



UNIVERSITY OF MINNESOTA EXTENSION

COMMUNITY DEVELOPMENT

# Economic impact of the IIHF World Junior Championship in Minnesota, 2026

A report of the Economic Impact Analysis program

Authored by Brigid Tuck



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April 2026

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## Executive summary

Minnesota hosted the 2026 International Ice Hockey Federation's (IIHF) World Junior Championship (World Juniors). The World Juniors events featured teams from 10 nations, each rostered with their country's premier hockey players under the age of 20. The games were held at the Grand Casino Arena in Saint Paul and 3M Arena at Mariucci in Minneapolis. The first puck dropped on December 26, 2025, and the games continued until the finals on January 5, 2026. In addition to the tournament games, four Greater Minnesota cities hosted exhibition games, and the Twin Cities hosted the Bold North Breakaway fanfest.

The World Juniors games drew thousands of spectators to the Twin Cities who stayed in hotels, dined in restaurants, and shopped at local stores. Minnesota Sports and Events, the lead local organizer, was interested in understanding the economic impact of the activities in the Twin Cities and hired University of Minnesota to conduct an economic impact analysis.

Key findings from the study included:

**The World Juniors hockey tournament generated significant economic impact in Minnesota:** Spending by game attendees, participants, and the host committee created an estimated \$71.5 million in economic activity during the tournament. The events supported 385 jobs and paid \$21.1 million in labor income. In addition, the events produced an estimated \$4.8 million in state and local tax collections.

**A variety of businesses and industries benefited from the tournament:** The arena venues, hotels, and local restaurants were among the businesses that most directly benefited from the events. Other industries, however, benefited, including real estate, professional and technical services, and administrative and support services.

**Visitors drove much of the economic impact:** Visitors, defined as those who traveled more than 50 miles and/or stayed overnight to attend the events, accounted for 73 percent (or \$52.4 million) of the economic activity. This is primarily due to the fact that visitors spent more per person for their trips (\$451) than local residents (\$77.60). In addition to spectators, visitors included teams, coaches, officials and broadcast personnel.

**The World Juniors hockey tournament, in turn, drew people to the region:** Roughly one-quarter of all spectators were visitors. Among those, 88 percent indicated the tournament was their primary reason for being in the area. In addition to attending hockey games, people reported going to a local restaurant or bar, the Mall of America, and a local shop or shopping center.

**Minnesota has several assets that were appreciated by game attendees:** Responding to a survey, game attendees cited the quality of the event facilities, the friendliness of the community, and the dining options as the most enjoyable aspects of their visit.

# Economic impact | 2026

IIHF World Junior Championship in Minnesota

**\$71.5**  
MILLION

Dollars generated in economic activity



**\$451**

Avg. spent by visitors



**\$77.60**

Avg. spent by locals



**\$4.8M**

collected in state and local taxes

★ **73** ★  
PERCENT

Economic activity accounted for by visitors



**385**  
JOBS SUPPORTED

**\$21.1M**  
LABOR INCOME CREATED

**EIGHTY EIGHT %**

Portion of visitors in the region directly due to the tournament

## Most enjoyed aspects

- Quality of event facilities
- Friendliness of the community
- Dining options

## Businesses most benefited

- Venues
- Hotels
- Local restaurants



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## Project overview

Minnesota hosted the 2026 International Ice Hockey Federation's (IIHF) World Junior Championship (World Juniors) in late December 2025 and early January 2026. The World Juniors events featured teams from 10 nations, each rostered with their country's premier hockey players under the age of 20. Held last year in Ottawa, Canada, 2026 was only the seventh time the championship had been played in the United States.

The World Juniors games were held at the Grand Casino Arena in Saint Paul and 3M Arena at Mariucci in Minneapolis. The first puck dropped on December 26, 2025, and the games continued until the finals on January 5, 2026. Four cities in Greater Minnesota (Bemidji, Duluth, Mankato, and Rochester) also hosted pre-tournament games between December 16 and 23. In addition to the hockey games, the Twin Cities hosted activities, such as the Bold North Breakaway fanfest, to welcome visitors.

The World Juniors games drew thousands of spectators to the Twin Cities who stayed in hotels, dined in restaurants, and shopped at local stores. Minnesota Sports and Events, the lead local organizer, was interested in understanding the economic impact of the activities in the Twin Cities and hired University of Minnesota to conduct an economic impact analysis.

The goal of the project was to answer the following questions:

- How much did IIHF World Junior Championship and related event attendees spend in the region during their visit?
- Which businesses directly benefited from the events being held in Minnesota?
- Which businesses indirectly benefited from the events being held in Minnesota?

## World Juniors Hockey

As mentioned, the World Juniors tournament featured 10 teams.<sup>1</sup> The tournament began with a preliminary round, in which the teams were divided into two pools, each with five teams. For the 2026 tournament, the first pool (Group A) included the United States, Germany, Sweden, Slovakia, and Switzerland. The second pool (Group B) included Canada, Czechia, Denmark, Finland, and Latvia.

Following a single round-robin series in each pool, the top four teams from each pool advanced to the playoff round. The lowest placed team in each pool moved to the relegation round. The tournament then proceeded through a series of quarterfinal and semifinal games, ultimately resulting in a gold medal and bronze medal game.<sup>2</sup> In 2026, Sweden defeated Czechia to win the gold medal, while Canada beat Finland to win bronze.<sup>3</sup> The United States finished in fifth place.

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<sup>1</sup> Zeisberger, M. (2025, December 24). *World Junior Championship has become "a special tradition" since 1<sup>st</sup> tournament 50 years ago*. NHL. <https://www.nhl.com/news/wjc-has-grown-by-leaps-bounds-in-50-years>

<sup>2</sup> International Ice Hockey Federation. (n.d.). *Tournament info*. [https://www.iihf.com/en/events/2025/wm20/tournamentinfo/62391/tournament\\_info#:~:text=...,Tournament%20Format,after%20the%20Quarter%2DFinal%20games](https://www.iihf.com/en/events/2025/wm20/tournamentinfo/62391/tournament_info#:~:text=...,Tournament%20Format,after%20the%20Quarter%2DFinal%20games).

<sup>3</sup> NHL. (2026, January 5). *2026 World Junior Championship schedule*. <https://www.nhl.com/news/world-junior-championship-2026-schedule-results-television-tv#:~:text=Sweden%20won%20the%202026%20IIHF,to%20Finland%20in%20the%20quarterfinals>.



