



Economic Impact Assessment

Final Report – 110th Grey Cup – Hamilton, ON

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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(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 (formerly the Canadian Sport Tourism Alliance) 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

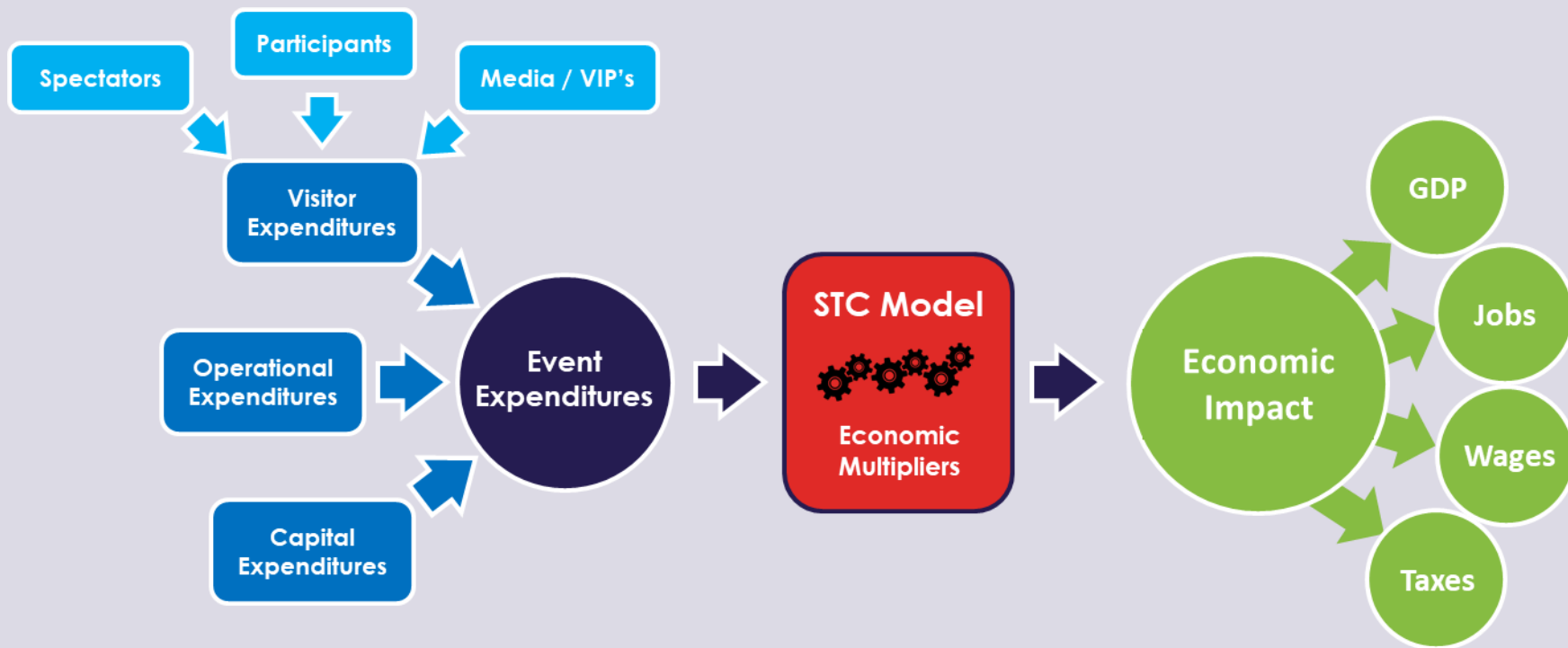
The elements (outputs of the model) used to measure the economic impacts are:

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

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.



HOW IT WORKS



METHODOLOGY

Visitor Survey

The visitor statistics cited in this report were derived from an on-site survey that was conducted over four (4) days of the event. The survey was developed by STC specifically for this event and was administered by a STC Field Supervisor three different ways onsite 1) by a team of surveyors intercepting spectators, 2) a series of self-complete kiosks set up on the Festival site, and 3) through the use of a QR code provided to allow respondents to complete the survey at their leisure on their personal device.

A total of **1,151** valid responses were collected during this event. Based on this sample, the margin of error for results contained in this report is calculated at +/-2.9% at the 95% confidence level.

