



# **THE ECONOMIC IMPACT of an OLD TIMERS' HOCKEY**

## **TOURNAMENT in SASKATCHEWAN:**

### **A CASE STUDY of ESTEVAN**

#### **Final Report**

FUNDED BY SASK SPORT INC.

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#### **Executive Summary**

The purpose of this study was to examine the economic impact of a senior men's hockey tournament on the community of Estevan, and in the process, provide data that will assist in the understanding of the economic ramifications of such an activity within the province. Often unaware of the impact tournaments have on the local economy, many business and civil facilities remain uninvolved in hockey event planning and support, and unaware of their economic potential. This is surprising given the frequent occurrence of hockey tournaments in many communities across the province.

The study was conducted from a sample of tournament participants and their families attending the Estevan Strippers' 15<sup>th</sup> Annual Molson "Spring Bust" Tournament from April 9<sup>th</sup> to 13<sup>th</sup>, 1997. A total of 243 male players aged 30 and up received a questionnaire, with a response rate of 26.7%. The main results are as follows:

- The total projected economic impact of the tournament on Estevan is estimated at over \$50,000, with a total estimated \$61 358 benefit to the province of Saskatchewan.
- Overall, spending on food and drink at restaurants, the event site, and other establishments totaled an estimated \$26 112.
- For the tournament, expenditures were estimated at \$12 305 at restaurants and \$10 001 at the event

site.

- As the second largest single expenditure, gas and transportation added an estimated \$10 047 to the provincial economy.
- Gas and transportation expenditures by participants traveling greater than 150 km averaged \$32.94 per family group within "city limits" and \$41.78 outside of the host community, with those within 150 km of the event averaging \$26.36 of expenditures within the Estevan area and \$18.35 outside.
- Hotel and motel expenditures totaled \$8 555; 82.6% of those traveling over 150 km required accommodation.

## **Acknowledgments**

The author wishes to thank a number of individuals, who with their time and effort, assisted in the creation and completion of this study. In particular, thanks are extended to the tournament organizers and helpers for their assistance in the coordination and distribution of the questionnaires. Thank you to all the tournament volunteers and players on the Estevan teams and to the Beefeater Inn Motor Hotel for assistance with distributing the tournament incentive.

Nicole Choptain was instrumental in helping to organize this study. She was involved at most stages of the research, and therefore contributed significantly to its final outcome.

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### **1.0 Introduction**

The economic benefits of small sports tournaments in the province of Saskatchewan has remained undocumented and unknown. Recently, however, Dunn (1996) undertook research to analyze the economic impact of selected baseball tournaments on various communities within the province. This research was important in that it provided empirical evidence to communities and management agencies of the value of such tournaments on both the local and provincial economies. Such economic assessments serve organizations (e.g., Sask Sport and constituent Provincial Sport Governing Bodies) with the means by which to evaluate the financial future of sports in a provincial context.

This study, under the direction of Sask Sport, sought to duplicated the original research completed by Dunn (1996) within the context of hockey by examining the older age group of 30 and up, and their associated spending patterns at a small community tournament (Estevan), with the purpose of establishing a data base of reliable and accurate statistics to assist in the planning of such events in the future.

### **2.0 Methodology**

#### **2.1 Subjects & Host Town Demographics**

Study subjects were drawn from the participants who attended the Estevan Strippers' 15<sup>th</sup> Annual Molson "Spring Bust" Tournament from April 9<sup>th</sup> to 13<sup>th</sup>, 1997. The subject pool consisted of male players age 30 and up from areas including Estevan, to as far as Brandon Manitoba, Calgary Alberta, and Moose Jaw Saskatchewan. The tournament consisted of a total of 24 teams, half of which were from Estevan alone, and each team was guaranteed four games (the tournament is the second largest of its kind in the province). The tournament started on the Wednesday, with the first two days consisting of Estevan-only and other near-by team playing. Most of the participants arrived on the Friday, and survey dissemination began on Friday when most teams were present. Permission and funding to conduct the study was granted by Sask Sport Inc., the provincial governing body for sports.

