

# TORONTO STAFF REPORT

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August 28, 2006

To: Economic Development and Parks Committee

From: Donald Eastwood, General Manager, Economic Development, Culture and Tourism

Subject: XVI International AIDS Conference: *Time to Deliver* – Post Event Report

Purpose:

To provide a post event report, including a preliminary economic impact statement, for the XVI International AIDS Conference held in Toronto from August 13 to the 18, 2006.

Financial Implications and Impact Statement:

There are no financial implications resulting from the implementation of these recommendations.

Recommendations:

It is recommended that this report be received for information.

Background:

The International AIDS Conference (AIDS 2006) is the world's largest, most comprehensive global health forum aimed at expanding public awareness of HIV/AIDS, sharing knowledge and learning from others in the field and charting a course for a stronger, more effective global response to this pandemic. AIDS 2006 drew researchers, healthcare workers, civil society, governments, UN organizations, activists, donors, industry, the media, and people living with HIV/AIDS. Its sheer size, global scope and importance underscored the need for a coordinated approach to ensuring the delivery of City services and city-wide promotion of this event.

The City's Tourism Section, Toronto International Unit, through the appointment of a Project Manager, assisted the Toronto Local Host Secretariat in two specific areas: negotiation and facilitation of City Council approved a \$1.0 US million loan from the Tourism Event Loan

Development Program to AIDS 2006; and providing logistical, marketing and program support to the conference organizers through various City services.

Comments:

The XVI International AIDS Conference is one of the largest conferences ever hosted in Toronto and is considered pinnacle event for the City because of its global significance in addition to it being a key economic and tourism generator for the City.

AIDS 2006 saw an overall attendance of 26,067 from over 186 countries to share current knowledge on a full spectrum of issues about the global HIV/AIDS epidemic. This number includes but is not limited to: full paying delegates, scholarship recipients, students, exhibitors and free registrations. Over 2,313 journalists from 92 countries converged on the City for the conference – generating millions of dollars in media coverage for the City of Toronto. The actual out of City/Region delegates totalled 21,300 and was used as the basis for the economic impact assessment. As result of the conference, hotels were booked at near capacity with over 40,000 room nights and another 1,600 residence rooms were booked (about 11,200 room nights). Many more hotel rooms at the city limits were also booked.

The Toronto Local Host Secretariat has its roots beginning in 1998 and has been meeting regularly since 2002. The Toronto Local Host Secretariat was incorporated as a not-for-profit organization governed by a volunteer Board of Directors engaged in the Canadian response to HIV/AIDS to ensure the success of AIDS 2006. The Toronto Local Host was responsible for preparing Toronto and Canada as host city and country of AIDS 2006, as well as rolling out a number of program activities including the Outreach Program, the Youth Program, the Cultural Program, the Global Village, and the lounge for persons living with HIV/AIDS (PLWHA Lounge).

City of Toronto's Role

Toronto City Council approved a \$1.0 US million interest free, repayable loan from the Tourism Event Development Loan Program to the International AIDS Society for the 2006 event. The loan program is designed to support cultural, sport and special one-time events which are likely to generate significant economic and tourism benefits. AIDS 2006, although identified as a conference, is more of a political, social and globally significant event which is consistent with the aim of the Tourism Event Development Loan Program.

The nature of this event also necessitated the recruitment of a Project Manager to ensure the delivery of city services for the conference. This included: coordination of Toronto Police, Emergency Medical Services, and other City Divisions for the conference and all the affiliated events including vigils, marches and parades; providing guidance in terms of street closures, park permit acquisitions and use of City facilities; undertaking City-wide marketing initiatives aimed at promoting the conference and its related activities to the delegates as well as the citizens of Toronto; profiling Toronto Public Health AIDS prevention initiatives and international outreach programs to delegates; showcasing Toronto's diversity and culture by way of the AIDS 2006

Cultural Activities Program; and providing logistical expertise and partnering extensively with Tourism Toronto on the marketing and welcoming campaign.

