



Loto-Québec International Fireworks Competition

Mission

Since 1995, the Loto-Québec International Fireworks Competition has been pursuing its goal of each year organizing a world-class competition of fireworks and music. This event offers the local population and international visitors an outstanding show while providing the Québec City area with substantial economic and tourism activity. According to studies conducted in 2004, the overall economic spin-offs from the Loto-Québec International Fireworks Competition annually come to **\$11,325,000**.

History

For the past 12 years, in mid-summer, Québec has been hosting a unique competition that brings exceptional world-class teams to an exceptional site. They come here to dazzle hundreds of thousands of spectators by showing off their expertise and technique in the city's night skies. The Loto-Québec International Fireworks Competition will be celebrating its 12th edition in 2006 from July 22 to August 9. Ever since its debut on the cultural and tourism scene, the Loto-Québec International Fireworks Competition has aroused keen interest, as seen in its high attendance figures. In total, the event has brought over **4.5 million spectators** to the site and its immediate vicinity.

Breakdown of overall budget

Revenues	Expenditures
50% sponsorships	40% production
45% operations	12% operations
5% grants	38% advertising and promotion
	10% administration

Competing countries from 1995 to 2006

25 teams from...

South Africa	Spain
Germany	France
England	Italy
Australia	Mexico
Canada	Portugal
China	Czech Republic

Winners of Loto-Québec Solstice

1995	Spain	2001	South Africa
1996	Italy	2002	England
1997	China	2003	China
1998	Spain	2004	Canada
1999	Italy	2005	Italy
2000	South Africa		

Number of visitors to the event

Editions	Site	Off-site	Editions	Site	Off-site
1995	70,978	nA	2001	118,394	247,500
1996	56,328	nA	2002	121,606	253,000
1997	120,432	251,000	2003	87,000	185,000
1998	124,544	259,000	2004	106,000	220,000
1999	109,582	228,000	2005	110,000	227,500
2000	107,483	224,000			

Note: Poor attendance at certain editions was due to less favourable weather.

