

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

2007 Canada Winter Games

Economic Impact Assessment Final Report

April 2008

The following analysis provides an estimate of the economic impact arising from hosting the 2007 Canada Winter Games in Whitehorse, Yukon Territory, from February 23 to March 10, 2007, as generated by the Sport Tourism Economic Assessment Model Professional version (STEAM PRO).

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Section 1 – Background

The Canada Games and their lasting legacies continue to be the catalyst for the growth of sport and recreation across our country. Held every two years, alternating between summer and winter, the Games are Canada's largest regularly occurring multi-sport event and represent the pinnacle of interprovincial/territorial sport competition. As the best in their age group, young competitors come to the Games having trained many years to be among those chosen to represent their respective province or territory. Since 1967, nearly 50,000 athletes have participated in the Games, with hundreds of thousands having engaged in try-outs and qualifying events. Over 90,000 coaches, officials and volunteers have been directly involved in planning and staging the Games over the 40 year history of the event.

The Canada Games is a key element in the development of Canada's next generation of national, international and Olympic champions. The Games have acted as a stepping stone for many of Canada's celebrated athletes, including: Toller Cranston (1967), Bob Gainey (1971), Sylvie Daigle (1979), Catriona LeMay Doan (1983 and 1987), Bruny Surin (1985), Marianne Limpert, Annie Pelletier and Anne Montminy (1989), Hayley Wickenheiser and Marc Gagnon (1991), Steve Nash (1993), Maryse Turcotte (1995), Alexandre Despatie (1997), Adam Van Koeverden (1997) and Sidney Crosby (2003).

The primary beneficiaries of the event are the athletes and artists themselves, who are provided with a national venue in which to showcase their talents and strive for excellence. Both the sporting community and the community at large benefit from the Games through the additional infrastructure developed for use during competition. In addition to the infrastructure legacy, host communities also benefit from the national exposure directly related to hosting the Games and volunteer development in support of future events in the region. An additional impact, and the focus of this study, is the increase in economic activity in the City of Whitehorse and surrounding area, as well as the Yukon Territory as a result of hosting the event in 2007.

This document provides the details of the economic impacts related to the event. The next section of the paper covers the expenditure survey and results, while Section 3 provides a brief overview of the operational and capital expenditures. Section 4 presents the STEAM PRO¹ results from the combined expenditures of the visitors, athletes, and the organizing committee's operational expenditures. Section 5 contains a summary of the findings, while detailed information regarding the economic impact model is contained within the Appendices along with a glossary.

¹ The Canadian Sport Tourism Alliance's (CSTA's) Sport Tourism Economic Assessment Model, Professional version (STEAM PRO) was used to generate the economic impact estimates detailed in this report. STEAM PRO, which was developed in 2007, is a model that has been designed to incorporate the results of primary data collected from event visitors and the budget / capital expenditures of event organizers and others to prepare economic impact assessments. The model is based on the Canadian Tourism Research Institute's (CTRI - a branch of The Conference Board of Canada) TEAM model, which is the most widely used tourism economic impact model in Canada. The results of STEAM PRO are fully consistent with the CSTA's STEAM model. A more detailed description of STEAM PRO is contained within Appendix 1.

Section 2 – Survey Results

Information regarding the composition and spending of spectators and participants at the 2007 Canada Winter Games was collected through the administration of two surveys: a short tally survey, designed to gather pertinent information from all spectators including locals; and a more comprehensive expenditure survey, which was given to determine the spending of out of town visitors to the event. The survey instrument, survey plan, the administration of the survey and collation of the results was conducted by DataPath Systems.

The tally and expenditure surveys were conducted near the entrances to several of the venues and at the Whitehorse airport, with the tally survey asking the party size, whether the party was from Whitehorse, and the type of ticket used to gain access to the venue. The longer expenditure survey inquired as to spending done by out of town spectators over the course of the event, as well as changes in the visitors' awareness and likelihood of visiting the northern territories on a separate trip.

