



2021
**SEIZE THE
OPPORTUNITY:
CANADIAN
SPENDING**

A REPORT ON HOW TO CREATIVELY EXPAND REVENUE
GENERATION OPPORTUNITIES FOR YOUR ORGANIZATION

PREPARED BY

**THE CANADIAN
ASSOCIATION OF FAIRS
AND EXHIBITIONS**

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INTRODUCTION

The global pandemic has had an unprecedented impact on every single individual and industry, big and small. The impact, however, has not been all bad. It has launched a season of discovery and innovation. It has also resulted in Canadians saving more money on average than they have in more than a decade. Canadians are now putting those savings to good use at home. This, paired with a national landscape of continuing to navigate a pandemic with slowly easing restrictions, puts mass gatherings like the fair and exhibition industry in a precarious position. There is light at the end of the tunnel, and whether the examples provided in this document are used in a COVID-19 era, or in a post-COVID-19 world, they represent an opportunity to creatively increase your organization's revenue as we begin to reopen. This document will first build the case for seizing the opportunity of capitalizing on the forecasted increase in Canadian spending using the latest data and research so that you can be convinced there is indeed an opportunity in the coming months and years. We then will provide examples of initiatives you can either implement yourself or use to plant the seed of an idea unique to your own organization. Whatever the case, keep in mind as you read through this document that every idea is scalable. Whether you are a small fair or large exhibition, each idea can be adapted and customized to work for you!

CONTRIBUTORS

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THE CASE FOR CAPITALIZING

The previous year has been filled with job loss and closing businesses which makes it understandable that upon reopening many organizations may consider acting conservatively with their spending and goals. However, history dictates that upon the reopening of society after times of crises such as a pandemic, the population is in a prime position to spend – and they want to spend. The best thing that fairs and exhibitions can do in this situation is to plan to capitalize ahead of time. Not only will this help to recover some of the losses of the previous year, overall, it will assist in stimulating the economy.

The first misconception to address is the notion that Canadians do not have the money to spend right now. In fact, it is quite the opposite with The Bank of Canada reporting that Canadians saved an average of \$5,800 between February of 2020 and March of 2021, which is six times the normal savings over a 50-year pattern. Further to that, Robert Rothenberg, CEO of Rothenberg Capital Management, stated that Canadians typically spend approximately \$5,000/year on vacations and also spend this same amount on local entertainment such as events, movies

\$5,800

AVERAGE CANADIAN SAVINGS (2020-21)

6X higher

THAN THE PAST 50 YEARS HIGH



THE CASE FOR CAPITALIZING

and restaurants. However, there is a possible time limit on this increased spending – it is anticipated that governments across the world will implement increased taxes in 2023 to help pay for the deficit that has been accumulated because of the pandemic. This information suggests that the 2021 and 2022 seasons will be highly profitable and certainly worth capitalizing on.

We can already look to other countries who are ahead of Canada in terms of the population being vaccinated and fewer lockdown restrictions to see how their economies are behaving. One of these countries is the United States and while they are different from Canada in many ways, we also share many similarities. This means that it can be cautiously used as a guideline and potential “glimpse” into Canada’s future behaviours. The Commerce Department of the United States shared, “On April 15, the U.S. Census Bureau reported U.S. retail and food services sales for March 2021 were \$619.1 billion, an increase of 9.8 percent (from the previous month).” Secretary Gina Raimondo credited this increase to “putting more money into the pockets of Americans.”

Looking more closely at the Canadian climate, the future looks promising with the recent release of the federal budget. There is \$200 million being allocated to support local community events such as festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sports events and more. There is an additional \$200 million that will be allocated through regional development agencies to support major festivals. \$300 million will be geared towards establishing a recovery fund for heritage, arts, culture and sports sectors. There will also be a new Canada Recovery Hiring Program to help employers reopen. These are just a few highlights from the federal budget, you can find a full summary of the relevant aspects on CAFE’s website. While we are not entirely sure how the funding will be rolled out or what the qualifications will be, the budget sets a tone of positivity and support for the fair and exhibition industry.



