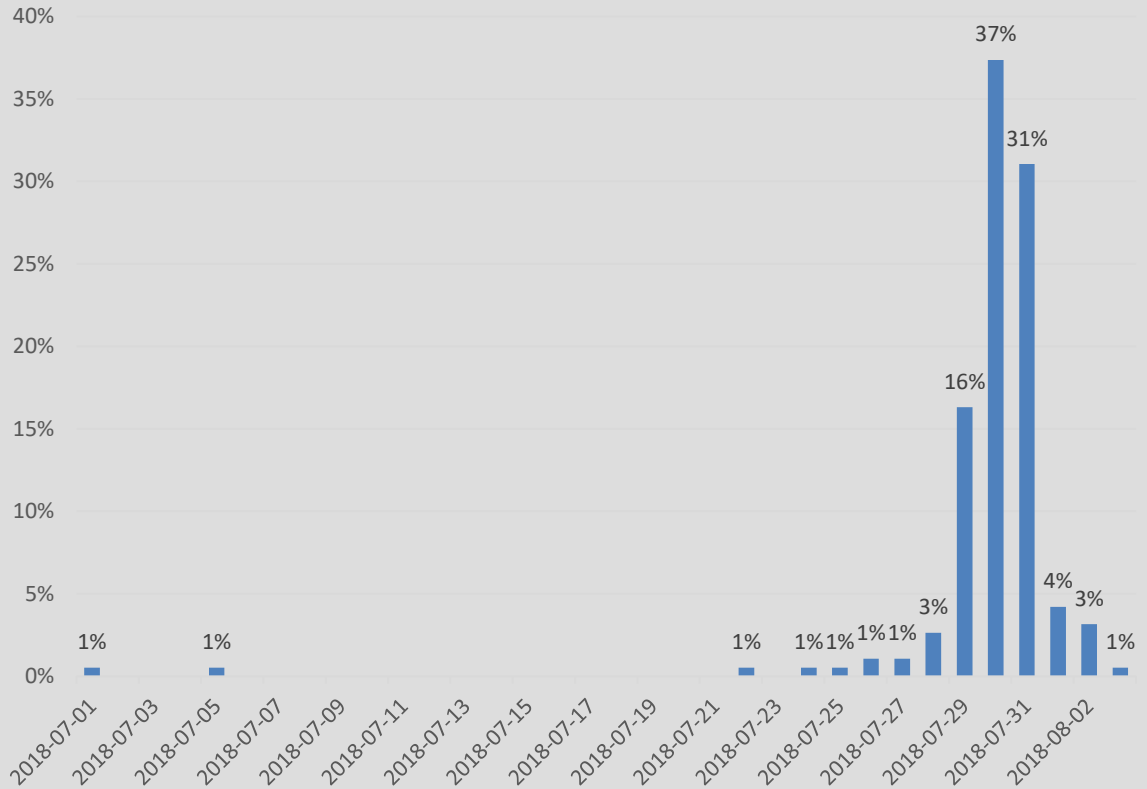
NB: This information is for reference only. It is not used in the impact analysis.

What kind of accommodations are you using?



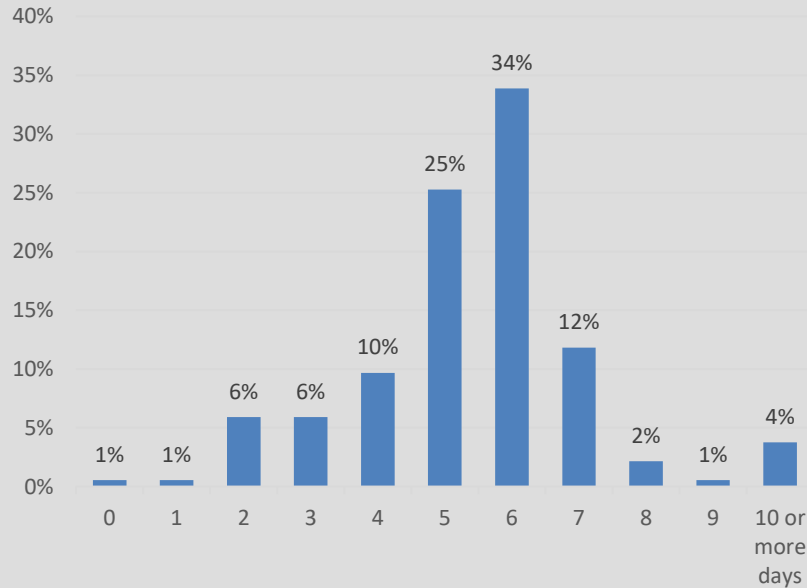
Arrival in Antigonish

When did you arrive for SPECIAL OLYMPICS CANADA 2018
SUMMER GAMES IN ANTIGONISH?

