



# Economic Impact Assessment

**2021 Sport Events Congress (Virtual Edition) – Ottawa, ON**

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# The Event

Sport Events Congress is the largest annual gathering of everyone connected to the \$6.8 billion sport tourism industry in Canada. This 3-day interactive and educational event allows destinations to connect with sport organizations seeking host partners, provides superb professional development presentations, connects the brightest minds in the sport tourism industry and allows everyone to enjoy the SEC brand of fun and social networking.

The 2021 edition of Sport Events Congress is hosted “virtually” in Ottawa April 7-9, 2021.



# THE EI RESULTS

The combined spending required to virtually host the 2021 Sport Events Congress totaled \$174,522, supporting over \$237,418 in overall economic activity in Ontario, including \$208,296 of economic activity in the Ottawa area.

These expenditures supported \$109,099 in wages and salaries in the province through the support of 1.0 job, of which 0.7 jobs and \$87,320 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2021 Sport Events Congress was:

- \$197,172 for Canada as a whole
- \$153,378 for the province of Ontario
- \$109,893 for the city of Ottawa

The 2021 Sport Events Congress supported tax revenues totaling \$53,731 across Canada.

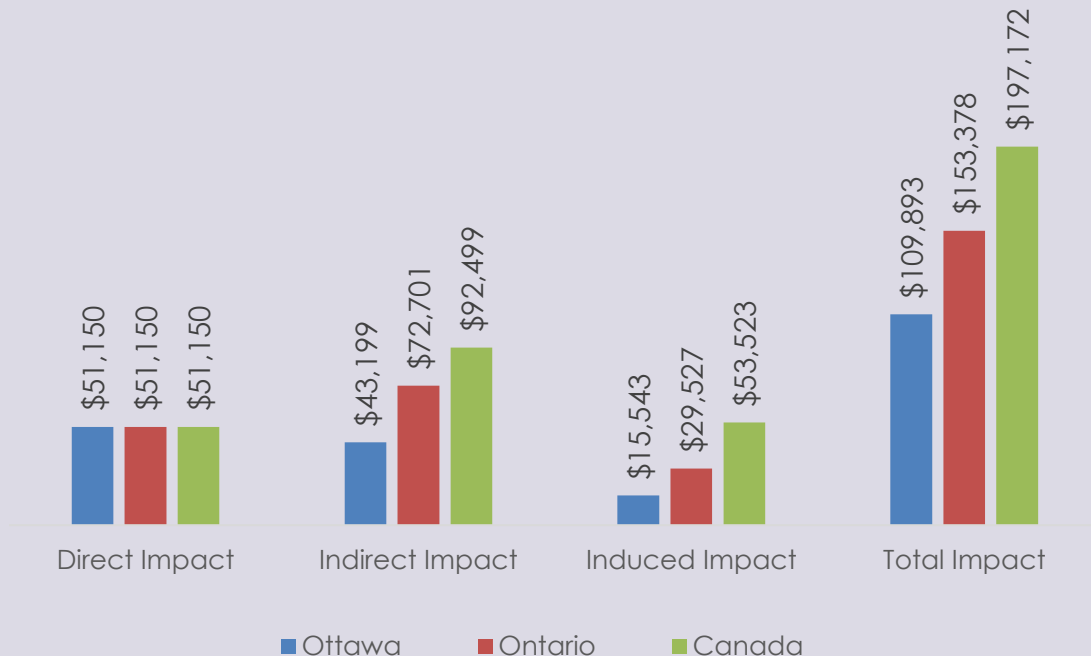
	Ottawa	Ontario	Canada
Initial Expenditure	\$174,522	\$174,522	\$174,522
GDP	\$109,893	\$153,378	\$197,172
Wages & Salaries	\$87,320	\$109,099	\$134,235
Employment	0.7	1.0	1.5
Total Taxes	\$24,132	\$36,945	\$53,731
Federal	\$11,871	\$17,905	\$24,025
Provincial	\$10,602	\$16,147	\$25,648
Municipal	\$1,658	\$2,892	\$4,058
<b>Industry Output</b>	<b>\$208,296</b>	<b>\$237,418</b>	<b>\$314,226</b>



