



## The DI Event Impact Calculator: Canada

# EVENT **↑ IMPACT** CALCULATOR

# Tourism Economics

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## Corporations

Boeing  
Fairmont Raffles  
Google  
InterContinental Hotels  
Accor  
MasterCard  
Theme Parks  
TUI  
Visa

## Associations

Caribbean Tourism Org.  
European Travel Commission  
Pacific Asia Travel Assoc.  
US Travel Association  
DI  
IAAPA  
WTTC  
UN World Tourism Org.

## Destinations

Arizona Office of Tourism  
Bahamas Ministry of Tourism  
Brand USA  
Visit California  
Canadian Tourism Commission  
Dubai Tourism  
Georgia Tourism  
Saudi Arabia (SCT)  
Discover Los Angeles  
NYC & Company  
Ontario Ministry of Tourism  
Visit Orlando  
PromPeru  
San Diego CVB  
Tourism Ireland  
Visit Britain  
Visit Denmark  
Visit Florida  
Visit Switzerland



# Overview of the EIC

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- New tool recently launched in partnership between Destinations International, Tourism Economics, and leading cities in North America and beyond.
- Over 200 destination users have adopted
- The online tool is designed to be easy to use and flexible.

# Important features

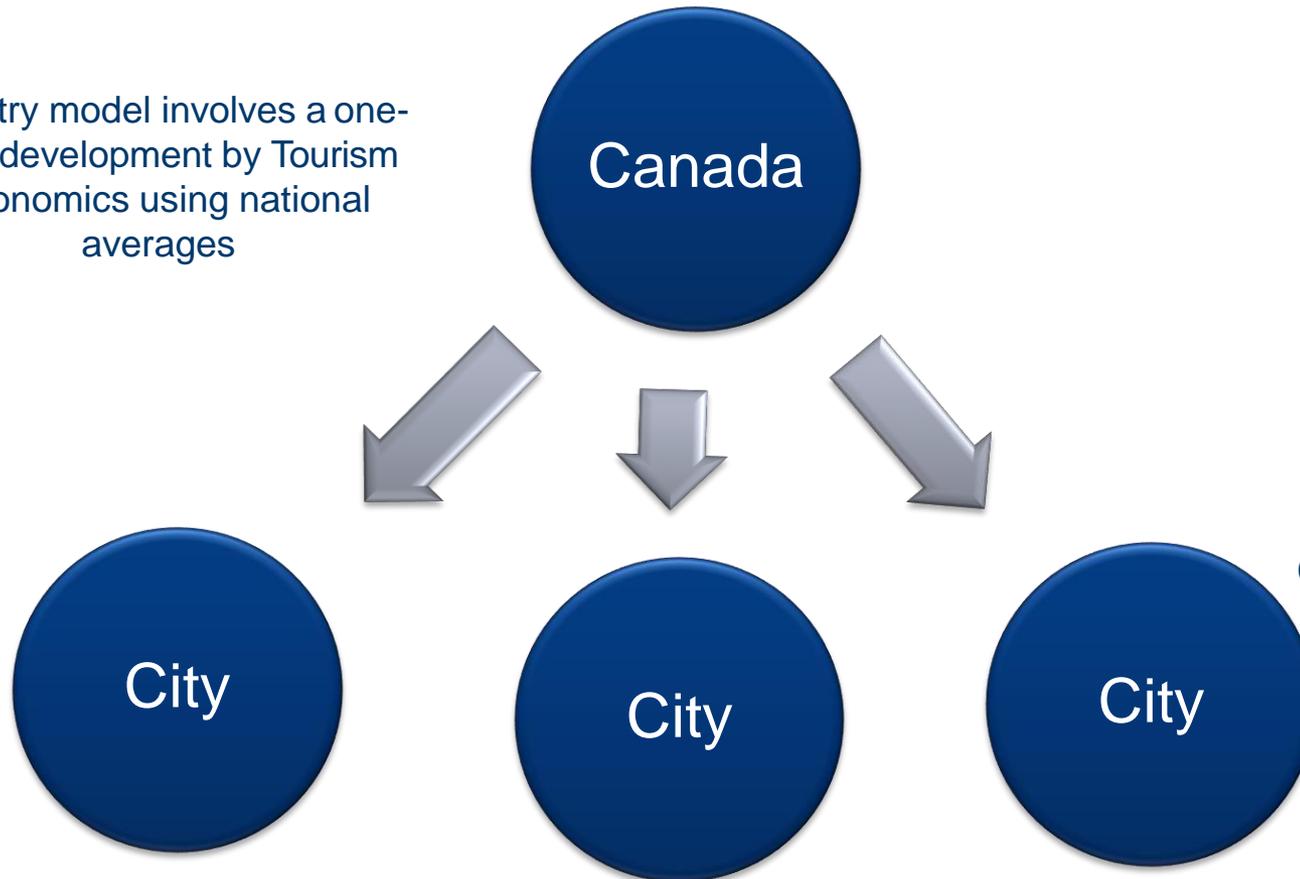
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- Flexible (works with varying levels of information)
- Localized (city-specific impact models)
- Comprehensive Outputs: (full impact analysis on spending, jobs, taxes, and ROI)
- Standardized (200 destination users)
- Credible (based on multiple data sources)
- Regular Updates with Current Data

