

*Canadian Sport Tourism Alliance*



*Alliance canadienne du tourisme sportif*

# 2014 Halifax International Buskers Festival Halifax, Nova Scotia

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Economic Impact Assessment

October 2014

*The following analysis provides the economic impact of the 2014 Halifax International Buskers Festival hosted from July 30 – August 4, 2014 on the Halifax Waterfront, Halifax Nova Scotia as generated by the Sport Tourism Economic Assessment Model – Professional Version.*

## **Economic Impact Assessment Funding Partner**

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## 1.0 Background

The 2014 Halifax International Buskers Festival featured more than 100 shows spread across four separate stages along the Halifax Waterfront. Performers at the festival came from all over the world including several acts from Australia and New Zealand. Remarkably, the artists are not paid directly by the event organizers; they rely solely on the donations of those attending the shows. With the event featuring top caliber performers the 2014 Halifax International Buskers Festival attracted thousands of spectators per day to the waterfront to take in the spectacle, including a considerable number of out of town visitors. The spending of these visitors, along with the expenditures made by the event organizers in hosting the 2014 Halifax International Buskers Festival resulted in a considerable economic impact for the Halifax Regional Municipality and the province of Nova Scotia.

This report details the economic impact assessment conducted at the Buskers festival. One of the primary challenges in conducting an EI Assessment of the Buskers festival is determining the overall attendance of the festival as it was held at four separate un gated stages along the Halifax waterfront. The attendance methodology and calculations are described in Section 2 while Section 3 details the operational expenditures made in hosting the festival. Section 4 reports the STEAM PRO<sup>1</sup> results from the combined expenditures of visitors to Halifax and the event organizers' operational expenditures. The appendices include detailed attendance calculation tables, background information about STEAM PRO and a glossary of terms used.

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<sup>1</sup>The 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 number, origin, and spending of spectators at the 2014 Halifax International Buskers Festival 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 Halifax. The survey was conducted using Samsung Galaxy Tablets running Survey Analytics' Survey Pocket software.<sup>2</sup>

### Attendance Methodology

The overall attendance at the 2014 Halifax International Buskers Festival was determined through the use of counting stations along with an on-site survey.

Two counting stations were placed along two of the main access points of the festival. The first was placed on Chebucto landing, just south of the ferry landing next to a very distinct food vendor truck (the Green Gecko taco bus), with this station counting foot traffic that was walking south into the festival area. The second counting station was located at Bishop's landing along the wharf which ran in front of the Hamachi Steak house, with this station counting foot traffic that was travelling north into the main festival area.

Staff at the two stations were equipped with hand counters and stop watches and counted the number of people walked past their station for 15 minute stints (surveyors followed a schedule of 15 minutes on, 15 minutes off). Surveyors were located throughout the festival area and interviewed spectators at the Buskers Festival and asked a number of questions including detailed questions about the exact path they took to access the festival area. The total volume was then calculated as:

$$\begin{aligned} \text{Total Volume} &= \text{Bishop's Landing Volume (north - bound)} \\ &+ [(1 - \text{share passing both points}) \times \text{Chebucto Volume (south - bound)}] \\ &+ \text{share not passing either point} \end{aligned}$$

A sample calculation of the total volume for July 30 is illustrated in Table 2.1. Stints and surveying took place from 2-4pm and from 7-9pm each night. The average volume of the two stints was calculated and this was used to estimate the number of spectators who came to the festival at times that weren't being surveyed.

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<sup>2</sup>The 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>

As part of the survey, respondents were asked if they took part in the Busker’s Festival (defined as watching a Buskers show for 1 minute or more and / or taking part in any of the other Busker’s festival activities (i.e. the Midway).

