



# Economic Impact Assessment

FINAL REPORT – World Junior Curling Championships 2019 | Liverpool, NS (Canada)

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Date: July 2, 2019

# 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
- Wages & Salaries

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



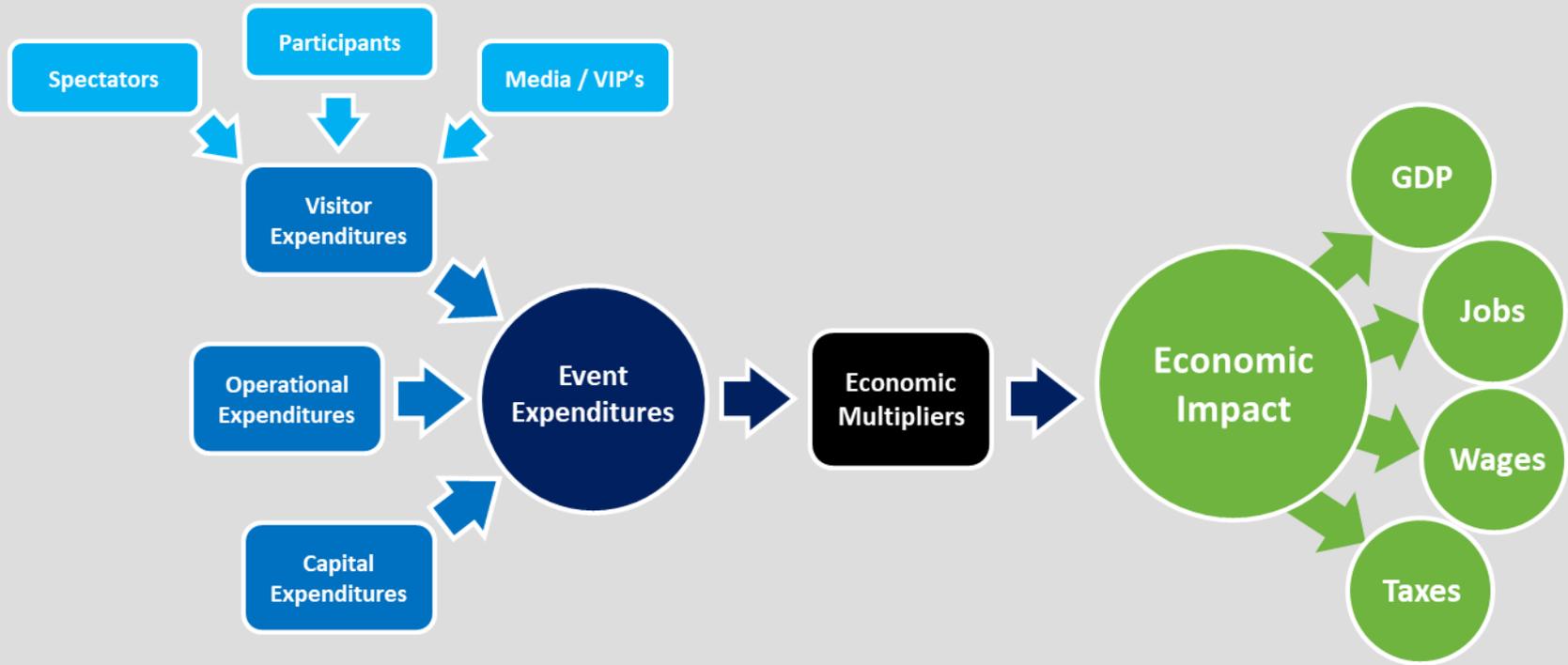
# RELIABILITY OF THE MODEL

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





# 2019 WORLD JUNIOR CURLING CHAMPIONSHIPS

The 2019 World Junior Curling Championships took place in Liverpool, Nova Scotia from February 16 - 23, 2019 at the Queens Place Emera Centre. Over the 8-day event, Liverpool hosted 140 participants from 20 countries, attracting an estimated 3,000 unique spectators.



© WJCC2019 Organising Committee

# THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey conducted during the **2019 World Junior Curling Championships**.

