



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

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## Small 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 small fair in Canada has \$750,000 impact on local economy

- Economic impact derived from spending by non-locals and fair operations
- 759 small fairs in Canada have approximately \$569M impact on local regions

### 3. Small fairs support local employment

- Over 6,375 full-year jobs supported by Canada's small fairs
- Average small fair supports 8.4 full-year positions in region

### 4. Average small fair draws 31% from outside local region

- Proportion of non-locals ranges from 7% to 58%, depending on fair
- Provinces and cities must promote small fairs as tourist attractions

### 5. On average, local residents at small fairs spend \$525,000

- While not considered economic impact, demonstrates local support for small 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 28.5M consumers per year

### 7. Education content enhances experience for majority of fairgoers

- 75% at small fairs agree that education programs enhance experience at fair
- Strong demand for education creates opportunities to partner with private and public sector

### 8. Small fairs provide attractive offerings for all ages

- Survey data shows attractions at small 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

- 96% agree small fairs are important tradition; 95% 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

- 92% prefer to purchase locally-produced food, 57% want to learn more
- Small fairs enjoy unique position to showcase local products to consumers