



Economic Impact Assessment

Final Report – 2017 World Under-17 Hockey Challenge

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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;
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.



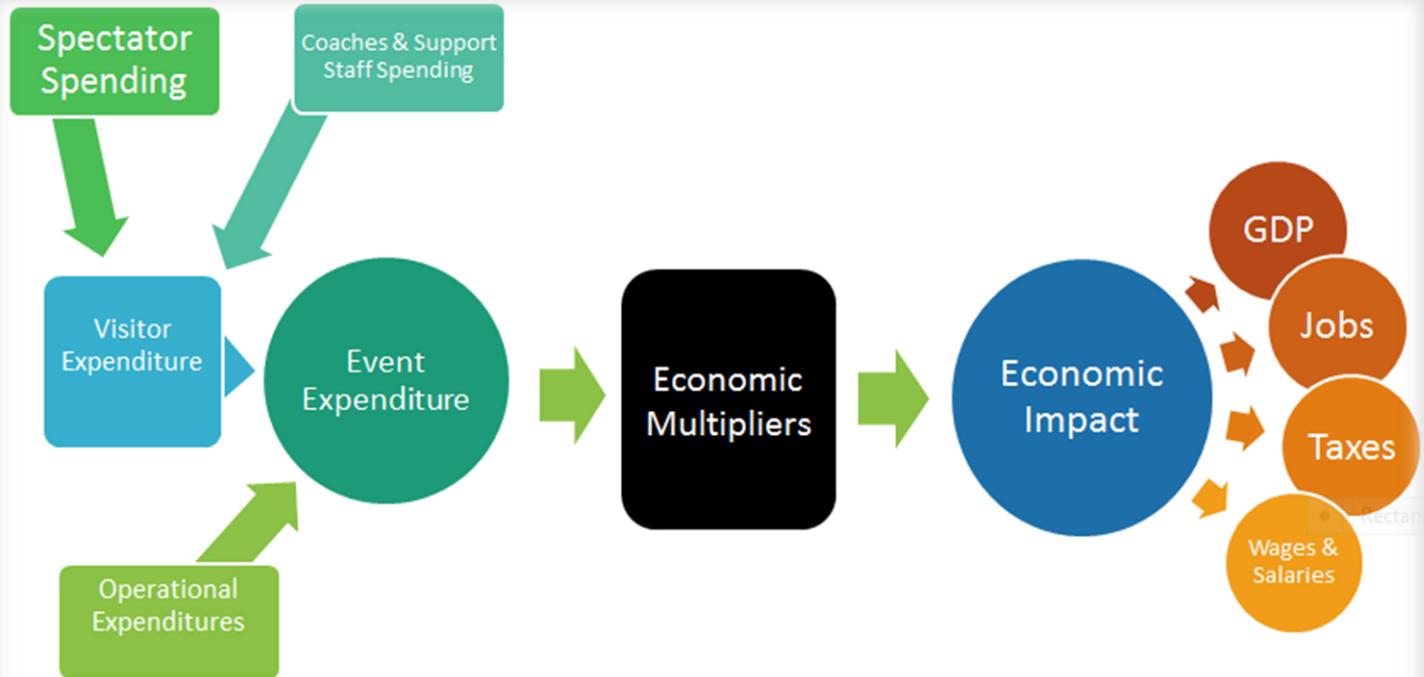
RELIABILITY OF THE DATA



For this study, event organizers opted to engage event volunteers to collect data onsite during the event. Surveyors were recruited and supervised by the client, but remotely trained by CSTA's Field Supervisor.

As a result of not having a member of the CSTA Economic Impact Team involved in the onsite data collection, the CSTA is unable to validate the data records that were generated onsite, but they are consistent with the validated data records collected online, that collectively underpins this analysis.