## 2.2 Data Collection

After contacting tournament organizers and obtaining permission to conduct the study, letters to the coaches of participating teams were sent to the organizers to distribute one week prior to the tournament. The purpose of the letter (see Appendix 1) was three-fold: (1) to inform coaches about the general nature and purpose of the study, (2) to inform coaches that a member of the research team would meet them at the tournament, and (3) to ask for their assistance with the distribution of questionnaires. In addition, tournament organizers were sent a copy of the questionnaire and conformational letter informing them of the attending researcher.

On the Friday and Saturday of the tournament, a research assistant contacted the coaches of each team and asked them to distribute a questionnaire to each team player. Players were given a package (see Appendix 1) containing: (1) the questionnaire, (2) a letter explaining the purpose of the study, and (3) a pre-paid return envelope. Under this method of data collection respondents could report actual expenditures rather than guessing their general expenses.

## 2.3 Response Rates

Respondents were grouped according to three travel distances: (i) host community, (ii) those within 150 km of the host community, and (iii) participants traveling greater than 150 km. Table I reports the number of questionnaires distributed in total, along with the number of teams, and the number of returned questionnaires.

Although the tournament consisted of 24 teams, only 17 were surveyed as 12 of the teams were from the host town alone. As a result, 243 questionnaires were distributed with an overall return rate of 26.7%. Follow-up correspondence with non-responding tournament participants was not possible as respondents did not identify themselves on the questionnaire.

The 65 responses were returned by mail over a two month time period from the tournament completion date. Proportionally, those within 150 km of the tournament had the highest response ratio ( 40%), which was double that of host or long distance players.

**Table 1**

### **Travel Distance Characteristics and Questionnaire**

#### **Response Rates for the Estevan Old Timers Tournament**

		Travel Distances		
Response Rates	Host	<= 150km	> 150km	Total
Number of Teams	4	5	8	17
Number of Surveys Distributed	56	72	115	243
Number of Surveys Returned	11	29	25	65

### 3.0 Results

#### 3.1 Visitation Attributes

Participants surveyed were asked to report information about their accompanying "family group" to the tournament in order to analyze visitation numbers. The family group was defined as "immediate family members, relatives, and friends of the player [excluding team mates]". From this, the average family size was categorized into the three travel categories, as shown in Table 2. On average, the attending family size was 2.73 with the participant male accompanied by one female and one child. As expected the family group size decreased with the distance traveled by respondents, with those traveling greater than 150 km averaging a family group size of 0.80.

In addition, respondents reported how often they traveled as a family group to weekend sports events according to a five point scale of *Always, Often, Sometimes, Occasionally, and Never*. Table 3 relates the typical occurrence of family accompaniment with the participant to weekend sports with the number of responses choosing "Often" (31.0%), "Sometimes" (29.3%), and "Occasionally" (29.3%) being fairly equal. However, while few participants (7.0%) "Always" traveled with their family group, 58 of 65 respondents (89%), indicated that they had previously participated in at least one weekend sport.

The economic impact that visitors have on host communities is often difficult to surmise given the breadth of reasons why people visit particular locations. Gauging the impact of participants at a hockey tournament is relatively straightforward due to the fact that the tournament itself is somewhat of a closed tourism system; that is, participants are tracked easily by virtue of their association with the event. There can be no question that the implementation of a tournament event pulls people into a community who might otherwise not visit the region in question. This was the case with the findings of this study which demonstrates that 96% of respondents traveling greater than 150 km (Table 4) would not have visited the host community had they not been involved with the tournament; while 64.3% of respondents from within 150 km, also would have "Definitely Not" or "Probably Not" traveled to Estevan had they not been playing in the tournament that weekend. This is an important finding because it demonstrates the creation of tourism space, and therefore economic impact through the tournament process.

