



Economic Impact Assessment

Final Report – 2018 BC Basketball Provincial Championships

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WHAT IS EI?

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

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

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



CSTA'S TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called **steam pro^{2.0}** that collects, measures and analyzes data across the three primary channels.

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.



MODEL OUTPUTS

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

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

CSTA's **steam pro^{2.0}** measures the direct, indirect & induced effects for each of these elements.



RELIABILITY OF THE MODEL

In order to produce economic contribution assessments that are **robust** and **reliable**, the CSTA 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 most 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.



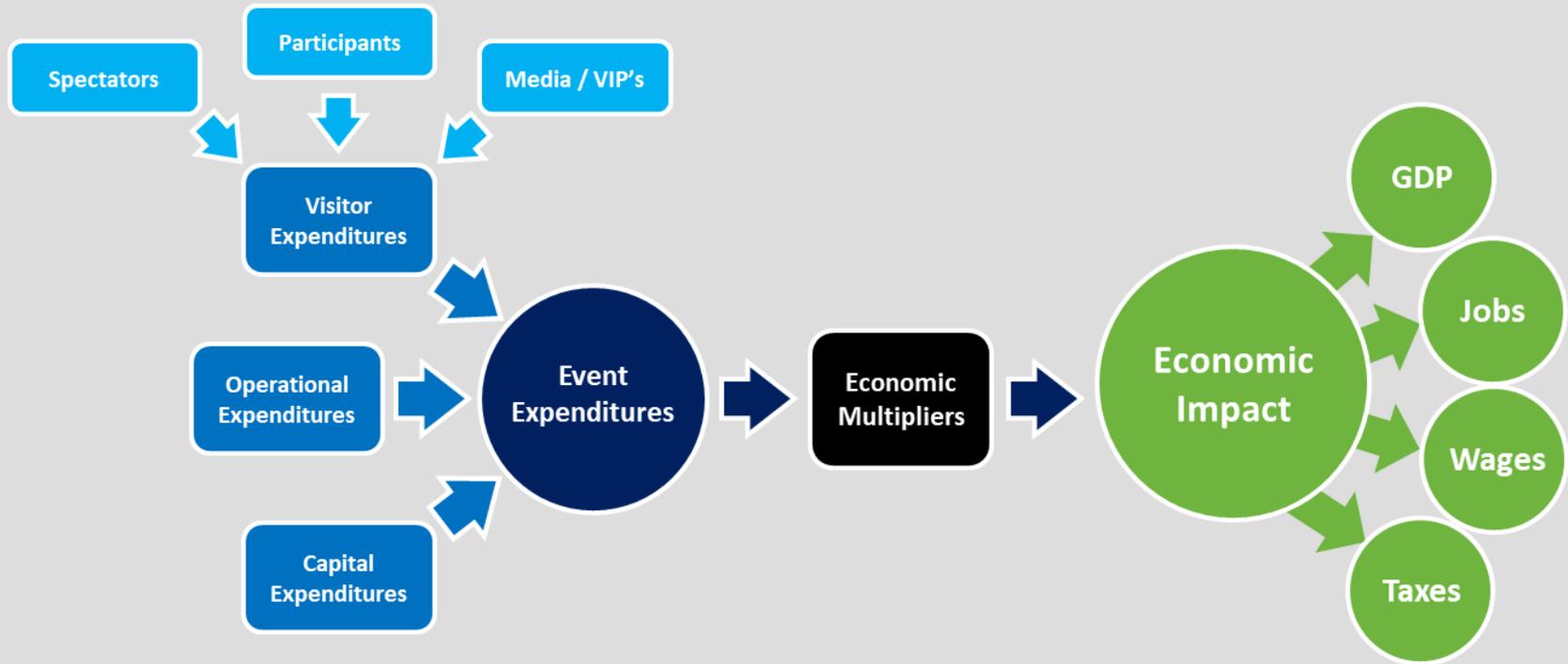
RELIABILITY OF THE DATA

For this study, the Township of Langley secured surveyors to collect CSTA identified data onsite during the BC Basketball Provincial Championships. Surveyors were recruited, trained, and supervised by the client during the event. Separately, teams were asked to voluntarily submit team expense data and was referenced, as available, by the CSTA for this assessment.

