



Economic Impact Assessment

Final Report – Para Nordic World Cup – Canmore, AB

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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(s);
2. The expenditures of the event organizers in producing the event(s);
3. Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM^{2.0}**, **STEAMPRO^{2.0}** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

STEAM^{2.0} is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO^{2.0}** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO^{2.0}**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

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.

RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are robust and reliable, STC 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 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.



The Conference Board
of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

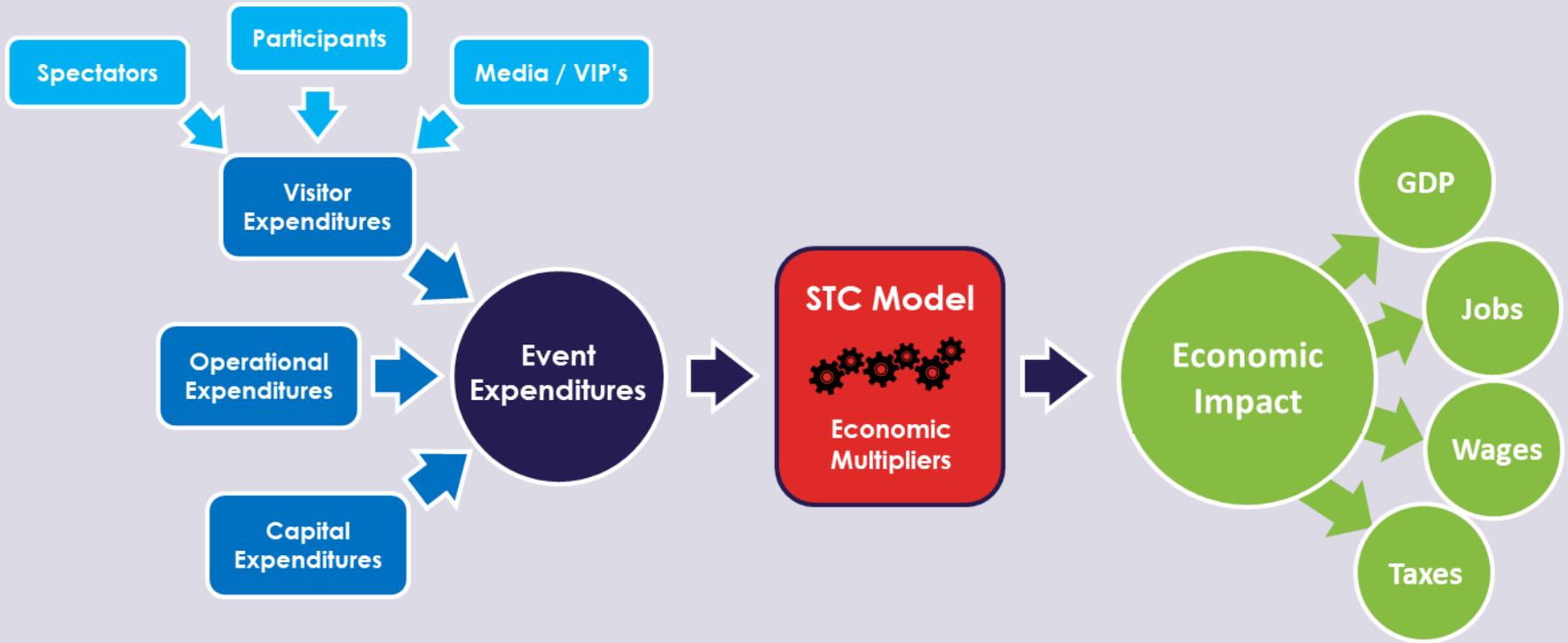
The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Wages & Salaries
- Employment
- Taxes
- Industry Output

STC's **STEAMPRO^{2.0}** measures the direct, indirect & induced effects for each of these elements.



HOW IT WORKS



RELIABILITY OF THE DATA

For this study, The Alberta World Cup Society utilized event staff and/or volunteers to manage the survey process and collect data onsite during four (4) days of the six (6) days during the event. Surveys were also deployed via email to collect additional data for the study. Local surveyors and a local Field Supervisor were trained by Sport Tourism Canada and a representative from Sport Tourism Canada provided remote support.

As a result of not having a member of the STC Economic Impact Team on the ground during the event, STC is not able to validate the data records generated that underpins this analysis.

