AIPC Standardized Economic Impact Program Guidebook
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Introduction

The AIPC’s Standardized Economic Impact Program provides AIPC members with a standard model for estimating their centre’s economic value to their local region. This program provides centres with the framework, materials, tools, and support required to collect and compile the data needed to make economic impact estimations.

The process for measuring a centre’s economic impact is briefly outlined below:

- At project initiation, Ipsos will meet (by phone) with the centre to brief the centre on the process, to gather centre information for planning, scheduling, sampling and program customization.

- Over the course of a year, centres will conduct on-site surveys with delegates/attendees and exhibitors to capture their direct spending as a result of the event. The surveys will be conducted using ipads (or other compatible tablets) via a standardized online survey that is programmed and customized by Ipsos for each centre.

- Centres will submit their updated event information (including convention centre production costs) for the fiscal year to Ipsos. Ipsos will pull the survey and supplied data into its Direct Spending Calculator to extrapolate the total spending of delegates and exhibitors visiting during the fiscal year of interest. The total spending projections, along with the event production costs (both centre and off-site spending), make up the total direct expenditures for the fiscal year.

- Centres will receive a summary output file of the total direct expenditures for the fiscal year of interest. These figures can either be used as a measure of the centre’s direct economic impact, or they can be entered into the region’s Input-Output model, which will provide the additional impacts of the direct expenditures (i.e. indirect and induced effects, jobs created, generated tax revenues). The Input-Output model is widely accessible and is typically maintained by provincial or state governments or universities.

The following guidebook provides further details on the program, the tools and additional support offered. It also gives convention centres the step-by-step process for conducting the necessary research to measure their economic benefit.
Overview

There is a growing need for a single, standardized and reliable method for estimating the economic impact of convention centres around the world. Convention centres are mandated to bring in new dollars into their region (e.g. their country, province/state, city). This influx of new dollars into the local economy is the basis of the economic impact estimations. Currently, several different methods are utilized across centres, making it difficult to make direct comparisons.

Ipsos has developed a proprietary approach for measuring the economic impact of convention centres that uses primary spending data, as the basis of these estimates. This method is superior to relying on a variety of secondary data sources, which may not be reliable, up-to-date, or even available.

There are three main types of spending that are used to determine a convention centre’s economic impact:

- **Delegate and Exhibitor (Non-production) expenditures**, which includes spending on products/services such as accommodations, transportation, meals and drinks, shopping and entertainment. This includes the total party spend, that is, the expenditures of delegates and exhibitors (including all exhibitor representatives) and any companions or spouses accompanying them on the trip. These expenditures cover spending due to the events themselves, as well as any additional spending before or after the event (e.g. add-on extra days added to the trip).

- **Exhibitor production costs** spent at the event (not including payments made to the convention centre or event organizer), such as off-site hospitality, local production, equipment rentals or services and shipping and customs clearance.

- **Event production costs** which include both costs that are incurred by the convention centre for products and services related to hosting the events, and other expenses incurred by the event organizer for off-site entertainment (e.g. tours, banquets held outside of the centre).

Our approach involves collecting this data first-hand, by conducting survey research that captures the direct spending of non-local delegates/attendees and exhibitors on-site at convention centre events held over the course of a year. The average expenditures of the survey respondents are used to create statistically reliable estimates of the total new dollars attracted into the region from all non-local delegates/attendees and exhibitors at convention centre events.

These extrapolations, along with event production costs (both those incurred by the centre and those spent on off-site events) make up the total direct spending figures, which can be used to represent the immediate economic impact the centre has on the region.

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1 Some jurisdictions may allow for the inclusion of local resident spending. Please see page 8 for details on the adjustments required to incorporate this spending.
Additionally, the total direct spending figures can be entered into an economic model (e.g. Input-Output model) to further estimate the total direct, indirect and induced impacts of that spending as it makes its way through the economy.

This guidebook contains the steps required to collect the data needed to estimate a convention centre’s economic benefit. The data collection can be carried out by the convention centre itself or their chosen survey company. The guidebook outlines the following steps:

1. Defining the parameters of the study (target population, time period)
2. Developing a sampling plan for surveying events
3. Collecting the data (includes guidelines on the questionnaire and method of collection)
4. Coordinating and/or conduct on-site surveying
5. Preparing the data files for submission to Ipsos

The total direct spending figures or immediate economic impact estimates will then be calculated and returned to the centre. From there, centres can choose to input the figures into the region’s economic model (e.g. Input-Output) for further estimates on direct, indirect and induced impacts.

Ipsos is available to provide guidance and support to AIPC members throughout this process. Details on program support, including optional program components and services offered by Ipsos can be found on page 22.

Notes On Terminology
Delegate/Attendee vs. Delegate/Attendee Day or Delegate/Attendee Show Day – A delegate or attendee is an individual attending a convention centre event. This is not to be confused with a delegate/attendee day or show day, which represents a delegate/attendee visit to a convention centre event. A single delegate attending multiple days of an event can count as several delegate days.

Exhibitor vs. Exhibitor Representative/Rep vs. Exhibit – An exhibitor refers to the company/organization/group exhibiting at a convention centre event. The exhibit refers to the actual physical booth/space, which is staffed by individual exhibitor representatives or reps who are there on behalf of their organization. The responses from surveyed exhibitor reps are used to represent all those staffing their exhibit. Since convention centres often only have counts on the exhibitors at their events (and not exhibitor reps), exhibitor non-production spending is first expanded to all exhibitor representatives for that exhibit. Then the total non-production spending of all exhibitor reps, along with the exhibitors’ production costs, are projected to all non-local exhibitors at convention centre events.

Region of interest & non-local delegate/attendee or exhibitor – The region of interest is the geographic area the Convention Centre has been mandated to economically benefit by attracting new dollars or spending into that region’s economy. The region of interest could be the city the convention centre is located within, the province/state or the country. A non-local delegate or exhibitor is one who is visiting from outside of the region of interest.

We have allowed for two regions of interest to accommodate those centres that wish to report their economic benefit to 1) their immediate region (their city) and 2) their broader region (their province, state or country). Allowing for the two concentric rings around the centre adds a complexity to the study and it means that two sets of direct spending figures are generated. When applying the direct spending figures into Input-Output models, it is wise to check at which level(s) the model can calculate economic impacts; often models cannot calculate economic impacts at the city level.
STEP 1: Study Objectives & Parameters

A centre’s objectives for estimating its economic impact will determine:

- Who should be surveyed
- When surveying should take place

Target Population

Convention centres are tasked with bringing new dollars into their region from non-local residents attending or exhibiting at an event. Therefore, the delegates and exhibitors to survey should be from outside of the centre’s region. For example, if a convention centre is responsible for generating a positive economic impact to their province, the focus would be on out-of-province visitors and their spending. Those residing within the region of interest (in this case, the province), would not be eligible for surveying.

Depending on the convention centre’s mandate, it may want to estimate the economic benefit of the centre to an additional sub-region (e.g. to the city, as well as to the state). The target population would include all non-residents of the sub-region, and there would be a separate set of calculations and estimates made for each region of interest.

Survey Period

We recommend surveying at events held during the fiscal year on which the centre wishes to report. Aligning the survey period with the fiscal year helps to ensure the final survey sample reflects the actual target population in terms of origins, event type, event size and spending patterns for that period. Further, surveying over a full year will account for any seasonality that may impact spending behaviour.

Adjustments and weighting may be needed to align the final sample with the target population visiting the centre during the fiscal year, especially if the survey period is different from the fiscal year of interest (e.g. if a centre wants to re-use survey data collected for the following year).

\[2\] In cases where local resident spending can be included, delegates and exhibitors from all regions would be eligible for surveying.
STEP 2: Sampling

Sample Size

The number of interviews needed is based on the number of events and expected non-local attendance. For most centres, we would recommend obtaining 1000 to 1500 delegate surveys and 500 to 750 exhibitor surveys over the course of a year. For smaller regional centres, we would recommend a sample size of 500 to 750 delegates/attendees and 150 to 200 exhibitors across all events.

The table outlines the recommended sample sizes based on expected non-local attendance and includes the margins of error on these sample sizes at the 95% level of confidence:

<table>
<thead>
<tr>
<th>Expected Non-Local Attendance Over A Year</th>
<th>Recommended Yearly Sample Size</th>
<th>Approximate Margins of Error (19 times out of 20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000+ delegates</td>
<td>1000 to 1500</td>
<td>~±3%</td>
</tr>
<tr>
<td>25,000 delegates</td>
<td>750 to 1000</td>
<td>~±4%</td>
</tr>
<tr>
<td>20,000 delegates or less/10,000+ exhibitors</td>
<td>500 to 750</td>
<td>~±4%</td>
</tr>
<tr>
<td>7500 exhibitors</td>
<td>250 to 350</td>
<td>~±6%</td>
</tr>
<tr>
<td>5000 exhibitors or less</td>
<td>150 to 200</td>
<td>~±8%</td>
</tr>
</tbody>
</table>

Selecting Events & Setting Quota Targets

Once the survey period and the sample sizes have been selected, a sampling plan must be developed to determine which events should be surveyed, and how many delegate surveys and exhibitor surveys should be conducted at each event.

