



Economic Impact Assessment

Final Report – 2019 Dynamite Challenge Volleyball Tournament

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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)
- Wages & Salaries
- Employment
- Taxes
- Industry Output

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.



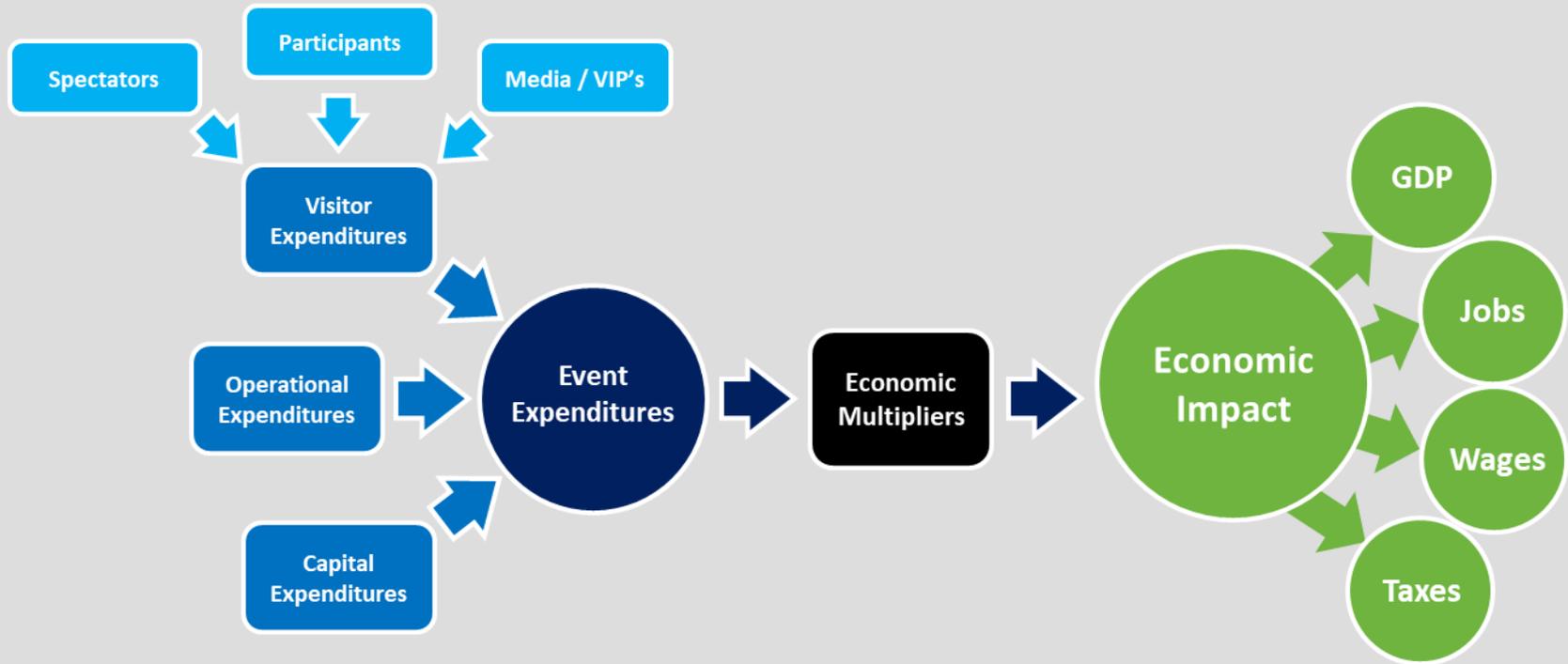
RELIABILITY OF THE DATA

For this study, event organizers opted to engage event volunteers to collect data onsite during the Dynamite Challenge Volleyball Tournament. Surveyors were recruited and supervised by the client (after being trained by the CSTA's Field Supervisor, who was on-call during the event for assistance and trouble-shooting).

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.



HOW IT WORKS



THE METHODOLOGY

The visitor statistics cited in this report were derived from an on-site intercept survey that was conducted over the two days of the 2019 Dynamite Challenge Volleyball Tournament – March 2-3, 2019. The survey was developed by the CSTA specifically for this event and was administered by a team of volunteers at locations throughout both venues, on tablet computers running QuickTap software.

