

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2010 Tim Hortons Brier

Economic Impact Assessment

July 2010

The following analysis provides the economic impact of the 2010 Tim Hortons Brier, the Canadian Curling Association's 2010 Men's Curling Championship, hosted in the Halifax Regional Municipality from March 6 -14, 2010, as generated by the Sport Tourism Economic Assessment Model, Professional version.

Economic Impact Assessment Funding Partners

The Canadian Sport Tourism Alliance wishes to acknowledge Events Nova Scotia for their funding support and for providing the necessary data for this assessment.



“The Government of Nova Scotia is proud to have been part of the 2010 Tim Hortons Brier. Major events, such as the Brier, help our province remain competitive as a premier visitor destination and bring tangible benefits through economic activity and tax revenues. This opportunity has allowed us to showcase Halifax and our entire province, and let the world know that we are ready, willing and more than able to successfully organize major sporting events. The Brier has helped to enhance Nova Scotia’s international reputation as a world-class host.”

Percy Paris, Minister of Tourism, Culture and Heritage, and Economic and Rural Development

About Events Nova Scotia:

Events Nova Scotia is enhancing Nova Scotia's ability to successfully bid for and host major events in the sporting, culture and entertainment sectors. Through a coordinated approach, Events Nova Scotia has a mandate to identify and attract new major events to the province of Nova Scotia.

Events Nova Scotia will focus on attracting new events in the sporting, cultural and entertainment sectors.

Along with attracting new events to the province Events Nova Scotia is also working to establish standards and baseline measures to consistently evaluate the economic return generated by major events, facilitate the sharing of industry best practices to bid for and host major events and market the province as a major event destination.

For more information on Events Nova Scotia, please contact:

**Events Nova Scotia
PO Box 955
1800 Argyle Street, Suite 416
Halifax, NS, Canada B3J 2V9**

www.eventsnovascotia.com

For more information about this report, please contact:

Tony Fisher, Canadian Sport Tourism Alliance, research@canadiansporttourism.com

Craig Cherrett, Events Nova Scotia, craig@eventsnovascotia.com

Contents

- 1.0 Background 5
- 2.0 Methodology / Survey Results 6
- 3.0 Operations Expenditures 12
- 4.0 Economic Impact Results 13
- 5.0 Conclusion 15
- Appendix 1: Economic Impact Methodology – STEAM 16
- Appendix 2: Glossary of Terms used by STEAM..... 18
- Appendix 3: 2010 Tim Hortons Brier Survey..... 20

1.0 Background

The 2010 Tim Hortons Brier, presented by Monsanto, was held at the Halifax Metro Centre in Halifax, Nova Scotia from March 6-14. It was the first Brier win for skip Kevin Koe, third Blake MacDonald, second Carter Rycroft, lead Nolan Thiessen, alternate Jamie King and coach John Dunn. Moreover, the victory was the 25th Brier win for Alberta since the Canadian men's championship began in 1927; just one behind Manitoba's leading 26 victories. It's also the third consecutive Brier win for Alberta and the seventh for the province this decade.

The event was also a considerable success from a spectators stand point, with more than 100,000 seats being sold over the course the event. Many Canadians make annual trips to the Brier, and as a result a considerable number of spectators came to Halifax to from out of town to witness the competition. The combined expenditures of these visitors, along with those of the event host committee, generated substantial economic benefits in the Halifax Regional Municipality and for the Province of Nova Scotia as a whole. This report details the measurement of the economic impact of the 2010 Tim Hortons Brier. 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 Halifax for the event. Section 3 provides details of operational expenditures and revenues that further contributed to the impact of the event, while Section 4 presents the STEAM-PRO¹ results from the combined expenditures of the spectators, media members, and the host committee's operational expenditures. Section 5 concludes the document with a summary of the findings. The appendices include additional 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 2010 Tim Hortons Brier 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 Halifax Regional Municipality. The survey was conducted using Palm PDAs running Techneos Entryware software². A copy of the survey instrument used can be found in Appendix 3.³

