



ECONOMIC IMPACT ASSESSMENT

FINAL REPORT

U17 WORLD HOCKEY CHALLENGE TRURO, NS

JANUARY 10, 2026

DEREK MAGER, STC EI CONSULTANT

SUMMARY | BY THE NUMBERS

\$2.6M

of initial
expenditures

\$1.9M

of visitor
spending

27

local jobs
supported by
the event

3,745

out of town
visitors* to
Truro

\$864K

of wages and
salaries supported
locally

\$1.8M

boost to
provincial
GDP

\$1.0M

in taxes
supported across
Canada

\$3.6M

overall economic
activity in the
province

* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

THE EVENT

The Rath Eastlink Community Centre in Truro came alive from October 31 to November 8, 2025, as it hosted Hockey Canada's thrilling World Under-17 Hockey Challenge, featuring Canada Red, Canada White, Czechia, Finland, Sweden, and the United States. With over 17,000 tickets issued, the tournament drew players and their families, support staff, NHL scouts, and thousands of passionate hockey fans, supported by dedicated volunteers, local businesses, and proud Arena Sponsor – Millbrook First Nation. Building on its reputation as a premier venue for major hockey events, including the World Jr. A Challenge hosted in 2023, the RECC continues to shine as a hub for high-profile international tournaments making a meaningful impact on the regional economy.





METHODOLOGY

The visitor statistics cited in this report were derived from an onsite survey that was conducted during the event. The survey was developed by STC, in conjunction with the client, specifically for this event and was administered onsite via a series of kiosks set up on the concourse and through the promotion of a QR code with a direct link to the survey.

611
VALID ATTENDEE
RESPONSES WERE
COLLECTED

A total of **611 valid attendee responses were collected** during this process which provides a margin of error of $\pm 4.0\%$ at the 95% confidence level for the results contained in this report.

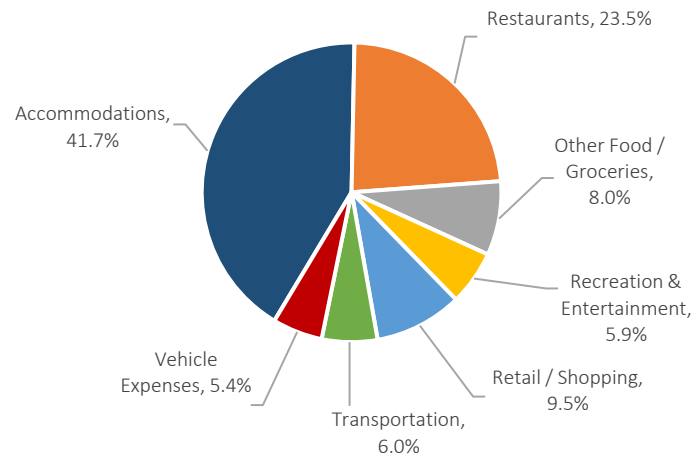
The survey included a variety of questions for the participants and spectators with regards to their age, place of residence, days attended, event experience, etc., while respondents from out-of-town were asked about their length of stay in the local area, and the amount of money spent in various categories while in the area. Additionally, respondents were asked about their experience at the event as well as how they learned about the event, and the likelihood of attending future events or returning to the area in the future.

VISITOR SPENDING

ATTENDEES	PER PARTY	OVERALL
Accommodations	\$1,103.59	\$747,977
Restaurants	\$308.33	\$416,288
Other Food / Groceries	\$99.45	\$134,268
Recreation & Entertainment	\$66.65	\$89,985
Retail Shopping	\$108.15	\$146,021
Transportation	\$80.14	\$108,205
Vehicle Expenses	\$70.97	\$95,814
TOTAL	\$1,837.28	\$1,738,557

AGGREGATE VISITOR
SPENDING WAS

\$1,877,633



Other visitor spending (i.e. participants, media, VIP's, etc.) was \$139,076

**All spending figures shown in this report are those directly attributable to this event influencing visitation to the local area.*



OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers and Hockey Canada were **\$678,894**.

Additionally, **\$9,737** was spent on **capital projects** related to the future of hosting events.



