



Economic Impact Assessment

Final Report – Touchdown Atlantic – Halifax / Wolfville, NS

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October 06, 2022

WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:

1. The spending of out-of-town visitors while they attend the event(s);
2. The expenditures of the event organizers in producing the event(s);
3. Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



HOW DO WE MEASURE EI?

Sport Tourism Canada has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.

STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.

RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are robust and reliable, STC has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics Canada's Government Revenues Attributable to Tourism (GRAT) report.



The Conference Board
of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

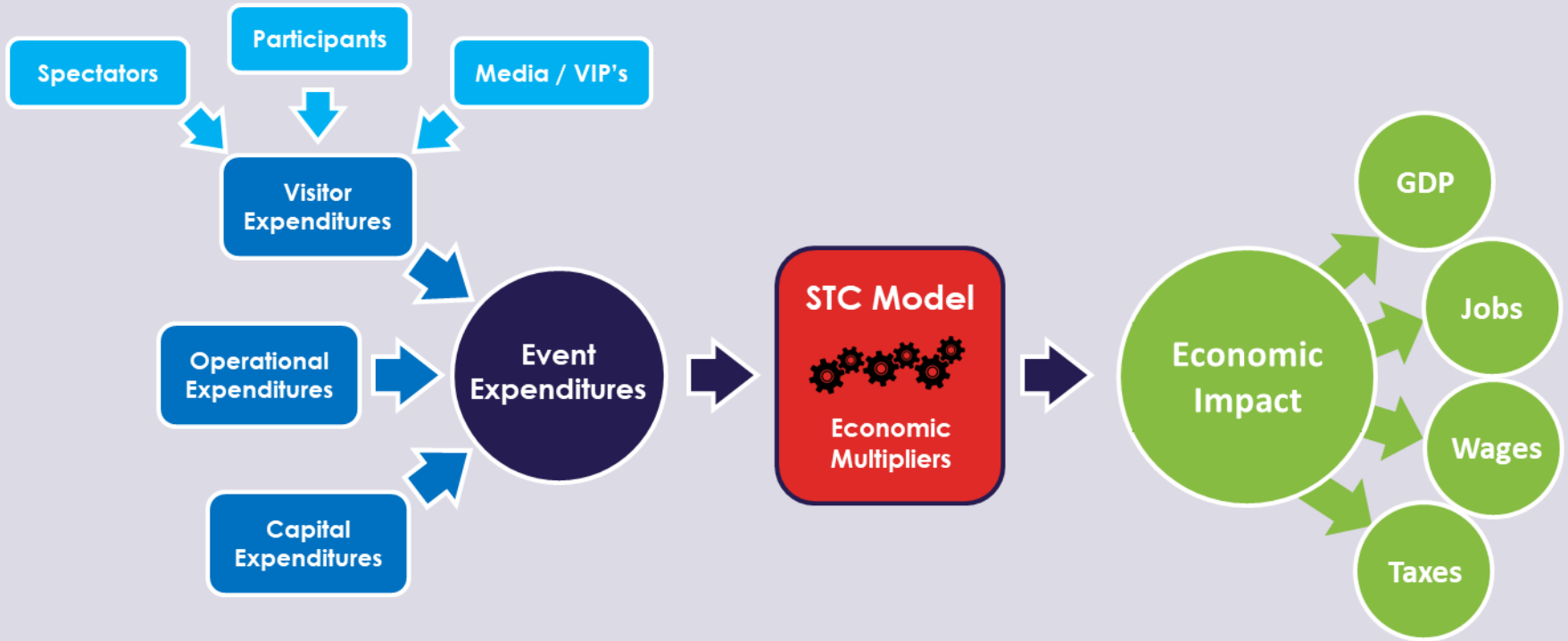
The elements (outputs of the model) used to measure the economic impacts are:

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

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



HOW IT WORKS



RELIABILITY OF THE DATA

For this study, the Canadian Football League (CFL) managed the survey process and collected data online post-event. Sport Tourism Canada worked with the CFL in the survey process and analyzed the raw data received from the CFL.

As a result of not having a member of the STC Economic Impact Team on the ground during the event or distributing the survey, the STC is not able to validate the data records generated that underpins this analysis.

Additionally, based on the survey sample of **664** valid responses, the margin of error for results contained in this report is calculated at **+/-3.9%** at the 95% confidence level.



METHODOLOGY

The visitor statistics cited in this report were derived from an online survey that was conducted post-event. The survey was developed by the CFL and STC specifically for this event and was administered via an email to all ticket purchasers. The original email and subsequent reminders contained the invitation to participate, instructions for the survey, and included an incentive prize for completing the survey.