The number of independent visitors (i.e. non-athletes, etc.) was estimated based on ticket sales and tallies of attendance at the venues where interviews were conducted. The number of surveys, the estimated population, and the sample margin of error are shown in Table 2.1.

Role	Total Intercepts	Actual Population	Margin of Error
Athletes / Performer	372	2,604	± 4.7%
Athlete Parent / Guardian	283	1,449	± 5.2%
Coaches/ Managers/ Officials/ Artists ²	160	2,271	± 7.2%
Media / Mission Staff / VIP	133	1,431	± 8.1%
Independent Outside Visitors	49	251	± 12.5%
Overall	997	8,006	± 2.9%

Table 2.2 shows the breakdown in the origins of visitors to the event, while Table 2.3 provides more information as to the average visitors' length of stay, party size and the share of visitors who flew to the Yukon. Visitor expenditures per party while in the Yukon are reported in Table 2.4, while Table 2.5 then aggregates these estimates for all visitors totalling nearly \$7.4 million. The survey showed that spending per the largest source of visitor spending in the Yukon was made by family members of athletes, followed by members of the provincial delegations / chefs de mission / members of the media. The expenditures of athletes themselves or of visitors not related to participants was comparatively small.

² Of the 1005 minor officials, approximately 95% were from the Yukon, while of the 523 major officials, 87% were from out of town.

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Table 2.2 Visitor Origin	
Province	Estimated # of Visitors
Ontario	1,107
BC	1,060
Alberta	864
Saskatchewan	852
Nova Scotia	686
Newfoundland	664
Quebec	600
NWT	603
Manitoba	530
PEI	391
Nunavut	233
United States	229
New Brunswick	46
Overseas	27
Refused/Blank	112
Total	8,006

Table 2.3 Visitor Characteristics by Role			
Role	Avg. Nights in Yukon	Avg. Party Size	% who flew
Athletes / Performer	8.2	1.1	99.3
Athlete Parent / Guardian	7.5	1.6	98.2
Coaches/ Managers/ Officials/ Artists	9.1	1.1	100.0
Media / Mission Staff / VIP	15.4	1.0	97.7
Independent Outside Visitors	10.2	1.3	75.5
Overall	10.0	1.2	98.2

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Table 2.4 Visitor Expenditures per Party

Role	Accommodation	Restaurant & Food	Event Tickets	Other Rec. & Ent.	Event Merchandise	Other Retail (incl. Gas & Groc.)	Total Vehicle expenses	Total Spending
Athletes / Performer	\$14.75	\$11.66	\$2.74	\$4.24	\$70.14	\$51.13	\$12.08	\$166.74
Athlete Parent / Guardian	\$728.38	\$381.22	\$163.54	\$80.63	\$218.51	\$230.00	\$258.25	\$2,060.53
Coaches/ Managers/ Officials/ Artists	\$324.32	\$219.37	\$29.25	\$59.50	\$155.00	\$114.41	\$87.08	\$988.93
Media / Mission Staff / VIP	\$1,839.09	\$570.20	\$56.43	\$71.06	\$145.54	\$273.71	\$445.84	\$3,401.87
Independent Outside Visitors	\$325.54	\$220.61	\$121.79	\$73.69	\$133.86	\$243.17	\$85.27	\$1,203.93
Overall	\$455.27	\$243.09	\$57.77	\$46.11	\$141.35	\$175.47	\$201.90	\$1,320.96

Table 2.5: Estimated Spending Within the Yukon by Type of Spending*

Accommodation	\$2,530,000
Restaurants	\$1,640,000
CWG Tickets	\$300,000
Entertainment	\$300,000
CWG Merchandise	\$810,000
Other shopping	\$900,000
Vehicle spending	\$870,000
Total	\$7,350,000

*To be consistent with other studies conducted by the CSTA, expenditures on airfares were excluded from the analysis

Section 3 – Operations & Capital

In addition to the substantial spending arising from visitor spending in the Yukon, operational expenditures of the organizers made a significant contribution to the economic impact of the event. In preparing these estimates, we have included expenditures made by the organizing committee, and estimated media expenditures. The total operating budget of the 2007 Canada Winter Games organizing committee was \$30.3 million, of which \$5.5 million was for capital development. Of the remaining \$24.8 million, exclusions were made to account for out of province expenditures, airfares and value in kind donations³ to be consistent with previous studies conducted by the CSTA. Thus the net operational expenditures totalled \$16.2 million.