Games were held at both the Grand Casino Arena in Saint Paul and 3M Arena at Mariucci in Minneapolis, with the semifinal and championship games held at Grand Casino Arena. Ticket counts indicated 133,600 people attended games at Grand Casino, while 51,100 people attended games at 3M Arena at Mariucci, for a total game attendance of 184,700 (Table 1). In addition, 62,833 people attended fanfest activities through the Bold North Breakaway at the Saint Paul Rivercentre. These figures represent total ticket sales; individual people could have attended more than one game or attended both a game and the fanfest.

**Table 1: Estimated attendance, 2026 World Juniors tournament**

Location	Attendance
Grand Casino Arena (Saint Paul)	133,600
3M Arena at Mariucci (Minneapolis)	51,100
Bold North Breakaway	62,833
Total	247,533

**Survey process**

To measure the economic impact of the 2026 World Juniors events, Extension collaborated with Minnesota Sports and Events to conduct a survey. The survey focused on attendees of the events held at the two arenas in the Twin Cities. The survey included questions about attendee satisfaction, spending, trip motivation, length of stay, and enjoyable aspects of the visit. The goal of the survey was not only collecting data for the economic impact study but also learning about the attendee experience.

Attendees had two options to participate in the survey. First, there were QR codes and advertisements throughout the arenas and the Bold North Breakaway events, encouraging people to participate. Second, a post-event survey was sent to the email addresses of ticket purchasers. Survey respondents could opt to provide their email at the end of the survey to be entered into a drawing to win one of 10 gift cards.

In total, the survey received 1,329 responses. This yielded a 95 percent confidence level with a plus or minus 3 percent sampling error. Survey respondents reported home zip codes from 34 states and four countries (including 81 responses from Canada).

**Economic impact**

Economic impact includes direct, indirect, and induced effects. Direct effects are the initial change in an economy. With the World Juniors hockey events, there were two sources of direct effect: 1) spending by participants and spectators and 2) spending by Minnesota Sports and Events to host the tournament.

Indirect and induced effects are the impacts on businesses generated from the direct spending. For example, a hockey spectator visits a local restaurant. As a result, the restaurant increases its purchases of its inputs, such as ingredients for its recipes and utilities. The impacts related to the supply chain are indirect effects. The restaurant also pays its staff to work additional hours and then those staff members spend the additional income to support their households. The impacts related to labor are induced impacts.

**Direct effect**

As mentioned, the direct effect is spending by spectators and participants when attending the World Juniors events, along with the spending by Minnesota Sports and Events to host the tournament.

Minnesota Sports and Events provided Extension with its operational budget to complete this economic impact analysis.

To quantify the spending by spectators and participants, Extension needed two pieces of information. First, spending per person per day, and second, the total number of attendees and participants.

*Spending profile*

The survey included questions about spectator spending while in the Twin Cities to attend the hockey tournament. Visitors typically have different spending profiles than residents, as they travel farther distances, tend to stay longer, and have additional expenses, such as hotel bills.<sup>4</sup> Thus, Extension calculated spending patterns for residents and visitors separately. To calculate the spending figure, survey respondents who indicated they stayed the night away from home as part of their trip to the hockey tournament were categorized as visitors. Those who reported they did not spend the night were classified as residents. Seventy-seven percent of survey respondents indicated they did not spend the night, while 23 percent reported they did.

On average, residents spent less (\$77.60) during their hockey tournament-related trip than visitors (\$451), as shown in Table 2. For residents, major expenditures included food and beverages (both at the event and other locations) and merchandise at the event. For visitors, major expenditures included lodging, food and beverage (both at the event and other locations), and transportation.

**Table 2: Average spending per trip, World Juniors hockey attendees, Minnesota, 2026**

<b>Category</b>	<b>Residents</b>	<b>Visitors</b>
Food & beverage, at the event	\$22.10	\$37.30
Food & beverage, at another location	\$16.40	\$55.50
Merchandise at the event	\$14.30	\$33.60
Shopping at another location	\$4.70	\$50.30
Transportation	\$14.10	\$60.50
Lodging	\$0	\$164.90
Groceries	\$0.80	\$20.00
Entertainment, arts, or recreation	\$2.20	\$24.60
Other	\$3.00	\$4.30
<b>Total</b>	<b>\$77.60</b>	<b>\$451</b>

*Attendee counts*

In addition to spending data, an economic impact analysis requires an estimate of the number of participants and spectators. Minnesota Sports and Events provided the number of tickets for both arenas, attendance figures for the Bold North Breakaway, and an estimated number of players, coaches, officials, and broadcast personnel.

*Game attendees*

For game attendees, Extension needed to categorize the attendees as either residents or visitors. To determine how many attendees were in each category, Extension accessed the Placer.AI mobile analytics database. Mobile analytics platforms compile patterns from cell phone location data. To analyze the data, Extension established a geolocation for both Grand Casino Arena and 3M Arena at

<sup>4</sup> Jeong, J.Y., Crompton, J.L., & Dudensing, R.M. (2016). The potential influence of researchers’ “hidden” procedure decisions on estimates of visitor spending and economic impact. *Journal of Travel Research*, 55 (7), 874-888.

Mariucci. The Placer.AI tool then estimated the number of cell phones within each arena during the selected period. The tool also provided information about the location of the cell phones immediately prior to and after visits to the arenas. Finally, the tool gave data on the home location of the cell phones.<sup>5</sup>

According to Placer.AI, 74 percent of World Juniors event attendees lived within 50 miles of the respective arenas. Further, the spending profile for visitors was for the entire trip. Therefore, the attendance figures had to be adjusted for those that attended more than one game. Placer.AI also estimated that, among those traveling more than 50 miles, people visited the arena an average of 1.26 times. To get an accurate number of attendees for the analysis, Extension adjusted the number of visitors downward to reflect the multiple visits.

**Bold North Breakaway**

The Bold North Breakaway attracted more than 60,000 people. Many of them also attended a hockey game, and they are included in the game attendance figures. Using data collected by Minnesota Sports and Events, 20 percent of people who visited the Bold North Breakaway did not attend a game. Placer.AI data further shows 70 percent of the fanfest attendees were residents.

**Game participants, coaches, officials, and broadcast personnel**

Finally, data shows there were 508 players, coaches, and officials in the Twin Cities region due to the hockey tournament. All were considered to be visitors and they stayed an average of 22 days to participate in the events. In addition, the broadcast production company had 135 employees in the area during the events.

**Total**

Thus, in total, there were an estimated 145,600 unique resident attendees and 42,399 unique visitor spectators and participants at World Juniors hockey-related events in 2026 (Table 3).

