

Economic Impact Assessment of the Apple Blossom Festival



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Study Purpose

- The purpose of the study is to estimate the economic impact of visitors attending the 76th Apple Blossom Festival held from May 28th to June 2nd, 2008.
- The Festival's economic impact is measured by estimating spending generated by visitors.
- The Festival's economic value is measured by combining the estimate of Valley residents' spending with the spending generated by visitors.

Study Area

- The study area is the Annapolis Valley, defined as the geographical area from the Town of Windsor to the Town of Digby.
- Individuals living outside this area are considered visitors.
- Individuals living in this region are considered “locals” (Valley residents).

Data

- Data was collected via a random survey of visitors on three different days—Friday, May 30 to Sunday, June 2.
- A total of 205 surveys were collected.

Table 1

Geographical Distribution of Survey Respondents

Visitor Group Residence Area	Number	Percent
Valley	146	71
Halifax (HRM)	27	13
Non - HRM Nova Scotia	29	14
Non - Nova Scotia	4	2
TOTAL	206	100

Table 2

Geographical Distribution of Visitors

Visitor Group Residence Area	Number	Percent
Halifax (HRM)	27	45
Non - HRM Nova Scotia	29	48
Non - Nova Scotia	4	7
TOTAL	60	100

Estimating Direct Expenditures by Visitors to the Festival

- Visitor participants are broken into three groups when assessing direct expenditures. These groups are:
 1. Visitors with spending on accommodations.
 2. Visitors staying overnight but with no spending on accommodations.
 3. Visitors not staying overnight

Visitors with Spending on Accommodations

- This group comprised 25% of the visitor respondents.
- 27% of these visiting parties attended the event over 3 days
- 40% of these visiting parties attended the event over 2 days
- 33% of these visiting parties attended the event over 1 day
- Average party size 3.5 persons.

Table 3

Average Party Expenditure by Visitors Paying for Accommodation

	Average Expenditure
Food & Bev	\$158.60
Lodging	\$165.20
Retail Shopping	\$75.50
Entertainment	\$37.00
Vehicle expenses	\$49.70
Other	\$14.20
Total	\$500.20

Overnight Visitors with No Spending on Accommodations

- This group comprised 28% of the visitor respondents.
- 33% of these visiting parties attended the event over 3 days
- 52% of these visiting parties attended the event over 2 days
- 14% of these visiting parties attended the event over 1 day
- Average length of stay was 2.3 days
- Average party size 5.0 persons.

Table 4

Average Party Expenditure by Overnight Visitors Not Paying for Accommodation

	Average Expenditure
Food & Bev	\$100.60
Retail Shopping	\$23.20
Entertainment	\$19.00
Vehicle expenses	\$50.50
Other	\$21.00
Total	\$214.30

Non-Overnight Visitors

- This group comprised 37% of the visitor respondents.
- All of these visiting parties attended the event over 1 day
- Average party size 3.67 persons.

Table 5

Average Party Expenditure by Non-Overnight Visitors

	Average Expenditure
Food & Bev	\$56.33
Retail Shopping	\$15.38
Entertainment	\$8.50
Vehicle expenses	\$43.57
Other	\$0.00
Total	\$123.78

Valley Residents Attending the Festival

- This group comprised 71% of the survey respondents.
- 12 % attended the event over 4 or 5 days
- 19% attended the event over 3 days
- 46 % attended the event over 2 days
- 24 % attended the event for 1 day
- Average length of stay was 2.3 days
- Average party size 5.2 persons

Table 6

Average Party Expenditures by Valley Residents

	Average Expenditure
Food & Bev	\$71.45
Retail Shopping	\$16.50
Entertainment	\$20.38
Vehicle expenses	\$26.89
Other	\$2.26
Total	\$137.48

Table 7

Estimating Total Persons By Visitor Types

The totals for the visitor groups are based on the breakdown of survey respondents and are adjusted for average group size for each visitor group type.

