

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



The Regional Municipality of Durham Information Repo

From: Commissioner of Community Growth and Economic Development
Report: 2025-INFO-41
Date: May 23, 2025

Subject:

2024 Ontario Lacrosse Festival Economic Impact Report

Recommendation:

Receive for information

Report:

1. Purpose

- 1.1 The purpose of this report is to provide Council with an overview of the 2024 Ontario Lacrosse Festival, show the Economic Impact of this annual event which takes place across Durham Region, and advise Committee of the upcoming event this year.

2. Background

- 2.1 The Ontario Lacrosse Festival (OLF) occurs annually in venues across Durham Region.
- 2.2 As one of the largest youth sports festivals in Canada, and the largest youth lacrosse festival in the world, the OLF promotes health and wellness, supports local businesses, and highlights Durham's vibrant communities.
- 2.3 The Economic Development and Tourism Division through its Sport Durham program is a supporter of this event and provides an \$18,000 sponsorship, advertising through social media channels, and support with our municipalities to facilitate the booking of arena space.

3. 2024 Event and Economic Assessment Results

- 3.1 The 2024 OLF, held August 2-11, 2024, featured 447 teams and approximately 8,000 athletes and coaches. The event showcased participants ages 6-21 competing for 36 Ontario provincial lacrosse championships over ten days, making it the world's largest youth lacrosse event with an attendance close to 50,000. Approximately 38,400 attendees were visitors from outside Durham Region.
- a. 80% of the out-of-town attendees stayed overnight during their visit, for an average of 3.1 nights.
 - b. 26.6% of attendees stayed between 4 and 7 days.
 - c. 80% of out-of-town attendees indicated this event was the sole reason for their visit to Durham Region.
- 3.2 The primary event occurs at the Iroquois Park Sports Centre in Whitby, while games are played at 12 arenas across the region, including in Ajax, Clarington, Oshawa, Pickering, and Scugog.

4. Results of 2024 OLF and STEAMPRO Assessment

- 4.1 The Ontario Lacrosse Festival organizers worked with Sport Tourism Canada to use their Sport Tourism Economic Impact Assessment Pro Model (STEAMPRO) tool to perform an economic impact analysis on the 2024 Festival. STEAMPRO is utilized by collecting, measuring, and analyzing data to generate the economic impact from actual spending data during the sport event.
- 4.2 The total overall event attendee spending is calculated to be over \$9,250,000. Per-party spending is reported to be over \$1,150. This number is estimated by analyzing survey results of attendees. Further details include:
- a. Accommodations account for 38.7% of overall spending at \$3,103,365 (\$451.22 per party);
 - b. Restaurants account for 22% of overall spending at \$2,217,212 (\$256.61 per party);
 - c. Retail/shopping accounts for 14.5% of overall spending at \$1,463,030 (\$169.33 per party);
 - d. Vehicle expenses accounts for 11.8% of overall spending at \$1,188,004 (\$137.49 per party);
 - e. Other items creating economic impact include groceries, recreation and entertainment, transportation, and volunteer spending.

5. The Economic Impact Results

- a. With the total expenditures (overall attendee spending + operational & capital expenditures) totalling over \$9.9 million, this supported and enabled an estimated \$13.4 million of economic activity in Durham Region.
- b. The 2024 Ontario Lacrosse Festival supported tax revenues (federal, provincial and municipal) totalling \$2.5 million across Durham Region.

6. Financial Implications

- 6.1 The total cost to sponsor the 2024 OLF was \$18,000 which was sourced from the approved 2024 Economic Development and Tourism Division budget.

7. Relationship to Strategic Plan

- 7.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
 - a. Healthy People, Caring Communities
 - Item H4 – Support the development of healthy children and youth (including access to affordable and quality childcare)
 - b. Resilient Local Economies
 - Item R5 – Cultivate and promote local arts, culture, quality of place, and tourism that embrace urban excitement and country charm

8. Conclusion

- 8.1 The Ontario Lacrosse Festival is a flagship event for sport tourism in Durham Region, bringing the community together while welcoming thousands of visitors to the region to participate in sport.
- 8.2 By supporting this event, the Economic Development and Tourism Division are leveraging partnerships to create substantial economic, social, and cultural benefits.
- 8.3 By hosting this annual event, Durham Region continues to enhance its reputation as a premier destination for sport tourism.
- 8.4 Sport Durham will continue its partnership with the Ontario Lacrosse Festival to support this premier 10-day celebration of Canada's national sport. Each year, the festival brings together Ontario's youth and their families, fostering a tradition of

competition and community in Durham. The 2025 Ontario Lacrosse Festival returns for its 20th anniversary when it takes place from August 1-10, with over 430 teams competing in 820 games across Durham Region. Participation is expected to grow annually, further solidifying Durham as a key destination for this prestigious event.