Ipsos will provide a customized sampling plan that will include selecting the events for surveying, setting minimum and maximum quotas for delegates and exhibitors for each event, and selecting proposed survey dates.

Centres will be required to provide a list of events scheduled to run during the survey period using the Sampling & Survey Schedule Form (see Appendix for an example). The list should contain the following information:

- Event information (event name, event type, start/end dates)
- Total # of expected delegates/attendees (broken out by local and non-local delegates)
- Total # of expected exhibitors* (broken out by local and non-local exhibitors)
*Exhibitor counts should reflect the number of companies/organizations expected to attend the event (not people). Only one representative will be surveyed to capture their entire group’s spending; therefore, quotas must be set on the number of exhibitors – not individual exhibitor representatives. Do not rely on booth counts unless there is a restriction of one booth per exhibitor.

The remaining steps outline how the sampling plan and survey schedule will be developed by Ipsos for each centre.

1. **Eliminate all events with less than 25% non-local delegates and exhibitors.** Only events with a significant proportion of non-local attendance (25% non-local delegates and/or exhibitors) should be included as it would be too difficult to find qualified respondents at events with only a minority of non-local visitors.

2. **Set overall quota targets for each group (delegates and exhibitors).** The overall quotas should be set higher than the actual target sample size. This helps ensure that enough surveys will be completed by the end of the survey period, as a convention centre may not be able to survey at all of the selected events (client may refuse to have on-site interviewers, event may get cancelled, technical difficulties with WiFi) or interviewers may run into difficulties obtaining enough completes. **We typically recommend setting overall quotas to be twice as high as needed, especially if permission has to be requested to survey at each event (e.g. set overall quotas to 2000 delegate surveys to net 1000 actual completed surveys).** However, if a convention centre is confident that they will have access to surveying at all events, the overall quotas can be set closer to the actual desired sample size (e.g. if aiming for a sample size of 1000, the quota can be set to at least 1200 completed surveys).

   **We also recommend setting both a minimum and maximum quota for both delegates and exhibitors.** For example, to obtain 1000 to 1500 delegate surveys, a convention centre would set their minimum and maximum quotas to 2000 and 3000, respectively. **Having a target range of surveys to complete enables the centre to easily adapt to any changing circumstances or unexpected situations that may arise during the survey period.** For instance, if there are challenges with reaching minimum quotas, or technical difficulties preventing surveying at an event, interviewers can aim for the maximum quotas going forward to make up the difference. Conversely, if by mid-year the convention centre is consistently obtaining the maximum quota at events, interviewers can moderate their progress by aiming for just the minimum targets.

3. **Set delegate and exhibitor quotas for each event.** Quotas should be proportioned to match the distribution of all non-local delegates or exhibitors across all eligible events. As an example: Imagine that a convention centre has a delegate quota target of 2500 surveys for the year. Across all of their eligible events (i.e. those with 25% non-local attendance), 500,000 non-local delegates are expected to attend. Conference Y, is expecting 500 non-local delegates (or
1% of total non-local delegates expected for the year). Therefore, the delegate quota target for Conference Y should be 1% of the overall quota (or 25 surveys).

4. **Exclude events that have a quota of less than 20 surveys.** Resources and time should be prioritized toward larger events.

5. **Quotas may be stratified slightly if there are large events that account for more than 10% of your final sample.** For example, if a centre has 20 eligible events in the survey period, and one event is expected to draw so many non-local delegates, that it has a quota of 200 out of 1000 completed surveys for the year, we may want to limit the number of surveys for that event to 125, and distribute the remaining quota (75) to the other smaller events so they are more well-represented. Ipsos will use its discretion to decide if this step needs to be taken.

6. **Set proposed survey dates.** Depending on the length and size of the event, interviewing should generally be conducted on the second to last day of the event. Interviewing the delegates much earlier would not fully capture their spending, while waiting until the last day may mean missing out on those delegates who leave prior to the official end of their event. If delegate attrition on the final day is not likely to be an issue for a given event, surveying can be conducted on the last day of the event.

By default, Ipsos will set the proposed survey dates to the second to last day of the event unless the event is two days or fewer in length. However, centres can adjust this to accommodate various event agendas and requirements. Further, centres may choose to conduct interviewing on the last day of the event if there is a full day of sessions/activity scheduled discouraging delegate attrition.

**Note:** Economic Impact Studies are almost always based on spending from outside the local jurisdiction. If there is a desire to also include local resident spending, a supplementary component to the study would need to be added. This would require additional design, set-up, surveying, documentation and calculations. Please discuss this option with Ipsos.

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3The method for developing the sampling plan for local residents is identical to the method for non-local residents except that centres should eliminate events with less than 25% local (instead of non-local) delegates or exhibitors, and set quotas to be proportionate to the distribution of all local (instead of non-local) delegates or exhibitors across all eligible events.
STEP 3: Data Collection

Questionnaire

The questionnaire is short and narrowly focused on obtaining the information needed to estimate the total direct spending of delegates and exhibitors. Specifically, the questionnaire must cover the following topics:

- Delegate/attendee and exhibitor origins (e.g. province/state, country, region)
- Party size
- Number of staff members (asked of exhibitors only)
- Days at event
- Length of stay (including extra nights spent)
- Estimated total party spending as a result of the event, by product/service category. This spending should include the expenditures of spouses and companions travelling with delegates/exhibitors. The spending categories include:

  Delegate & Exhibitor Non-Production Spending
  - Accommodations (including any telecommunications)
  - Transportation within the region of interest (car, taxi, ferry, transit, train, air)
  - Parking
  - Entertainment (movies, shows, etc.)
  - Recreation (sports, skiing, diving, etc.)
  - Attractions and tours (sightseeing, art galleries, museums, etc.)
  - Meals and drinks
  - Shopping, including gifts
  - Personal services (spa, hair, dry cleaning, etc.)
  - All other spending (excluding event registration fees/tickets)

Exhibitor Production Spending (not through the convention centre or event organizer)

- Off-site hospitality
- Local production
- Equipment rentals or services
- Shipping and customs clearance
Delegate/Attendee and Exhibitor Origin Code List

This is the one question that will need to be customized to reflect the centre’s region and draw of delegates and exhibitors. The very first code should be the immediate region of interest as these respondents (i.e. local residents) will be terminated right away.* This is followed by other regions of interest, such as rest of province/state/territory (if applicable), and then by regional origins that are ordered according to how often the respective regional visitors come to the centre. This way, the most commonly used responses or codes will be towards the top of the list.

Components Of The Origin Code List

- Immediate region of interest (respondents are thanked and terminated*)
- Rest of province/state/territory (if applicable)
- Rest of country
- Neighbouring countries (if commonly seen)
- Rest of continent
- Other continents/regions (these can be broad, as you will not likely come across very many from these areas)
- Other

The list should be fairly exhaustive (without getting too detailed or lengthy) so that hardly any respondents fall into the bottom ‘Other’ category.

Example:

1. New York City → Our apologies, we are only surveying non-local residents today*
2. New York State
3. Rest of US
4. Canada
5. Europe
6. Asia
7. South America
8. Central America/Carribean
9. Mexico
10. Australia/NZ
11. Africa
12. Middle East
13. Other International

Ipsos will work with the centre to customize their survey using the Questionnaire Template (see Appendix) as a base.

*The exclusion of local residents would not apply in cases where the impact of local resident spending is to be included.
Method of Data Collection

Data must be collected using a handheld computer tablet, such as an iPad. Centres must be equipped with WiFi to enable interviewers to access the online survey via iPad. Centres will likely need at least 3 iPads for surveying at events.

There are several benefits to collecting the data electronically:

- **Interviewing is easier, faster and more efficient.** Responses can be easily inputted using the tablet’s touch screen, instead of recording each answer by hand. Skip patterns can be programmed in, increasing interviewer ease and accuracy.

- **Increased data accuracy and processing speed,** as there is no need for data re-entry at a later time, which depends on paper forms being completely filled out.

- **More environmentally friendly** (no paper required).

Ipsos will program and host the online survey for convention centres to collect their data with. Each centre’s survey will have a unique URL. Ipsos’ survey program will store the survey data until it is ready to be pulled into the Direct Spending Calculator.

Incentives

To encourage participation in the study and thus improve the representativeness of the final sample, we recommend that participating delegates and exhibitors be provided with a small token of appreciation, such as a coffee/beverage voucher or souvenir.
STEP 4: Coordinating & Conducting On-site Interviews

Notifying Clients
Before the survey period begins, the convention centre will need to inform clients of the study and that short surveys will be conducted on-site during their event. Event managers are encouraged to use the Client Notification Letter Template outlining the research approach (see Appendix). We encourage the event manager to customize the letter as necessary.

Tips for Gaining Client Approval have been provided for reassuring clients who are hesitant about having surveys conducted at their event (see Appendix). To ensure the final annual sample for a centre is representative in terms of delegate/exhibitor origins, event type, event size, it is important that surveys are conducted at most, if not all of the selected events. However, the centre should respect the client’s wishes if they are strongly opposed to having their event included in the study.