Survey Results

A total of 289 visitor parties were approached at various draws over the course of the event, with 286 parties agreeing to participate (a rejection rate of 1.0%). Of this group, 8 parties had been previously surveyed (2.8%), yielding a total of 278 valid surveys. Table 2.1 lists the survey sample origin data counts.⁴

Table 2.1 Survey Sample Size

Origin	Parties	Individuals
Local	128	293
Other Nova Scotia	51	127
Other Atlantic	43	115
Other Canada	52	123
US	4	12
Total	278	670

Throughout the survey, efforts were made to ensure that a random sample was taken with surveyors specifically instructed to interview all spectators. These survey results were compared with the distribution of tickets sold as indicated by the purchasers' postal codes, and when making some reasonable assumptions about the distribution of complimentary tickets,⁵ the two sets of origin data are reasonably similar. This report will rely on the ticket sales data to determine the origin of the Brier spectators. The overall number of individual spectators was determined by multiplying the total attendance figure of 105,795 by the relative share of spectators in the sample. These results were then divided by the average number of draws attended in each visitor sub sample (shown in Figure 2.1) to

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>

⁴This sample size of 358 out of town responses representing 988 out of town spectators yields statistically significant confidence intervals of +/- 3.0 % for statistics reporting all visitors, 5.5% for AB visitors under 200km, 5.7% for AB visitors over 200km, 5.6% for Regional visitors, and 7.5% for long-haul visitors.

⁵It was assumed that 80% of complimentary tickets issued by the event organizers were issued to Halifax residents, with the remainder being issued to residents of Nova Scotia

determine the number of individual spectators at the event, as shown in Table 2.2. The 2010 Brier had an out of town visitor share of 47%, which was down slightly from the previous Briers surveyed by the CSTA which had out of town visitor shares of 53% in 2009 and 55% in 2004. The slight decrease could have been due to the fact that the 2010 Brier was held immediately following the 2010 Vancouver Olympics.

Figure 2.1 Mean Number of Draws per Individual

(How many draws have you / will you personally attend at the 2010 Tim Hortons Brier?)

