

# Appendix A

## Appendix "A" Tourism Toronto Statistics 2012 to September 30, 2017

During the period January 1, 2012 to Sept. 30, 2017, Tourism Toronto sales data for Self-Contained Business Events and Citywide Business Events for Toronto is as follows:

- Of the 4462 Total Events booked, 97% are Self-Contained and 2% are City Wide.
- Specifically to Self-Contained Business Events: geographically 67% are Canadian-based, 28% are USA and 5% are International.
- For City Wide Business Events: 48% are Canadian, 44% USA and 8% International.

### Tourism Toronto Report Details:

#### **CANADA**

##### SELF-CONTAINED DATA:

67% of Overall Self Contained Production between 2012 - September 30, 2017

Breakdown by Segment:

- 42% Association
- 11% Sport
- 47% Corporate

##### CITY WIDE EVENT DATA:

48% of Overall City Wide Event Production between 2012 - September 30, 2017

Breakdown by Segment:

- 53% Association
- 19% Sport
- 28% Corporate

#### **USA**

##### SELF-CONTAINED DATA:

28% of Overall Self Contained Production between 2012 - September 30, 2017

Breakdown by Segment:

- 59% Association
- 2% Sport
- 39% Corporate

##### CITY WIDE EVENT DATA:

44% of Overall City Wide Event Production between 2012 - September 30, 2017

Breakdown by Segment:

- 77% Association
- 2% Sport
- 21% Corporate

#### **INTERNATIONAL**

##### SELF-CONTAINED DATA:

5% of Overall Self Contained Production between 2012 - September 30, 2017

Breakdown by Segment:

- 41% Congress
- 2% Sport
- 57% Corporate

**CITY WIDE EVENT DATA:**

8% of Overall City Wide Event Production between 2012 - September 30, 2017

Breakdown by Segment:

75% Congress

0% Sport

25% Corporate

**Number of Self Contained HOSTED by YEAR booked by Tourism Toronto**

	2012	2013	2014	2015	2016	2017
Canada	481	453	414	512	580	493
International	25	30	46	32	54	25
US	211	253	196	180	218	161
<b>Grand Total</b>	<b>717</b>	<b>736</b>	<b>656</b>	<b>724</b>	<b>852</b>	<b>679</b>

**Number of CITY WIDE EVENTS HOSTED by YEAR booked by Tourism Toronto**

	2012	2013	2014	2015	2016	2017
Canada	10	9	6	7	5	10
International			2	1	3	2
US	6	6	9	6	8	8
<b>Grand Total</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>20</b>