



Canadian Sport Tourism Alliance

Alliance canadienne du tourisme sportif



## ECONOMIC IMPACT ASSESSMENT FACT SHEET

Canada hosted the FIFA Women's World Cup Canada 2015™ from coast to coast between June 6 and July 5 in Vancouver, British Columbia; Edmonton, Alberta; Winnipeg, Manitoba; Ottawa, Ontario; Montreal, Quebec; and Moncton, New Brunswick. The largest single sporting event ever hosted in Canada, it was preceded by the FIFA U-20 Women's World Cup Canada 2014 from August 5 to 24 in Edmonton, Alberta; Toronto, Ontario; Montreal, Quebec; and Moncton, New Brunswick.

With more than 1.35 million spectators, Canada 2015 set the FIFA record for highest attendance outside of the FIFA World Cup and attracted thousands of out of town spectators. More than 84,000 visitors made one or more day trips while 174,000 visitors made an overnight visit to one of the official host cities including more than 96,600 visitors from the United States. Spending by these visitors combined with that of the nearly 300,000 spectators at the FIFA U-20 World Cup Canada 2014.

\$493.6 million in economic activity was supported based on total initial expenditures for both competitions by the event organizers of \$216 million which generated \$249 million net economic activity (GDP) across the country. Tax revenues supported by both competitions totaled \$97.6 million, with \$46 million accruing to the federal government; \$36.7 million to provincial governments; and \$14.9 in municipal taxes.

The two competitions were supported by over 2,500 volunteers who collectively contributed over 153,000 hours of their time to ensure the success of the event. Over 100 nationalities were represented by these volunteers.

The study was conducted using the Canadian Sport Tourism Alliance (CSTA) Sport Tourism Economic Assessment Model Professional version.

## KEY FIGURES

**\$493.6M**

ECONOMIC ACTIVITY

**\$249M**

GDP

**\$216M**

INITIAL EXPENDITURE

**\$97.6M**

TAXES SUPPORTED

**1.35M**

ATTENDANCE

**50%**

SPECTATORS WERE  
OUT OF TOWN VISITORS

**\$93M**

TOURISM SPENDING

**\$162**

SPENT BY THE AVERAGE  
SAME-DAY TRAVELLER

**\$547**

SPENT BY THE AVERAGE  
OVERNIGHT TRAVELLER  
PER TRIP

**3,100**

JOBS SUPPORTED

**2,500**

VOLUNTEERS

November 2015

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## ECONOMIC IMPACT SUMMARY BY PROVINCE

\$ Million	British Columbia	Alberta	Manitoba	Ontario	Québec	New Brunswick	Total
Initial Expenditure	\$53.1	\$32.2	\$20.0	\$67.3	\$29.2	\$14.7	\$216.4
Gross Domestic Product	\$59.0	\$39.8	\$20.8	\$79.2	\$34.3	\$16.0	\$249.1
Wages & Salaries	\$39.4	\$24.6	\$13.6	\$50.7	\$23.1	\$10.9	\$162.4
Employment (Full-year jobs)	850	492	303	792	497	219	3,154
Industry Output	\$118.8	\$78.3	\$42.4	\$148.8	\$71.3	\$33.9	\$493.6
Total Taxes	\$26.9	\$13.2	\$8.7	\$28.1	\$14.8	\$5.9	\$97.6
Federal	\$12.2	\$7.4	\$3.7	\$13.9	\$6.0	\$2.7	\$46.0
Provincial	\$9.7	\$4.1	\$3.5	\$10.4	\$6.5	\$2.5	\$36.7
Municipal	\$5.0	\$1.7	\$1.4	\$3.8	\$2.3	\$0.6	\$14.9

## ECONOMIC IMPACT SUMMARY BY OFFICIAL HOST CITY

\$ Million	VAN	EDM	WIN	OTT	MTL	MON	NOC	Toronto 2014	Provincial Spillover	Total
Initial Expenditure	\$53.1	\$32.2	\$20.0	\$18.1	\$29.2	\$14.7	\$43.5	\$5.7	\$0.0	\$216.4
Gross Domestic Product	\$38.3	\$26.3	\$16.9	\$12.1	\$20.6	\$9.2	\$32.8	\$3.7	\$89.3	\$249.1
Wages & Salaries	\$28.7	\$18.5	\$12.1	\$9.0	\$15.8	\$7.3	\$21.7	\$2.9	\$46.4	\$162.4
Employment (Full-year jobs)	692	405	278	188	368	155	260	62	745	3,154
Industry Output	\$82.9	\$56.4	\$35.9	\$28.6	\$47.6	\$22.5	\$66.8	\$8.7	\$144.1	\$493.6
Total Taxes	\$20.1	\$9.8	\$7.7	\$5.8	\$10.3	\$3.8	\$10.1	\$1.8	\$28.2	\$97.6
Federal	\$8.8	\$5.5	\$3.3	\$2.6	\$4.0	\$1.7	\$5.3	\$0.8	\$14.1	\$46.0
Provincial	\$7.2	\$3.0	\$3.1	\$2.2	\$4.5	\$1.6	\$3.6	\$0.7	\$10.8	\$36.7
Municipal	\$4.2	\$1.3	\$1.3	\$1.0	\$1.8	\$0.5	\$1.2	\$0.3	\$3.3	\$14.9