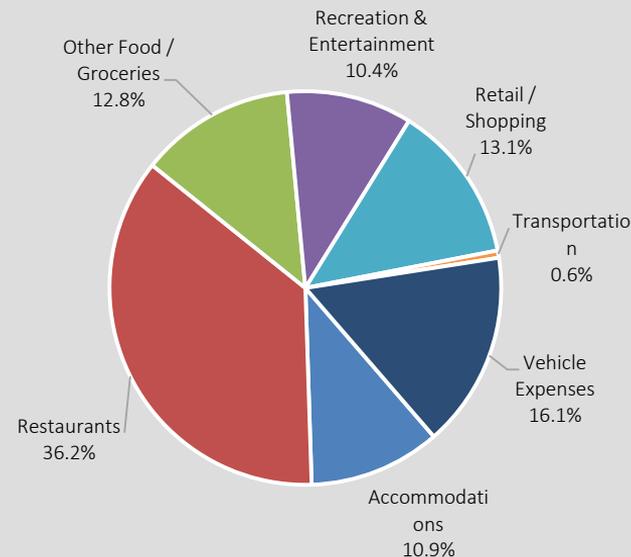
A total of **201** valid responses were collected during this event.

The survey included a variety of questions for the event attendees with regards to their age, place of residence, party size, games attended, etc. Respondents from out-of-town were asked about their length of stay in the Dawson Creek area, the amount of money spent in various categories while in Dawson Creek, as well as the importance of this event in their decision to travel to the area.

VISITOR SPENDING

	Per Party	Overall
Accommodations	\$42.50	\$3,930
Restaurants	\$141.97	\$22,715
Other Food / Groceries	\$49.91	\$7,986
Recreation & Entertainment	\$40.51	\$6,482
Retail / Shopping	\$51.12	\$8,179
Transportation	\$2.33	\$186
Vehicle Expenses	\$62.80	\$10,048
Total	\$391.14	\$59,713

Aggregate visitor spending was nearly **\$60,000**



VISITOR SPENDING – SCALED BY IMPORTANCE

	Per Party	Overall
Accommodations	\$40.42	\$3,738
Restaurants	\$135.01	\$21,602
Other Food / Groceries	\$47.46	\$7,594
Recreation & Entertainment	\$38.53	\$6,164
Retail / Shopping	\$48.62	\$7,778
Transportation	\$2.22	\$355
Vehicle Expenses	\$59.72	\$9,556
Total	\$371.97	\$56,787

Visitor spending directly attributable to the Dynamite Challenge Volleyball Tournament was just under **\$57,000**

Visitors to Dawson Creek were asked about the importance of the 2019 Dynamite Challenge Volleyball Tournament in their decision to travel to Dawson Creek using a scale of 1-10 (with 1 meaning 'not at all important' and 10 meaning it was 'the only reason for travel').

The results show that the Dynamite Challenge Volleyball Tournament was the primary driver for most respondents, with an average importance of 9.5/10

OPERATIONAL EXPENDITURES

In hosting the 2019 Dynamite Challenge Volleyball Tournament, the event organizers spent approximately **\$4,300** on various **goods and services** to ensure the successful operation of the event.



Operational Expenditures	
Salaries, Fees and Commissions	\$0
Marketing & Advertising Services	\$0
Professional Services	\$2,400
Insurance	\$0
Facility Rent	\$1,500
Other Services	\$0
Other Supplies	\$0
Food and Beverages	\$200
Accommodations	\$200
Merchandise and Retail	\$0
Transportation and Storage	\$0
Total	\$4,300

THE EI RESULTS

The combined spending of out-of-town spectators, participants, and other people who visited Dawson Creek for the Dynamite Challenge Volleyball Tournament, in combination with the expenditures made by the organizers of the event, totaled \$61,087, supporting \$95,361 in overall economic activity in British Columbia, including \$76,267 of overall economic activity in Dawson Creek.

These expenditures supported \$27,910 in wages and salaries in the province through the support of 0.5 jobs, of which 0.4 jobs and \$20,928 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2019 Dynamite Challenge Volleyball Tournament was:

- \$52,159 for Canada as a whole
- \$43,166 for the province of British Columbia
- \$29,847 for the city of Dawson Creek

The 2019 Dynamite Challenge Volleyball Tournament supported tax revenues totaling \$16,430 across Canada.