OPERATIONAL
\$679K



CAPITAL
\$9.7K

These operational expenditures include, but are not limited to staff salaries, facility rentals, professional services, insurance, communication, food and beverage, accommodations, merchandise, and travel.

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Truro for the U17 World Hockey Challenge, in combination with the expenditures made by the event organizers, totaled nearly \$2.6 million, supporting almost \$3.6 million in overall economic activity in Nova Scotia, including almost \$3.1 million of economic activity in the Truro area.

These expenditures supported nearly \$1.1 million in wages and salaries in the province through the support of 31 jobs, of which 27 jobs and \$864K in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the U17 World Hockey Challenge was:

- **\$2.36 million for Canada as a whole**
- **\$1.75 million for the province of Nova Scotia**
- **\$1.34 million for the City of Truro**

The U17 World Hockey Challenge supported tax revenues totaling almost \$1.03 million across Canada.

	Truro	Nova Scotia	Canada
Initial Expenditure	\$2,566,265	\$2,566,265	\$2,566,265
GDP	\$1,336,485	\$1,749,692	\$2,355,943
Wages & Salaries	\$864,296	\$1,080,635	\$1,415,897
Employment	27.2	30.5	35.9
Total Taxes	\$601,184	\$725,743	\$1,025,492
Federal	\$242,703	\$290,650	\$452,854
Provincial	\$310,208	\$387,693	\$506,450
Municipal	\$48,273	\$47,401	\$66,188
INDUSTRY OUTPUT	\$3,067,113	\$3,572,463	\$4,871,189

GROSS DOMESTIC PRODUCT

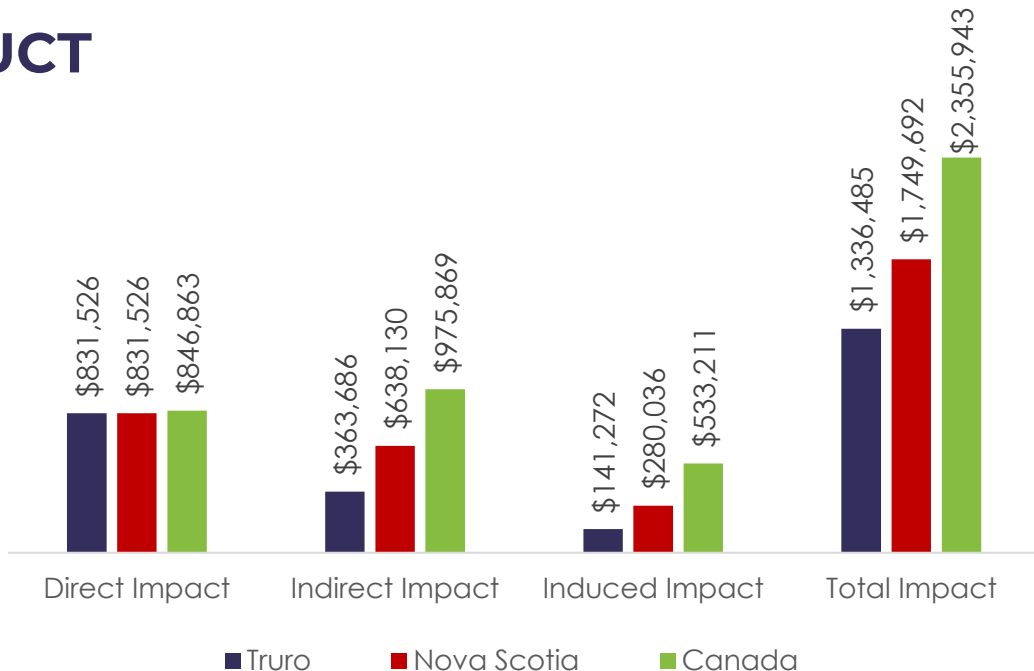
GDP (at basic prices)

The hosting of the **U17 World Hockey Challenge** in **Truro** contributed **\$2,355,943** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC
PRODUCT (GDP)