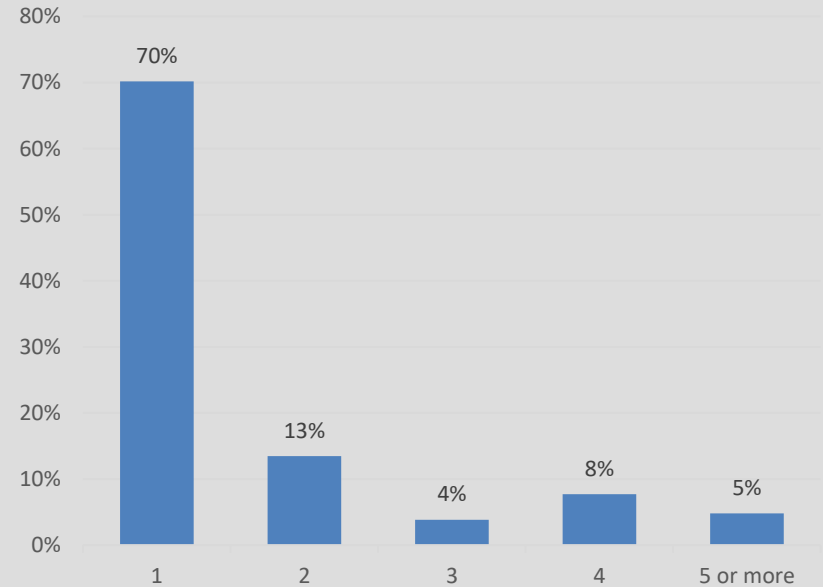


Nights Stayed

In total, how many nights will you be spending?

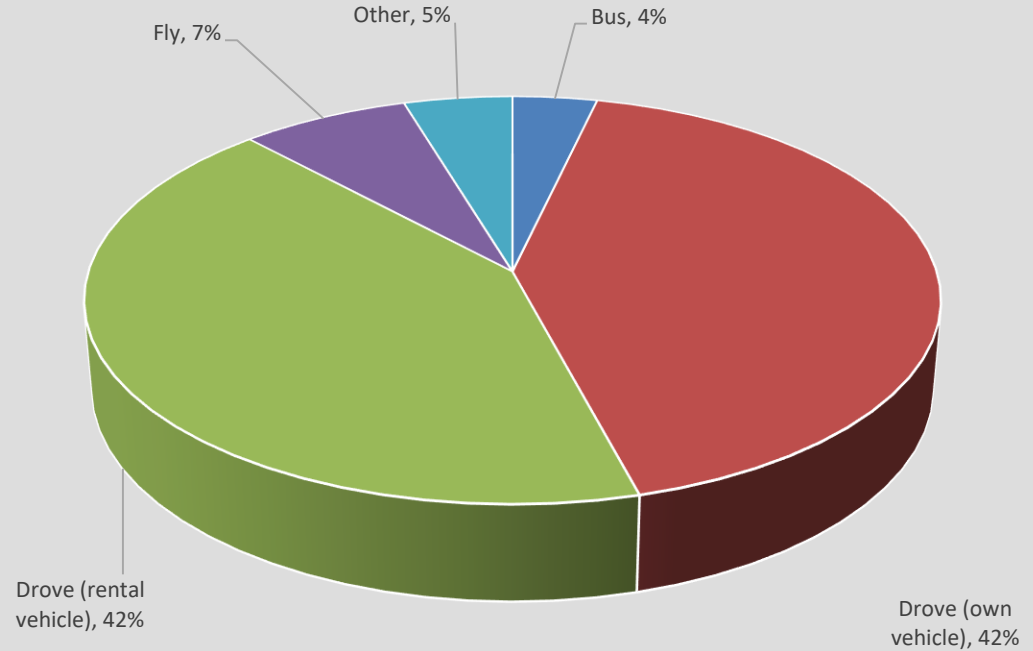


In total, how many hotel rooms is your party using each night?