The survey included a variety of questions for the spectators with regards to their age, place of residence, days attended, etc., while respondents from out-of-town were asked about their length of stay in the local area, 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 Hamilton.

METHODOLOGY

Visitor Calculations

The number of unique spectators in attendance at the 2023 Grey Cup Festival was developed through the use of the ticketing information, Festival attendance summaries, along with the survey results. Working through the average number of events and Grey Cup activities attended and the percentage of Festival respondents attending the Grey Cup game shows that the total overall reported attendance of 223,216 (various Fan Central events, parties, and functions) was made by **41,532** individuals who attended an average of 2.9 days and 3.6 different events.

Additional Spending

In addition to the money spent by event organizers and the CFL, some of the CFL teams had parties and celebration areas, and many event sponsors also had a considerable sponsorship activation presence during the Grey Cup Festival. Ancillary events and concerts also drew people to town either specifically for the concert or as additional motivation for the Festival. Actual team spending and estimates of other group spending have been included in this report.



THE EVENT



THE EVENT

The Grey Cup and Grey Cup Festival are one of Canada's marquis sporting events and one of Canada's longest standing sporting events. The event attracts thousands of spectators and football fans from across the country and boasts millions of spectators on television. The Grey Cup Festival unites fans through a multitude of events including displays, family fun zones, team parties, and educational events.

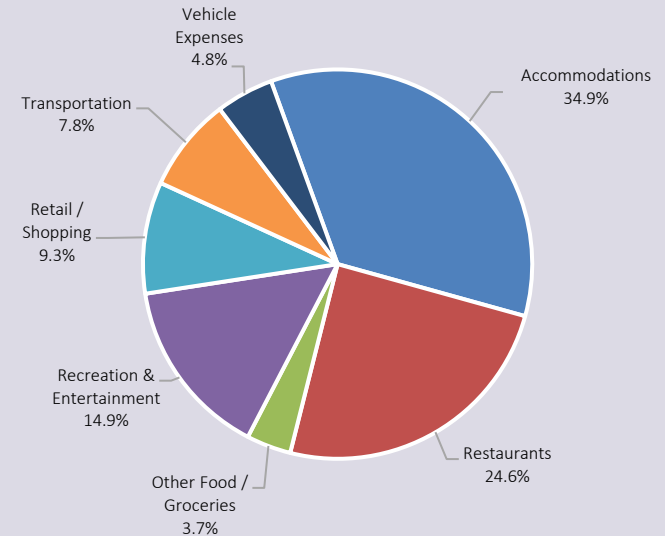
The 110th Grey Cup, was held in Hamilton, Ontario at Tim Hortons Field on November 19, 2023, with the Grey Cup Festival running from November 13-19, 2023. An exciting game that was ultimately won by the Montreal Allouettes over the Winnipeg Blue Bombers by a score of 28-24.



SPECTATOR SPENDING

	Per Party	Overall
Accommodations	\$607.53	\$5,155,639
Restaurants / Bars	\$428.75	\$4,362,712
Other Food / Groceries	\$64.06	\$651,813
Recreation & Entertainment	\$260.50	\$2,650,718
Retail / Shopping	\$161.49	\$1,643,210
Transportation	\$135.72	\$1,380,997
Vehicle Expenses	\$42.80	\$435,457
Total	\$1,700.85	\$16,280,545

Spectator spending was nearly
\$16.3 million



** Spectator spending shown here is scaled by "importance of this event" on respondent's reason for being in Hamilton (8.7/10 or 87%).*

OVERALL VISITOR SPENDING

Spectator spending was \$16,280,545

+

Other visitor* spending was \$3,360,531

+

Team spending was \$1,120,067

=

Aggregate visitor spending was \$20,761,142

* Other visitors include media, VIP's, volunteers, sponsors, and others who were in Hamilton for the event and/or the major concerts in conjunction with the Festival.

OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the CFL and the Organizing Committee in Hamilton, along with their partners, was over \$20.1 million while capital investments totaled over \$474,000.

Operational

\$20,123,810

Capital

\$474,277

These operational expenditures include, but are not limited to salaries, fees & commissions, facility rental, marketing and advertising services, professional services, communications, food and beverage, accommodations, merchandise, travel, transportation, and storage.

THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators, media, VIP's, and other people who visited Hamilton for the 110th Grey Cup Festival, in combination with the expenditures made by the event organizers, totalled almost \$41.4 million, supporting \$61.5 million in overall economic activity in Ontario, including over \$53.6 million of economic activity in the Hamilton area.

These expenditures supported \$21.7 million in wages and salaries in the province through the support of 351 jobs, of which 310 jobs and \$18.4 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 110th Grey Cup and Grey Cup Festival was:

- \$41.9 million for Canada as a whole
- \$35.4 million for the province of Ontario
- \$29.2 million for the city of Hamilton

The 2023 Grey Cup supported tax revenues totaling over \$12.0 million across Canada.

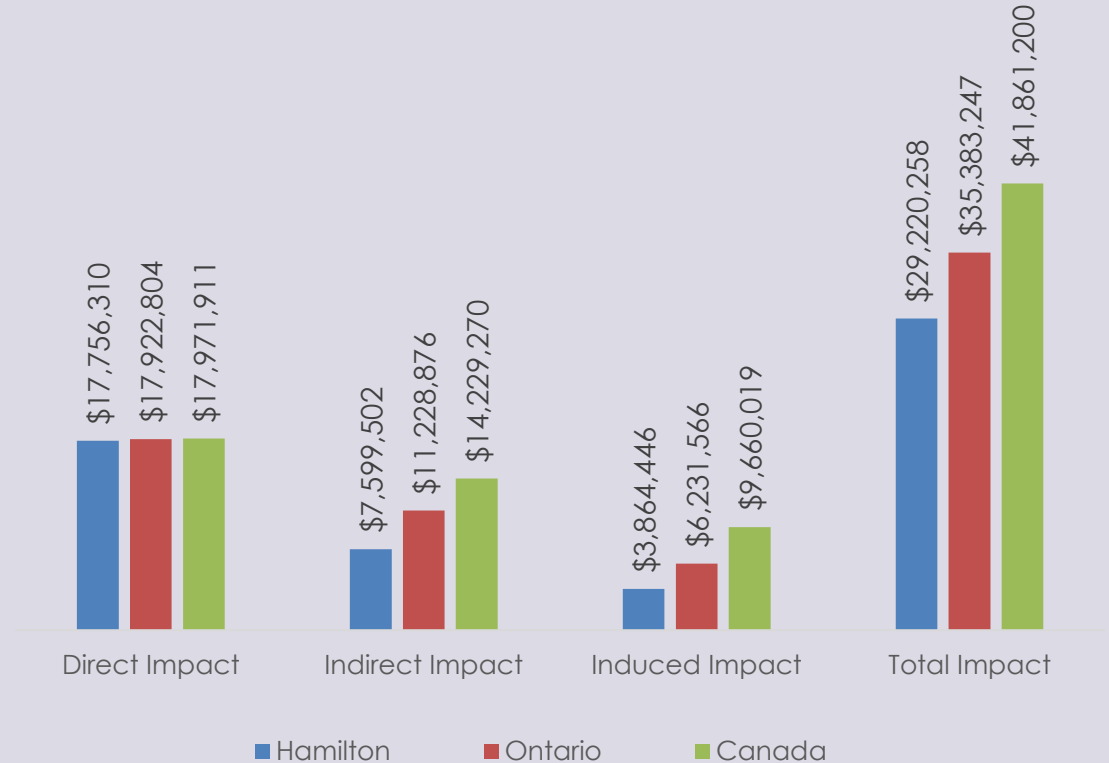
	Hamilton	Ontario	Canada
Initial Expenditure	\$41,359,231	\$41,359,231	\$41,359,231
GDP	\$29,220,258	\$35,383,247	\$41,861,200
Wages & Salaries	\$18,441,430	\$21,727,085	\$25,400,626
Employment	309.5	351.4	416.7
Total Taxes	\$7,781,357	\$9,711,711	\$12,031,587
Federal	\$3,655,071	\$4,541,617	\$5,401,021
Provincial	\$3,471,782	\$4,385,508	\$5,666,162
Municipal	\$654,504	\$784,586	\$964,403
Industry Output	\$53,643,116	\$61,498,255	\$73,572,633

* Figures shown here are the Total Impact for each category (direct + indirect + induced)

