



ECONOMIC IMPACT ASSESSMENT

FINAL REPORT

CANADA SUMMER GAMES

ST. JOHN'S, NF

JANUARY 13, 2026

DEREK MAGER, STC EI CONSULTANT

SUMMARY | BY THE NUMBERS

\$144.1M

of initial
expenditures

\$40.1M

of visitor
spending

642

local jobs
supported by
the event

31,873

out of town
visitors* to
St. John's

\$56.8M

of wages and
salaries supported
locally

\$92.4M

boost to
provincial
GDP

\$47.4M

in taxes
supported across
Canada

\$193.2M

overall economic
activity in the
province

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

THE EVENT

From August 8 – 25, 2025, the 2025 Canada Games brought together over 5,000 athletes, managers, and coaches across 19 different sports for the largest multi-sport event in the country.

Spanning 22 competition venues, the Canada Games showcased the best of the best in sport and highlighted the immense talents of Canada's young athletes. The Games created a spirit of unity that spans each province and territory. People connect in ways that go beyond the field of play, forming bonds that are deeply rooted in friendship and a collective passion for amateur sport in Canada. The 2025 Canada Games invited Canadians to come and connect through friendship, sport, adventure and experience St. John's, Newfoundland and Labrador. In a place like no other, you can expect to find a Games like no other.

What began as a vision to bring the nation's largest multi-sport event back to Newfoundland and Labrador for the first time since 1977 became a celebration of sport, culture, and community that will be remembered for many years. Volunteers, the heartbeat of these Games, brought unmatched energy and spirit to every venue and partners, at every level, helped deliver an event that showcased not only world-class sport, but also the warmth and creativity of this province.

The largest Canada Games to date embraced inclusion, celebrated culture, and left a legacy that will continue to shape the future of sport and community life in Newfoundland and Labrador. From new and upgraded facilities and sport equipment, to a renewed sense of community pride, the impact of these Games reached far beyond competition.



ST. JOHN'S
2025
JEUX DU
CANADA
GAMES





METHODOLOGY

The visitor statistics cited in this report were derived from an onsite survey that was conducted during both weeks of 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 at MUN, volunteers roaming with handheld devices, and through the promotion of a QR code with a direct link to the survey.

960
VALID ATTENDEE
RESPONSES WERE
COLLECTED

A total of **960 valid attendee responses were collected** during this process which provides a margin of error of $\pm 3.1\%$ 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, and if they extended their stay before or after the event. Additionally, respondents were asked about what events they attended, what type of ticket they purchased, how they travelled around the event during their stay.

ATTENDEE SPENDING

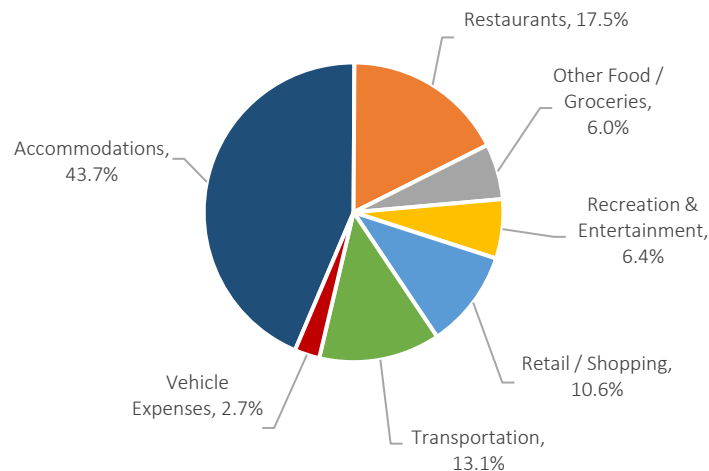
ATTENDEES *	PER PARTY	OVERALL
Accommodations	\$1,785.59	\$15,430,462
Restaurants	\$716.98	\$6,195,901
Other Food / Groceries	\$247.04	\$2,134,803
Recreation & Entertainment	\$260.26	\$2,249,047
Retail Shopping	\$430.00	\$3,715,947
Transportation	\$536.15	\$4,633,262
Vehicle Expenses	\$110.60	\$955,740
TOTAL	\$4,086.61	\$35,315,162