Travel to Antigonish

How did you travel to ANTIGONISH?



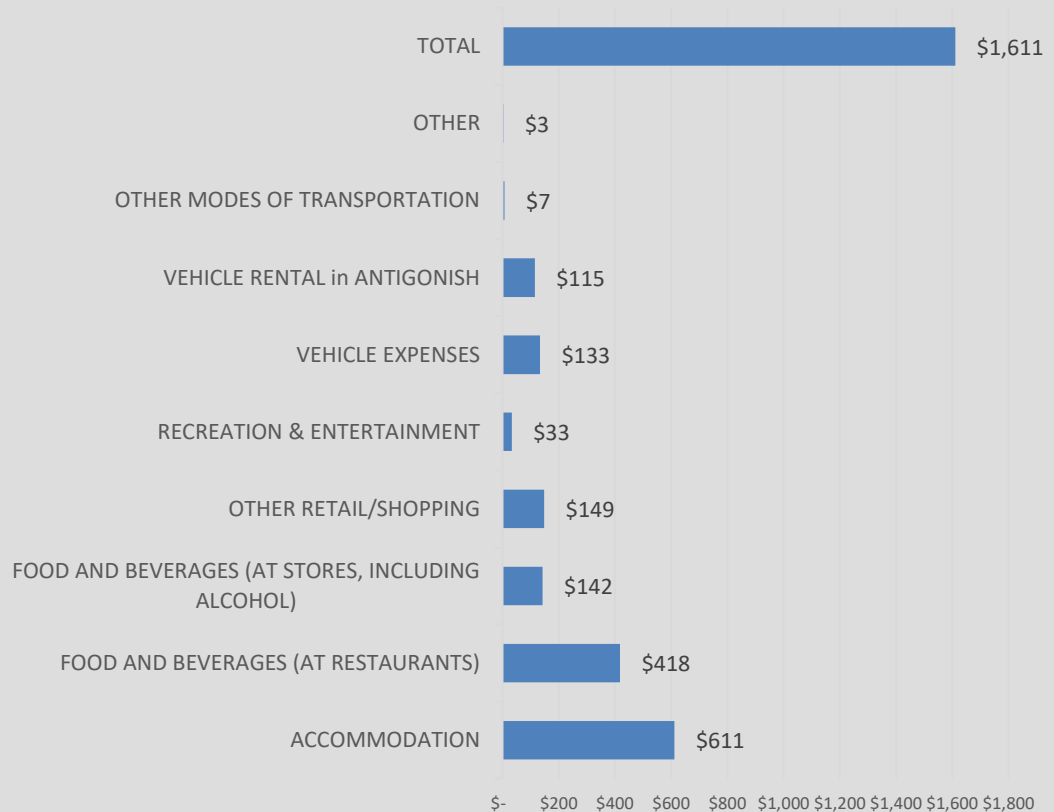
How much have you / will you spend on:

Spending

The average party spent \$1,611 on their trip to Antigonish in relation to the **Special Olympics Canada 2018 Summer Games**.

This was allocated among:

- Accommodations: \$611
- Restaurants: \$418
- Food And Beverages (at stores, including alcohol): \$142
- Other Retail/Shopping: \$149
- Recreation & Entertainment: \$33
- Vehicle Expenses In Antigonish: \$133
- Vehicle Rental: \$115
- Other Modes Of Transportation: \$7
- Other: \$3
- Total: \$1,611



Operational Spending

Event hosting expenditures amounted to nearly \$3 million on a variety of goods and services.

Recasting the budget to align with **steam pro^{2.0}** categories, the largest item was Transportation and Storage, followed by Accommodations.