**Table 2**

**Average Number of People in the "Family Group"**

**Accompanying Estevan Tournament Participants**

Travel Distance	Adult Males <sup>a</sup>		Adult Females <sup>b</sup>		Children Under 16		Total Family Group	
	M <sup>c</sup>	SD <sup>d</sup>	M	SD	M	SD	M	SD
Host Town	0.76	2.12	1.63	1.77	1.38	1.85	2.73	4.90
<= 150 km	0.20	0.52	1.00	0.65	1.00	1.17	1.52	1.57
> 150 km	0	0	1.00	0	1.00	1.49	0.80	1.35

Note: <sup>a</sup> and <sup>b</sup> Aged 16 years and older; <sup>c</sup> M = Mean; <sup>d</sup> SD = Standard Deviation

**Table 3****Response to Regular Tournament Attendance**

Replies to Question: "If the player has previously participated in a weekend sports tournament, how often have you attended the tournaments as a family unit?"

Attendance Responses	Total <sup>a</sup>	Total Percentage
Always	4 of 58	7%
Often	18 of 58	31%
Sometimes	17 of 58	29.3%
Occasionally	17 of 58	29.3%
Never	2 of 58	3.4%

Note: <sup>a</sup> 58 of 65 respondents indicated they had previously participated in at least one weekend sports tournament.

**Table 4****Response Rates to Community Visitation****at Estevan Old Timers Tournament**

Replies to Question: "Would your family group have visited Estevan or the surrounding area this weekend if you had not been playing in the tournament?"

Response	Travel Distance <sup>a</sup>	Total	Total Percent
Definitely Not			
	<= 150 km	8 of 28	(28.6%)
	> 150 km	19 of 25	(76%)
Probably Not			
	<= 150 km	10 of 28	(35.7%)

	> 150 km	5 of 25	(20%)
Unsure			
	<= 150 km	4 of 28	(14.3%)
	> 150 km	1 of 25	(4%)
Probably Would			
	<= 150 km	4 of 28	(14.3%)
	> 150 km	-	(0%)
Definitely Would			
	<= 150 km	2 of 28	(7.1%)
	> 150 km	-	(0%)

Note: <sup>a</sup> Host town teams were excluded from this question.

### 3.2 Expenditure Patterns

To demonstrate the value of community tournaments to local business, the economic impact of tournament visitors on the host community, surrounding areas, and point of origin, was examined. Expenditures were broken into nine categories, both within and outside the host community. These included: Gas or Transportation, Accommodation, Food & Drink (restaurants), Food & Drink (event site), Food & Drink (other), Entertainment or Sightseeing, Souvenirs (at event site), Shopping in Town, and Other (to be specified). Respondents were asked to report their approximate expenditures under these categories, which were subsequently categorized by travel distance for comparative purposes. The spending patterns of the respondents are illustrated in Table 5, which lists the total reported expenditures in dollars for each of the nine categories along with the estimated total expenditures.

The estimated total expenditures and total reported expenditures were classified according to each travel group with the total reported expenditures comprising the actual dollars spent by respondents. The estimated total expenditures were calculated by first averaging the total reported expenditures, then multiplying by the number of tournament participants in each travel category. This enabled the researcher to total the estimated amount spent by tournament participants and their family groups in each of the nine categories.

The average family group expenditure by host respondents on Gas and Transportation was, for example, \$15.6 per family group. This was obtained by dividing the total gas and transportation expenditure of \$172 by the number of returned questionnaires for the respective travel category of host town (n= 11). The estimated expenditure on spent gas and transport by those surveyed, including respondents and non-respondents (ri7-71) was then multiplied by the average family group expenditure of \$15.6, giving a total of

\$876. In addition, the estimated total expenditures for each category were calculated for "within host city limits" and "outside host city limits" (see Table 5 for a full listing of categories and expenditures).