An estimated **80%** of spectators were surveyed and **13** of **14** participating teams / delegations provided feedback and spending numbers for their entire trip to Canmore, resulting in a high confidence level for the results contained in this report.



METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted over four (4) days of the six (6) race days during the event. The survey was developed by STC specifically for this event and was administered a variety of ways: 1) by a team of surveyors intercepting spectators onsite, 2) through the use of a QR code provided to allow respondents to complete at their leisure, and 3) an online survey sent to all team managers to gather team feedback.

A total of **75** (out of 95 total spectators) valid responses were collected during this event along with **13** teams (out of 14 total teams) providing event feedback and total event expenditures.

The survey included a variety of questions for the spectators with regards to their age, place of residence, days attended, event experience, etc., while respondents from out-of-town were asked about their length of stay in the local area, and the amount of money spent in various categories while in the area. Additionally, participating teams were asked about their spending while in Canmore for the event along with travel preferences and event experiences.



THE EVENT



The Canmore 2021 World Para Nordic Skiing World Cup was held from December 4-12, 2021 at the world-renowned Canmore Nordic Centre Provincial Park in Southern Alberta. Fourteen nations competed in two disciplines (cross-country & biathlon) over six (6) days.



CANMORE
2021

PRESENTED BY

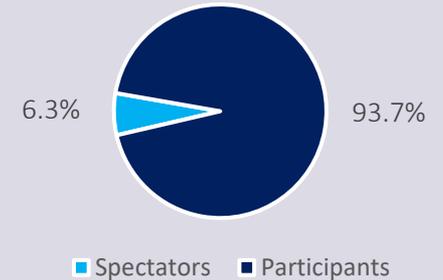


VISITOR SPENDING

	Spectators	Participants	Overall
Accommodations	\$23,179	\$338,309	\$361,488
Restaurants	\$8,951	\$51,969	\$60,920
Other Food / Groceries	\$4,959	\$39,508	\$44,467
Recreation & Entertainment	\$630	\$3,151	\$3,781
Retail / Shopping	\$3,945	\$25,637	\$29,582
Transportation	\$1,649	\$161,969	\$163,618
Vehicle Expenses	\$2,564	\$10,917	\$13,481
Total	\$45,877	\$631,460	\$677,337

Aggregate visitor spending was nearly **\$680,000**

Spending by Group



OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by Alberta World Cup Society, combined with facility upgrades and renovations were:

Operational

\$431,032

Capital

\$30,000

These operational expenditures include, but are not limited to staff salaries, facility rental, marketing and advertising services, professional services, communication, food and beverage, accommodations, and merchandise

THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators and other people who visited Canmore for the Para Nordic World Cup, in combination with the expenditures made by the event organizers, totalled just under \$1.14 million, supporting just under \$1.7 million in overall economic activity in Alberta, including over \$1.4 million of economic activity in the Canmore area.

These expenditures supported \$531,938 in wages and salaries in the province through the support of 7.5 jobs, of which 6.2 jobs and \$425,415 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2021 Para Nordic World Cup was:

- \$1,159,668 for Canada as a whole
- \$940,319 for the province of Alberta
- \$718,135 for the town of Canmore