Operating Expenditures on:	Amount
Staff Salaries, Fees and Commissions	\$110,000
Marketing Costs	\$120,000
Professional Services	\$100,000
Insurance	\$2,500
Facility, Venue and Office Rental	\$22,000
Communication	\$5,000
Other Supplies	\$5,000
Food and Beverages	\$425,000
Event Accommodation	\$455,000
Merchandise and Retail items	
Personal Travel	\$75,000
Transportation and Storage	\$1,400,000
Other Expenses	\$150,000
Total Expenses Calculated	\$2,869,500

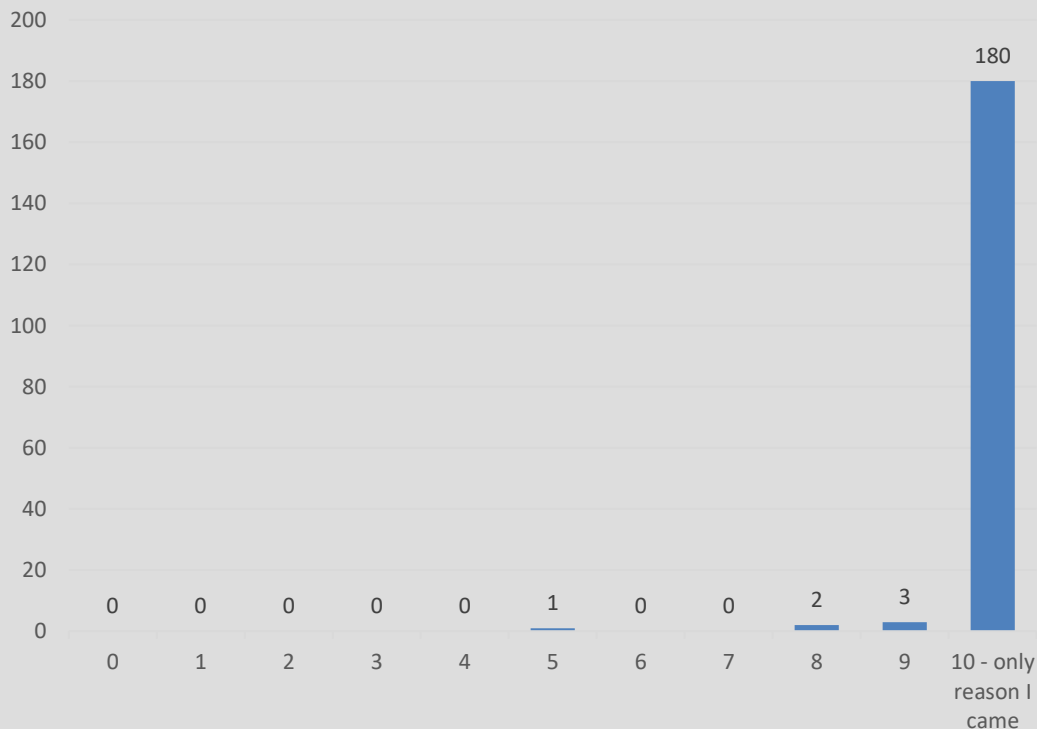
Motivation

The **Special Olympics Canada 2018 Summer Games** in Antigonish was the single reason for travelling to Antigonish for nearly every attendee.

This was calculated based on a scale of 0 to 10, where 10 indicated the event was 'the only reason for traveling to Antigonish, 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 visitor spending is attributed to the event.

On average, the **Special Olympics Canada 2018 Summer Games** in Antigonish was 99% of the reason visitors stayed in Antigonish. Therefore, 99% of the direct visitor spending is attributed to the event.

On a scale of 0-10, how important were the SPECIAL OLYMPICS CANADA 2018 SUMMER GAMES IN ANTIGONISH in your decision to travel to ANTIGONISH?



THE ECONOMIC IMPACT RESULTS

The spending of out-of-town athletes, family members, spectators and other visitors to the **Special Olympics Canada 2018 Summer Games in Antigonish**, in combination with the expenditures made by event organizers, **totaled \$7.2 million in direct spending**. This, in turn supported **\$8.7 million** in total spending (total Industry Output) in the Antigonish region, and just over **\$12.6 million** Canada-wide.

These expenditures supported **\$3.6 million** in wages and salaries across Canada. Of the 76 jobs Canada-wide, 49 jobs, and the majority of the household income (**\$2 million**) stayed in the Antigonish area.

The total net economic activity (total spending or total output) generated by the **Special Olympics Canada 2018 Summer Games in Antigonish** was (rounded):

- \$12.6 million for Canada as a whole
- \$10.7 million for the province of Nova Scotia; including
- \$8.7 million for Antigonish.

