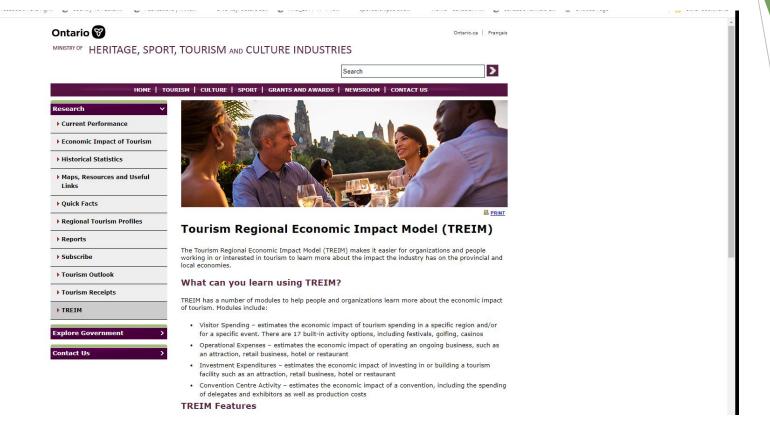
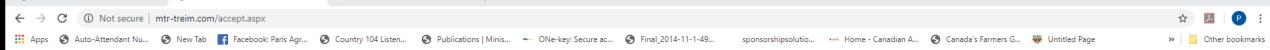
TREIM

It's easier than it sounds...

The Tourism Regional Economic Impact Model (TREIM) can be used to make it easier for your organization to learn more about the impact your annual Fair has on the provincial and local economies.

http://www.mtc.gov.on.ca/en/research/treim/treim.shtml





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TOURISM REGIONAL ECONOMIC IMPACT MODEL

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Please read the terms and conditions below and click "I Accept" button to continue with the Tourism Regional Economic Impact Model Program. Otherwise, click
"I Don't Agree" button .

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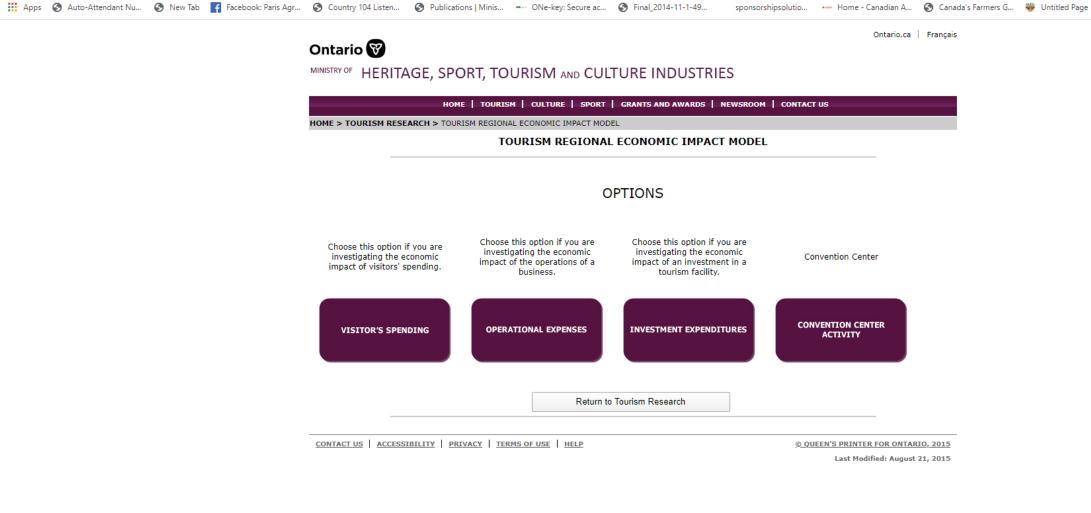
I Accept

I Don't Agree

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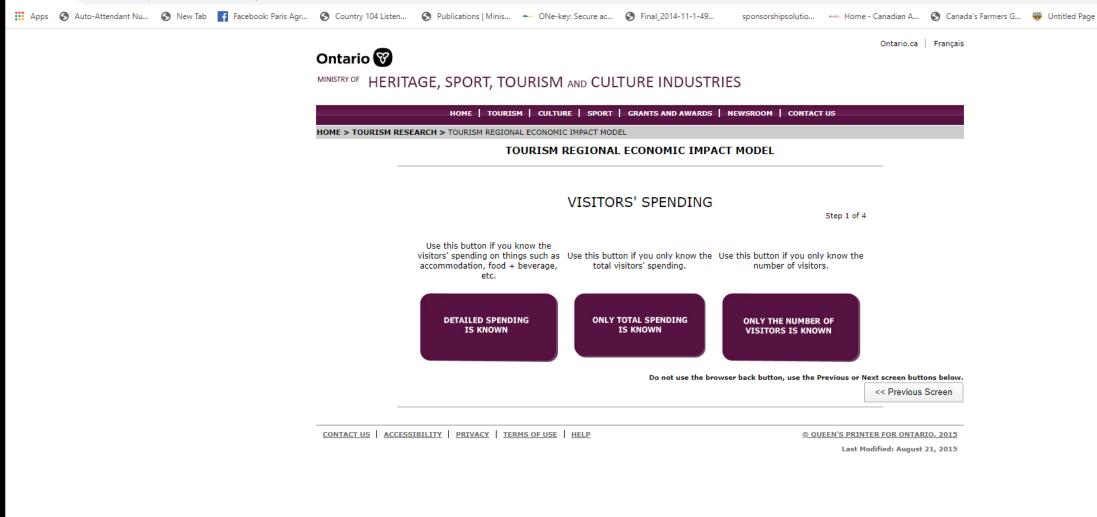