### **3.3 Top Expenditure Categories**

This section provides an analysis of Tables 5 through 9, which includes information related to nearest dollar expenditures at the tournament (Table 5), combined total estimated expenditures (Table 6), total reported home town expenditures (Table 7), average family expenditures (Table 8), and accommodation requirements (Table 9).

#### 3.3.1 Food and Drink.

Respondents spent most of their money, relatively speaking, within the food and drink category at the Estevan tournament. While the highest estimated expenditures for the overall tournament were at restaurants (\$12 305), followed by the event site (\$ 10 001), the results varied significantly for each of the three travel groupings. Together, food and drink spending at restaurants, the event site, and other places totaled an estimated \$26 112 (Table 6).

As expected, the biggest food and drink spenders were those traveling more than 150 km to the event, spending an estimated \$12 374. Comparatively, host teams and teams within 150 km averaged slightly more than \$5000 each. While those from further than 150 km spent more at local restaurants, the remaining respondents reported slightly higher expenditures at the event site (Table 5).

This trend is also illustrated in Table 8, which lists the average family group expenditure on food and drink at restaurants and the event site. On average, respondents traveling greater than 150 km spent \$57.40 in comparison to those within 150 km (averaging \$33.00), and hosts (\$43.33) at local restaurants. At the event site itself, on average, host respondents spent \$43.89, visitors from within 150 km spent \$44.40, and long distance respondents spent \$42.79. The significant expenditures at the event site can be attributed to an on-site beer garden throughout the tournament and the traditional Saturday Night Social.

In addition, food and drink accounted for the second highest in expenditures outside of host "city limits" by both out of town categories, totaling an estimated \$3 073 (Table 5). While this included travel to the tournament from home towns, many teams made the effort to visit Noonan, a local tourist attraction across the border. In general however, the close split between expenditures at local restaurants and the event site benefits both tournament organizers and local businesses.

#### 3.3.2 Gas and Transportation.

In this category, expenditures contributed an estimated \$ 10 047 to the provincial economy (Table 6). Not surprisingly, respondents traveling over 150 km also incurred the highest expense in this category, by spending an average of \$38.33 per family group within "city limits" and \$48.22 outside of the host community. Those within 150 km averaged \$25.83 within the Estevan area and \$29.21 outside the community, while host respondents reported an average within Estevan of \$19.11.

Although overall gas and transportation (in Table 5) ranked just under the food and drink totals, within the host "city limits " expenditures ranked a lower third and fourth in economic impact totaling an estimated \$4 676 (this figure is determined by adding the three gas and transportation figures together for each of the three categories in Table 5). However, estimated expenditures for outside the host "city limits" totaled \$5 371, with only a portion this spent in respondent home towns (Table 7). Regardless of the dispersed economic impact, gas stations proved to be major benefactors of local sport tournaments.

#### 3.3.3 Accommodation.

Accommodation statistics are perhaps not as revealing as other expenditure categories given that over half of the teams surveyed were from Estevan and surrounding areas, requiring little accommodation. For those traveling less than or equal to 150 km from the event, only 4 of 27 (14.8%) required accommodation (Table 9). The combined total estimated expenditure on accommodation was \$8 555 (Tables 6). As expected those traveling over 150 km (Table 8) required the highest percentage of accommodation (82.6%) and, based on an actual average, spent the most per family group (\$66.32) compared to those traveling less than 150 km (\$18.75). Although long distance participants, on average, spent more money (\$33.57) outside of Estevan--presumably in a number of places en route to the event--Estevan still received an estimated \$7 474 to its local economy from this category, confirming the importance of hotels and motels as part of the tournament experience.