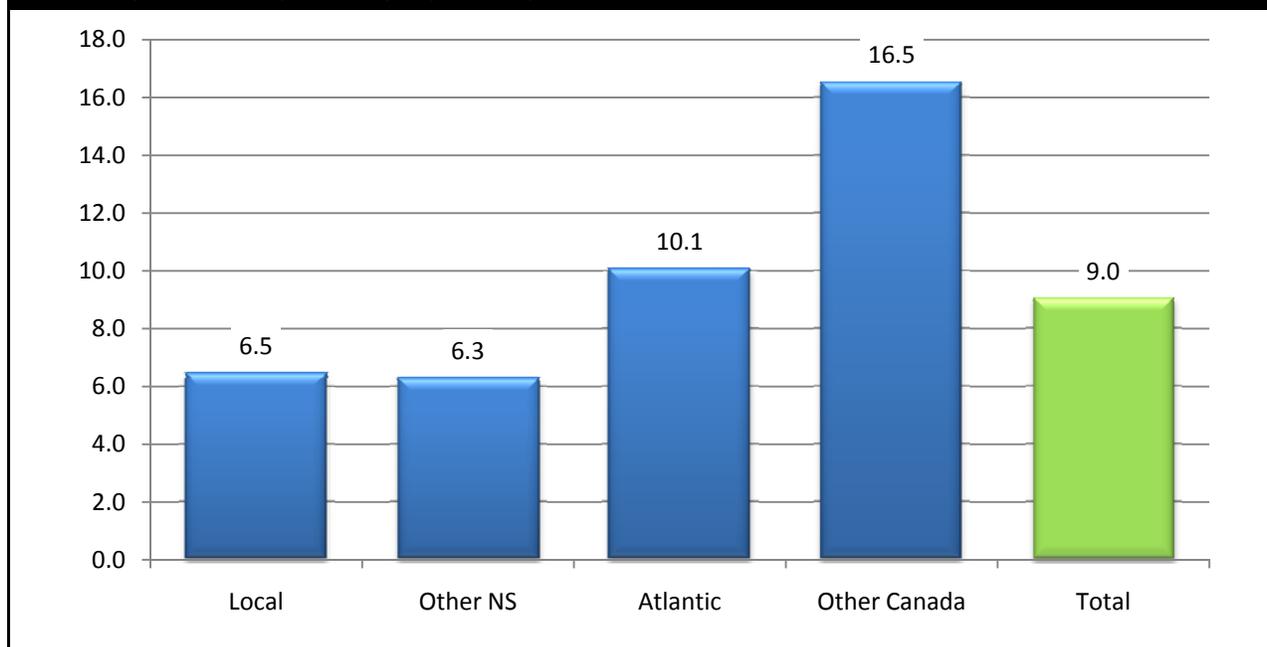
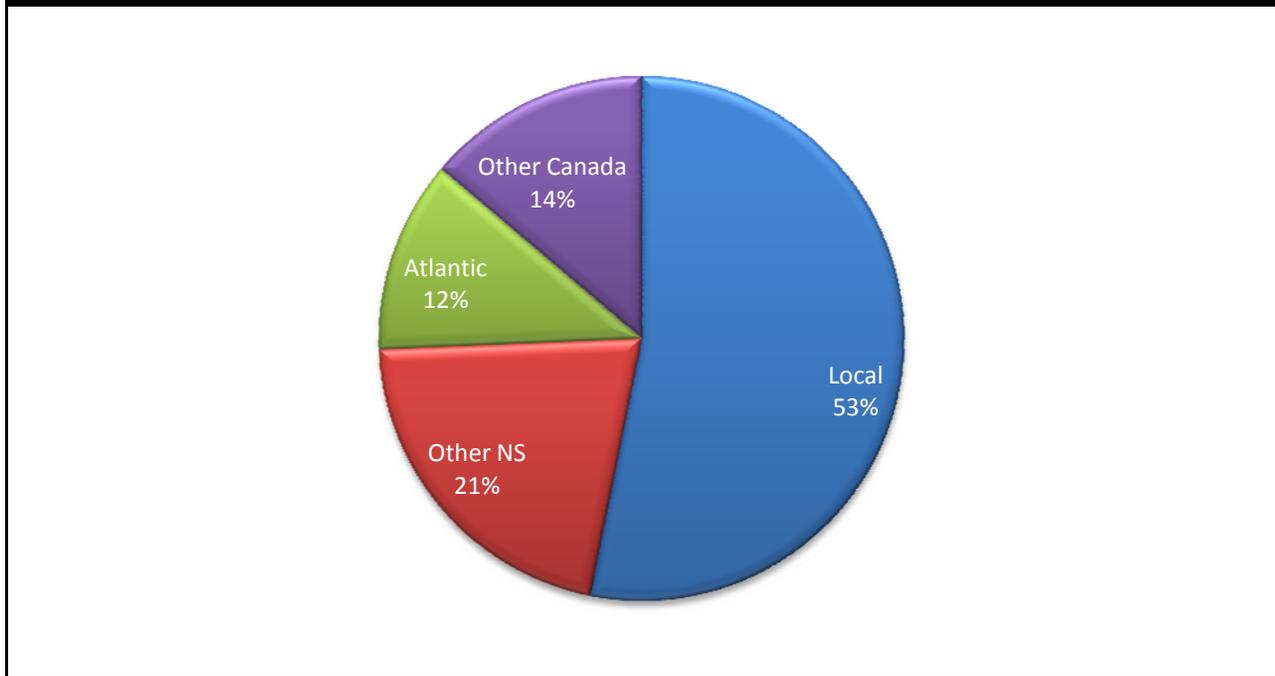