The survey was developed for the event by the CSTA, specifically for the **2019 World Junior Curling Championships** and was administered by a team of surveyors recruited by and supervised by the client. As a result of not having a member of the CSTA Economic Impact Team involved in the onsite aspect of the project, the CSTA is not able to validate the data records that were generated that underpins this analysis.

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

A total of **216 valid responses** were collected during this event.

\* Based on the survey sample and estimated total attendance, the margin of error for results contained in this report are +/-6.42% at the 95% confidence level.



# SPECTATOR SPENDING – WEIGHTED BY IMPORTANCE

	Per Party	Overall
Accommodations	\$799	\$374,034
Restaurants / Bars	\$463	\$216,548
Groceries	\$163	\$76,461
Recreation & Entertainment	\$53	\$24,967
Public transportation	\$0	\$0
Local transportation	\$3	\$1,356
Vehicle rentals	\$201	\$93,949
Clothing	\$124	\$58,153
Other shopping	\$83	\$38,760
<b>Total</b>	<b>\$1,890</b>	<b>\$884,229</b>

Visitor spending directly attributable to this event was just over **\$884,000**



Visitors were asked about the importance of the 2019 World Junior Curling Championships in their decision to travel to Liverpool. The results show that this event was the main driver for 83% respondents and indicated an average importance of 9.7/10.

# OPERATIONAL & CAPITAL EXPENDITURES

Event organizers spent approximately **\$434,000** on various **goods and services** to host the 2019 World Junior Curling Championships.

Operational & Capital Expenditures	
Marketing Costs	\$64,820
Professional Services	\$6,060
Insurance	\$5,500
Facility, Venue and Office Rental	\$41,932
Communication	\$1,000
Food and Beverages	\$31,049
Event Accommodation	\$115,919
Merchandise and Retail items	\$17,595
Personal Travel	\$3,638
Transportation and Storage	\$46,336
Other Expenses	\$100,376
<b>Total Operational Expense</b>	<b>\$434,225</b>

# THE EI RESULTS

The spending of out-of-town spectators, participants, media, sponsors, and others who visited Liverpool for the **2019 World Junior Curling Championships**, in combination with expenditures by event organizers, totaled \$1.4 million, supporting \$2.1 million in economic activity (industry output) in Nova Scotia, including \$1.7 million in Liverpool.

These expenditures supported \$577,000 in wages and salaries in the province, including \$377,700 in Liverpool. The total net economic activity (GDP) generated by the 2019 World Junior Curling Championships was:

- \$1.2 million for Canada as a whole
- \$959,000 for the Province of Nova Scotia; and
- \$602,000 million for Liverpool.

The 2019 World Junior Curling Championships supported tax revenues totaling \$385,000 across Canada.

	Liverpool	Nova Scotia	Canada
Initial Expenditure	\$1,419,258	\$1,419,258	\$1,419,258
GDP	\$601,948	\$958,542	\$1,161,873
Wages & Salaries	\$377,647	\$576,593	\$687,005
Employment	12	15	17
Total Taxes	\$250,106	\$335,985	\$384,780
<i>Federal</i>	\$94,110	\$126,581	\$147,810
<i>Provincial</i>	\$138,516	\$181,122	\$203,053
<i>Municipal</i>	\$17,480	\$28,283	\$33,917
Industry Output	\$1,691,438	\$2,074,374	\$2,486,462