In addition, a communications professional from Toronto Public Health was seconded to the local host secretariat to assist with media relations and volunteer recruitment. These appointments point to the significance and merit of this one-time event for the City and the opportunity for the City to position itself as a global leader.

#### Economic Impact Assessment

In partnership with Tourism Toronto, and the City's Toronto International Unit, an Economic Impact Assessment and Study of the conference was conducted the TREIM model, the Ontario Ministry of Tourism and Recreation's Tourism Regional Economic Impact Model to determine the economic impact of visitors' and delegates' spending in this area on the local and provincial economies by looking at the following:

- (i) Estimates of the Direct, Indirect and Induced impacts of tourism-related activities on Gross Domestic Product (GDP);
- (ii) Estimates of the Direct, Indirect and Induced impacts of tourism-related activities on Labour Income and Employment (Number of Jobs); and
- (iii) Estimates of the Direct and Total impacts of tourism-related activities on Federal, Provincial and Municipal Tax Revenues.

#### The Methodology

During AIDS 2006, a team of 14 volunteers were recruited, trained, and engaged to survey delegates and spectators, through surveys loaded onto hand-held palm units. The primary data collected, being the basis for the running the model, along with additional statistical and organizational information provided by the AIDS 2006 Toronto Local Host Secretariat forms the preliminary impacts cited in Attachment #1 - 2006 XVI International AIDS Conference Preliminary Economic Impact Assessment, August 2006. Over 1,196 valid surveys over the course of five days were captured.

It is important to point out the output is a preliminary assessment of the economic impacts. Once the AIDS 2006 Local Host Secretariat budget is finalized and audited, a final model can be run and the results be considered complete.

#### Economic Impact Assessment – Preliminary Results

In total, the combined expenditure of the organizing committee's operations budget, capital construction costs, and the estimated expenditure of visitors to AIDS 2006 in Toronto totalled over \$20.1 million, generating an estimated \$21.0 million in GDP (new economic activity) for the Province, with more than \$15.5 million in Toronto. These expenditures generated more than \$12.2 million in wages and salaries in the Province, with the city's portion being \$8.9 million.

The conference supported 397 jobs with 323 being in Toronto.

Considerable tax revenues were also produced by the conference, totalling over \$9.3 million. The tax distribution for the orders of government included: federal government tax revenues of \$5.1 million; \$3.4 million in taxes accrued to the Province of Ontario; and over \$761,000 to local governments (over \$555,000 to City of Toronto).

Table 5.1 Potential Provincial Economic Impact by Location (\$000s)

Category	Ontario	Toronto
Initial Expenditure	\$20,164,121	\$20,164,121
GDP	\$20,988,826	\$15,532,793
Wages & Salaries	\$12,261,997	\$8,928,514
Taxes – Total	\$9,268,636	\$7,370,371
Federal	\$5,088,041	\$3,953,061
Provincial	\$3,419,613	\$2,862,133
Municipal	\$760,983	\$555,178
Jobs	397	323

*Source: Attachment #1 – XVI International AIDS Conference Preliminary Economic Impact Assessment, August 2006.*

The complete study, including methodology and survey, can be found in Attachment #1 - 2006 XVI International AIDS Conference Preliminary Economic Impact Assessment, August 2006.

In addition to the quantifiable results, the City of Toronto benefited from the international media exposure which is challenging to value and future value of further medical or scientific meetings and conferences that may be booked.

#### Conclusions:

The XVI International AIDS Conference provided a considerable economic benefit to the Province of Ontario and City of Toronto. The combined expenditures of visitors and event operations in Toronto were estimated to have exceeded \$20.1 million. This spending generated nearly \$21.0 million in GDP (new economic activity) in the Province, with more than \$15.5 million occurring in Toronto. The international and national media spotlight on Toronto was significantly high given the 2,313 media representatives from 92 countries.

