



COAST *to* COAST

EST 2021

July 14-16 – Edmonton, AB | August 11-13 – Halifax, NS | August 25-27 – Calgary, AB | September 15-17 - Vancouver, BC





BILL BURR

LIVE

**SOLD
OUT!**



JERRY SEINFELD

KEY FESTIVAL STATS

Estimated Economic Impact (*via Tourism Calgary - 2022*):

- » **\$2.84 Million** (total economic activity)
- » \$938,654 (visitor spending)
- » 723 FTEs (number of jobs directly supported)

Estimated Economic Impact (*via Explore Edmonton - 2022*):

- » **\$3.84 Million** (total economic activity)
- » 2,807 FTEs (number of jobs supported)

2023 HALIFAX TICKET SALES

(based on the two dates we have on sale so far)

- LOCAL** » 11,262 » **61%**
- OTHER NOVA SCOTIA** » 2,458 » **14%**
- REST OF CANADA** » 3,934 » **22%**
- INTERNATIONAL** » 466 » **3%**

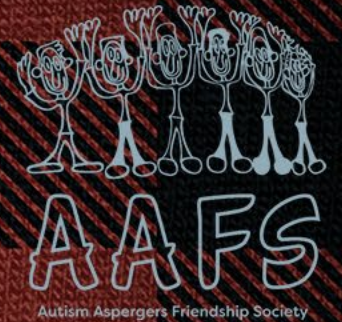
CUSTOMER PROFILE

- » **30-55 year old** professional adults with a higher disposable income
- » **56% male, 44% female**
- » Average **30% out of town guests** based on our previous festivals
- » **15%** stay at a hotel
- » **26%** ate at a restaurant/bar before the show
- » **60%** ate at a food vendor on site
- » **24%** went out after the show

Accessible Queer Spaces

AQS

hiregood



STARS®



Canadian Progress Club
HALIFAX

BOYLEstreet

COMMUNITY SERVICES



THANK YOU!

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