

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2011 Canada Winter Games

Economic Impact Assessment

July 2011

The following analysis provides the economic impact of the 2011 Canada Winter Games, hosted in Halifax, Nova Scotia from February 11-27, 2011, as generated by the Sport Tourism Economic Assessment Model, Professional version.

Economic Impact Assessment Funding Partner

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1.0 Background

The Canada Games, alternating every two years between summer and winter, are Canada's largest reoccurring multi-sport event, and are an important component in the development of Canada's young athletes. The 2011 Canada Winter Games, hosted in Halifax, Nova Scotia, were the largest multi-sport competition held in the Province, and it was Halifax's first time in hosting the winter games. The competition venues were spread throughout the Halifax Regional Municipality, with the exception of the ski events which were held in Martock and Wenworth. Since 1967, nearly 100,000 athletes have participated in the Games, with hundreds of thousands having engaged in try-outs and qualifying events. In addition, over 90,000 coaches, officials and volunteers have been directly involved in planning and staging the 23 games that have been held thus far. 2011 was no exception, with over 3,400 athletes, coaches and managers competing in 23 separate competitions, supported by more than 5,000 volunteers. In addition to the influx of athletes and coaches to Nova Scotia, as well as the considerable number of parents and other spectators who came to support them, the Canada Games also left behind a considerable infrastructure legacy. The largest of these is the \$44 million Canada Games Centre, while 13 other venues received a total of \$15 million in upgrades.

The objective of this study is to measure the economic impact of the 2011 Canada Winter Games (CWG) on the Halifax Regional Municipality (HRM) and the province of Nova Scotia which arose from the spending of the visitors to the HRM, the money spent in hosting the event as well as building and upgrading the various host venues. The next section of the report provides details of the intercept survey that was conducted in order to ascertain both the number of visitors and the expenditures that visitors made while in Nova Scotia for the event. Section 3 provides details of operational and capital expenditures that further contributed to the impact of the event, while Section 4 presents the STEAM-PRO¹ results from the combined expenditures of operations, capital and visitor expenditures. Section 5 concludes the document with a summary of the findings. The appendices include additional information, including detailed survey results, more information regarding the economic impact model, a glossary of the terms used and a copy of the survey.

¹The Canadian Sport Tourism Alliance's (CSTA's) **Sport Tourism Economic Assessment Model**, Professional version (STEAM PRO) was used to generate the economic impact estimates detailed in this report. STEAM PRO, which was developed in 2006, is a model that has been designed to incorporate the results of primary data collected from event visitors and the budget / capital expenditures of event organizers and others to prepare economic impact assessments. The model is based on the Canadian Tourism Research Institute's (CTRI - a branch of The Conference Board of Canada) TEAM model, which is the most widely used tourism economic impact model in Canada. The results of STEAM PRO are fully consistent with the CSTA's STEAM model. A more detailed description of STEAM PRO is contained within Appendix 1.

2.0 Methodology / Survey Results

Information regarding the composition and spending of spectators and participants at the 2011 Canada Winter Games was collected through the administration of a face-to-face intercept survey. The survey captured essential information to determine the origin of spectators attending the event and the expenditures of out-of-town visitors to the HRM. The survey was conducted using Palm PDAs running Techneos Entryware software.² A copy of the survey instrument used can be found in Appendix 3.³