Moreover, the 2007 Canada Winter Games provided the impetus necessary for the construction of the second phase of the Canada Games complex (\$33.1 million) as well as the Athlete's village of \$31 million and other miscellaneous projects (\$1.5 million). Additionally, the organizing committee spent an additional \$550,000 on machinery and equipment and \$1.26 million in furniture / fixtures in fitting out the venues in preparation for the Games. In sum, the capital expenditures in the Yukon as a result of hosting the Games totalled \$67.4 million.

³ Value in kind donations, as well as the contributed time of volunteers, were of vital importance to the success of the event. However, as both of these are non-traditional economic transactions, and in order to maintain consistency with other studies, they have been excluded from the economic impact.

Section 4 – Economic Impact Results

The combined total of the visitor expenditures, operational expenditures, and capital construction costs of the 2007 Canada Winter Games totalled \$90.7 million and resulted in a net increase of Gross Domestic Product (GDP, or net economic activity) of \$75.2 million throughout the host territory. These expenditures supported \$51.8 million in wages and salaries and 1,124 jobs. The initial expenditure generated over \$10.8 million in direct tax revenue, and when accounting for the re-spending of the initial expenditure through the economy (indirect and induced impacts), resulted in the event supporting \$26.2 million in taxes. The total gross economic activity was estimated at \$176.7 million.⁴

Table 4.1 Direct, Indirect, and Induced Economic Impact Results – Yukon, (\$000s) *

	Visitors	Capital	Operations	Total
Initial Expenditure	\$7,350	\$67,419	\$16,214	\$90,683
Gross Domestic Product	\$6,768	\$50,979	\$17,467	\$75,214
Wages & Salaries	\$4,152	\$35,279	\$12,408	\$51,839
Employment (Full-year jobs) ⁵	111	702	311	1,124
Industry Output	\$14,511	\$127,173	\$34,976	\$176,660
Direct Taxes**				
Federal	\$761	\$4,770	\$505	\$6,036
Provincial	\$254	\$2,877	\$525	\$3,656
Municipal	\$396	\$686	\$97	\$1,178
Total	\$1,412	\$8,333	\$1,127	\$10,872
Total Taxes**				
Federal	\$1,489	\$9,908	\$3,145	\$14,542
Provincial	\$642	\$5,609	\$2,194	\$8,445
Municipal	\$571	\$1,884	\$831	\$3,286
Total	\$2,702	\$17,401	\$6,170	\$26,273

Notes:

* As the Whitehorse region comprises the majority of the Yukon economy, these results are not broken out for the city. Note that totals may not add due to rounding.

**Direct taxes are those taxes arising from the initial expenditure in the economy (i.e. excluding the indirect and induced expenditures) whereas the total taxes collected are reported in the second tax series. Taxes include: Personal Income tax (\$12,429), Corporate Income Tax (\$3,777), Social Security etc. (\$4,063), Excise Taxes (\$1,062) Personal Property Tax (\$1,539), Commercial Property Tax (\$1,745), GST (\$1,498) and PST (\$157)

⁴ Industry output measures the sum of all economic activity that has taken place as a result of hosting the event. It is important to note that this measure includes double counting on the part of the intermediate production phase, whereas GDP is a measure of the net economic activity arising from hosting the event.

⁵ Employment impacts include extra shifts or overtime for existing workers as well as new employment.

Section 5 – Conclusion

The 2007 Canada Winter Games was an outstanding success by all measures. The event featured 2,600 athletes, and nearly 2,300 coaches, managers, artists and officials; the most ever for a Canada Winter Games. In addition, the contribution of more than 3,900 volunteers, or nearly 1 of every 7 people in the Yukon, allowed the event to run smoothly and provided an unforgettable experience for the athletes, their family members who came to watch the event, and other visitors to the Yukon.

