



Economic Impact Assessment

Final Report – 57th Vanier Cup – London, ON

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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**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** 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**. 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

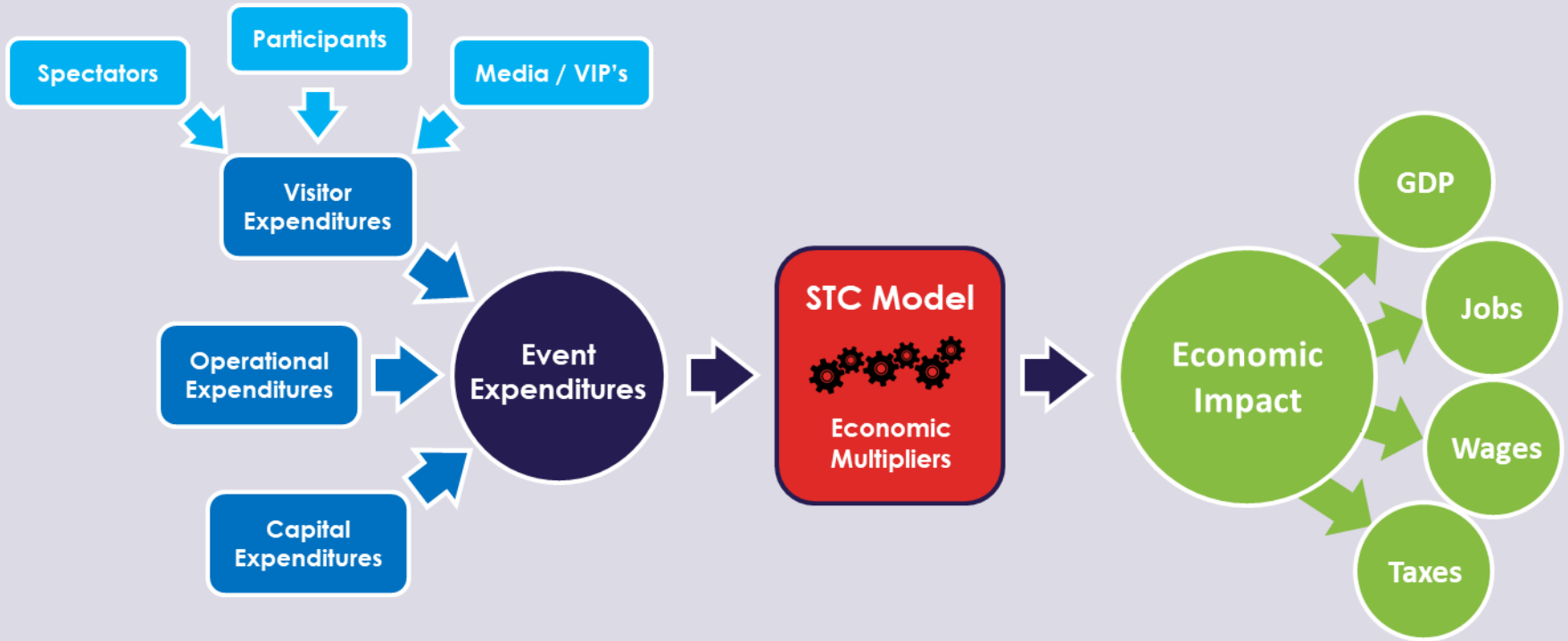
The elements (outputs of the model) used to measure the economic impacts are:

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

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



HOW IT WORKS



RELIABILITY OF THE DATA

For this study, Tourism London opted to manage the survey process themselves and collect data onsite during the day of the event as well as through a post-event email to all ticket holders. Surveyors were recruited by the client and were trained and supervised by a Sport Tourism Canada Field Supervisor.

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.

Additionally, based on the survey sample of **831** valid responses, the margin of error for results contained in this report is calculated at **+/-3.5%** at the **95%** confidence level.

