

# Estimating Economic Impact of Sports Tourism: An Improved Method and an Application

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## Introduction

Accurately and cost-effectively measuring the economic impact of amateur sports programs is essential to public planning in host communities, yet impact is difficult to measure. Community planners need a practical method of estimating economic impact.

## Purpose

To develop an economic impact model:

- Using existing secondary data
- Not requiring event-by-event surveys
- Efficient for application to an annual sports program

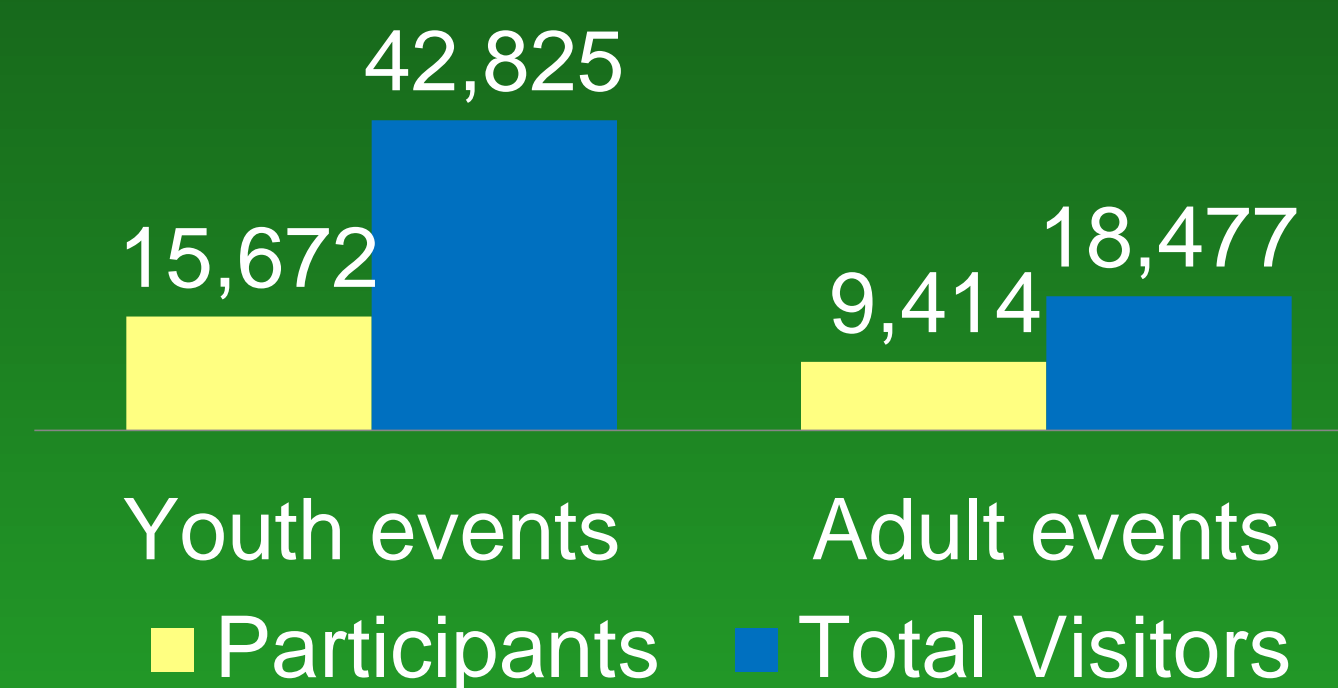
## Methods

- Primary inputs: event type, duration, and number of participants
- Secondary inputs:
  - Party size
  - Nonlocal percentage
  - Average daily spending
- Economic impact = #tourists x avg. daily spending x multiplier†

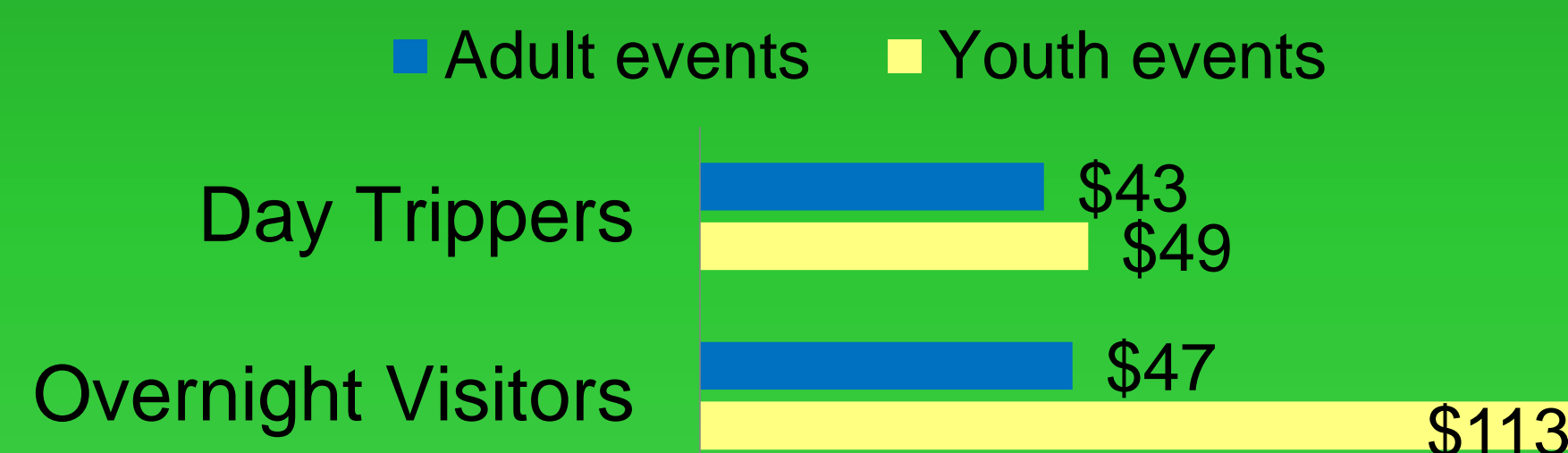
† Stynes, D. J. (1997). *Economic impacts of tourism A Handbook for Tourism Professionals.*

