



ECONOMIC IMPACT ASSESSMENT

FINAL REPORT

PEACH CLASSIC TRIATHLON

PENTICTON, BC

AUGUST 29, 2025

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SUMMARY | BY THE NUMBERS



* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.

THE EVENT

The Peach Classic Triathlon is one of Canada's longest-running multisport events, with a proud history dating back to 1983. Set in the heart of Penticton, British Columbia, the race has become a celebrated tradition, attracting hundreds of athletes from across Western Canada and beyond.

Over its four-decade history, the Peach Classic has welcomed triathletes of all levels—from first-timers discovering the sport to seasoned competitors chasing personal bests—against the stunning backdrop of Okanagan Lake and the surrounding mountains.

Since 2022, the race has undergone a complete rebranding and revitalization, leading to remarkable growth—from fewer than 300 participants in 2022 to nearly 800 athletes projected for 2025. The event has become not only a competitive highlight but also a vibrant community celebration, supported by local volunteers, sponsors, and spectators.

With its deep roots, breathtaking setting, and renewed energy, the Peach Classic Triathlon continues to stand as a cornerstone of Canada's multisport calendar—a race where history, community, and competition come together.





METHODOLOGY

The visitor statistics cited in this report were derived from an online survey that was conducted immediately following the event. The survey was developed by STC, in conjunction with the client, specifically for this event and was administered online via an email sent to all registered participants with a direct link to the survey.

378

VALID ATTENDEE
RESPONSES WERE
COLLECTED

A total of **378 valid attendee responses were collected** during this process which provides a margin of error of $\pm 5.1\%$ at the 95% confidence level for the results contained in this report.

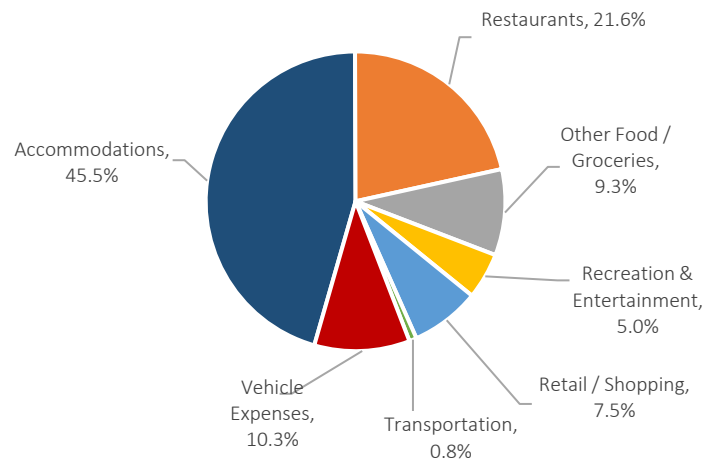
The survey included a variety of questions for the participants and spectators with regards to their age, place of residence, days attended, event experience, etc., while respondents from out-of-town were asked about their length of stay in the local area, and the amount of money spent in various categories while in the area. Additionally, respondents were asked about their experience at the event as well as rating the various aspects that encouraged participation / attendance.

VISITOR SPENDING

PARTICIPANTS	PER PARTY	OVERALL
Accommodations	\$431.09	\$95,222
Restaurants	\$204.78	\$52,353
Other Food / Groceries	\$87.84	\$22,457
Recreation & Entertainment	\$47.52	\$12,150
Retail Shopping	\$71.22	\$18,208
Transportation	\$7.23	\$1,849
Vehicle Expenses	\$97.45	\$24,913
TOTAL	\$947.15	\$227,152

AGGREGATE VISITOR
SPENDING WAS JUST OVER

\$300,000



Other visitor spending (i.e. spectators, media, VIP's, etc.) was \$73,193

**All spending figures shown in this report are those directly attributable to this event influencing visitation to the local area.*



OPERATIONAL & CAPITAL EXPENDITURES

To ensure the successful operation and staging of this event, the combined purchase of **goods and services** by the event organizers were just over **\$85,000**.

Additionally, **\$7,600** was spent on **capital projects** related to the future of hosting events.



OPERATIONAL

\$85,243



CAPITAL

\$7,586

These operational expenditures include, but are not limited to staff salaries, facility rentals, professional services, insurance, communication, food and beverage, accommodations, merchandise, and travel.