Table 2.2 Spectator Volume Calculations

Origin Category	Sample Share	Share of total tickets	Mean number of draws per individual	Number of Individual spectators	Share of individual spectators
Local	44%	44,065	6.46	6,821	53%
Nova Scotia	19%	17,114	6.29	2,719	21%
Atlantic	17%	15,304	10.07	1,520	12%
Other	20%	29,312	16.54	1,773	14%
Total	100%	105,795	9.04	12,832	100%

Figure 2.2 2010 Brier Spectator Origin



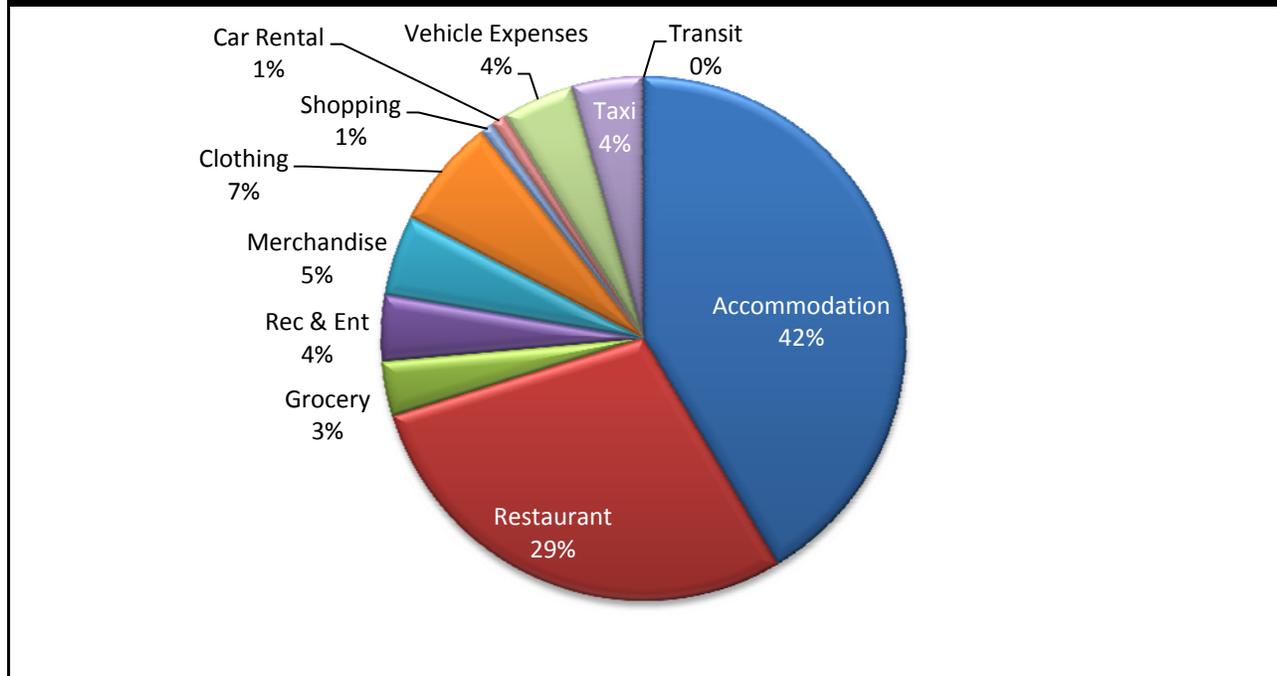
Spectator Expenditures

Out-of-town visitors were asked about their expenditures while in the Halifax Regional Municipality. Excluding the costs of tickets to the Brier and spending at the Brier Patch; the typical visitor to Halifax spent \$530 per person over the course of the tournament, Nova Scotia visitors spent an average of \$267 per person, and visitors from other Atlantic provinces spent \$429. Long-haul visitors had the highest expenditure per person at \$775. Expenditures per party per trip are reported in Table 2.3.