Survey Results

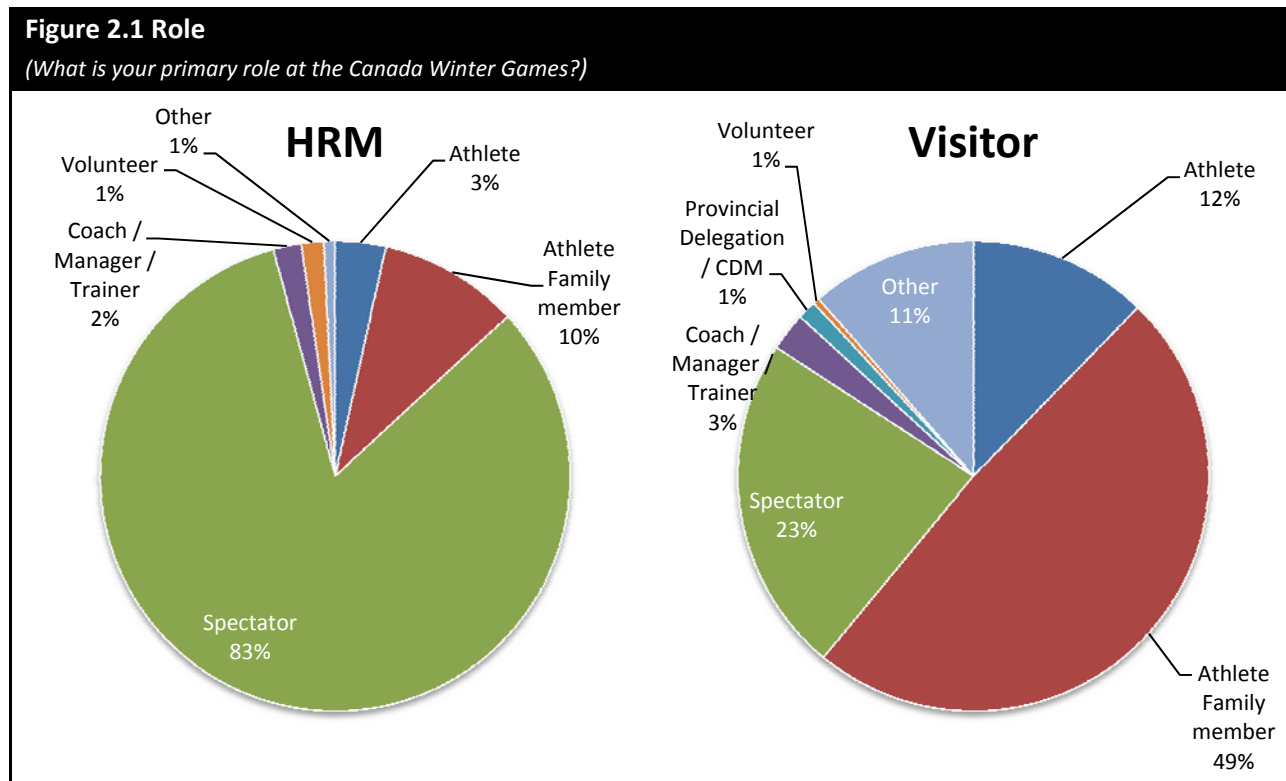
Surveys were conducted at a total of 13 different venues over the two week period, with the sampling plan being designed to ensure that different provincial teams were captured over the course of the event. A total of 346 visitor parties were approached, with 340 parties agreeing to participate (a rejection rate of 1.7%). Of this group, 2 parties had been previously surveyed (0.6%), yielding a total of 338 valid surveys. The overall sample of valid surveys found that just under half of those intercepted (43.2%), or 146 visitor parties representing 476 people were visitors to the HRM. The majority of local residents interviewed were members of the public who came to support the games. With HRM schools being closed for the two weeks of the games, many of these parties were parents and children checking out the various sports at the games. Approximately half of the visitors to HRM who were surveyed were family members of participants while one-quarter were regional spectators who came to watch the games, particularly the marquis events, such as finals in hockey, curling, and boxing.

A key calculation in conducting the economic impact assessment is the determination of the overall number of non-participating visitors attending the Games, as attendance figures were not collected at each of the individual venues. Attendance was determined through leveraging the survey results, which found that for every athlete competing, there was an average of 2.0 parents / family members per participant, increasing to 2.3 parents / family members per participant for the Atlantic Canada teams. This suggests that there were just over 6,700 parents, friends and family members who came to the games. Using the ratio of family / friends spectators to other spectators from the survey found that there was an additional 17,000 spectators who watched the games. Note that this number represents the number of unique individuals, not the total number of spectator visits, which is considerably higher, as there were nearly 48,000 tickets sold in Week 1 and more than 30,000 tickets sold during week 2. The ticket totals include nearly 4,000 one and two week passes that provided spectators admission to most sports. The survey results indicate that 80% (or 13,800) of the non family / friend spectators were from the HRM, while 3,280 spectators came to the games from outside of the HRM. The majority of friends and family members of participants were from outside of the HRM, with the survey results and athlete registration information suggesting that 6,140 family spectators were from outside of the HRM (91%)

²For more information please visit www.techneos.com.

³The survey and methodology were prepared in consultation with the “Guidelines for Measuring Tourism Economic Impact At Gated Festivals and Events”, available at:
<http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm>

while approximately 560 were from the region. In total, nearly 23,800 non-participants attended the 2011 Canada Winter Games.



Visitor Expenditures

Spectators

There were marked contrasts in the kinds of visits made by out of town spectators and family members. Nearly half of the visits made by out of town spectators were day trips to the HRM as most spectators in this category were either from other parts of Nova Scotia or were from other Atlantic provinces. The average day trip spectator made a total of 3.5 day trips while the average overnight spectator spent 5.5 nights in the HRM. In contrast, nearly all of the friends and family members surveyed were in Halifax as part of an overnight trip, with the typical party staying 6.7 nights.

