



Economic Impact Assessment

FINAL REPORT – National Youth Track & Field Championships (Legion Nationals) -
Sydney (August 7-9, 2020)

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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^{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
- Wages & Salaries

CSTA's **steam pro^{2.0}** measures the direct, indirect & induced effects for each of these elements.



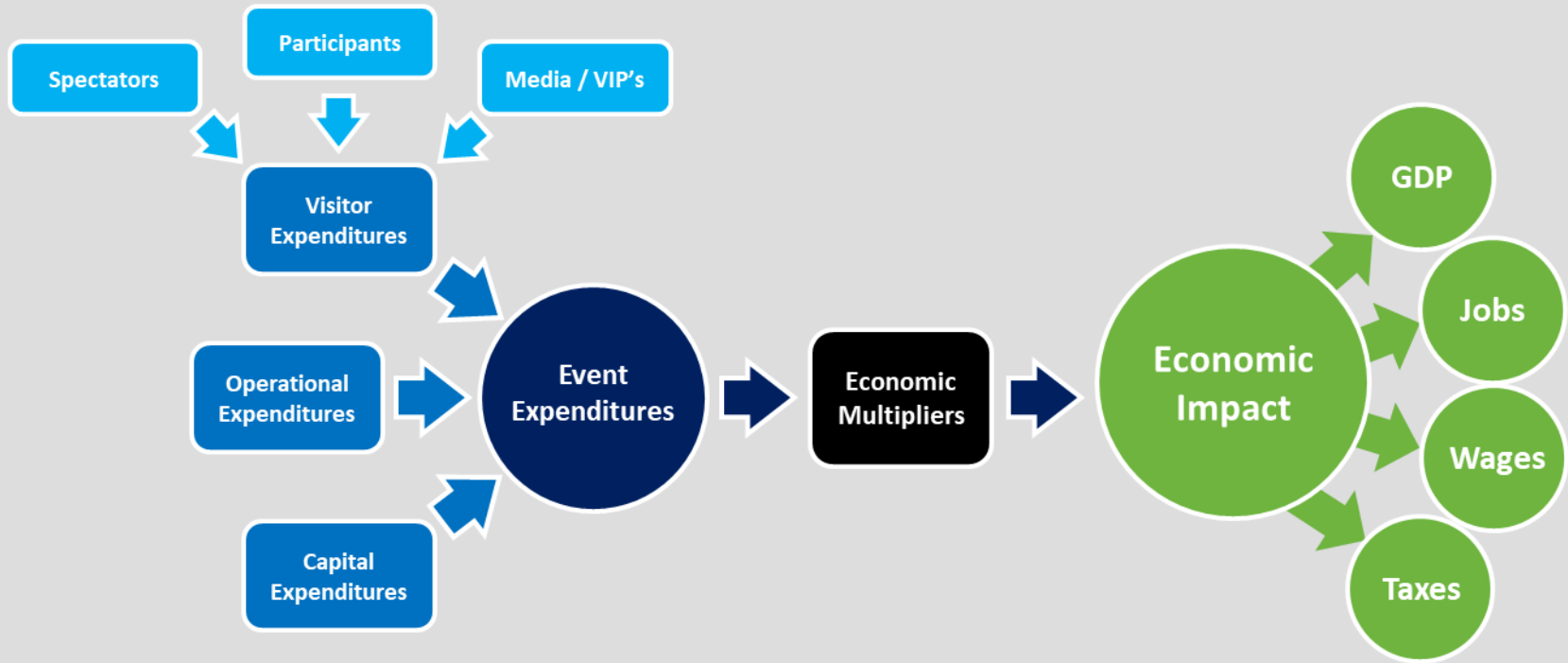
RELIABILITY OF THE MODEL

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



NATIONAL YOUTH TRACK & FIELD CHAMPIONSHIPS (LEGION NATIONALS), SYDNEY, NS AUGUST 7TH TO 9TH



The National Youth Track & Field Championships (Legion Nationals) took place in Sydney, NS, from August 7-9, 2020. The Royal Canadian Legion, through the efforts of thousands of Legion volunteers, has been organizing and coordinating the National Youth Track and Field Championships for 42 years in support of Canadian youth and our communities. This national championship, funded by the Legion and generous support from partners, gives young Canadians 17 and under a chance to compete against the best, develop confidence and better understand the diversity of other sports-minded youth across Canada. The 3-day event attracted over 1,500 spectators, participants, VIP and members of the media.



THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey conducted during the **National Youth Track & Field Championships (Legion Nationals)**.

