



News Release

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BC Summer Games brought \$2.6 Million to Kelowna

The 2008 BC Summer Games had a direct economic impact of \$2.6 million to the host community of Kelowna. The study, conducted during the July event, measured direct spending by Games organizers, participants, spectators, and volunteers.

"British Columbia already has a reputation for excellence in sport hosting and we'll continue to build on that reputation through the great work of the BC Games' host societies. The positive impact of the Summer Games on Kelowna's economy proves that sporting activities provide a great boon to the communities that host them," said Minister of Healthy Living and Sport Mary Polak.

The 2008 study saw an increase in economic impact of close to \$400,000 over the previous study of the BC Summer Games done in 2000. Participants, spectators, and volunteers accounted for \$1,902,000 of spending while Games organizers spent \$682,000. The significant jump in the overall comparison was a marked increase in spectator spending. As the BC Summer Games are a unique one-time opportunity for athletes, more parents are attending the Games in support of their children. Hotel nights, restaurant meals, and car rentals all attributed to the increase in spectator spending.

"The City of Kelowna has long been a strong supporter of Sport Tourism and realizes the economic significance that these events bring to our community," said Mayor Sharon Shepherd. "Volunteers and community participation played a significant role in the success of the BC Summer Games. The hosting of these Summer Games has fulfilled our high expectations, and the excellence displayed throughout makes Kelowna very proud."

Statistics from the report include:

- More than 60% of the athletes surveyed had friends or relatives attending as spectators and the average number of spectators per athlete was 4.9.
- 98% of non-local spectators were in the area specifically for the Games and 65% were staying for 3 to 4 days.
- Spectators spent an average of \$277.78 per person with accommodation accounting for 30% of total spending.

The economic impact study was conducted by the Economic Planning Group of Canada who has expertise in the field as the author of several previous studies at the BC Games.

The full report can be viewed at www.bcgames.org

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