

Fraser Valley Heritage Attractions

Economic Impact Assessment

July 2009

The following analysis provides an estimate of the economic impact generated by the Fraser Valley Heritage attractions, consisting of the Fort Langley National Heritage Site, the Xa:ytem Longhouse Interpretive Centre, and the Kilby Historic Site.

Table of Contents

Executive Summary..... 3

Introduction 4

Inputs 6

 Visitor Expenditures..... 6

 Operations & Capital Expenditures..... 7

Economic Impact Results 8

 Visitors 8

 Operations 9

 Capital 10

 Total 11

Appendix 1. Technical Description of the Impact Methodology 12

Appendix 2: Glossary of Terms Used 13

Acknowledgements

This report is part of the larger 2008 Fraser Valley Heritage Attractions Visitors Study, which reports the results of survey of travellers to the Fraser Valley Heritage Attractions including the Fort Langley National Historic Site, the Xa:ytem Longhouse Interpretive Centre, and the Kilby Historic Site between May and September 2008.¹

The Fraser Valley Heritage Attractions Visitors Study was a partnership between the Ministry of Tourism, Culture & the Arts² (Tourism Development Branch and Heritage Branch), Heritage Canada (Federal Provincial Territorial Culture and Tourism Initiative; FPTTI) and the facility operators.

The ministry would like to gratefully acknowledge the three venues that assisted with the project by providing access for on-site interviews of their visitors. The ministry would also like to gratefully acknowledge the financial contribution from the FPTTI that allowed for the completion of this project.

This report was written by Tony Fisher of the Paradigm Consulting Group (Ottawa).

¹ The results of the survey are reported in detail in the Fraser Valley Heritage Attractions Visitors study can be requested from the Ministry of Tourism, Culture and the Arts - Heritage Branch

² Formerly Ministry of Tourism, Sport and the Arts.

Executive Summary

The Ministry of Tourism, Culture, and the Arts of the Province of British Columbia contracted Paradigm Consulting Group (Ottawa) to assess the economic impact associated with the Fraser Valley Heritage Attractions arising from their annual operations and capital expenditures as well as the expenditures made in the host communities by independent travellers.

The economic impacts presented in this report were based on spending estimates collected from the Fraser Valley Heritage Attractions study on behalf of the Province of British Columbia. The estimates contained within this report are based on projected data for a full year (2008) at the Fort Langley National Historic Site, the Xa:ytem Longhouse Interpretive Centre, and the Kilby Historic Site.

Total Economic Impacts Generated by the Fraser Valley Heritage Attractions

Our analysis suggests the combined expenditures of visitors to the Fraser Valley Heritage Attractions plus the capital and operational expenditures made by the facilities themselves generated the following benefits totaled an estimated \$10.2 million in the Fraser Valley in 2008. These expenditures generated the following benefits with the Fraser valley:

- Increased employment³ of 178 equivalent full-year jobs for local residents
- Gross domestic (regional) product in the order of \$7.3 million³
- Wages and salaries of \$5.8 million
- Federal, provincial and municipal taxes of \$1.7 million, \$1.4 million and \$897, 000 respectively.

Our analysis suggests that total spending related to the participating Fraser Valley heritage attractions (including operation, capital expenditures, and independent visitor expenditures) generated the following benefits for the province of British Columbia in 2008:

- Increased employment of 217 equivalent full-year jobs for local residents
- Gross domestic product exceeding \$11.1 million
- Wages and salaries of \$7.8 million
- Federal, provincial and municipal taxes of \$2.4 million, \$1.8 million and \$897, 000 respectively.

³ All economic impacts in this paragraph refer to direct, indirect, and induced impacts.

Introduction

Every year, thousands of tourists and local residents visit heritage attractions located throughout the Fraser Valley. They leave these sites with not only with new experiences, new knowledge and valuable impressions; but non-resident visitors also inject money into the local community, adding to the community and provincial economic well-being. Three of the valley's major historic sites are the Fort Langley National Historic Site, the Xa:ytem Longhouse Interpretive Centre, and the Kilby Historic Site.

Fort Langley was originally built in 1827 by the Hudson's Bay Company, and relocated to its current location in 1839. As fur resources were exhausted, supply replaced trade as the fort's major role; with the Company operating a large farm and beginning the west coast salmon packing industry. Fort Langley was also a terminus of the first practical all-British route from the coast to the interior. The site was also significant as it was the site where the Colony of British Columbia was proclaimed in 1858. Presently, the site features costumed interpreters using stories, re enactments and demonstrations, to illustrate life as it was on a trading post in the 1850s. The fort has one original building, the Storehouse, and five reconstructed buildings. Fort Langley National Historic Site belongs to Parks Canada's system of nationally significant historic sites and attracted over 58,000 visitors between January and October of 2008.

