

# COMPARING STEAM, STEAMPRO AND FESTPRO





Predictive model used to determine the expected impact of an event before it takes place	✓		
Model is populated with primary data from 300+ actual sport events	✓		
FREE self-serve online tool for STC members	✓		
Data set assumptions are made by event organizer	✓		
User Guide, training & technical support available	✓		
Used for sport events	✓	✓	
Can be adapted to measure the EI of sport venues, teams/leagues, etc.		✓	
Data set is collected onsite via face-to-face intercept surveys, at kiosks, & using QR codes		✓	✓
Data set is augmented by post-event budget data from event organizers		✓	✓
EI team assigned to manage the research project from A to Z		✓	✓
Research add-ons available (sponsor & social impacts)		✓	✓
Used for festivals, fairs, concerts, exhibitions (non-sport events)			✓
Available as a pay-per-use à la carte consulting service with results validated by STC	Starting at \$3000 CAD	Starting at \$5500 CAD	Starting at \$8000 CAD
Detailed reporting available	✓	✓	✓
Preferred pricing on à la carte service for STC members	✓	✓	✓
Used exclusively for measuring the EI of Canadian events	✓	✓	✓
Developed jointly by The Conference Board of Canada & Sport Tourism Canada	✓	✓	✓
Utilizes data specifically related to travel from the Canadian Tourism Research Institute (CTRI)	✓	✓	✓
Leverages the sector-specific tax data from Statistics Canada's Government Revenues Attributable to Tourism (GRAT) report	✓	✓	✓
Uses the latest input/output tables & multipliers from Statistics Canada	✓	✓	✓