**Table 2.1 Attendance July 30**

July 30	Bishops	Chebucto	People passing both stations	Total that passed one of the stations	Number that didn't pass either station	Total Volume	Share that came for Buskers
2-4pm	694	1,760	-142	2,312	691	3,003	2,319
7-9pm	464	1,275	-107	1,632	449	2,081	1,555
12-2 / 4-7							3,874
9-10							968
<b>Total</b>							<b>8,716</b>

Detailed calculations of attendance are included in Appendix 1

**Table 2.2 Overall Attendance**

Date	Attendance
July 30	8,716
July 31	19,589
Aug 1	22,767
Aug 2	31,197
Aug 3	16,996
Aug 4	13,457
<b>Total</b>	<b>112,723</b>

The next step was to determine the total number of unique individuals based on the total attendance figures. Respondents were first divided into HRM residents and visitors with the total attendees in each category divided by the average number of days each visitor category attended the Buskers festival. The results, illustrated in Table 2.3, show that there were a total of 48,600 people attending the Busker’s festival of which 22,810 came from outside of the HRM region, including 14,850 visitors from outside of the province.

**Table 2.3 Total Attendance**

	<b>Respondent Share</b>	<b>Attendance</b>	<b>Days per Person</b>	<b>Unique Individuals</b>
<b>Locals</b>	<b>55.8%</b>	<b>62,909</b>	<b>2.44</b>	<b>25,782</b>
<b>Visitors</b>	<b>44.2%</b>	<b>49,814</b>	<b>2.18</b>	<b>22,814</b>
Sameday	16.6%	8,281	1.61	5,143
Other NS	14.5%	7,246	2.57	2,819
Other Atlantic	16.6%	8,281	2.89	2,865
Other Canada	27.8%	13,844	1.98	6,992
U.S.	10.6%	5,305	2.54	2,089
International	13.8%	6,857	2.36	2,906
<b>Total</b>		<b>112,723</b>	<b>2.32</b>	<b>48,597</b>

### Survey information

A total of 1,109 intercepts were made over the course of the festival with 877 respondents completing the survey (a completion rate of 79%). In addition to the questions about the respondent's origin, path to the festival and number of days attended, they were asked if they were aware of the Buskers Festival before leaving home. Most HRM residents were aware of the Buskers festival before leaving home (93%) while there was a considerable range in awareness among out of town visitors.

Many of the visitors who came from outside of Atlantic Canada were first time visitors to Nova Scotia, which was the case for 41% of Other Canada residents, rising to 68% for international visitors.

**Table 2.4 Visitor Information**

	<b>Aware of Buskers Festival</b>	<b>First Time visitor to NS</b>
HRM	92%	n/a
Sameday	92%	3%
Other NS	77%	n/a
Other Atlantic	77%	18%
Other Canada	61%	41%
U.S.	53%	68%
International	57%	68%

Respondents were also asked about which tourism websites they visited with the most common being the Buskers website or NovaScotia.com

**Table 2.5 Websites Used by Visitors**

Website	Share
Halifax Intl Buskers Festival website	26%
Novascotiacom	24%
Destination Halifax	16%
facebook	15%
Twitter	5%

### *Visitor Spending*

Out-of-town visitors were asked about their expenditures while in Halifax. For the analysis, spectators were divided into six categories: sameday visitors, Nova Scotia visitors spending one or more nights in Halifax, overnight visitors from other parts of Atlantic Canada, overnight visitors from other parts of Canada, overnight visitors from the U.S. and International overnight visitors. The average spending per person ranged from \$32 per person for sameday visitors to \$424 per person for international visitors. Note that a considerable share of visitors did not use commercial accommodation with many staying with friends and relatives (30%), a second home (7%) or other accommodation (8%).

