

THE ECONOMIC IMPACT of an OLD TIMERS' HOCKEY  
TOURNAMENT in SASKATCHEWAN:  
A CASE STUDY of ESTEVAN

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## **Executive Summary**

The purpose of this study was to examine the economic impact of a senior men's hockey tournament on the community of Estevan, and in the process, provide data that will assist in the understanding of the economic ramifications of such an activity within the province. Often unaware of the impact tournaments have on the local economy, many business and civil facilities remain uninvolved in hockey event planning and support, and unaware of their economic potential. This is surprising given the frequent occurrence of hockey tournaments in many communities across the province.

The study was conducted from a sample of tournament participants and their families attending the Estevan Strippers' 15~ Annual Molson "Spring Bust" Tournament from April 9th to 13th, 1997. A total of 243 male players aged 30 and up received a questionnaire, with a response rate of 26.7%. The main results are as follows:

- The total projected economic impact of the tournament on Estevan is estimated at over \$50,000, with a total estimated \$61,358 benefit to the province of Saskatchewan.
- Overall, spending on food and drink at restaurants, the event site, and other establishments totaled an estimated \$26 112.
- For the tournament, expenditures were estimated at \$12,305 at restaurants and \$10,001 at the event site.
- As the second largest single expenditure, gas and transportation added an estimated \$10,047 to the provincial economy.
- Gas and transportation expenditures by participants traveling greater than 150 km averaged \$32.94 per family group within "city limits" and \$41.78 outside of the host community, with those within 150 km of the event averaging \$26.36 of expenditures within the Estevan area and \$18.35 outside.
- Hotel and motel expenditures totaled \$8,555; 82.6% of those traveling over 150 km required accommodation.

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Nicole Choptain was instrumental in helping to organize this study. She was involved at most stages of the research, and therefore contributed significantly to its final outcome.