THE CASE FOR CAPITALIZING

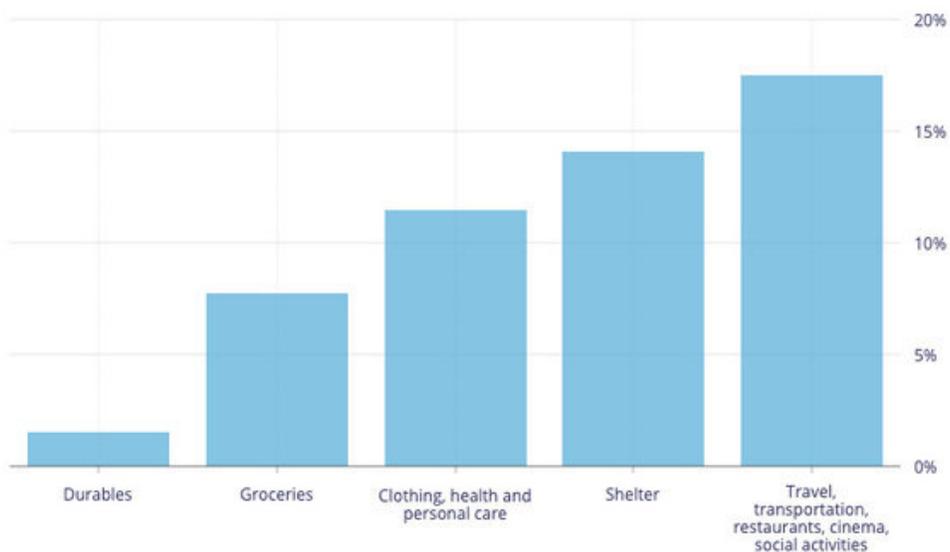
The Bank of Canada released the results of a survey of “Consumer Expectations” at the end of the first quarter of 2021 and it is also quite encouraging. The survey results outline that: “Consumers’ expectations for spending growth rose to a survey high, while expectations for household income growth were unchanged. This anticipated pickup in spending may reflect pent-up demand for some goods and services. The gap between expectations for spending growth and expectations for income growth has never been this wide. This gap suggests that consumers could become more confident in their spending once the pandemic has ended and may be inclined to spend some of their accumulated savings.”

Additionally, the survey shared that spending is expected to increase the most in the travel, restaurants, cinemas and entertainment industries (see below).

The survey also took note of the fact that 40 per cent of the respondents over the age of 55 stated that they would be less likely to engage in social activities even after the pandemic. This is likely because the risk of COVID-19 is still greater for those in that age group. However, this also presents an opportunity – if fairs and events can find a way to market specifically to the senior demographic through “senior hours” in the morning or a similar tactic (see suggestions below), they may be able to capitalize on some otherwise untapped sources of revenue generation.

Chart 1-B: Spending on high-contact services is expected to increase the most after vaccination

Do you expect that your spending on the following will be higher/ lower/ the same when the majority of Canadians have received their COVID-19 vaccine? Balance of opinion*





THE CASE FOR CAPITALIZING

If we take the time to look more closely at consumer spending during the pandemic, it furthers the argument supporting the fact that Canadians are looking to spend and they are looking to spend on fun things – hobbies, self-care and so on. CTV News in Ottawa reported that hot tubs and pool sales are so high that some retailers are sold out until 2022. Sky and Telescope reports that telescopes sales have increased over the previous year from a range of 60 to 400 per cent. Anecdotally, it has been observed that the retailers selling telescopes have increased their prices over the past year and the products are still regularly selling out. People want to spend on hobbies and recreational activities – or in simpler terms, people want to spend on fun at or near their home.

Finally, this is not the first time that civilization has seen this type of growth, either. After World War I, the Spanish Flu pandemic of 1919 and an economic depression of 1920-1921 brought on by recuperation from wartime costs, something remarkable happened – the Roaring Twenties. The Roaring Twenties was a time of economic prosperity and spending. Some individuals credit much of the success to the technological advancements, the introduction of house appliances such as fridges and dishwashers, and the electrification of homes throughout this time. However, economic historians argue that, “the factors that made the decade so profitable were less of an anomaly than a return to normalcy.”

