

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

**TASK 4 Measuring Total Economic Impacts (Assessing Indirect
Impacts via the Multiplier Effect)**

(Note this Task may not be possible/relevant for some smaller communities/areas. Please note this in no way reduces the validity/importance of completing an accurate estimate of direct expenditures as a measure of the economic impact).

- This Task involves combining the direct visitor expenditures with relevant multipliers/models to capture the spin-off effects (or multiplied impacts) and hence capture the total impacts of visitor expenditures.
- The methods used to calculate the spin-off effects will depend on the availability of existing multipliers/models or the availability of data to construct such instruments.
- The ultimate goal of this Task is to assess the total impacts on the study area in terms of relevant economic variables (sales, income, employment, taxes, etc.) and by industrial sector (food & beverage, accommodation, retail sales, etc. (if possible).
- Analysis should focus on the income impacts, especially if the study region is small and a significant proportion of expenditures flow directly out of the local economy, thereby reducing re-spending and local income generation.