Pre-Event Coordination
Prior to each event, the convention centre will be responsible for the following:

1. Confirming that the event client is aware that surveys will be conducted during their event
2. Collecting pre-event information from the client
3. Making preparations for surveying on-site (scheduling interviewing staff, ensuring tablets/iPads are charged, organizing incentives, etc.) OR, if using an outside survey company, reminding them of the event so they can make their own preparations
4. Informing security when interviewing staff will be on-site
5. Providing the pre-event information to the interviewers, including special conditions or restrictions and detailing any official or manager that the interviewers need to contact before beginning their work each day

Convention centre event managers should fill out the pre-event info form found in the Appendix. If using an outside survey company for sampling and data collection, the centre would need to confer with the survey company on approved survey dates, but would not have to provide the quotas and allotted interviewing hours. The survey company would be responsible for communicating this to their interviewing staff.

The questions under the Field Considerations section would be for the event manager to complete (with input from the client, if necessary). This includes questions on the best times and places to interview delegates and exhibitors, special conditions or restrictions, and who interviewers should contact before beginning the day’s work.
Please provide interviewers with the Event Schedule. Interviewers will be more productive if they can be positioned when and where delegates/attendees and exhibitors are most available.

If working with a survey company for the data collection, pre-event info should be provided one to two weeks prior to the proposed survey date to allow for all the necessary arrangements (scheduling interviewers, prepping questionnaires, etc.)

**Scheduling Interviewer Hours**

The amount of interviewer hours required for surveying at a given event will depend on the number of surveys required, event size, incidence of non-local delegates/exhibitors, and permitted times for surveying.

Depending on the event size and the proportion of non-local attendees and exhibitors expected to be at the event, an interviewer should be able to complete anywhere from 40 to 65 surveys within an 8-hour shift. For example, if the incidence of non-local delegates is high (70% or more), interviewers will likely be able to conduct more surveys per hour. Conversely, if a smaller proportion of non-local delegates or exhibitors is expected (30% or lower), it will be more challenging for an interviewer to find eligible respondents to participate in the survey. An exception might be if total attendance figures are low (e.g. if there are only 50 exhibitors and 30% are non-local, an interviewer would probably be able to visit all exhibitors within a few hours to find qualified respondents).

As part of the customized sampling plan, Ipsos will include estimated hours required for surveying. However, the centre will be responsible for finalizing the budgeted interviewer hours required (based on permitted times for surveying), scheduling the interviewers for each event.

For example, Ipsos may estimate that 8 hours is sufficient to obtain 40 surveys. However, if the windows of opportunity to speak with delegates or exhibitors are very narrow (e.g. only during session breaks, lunch), and spread out throughout the day, it may be more difficult for interviewers to reach this quota. Therefore, the centre may decide that either more interviewers, or more days are required to obtain the 40 surveys required.

Typically, only one or two interviewers are needed to survey at an event. You can choose to spread the surveying over two days (i.e. the last two days of an event) and have just one interviewer, or have more than one interviewer conducting surveys on the same day. The goal is to schedule interviewing hours to maximize interviewing coverage of both delegates and exhibitors.

There may be events where there is at least 25% non-local attendance for one respondent group, but less than 25% for the other. As an example, assume that one event selected for surveying will have 75% non-local exhibitors, but only 10% non-local delegates/attendees. In this case, focus should be placed on surveying non-local exhibitors, as this group was the reason the event was considered for inclusion in
the study. Although there may be a quota for non-local delegates/attendees, they should be a secondary focus to reaching exhibitor quotas.

**Interviewing On-site**

Station interviewers at key points and exits at the convention centre so they can intercept delegates or exhibitors for a short survey. A random selection pattern should be employed to eliminate interviewer bias in approaching delegates and exhibitors. For example, the interviewer will select every “nth” person to pass a doorway and will approach every “nth” booth from the entrance. Should that “nth” person decline, the interviewer would then approach the next person until an interview is completed. Then, the interviewer would return to the selection pattern and choose the next “nth” person to pass the selected point. As a guideline, interviewers should try to approach every fourth person, but can alter this pattern as necessary to meet the minimum quota.

The majority of the interviewing will likely take place before morning sessions, in-between sessions and late in the afternoon when sessions have ended. **Interviews should not be completed with delegates/attendees who are in session unless authorized by the event manager.** However, if during a session, an attendee takes a break (i.e. washroom, lunch) and leaves the session area, then interviewers may approach the person to determine their willingness to participate. **Interviewers should not approach anyone who is purpose-driven (i.e. rushing into a meeting room, talking with other delegates), or interfere with an exhibitor representative while they are conducting business.**

We recommend having a dedicated on-site interviewing team for the duration of the study to ensure project continuity and consistency of data collection. Interviewers who have experience with iPads (or even iPhones) would be an asset.

*Interviewer guidelines* can be found in the Appendix.
STEP 5: Preparing the Data Files for Extrapolation

After all the interviews have been conducted, the Direct Spending Calculator requires the following inputs to generate the spending projections.

- Survey data
- Event data for the fiscal year of interest (e.g. attendance figures, event type, length, etc.)
- Event production costs (both convention centre and off-site event costs)

The survey data will be pulled in directly from Ipsos’ Online Survey program.

In order for the Direct Spending Calculator to properly project the spending figures, the event and production data needs to be sent to Ipsos using the Data Submission Form that has been provided to the centres.

Assuming there are no errors or issues found in the data, Ipsos will work out the expansion factors based on the variables that most impact spending levels. Following this step, the Calculator will project the centre’s total direct expenditures for the fiscal year of interest and email the output file to the convention centre within 5 business days.
Details on the Data Submission Form

Convention centres will need to provide information on all centre events held during the fiscal year of interest (not just the surveyed events). If the survey period is different from the fiscal year of interest, please ensure that the event data file contains information for the fiscal year of interest – not the survey period.

Ipsos will provide the data submission form to be completed. All events should be listed in separate columns across the top of the spreadsheet.

There are five main sections that need to be completed.

<table>
<thead>
<tr>
<th>Section</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 1: Event Information</td>
<td>All centres must fill this section out for their events. This includes details such as event name, ID, event type, start/end dates and number of show days.</td>
</tr>
<tr>
<td>Section 2: Delegate/Attendee Counts</td>
<td>Choice of providing counts in terms of show days or delegates/attendees. Delegate counts should be broken down according to origin (e.g. local, regional [e.g. provincial/state], national and international). Please provide a more detailed breakdown if available (e.g. delegate counts for those visiting from a neighbouring country).</td>
</tr>
<tr>
<td>Section 3: Exhibitor Counts*</td>
<td>Exhibitor counts should be broken down according to origin (e.g. local, regional [e.g. provincial/state], national and international). Please provide a more detailed breakdown if available.</td>
</tr>
<tr>
<td>Section 4: Off-site Entertainment Costs</td>
<td>Must be filled out for all events with at least 25% non-local attendance. Off-site event costs will be based on information from the event planner or estimates from the centre.</td>
</tr>
<tr>
<td>Section 5: Convention Centre Production Spending</td>
<td>Must be filled out for all events with at least 25% non-local attendance. Spending figures can be based on actual facility expenses or convention centre revenues – please confirm.</td>
</tr>
</tbody>
</table>

*Exhibitor counts should reflect the number of companies/organizations expected to attend the event (not people). Only one representative will be surveyed to capture their entire group’s spending; therefore, counts must be provided on the number of exhibitors – not individual exhibitor representatives. Do not rely on booth counts unless there is a restriction of one booth per exhibitor.
Sections 2 & 3: Delegate & Exhibitor Counts

Centres must provide delegate/exhibitor counts broken out by origin. This ensures that data is weighted and extrapolated to represent the actual composition of the centre’s non-local visitors.

This is particularly important if the survey period and the fiscal year of interest are different, but even if the two periods are identical, the sample survey composition may not match the actual population (e.g., only events with at least 25% non-local attendance were surveyed, centres may not receive permission to survey at all events, actual attendance may differ from the expected attendance figures upon which the quota targets were based, etc.)

Therefore, we need to ensure the final survey composition reflects that of the target population, using counts provided by the centre (even if they are estimates). Centres will need to provide:

- Total # of delegates/attendees (or delegate/attendee days – please confirm)*
- Total # of non-local delegates/attendees (or days – please confirm)*
- Breakdown of delegate/attendee counts by origin into the following categories:
  - Rest of province/state/territory (if applicable)
  - Rest of country
  - International
- Total # of exhibitors (please confirm that these figures are for exhibitors not exhibitor days)*
- Total # of non-local exhibitors (please confirm that these figures are for exhibitors not exhibitor days)*
- Breakdown of exhibitor counts by origin into the following categories:
  - Rest of province/state/territory (if applicable)
  - Rest of country
  - International

*Required fields even if a breakdown of delegate/exhibitor counts by origin is not available.