THE EI RESULTS

The combined spending of out-of-town participants, delegates, spectators and other people who visited Penticton for the Peach Classic Triathlon, in combination with the expenditures made by the event organizers, totaled \$393,175 million, supporting \$570,259 in overall economic activity in British Columbia, including \$495,824 of economic activity in the Penticton area.

These expenditures supported \$177,696 in wages and salaries in the province through the support of 4.4 jobs, of which 4.0 jobs and \$146,312 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the Peach Classic Triathlon was:

- **\$356,335 for Canada as a whole**
- **\$280,250 for the province of British Columbia**
- **\$222,819 for the City of Penticton**

The Peach Classic Triathlon supported tax revenues totaling \$125,240 across Canada.

	Penticton	British Columbia	Canada
Initial Expenditure	\$393,175	\$393,175	\$393,175
GDP	\$222,819	\$280,250	\$356,335
Wages & Salaries	\$146,312	\$177,696	\$220,245
Employment	4.0	4.4	5.0
Total Taxes	\$86,641	\$100,351	\$125,240
Federal	\$42,280	\$50,109	\$61,749
Provincial	\$34,756	\$42,573	\$53,390
Municipal	\$7,604	\$7,669	\$10,101
INDUSTRY OUTPUT	\$495,824	\$570,259	\$732,955

GROSS DOMESTIC PRODUCT

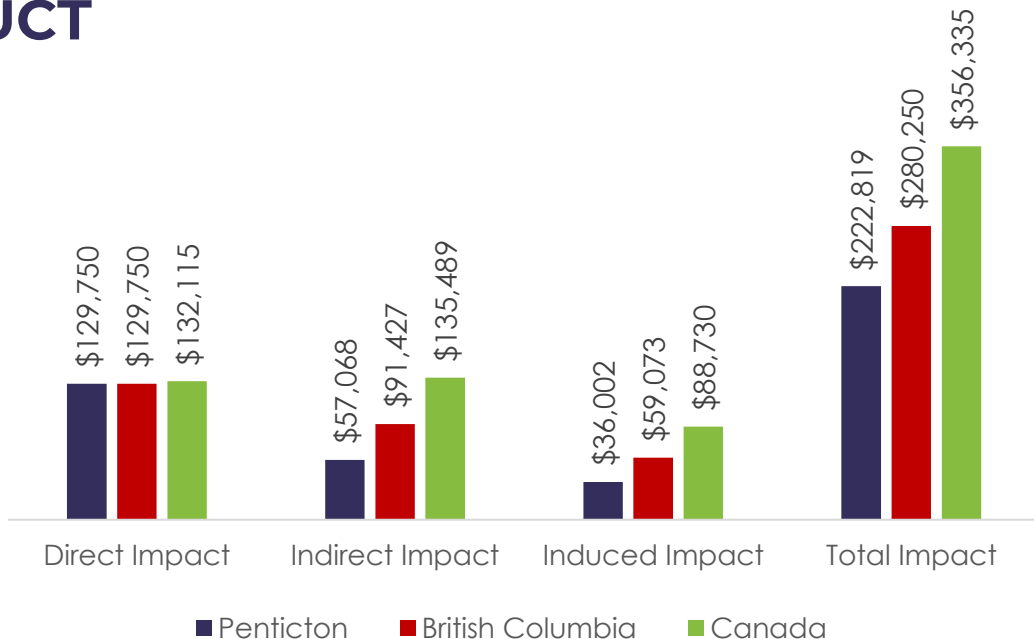
GDP (at basic prices)

The hosting of the **Peach Classic Triathlon** in **Penticton** contributed **\$356,335** in GDP to the Canadian economy through direct and spin-off impacts.



IN GROSS DOMESTIC
PRODUCT (GDP)