**Table 3: Number of unique, individual attendees, World Juniors hockey events, Minnesota, 2026**

Category	Residents	Visitors
Grand Casino Arena (Saint Paul)	98,864	27,568
3M Arena at Mariucci (Minneapolis)	37,814	10,544
Bold North Breakaway (Saint Paul)	8,922	3,644
Teams, coaches, officials, and broadcast staff	0	643
<b>Total</b>	<b>145,600</b>	<b>42,399</b>

**Total spending**

Using the number of attendees and spending per person, attendees at the 2026 World Juniors hockey events in Minnesota spent an estimated \$32.6 million (Table 4). The highest amount of spending was on food and beverage, lodging, and transportation. In addition, Minnesota Sports and Events spent slightly more than \$8 million to host the event. Thus, the total direct effect of World Juniors hockey was \$40.7 million in 2026.

<sup>5</sup> As a clarification, none of the Minnesota-based hockey teams (the Gophers, Wild, or Frost) played home games during the World Juniors tournament; thus, the Placer.AI data represents only World Juniors attendees.

**Table 4: Total direct effect, World Juniors hockey, Minnesota, 2026**

Category	Residents	Visitors	Total
<b>Attendee spending</b>			
Food & beverage, at the event	\$3,214,710	\$1,852,590	\$5,067,300
Food & beverage, at another location	\$2,392,440	\$2,621,310	\$5,013,750
Merchandise at the event	\$2,079,590	\$1,626,520	\$3,706,110
Shopping at another location	\$688,090	\$2,300,670	\$2,988,760
Transportation	\$2,046,220	\$2,839,680	\$4,885,900
Lodging	\$0	\$7,842,720	\$7,842,720
Groceries	\$118,490	\$894,740	\$1,013,230
Entertainment, arts, or recreation	\$322,290	\$1,136,340	\$1,458,630
Other	\$443,300	\$216,320	\$659,620
<b>Total attendee spending</b>	<b>\$11,305,130</b>	<b>\$21,330,890</b>	<b>\$32,636,020</b>
Minnesota Sports & Events spending			\$8,040,000
<b>Total direct effect</b>			<b>\$40,676,020</b>

### Indirect and induced effects

Indirect and induced effects are the impacts on other businesses due to the direct spending. Indirect impacts relate to the supply chain. Induced impacts relate to the spending of income. Extension used the input-output model IMPLAN for this analysis. Input-output models trace the flow of goods and services throughout an economy. Once the flow is established, the models can quantify how a change in one area of the economy (for example, tourism) affects other areas of the economy.

### Total economic impact

In total, the 2026 World Juniors hockey tournament generated an estimated \$71.5 million in economic activity in the Twin Cities (Table 5). This included \$21.1 million in labor income. The events supported 385 jobs.

**Table 5: Total economic impact, World Juniors hockey, Minnesota, 2026**

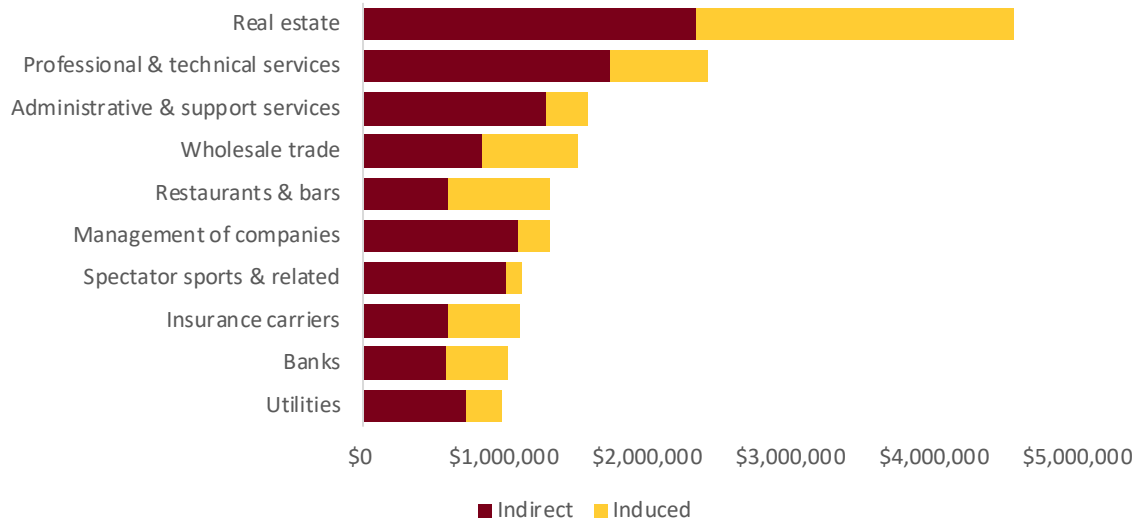
Category	Output	Employment	Labor Income
Direct	\$40,676,020	250	\$10,599,280
Indirect	\$17,376,130	75	\$5,783,310
Induced	\$13,488,600	60	\$4,732,200
<b>Total</b>	<b>\$71,540,750</b>	<b>385</b>	<b>\$21,114,790</b>

### Top industries impacted

Of the \$71.5 million in total impact, \$30.9 million was at businesses not directly visited by World Juniors hockey attendees. These businesses benefited from spending by the businesses that did serve hockey attendees (indirect effects) or the employees of those businesses (induced effects). The industries that most benefited through the indirect and induced effects included real estate, professional and technical services, and administrative and support services (Figure 1).



**Figure 1: Top industries impacted by World Juniors hockey events, indirect and induced effects, sorted by output, Minnesota, 2026**



**Tax collection impacts**

World Juniors hockey events also generated tax collections in the state. In total, the events supported \$4.8 million in state and local taxes, primarily from sales and property taxes (Table 6).

**Table 6: State and local tax collections by type, World Juniors hockey, Minnesota, 2026**

Category	Value
Sales	\$2,009,560
Property	\$1,561,120
Income	\$524,800
Other	\$720,960
<b>Total</b>	<b>\$4,816,440</b>

Tax collections were highest at the state level (\$3.2 million), followed by local jurisdictions and counties (Table 7).

**Table 7: State and local tax collections by location, World Juniors hockey, Minnesota, 2026**

Category	Value
State	\$3,184,760
Counties (7-county metro)	\$303,010
Cities, school districts, and other local	\$1,328,670
<b>Total</b>	<b>\$4,816,440</b>

**Visitors only**

The above analysis of the economic impact includes spending by both residents and visitors. Many economists argue that economic impact should only include spending by visitors, as visitors reflect

“new money” or money that would not exist in the Twin Cities but for the hockey events.<sup>6</sup> The counterargument is that large events, like World Juniors hockey, keep residents in the community that perhaps would have traveled elsewhere to watch hockey. Since there is not a “right or wrong” answer to this question, Extension included both in this report.