The Xa:ytem Longhouse Interpretive Centre portrays the history and culture of the people of the river, the Stó:lo. The site features archaeological evidence from of long term Stó:lo presence, cultural traditions and spirituality. The attraction also illustrates that ancestors of the Stó:lo were a socially developed sedentary society of people who fished for salmon, systematically harvested the forests, traded over great distances and practiced a life rich in ceremony. In 1992, the site was officially designated as a national historic site by the Federal government. The site is owned by the Stó:lo nation and is operated by the Stó:lo heritage trust society. Between January and October of 2008, the site attracted 10,900 visitors.

Located near the confluence of the Harrison and Fraser Rivers, the Kilby Store and Farm stands as the only reminder of the once thriving community of Harrison Mills. The site contains the only remaining buildings of a once thriving mill town from the turn of the last century. Costumed interpreters allow visitors to experience firsthand just how life was in the 1920s in rural British Columbia. The site is managed by the District of Kent and the Fraser Valley heritage Society, a community based non-profit organization. Between January and October of 2008, the site attracted 7,100 visitors.

Together, these and other historic sites in the region are a considerable tourism attraction in the Fraser Valley, with the combined volume of only these three sites being in excess of 85,000 visitors between January and October of 2008.

To better understand visitors' perceptions and experience of these sites, as well as the importance of these sites in travellers' trip decision making, a consortium of partners including the Ministry of Tourism, Culture and the Arts (Tourism Development & Heritage branches); Heritage Canada (Federal Provincial Territorial Culture and Tourism Initiative; FPTTI) and the partner heritage attraction operators commissioned a study of the attractions' visitors. This study consisted of a survey conducted at the heritage sties which collected a variety of information such as visitor origin; visitor demographics; trip information such as length of stay, transportation use, and accommodation use; perceptions and

satisfaction with the facilities; and for out-of-town visitors to the attraction, total spending while in the Fraser Valley.

This report provides an estimate as to total visitor spending in the Fraser Valley made by visitors to the Fraser Valley Heritage Attractions. It then estimates the economic impact arising from the spending of visitors along with the operational and capital expenditures made by the attractions themselves as part of their regular operations. A second report, which outlines the characteristics of travellers to the Fraser Valley Heritage Attractions, is available from the Ministry of Tourism, Culture, and the Arts⁴

The economic impacts presented in this report are based on spending estimates collected by staff at the various Fraser Valley Heritage Attractions. The expenditure estimates generated through the on-site survey were then weighted by attendance figures at the site to prepare the total expenditure estimates. The estimates were based on projected data for a full year (2008) at the Fraser Valley Heritage Attractions.

⁴ The report is available on request from the Ministry of Tourism, Culture and the Arts – Heritage Branch.

Inputs

Visitor Expenditures

Among the considerable amount of data collected as part of the on-site survey given at the Fraser Valley Heritage Attractions over the summer of 2008, visitors to the region were asked as to how much they spent in the Fraser Valley over the course of their trip. These expenditures were calculated on a per-person / per-trip basis, and then multiplied by the total number of visitors at each attraction (with information coming from administrative data). The importance of the heritage attraction in visitor's decision to travel to the Fraser Valley was also factored into the estimates. In total, visitor spending in the Fraser Valley attributable to the three Fraser Valley Heritage Attractions totalled \$7.9 million.

Table 1. Visitor Spending Estimates

Attributable Visitor Volume Estimates					
	Fort Langley	Xa:ytem	Kilby	Same day	
Share same day visitors*	43%	27%	56%		
Volume**	54,299	9,992	5,658		
Same day	23,379	2,655	3,168	29,202	
Overnight Volume	30,920	7,337	2,490	0	
Share of non-GVRD /FV Visitors	88%	94%	66%	3%	
Importance	63%	52%	65%	63%	
Total Attributable visits	17,119	3,549	1,083	512	
Spending per person per trip					
	Fort Langley	Xa:ytem	Kilby	Same day	
Transportation	\$69.06	\$194.50	\$43.68	\$3.43	
Accommodation	\$110.16	\$184.72	\$70.23	\$0.00	
Food & Bev	\$66.18	\$138.85	\$52.89	\$7.73	
Shopping	\$31.83	\$77.06	\$33.63	\$6.85	
Rec. & Entertainment	\$27.08	\$49.22	\$17.41	\$0.37	
Other Spending	\$5.90	\$27.44	\$6.70	\$0.19	
Total	\$310.22	\$671.79	\$224.53	\$18.56	
Total Attributable Spending					
	Fort Langley	Xa:ytem	Kilby	Same day	Total
Transportation	\$1,182,181	\$690,236	\$47,292	\$1,754	\$1,921,462
Accommodation	\$1,885,859	\$655,537	\$76,042	\$0	\$2,617,438
Food & Bev	\$1,132,963	\$492,747	\$57,264	\$3,958	\$1,686,932
Shopping	\$544,963	\$273,453	\$36,410	\$3,508	\$858,334
Rec. & Entertainment	\$463,647	\$174,678	\$18,852	\$190	\$657,367
Other Spending	\$101,051	\$97,394	\$7,249	\$95	\$205,789
Total	\$5,310,663	\$2,384,046	\$243,108	\$9,504	\$7,947,321

