

# Methodology for Measuring the Economic Impact of Festivals and Events

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ADOPTED A STANDARDIZED, DATA-DRIVEN APPROACH TO  
ACCURATELY MEASURE THE ECONOMIC IMPACT OF BARRIE'S  
FESTIVALS AND EVENTS

# Methodology for Measuring Festivals & Events

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**Tourism Barrie uses three separate platforms to establish the Economic Impact of a Festival & Event**

**ENVIRONICS**  
ANALYTICS

**Environics Analytics** Mobilescapes data technology to determine the number of attendees and the differential between locals and tourists.



**Destinations International's Event Impact Calculator, developed by Tourism Economics** to establish the economic impact of festivals and events.



**CoStar's STR Reports** is the world's leading hospitality benchmarking, analytics and marketplace insights platform to provide information on the Barrie hotel's occupancy, room rates and data on the competitive set.

# Environics Analytics Mobilescapes

**ENVIRONICS**  
ANALYTICS

**Environics Analytics Mobilescapes** platform uses anonymized mobile device data to estimate total event attendance, visitor origin, and the proportion of local versus non-local attendees.

**MobileScapes** is the most accurate, comprehensive and up-to-date mobile movement database available for marketing and business applications in Canada.

**MobileScapes** uses permission-based data collected by trusted suppliers, using location-enabled apps. This data is then combined with cellular network data within a geofenced space to count the individuals pinging off the cellular network.

The Mobilescapes data is inputted into ENVISION software to analyze the large volumes of mobile movement data of 40,000 data points and various analytical databases such as PRIZM, DemoStats, WealthScapes and HouseholdSpend.

**The result is a comprehensive, verifiable count of visitors and valuable insights on visitors for each Festival & Event.**

# Destinations International's Event Impact Calculator (EIC)



The EIC, developed by Tourism Economics (a division of Oxford Economics), is an industry-standard model used by over 380 destination marketing organizations globally. It quantifies the economic value generated by events through direct visitor spending, jobs supported, and tax revenues created in the local economy.

The EIC estimates visitor spending using multiple datasets, including:

- Survey data and CRM inputs from 300+ DMOs.
- Visitor spending studies by event type (festivals, sports, etc.).
- Government data sources, such as Statistics Canada, for localized adjustments.

By entering event-specific data (attendance, duration, visitor type, and room nights), the model applies input-output multipliers from Oxford Economics to determine the direct, indirect, and induced impacts. These include business sales, employment, household income, and municipal tax revenues.

The Event Impact Calculator has been continuously refined over 15 years by economists at Tourism Economics and Oxford Economics.

Used by 380 Destination Organizations annually

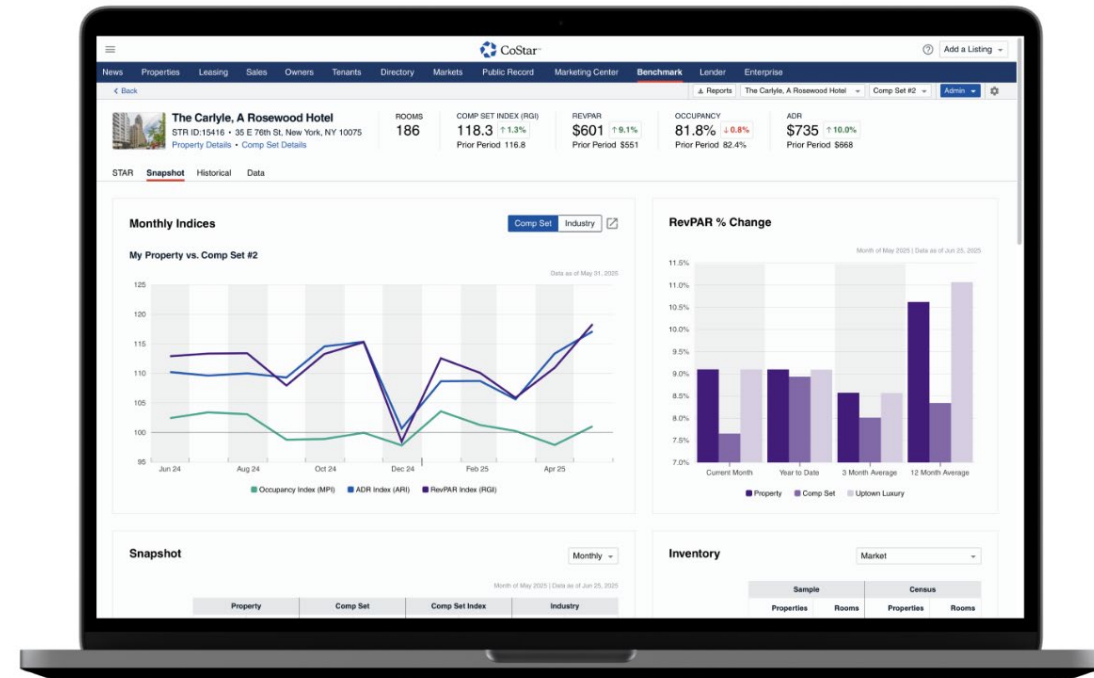
# CoStar with STR Reports



**CoStar with STR Reports** is the world's leading hospitality benchmarking, analytics, and marketplace insights platform, providing information on the Barrie Hotel's occupancy, room rates, and data on the competitive set.

Tourism Barrie leverages comprehensive hotel performance data—including occupancy trends, average daily rates, and forecast projections for demand, supply, and pricing to strengthen our tourism insights.

This information enables meaningful comparisons between event and non-event periods, thereby enhancing the accuracy of our economic impact reporting, particularly for festivals where detailed accommodation data are not readily available.



# Steps to completing a Festival & Event Report

## **STEP 1**

Define the geographical boundaries of the event to create a geofence using Environics Analytics Mobilescapes and extract the data for the specific date and time required.

## **STEP 2**

Use Environics Analytics Envision software to run demographic and geographic reporting to determine the total number of local and visitor attendees.

## **STEP 3**

Use STR Reports to retrieve data on Barrie Hotel's occupancy, room rates, and data on the competitive set for input to Destination International EIC.

## **STEP 4**

Input all known data into Destination International EIC to calculate a customized visitor spending (economic Impact) report.

## **STEP 5**

Create a customized report for the Festival & Event, including economic impact, visitor demographics, psychographics, target markets and segmentation.



Thank you.

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