To summarize, Canadians have saved significantly more in the last year than we have seen in a very long time, but they are not looking to keep that money in savings. We have already seen an increase in spending on hobbies and recreational activities which demonstrates that individuals are looking for ways to spend their money that are fun. Not only that, but history dictates that there will be an increase in economic growth as demonstrated by the Roaring Twenties. In more recent history, we can already see the increases in spending in the United States as they emerge from the pandemic restrictions. The Bank of Canada and economists agree that we are headed for a season of spending - but as Rothenberg notes, this season of spending will likely come to an end within 2-3 years when the federal government begins to work towards reducing the national debt through increased taxes, so there is a small window for our industry to creatively capitalize on increased spending. Finally, consumers being afraid to spend is not the problem, Canadians want to spend their money – we just need to give them something to spend it on!

THEMES

Whether or not the recommendations below may be a good fit for your organization, hopefully they, or these themes, will trigger some “out of the box” thinking on how you can capitalize on increased Canadian savings through the pandemic.

The themes listed below are to help guide your creative brainstorming. Think about each and how you can integrate them into your own programming or how you can create new programming in line with these themes. These themes fall into three main categories:

1. Have come to the forefront through the pandemic
2. Have been amplified by the pandemic
3. Research has indicated visitors and/or public sentiment will be geared towards them

Throughout the document, recommendations that touch on these themes will be identified with an icon.

Note: this is not a conclusive list of themes to consider.



THEMES



Food & culinary experiences

Food and culinary experiences are a huge motivator to go somewhere or do something. Whether it's a cultural food tour in downtown Vancouver or trying the latest food craze (feta pasta on TikTok, anyone), people are drawn towards different food experiences.



Mental health & wellness

Mental health before the pandemic was becoming an important part of Canadian dialogue with initiatives such as Bell Let's Talk Day, wear pink to prevent bullying, and the rise of the importance of self care. This has been amplified with the isolation and additional stress and anxiety the pandemic has caused. It's given rise to more programs and initiatives not only to raise awareness for mental health and wellness, but also to improve mental health and wellness.



Engage your community

Generally speaking, fair organizations are already quite engaged with their community by nature of being a mass gathering, by seeking sponsorships, and by hosting a plethora of stakeholders on the grounds at the fair and at other events. However, consider engagement beyond the traditional paths. Look for unconventional partnerships. If you are going to host a take-out fundraiser, can you partner with a local restaurant to sell on their online reservation site, or have them donate take-out containers?

Also, think about local and digital influencers: those who have clout or a well-known reputation in and around your community or region. Consider how you can engage them. It could be the local fire chief or a well-known small business owner. Farmer Tim, Gocleanco, or Cat and Nat are all great examples of larger digital influencers that could be engaged and integrated into your programming.

THEMES

Consider different demographics



There are two important angles to this approach: demographics that have been especially challenged during the pandemic, or demographics that have been traditionally under-represented such as BIPOC or LGBTQIA+. You may find that often the two go hand-in-hand. Think about programming to be more inclusive to these groups or to recognize them. First responders, teachers, moms and seniors are some examples that have been especially challenged during the pandemic who would greatly appreciate programs or activities that meet their needs specifically.

Focus on the experience



More and more, people want to have interactive experiences when they go somewhere or do something. It's not enough anymore to see an exhibit or watch a display. People will pay a premium for unique added-value experiences or challenges (think: climbing Machu Picchu). Consider special experiences you can create for families, for example. In the pandemic context, how can you stimulate social experiences people are craving? Look to what other industries are doing to be more experiential, interactive and engaging and consider how that can be adapted for your own context. For example: food tours are becoming increasingly popular, can you host a food tour at your fair where people are guaranteed a sample of each of the top 10 unique treats you have?

