



Toronto 2015 Pan/Parapan Am Games

2011 Ontario Tourism Summit

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TO2015

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About the Games


- Second largest international multi-sport Games after the Olympic Summer Games
- Largest multi-sport Games ever hosted by Canada
- Pan Am Games – July 10-26, 2015
- Parapan Am Games – August 7-14, 2015

Toronto 2015 Pan/Parapan Am Games	Vancouver 2010 Olympic Winter Games
48 sports	20 sports
40+ sport competition venues	9 sport competition venues
10,000 athletes, coaches and team officials	7,000 athletes, coaches and team officials

Tourism Impact of 1 million visitors

- Based on the validated numbers of other large events in Toronto (Caribana, Taste of the Danforth, etc., which attract 1,000,000+ visitors)
- TREIM provides numbers on tourism spending through the StatsCan Travel Survey

\$78.2 million in visitor spending generates



+880 jobs and +\$37.2 million in labour income added through incremental tourist spending



+\$55.4 million total value added to the GDP



+\$168 000 in municipal taxes generated by incremental tourist spending

Angus Reid Survey

Excitement is Building in Toronto

- TO2015 awareness increased 5x to 37%
- Consumer expectations and attitudes are high

91% of respondents said
the most significant impact of
the Games will be on the
Tourism sector



These Games belong to all of us...

- Only 45 months – 197 weeks to go!



United We Play!
¡Unidos Jugamos!
Unis nous jouons!