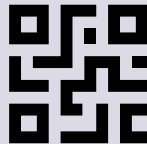


METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted during the day of the event. The survey was developed by STC specifically for this event and was administered three ways 1) onsite through a series of self-complete kiosks, 2) through the use of a QR code provided to allow respondents to complete the survey at their leisure on their personal device, and 3) a post-event email sent to all ticket holders with the survey link embedded.

A total of **831** 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, days attended, etc., while respondents from out-of-town were asked about their length of stay in the local area, the amount of money spent in various categories while in the area, as well as the importance of this event in their decision to travel to London. Additionally, attendees were asked about their overall experience at the Vanier Cup as well as what events they attended as part of Vanier Cup Week.



THE EVENT

The 2022 Vanier Cup, the 57th edition of the Canadian university football championship, took place on November 26, 2022, at Western Alumni Stadium in London, Ontario. This was the first time that London had hosted the Vanier Cup game. The RSEQ champion Laval Rouge et Or defeated the Canada West champion Saskatchewan Huskies by a score of 30–24. The Rouge et Or won their U Sports-leading 11th Vanier Cup championship.

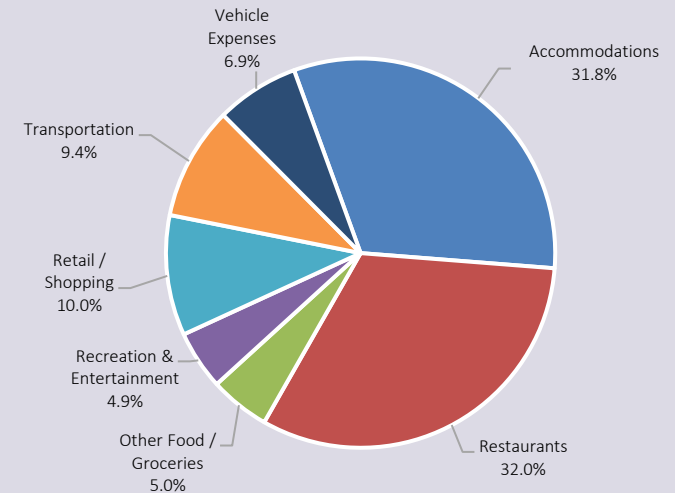
The Saskatchewan Huskies and Laval Rouge et Or played for the championship, following their victories in the bowl games. The Huskies were playing in their second straight Vanier Cup game and 11th overall, having won three championships in program history. The Rouge et Or were playing in their 13th championship game and won their 11th Vanier Cup. The two programs also played in 2004 and 2006 with both games also resulting in Laval victories.



SPECTATOR SPENDING

	Per Party	Overall
Accommodations	\$206.70	\$194,045
Restaurants	\$207.73	\$312,007
Other Food / Groceries	\$32.81	\$49,287
Recreation & Entertainment	\$31.97	\$48,013
Retail / Shopping	\$64.59	\$97,011
Transportation	\$61.51	\$92,395
Vehicle Expenses	\$44.64	\$67,053
Total	\$649.96	\$859,811

Aggregate spectator spending was nearly **\$860,000**



* Spectator spending shown here is scaled by "importance of this event" on respondents reason for being in London (9.1/10 or 91%).

OTHER VISITOR SPENDING

	Overall
Accommodations	\$113,742
Restaurants	\$74,662
Other Food / Groceries	\$10,759
Recreation & Entertainment	\$13,455
Retail / Shopping	\$20,934
Transportation	\$146,880
Vehicle Expenses	\$2,810
Total	\$383,242

Other visitor spending totalled just over **\$383,000** and was calculated from the other constituent groups (i.e. participants, support staff, officials, alumni, media, VIP's, production personnel, and non-participating team delegates).

Aggregate visitor spending was nearly \$1.25 million

OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by USPORTS and the Organizing Committee in London was \$509,250.

Operational

\$509,250

Capital

\$20,000

These operational expenditures include, but are not limited to fees & commissions, facility rental, marketing and advertising services, professional services, communications, food and beverage, accommodations, merchandise, travel, transportation, and storage.

THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators, media, VIP's, and other people who visited London for the 57th Vanier Cup, in combination with the expenditures made by the event organizers, totalled just under \$1.8 million, supporting just under \$2.8 million in overall economic activity in Ontario, including over \$2.4 million of economic activity in the London area.

These expenditures supported \$865,000 in wages and salaries in the province through the support of 20 jobs, of which 18 jobs and nearly \$700,000 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 57th Vanier Cup:

- \$1.6 million for Canada as a whole
- \$1.35 million for the province of Ontario
- \$1.1 million for the city of London

The 2022 Vanier Cup supported tax revenues totaling almost \$585,000 across Canada.

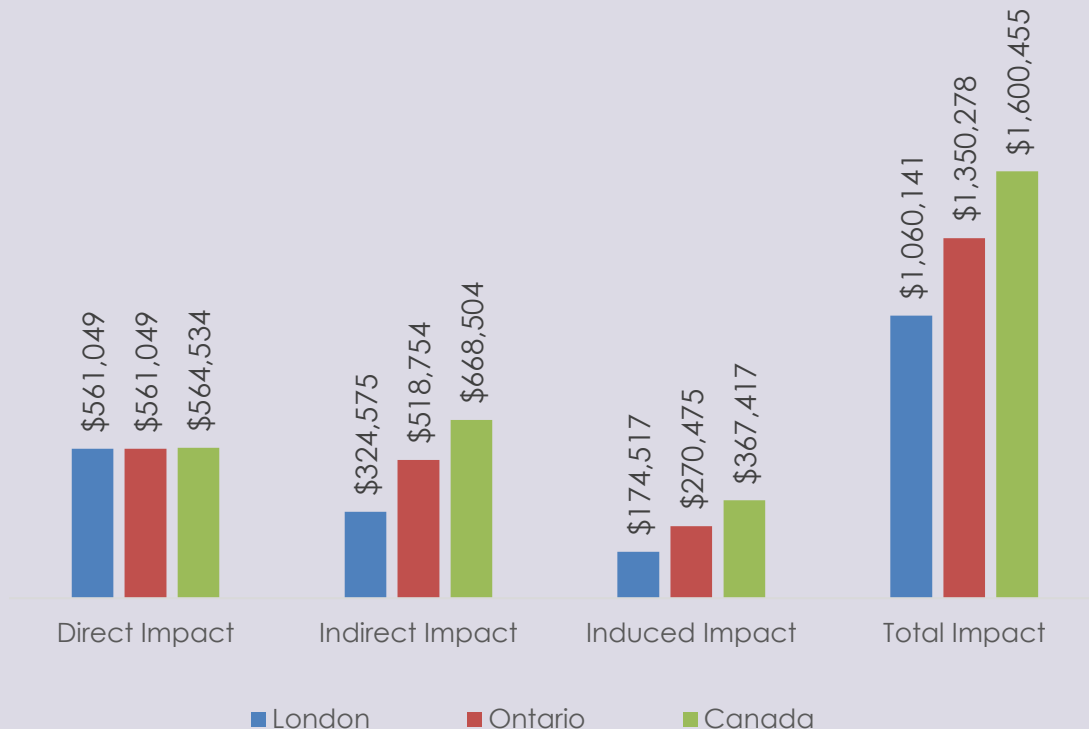
	London	Ontario	Canada
Initial Expenditure	\$1,772,304	\$1,772,304	\$1,772,304
GDP	\$1,060,141	\$1,350,278	\$1,600,455
Wages & Salaries	\$698,398	\$865,199	\$1,006,300
Employment	17.6	20.0	22.4
Total Taxes	\$402,885	\$497,429	\$584,645
Federal	\$187,357	\$231,291	\$263,981
Provincial	\$179,552	\$226,407	\$273,980
Municipal	\$35,976	\$39,731	\$46,684
Industry Output	\$2,410,727	\$2,798,785	\$3,292,697