Social Good



Even as people want unique, interactive experiences when they go somewhere or do something, they are now prioritizing their decisions based on the social impact as well. The younger generations in particular are looking for assurances that what they are doing either helps a community, promotes sustainability or addresses a societal challenge. Committing that 10% of all pre-sale tickets for an event will go to a local charity is a great way to support your community and make people feel good about their purchase at the same time. Pay careful attention to ensuring your actions are genuine rather than performative because those who care about social good know how to tell the difference.

THEMES



Limited access

You may need or want to limit access for a variety of reasons: creating demand, following social distancing guidelines, or restricted inventory. Use this as an asset by marketing it as a limited VIP experience that can be sold at a premium.



Sustainability

Green environment initiatives are gaining traction around the globe for many reasons. Whether you can make your events more energy efficient, or reduce waste, wherever there is an opportunity to green your programming will create added value in the eye of your guests and stakeholders. Furthermore, the federal government is increasingly turning its eye to sustainability and green initiatives, so there will be more funding opportunities when strategies align.





DURING YOUR FAIR OR EXHIBITION

It may be hard to justify an increased gate admission to your community, so here are a series of win-win opportunities to provide additional value to your visitors but also help you generate additional revenue, either directly or indirectly.

Guaranteed Admission

There may still be capacity restrictions in place when you host your events and programs. Consider selling tickets in advance for designated time slots so customers are guaranteed they won't be turned away at the gate. Use any research you have about how long people stay on your grounds, and if you don't have that, know that on average, fair-goers spend approximately 5.5 hours at the fair. If you're not sure how to guarantee capacity, consider partnering with a ticketing agency to track tickets and individuals not only entering, but also leaving the grounds. To estimate how many tickets you can sell, use restaurants as an example: they have XX number of tables (their maximum capacity) and therefore can seat that many groups at any given time. When taking reservations, they have an estimation of how long a group will stay before that table becomes available again. Finally, they always keep a margin of error: a few tables that will not be reserved in case a group stays longer or to allow for walk-ins.

Priority Access Pass

There are many different variations on this idea, but people will pay a premium to "skip-the-line" or get priority access to certain areas. Consider midway rides, early access to grandstand seating to get the best spot, or a priority line for the always-too-long 4-H dairy bar stand. In some cases, it requires conversations with your contractors and partners, but could reap great benefits for all parties involved!



DURING YOUR FAIR OR EXHIBITION

Senior Hour



Seniors have been one of the most isolated groups through the pandemic, and they crave social interaction like everyone else. Open the grounds two or three hours earlier to seniors only and integrate special programming for them. They will likely appreciate a slower pace with less chaos, risk and noise but will also be able to take advantage of being the first on the grounds after a deep overnight cleaning.

Extended Timeline



If your partners, contractors and other parties are all available to do so, think about opening your traditionally three-day fair for seven days to allow for social distancing, reduced capacity and hopefully generate similar revenues with limited increase in expenses. Evaluate your budget carefully to see if this is an option.

Behind the Scenes



Create unique, limited access behind-the-scenes tours that you can then market and sell as a premium experience. You would be surprised how many people out there want to see the inner operations of your organization or who want to get a closer glimpse at the people, costumes or animals.

Instagrammable moments

Along those lines, provide an “Instagrammable Moments” tour where people get exclusive access to the best photo opportunities on the grounds. Options could be a restricted access roof, the top of the midway (ask your midway operator to stop the ride when they hit the top for the photos), or inside exhibits and displays. Make sure the tours are guided and supervised. As an added bonus, if you have the ability to provide customized merchandise, this is another way to generate revenue and help your visitors create memories at the same time.

Behind the...

There’s a never ending list of tours you can create around your programming: behind the chutes at the rodeo, behind the stage at the grandstand show, or a “restricted access” tour to all the places the public isn’t allowed to go (as long as it’s safe). Look at your programming as independent events within your fair and see whether each could garner interest in a custom tour.