\$356 K



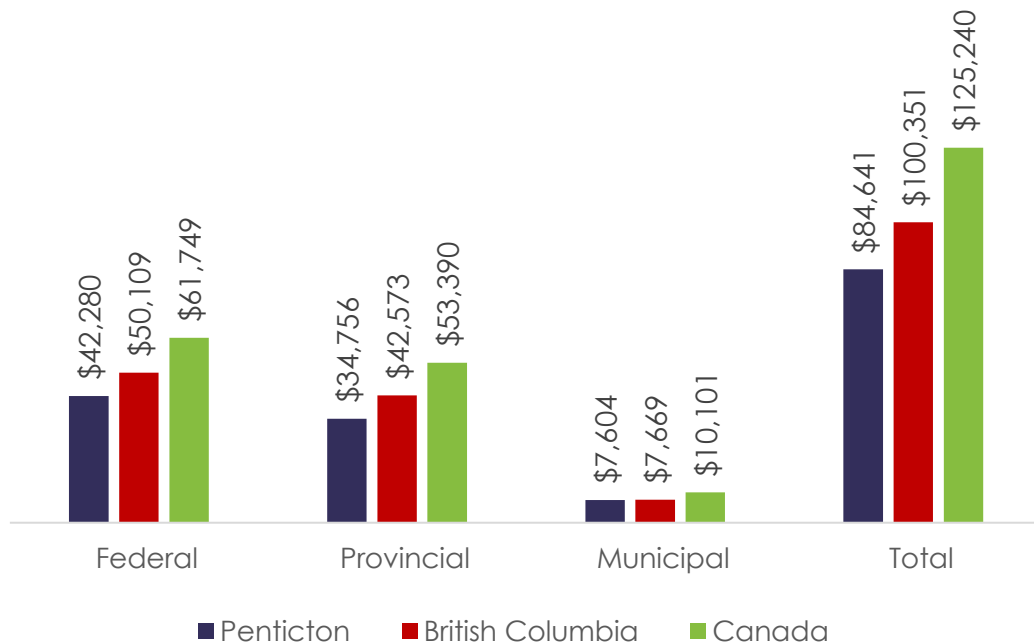
TAXES

The **Peach Classic Triathlon** hosted in **Penticton** contributed **\$125,240** in federal, provincial, and local taxes through direct and spin-off effects throughout Canada.



In federal, provincial
& Local

\$125 K





ADDITIONAL QUESTIONS

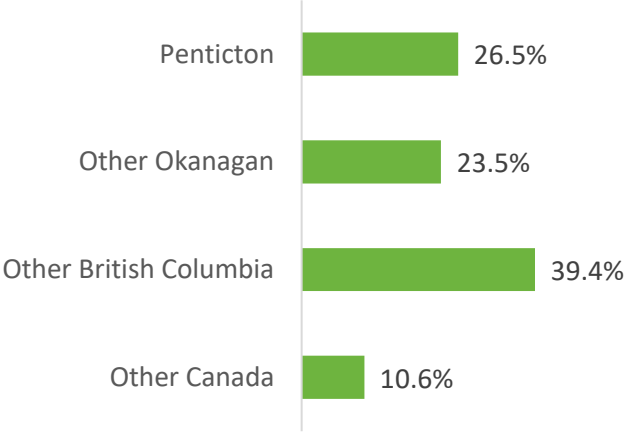


**PEACH CLASSIC
PENTICTON TRIATHLON**

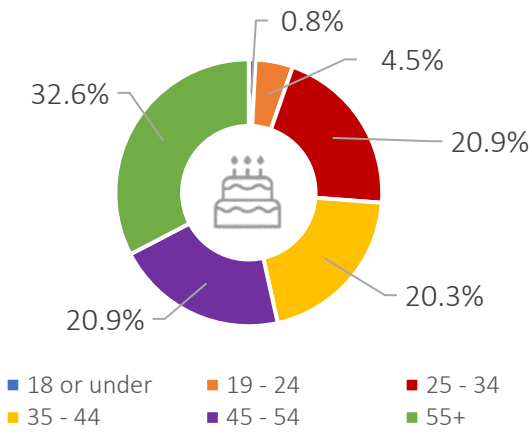
The following pages summarize the results from questions that were included as part of the survey but were not all necessarily required for the economic impact analysis calculations.

DEMOGRAPHICS

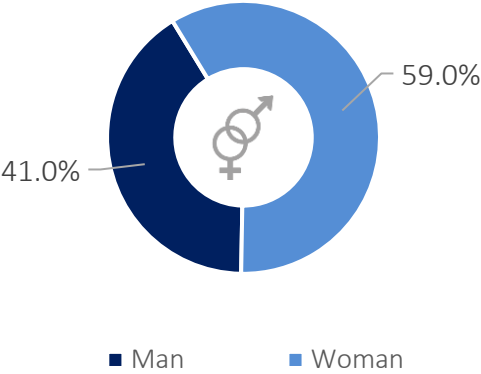
Place of Residence



Age Range



Gender



TRAVEL CHARACTERISTICS

Overall, the importance of this event in influencing visitation to Penticton was

9.4/10



2.3

Average travel party size



2.9

Average nights in Penticton



1.4 DAY TRIPS

14% of out-of-town attendees made an average of 1.4 day-trips to Penticton



71%

of attendees indicated that this event was the sole reason for their visit to Penticton



