



Economic Impact Assessment

Final Report – Wood Ringette Tournament – Leduc, 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**, **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

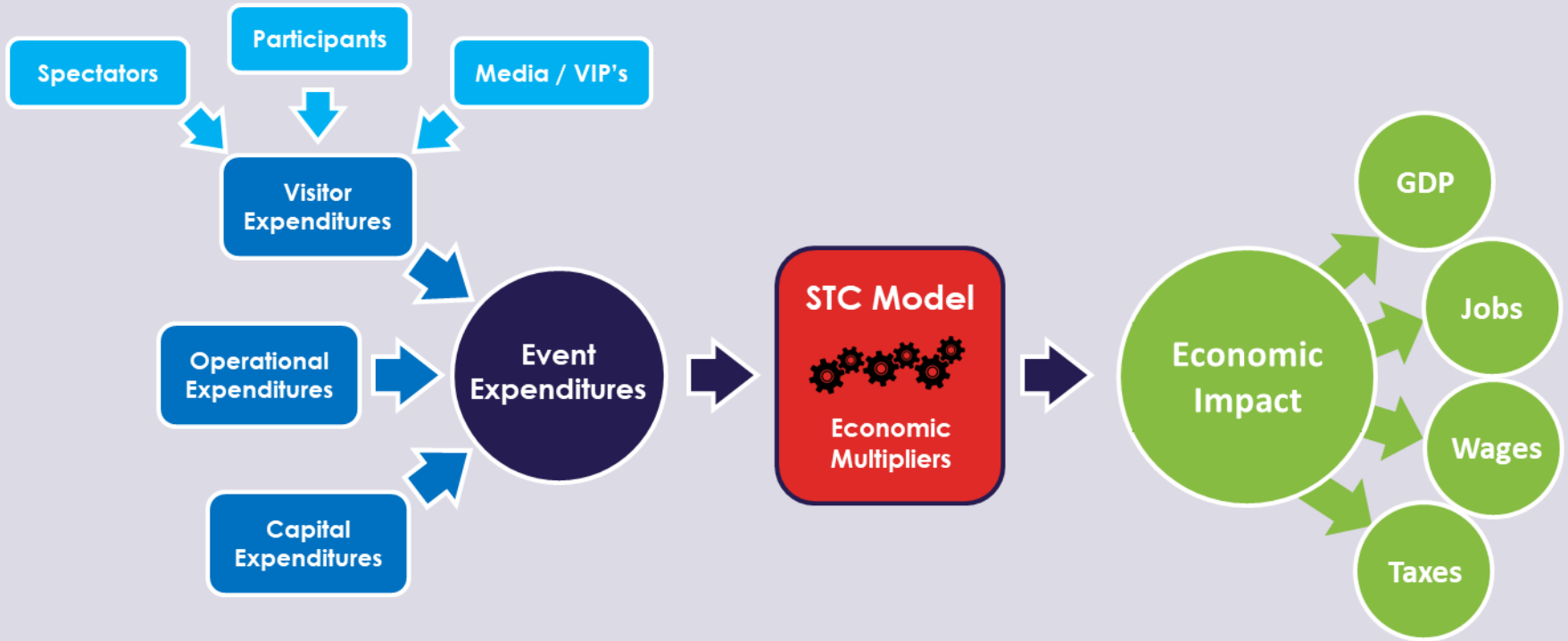
The elements (outputs of the model) used to measure the economic impacts are:

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

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.



HOW IT WORKS



METHODOLOGY

The visitor statistics cited in this report were derived from an on-site survey that was conducted over three (3) days during the event. The survey was developed by STC specifically for this event and was administered onsite by a team of volunteer / paid surveyors intercepting spectators onsite, and through the use of a QR code provided to allow respondents to complete at their leisure.



A total of **336** valid attendee responses were collected during this process which provides a margin of error of +/- 5.1% at the 95% confidence level for the results contained in this report.