As a result of these differences, expenditures made by these two groups of visitors were considerable, with the average family / friend visitor spending \$680 per person per trip, while the typical overnight spectator spent \$235 per person per trip, as they were much more likely to stay with their own friends and relatives while in Halifax.

Table 2.1 Average Visitor Expenditures

	Family Members	Other Spectators – Same Day	Other Spectators - Overnight
Accommodation	\$265.55	\$0.00	\$63.21
Restaurant / Concession	\$184.24	\$0.00	\$47.55
Grocery / Other F&B	\$29.95	\$16.57	\$30.54
Event Tickets	\$51.79	\$41.37	\$30.78
Other Rec. & Ent.	\$15.91	\$0.57	\$29.29
Shopping	\$70.24	\$28.86	\$10.76
Car Rental	\$19.71	\$26.00	\$17.12
Vehicle Expenses (gas, repairs)	\$38.25	\$0.00	\$1.35
Taxi	\$8.66	\$3.43	\$5.78
<i>Total</i>	\$684.30	\$116.80	\$236.40

Games Participants

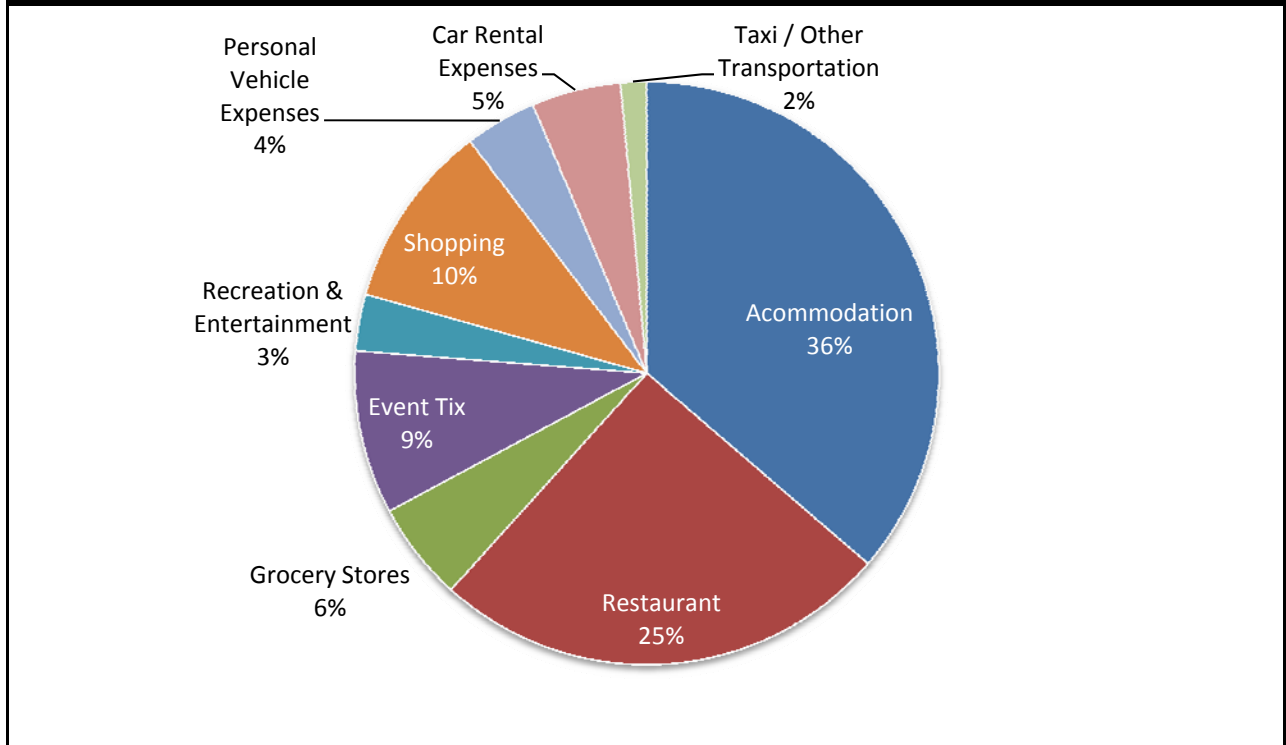
In addition the spending made by family members and other spectators at the games, the surveys at the 2011 CWG and previous games have found that the participants themselves also contribute significantly to the economic impact of the event. In addition, estimates were included as to the spending of members of the media and the mission staff associated with each of the provincial teams.