As a result of not having a member of the CSTA Economic Impact Team involved in the onsite aspect of the project, the CSTA therefore restricts its validation of the data records that were generated and that underpin this analysis.



HOW IT WORKS



2018 BC BASKETBALL PROVINCIAL CHAMPIONSHIPS

The 2018 edition of the BC Basketball Provincial Championships took place between February 24th and March 10th. Over the two-week period, the Langley Events Centre played host to the following tournaments:

- Junior Boys – February 24-27, 2018
- Junior Girls – February 28 – March 3, 2018
- Senior Girls – February 28 – March 3, 2018
- Senior Boys – March 7-10, 2018



THE METHODOLOGY

The visitor statistics cited in this report were derived from both an on-site intercept survey that was conducted over three days of the BC Basketball Provincial Championships and expense data voluntarily received from out-of-town teams. The survey was developed by the Township of Langley, in conjunction with the CSTA, specifically for the BC Basketball Provincial Championships and was administered by a team of surveyors at key locations throughout the venue during the event.

A total of **113** valid responses were collected during this event.

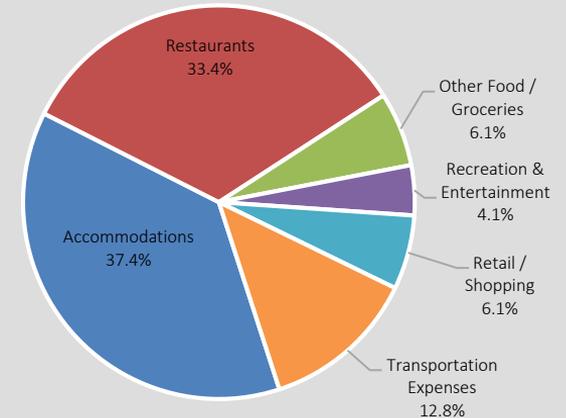
The survey included a variety of questions for the event attendees with regards to their age, place of residence, group size, event satisfaction, etc. Respondents from out-of-town were asked about their length of stay in Langley, the amount of money spent in various categories while in Langley, as well as the importance of this event in their decision to travel to the area.

* Based on the survey sample, the margin of error for results contained in this report are +/-9.3% at the 95% confidence level.

VISITOR SPENDING

	Per Group	Overall
Accommodations	\$870.48	\$532,314
Restaurants	\$777.75	\$475,608
Other Food / Groceries	\$142.04	\$86,860
Recreation & Entertainment	\$95.65	\$58,492
Retail / Shopping	\$142.46	\$87,117
Transportation Expenses	\$296.92	\$181,572
Total	\$2,325.30	\$1,421,962

Aggregate visitor spending was just over **\$1.4 million**



VISITOR SPENDING – SCALED BY IMPORTANCE

	Per Group	Overall
Accommodations	\$818.25	\$500,375
Restaurants	\$731.09	\$447,071
Other Food / Groceries	\$133.52	\$81,648
Recreation & Entertainment	\$89.91	\$54,982
Retail / Shopping	\$133.91	\$81,890
Transportation Expenses	\$279.10	\$170,677
Total	\$2,185.78	\$1,336,645

Visitor spending directly attributable to the Championships was just over **\$1.3 million**

Visitors to Langley were asked about the importance of the 2018 BC Basketball Provincial Championships in their decision to travel to Langley. The results show that this event was the sole driver for 85% of respondents, and indicated an average importance of 9.4/10

TEAM SPENDING

	Local Team	Out-of-Town Team	Aggregate
Accommodations	\$0	\$2,719	\$187,627
Restaurants	\$346	\$1,417	\$126,489
Other Food / Groceries	\$29	\$465	\$34,483
Recreation & Entertainment	\$0	\$123	\$8,492
Retail / Shopping	\$825	\$915	\$131,583
Transportation Expenses	\$279	\$431	\$52,871
Total	\$1,478	\$6,071	\$541,545

The average local team spent just under \$1,500, while the average out-of-town team spent just over \$6,000 during the tournament and their stay in Langley.