**Table 2.6 Visitor Spending per Person**

	Same-day	Other Nova Scotia	Other Atlantic	Other Canada	U.S.	Inter-national	Average
Accommodation	\$0.00	\$79.06	\$109.54	\$104.76	\$130.10	\$95.32	\$84.91
Food & Beverage	\$10.92	\$61.11	\$71.09	\$92.10	\$139.04	\$98.28	\$77.13
On-site entertainment & concessions	\$7.41	\$9.61	\$11.33	\$24.29	\$15.37	\$17.58	\$15.16
Recreation & Entertainment	\$1.66	\$6.76	\$5.91	\$25.42	\$11.33	\$42.33	\$15.12
Retail Shopping	\$0.44	\$10.92	\$15.29	\$10.21	\$15.97	\$38.51	\$13.11
Shopping	\$3.02	\$25.53	\$20.24	\$20.89	\$20.20	\$44.91	\$20.69
Auto Rental	\$0.00	\$2.47	\$9.83	\$46.94	\$10.92	\$62.32	\$22.48
Personal Vehicle	\$7.99	\$32.34	\$25.21	\$30.50	\$16.26	\$7.88	\$21.46
Taxi / Bus / Other	\$0.11	\$3.28	\$2.94	\$3.50	\$2.82	\$16.93	\$4.07
<b>Total</b>	<b>\$31.55</b>	<b>\$231.08</b>	<b>\$271.38</b>	<b>\$358.60</b>	<b>\$362.01</b>	<b>\$424.05</b>	<b>\$274.13</b>

Combining the attendance estimates of Table 2.3 with the average spending per person from Table 2.6 shows that visitors to the 2014 Halifax International Buskers Festival spent \$6.1 million in Halifax (Table 2.7).

**Table 2.7 Unadjusted Visitor Spending**

	Same-day	Other Nova Scotia	Other Atlantic	Other Canada	U.S.	Inter-national	Aggregate
<i>Visitors</i>	5,143	2,819	2,865	6,992	2,089	2,906	22,814
Accommodation	\$0	\$222,890	\$313,872	\$732,471	\$271,719	\$276,966	\$1,817,917
Food & Beverage	\$56,172	\$172,297	\$203,705	\$643,954	\$290,398	\$285,581	\$1,652,105
On-site entertainment & concessions	\$38,133	\$27,102	\$32,468	\$169,851	\$32,110	\$51,085	\$350,748
Recreation & Entertainment	\$8,532	\$19,048	\$16,942	\$177,757	\$23,663	\$122,990	\$368,931
Retail Shopping	\$2,264	\$30,780	\$43,808	\$71,366	\$33,350	\$111,893	\$293,462
Shopping	\$15,535	\$71,970	\$57,988	\$146,048	\$42,182	\$130,508	\$464,231
Auto Rental	\$0	\$6,971	\$28,153	\$328,204	\$22,804	\$181,077	\$567,208
Personal Vehicle	\$41,102	\$91,181	\$72,228	\$213,249	\$33,951	\$22,886	\$474,597
Taxi / Bus / Other	\$555	\$9,249	\$8,423	\$24,504	\$5,890	\$49,194	\$97,815
<b>Total</b>	\$162,292	\$651,486	\$777,586	\$2,507,403	\$756,066	\$1,232,181	\$6,087,015

A crucial final step is to adjust the aggregate spending for the importance of the event in the spectators' decision to travel Halifax in order to calculate the amount of spending that is directly attributable to the Buskers Festival (as some of the visitors would have come to Halifax regardless of whether the Buskers Festival was taking place. Respondents were first asked if they were aware of the Buskers Festival prior to leaving home (results in Table 2.4), and if they were not aware of the festival they were assigned an importance of 0. In other words, it is impossible to attribute their spending to the event if they not aware of the event until arriving in Halifax and / or arriving at the Halifax Waterfront. Spectators who were aware of the event were asked to rate the importance of the Buskers festival in their decision to travel using a scale of 0-10, with the importance ranging from 8.74 for sameday travellers to a low of 2.84 for U.S. travellers. Including the importance finds that the total spending in Halifax that is directly attributable to the 2014 Halifax International Buskers Festival was \$2.7 million (Table 2.8).