* Attendees = spectators and participant's family members

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

AGGREGATE ATTENDEE
SPENDING WAS JUST OVER

\$35.3 Million





TEAM EXPENDITURES

Provincial / Territorial Delegations / Mission Staff, along with Sport Canada and the Canada Games Council, all submitted expenditures for their respective groups for all spending done in St. John's for the Canada Summer Games. Sizes of the groups ranged from 12 to 32 people staying an average of 17 nights, and budgets ranged from \$67K to \$542K. All together, the overall spending by these groups totaled \$2,532,591.



23

Average group size



17

Average nights in St. John's



TEAM / MISSION STAFF SPENDING

\$2.53M



TOTAL VISITOR SPENDING

ATTENDEES / SPECTATORS **\$35.3M**

TEAMS / MISSION STAFF **\$2.62M**

OTHER VISITORS **\$2.13M**

AGGREGATE VISITOR SPENDING **\$40.1M**



OPERATIONAL EXPENDITURES

To ensure the successful operation of the 2025 Canada Summer Games, the combined purchase of **goods and services** by the event organizers were **\$34,613,295**



OPERATIONAL

\$34.6M

These operational expenditures include, but are not limited to staff salaries, advertising & marketing services, facility rental, professional services, insurance, communication, food and beverage, accommodations, merchandise, travel, transportation and storage, along with other related expenses and services.



\$69.4M

**SPORT
TOURISM
CANADA**
ÉTABLI EN 2000



**TOURISME
SPORTIF
CANADA**
DEPUIS 2000

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited St. John's for the Canada Summer Games, in combination with the expenditures made by the event organizers, totaled nearly \$144.1 million, supporting nearly \$193.2 million in overall economic activity in Newfoundland, including over \$180.7 million of economic activity in the St. John's area.

These expenditures supported over \$64.5 million in wages and salaries in the province through the support of 733 jobs, of which 642 jobs and nearly \$56.8 million in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the Canada Summer Games was:

- **\$137.5 million for Canada as a whole**
- **\$92.4 million for the province of Newfoundland**
- **\$79.9 million for the City of St. John's**

The Canada Summer Games supported tax revenues totaling over \$47.4 million across Canada.

	St. John's	Newfoundland	Canada
Initial Expenditure	\$144,081,998	\$144,081,998	\$144,081,998
GDP	\$79,892,064	\$92,370,310	\$137,532,619
Wages & Salaries	\$56,782,100	\$64,503,249	\$91,484,408
Employment	642.2	732.6	1,160.1
Total Taxes	\$28,153,718	\$32,200,468	\$47,404,569
Federal	\$12,804,080	\$14,705,606	\$21,298,731
Provincial	\$13,020,582	\$15,054,012	\$22,285,915
Municipal	\$2,329,056	\$2,440,850	\$3,819,924
INDUSTRY OUTPUT	\$180,714,264	\$193,184,112	\$272,338,458