Aggregate team spending was just over **\$540,000**.

OPERATIONAL EXPENDITURES

In hosting the 2018 BC Basketball Provincial Championships, the event organizers would have spent money on various **goods and services** to ensure the successful operation of the event, however this data was unavailable for inclusion in this analysis.



THE EI RESULTS

The combined spending of out-of-town spectators, participants, and other people who visited Langley for the BC Basketball Provincial Championships, exclusive of the expenditures made by the organizers of the event, totaled nearly \$1.9 million, supporting nearly \$3.0 million in economic activity in British Columbia, including nearly \$2.4 million of economic activity in Langley.

These expenditures supported \$923,624 in wages and salaries in the province through the support of 19 jobs, of which 17 jobs and \$752,253 in wages and salaries were supported in Langley.

The total net economic activity (GDP) generated by the 2018 BC Basketball Provincial Championships was:

- \$1.8 million for Canada as a whole
- \$1.5 million for the Province of British Columbia
- \$1.1 million for Langley

The 2018 BC Basketball Provincial Championships supported tax revenues totaling \$581,961 across Canada.

	Langley	British Columbia	Canada
Initial Expenditure	\$1,878,190	\$1,878,190	\$1,878,190
GDP	\$1,112,204	\$1,461,047	\$1,755,750
Wages & Salaries	\$752,253	\$923,624	\$1,083,258
Employment	16.9	19.0	21.4
Total Taxes	\$441,694	\$522,142	\$581,961
Federal	\$202,276	\$236,727	\$265,762
Provincial	\$198,195	\$246,993	\$256,731
Municipal	\$41,224	\$38,422	\$59,469
Industry Output	\$2,384,126	\$2,959,685	\$3,600,613

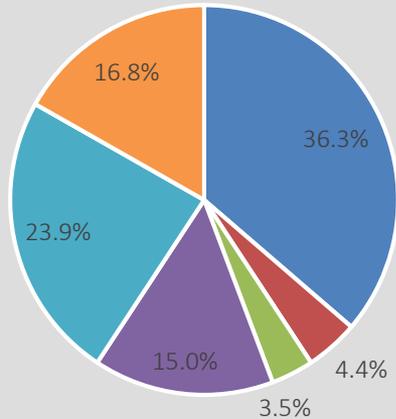
ADDITIONAL QUESTIONS

The following slides 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.