# Development approach

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Country model involves a one-time development by Tourism Economics using national averages



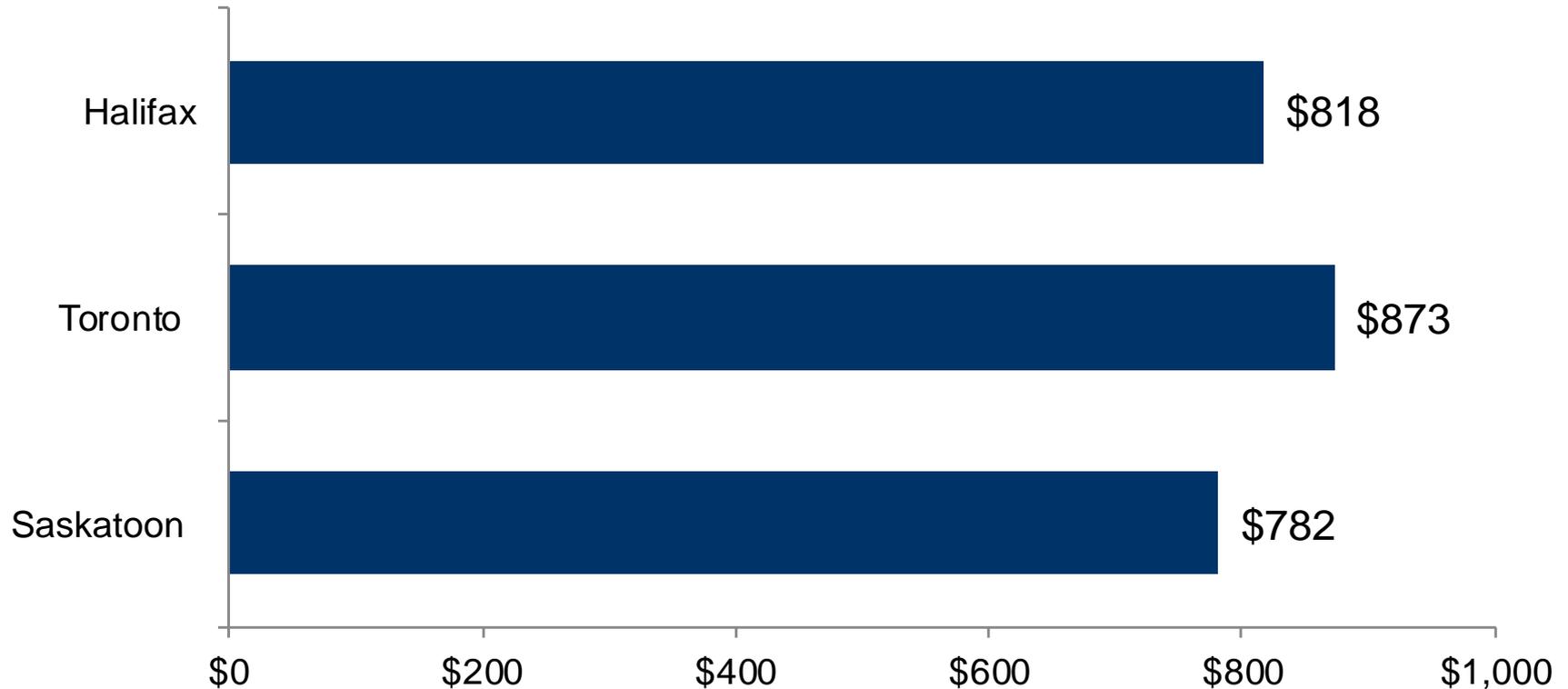
City models are unique

- Average spending per participant
- Employment and income multipliers
- Tax rates

# Example – a three day event with 1,000 attendees

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## Total spending in different destinations



