

## Economic Impact Assessment for the 2013 Subaru IRONMAN Canada

This Economic Impact Assessment (EIA) has been conducted in a partnership with IRONMAN Canada, Tourism Whistler, the Resort Municipality of Whistler and the Canadian Sport Tourism Alliance.

Behaviour and spending data was collected via a survey to athletes, distributed shortly after the completion of the 2013 event. A total of 908 athletes completed the survey, an extremely high response rate of 42%. IRONMAN Canada also provided operational expenditure data that was incorporated into the model. The economic modelling was conducted by Canadian Sport Tourism Alliance, using models developed from the Conference Board of Canada.

These economic impact results represent only those benefits realised from spending by athletes and event organisers. There are significant other economic benefits associated with the event, most notably from volunteers. IRONMAN Canada attracted hundreds of volunteers from outside the Sea to Sky Corridor, including 327 international volunteers and 122 from provinces other than British Columbia. It was not possible to accurately collect data from these volunteers, therefore it has not been included in this economic impact analysis. Volunteer spending would have had a significant economic impact on the economies of Whistler and Pemberton.

Finally, it is important to note that these results represent the economic benefits realised for the 2013 event only, and there remain many opportunities to improve upon these results in 2014 and beyond. In particular, there are opportunities to increase the number of training trips, increase spend whilst on training trips, increase the length of stay during the event, particularly through the promotion of post-event vacation packages. Similarly, an increase in the number of athletes will also lead to increases in the economic impact of IRONMAN Canada.

### KEY FINDINGS

- 2,169 athletes competed in the 2013 Subaru IRONMAN Canada
- An additional 5,734 supporters accompanied the athletes, an average of 2.6 per competitor
- Subaru IRONMAN Canada had a significant positive impact on the economies of Whistler, Pemberton and British Columbia.

	<i>In Whistler</i>	<i>In Pemberton</i>	<i>Total for British Columbia</i>
<b>Total Spending</b>	\$7.0 million	\$140,000	\$7.8 million
<b>Total Economic Activity</b>	\$8.4 million	\$212,000	\$17.3 million
<b>Employment</b> (Full-year jobs)	85 jobs	1.8 jobs	128 jobs
<b>Provincial Taxes</b>	\$815,000	\$14,500	\$1.4 million
<b>Federal Taxes</b>	\$935,000	\$20,000	\$1.8 million

\* Employment and taxation results represent the equivalent that are supported by the event, not created.

## WHISTLER

The in-Whistler spending of event athletes and organisers in hosting the 2013 Subaru IRONMAN Canada totalled more than \$7 million. This expenditure supported \$8.4 million in economic activity within the local economy.

### Total Impact

Spending	\$7,000,439
Paid Room Nights	18,035
Economic Activity	\$8,377,550
Employment*	84.8 full-year jobs
Federal Taxes *	\$935,738
Provincial Taxes*	\$815,979

### Event Period

Spending	\$5.9 million
Paid Room Nights	14,807
Length of Stay	83% stayed four or more nights, 59% stayed five or more

### Pre-Event Training

Spending	\$1.1 million
Participants	43%, or 934 athletes, made training trips
Total Trips	1,689 training trips
Room Nights	3,228 training room nights

### Future Benefits

Intent to visit	86% of athletes are likely to return to Whistler 69% of athletes are strongly likely to return to Whistler
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\* Employment and taxation results represent the equivalent that are supported by the event, not created.

## PEMBERTON

The in-Pemberton spending of event athletes and organisers in hosting the 2013 Subaru IRONMAN Canada totalled more than \$140,000. This expenditure supported more than \$212,000 in economic activity within the local economy.

These impact results for the Pemberton economy represent only those benefits realised from spending by athletes and event organisers. There are other significant economic benefits generated through Pemberton residents who work in Whistler, and from additional spending by Whistler residents in Pemberton, which are not represented in the totals below.

### Total Impact

Spending	\$139,217
Paid Room Nights	96
Economic Activity	\$212,383
Employment	1.8 full-year jobs
Federal Taxes	\$20,100
Provincial Taxes	\$14,450

### Pre-Event Training

Spending	\$49,000
Participants	39%, or 845 athletes, made training trips
Total Trips	1,541 training trips
Room Nights	96 training room nights

### Future Benefits

Intent to visit	38% of athletes are likely to return to Pemberton 23% of athletes are strongly likely to return to Pemberton
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\* Employment and taxation results represent the equivalent that are supported by the event, not created.