The event also generated significant economic benefits for the Yukon, with the combined expenditures of visitors, capital construction and the event organizers totalling nearly \$90.7 million, resulting in a net increase of economic activity (GDP) of \$75.2 million. Moreover, the initial outlay supported \$51.8 million in wages and salaries and 1,124 jobs. The gross economic activity (industry output) was approximately \$176.7 million, which supported a total of \$26.3 million in taxes as the initial expenditure worked through the economy.

Appendix 1: Economic Impact Methodology – STEAM PRO

Background

Briefly, the purpose of STEAM PRO is to calculate both the provincial and regional economic impacts of sport tourism. The economic impacts are calculated on the basis of capital and operating expenditures on goods, services and employee salaries, and on the basis of tourist spending within a designated tourism sector. The elements used to measure the economic impacts are Gross Domestic Product (GDP), Employment, Taxes, Industry Output and Imports. STEAM PRO measures the direct, indirect & induced effects for each of these elements.

Technical Description of the Impact Methodology used by STEAM PRO

STEAM PRO and many other impact studies are based on input-output techniques. Input-Output models involve the use of coefficients that are based on economic or business linkages. These linkages trace how tourist expenditures or business operations filter through the economy. In turn, the coefficients applied are then used to quantify how tourism related activity in a particular region generates employment, taxes, income, etc. The input-output approach indicates not only the direct and indirect impact of tourism but can also indicate the induced effect resulting from the re-spending of wages and salaries generated.

All impacts generated by the model are given at the direct impact stage (i.e. the "front line" businesses impacted by tourism expenditures), indirect impact stage (i.e. those industries which supply commodities and/or services to the "front line" businesses) and the induced impact stage (induced consumption attributable to the wages and salaries generated from both the direct and indirect impact). In this sense, the model is closed with respect to wages. Imports are also determined within the model, so the model is closed with respect to imports. Exports are not endogenized (i.e. additional exports are not assumed with the induced impact) which consequently generates more conservative impacts. Another assumption of the model, which leads to more conservative impacts, is that not all commodities and/or services purchased are assumed to have at least one stage of production within the province. This assumption is crucial for souvenirs, gasoline and other commodities.

Taxes and employment are key economic considerations. However, as these concepts fall outside of the System of National Account Provincial Input/Output tables, their impacts must be calculated separately. Current tax and employment data for each region is used to econometrically estimate a series of coefficients and rates. These coefficients and/or rates are then applied to measures determined within the input-output framework of the model, yielding the final tax and employment figures.

Regional (Sub-Provincial) Impact Methodology

The method used to simulate intra-provincial commodity flows and ultimately regional impacts follows directly from regional economics principles. The principle is referred to as the "gravity model". Basically the "gravity model" states that the required commodity (& service) inputs will be "recruited" in a manner that takes into consideration economies of scale (i.e. production costs), transportation costs and the availability of specific industries. Economies of scale (i.e. lower production costs) are positively correlated with input demand while greater transportation

costs are negatively correlated with input demand. Fulfilling that demand from other provincial regions is contingent on the fact that the specific industry does actually exist. An advantage of using the "gravity model" to simulate intra-provincial commodity flows is that as the industrial composition of the labour force changes, or as new industries appear for the first time in specific regions, the share of production between the various sub-provincial regions also changes.

By following this principle of the gravity model, all sub-provincial regions of a province are assigned a coefficient for their relative economies of scale in each industry (using the latest industry labour force measures) as well as a coefficient to represent the transportation cost involved to get each industry's output to the designated market. One variation on the "gravity model" principle involves the estimation of "relative trade distances" by incorporating different "weights" for different modes of transport. Once these coefficients are generated for all regions and over all industries, a measure of sensitivity (mostly relative to price, but in the case of service industries also to a "local preference criteria") is then applied to all commodities. Another variation on the strict "gravity model" approach is that the measure of sensitivity is adjusted by varying the distance exponent (which in the basic "gravity model" is 2) based on the commodity or service required. The variation in distance exponents revolve, principally, around two research hypotheses: (1) the greater the proportion of total shipments from the largest producer (or shipper), the lower the exponent, and (2) the greater the proportion of total flow which is local (intraregional), the higher the exponent.