The survey included a variety of questions for the participants and 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, respondents were asked about their experience while in Leduc and at the Leduc Recreation Centre



THE EVENT

The Edmonton Ringette Club's 38th Annual Wood Tournament held on Dec 1-3 at the Leduc Recreation Centre is the largest AA Ringette Tournament in western Canada with 30 teams from Alberta, British Columbia, Saskatchewan, Manitoba and Ontario. The tournament hosts U14 to U19 divisions, as well as league games for the National Ringette League.

This year's winners in each division were:

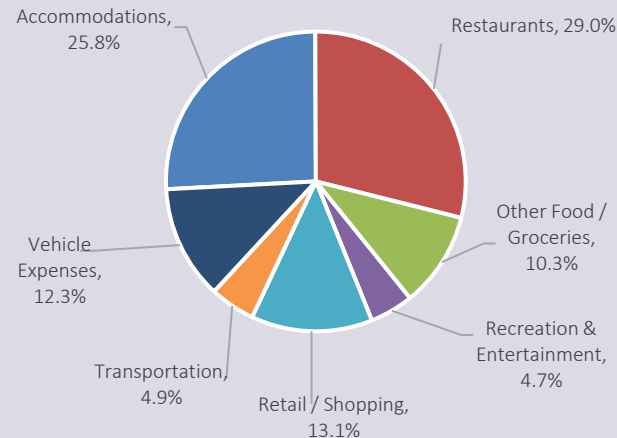
- U14AA- Gold- Calgary U14AA-2, Silver -Zone 2, Bronze -Calgary U14AA-1
- U16AA- Gold - Calgary U16AA-3, Silver -Calgary U16AA-1, Bronze-Edmonton Ringette Club
- U19AA - Gold Calgary U19AA-1, Silver Calgary U19AA-2, Bronze Sherwood Park



VISITOR SPENDING

	Per Party	Overall
Accommodations	\$141.60	\$33,194
Restaurants	\$159.38	\$85,889
Other Food / Groceries	\$56.59	\$30,497
Recreation & Entertainment	\$26.02	\$14,024
Retail / Shopping	\$71.94	\$38,768
Transportation	\$26.81	\$14,449
Vehicle Expenses	\$67.56	\$36,406
Total	\$549.91	\$253,228

Aggregate visitor spending was just over **\$253,000**



OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers were just under **\$35,000**.

Additionally, **\$185** was spent on **capital projects** related to the future of hosting this event.

Operational

\$34,919

Capital

\$185

These operational expenditures include, but are not limited to staff salaries, facility rentals, professional services, insurance, communication, food and beverage, accommodations, merchandise, and travel.

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Leduc for the Wood Ringette Tournament, in combination with the expenditures made by the event organizers, totalled \$288,332, supporting over \$431,000 in overall economic activity in Alberta, including just over \$350,000 of economic activity in the Leduc area.

These expenditures supported over \$120,000 in wages and salaries in the province through the support of 2.3 jobs, of which 2.1 jobs and over \$99,000 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2023 Wood Ringette Tournament was:

- \$256,439 for Canada as a whole
- \$206,650 for the province of Alberta
- \$157,301 for the city of Leduc