If unable to provide a breakdown by origin and estimates are not possible, fill the appropriate fields with “N/A”. We will then use the survey data (origin question) to estimate the actual composition of the total non-local delegate and exhibitor population.
Sections 4 & 5: Event Production Costs

There are two sources of event production costs:

- **Off-site entertainment costs** incurred by the event organizer
- **Convention centre costs** associated with hosting the event

Event production costs should only be provided for events that drew a significant amount of non-local attendance (at least 25%). If the goal is to measure the economic impact that results from drawing in non-local visitors (and new money into the economy), then it follows that only the expenditures that took place because of non-local visitors should be included (e.g., the spending of non-local delegates and exhibitors, or expenditures related to hosting an event for non-local visitors).

Events that were mostly local would likely still have taken place even if there were no out-of-town visitors, meaning that the event production spending would have occurred regardless of who attended and cannot be considered associated with attracting new money into the region.

**Off-site entertainment costs**

Convention centres can either obtain the off-site entertainment spending from the event organizer, or provide their own estimates. Similar to the facility expenditures, centres will need to provide these costs for each event with at least 25% non-local attendance (assuming it included an off-site component).

If the fiscal year lines up with the survey period, we recommend filling out this section as the year progresses rather than waiting until the end of the year, as it will be easier to remember the details of any off-site events.

The off-site entertainment spending will be calculated as follows:

\[
\text{Estimated # of non-local delegates attending the off-site entertainment} \times \text{Estimated cost per head}
\]

Using the following details provided about the off-site event:

- Entertainment Only
- Food & Beverage Only
- Both Entertainment and Food & Beverage

This information is required if the spending is to be included in the IO Model. If both Entertainment and Food & Beverage were provided off-site, we will assume that 50% of the spending was apportioned to each category.
Convention centre costs

Convention centres will need to aggregate their facility expenditures for all events that had at least 25% non-local attendance. The convention centre expenditures typically include:

- A/V
- Broadcast
- Data
- Display
- Electrical
- Freight
- Food and Beverage
- Hosting
- Housekeeping
- Labour
- Lighting
- Office Support
- Holding Lot
- Policing
- Rigging
- Security
- Signage
- Lines
- Long distance
- Truss
- Plumbing
- Other

Convention centre costs can be based on either actual facility expenses or convention centre revenues (i.e. what the client was charged for A/V, food and beverage, etc.). Please confirm with Ipsos which expenditure type (expenses or revenues) was used, as the IO model will treat spending differently depending on the expenditure type.
Total Direct Spending Extrapolations (Output)
The Direct Spending Calculator takes 5 business days to create the total direct spending extrapolations (assuming no errors are found). The summary output (.xlsx file) will be emailed back to the person who sent Ipsos the data submission form, unless otherwise specified.

The summary output of the centre’s total direct spending will include:

- Average direct spending by delegate/exhibitor (or by show day) across spending categories
- Summary of event production costs, both centre and off-site event expenses (as inputted by the centre)
- Total projected direct spending expenditures (including delegate, exhibitor and event production spending)

An example of this Output Summary of Total Direct Expenditures can be found in the Appendix.

Ipsos can also produce a separate report for the convention centre in Powerpoint that would profile delegates and exhibitors in terms of their spending, demographics, and visit duration. Costs for this optional component are detailed on page 23.
Input-Output Model (Optional)

Once the summary output file is received, the centre has the option of either using the total direct spending figures as their measure of economic impact, or taking the file to their region’s Input-Output model for further analysis. The Input-Output model is widely accessible and is typically maintained by the provincial or state’s government or universities. Centres may have to work with the person responsible for the model to lay down certain assumptions for that particular market.

The three components of the Input-Output model are:

- The **direct effect/impact**, which measures the change in domestic output required to satisfy an initial change in demand. This would include the actual expenditures and the employment directly generated by non-local visitors (e.g. accommodations, restaurants, transportation, etc.).
- The **indirect effect/impact**, which measures the change in domestic output generated by the activity of sectors that supply goods and services used in the direct activities (e.g. the increased business for those who supply goods/services to restaurants or hotels who serve non-local visitors directly).
- The **induced effect/impact**, which measures the overall impact of more income accruing to the household sector. In other words, the change that results from workers respending their earnings.

The final calculations provide figures on the total direct, indirect and induced effects that can be attributed to the convention centre. Often, the outputs will include reports on the economic benefit of the centre in terms of:

- GDP (in total and by industry)
- Number of jobs supported
- Labour income
- Tax revenue generated

An example of an **Input-Output Model Report** can be found in the Appendix.
Program Support & Additional Program Components

Basic Program Components & Support
As part of the AIPC Economic Impact Toolkit, centres will be provided with the “How-To” Guidebook, study materials, and basic program support/guidance from Ipsos as detailed below.

<table>
<thead>
<tr>
<th>Basic Program Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Provided complimentary through the AIPC)</td>
</tr>
<tr>
<td><strong>Program Materials</strong></td>
</tr>
<tr>
<td>Economic Impact Research Guidebook</td>
</tr>
<tr>
<td>Study guide materials (survey program, sampling form, interviewer guidelines, etc.)</td>
</tr>
<tr>
<td>Data submission form for event and production data (fiscal year)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic Program Support and Direct Spending Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>($7,000 USD Ipsos fee. Partial coverage up to 25% may be offered through the AIPC)</td>
</tr>
<tr>
<td><strong>Program Support/Services (provided by Ipsos)</strong></td>
</tr>
<tr>
<td>Project Set-up Meeting</td>
</tr>
<tr>
<td>Questionnaire refinement and online survey programming</td>
</tr>
<tr>
<td>Customized sampling plan and survey schedule spreadsheet</td>
</tr>
<tr>
<td>Training sessions with centre staff and the interviewing team by conference call</td>
</tr>
<tr>
<td>Quarterly check-ins with the centre during survey period</td>
</tr>
<tr>
<td>CENTRE EVENT &amp; PRODUCTION DATA: Validation of data submission form for calculation of direct spending</td>
</tr>
<tr>
<td>DELEGATE/EXHIBITOR SURVEY DATA: Validation and expansion of survey data for calculation of direct spending</td>
</tr>
<tr>
<td>Calculation of total direct spending summary output – see example in Appendix</td>
</tr>
<tr>
<td>Support for additional questions (4 hours)*</td>
</tr>
</tbody>
</table>

*Centres are encouraged to submit all questions to Ipsos via email.
Additional Program Components & Support

If the centre wishes, they may obtain additional services and support from Ipsos. Estimated costs for these optional program components are detailed below. A detailed quote for additional services and support will be provided by Ipsos based on the centre’s requirements.

<table>
<thead>
<tr>
<th>Additional Program Components (Paid by Convention Centre)</th>
<th>Cost (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project field coordination (with centre staff and interviewers)</td>
<td>$7,000</td>
</tr>
<tr>
<td>On-site surveying, conducted over the year</td>
<td>Approx. $17,500 to $29,000</td>
</tr>
<tr>
<td>Programming online survey in another language</td>
<td>$850 per language</td>
</tr>
<tr>
<td>Extra questions added to the survey (e.g. plans to return, opinions on centre/destination). This includes design, programming, tabulation of the results.</td>
<td>$1,300 per question</td>
</tr>
<tr>
<td>PowerPoint Report. This report would provide a profile of attendees and exhibitors in terms of spending, demographics, and visit duration.</td>
<td>$3,500</td>
</tr>
<tr>
<td>IO Model coordination and consultation</td>
<td>$2,300</td>
</tr>
<tr>
<td>Additional hours of support (above the allotted 4 hours)</td>
<td>$160/hour</td>
</tr>
</tbody>
</table>

Contact Details

For any questions, guidance or further details on optional program components please contact:

Shirley Lui
Senior Account Manager, Ipsos
Shirley.Lui@ipsos.com
1 778 373 5069
Appendix

- Questionnaire Templates
- Sample Client Notification Letter
- Tips On Gaining Client Approval
- Pre-Event Information Form
- Completed Pre-Event Information Form Example (Event Scheduler Version)
- Interviewer Guidelines
- Example Output Summary of Total Direct Expenditures
- Example Input-Output Model
Questionnaire Templates
Online Survey Template
Delegates/Attendees & Exhibitors

Please take a few minutes to help the [CONVENTION CENTRE] measure the economic impact of its events.
(All answers are confidential - no name is required.)