A total of **664** valid responses were collected during this event.

The survey included a variety of questions for the attendees with regards to their age, place of residence, days attending, etc., while respondents from out-of-town were asked about their length of stay in the local area(s), the amount of money spent in various categories while in the area, as well as the importance of this event in their decision to travel to Halifax and/or Wolfville.

THE EVENT

The east coast's biggest celebration of football – Touchdown Atlantic – returned to the region on Saturday, July 16, 2022 as the Toronto Argonauts beat the Saskatchewan Roughriders 26-19.

The 2022 edition of the game was held in Wolfville, where Acadia University's Raymond Field was expanded to welcome 10,000 fans in Nova Scotia's first-ever CFL regular-season game.

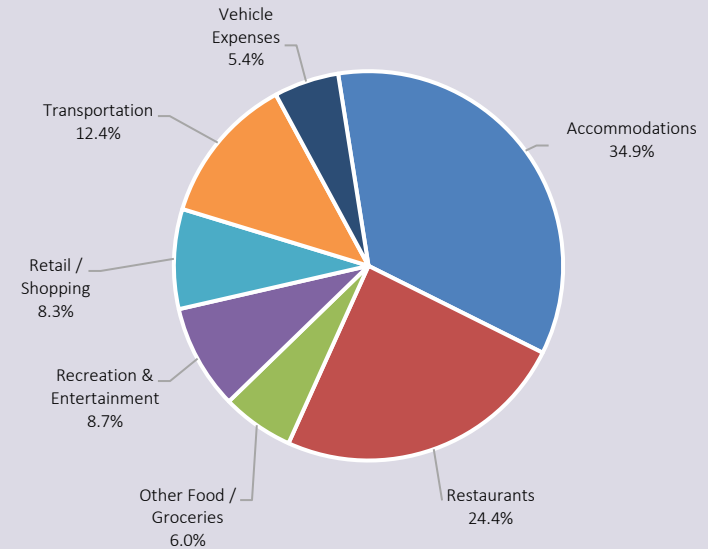
In the lead-up to the main event, downtown Halifax offered three days of fun-filled football festivities to build excitement and anticipation for the big game.



SPECTATOR SPENDING

	Per Party	Overall
Accommodations	\$807.11	\$2,363,036
Restaurants	\$565.70	\$2,049,804
Other Food / Groceries	\$138.67	\$502,468
Recreation & Entertainment	\$200.35	\$725,965
Retail / Shopping	\$191.28	\$693,100
Transportation	\$143.63	\$1,040,882
Vehicle Expenses	\$125.13	\$453,406
Total	\$2,315.50	\$7,828,661

Aggregate spectator spending was just over **\$7.8 million**



ADDITIONAL VISITOR SPENDING

	Overall
Accommodations	\$2,420,919
Restaurants	\$2,091,532
Other Food / Groceries	\$509,917
Recreation & Entertainment	\$734,794
Retail / Shopping	\$709,068
Transportation	\$1,046,878
Vehicle Expenses	\$464,243
Total	\$7,977,351

**Additional visitor spending
(staff, teams, media, VIP's, etc.)
was just under **\$150,000****



**Aggregate visitor spending
was just under **\$8.0 million****

OPERATIONAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers totaled **\$1,161,800**. An additional **\$2,700** was invested in capital / legacy items to ensure the future success of the Touchdown Atlantic event.

Operational Expenses = \$1,161,800

Capital Expenses = \$2,700

These operational expenditures include, but are not limited to salaries & fees, marketing and advertising services, professional services, communication, security, food and beverage, merchandise, travel, transportation, and storage. Capital expenditures includes building renovations and furniture/fixtures.



THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators, media, and other people who visited Halifax and/or Wolfville for the Touchdown Atlantic event, in combination with the expenditures made by the event organizers, totalled just over \$9.1 million, supporting just over \$12.7 million in overall economic activity in Nova Scotia, including just over \$11.8 million of economic activity in the Halifax area.