Estimated Total Grand Street Parade Attendance

Estimate Total Persons for Visitor Groups	Survey	Estimated Total Grand Street Parade Attendance		
	%	80,000	100,000	120,000
Valley	71	60,428	75,535	90,642
Overnight Visitors Overnight \$ for Lodging	13	4,376	7,104	7,104
Overnight Visitors, No \$ for Lodging	14	8,357	10,407	12,536
Non – Overnight Visitors	2	6,479	8,099	9,718

Table 8

Estimating Total Number of Groups By Visitor Types

The totals for the visitor groups are based on the breakdown of survey respondents and are adjusted for average group size for each visitor group type.

Estimated Total Grand Street Parade Attendance

Estimated Total Number of Visitor Groups	Low	Base	High
	Case 80,000	Case 100,000	Case 120,000
Valley	11,621	14,526	17,431
Overnight Visitors Overnight \$ for Lodging	1,353	1,691	2,030
Overnight Visitors No \$ for Lodging	1,671	2,089	2,507
Non – Overnight Visitors	1,751	2,189	2,627

Table 9

Total Expenditure by Overnight Visitors Paying for Accommodation

	Total Expenditures \$		
	Low Case	Base Case	High Case
Food & Bev	214,602	268,252	321,902
Lodging	223,532	279,415	335,298
Retail Shopping	102,159	127,699	153,238
Entertainment	50,065	62,581	75,097
Vehicle expenses	67,249	84,061	100,874
Other	19,214	24,018	28,821
Total	676,820	846,025	1,015,230

Table 10

Total Expenditure by Overnight Visitors Not Paying for Accommodation

	Total Expenditures \$		
	Low Case	Base Case	High Case
Food & Bev	168,150	210,188	252,226
Lodging	0	0	0
Retail Shopping	38,778	48,473	58,167
Entertainment	31,758	39,698	47,637
Vehicle expenses	84,410	105,512	126,614
Other	35,101	43,876	52,651
Total	358,197	447,746	537,296

Table 11

Total Expenditure by Non-Overnight Visitors

Total Expenditures \$

	Low Case	Base Case	High Case
Food & Bev	98,638	123,297	147,957
Lodging	0	0	0
Retail Shopping	26,931	33,664	40,397
Entertainment	14,884	18,605	22,326
Vehicle expenses	76,294	95,368	114,441
Other	0	0	0
Total	216,747	270,934	325,121

Table 12

Total Expenditure by Valley Residents

Total Expenditures \$

	Low Case	Base Case	High Case
Food & Bev	830,301	1,037,877	1,245,452
Lodging	0	0	0
Retail Shopping	191,742	239,678	287,613
Entertainment	236,831	296,038	355,246
Vehicle expenses	312,482	390,602	468,722
Other	26,263	32,829	39,394
Total	1,597,619	1,997,023	2,396,428

Table 13

Total Expenditure by All Visitor Types (Economic Impact)

Total Expenditures \$

	Low Case	Base Case	High Case
Food & Bev	481,390	601,737	722,085
Lodging	223,532	279,415	335,298
Retail Shopping	167,869	209,836	251,803
Entertainment	96,707	120,883	145,060
Vehicle expenses	227,953	284,941	341,929
Other	54,315	67,894	81,472
Total	1,251,765	1,564,706	1,877,647

Table 14

Total Expenditure by All Visitor Types and Valley Residents (Economic Value)

Total Expenditures \$

	Low Case	Base Case	High Case
Food & Bev	1,311,691	1,639,614	1,967,537
Lodging	223,532	279,415	335,298
Retail Shopping	359,611	449,513	539,416
Entertainment	333,537	416,922	500,306
Vehicle expenses	540,434	675,543	810,651
Other	80,578	100,722	120,867
Total	2,849,383	3,561,729	4,274,075

Summary

- The purpose of the study is to estimate the economic impact/significance of the 76th Apple Blossom Festival (2008).
- The direct economic impact is measured by estimating spending generated by visitors from outside the Annapolis Valley. This is estimated to range from \$1.2 million to \$1.9 million.
- The direct economic value combines Valley residents' spending associated with the Festival with spending generated by visitors. The economic value is estimated to range from \$2.8 to \$4.3 million.