The survey was developed for the event by the CSTA specifically for the **National Youth Track & Field Championships (Legion Nationals)** and was administered by a team of surveyors recruited by, trained by, and supervised by the Nova Scotia Department of Communities, Culture and Heritage (Events Division).

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 Sydney, spending on various categories, as well as the importance of this event in their decision to travel to the area.

A total of **421 valid responses** were collected during this event*.

**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.*



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SPENDING – WEIGHTED BY IMPORTANCE

	Unweighted		Weighted	
	Avg. Per Party	Aggregate	Avg. Per Party	Aggregate
Accommodations	\$533.98	\$101,282	\$438.00	\$83,077
Event related supplies	\$16.15	\$3,064	\$13.25	\$2,513
Restaurants / Bars	\$248.21	\$47,078	\$203.59	\$38,616
Groceries / other food & beverage	\$89.67	\$17,008	\$73.55	\$13,951
Recreation & Entertainment	\$29.52	\$5,600	\$24.22	\$4,593
Public transportation	\$5.02	\$952	\$4.12	\$781
Local transportation	\$14.95	\$2,836	\$12.27	\$2,327
Vehicle expenses	\$86.97	\$16,496	\$71.34	\$13,531
Vehicle rentals	\$137.60	\$26,099	\$112.87	\$21,408
Clothing	\$36.85	\$6,990	\$30.23	\$5,734
All other shopping	\$42.04	\$7,973	\$34.48	\$6,540
Total	\$1,241	\$235,380	\$1,017	\$193,072

Visitor spending directly attributable to this event was just under **\$200,000**



Visitors were asked about the importance of the National Youth Track & Field Championships (Legion Nationals) in their decision to travel to Sydney.

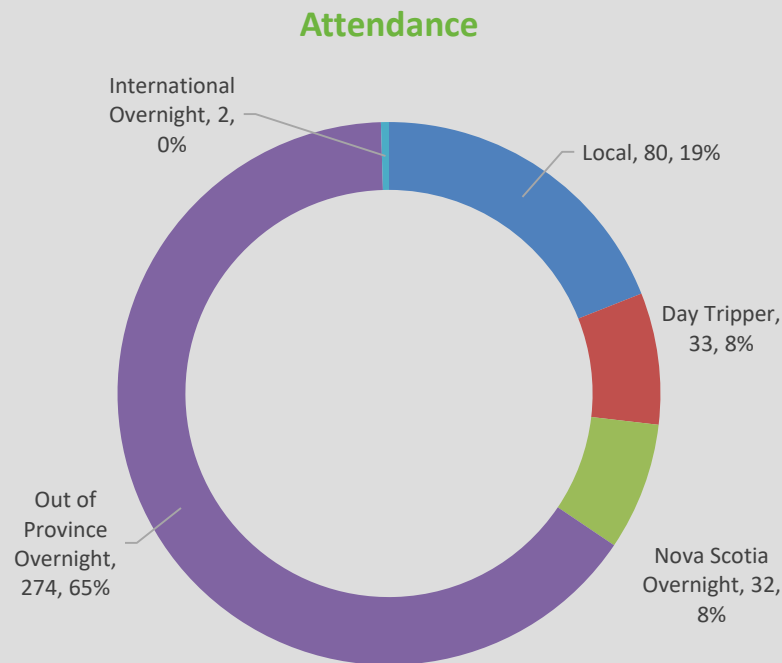
The results show that this event was the main driver for **82%** respondents - an average importance of **9/10**.

Average Weighted Party Spend
\$ 1,017

VISITOR – ORIGIN

	Attendee Share	Total Attendance
Local	19%	299
Day Tripper	8%	123
Nova Scotia Overnight	8%	119
Out of Province Overnight	65%	1,023
International Overnight	0.5%	7
Total	100%	1,572
Visitors	73.2%	1,150

The Event Organizer Provided
Number of Unique Spectators and Participants: **1,572**



OPERATIONAL & CAPITAL EXPENDITURES

Event organizers spent approximately **\$709,000** on various goods and services to host the **National Youth Track & Field Championships (Legion Nationals)**, as well as **\$30,500** in capital spending.

