

Kamloops Rotary Ribfest 2017 Economic Impact Analysis

September, 2017



O'LEARY & ASSOCIATES LTD.
PERFORMANCE. INNOVATION. LEADERSHIP.



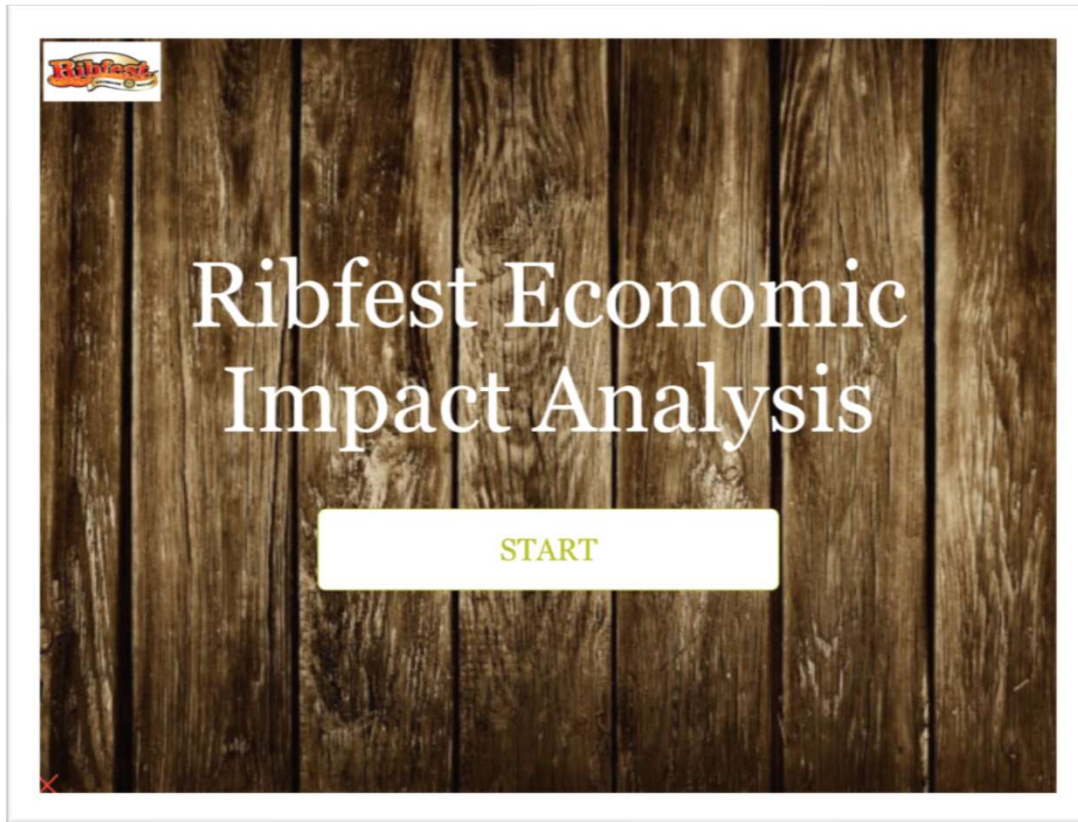
© 2016 Arlene Omatsu

Sample Size & Confidence



- Two different major data sets were collected during Ribfest 2017.
 - Intercept survey which was comprised of 342 survey completions in total, resulting in a 95% confidence level and a 5.3% confidence interval.
 - “Rib-running” data represented 2995 unique orders, which track customer phone numbers and order costs. This represents a 99% confidence level and a 2.3% confidence interval.