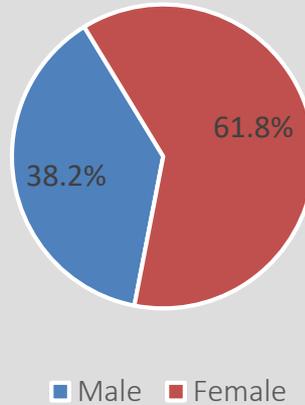
DEMOGRAPHICS

Age Range



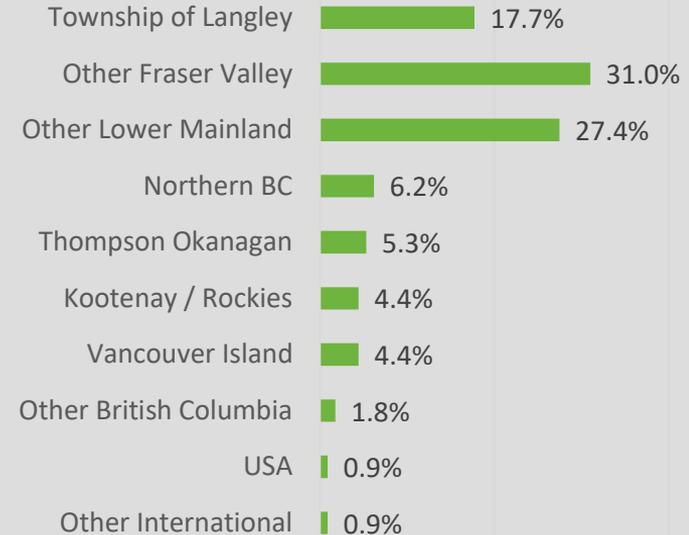
■ 18 & under ■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Gender