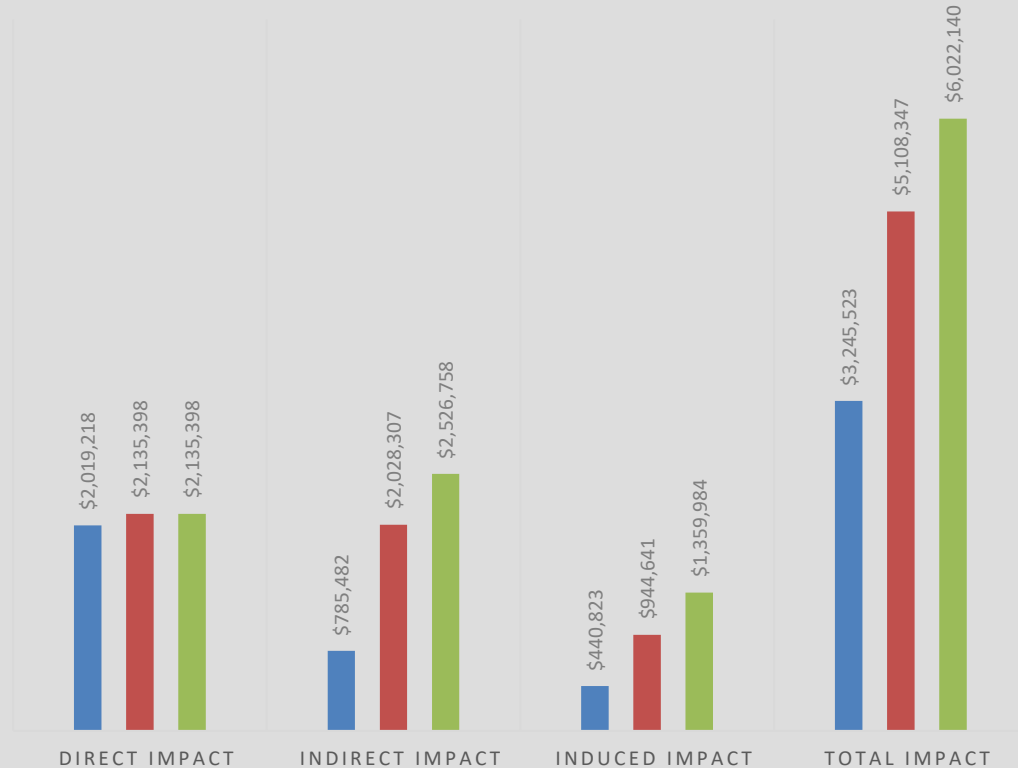
The event supported tax revenues totaling over **\$1.9 million** across Canada. The event supported federal government tax revenues of **\$651,000** and contributed **\$1.8 million** in taxes for the Province of Nova Scotia, and **\$93,000** in local taxes for Antigonish and area.

GROSS DOMESTIC PRODUCT (AT BASIC PRICES)

■ Antigonish ■ Nova Scotia ■ Canada

GDP

The **Special Olympics Canada 2018 Summer Games** in Antigonish contributed **\$6 million** in GDP to the Canadian economy through direct and spin-off impacts.