Table 2.3 Total Visitor Expenditures

	Family Members	Other Spectators – Same Day	Other Spectators - Overnight	Participants	Total
Accommodation	\$1,631,498	\$0	\$112,292	\$354,035	\$2,097,825
Restaurant / Concession	\$1,131,949	\$0	\$84,473	\$336,733	\$1,553,155
Grocery / Other F&B	\$184,013	\$24,908	\$54,246	\$62,675	\$325,842
Event Tickets	\$318,199	\$62,185	\$54,680	\$29,365	\$464,429
Other Rec. & Ent.	\$97,764	\$859	\$52,028	\$91,994	\$242,645
Retail Clothing	\$431,567	\$43,375	\$19,119	\$272,612	\$766,673
Car Rental	\$121,116	\$39,080	\$30,412	\$146,663	\$337,271
Vehicle Expenses (gas, repairs)	\$235,003	\$0	\$2,405	\$32,799	\$270,207
Taxi	\$53,176	\$5,153	\$10,275	\$258	\$68,862
<i>Total</i>	\$4,204,286	\$175,560	\$419,930	\$1,327,134	\$6,126,909

Figure 2.2 Total Visitor Expenditure by Expense Category (Family & Other Spectators)

(How much will you and your party spend in the Halifax region over the duration of your trip?)



3.0 Operations & Capital Expenditures

Operations

The 2011 Canada Winter Games Host Society invested significantly to produce a high-caliber event. In addition to conducting the sport operations, the host society supplied meals and accommodations for more than 3,400 athletes, coaches, and managers. Additionally, the Host Society was responsible for hosting nearly 900 VIPs, 76 games observers, 102 sport observers, and 515 officials. Other operational expenditures included salaries of the Host Society staff, information technology, spending on volunteers, community relations, and other expenses. Finally, adjustments were made to the Canada Games operating budget to exclude out-of-region expenditures such as the Canada Games Council Rights Fee and interprovincial travel of the athletes. In addition, operations expenditures that were made by members of the media in reporting and broadcasting the event, as well as the expenditures associated with the Federal/Provincial/Territorial Sport Ministers' meeting that is affiliated with the Canada Games have also been included as part of this assessment. In total, operational expenditures at the 2011 Canada Games totaled \$26.3 million, with the details shown in Table 3.1.

The Canada Winter Games were supported by more than 5,000 volunteers who greatly contributed to the success of the Games.

Table 3.1 CWG Operational Expenditures

Category	Amount
Salaries, Fees and Commissions	\$5,627,761
Advertising Services	\$2,952,985
Professional Services	\$444,345
Financial Services	\$35,054
Insurance	\$115,562
Rent	\$2,790,137
Laundry and Cleaning Services	\$0
Other Services ⁴	\$2,664,739
Communication	\$559,423
Energy and Other Utilities	\$5,099
Guest Room Supplies	\$85,209
Office Supplies	\$1,294,023
Kitchen Supplies	\$0
Other Supplies ⁵	\$4,520,282
Repairs	\$28,354
Food & Beverage (Participants, Host Society, VIP)	\$2,346,871
Accommodations (Participants, Host Society, VIP)	\$336,401
Merchandise and Retail	\$295,503
Personal Travel	\$554,460
Transportation and Storage	\$943,607
Municipal Tax	\$696,513
Total	\$26,296,326

⁴ Other Services includes costs related to security services, medical services, broadcasting services, set-up of the opening and closing ceremonies as well as set-up costs at the various sporting venues, design services, ticketing services, printing services, and communications services such as web-site design and IT support.

⁵ Similarly, Other Supplies includes expenditures such as the miscellaneous items required for fitting out the sporting venues, miscellaneous IT goods, Games and accreditation office goods such as lanyards, supplies for the opening and closing ceremonies such as fireworks, medical supplies, and other miscellaneous items.

Capital

Considerable capital expenditures were also associated with the 2011 Canada Winter Games. The Host Society contributed to the capital improvements of a number of facilities throughout the HRM, as well as Ski Wentworth and Ski Martock. Within the HRM region, one of the most visible projects was the Halifax Commons speed skating oval which was enjoyed by the athletes and thousands of residents when it was open to the public. In addition, the Canada Winter Games were the catalyst in the construction of the Canada Games Centre. While the pool would likely have been built without hosting the games in order to replace the Northcliffe pool, hosting the Canada Winter Games led to the development of the enhanced field house and the Canadian Sport Centre Atlantic. As such, the total capital expenditures used in this study include all of the capital costs paid directly by the host society as well as those related to the additional components of the Canada Games Centre. In total, the capital expenditures associated with the Games totaled \$29.8 million.

