2019 Post Show Report

ANOTHER GREAT YEAR!

151,079 TOTAL ATTENDEES

About our attendees

- 90% Own their home
- 63% of attendees are between ages of 34-64
- Attendance: 61% Female, 39% Male

1 Billion+ the average amount our consumers are expected to spend over the next 12 months with exhibitors

Discovering What’s New

#1 Reason visitors come to Canada Blooms

- 69% of attendees look for Gardening and Landscaping Ideas
- 62% of attendees come to visit the gardens and floral displays
- 50% of attendees look for advice, education and inspirations
- 40% of attendees look for new products and ideas
2019 Attractions

3 Educational Stages
Over 200 Seminars

Over 30 Feature Gardens

Toronto Flower Show & Competition

Mark's Choice Gardening Experience

Garden Marketplace
New record 110 vendors

Professional Floral Artist Showcase

Do Up The Doorsteps Small Space Gardens presented by Oaks Landscaping Products

Canada Blooms Floral Artist of the Year Competition

“The 10 Most Amazing Flower Shows Around The World -- #10 Canada Blooms, Toronto”
(March 2019, EscapeHere.com)

“Top 5 Festivals in March: #5 Canada Blooms” (February 2018, AmexEssentials.com)

“Top 100 Events in Toronto: #6 Canada Blooms & National Home Show” (July 2018, BizBash.com)

Marketing & Media:

Paid and Promotional media for 2019 generated over 300 million impressions.

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.

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