In addition, the XVI International AIDS Conference provided the City of Toronto with a unique opportunity to share in the organization of this international event and helped to position the City of Toronto as a global leader, providing an excellent opportunity for the City of Toronto to play a leadership role in HIV/AIDS issues at a local, national and international level.

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Attachments:

Attachment No. 1  
XVI International AIDS Conference Preliminary Economic Impact Assessment, August 2006.

# **XVI International AIDS Conference Economic Impact Assessment**

**August 2006**



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*The following analysis provides an assessment of the estimated economic impact of the XVI International AIDS Conference, held in Toronto Ontario from August 13-18, 2006, as generated by the Tourism Regional Economic Impact Model (TRIEM).*

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The Paradigm Consulting Group gratefully acknowledges the support of the City of Toronto and Tourism Toronto.

**Disclaimer: The results contained within this report are preliminary and subject to change upon release of the final audited attendance and budget figures. For more information, please contact:  
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## 1.0 Background

The XVI International AIDS Conference, held in Toronto, Ontario over August 13-18, 2006, was one of the world's largest HIV/AIDS conferences, and it provided an open and independent forum for the exchange of ideas, knowledge and research that informed HIV/AIDS programmes and strengthened prevention, treatment and care efforts worldwide. Every two years, the International HIV/AIDS conference is organized around a central theme, with the 2006 conference recognizing that the scientific knowledge and tools to prevent new infections and prolong life among those living with HIV/AIDS already exist, even in the poorest settings. The key challenge at hand then is to utilize these resources and the collective will to translate knowledge and experience into broadly available HIV treatment and prevention programs. Thus the conference seeks to build on the interaction of the participants in order to maximize the benefit for those afflicted with HIV/AIDS.

This year, the conference attracted nearly 19,000 delegates from 186 countries and more than 2,300 media representatives from 92 countries. The event was a resounding success, putting HIV/AIDS, as well as the City of Toronto, on center stage. While the event itself creates considerable benefits through the interaction of delegates, it also confers economic benefits to the host city through the spending of the local host society, media representatives, and conference participants. It is these benefits that are the focus of this study.

The next two sections of this paper cover the spending of travelers, with Section 2 detailing the intercept survey methodology, with the findings of the survey contained within Section 3. Section 4 provides the details regarding other expenditures that contributed to the economic impact of the event; while Section 5 presents the economic impact results as generated by the Tourism Regional Economic Impact Model (TRIEM). Section 6 concludes the document; and the Appendix contains a glossary of terms used and a copy of the survey.

## 2.0 Methodology

Intercept surveys were conducted on site at the Metro Toronto Convention Centre over the five day duration of the AIDS Conference , both in areas that were open to the public, as well as the restricted access delegate only area. Surveying was done using a total of 10 volunteer surveyors equipped with Palm PDAs running Techneos Entryware Pro survey software, provided by Techneos Systems of Vancouver, BC. A copy of the survey instrument is contained as Appendix 1.

A total of 1,862 intercepts were made over the five-day period; of which 38 records were incomplete and not used, 524 respondents refused to participate (usually due to language barriers or the imminent start of a session), and 100 had been previously surveyed, yielding a total of 1,196 valid surveys, representing 2,160 people. The complete breakdown of traveler origin and role is contained within Table 2.1.

**Table 2.1 Survey & Population Estimates**

Origin	Participant			
	Surveys	Party Members	Population*	Confidence Interval
Local	222	476	3,249	4.1
Regional (up to 320km)	47	78	439	10.1
Ontario Long Haul	39	70	380	10.6
Inter-provincial	59	86	454	9.5
U.S.	245	377	4,730	4.8
Overseas	584	1,073	11,903	2.9
<b>Out of Town Total</b>	<b>1,196</b>	<b>2,160</b>	<b>17,906</b>	<b>2.0</b>

The figures in the second column represent the number of people for which complete records were collected for (i.e. each record weighted by its party size)

\*Population is based on registration records and represents the total number of delegates, exhibitors, and registered media members.