Table 3.2 Capital Expenditures

Project	CSG Share
Ski Wentworth	\$4,119,900
Ski Martok	\$4,205,500
Dartmouth Sportsplex	\$475,000
Cole Harbour Place	\$336,000
St. Margaret's Centre	\$976,600
Halifax Forum	\$898,400
Misc. HRM	\$21,100
Canada Games Centre	\$1,000,000
Mayflower Curling Club	\$98,200
Saint Mary's University	\$216,000
Citadel High School	\$50,000
Sackville High School	\$25,000
Sport Equipment	\$712,700
Halifax Commons Oval	\$2,591,800
HST on Capital	\$598,500
Canada Games Centre – Additional Funding	\$13,500,000
Total	\$29,824,700

4.0 Economic Impact Results

The 2011 Canada Winter Games provided a significant economic impact to the province of Nova Scotia and the Halifax Regional Municipality. The combined capital, operations, and visitor expenditures directly associated with the event totaled \$61.8 million, resulting in an increase in net economic activity (GDP) of \$58.3 million in the Province, of which \$34.9 million occurred in the HRM region. These expenditures supported \$40.4 million in wages and salaries in the Province through the support of 1,112 jobs.⁶ In HRM, 809 jobs were supported by the Games, with wages and salaries totaling \$26.5 million. The total economic activity (Industry Output) generated by the event was \$131.0 million throughout Nova Scotia, with \$92.2 million taking place in the HRM.

Considerable tax revenues were also produced by the event, totaling \$22.4 million. The event supported federal government tax revenues of \$10.5 million, while an additional \$10.0 million in taxes accrued to the Province of Nova Scotia. Moreover, \$1.9 million in taxes was supported in municipalities throughout the province, of which \$1.2 million was in the HRM.

Capital investment as a result of hosting the Games was the largest source of the economic impact, with the investment directly attributable to hosting the Games totaling \$29.8 million, supporting \$22.0 million in net economic activity. Operational expenditures were also considerable, totaling \$26.3 million which supported \$29.6 million in net economic activity. The expenditures of visitors to the Games were also substantial, supporting \$6.8 million in GDP. As the event organizers were responsible for a significant share of the costs for Games participants, the impacts associated with visitors to the Games were actually higher, but are included in the operations component of the report.

⁶ Jobs reported in this study refer to the number of jobs, vs. full time equivalent (FTE: two people working half time would represent two jobs or one FTE).

Table 4.1 Total Economic Impact

	Total Nova Scotia	Total HRM	Rest of Nova Scotia
Initial Expenditure	\$61,750,314	\$61,750,314	\$0
Gross Domestic Product			
Direct Impact	\$15,752,012	\$15,752,012	\$0
Indirect Impact	\$26,136,450	\$11,262,597	\$14,873,852
Induced Impact	\$16,453,292	\$7,893,765	\$8,559,527
Total Impact	\$58,341,753	\$34,908,374	\$23,433,379
Industry Output			
Direct & Indirect	\$96,725,214	\$75,795,448	\$20,929,766
Induced Impact	\$34,265,634	\$16,398,896	\$17,866,738
Total Impact	\$130,990,849	\$92,194,344	\$38,796,504
Wages & Salaries			
Direct Impact	\$12,350,310	\$12,350,310	\$0
Indirect Impact	\$17,186,959	\$8,830,631	\$8,356,328
Induced Impact	\$10,865,914	\$5,347,890	\$5,518,024
Total Impact	\$40,403,183	\$26,528,831	\$13,874,352
Employment (Full-year jobs)			
Direct Impact ⁷	332.7	332.7	0.0
Indirect Impact	455.9	256.4	199.5
Induced Impact	323.8	219.5	104.3
Total Impact	1,112.4	808.6	303.8
Taxes (Total)			
Federal	\$10,527,783	\$6,791,836	\$3,735,948
Provincial	\$9,959,599	\$6,645,909	\$3,313,691
Municipal	\$1,882,416	\$1,210,991	\$671,425
Total	\$22,369,799	\$14,648,735	\$7,721,064

Table 4.2 Provincial Economic Impact Summary by Source

	Visitors	Capital	Operations	Total
Initial Expenditure	\$5,662,480	\$29,824,667	\$26,263,167	\$61,750,314
GDP	\$6,828,821	\$21,960,495	\$29,552,438	\$58,341,753
Wages & Salaries	\$4,959,042	\$15,388,654	\$20,055,487	\$40,403,183
Employment	229.2	508.0	375.2	1,112.4
Total Taxes	\$3,227,808	\$9,016,215	\$10,125,776	\$22,369,799
Industry Output	\$14,035,503	\$59,908,224	\$57,047,122	\$130,990,849