Appendix 2: Glossary of Terms used by STEAM PRO

Initial Expenditure - This figure indicates the amount of initial expenditures or revenue 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. An example of this would be the supply and production of bed sheets to a hotel.

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) who benefited either directly or indirectly from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

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).

NOTE: The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by "front-line" tourism businesses an additional \$0.50 of GDP is generated in spin-off activity (e.g. suppliers).

The multiplier (B), Total/\$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

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 broken down by the 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. These figures distinguish between the direct, indirect and induced impact. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

NOTE: The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per \$1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

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. This information is broken down by the direct, indirect and induced impacts.

Imports - These figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.

Appendix 3 – Comparative Analysis

Comparative Economic Impact Results – Current Dollars

		2007		2005		2003		2001	
		Yukon	Whitehorse ⁶	Saskatchewan	Regina	New Brunswick	Bathurst / Campbellton	Ontario	London
Total Expenditures		\$90.6 M		\$59.8 M		\$38.8 M		\$50.6 M	
Total Economic Activity		\$176.6 M		\$101.3 M	\$85.2 M	\$70.5 M	\$57.7 M	\$95.8 M	\$66.0 M
GDP		\$75.2 M		\$41.0 M	\$32.3 M	\$28.6 M	\$23.6 M	\$46.5 M	\$34.3 M
Employment (full-year jobs)		1124		955	793	1018	850	862	694
Wages and Salaries		\$51.8 M		\$23.5 M	\$19.5 M	\$20.5 M	\$17.5 M	\$26.6 M	\$19.7 M
Taxes	Federal	\$14.5 M		\$4.6 M	\$3.9 M	\$7.6 M	\$7.6 M	\$5.7 M	\$5.7 M
	Provincial / Territorial	\$8.4 M		\$4.3 M	\$3.7 M	\$5.6 M	\$5.6 M	\$4.3 M	\$4.3 M
	Municipal	\$3.3 M		\$1.5 M	\$1.3 M	\$2.2 M	\$2.2 M	\$1.8 M	\$1.8 M

⁶ As Whitehorse accounts for more than 90% of the economic activity of the territory, results were not broken out for the city.

Appendix 4 – Canada Games Survey

5.2 Survey instrument

Canada Winter Games - WHITEHORSE 2007

Date: _____
Interviewer: _____

Please do not complete this survey if you have already completed one.

SECTION 1: TICKET PROFILE

1. Are you **PRIMARILY**: (✓ only ONE)

- ☐ A Yukon resident (Please do NOT complete this survey)
☐ An athlete in the Games
☐ A parent/guardian/friend or sibling of an athlete in the Games
☐ A coach, trainer or manager, official, judge or referee
☐ Chef de mission/Provincial délégation/Media
☐ Spectator/Outside visitor

2. What type of ticket are you using **TODAY**?

- ☐ Daily ☐ Weekly ☐ Event ☐ Comp/VIP

3. Which of the following venues (places) will you visit **TODAY**?

- ☐ Better Bodies ☐ Mt. McIntyre ☐ Vanier High School
☐ Canada Games Centre ☐ Mt. Sima ☐ Yukon Arts Centre
☐ F.H. Collins High School ☐ Porter Creek Secondary
☐ Grey Mountain ☐ Takhini Arena

4. For the entire Games how many tickets did you purchase for yourself that were:

Daily tickets # _____ Weekly tickets # _____ Event tickets # _____ Comp tickets/passes # _____

SECTION 2: PARTY PROFILE

5. Please describe your Immediate Travel Party. This Travel Party is defined as the people you are travelling with and are sharing expenses and travel decisions with. It does NOT include members of your team, association or other people you know, but whom you are not directly sharing expenses with. Include adults and children.