These expenditures supported \$3.8 million in wages and salaries in the province through the support of 95 jobs, of which 90 jobs and \$3.4 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the Touchdown Atlantic event was:

- \$8.2 million for Canada as a whole
- \$6.2 million for the province of Nova Scotia
- \$5.6 million for the city of Halifax

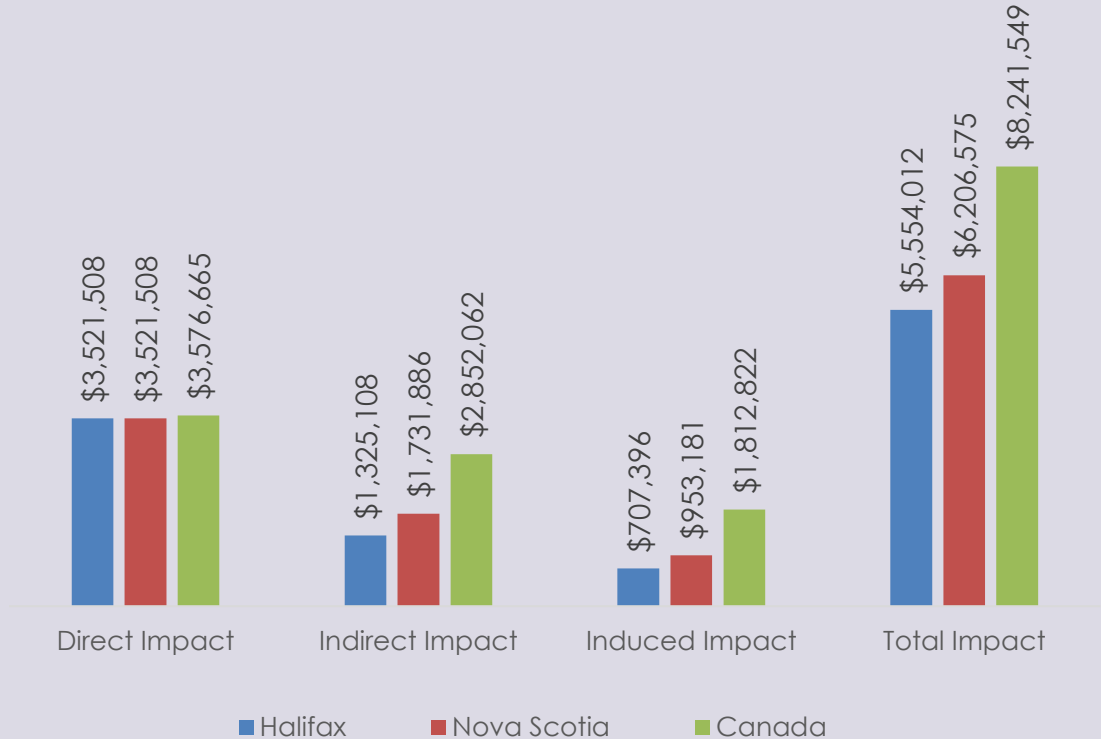
The 2022 Touchdown Atlantic event supported tax revenues totaling \$4.0 million across Canada.

	Halifax	Nova Scotia	Canada
Initial Expenditure	\$9,141,851	\$9,141,851	\$9,141,851
GDP	\$5,554,012	\$6,206,575	\$8,241,549
Wages & Salaries	\$3,442,762	\$3,755,379	\$4,875,346
Employment	89.8	95.0	114.6
Total Taxes	\$2,680,635	\$2,907,873	\$3,998,793
Federal	\$1,039,721	\$1,122,401	\$1,713,090
Provincial	\$1,384,928	\$1,582,526	\$2,014,464
Municipal	\$255,987	\$202,945	\$271,239
Industry Output	\$11,803,895	\$12,731,952	\$17,061,684