Capital Expenditures	
Buildings and Renovations	\$11,297
Machinery and Equipment	\$19,211
Furniture and Fixtures	\$0
Other Capital Related Expenditures	\$0
Total (calculated)	\$30,508

Operational Expenditures	
Staff Salaries, Fees and Commissions	\$12,512
Marketing Costs	\$43,457
Professional Services	\$7,893
Insurance	\$0
Facility, Venue and Office Rental	\$2,760
Communication	\$1,000
Other Supplies	\$4,296
Food and Beverages	\$103,992
Event Accommodation	\$118,525
Merchandise and Retail items	\$1,000
Personal Travel	\$239,277
Transportation and Storage	\$48,170
Other Expenses	\$126,053
Total Operational Expense	\$708,936

THE EI RESULTS

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Sydney for the **National Youth Track & Field Championships (Legion Nationals)**, in combination with expenditures by event organizers, totaled \$1.2 million, supporting \$1.8 million in economic activity (industry output) in Nova Scotia, including \$1.6 million in Sydney.

These expenditures supported \$514,000 in wages and salaries in the province, including \$370,000 in Sydney. The total net economic activity (GDP) generated by the **National Youth Track & Field Championships (Legion Nationals)** was:

- \$952,000 million for Canada as a whole
- \$846,000 million for the Province of Nova Scotia; and
- \$594,000 million for Sydney.

The **National Youth Track & Field Championships (Legion Nationals)** supported tax revenues totaling \$300,000 million across Canada.

	Cape Breton (CA)	Nova Scotia	Canada
Initial Expenditure	\$1,235,924	\$1,235,924	\$1,235,924
GDP	\$593,529	\$846,006	\$952,292
Wages & Salaries	\$369,699	\$514,314	\$573,247
Employment	9	12	13
Total Taxes	\$212,531	\$275,557	\$299,328
<i>Federal</i>	\$79,804	\$104,037	\$113,996
<i>Provincial</i>	\$115,763	\$146,944	\$157,886
<i>Municipal</i>	\$16,964	\$24,576	\$27,447
Industry Output	\$1,595,046	\$1,824,821	\$2,043,070

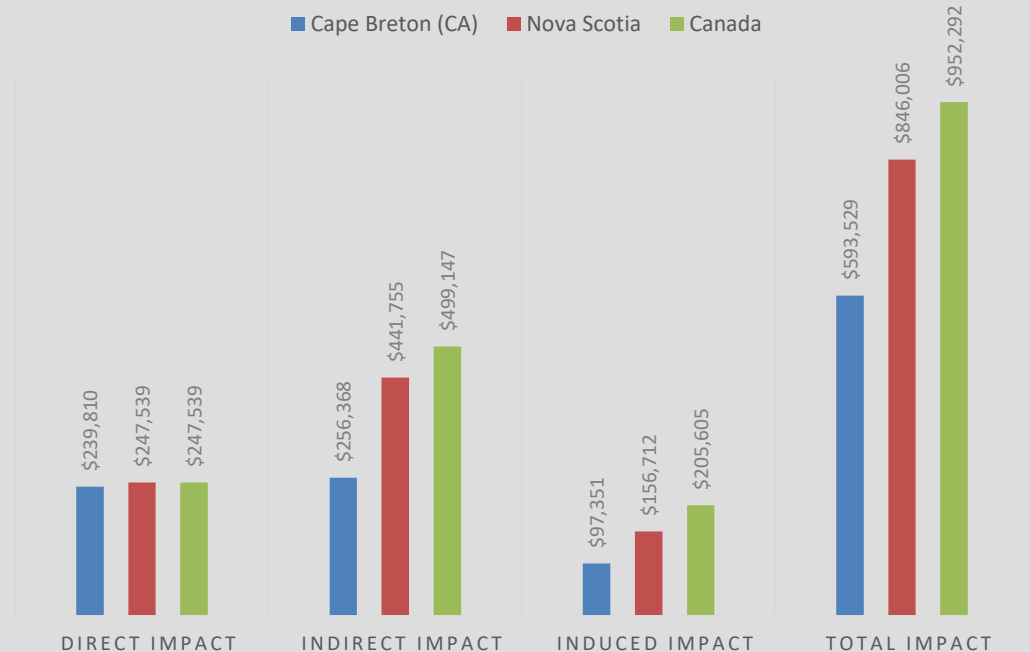
GROSS DOMESTIC PRODUCT

GROSS DOMESTIC PRODUCT (AT BASIC PRICES)

GPD (at basic prices)