Intercept survey

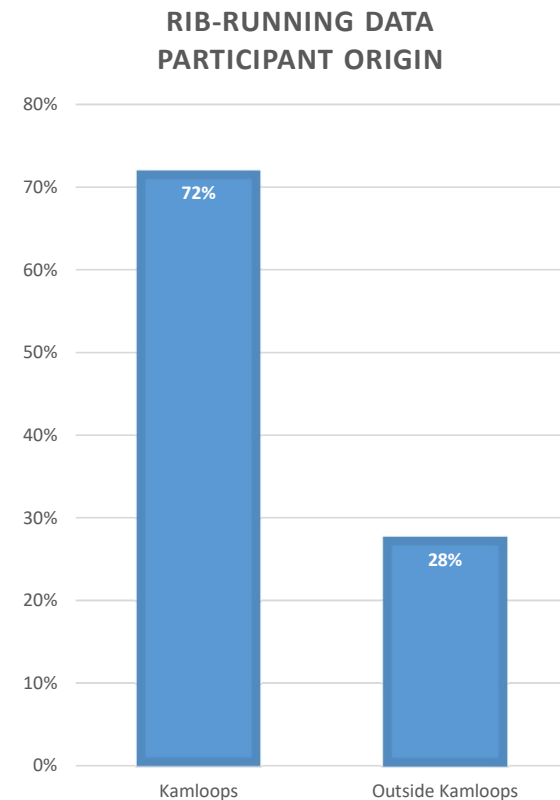


- 6 iPads – Thanks to Simply Computing
- 5 TRU MBA Students
- Dozens of Rotarians



Participant Origin

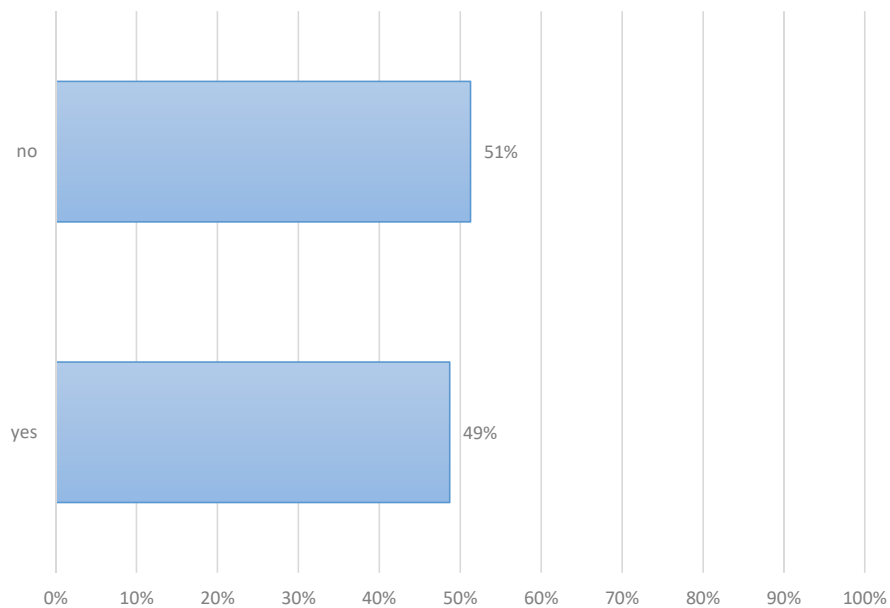
- **Kamloops Ribfest attendees are comprised of between 72% - 74% locals and 26% - 28% non-Kamloops residents.**
- Nearly half (49%) of non-residents indicated that they specifically came to Kamloops because of Ribfest
- Only 11% of visitors indicated that Ribfest had no impact on their decision to come downtown Kamloops.



