

NEWS FROM TORONTO, CANADA

November 23, 2006

**NEW TOURISM STUDY POINTS TO CONSUMER AND
TRADE SHOWS AS POWERFUL ECONOMIC DRIVER
FOR TORONTO REGION**

Over \$1 billion in tourism spending
Toronto ranked #2 in North America for trade shows

TORONTO – More than 2.3 million people visit the Greater Toronto Area each year to attend a consumer or trade show, according to a new study by researchers with the University of Guelph's School of Tourism Management. Visitors and show organizers combine to generate direct expenditure of \$1.1 billion in the region.

"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 show are to our economic success".

Top consumer shows, such as the One of a Kind Show Christmas and Sale that starts today at the Direct Energy Centre, can attract over 140,000 people over several days. Other top consumer shows in Toronto include the Royal Agricultural Winter Fair, Canadian International Auto Show and International Home and Garden Show.

Trade shows are large industry events including buying shows such as HostEx and Canadian Food and Beverage Show, Canadian Gift and Tableware Show and Canadian International Farm Equipment Show. Toronto is the number-two destination for trade shows in North America, behind only Las Vegas, according to Trade Show Week.

Bringing tourists at the right time

"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.

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"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."

Other highlights of the research include:

- Visitors to the shows account for \$614 million in spending, or 56 per cent of the total
- Exhibiting companies and show organizers account for \$482 million in spending, or 44 per cent of the total
- Consumer and trade shows directly support 10,000 jobs in the Toronto region
- Show organizers and visitors pay a combined \$260 million in taxes to all three levels of government

"This research highlights the significant and positive impact that our trade and consumer shows have on Mississauga and the entire Airport business community," said Gail Bernstein, CEO of the International Centre in Mississauga.

Tourism Toronto and industry partners commissioned the study to assess the value of these shows as tourism draws. Based on the strong message the research delivers, Tourism Toronto has begun to promote consumer shows to potential visitors, beginning by featuring the One of a Kind Show Christmas and Sale in the city's current fall marketing campaign.

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,000 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travelers around the globe. For more information on Tourism Toronto, please visit, www.torontotourism.com.

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For more information or for a copy of the full study report contact:

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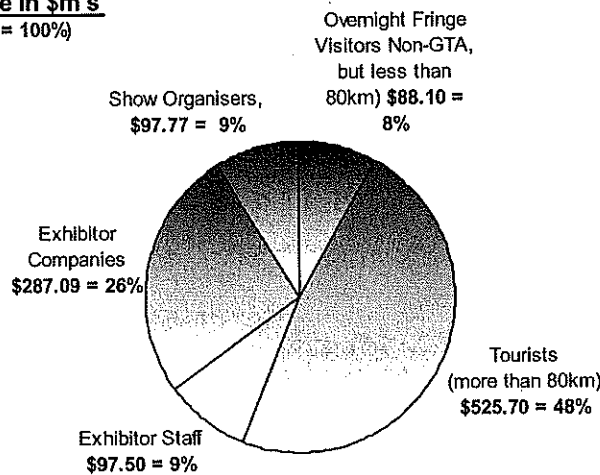
**CONSUMER AND TRADE SHOWS
GENERATE \$1.1 BILLION IN TOURISM SPENDING**

A new study by researchers at the University of Guelph is the first study in North America to evaluate the tourism impact of consumer and trade shows.

Highlights of the study

- More than 2.3 million people a year visit the Greater Toronto Area to attend a consumer or trade show
 - 2.13 million people came to the GTA to attend a show as the primary motivator of their trip. (Many more visitors attend shows though it may not have been the reason for the trip to the GTA.)
 - 233,000 people come from outside the region as exhibitors and show organizers
- The combined direct expenditure resulting from consumer and trade shows is \$1.1 billion
 - \$614 million in spending by visitors to the shows
 - \$482 million in spending by exhibitors and organizers
 - Spending figures include expenses related to the show as well as other tourism-related spending such as hotels, restaurants, other attractions visited and shopping
- 30 per cent of visitors and exhibitors come from outside Ontario.
- Consumer and trade shows directly support 10,000 jobs in the GTA
- Visitors, exhibitors and organizers pay a combined \$260 million in taxes to all three levels of government

Expenditure in \$m's
(\$1,096.17 = 100%)



Consumer and trade shows across the Toronto region

- There are more than 200 consumer and trade shows each year in the GTA, drawing some 9 million people in total (of whom more than 2 million come from outside the GTA).
- Four of the largest five consumer shows and all five of the largest annual trade shows are held between October and May, typically the slower part of the tourism year

Some of the largest consumer shows include:

Show	Facility	Month	Attendance
Royal Agricultural Winter Fair	Direct Energy Centre	November	350,000
National Home Show	Direct Energy Centre	April	159,800
One of a Kind Christmas Show and Sale	Direct Energy Centre	November	140,000
International Home and Garden Show	International Centre	March/October	180,000
North American Int'l Motorcycle Supershow & Cdn. Motorcycle Powersport Business Show	International Centre	January	70,000
Performance World Custom Car Show	International Centre	March	54,500
Canadian International Auto Show	MTCC	February	294,372
Toronto Motorcycle Show	MTCC	December	35,100
Metro Home Show	MTCC	January	33,000

Facilities: Direct Energy Centre at Exhibition Place, Metro Toronto Convention Centre (MTCC), International Centre, Mississauga airport

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Some of the largest trade shows include:

Show	Facility	Month	Attendance
Hostex and Canadian Food and Beverage Show	Direct Energy Centre	March	19,700
IIDEX/NeoCon Canada	Direct Energy Centre	September	15,000
PACex International	Direct Energy Centre	May	12,000
Canadian International Farm Equipment Show	International Centre	February	20,000
The Canadian Gift & Tableware Show	International Centre	January/August	58,000
The Canadian Home Furnishings Market	International Centre	January	19,000
Construct Canada	MTCC	November-December	22,100
Toronto International Gift Fair	MTCC	January	6,000
Win-door North America	MTCC	November	3,800

Background on the research study

- The study was commissioned by Tourism Toronto in partnership with the Metro Toronto Convention Centre, Direct Energy Centre and International Centre – the three leading facilities for consumer and trade shows in the GTA.
- The study was conducted by direct questionnaires with visitors, exhibitors and organizers between September 2004 and September 2005, including shows at all three facilities. Shows at other facilities were not included are not reflected in the research.
- The principal authors of the study are Dr. Marion Joppe and Dr. HS Chris Choi, both professors at the School of Hospitality and Tourism Management at the University of Guelph, Ontario.

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For more information or for a copy of the full study report contact:

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