** Figures shown here are the Total Impact for each category (direct + indirect + induced)*

GROSS DOMESTIC PRODUCT

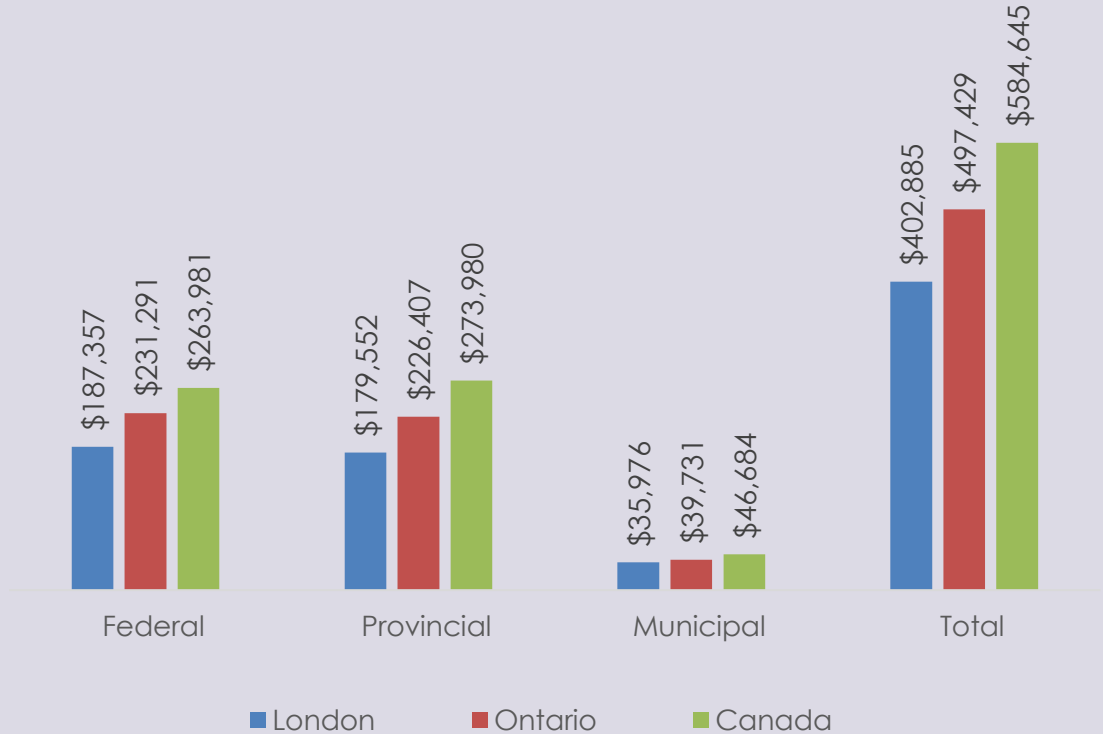
GDP (at basic prices)

By hosting the **57th Vanier Cup** in **London** contributed just over **\$1.6 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The 57th Vanier Cup hosted in **London** contributed just under **\$585,000** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



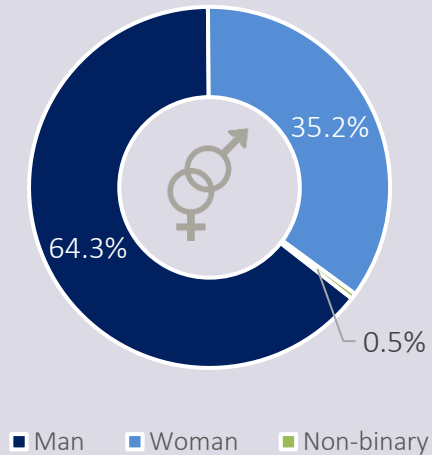
ADDITIONAL QUESTIONS

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.