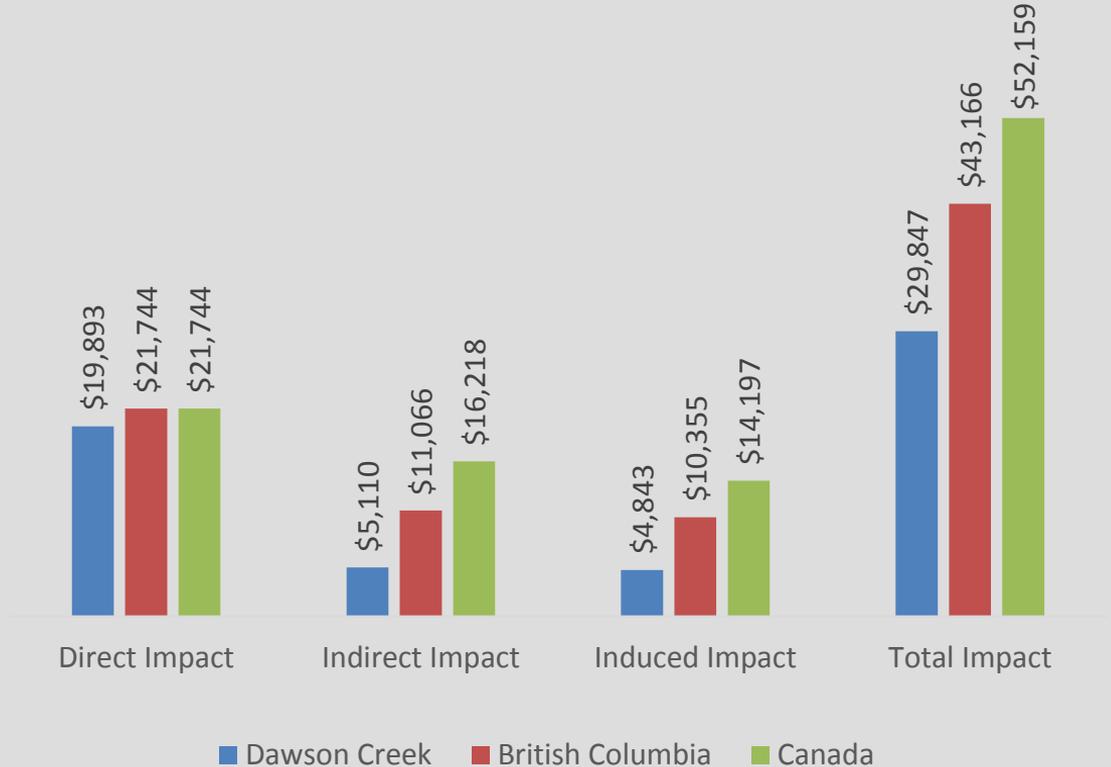
	Dawson Creek	British Columbia	Canada
Initial Expenditure	\$61,087	\$61,087	\$61,087
GDP	\$29,847	\$43,166	\$52,159
Wages & Salaries	\$20,928	\$27,910	\$32,770
Employment	0.4	0.5	0.6
Total Taxes	\$11,544	\$14,587	\$16,430
Federal	\$5,782	\$7,087	\$8,004
Provincial	\$4,911	\$6,304	\$6,929
Municipal	\$852	\$1,196	\$1,498
Industry Output	\$76,267	\$95,361	\$115,100

GROSS DOMESTIC PRODUCT

GPD (at basic prices)

The 2019 Dynamite Challenge Volleyball Tournament contributed \$52,159 in GDP to the Canadian economy through direct and spin-off impacts.

Of this, \$29,847 (57%) accrued in the Dawson Creek area, while 83% of the total GDP impact remained in the province of British Columbia.



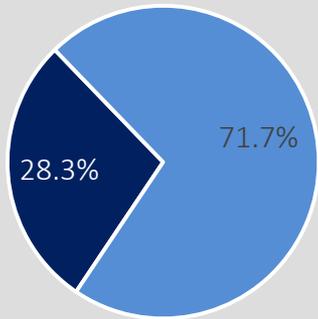
ADDITIONAL QUESTIONS

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.