The estimated attendance figures contained within Table 2.1 were produced using registry records of delegates, speakers, exhibitors, and registered members of the media, with the origin breakdown for Canadians derived from the survey results.

### 3.0 Visitors

In total, the event attracted a total of 16, 238 out of town delegates, 1,668 out of town members of the media for a total out of town attendance of 17,906. Outside of the U.S. and Canada, countries with the largest presence included: United Kingdom, South Africa, Switzerland, Nigeria, India, France, China, and Kenya. A total of 29 countries had more than 100 delegates attending, and attendance from African countries was particularly strong.

Travel patterns of the AIDS conference attendees were broadly consistent with expectations, with the small exception that the overall party size did not change substantially with distance traveled (Table 3.1)<sup>1</sup>. Out of town visitors that travelled further tended to have longer lengths of stay than those that resided closer to Toronto, the exception being visitors from the United States. In addition to the expenditure questions reported below, respondents were asked to rate the importance of the conference in their decision to travel to Toronto. Nearly all delegates from all regions ranked the event as their primary motivation for taking the trip to Toronto, with a mean score of 9.7 out of 10.

**Table 3.1 Participant Characteristics**

	Regional	Ontario Long-Haul	Inter- provincial	U.S.	Inter- national
% Day trips	33%	8%	n/a	n/a	n/a
Avg. # of Nights	5.6	6.0	7.5	6.1	9.0
Average Party Size	1.9	2.0	1.7	1.6	1.8
Importance of event	9.4	9.9	9.9	9.8	9.7

Expenditures made by respondents and other members of their travel party were also consistent with previous survey results, namely that while the average spending per party for overseas travellers was very high; average daily expenditures are somewhat lower due to a longer length of stay (Table 3.2). Consequently, average spending per person per day is highest for inter-provincial and U.S. travellers.

<sup>1</sup> Often, party size diminishes with distance traveled.

**Table 3.3 Participant Expenditures (per person, per trip)**

Distance Category	Regional	Long Ontario	Inter-Provincial	U.S.	Overseas
Accommodation	\$255.00	\$362.50	\$399.34	\$642.31	\$573.00
Restaurant	\$87.76	\$130.77	\$219.25	\$206.15	\$181.48
Grocery Stores	\$8.10	\$19.04	\$33.21	\$12.94	\$10.79
Recreation & Entertainment	\$20.69	\$17.31	\$56.98	\$37.19	\$37.80
Event Merchandise	\$8.97	\$17.69	\$40.85	\$18.69	\$18.79
Retail - Clothing	\$32.76	\$23.65	\$47.36	\$20.25	\$37.40
Retail - Other	\$2.07	\$9.62	\$26.13	\$6.18	\$29.32
Vehicle Rental	\$0.00	\$2.88	\$12.08	\$10.04	\$8.44
Own Vehicle	\$19.48	\$27.88	\$20.66	\$16.73	\$2.02
Local Transport	\$7.90	\$22.92	\$44.72	\$53.37	\$43.86
Public Transport	\$5.86	\$3.08	\$7.92	\$7.23	\$6.31
<b>Total</b>	<b>\$448.59</b>	<b>\$637.35</b>	<b>\$908.49</b>	<b>\$1,031.06</b>	<b>\$950.91</b>
<i>Per person, per day</i>	<i>\$80.10</i>	<i>\$106.97</i>	<i>\$121.93</i>	<i>\$169.95</i>	<i>\$105.59</i>

## 4.0 Operations

In hosting an event of the magnitude of the AIDS conference, the organizing committee operated with a budget of nearly \$5.0 million. However, some expenditures were excluded in order to avoid double counting, namely scholarship given to Canadian students, as the spending of the students while in Toronto was reported in the expenditure survey.