Source: Tourism Economics

Dollars, 000's

# Event types supported

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## Business Module

- Business Meetings
- Conventions
- Trade Shows

## Sports Module

- Youth Amateur Sporting Events
- Adult Amateur Sporting Events
- Collegiate Sporting Events
- Professional Sporting Events
- Championship Sporting Events

## Festivals & Cultural Events

- Performing arts
- Visual arts
- Film and awards ceremonies
- Food and drink
- Cultural / religious

# Example – a three day event with 1,000 attendees

## Total spending in different meetings



Source: Tourism Economics

Dollars, 000's

# Unique Sporting Event characteristics (data fields)

Choose event type	Define calculation method	Other characteristics
1. Youth Amateur	1. Direct	1. Elimination Tournament
2. Adult Amateur	2. Participant based	2. Events per visitor
3. Collegiate	3. Ticket based	3. Spectators per participant
4. Professional		
5. Championship		

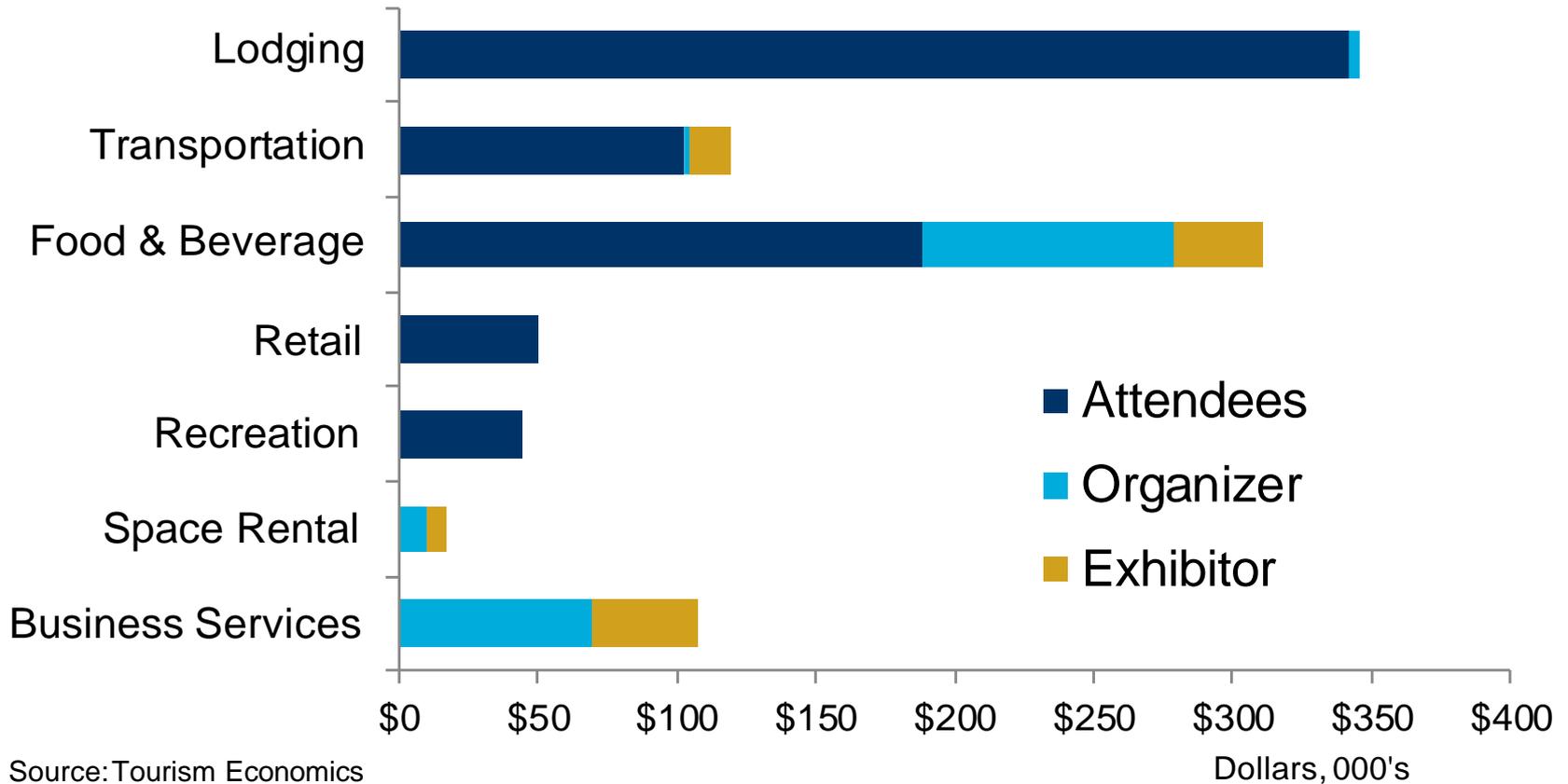
## Unique Festivals Cultural Events characteristics (data fields)