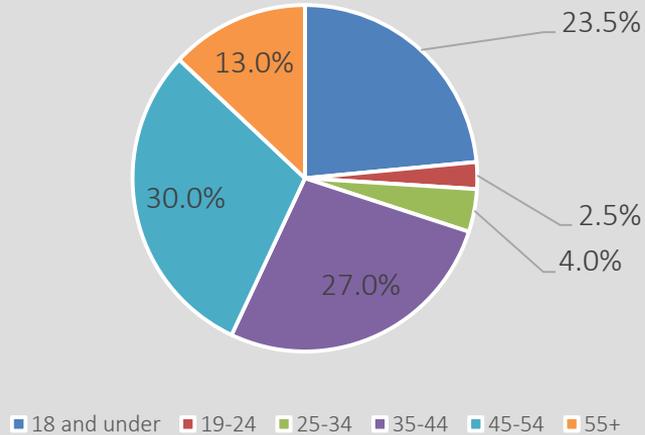
DEMOGRAPHICS

Gender



■ Male ■ Female

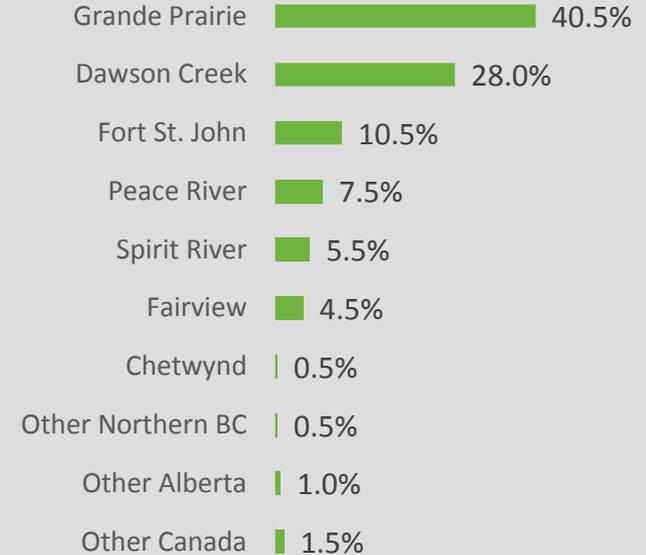
Age Range



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

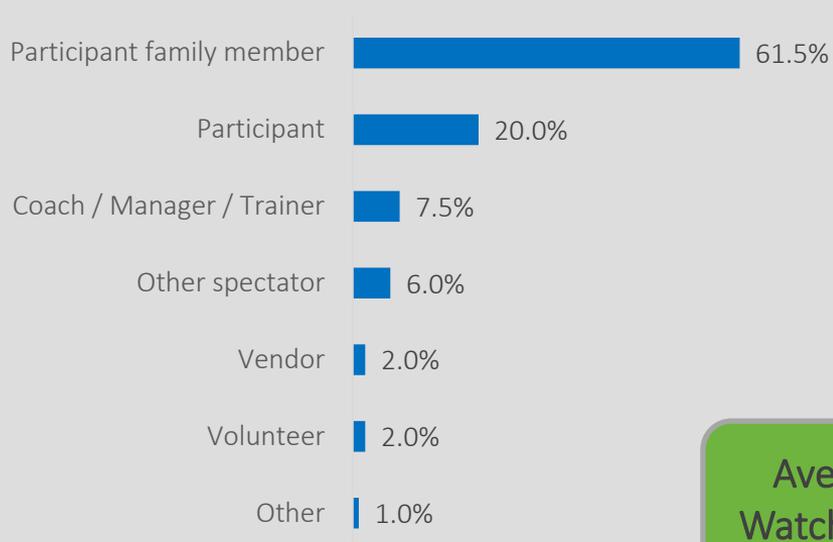
Average Age = 38.0 years

Place of Residence



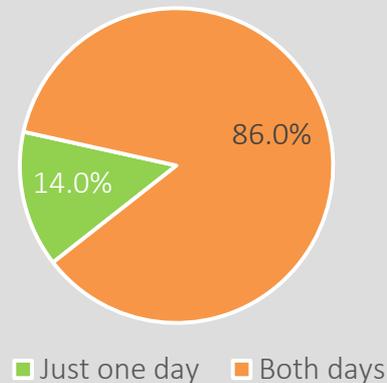
ATTENDANCE CHARACTERISTICS

Role at Event



Average Games
Watched = 6 games

Days Attending



TRAVEL CHARACTERISTICS

58% of out-of-town attendees stayed overnight during their visit to Dawson Creek



Of those staying overnight...

- 89% Stayed in a hotel
- 9% Stayed with friends / family
- 2% Made other arrangements

Average nights in Dawson Creek = 1.4



Average travel party size = 2.7 people

IMPORTANT

81% of attendees indicated that this event was the sole reason for their visit to Dawson Creek.

Overall, the importance of this event in influencing visitation to Dawson Creek was 9.5/10.

DAWSON CREEK TOURISM

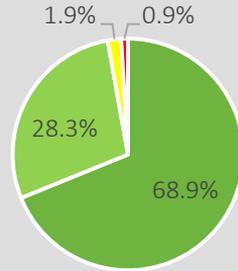
0%

Indicated this was their first visit to Dawson Creek



97%

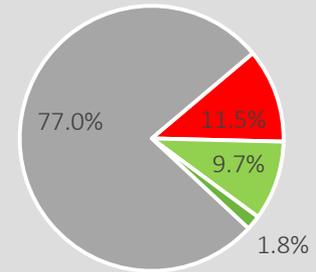
stated they would likely return to Dawson Creek in the future



Very likely
Somewhat likely
Somewhat unlikely
Very unlikely

12%

Planned to use the "Show Your Badge" program



No Not yet Yes I don't know what that is

SUMMARY | BY THE NUMBERS

2019 Dynamite Challenge Volleyball Tournament – Key Facts & Figures

\$61,087 of initial expenditures	\$56,787 of visitor spending attributable to event	0.4 Dawson Creek jobs supported by event	\$95,361 overall economic activity in the province
432 estimated out of town visitors in Dawson Creek	\$20,928 of wages and salaries supported locally	\$43,166 total boost to provincial GDP	\$16,430 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