# GROSS DOMESTIC PRODUCT

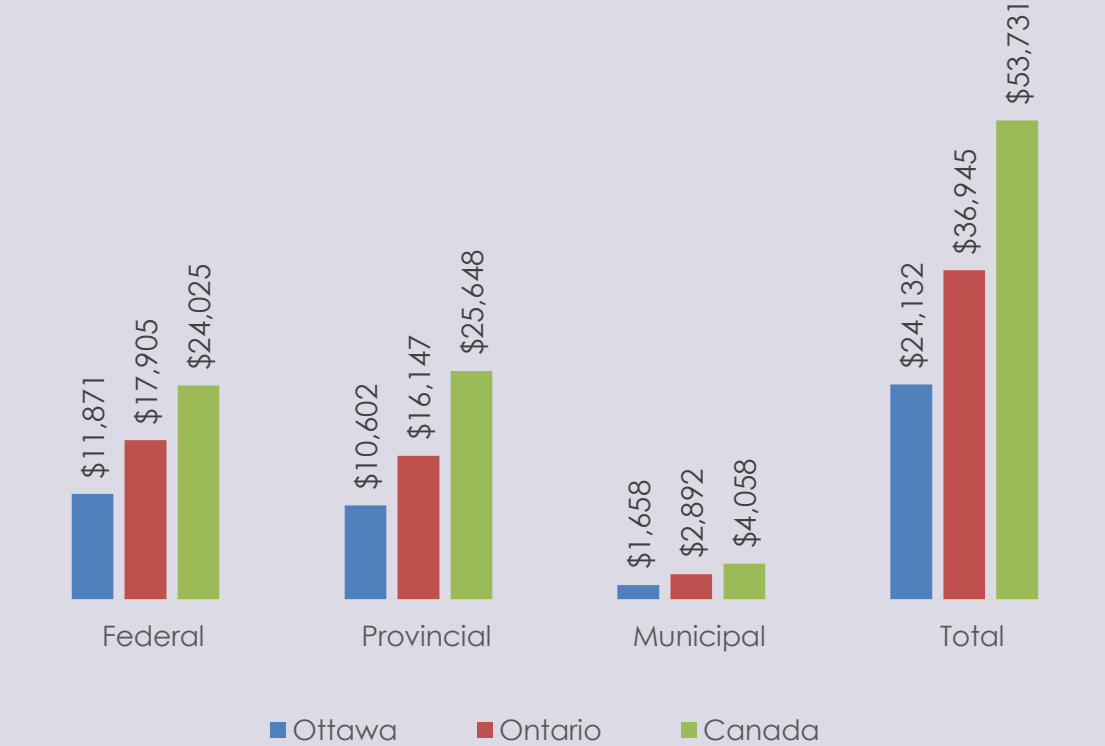
## GPD (at basic prices)

By hosting the **Sport Events Congress** in Ottawa contributed just over **\$197,000** in GDP to the Canadian economy through direct and spin-off impacts.



# TAXES

**Sport Events Congress** contributed just under **\$54,000** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



# SUMMARY | BY THE NUMBERS

## 2021 Sport Events Congress – Key Facts & Figures

<b>\$174,522</b> of initial expenditures	<b>\$0</b> of visitor spending attributable to event	<b>0.7</b> local jobs supported by the events	<b>\$237,418</b> overall economic activity in the province
<b>0</b> out of town visitors* in Ottawa	<b>\$87,320</b> of wages and salaries supported locally	<b>\$153,378</b> total boost to provincial GDP	<b>\$53,731</b> in taxes supported across Canada

\* SEC 2021 was conducted "virtually" and any people in Ottawa were either local or spending was accounted for in the operations budget.



# 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 **STEAMPRO<sup>2.0</sup>** or **FESTPRO** on any other type of event, please contact  
research@sporttourismcanada.com