Table 8 shows the total economic impact of World Juniors hockey events when only visitors are included. In this case, visitors to the events generated \$52.4 million in economic activity, supported 280 jobs, and paid \$15.3 million in labor income. Visitors accounted for nearly three-fourths (73 percent) of the total economic impact. Visitors include spectators, players, coaches, officials, and broadcast personnel.

**Table 8: Economic impact, visitors only, World Juniors hockey, Minnesota, 2026**

Category	Output	Employment	Labor Income
Direct	\$29,370,880	170	\$7,416,150
Indirect	\$13,226,600	60	\$4,426,030
Induced	\$9,761,050	50	\$3,424,470
<b>Total</b>	<b>\$52,358,530</b>	<b>280</b>	<b>\$15,266,650</b>

### *Sensitivity analysis*

While based upon collected data, the economic impact as presented nevertheless relies on several assumptions, particularly related to attendance and spending. To understand how those assumptions affected the results, Extension ran two scenarios. The first scenario assumed attendance was 215,000 people (Table 9). The second assumed the per person spending for both residents and visitors was 90 percent of the total presented here, or \$69.80 for residents and \$405.90 for visitors (Table 10).

Under the first scenario, the increase in attendance increased the economic impact to \$82.5 million, including support for 440 jobs.

**Table 9: Scenario 1: Economic impact, 215,000 attendees, World Juniors hockey, Minnesota, 2026**

Category	Output	Employment	Labor Income
Direct	\$47,214,330	290	\$12,501,630
Indirect	\$19,617,760	80	\$6,551,810
Induced	\$15,683,200	70	\$5,502,130
<b>Total</b>	<b>\$82,515,290</b>	<b>440</b>	<b>\$24,555,570</b>

Under the second scenario, the decrease in spending per person decreased the economic impact to \$65.5 million, including support for 360 jobs.

**Table 10: Scenario 2: Economic impact, spending 10 percent lower, World Juniors hockey, Minnesota, 2026**

Category	Output	Employment	Labor Income
Direct	\$37,061,300	230	\$9,550,520
Indirect	\$16,115,320	70	\$5,355,300
Induced	\$12,275,320	60	\$4,306,540
<b>Total</b>	<b>\$65,451,940</b>	<b>360</b>	<b>\$19,212,360</b>

<sup>6</sup> Crompton, J.L., Lee, S., & Shuster, T.J. (2001). A guide for undertaking economic impact studies: The Springfest example. *Journal of Travel Research*, 40, 79-87.

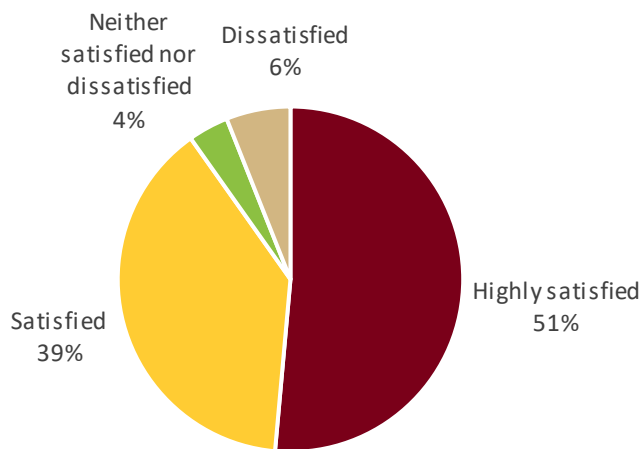


### Insights from the survey

The attendee surveys provided valuable information for the economic impact analysis. In addition, the surveys offered insight into the attendee experience. Survey respondents had the option of skipping questions; thus, for each figure the number of responses included in the figure are presented as “n =”. For example, in Figure 2, n = 1,295, which means 1,295 of the respondents answered the question related to satisfaction.

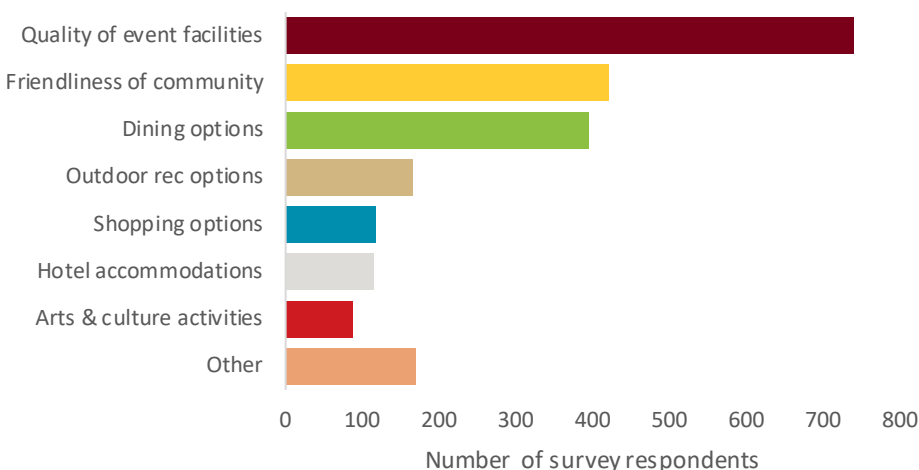
Ninety percent of World Juniors hockey survey respondents indicated they were satisfied or very satisfied with the events (Figure 2). While the survey data cannot be categorized by which team the respondent supported, many United States hockey fans were disappointed that Team USA did not make the finals.

**Figure 2: Level of satisfaction with World Juniors hockey events, survey respondents, Minnesota, 2026, n = 1,295**



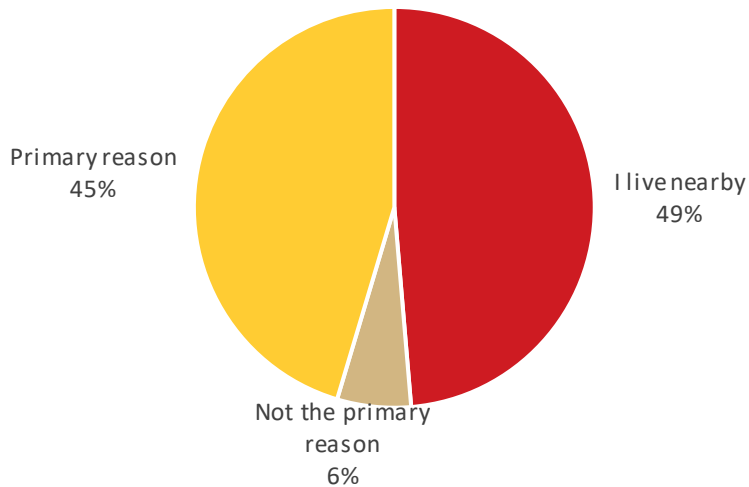
The quality of the event facilities, friendliness of the community, and dining options contributed to the positive impression of the region and the events (Figure 3).

