

# Economic Impacts

## Local vs Major

The economic impact of events relies on  
**Expenditure**

*The main types of expenditure*

- ★ Accommodation
- ★ Food and drink
- ★ Shopping and Souvenirs

*Most important contributors of expenditure*

- ★ Spectators
- ★ Competitors
- ★ Volunteers and Officials

The Size and scale of an event does NOT limit the event's success..

The more money spent by spectator's = more economic impact.

The longer the event = more secondary expenditure.

Events managers need to attract the spectators to further potential expenditure.

*Benefits and Downsides*

Local

Major

The length / location / type  
Spectator driven / Competitor driven  
Long term / short term impact  
Infrastructure and facilities



Google Images