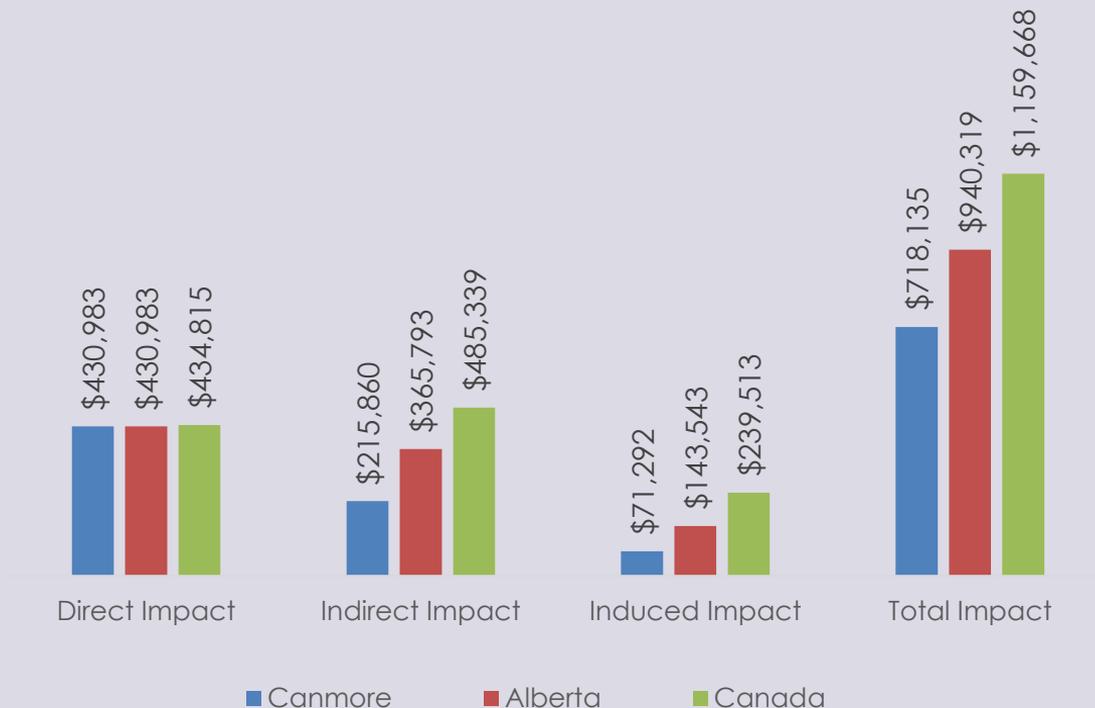
The 2021 Para Nordic World Cup supported tax revenues totaling \$347,294 across Canada.

	Canmore	Alberta	Canada
Initial Expenditure	\$1,138,369	\$1,138,369	\$1,138,369
GDP	\$718,135	\$940,319	\$1,159,668
Wages & Salaries	\$425,415	\$531,938	\$657,887
Employment	6.2	7.5	9.7
Total Taxes	\$215,298	\$273,371	\$347,294
Federal	\$113,512	\$145,460	\$179,358
Provincial	\$78,221	\$97,790	\$131,168
Municipal	\$23,565	\$30,120	\$36,769
Industry Output	\$1,416,713	\$1,671,608	\$2,122,324

GROSS DOMESTIC PRODUCT

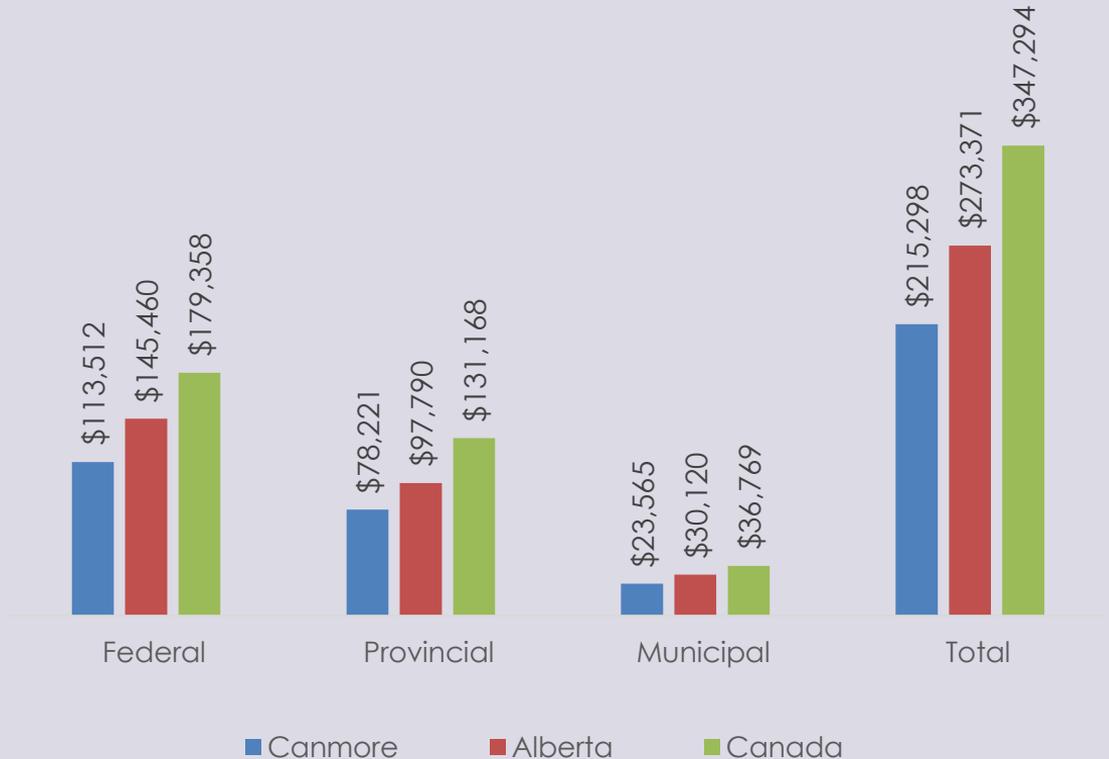
GDP (at basic prices)