- 8.5 For additional information, contact: Simon Gill, Director of Economic Development & Tourism at 905-668-7711, extension 2611.

9. Attachments

Attachment #1: Economic Impact Assessment: Final Report – Ontario Lacrosse Festival – Durham Region, ON

Respectfully submitted,

Original signed by

Ramesh Jagannathan, M.B.A., M.Eng.,
P.Eng., PTOE for
Elaine C. Baxter-Trahair
Chief Administrative Officer



Economic Impact Assessment

Final Report – Ontario Lacrosse Festival – Durham Region, ON

Prepared by: Derek Mager, STC EI Consultant
December 17, 2024

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:

1. The spending of out-of-town visitors while they attend the event(s);
2. The expenditures of the event organizers in producing the event(s);
3. 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

In order 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

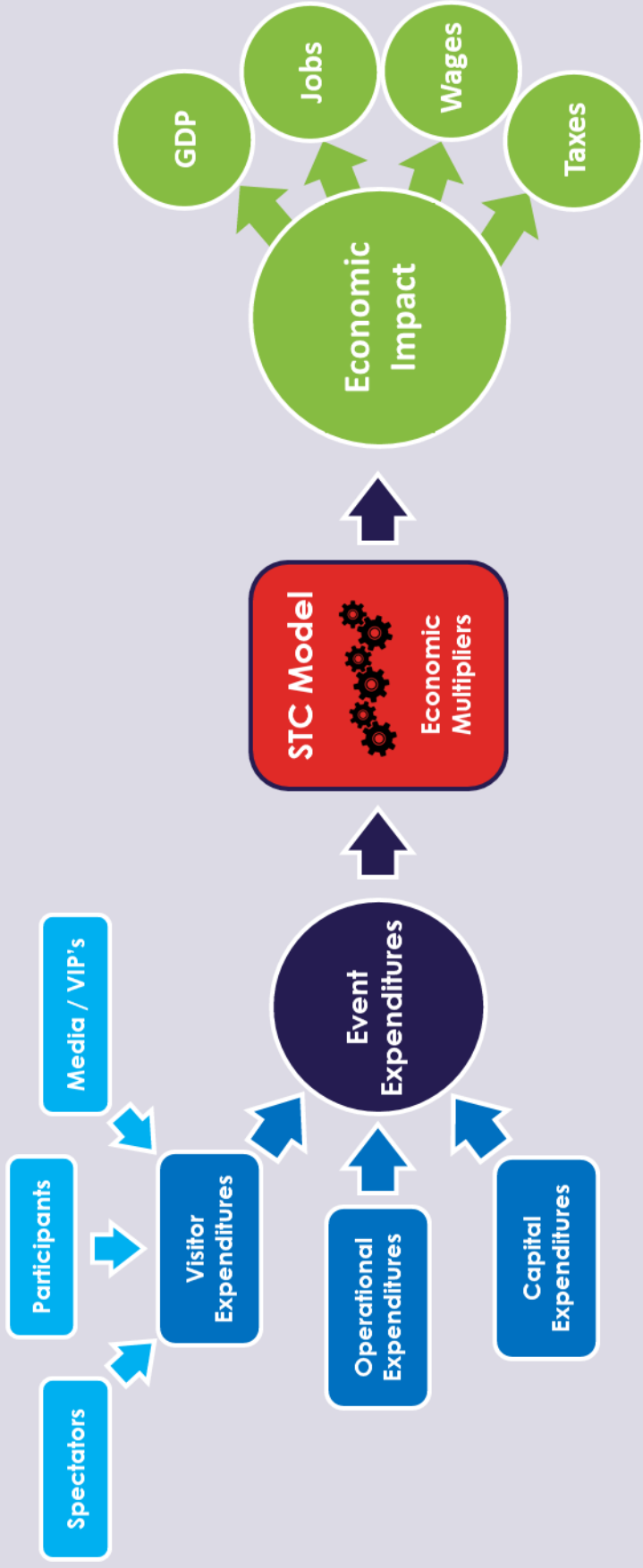
The elements (outputs of the model) used to measure the economic impacts are:

