



Divers/Cité 2007 shows strong increases in economic spin-offs

Montréal, November 20th 2007 – Divers/Cité proudly announced strong positive results in terms of general attendance (134 958 on site visits), tourist attendance (28.7 % of participants) and economic spin-offs (\$10,492,000 for the province) for last summer's festival that ran from August 1st to the 5th.

A study from CROP Research, for Divers/Cité, highlighted where tourists originate and how much they spend when coming to the event. The study confirmed that the amount of tourist attending the event had gone up 13.4% over 2006. It further cited that 34.2% of tourist where from Ontario and 32.5% where from outside Canada. American tourists, 16.5% of the total, where also present in higher numbers.

«To establish these figures, we identify participants directly on site during the event and pinpoint those who have come to Montreal to specifically to attend our festival. We established that 82% of attendees arrived on or after the first day of the festival and stayed an average of 5 nights in Montreal» stated Suzanne Girard, the events General Manager.

A second study, run by CFM STRATEGIES Inc. indicated that in addition to economic spin-offs of \$10.5 million dollars from tourist spending and the organization's operations, taxes and fiscal injections provide added revenues of \$1,100,000 for the Canadian government and \$1,480,000 for the Quebec government. «We can attest that the economic spin-offs of Divers/Cité have increased by 48 % since 2004, that last year where a similar study was contracted with other REMI (Regroupement des événements majeurs internationaux) members. We also observed that the average expenditures from out of province tourists increased from \$1209 in 2004 to \$1975 in 2007» affirmed Christian Morin, President of CFM STRATEGIES inc.

Divers/Cité has been doing extensive annual event attendee studies since 2002. An analysis of expenditures of out of town tourist attending the 2006 event highlighted that businesses, hotels, bars and restaurants of the Gay Village had received 52% of all monies spent.

Divers/Cité is very proud of its international reach and its contribution to the provincial and national economy. Divers/Cité wishes to highlight the contribution of the Government of Canada, through Economic Development and Heritage Canada, from the Québec Government, through Tourisme Québec and Affaires Municipales et des Régions, and of Tourism Montreal and from the City of Montreal.

Divers/Cité 2008 will run from July 27th to August 3rd.