



Providing leadership in
the development of the
Canadian Fair Industry
since 1924

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Large Fair Benefits Study - Summary

1. COMBINED IMPACT OF ALL CANADIAN FAIRS ESTIMATED AT \$1.0B

- Large fairs contribute \$386M to local economies; medium fairs \$51M; small fairs \$569M
- Fair-related spending across Canada supports 10,700 full-year jobs spanning many sectors

2. AVERAGE LARGE FAIR IN CANADA HAS \$48.2M IMPACT ON LOCAL ECONOMY

- Economic impact derived from spending by non-locals and fair operations
- 8 largest fairs in Canada have nearly \$400M impact on local regions

3. LARGE FAIRS SUPPORT LOCAL EMPLOYMENT

- Approximately 3800 full-year jobs supported by 8 largest fairs
- Average large fair supports 477 full-year positions in region

4. AVERAGE LARGE FAIR DRAWS 25% FROM OUTSIDE LOCAL REGION

- Proportion of non-locals ranges from 14% to 46%, depending on fair
- Provinces and cities must promote large fairs as major tourist attractions

5. ON AVERAGE, LOCAL RESIDENTS AT LARGE FAIRS SPEND \$26.7M

- While not considered economic impact, demonstrates local support for large fairs
- Time and location of local entertainment spending greatly influenced by fairs

6. AGRICULTURE EDUCATION IMPORTANT TO ATTENDEES

- Majority place importance on learning about agriculture, technology, and government programs
- Agriculture education programs at large fairs have potential to reach 5.7M consumers per year

7. EDUCATION CONTENT ENHANCES EXPERIENCE FOR MAJORITY OF FAIRGOERS

- Three-quarters at large fairs agree that education programs enhance experience at fair
- Strong demand creates opportunities to partner with private and public sector

8. LARGE FAIRS PROVIDE ATTRACTIVE OFFERINGS FOR ALL AGES

- Survey data shows attractions at large fairs appeal to all age groups
- Fairs offer competitive advantage over sports and arts events catering to specific groups

9. CULTURAL TRADITION, COMMUNITY ASSOCIATION EXTREMELY STRONG AT FAIRS

- 94% agree large fairs are important tradition; 84% feel fairs are major social gatherings
- Marketing campaigns and sponsorships highlighting these themes would be highly successful

10. HIGH DEMAND AMONG FAIRGOERS FOR LOCALLY-PRODUCED FOOD

- 87% prefer to purchase locally-produced food; 53% want to learn more
- Large fairs enjoy unique position to showcase local products to consumers