

Pride Toronto 2024 Festival

FREE

ECONOMIC IMPACT REPORT

Fueling Growth:
The Financial
Benefits of Pride
and Community
Celebration

**Driving Inclusive
Prosperity**

**A Proudful, Thriving
Toronto Tradition**



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IMPACT OF PRIDE TORONTO 2024 FESTIVAL

Once again, the Pride Toronto Festival delivered substantial social and economic benefits to the City of Toronto, including job creation and an influx of tourism from local, regional, and international visitors. Attendance at this year's festival reached new heights, with an estimated 3.1 million* people participating, making it the largest event of its kind in Canadian history.

Pride Toronto continues to play a crucial role in creating one of the largest safe spaces for 2SLGBTQI+ communities in North America. This year, we were honoured to be joined by a record number of volunteers, including many courageous LGBTQI+ refugees from the African continent seeking asylum. Their joy in experiencing their first Pride festival was deeply moving - a poignant reminder of the significance of our mission. Their presence added a deeper layer of meaning to this year's festival, making it an extraordinary celebration of resilience, hope, and the unwavering importance of creating inclusive spaces where everyone can truly belong.

This report highlights the value the Pride Toronto Festival has in driving positive economic impacts for our city, province, and national economy, particularly through the festival's support of local businesses still recovering from the COVID-19 pandemic.

With an estimated **3.1 million attendees**, the 2024 Pride Festival **contributed \$473.6 million to the GDP**, generated combined **tax revenues of \$194.3 million** and supported the **creation of 4,156 jobs** in 2024.

This year, our theme *Be___* was a call to simply be - to exist without adversity. By holding space for one another, we create safety in the communities we build, celebrating the triumphs of generations before us and continuing their legacy for a future that allows us to be ourselves.

The Pride Toronto Festival has long been a cornerstone of our city, uniting millions of people in celebration and solidarity for the 2SLGBTQI+ cause. This legacy of unity and empowerment is something we must never take for granted. As we look to the future, continued support for Pride Toronto and the communities it uplifts remains essential.

Together, we can ensure that these spaces of love, acceptance, and advocacy continue to thrive for generations to come. We extend our gratitude to all three levels of government, community partners, our sponsors, staff, volunteers, and all other supporters who made the Pride Toronto 2024 Festival a memorable event and a resounding success.

Pride Toronto remains steadfast in advocating for the Human Rights of all 2SLGBTQI+ people.