DURING YOUR FAIR OR EXHIBITION

Food Tours



People enjoy experiencing new adventures through food, which has seen the rise of “taster” menus for beer, wine, cheese or even coffee. Many city centres now also offer food tours, visiting restaurants in their core under a theme and partaking in a customized menu while also learning about the region. You can scale this down and offer a food tour of your fair. Whether everyone’s after the famous Spudnuts or there’s a new crazy food to try (fried crickets?), it’s a great way to let people try a sample of several options and maybe even learn about the fair in between stops.

VIPs ONLY



Along the lines of opening the fair early, maybe one day is for seniors and maybe another day is for an exclusive group. Market and sell a limited number of entries for that time with an additional fee on top of admission.

Virtual Meet ‘n Greets



You may have already started offering meet ‘n greets with your headliner and selling those tickets at a premium (and if you haven’t, now’s your chance). You can have meet ‘n greets in person, or virtually to expand your reach. It also doesn’t have to just be your headline entertainers. Think about rodeo stars, mascots like the Paw Patrol, children’s entertainers or other ‘celebrities’. Whoever you think might be a good meet ‘n greet, make sure you discuss and negotiate with them in advance.

Thrifty Times



This idea can be marketed towards specific demographics (such as moms). Work with commercial vendors to offer discounts, then open that area of the fair a few hours earlier for visitors who have purchased tickets to shop, save, and not have to encounter the traffic of the “midway” patrons.

Be the Entertainment



In the spirit of creating interactive programming, have people become the entertainment rather than providing the entertainment to them. Think: air band competitions, karaoke, or a senior talent show. Pre-registration may be required.



DURING YOUR FAIR OR EXHIBITION

Instagram Exhibit



In CAFE's spring 2019 magazine, we featured the Pacific National Exhibition's Instagram Exhibit as one of the new programs they were offering. The idea is to set up a space with "Instagram-worthy" setups for people to take some fun photos. The PNE created "Snap Happy: A Do-It-Your-Selfie exhibit." This Instagram ready pavilion was full of colourful installations and playful art exhibits that provide the perfect visual spectacles reflecting the classic icons of the fair. Ready for you to pose, share, and repeat. Sharing your experience, and the fair experience, with your collective peers. You can create demand and sell tickets to make sure everyone gets a chance at their own photo op. It might be hard to visualize, but if you'd like to see photos, contact the CAFE office.

Thank a first responder



First responders have been some of the hardest workers throughout the pandemic and there are never too many ways to say 'thank you' for all they've done. Whether you set up a card-decorating station for kids or a video station for people to send a heartfelt message to specific first responders (share their first name and organize emailing the thank yous to them privately), it's a great way to engage the community and show thanks. It could even become a recurring station with a different theme each year. Maybe next year it's thank you to soldiers and the year after that it's sending caring messages to at-risk youth. Make sure to screen the messages before passing them along.

Lunch at the Fair



Work with concessionaires to offer "Lunch at the Fair." Set up days and times where visitors and their coworkers can gather for lunch on the midway.

DURING YOUR FAIR OR EXHIBITION

Take-Away Boxes

There are three ways to go about this idea:

DIY boxes

When having your fair, ask if any concessionaires, businesses or artisans might want to help in building DIY boxes. These could be funnel cake kits, or make soap at home, or even easy woodworking kits.

Gift boxes

CAFE featured a blog article about 7 virtual fundraising ideas, and one of the examples was Expo Bedford who curated local giftboxes for Christmas and offered a selection for sale. You can do this during your fair with a “fair box” to give people a taste of the fair to take home. This can also be done outside of the fair for Hallmark holidays: Mother’s Day, Christmas, Canada Day. You’ll be supporting local businesses at the same time!

Order in advance

Work with your ticket software provider or a mobile app provider to set up the ability for guests to order their favourite foods for pick up at the fair so they can “skip the line.” The menu might be more limited to preserve the quality of the food, but that’s a conversation you can have with your concessionaires as you hone the details. If you have the resources (internally or partnering with a community group), you could even take it to the next level and offer delivery services within a certain radius.