We would like to thank the **Columbus Visitors' Center** and **Columbus Sports Advisory Council** for sponsoring this study and providing data for our analysis.

## Event Attendance\*

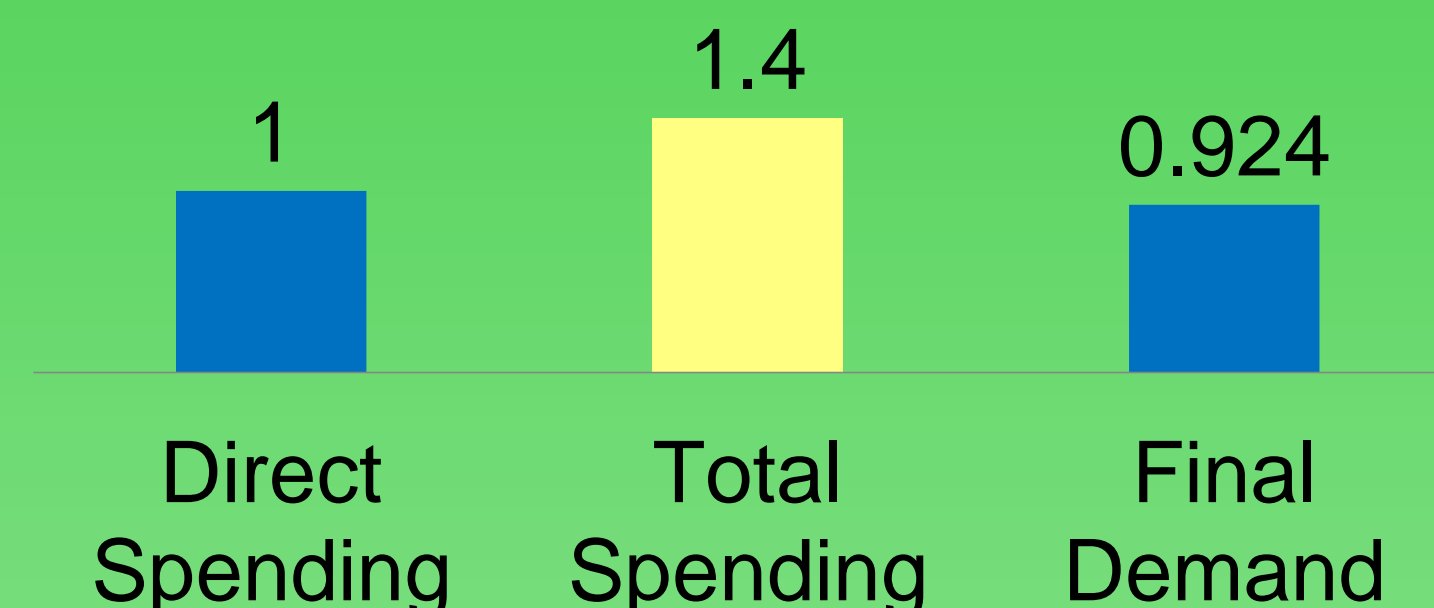


## Tourist Daily Spending Averages\*



\*Gibson, H.J., Kaplanidou, Kyriaki, and Kang, Sung Jin. (2011). Small-scale event sport tourism: A case study in sustainable tourism. *Sport Management Review.*

## Multipliers - Negligible Impact‡



‡ Certec Inc. (2011.) Economic Impact of the Columbus/Bartholomew County Tourism.  
 ‡ Economic Multipliers for Regions. (2001.) US Army Corps of Engineers.

## Application / Results

1. Gathered primary inputs
2. Identified key authoritative peer-reviewed study that:
  - Estimates party size
  - Estimates total nonlocal percentage
  - Segments events into categories
  - Provides baseline average daily spending per category
3. Adjusted expenditures with pricing index
4. Adjusted expenditures with GDP data
5. Calculated adjusted daily spending averages
6. Estimated total direct spending
7. Countervailed multiplier and capture
8. Inferred direct spending estimate is economic impact

*Columbus' 2012 sports program: \$17.9 M*

## Significance

Our study provides:

- A simple tool for community planners to use, to estimate economic impact consistently and accurately
- An explanation of economic impact
- An application of the method to a small U.S. host community

*We plan to submit our completed study to "Tourism & Planning Development," a journal which publishes peer-reviewed, scholarly articles.*