

Economic Impact of the 2nd
Edition of the *Illumi – A*Dazzling World of Lights Event

– Summary

Presented to:



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November 2021

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Media impact of more than 305 million views

Illumi generated hundreds of newspaper articles, critiques, radio and TV reports, pub 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



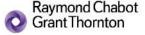
4 million

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 Cavalia 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 poten been exposed to a brand, product, event or topic over a given period of time. Source: Cavalia.



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Beyond the economic benefits, *Illumi* is an event to 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 sign benefits during a period that is generally less busy for the tourism industry, from late fall to early spring. The the intention to recommend and the intention to return show that Illumi is a very popular event. All of these pare not only high, but they are all above industry averages.

Modeling with the ISQ's Quebec inputoutput model



\$22.2 M

In direct and indirect economic returns



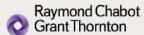
389

Full-time equivalent jobs supported annually



\$7.8 M

In income for the governments



The economic impact resulting from the second edinated New Dazzling World of Lights event on Laval territorial ter

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

The project will continue to energize the downtown accelerate its recreational and tourism developmen years or more. The project will also continue to engommunity, as it is aimed at all segments of the popular to the project will be a segment of the popular to the project will be a segment of the popular to the project will be a segment of the popular to the project will be a segment of the popular to the project will be a segment of the popular to the project will be a segment of the proje

Sources: Economic impact modeling using the ISQ input-output model; part

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Illumi – A Dazzling World of Ligh

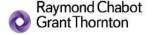
Summary of economic returns resulting from ever organization and tourism expenditures

The economic returns of the second edition of the *Illumi – A New Dazzling World of Li* 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 Canad
- Social tax contributions of \$2.1M to the Government of Quebec and \$0.5M to the Government of

Direct and indirect impacts	2 nd edition	1 st edit
Direct and maneet impacts	2 Cultion	1 can
Total jobs (FTE)	389 jobs	289 j
Total value added to the GDP	\$22.2M	\$15
Provincial government revenues	\$3.4M	\$2
Quebec social tax (QPP, SSP, CSST, QPIP)	\$2.1M	\$1
Total provincial government revenues	\$5.5M	\$4
Federal government revenues	\$18M	\$1
Federal social tax (employment insurance)	\$0.5M	\$0
Total federal government revenues	\$2.3M	\$1

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



Cava



rcgt.com



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