

Sponsorship: Quebec festivals stand out

Montreal, May 8, 2014 – The latest *Portrait des revenus des membres de Festivals et Événements Québec* (FEQ) showed that sponsorship is the main source of revenue for festivals. This key sector of the tourism and leisure industry receives over 30% of its funding through sponsorship, depending on the size of the event. A significant fact is that sponsorship sums from private companies are 4 times higher than those from Crown corporations. This data is consistent with the figures of Festudy, the international study of festivals, which looked at music festivals in Europe and Quebec. The study showed that sponsorship represented 28% of festival revenue in Quebec, 14% on average in Europe and 9% in France.

Picture of revenue for festivals

Grants represent 26.4 % of revenue on average. Contributions from the provincial government through various ministries account for 50% of total grants. Worth mentioning is an increase in the amount dedicated to festivals with Tourisme Québec, going from \$12.5M in 2011-2012 to \$17.5M in 2013-2014. Federal government contributions account for only 6% of festival revenue in 2012, and 10.9% in 2009. Back in 2009, the federal government had unveiled the Marquee Tourism Events Program, a temporary program that ended in 2011. It is important to note that festivals finance themselves at an average rate of close to 74%.

The importance of festivals for Quebecers

According to a TNS poll of 5,000 respondents conducted for FEQ in 2011, 88% of Quebecers stated that they had taken part in at least one festival in the past two years. When applied to the population as a whole, we can conclude that over 7 million Quebecers took part in at least one event. "Festivals and events are not only an economic driving force in all regions of Quebec, but they are also means by which we channel our uniqueness, recognized as a symbol of our destination." said Pierre-Paul Leduc, Director General of FEQ.

Generating benefits

Based on the data collected by FEQ, we can demonstrate that the festivals and events sector plays a strategic role in Quebec tourism, creating jobs and generating significant economic, touristic, social and cultural benefits. The number of people involved in festivals and events is impressive! By adding up paid human resources (seasonal, contractual or year-round) and the number of volunteers that participate actively in developing our members' activities, we can see that over 60,000 Quebecers have contributed in some way to the success of festivals in Quebec.

Moreover, according to our estimations, the annual global revenue of our festivals and events is close to \$300M. Considering our members' attractiveness with tourists, we can evaluate that our sectors contribute to generating a substantial portion of Quebec's annual tourism revenue, assessed at \$12.4B.

It is important to remember that one of the purposes of festivals and events is to entertain, engage with the community, create networking opportunities and showcase the essence of a location. In short, to generate social benefits.

Increasing the performance and growth of festivals

Pierre-Paul Leduc specifies that, "In addition to generating substantial benefits at all levels, festivals are an excellent investment because they create something new each year. In order to continue their growth and even increase their performance, the entire industry needs to keep moving forward. Tourisme Québec must deliver on the amounts announced, and the federal government must reinvest and do its fair share."

Founded in 1975, [Festivals et Événements Québec \(FEQ\)](#) is a non-profit organization with over 250 festivals and events whose mission is to bring together Quebec festivals and events, promote them and represent them with various authorities as well as offer services that foster their development.

The [FEQ research department](#) conducts many studies on the festivals and events sector each year with results that reveal many features of these important products that are at the heart of tourism.

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For more information, photos or an interview, please contact:

Jeanine Basile

Manager of Communications and Membership
Société des Attractions Touristiques du Québec
Festivals et Événements Québec
514 252-3037 or 1 800 361-7688, ext. 3656
Cell: 514 916-5310
jbasile@satqfeq.com

The complete report of the Portrait des revenus des membres de Festivals et Événements Québec is available on request.