



### Specialist Area: Economic Impact Assessments

In today's evidence-based strategic environment it is essential that public organisations and private entities can quantify the benefits that may accrue to the local community or region as a result of a project.

An economic impact study is a method of analysis that provides an estimate of how much a district or region's economy has grown (value-added) as well as how many full-time jobs may have been created or sustained.

In this regard, economic impact analysis is a tool that allows organisations to obtain government or private based funding or alternatively promote a project to the wider community in order to gain stakeholder buy-in and acceptance.

APR Consultants has extensive experience in undertaking economic impact assessments across a range of projects and clients. APR has carried out economic impact assessments associated with strategic infrastructure such as airports, events and sporting centres as well as assessments for tourism attractions, community initiatives and industrial developments.

This has enabled Regional Tourism Organisations (RTOs), Economic Developments Agencies, local governments, event management companies and voluntary organisations throughout New Zealand to estimate the economic impact associated with various events and initiatives.

APR is able to provide a customised approach to client needs, in many instances incorporating further intelligence gathering into survey design.

Past economic impact assessments have ranged from the impact of the tourism industry on the Rotorua District economy and the impact of expansion plans for Rotorua and Napier airports through to the economic impact of events such as the Speights Coast-to-Coast Multi-sport race and Timaru Motorsport.

For more information on how APR Consultants can help you with Economic Impact Assessments, please call toll-free on 0800-277-937.

### APR Services:

#### Economic Impact Assessments

*This is one of a series of APR information sheets available for download.*

*For more information about the range of APR Consultants services, please visit our website.*

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*APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.*