Figure 2.3, and Table 2.4, below, illustrate the total expenditures made by visitors to Halifax. Again, excluding spending on Brier tickets and at the Brier Patch, the survey results show that the largest components of visitor spending while in the Halifax Regional Municipality was for accommodations (42%) and restaurants (29%).

As compared to the 2009 Brier, spending at the Brier Patch and Purple Heart Lounge was somewhat lower in 2010. In total, spectators at the 2010 Tim Hortons Brier spent \$2.8 million in the Halifax Regional Municipality.

Figure 2.3 Brier Total Visitor Expenditures by Expense Category



Other Visitor Expenditures

Estimates were also included of the spending from other visitors who came to Halifax as a result of the Brier including the participants, members of the media, and VIPs. The spending of many of the visitors in this category includes the spending made by the Canadian Curling Association support of the participants and VIPs, the spending of members of the media, plus any additional spending made by these visitors while in Halifax. For example, participants at the event accounted for more than 670 room nights over the course of their stay, while the vast majority of media members stayed for the duration of the tournament, with an average of approximately 9 days per out-of-town media member.

Table 2.3: Visitor Expenditures (Per visitor party per trip)

	Other Nova Scotia	Other Atlantic Canada	Other Canada	Total
Average Party Size	2.49	2.67	2.41	2.51
Average Nights in Halifax	5.04	6.63	8.84	7.25
Accommodation	\$203.88	\$365.91	\$961.98	\$533.35
Restaurant / Bar / Concession*	\$169.61	\$346.86	\$571.07	\$370.30
Grocery / Other F&B	\$28.04	\$47.67	\$53.98	\$43.35
Recreation & Entertainment*	\$17.65	\$102.33	\$45.71	\$52.40
Merchandise	\$55.61	\$61.81	\$73.00	\$63.88
Retail Clothing	\$45.49	\$165.12	\$65.71	\$87.33
Shopping	\$12.90	\$15.12	\$3.93	\$10.19
Car Rental (in Halifax)	\$0.20	\$0.00	\$31.96	\$12.00
Car Expenses (gas, etc. in Halifax)	\$130.49	\$32.88	\$8.57	\$56.99
Taxi / Airport Bus	\$1.37	\$10.23	\$50.79	\$22.36
Public Transit (Bus)	\$0.29	\$0.23	\$0.61	\$0.39
Total*	\$670.57	\$1,154.79	\$1,876.16	\$1,259.81

* Note that Brier tickets, spending at the Brier Patch / Purple Heart Lounge and Brier merchandise expenditures are not included in the total to avoid double counting; these are included as revenues in the host society’s operations budget

Table 2.4 Total Visitor Expenditures

	Other Nova Scotia	Other Atlantic Canada	Other Canada	Total
Accommodation	\$222,618	\$207,934	\$707,367	\$1,137,920
Restaurant / Bar / Concession	\$185,194	\$197,111	\$419,921	\$802,226
Grocery / Other F&B	\$30,616	\$27,092	\$39,694	\$97,402
Recreation & Entertainment	\$19,269	\$58,149	\$33,615	\$111,032
Merchandise	\$60,718	\$35,127	\$53,679	\$149,524
Other Retail Clothing	\$49,671	\$93,831	\$48,321	\$191,823
Other Shopping	\$14,088	\$8,590	\$2,889	\$25,567
Car Rental (in Halifax)	\$214	\$0	\$23,504	\$23,718
Car Expenses (gas, etc. in Halifax)	\$142,482	\$18,687	\$6,303	\$167,471
Taxi / Airport Bus	\$1,499	\$5,815	\$37,344	\$44,657
Public Transit (Bus)	\$321	\$132	\$446	\$900
Total	\$726,689	\$652,468	\$1,373,083	\$2,752,240

3.0 Operations Expenditures

The 2010 Tim Hortons Brier host committee invested significantly in producing a high-caliber event in Halifax, with expenditures covering the event facility, special events, volunteers, the business and marketing cost of staging the event, hosting of the teams, media members and VIPs, as well as costs associated with running the Keith's Brier Patch and Purple Heart Lounge.