Sources:

* Fraser Valley Heritage Site Survey

** Fraser Valley Heritage Site administrative data

Operations & Capital Expenditures

All three attractions under consideration in this study were asked as to their total operations and capital expenditures made in 2008. Aggregate operational expenditures totalled \$2.2 million in 2008, with an additional \$90,000 being spent on capital upgrades. Details of these expenditures are reported in Table 2.

Table 2. Operations & Capital Expenditures

Fraser Valley Study Participant Heritage Attractions	
Operational Expenditures	
Salaries, Fees and Commissions	\$1,612,500
Advertising Services	\$60,861
Professional Services	\$13,251
Financial Services	\$13,819
Insurance	\$5,080
Rent	\$0
Laundry and Cleaning Services	\$18,805
Other Services	\$119,669
Communication	\$27,040
Energy and Other Utilities	\$63,204
Guest Room Supplies	\$0
Office Supplies	\$18,264
Kitchen Supplies	\$4,973
Other Supplies (e.g. program and workshop supplies)	\$61,903
Repairs	\$34,898
Food and Beverages – Prepared	\$26,131
Accommodation	\$0
Merchandise and Retail	\$59,070
Personal Travel	\$60,066
Transportation and Storage	\$7,135
Total	\$2,206,669
Capital Expenditures	
Buildings and Renovations	\$41,821
Machinery and Equipment	\$48,177
Total	\$89,998

Economic Impact Results

Visitors

As previously noted, the aggregate expenditures of visitors that can be attributed to the participating Fraser Valley Heritage attractions totalled \$7.9 million. This expenditure generated \$7.8 million in Gross Domestic Product in the Province of British Columbia, of which \$4.8 million occurred in the Fraser Valley. Wages and salaries supported by the visitor expenditures totalled \$3.6 million in the Fraser Valley and \$1.6 million in the rest of the province. The employment effects were also considerable, with 158 jobs being supported throughout the province, of which 127 were in the Fraser Valley. Tax revenues supported by the visitor expenditures totalled \$3.9 million, of which \$1.7 million accrued to the federal government and \$1.4 million to the provincial government. Municipal taxes supported by the visitor expenditures totalled \$760,000, of which \$636,000 accrued in the Fraser Valley.

Table 3. Fraser Valley Heritage Attractions Visitor Economic Impact Results

	Total British Columbia	Total Fraser Valley	Rest of B.C.
Initial Expenditure	\$7,947,321	\$7,947,321	\$0
Gross Domestic Product			
Direct Impact	\$2,863,162	\$2,863,162	\$0
Indirect Impact	\$2,836,720	\$955,691	\$1,881,029
Induced Impact	\$2,129,746	\$1,001,748	\$1,127,998
Total Impact	\$7,829,628	\$4,820,601	\$3,009,027
Industry Output			
Direct & Indirect	\$12,539,531	\$9,494,436	\$3,045,094
Induced Impact	\$4,291,624	\$2,018,610	\$2,273,014
Total Impact	\$16,831,154	\$11,513,046	\$5,318,108
Wages and Salaries			
Direct Impact	\$2,170,004	\$2,170,004	\$0
Indirect Impact	\$1,678,520	\$770,843	\$907,677
Induced Impact	\$1,332,162	\$634,601	\$697,562
Total Impact	\$5,180,687	\$3,575,448	\$1,605,239
Employment (Full-year jobs)			
Direct Impact ⁵	84.2	84.2	-
Indirect Impact	38.1	18.7	19.4
Induced Impact	36.2	23.9	12.3
Total Impact	158.5	126.8	31.7
Taxes			
Federal	\$1,743,155	\$1,219,814	\$523,340
Provincial	\$1,398,740	\$1,044,758	\$353,982
Municipal	\$759,750	\$636,368	\$123,382
Total	\$3,901,644	\$2,900,940	\$1,000,704