■ Male ■ Female

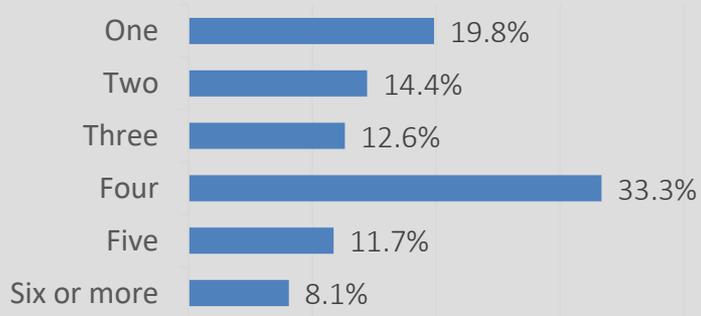
Place of Residence



Average Age = 36 years

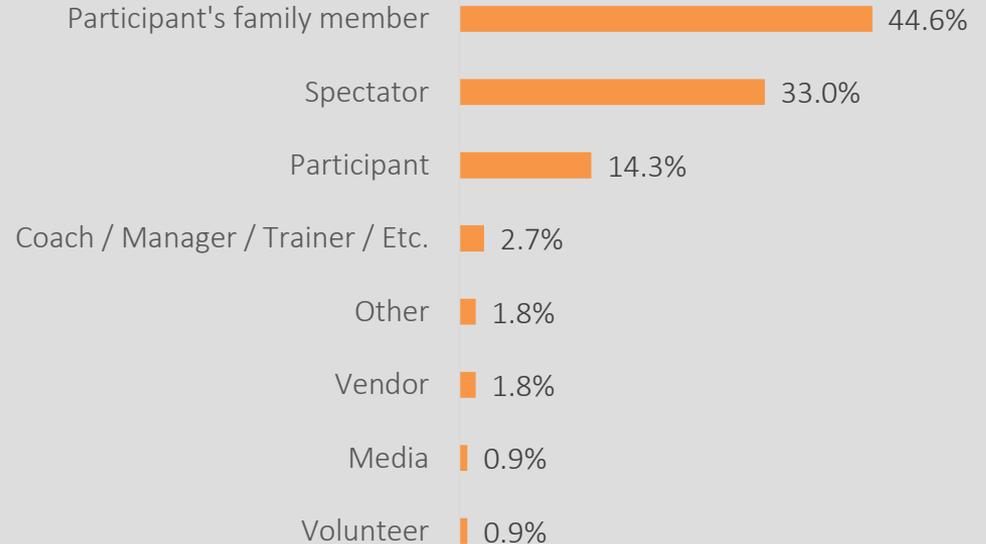
ATTENDANCE CHARACTERISTICS

Days Attending



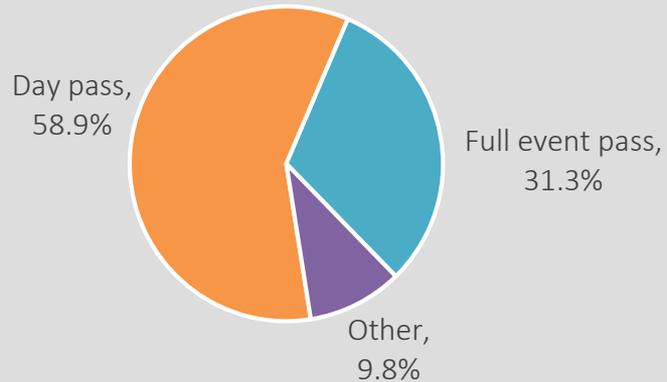
Average Days Attending = 3.5

Role at the Event

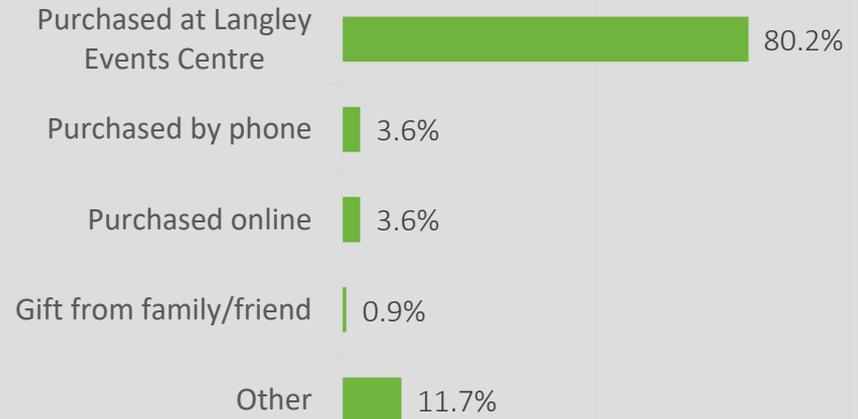


TICKETING

Type of Ticket



How Ticket Was Obtained



TRAVEL CHARACTERISTICS

86% of out-of-town attendees stayed overnight during their visit to Langley



Of those staying overnight...

- 67% Stayed in hotel / motel
- 17% Stayed with friends / family
- 17% Used short term rentals

Average number of nights = 4

- Average nights in Langley = 4.1
- Average nights other Lower Mainland = 3.8



Average travel group (same household) size = 2.4 people



The typical same day traveller made 4.6 day trips to Langley

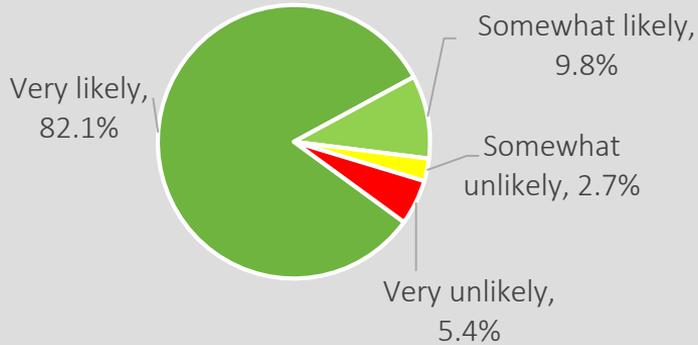
EXPERIENCE RATINGS

Mean Scores



FUTURE VISITATION & IMPORTANCE

Likelihood of Attending Another Event at LEC



Of attendees that indicated they are somewhat or very unlikely to attend another event at the Langley Events Centre, **44%** were from outside the Lower Mainland.



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

Overall, the importance of this event in influencing visitation to Langley was **9.4/10**.

SUMMARY | BY THE NUMBERS

2018 BC Basketball Provincial Championships – Key Facts & Figures

152 Teams participated in the event(s)	\$1.9 Million of visitor spending attributable to event	17 Langley jobs supported by event	\$3.0 Million overall economic activity in the Province
2,600 estimated out of town visitors in Langley	\$750,000 of wages and salaries supported locally	\$1.5 Million total boost to provincial GDP	\$582,000 in taxes supported across Canada

* Visitors are defined as spectators and participants from outside the Lower Mainland who stayed overnight during this event.