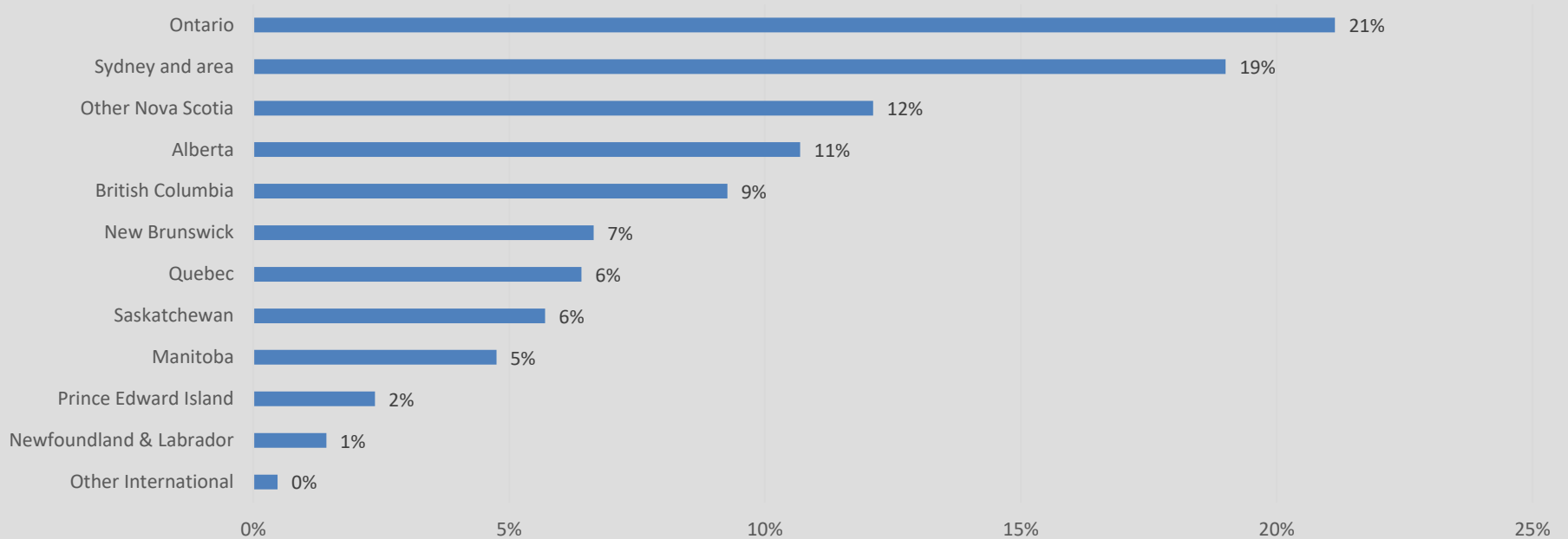
The National Youth Track & Field Championships (Legion Nationals) contributed \$952,000 in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$593,000 (62%) accrued in the Sydney area, while 89% of the total GDP impact remained in Nova Scotia.



PLACE OF RESIDENCE

Where do you live?





TRAVEL CHARACTERISTICS

90% of out-of-town attendees stayed overnight during their visit to Sydney

Average number of nights in Sydney = 4



Average travel party (same household) size = 3.06 people

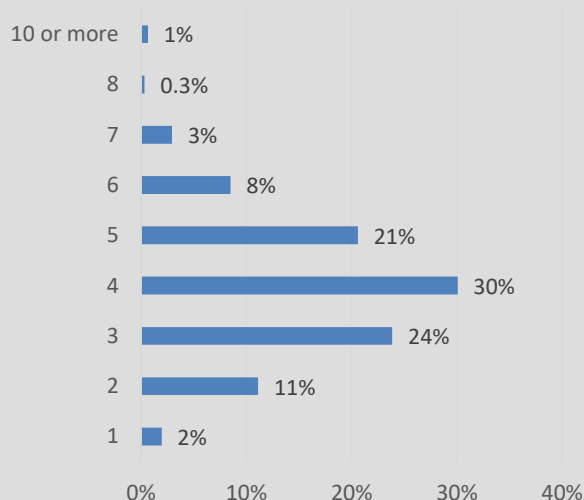


73% said their one-way daily commute to the event was less than 200 km

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

I live here / local but I am staying overnight outside of my usual home/residence	1%
Camping elsewhere	2%
Short term rental (i.e. Airbnb, VRBO, etc.)	5%
NOT staying overnight - making DAYTRIPS (live near Sydney)	5%
With friends / family	5%
Staying at University Accomodations	8%
I live here / Sydney	18%
Hotel / Motel	56%
Grand Total	100%

In total, how many nights will you be spending in the Sydney and area?