⁵ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

Operations

Operational expenditures at the three Fraser Valley Heritage Attractions totalled \$2.2 million, with the largest component of this being wages and salaries paid to employees at the attractions. This expenditure generated nearly \$3.2 million in Gross Domestic Product in the Province of British Columbia, of which \$2.4 million occurred in the Fraser Valley. Wages and salaries supported by the operational expenditures totalled \$2.2 million in the Fraser Valley and \$388,000 in the rest of the province. The employment effects were also considerable, with 57 jobs being supported throughout the province, of which 50 were in the Fraser Valley. Tax revenues supported by the operational expenditures totalled \$1.2 million, of which \$599,000 accrued to the federal government and \$432,000 to the provincial government. Municipal taxes supported by the visitor expenditures totalled \$135,000, of which \$104,000 accrued in the Fraser Valley.

Table 4. Fraser Valley Heritage Attractions Operations Economic Impact Results

	Total British Columbia	Total Fraser Valley	Rest of B.C.
Initial Expenditure	\$2,206,670	\$2,206,670	\$0
Gross Domestic Product			
Direct Impact	\$1,612,501	\$1,612,501	\$0
Indirect Impact	\$448,378	\$208,100	\$240,278
Induced Impact	\$1,111,706	\$617,356	\$494,350
Total Impact	\$3,172,585	\$2,437,957	\$734,628
Industry Output			
Direct & Indirect	\$2,587,463	\$2,383,403	\$204,060
Induced Impact	\$2,215,468	\$1,230,301	\$985,168
Total Impact	\$4,802,932	\$3,613,704	\$1,189,228
Wages and Salaries			
Direct Impact	\$1,612,500	\$1,612,500	\$0
Indirect Impact	\$280,938	\$187,945	\$92,993
Induced Impact	\$682,146	\$386,954	\$295,192
Total Impact	\$2,575,583	\$2,187,399	\$388,184
Employment (Full-year jobs)			
Direct Impact ⁶	32.3	32.3	-
Indirect Impact	7.0	5.0	2.0
Induced Impact	18.3	13.2	5.1
Total Impact	57.5	50.5	7.0
Taxes			
Federal	\$598,858	\$471,947	\$126,911
Provincial	\$432,265	\$332,040	\$100,225
Municipal	\$134,585	\$104,043	\$30,542
Total	\$1,165,709	\$908,031	\$257,677

⁶ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

Capital

Capital expenditures at the three Fraser Valley Heritage Attractions were fairly small in 2008, totalling just \$90,000. This expenditure generated \$72,000 in Gross Domestic Product in the Province of British Columbia, of which \$44,000 occurred in the Fraser Valley. Wages and salaries supported by the capital expenditures totalled \$30,000 in the Fraser Valley and \$17,000 in the rest of the province. The capital expenditures supported 1.2 jobs throughout the province, of which 0.8 were in the Fraser Valley. Tax revenues supported by the operational expenditures totalled \$30,000, of which \$15,000 accrued to the federal government and \$12,000 to the provincial government. Municipal taxes supported by the capital expenditures totalled \$3,000, of which nearly \$2,000 accrued in the Fraser Valley.

Table 5. Fraser Valley Heritage Attractions Capital Economic Impact Results

	Total British Columbia	Total Fraser Valley	Rest of B.C.
Initial Expenditure	\$89,998	\$89,998	\$0
Gross Domestic Product			
Direct Impact	\$23,203	\$23,203	\$0
Indirect Impact	\$30,365	\$11,789	\$18,575
Induced Impact	\$18,531	\$9,067	\$9,464
Total Impact	\$72,099	\$44,059	\$28,040
Industry Output			
Direct & Indirect	\$140,444	\$109,584	\$30,860
Induced Impact	\$36,845	\$18,027	\$18,818
Total Impact	\$177,290	\$127,611	\$49,678
Wages and Salaries			
Direct Impact	\$17,218	\$17,218	\$0
Indirect Impact	\$18,783	\$7,318	\$11,465
Induced Impact	\$11,416	\$5,601	\$5,815
Total Impact	\$47,416	\$30,137	\$17,279
Employment (Full-year jobs)			
Direct Impact ⁷	0.5	0.5	-
Indirect Impact	0.4	0.2	0.2
Induced Impact	0.3	0.2	0.1
Total Impact	1.2	0.8	0.3
Taxes			
Federal	\$15,284	\$10,149	\$5,135
Provincial	\$11,536	\$8,170	\$3,366
Municipal	\$2,929	\$1,760	\$1,169
Total	\$29,749	\$20,079	\$9,670