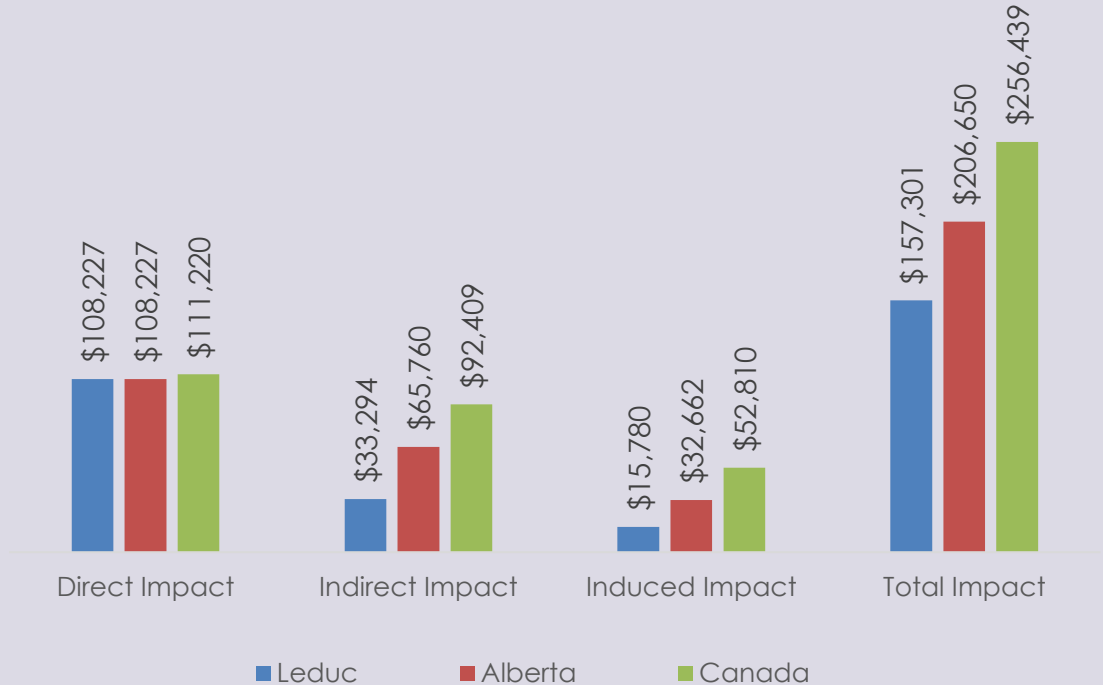
The 2023 Wood Ringette Tournament supported tax revenues totaling \$83,975 across Canada.

	Leduc	Alberta	Canada
Initial Expenditure	\$288,332	\$288,332	\$288,332
GDP	\$157,301	\$206,650	\$256,439
Wages & Salaries	\$99,387	\$120,130	\$147,884
Employment	2.1	2.3	2.7
Total Taxes	\$55,181	\$68,135	\$83,975
Federal	\$31,855	\$38,269	\$45,420
Provincial	\$18,065	\$23,239	\$30,302
Municipal	\$5,261	\$6,627	\$8,253
Industry Output	\$350,045	\$431,240	\$544,506

GROSS DOMESTIC PRODUCT

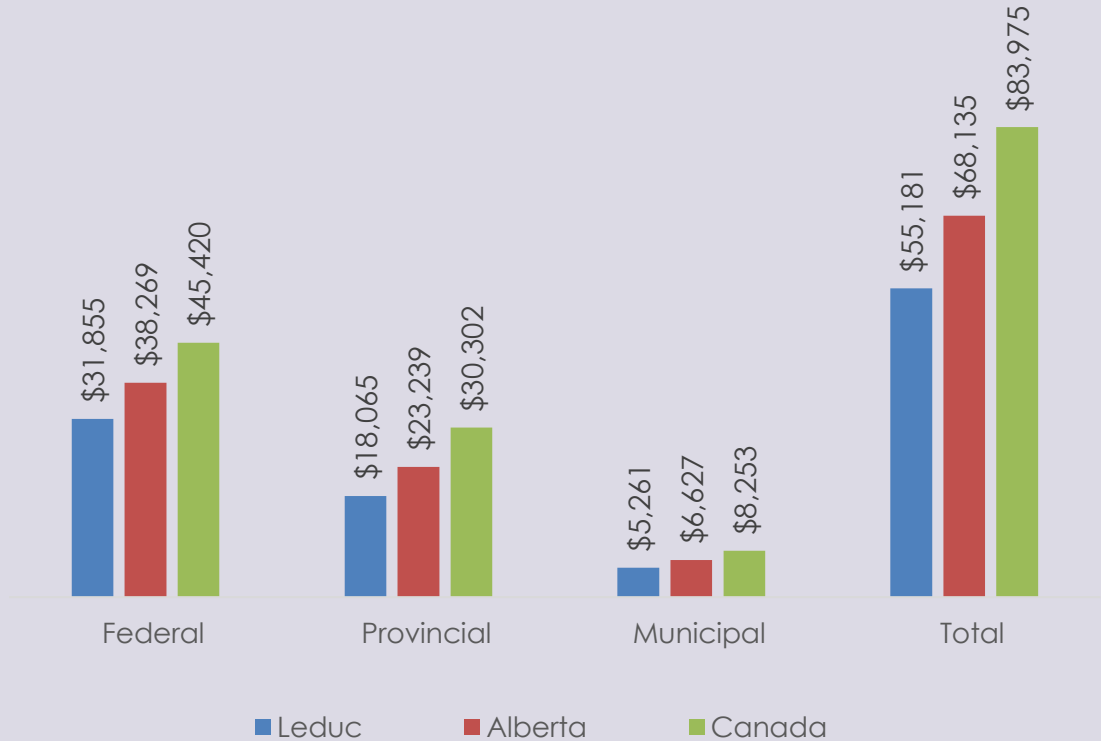
GDP (at basic prices)