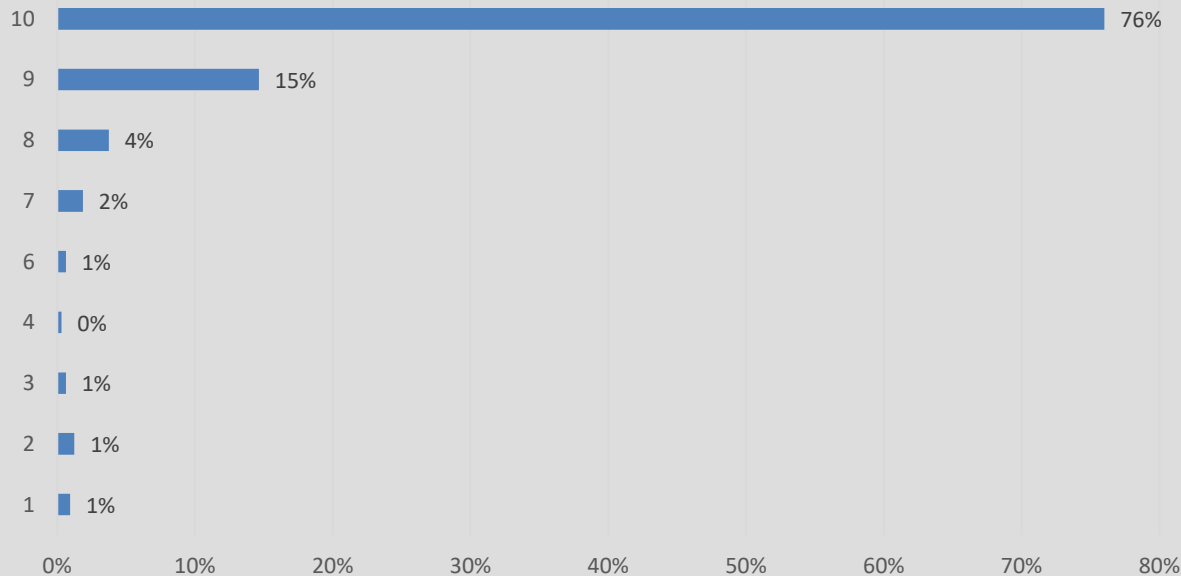
ADDITIONAL QUESTIONS

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



AWARENESS & MOTIVATION

On a scale of 1 to 10, how important was this event in your decision to travel to Sydney and area?

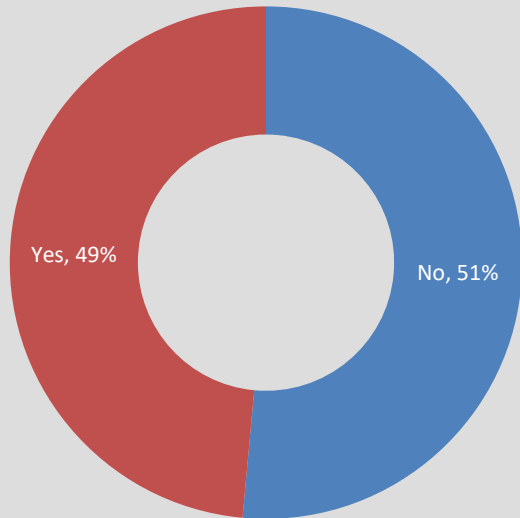


76% of attendees indicated that this event was the **sole reason for their visit to Sydney.**

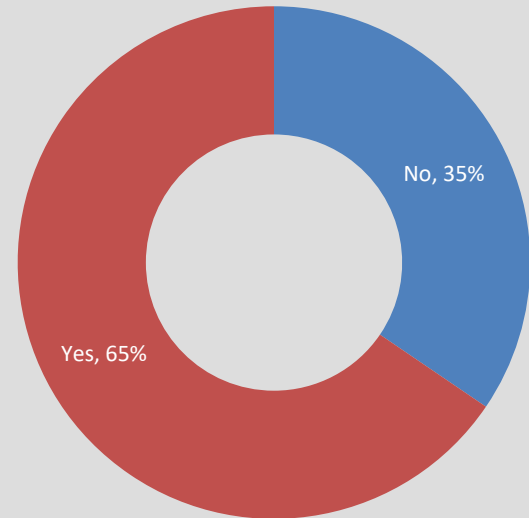
Overall, the importance of this event in influencing visitation to Sydney was just under **8/10.**

FIRST VISIT

Is this your first visit to Nova Scotia?
(Surveyor - only ask if applicable)