**Table 5**  
**Expenditures Incurred (to the nearest dollar)**  
**in Attending the Estevan Tournament**

	Travel Distance					
	Home town Teams <sup>a</sup>		<= 150km <sup>b</sup>		> 150km <sup>c</sup>	
Expenditure Categories	T.R.E. <sup>d</sup>	E.T.E. <sup>e</sup>	T.R.E.	E.T.E.	T.R.E.	E.T.E.
<b>Spending within Host Community</b>						
Gas or Transportation	172	<b>876</b>	465	<b>1155</b>	575	<b>2645</b>
Accommodation	40	<b>204</b>	225	<b>559</b>	1459	<b>6711</b>
Food & Drink - Restaurant	390	<b>1985</b>	825	<b>2048</b>	1435	<b>6601</b>
Food & Drink - Event	395	<b>2011</b>	1110	<b>2756</b>	1027	<b>4724</b>
Food & Drink - Other	320	<b>1629</b>	95	<b>236</b>	228	<b>1049</b>
Entertainment or Sightseeing	65	<b>331</b>	125	<b>310</b>	190	<b>874</b>
Souvenirs - Event Site	20	<b>102</b>	0	<b>0</b>	75	<b>645</b>
Shopping - In town	450	<b>2291</b>	965	<b>2396</b>	125	<b>575</b>
Other	40	<b>203</b>	183	<b>454</b>	230	<b>1058</b>
<b>Spending Outside Host</b>						

<b>Community "City Limits"</b>						
Gas or Transportation	0	0	555	1378	868	3933
Accommodation	0	0	0	0	235	1081
Food & Drink - Restaurant	0	0	145	360	285	1311
Food & Drink - Event	0	0	20	50	100	460
Food & Drink - Other	0	0	0	0	194	892
Entertainment or Sightseeing	0	0	0	0	0	0
Souvenirs - Event Site	0	0	0	0	0	0
Shopping - In town	0	0	0	0	1250	5750
Other	0	0	0	0	425	1955

Note: Number of Questionnaires Returned: <sup>a</sup> 11 of 56, <sup>b</sup> 29 of 72, <sup>c</sup> 25 of 115.

<sup>d</sup> T.R.E. = Total Reported Expenditures by respondents.

<sup>e</sup> E.T.E. = Estimated Total Expenditures of respondents and non-respondents.

**Table 6**

**Combined Total Estimated Expenditures**

**(to the nearest dollar) at Estevan Old Timers Tournament**

Expenditure Categories	Travel Distance Categories			Combined Travel Distance Categories
	Host Town Teams <sup>a</sup>	<= 150km <sup>b</sup>	>150 km <sup>c</sup>	
Combined spending incurred "within host communities" and "outside city limits of host communities"				
Gas or Transportation	876	2533	6638	10047
Accommodation	204	559	7792	8555

Food & Drink (Restaurant)	1985	2408	7912	12305
Food & Drink (Event Site)	2011	2806	5184	1001
Food & Drink (Other)	1629	236	1049	3806
Entertainment/Sight- seeing	334	310	874	1515
Souvenirs	102	0	345	447
Shopping	2291	2396	6325	11012
Other	203	454	3013	3670
<b>Total Estimated Expenditures</b>	9632	11702	40024	61358

<sup>a</sup> Estimated total expenditure for 56 family groups.

<sup>b</sup> Estimated total expenditure for 72 family groups.

<sup>c</sup> Estimated total expenditure for 115 family groups.

<sup>d</sup> Estimated total expenditure for 243 family groups.

**Table 7**

**Total Reported Home Town Expenditures**

**(to the nearest dollar) Prior to Traveling to Tournament**

(Respondents answered the question, "If you reported any spending outside the city limits of Estevan, please indicate how much of this was spent in your home town. ")

	Tournament	
Expenditure Category	Estevan	
	<= 150 km	> 150km (n = 6)

	(n=13)	
Total reported spending outside <i>host community</i>	720	3 357
Expenditures in <i>home town</i> prior to traveling		
Gas & Transportation	550	
Food & Drink	30	177
Other	25	0
<b>Total</b>	<b>605</b>	<b>571</b>

Note: Numbers in brackets (n=\*\*) indicated the number of respondents from each travel distance category.