\$2.4 M



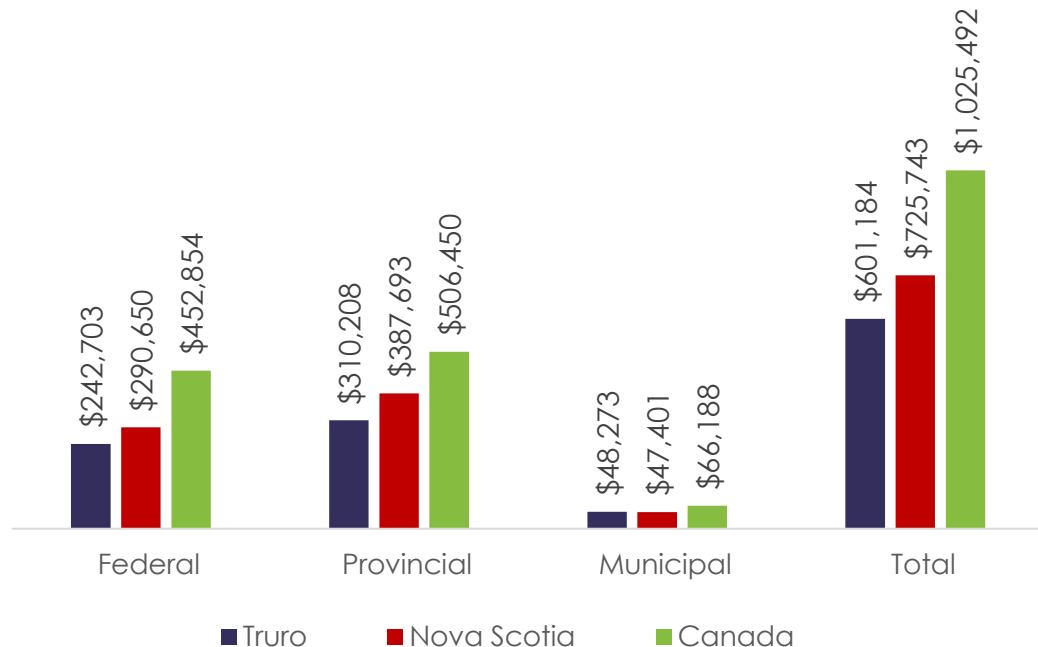
TAXES

The **U17 World Hockey Challenge** hosted in **Truro** contributed **\$1,025,492** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



In federal, provincial
& Local

\$1.03 M





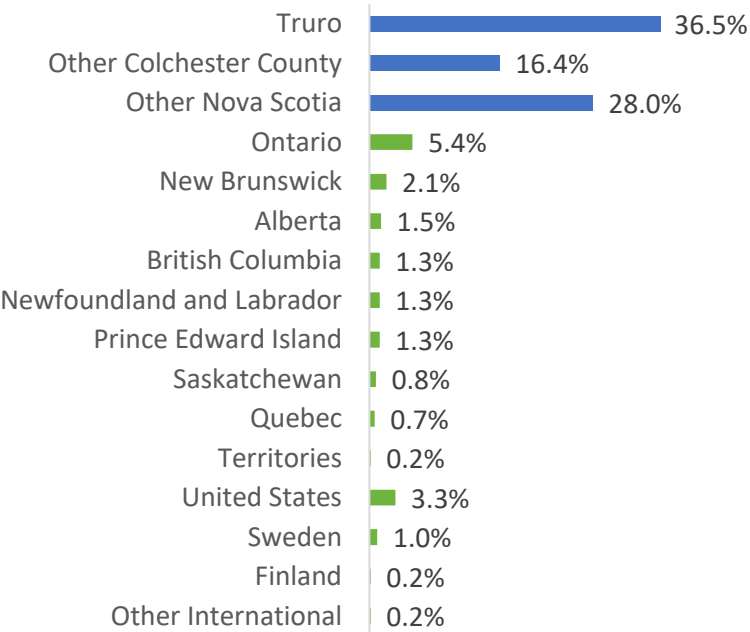
ADDITIONAL QUESTIONS



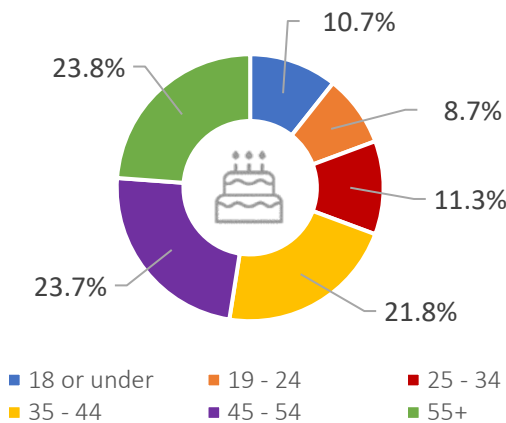
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