A1. Delegate or Exhibitor
   1. Delegate
   2. Exhibitor

Q1. Which event or convention are you attending?
   **PROG: SEPARATE BY MONTHS/QUARTERS.**
   **EVENT LIST TO BE POPULATED ONCE SAMPLING PLAN/SCHEDULE HAS BEEN FINALIZED.**

Q2. Where are you from (current residence)?
   1. [1ST (SMALLER) REGION – E.G. CITY] → TERMINATE: Our apologies, we are only surveying non-residents today
   2. Rest of [2ND (BROADER) REGION – E.G. PROV/STATE/TERR]
   3. Rest of [COUNTRY]
   4. Rest of [CONTINENT]
   5. US
   6. Canada
   7. Europe
   8. Asia
   9. South America
   10. Central America/Carribean
   11. Mexico
   12. Australia
   13. New Zealand
   14. Africa
   15. Middle East
   16. Other International
   98. Don’t know/Refused (Do Not Read) → TERMINATE

**PROG: ASK Q3 ONLY IF A1=2. IF A1=1, SKIP TO Q3a**

Q3. Including yourself, how many staff members in total are here for this exhibit/booth?
   Number of staff members (including yourself) ________
   **PROG: ACCEPT ONLY NUMBERS FROM 1 TO 999.**
   98. Don’t know/Refused (Do Not Read)
Q3a. Aside from other delegates/staff, is your spouse or any companions joining you on this trip?
   1. Yes
   2. No → PROG: SKIP TO Q4a
   98. Don’t know/Refused → PROG: SKIP TO Q4a

Q3b. How many people are joining you excluding other delegates/staff? (Do not include yourself)
   # of people joining you _____ PROG: ACCEPT ONLY NUMBERS FROM 1 TO 99.
   98. Don’t know/Refused (Do Not Read)

PROG: ASK Q4A ONLY IF A1=1. IF A1=2, SKIP TO Q4B

Q4a. How many days will you be attending at this event/convention?
   # of days attending _____ PROG: ACCEPT ONLY NUMBERS FROM 1 TO 20.
   98. Don’t know/Refused (Do Not Read)

Q4b. How many nights in total are you staying in [2nd (BROADER) REGION] on this trip?
   None, just visiting for the day → PROG: SKIP TO Q7
   Total # of nights in [2nd (BROADER) REGION] ________ PROG: ACCEPT ONLY NUMBERS FROM 1 TO 365.
   98. Don’t know/Refused (Do Not Read) → PROG: SKIP TO Q7

Q5. Does this stay in [2nd (BROADER REGION)] include any extra nights that you added before or after the event/convention?
   1. Yes
   2. No/just staying for convention/event → PROG: SKIP TO Q7
   98. Don’t know/Refused (Do Not Read) → PROG: SKIP TO Q7

Q6. How many extra nights? (of the [PROG: INSERT Q4b] total nights in [2nd (BROADER REGION)])
   Total # of extra nights ________ PROG: ACCEPT ONLY NUMBERS FROM 1 TO 365
   98. Don’t know/Refused (Do Not Read) → PROG: SKIP TO Q7

Q6b. Where are you staying for those [PROG: INSERT Q6] extra nights before or after the event/convention?
   # of extra nights in [1st (SMALLER) REGION] PROG: ACCEPT ONLY NUMBERS FROM 0 TO 365

Comment [ar3]: If you are only looking at one particular region, then insert that region here. If you are looking at 2 regions, the broader of the two regions would be inserted here.
E.g. If you are looking at the impact to the city and to the state, the STATE would be considered the 2nd region of interest.
Q7. How much will you (and your spouse/companions) spend during your entire stay in [2nd (BROADER) REGION] including all taxes and tips on:

(An estimate is fine. Please round to the nearest [BASIC MONETARY UNIT], in [LOCAL CURRENCY]. Do not include the spending of [PROG: IF A1=1 spouses/companions if they are also delegates/attendees. IF A1=2 other staff members.] DO include expenses for which you will be reimbursed.)

PROG: OPEN FIELDS, NUMBERS ONLY. ALLOW 0-99999

$____a. Accommodations (including any telecommunications)
$____b. Transportation within [2nd (BROADER) REGION] (car, taxi, transit, train, ferry, air)
$____c. Parking
$____d. Entertainment (movies, shows, etc.)
$____e. Recreation (sports, skiing, diving, etc.)
$____f. Attractions and tours (sightseeing, art galleries, museums, etc)
$____g. Meals and drinks
$____h. Shopping, including gifts
$____i. Personal services (spa, hair, drycleaning, etc.)
$____j. All other spending (excluding event registration fees/tickets)

[ONLY IF NECESSARY] OR, just provide us with an overall estimate:

$____ k. TOTAL ESTIMATED SPENDING IN [2nd (BROADER) REGION] ON THESE ITEMS

98. Don't know/Refused (Do Not Read) ➔ TERMINATE

[PROG: IF A1=2 ONLY, ASK Q7.1. IF A1=1, SKIP TO Q8]

Q7.1. Are you the manager or owner of this exhibit?

1. Yes
2. No ➔ PROG: SKIP TO Q8

98. Don't know/Refused (Do Not Read) ➔ SKIP TO Q8
Q7.2. Not including payments to the [CONVENTION CENTRE] or the event organizer, how much did your business/exhibit spend, in [2nd (BROADER) REGION] on the following for this event:

PROG: OPEN FIELDS, NUMBERS ONLY. ALLOW 0-99999

Please specify spending by:

$_____ a. Off-site hospitality not at the convention centre (hosting/entertainment, facility/suite rentals, etc)

$_____ b. Local production not through the convention centre (printing, signage, etc.)

$_____ c. Equipment rentals or services not through the convention centre

$_____ d. Shipping and customs clearance not through the convention centre

[ONLY IF NECESSARY] OR, just provide us with an overall estimate:

$_____ e. TOTAL ESTIMATED NON-CENTRE SPENDING ON THESE ITEMS

98. Don't know/Refused (Do Not Read)

Q8. [DO NOT READ]
Gender (for classification only).

1. Male
2. Female

Thank you, those are all the questions I have. Enjoy your stay!
Sample Client Notification Letter
(DATE)

(CLIENT NAME)
(CLIENT TITLE)
(CLIENT COMPANY1)
(CLIENT COMPANY2)
(ETC.)

Dear (CLIENT NAME),

*Re: Economic Impact Research At (EVENT NAME)*

By deciding to hold the (EVENT NAME) at the (CONVENTION CENTRE NAME), you are having a positive economic impact on our (CITY/STATE/PROVINCE/COUNTRY). We have enlisted (RESEARCH COMPANY) to survey out-of-town delegates and exhibitors over the course of (SURVEY PERIOD). For your event, we would like to survey on (DATE).

There is no cost to you and the survey takes less than three minutes to complete. Care will be taken to ensure that the surveying is unobtrusive and completely voluntary. No names or personal contact information is required. Each survey participant will be given a (INCENTIVE) as a thank you.

The survey is attached for your review. I hope you see the benefits of the survey. I will be following up to answer any questions you may have.

Regards,

(EVENT COORDINATOR)
Tips On Gaining Client Approval
Tips On Gaining Client Approval

We recommend clients are simply notified of the upcoming research that will take place during the event. However, if the client expresses concern or initially objects, the follow tips may help gain client sign-off.

- **Provide the client with our pre-designed letter.** This emphasizes that the research is quick, unobtrusive and provides beneficial information to both the convention centre and the client.

- **Provide the client with the questionnaire.** As it is brief and contain no personal questions, it should reassure the client. Plus they have a copy for reference.

- **Make it clear that the research is sanctioned and encouraged by the centre,** and (if applicable) that the centre has contracted a survey company to conduct the research. Assure them that there are no third parties who will have access to survey responses.

- **Inform them that there is no follow-up interview, phone call, email or other contact with the delegate or exhibitor.** The process is completely anonymous and we ask for no contact information.

- **Try to minimize the number of clients involved** in the approval decision.

- **Point out that there is no cost and no management time for the client.** The process will be almost invisible. Conversely, clients may become as involved as they wish (e.g. meeting the interviewers, providing intel on the best means of obtaining completes efficiently, etc.). Some of the clients react positively knowing they are an active part of the process.

- **Remind clients that the process is voluntary and the interviewers will not approach any delegate or exhibitor who is purpose driven,** that is, talking to colleagues, walking quickly, approaching meeting halls, et cetera. If necessary, the client can put limits on how and when the research is conducted, (however, we do not like to encourage heavy restrictions).

- **Avoid providing the client with an easy way out.** If the research is presented as a voluntary option, clients will likely decline at the first opportunity. While we understand that some clients are not in a position to accommodate the request due to security concerns, language issues or limited access to the delegates, this should be a minority of events.
Pre-Event Information Form
Pre-Event Information Form

Event: ________________________________

Proposed Survey Dates: ____________________

Quotas

Delegates: Min___ Max___

Exhibitors: Min___ Max___

Budget Hours:____

Field Considerations

1) Please provide a copy or outline of the EVENT SCHEDULE – particularly the start/end/breaks.

2a) Based on the event schedule, what do you think would be the best time to interview DELEGATES?

2b) Are there any restrictions on when DELEGATES can be interviewed?

2c) Are there any restrictions on where we can interview DELEGATES?

3a) Based on the event schedule, what do you think would be the best time to interview EXHIBITORS?

3b) Are there any restrictions on when EXHIBITORS can be interviewed?

3c) Are there any restrictions on where we can interview EXHIBITORS?

4) Does the interviewer need to report to any official (besides yourself) before beginning the day’s work, and if yes, whom?