**Table 2.8 Attributable Visitor Spending**

	Same-day	Other Nova Scotia	Other Atlantic	Other Canada	U.S.	Inter-national	Aggregate
<i>Importance (0-10)</i>	8.74	6.61	6.84	3.81	2.84	3.59	4.46
Accommodation	\$0	\$147,225	\$214,717	\$278,749	\$77,133	\$99,503	\$817,327
Food & Beverage	\$49,089	\$113,807	\$139,352	\$245,063	\$82,435	\$102,598	\$732,344
On-site entertainment & concessions	\$33,324	\$17,901	\$22,211	\$64,638	\$9,115	\$18,353	\$165,543
Recreation & Entertainment	\$7,456	\$12,582	\$11,590	\$67,647	\$6,717	\$44,185	\$150,177
Retail Shopping	\$1,979	\$20,331	\$29,969	\$27,159	\$9,467	\$40,199	\$129,104
Shopping	\$13,576	\$47,538	\$39,669	\$55,580	\$11,974	\$46,886	\$215,224
Auto Rental	\$0	\$4,605	\$19,259	\$124,901	\$6,473	\$65,054	\$220,292
Personal Vehicle	\$35,919	\$60,228	\$49,411	\$81,154	\$9,638	\$8,222	\$244,571
Taxi / Bus / Other	\$485	\$6,109	\$5,762	\$9,325	\$1,672	\$17,674	\$41,027
<b>Total</b>	\$141,829	\$430,326	\$531,939	\$954,217	\$214,625	\$442,673	\$2,715,609

### **3.0 Operational Expenditures**

An analysis was also made of the operational expenditures made by the event organizers in hosting the 2014 Halifax International Buskers Festival. The operational budget was spent on a wide variety of goods and services including salaries and fees of event organizers, promotion, local transportation, miscellaneous rentals (bleachers, tent, etc.) and front of house production costs (i.e. sound, lights, etc.)

While not included as a direct expenditure in the budget, the 2014 Halifax International Buskers Festival was supported by a considerable number of volunteers whose time and effort greatly contributed to the success of the event.

## 4.0 Economic Impact Results

The spending of spectators attending the 2014 International Buskers Festival in combination with the expenditures made by the event organizers in producing the event reached \$2.9 million, generating an estimated net economic activity (GDP) of \$3.2 million in the Province of Nova Scotia, of which \$2.1 million occurred in Halifax. These expenditures supported \$2.0 million in wages and salaries in the Province and an estimated 54 jobs, of which 44 jobs and \$1.5 million in wages and salaries was in Halifax.<sup>3</sup>

The total tax revenues supported by the 2014 Halifax International Buskers Festival reached \$1.4 million. Of this total, \$587,000 was attributable to the federal government while provincial tax revenues reached \$630,000 and municipal taxes were \$151,000, of which \$125,000 was in Halifax.

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<sup>3</sup> Jobs reported in this study refers to the number of jobs not. Full-time equivalent (i.e. if a typical occupation featured 20 hours of employment and the event supported 40 hours of work, it would support 2jobs or 1 FTE).

**Table 4.1 Total Economic Impact**

	<b>Total Nova Scotia</b>	<b>Local Area Halifax</b>	<b>Rest of Nova Scotia</b>
Initial Expenditure	\$2,945,993	\$2,945,993	\$0
<b>Gross Domestic Product</b>			
Direct Impact	\$1,267,267	\$1,267,267	\$0
Indirect Impact	\$1,084,161	\$396,690	\$687,471
Induced Impact	\$828,030	\$387,169	\$440,861
<b>Total Impact</b>	<b>\$3,179,457</b>	<b>\$2,051,126</b>	<b>\$1,128,331</b>
<b>Industry Output</b>			
Direct & Indirect	\$4,818,197	\$3,616,014	\$1,202,182
Induced Impact	\$1,762,735	\$824,090	\$938,645
<b>Total Impact</b>	<b>\$6,580,932</b>	<b>\$4,440,104</b>	<b>\$2,140,828</b>
<b>Wages &amp; Salaries</b>			
Direct Impact	\$916,670	\$916,670	\$0
Indirect Impact	\$614,212	\$327,368	\$286,844
Induced Impact	\$504,964	\$241,983	\$262,980
<b>Total Impact</b>	<b>\$2,035,845</b>	<b>\$1,486,021</b>	<b>\$549,824</b>
<b>Employment (Full-year jobs)</b>			
Direct Impact <sup>4</sup>	29.9	29.9	-
Indirect Impact	12.6	6.8	5.8
Induced Impact	11.5	7.5	4.0
<b>Total Impact</b>	<b>54.0</b>	<b>44.2</b>	<b>9.8</b>
<b>Taxes (Total)</b>			
Federal	\$587,050	\$425,123	\$161,927
Provincial	\$629,957	\$481,264	\$148,693
Municipal	\$151,201	\$124,894	\$26,307
<b>Total</b>	<b>\$1,368,207</b>	<b>\$1,031,281</b>	<b>\$336,926</b>