Classes & Workshops

Identify local businesses or organizations to work with to host “hands-on-workshops.” Allow visitors to register, pay, and participate in various workshops (woodworking, knitting, painting sessions, goat yoga, exercise for seniors) during the fair. It can be marketed either as something for everyone or date night, or something else depending on your target group.

DURING YOUR FAIR OR EXHIBITION

Food Challenges



Visitors

Have a chef talent competition during the fair where local chefs (professional or amateur) compete to win the coveted title of “the best chef at the fair”

Vendors

Give your concessionaires an optional theme or food item each year to design a signature food item around. Have them judged by professionals and/or offer a people’s choice award to drive sales of the signature item. Themes or items could be: bananas, cats and dogs, whatever your imagination comes up with!

Passport



Create a passport where visitors have to complete certain tasks around the grounds and if accomplished they can receive a prize or be entered for a prize. This is a great way to drive traffic to low-traffic areas, engage sponsors and provide additional entertainment to your guests. Think of it as a scavenger hunt that will indirectly drive sales on the grounds as people learn about new purchase options or are challenged to experience different components.

Exclusive Sections



Whether or not social distancing continues into the foreseeable future, provide an exclusive, limited edition experience by creating designated sections or zones at prime events. They could be platforms with seating and a tent at the concert, or pods for bubbles at the rodeo. If you have the resources (internally or through partnerships) you can add value to the experience by offering food delivery or include a drink for each person with purchase.



VIRTUAL ENGAGEMENT

Virtual is here to stay in one way or another because people have seen the opportunity to expand their reach. Canadian fairs who hosted virtual competitions reported having entries from across Canada and around the world! Whether you have to have an entirely virtual component in the short term, or want to continue to integrate virtual engagement, here are a few ideas:

Live stream programming

Before the dawn of social media, to live stream your event to the outside world, you would have to partner with a local television station and that often wasn't an affordable solution. With social media, it's fairly affordable to set up a camera and sound to live stream your event on Facebook or Instagram so people around the world can enjoy your events as they happen! It can be as low-tech or as high-tech as you want.

Virtual Tours

Along those lines, an idea that has gained popularity through the pandemic are virtual tours. The notion is that you sign up for a tour of downtown Paris at a specified time. You log on to the platform of choice and a tour guide in Paris takes you through the town and provides the same tour he would provide to in-person tourists. When you can host your programming again, think about having a virtual tour of your grounds during the event to give people the chance to enjoy the fair from the comfort of their home, even if it's across the world. Ex-pats will certainly appreciate the chance to see their childhood fair.

Facebook Live Shopping

Small businesses are hosting live shopping evenings where they host an event at a designated time and showcase their items on Facebook live. People are invited and encouraged to either bid on items or be the first to lay claim to an item with a given price. Not only is it popular, but it's also entertaining! Support your regular vendors by featuring a different vendor every night on your own Facebook page with a live event where they can sell their products to the audience who would usually come to the fair.

NON-FAIR PROGRAMMING

You may or may not be able to host your fair or exhibition this year. However, regardless of that, our industry has come to the realization that diversification is critical to withstand unforeseen circumstances such as a global pandemic. So here are some other potential activities and events that you can host throughout the year to not only continue to engage your community and offer them different entertainment throughout the year, but to help diversify your revenue stream. Note: some of the other recommendations on the previous pages could also be done outside of the fair or exhibition, should you choose.

Lifetime Pass



Sell a limited number of lifetime passes to the fair at a premium price. This is an investment in your fair because the passholder will return year after year. You may lose on gate admission, but will gain as they bring their friends and continue to make onsite purchases. A few things to consider from those who have already done it: make sure to set a limit on the tickets available and let people know that but also make sure to be clear about any limitations or conditions from the beginning such as the definition of a “lifetime.”

Start a Foundation



A foundation is a separate entity that has a charitable mandate. Many fairs and exhibitions have created foundations that have a mission to support the fair or exhibition itself or to support a cause closely linked to the fair or exhibition, such as 4-H or other community organizations. The public and corporations may be more inclined to donate to a foundation with a clear mission and a foundation can run fundraisers such as 50/50 raffles. When evaluating whether or not to create a foundation, discuss the pros and cons and how to ensure the foundation’s mission is clear to avoid misinterpretation from the independent board of directors.