⁷ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

Total

The combined visitor, operational, and capital expenditures at the three Fraser Valley Heritage Attractions totalled \$10.2 million. These expenditures generated \$11.1 million in Gross Domestic Product in the Province of British Columbia, of which \$7.3 million occurred in the Fraser Valley. Wages and salaries supported by the combined expenditures totalled \$5.8 million in the Fraser Valley and \$2.0 million in the rest of the province. The employment effects of the Fraser Valley Heritage Attractions were considerable, with 217 jobs being supported throughout the province, of which 178 were in the Fraser Valley. Tax revenues supported by the operational expenditures totalled \$5.1 million, of which \$2.4 million accrued to the federal government and \$1.8 million to the provincial government. Municipal taxes supported by the visitor expenditures totalled \$897,000, of which \$742,000 accrued in the Fraser Valley.

Table 6. Fraser Valley Heritage Attractions Total Economic Impact Results

	Total British Columbia	Total Fraser Valley	Rest of B.C.
Initial Expenditure	\$10,243,989	\$10,243,989	\$0
Gross Domestic Product			
Direct Impact	\$4,498,866	\$4,498,866	\$0
Indirect Impact	\$3,315,463	\$1,175,580	\$2,139,882
Induced Impact	\$3,259,983	\$1,628,171	\$1,631,812
Total Impact	\$11,074,312	\$7,302,617	\$3,771,694
Industry Output			
Direct & Indirect	\$15,267,438	\$11,987,423	\$3,280,014
Induced Impact	\$6,543,937	\$3,266,938	\$3,277,000
Total Impact	\$21,811,376	\$15,254,361	\$6,557,014
Wages and Salaries			
Direct Impact	\$3,799,722	\$3,799,722	\$0
Indirect Impact	\$1,978,241	\$966,106	\$1,012,135
Induced Impact	\$2,025,724	\$1,027,156	\$998,568
Total Impact	\$7,803,686	\$5,792,984	\$2,010,703
Employment (Full-year jobs)			
Direct Impact ⁸	117	117	-
Indirect Impact	45.5	23.9	21.6
Induced Impact	54.8	37.3	17.5
Total Impact	217.2	178.1	39.1
Taxes			
Federal	\$2,357,297	\$1,701,910	\$655,386
Provincial	\$1,842,541	\$1,384,968	\$457,573
Municipal	\$897,264	\$742,171	\$155,093
Total	\$5,097,102	\$3,829,050	\$1,268,052

⁸ Direct employment impact is generally extra shifts or overtime for existing workers rather than new employment.

Appendix 1. Technical Description of the Impact Methodology

The approach we have implemented in all our economic impact models is based on input-output techniques. This particular Economic Impact Assessment was conducted using the Regional Economic Assessment Model developed by the Canadian Tourism Research Institute (CTRI). Input-Output models use coefficients that are based on economic or business linkages. These linkages track the way in which consumer expenditures or business operations filter through the economy. In turn, the coefficients are then used to quantify the employment, taxes, income, and other economic impacts generated by tourism activities. The input-output approach indicates not only the direct and indirect impact of tourism spending, but also the induced effect generated by the re-spending of wages and salaries.

The impacts generated by the model are at the direct stage (i.e. the "front line" businesses impacted by expenditures), the indirect stage (i.e. those industries that supply goods and services to the "front line" businesses) and the induced stage (induced consumption attributed to the wages and salaries generated from both the direct and indirect impacts).

In addition, there are a number of assumptions made within the model. For example, wages and imports are pre-determined within the model. As well, additional exports are not incorporated into the induced impact, which consequently generates more conservative impacts.

Taxes and employment are key economic impacts and therefore must involve the use of both input-output and econometric techniques. As the data used in the provincial input-output tables is from 2003, taxes and employment must incorporate current coefficients and/or rates. These coefficients and/or rates are then applied to measures determined within the input-output framework of the model. Determining the level of taxes and employment outside of the input-output framework of the model allows rates and/or coefficients to be selectively changed for updates, or for conducting scenario analyses.

Appendix 2: Glossary of Terms Used

Initial Expenditure - This figure indicates the amount of initial expenditures or revenue 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. An example of this would be the supply and production of bed sheets to a hotel.

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. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

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).

NOTE: The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by "front-line" tourism businesses an additional \$0.50 of GDP is generated in spin-off activity (e.g. suppliers).

The multiplier (B), Total/\$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

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 broken down by the 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. These figures distinguish between the direct, indirect and induced impact. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

NOTE: The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per \$1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

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 involve 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. This information is broken down by the direct, indirect and induced impacts.

Imports - These figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.