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Choose event type	Define visitor reach	Artist residence
1. Performing arts	1. Primarily local visitors	1. Primarily local
2. Visual arts	2. Balanced	2. Balanced
3. Film	3. Primarily out-of-town	3. Primarily out-of-town
4. Food and drink		
5. Cultural / religious / identity		

# Spending by both attendees and organizers

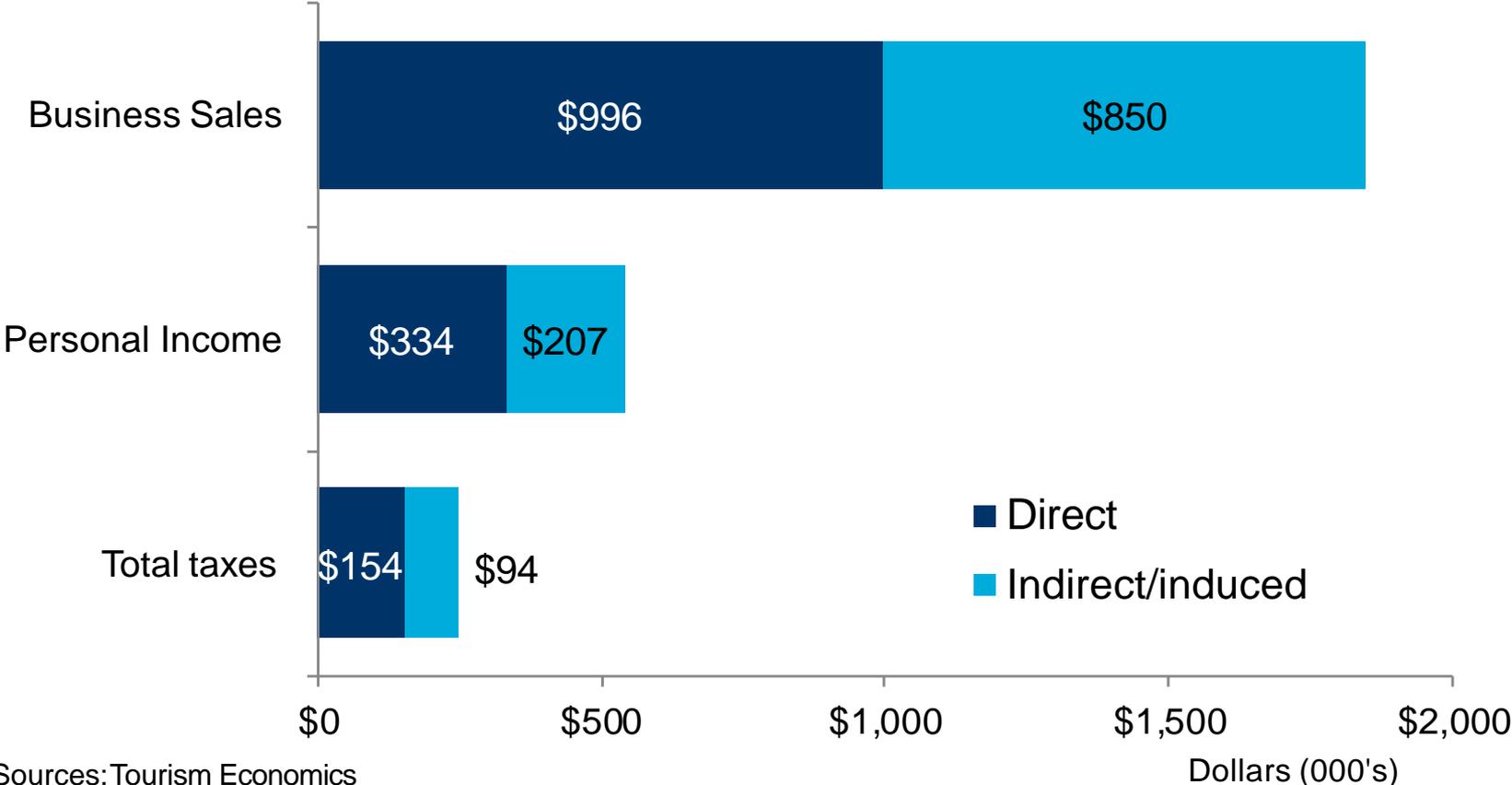
## Total spending by category



Source: Tourism Economics

# Example – event spending becomes impact

## Economic impacts

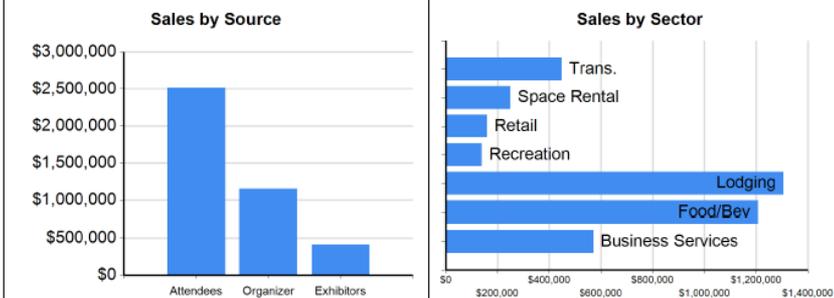


## Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:		Business Sales (Direct):	\$4,085,214
Organization:		Business Sales (Total):	\$6,380,768
Event Type:	Convention	Jobs Supported (Direct):	605
Start Date:	9/19/2021	Jobs Supported (Total):	719
End Date:	9/28/2021	Local Taxes (Total):	\$58,118
Overnight Attendees:	1200	Net Direct Tax ROI:	\$46,180
Day Attendees:	300	Estimated Room Demand:	6,850

### Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$1,267,250	\$39,479	\$0	\$1,306,729
Transportation	\$370,625	\$13,160	\$64,746	\$448,530
Food & Beverage	\$582,081	\$489,947	\$136,182	\$1,208,211
Retail	\$160,255	\$0	\$0	\$160,255
Recreation	\$139,628	\$0	\$0	\$139,628
Space Rental	\$0	\$212,826	\$37,553	\$250,378
Business Services	\$0	\$397,100	\$174,382	\$571,483
<b>TOTAL</b>	<b>\$2,519,839</b>	<b>\$1,152,513</b>	<b>\$412,863</b>	<b>\$4,085,214</b>

## Event Impact Details

Destination: Discover Halifax

Event Name  
Organization: Cdn Tire Dealers Assn

### Economic Impact Details

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$4,085,214	\$2,295,553	\$6,380,768
<b>Personal Income</b>	\$1,255,519	\$758,300	\$2,013,819
<b>Jobs Supported</b>			
Persons	605	114	719
Annual FTEs	35	7	42
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$261,824</u>	<u>\$155,141</u>	<u>\$416,965</u>
<u>Provincial/Territorial Total</u>	<u>\$432,675</u>	<u>\$157,777</u>	<u>\$590,453</u>
PST/HST	\$260,757	\$57,389	\$318,146
personal income	\$71,638	\$43,267	\$114,905
corporate income	\$18,341	\$11,078	\$29,419
hotel	\$0	-	\$0
other	\$81,940	\$46,043	\$127,983
<u>Local Total (excl. property)</u>	<u>\$46,180</u>	<u>\$11,938</u>	<u>\$58,118</u>
