

ANOTHER SUCCESSFUL YEAR!

174, 564 TOTAL ATTENDEES

What are our attendees looking for?



67% of attendees look for Gardening and Landscaping Ideas



34% of attendees look for new products and ideas



45% of attendees come to visit the gardens and floral displays



44% of attendees look for advice, education and inspirations





Judy Lee @JudyL_88 - Mar 18 I can't stop taking photos of these amazing #floraldesigns! #CanadaBlooms Last day tomorrow. #exhibitionplace #beauty #happiness

















About our attendees:

Discovering What's New



the #1 reason visitors come to Canada Blooms

174,000+
the number of visitors who attended the Canada Blooms Festival in 2017





785 Million

the average amount consumers are expected to spend over the next 12 months.

> **72**% are definitely or likely to return in 2018

86%

rated their overall experience as good, very good or excellent! 78%

were satisfied that the festival met their expectations





Stage Presentations



Feature Gardens



Gardening Experience



Competitions







Ask The Experts

Marketing & Media:



Paid and Promotional media for 2017 exceeded \$7.5 Million,

an increase of 2.5 million over 2016.

Our 'Flower Head' campaign continues to focus on lifestyle and how that lifestyle is reflected in gardens, backyards, healthy living and green options.

Our media campaign is supported in television, radio, magazine & newspapers (digital and printed), social media, community outreach and more.



Contact Us:

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