⁷ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

5.0 Conclusion

The 2011 Canada Winter Games were a significant technical and organizational success, highlighting the achievements of Canada's top young athletes. The Games received tremendous support from local residents through the efforts of the more than 5,000 volunteers and the support of nearly 14,000 spectators from the HRM. In addition, with more than 11,500 visitors coming to the Province as participants or spectators at the Games, and in combination with the capital and operational expenditures, the total spending generated by the Games was \$61.8 million. The resultant increase in net economic activity (GDP) was \$58.3 million throughout the province, of which \$34.9 million occurred in Halifax. The total industry output (or gross economic activity) supported by the event was \$131.0 million, supporting 1,112 jobs and \$40.4 million in wages and salaries throughout the Province. Tax revenues supported by spending associated with the Canada Games totaled \$22.4 million.

Appendix 1: Economic Impact Methodology – Sport Tourism Economic Assessment Model

Background

Briefly, the purpose of STEAM is to calculate both the provincial and regional economic impacts of sport tourism. The economic impacts are calculated on the basis of capital and operating expenditures on goods, services and employee salaries, and on the basis of tourist spending within a designated tourism sector. The elements used to measure the economic impacts are Gross Domestic Product (GDP), Employment, Taxes, Industry Output and Imports. STEAM measures the direct, indirect & induced effects for each of these elements.

Technical Description of the Impact Methodology used by STEAM

STEAM and many other impact studies are based on input-output techniques. Input-output models involve the use of coefficients that are based on economic or business linkages. These linkages trace how tourist expenditures or business operations filter through the economy. In turn, the coefficients applied are then used to quantify how tourism related activity in a particular region generates employment, taxes, income, etc. The input-output approach indicates not only the direct and indirect impact of tourism, but can also indicate the induced effect resulting from the re-spending of wages and salaries generated.

All impacts generated by the model are given at the direct impact stage (i.e. the "front line" businesses impacted by tourism expenditures), indirect impact stage (i.e. those industries which supply commodities and/or services to the "front line" businesses) and the induced impact stage (induced consumption attributable to the wages and salaries generated from both the direct and indirect impact). In this sense, the model is closed with respect to wages. Imports are also determined within the model, so the model is closed with respect to imports. Exports are not endogenized (i.e. additional exports are not assumed with the induced impact) which consequently generates more conservative impacts. Another assumption of the model, which leads to more conservative impacts, is that not all commodities and/or services purchased are assumed to have at least one stage of production within the province. This assumption is crucial for souvenirs, gasoline and other commodities.

Taxes and employment are key economic considerations. However, as these concepts fall outside of the System of National Account Provincial input/output tables, their impacts must be calculated separately. Current tax and employment data for each region is used to econometrically estimate a series of coefficients and rates. These coefficients and/or rates are then applied to measures determined within the input-output framework of the model, yielding the final tax and employment figures.

Regional (Sub-Provincial) Impact Methodology

The method used to simulate intraprovincial commodity flows and ultimately regional impacts follows directly from regional economic principles. The principle is referred to as the "gravity model". Basically the "gravity model" states that the required commodity (& service) inputs will be "recruited" in a manner that takes into consideration economies of scale (i.e. production costs), transportation costs and the availability of specific industries. Economies of scale (i.e. lower production costs) are positively correlated with input demand while greater transportation costs are negatively correlated with input demand. Fulfilling that demand from other provincial regions is contingent on the fact that the specific industry does actually exist. An advantage of using the "gravity model" to simulate intraprovincial commodity flows is that as the industrial composition of the labour force changes, or as new industries appear for the first time in specific regions, the share of production between the various sub-provincial regions also changes.

By following this principle of the gravity model, all sub-provincial regions of a province are assigned a coefficient for their relative economies of scale in each industry (using the latest industry labour force measures) as well as a coefficient to represent the transportation cost involved to get each industry's output to the designated market. One variation on the "gravity model" principle involves the estimation of "relative trade distances" by incorporating different "weights" for different modes of transport. Once these coefficients are generated for all regions and over all industries, a measure of sensitivity (mostly relative to price, but in the case of service industries also to a "local preference criteria") is then applied to all commodities. Another variation on the strict "gravity model" approach is that the measure of sensitivity is adjusted by varying the distance exponent (which in the basic "gravity model" is 2) based on the commodity or service required. The variation in distance exponents revolve, principally, around two research hypotheses: (1) the greater the proportion of total shipments from the largest producer (or shipper), the lower the exponent, and (2) the greater the proportion of total flow which is local (intraregional), the higher the exponent.