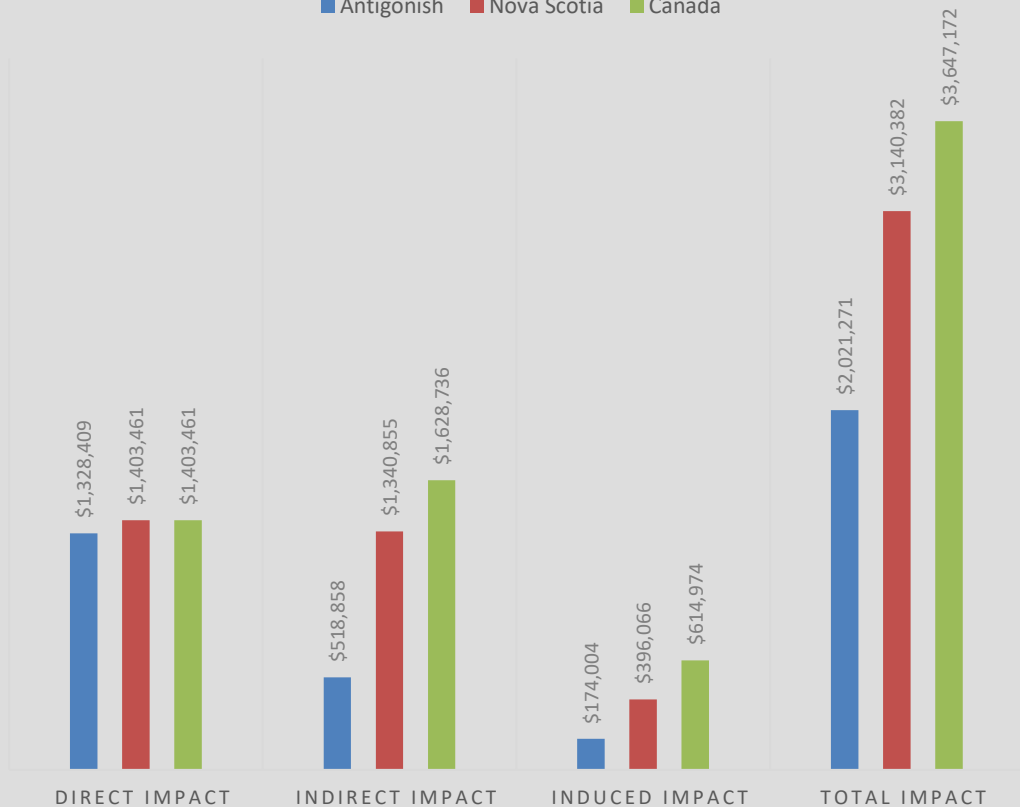


WAGES AND SALARIES

■ Antigonish ■ Nova Scotia ■ Canada

Household Income

The Special Olympics Canada 2018 Summer Games in Antigonish supported **\$3.6 million** in Canada-wide wages and salaries (household income) through direct and spin-off impacts, with **\$2 million** earned by workers within the Antigonish area and **\$1.1 million** in additional wages and salaries earned by workers in other parts of Nova Scotia.



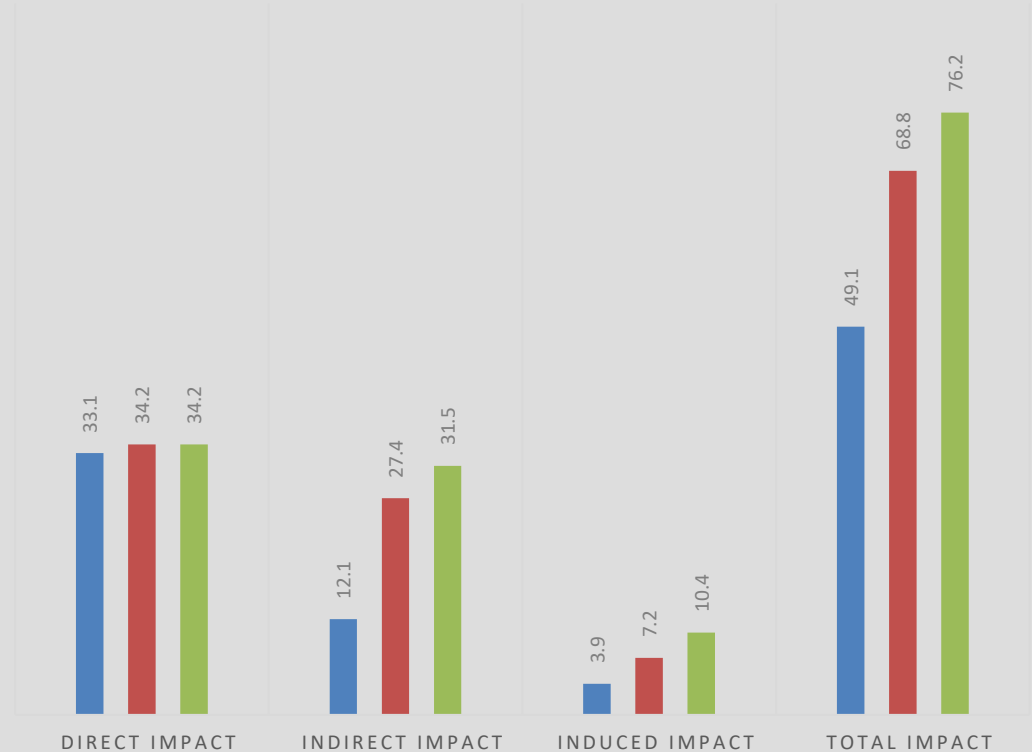
EMPLOYMENT (FULL-YEAR JOBS)

■ Antigonish ■ Nova Scotia ■ Canada

Employment

The **Special Olympics Canada 2018 Summer Games** in Antigonish supported **76** full-time equivalent positions (FTEs*) across Canada, through direct and spin-off impacts.