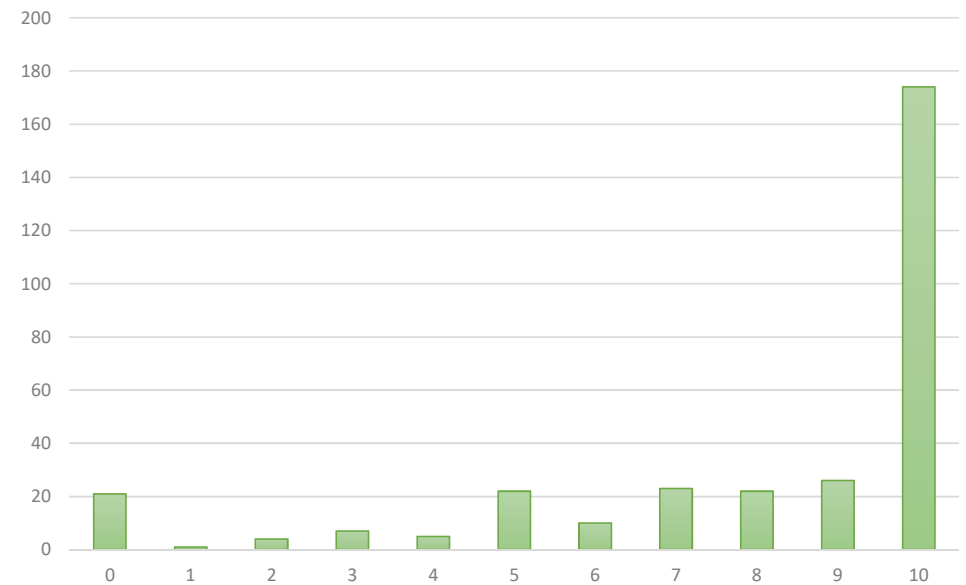


Participant Origin

Non-locals answers to: Did you come to Kamloops specifically for Ribfest?



How important was Ribfest in your decision to travel to downtown Kamloops?
10 being extremely important and 0 meaning it had no influence.





Participant Origin

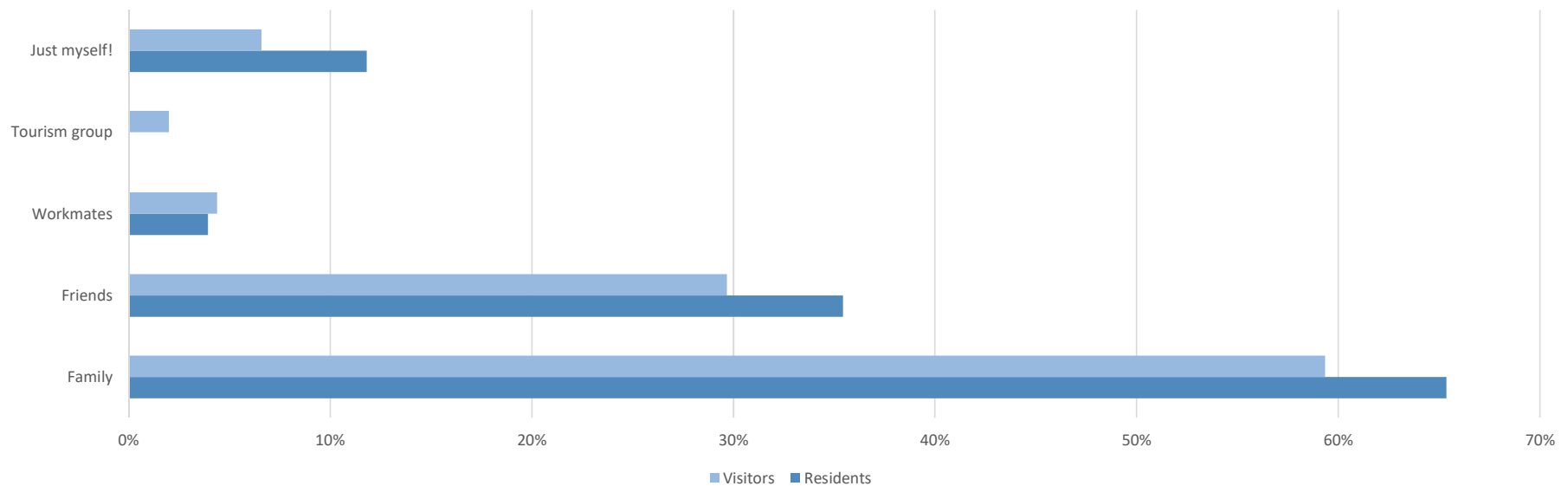




Ribfest is about Families

- **Ribfest is very much a family event.** the vast majority of participants, whether they are residents or visitors, arrived in groups and the majority defined themselves as family (56%)

How would you define your group?

