

Economic contribution of trade and consumer shows

According to a study by researchers at the University of Guelph's School of Hospitality and Tourism Management, more than 2.3 million people visit the Greater Toronto Area each year to attend a consumer or trade show, combining to generate direct expenditure of \$1.1 billion in the region. Consumer and trade shows directly support 10,000 jobs in the Toronto region and show organizers and visitors pay a combined \$260 million in taxes to all three levels of government. "This independent study proves that trade and consumer shows are a major piece of the tourism pie," said Barry Smith, President and CEO of the Metro Toronto Convention Centre. "We traditionally associate only big city-wide conventions as generating significant economic benefits to the community and for the first time we now realize how important trade and consumer shows are to our economic success."

Top consumer shows can attract over 140,000 people over several days. Trade shows are large industry events including buying shows such as HostEx and Canadian Food and Beverage Show.

Toronto is the number-two destination for trade shows in North America, behind only Las Vegas, according to Trade Show Week. "Most of the large consumer and trade shows are in off-peak tourism seasons, which means they are supporting hotels, restaurants and hundreds of businesses and jobs in the fall and winter period," said Arlene Campbell, general manager of the Direct Energy Centre. "This is the first study in North America to look specifically at the tourism impact of consumer and trade shows," said Dr. Marion Joppe, Professor of Tourism Management at the University of Guelph and the study's lead author. "More than 2 million people cited these shows as their primary reason for visiting the Toronto area, so clearly this is a sector that generates real visitor traffic."

Executive Summary

Total Direct Expenditures of Trade & Consumer Shows:		Toronto & Area	Rest of Ontario
\$1.1 billion	Total Direct Expenditures	\$1,096,169,137	
	GDP (Total Impacts)	\$810,628,216	\$94,141,284
	Labour Income	\$464,493,673	\$57,855,759
	Employment:		
	Direct	9,929	269
	Indirect	1,267	444
	Induced	1,514	578
	Direct Taxes	\$256,494,113	\$4,547,898
	Total Taxes	\$343,480,456	\$29,062,368

Spending

Overnight Fringe Residents (OFR)	\$145.32 per person per day
Tourists	\$210.21 per person per day
Exhibitors	\$103.87 per person per day
Exhibitor Companies	\$5,880 per company per show
Show Organizers	\$467,145 per show

Origin

	Visitors	Exhibitors
Ontario	72.7%	49.3%
Other Canada	14.1%	27.2%
USA	8.4%	14.9%
Overseas	4.8%	8.6%

Population

Visitors	2.13 million (out of 8.9 million attendance)
Exhibitors	232,796 total or 1,219 exhibitors per show
Exhibitor Companies	44,533 or 233 companies exhibiting per show
Show Organizers	126 consumer and 65 trade shows

Staff

Exhibitor companies have an average of 2.85 locally hired staff, while show organizers have an average of 26.57.