**Figure 3: Most enjoyable aspect of trip to Minneapolis and Saint Paul, World Juniors hockey survey respondents, Minnesota, 2026 (select all that apply), n = 1,190**



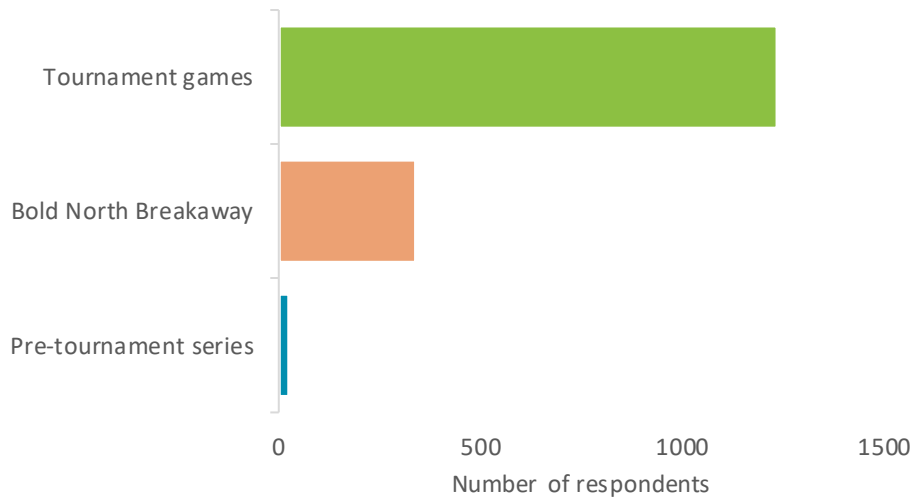
The World Juniors tournament also drew people to the Twin Cities (Figure 4). Of those who do not already live in the Twin Cities, 88 percent indicated the tournament was their primary reason for being in the Twin Cities.

**Figure 4: Role of tournament in decision to visit Minneapolis-Saint Paul, World Juniors hockey survey respondents, Minnesota, 2026, n = 1,192**



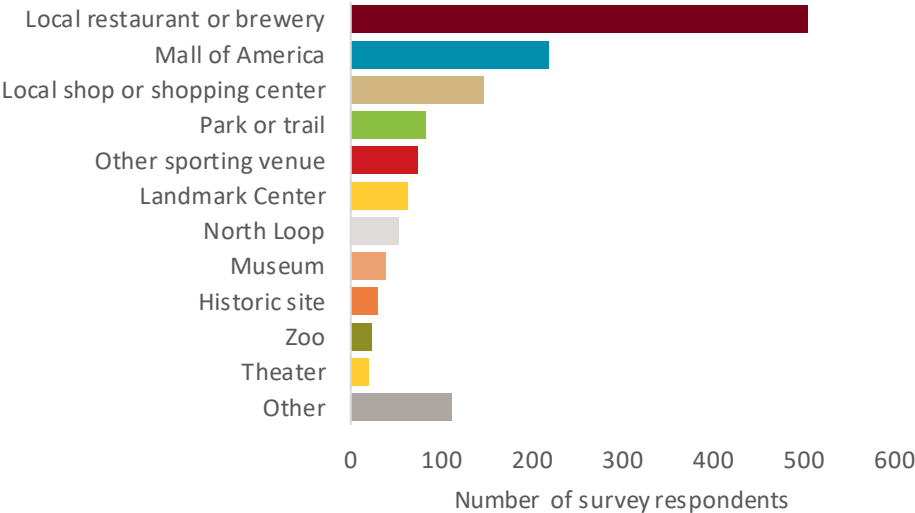
The majority of survey respondents attended tournament games (Figure 5). One in four (26 percent) visited the Bold North Breakaway.

**Figure 5: Events participated in by World Juniors hockey survey respondents, Minnesota 2026 (select all that apply), n = 1,290**



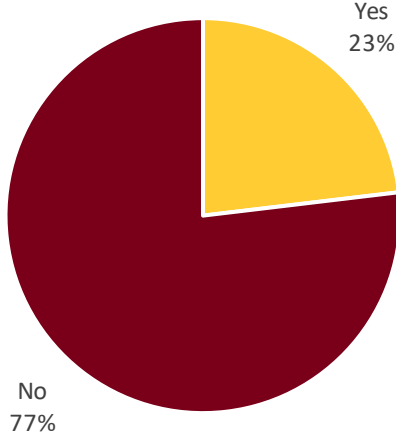
World Juniors hockey survey respondents visited a variety of places in the region. The most common places were a local restaurant or brewery, the Mall of America, and a local shop or shopping center (Figure 6).

**Figure 6: Attractions visited, World Juniors hockey survey respondents, Minnesota, 2026 (select all that apply)**



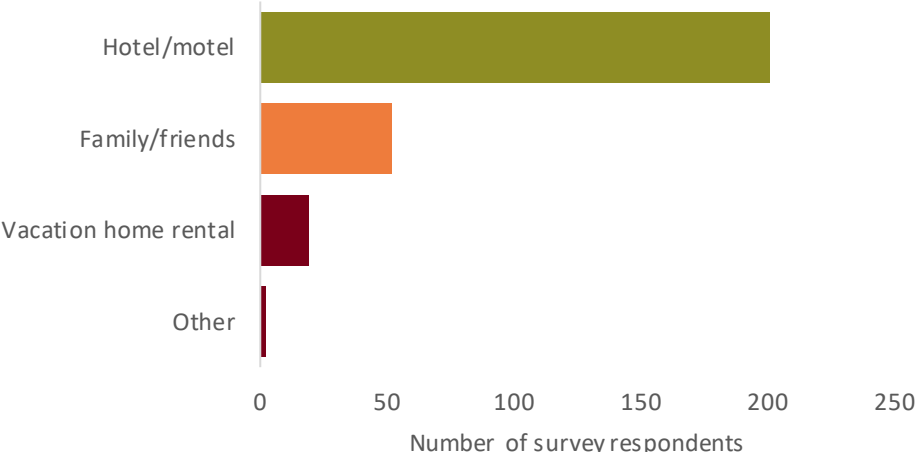
As mentioned, 23 percent of survey respondents spent the night away from home to attend the hockey events (Figure 7).