Kojo Modeste (no pronouns)
Executive Director

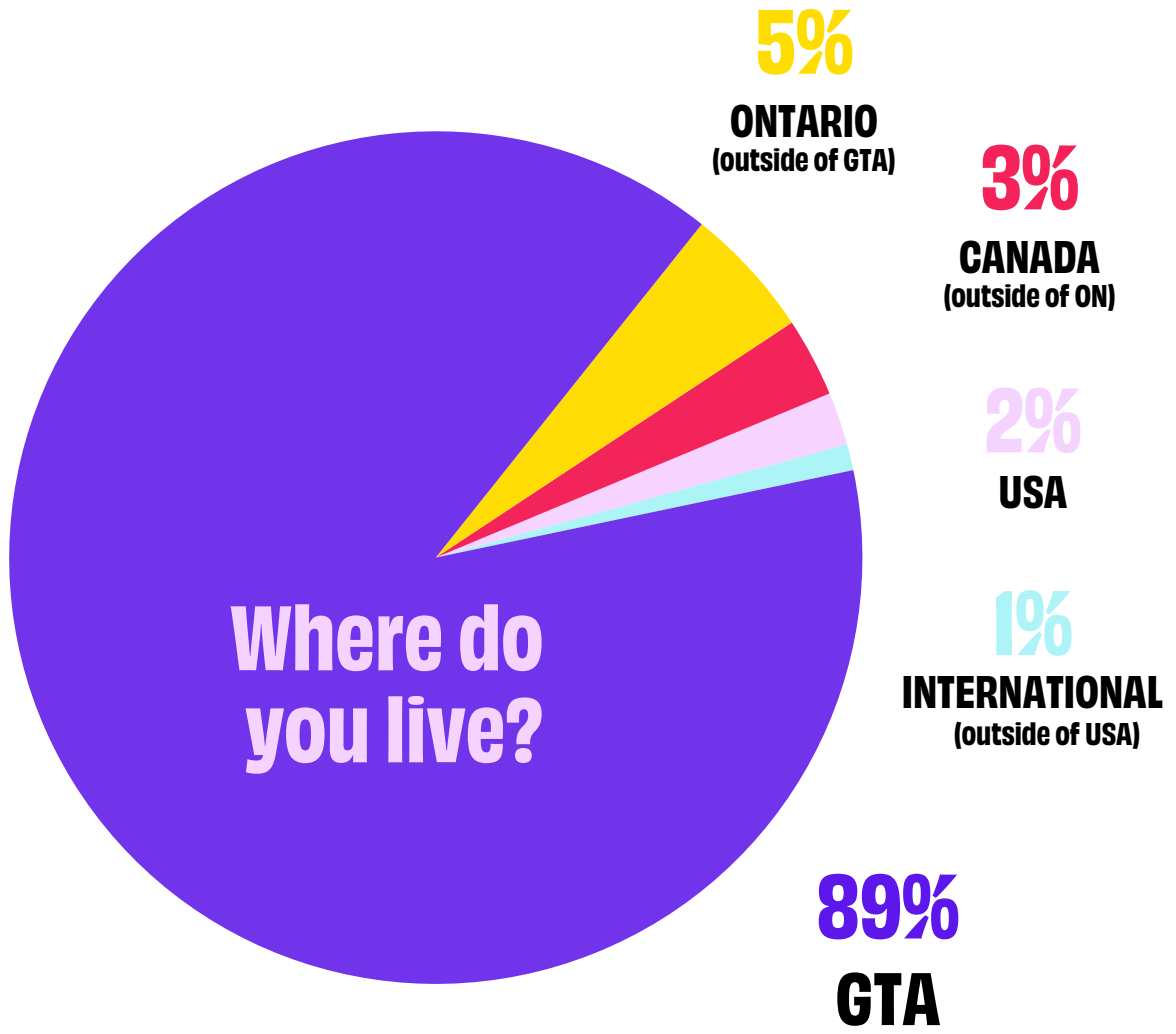
leZlie Lee Kam
(gender mysterious)

Grant Gonzales
(he/him)

Co-Chairs, Board of Directors

Distribution of Pride Weekend Attendees by Place of Residence

Attendance Estimates

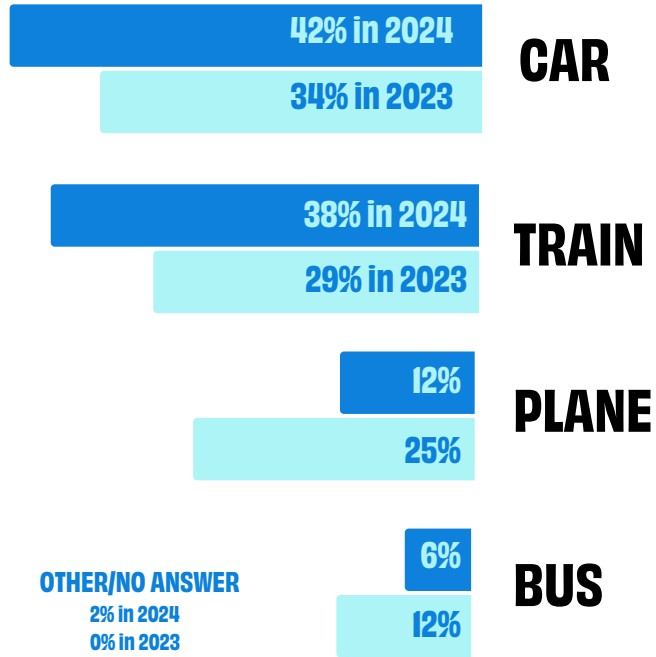


3.1 MILLION (EST.) PRIDE FESTIVAL ATTENDEES OVERALL

2.1 million people attended the Pride Toronto Festival weekend between June 27-30, 2024, higher than last year (2 mil).