The hosting of the **Para Nordic World Cup** in **Canmore** contributed just under **\$1.16 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The 2021 Para Nordic World Cup hosted in **Canmore** contributed just over **\$347,000** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



ADDITIONAL QUESTIONS

The following pages 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.



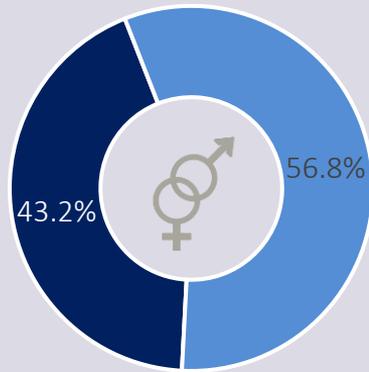
**CANMORE
2021**

PRESENTED BY



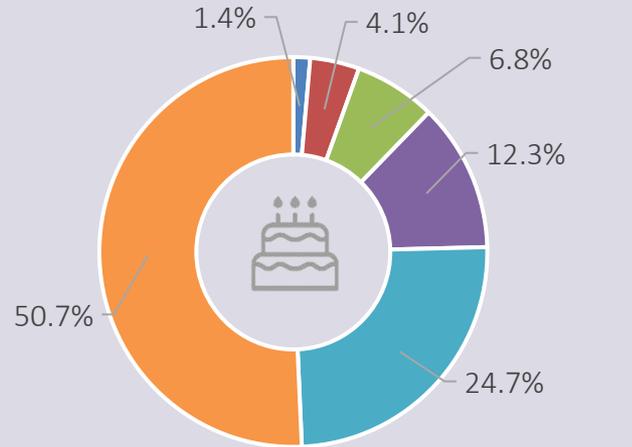
DEMOGRAPHICS

Gender



■ Man ■ Woman

Age Range



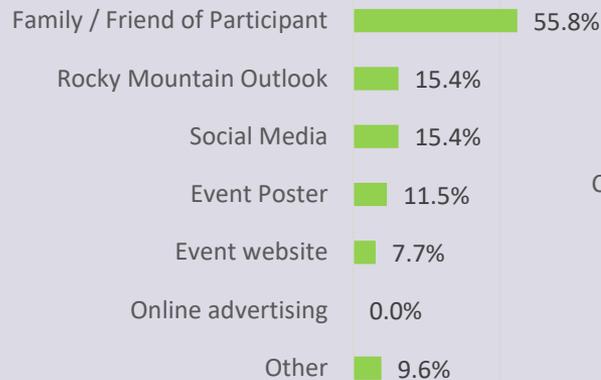
■ 18 and under ■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Place of Residence



ATTENDANCE CHARACTERISTICS

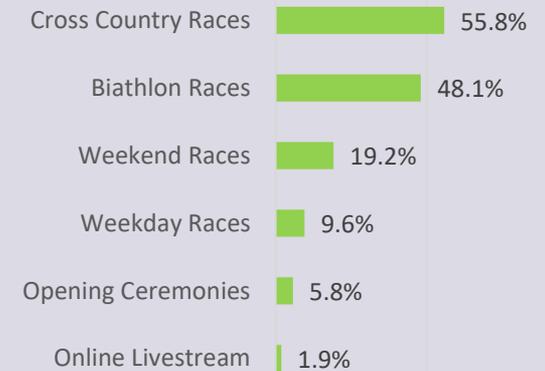
Learned About Event



Role at event



Event(s) Attended



Average days at event = 4.7

TRAVEL CHARACTERISTICS - SPECTATORS

80% of out-of-town attendees stayed overnight during their visit to Canmore



Of those staying overnight...

