

Pivots to Pirouettes: A Path for Regeneration and Recovery in Arts and Tourism

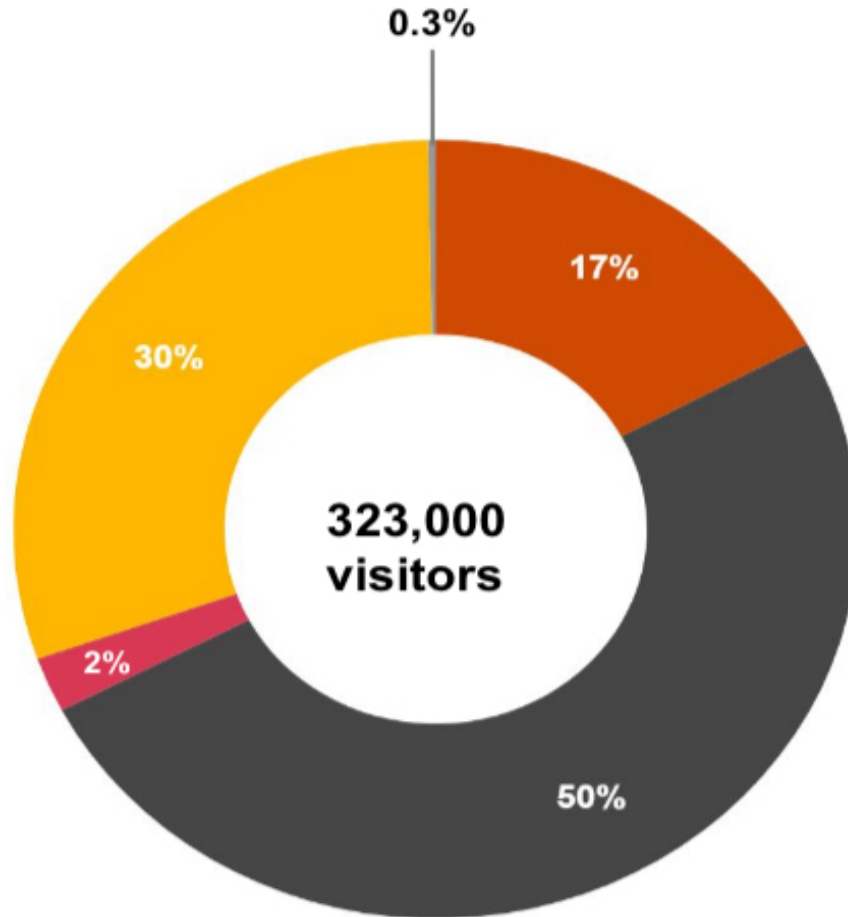
SHAW 20
FESTIVAL 24

LERNER & LOEWE'S MY FAIR LADY ONE MAN, TWO GUVNORS
SHERLOCK HOLMES AND THE MYSTERY OF THE HUMAN HEART
AGATHA CHRISTIE'S WITNESS FOR THE PROSECUTION THE SECRET
GARDEN THE ORPHAN OF CHAO CANDIDA THE HOUSE THAT WILL
NOT STAND SNOW IN MIDSUMMER KABARETT COTTON CLUB
THE ROLL OF SHAW THE SHAW VARIETY SHOW A CHRISTMAS CAROL

Singer Meher Pavri (centre), with Neil D'Souza and Anaka Maharaj-Sandhu, provides one of the highlights of 2023's six-hour epic, *Mahabharata*. Photo by David Cooper