GROSS DOMESTIC PRODUCT

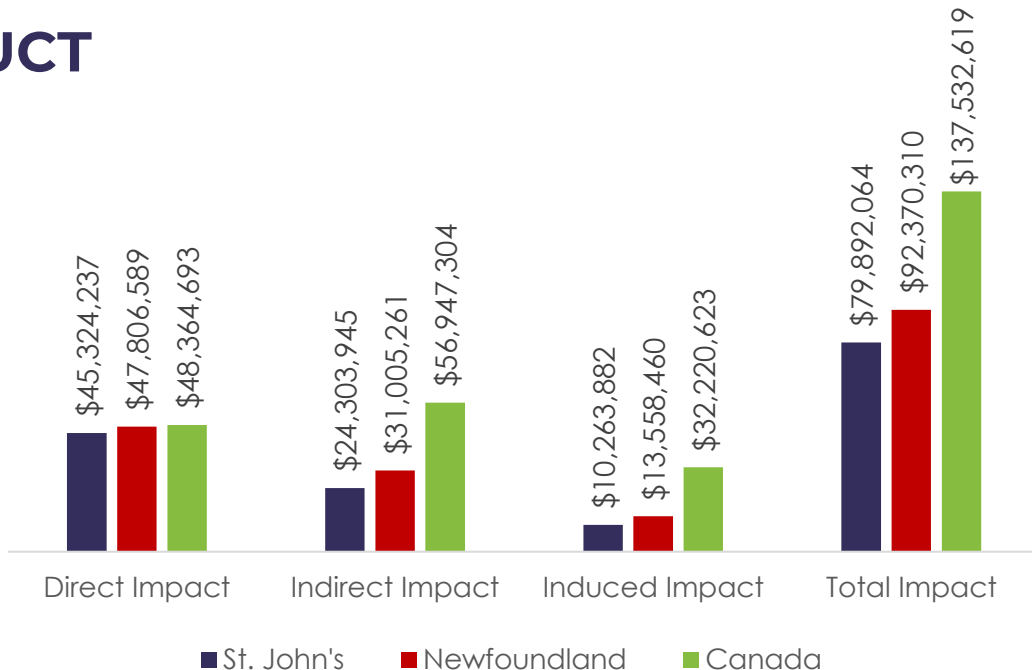
GDP (at basic prices)

The hosting of the **Canada Summer Games** in **St. John's** contributed over **\$137.5 million** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC
PRODUCT (GDP)

\$137.5 M



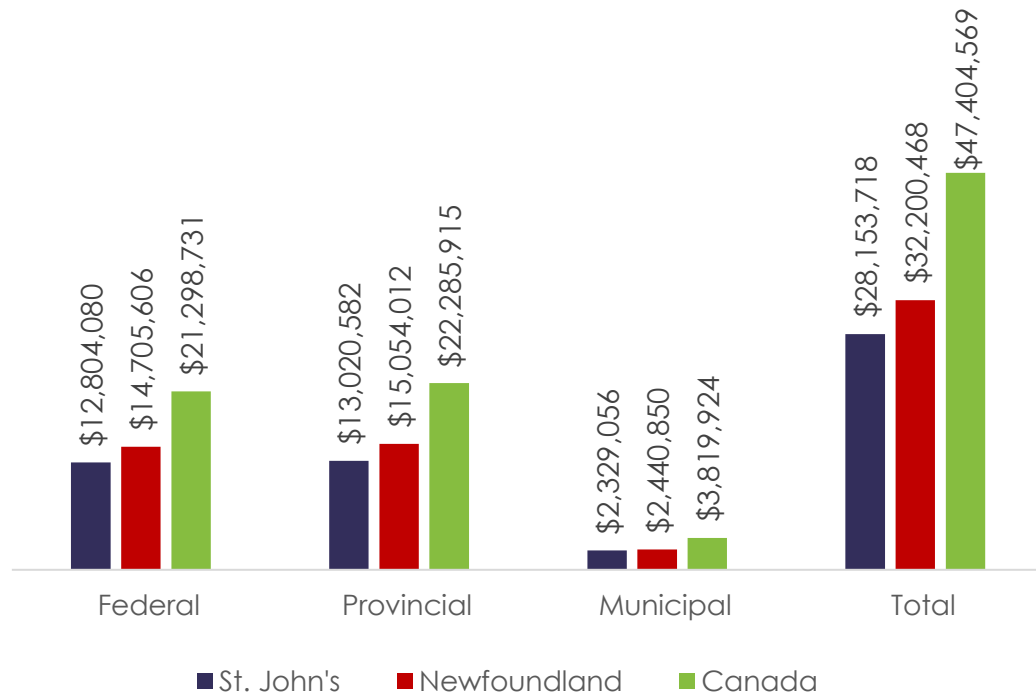
TAXES

The **Canada Summer Games** hosted in **St. John's** contributed over **\$47.4 million** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