GROSS DOMESTIC PRODUCT

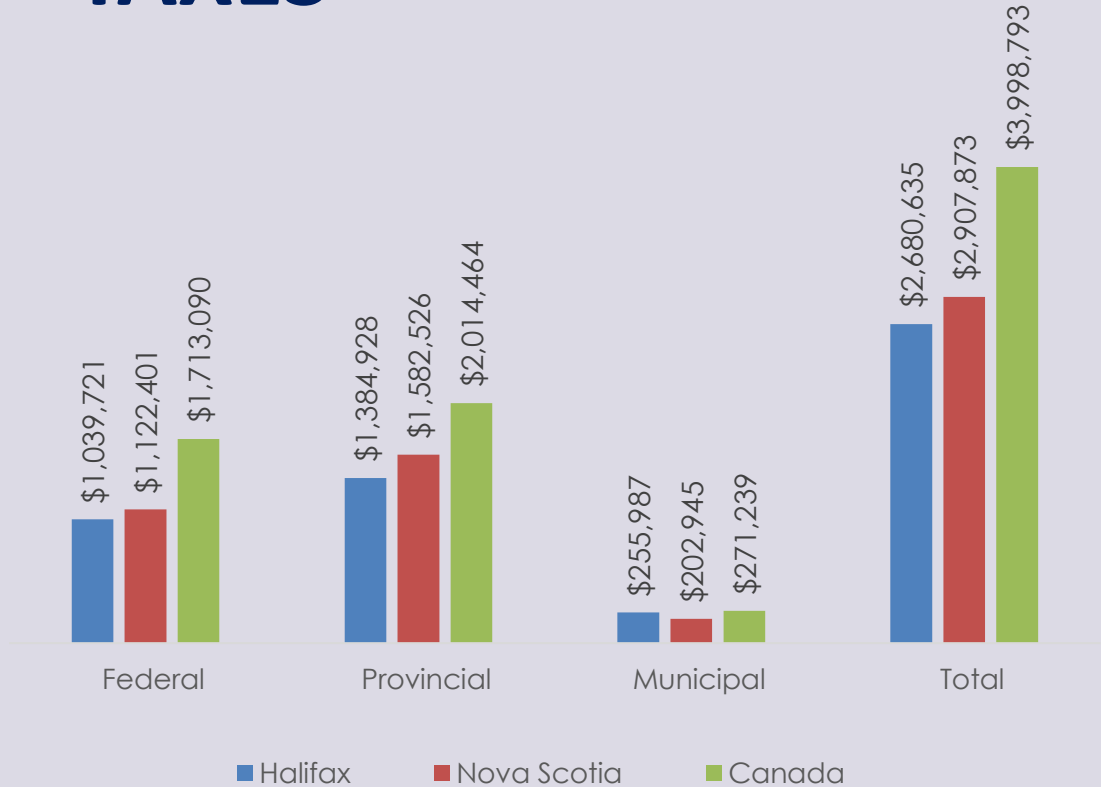
GDP (at basic prices)

Hosting the **Touchdown Atlantic event** in **Halifax and Wolfville** contributed over **\$8.2 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The **Touchdown Atlantic event** hosted in **Halifax and Wolfville** contributed just under **\$4.0 million** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



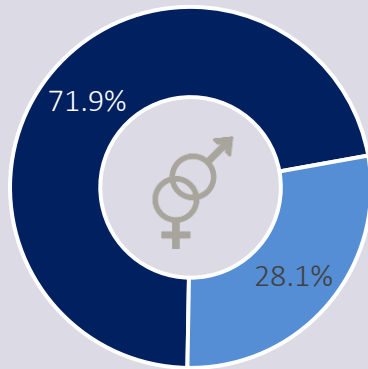
ADDITIONAL QUESTIONS

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



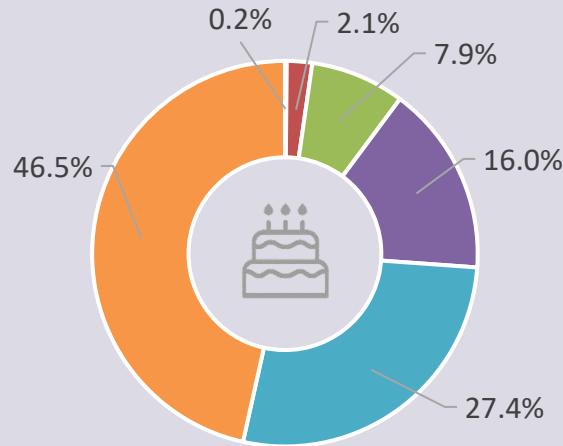
DEMOGRAPHICS

Gender



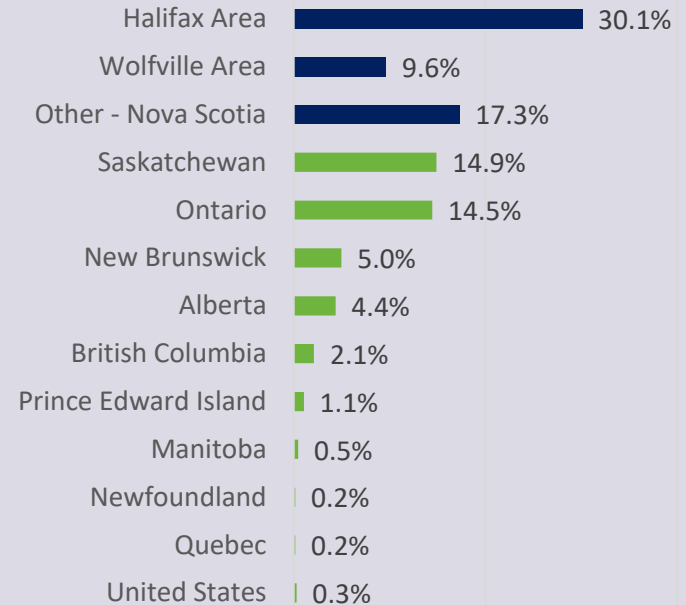
■ Man ■ Woman

Age Range



■ 18 or under ■ 19 - 24 ■ 25 - 34
 ■ 35 - 44 ■ 45 - 54 ■ 55+

Place of Residence



TRAVEL CHARACTERISTICS

81% of out-of-town attendees stayed overnight during their visit to Halifax / Wolfville



Of those staying overnight...