- Gross Domestic Product (GDP)
- Wages & Salaries
- Employment
- 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



METHODOLOGY

The visitor statistics cited in this report were derived from a post-event survey that was delivered to all registered participants and their families. The survey was developed by STC, in conjunction with the client, specifically for this event and was administered via email by the Ontario Lacrosse Association.



A total of **1,136** valid attendee responses were collected during this process resulting in a margin of error of +/-2.9% at the 95% confidence level.



The survey included a variety of questions for the participants and spectators with regards to their age, place of residence, days attended, 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.



THE EVENT

The Ontario Lacrosse Festival is a ten-day celebration of Canada's National Sport hosted in Durham Region featuring 447 teams and approximately 8,000 coaches and athletes competing for thirty-six Ontario provincial lacrosse championships.

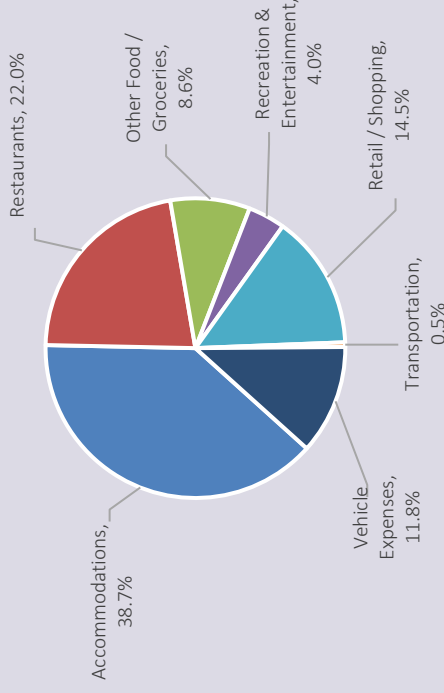
Fuelled by television exposure, expanding programs and services, new technology and the growth of professional leagues, Ontario Lacrosse has seen significant membership expansion over the last two decades. This surge in interest paved the way for the inception of the Ontario Lacrosse Festival in 2004. Positioned as a premier youth sports property, the Festival is hosted annually in Durham Region, over ten days. It attracts 447 teams and roughly 8,000 coaches and athletes, making it the world's largest youth lacrosse event with an attendance of around 50,000. The event showcases competitions across thirty-six provincial championships for participants aged 6-21 years.



ATTENDEE SPENDING

Aggregate attendee spending
was just under **\$9.3 million**

	Per Party	Overall
Accommodations	\$451.22	\$3,103,365
Restaurants	\$256.61	\$2,217,212
Other Food / Groceries	\$99.80	\$862,353
Recreation & Entertainment	\$46.90	\$405,253
Retail / Shopping	\$169.33	\$1,463,030
Transportation	\$5.83	\$50,382
Vehicle Expenses	\$137.49	\$1,188,004
Total	\$1,167.19	\$9,289,599



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



© SPORT TOURISM CANADA / TOURISME SPORTIF CANADA. ALL RIGHTS RESERVED / TOUS LES DROITS SONT RÉSERVÉS.

OVERALL VISITOR SPENDING

Attendee spending was **\$9,289,599**

+

Other visitor* spending was **\$168,252**

=

Aggregate visitor spending was \$9,457,851

* Other visitors include participants, team support personnel, and volunteers



© SPORT TOURISM CANADA / TOURISME SPORTIF CANADA. ALL RIGHTS RESERVED / TOUS LES DROITS SONT RÉSERVÉS.

OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers were just under **\$474,000**.

Additionally, **\$1,200** was spent on furniture & fixtures (**capital expenditures**) related to the future of hosting of this event.

Operational

\$473,666

Capital

\$1,200

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



THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited the Durham Region for the Ontario Lacrosse Festival, in combination with the expenditures made by the event organizers, totalled over \$9.9 million, supporting just under \$15.7 million in overall economic activity in Ontario, including over \$13.4 million of economic activity in the Durham Region.