Some highlights

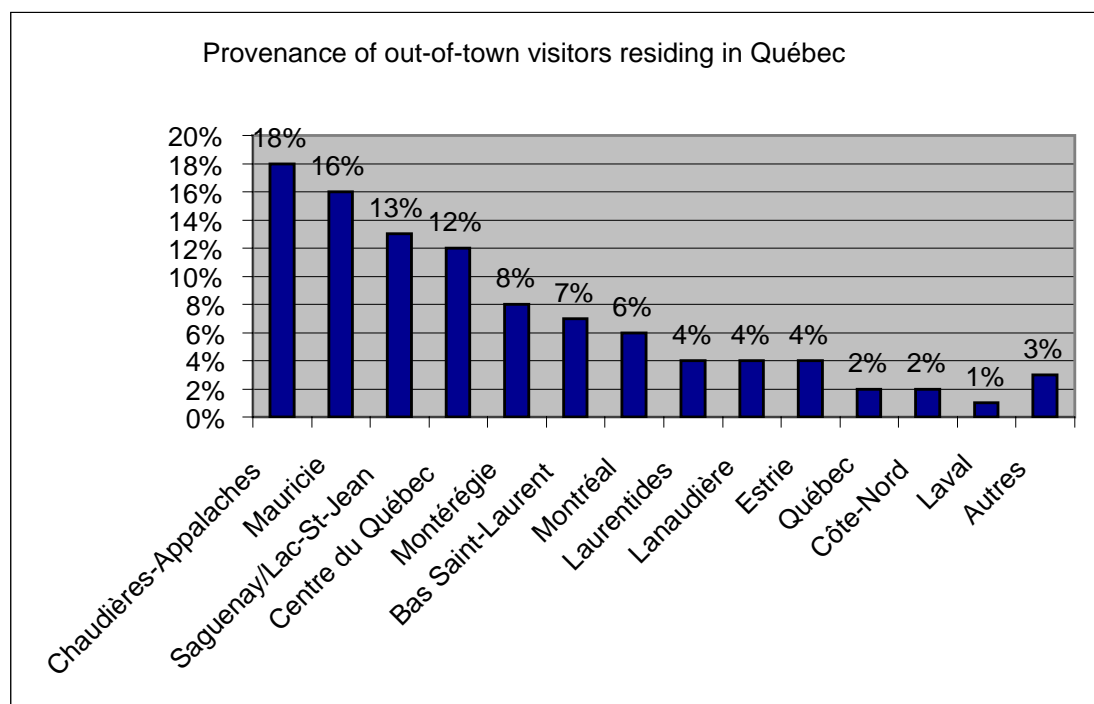
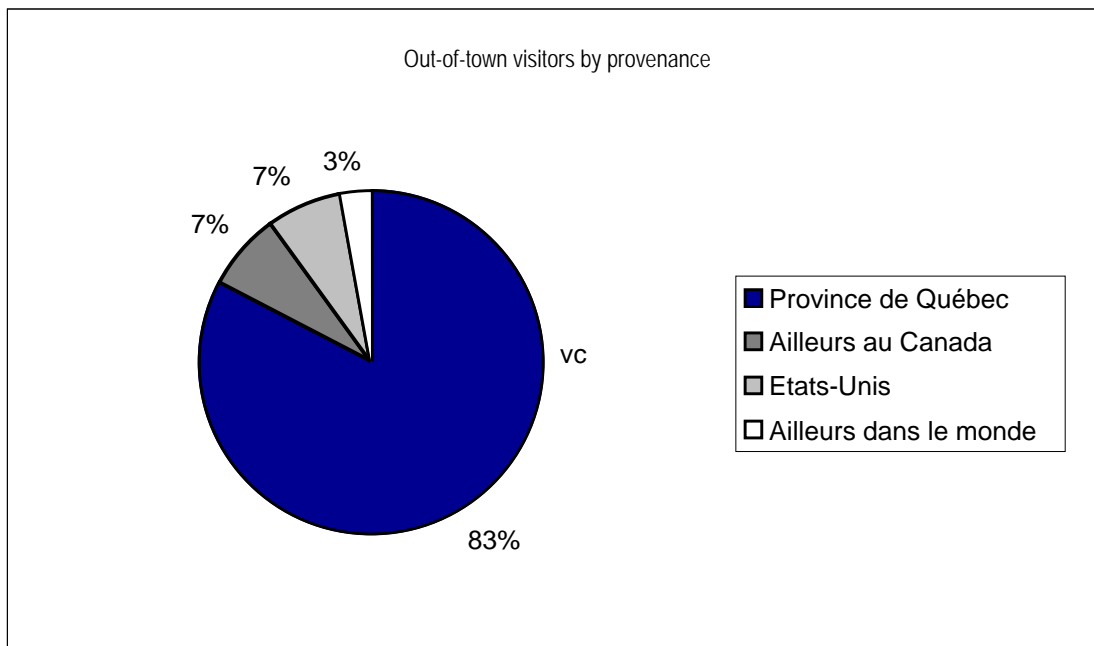
	ON-SITE		OFF-SITE	
	2001****	2004*	2001****	2004*
Tourists / excursionists	27%	38.6%	19%	20%
From within Québec	23%	31.6%	-	-
Other Canadian provinces	1.3%	2.7%	-	-
United States	0.8%	2.7%	-	-
Overseas	1,9%	1.6%	-	-
Loto-Québec International Fireworks Competition was a deciding factor	47%	64%	-	-
At least one night in Québec City	65%	72%	-	-
Commercial accommodation	44%	78%	-	-

- o Visitors from outside Québec gave a 100% satisfactory rating.*** (87% very satisfied / 13% satisfied)
- o Overall awareness rate for visitors from outside Québec is 80%.*
- o Nearly half (44%) of the visitors from outside Québec attended the event for a second time.*
- o 97% of visitors from outside Québec will recommend the event to parents or friends.*
- o A proportion of 48% of visitors from outside Québec say they were in the area to attend the event.*
- o 64% of visitors from outside Québec say the holding of the event influenced their decision to come to the area.*
- o 81% of visitors from outside Québec who were questioned say they will probably attend another show next year.*

Profile of visitors

- o Visitors are mainly individuals 25 – 54 years old. This age group accounts for 60% of local visitors and 69% of out-of-town visitors.*
- o On average, out-of-town visitors stayed 2.6 nights in the Québec City area and mainly opted for accommodation in a commercial establishment.*
- o On average, out-of-town visitors from outside Québec spent \$820.73 for their stay.
- o In 2005, the number of groups increased by 10% (188 groups for 10,000 visitors). Geographical breakdown: 75% from the Québec/Chaudières-Appalaches region, 18% from within the province of Québec, and 7% from the United States.**

Provenance of out-of-town visitors*



Upcoming dates

- o 2006: July 22 to August 9
- o 2007: July 21 to August 8
- o 2008: July 19 to August 6
- o 2009: July 24 to August 11
- o 2010: July 23 to August 10

* Source: Léger Marketing, October 2004
 ** Source: Loto-Québec International Fireworks Competition, Edition 2005
 *** Source: Décaries Complice, September 2004
 **** Source: Impact Recherche, 2001