How did you get to Toronto?

Among those not from Toronto, travelling by car into the city continues to be the main form of transportation, followed by taking the train, which saw an increase compared to 2023.



What type of accommodation are you staying in during Pride?

This year, a higher proportion stayed in AirBnBs compared to 2023 (25%), while the portion of those who say they stayed in traditional hotels, motels, and BnB's fell (42%)

	Hotel, Motel, B&B	Private Home	Air BnB	Other
2024	42%	31%	25%	2%
2023	56%	32%	12%	0%
2022	32%	45%	23%	0%
2019	28%	46%	16%	9%
2018	21%	68%	8%	3%



ECONOMIC IMPACT

Pride Toronto 2024 Festival generated a significant economic impact, drawing millions of visitors, boosting local businesses like hotels, restaurants, and shops. This influx led to increased sales and tax revenue for all three levels of government. Additionally, the festival created thousands of job opportunities and fostered valuable partnerships & sponsorships.

The festival's economic success underscores the importance of continued support, highlighting its dual role in celebrating social progress and driving economic growth for the City of Toronto.



\$473.6 MILLION

TO ONTARIO'S GDP

\$194.3 MILLION

IN TAX REVENUE

4,156 JOBS

SUPPORTED DIRECTLY

PRIDE WEEKEND

2.1 million Pride Festival attendees each spent an estimated average of \$175 on Pride-related purchases over the Pride Toronto Festival weekend (June 27 - 30, 2024)

Pride Weekend		2019	2022	2023	2024
		TOTAL			
		(\$millions)			
FOOD AND BEVERAGES	Restaurants/Bars/Concessions	\$100.3	\$131.90	\$156.9	\$147.6
	Grocery/Beer/LCBO	\$59.3	\$39.03	\$38.2	\$34.9
RECREATION AND ENTERTAINMENT	Tickets & Admissions Pride Events	\$22.2	\$27.66	\$37.9	\$18.5
	Other recreation & Entertainment (CN Tower/Aquarium/Museums/Shows)	\$16.4	\$11.04	\$18.3	\$12.4
LODGINGS, TRANSPORTATION, AND SHOPPING	Transportation (TTC, car rentals, taxi, etc)	\$21.6	\$18.48	\$21.2	\$27.5
	Hotels & Lodging	\$52.0	\$53.75	\$84.1	\$76.0
	Shopping	\$47.7	\$46.78	\$59.9	\$55.1

PRIDE MONTH

1 million Pride Month attendees each spent an estimated average of \$154 on Pride-related purchases over the Pride month in Toronto (June 1 - 30, 2024)

Pride Month		2019	2022	2023	2024
		TOTAL			
		(\$millions)			
FOOD AND BEVERAGES	Restaurants/Bars/Concessions	\$51.0	\$107.07	\$71.0	\$66.2
	Grocery/Beer/LCBO	\$7.3	\$55.58	\$19.3	\$16.7
RECREATION AND ENTERTAINMENT	Tickets & Admissions Pride Events	\$6.8	\$20.29	\$19.7	\$8.8
	Other recreation & Entertainment (CN Tower/Aquarium/Museums/Shows)	\$12.4	\$12.17	\$4.5	\$4.6
LODGINGS, TRANSPORTATION, AND SHOPPING	Transportation (TTC, car rentals, taxi, etc)	\$10.3	\$18.50	\$8.0	\$9.4
	Hotels & Lodging	\$10.9	\$16.27	\$19.3	\$26.1
	Shopping	\$17.4	\$40.79	\$25.4	\$23.6

