

# 2018 Alberta Winter Games Economic Impact Assessment

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Sport Tourism is one of the most powerful drivers of Economic Development.





**ALBERTA**  
**WINTER**  
**GAMES**  
Wood Buffalo  
February 16-19, 2018



# SUMMARY

## 2018 Alberta Winter Games – Key Facts & Figures

<b>\$6.3 Million</b> of initial expenditures	<b>\$978,389</b> of visitor spending attributable to event	<b>17</b> Local jobs supported by event	<b>\$8.1 Million</b> overall economic activity in the region
<b>4,381</b> out of town visitors in the Region	<b>\$2.3 Million</b> of wages and salaries supported locally	<b>\$5.6 Million</b> total boost to provincial GDP	<b>\$1.3 Million</b> in taxes supported across Canada

# WHAT IS EIA?

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

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.



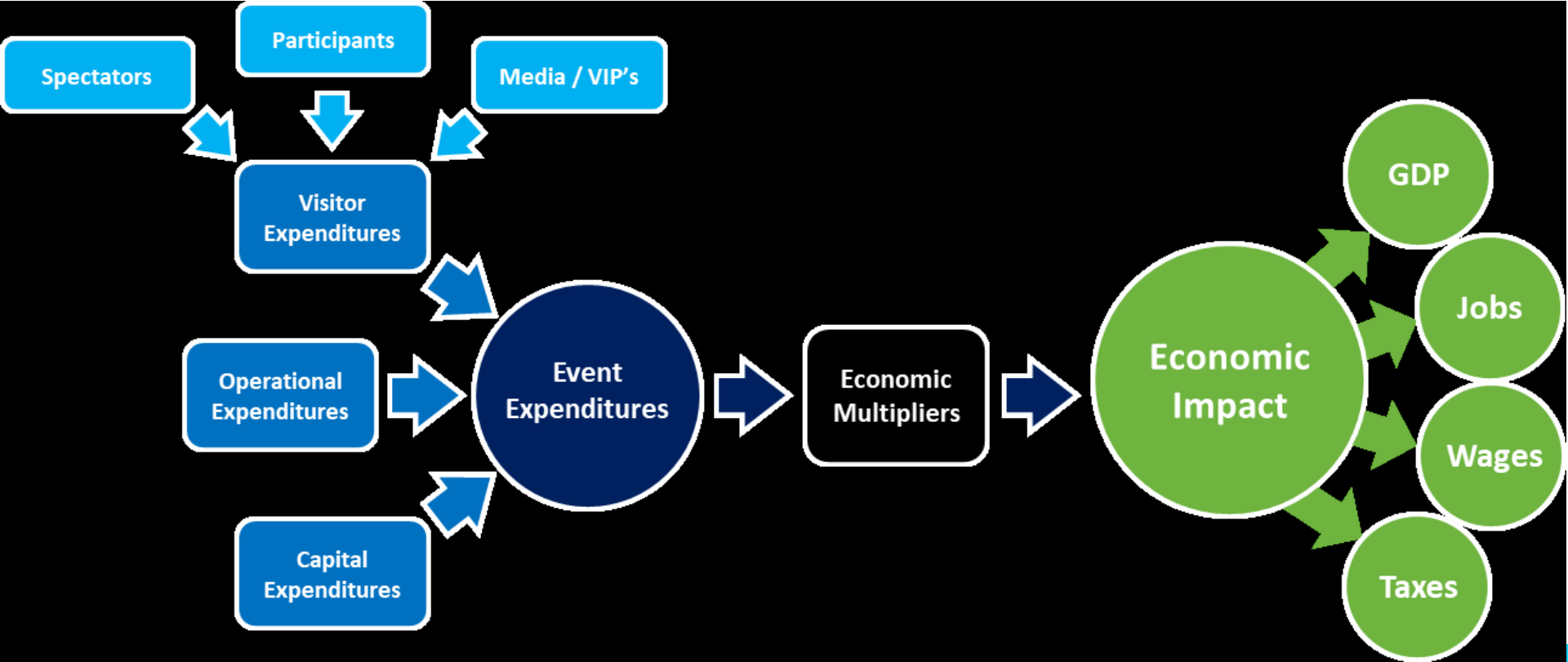
# CSTA's TOOL

The Canadian Sport Tourism Alliance (CSTA) has developed a tool called steam pro 2.0 that collects, measures and analyzes data.

CSTA has partnered with the Canadian Research Institute (CTRI) at The Conference Board of Canada to ensure assessments are reliable.



# HOW IT WORKS



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Sport Tourism is a priority.

We need to continue to invest in these events  
to achieve economic impact and growth.