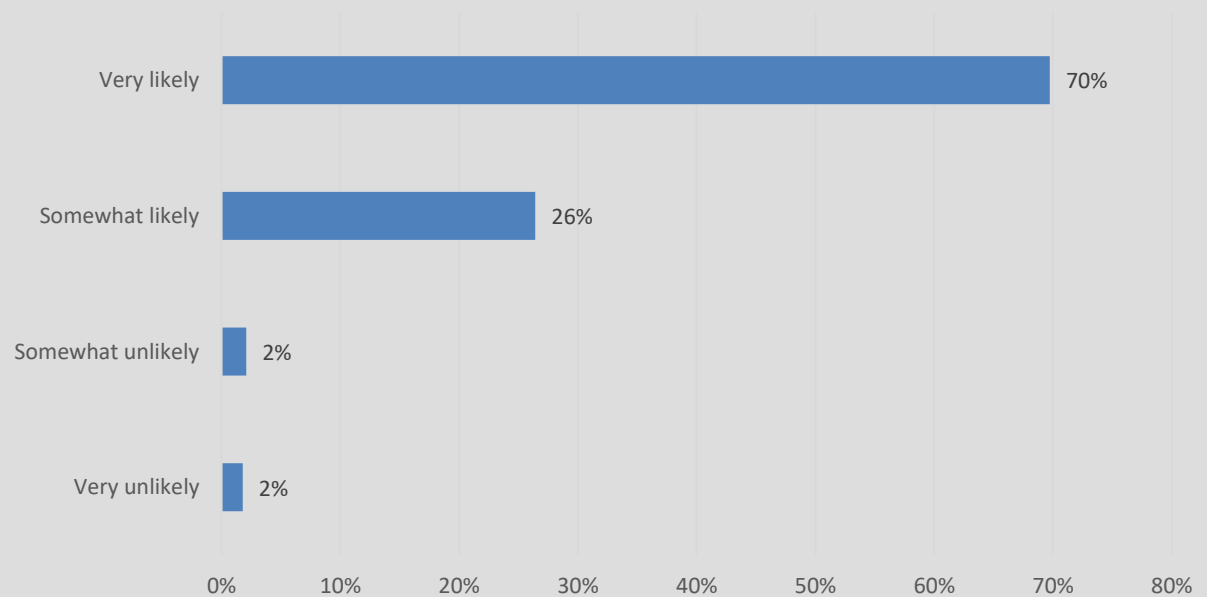
Is this your first visit to Sydney? (Surveyor - only ask if applicable)



VISITOR EXPERIENCE

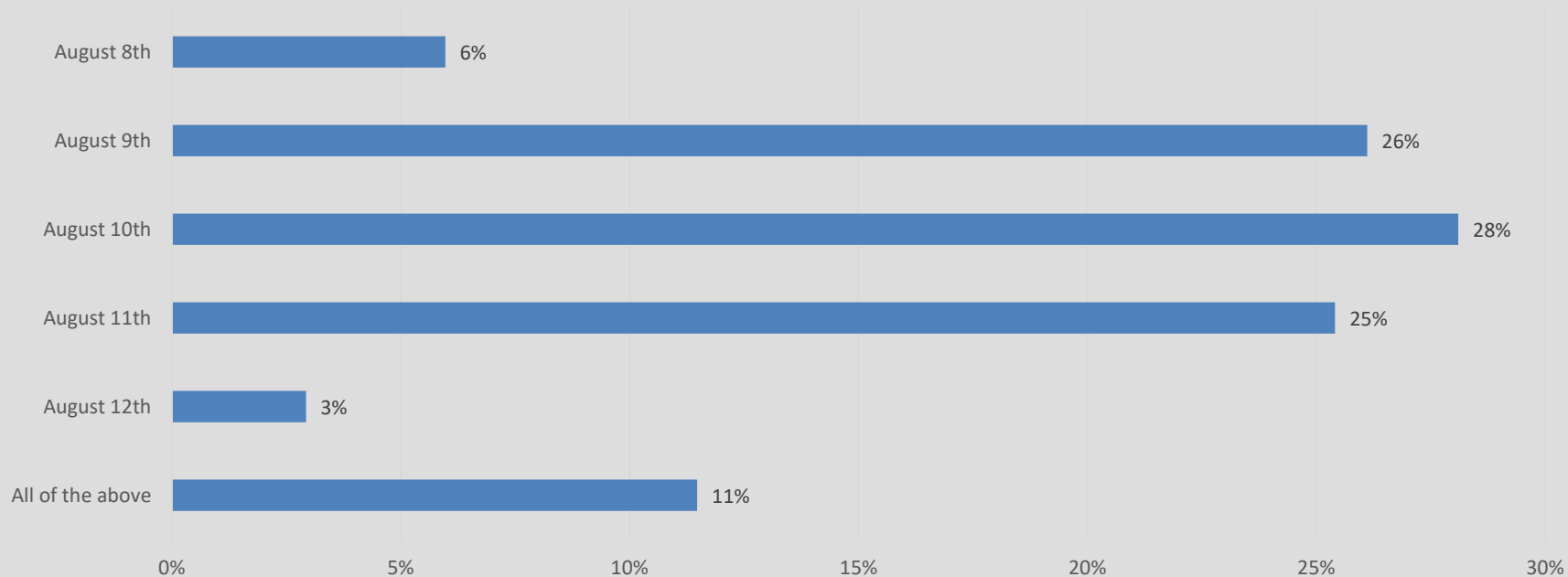
Based on your experience, how likely are you to return to the Sydney area again in the future?

