
Frequently Asked Questions

Event Impact Calculator (EIC) Sports Module

Interested in joining the industry standard for calculating the economic impact of your sporting events? Find answers to your most pressing questions below.

What is the EIC?

Established in 2011, the Event Impact Calculator (EIC) measures the economic value of an event and calculates its return on investment to local taxes. Armed with this information, destination organizations and CVBs are better prepared to make the case to policymakers for the ongoing development and growth of the events industry. The EIC Sports Module was established in 2013 to cater specifically to the sporting events sector.

Over 200 destination organizations and CVBs use the EIC, which has analyzed over 100,000 events across all modules.

Who developed the EIC?

The models and platform have been developed by Tourism Economics, an Oxford Economics Company. More than 300 leading companies, associations, and destinations work with Tourism Economics as a partner for economic impact, forecasting, and market assessments every year.

How is the EIC beneficial for Sports Commissions?

Destinations International is a partner with NASc to provide their members the opportunity to subscribe to the EIC Sports Module. Here are some of the tool's exclusive benefits:

Variety of Sport Event Types - The EIC analyzes Youth, Adult Amateur, College Regular Season, College Championship and Professional events.

Localized - Each Sports Commission receives access to a model that is uniquely developed for their destination.

Comprehensive Impact Analysis - The calculator measures the direct impacts of events on businesses, employment, income and taxes.

Credible - Sports Commissions can produce impact analysis based on the latest survey and economic data available.

How is economic impact calculated?

The Sports Module utilizes a limited number of user inputs that are organized into four areas:

1. Event Parameters (required user inputs)
2. Hosting Costs (optional user inputs)
3. Organizer Spending (model default values or user inputs)
4. Tax Rates (pre-populated with user-documented rates)

How does my organization qualify to subscribe to the EIC?

A subscription to the EIC Sports Module is available to Sports Commissions in the following scenarios:

- Sports Commissions without a local CVB
- Sports Commissions with an independent CVB that has given consent for the Sports Commission to subscribe

If your Sports Commission does not fit either of these scenarios please contact Elizabeth Young, NASC Vice President at Elizabeth@SportsCommissions.org or 513-842-8509.

What is my subscription price?

Annual fees for licensing the EIC Sports Module are based on the organization's annual operating budget.

Organization Budget:	Annual License Fee
US\$3,000,000 and Less:	US\$2,200
US\$3,000,001 to US\$6,000,000:	US\$2,750
US\$6,000,001 to US\$10,000,000:	US\$3,300
US\$10,000,001 and Greater:	US\$3,850

Where do subscription fees go?

License fees go toward the ongoing support and annual maintenance of the system.

Destinations International has made the Event Impact Calculator available to its members at greatly reduced rates through a development grant from the Destinations International Foundation.

How can I learn more?

Develop your skills and understanding of the Event Impact Calculator with regularly scheduled training sessions and user groups with Destinations International and Tourism Economics staff.

Learn how to make informed decisions on ROI when bidding for sporting events, compare two or more events and their impacts, and better communicate the economic effect of sporting events to your destination's local economy.

To watch a free video demo, visit: <https://destinationsinternational.org/event-impact-calculator>.

What do I need to get started?

Complete the order form and agreement.

- Order Form: [Download the form. \(PDF\)](#)
- Complete the [taxes and assessments form](#) online.

Once both forms have been reviewed and approved, you will be slated for release in the beginning of the following month and billed for a 12-month subscription.

If you have any questions, please contact Elaine Rosquist at erosquist@destinationsinternational.org.