5) Are there any other special conditions or restrictions of which we should be made aware?
Completed Pre-Event Information Form Example

(Event Scheduler Version)
### Pre-Event Info Sheet for:

<table>
<thead>
<tr>
<th>Event ID</th>
<th>TOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td></td>
</tr>
</tbody>
</table>

**Approval & Pre-Event Details Needed On/Before:**

8/10/11

*Please review the following and overwrite with revisions as necessary. Revisions will be reflected in the Master Spreadsheet.*

<table>
<thead>
<tr>
<th>Event Details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Date</td>
<td>8/24/11</td>
</tr>
<tr>
<td>End Date</td>
<td>8/27/11</td>
</tr>
<tr>
<td>Proposed Dates (subject to change depending on event dates and schedule)</td>
<td>8/26/2011 to 8/27/11</td>
</tr>
<tr>
<td>In East Building</td>
<td>YES</td>
</tr>
<tr>
<td>In West Building</td>
<td>YES</td>
</tr>
<tr>
<td>Total # of Delegates</td>
<td>4452</td>
</tr>
<tr>
<td>Total # of Non-Local Delegates</td>
<td>982</td>
</tr>
<tr>
<td>% of Non-Local Delegates</td>
<td>22%</td>
</tr>
<tr>
<td>Total # of Exhibits</td>
<td>1076</td>
</tr>
<tr>
<td>Total # of Non-Local Exhibits</td>
<td>408</td>
</tr>
<tr>
<td>% of Non-Local Exhibits</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Client Approval**

*Has your client granted approval (including questionnaire approval, if necessary)?*  
YES

*If approval has been granted, please provide details on the following:*

**Field Considerations**

| Best time to survey DELEGATES | Shows open at 1230h on Friday and at 1000h on Saturday, either day would be fine |
| Best time to survey EXHIBITORS | Exhibitors move in begins at 0600h on Friday. As this is less time than they normally have to set up, they might be in too much of a hurry on this morning. Exhibitors have access on Saturday starting at 0630h, but I would expect most would be present by around 0830h. |
| Restrictions on where to interview DELEGATES | None |
| Restrictions on where to interview EXHIBITORS | None |
| Before the day's work, is there anyone else interviewers should report to, besides yourself? | Contact the Manager on Duty and check in with Guest services |
| Any other special conditions/restrictions we should be aware of? | No |

*Thank you. If available, please email the event schedule to jane.doe@ipsos.com*
Interviewer Guidelines
Interviewer Guidelines

**Appearance/Attitude**

- **Business Casual** (if in doubt, lean toward professional rather than casual)
- No t-shirts, jeans, athletic shoes
- Men should have collared shirts (e.g. polo shirt tucked in) and trousers (like Dockers)
- No revealing or tight clothing (e.g. skirts to the knee)
- Tasteful make-up, neat hair, clean-shaven/neatly groomed facial hair, no “excessive” jewellery, etc.
- **Be professional, polite and courteous.**

**Event Details**

- Information on when and where to interview delegates and exhibitors, who to report to/check in with, special restrictions, etc. will be provided for each event.
- Minimum and maximum quotas will be set for delegates and exhibitors and will vary from event to event.
  - Ipsos’ online survey program will have limits set within the program so that you cannot exceed the maximum quota. However, it will be up to you to ensure the minimum number is obtained. An online progress report for the centre can be found at: [IPSOS TO PROVIDE URL] (Password: [IPSOS TO PROVIDE PASSWORD])
- Event schedules (with an hour by hour itinerary) will be provided for reference, if available.

[IF ONLINE EVENT SCHEDULER IS USED]
- The Online Event Scheduler, which contains the details for each event to be surveyed can be found at [http://docs.google.com](http://docs.google.com)
  - Email: [GMAIL ACCOUNT EMAIL]
  - Password: [PASSWORD]
- Each event has a separate tab that contains the information needed to survey delegates and exhibitors effectively.
- Quotas can be found at the end of the Event Master tab.
Check-In

- Please refer to the Pre-Event Info Sheet/Online Event Scheduler to see who you’ll need to report to before the beginning of your shift. Typically, you will check in with the Event Manager on-site and Security.

Incentive (if offered)

- [INCENTIVE]

- These are to be provided to those completing the survey as a token of appreciation – you may want to carry these in a small shoulder bag.

Questions From the Public

- If asked about the survey, please simply say, “The survey is intended to measure the economic impact of events hosted by the convention centre.” Do not speculate about the survey, its intended goals or uses. Direct all public enquiries to centre management.

- The questionnaire and survey materials are strictly confidential. Members of the public and the staff of the convention centre should not have access to these materials unless expressly authorized. If you receive a request to view the survey, please decline politely. If pressed, have the person contact centre management.

Eligibility

- Qualified respondents must be delegates/attendees or exhibitors at the event specified from outside [REGION OF INTEREST]. Centre staff and visitors are not to be interviewed.

Comment [ar2]: If the centre has 2 regions of interest, the smaller of the two regions would be inserted here. For example, if looking at the impact to the city and to state, the region entered here would be the city.
Methodology

- We recommend focusing on delegates and exhibitors separately rather than trying to get a mix of both at the same time. Use the event details provided on best times/places to obtain delegate and exhibitor surveys to plan out your shift.
- Use a random selection pattern - pick a fixed point at a busy or strategic location and approach every “nth” person passing that point (or in the case of exhibitors, every “nth” booth from the entrance). **Try approaching every fourth person, but alter the pattern as necessary to meet the daily minimum quota.**
- Should the “nth” person decline, approach the next person until an interview is completed. Return to the selection pattern and choose the next “nth” person to pass the selected point.
- We anticipate the majority of the interviewing to take place before sessions in the morning, in-between sessions and late in the afternoon when sessions have ended. **Interviews should not be completed with delegates/attendees who are in session unless authorized by the Event Manager.** However, if during a session, an attendee takes a break (i.e. washroom, lunch) and leaves the session area, interviewers may approach the person to determine their willingness to participate.
- **Do not approach anyone who is purpose-driven (i.e. rushing into a meeting room, talking with other delegates, or interfere with an exhibitor representative while they are doing business).**

Online Survey

- The survey is programmed online at [IPSOS TO PROVIDE URL]. Do NOT distribute this URL to anyone to complete on their own.
- The survey will automatically redirect to the first page once a survey has been completed.
Introduction

Hello, I’m _____ of [RESEARCH COMPANY OR CONVENTION CENTRE]. Could you please take a few minutes to help the [CONVENTION CENTRE] measure the economic impact of its events?

IF NECESSARY:

- Any information you provide will be held in strictest confidence and you will remain anonymous.
- The survey will take about 2 to 3 minutes, depending on your responses.
- Accompany the respondent to a quiet area where you cannot be overheard, or table if provided.

IF APPROACHING A GROUP (e.g. multiple delegates just out of a meeting):

- Turn to a specific individual. Alternate choice by selecting the person to your right or left.
- If there is more than one qualified respondent in the group, more than one can be surveyed, as long as the second and subsequent respondents are chosen randomly and not members of the same household. But do not interview 2 respondents at the same time!
- Only 1 exhibitor per booth is to be surveyed
Questionnaire Specifics

In general – we do not read out code lists. Exceptions may be for Q7, Q7.2 (spending categories). Please probe or clarify any responses that seem vague or confusing.

QA1 & Q1 – Delegate/Exhibitor & Event/Convention
- Before each survey, enter in the responses for these first two questions yourself, so that when you get a respondent, you can proceed right away to Q2.

Q1 – Event/Convention
- Please be sure to indicate which event you are surveying at in Q1 for all interviews.
- If there is more than one event running at the same time, it is important to confirm the respondent is at the event selected for surveying.

Q2 – Origin
- We are only surveying non-local delegates and exhibitors. However, we do need to keep track of those who are not eligible for the study. Please terminate the survey properly instead of waiting for someone non-local to come along to pick up where the disqualified respondent left off. For example, if the region of interest is “ABC CITY”, then select “ABC CITY” at this question. It will bring you to a termination screen, and then re-direct you automatically to the front page again. **Do not skip this step.**

Q3a - Party Size
- If the respondent’s spouse/companion is also a delegate, they **do not** count towards the “people joining you.” The question measures the amount of “others” who have joined the delegate/attendee on the trip. Similarly, any spouses or companions of exhibitor representatives who are also fellow exhibit staff members will be included in the total count of staff members at the exhibit.

Q4a – Days At Event
- Please round up to the nearest whole day. For example, if a delegate is spending half the day at the event, please enter 1 day.

Q6 – Extra Nights
- Please ensure that this number is not more than the total number of nights spent in the region (Q4b). The responses to this question should be numbers, not a location/hotel.
Q7 – Delegate & Exhibitor (non-production) Spending

The spending questions are the most important of the entire study, so it’s crucial that we get accurate and detailed estimates from respondents here. Interviewers will need to be persistent in their probing and may have to encourage respondents to get through this question.

- Obtaining the spending by category is essential to the success of this study. PLEASE GO THROUGH EACH AND EVERY SPENDING CATEGORY and probe/encourage as necessary to get their estimated spend for each type. The total estimate (Q7k) should ONLY be used as a last resort. No total is required if the spending was provided for all categories.
- Do NOT include any event registration fees.
- Fill in all fields – if a respondent says that they spent no money on attractions, write or type in “0” for that field. If a respondent says “don’t know” (even after probing for a best guess), type in “DK”. The one exception to this would be if a total estimate (Q7k) was given only. Then Q7a-j can be left blank.
- Emphasize that we want to know how much the respondent AND their spouse/companions intend to spend during their entire stay in the region – not just the respondent themselves.
- Spending of spouses and companions should NOT be included if they are also delegates or exhibitor representatives at the same event.
- Do not accept responses like “nothing” or “I don’t know how much I’ve spent” or “It’s too soon to say” without probing further for at least an estimate or best guess. It is very unlikely that they have spent nothing while in town.
- If their company is paying for everything, most of the time the person pays upfront and is later reimbursed, so please probe to find out what they will be spending by each expense category. If the company is truly paying for everything, ask the respondent for a “best guess” of the company’s spending on behalf of the respondent.
- If after probing, the respondent still says they don’t know or refuses to tell you, then thank them and terminate.