96% of attendees indicated that they are likely to return to Sydney in the future.



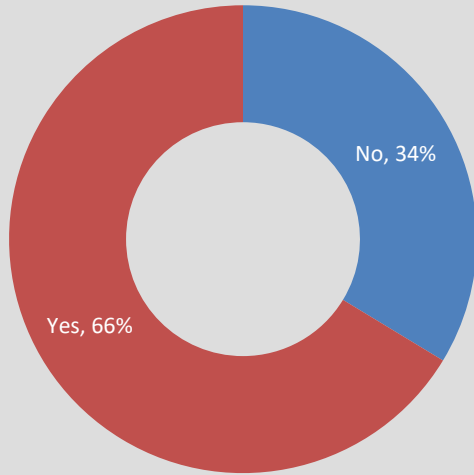
VISITOR EXPERIENCE

Which days will you be attending?

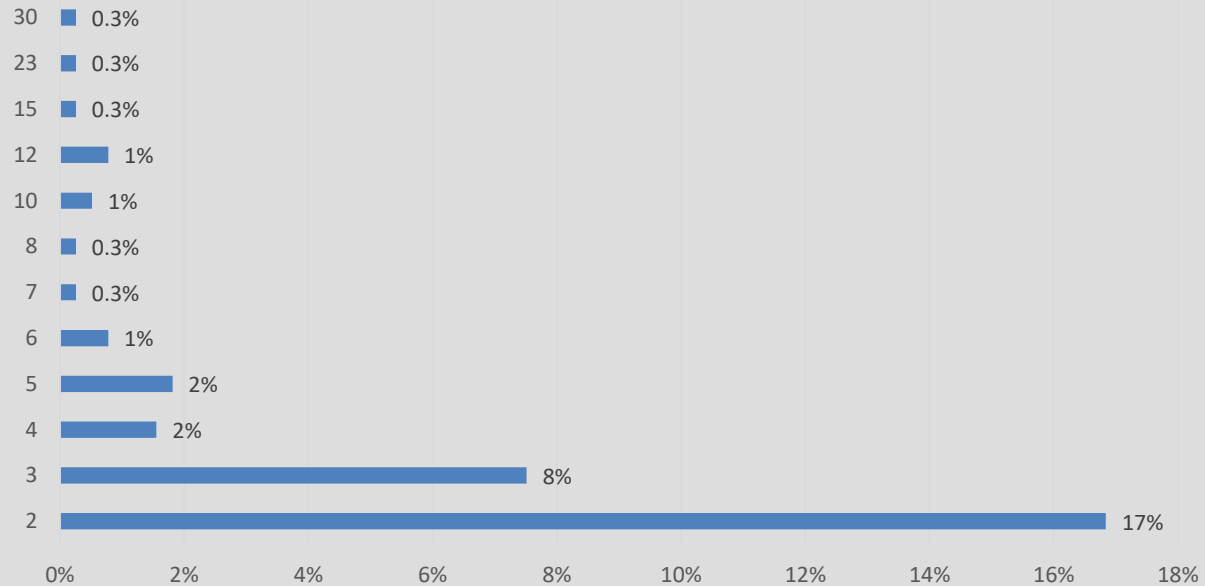


VISITOR EXPERIENCE

Is this your first trip to a Legion National Youth Track & Field Championships?