NON-FAIR PROGRAMMING

Use your buildings

If you are building a new structure or putting down a new road, you might want to sell pieces of the infrastructure with a donation model. For example: ask people to donate a certain amount in order to get their name permanently engraved on a building brick so future generations for decades to come can see their family's legacy written in stone. Larger bricks or more surface area may be worth a larger donation. You can partner with a local community organization to help sell the bricks and donate a portion to them as well.

Donations

With the programs and events you host, give people to donate to the organization in general, or if there is a competitive element, to donate their winnings back to the organization.

Support the foodbank

As one of the many ways you can support your local community, ask people or groups to donate non-perishables, but add a competitive element by having a castle-building competition using only non-perishable items that are going to be donated. This can be done on the grounds to be put on display later, or you can have people take photos and share the photos online.

NON-FAIR PROGRAMMING: EVENTS

Garage Sale

Host a massive garage sale on your grounds. Charge each potential vendor a fee for a parking spot space (measure and assign the space in advance) and invite the public to enjoy the perks of the garage sale hunt without having to drive all over town. It's also a great way to help people with their spring cleaning.

Food Festival

Invite your fair concessionaires and other food trucks to a food festival event where people can either order online or in person to get a variety of food. Ideally, you would want them to be able to walk up to the trucks, but drive-thrus work as well.

Beer Garden

You likely have the space to host socially-distanced patio events but may not have the infrastructure to have food on a regular basis. The alternative therefore could be to open a beer garden in the summer months, as long as you make sure to follow all local and provincial regulations.

Bingo

Bingo is making a comeback, whether it's in person or drive-in bingo, it's something different for people to do. The prize doesn't always have to be cash, either! You could have designer purses as the prize, or gift cards to local restaurants, or prizes specifically tailored to seniors in a special senior's bingo night.

Drive-ins & Drive-thrus

The options are limitless in this category as we have seen over the past year. Drive-in concerts, drive-thru food festivals, drive in bingos, and so on. The events as standalones are very successful. Take it to the next level by merging events: host a food festival with a drive-in concert!



NON-FAIR PROGRAMMING: EVENTS

Bonfire Bubbles

Many people don't have the space at their homes to enjoy the outdoors, even with a simple fire pit. So set up multiple fire pit pods for your community and sell each pit to families in the same household. Add value to the experience by including s'mores kits, hot dogs, or other typical fire pit experiences.

Races & Competitions

There may already be some great races in your community supporting various causes. If that's the case, think outside the box: Spartan races, mud races, parkour races and so on. These competitions are incredibly popular whether people are participating for fun or competitively. Consider partnering with a local community organization where a portion of the proceeds will go towards supporting them.

CONCLUSION

If ever there was a time to brainstorm, get creative and experiment with new things, it's now! Take these ideas to your board, staff and volunteers to start the conversation and see what ideas stick, you never know what you'll come up with.

Once you decide to implement a new program or event, make sure to set metrics and goals. When it's something new, it's hard to define success, so set reasonable targets based on either your own research or using statistics from other events. Everyone around the table may have a different definition of success so setting targets through metrics and goals will make sure everyone has the same understanding as you evaluate the initiative after it's occurred. It could be as simple as agreeing on what number of attendance would be considered successful, or revenue generation, or social media engagement.

The research indicators show that Canadians have more spending money, a bittersweet result of the global pandemic. We are seeing the spending in many different areas: home renovations, recreational vehicles, and more. With an open mind and a bit of work, your organization can reap the reward of increased savings, too!

If any of these initiatives are particularly interesting to you and you want to learn more about the logistics, don't hesitate to reach out to the CAFE office and we likely can put you in contact with people who are implementing or have implemented the initiative. Or, if you have ideas that could be added to this document, please let us know at info@canadianfairs.ca

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