- **51%** Stayed in a hotel
- **15%** Stayed with friends/family
- **32%** Used a short term rental
- **2%** Made other arrangements



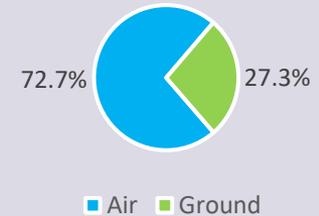
20% of out-of-town attendees made an average of **1.7** day trips to Canmore

Average nights in Canmore = **6.6**

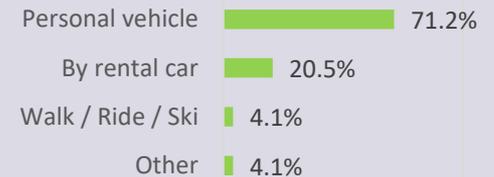


Average travel party size = **1.8** people

Entered Canada (Non-Residents)



Travel to Venue



TRAVEL CHARACTERISTICS - PARTICIPANTS

Staying overnight...

- **81%** Stayed in a hotel
- **13%** Used a short term rental
- **6%** Made other arrangements



Average nights in
Canmore = **21**

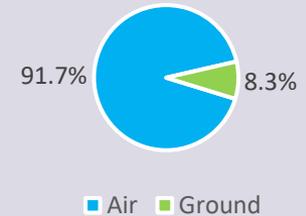


Average team size
= **13** people

Accommodations Utilized...

- **54%** Coast Hotel
- **31%** Chateau Canmore
- **8%** Rocky Mountain Ski Lodge
- **8%** Other

Entered Canada (Non-Residents)



Travel to Venue

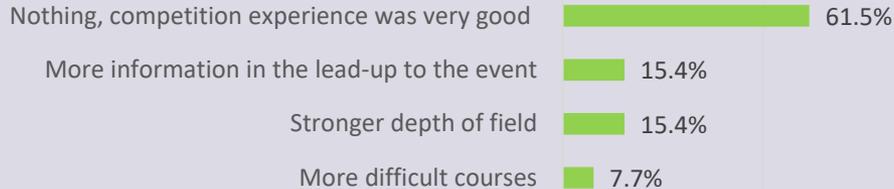


EVENT EXPERIENCE

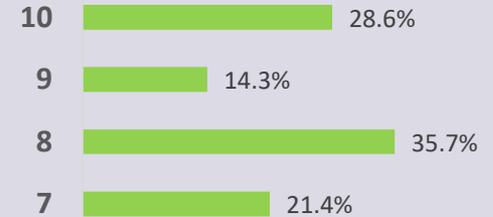
Things that could improve viewing experience



Things that could improve competition experience



Rating Canmore Nordic Centre (in relation to other competition venues)

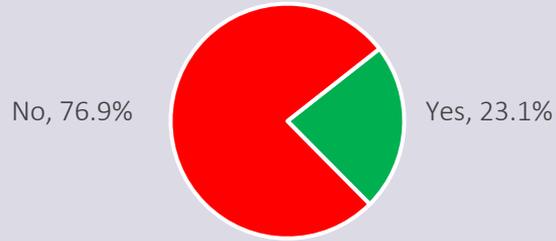


Average score = 8.5

(10 = the best in the world, 1 = one of the worst in the world)

CANMORE TOURISM

First Visit to Canmore



Future Visitation to Canmore



Recommend Canmore to Others



Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely

Very Likely

COVID-19 RELATED

From a COVID perspective, how safe did you feel while attending this event?

	Spectators	Participants
Mean Score	9.4	9.4

(1 = not at all safe, 10 = felt totally safe)



SUMMARY | BY THE NUMBERS

2021 Para Nordic World Cup Canmore – Key Facts & Figures

\$1.14 million of initial expenditures	\$677,000 of visitor spending	6 local jobs supported by the event	\$1.67 million overall economic activity in the province
320 out of town visitors* in Canmore	\$425,000 of wages and salaries supported locally	\$940,000 boost to provincial GDP	\$347,000 in taxes supported across Canada

* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount of initial expenditures used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices). **GDP (at factor cost)** - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Wages & Salaries - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is presented by the aggregate of direct, indirect, and induced impacts.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all **economic activity** that has taken place and consequently involve double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial, and federal levels of government relating to the project under analysis.



CONTACT INFORMATION

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^{2.0}**, **STEAMPRO^{2.0}** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