GDP, TAX REVENUE + JOBS

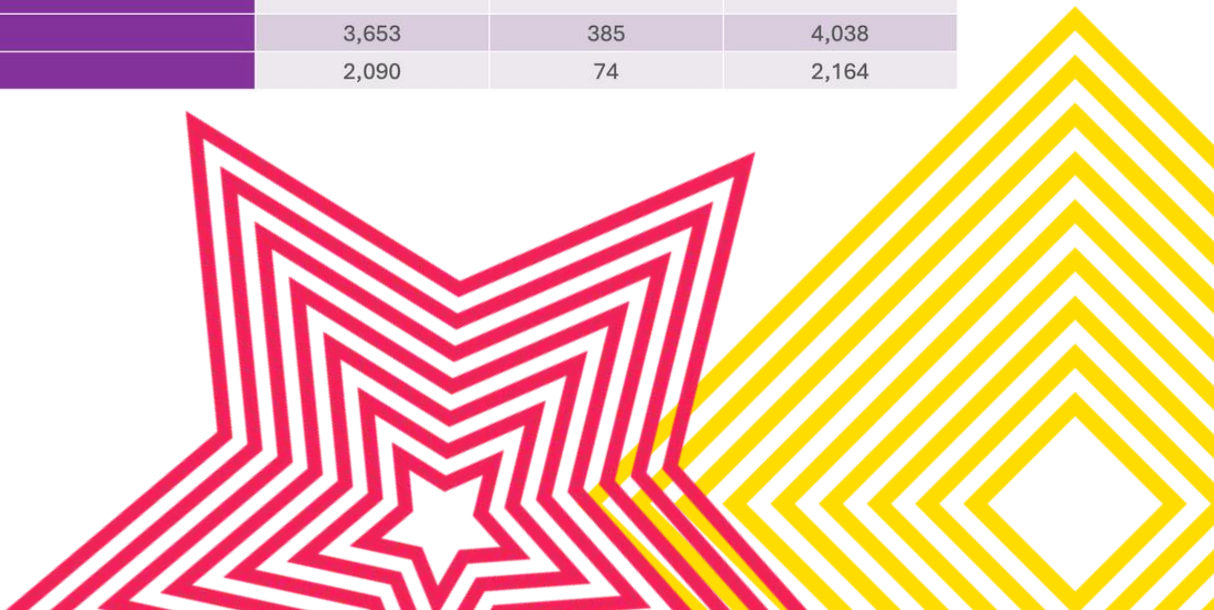
The three industries with the largest total GDP impact in Toronto from the Pride Festival were:

- Food and Beverage Services (\$99 mil)
- Retail Trade (\$49 mil)
- Accommodation Services (\$33 mil)

	2019	2022	2023	2024	2019	2022	2023	2024	2019	2022	2023	2024
GROSS DOMESTIC PRODUCT (GDP) (\$millions)	GTA				Rest of Ontario				Total Ontario			
DIRECT	\$199.2	\$295.4	\$299.30	\$264.5	\$0	\$0	\$0	\$0	\$199.2	\$295.4	\$299.30	\$264.5
INDIRECT	\$51.2	\$81.1	\$80.50	\$64.2	\$28.6	\$61.8	\$60.50	\$25.5	\$79.8	\$142.9	\$141.00	\$89.7
INDUCED	\$68.6	\$105.1	\$105.30	\$88.0	\$26.8	\$46.4	\$46.10	\$31.4	\$95.4	\$151.5	\$151.40	\$119.4
TOTAL	\$319.0	\$481.6	\$485.10	\$416.7	\$55.2	\$108.2	\$106.60	\$56.9	\$374.2	\$589.8	\$591.70	\$473.6
EMPLOYMENT (jobs)	GTA				Rest of Ontario				Total Ontario			
DIRECT	3,392	4,806	4,748	4,156	0	0	0	0	3,392	4,806	4,748	4,156
INDIRECT	485	717	705	520	226	448	432	183	711	1,165	1,137	703
INDUCED	496	718	708	539	228	360	352	238	724	1,078	1,060	777
TOTAL	4,373	6,242	6,161	5,214	455	807	784	421	4,827	7,049	6,945	5,635
TOTAL TAXES (\$millions)	GTA				Rest of Ontario				Total Ontario			
FEDERAL	\$53.6	\$79.9	\$79.30	\$69.0	\$7.7	\$14.9	\$14.70	\$8.0	\$61.3	\$94.7	\$94.00	\$76.9
PROVINCIAL	\$56.0	\$88.4	\$88.80	\$73.1	\$5.6	\$11.1	\$10.90	\$5.8	\$61.5	\$99.5	\$99.70	\$78.9
MUNICIPAL	\$23.9	\$32.2	\$32.90	\$35.9	\$2.5	\$5.0	\$5.00	\$2.6	\$26.4	\$37.2	\$37.80	\$38.5
TOTAL	\$133.4	\$200.4	\$200.90	\$178.0	\$15.8	\$31.0	\$30.60	\$16.4	\$149.1	\$231.4	\$231.50	\$194.3

