

106th Grey Cup Economic Impact Results, Edmonton 2018

On 2019 May 7, the Canadian Football League (CFL) released results from an economic impact report for the 2018 Grey Cup in Edmonton. The study conducted by Sportcal — a sports market intelligence firm based in London, England — concluded the 106th Grey Cup game had a total economic impact of over \$81 million.

In addition, the findings included:

- Overall attendance at Grey Cup events throughout the week reached 430,967, including 55,819 who attended the Grey Cup championship game itself and 30,841 visitors from out of town who spent \$29 million during their stay in the city.
- More than 93 per cent of the attendees reported having a positive experience at the Grey Cup Festival and two-thirds felt it was better than most of its predecessors.
- The total economic impact of \$81,146,423 is estimated to be a 6.6 per cent increase from the Grey Cup in 2017.
- A total of 381 accredited media attended during the week, an increase of 20 per cent compared to the previous year.
- More than 9,100 stories were published about Grey Cup week, a 62 per cent increase over 2017, complementing a strong social media presence throughout the week.
- More than 40 festival partners and 32 league partners activated during the week, adding to the fun and excitement of the Grey Cup experience for attendees.
- The Grey Cup game garnered a television audience of 3.3 million with a reach of 8.4 million.
- The average number of days attended by fans was 2.9 days; 11 per cent attended all five days of the event.
- Thirty per cent of all fans – and 58 per cent of those aged 19 to 34 – attended a Grey Cup event for the first time.
- Women and those aged 19 to 24 were most likely to score events highly.

THE EI RESULTS

The combined spending of out-of-town fans/spectators, team and League delegates, media, sponsors, and other people who visited Edmonton for the Grey Cup, in combination with the expenditures made by the organizers of the event, totaled \$44.4 million, supporting \$71.7 million in overall economic activity in Alberta, including \$62.5 million of overall economic activity in Edmonton.

These expenditures supported \$23.5 million in wages and salaries in the province through the support of 384 jobs, of which 327 jobs and \$19.0 million in wages and salaries were supported in Edmonton.

The total net economic activity (GDP) generated by the 2018 Grey Cup and Grey Cup Festival was:

- \$42.6 million for Canada as a whole
- \$38.1 million for the province of Alberta
- \$29.8 million for the city of Edmonton

The 2018 Grey Cup and Grey Cup Festival supported tax revenues totaling \$10.6 million across Canada.

	Edmonton	Alberta	Canada
Initial Expenditure	\$44,405,540	\$44,405,540	\$44,405,540
GDP	\$29,817,479	\$38,097,124	\$42,604,569
Wages & Salaries	\$19,002,038	\$23,484,198	\$26,053,392
Employment	327.3	383.9	419.4
Total Taxes	\$7,869,494	\$9,661,985	\$10,617,073
Federal	\$4,622,983	\$5,577,185	\$6,065,061
Provincial	\$2,520,004	\$3,134,425	\$3,482,217
Municipal	\$726,507	\$950,375	\$1,069,795
Industry Output	\$62,539,923	\$71,737,141	\$81,146,423

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