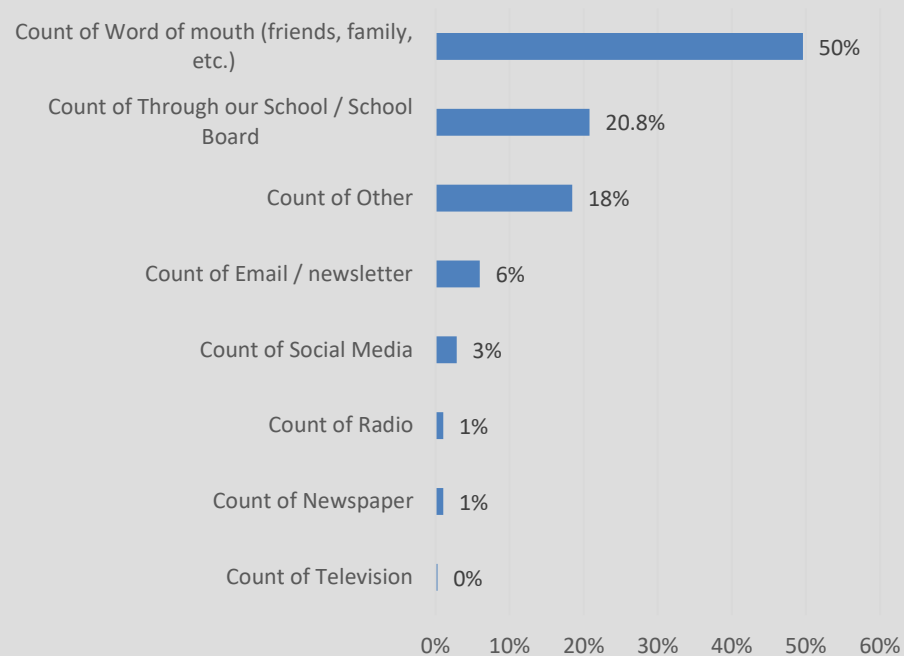


How many times have you been to the Legion National Youth Track & Field Championships?

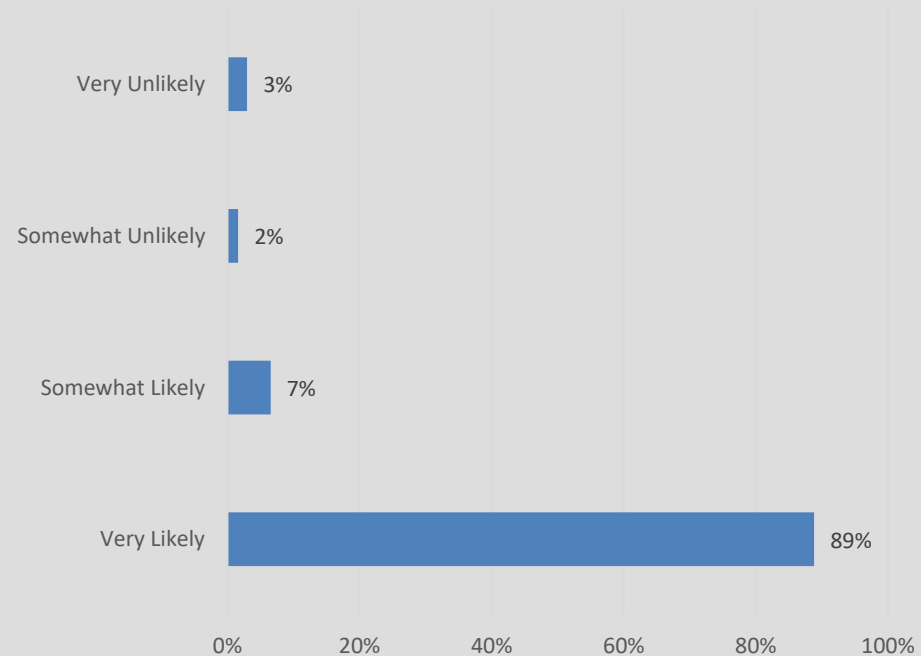


VISITOR EXPERIENCE

How did you find out about the Legion National Youth Track & Field Championships?



If given the opportunity would you return to another Legion National Youth Track & Field Championships?



SUMMARY | BY THE NUMBERS

National Youth Track & Field Championships (Legion Nationals) – Key Facts & Figures			
\$1,235,924 of initial expenditures	\$496,484 of visitor spending attributable to event	9 local jobs supported by the event	\$2,043,070 overall economic activity in the province
1,150 out of town visitors in Sydney	\$369,699 of wages and salaries supported locally	\$846,006 total boost to provincial GDP	\$299,328 in taxes supported across Canada

QUESTIONS?

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 pro^{2.0}** or **fest pro** on a future event, please contact research@canadiansporttourism.com