HOW IT WORKS



2017 WORLD UNDER-17 HOCKEY CHALLENGE

The first step in Hockey Canada's Program of Excellence, the World Under-17 Hockey Challenge includes three Canadian teams and five international entries in a tournament that showcases the future stars of the game. The World Under-17 Hockey Challenge has long been a starting point for professional careers, with more than 1,600 NHL draft picks having played in the tournament, including 18 players selected first overall.

The 2017 World Under-17 Hockey Challenge, was held in Dawson Creek and Fort St. John, British Columbia from November 5-11, 2017. The tournament was ultimately won by the United States in a 6-4 victory over Canada Red in the gold medal game.



THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was conducted over the entire event. The survey was developed by the CSTA specifically for the World Under-17 Hockey Challenge and was administered by a team of volunteers in both Dawson Creek and Fort St. John, on tablet computers running Survey Analytics' Survey Pocket software. Additionally, an online version of the survey was delivered to a database of ticket purchasers after the event to boost the out-of-town sample.

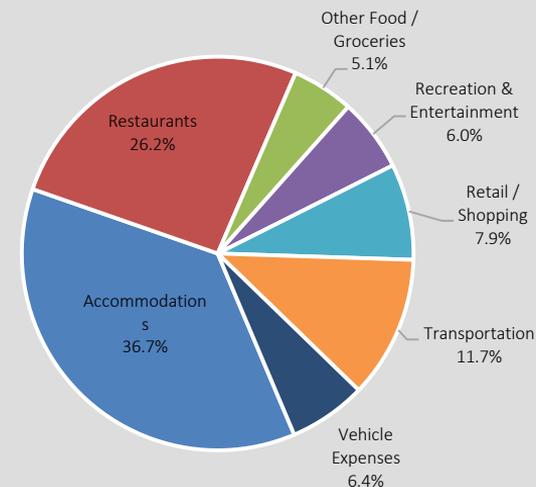
A total of 1,495 valid responses were collected during this event.

The survey included a variety of questions for the spectators with regards to their age, place of residence, party size, number of games attended in each city, etc. Respondents from out-of-town were asked about their length of stay in the Peace River Regional District, the amount of money spent in various categories while in Dawson Creek and/or Fort St. John, as well as the importance of this event in their decision to travel to the Region.

VISITOR SPENDING

	Per Party	Overall
Accommodations	\$840.17	\$265,377.72
Restaurants	\$471.42	\$189,705.91
Other Food / Groceries	\$92.42	\$37,191.08
Recreation & Entertainment	\$108.09	\$43,496.91
Retail / Shopping	\$142.87	\$57,492.86
Transportation	210.52	\$84,716.15
Vehicle Expenses	114.34	\$46,011.99
Total	\$1,979.83	\$723,992.62

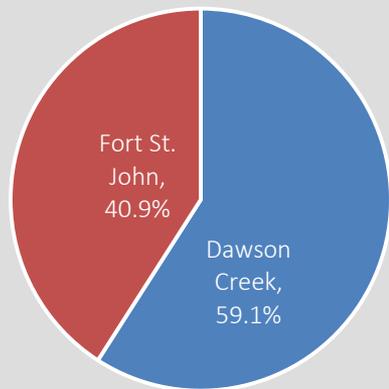
Aggregate visitor spending
was \$724,000



VISITOR SPENDING – BY CITY

	Dawson Creek	Fort St. John	Aggregate
Accommodations	\$156,838.23	\$108,539.49	\$265,377.72
Restaurants	\$112,116.19	\$77,589.72	\$189,705.91
Other Food / Groceries	\$21,979.93	\$15,211.15	\$37,191.08
Recreation & Entertainment	\$25,706.67	\$17,790.23	\$43,496.91
Retail / Shopping	\$33,978.28	\$23,514.58	\$57,492.86
Transportation	\$50,067.25	\$34,648.91	\$84,716.15
Vehicle Expenses	\$27,193.09	\$18,818.91	\$46,011.99
Total	\$427,879.64	\$296,112.98	\$723,992.62