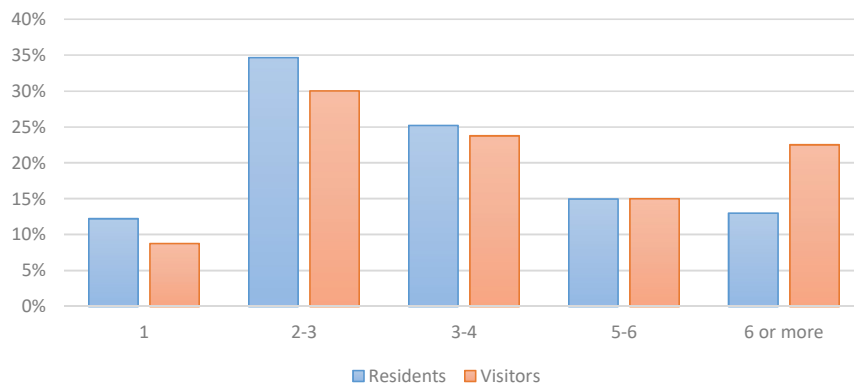




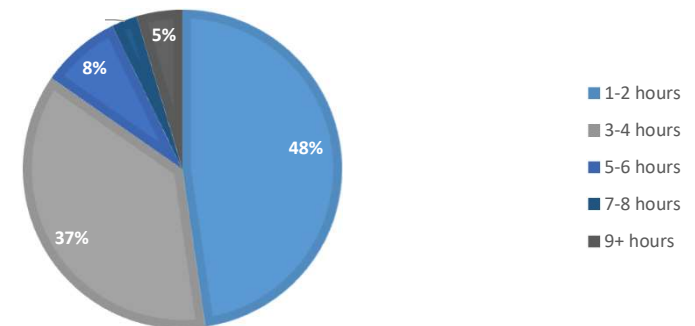
Ribfest Party Size/Time Spent

- Majority fall in the 2 to 4 group size range, with visitors being slightly more likely to represent larger groups
- 25% indicated that they had either attended or planned to attend Ribfest on more than one day
- (85%) Indicate they spent between 1 and 4 hours at Ribfest

How many people are in your group?



HOW MUCH TIME DO YOU EXPECT TO SPEND
DOWNTOWN KAMLOOPS TODAY IN RELATION TO
RIBFEST 2017?

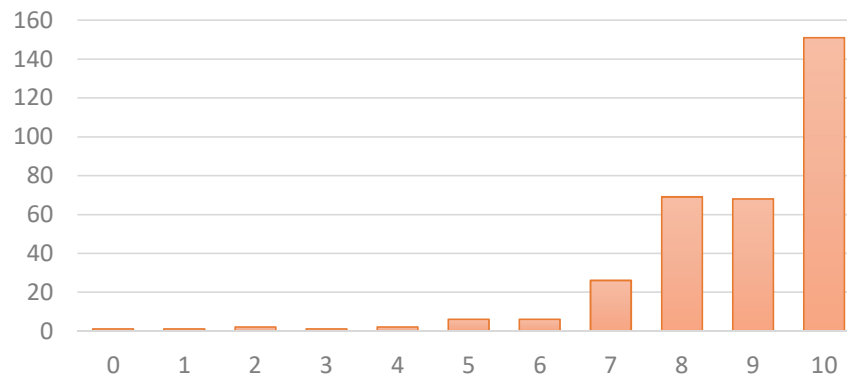




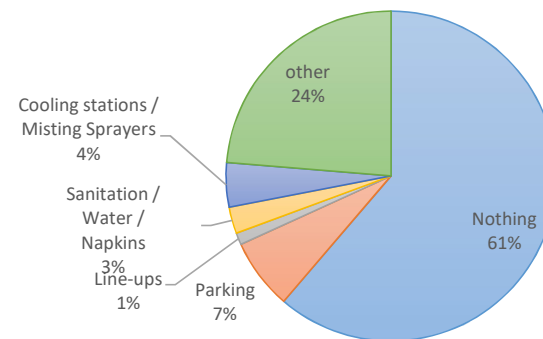
Satisfaction

- **Overall, there was an extremely high satisfaction level with Ribfest with 94% of respondents scoring Ribfest at a 7/10 or higher.**

How satisfied are you with Ribfest?



What could we have done better?