In federal, provincial
& Local

\$47.4 M





ADDITIONAL QUESTIONS

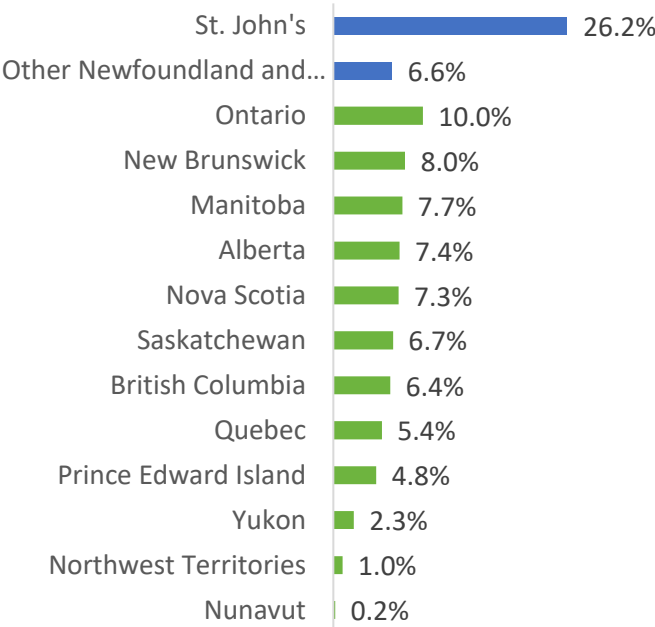


**ST. JOHN'S
2025
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CANADA
GAMES**

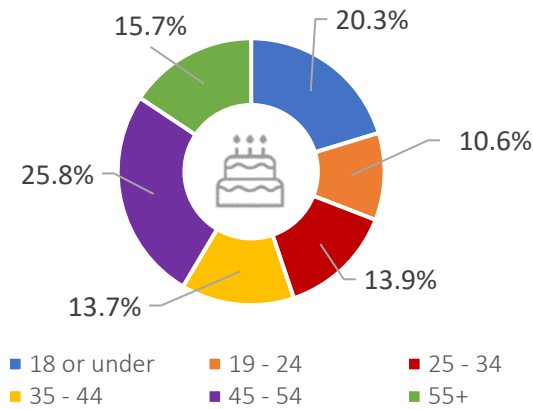
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

DEMOGRAPHICS

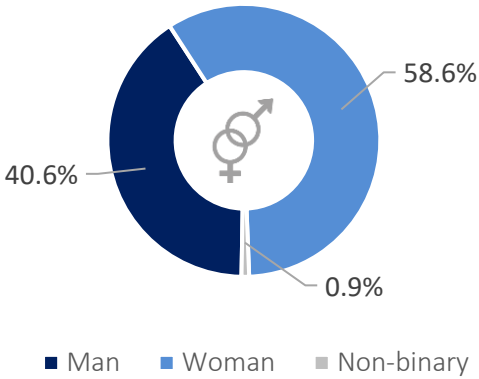
Place of Residence



Age Range



Gender



TRAVEL CHARACTERISTICS



3.0

Average travel party size



7.3

Average nights in St. John's



0

DAY TRIPS

0% of out-of-town attendees made day-trips to St. John's



76%

of attendees indicated that this event was the sole reason for their visit to St. John's

Overall, the importance of this event in influencing visitation to St. John's was

