



# ECONOMIC IMPACT OF THE CANSEC TRADE SHOW TO THE OTTAWA AREA

**SUPPORTING DOCUMENTATION**

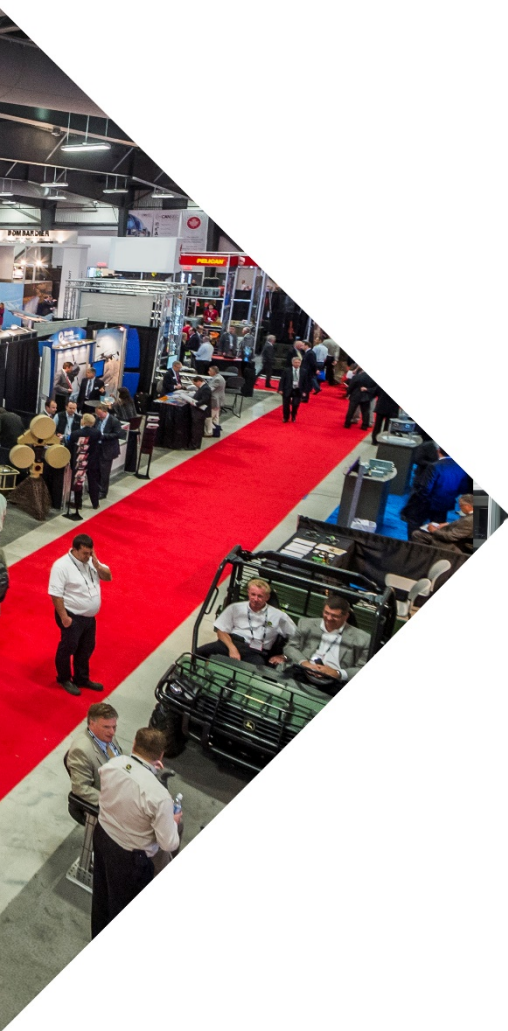


# About CANSEC

- Held annually in Ottawa since 1998 by the Canadian Association of Defence and Security Industries (CADSI)
- This two-day event is the largest and most important defence industry event in Canada
- CANSEC showcases leading-edge technology, products and services for land-based, naval, aerospace and joint forces military units



# CANSEC – A Decade of Growth



	2005	2014
 <b>REGISTRANTS</b>	5,989	<b>11,000+</b>
 <b>SQUARE FEET OF EXHIBITS</b>	26,300	<b>120,000+</b>
 <b>EXHIBITORS</b>	155	<b>331</b>
 <b>BOOTHS</b>	186	<b>642</b>
 <b>FOREIGN DELEGATIONS</b>	0	<b>17</b>



# Economic Impact Model

Ontario's Tourism Regional Economic Impact Model (TREIM) used to calculate economic impact:

**Economic Impact of Visitor Spending**

**=**

**# of visitors**

**X**

**Average spending per visitor**

**X**

**Multiplier**



# Economic Impact Inputs — 2014

Delegate Segments	Delegates per Segment	Average # Nights Stay	Average # Days Attending	Average Daily Spend	Average Hotel Cost	Average Trip Spend	Source
Overseas	418	4	2			\$768.30	1
U.S.	341	3	2			\$829.00	1
Regional/Canadian	2,163	2	2	\$90.95	\$151.12		2, 3
Local - Non-government	1,745	2	2	\$90.95			3
Local – Government	4,223	0	1	\$45.48			4
Total Delegates with data available	8,890						



# Economic Impact Calculations — 2014

Delegate Segments	Delegates per Segment	Total Spend by Segment	Source
Overseas	418	\$321,149.40	1
U.S.	341	\$282,689.00	1
Regional/Canadian	2,163	\$1,243,919.67	2, 3
Local - Non-government	1,745	\$317,415.50	3
Local – Government	4,223	\$192,040.93	4
Total Delegates with data available	8,890		
Delegate Impact		\$2,357,214.50	
Impact of Exhibitor, Hosting and Related Expenditures (min. estimate)		\$7,714,400.00	5
Sub-Total		\$10,071,614.50	
<b>Total Economic Impact</b> after Canadian Tourism Satellite Account multiplier of 1.5 applied		<b>\$15,107,421.74</b>	6



# Methodology and Sources

Ontario's Tourism Regional Economic Impact Model (TREIM) used.

1. Canadian Tourism Commission Tourism Snapshot 2012 Year-in-review.
2. Ontario Ministry of Tourism data based on *Trends in the Canadian Hotel Industry* by PKF Consulting.
3. National Joint Council Directives(NJCD): Travel Directive (April 1, 2008) Appendix C - Allowances - Modules 1, 2 and 3.
4. For Government of Canada delegates, the model assumes each delegate attended one of the two days and had expenses equal to half of the NJCD per diem for that day.
5. CADSI supplied data.
6. Canadian Tourism Satellite Account multiplier of 1.5 applied.



# Attestation on the Methodology

“We have reviewed the analysis used in calculating the economic impact of CANSEC to the Ottawa region and find the methodology to be sound. The calculations accurately forecast the economic impact of CANSEC. The methodology is considered best-practice and commonly used in Canada.”

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# About CADSI: On Canada's Side

- **Advocacy:** The national voice of more than 1,000 member companies operating in the defence and securities industrial sector
- **Networking & Events:** Organize CANSEC (May 27/28 2015), Canada's largest defence tradeshow
- **Business Development:** Promote Canadian products abroad through the Canada Pavilion, Canada's only international export tradeshow "hub"
- **Member Services:** Offering educational seminars, website profiling, and access to the most current defence and security intelligence