

7.0 CONCLUSIONS

The Quesnel 2000 BC Winter Games created direct economic impact in Quesnel of nearly 1.1 million dollars. Over two-thirds of this impact was created by the spending of Games participants, while one-third was contributed by Games Society organizers.

- Direct spending within these two categories was as follows:

Spending by participants	\$784,000
Spending by organizers	<u>\$306,000</u>
Total	\$1,090,000

- Direct spending by the participants was as follows:

Participants/Competitors	\$208,000
Spectators	\$315,000
Volunteers	<u>\$261,000</u>
Total	\$784,000

- Direct spending in Quesnel by Games organizers was as follows:

Quesnel 2000 BC Winter Games Society	\$285,000
BC Games Society	<u>\$21,000</u>
Total	\$306,000

Spending by Games participants occurred over the three to four days of the Games during the last week of February. Spending by the Games organizers occurred over a longer period of time - prior to, during, and after the Games.

The demand survey technique used to measure the economic impact of the Games provided a defensible analysis process. Based on the survey sample sizes, the results are considered accurate to within +/- 6% for the participant survey, +/- 7% for the spectator survey, and +/- 9% for volunteers.

The survey of hotels/motels produced accurate and timely information on accommodation revenues. Pro-rating these accommodation receipts has produced an estimate of total economic impact from a supply perspective. The similar estimates of economic impact created by these two techniques provide a reasonable level of comfort in the validity of the results.

It is noted that the analysis focused entirely on direct spending. Additional indirect and induced effects would have been triggered by this direct spending. These impacts were not measured but would have increased the overall economic impact slightly.