The hosting of the **Wood Ringette Tournament** in **Leduc** contributed **\$256,439** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The **2023 Wood Ringette Tournament** hosted in **Leduc** contributed **\$83,975** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



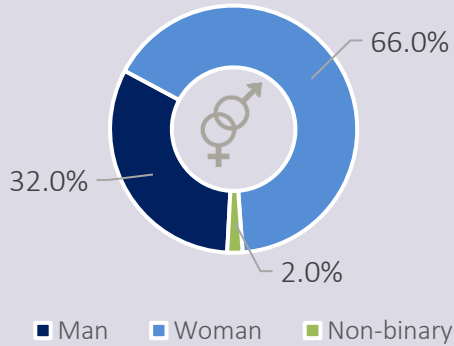
ADDITIONAL QUESTIONS



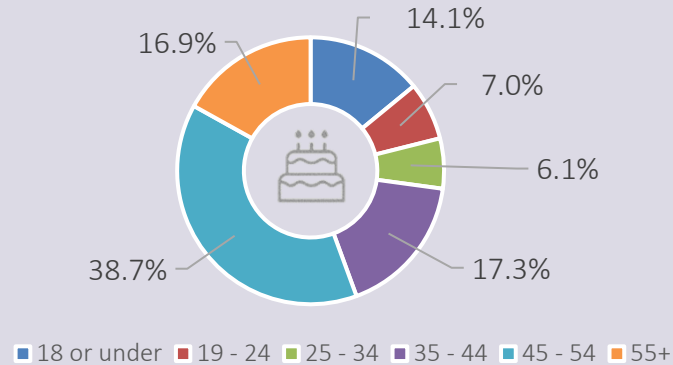
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

DEMOGRAPHICS

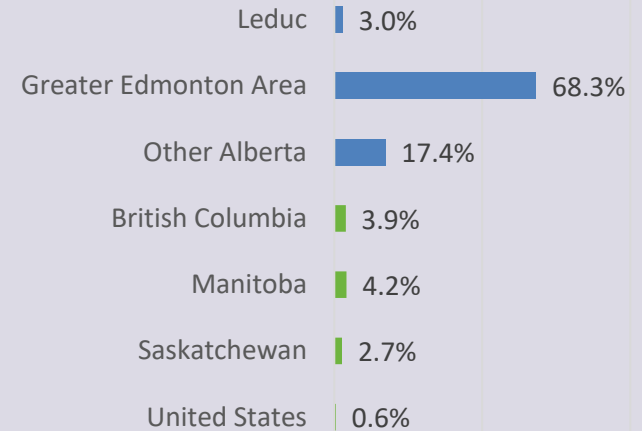
Gender



Age Range



Place of Residence



TRAVEL CHARACTERISTICS

44% of out-of-town attendees stayed overnight during their visit to Leduc



Of those staying overnight...

- **72%** Stayed in a hotel / motel
- **13%** Stayed with friends/family
- **15%** Made other arrangements

Average nights in Leduc = **2.8**



Average travel party size = **2.7** people

IMPORTANT

85% of attendees indicated that this event was the sole reason for their visit to Leduc.