In addition, the event was supported by considerable value in kind donations through the more than 700 volunteers whose involvement was critical to the success of the event<sup>2</sup>.

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<sup>2</sup> More details regarding the budget and volunteerism will be available with the final report.

## 5.0 Results

Total expenditures as a result of the combined capital, visitor and operations expenditure were substantial, totalling nearly of \$20.2 million in Toronto. As a result of the initial expenditures, new economic activity in the Province of Ontario arising from hosting the XVI International AIDS conference is estimated to have reached nearly \$21.0 million, of which more than \$15.5 million occurred in Toronto (Table 5.1).

These expenditures supported nearly \$12.3 million in wages and salaries for the province as a whole, with a total of 397 jobs being supported by hosting AIDS Conference. The majority of jobs were based in Toronto (323) and a further 74 in the rest of the province.

Considerable tax revenues were also supported by the event, totalling nearly \$9.3 million. The federal government saw nearly \$5.1 million of its tax base supported, with more than \$3.4 million for the Province of Ontario and nearly \$761,000 for municipalities throughout Ontario, of which more than \$555,000 was in the City of Toronto.

The largest contributor to the economic impact of the event were the expenditures of visitors to Toronto, particularly those from the U.S. and overseas. However operational expenditures were still substantial (Table 5.2).

**Table 5.1 Provincial Economic Impact by Location (\$000s)**

<b>Category</b>	<b>Ontario</b>	<b>Toronto</b>
Initial Expenditure	\$20,164,121	\$20,164,121
GDP	\$20,988,826	\$15,532,793
Wages & Salaries	\$12,261,997	\$8,928,514
Taxes - Total	\$9,268,636	\$7,370,371
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Provincial	\$3,419,613	\$2,862,133
Municipal	\$760,983	\$555,178
Jobs	397	323

**Table 5.2 Provincial Economic Impact by Type of Expenditure**

<b>Category</b>	<b>Visitor</b>	<b>Operations</b>
Initial Expenditure	\$16,685,821	\$3,478,300
GDP	\$18,436,840	\$2,551,986
Wages & Salaries	\$10,359,874	\$1,902,123
Taxes - Total	\$8,332,020	\$936,616
Federal	\$4,512,389	\$575,652
Provincial	\$3,151,169	\$268,444
Municipal	\$668,462	\$92,521
Jobs	326	71

## 6.0 Conclusion

The XVI International AIDS conference, in addition to the important achievements realized through the discussions and networking of delegates, provided considerable economic benefits to the Province of Ontario and the City of Toronto. The combined expenditures of visitors, along with event operations exceeded \$20.1 million in the Province of Ontario. A total of \$8.9 million in wages and salaries were paid in the Toronto, with an additional \$3.3 million paid throughout the rest of the province. The event supported an estimated 397 jobs, including 323 in Toronto. In sum, the event is estimated to have generated nearly \$21.0 million in GDP (new economic activity), of which more than \$15.5 million occurred in Toronto. Hosting the event is estimated to have supported nearly \$9.3 million in taxes; of which \$5.1 million accrued to the federal government. Nearly \$3.4 million was collected by the province and nearly \$761,000 by local governments, including more than \$555,000 by the City of Toronto.

**Appendix. Glossary of Terms and XVI International AIDS  
Conference Survey**

## **Appendix:**

**The Economic Impact of Business Operation in** Toronto and other Ontario regions: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the business spending in Toronto will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Toronto does not trade with that region.

**Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

**Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

**Indirect impact:** refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

**Induced impact:** refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

**Employment:** refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

**Federal tax revenues:** include personal income tax, corporate income tax, commodity tax (GST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

**Provincial tax revenues:** include personal income tax, corporate income tax, commodity tax (PST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

**Municipal tax revenues:** include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality (as is the case with GST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

**Industry:** The industry follows Statistics Canada's 1997 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

# AIDS Conf v1

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## Location

### 1 Location of Survey

[Location]

- <sub>1</sub> Practice
- <sub>2</sub> Convention-North
- <sub>3</sub> Convention-South
- <sub>8</sub> Global Village
- <sub>5</sub> Other \_\_\_\_\_

## Day

### 2 Day of Survey

[Day]

- <sub>1</sub> Pre Conference
- <sub>5</sub> Sunday
- <sub>2</sub> Monday
- <sub>3</sub> Tuesday
- <sub>4</sub> Wednesday
- <sub>6</sub> Thursday
- <sub>7</sub> Friday

## Introduction

### 3 Hello, My name is \_\_\_\_\_, and I am conducting a short survey on behalf of the event organizers, the City of Toronto and Tourism Toronto in order to measure the economic impact of the 16th International AIDS Conference for the city of Toronto. Would I be able to ask you a few questions about your visit?

[Introduction]

- <sub>1</sub> Yes
- <sub>2</sub> No

## Previous

### 4 Have you previously been questioned regarding your spending patterns at the AIDS Conference?

[Previous]

- <sub>1</sub> Yes
- <sub>2</sub> No

## Role

### 5 Which of the following best describes your role at the AIDS Conference?

[Role]

- <sub>1</sub> Delegate
- <sub>5</sub> Presenter
- <sub>8</sub> Exhibitor
- <sub>3</sub> Sponsor
- <sub>6</sub> Media
- <sub>4</sub> Volunteer
- <sub>7</sub> Other \_\_\_\_\_

# AIDS Conf v1

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## Visitor

- 6 Do you live in Toronto or did you travel here from out of town?

[Visitor]

- <sub>1</sub> Out of town  
<sub>2</sub> Live in town  
<sub>3</sub> Define out or town

## VP Size

- 7 How many people are in your Family Visitor Party (members of the same family who reside at the same address), including yourself?

[VP\_Size]

Answer: \_\_\_\_\_

## Days Attend

- 8 In total, how many days have / will you (and your party) attended the AIDS conference:

[Days\_Attend]

Answer: \_\_\_\_\_

## AvPty

- 9 Will all [#VP\_Size] members of your family visitor party attend the AIDS conference for the [#Days\_Attend] days you have / plan to attend the event?

[AvPty]

- <sub>1</sub> Yes  
<sub>2</sub> No

## AvgVPSize

- 10 On average, how many people in your family visitor party will be attending the AIDS conference over the course of the event?

[AvgVPSize]

Answer: \_\_\_\_\_

## Residence

- 11 Where is your normal place of residence?

[Residence]

- <sub>1</sub> Canada  
<sub>2</sub> U.S.  
<sub>3</sub> Overseas

# AIDS Conf v1

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## Canadian Province

### 12 Province

[Canadian\_Province]

- \_1 Ontario
- \_2 Quebec
- \_3 B.C.
- \_4 Alberta
- \_5 Sask.
- \_6 Manitoba
- \_7 N.B.
- \_8 N.S.
- \_9 P.E.I.
- \_10 NI/Lab
- \_11 Yukon
- \_12 NWT/Nun.

# AIDS Conf v1

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## U.S. States

### 13 Select State

[U.S.\_States]