**Figure 7: World Junior hockey event attendees, spent night away from home to participate in events, Minnesota, 2026, n = 1,190**



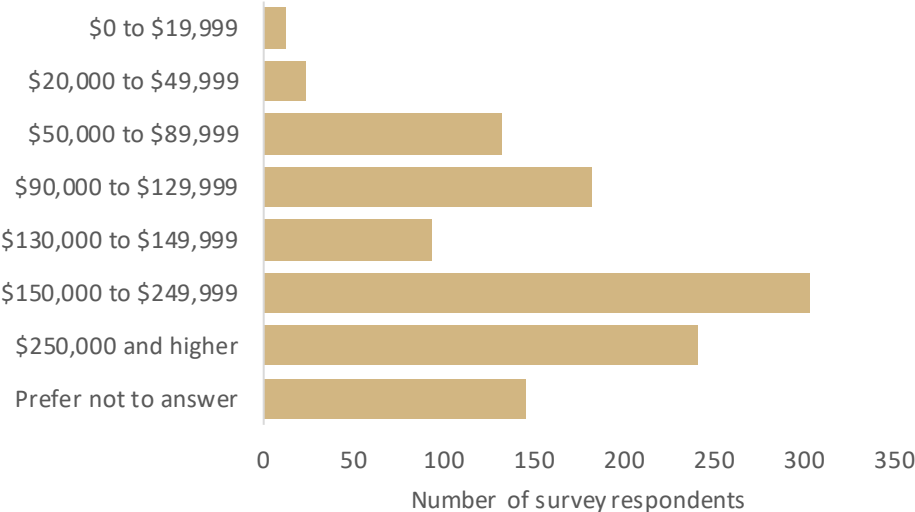
For those staying overnight, the largest share reported spending the night in a hotel or motel. Another common arrangement was to stay with family and/or friends (Figure 8).

**Figure 8: Accommodation choice for overnight visitors, World Juniors hockey survey respondents, Minnesota, 2026, n = 274**



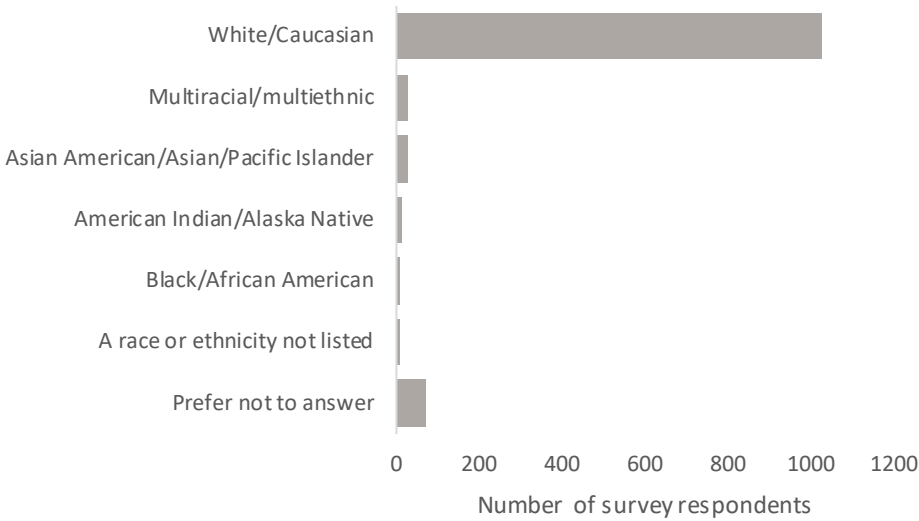
Survey respondents reported a variety of household incomes (Figure 9). The highest share had incomes of more than \$150,000.

**Figure 9: Pre-tax household income, World Juniors hockey survey respondents, Minnesota, 2026, n = 1,133**



The majority of survey respondents also reported being White/Caucasian (Figure 10). In addition, 2 percent of respondents indicated they were Hispanic/Latino.

**Figure 10: Racial identity, World Juniors hockey survey respondents, Minnesota, 2026, n = 1,112**

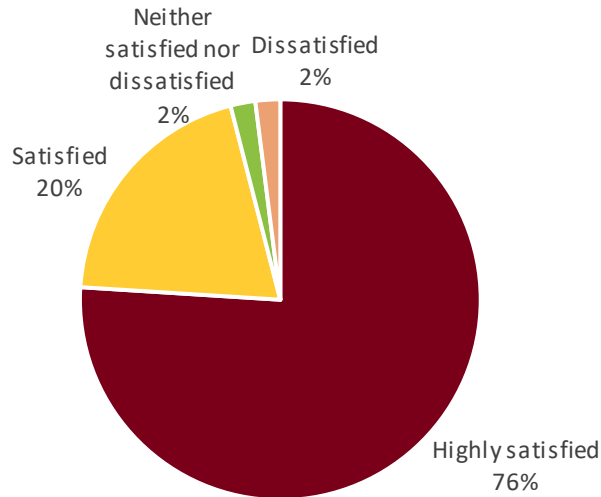


### Role of exhibition games

In addition to the primary tournament games held in Minneapolis and Saint Paul, the 2026 World Juniors hockey tournament also featured a series of exhibition games held in Bemidji, Duluth, Mankato, and Rochester. To understand how the exhibition games enhanced the impact of the tournament, Extension conducted a survey of exhibition game attendees. Surveys were shared via advertisement and QR codes at the events and in a post-event survey emailed to ticket purchasers. The survey received 103 responses.

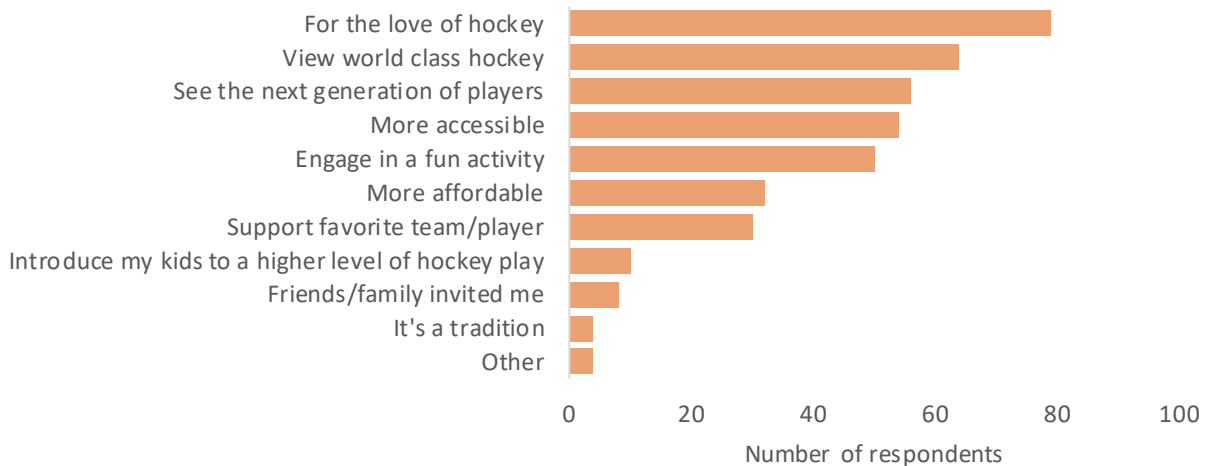
Overall, survey respondents were satisfied with their experience at the exhibition games (Figure 11). Ninety-six percent of survey respondents were “highly satisfied” or “satisfied” with the events.