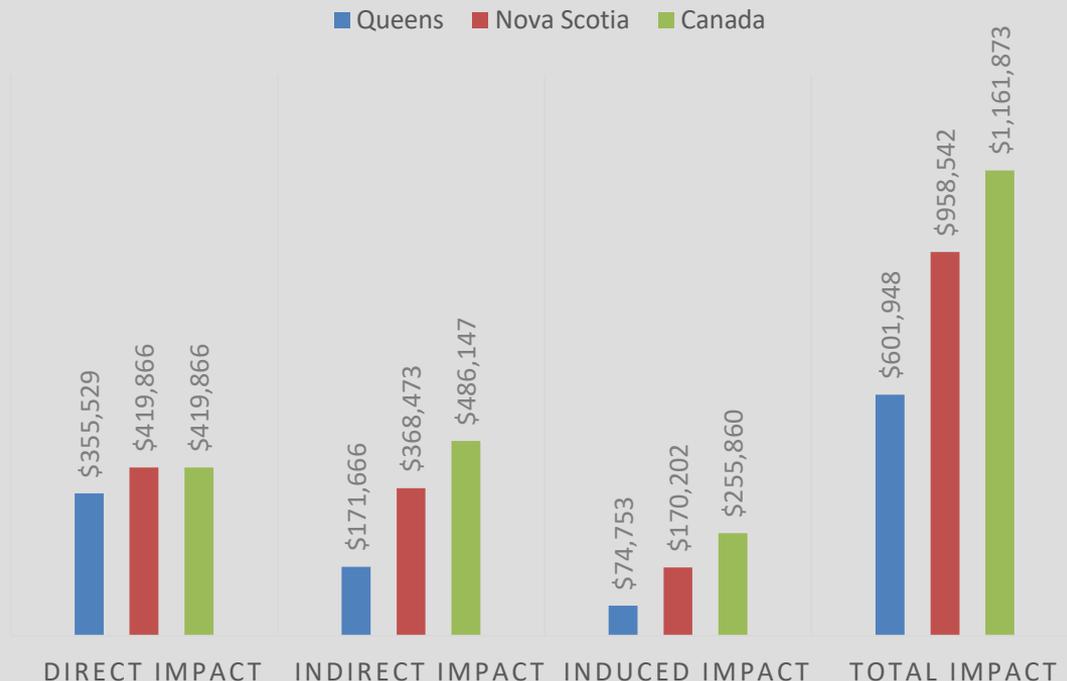
# GROSS DOMESTIC PRODUCT

## GPD (at basic prices)

The 2019 World Junior Curling Championships contributed \$1.2 million in GDP to the Canadian economy through direct and spin-off impacts.

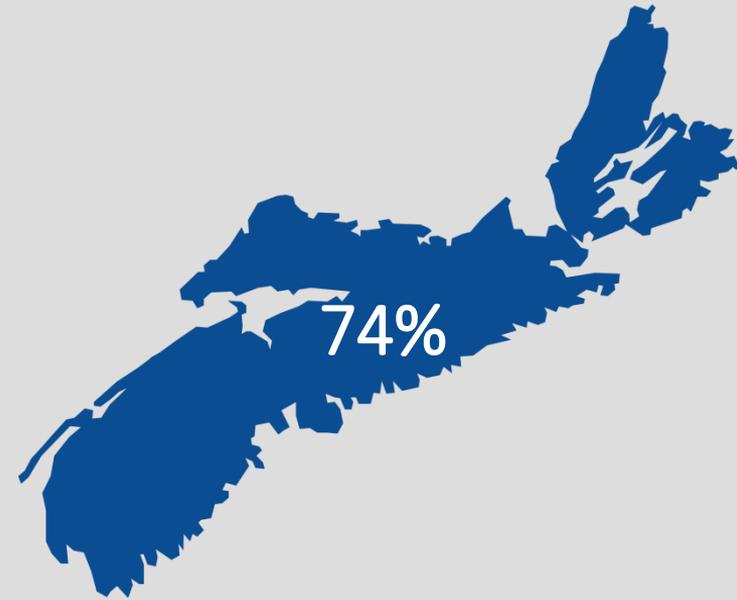
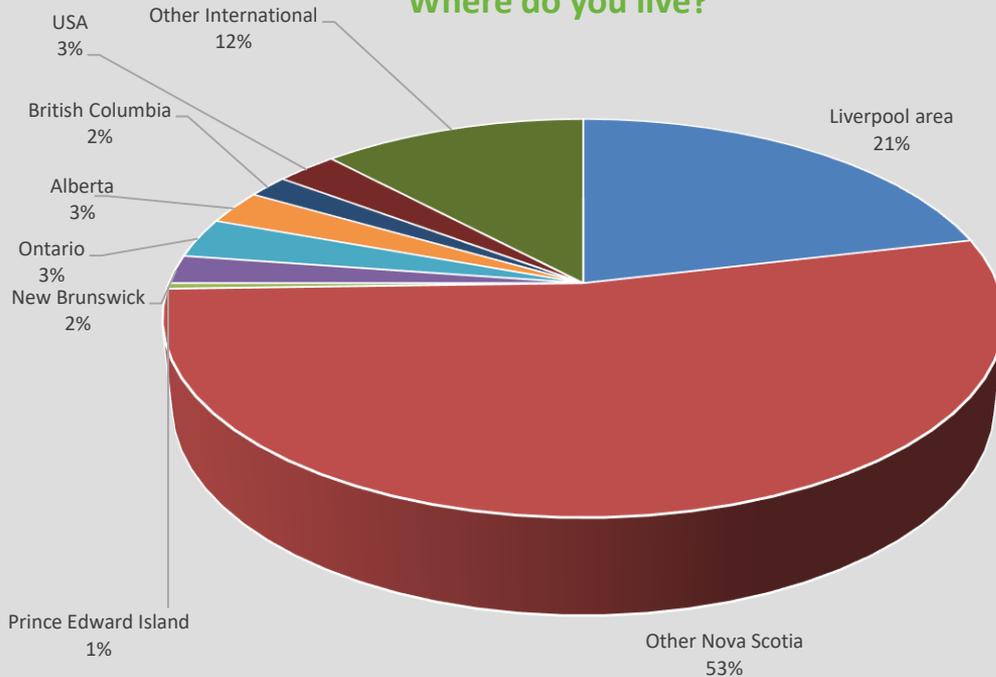
Of this, \$602,000 (52%) accrued in the Liverpool area, while 82% of the total GDP impact remained in Nova Scotia.