- This was further reinforced by the question “What could we have done better?” which produced a 61% response rate of “nothing”



Economic Impact in 2017

- The direct economic contribution by visitors to the event in 2017 was estimated at between 2.72 million and 2.90 million dollars.
- **The estimated total economic impacts accruing to British Columbia in 2017 due to Ribfest was \$3.98 to \$5.97 million**

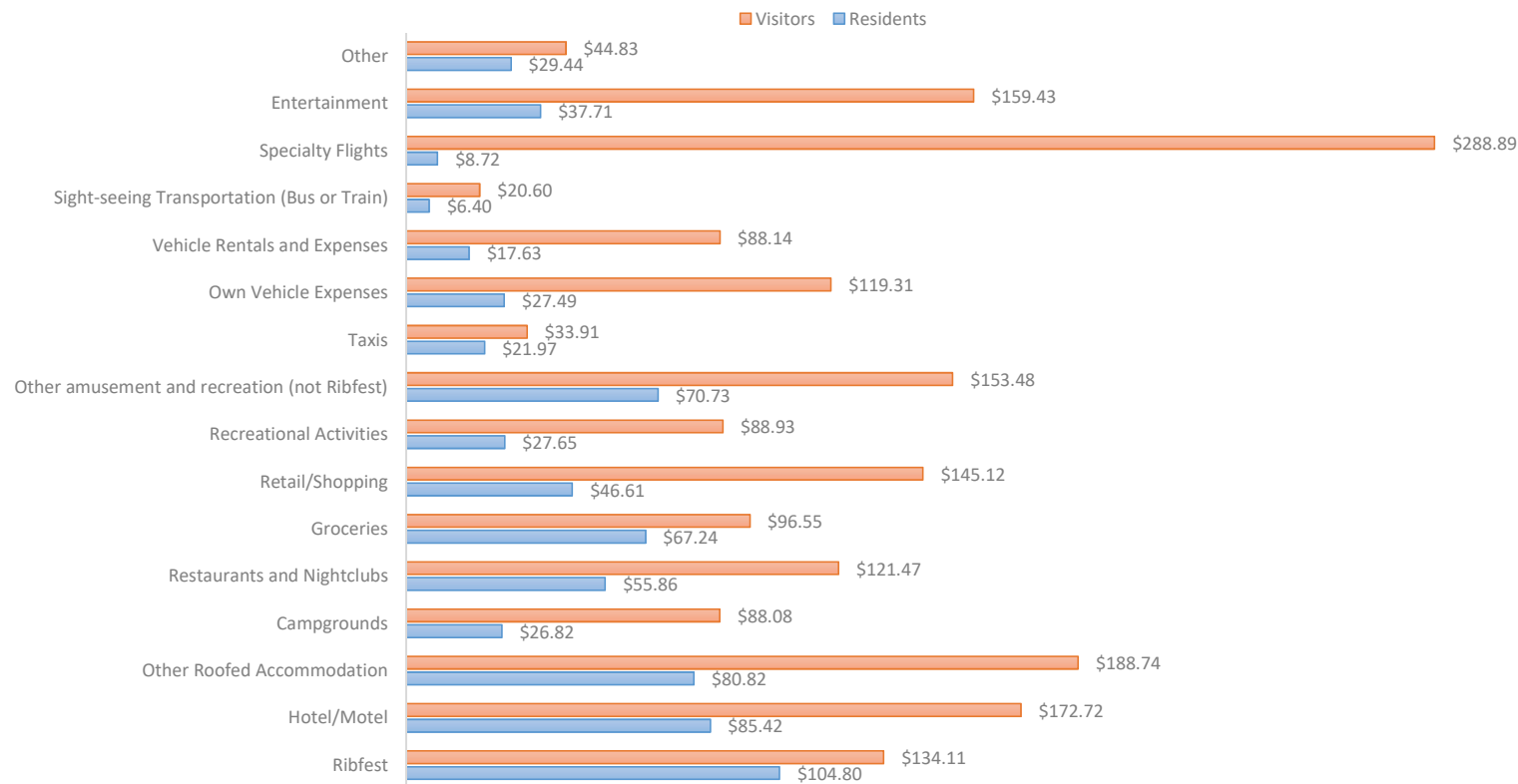
(calculated using Statistics Canada's 2010 Input-Output Model and applying economic multipliers).