- **57.1%** Stayed in a hotel / motel
- **17.4%** Stayed with friends/family
- **9.9%** Used a short term rental
- **2.5%** Stayed in a Bed & Breakfast
- **13.1%** Made other arrangements



Average travel party size = **2.1** people



19% of out-of-town attendees made an average of **1.2** day trips to Halifax / Wolfville

Average nights stayed (overall) = **4.0**



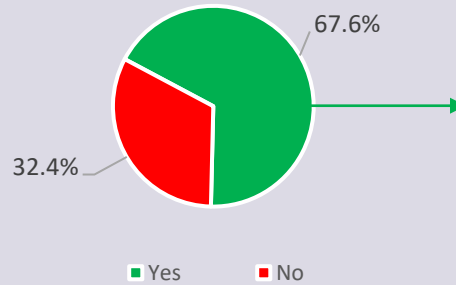
Halifax = **2.7**
Wolfville = **0.4**
Other = **0.9**

TOURISM RELATED

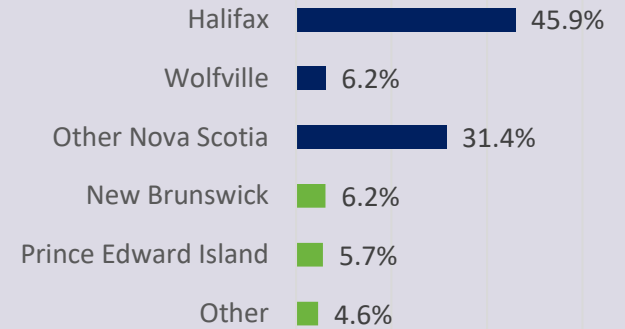
First visit to the Halifax area



Using event as a vacation and extending their stay

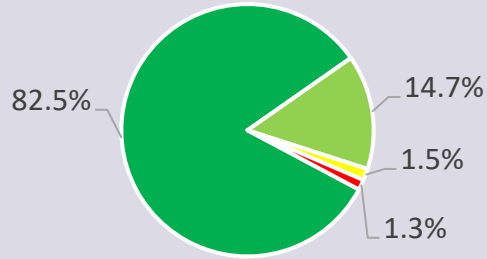


Trip extended to...



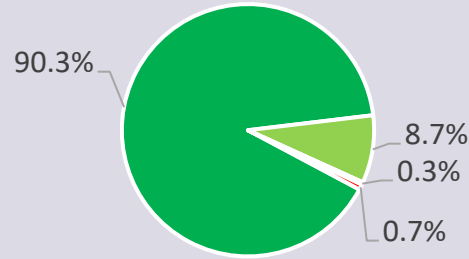
TOURISM RELATED

Attend TDA again



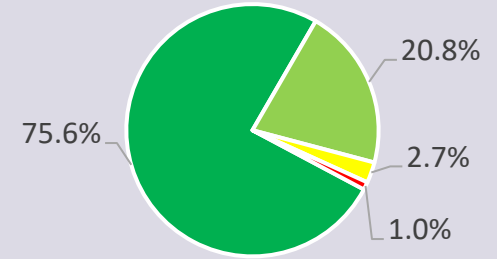
Very likely Somewhat likely
Somewhat unlikely Very unlikely

Visit Halifax again



Very likely Somewhat likely
Somewhat unlikely Very unlikely

Visit Wolfville again



Very likely Somewhat likely
Somewhat unlikely Very unlikely

SUMMARY | BY THE NUMBERS

Touchdown Atlantic 2022 – Key Facts & Figures

\$9.1 million of initial expenditures	\$8.0 million of visitor spending	90 local jobs supported by the event	\$12.7 million overall economic activity in the province
7,879 out of town visitors* in Halifax / Wolfville	\$3.4 million of wages and salaries supported locally	\$6.2 million boost to provincial GDP	\$4.0 million in taxes supported across Canada

* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount of initial expenditures used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices). **GDP (at factor cost)** - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Wages & Salaries - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is presented by the aggregate of direct, indirect, and induced impacts.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all **economic activity** that has taken place and consequently involve double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial, and federal levels of government relating to the project under analysis.

CONTACT INFORMATION

If you have any questions concerning the findings in this report, please contact:

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If you would like to conduct another EI study using **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com

