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## Economic Impact of the 2<sup>nd</sup> Edition of the *Illumi* – A *Dazzling World of Lights* Event – Summary

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# Media impact of more than 305 million views

*Illumi* generated hundreds of newspaper articles, critiques, radio and TV reports, published on the traditional or digital platforms of the major Quebec media.



**210 million**

Media impact –  
Online and printed



**63 million**

Media impact –  
Television



**28 million**

Media impact –  
Radio



**4 million**

Media impact –  
Social networks

## ILLUMI: GROWTH CATALYST FOR LAVAL REGION

The media coverage of the first edition of *Illumi – A New Dazzling World of Lights* is a major showcase. Through articles, reviews and reports, the region benefited from free exposure in Quebec's large media. **Cavalía invested more than \$1.2 million in its public relations campaigns.**

Note: Media reach is a performance indicator that estimates the number of people exposed to media mentions. This indicator provides information on the potential audience that has been exposed to a brand, product, event or topic over a given period of time.

Source: Cavalía.

# Beyond the economic benefits, *Illumi* is an event that arouses participants' enthusiasm

*Illumi – A New Dazzling World of Lights* is a major event for the Laval region. This project contributes to the Laval region's tourism offer and to Quebec's reputation as a world-class destination. It will also generate significant benefits during a period that is generally less busy for the tourism industry, from late fall to early spring. The intention to recommend and the intention to return show that *Illumi* is a very popular event. All of these parameters are not only high, but they are all above industry averages.

## Modeling with the ISQ's Quebec input-output model



**\$22.2 M**

In direct and indirect economic returns



**389**

Full-time equivalent jobs supported annually



**\$7.8 M**

In income for the governments



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The economic impact resulting from the second edition of the *New Dazzling World of Lights* event on Laval territory is significant.

The second edition of *Illumi* supported 389 jobs including those of the Cavalia organization. In total, 143 jobs were directly supported by spending from outside the territory, representing 100% compared to the first edition.

The project will continue to energize the downtown and accelerate its recreational and tourism development for years or more. The project will also continue to engage the community, as it is aimed at all segments of the population.

Sources: Economic impact modeling using the ISQ input-output model; participation survey.

Cavalia  
Economic Impact of the  
*Illumi – A Dazzling World of Lights*

# Summary of economic returns resulting from event organization and tourism expenditures

The economic returns of the second edition of the *Illumi – A New Dazzling World of Light* follows:

- 389 jobs created or supported (FTE);
- Value added to the GDP of \$22.2M;
- Tax contributions of \$3.4M to the Government of Quebec and \$1.8M to the Government of Canada;
- Social tax contributions of \$2.1M to the Government of Quebec and \$0.5M to the Government of Canada.

Direct and indirect impacts	2 <sup>nd</sup> edition	1 <sup>st</sup> edition
Total jobs (FTE)	389 jobs	289 jobs
Total value added to the GDP	\$22.2M	\$15.5M
Provincial government revenues	\$3.4M	\$2.5M
Quebec social tax (QPP, SSP, CSST, QPIP)	\$2.1M	\$1.5M
Total provincial government revenues	\$5.5M	\$4.0M
Federal government revenues	\$18M	\$13.5M
Federal social tax (employment insurance)	\$0.5M	\$0.4M
Total federal government revenues	\$2.3M	\$1.9M

Sources: Economic impact modeling using the ISQ input-output model; RCGT analysis.

[rcgt.com](http://rcgt.com)



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