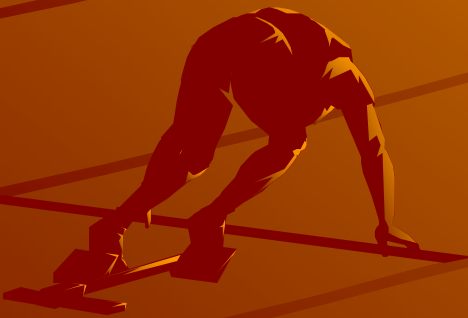


# Measuring Visitor Spending at a Middleton Minor Hockey Tournament



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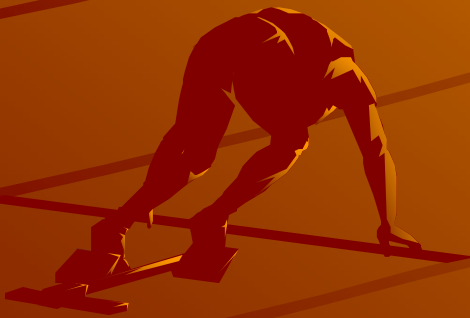
May, 2006

# Purpose of the Study

- ✦ The goal of the study was to estimate the economic impact of visitors attending a minor hockey tournament in the town of Middleton
- ✦ The economic impact is measured by the direct spending made by visitors whose expressed purpose of being in Middleton was attending the tournament

# Study Area

- ✦ The study area is defined as the town of Middleton and surrounding area with a 15 minute drive



# Data

- ✦ Data was collected via survey of visitors collected at the Middleton arena
- ✦ Only visitors whose purpose was to attend the hockey tournament were included
- ✦ A total of 95 surveys were collected covering all ten visiting teams
- ✦ Local (Middleton) participants & spectators were excluded leaving 79 usable surveys

# Data

- ✦ 56 (71%) of the surveyed groups did not stay overnight (average group size 4.0 persons)
- ✦ 23 (29%) of the surveyed groups stayed overnight in the Middleton area (average group size 3.7 persons)

# Data

- ✦ Survey groups requiring accommodations originated in Barrington (100%), HRM (47%), Digby (50%).
- ✦ The average number of groups per team was estimated to be 8 with an average size of 4.0 for non-overnight groups and 3.7 for groups that stayed overnight

# Data

- ◆ Total number of overnight groups is estimated to be 23 and total overnight visitors to be 85 (3.7 per group)
- ◆ Estimated number of day groups is estimated to be 56 and total day visitors to be 224 (4.0 per group)
- ◆ Total number visitors attending the tournament is 309

# Average Spending per Group Day Visitors

(In Middleton area)

Spending Category	Expenditure \$
Restaurant Meals/Bev	\$38.0
Groceries/liquor at stores	\$3.39
Other Shopping	\$13.70
Private Vehicle (gas/oil)	\$18.04
Recreation/entertainment	\$2.41
Other	\$1.44
Total	\$76.98

# Total Spending Day Visitors

(In Middleton area)

Spending Category	Expenditure \$
Restaurant Meals/Bev	\$2,128
Groceries/liquor at stores	\$190
Other Shopping	\$767
Private Vehicle (gas/oil)	\$1,010
Recreation/entertainment	\$135
Other	\$80
Total	\$4,310

# Average Spending Per Overnight Group

(In Middleton Area)

Spending Category	Expenditure \$
Accommodations	\$51.35
Restaurant Meals/Bev	\$86.96
Groceries/liquor at stores	\$28.64
Other Shopping	\$60.87
Private Vehicle (gas/oil)	\$61.74
Recreation/entertainment	\$12.90
Other	\$0.91
Total	\$300.96

# Total Spending Overnight Groups

(In Middleton Area)

Spending Category	Expenditure \$
Accommodations	\$1,181
Restaurant Meals/Bev	\$2,000
Groceries/liquor at stores	\$658
Other Shopping	\$1,400
Private Vehicle (gas/oil)	\$1,420
Recreation/entertainment	\$296
Other	\$21
Total	\$6,977

# Total Visitor Spending

(In Middleton Area)

Spending Category	Expenditure \$
Accommodations	\$1,181
Restaurant Meals/Bev	\$4,242
Groceries/liquor at stores	\$859
Other Shopping	\$2,208
Private Vehicle (gas/oil)	\$2,484
Recreation/entertainment	\$439
Other Plus Registration	\$3,106
Total	\$14,519