Aggregate visitor spending
was \$724,000



VISITOR SPENDING – DAWSON CREEK

	Per Party	Overall
Accommodations	\$496.54	\$156,838.23
Restaurants	\$278.61	\$112,116.19
Other Food / Groceries	\$54.62	\$21,979.93
Recreation & Entertainment	\$63.88	\$25,706.67
Retail / Shopping	\$84.44	\$33,978.28
Transportation	\$124.42	\$50,067.25
Vehicle Expenses	\$67.57	\$27,193.09
Total	\$1,170.08	\$427,879.64



Average nights in
Dawson Creek = 4.4

Aggregate visitor spending
was just under \$428,000

VISITOR SPENDING – FORT ST. JOHN

	Per Party	Overall
Accommodations	\$343.63	\$108,539.49
Restaurants	\$192.81	\$77,589.72
Other Food / Groceries	\$37.80	\$15,211.15
Recreation & Entertainment	\$44.21	\$17,790.23
Retail / Shopping	\$58.43	\$23,514.58
Transportation	\$86.10	\$34,648.91
Vehicle Expenses	\$46.77	\$18,818.91
Total	\$809.75	\$296,112.98



Average nights in
Fort St. John = 4.3

Aggregate visitor spending
was just over \$296,000

OPERATIONAL EXPENDITURES

In hosting the 2017 World Under-17 Hockey Challenge, the event organizers spent approximately **\$1.2 million** on various **goods and services** to ensure the successful operation of the event.

Additionally, event organizers spent **\$41,000** on venue improvements to ensure the operation of the event and to leave a lasting legacy of enhanced sport facilities.



Operational Expenditures	
Salaries, Fees and Commissions	\$69,748
Marketing Costs	\$34,506
Professional Services	\$47,384
Insurance	\$8,764
Rent	\$166,648
Other Expenses	\$181,016
Other Supplies	\$45,748
Food and Beverages	\$247,904
Accommodations	\$211,813
Merchandise and Retail	\$25,074
Transportation and Storage	\$139,597
Total	\$1,178,203

For this economic impact assessment, operational expenditures are aggregated for the entire event and cannot be divided between the two cities.

THE EI RESULTS

The combined spending of out-of-town participants, delegates, family members, spectators and other people who visited Dawson Creek and Fort St. John for the event, in combination with the expenditures made by the organizers of the event, totaled \$2.1 million, supporting \$3.3 million in economic activity in British Columbia, including \$2.7 million of economic activity in Dawson Creek / Fort St. John.

These expenditures supported \$1.05 million in wages and salaries in the province through the support of 17 jobs, of which 13 jobs and \$744K in wages and salaries were supported in Dawson Creek / Fort St. John.

The total net economic activity (GDP) generated by the 2017 World Under-17 Hockey Challenge was:

- \$1.95 million for Canada as a whole
- \$1.83 million for the province of British Columbia
- \$1.27 million for Dawson Creek & Fort St. John

The 2017 World Under-17 Hockey Challenge supported tax revenues totaling just over \$474,000 across Canada.

	Dawson Creek & Fort St. John	British Columbia	Canada
Initial Expenditure	\$2,069,434	\$2,069,434	\$2,069,434
GDP	\$1,274,627	\$1,826,718	\$1,950,167
Wages & Salaries	\$744,064	\$1,047,834	\$1,114,856
Employment	12.9	17.2	18.3
Total Taxes	\$328,426	\$448,954	\$474,487
Federal	\$150,278	\$203,745	\$215,920
Provincial	\$138,985	\$194,065	\$198,767
Municipal	\$39,163	\$51,144	\$59,801
Industry Output	\$2,690,499	\$3,268,989	\$3,533,231

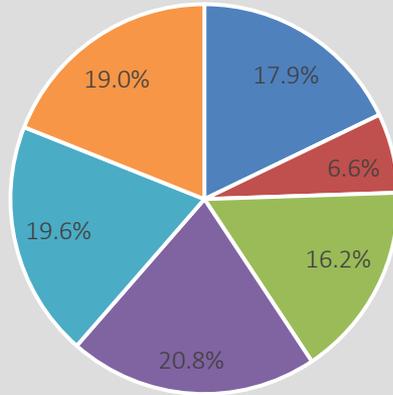
ADDITIONAL QUESTIONS

The following slides summarize the results from questions that were included as part of the survey, but were not all necessarily required for the economic impact analysis calculations.