These expenditures supported nearly \$4.3 million in wages and salaries in the province through the support of 94 jobs, of which 86 jobs and over \$3.6 million in wages and salaries were supported regionally.

The total net economic activity (GDP) generated by the 2024 Ontario Lacrosse Festival was:

- \$8.0 million for Canada as a whole
- \$6.9 million for the province of Ontario
- \$5.6 for the Region of Durham

The 2024 Ontario Lacrosse Festival supported tax revenues totalling \$3.3 million across Canada.

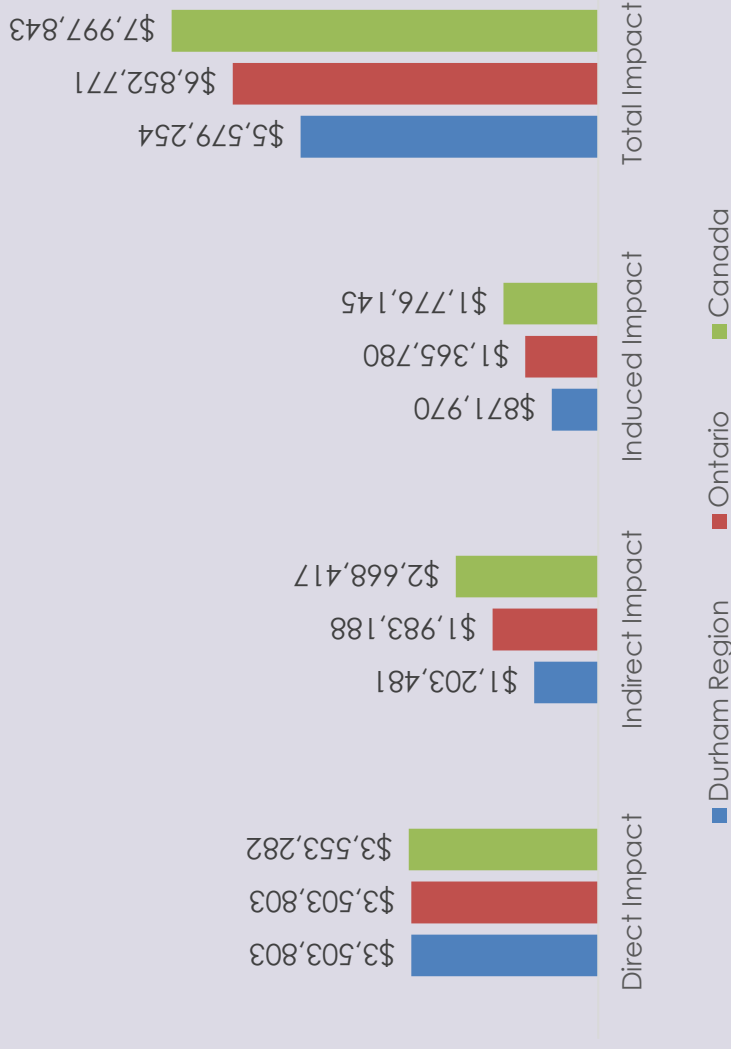
	Durham Region	Ontario	Canada
Initial Expenditure	\$9,932,717	\$9,932,717	\$9,932,717
GDP	\$5,579,254	\$6,852,771	\$7,997,843
Wages & Salaries	\$3,623,725	\$4,294,160	\$4,904,850
Employment	86.1	94.3	104.0
Total Taxes	\$2,510,604	\$2,930,241	\$3,300,694
Federal	\$1,153,399	\$1,337,020	\$1,480,698
Provincial	\$1,140,654	\$1,395,627	\$1,589,372
Municipal	\$216,551	\$197,594	\$230,624
Industry Output	\$13,404,937	\$15,684,058	\$18,085,033