Economic Impact in 2017

Average amount of money spent at Ribfest related to the following categories:



Economic Impact in 2017



Estimated Total Ribfest Visits	52,200	55,800	Notes
Unique Ribfest Visitors	34,800	37,200	Based on estimated 1.53 visits per person - calculated as average of all intercept survey respondents to question: On what days were you at Ribfest or plan to visit Ribfest?
Unique Ribfest Group Attendees	9,858	10,538	Based on estimated 3.53 people per group - calculated as frequency response rates from all intercept survey respondents to question: How many people are in your group?
Average Group Expenditure	\$381.08		Based on the sum of the averages of responses from the 16 detailed spending questions
Total Estimated Ribfest Related Spending	\$3.76 million	\$4.02 million	This is the result of the average group expenditure multiplied by the unique Ribfest Group Attendees
Motivation Factor	72.3%		This factor was calculated as an average of all intercept survey responses to the question "How important was Ribfest in your decision to travel to downtown Kamloops? 10 being extremely important and 0 meaning it had no influence ".
Direct Visitor Economic Contribution Attributed to Ribfest	\$2.72 million	\$2.90 million	This is the estimated total direct expenditure by Ribfest participants which was motivated by Ribfest

Economic Impact in 2017

Spend Category	Average Party Expenditure	Total Estimated Expenditure	Consumption Tax Rate	Output	Industry Multiplier Code	Multiplier	Total Output
Ribfest Event*	\$27.71	\$273,189.83	5.0%	\$259,530.33	BS722000	1.82	\$472,345.21
Hotel / Motel	\$36.64	\$361,237.71	12.0%	\$317,889.19	BS721100	1.66	\$527,696.05
Other Accommodation	\$29.25	\$288,346.50	0.0%	\$288,346.50	BS721100	1.66	\$478,655.19
Campgrounds	\$10.97	\$108,177.05	5.0%	\$102,768.20	BS721A00	1.53	\$157,235.35
Restaurant / Pub / Club	\$22.21	\$218,957.45	12.0%	\$192,682.56	BS722000	1.82	\$350,682.26
Groceries	\$26.43	\$260,546.94	5.0%	\$247,519.59	BS445000	1.75	\$433,159.29
Retail / Shopping	\$39.77	\$392,052.66	5.0%	\$372,450.03	BS453000	1.93	\$718,828.55
Recreation	\$12.57	\$123,933.27	5.0%	\$117,736.61	NP710000	1.86	\$218,990.09
Other Activities	\$23.19	\$228,618.62	5.0%	\$217,187.69	NP710000	1.86	\$403,969.10
Taxi	\$5.92	\$58,396.36	5.0%	\$55,476.55	BS485300	1.62	\$89,872.00
Own Vehicle*	\$19.11	\$188,400.55	5.0%	\$178,980.52	BS447000	1.51	\$270,260.58
Vehicle Rentals	\$8.48	\$83,576.18	5.0%	\$79,397.37	BS532A00	1.56	\$123,859.90
Sightseeing Transport	\$2.23	\$21,970.91	5.0%	\$20,872.36	BS48A000	1.76	\$36,735.36
Specialty Flights	\$17.45	\$172,038.00	5.0%	\$163,436.10	BS481000	1.66	\$271,303.93
Entertainment - General	\$17.28	\$170,332.36	5.0%	\$161,815.75	NP710000	1.86	\$300,977.29
Other	\$7.14	\$70,339.73	5.0%	\$66,822.74	BS453000	1.93	\$128,967.89
TOTALS**	\$306.36	\$3,020,114.13		\$2,842,912.08			\$4,983,538.04

* Note: This number represents 25% of the total spent to reflect removal of rib spending

** Note: This number does not match the figure in Table 16 because of the reduced Ribfest attendance number

[illegible]

Economic Impact in 2017

Expenditure Category	2012	2013	2014	2015	2016	2017	Total
Estimated Attendee Total Economic Impact	\$ 2,023,982	\$ 2,904,341	\$ 3,416,313	\$ 4,271,894	\$ 5,224,134	\$ 4,544,996	\$ 22,385,660
Estimated Ribfest Event Administration Total Economic Impact	\$ 87,169	\$ 100,920	\$ 101,704	\$ 171,960	\$ 193,999	N/A*	\$ 655,751
Estimated Total Economic Impact (taking into account economic multipliers) of Ribfest Event Since the Inception:							\$ 23,041,411
* Note: As of the time of this report final 2017 financial numbers were not available							

- **The combined estimated total economic contribution since the inception of Ribfest in 2012 is estimated at just over \$23 million**

(calculated using Statistics Canada's 2010 Input-Output Model and applying economic multipliers).

Questions?