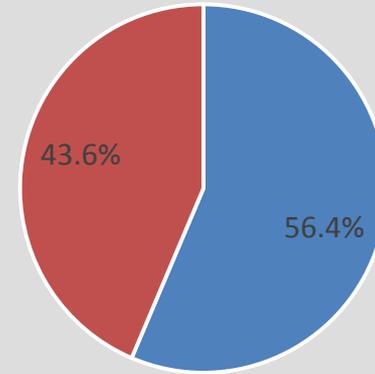
DEMOGRAPHICS

Age Range



■ 18 & under ■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Gender

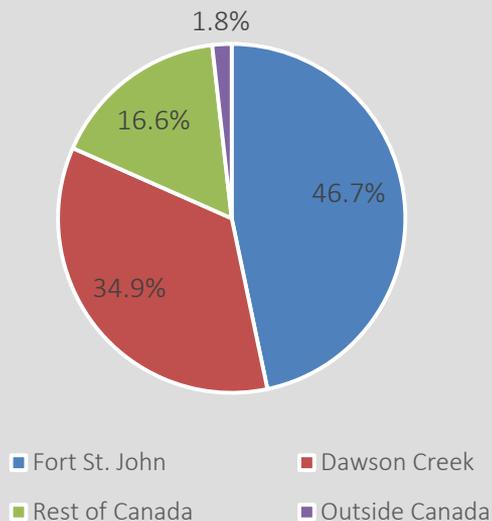


■ Male ■ Female

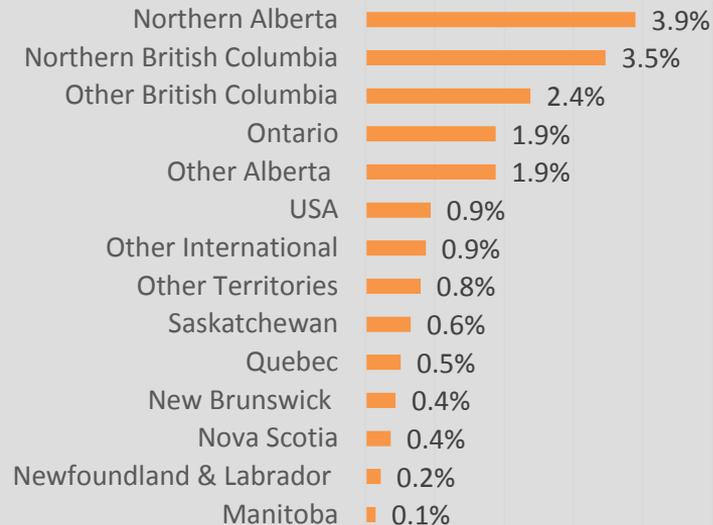
Average Age = 39.2 years

PLACE OF RESIDENCE

82% of attendees were from Dawson Creek or Fort St. John

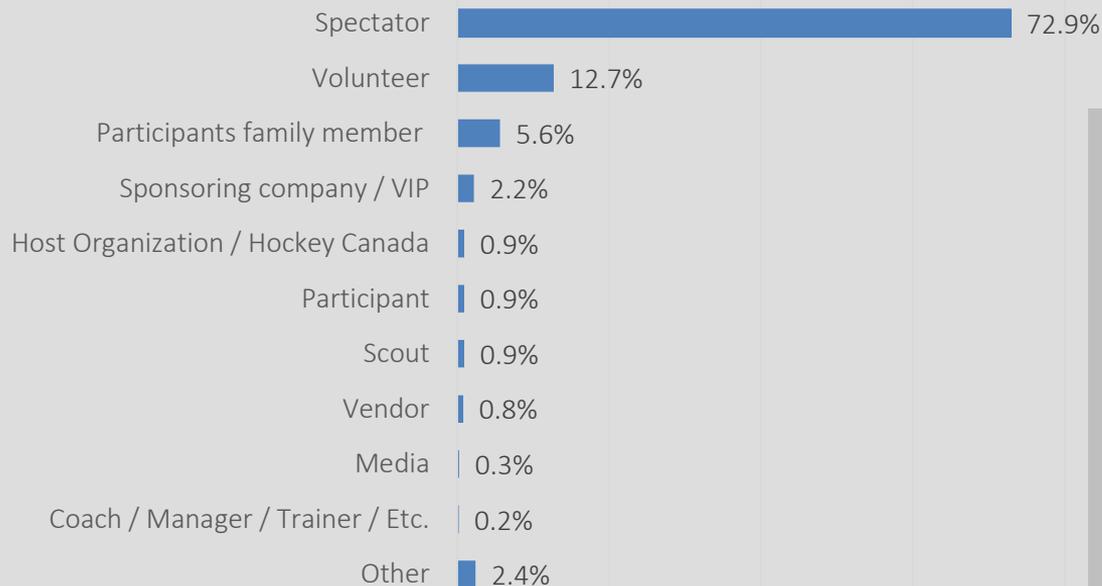


Other Places of Residence



ATTENDANCE CHARACTERISTICS

Role at the Event



Overall, the average days attending for spectators = 4.2

The average days attending for out-of-town spectators and participants' family members = 4.5

21% of spectators and family members attended 7 days or more.

ATTENDANCE CHARACTERISTICS

Dawson Creek

Residents from Dawson Creek attended an average of 5.5 games

Residents from Fort St. John attended an average of 1.3 games

Residents from outside the two host cities attended an average of 4.8 games

Fort St. John

Residents from Fort St. John attended an average of 4.9 games

Residents from Dawson Creek attended an average of 0.3 games

Residents from outside the two host cities attended an average of 3.5 games

Overall

Residents from Dawson Creek attended an average of 5.8 games

Residents from Fort St. John attended an average of 6.2 games

Residents from outside the two host cities attended an average of 8.3 games

TRAVEL CHARACTERISTICS



Average travel party size = 2.9 people