GROSS DOMESTIC PRODUCT

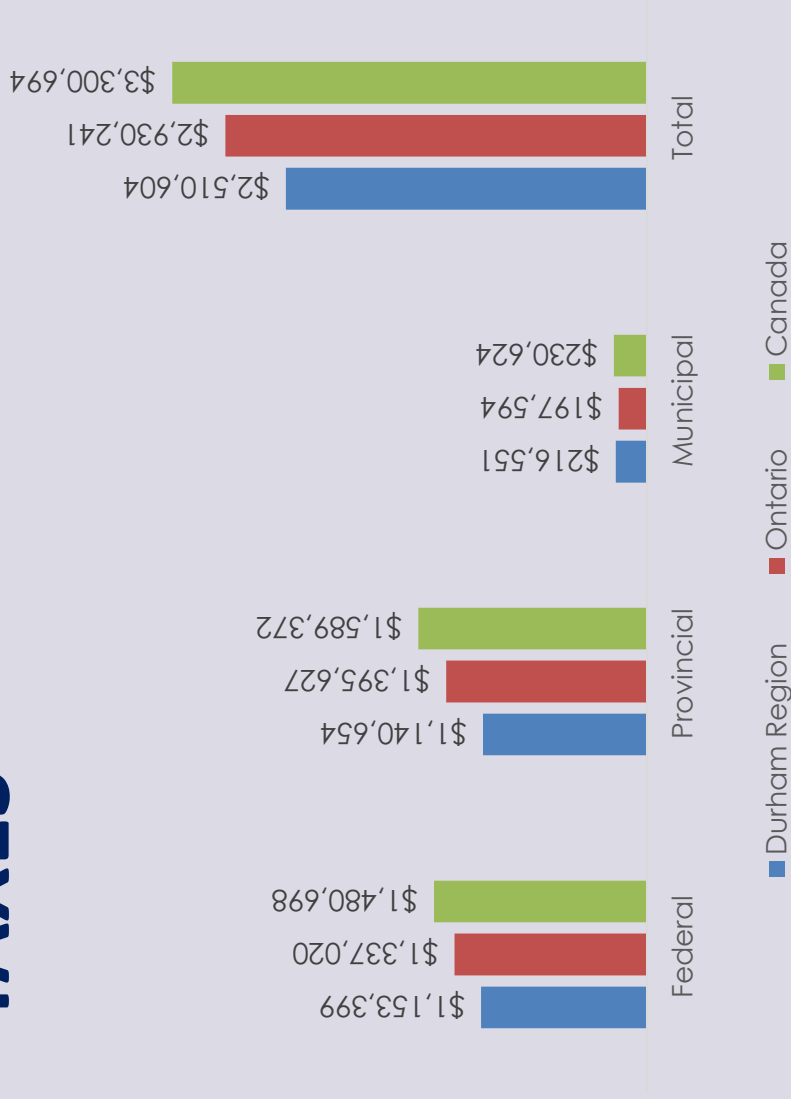
GDP (at basic prices)

The hosting of the **Ontario Lacrosse Festival** in the **Durham Region** contributed just under **\$8.0 million** in GDP to the Canadian economy through direct and spin-off impacts.



TAXES

The **2024 Ontario Lacrosse Festival** hosted in the **Durham Region** contributed just over **\$3.3 million** in federal, provincial, and local **taxes** through direct and spin-off effects throughout Canada.



ADDITIONAL QUESTIONS

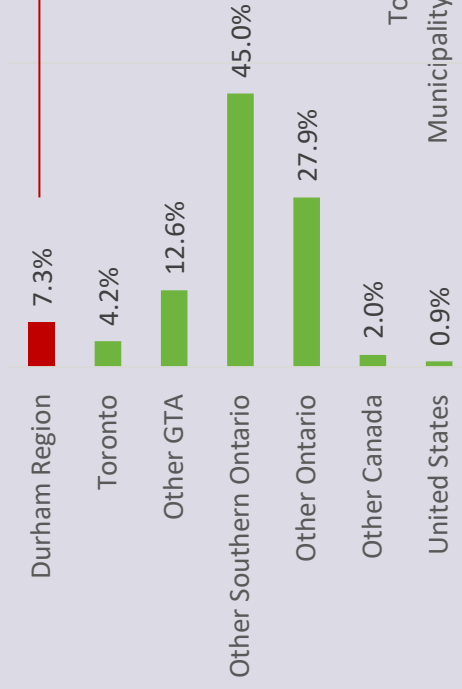


The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.