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

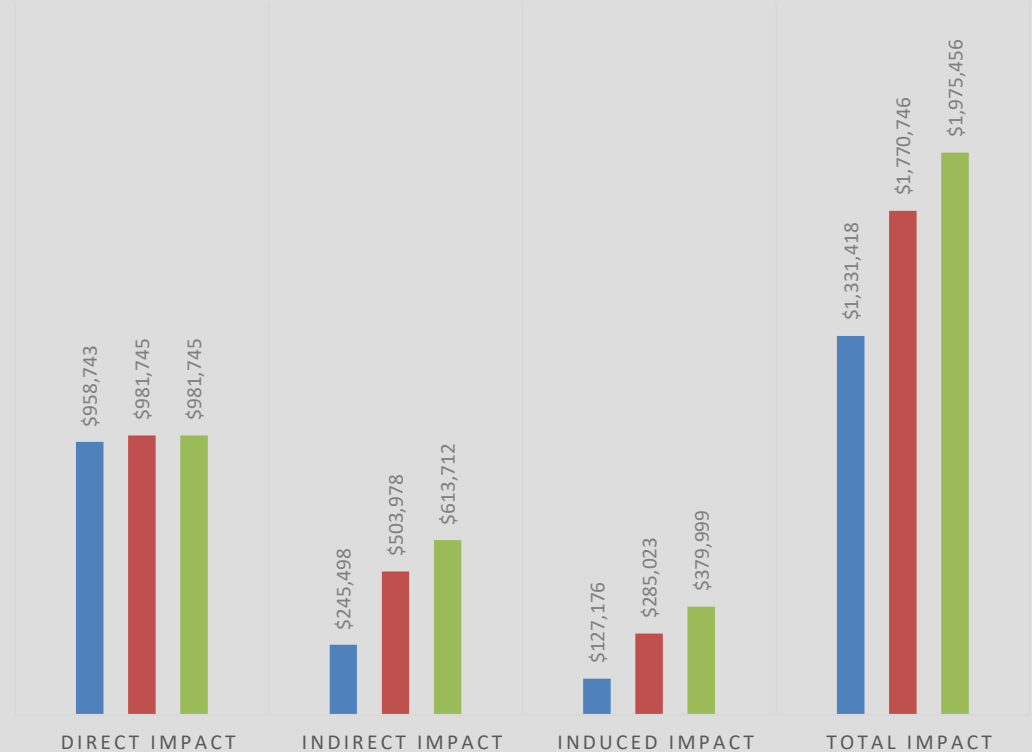


Taxes

The **Special Olympics Canada 2018 Summer Games** in Antigonish contributed **\$1.9 million** in federal, provincial and local taxes through direct and spin-off effects throughout Canada.

TAXES

■ Antigonish ■ Nova Scotia ■ Canada



SUMMARY | BY THE NUMBERS

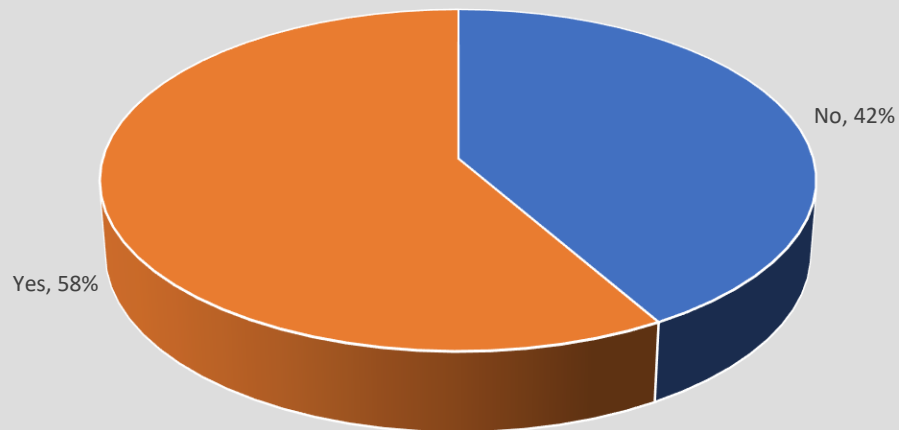
Special Olympics Canada 2018 Summer Games – Key Facts & Figures