9.5/10



100%

of out-of-town attendees stayed overnight during their visit to St. John's



OF THOSE THAT STAYED OVERNIGHT

30%

Stayed in a hotel / motel

54%

Used a short-term rental

12%

Stayed with friends/family

3%

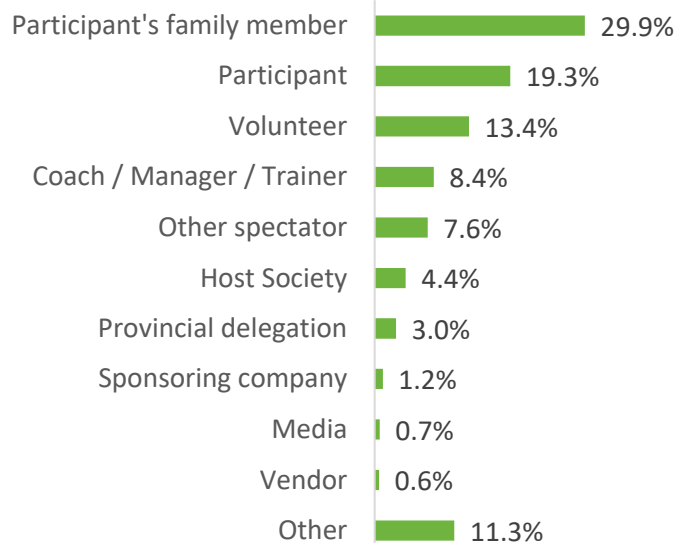
Camped

2%

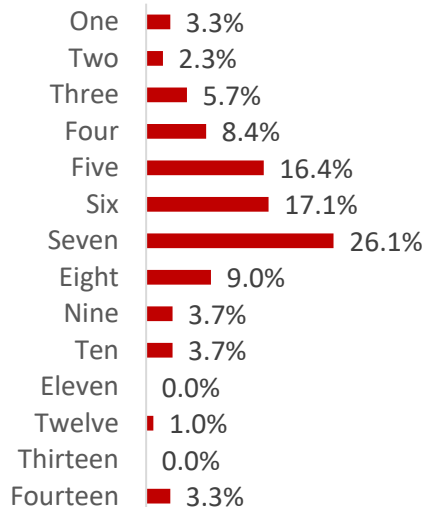
Made other arrangements

ATTENDANCE CHARACTERISTICS

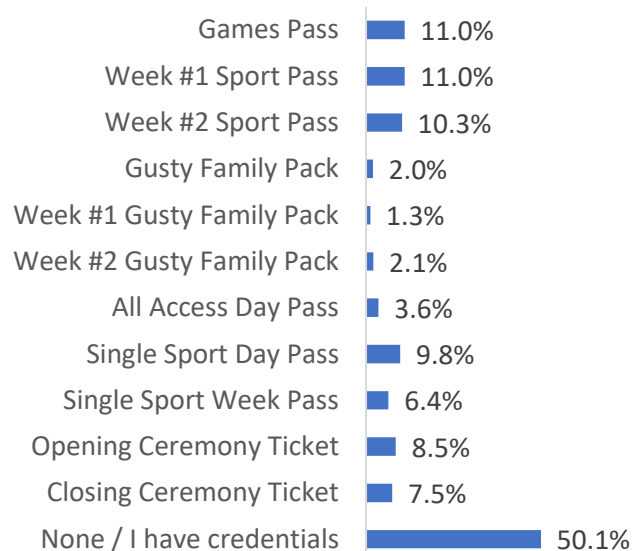
Role at Event



Days Attended