Moreover, expenditures were made by media members, and in particular by TSN, which as the host broadcaster incurred costs in staging the telecast of the event.

Even though they are not included directly in the budget, the 2010 Tim Hortons Brier was supported by hundreds of volunteers who donated thousands of hours of their time to run the tournament. Without their support, the event would not have been the success that it was.

4.0 Economic Impact Results

The combined spending of the more than 6,000 visitors to the Halifax Regional Municipality, plus the revenues and expenditures of the host committee, the media and others as a result of hosting the 2010 Tim Hortons Brier totaled \$4.7 million. This generated an estimated \$11.3 million in economic activity for the Province of Nova Scotia, of which \$7.6 million occurred in the Halifax Regional Municipality. These expenditures supported \$3.7 million in wages and salaries in the Province through the support of 158 jobs, of which an estimated 128 were in the Halifax Regional Municipality⁶. The total net economic activity (GDP) generated by the event was \$5.4 million through the Province, with \$3.3 million occurring in the Halifax Regional Municipality.

Considerable tax revenues were also produced by the event, totaling \$2.3 million. The event supported federal government tax revenues of \$1.0 million, and an additional \$951,000 in taxes accrued to the Province of Nova Scotia. Moreover, \$287,000 in taxes was supported in Nova Scotia municipalities, of which \$220,000 accrued in the Halifax Regional Municipality.

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 Halifax Regional Municipality		Rest of Nova Scotia
Initial Expenditure		\$4,680,643		\$4,680,643		\$0
Gross Domestic Product						
Direct Impact		\$1,427,869		\$1,427,869		\$0
Indirect Impact		\$2,315,071		\$1,048,491		\$1,266,581
Induced Impact		\$1,668,040		\$812,965		\$855,074
Total Impact		\$5,410,980		\$3,289,325		\$2,121,655
Industry Output						
Direct & Indirect		\$7,799,995		\$5,917,578		\$1,882,416
Induced Impact		\$3,467,307		\$1,683,527		\$1,783,780
Total Impact		\$11,267,301		\$7,601,105		\$3,666,196
Wages & Salaries						
Direct Impact		\$1,090,794		\$1,090,794		\$0
Indirect Impact		\$1,509,618		\$812,170		\$697,449
Induced Impact		\$1,146,206		\$578,749		\$567,457
Total Impact		\$3,746,619		\$2,481,713		\$1,264,906
Employment (Full-year jobs)						
Direct Impact ⁷		75.5		75.5		-
Indirect Impact		44.9		26.1		18.9
Induced Impact		37.6		26.3		11.3
Total Impact		158.1		127.9		30.1
Taxes (Total)						
Federal		\$1,039,191		\$682,957		\$356,234
Provincial		\$950,535		\$653,513		\$297,022
Municipal		\$287,413		\$219,633		\$67,780
Total		\$2,277,138		\$1,556,102		\$721,036

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

5.0 Conclusion

The 2010 Tim Hortons Brier was a tremendous success by all measures. The event showcased the country's top men's curling teams. The event was enjoyed by thousands of spectators, and supported through the efforts of hundreds of local volunteers. Moreover, the event attracted more than 6,000 visitors to the Halifax Regional Municipality with visitor expenditures of \$2.8 million. These expenditures, in combination with the operational spending of the host committee, members of the media, and others, totaled \$4.7 million, resulting in a net increase in economic activity of \$5.4 million throughout the Province, of which \$3.3 million occurred in the Halifax Regional Municipality. The total industry output (or gross economic activity) supported by the event was \$11.3 million, supporting \$3.7 million in wages and salaries throughout the Province. In the Halifax Regional Municipality, a total of \$2.5 million in wages and salaries and 128 jobs were supported by the event.