86%

of out-of-town attendees stayed overnight during their visit to Penticton



OF THOSE THAT STAYED OVERNIGHT

41%

Stayed in a hotel / motel

19%

Used a short-term rental

27%

Stayed with friends/family

11%

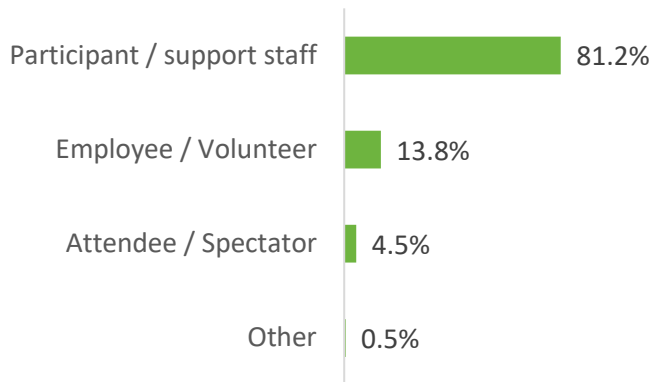
Camped

2%

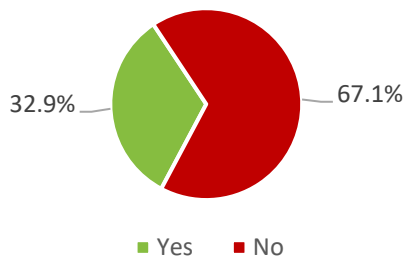
Made other arrangements

ATTENDANCE CHARACTERISTICS

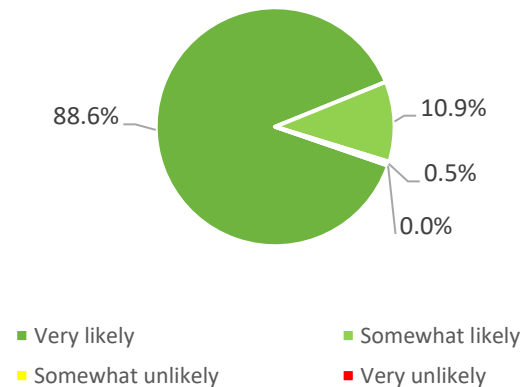
Role at Event



Youth Race of Interest

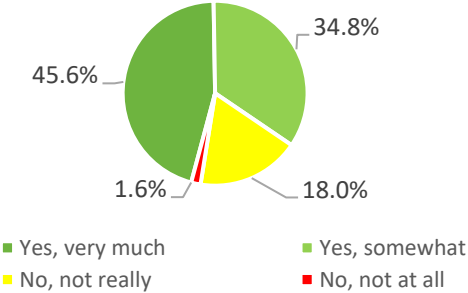


Likelihood to Recommend Event to Others



EVENT RELATED - PARTICIPANTS

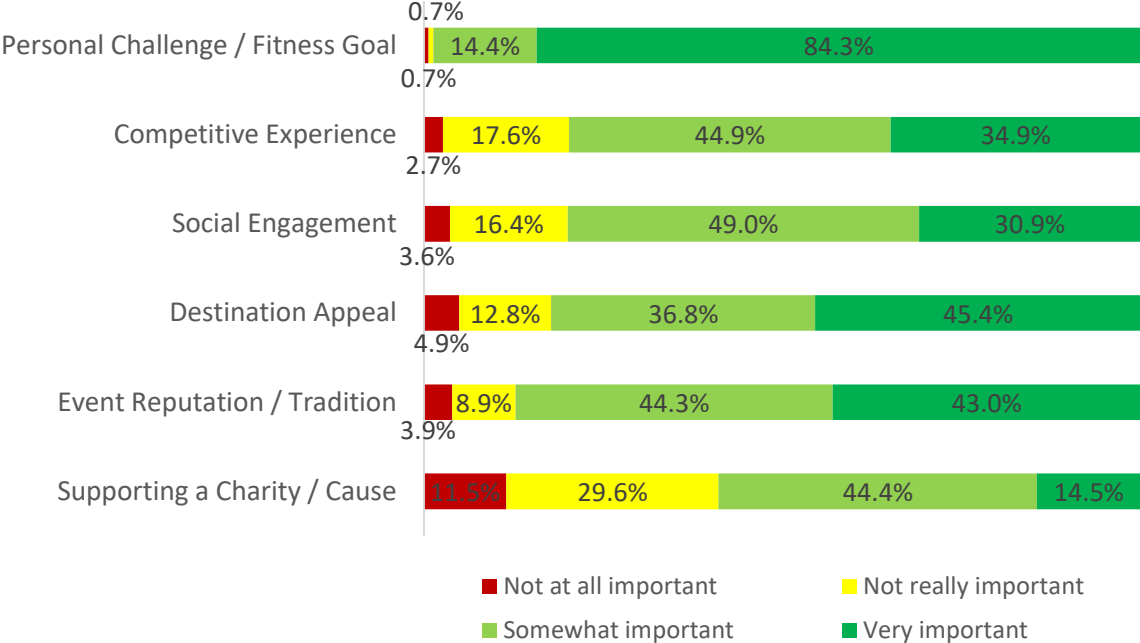
Coupons or Discounts of Interest as part of Registration



Average Number of Non-Competing Supporters

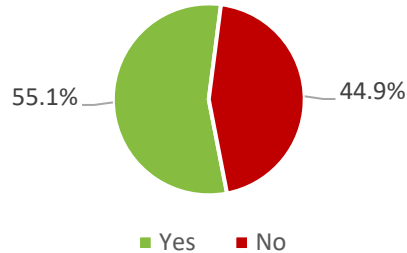
2.6

Importance for Participation



TOURISM RELATED

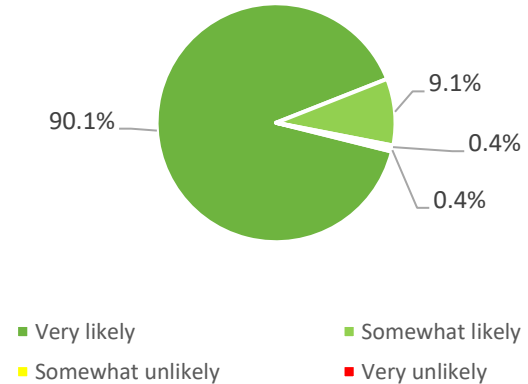
Extended Visit Before / After the Peach Classic Triathlon



Average Days Extended in Penticton Area

3.1

Likelihood of Returning to Penticton in the Future





APPENDIX

- What is EI?
- How do we Measure it?
- Reliability of the Model
- Model Outputs
- How it Works
- Glossary of Terms
- Contact Information



WHAT IS EI?

Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city/town. There are three factors:



OUT-OF-TOWN VISITORS SPENDING

The spending of out-of-town visitors while they attend the event.



EVENT ORGANIZERS EXPENDITURES

The expenditures of the event organizers in producing the event(s)



CAPITAL CONSTRUCTION COSTS

Capital construction costs that are directly attributed to hosting the event(s).

An EI study calculates the amount of new money being spent in the host community as a direct result of hosting the event(s), and then the impact these new monies have on the regional, provincial and national economies as a whole.



HOW DO WE MEASURE EI?

Sport Tourism Canada (formerly the Canadian Sport Tourism Alliance) has developed three tools called **STEAM**, **STEAMPRO** and **FESTPRO** to predict, collect, measure and analyze event data across the three primary channels.



STEAM is designed specifically as a predictive model to determine the expected economic impact of hosting a sport event, while **STEAMPRO** is utilized to generate the economic impact from actual spending data during the sport event itself.

STC's latest tool, called **FESTPRO**, is the sister model to **STEAMPRO**. It measures the economic impact of non-sport events like festivals, exhibitions and fairs using actual spending data collected during the event.

Our economic impact services empower event organizers and host cities to accurately assess economic impact resulting from hosting a specific event in a specific location.



RELIABILITY OF THE MODEL

To produce economic contribution assessments that are robust and reliable, STC has partnered with the **Canadian Tourism Research Institute (CTRI)** at **The Conference Board of Canada**. The CTRI serves the travel and tourism industry in providing sound economic forecasts and models with timely and insightful interpretation of data specifically relevant to travel.

