

## SUMMARY OF TASKS IN ASSESSING THE ECONOMIC IMPACT OF SPORT/RECREATION/CULTURAL EVENTS/FACILITIES

### TASK 2 **Data Collection:**

#### **2.1 Data Collection Approach:**

- Finding adequate data can be a major obstacle. Poor data undermine the validity and accuracy of the analyses. Whether using existing data or collecting original data, the primary goal is the same: Develop some way to delineate incremental spending (event/facility related spending from other economic activity that would occur in absence of the event/facility). There are two basic approaches.

Demand Approach - Surveying to identify non-local participants and related persons who would not be in the area in absence of the event/facility, their numbers and spending levels (survey methods include: interviews, self-administered questionnaires, expenditure diaries, email/internet/mailed surveys, telephone surveys, etc.

Supply Approach - Collect data from firms/agencies/organization that are receiving visitor expenditures. Response rates are often a problem here, as is the ability to delineate resident/non-resident expenditures. Ideally use both demand and supply methods to cross reference data accuracy but previous efforts have shown the demand side to be more effective.

#### **2.2 Data Collection Instrument(s):**

- Data collection tools include (interviews/mail/telephone, etc.)
- Identify purpose of trip. Breakdown expenditure by type: accommodation/restaurant meals and beverages, etc.
- Geographical location of expenditures (inside/outside study area).
- Breakdown visitors by type: participant/accompanying participant/spectator, use/not use accommodations, type of accommodations, length of stay, etc.
- Identify the party for whom the expenditures refer (single person respondent/those traveling/staying together, etc.

#### **2.3 Data Collection Strategy:**

- Accurate estimates or counts of the number of participants/spectators, etc. and the proportions that are from outside the study area are critical.
- Collecting valid/accurate information through sampling requires careful planning, including determination of appropriate sample size and obtaining an unbiased sample. Without careful planning, information obtained through sampling may be of little use.

- Sampling issues include sufficient sample size, sample selection (who/where/when), sampling method (random/segmented).