The typical same day traveller made 2.4 day trips to Dawson Creek / Fort St. John

58% of out-of-town attendees stayed overnight during their visit to the Dawson Creek or Fort St. John



Of those staying overnight...

- 64% Stayed in a hotel
- 27% Stayed with friends or family
- 4% Used a short term rental
- 5% Made other arrangements

Average nights in Peace River area = 4.3

Average nights in Dawson Creek = 4.4



Average nights in Fort St. John = 4.3



PEACE RIVER REGIONAL DISTRICT

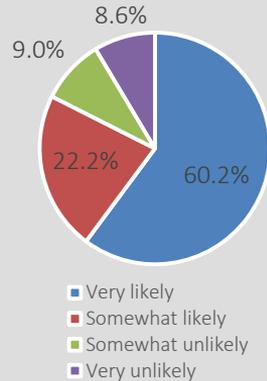
40%

Indicated this was their first visit to the Peace River Regional District



82%

stated they likely return to the Peace River Regional District in the future



IMPORTANT

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

Overall, the importance of this event in influencing visitation to the Region was 9.0/10.

SUMMARY | BY THE NUMBERS

2017 World Under-17 Hockey Challenge – Key Facts & Figures

\$2.1 Million of initial expenditures	\$724,000 of visitor spending attributable to event	13 Local jobs supported by event	\$3.3 Million overall economic activity in the province
1,167 out of town visitors in the Region	\$744,000 of wages and salaries supported locally	\$1.8 Million total boost to provincial GDP	\$474,000 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}** on a future event, please contact research@canadiansporttourism.com

