

The 96th Royal

AGRICULTURAL WINTER FAIR

The Royal Agricultural Winter Fair is the world's largest combined indoor agricultural and equestrian competition. The Royal celebrates its 96th year of excellence showcasing the best in agriculture, local food and animal entertainment.

 Over **50%** of attendees say shopping is a core reason to attend

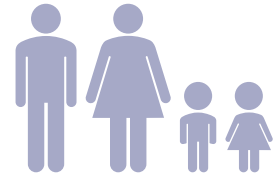
Over **\$12.0 million** spent on-site shopping & Over **\$4.4 million** spent on-site food concessions and restaurants annually

More than **300,000** visits annually



Royal attendees are

43% adults with Kids



30% adults 50+ years

20% adults 20-39 years

62% female visitors

36% paid horse show visitors



Royal attendees come from all over

40%
from GTA



60%
from over
40km away



Royal attendees are

affluent

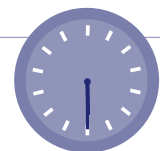
72% of attendees are homeowners and

62% of attendees earn over **\$80k**

Royal attendees are **loyal**

Royal attracts **new** consumers
with **17%** attending for the first time

The average Royal attendee spends **6 ½ hours** at the fair



Loyal Royals

are engaged year round on social media



Over 65,000 Fans on Facebook and over 825,000 average monthly reach

Over 16,600 Twitter followers and over 400,000 average monthly reach



Over 13,250 Instagram followers and over 117,000 monthly impressions

Royal Youtube channel has

150,000 Annual views and 1,769 subscribers

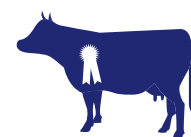


Royal live streams across the globe



Online viewership of Royal content
+203,223 views
from 186 countries

Ring of Excellence & National Holstein Show
has over 42,560 views
in 48 countries



– BECOME A ROYAL EXHIBITOR –

November 2-11, 2018 at the Enercare Centre, Exhibition Place in Toronto
where thousands of attendees come to shop, learn, compete
and have a great time with friends and family.

Contact us today to learn more:

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