DEMOGRAPHICS

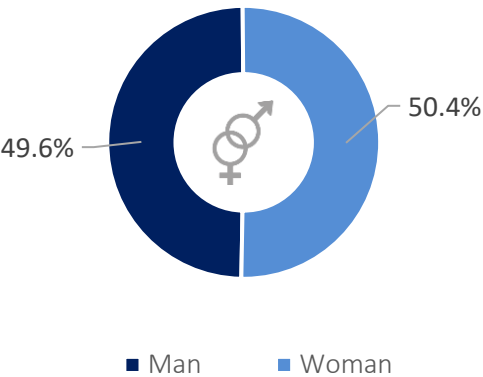
Place of Residence



Age Range



Gender



TRAVEL CHARACTERISTICS



2.5

Average travel party size



5.5

Average nights in Truro



2.0 DAY TRIPS

50% of out-of-town attendees made an average of 2.0 day-trips to Truro



78%

of attendees indicated that this event was the sole reason for their visit to Truro

Overall, the importance of this event in influencing visitation to Truro was

9.2/10



50%

of out-of-town attendees stayed overnight during their visit to Truro



OF THOSE THAT STAYED OVERNIGHT

50%

Stayed in a hotel / motel

32%

Used a short-term rental

16%

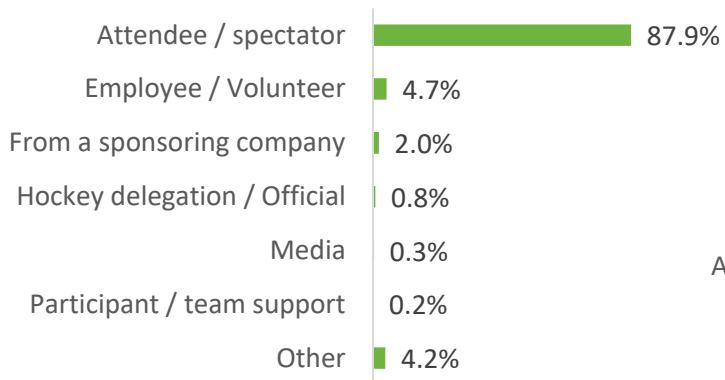