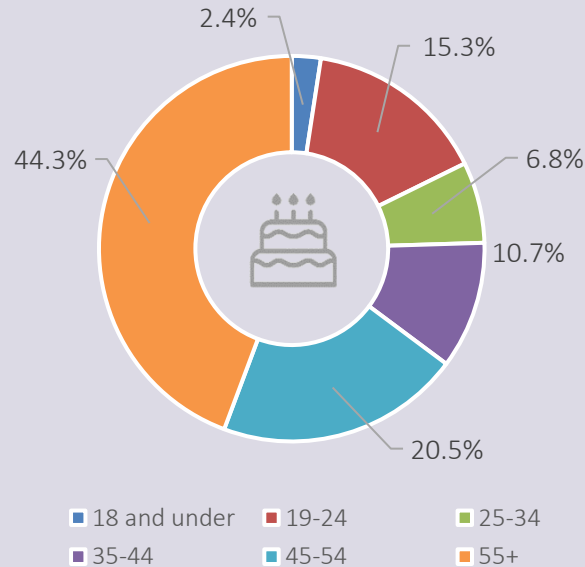


DEMOGRAPHICS

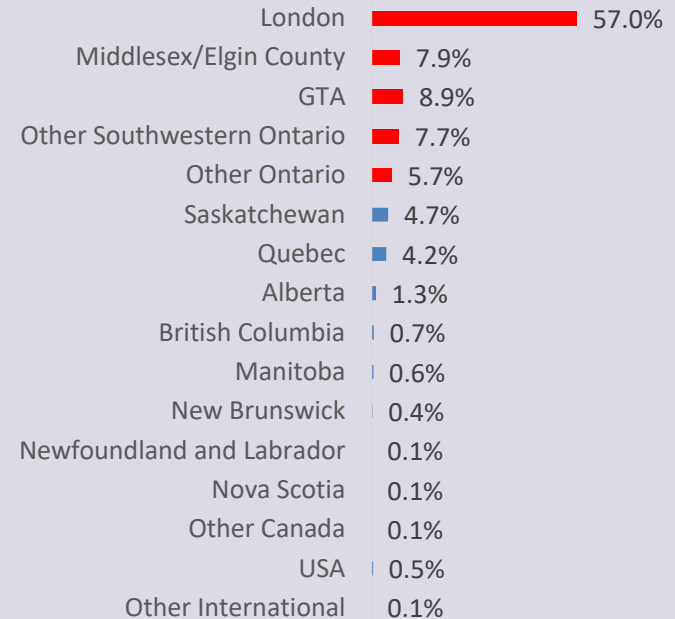
Gender



Age Range



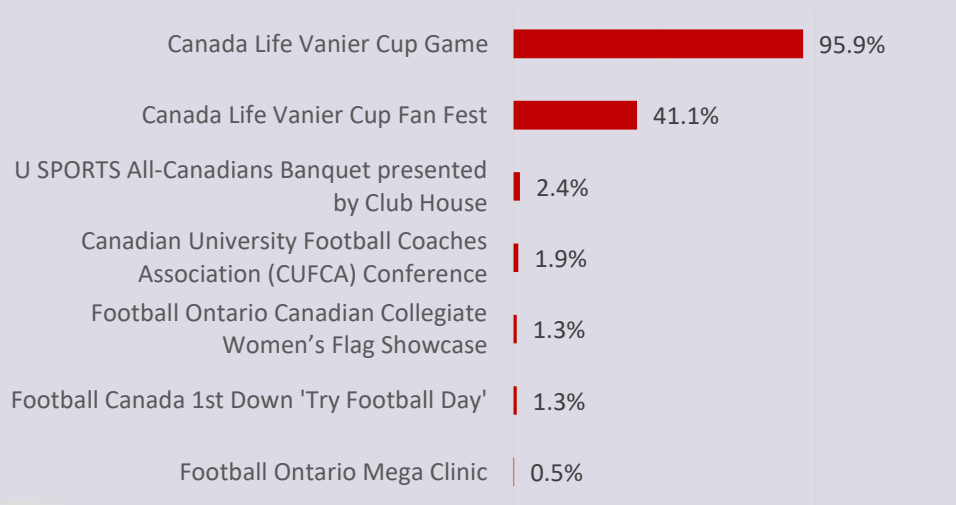
Place of Residence



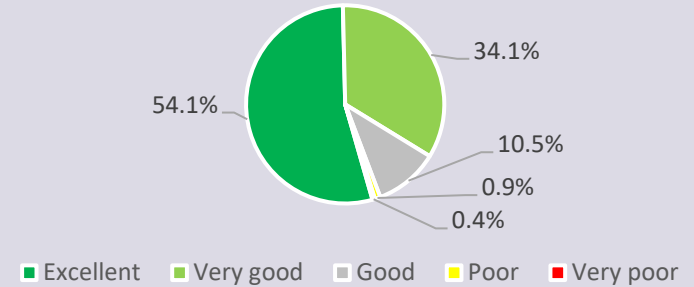
ATTENDANCE CHARACTERISTICS

Average Days Attending = 1.3

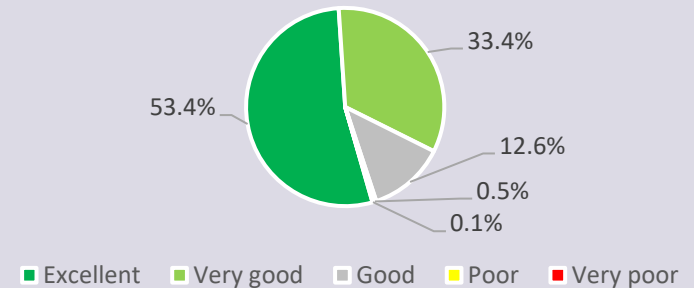
Vanier Cup Activities Attended



Experience at Vanier Cup



Experience in London



TRAVEL CHARACTERISTICS

63% of out-of-town attendees stayed overnight during their visit to London



Of those staying overnight...

- **66%** Stayed in a hotel
- **25%** Stayed with friends/family
- **6%** Used a short term rental
- **3%** Made other arrangements

Average nights in London = **2.0**



Average travel party size = **2.3** people

IMPORTANT

73% of attendees indicated that this event was the sole reason for their visit to London.

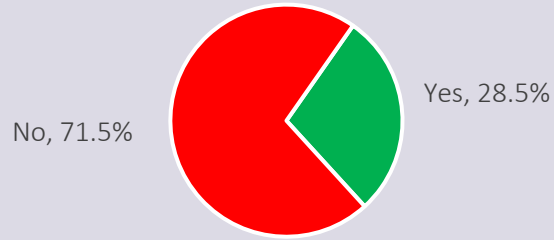