## GROSS DOMESTIC PRODUCT (AT BASIC PRICES)



# PLACE OF RESIDENCE

Where do you live?



# TRAVEL CHARACTERISTICS

98.7% of out-of-town attendees stayed overnight during their visit to Liverpool

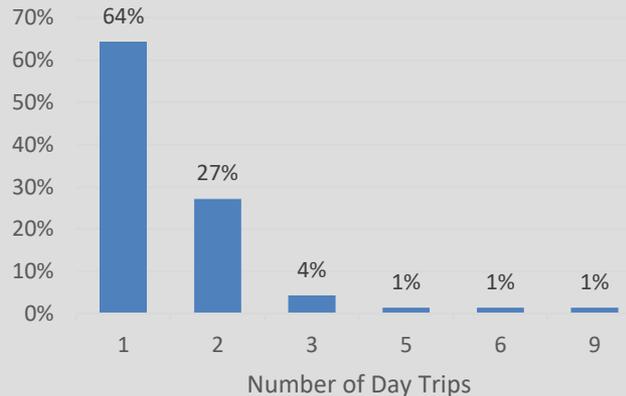


Of those staying overnight...

- 23% Hotel / Motel
- 22% I live here / local
- 35% Not staying overnight: day trips
- 5% Short term rental
- 6% With friends / family
- 11% Other

Average number of nights in Liverpool = 6.4

In total, how many day trips will you be making to Liverpool area for this event?