These are industries which tend to employ relatively more part-time workers, but most of the jobs supported by the Pride Festival are full-time (55% of jobs in Toronto and 65% of jobs across Ontario).

Employment (jobs)	GTA	Rest of Ontario	Total
DIRECT Full-Time	2,523	0	2,523
DIRECT Part-Time	2,081	0	2,081
TOTAL Full-Time	3,653	385	4,038
TOTAL Part-Time	2,090	74	2,164

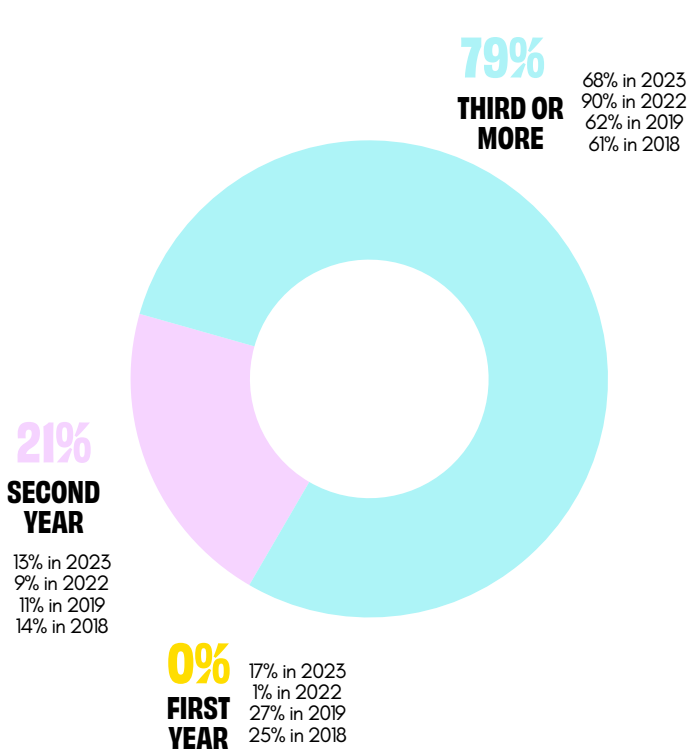




Engagement + Experience

Social Media Growth as of June 2024 (v. 2023)

				TOTAL
FOLLOWERS	54.8 k (48.9)	77.3 k (48.9)	36.1 k (36.1)	168.2 k
IMPRESSIONS	10.2 mil (3.85)	2.57 mil (1.24)	2.1 mil (451k)	17.44 mil
ENGAGEMENTS	250 k (118)	152 k (107)	33.4 k (16.3)	435.4 k

