

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is placed.

TREIM

It's easier than it sounds...

The Tourism Regional Economic Impact Model (TREIM) can be used to make it easier for your organization to learn more about the impact your annual Fair has on the provincial and local economies.

▶ <http://www.mtc.gov.on.ca/en/research/treim/treim.shtml>

Search

- Research
 - Current Performance
 - Economic Impact of Tourism
 - Historical Statistics
 - Maps, Resources and Useful Links
 - Quick Facts
 - Regional Tourism Profiles
 - Reports
 - Subscribe
 - Tourism Outlook
 - Tourism Receipts
 - TREIM
- Explore Government
- Contact Us



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Tourism Regional Economic Impact Model (TREIM)

The Tourism Regional Economic Impact Model (TREIM) makes it easier for organizations and people working in or interested in tourism to learn more about the impact the industry has on the provincial and local economies.

What can you learn using TREIM?

TREIM has a number of modules to help people and organizations learn more about the economic impact of tourism. Modules include:

- Visitor Spending – estimates the economic impact of tourism spending in a specific region and/or for a specific event. There are 17 built-in activity options, including festivals, golfing, casinos
- Operational Expenses – estimates the economic impact of operating an ongoing business, such as an attraction, retail business, hotel or restaurant
- Investment Expenditures – estimates the economic impact of investing in or building a tourism facility such as an attraction, retail business, hotel or restaurant
- Convention Centre Activity – estimates the economic impact of a convention, including the spending of delegates and exhibitors as well as production costs

TREIM Features



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HOME | TOURISM | CULTURE | SPORT | GRANTS AND AWARDS | NEWSROOM | CONTACT US

HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL

TOURISM REGIONAL ECONOMIC IMPACT MODEL

TERMS AND CONDITIONS

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Access to the Tourism Regional Economic Impact Model ("TREIM") is subject to the binding terms and conditions below. Read the following carefully before proceeding. Clicking the "I Accept" button below is the equivalent of your signature and indicates your acceptance of these terms and conditions and that you intend to be bound by them. If you are acting on behalf of a corporation, by clicking the "I Accept" button below, you warrant that you have the authority to bind the corporation. If you do not agree with these terms and conditions, please click the "I Don't Agree" button below.

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I Accept

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TOURISM REGIONAL ECONOMIC IMPACT MODEL

OPTIONS

Choose this option if you are investigating the economic impact of visitors' spending.

VISITOR'S SPENDING

Choose this option if you are investigating the economic impact of the operations of a business.

OPERATIONAL EXPENSES

Choose this option if you are investigating the economic impact of an investment in a tourism facility.

INVESTMENT EXPENDITURES

Convention Center

CONVENTION CENTER ACTIVITY

[Return to Tourism Research](#)



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES

HOME | TOURISM | CULTURE | SPORT | GRANTS AND AWARDS | NEWSROOM | CONTACT US

HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL

TOURISM REGIONAL ECONOMIC IMPACT MODEL

VISITORS' SPENDING

Step 1 of 4

Use this button if you know the visitors' spending on things such as accommodation, food + beverage, etc.

Use this button if you only know the total visitors' spending.

Use this button if you only know the number of visitors.

DETAILED SPENDING IS KNOWN

ONLY TOTAL SPENDING IS KNOWN

ONLY THE NUMBER OF VISITORS IS KNOWN

Do not use the browser back button, use the Previous or Next screen buttons below.

<< Previous Screen



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES

HOME | TOURISM | CULTURE | SPORT | GRANTS AND AWARDS | NEWSROOM | CONTACT US

HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL

TOURISM REGIONAL ECONOMIC IMPACT MODEL

VISITORS' SPENDING USING NUMBER OF VISITORS

Step 3 of 4

Select an activity (from the pull-down menu, such as Skiing, Museum visit, Festival, etc.) or check the "I Don't Know the Activity" box if this information is not known, and enter the total number of visitors by origin in the table below. If known, for each origin, enter the % of visitors that are on same day or overnight trips, and the average length of stay for overnight visitors. Same Day and Overnight percents should add up to 100 for each origin (i.e., the % of same-day visitors from Ontario and the % of overnight visitors from Ontario). If you don't know these percents then leave the fields blank. Check and verify the TOTAL before proceeding.

Activity (or Event) Festivals/Fairs I don't know the Activity

Visitors' Origin	Number of Visitors	Same Day		Overnight	
		Percent of Visitors' Origin	Percent of Visitors' Origin	Percent of Visitors' Origin	Average Length of Stay (nights) - Optional
Ontario	7,800	99.00%	1.00%		1
Rest of Canada	0	0.00%	0.00%		0
USA	24	0.00%	100.00%		2
Overseas	0	0.00%	0.00%		0
TOTAL*	7,824				

* Denotes required field

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Back to TREIM Main Screen

<< Previous Screen

Next Screen >>



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES

HOME | TOURISM | CULTURE | SPORT | GRANTS AND AWARDS | NEWSROOM | CONTACT US

HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL

TOURISM REGIONAL ECONOMIC IMPACT MODEL

STATUS AND REPORT SCREEN

Step 4

Click the "Submit for Calculation" button when you are ready to run the model. Depending on the configuration of your computer, it usually takes 1-2 minutes to complete the calculation. Then the report will be displayed below for you to download.

Note: You may have difficulty downloading the TREIM report file if you are using Internet Explorer version 7 or greater and have an older version Adobe Acrobat Reader installed on your machine. If you are not successful in downloading your report, click here for help.

Note: If the status page freezes or the report is taking longer than usual time to compute, refresh/reload this page by selecting View>Reload from the FireFox menu. If a confirmation box appears, choose the Resend option.

Submit for Calculation

Do not use the browser back button, use the Previous or Next screen buttons below.

<< Previous Screen



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES

HOME | TOURISM | CULTURE | SPORT | GRANTS AND AWARDS | NEWSROOM | CONTACT US

HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL

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Note: If the status page freezes or the report is taking longer than usual time to compute, refresh/reload this page by selecting View>Reload from the FireFox menu. If a confirmation box appears, choose the Resend option.

Generated Report: Click to [HERE](#) download
Read or print generated report

You will need Adobe Acrobat to read or print the generated economic impact report. If you don't already have Adobe Acrobat on your computer, you can get Acrobat reader from the Adobe website.

Finding the data...

Gate admission - find an average

Scans at gates

Number of exhibitors

Where are the vendors from

Surveys on site

Exit surveys

Social media responses

Ticketing platform reports



WHO can you share this with...

Sponsors

Vendors

Local Government

Suppliers

Visitors

Advertising Partners



WHY share this information...

Grant applications

Contract negotiations

Community Awareness

Funding needs

Advertising & Promotions



Final Thoughts....

Thank you for your time - wishing you great weather
and lots of laughter at your 2020 Fairs!