Appendix 2: Glossary of Terms Used by STEAM

Initial Expenditure - This figure indicates the amount of initial expenditures or revenue 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. An example of this would be the supply and production of bed sheets to a hotel.

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. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

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).

NOTE: The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by "front-line" tourism businesses an additional \$0.50 of GDP is generated in spin-off activity (e.g. suppliers).

The multiplier (B), Total/\$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

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 broken down by the 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. These figures distinguish between the direct, indirect and induced impact. “Equivalent Full-Year Jobs”, if selected, include both part-time and full-time work in ratios consistent with the specific industries.

NOTE: The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per \$1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

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. This information is broken down by the direct, indirect and induced impacts.

Imports - These figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.

Appendix 3: 2011 Canada Winter Games Survey

CG Halifax 2011 v2-1

Intro1

1 Week

- ₁ Week 1
- ₂ Week 2
- ₃ Practice Survey

Week1

2 Location of Survey

- ₁ Artistic Gymnastics
- ₂ Biathlon
- ₃ Curling - F
- ₄ Hockey - M
- ₅ Ringette
- ₆ Target Shoot
- ₇ Freestyle
- ₈ LT Speedskate
- ₉ ST Speedskate
- ₁₀ Squash
- ₁₁ Wheel BBall
- ₁₂ Athlete Village
- ₁₅ Opening Ceremony
- ₁₄ Other _____

Week2

3 Week 2 Location

- | | |
|--|---|
| <input type="checkbox"/> ₁ Archery | <input type="checkbox"/> ₁₁ Synchrho Swim |
| <input type="checkbox"/> ₂ Alpine Ski | <input type="checkbox"/> ₁₂ Table Tennis |
| <input type="checkbox"/> ₃ Badminton | <input type="checkbox"/> ₁₃ Athlete Village |
| <input type="checkbox"/> ₄ Boxing | <input type="checkbox"/> ₁₅ Closing Ceremony |
| <input type="checkbox"/> ₅ X Country Ski | <input type="checkbox"/> ₁₄ Other _____ |
| <input type="checkbox"/> ₆ Curling - M | |
| <input type="checkbox"/> ₇ Figure Skating | |
| <input type="checkbox"/> ₈ Hockey - F | |
| <input type="checkbox"/> ₉ Judo | |
| <input type="checkbox"/> ₁₀ Snowboard | |

Intro

4 Hello, my name is _____. I am conducting a survey on the behalf of the Canada Games. Can I ask you a few questions?

₁ Yes

₂ No

Previous

5 Have you or anyone in your travel party been surveyed regarding your trip to the Canada Games?

₁ Yes

₂ No

Local

6 Are you from Halifax (HRM) or from of town?

₁ From HRM

₂ Out of Town

FSA

7 Can I have the first three digits of your POSTAL code?

Localptysize

8 Including yourself, how many people did you come with to the games today?

Answer: _____

Ptysize

9 Including yourself, came with you to the Canada Games? Note that this is not the overall team size, rather it is the party that you make travel and spending decisions with.

Answer: _____

Role

10 What are the roles of the [#Tparty] members of your party? How many are:

- Athlete _____
- Athlete Family member _____
- Other Spectator _____
- Coach / Manager / Trainer _____
- Provincial Delegation / CDM _____
- Volunteer _____
- Other _____

Numspec

11 (if one or more athletes, coaches, officials only) How many non-participant family members / friends came to Halifax with you?

Answer: _____

Bothweeks1

12 Will you be attending games / events in week 2?

- ₁ Yes
- ₂ No

Bothweeks2

13 Did you attend any games / events in week 1?

- ₁ Yes
- ₂ No

Ticktype1

14 What kind of tickets did you personally purchase to attend the Canada Games. Did you purchase a package, a pass, individual tickets, or a corporate package? Please select all that apply:

- ₁ Packages
- ₂ Passes
- ₈ Single Event
- ₉ Day Pass
- ₃ Individual Tickets
- ₄ Corporate Passes
- ₅ Given Tickets
- ₆ Don't know
- ₇ Don't need ticket

Packages

15 What kind of package did you purchase?

- ₁ Canada Games Pkg
- ₂ Gold Pkg
- ₃ Opening Pkg
- ₄ Closing Pkg
- ₅ Hockey Pkg
- ₆ Curling Pkg
- ₇ Boxing Pkg
- ₈ Cultural Pkg
- ₉ Don't know
- ₁₀ Given Tix
- ₁₁ Didn't use pkg

Passes

16 What kind of passes did you buy to attend the Canada Games? Passes provide access to most sporting events during the valid dates of the pass.

