



News Release

For immediate release
June 11, 2008

BC Winter Games brought nearly \$1.8 Million to Kimberley and Cranbrook

The 2008 BC Winter Games had a direct economic impact of \$1.79 million to the host communities of Kimberley and Cranbrook.

The study, commissioned by the BC Games Society and the Tourism Branch of the Ministry of Tourism, Sport and the Arts, measured spending by Games organizers, participants, spectators and volunteers.

“British Columbia has developed an international reputation for excellence in event hosting, and boasts the highest physical activity rate in Canada,” said Stan Hagen, Minister of Tourism, Sport and the Arts. “This study demonstrates hosting sporting events brings significant economic, sport, volunteer, and community legacies to our province.”

The 2008 study saw an increase in economic impact of \$600,000 over the previous study of the BC Winter Games done in 2000. Participants, spectators, and volunteers accounted for \$1,128,000 of spending while Games organizers spent \$658,000. The significant jump in the overall comparison was a marked increase in spectator spending. As the BC Winter Games are a unique one-time opportunity for athletes, more parents are attending the Games in support of their children. Hotel nights, restaurants and car rentals all attributed to the increase in spectator spending.

“The BC Winter Games were a great event for the economy, profile and spirit of our communities,” said Bill Bennett, MLA for East Kootenay. “The Games brought Cranbrook and Kimberley residents together while attracting visitors from across B.C. to support our athletes and enjoy the beauty of the Kootenays. The impact of this event will have positive, long-term effects for our region. ”

Statistics from the report include:

- More than 60% of the athletes surveyed had friends or relatives attending as spectators
- 57% of spectators interviewed were from outside the Kimberley / Cranbrook area
- 87% of non-local spectators were in the area specifically for the Games and 68% were staying for 3 to 4 days
- 89% of spectators spent money on goods or services while at the Games with accommodation accounting for 1/3 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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