GROSS DOMESTIC PRODUCT

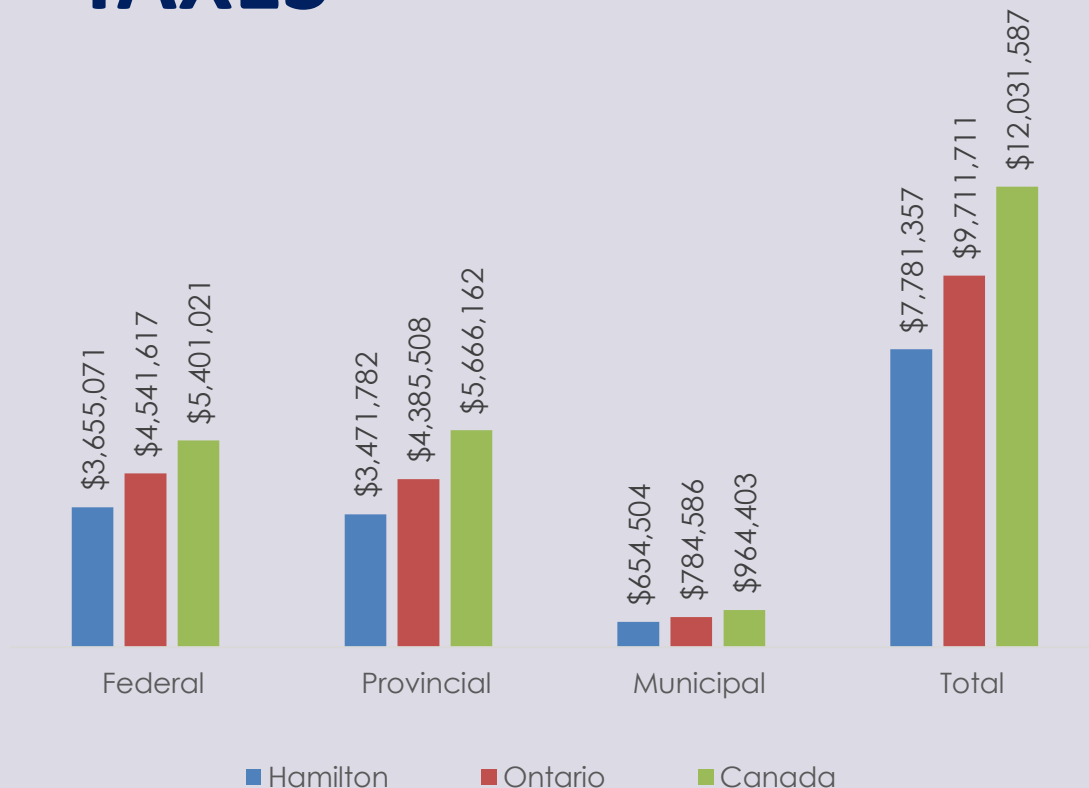
GDP (at basic prices)

By hosting the **110th Grey Cup** in **Hamilton** contributed just under **\$41.9 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The 110th Grey Cup hosted in **Hamilton** contributed over **\$12.0 million** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



ADDITIONAL QUESTIONS

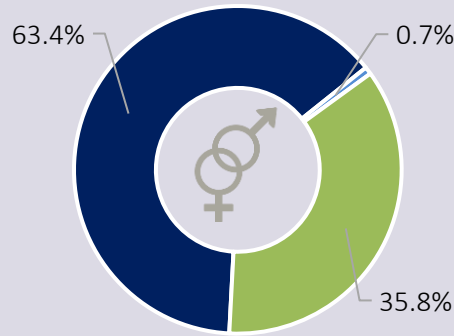
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.



