

## Economic benefits, 2010 and 2011

### Québec City and Montréal Grands Prix Cyclistes

Since their creation and the running of the first races in 2010, the Québec City and Montréal Grands Prix Cyclistes have contributed significantly to Québec's economic development and international reputation.

This document summarizes the key findings of the field surveys conducted by the Canadian Sport Tourism Alliance, an independent firm, on behalf of the cities of Québec and Montréal as well as the governments of Canada and Québec.

	2010	2011	Total since creation	Growth, 2010 to 2011	Growth, 2010 to 2011 (%)
<b>Combined attendance, Québec City and Montréal</b>	100,000 spectators	275,000 spectators	375,000 spectators	+175,000	+175%
<b>Direct and indirect economic benefits for Québec</b>	\$30,800,000	\$56,000,000	\$86,800,000	\$25,200,000	+81.8%
<b>Tax revenues (GST and TVQ)</b>	\$4,770,000	\$8,775,000	\$13,545,000	\$4,005,000	+84%
<b>Contribution to GDP</b>	\$13,100,000	\$22,900,000	\$36,000,000	\$9,800,000	+74.8%
<b>Adjusted revenues from accommodations and food services (Québec City, Montréal)</b>	\$3,531,835	\$9,104,000	\$12,635,835	\$5,572,165	+157.8%

#### Additional notes:

- To date, 94% of spectators surveyed along the racecourses have said they were satisfied or extremely satisfied with their experience, while 80% have said they were likely or very likely to return for a future edition.
- In addition to the local economic benefits, it is important to emphasize the significant contribution of TV broadcasts of the Grands Prix in more than 75 countries in 2011. International media coverage of the first two editions of the races has ensured exceptional reach and reputation for both Québec City and Montréal.
- Note that, since 2011, Québec City has also benefitted from coverage of the Challenge Sprint Pro event in some 60 countries.