<sup>4</sup> Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

## Appendix 1: Detailed Attendance Calculations

Table A1 July 30

July 30	Bishops	Chebucto	People passing both stations	Total that passed one of the stations	Number that didn't pass either station	Total Volume	Share that came for Buskers
2-4pm	694	1,760	-142	2,312	691	3,003	2,319
7-9pm	464	1,275	-107	1,632	449	2,081	1,555
12-2 / 4-7							3,874
9-10							968
<b>Total</b>							<b>8,716</b>

Table A2 July 31

July 31	Bishops	Chebucto	People passing both stations	Total that passed one of the stations	Number that didn't pass either station	Total Volume	Share that came for Buskers
2-4pm	1,130	2,760	-257	3,633	718	4,351	3,258
7-9pm	1,483	4,472	-315	5,640	1,390	7,030	5,448
12-2 / 4-7							8,706
9-10							2,177
<b>Total</b>							<b>19,589</b>

Table A3 Aug 1

Aug 1	Bishops	Chebucto	People passing both stations	Total that passed one of the stations	Number that didn't pass either station	Total Volume	Share that came for Buskers
2-4pm	1,073	4,430	-588	4,915	1,651	6,566	3,806
7-9pm	2,350	5,925	-1,250	7,025	2,195	9,221	6,313
12-2 / 4-7							10,119
9-10							2,530
<b>Total</b>							<b>22,767</b>

**Table A4 Aug 2**

<b>Aug 2</b>	<b>Bishops</b>	<b>Chebucto</b>	<b>People passing both stations</b>	<b>Total that passed one of the stations</b>	<b>Number that didn't pass either station</b>	<b>Total Volume</b>	<b>Share that came for Buskers</b>
<b>2-4pm</b>	2,404	6,552	-1,747	7,209	481	7,689	5,697
<b>7-9pm</b>	2,617	7,016	-520	9,113	1,575	10,688	8,168
<b>12-2 / 4-7</b>							13,865
<b>9-10</b>							3,466
<b>Total</b>							31,197

**Table A5 Aug 3**

<b>Aug 3</b>	<b>Bishops</b>	<b>Chebucto</b>	<b>People passing both stations</b>	<b>Total that passed one of the stations</b>	<b>Number that didn't pass either station</b>	<b>Total Volume</b>	<b>Share that came for Buskers</b>
<b>2-4pm</b>	1,386	4,674	-947	5,113	1,553	6,667	4,699
<b>7-9pm</b>	1,403	3,634	-853	4,184	598	4,782	2,855
<b>12-2 / 4-7</b>							7,554
<b>9-10</b>							1,888
<b>Total</b>							16,996

**Table A6 Aug 4**

<b>Aug 4</b>	<b>Bishops</b>	<b>Chebucto</b>	<b>People passing both stations</b>	<b>Total that passed one of the stations</b>	<b>Number that didn't pass either station</b>	<b>Total Volume</b>	<b>Share that came for Buskers</b>
<b>2-4pm</b>	1,706	4,828	-795	5,739	1,306	7,045	4,205
<b>12-4 / 6-10</b>							9,252
<b>Total</b>							13,457

## **Appendix 2: Economic Impact Methodology – STEAM PRO**

### *Background*

Briefly, the purpose of STEAM PRO 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 PRO measures the direct, indirect & induced effects for each of these elements.

### *Technical Description of the Impact Methodology used by STEAM PRO*

STEAM PRO 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 PRO

**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.