The findings in this report make use of the most current and detailed input-output tables and multipliers available from Statistics Canada and leverages the credibility and robustness of sector specific tax data available from Statistics **Canada's Government Revenues Attributable to Tourism (GRAT)** report.

The Conference
Board of Canada



Statistics
Canada



Government Revenues
Attributable to Tourism

MODEL OUTPUTS

The elements (outputs of the model) used to measure the economic impacts are:



GROSS DOMESTIC PRODUCT (GDP)



WAGES & SALARIES



JOBS (FTE)



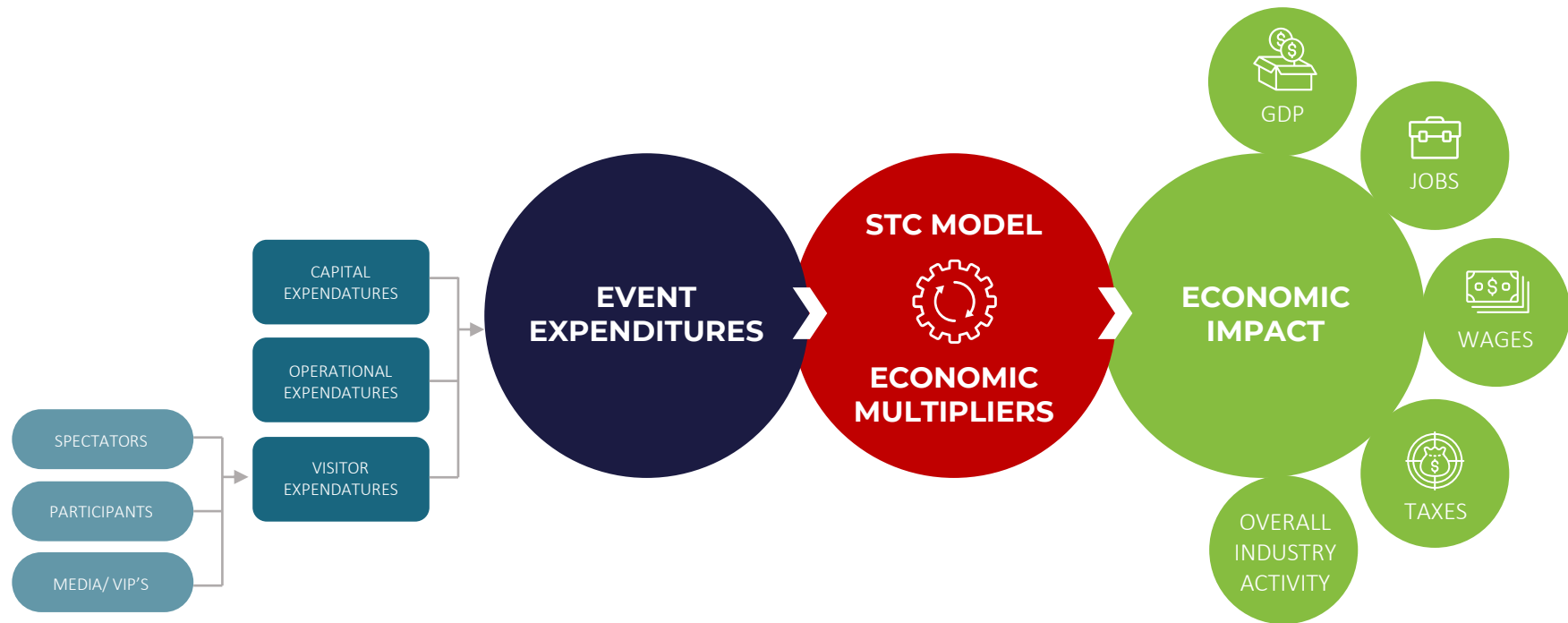
TAXES



INDUSTRY OUTPUT

STC's **STEAMPRO** measures the direct, indirect & induced effects for each of these elements and the **total impacts** are conveyed throughout this report.

HOW IT WORKS



GLOSSARY OF TERMS

Initial Expenditure - This figure indicates the business of initial expenditures 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 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.

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.

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). 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 presented by the aggregate of 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. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

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 could involve some 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.



CONTACT

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If you would like to conduct another EI study using **STEAM**, **STEAMPRO** or **FESTPRO** on any other type of event, please contact research@sporttourismcanada.com