**Figure 11: Level of satisfaction with World Juniors hockey events, exhibition game survey respondents, Minnesota, 2026, n = 100**



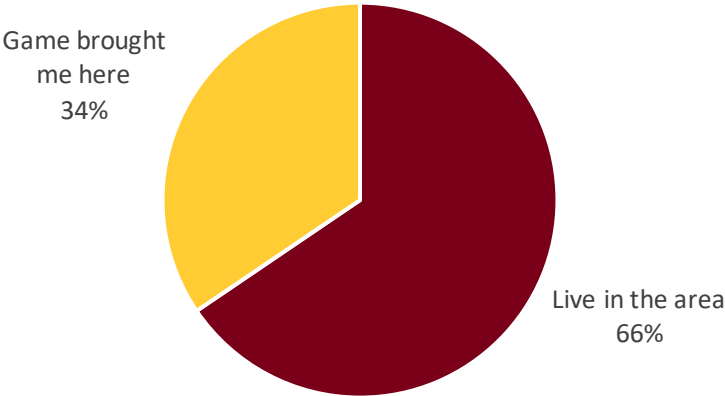
Survey respondents were asked what motivated their attendance at the World Juniors hockey events. The most common responses were “for the love of hockey,” to “view world class hockey,” and to “see the next generation of players” (Figure 12).

**Figure 12: Motivation to attend the World Juniors hockey exhibition events, survey respondents, Minnesota 2026**



The exhibition games brought people to the host communities. While 66 percent of survey respondents indicated they lived in the area, more than one-third of survey respondents said they traveled to the host city due to the games (Figure 13).

**Figure 13: Role of tournament in decision to visit the tournament host community, World Juniors hockey exhibition game survey respondents, Minnesota, 2026, n = 87**



## Appendix 1: Definitions and terms

To properly interpret the results of both input-output models and mobile analytics platforms, it is important to understand the methods, the terms, and the limitations of the tools.

### Input-output modeling

Input-output models exist to conduct economic impact analysis. There are several input-output models available, and IMPLAN is one such model. Many economists use IMPLAN for economic impact analysis because it can measure output and employment impacts, is available on a county-by-county basis and is flexible for the user. While IMPLAN has some limitations and qualifications, it is one of the best tools available to economists for input-output modeling.

One of the most critical aspects of understanding economic impact analysis is the distinction between the “local” and “non-local” economy. The model-building process identifies the local economy. Either the group requesting the study, or the analyst defines the local area. Typically, the study area (the local economy) is a county or a group of counties that share economic linkages. In this report, the study area is the Twin Cities seven-county metropolitan area (Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties).

A few definitions are essential to properly interpret the results of an IMPLAN analysis. These terms and their definitions are provided below.

### *Output*

Output is measured in dollars and is equivalent to total sales. The output measure can include significant “double counting.” Think of food sold at a restaurant, for example. The value of food (say, beef) is counted when it is sold from the farmer to the food manufacturing company, again when the food item (say, a hamburger patty) is sold to the wholesaler, and yet again when the restaurant sells it as a hamburger to a hockey game attendee. The value of the beef is built into the price of each of these items, and then the sale of each item is added to determine total sales (or output).

### *Employment*

IMPLAN includes total wage and salaried employees, as well as the self-employed, in employment estimates. Because employment is measured in jobs and not in dollar values, it tends to be a very stable metric (no inflation).

### *Labor income*

Labor income measures the value added to the product by the labor component. So, in the beef/hamburger example, when the beef is sold to the food manufacturing company, a certain percentage of the price is for the farmer’s labor to raise the cow. Then when the hamburger is sold to the restaurant, it includes some markup for its labor costs in the price. When the restaurant sells it to a hockey game attendee, he/she includes a value for the labor. These individual value increments for labor can be measured, which amounts to labor income. Labor income does *not* include double counting.

Labor income includes both employee compensation and proprietor income. It is measured as wages, salaries, and benefits.

### *Direct impact*

Direct impact is equivalent to the initial activity in the economy. In this study, it is spending by World Junior hockey participants and spectators and Minnesota Sports and Events.



### *Indirect impact*

Indirect impact is the summation of changes in the local economy that occur due to spending for inputs (goods and services) by the industry or industries directly impacted. For instance, if employment in a manufacturing plant increases by 100 jobs, this implies a corresponding increase in output by the plant. As the plant increases output, it must also purchase more inputs, such as electricity, steel, and equipment. As the plant increases purchases of these items, its suppliers must also increase production, and so forth. As these ripples move through the economy, they can be captured and measured. Ripples related to the purchase of goods and services are indirect impacts.

### *Induced impact*

The induced impact is the summation of changes in the local economy that occur due to spending by labor, which is, spending by employees in the industry or industries directly impacted. For instance, if employment in a manufacturing plant increases by 100 jobs, the new employees will have more money to spend on housing, groceries, and going out to dinner. As they spend their new income, more activity occurs in the local economy. This can be quantified and is called the induced impact.

### *Total impact*

The total impact is the summation of the direct, indirect, and induced impacts.

### *Limitations*

Several constraints are created during the input-output modeling process. One of the most critical is that prices are fixed. In certain economic impact studies, the impact may be large enough to influence prices, which would lead to inaccuracies in the IMPLAN results. While the World Juniors events drew visitors to the Twin Cities, it is not likely they drew enough visitors to change prices.

### *Mobile analytics platforms*

Mobile analytics platforms collect data from individual cell phones and aggregate the data to show patterns in the movement of people. There are a variety of mobile analytics platforms available, and Extension has a subscription to the Placer.AI tool. While Placer.AI was originally developed to help provide insight to retail businesses, it has evolved to include data on specific locations within a community (such as a hockey arena) and on the community as a whole.

A few definitions are helpful in understanding the Placer.AI data.

### *Panel*

Mobile devices, referred to as "panel devices," are the source of location data. Certain apps enable Placer.ai to make intelligent estimations using a sample set (only when users opt into this setting) to analyze the locations of different audiences. The observed mobile devices form a "panel," which allows Placer.AI to statistically draw more extensive estimations on visitation patterns for any location.