Type of Ticket Purchased

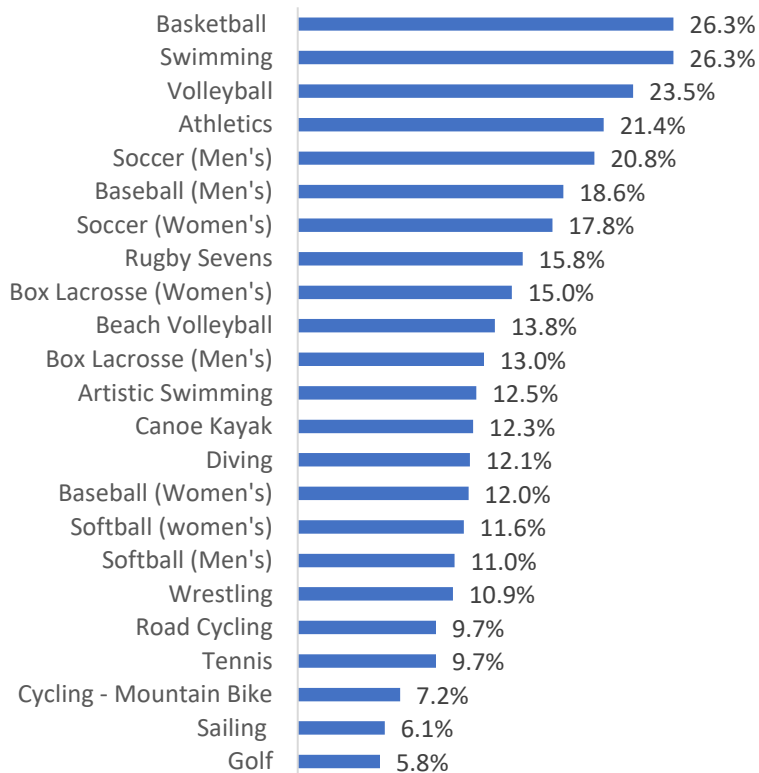


6.3

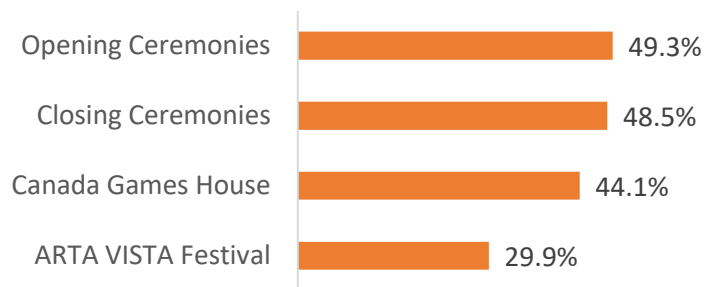
Average Days Attended

ATTENDANCE CHARACTERISTICS

Sports Attended

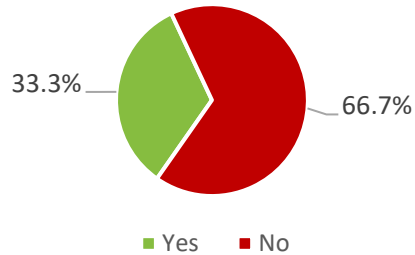


Events / Attractions Attended



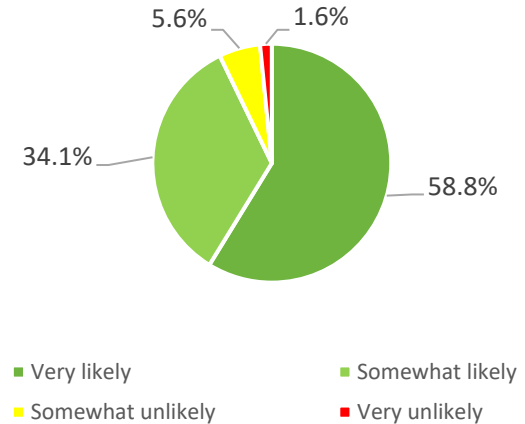
TOURISM RELATED

Extended Trip Before/After Event



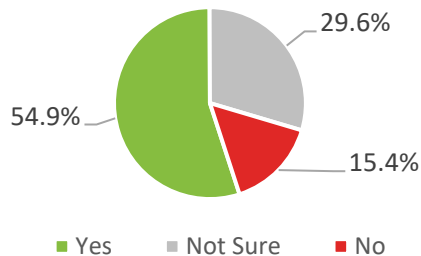
4.1
Extended days in
Newfoundland & Labrador