Q7.2 (Exhibitor managers/owners only)

- Similar to Q7, try to get a breakdown of the figures by category. If they cannot provide a breakdown, then leave the Q7.2a-d blank, and record the overall figure (Q7.2e).
Example Output Summary Of Total Direct Expenditures
## ABC Convention Centre: Projected Spending for 2010 Events

<table>
<thead>
<tr>
<th>Category</th>
<th>Total (non-local)</th>
<th>Total (non-province)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate/Attendee Expenditures (Trip Total Avg Per Show Day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodations</td>
<td>$119.34</td>
<td>$132.85</td>
</tr>
<tr>
<td>Transportation</td>
<td>$32.22</td>
<td>$32.56</td>
</tr>
<tr>
<td>Parking</td>
<td>$15.55</td>
<td>$14.47</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$8.95</td>
<td>$8.89</td>
</tr>
<tr>
<td>Recreation</td>
<td>$1.26</td>
<td>$1.23</td>
</tr>
<tr>
<td>Attractions</td>
<td>$1.03</td>
<td>$1.00</td>
</tr>
<tr>
<td>Meals and Drinks</td>
<td>$50.00</td>
<td>$55.82</td>
</tr>
<tr>
<td>Shopping</td>
<td>$34.74</td>
<td>$34.71</td>
</tr>
<tr>
<td>Personal Service</td>
<td>$0.81</td>
<td>$0.91</td>
</tr>
<tr>
<td>All other spending</td>
<td>$0.57</td>
<td>$0.50</td>
</tr>
<tr>
<td>Total Average Delegate Spending Per Show Day</td>
<td>$261.40</td>
<td>$288.89</td>
</tr>
</tbody>
</table>

**Estimated number of non-local Delegates: 10,100 (2010)**

**Estimated number of non-local Exhibitors: 1,011 (2010)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total (non-local)</th>
<th>Total (non-province)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Production (Personal) Spending</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodations</td>
<td>$481.84</td>
<td>$605.59</td>
</tr>
<tr>
<td>Transportation</td>
<td>$119.14</td>
<td>$148.13</td>
</tr>
<tr>
<td>Parking</td>
<td>$62.41</td>
<td>$62.13</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$15.35</td>
<td>$19.09</td>
</tr>
<tr>
<td>Recreation</td>
<td>$1.24</td>
<td>$1.55</td>
</tr>
<tr>
<td>Meals and Drinks</td>
<td>$160.88</td>
<td>$200.00</td>
</tr>
<tr>
<td>Shopping</td>
<td>$62.71</td>
<td>$77.97</td>
</tr>
<tr>
<td>Personal Service</td>
<td>$8.61</td>
<td>$8.84</td>
</tr>
<tr>
<td>All other spending</td>
<td>$5.91</td>
<td>$7.36</td>
</tr>
<tr>
<td>Total Average Exhibitor Spending Per Show Day</td>
<td>$910.49</td>
<td>$1,132.03</td>
</tr>
</tbody>
</table>

**Estimated number of non-local Exhibitors: 1,233 (2010)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total (non-local)</th>
<th>Total (non-province)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Average Number of Staff per Exhibit</td>
<td>3881</td>
<td>3802</td>
</tr>
</tbody>
</table>

### Total Delegate Expenditure

- **Total Delegate Accommodation**: $4,605,421.48
- **Total Delegate Transportation**: $12,172,392.82
- **Total Delegate Parking**: $5,115,543.53
- **Total Delegate Entertainment**: $2,911,160.47
- **Total Delegate Recreation**: $674,173.29
- **Total Delegate Attractions**: $387,475.22
- **Total Delegate Meals and Drinks**: $2,188,296.90
- **Total Delegate Shopping**: $1,880,986.28
- **Total Delegate Personal Services**: $1,921,915.91
- **Total Delegate All Other Services**: $574,845.25
- **Total Delegate Spending**: $10,615,021.10

### Total Exhibitor Expenditure (Personal) Spending

- **Total Exhibitor Accommodation**: $4,820,372.92
- **Total Exhibitor Transportation**: $1,177,214.46
- **Total Exhibitor Parking**: $511,748.87
- **Total Exhibitor Entertainment**: $181,673.81
- **Total Exhibitor Attractions**: $4,894.93
- **Total Exhibitor Entertainment & Display**: $1,220.94
- **Total Exhibitor Meals and Drinks**: $610,836.96
- **Total Exhibitor Shopping**: $48,805.17
- **Total Exhibitor All Other Services**: $8,141.87
- **Total Exhibitor Non-Production (Personal) Spending**: $5,999,437.80

### Total Exhibitor Production Expenditure (Not through convention centre or event organiser)

- **Total Exhibitor Off-site Hospitality**: $1,014,860.00
- **Total Exhibitor Local Production**: $611,938.00
- **Total Exhibitor Equipment Rentals or Services**: $177,648.00
- **Total Exhibitor Shipping and Customs Charges**: $643,777.00
- **Total Exhibitor Production Spending (not through convention centre or event organiser)**: $2,987,470.30

### Total Delegate and Exhibitor Spending

- **Total Delegate and Exhibitor Spending**: $13,602,491.40

### Average Daily Multiplier (% of delegate/exhibitor spending)

- **Average Daily Multiplier**: 3.52

### Event Production Costs: Convention Centre Costs

- **AV**: $945,132.36
- **Broadcast**: $5,905.25
- **Date**: $117,070.88
- **Display**: $227,684.01
- **Electricity**: $742,426.01
- **Food & Beverage**: $3,517,983.15
- **Freight**: $344,315.03
- **Heating**: $10,680.49
- **Housekeeping**: $470,724.94
- **Labour**: $293,824.25
- **Lighting**: $184,870.74
- **Office Support**: $86.59
- **Printing**: $642,193.15
- **Procurement**: $215.26
- **Reception**: $3,929.73
- **Security**: $534,171.17
- **Signage**: $143.17
- **Ticketing**: $137,788.49
- **Traffic**: $906.86
- **Travel**: $486.12
- **Utilities**: $118,083.04
- **Other**: $8,466.43
- **Total Convention Centre Production Costs**: $10,081,231.91

### Event Production Costs: Off-site Entertainment

- **Food & Beverages**: $618,070.88
- **Entertainment**: $17,852.92
- **Total Convention Centre Production Costs**: $618,923.80

### Total Event Production Spending

- **Total Event Production Spending**: $10,739,156.72

**Grand Total (All Spending and Costs)**: $21,324,656.70

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*Sample data for illustrative purposes only.*
Example Input-Output Model
The Economic Impact of the ABC Convention Centre To Ottawa 2010/2011 Fiscal Year

This report was generated by the Ontario Ministry of Tourism TREIM model.
Note: The Ministry of Tourism does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact of the ABC Convention Centre for the 2010/2011 fiscal had on Ottawa’s economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTR’s Tourism Regional Economic Impact Model:

The user has selected the following parameters:

- The visits take place in Ottawa in 2010
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- The economic environment is as follows:

<table>
<thead>
<tr>
<th>Baseline</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario Real GDP (% change)</td>
<td>1.89%</td>
<td>1.66%</td>
<td>2.11%</td>
<td>2.73%</td>
<td>2.92%</td>
</tr>
<tr>
<td>Ontario CPI (% change)</td>
<td>1.76%</td>
<td>2.53%</td>
<td>1.84%</td>
<td>1.96%</td>
<td>2.15%</td>
</tr>
<tr>
<td>Ontario Population (% change)</td>
<td>1.02%</td>
<td>0.69%</td>
<td>0.78%</td>
<td>0.87%</td>
<td>0.83%</td>
</tr>
<tr>
<td>Ontario Unemployment Rate</td>
<td>6.27%</td>
<td>6.52%</td>
<td>6.38%</td>
<td>5.98%</td>
<td>5.65%</td>
</tr>
<tr>
<td>Government of Canada 3 month T-Bill Rate</td>
<td>4.03%</td>
<td>4.45%</td>
<td>4.78%</td>
<td>4.77%</td>
<td>4.65%</td>
</tr>
</tbody>
</table>

Terms and conditions can be found in the Appendix.
Total Convention Centre Spending by category of 2010/2011 Events at the ABC Convention Centre:

**Convention Centre Delegate Spending ($)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$72,628,085</td>
</tr>
<tr>
<td>Transportation within Ontario</td>
<td>$12,064,339</td>
</tr>
<tr>
<td>Parking</td>
<td>$6,499,082</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$5,421,567</td>
</tr>
<tr>
<td>Recreation</td>
<td>$1,389,302</td>
</tr>
<tr>
<td>Attractions</td>
<td>$2,400,783</td>
</tr>
<tr>
<td>Meals and Drinks</td>
<td>$24,930,406</td>
</tr>
<tr>
<td>Shopping, including gifts</td>
<td>$9,259,058</td>
</tr>
<tr>
<td>Personal Services</td>
<td>$2,461,093</td>
</tr>
<tr>
<td>All other spending</td>
<td>$1,600,597</td>
</tr>
<tr>
<td><strong>Total Delegate Spending</strong></td>
<td><strong>$138,654,313</strong></td>
</tr>
</tbody>
</table>

**Convention Centre Exhibitor Spending ($)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$34,892,082</td>
</tr>
<tr>
<td>Transportation within Ontario</td>
<td>$1,902,016</td>
</tr>
<tr>
<td>Parking</td>
<td>$790,760</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$2,480,649</td>
</tr>
<tr>
<td>Recreation</td>
<td>$753,947</td>
</tr>
<tr>
<td>Attractions</td>
<td>$756,126</td>
</tr>
<tr>
<td>Meals and Drinks</td>
<td>$17,456,156</td>
</tr>
<tr>
<td>Shopping, including gifts</td>
<td>$1,647,822</td>
</tr>
<tr>
<td>Personal Services</td>
<td>$482,609</td>
</tr>
<tr>
<td>All other (non-production) spending</td>
<td>$47,897</td>
</tr>
<tr>
<td>Off-site hospitality</td>
<td>$8,724,282</td>
</tr>
<tr>
<td>Local Production</td>
<td>$2,859,119</td>
</tr>
<tr>
<td>Equipment Rentals or Services</td>
<td>$1,599,208</td>
</tr>
<tr>
<td>Shipping and Customs Clearance</td>
<td>$2,768,833</td>
</tr>
<tr>
<td><strong>Total Exhibitor Spending</strong></td>
<td><strong>$77,161,506</strong></td>
</tr>
</tbody>
</table>
## Convention Centre Production Costs ($)

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V</td>
<td>$2,902,415</td>
</tr>
<tr>
<td>Broadcast</td>
<td>$132,260</td>
</tr>
<tr>
<td>Data</td>
<td>$200,147</td>
</tr>
<tr>
<td>Display</td>
<td>$242,088</td>
</tr>
<tr>
<td>Electrical</td>
<td>$793,338</td>
</tr>
<tr>
<td>Freight</td>
<td>$380,949</td>
</tr>
<tr>
<td>Food/Beverage</td>
<td>$4,874,264</td>
</tr>
<tr>
<td>Hosting</td>
<td>$90,728</td>
</tr>
<tr>
<td>Housekeeping</td>
<td>$750,906</td>
</tr>
<tr>
<td>Labour</td>
<td>$428,047</td>
</tr>
<tr>
<td>Lighting</td>
<td>$231,249</td>
</tr>
<tr>
<td>Office Support</td>
<td>$210,636</td>
</tr>
<tr>
<td>Holding Lot</td>
<td>$240,427</td>
</tr>
<tr>
<td>Policing</td>
<td>$16,596</td>
</tr>
<tr>
<td>Rigging</td>
<td>$405,766</td>
</tr>
<tr>
<td>Security</td>
<td>$543,669</td>
</tr>
<tr>
<td>Signage</td>
<td>$154,969</td>
</tr>
<tr>
<td>Lines</td>
<td>$283,787</td>
</tr>
<tr>
<td>Long distance</td>
<td>$30,179</td>
</tr>
<tr>
<td>Truss</td>
<td>$245,935</td>
</tr>
<tr>
<td>Plumbing</td>
<td>$131,282</td>
</tr>
<tr>
<td>Other</td>
<td>$254,266</td>
</tr>
<tr>
<td><strong>Total Production Costs</strong></td>
<td><strong>$10,930,215</strong></td>
</tr>
</tbody>
</table>
2. Summary of Findings

Table 1. Economic Impact of 2010/2011 Events at the ABC Convention Centre (in dollars)

<table>
<thead>
<tr>
<th></th>
<th>Ottawa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Spending</td>
<td>$224,663,388</td>
</tr>
<tr>
<td><strong>Gross Domestic Product (GDP)</strong></td>
<td></td>
</tr>
<tr>
<td>Direct</td>
<td>$135,434,712</td>
</tr>
<tr>
<td>Indirect</td>
<td>$30,647,201</td>
</tr>
<tr>
<td>Induced</td>
<td>$29,145,211</td>
</tr>
<tr>
<td>Total</td>
<td>$195,227,124</td>
</tr>
<tr>
<td><strong>Labour Income</strong></td>
<td></td>
</tr>
<tr>
<td>Direct</td>
<td>$85,121,340</td>
</tr>
<tr>
<td>Indirect</td>
<td>$22,423,822</td>
</tr>
<tr>
<td>Induced</td>
<td>$1,828,765</td>
</tr>
<tr>
<td>Total</td>
<td>$109,373,927</td>
</tr>
<tr>
<td><strong>Employment (Jobs)</strong></td>
<td></td>
</tr>
<tr>
<td>Direct</td>
<td>2732</td>
</tr>
<tr>
<td>Indirect</td>
<td>354</td>
</tr>
<tr>
<td>Induced</td>
<td>310</td>
</tr>
<tr>
<td>Total</td>
<td>3396</td>
</tr>
<tr>
<td><strong>Direct Taxes</strong></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>$32,687,214</td>
</tr>
<tr>
<td>Provincial</td>
<td>$27,413,285</td>
</tr>
<tr>
<td>Municipal</td>
<td>$343,452</td>
</tr>
<tr>
<td>Total</td>
<td>$60,443,951</td>
</tr>
<tr>
<td><strong>Total Taxes</strong></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>$54,651,389</td>
</tr>
<tr>
<td>Provincial</td>
<td>$37,283,743</td>
</tr>
<tr>
<td>Municipal</td>
<td>$678,935</td>
</tr>
<tr>
<td>Total</td>
<td>$92,614,067</td>
</tr>
</tbody>
</table>
Table 2. Economic Impact of 2010/2011 Events at the ABC Convention Centre on GDP by industry (in dollars)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Impact on Ottawa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct GDP</td>
</tr>
<tr>
<td>Crop and Animal Production</td>
<td>$0</td>
</tr>
<tr>
<td>Forestry, Fishing and Hunting</td>
<td>$0</td>
</tr>
<tr>
<td>Mining and Oil and Gas Extraction</td>
<td>$0</td>
</tr>
<tr>
<td>Utilities</td>
<td>$0</td>
</tr>
<tr>
<td>Construction</td>
<td>$0</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$315,765</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>$341,254</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>$4,321,356</td>
</tr>
<tr>
<td>Other Transportation and Warehousing</td>
<td>$5,432,135</td>
</tr>
<tr>
<td>Ground Passenger Transportation (excl. Rail)</td>
<td>$2,354,684</td>
</tr>
<tr>
<td>Information and Cultural Industries</td>
<td>$2,023,153</td>
</tr>
<tr>
<td>Other Finance, Insurance, Real Estate and Renting &amp; Leasing</td>
<td>$996,543</td>
</tr>
<tr>
<td>Car Renting and Leasing</td>
<td>$2,335,412</td>
</tr>
<tr>
<td>Owner Occupied Housing</td>
<td>$0</td>
</tr>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>$0</td>
</tr>
<tr>
<td>Other Administrative and Other Support Services</td>
<td>$0</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>$0</td>
</tr>
<tr>
<td>Education Services</td>
<td>$0</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>$0</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>$9,135,143</td>
</tr>
<tr>
<td>Accommodation Services</td>
<td>$68,315,351</td>
</tr>
<tr>
<td>Food &amp; Beverage Services</td>
<td>$19,513,534</td>
</tr>
<tr>
<td>Other Services (Except Public Administration)</td>
<td>$2,841,321</td>
</tr>
<tr>
<td>Operating, Office, Cafeteria, and Laboratory Supplies</td>
<td>$0</td>
</tr>
<tr>
<td>Travel &amp; Entertainment, Advertising &amp; Promotion</td>
<td>$0</td>
</tr>
<tr>
<td>Transportation Margins</td>
<td>$0</td>
</tr>
<tr>
<td>Non-Profit Institutions Serving Households</td>
<td>$0</td>
</tr>
<tr>
<td>Government Sector</td>
<td>$276,835</td>
</tr>
<tr>
<td>Net Indirect Taxes on Production</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$118,202,486</strong></td>
</tr>
</tbody>
</table>
Appendix:

**Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

**Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

**Indirect impact:** refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

**Induced impact:** refers to the impact associated with the re-spending of labour income and/or profits earned in the industries that serve travelers directly and indirectly.

**Employment:** refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

**Federal tax revenues:** include personal income tax, corporate income tax, commodity tax (GST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

**Provincial tax revenues:** include personal income tax, corporate income tax, commodity tax (PST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

**Municipal tax revenues:** include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with GST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism’s contribution to the economic activity of the municipality and hence its tax base.

**Industry:** The industry follows Statistics Canada’s 1997 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.