

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

TASK 3 Estimate Total Direct Visitors Spending

- This Task initially involves tabulating the collected data from the sample of visitors captured in the survey. The tabulation would typically involve calculating total/average expenditure (and related information) per person/party. This information would then be combined with the estimate of total number of visitors (segmented by type if applicable and delineated by expenditure category) to calculate total direct visitor expenditures. In summary this Task involves using the sample characteristics (spending by visitor type) and projecting these spending profiles over the total number of visitors (by type) to derive the total direct spending by visitors (direct impact).