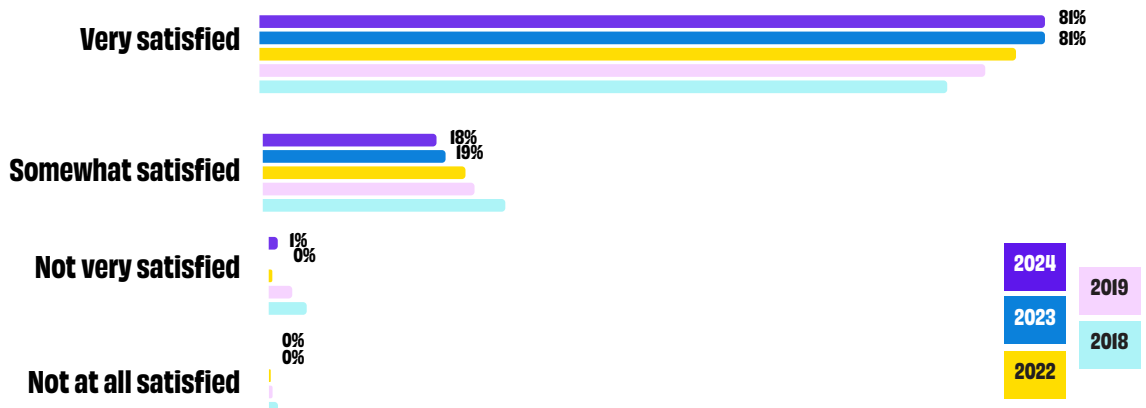


How many years have you attended Pride Toronto's festival?

Most attendees have been festival-goers for three or more years, though this year a higher proportion said this was their second (21%) year attending compared to 2023. Less than one percent (n=2) said this was their first year attending Pride.

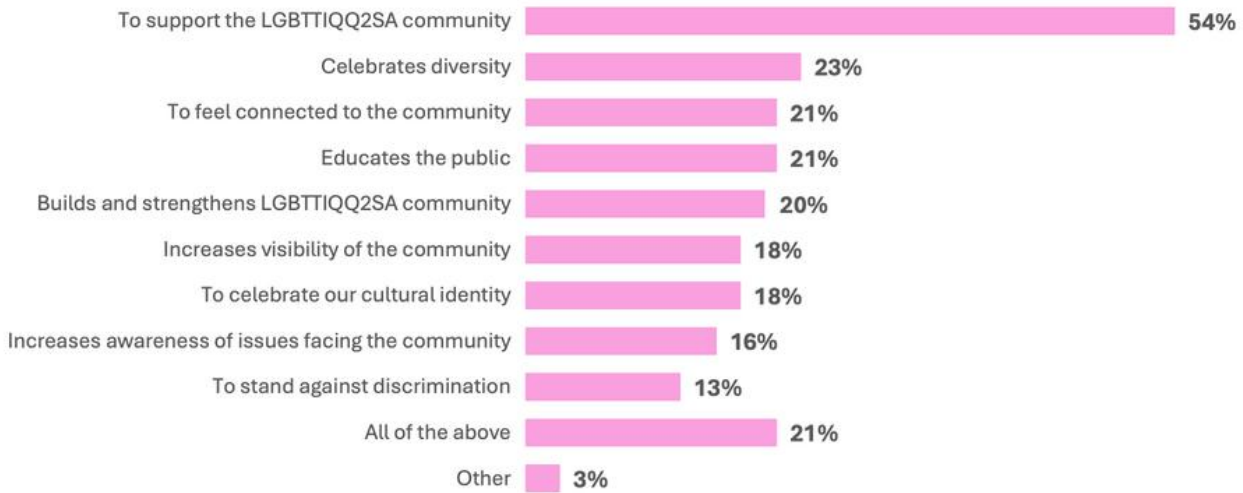
How satisfied are you with Toronto Pride Festival overall this year?

Satisfaction remains high with the Toronto Pride Festival overall, with a consistent portion saying they were "very satisfied" (81%) compared to 2023.