DEMOGRAPHICS

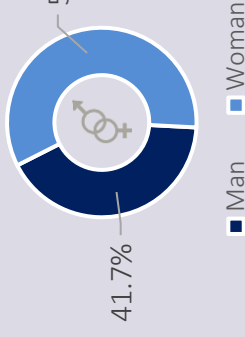
Place of Residence



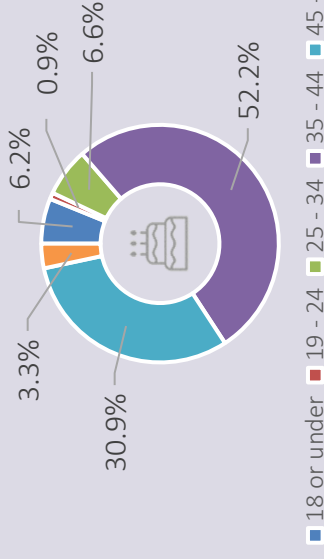
Durham Region



Gender



Age Range



TRAVEL CHARACTERISTICS

80% of out-of-town attendees stayed overnight during their visit to the Durham Region



Of those staying overnight...

- **73%** Stayed in a hotel / motel
- **8%** Camped
- **7%** Used a short-term rental
- **6%** Stayed with friends/family
- **6%** Made other arrangements

Average nights in the Durham Region = **3.1**



Average travel party size = **3.7** people



80% of attendees indicated that this event was the sole reason for their visit to the Durham Region.

Overall, the importance of this event in influencing visitation to the Durham Region was **9.4/10**.

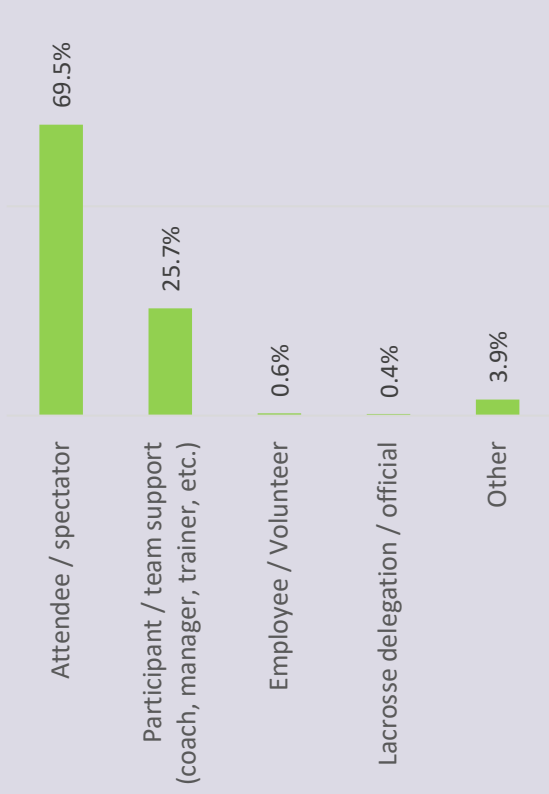


20% of out-of-town attendees made an average of **3.4** day-trips to the Durham Region

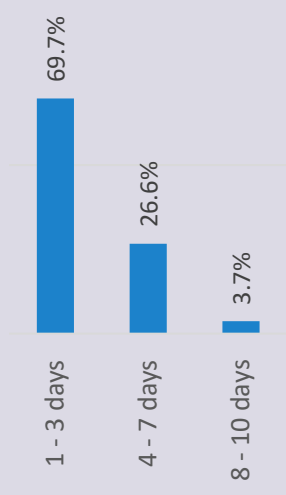


ATTENDANCE CHARACTERISTICS

Role at Event



Days Attended



**Average days
at event = 3.2**



SUMMARY | BY THE NUMBERS

Ontario Lacrosse Festival – Key Facts & Figures				
\$9.9 million of initial expenditures	\$9.5 million of visitor spending	86 local jobs supported by the event	\$15.7 million overall economic activity in the province	
38,400 out of town visitors* in the Durham Region	\$3.6 million of wages and salaries supported locally	\$6.9 million boost to provincial GDP	\$3.3 million in taxes supported across Canada	

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



© SPORT TOURISM CANADA / TOURISME SPORTIF CANADA. ALL RIGHTS RESERVED / TOUS LES DROITS SONT RÉSERVÉS.

APPENDIX – GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the amount 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 particular 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 benefitted 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 INFORMATION

If you have any questions concerning the findings in this report, please 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