Average travel party (same household) size = 2.3 people

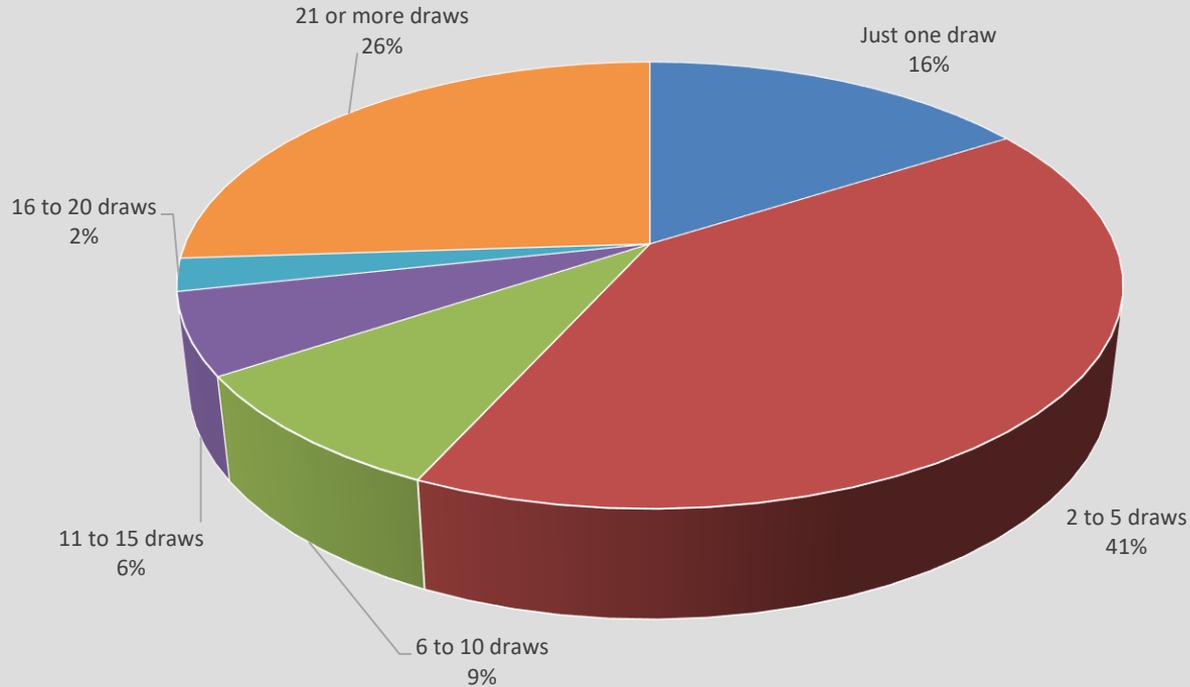
57% of Survey respondents were female, 43% were male



86% said their one-way daily commute to Liverpool was less than 200km

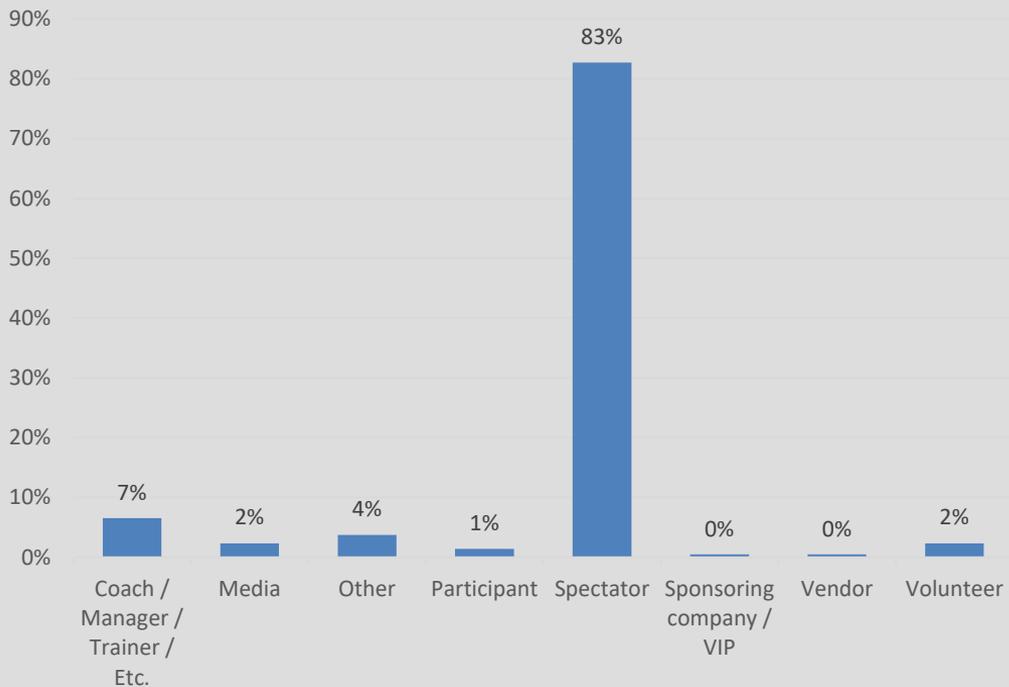
# DRAWS ATTENDED

How many draws are you planning on attending during this tournament?