Stayed with friends/family

2%

Made other arrangements

ATTENDANCE CHARACTERISTICS

Role at Event

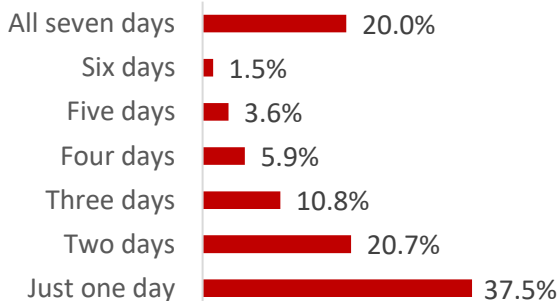


Games Attended

3.7

Average Games
Attended

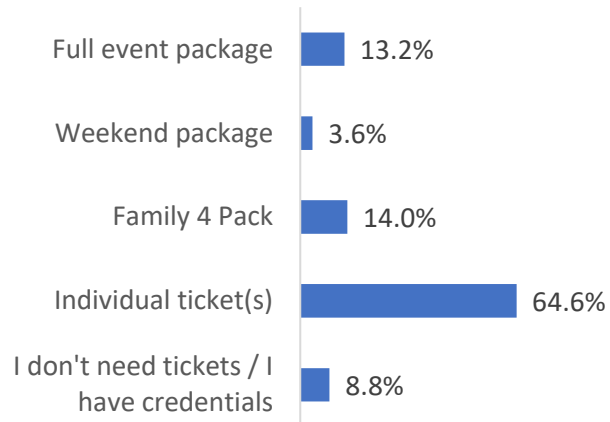
Days Attended



3.0

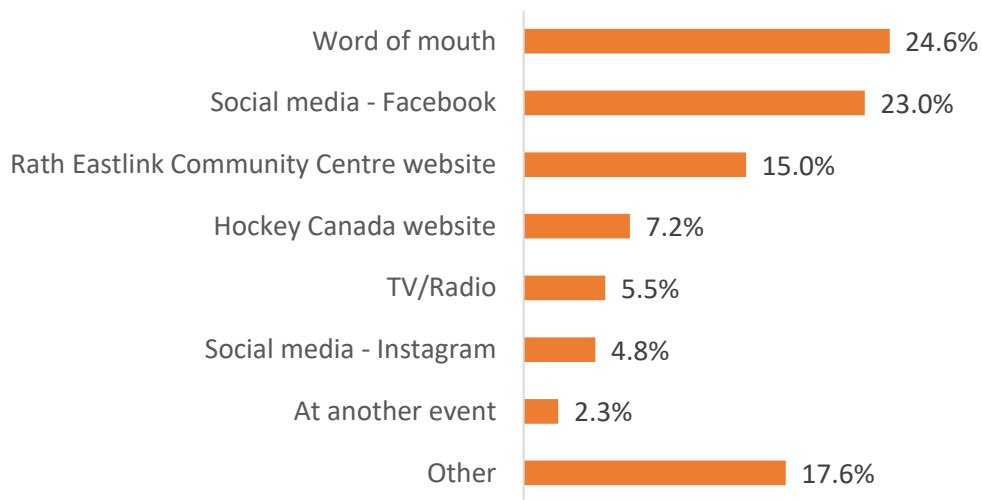
Average Days Attended

Type of Ticket

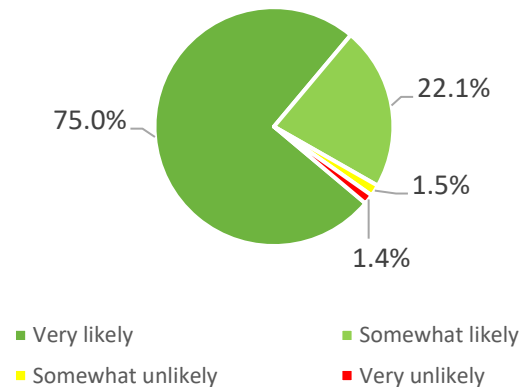


EVENT RELATED

Learned About Event

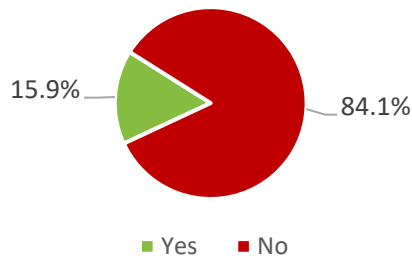


Likelihood to Recommend Attending Events at RECC



TOURISM RELATED

Extended Trip Before/After Event



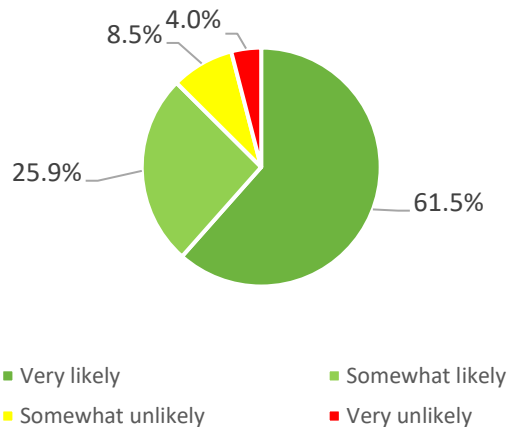
2.6

Extended days in Truro

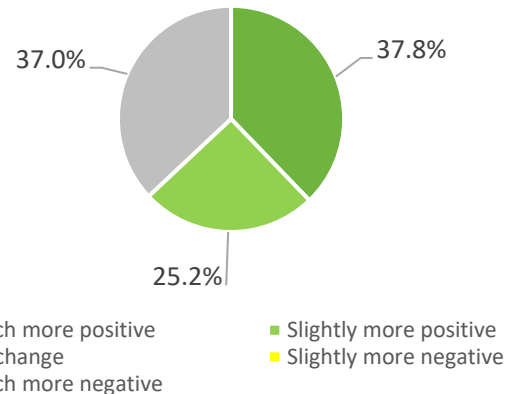
3.8

Extended days in other Nova Scotia