**BUILT
IN
THE
HAMMER**

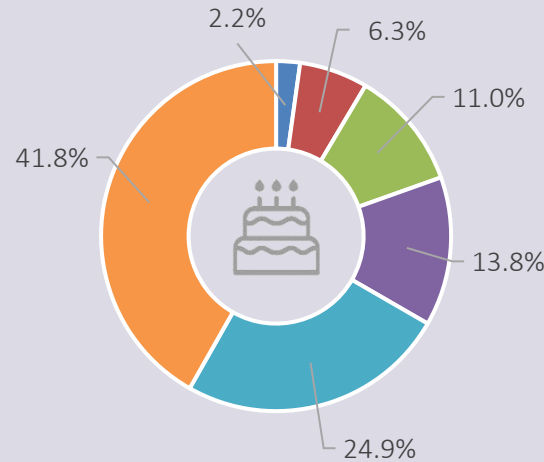
DEMOGRAPHICS

Gender



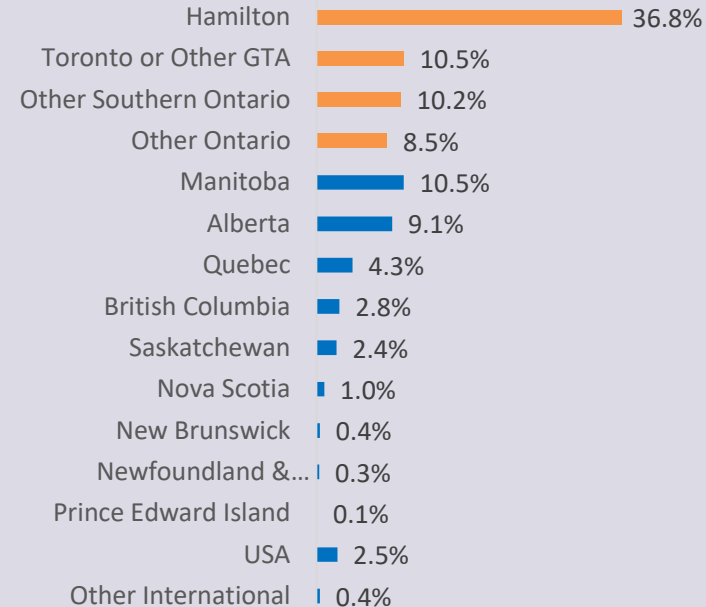
■ Man ■ Non-binary ■ Woman

Age Range



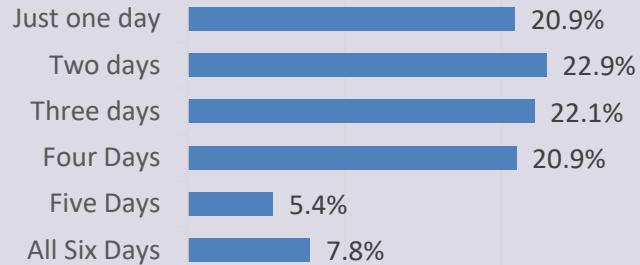
■ 18 and under ■ 19-24 ■ 25-34
■ 35-44 ■ 45-54 ■ 55+