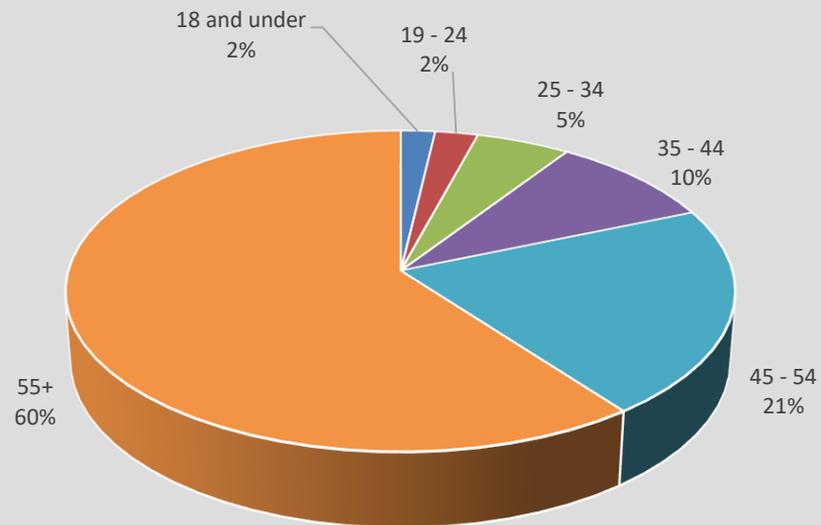


# TRAVELER CHARACTERISTICS

## What is your role at this event?



## What age range are you in?



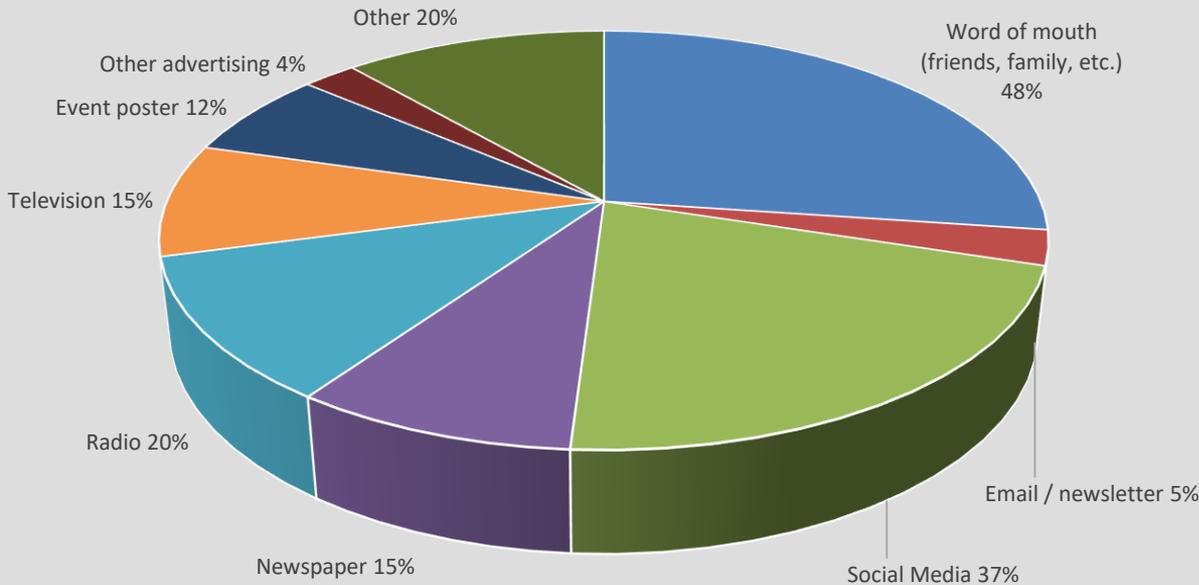
# ADDITIONAL QUESTIONS

The following slides summarize the results from other survey questions.