user fees	\$5,493	\$3,318	\$8,811
hotel	\$25,345	-	\$25,345
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$15,342	\$8,621	\$23,963
property tax	\$35,391	\$13,745	\$49,136

# The Key Takeaways

# Advantages Of the DI Model

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CREDIBLE MODEL –  
TOURISM ECONOMICS



WIDELY ADOPTED



HALIFAX SPECIFIC  
CALCULATIONS



SPECIFIC EVENT TYPES  
AND CROSS EVENT  
TYPE COMPARISONS



PLUGS INTO DH CRM



NO NEW COST TO  
IMPLEMENT

# Caveats and Limitations

## Garbage In = Garbage Out

Today's model asks proponents to provide the inputs to the model calculations. This process creates potential variability and inconsistencies during evaluation:

1. Varying skill to calculate impacts
2. Varying ability to access good supporting data (ticketed vs non-ticketed events)
3. Varying perspectives between proponents (conservative vs aggressive)
4. Vested interest to be aggressive in estimates

**DISCLAIMER: Use of the Discover Halifax Model is not an evaluation by or an endorsement of Discover Halifax as to the accuracy of the outputs and conclusion of the analysis.**

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Email: [info@destinationmarketing.org](mailto:info@destinationmarketing.org)

<http://www.destinationmarketing.org>



# Underlying data requirements

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## Data requirement

Attendee and exhibitor spending estimates

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Meeting planner spending estimates

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Government statistics on employment and wages by sector

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Local multipliers

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Local tax information

## Approach

Statistics Canada, Destination Canada, MPI Study

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Venue specific data, MPI Study

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Statistics Canada, Oxford Economics

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IMPLAN

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Tourism Economics research / client