Place of Residence



ATTENDANCE CHARACTERISTICS

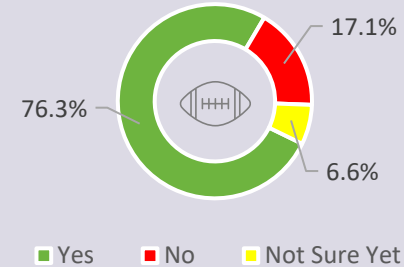
Days Attending



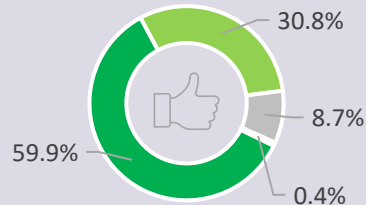
Average
Days = 2.9



Attending 110th Grey Cup Game



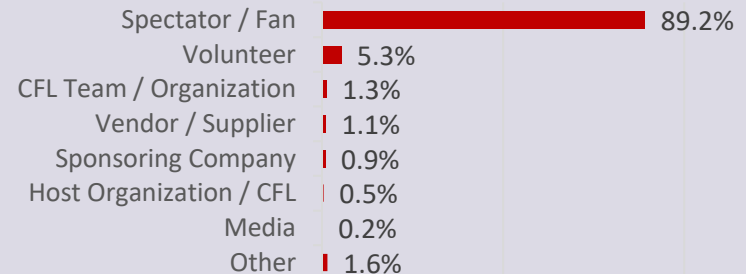
Overall Experience



Mean Score
4.5 / 5.0

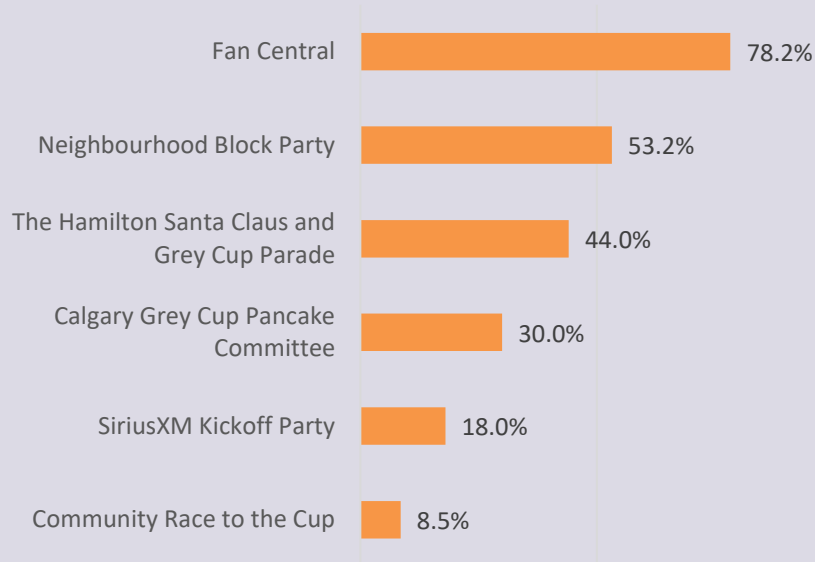
■ Excellent (5) ■ Very Good (4) ■ Good (3) ■ Poor (2) ■ Very Poor (1)

Role at the Event

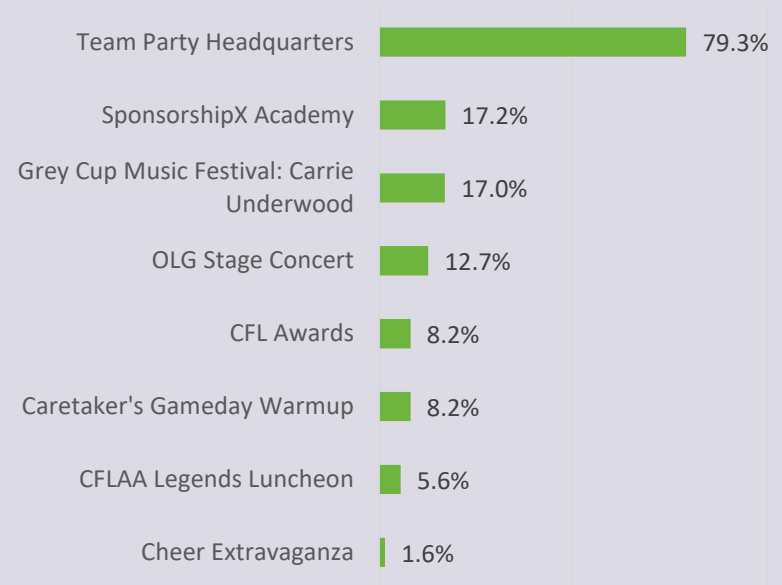


ATTENDANCE CHARACTERISTICS

Free Events Attended



Ticketed Events Attended



TRAVEL CHARACTERISTICS

83% of out-of-town attendees stayed overnight during their visit to Hamilton



Of those staying overnight...

- **52%** Stayed in a hotel
- **30%** Used a short-term rental
- **16%** Stayed with friends/family
- **3%** Made other arrangements

Average nights for event = **2.9**

Nights in Hamilton = **3.4**

Nights in Niagara Falls = **1.5**

Nights in Other ON = **2.4**



Average travel party size = **2.4** people

IMPORTANT

64% of attendees indicated that this event was the sole reason for their visit to Hamilton.

Overall, the importance of this event in influencing visitation to Hamilton was **8.7/10**.



17% of out-of-town attendees made an average of **2** day-trips to Hamilton

SUMMARY | BY THE NUMBERS

110th Grey Cup in Hamilton – Key Facts & Figures

\$41.4 million of initial expenditures	\$20.8 million of visitor spending	310 local jobs supported by the event	\$61.5 million overall economic activity in the province
33,835 out of town visitors* in Hamilton	\$18.4 million of wages and salaries supported locally	\$35.4 million boost to provincial GDP	\$12.0 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 could involve some 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