Placer requires its data partners to receive consent in accordance with applicable law. The data Placer.AI obtains from app partners is already stripped of personal identifiers before it is shared. Placer leverages a panel of tens of millions of devices and utilizes machine learning to make estimations for visits to locations across the country, representing approximately 8 percent of the population. Panel history goes back to January 1, 2017.

### *Panel visits*

The observed unique number of visits to a specific location, drawn from panel devices.



## Appendix 2: Survey questionnaires

### Attendees of World Juniors tournament in Minneapolis and Saint Paul

1. How satisfied were you with the World Juniors event(s)?  
 Highly Satisfied    Satisfied    Neither Satisfied nor Dissatisfied    Dissatisfied  
 Very Dissatisfied
2. At which location did you watch World Juniors hockey? (select all that apply)  
 Grand Casino Arena in Saint Paul    3M Arena at Mariucci in Minneapolis    Bemidji  
 Duluth    Mankato    Rochester
3. Prior to the World Juniors event(s), had you ever visited Minneapolis or Saint Paul?  
 Yes    No    I live there or nearby
4. Which events did you participate in during your visit? (check all that apply)  
 Tournament games    Pre-tournament series (in Greater Minnesota)  
 Bold North Breakaway
5. Thinking of the most recent World Juniors event you attended, how much did you or your group spend **in one day (24 hours) on** the following items in order to attend the event?  
\$\_\_\_ Food & beverage at the event      \$\_\_\_ Food & beverage at another location  
\$\_\_\_ Merchandise at the event          \$\_\_\_ Shopping at another location  
\$\_\_\_ Lodging                                      \$\_\_\_ Transportation (including parking and fuel)  
\$\_\_\_ Groceries                                    \$\_\_\_ Entertainment/arts/recreation  
\$\_\_\_ Other (please specify): \_\_\_\_\_
6. How many people (including you) are included in your spending estimate? \_\_\_\_\_
7. In which city was the most recent game you attended?  
 Minneapolis               Saint Paul               Other
8. When you attended the hockey event, did you spend the night away from home?  Yes    No
9. If yes, how many nights did you spend away from home to attend the event(s)? \_\_\_\_\_
10. If yes, what types of accommodation did you use?  
 Hotel/motel    Home of family or friends    Vacation home rental (ex. Airbnb)  
 Own second home or cabin    Bed & Breakfast    Resort    Other (please specify) \_\_\_\_\_
11. Was the hockey event your primary reason for traveling to the host city?  
 Yes    No    I live in or nearby the host city
12. What were the most enjoyable aspects of your trip to Minneapolis or Saint Paul? (check all that apply)  
 Dining options    Hotel accommodations    Friendliness of the community



- Shopping options
- Outdoor recreation options (parks/trails)
- Arts and culture activities (theatres/museums)
- Quality of event facilities
- Other, please list

13. During your trip to Minneapolis and/or Saint Paul, what other attractions did you visit? (select all that apply)

- Mall of America
- The Landmark Center in St Paul
- North Loop in Minneapolis
- Local restaurant/brewery
- Local shop or shopping center
- Zoo (Como, Minnesota)
- Museum (science, art, children’s, history, etc.)
- Theater
- Park or trail
- Historic site
- Other sporting event venue (U.S. Bank, Target Center, etc.)
- Other (please list)\_\_\_\_\_

14. What is your home zip code? Please enter country code, if not are based in the US. \_\_\_\_\_

15. What is your total household income?

- \$0 to \$19,999
- \$20,000 to \$49,99
- \$50,000 to \$89,999
- \$90,000 to \$129,999
- \$130,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 and higher
- Prefer not to answer

16. Which of these categories best describes you?

- White/Caucasian
- Black/African American
- American Indian/Alaska Native
- Asian American/Asian/Pacific Islander
- Multiracial/multiethnic
- A race or identity not listed here
- Prefer not to answer

17. Are you Hispanic/Latino?

- Yes
- No

**Attendees of World Juniors exhibition tournament in Greater Minnesota**

1. How satisfied were you with the World Juniors event(s)?

- Highly Satisfied
- Satisfied
- Neither Satisfied nor Dissatisfied
- Dissatisfied
- Very Dissatisfied

2. In which community did you watch World Juniors hockey? (select all that apply)

- Bemidji
- Duluth
- Mankato
- Rochester
- Other, please list

3. What motivated you to attend the exhibition games (select all that apply)?

- View world class hockey
- See the next generation of players in action
- More affordable than the full tournament
- It’s a tradition
- More accessible (closer to home, etc.) than the full tournament
- Support my favorite team and/or player
- Watch hockey while the NHL is on break
- Introduce my kids to higher level hockey play
- Engage in a fun activity
- Friends/family were attending and invited me
- For the love of hockey
- Other, please describe....

4. Thinking of the most recent game you attended, how much did you or your group spend in one day (24 hours) on the following items to attend the event(s)?

\$\_\_\_\_ Food & beverage at the event(s)                      \$\_\_\_\_ Food & beverage at another location

\$\_\_\_\_ Merchandise at the event(s)                              \$\_\_\_\_ Shopping at another location

\$\_\_\_\_ Transportation (gas, parking, etc.)    \$\_\_\_\_ Entertainment/arts/recreation

\$\_\_\_\_ Groceries    \$\_\_\_\_ Lodging    \$\_\_\_\_ Other (please specify): \_\_\_\_\_

5. How many people (including you) are included in your spending estimate? \_\_\_\_\_
6. When you attended the hockey event, did you spend the night away from home?  Yes  No
7. If yes, how many nights did you spend away from home to attend the event(s)? \_\_\_\_\_
8. If yes, what types of accommodation did you use?  
 Hotel/motel     Home of family/friends     Own second home/cabin  
 Vacation home rental (ex. Airbnb)     Resort     Bed & Breakfast     Other (please specify)
9. Were the hockey event(s) your primary reason for traveling to (insert city name here)?  
 Yes     No     I live there or nearby
10. What is your home zip code? (please enter country code, if not US based) \_\_\_\_\_
11. What is your total household income?  
 \$0 to \$19,999     \$20,000 to \$49,999     \$50,000 to \$89,999     \$90,000 to \$129,999  
 \$130,000 to \$149,999     \$150,000 to \$249,999     \$250,000 and higher  
 Prefer not to answer
12. Which of these categories best describes you?  
 White/Caucasian     Black/African American     American Indian/Alaska Native  
 Asian American/Asian/Pacific Islander     Multiracial/multiethnic  
 A race or identity not listed here     Prefer not to answer
13. Are you Hispanic/Latino?  
 Yes     No     Prefer not to answer