Respondents from *Host Town Teams* did not answer this question.

**Table 8**

**Actual Average Family Expenditures (in dollars)**

**Incurred as a Direct Result of Attending the Estevan Tournament**

	Travel Distance					
	Host Town Teams		<= 150 km		> 150 km	
Expenditure Categories	M <sup>a</sup>	SD <sup>b</sup>	M <sup>a</sup>	SD <sup>b</sup>	M <sup>a</sup>	SD <sup>b</sup>
<b>Spending within Host Community</b>						
Gas or Transportation	19.11	16.53	25.83	26.36	38.33	32.94
Accommodation	8.00	17.89	18.75	31.05	66.32	38.34
Food & Drink - Restaurant	43.33	36.74	33.00	22.78	57.40	43.04
Food & Drink - Event	43.89	49.74	44.40	41.42	42.79	35.27
Food & Drink - Other	53.33	45.02	9.50	15.71	19.00	19.78

Entertainment or Sightseeing	13.00	21.68	11.36	19.51	23.75	37.01
Souvenirs - Event Site	4.00	8.94	0.00	0.00	9.38	18.60
Shopping - In town	64.29	74.80	48.25	56.04	15.63	34.58
Other	13.33	23.09	15.25	16.01	32.86	18.68
<b>Spending Outside Host Community "City Limits"</b>						
Gas or Transportation	0.00	0.00	29.21	18.35	48.22	41.78
Accommodation	0.00	0.00	0.00	0.00	33.57	74.54
Food & Drink - Restaurant	0.00	0.00	14.50	31.49	20.36	27.10
Food & Drink - Event	0.00	0.00	2.22	6.67	20.00	44.72
Food & Drink - Other	0.00	0.00	0.00	0.00	21.56	33.35
Entertainment or Sightseeing	0.00	0.00	0.00	0.00	0.00	0.00
Souvenirs - Event Site	0.00	0.00	0.00	0.00	0.00	0.00
Shopping - In town	0.00	0.00	0.00	0.00	208.33	400.52
Other	0.00	0.00	0.00	0.00	141.67	224.07

Notes: <sup>a</sup>M = Mean; <sup>b</sup> SD = Standard Deviation

**Table 9**

**Respondent Accommodation Requirements**

Travel Distance	Respondents Requiring Accommodation	Number of Nights Respondents Required Accommodation	
		Mean	Standard Deviation
<=150 km	4 of 27 (14.8%)	1.25	0.50
> 150 km	19 of 23 (82.6%)	1.96	0.40

### **3.4 Overall Expenditure Summary**

The total economic benefit of the Estevan tournament to the province of Saskatchewan was an estimated \$61358. Of this, approximately \$17 230 (this figure determined from Table 5) was spent in communities outside of Estevan as respondents traveled to and from the event site. This is not surprising given that those respondents traveling greater than 150 km had the biggest economic impact, spending an estimated \$40 024 in total (see Table 6).

However, while an estimated \$44 128 was spent in Estevan (\$61 358 subtract \$17 230), the calculated expenditures by host town players and their family groups (an estimated \$9 632) undervalues the economic impact of host teams, as only 5 of 12 of them (including one from within

150 km) were examined. Therefore, the actual economic contribution of host team is at least double the reported estimate, all of which was spent in Estevan. This raises the total projected economic impact of the tournament and specifically the amount retained in Estevan to an estimated \$50 000.

In addition, the study does not include a "multiplier effect" underestimating the total economic impact of the tournament overall, as noted by Dunn (1996) in his study. Multiplier calculations are often included in economic studies as money originally spent by a visitor or community member is then re-spent by the local business or residents within the area creating a local cycle of economic activity that benefits the community (Achana, 1993). However, Wang & Irwin (1993) have cautioned against attempts to estimate the multiplier in small sporting events and communities in order to reduce distorted or extravagant projections. Therefore it is important to note this conservative approach does not incorporate a multiplier, and the full financial benefit of local sport tournaments to their communities.