- ₁ Games Pass (2 week pass)
- ₂ Week One
- ₃ Week Two
- ₆ Don't Know

NumPass

17 In total, how many single event / day passes have you / will you buy?

Single Event Passes

Day Passes

Tickets

18 How many individual tickets did you buy?

Opening Ceremonies

Closing Ceremonies

NAP Gala

Curling - M

Curling - F

Hockey - M

Hockey - F

Boxing

OthWeek1Sport

19 What sports did you attend in the first week?

- ₁ Artistic Gymnastics
- ₂ Biathlon
- ₃ Curling - F
- ₄ Hockey - M
- ₅ Ringette
- ₆ Target Shoot
- ₇ Freestyle
- ₈ LT Speedskate
- ₉ ST Speedskate
- ₁₀ Squash
- ₁₁ Wheel BBall
- ₁₂ Athlete Village
- ₁₅ Opening Ceremony
- ₁₄ Other _____

OthWeek2Sport

20 In addition to [@Week2], what other Week 2 sports have you / will you attend this week?

- ₁ Archery
- ₂ Alpine Ski
- ₃ Badminton
- ₄ Boxing
- ₅ X Country Ski
- ₆ Curling - M
- ₇ Figure Skating
- ₈ Hockey - F
- ₉ Judo
- ₁₀ Snowboard
- ₁₁ Synchrho Swim
- ₁₂ Table Tennis
- ₁₃ Athlete Village
- ₁₅ Closing Ceremony
- ₁₄ Other _____

daytrip

21 Are you making day trips or staying overnight away from home?

- ₁ Day Trip
- ₂ Overnight Trip

numdays

22 Over the course of the 2011 Canada Games, how many day trips have you / will you make?

Answer: _____

Totnight

23 In total, how many nights will you be in Halifax?

Answer: _____

NightsComm

24 How many of these nights will be spent in commercial accommodation (Hotel, Motel, B&B)?

Answer: _____

Spendintro

25 Our role is to determine what hosting the games is worth to the HRM, so I'm going to ask you a few questions about how much you have spent while you are here.

Accomm

26 How much have / will you and your party spend on accommodation in Halifax on this trip (per day OR per trip)? (Don't know / Refuse =1)

Per Day _____
Per Trip _____

Rest

27 How much have / will you and your party spend at restaurants / pubs in Halifax on this trip (per day OR per trip)? (Don't know / Refuse =1)

Per Day _____
Per Trip _____

Grocery

28 How much have / will you and your party spend at grocery stores, convenience stores, etc. in Halifax on this trip? (Don't know / Refuse =1)

Answer: _____

Tix

29 How much have / will you and your party spend on Canada Games tickets? (Don't know / Refuse =1)

Answer: _____

Recent

30 How much have / will you and your party spend on other recreation and entertainment (i.e. musems, Brew tours, movies, etc.) in Halifax on this trip? (Don't know / Refuse =1)

Answer: _____

Shopping

31 How much have / will you and your party spend shopping in Halifax on this trip? (Don't know / Refuse =1)

Answer: _____

Own Car

32 How much have / will you and your party spend on personal vehicle expenses (i.e. gas) in Halifax on this trip? (Note, in Halifax (HRM) only) (Don't know / Refuse =1)

Answer: _____

CarRent

33 Are you renting a car in Halifax? If so, what is the total cost of the car rental? (Note, in Halifax (HRM) only) (Don't know / Refuse =1)

Answer: _____

Othertrans

34 How much have / will you and your party spend on other transportation (i.e. taxi) in Halifax on this trip? (Note, in HRM only) (Don't know / Refuse =1)

Answer: _____

Importance

35 On a scale of 0 to 10, with 10 indicating that the 2011 Canada Winter Games were the only reason you came, how important was the event in your decision to come to Halifax?

- ₁ 0
- ₂ 1
- ₃ 2
- ₄ 3
- ₅ 4
- ₆ 5
- ₇ 6
- ₈ 7
- ₉ 8
- ₁₀ 9
- ₁₁ 10

Timing

36 Did you change the timing of a trip you would normally take to Halifax in order to attend the 2011 Canada Winter Games?

- ₁ Yes
- ₂ No

Lengthen

37 Did you lengthen the duration of a trip to Halifax in order to attend the Canada Winter Games?

- ₁ Yes
- ₂ No

Lengthdays

38 By how many days?

Answer: _____

Thankyou

39 Thanks for your time, this completes the survey. (Surveyor Comments)