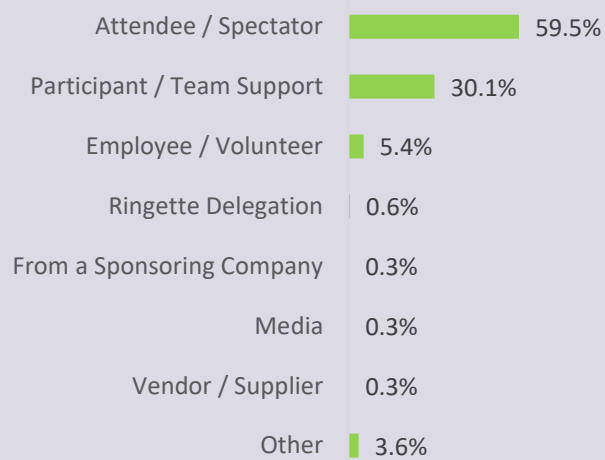
Overall, the importance of this event in influencing visitation to Leduc was **9.6/10**.



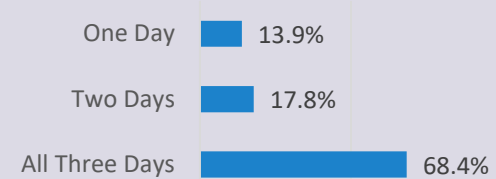
56% of out-of-town attendees made an average of **3** day-trips to Leduc

ATTENDANCE CHARACTERISTICS

Role at Event



Days Attended



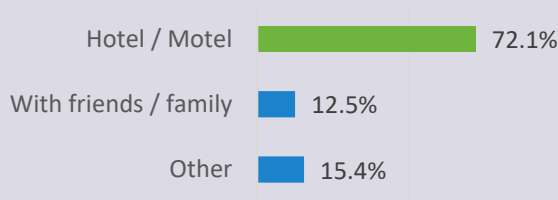
**Average days
at event = 2.5**

TOURISM RELATED

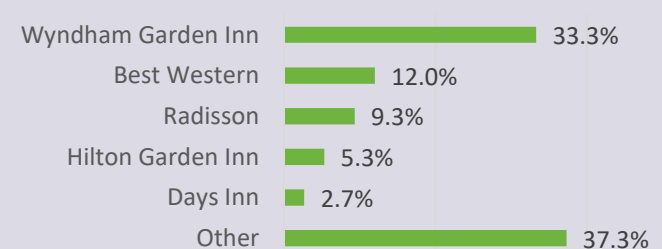
First Visit to Leduc



Type of Accommodation



Hotel Utilized

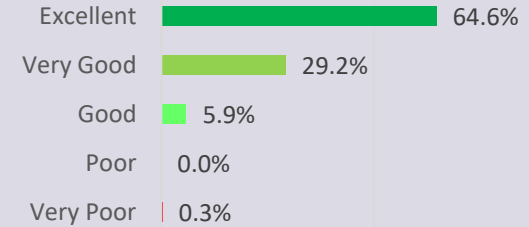


LEDUC RECREATION CENTRE (LRC)

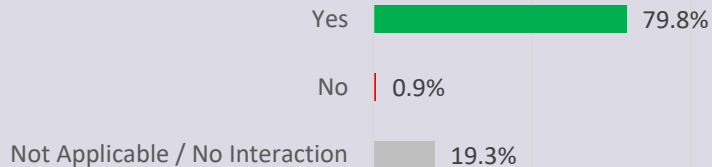
First Visit to LRC



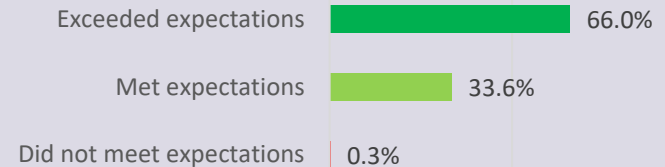
Cleanliness of Facility



Positive Interaction with LRC Staff



LRC Met Expectations



SUMMARY | BY THE NUMBERS

2023 Wood Ringette Tournament – Key Facts & Figures

\$288,332 of initial expenditures	\$253,228 of visitor spending	2.1 local jobs supported by the event	\$431,240 overall economic activity in the province
2,175 out of town visitors* in Leduc	\$99,387 of wages and salaries supported locally	\$206,650 boost to provincial GDP	\$83,975 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 could involve some 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