- |   |  |
|---|--|
| <input type="checkbox"/> _1 Alabama         | <input type="checkbox"/> _41 South Dakota  |
| <input type="checkbox"/> _2 Alaska          | <input type="checkbox"/> _42 Tennessee     |
| <input type="checkbox"/> _3 Arizona         | <input type="checkbox"/> _43 Texas         |
| <input type="checkbox"/> _4 Arkansas        | <input type="checkbox"/> _44 Utah          |
| <input type="checkbox"/> _5 California      | <input type="checkbox"/> _45 Vermont       |
| <input type="checkbox"/> _6 Colorado        | <input type="checkbox"/> _46 Virginia      |
| <input type="checkbox"/> _7 Connecticut     | <input type="checkbox"/> _47 Washington    |
| <input type="checkbox"/> _8 Delaware        | <input type="checkbox"/> _48 Washington DC |
| <input type="checkbox"/> _9 Florida         | <input type="checkbox"/> _49 West Virginia |
| <input type="checkbox"/> _10 Georgia        | <input type="checkbox"/> _50 Wisconsin     |
| <input type="checkbox"/> _11 Hawaii         | <input type="checkbox"/> _51 Wyoming       |
| <input type="checkbox"/> _12 Idaho          |  |
| <input type="checkbox"/> _13 Illinois       |  |
| <input type="checkbox"/> _14 Indiana        |  |
| <input type="checkbox"/> _15 Iowa           |  |
| <input type="checkbox"/> _16 Kansas         |  |
| <input type="checkbox"/> _17 Kentucky       |  |
| <input type="checkbox"/> _18 Louisiana      |  |
| <input type="checkbox"/> _19 Maine          |  |
| <input type="checkbox"/> _20 Maryland       |  |
| <input type="checkbox"/> _21 Massachusetts  |  |
| <input type="checkbox"/> _22 Michigan       |  |
| <input type="checkbox"/> _23 Minnesota      |  |
| <input type="checkbox"/> _24 Mississippi    |  |
| <input type="checkbox"/> _25 Missouri       |  |
| <input type="checkbox"/> _26 Montana        |  |
| <input type="checkbox"/> _27 Nebraska       |  |
| <input type="checkbox"/> _28 Nevada         |  |
| <input type="checkbox"/> _29 New Hampshire  |  |
| <input type="checkbox"/> _30 New Jersey     |  |
| <input type="checkbox"/> _31 New Mexico     |  |
| <input type="checkbox"/> _32 New York       |  |
| <input type="checkbox"/> _33 North Carolina |  |
| <input type="checkbox"/> _34 North Dakota   |  |
| <input type="checkbox"/> _35 Ohio           |  |
| <input type="checkbox"/> _36 Oklahoma       |  |
| <input type="checkbox"/> _37 Oregon         |  |
| <input type="checkbox"/> _38 Pennsylvania   |  |
| <input type="checkbox"/> _39 Rhode Island   |  |
| <input type="checkbox"/> _40 South Carolina |  |

## International

14

[International]

- <sub>1</sub> Argentina
  - <sub>2</sub> Australia
  - <sub>3</sub> Belgium
  - <sub>4</sub> Brazil
  - <sub>5</sub> Cambodia
  - <sub>6</sub> Cameroon
  - <sub>7</sub> China
  - <sub>8</sub> Ethiopia
  - <sub>9</sub> France
  - <sub>10</sub> Germany
  - <sub>11</sub> Ghana
  - <sub>12</sub> Guyana
  - <sub>13</sub> India
  - <sub>14</sub> Indonesia
  - <sub>15</sub> Italy
  - <sub>16</sub> Japan
  - <sub>17</sub> Kenya
  - <sub>18</sub> Malawi
  - <sub>19</sub> Mexico
  - <sub>20</sub> Nepal
  - <sub>21</sub> Netherlands
  - <sub>22</sub> Norway
  - <sub>23</sub> Pakistan
  - <sub>24</sub> Poland
  - <sub>25</sub> Portugal
  - <sub>26</sub> Russia
  - <sub>27</sub> South Africa
  - <sub>28</sub> Spain
  - <sub>29</sub> Sweden
  - <sub>30</sub> Switzerland
  - <sub>31</sub> Tanzania
  - <sub>32</sub> Thailand
  - <sub>33</sub> U.K.
  - <sub>34</sub> U.S.
  - <sub>35</sub> Uganda
  - <sub>36</sub> Zambia
  - <sub>37</sub> Zimbabwe
  - <sub>38</sub> Other
-

# AIDS Conf v1

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## **FSA**

15 Can I have the FIRST THREE digits of you postal code

[FSA]

