

# 新竹市貢丸節活動之經濟效益之評估

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## 摘要

Festival is one of the important activities of local tourism development. Currently, festival is a very popular destination marketing strategy for many governments, mainly because festival is an effective strategy to attract many visitors, extend tourism season, and increase economic impacts. The primary purpose of this research is to estimate the economic impact of Hsinchu City Meat Ball Festival. The economic impacts of festival on different sectors are assessed using an input-output analysis. In addition to developing information about the total economic impact of the festival, this study attends to the distributional effects. The results show that only the tourism-related sectors received significant economic impacts from Meat Ball Festival. The average tourism income impacts of the non-tourism sectors are very low.

關鍵字：festival, economic impact, input-output analysis