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For Immediate Release

2009 GREY CUP GENERATES SIGNIFICANT ECONOMIC IMPACT FOR CALGARY

(Calgary, Alberta) – The economic impact assessment of the 2009 Grey Cup Festival was released today by Tourism Calgary. The festival, featuring a number of events leading up to the 97th Grey Cup game, ran from November 26-29, 2009 in Calgary, Alberta.

The four-day festival saw over 121,000 fans in attendance with 46,020 attending Sunday's Grey Cup Classic at McMahon Stadium. An estimated 32,000 fans in attendance over the course of the festival were from out-of-region, and their spending, in combination with expenditures made by the 2009 Grey Cup host committee totaled \$35.3 million. These expenditures generated an estimated \$81.0 million in economic activity for the province of Alberta, of which \$61.0 million occurred in the city of Calgary. The total net economic activity (GDP) generated by the event was \$39.5 million throughout Alberta, with \$28.4 million occurring in the city of Calgary.

Considerable tax revenues were also supported by the event, totaling \$13.0 million. Federal tax revenues of \$7.3 million were supported by the event, while also supporting provincial tax revenues of \$3.7 million and municipal revenues of \$2.1 million, of which \$1.8 million were in the city of Calgary.

A survey, conducted by EventCorp, found that the 32,000 out-of-region visitors stayed over for an average of 3.6 nights in Calgary. Of this group, 20,000 used commercial accommodations and collectively spent \$4.3 million on lodging. Excluding on-site spending at the game, the survey found that the aggregate spending in the Calgary area by out-of-region visitors was \$28.8 million. A total of \$5.1 million was spent in restaurants and bars, \$3.3 million in food and liquor stores and \$3.1 million was spent in retail stores. Personal vehicle expenditures totaled \$2.6 million while \$1.6 million was spent on transit and for-hire transportation. Net expenditures on Grey Cup souvenirs reached \$3.4 million while \$2.4 million was spent on other types of recreation and entertainment. Total spending on other festival-related activities at the Grey Cup reached \$3.1 million.

"Once again Calgary has proven we can throw a great party," said Randy Williams, CEO, Tourism Calgary. "These kinds of events have great appeal, and are one way we showcase Calgary to the world. The boost to the city and the local tourism industry from the Grey Cup Festival is outstanding – over \$28 million generated through new tourism expenditures in accommodation, hospitality, retail and transportation. What a terrific result!"

"We far surpassed our estimates for both attendance and economic impact," said Malcolm Kirk, Chairman of the 2009 Grey Cup Festival Committee. "The Grey Cup Festival was a total team effort, and a lot of people were involved in making it such a huge success. I'd like to acknowledge the Calgary Stampeders for bringing this wonderful event to our city, and the Government of Alberta, The City of Calgary, our sponsors, and volunteers for their support. Special thanks to the fans, players and visitors for making this one of the most memorable Grey Cups in history!"

The 2009 Grey Cup game saw the Montreal Alouettes narrowly defeat the Saskatchewan Roughriders 28 – 27 in the last seconds of play. The 97th Grey Cup was watched by 6.1 million Canadian viewers on TSN, the largest audience in the station's 25-year history. More than 14 million Canadians tuned in for a portion of the game, representing the largest Canadian television audience of the year and the most-watched Grey Cup game in history.

(more)

The economic impact summary was commissioned by Tourism Calgary and the 2009 Grey Cup Committee, utilizing the Canadian Sport Tourism Alliance's Sport Tourism Economic Assessment Model (STEAM) and point-of-experience surveys conducted by EventCorp Services Inc. A total of 6,420 valid surveys were completed. The margin of error to mainstream Festival Survey results is within 1.6 percent and to Game Day Survey results within 3.1 percent, nineteen times out of twenty.

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About Tourism Calgary

Tourism Calgary is Calgary's Destination Marketing Organization. Representing almost 500 members, Tourism Calgary brings Calgary to the world and the world to Calgary for meetings and conventions, leisure travel, and sport, culture and major events. Tourism annually contributes over \$1 billion in economic impact to the local community.

About STEAM

The Canadian Sport Tourism Alliance's (CSTA's) Sport Tourism Economic Assessment Model (STEAM) is designed to make use of information available to event organizers to prepare consistent and credible economic impact projections. The purpose of STEAM is to calculate both the provincial and regional economic impacts of sport tourism on the basis of capital and operating expenditure on goods, services and employee salaries, and on the basis of tourist spending within a designated tourism sector. The elements used to measure the economic impacts are Gross Domestic Product (GDP), Employment, Taxes, Industry Output and Imports. STEAM measures the direct, indirect and induced effects for each of these elements.

About Tourism Calgary:

Over the past fifteen years, Vancouver based EventCorp has been contracted by over two hundred event owners, event promoters and public facility operators on over one thousand assignments throughout North America. The flexibility, adaptability and capacity of EventCorp's service provide immediate information on an unlimited range of issues that are vital to operations and marketing initiatives. EventCorp uses custom state-of-the-art touch screen electronic data collection devices and proprietary software at point-of-experience. EventCorp's higher profile clients include the NFL (Super Bowl), the NBA, the PGA Tour, the Augusta National Golf Club (The Masters), the USGA (US Open Golf), and the USTA (US Open Tennis).