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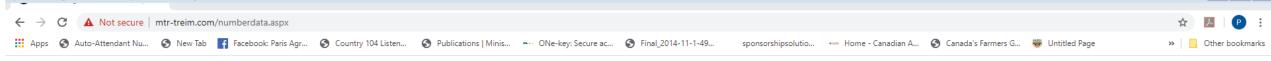
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VISITORS' SPENDING USING NUMBER OF VISITORS

Step 3 of 4

Select an activity (from the pull-down menu, such as Skiing, Museum visit, Festival, etc.) or check the "I Don't Know the Activity" box if this information is not known, and enter the total number of visitors by origin in the table below. If known, for each origin, enter the % of visitors that are on same day or overnight trips, and the average length of stay for overnight visitors. Same Day and Overnight precents should add up to 100 for each origin (i.e., the % of same-day visitors from Ontario and the % of overnight visitors from Ontario). If you don't know these percents then leave the fields blank. Check and verify the TOTAL before proceeding.

▼ □ I don't know the Activity (or Event) Festivals/Fairs Activity Same Day Overnight Percent of Visitors' Visitors' Number of Average Length of Stay Percent of Visitors' Origin Origin Visitors Origin (nights) – Optional 7,800 99.00% 1.00% Ontario Rest of 0.00% 0.00% Canada USA 24 0.00% 100.00% 2 0.00% 0.00% 0 Overseas 7,824 TOTAL*

* Denotes required field

Do not use the browser back button, use the Previous or Next screen buttons below.

Back to TREIM Main Screen

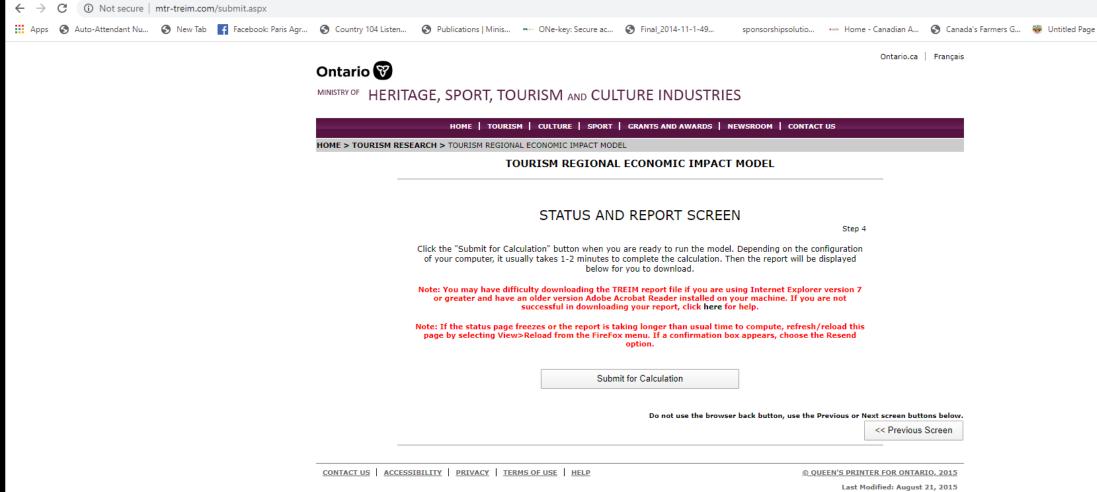
<< Previous Screen

Next Screen >>

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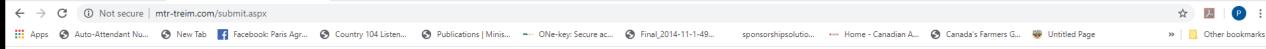
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STATUS AND REPORT SCREEN

Note: You may have difficulty downloading the TREIM report file if you are using Internet Explorer version 7 or greater and have an older version Adobe Acrobat Reader installed on your machine. If you are not successful in downloading your report, click here for help.

Note: If the status page freezes or the report is taking longer than usual time to compute, refresh/reload this page by selecting View>Reload from the FireFox menu. If a confirmation box appears, choose the Resend ontion.

Generated Report: Click to HERE download
Read or print generated report

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You will need Adobe Acrobat to read or print the generated economic impact report. If you don't already have Adobe Acrobat on your computer, you can get Acrobat reader from the Adobe website.

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Finding the data...

Gate admission - find an average

Scans at gates

Number of exhibitors

Where are the vendors from

Surveys on site

Exit surveys

Social media responses

Ticketing platform reports



WHO can you share this with...

Sponsors

Vendors

Local Government

Suppliers

Visitors

Advertising Partners



WHY share this information...

Grant applications

Contract negotiations

Community Awareness

Funding needs

Advertising & Promotions





Final Thoughts....

Thank you for your time - wishing you great weather and lots of laughter at your 2020 Fairs!