



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

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Medium 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 medium fair in Canada has \$2.7M impact on local economy

- Economic impact derived from spending by non-locals and fair operations
- 19 medium fairs in Canada have approximately \$50M impact on local regions

3. Medium fairs support local employment

- Over 500 full-year jobs supported by Canada's medium fairs
- Average medium fair supports 28 full-year positions in region

4. Average medium fair draws 32% from outside local region

- Proportion of non-locals ranges from 13% to 48%, depending on fair
- Provinces and cities must promote medium fairs as tourist attractions

5. On average, local residents at medium fairs spend \$2.4M

- While not considered economic impact, demonstrates local support for medium 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 medium fairs have potential to reach 1.7M consumers per year

7. Education content enhances experience for majority of fairgoers

- 71% at medium fairs agree that education programs enhance experience at fair
- Strong demand for education creates opportunities to partner with private and public sector

8. Medium fairs provide attractive offerings for all ages

- Survey data shows attractions at medium 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

- 93% agree medium fairs are important tradition; 88% feel fairs are major social gatherings
- Marketing campaigns and sponsorships highlighting these themes would be highly successful

10. Outdoor signage most popular information source

- 61% obtained event information from outdoor signs or posters
- Internet would be preferred source for many attendees