Travel Party	Year Born	Are you/they an athlete?
Yourself		☐ Yes ☐ No
Other #2		☐ Yes ☐ No
Other #3		☐ Yes ☐ No
Other #4		☐ Yes ☐ No
Other #5		☐ Yes ☐ No
Other #6		☐ Yes ☐ No

SECTION 3: TRIP PROFILE

6. On this trip, how many **TOTAL** nights will you be away from home? # of Nights _____

7. How many of these nights are in the Yukon Territory? # of Nights _____

8. While in the Yukon for the Games, did you visit any other Yukon communities outside of Whitehorse?

- ☐ No ☐ Yes – Where? _____

9. Are you staying:

- ☐ In a hotel/motel/B&B ☐ At the athletes' village ☐ Private rental property
☐ At a friend/family home ☐ In the Northstay (home) program ☐ Other _____

10. To get to the Yukon, did you:

- ☐ Fly to the Yukon ☐ Bus/Motorcoach
☐ Drive to the Yukon ☐ Other _____

➡ GO TO SIDE 2 ➡

SECTION 4: TRIP SPENDING

11. Now think about the money you and your Travel Party (as listed above) spent to get to the Yukon and IN the Yukon. If your trip is not yet over, please estimate the spending for the entire trip. Please include the spending by all members of your Travel Party. How much did you spend on each of the following? Include the costs even if they are being paid by your company or organization.

Item	Cost \$\$	Paid by: Self	Paid by: Company/ organization	Comp (paid by CWG or Yukon)
Hotel or other accommodation		☐	☐	☐
Restaurants and other food services (concessions, snacks, etc.)		☐	☐	☐
Event tickets		☐	☐	☐
Other entertainment, recreation, arts, shows, etc		☐	☐	☐
Event merchandise (CWG clothing, souvenirs, etc)		☐	☐	☐
Other shopping, including groceries, gasoline, and all other local stores etc.		☐	☐	☐
Vehicle expenses (rental car, parking, city bus fees, taxis, etc., except gasoline)		☐	☐	☐
Airfare/busfare to the Yukon		☐	☐	☐

12. Before the Games began on Feb 22, did you come to the Yukon for a related Canada Winter Games activity? ☐ No ☐ Yes

If YES, On those prior trips, how many nights did you spend in the Yukon? ____ # nights

13. Please rate how much the Games may have increased your awareness for each of the three Territories. Use a scale where a "1" means it Did Not Increase your awareness to a "5" meaning the Games Greatly Increased your awareness.

	No Increase ⇌ Greatly Increased					You already had a high level of awareness about this Territory
	1	2	3	4	5	
Yukon	☐	☐	☐	☐	☐	☐
Northwest Territories	☐	☐	☐	☐	☐	☐
Nunavut	☐	☐	☐	☐	☐	☐

14. Think about your interest in visiting each of the Territories in the future, because of information you learned from the Games. Use a 1 to 5 scale where "1" means you are Much Less Interested and "5" means you are Much More Interested.

	Less Interested ⇌ More Interested					You already had a high level of interest in visiting this Territory
	1	2	3	4	5	
Yukon	☐	☐	☐	☐	☐	☐
Northwest Territories	☐	☐	☐	☐	☐	☐
Nunavut	☐	☐	☐	☐	☐	☐

15. In the next 2 years, how likely are you to visit each of the Territories?

A "1" means Not at all Likely to a "5" meaning Extremely Likely to visit.

	1	2	3	4	5
Yukon	☐	☐	☐	☐	☐
Northwest Territories	☐	☐	☐	☐	☐
Nunavut	☐	☐	☐	☐	☐

16. What is your normal place of residence?

- ☐ Ontario ☐ New Brunswick
☐ Quebec ☐ Nova Scotia
☐ BC ☐ Newfoundland
☐ Alberta ☐ PEI
☐ Saskatchewan ☐ NWT
☐ Manitoba ☐ Nunavut
☐ United States ☐ Overseas

Thank you very much.

SECTION 5: TRAVEL INTENTIONS