### **4.0 Conclusions**

The results presented in this study highlight the economic benefits that occur from the implementation of a hockey tournament within the town of Estevan, and more broadly, the province of Saskatchewan. The study provides sufficient evidence to acknowledge the importance of tournaments in generating economic impact within the community, beyond the psychological sociological, and physical benefits that result from one's participation. The study suggests that, at a different level, activities that are enjoyed in the province can be used as a vehicle to stimulate local economies and at the same time provide needed revenue to existing enterprises (e.g., sporting goods stores, hotels, restaurants). However, although not quantified, intangibles such as community cohesion and community pride may also be direct spinoffs from the implementation of such events.

The benefits enjoyed from this tournament by local restaurants, hotels and motels, shopping centers, gas stations, and so on, should no doubt provide an opportunity for such enterprises to further assist in the creation and continuation of such events in the future, through sponsorship or other means. Tournament organizers, perhaps in association with Sask Sport Inc, could develop a sponsorship guide--using the results of this study and others--to help in this process.

The results of this study illustrate that older male adults continue to be motivated to play the game of hockey. There are, however, no studies that document the reasons why this activity remains so popular, beyond the fact that it is so fully integrated into Saskatchewan and Canadian society. It is recommended that more studies be developed to further explore the economics of this activity but in relation to other social and psychological variables. For example, household income, disposable income and time, marital status, and other measures need to be examined to provide a more complete picture of the hockey-playing population in Saskatchewan, especially at this age. This is consistent with the recommendations of Dunn (1996), who suggested that further studies need to be undertaken in this area.

### **5.0 References**

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## **6.0 Appendix 1**

August 21, 1997

Dear Player,

In conjunction with Sask Sport Inc., and the approval of the Estevan Old Timers Tournament, the

Faculty of Physical Activity Studies at the University of Regina is conducting a survey to look at the economic impact of sport in Saskatchewan. The players of all competitors at the Estevan Old Timers hockey tournament have been asked to participate 'in the survey. The information obtained from the survey will be used by Sask Sport to publicize the economic contribution of hockey to the province. In addition, the survey will provide information that can be used in selecting event sites for future tournaments.

We are writing to ask for your voluntary participation in the study. Specifically, we would like to ask you to complete the attached questionnaire and return it to us in the pre-paid self-addressed envelope after the tournament. The survey takes approximately 10 minutes to complete. Questions focus mainly upon your travel patterns and expenditures that resulted from your attendance at the Estevan tournament. Your responses to the survey will remain strictly confidential; only group results will be reported. Also, you will not be required to identify yourself on the survey.

If you have any questions or concerns related to the study, please do not hesitate to call me directly at my office (585-4742). Also, there will be a research assistant at the tournament to field any queries at that time (her name is Nicole Choptain).

Many thanks for your time and consideration, and we hope that you enjoy your time at the tournament.

Sincerely,

David A. Fennell

Assistant Professor

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August 21, 1997

Dear Team Manager or Coach,

The purpose of this letter is to ask for your participation in a survey that will be conducted at the Estevan Old Timers Tournament by the Faculty of Physical Activity Studies, University of Regina, on behalf of Sask

Sport Inc. (with the backing of the S.A.H.A.). The aim of the survey is to obtain and publicize information about the economic impact of hockey tournaments on the province of Saskatchewan. In addition, the survey will provide information that will enable the S.A.H.A. to select event sites in the future. Estevan (your tournament), is one of three centres involved in this process. Novice, Atom, Pee Wee, Bantam, and Midget teams have been asked to participate in the study.

We are writing to ask for your voluntary assistance with the study. Specifically, we would like your help with one task; namely to distribute a three page questionnaire to the players on your team. If you agree to help, an individual from our survey team will meet you at the event site in Estevan when you play your first game. You will be given a package of questionnaires (one survey per team member) and asked to distribute them to each player on the team. As a token of our appreciation, the researcher will be presenting each team with a case of beer for the time and commitment extended to us.