Likelihood of Returning to Truro

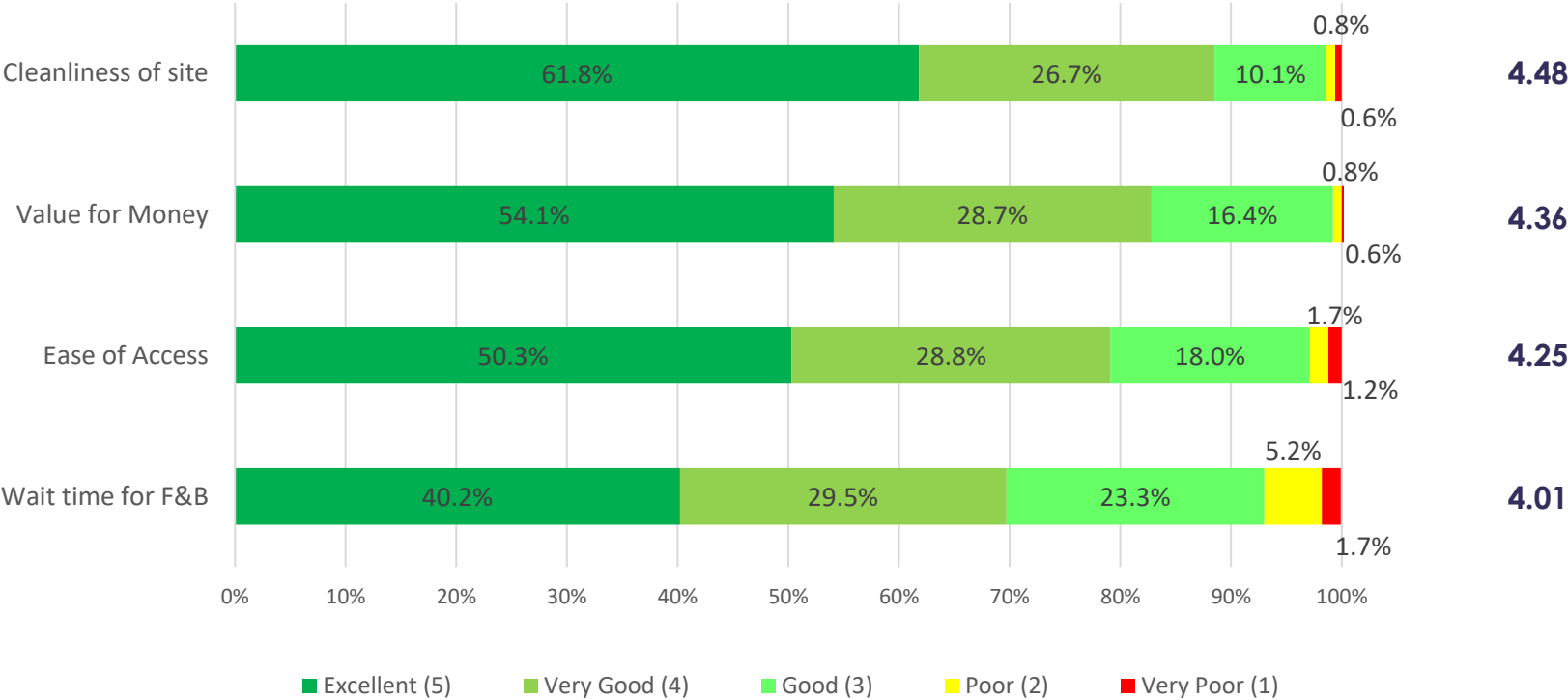


Attendance Changed Perception of Truro



SATISFACTION RATINGS

Mean Scores
(out of 5.00)





APPENDIX

- What is EI?
- How do we Measure it?
- Reliability of the Model
- Model Outputs
- How it Works
- Glossary of Terms
- Contact Information



WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:



OUT-OF-TOWN VISITORS SPENDING

The spending of out-of-town visitors while they attend the event.



EVENT ORGANIZERS EXPENDITURES

The expenditures of the event organizers in producing the event(s)



CAPITAL CONSTRUCTION COSTS

Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.



STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.



RELIABILITY OF THE MODEL

To produce economic contribution assessments that are robust and reliable, STC has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics **Canada's Government Revenues Attributable to Tourism (GRAT)** report.

The Conference
Board of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:



GROSS DOMESTIC PRODUCT (GDP)



WAGES & SALARIES



JOBS (FTE)



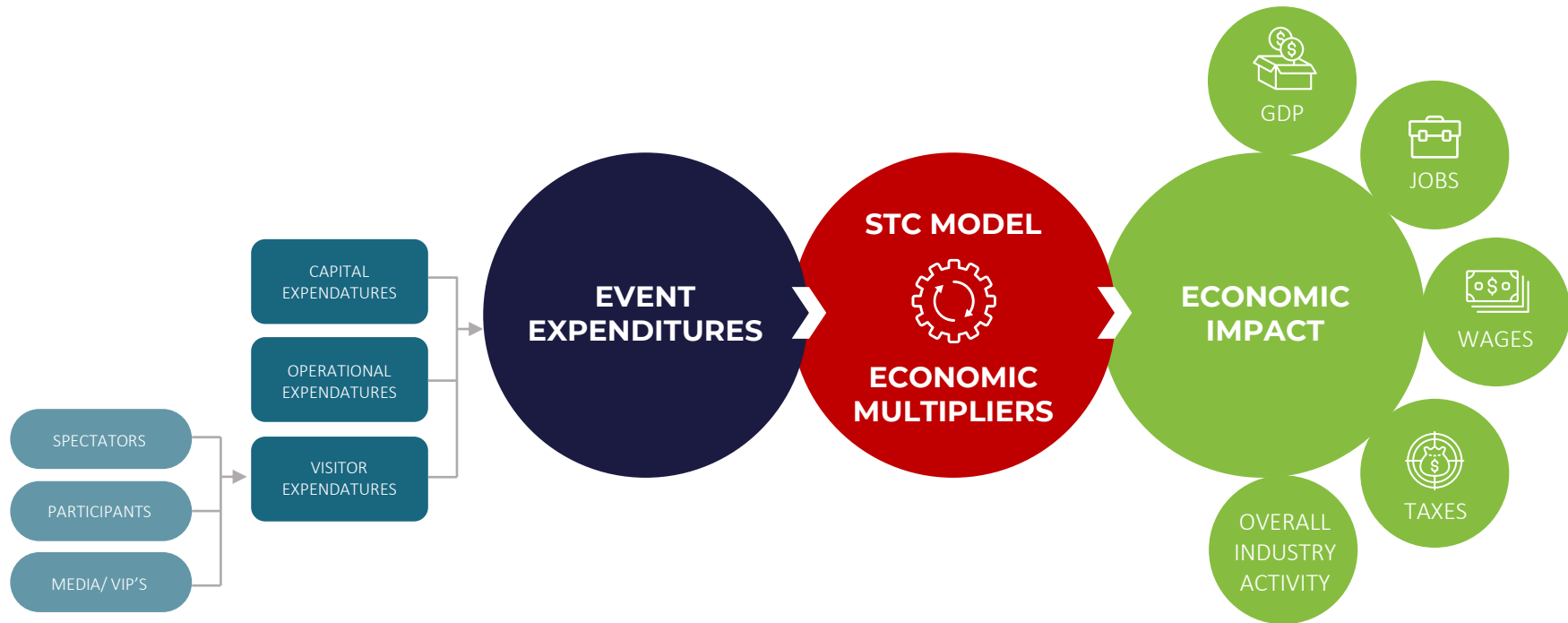
TAXES



INDUSTRY OUTPUT

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.

HOW IT WORKS



GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the business of initial expenditures used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices). GDP (at factor cost) - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Wages & Salaries - This figure represents the amount of wages and salaries generated by the initial expenditure. This information is presented by the aggregate of direct, indirect, and induced impacts.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the sum total of all economic activity that has taken place and consequently could involve some double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial, and federal levels of government relating to the project under analysis.



CONTACT

Derek Mager

STC EI Consultant

derek@thedatajungle.com

604.787.3605

If you would like to conduct another EI study using **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com