

The AVESTA Impact Guide: An Introduction

Welcome to the Impact Guide portion of the Annapolis Valley Event and Sports Tourism Association (AVESTA) website.

The *Impact Guide* deals with assessing the economic impacts of sport/recreation/cultural events. It outlines the connection between events/facilities that attract visitors and the economic impacts these visitors can have on the local economy. The goal is to guide users through the logic of the impact process and show them how they can team up with professors and students of Acadia University to complete an economic impact report for their event. This part of the AVESTA website also serves as a source of information related to sport/event tourism with links to a number of very useful and informative websites. Finally, the *Impact Guide* houses electronic copies (PDF/ Microsoft Word/Power Point) of a number of economic impact reports relevant to Annapolis Valley sport/recreation/cultural events/facilities. It is hoped that the AVESTA website and the *Impact Guide* will spark interest in the subject area and provide an efficient mechanism for the completion of many more economic impact studies related to sports/cultural events in the Annapolis Valley.

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