



Economic impact study of the 2009 IIHF World Junior Championship in Ottawa

The host organizing committee for the 2009 IIHF World Junior Championship in Ottawa commissioned Canadian Sport Tourism Association (CSTA) to conduct an economic impact assessment of the event.

The results reflected that the 2009 world junior championship was the largest single sport event ever held in Ontario, attracting thousands of fans, media and participants to the region. Highlights from the CSTA report include:

- The total economic activity generated for the province of Ontario was an estimated \$80.5 million, total GDP was \$32.6 million in the province of Ontario, with \$18.4 million occurring in the city of Ottawa.
- Considerable tax revenue was also produced by the event, totaling \$15.4 million as follows: federal government, \$7.2 million; Province of Ontario, \$5.2 million; Ontario municipalities, \$3.0 million, including \$2.1 million in Ottawa.
- This economic impact was driven by the number of visitors attracted to Ottawa as participants, media, VIPs and game attendees. The host organizing committee estimates that more than 10,000 hotel room nights were used by event attendees and participants.
- The detailed report can be accessed at <http://www.canadiansporttourism.com>

The championship's legacy

The 2009 IIHF World Junior Championship provided one month of world-class junior hockey in many parts of Ontario, culminating in the 11-day event in Ottawa. Fans in Hockey Country not only supported the event in record numbers at the games, with 453,274 tickets issued for the 31 games, but more than 1,500 volunteers made this the best event ever for Hockey Canada.

The success of the 2009 IIHF World Junior Championship, through the efforts of a strong host organizing committee and volunteer force, has delivered on its promise to provide a lasting legacy from the event as outlined below:

- The mobilization and experience gained by the 1,500 volunteers will provide a significant resource for bidding and hosting future major international events in Ottawa.
- Under the host agreement with Hockey Canada, \$697,000 from event proceeds will be reinvested in the host branch, the ODHA. The investment provides \$200,000 directly to the ODHA, which it will use to fund ODHA programs and initiatives.
- The 2009 IIHF World Junior Championship Legacy Fund will administer the remaining \$497,000, which will be made available to ODHA member associations, teams and leagues (including male and female members) through an application process.
- For more information regarding the 2009 IIHF World Junior Championship Legacy Fund or to download an application form, please visit www.odha.com.

Facts from the 2009 IIHF World Junior Championship

Attendance: The 2009 world juniors exceeded all attendance targets and established new records:

- Total attendance – 453,282 (record)
- Single-game attendance – 20,380 (record), gold-medal game on Jan. 5, 2009
- Total attendance for the 10 pre-competition games – 61,819 (record)

Revenues: The event set new standards in all revenue categories, including record ticket and sponsorship revenue.

Broadcasting: The event generated record broadcast ratings in Canada and a record number of international broadcasters, as further detailed below.

The 2009 world juniors brought unparalleled national and international media exposure to Ontario and Ottawa:

- TSN broadcast a record 13 games (the most ever by TSN), including two games from the Civic Centre and 11 games from SBP Arena, for a total viewership estimated to be 15 million.
- In total, 27 of the 31 tournament games were broadcast, the most in tournament history, including coverage by Rogers TV, NTV Plus in Russia, SVT in Sweden, MTV3 in Finland, NHL Network in the USA, SLOVAK TV in Slovakia and Eurosport TV.
- The six Team Canada games drew an average of 1.7 million viewers, an increase of five per cent from the previous high of 1.6 million set during the 2006 world juniors in Vancouver.
- The round-robin game between Canada and the United States attracted 1.6 million viewers on TSN, which is the most ever for a preliminary-round meeting.
- The gold-medal game between Canada and Sweden had 3.7 million viewers, which set a TSN record for the most-watched broadcast of all time on the network.
- BBM reported an additional average audience of 602,000 watched the gold-medal game on RDS, TSN's French language station.
- An audience of up to 9.3 million watched the gold-medal game in whole or in part, reflecting nearly 30 per cent of Canada's population.
- An additional 100,000 people watched the gold-medal game via live streaming on www.tsn.ca.

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