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## **Sameday**

16 Are you returning home each night of the event, or are you staying overnight away from home?

[Sameday]

<sub>1</sub> Sameday

<sub>2</sub> Overnight

## **NightTotal**

17 In TOTAL how many nights will you be away from home?

[NightTotal]

Answer: \_\_\_\_\_

## **AllinTO**

18 Will all of these nights be spent in Toronto?

[AllinTO]

<sub>1</sub> Yes

<sub>2</sub> No

## **NightON**

19 In TOTAL, how many nights will you be in Ontario?

[NightON]

Answer: \_\_\_\_\_

## **NightTO**

20 In TOTAL, how many nights will you spend in Toronto?

[NightTO]

Answer: \_\_\_\_\_

## **NightComm**

21 How many of your nights in Toronto will be spent in commercial accommodation?

[NightComm]

Answer: \_\_\_\_\_

# AIDS Conf v1

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## day trips

22 How many day trips did you make to [@this] to attend the event?

[day\_trips]

Answer: \_\_\_\_\_

## xtnd reason

23 What was your PRIMARY reason for visiting Toronto ?

[xtnd\_reason]

- \_9 Attend Conference
- \_4 General Vacation / Explore
- \_5 Visit Friends & Relatives
- \_6 Business (incl other convention)
- \_7 Personal
- \_8 Other \_\_\_\_\_

## Sponsorship

24 Did you receive any form of sponsorship or scholarship support in order to attend the conference?

[Sponsorship]

- \_1 Yes
- \_2 No

## SpendIntro

25 I am now going to ask you some questions regarding the spending of your family travel party. Please report the spending for all members of your party, and provide an estimate as to the total spending in the Greater Toronto region for each category for the entire duration of your stay. Which currency will you be reporting your spending in?

[SpendIntro]

- \_1 Canadian \$
- \_2 U.S. \$
- \_3 Other \_\_\_\_\_

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## Spending

26 How much was spent in Toronto on:

Accommodation

[Spending.Accommodation]

\_\_\_\_\_

Restaurants/ Bars/ Concession

[Spending.Restaurants]

\_\_\_\_\_

Grocery/Other F&B

[Spending.Grocery\_Other\_F\_B]

\_\_\_\_\_

Rec & Ent (movie/casino/attraction)

[Spending.Other\_Rec\_\_\_Ent\_mov]

\_\_\_\_\_

Event Merchandise

[Spending.Event\_Merchandise]

\_\_\_\_\_

Retail Clothing

[Spending.Other\_Merchandise\_Sh]

\_\_\_\_\_

Retail Other

[Spending.Concession]

\_\_\_\_\_

Car Rental

[Spending.Car\_Rental]

\_\_\_\_\_

Own Vehicle Expenses (Gas,Parking)

[Spending.Vehicle\_Expenses\_\_Ga]

\_\_\_\_\_

Local Transport-Taxi or Intercity bus \$ spent  
in TO

[Spending.Local\_Transport\_\_Bus]

\_\_\_\_\_

Public Transportation

[Spending.Public\_Transportatio]

\_\_\_\_\_

## Importance

27 On a scale of 1 to 10, how important was the AIDS Conference in your decision to come to Toronto area, (with 10 being that the AIDS conference was the only reason you came)?

[Importance]

Answer: \_\_\_\_\_

## Switch

28 Did you change the timing of a trip that you would normally take to Toronto in order to attend the AIDS conference?

[Switch]

<sub>1</sub> Yes

<sub>2</sub> No

## Xtend

29 Did you lengthen your trip to Toronto in order to attend the event?

[Xtend]

<sub>1</sub> Yes

<sub>2</sub> No

# AIDS Conf v1

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## **xtend length**

30 By how many days?

[xtend\_length]

Answer: \_\_\_\_\_

## **Endofsurvey**

31 Thanks for your time, this completes the survey

## **Comments**

32 Surveyor Comments?

[Comments]

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