Likelihood of Returning to Newfoundland & Labrador



SUSTAINABILITY

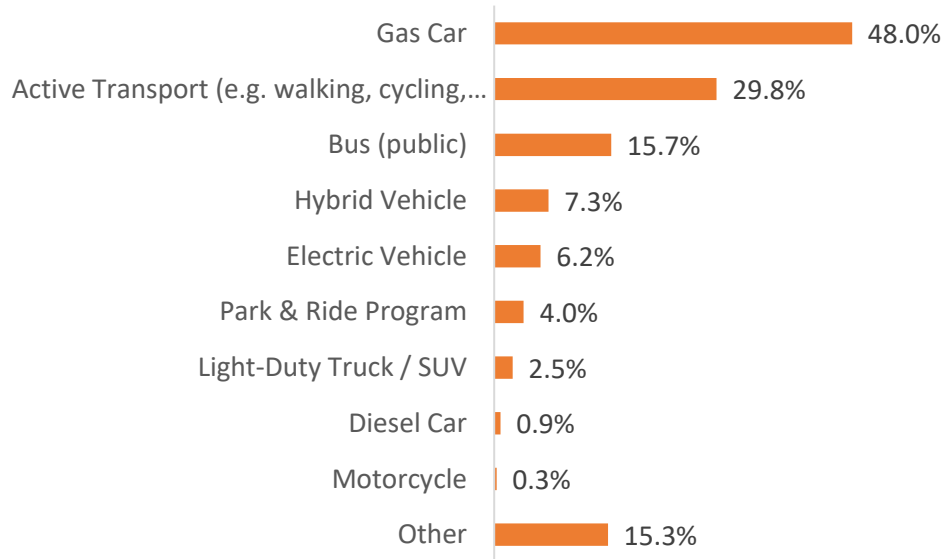
Attended Multiple Events on Same Day



12.8 KM's

Average one-way distance from
accommodations to venue

Method of Transportation to/from Venues





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)



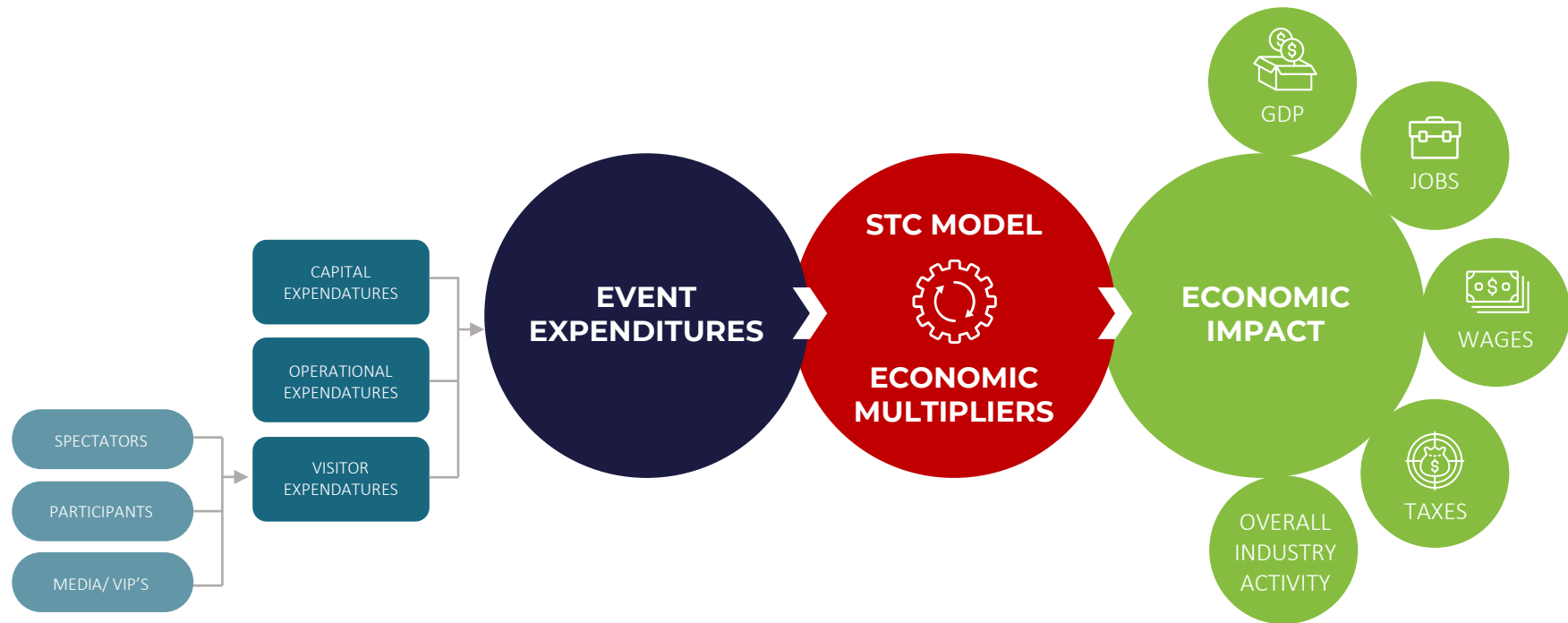
TAXES



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

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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