\$7,235,296 Of initial expenditures	\$4,365,797 Of visitor spending attributed to event	\$8,694,124 Overall economic activity in Antigonish & Area	\$10,748,193 Overall economic activity in Nova Scotia	\$12,648,114 Overall economic activity in Canada
3,683 Out of town visitors	\$2,021,271 Of wages and salaries supported locally	\$5,108,347 Total boost to provincial GDP	\$1,975,456 In taxes supported across Canada	49 Local jobs supported

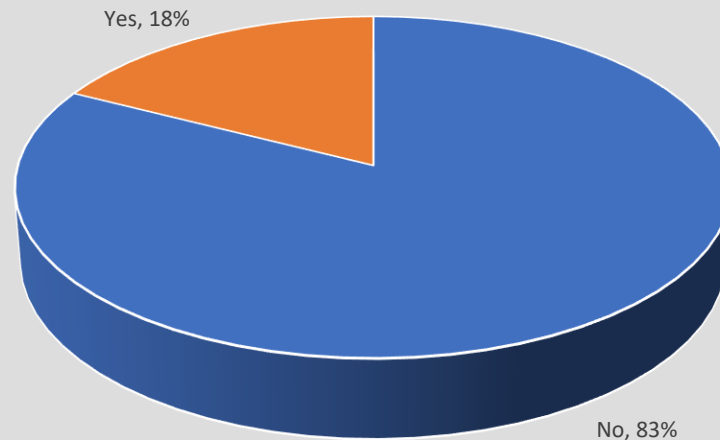
ADDITIONAL QUESTIONS

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

Is this your first trip to a SPECIAL OLYMPICS
CANADA event?

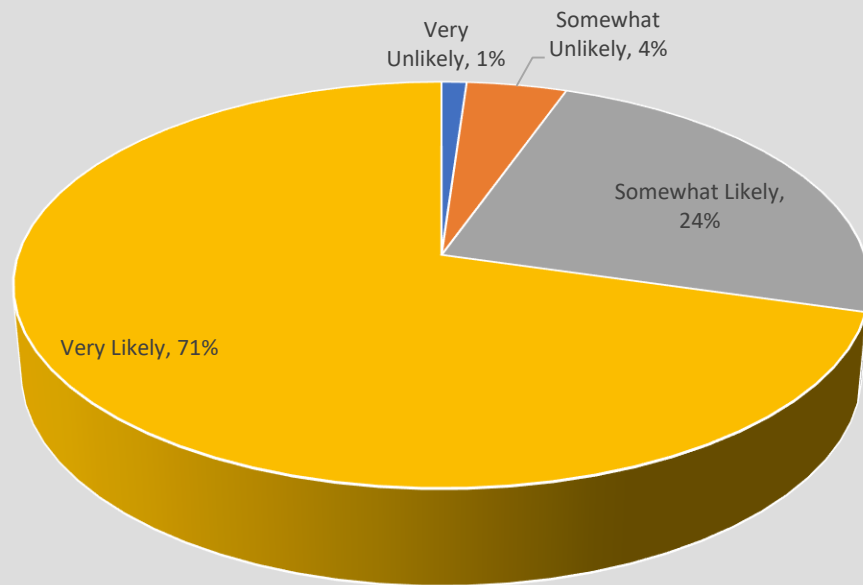


Is this your first time you heard of the SPECIAL
OLYMPICS CANADA event?



Returning to the Special Olympics

How likely is it that you will return to a SPECIAL
OLYMPICS CANADA event?



QUESTIONS?

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

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If you would like to conduct an EI study using **steam** **pro^{2.0}** on a future event, please contact research@canadiansporttourism.com