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: 2010 Tim Hortons Brier Survey

2010 Brier v1

Day

1 Draw

- Su 6 - aft
- Su 6 - eve
- Mo 7 - morn
- Mo 7 - aft
- Mo 7 - eve
- Tu 8 - morn
- Tu 8 - aft
- Tu 8 - eve
- We 9 - morn
- We 9 - aft
- We 9 - eve
- Th 10 - morn
- Th 10 - aft
- Th 10 - eve
- Fri 11 - morn
- Fri 11 - aft
- Fri 11 - eve
- Sa 12 - aft
- Sa 12 - eve
- Su 13 - eve

Intro

- 2 Hello, my name is _____, and I am conducting a survey as to the economic impact of the 2010 Tim Hortons on the behalf of the event hosts. Can I please speak to someone in your travel party who is knowledgeable with your trip planning and expenditures?

- Yes
- No

Previous

- 3 Have you or anyone in your party previously been surveyed at this event by a surveyor using a PDA?

- Yes
- No

PtySize

4 Including yourself, how many people are in your immediate travel party?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more _____
- Define Travel Party

Days1

5 How many draws have you / will you attend the 2010 Brier? (note all is 21)

Answer: _____

Patch

6 Are you going to the Keith's Patch at some point during the event?

- Yes
- No

PrevBrier

7 Including the 2010 edition, how many times have you been to the Brier?

Answer: _____

Tiktype

8 What kind of ticket did you use to enter the event today?

- Full Event Pass
- Mini Pack - 4-shore
- Individual Tickets
- Given Tix - Friend/Rel
- Given Tix - Business
- Event Sponsor Tix
- Other _____

Local

9 Did you travel from outside of the HRM to attend the 2010 Brier?

- Yes, out of town
- No, from HRM
- Define HRM

FSA

10 Can I have the first three digits of your POSTAL CODE? (or prov or state)

Sameday

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

- Sameday
- Overnight

NumDT

12 How many same day trips have you / will you be making?

Answer: _____

Nights1

13 How many nights have you / will you be spending away from home?

Answer: _____

Nights2

14 Will all of these nights be spent in the HRM?

- Yes
- No

NightsNS

15 How many nights have you / will you spend in Nova Scotia?

Answer: _____

NightsHRM

16 How many nights have you / will you spend in the HRM?

Answer: _____

NightsComm

17 How many nights have you / will you spend in commercial accommodation? (Hotel, Motel, B&B)

Answer: _____

Ptyverify

18 (For parties of 7+) Are you able to report the spending for all [@PtySize] members of your party for the duration of your stay in Halifax or would a different size be more appropriate?

- Yes, responses for [@PtySize] is fine
- No, a different size would be better

Ptysize2

19 Please enter a more appropriate party size:

Answer: _____

Spendintro

20 Now think about the money that you and your travel party have spent in the HRM on this trip. How much will your party spend on each of the following items? If your trip is not yet over, please provide your best estimate as to what you and your entire travel party will spend for your entire stay in the HRM. How much was spent on the following:

Spending

21 Spending per party per trip:

Accommodation	_____
Keith's Patch	_____
Other Restaurant/Bar/Concession	_____
Grocery/Other F&B	_____
Brier Tickets	_____
Rec & Ent. (movie, casino, attractions)?	_____
Brier merchandise	_____
Retail clothing	_____
Other shopping	_____
Car rental (in HRM)	_____
Vehicle expenses (gas, parking in HRM)	_____
Taxi/airport bus	_____
Public transit	_____

Importance

22 On a scale of 0 to 10, with 10 indicating that the 2010 Brier was the only reason you came, how important was the event in your decision to come to the Halifax region?

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

Timing

23 Did you change the timing of a trip that you would normally take to the HRM in order to attend the Brier?

Yes

No

lengthen

24 Did you lengthen a regular or planned trip to the HRM in order to attend the Brier?

Yes

No

Lengthdays

25 By how many days?

Answer: _____

Thankyou

26 Surveyor Comments