# AWARENESS & MOTIVATION

How did you find out about this year's World Junior Curling in Liverpool? Please select all that apply:



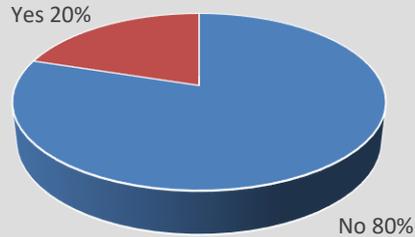
**IMPORTANT**

85% of attendees indicated that this event was the sole reason for their visit to Liverpool.

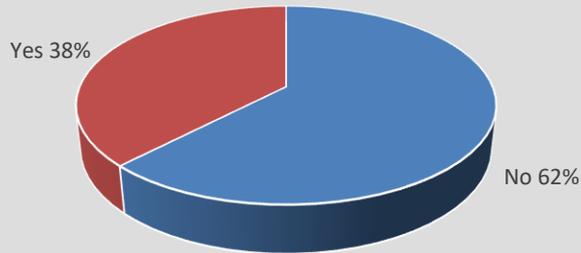
Overall, the importance of this event in influencing visitation to Liverpool was **9.7/10**.

# VISITOR EXPERIENCE

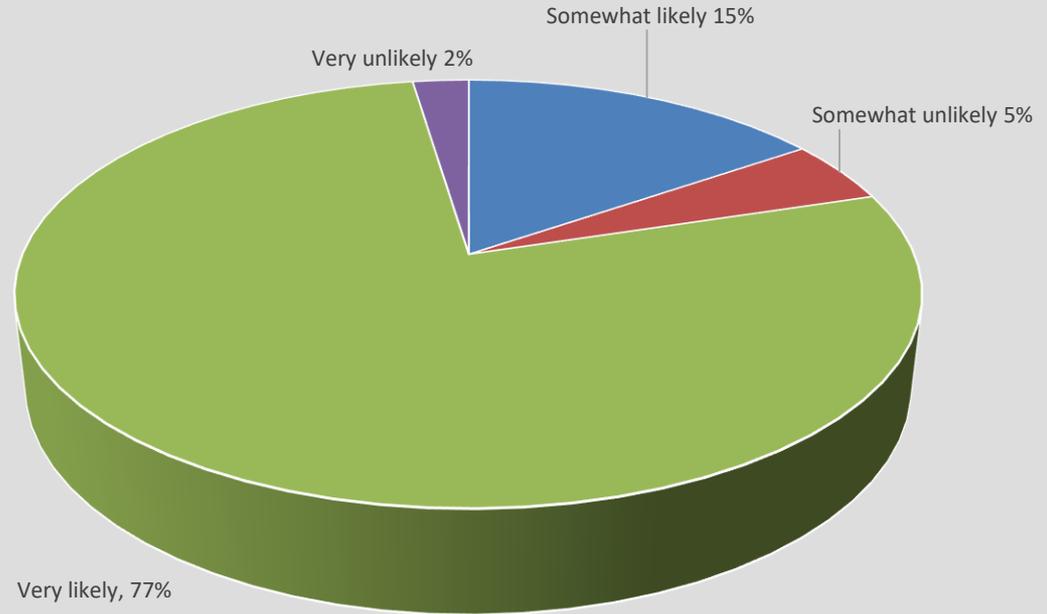
Is this your first visit to Nova Scotia?



Is this your first visit to Liverpool area?



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



# SUMMARY | BY THE NUMBERS

2019 World Junior Curling Championships – Key Facts & Figures				
\$1,419,258 Of initial expenditures	\$957,236 Of visitor spending attributed to event	\$1,691,438 Overall economic activity in Liverpool & Area	\$2,074,374 Overall economic activity in Nova Scotia	\$2,486,462 Overall economic activity in Canada
3,000 Out of town visitors	\$377,647 Of wages and salaries supported locally	\$958,542 Total boost to provincial GDP	\$384,780 In taxes supported across Canada	12 Local jobs supported

# 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<sup>2.0</sup>** on a future event, please contact [research@canadiansporttourism.com](mailto:research@canadiansporttourism.com)