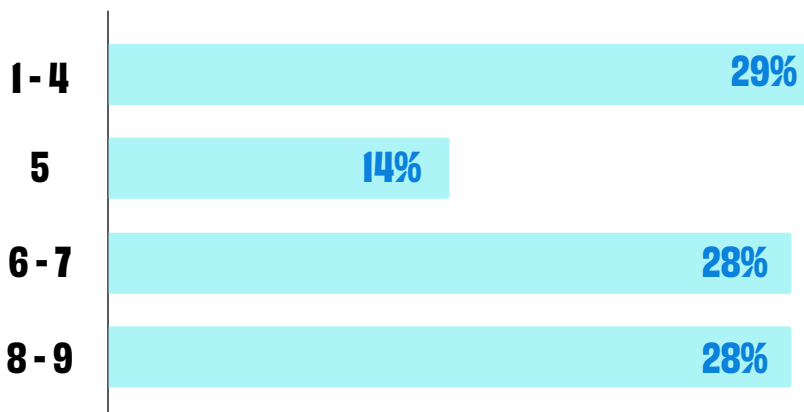
Why is Pride Important to you and why did you come to Pride?

Attendees cited supporting and strengthening the 2SLGBTQI+ community as being the main reason they attended Pride and why it is important to them.



Please rate the Federal Government of Canada on their current work with interational 2SLGBTQI+ issues.

Three in 10 (29%) attendees would rate the federal government’s work with local and international 2SLGBTQI+ issues as a 1, 2, 3, or 4 out of 10 (where 1 is “poor” and 10 is “excellent”), with 12% rating it a 1 out of 10. Three in 10 (28%) rate it between 6-8 and 9-10.





TRUE NORTH STRONG and FREE

“VERY IMPORTANT”

that Pride Toronto events remain largely free to the public.

81%



Ipsos and Prism Economics and Analysis partnered to conduct the research and estimate the economic impact of the 2024 Pride Toronto Festival.

Data were collected via intercept survey and conducted over Pride weekend. An online omnibus survey was fielded immediately following Pride weekend to estimate attendance.

ONLINE SURVEY

The online survey was conducted with a representative sample of n=2,500 Ontario residents (unweighted disproportionate sampling n=1000 GTA, n=1500 other ON) between Tuesday, July 2, and Wednesday, July 5, 2024. The data have been statistically weighted by age, gender and region.

INTERCEPT SURVEY

A total of n=750 intercept interviews were conducted. A token incentive of \$2 was offered to participants. The 5-minute intercept survey was conducted between Friday, June 28, and Sunday, June 30, 2024, with interviewing stratified over the course of the three days:

Day	Quota sample size
Friday	150
Saturday	150
Sunday	450
Total	750

Methodology

Thanks to the Generous Support of Our Valued Sponsors

Approximately 85% of Pride Toronto's festival operations are funded through sponsorships.

2024 Sponsors

PRESENTING SPONSOR



GOLD SPONSORS



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CUSTOM PARTNERS



TRAVEL PARTNERS



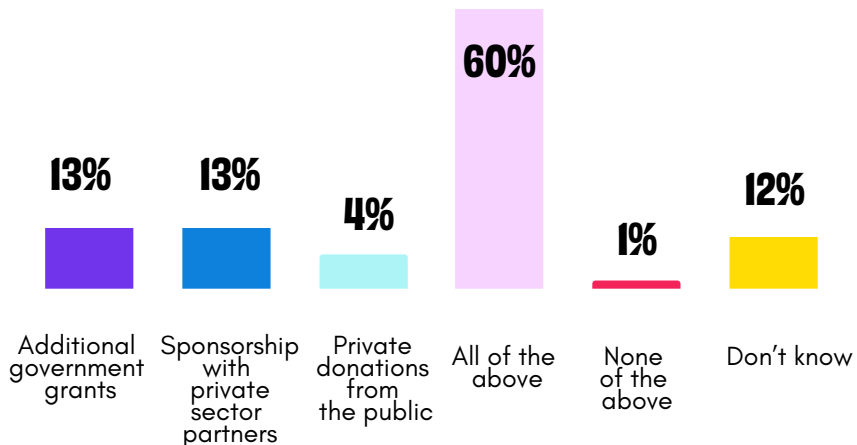
MEDIA PARTNERS



PUBLIC FUNDERS



What other sources of funding do you think Pride should pursue?



Our time to Be



PHOTO CREDITS

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