We realize that your role in recreation sport entails a number of duties, and we appreciate the vital role that volunteers play in our sport system. If you have any questions or concerns related to the study, please do not hesitate to call Prof Fennell's office at (585-4742). Once again, many thanks for your time and consideration, and we hope that you enjoy your time at the tournament.

Sincerely,

David A. Fennell

Assistant Professor

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### **Sask Sport Inc. Parent Hockey Survey**

#### *Estevan Old Timers Tournament*

Please check [X] the appropriate box, circle the appropriate number, or provide

brief written responses in the spaces provided

1. In what community or city do you live?
2. For those living outside of Estevan, about how far a drive (one way) was the trip? \_\_\_\_ kms
3. What is the name of your team?
4. Did anyone from your "family group" (i.e., family, relatives, and friends, excluding team mates) attend the tournament with you?

[ ] Yes

[ ] No

If you answered YES, please indicate how many people from your "family" accompanied you to the tournament. Please circle one option for each

Adult males (16 years of age and over) . . . 0 1 2 3 4 5    More than 5

Adult females (16 years of age and over)    0 1 2 3 4 5    More than 5

Children (under 16) . . . . . 0 1 2 3 4 5 More than 5

For the rest of the questionnaire "family" refers to you and all family, relatives, and friends (as indicated in question 3) who accompanied you to the tournament.

5. Did your family require accommodation while attending the tournament?

Yes

No (if NO, please go to question 6)

If you answered YES, please provide...

a) the name of the town/city where your family stayed

b) the number of nights your family required accommodation

c) the type of accommodation your family used.

Hotel

Campground/RV park

Home of friends

Motel

Home of Family

Other: \_\_\_\_\_

6. How did your family travel to get to the tournament?

Personal car

Rented vehicle (please specify) \_\_\_\_\_

Chartered bus

Other (please specify) \_\_\_\_\_

7. Using the tables below, please indicate approximately how much you and your family spent **in total**, as a *result of attending the tournament*. If possible, please estimate how much your family group spent (a) **within** the city limits of Estevan, (b) **outside** the city limits of Estevan.

Spending <b>Within</b> Estevan		Spending <b>Outside</b> Estevan (includes going to, and from, event site)	
Gas or Transportation	\$	Gas or Transportation	\$
Accommodation	\$	Accommodation	\$
Food & Drink (restaurants)	\$	Food & Drink (restaurants)	\$
Food & Drink (from event-site)	\$	Food & Drink (from event-site)	\$
Food & Drink (other)	\$	Food & Drink (other)	\$

Souvenirs (from event-site)	\$	Souvenirs (from event-site)	\$
Shopping (in town)	\$	Shopping (in town)	\$
Other (please specify)	\$	Other (please specify)	\$

8. If you reported any spending outside the city limits of Estevan, please indicate how much of this was spent in your home town.

**Spending in your home town**

Gas or Transportation	\$
Food & Drink	\$
Other (please specify)	\$

9. If you reported any spending outside the city limits of Estevan, please name the town/city where most of this money was spent.

10. If you know of any additional expenditures that were incurred as a result of attending the tournament (e.g., costs covered from the team's budget), please specify them below.

11. Would you/your family have visited Estevan or the surrounding area this weekend if you had not been playing in the tournament?

Definitely Not      Probably Not      Unsure      Probably Would      Definitely Would

                      

12. Other than this Estevan hockey tournament, have you previously participated in "weekend" sport tournaments (including sports other than hockey)?

Yes  No

If you answered YES, how often did your family unit attended your tournaments?

Always      Often      Sometimes      Occasionally      Never

                      

13. What is the highest level of education you have completed?

Less than grade 12       Grade 12       Some post secondary





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