Overall, the importance of this event in influencing visitation to London was **9.1/10**.



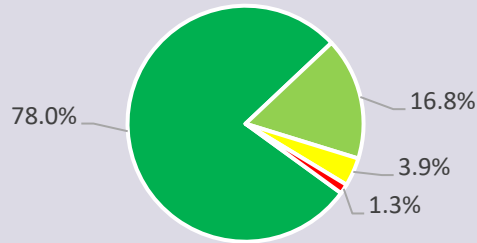
13% of out-of-town attendees made an average of **1.0** day trips to London

TOURISM RELATED

First Visit to London

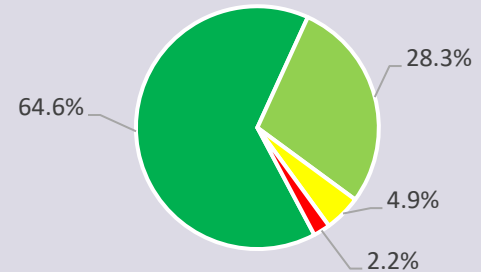


Future Visitation to London



Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely

Recommend London to Others



Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely

SUMMARY | BY THE NUMBERS

57th Vanier Cup in London – Key Facts & Figures

\$1.8 million of initial expenditures	\$1.2 million of visitor spending	18 local jobs supported by the event	\$2.8 million overall economic activity in the province
3,900 out of town visitors* in London	\$700,000 of wages and salaries supported locally	\$1.35 million boost to provincial GDP	\$585,000 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**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

