

MEETING AND EVENT INDUSTRY - FACT SHEET

Ontario Event Venues – By The Numbers

In Ontario alone there are over 1100 event venues. Together they host over 275,000 events per year, welcoming over 25 million guests and employing hundreds of thousands of Ontarians.

Additionally, event venues support a massive supply chain to the industry - including DJs, photographers, videographers, florists, hairstylists, cake-makers, invitation companies, butchers, local farmers and more. In total, there are over 7,500 individual businesses, employing thousands of Ontarians, that rely and depend on the success of event venues to drive their revenues and business activity.

Add to that the LCBO - and consider that events are their 2nd largest source of revenue - which totaled over \$577 million in 2019. And of course, the direct and significant impact the events sector has on tourism - over 30% of guests that attend events are from out of town.

The positive downstream effects that events have across the economy, as well as countless communities across the Province, is massive.

Canadian Business Events – By The Numbers

BUSINESS EVENTS ECONOMIC IMPACT



\$33 Billion
of direct spending



Sustains **229,000** direct jobs



\$19.3 Billion
direct GDP impact



\$668 average spend
per participant, per event



49.5 Million total participants



Business travellers spend
4X more than leisure travellers