

# Economic Impact of Trade & Consumer Shows



RESEARCH CONDUCTED BY  
MARION JOPPE, PH.D.  
HS CHRIS CHOI, PH.D.  
DONGKOO YUN, PH.D.

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ON BEHALF OF

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# Executive Summary

Total Direct Expenditures of Trade & Consumer Shows:	Toronto & Area		Rest of Ontario
	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.		