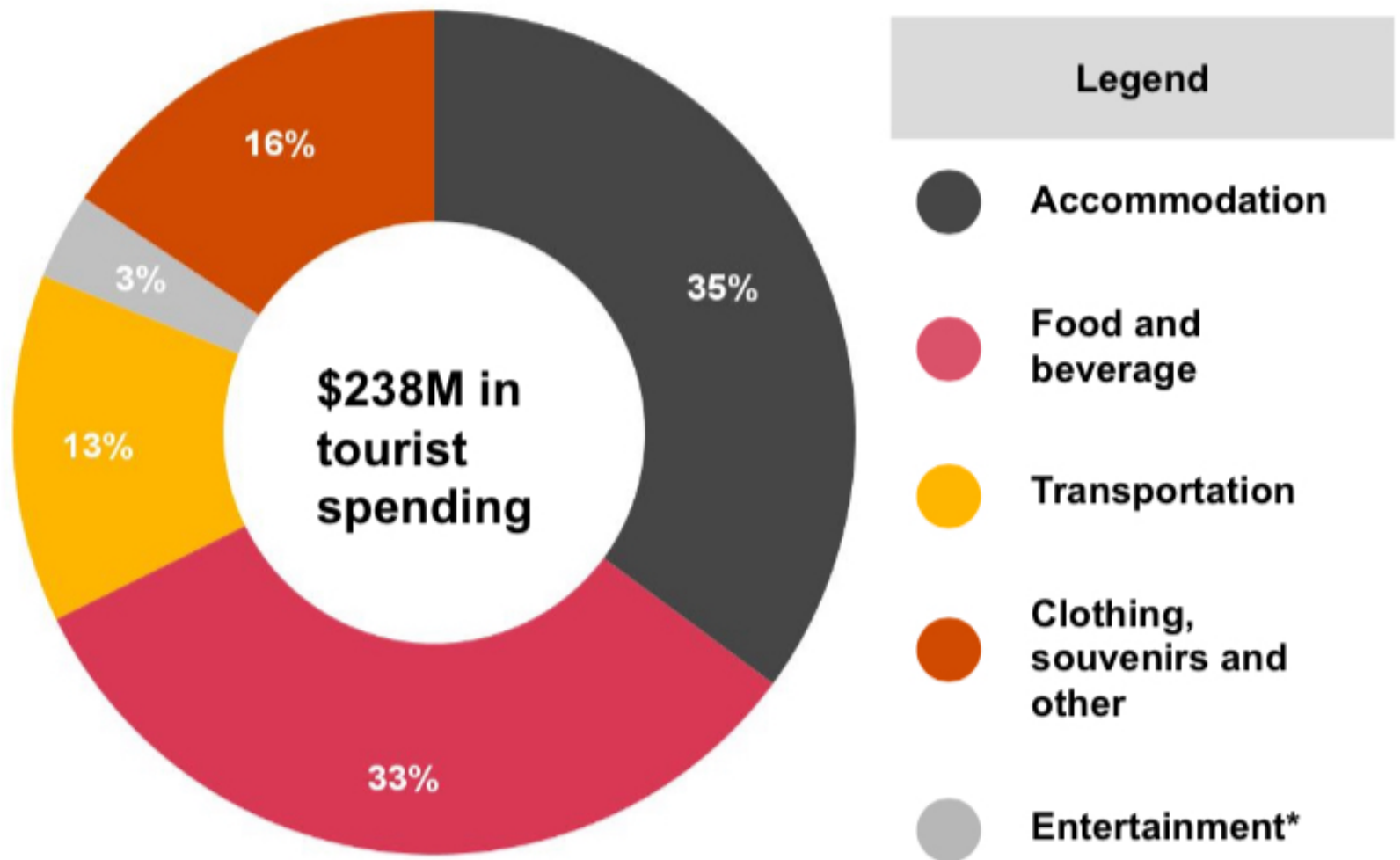
Visitor profile



Legend

- Ontarian visitors from outside the Niagara region
- Canadian visitors from outside Ontario
- Visitors from the US
- Visitors from the Niagara region
- Visitors from the rest of the world

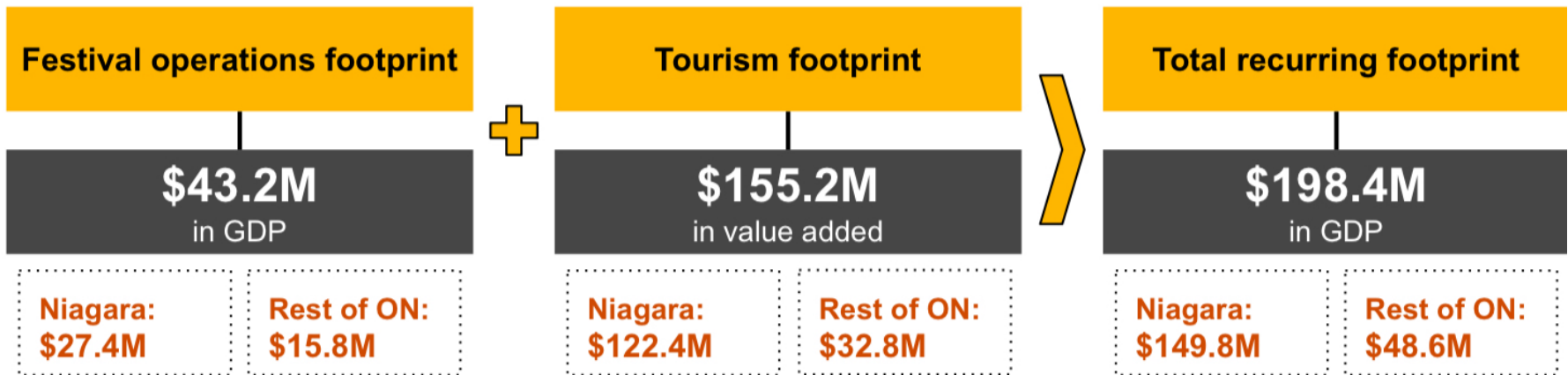
Sources: Shaw Festival data; PwC analysis.


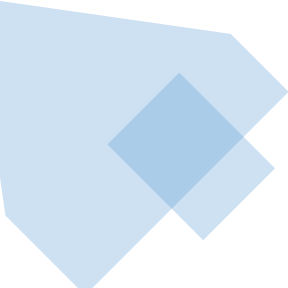


Sources: Tourism Canada Fact Sheet Q4-2019; Statistics Canada Visitor Travel Survey Q4-2019; PwC analysis.


The Shaw Festival is calculated to provide a recurring economic footprint of \$198.4M in Ontario

As the Festival is a recurring event, the economic footprint arising from its operations and the visitors it attracts every year are also recurring. In total, the recurring value added was calculated to be \$198.4M. Below we provide additional information on its recurring economic footprint.





Of the total number of visitors, 92% specifically cited the Festival as their primary reason for visiting Niagara, illustrating the pivotal role the Festival plays in attracting visitors that might not have otherwise considered the region as a destination.





Tim Jennings | Executive Director
1.800.657.1106 ex 2201 | timj@shawfest.com

Tim Carroll | Artistic Director
1.800.657.1106 ex 2200 | tc@shawfest.com