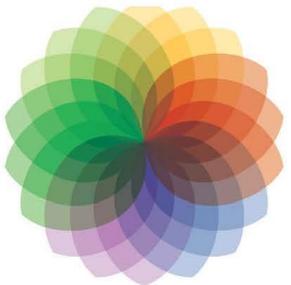


BLOOMING ECONOMIES & CITIES
TO INSPIRE THE WORLD

AIPH INTERNATIONAL
HORTICULTURAL EXPOS



AIPH

Table of Contents

Introduction	3
Economic Impact	9
Sustainability	14
Enhancing Reputation	16
Developing Cities	20
Driving Tourism	23
Education and Inspiration	26
Institutional Capacity Legacy	29
Methodology and Annexes	32

Introduction

The International Association of Horticultural Producers (AIPH) was founded in 1948 in Zurich by a group of representatives from the national grower associations of Western Europe.

After the impact of the Second World War on many countries' diplomatic relations, the AIPH was created with the purpose of mending these relationships by using horticulture as a common means for rebuilding trust, increasing open dialogue and trade opportunities.

To this day, AIPH continues to organise international exhibitions (Expos) and promotes horticultural producers, aiming to increase worldwide industry awareness, interest and appreciation.

The largest exhibitions organised by AIPH are its A1 and B horticultural Expos, which are held internationally on a regular basis for a period of between 3 to 6 months.



“

We live in a world facing many challenges. The need to live in a sustainable way and to protect the environment we inhabit is now more important than ever. As the world becomes increasingly urbanised so society faces challenges of poor health, crime and economic crisis. A vast body of scientific research shows us that greening our cities and our lives with plants genuinely tackles these global problems. What's more horticulture makes the world beautiful.

Hosting an International Horticultural Exhibition will change a city forever. Although the exhibition itself is relatively short-lived, the legacy can leave lasting benefits for generations to come. The aim of this Valuation Study is to showcase all the different benefits an International Horticultural Exhibition brings to its host city and country.

Hosting an International Horticultural Exhibition creates greener cities that become the pride of a nation and the envy of the world as well as attracting millions of visitors.

AIPH is proud to have approved and supported over 40 International Horticultural Exhibitions since 1960 around the globe. We have many more on their way and we hope that this Valuation Study will encourage many more to take on the challenge.

”

You are welcome to raise any question and start a dialogue with us.

Tim Briercliffe, Secretary General, AIPH



AIPH – A1 and B Expos

	Category A1	Category B
Expo name	World Horticultural Exhibition	International Horticultural Exhibition
Frequency	<ul style="list-style-type: none"> • Not more than one at any time • Not more than five per decade • Not more than one per country per decade 	<ul style="list-style-type: none"> • Not more than two at any one time • Not more than two per year • 3 months interval between opening dates if on same continent • 3 weeks interval if on different continents • Opening and closing dates must not clash with A1 exhibitions
BIE approval	Required	Not Required
Duration	3-6 months	3-6 months
Application period	6-12 years before opening date	3-10 years before opening date
Specific Provisions	<ul style="list-style-type: none"> • 50+ hectares • <10% area for buildings • 5%+ area for international participants • 10+ countries participating • Invitations through diplomatic channels 	<ul style="list-style-type: none"> • 25+ hectares • 3%+ area for international participants • 10+ international participants
Countries held	<ul style="list-style-type: none"> • Austria – 1964, 1974 • Canada – 1980 • China – 1999, 2019 • France – 1969 • Germany – 1963, 1973, 1983, 1993, 2003 • Japan – 1990 • Netherlands – 1960, 1972, 1982, 1992, 2002, 2012, 2022 • Poland – 2024 • Qatar – 2021 • Thailand – 2006 • Turkey – 2016 • United Kingdom – 1984 	<ul style="list-style-type: none"> • Canada – 2008 (2) • China – 2006, 2011, 2014, 2016, 2021 • France – 2004, 2005, • Germany – 2005, 2007, 2009, 2011 • Italy – 2006, 2011 • Japan – 2004, 2009 • Korea – 2009, 2013 • Chinese Taipei – 2010, 2018 • Thailand – 2011 • Turkey – 2021, 2023

World Presence – A1 and B Expo Locations



Historical AIPH Expo Attendances

Category A1

2016 – Turkey
Expo Antalya
4.7m attendees
3.6m unique

2012 – Netherlands
Floriade
2m attendees
1.5m unique

2006 – Thailand
Royal Flora Ratchaphruek
3.8m attendees
2.9m unique

2003 – Germany
IGA
2.6m attendees
1.9m unique

1.3 days =
estimated average
visits per person¹

Category B

2018 – Chinese Taipei
World Flora Expo
7.2m attendees
5.5m unique

2014 – China
International Horticultural Expo
4.7m attendees
3.5m unique

2011 – China
International Horticultural Expo
15.7m attendees
11.9m unique

2010 – Chinese Taipei
Taipei International Flora Expo
8.9m attendees
6.8m unique

2006 – China
Shenyang Expo
12.6m attendees
9.6m unique

2016 – China
International Horticultural Expo
5.2m attendees
3.9m unique

2013 – Korea
Garden of the Earth
4.4m attendees
3.3m unique

2011 – Thailand
Royal Flora Ratchaphruek
2.2m attendees
1.7m unique

2009 – Korea
Korea Floritopia
2m attendees
1.5m unique

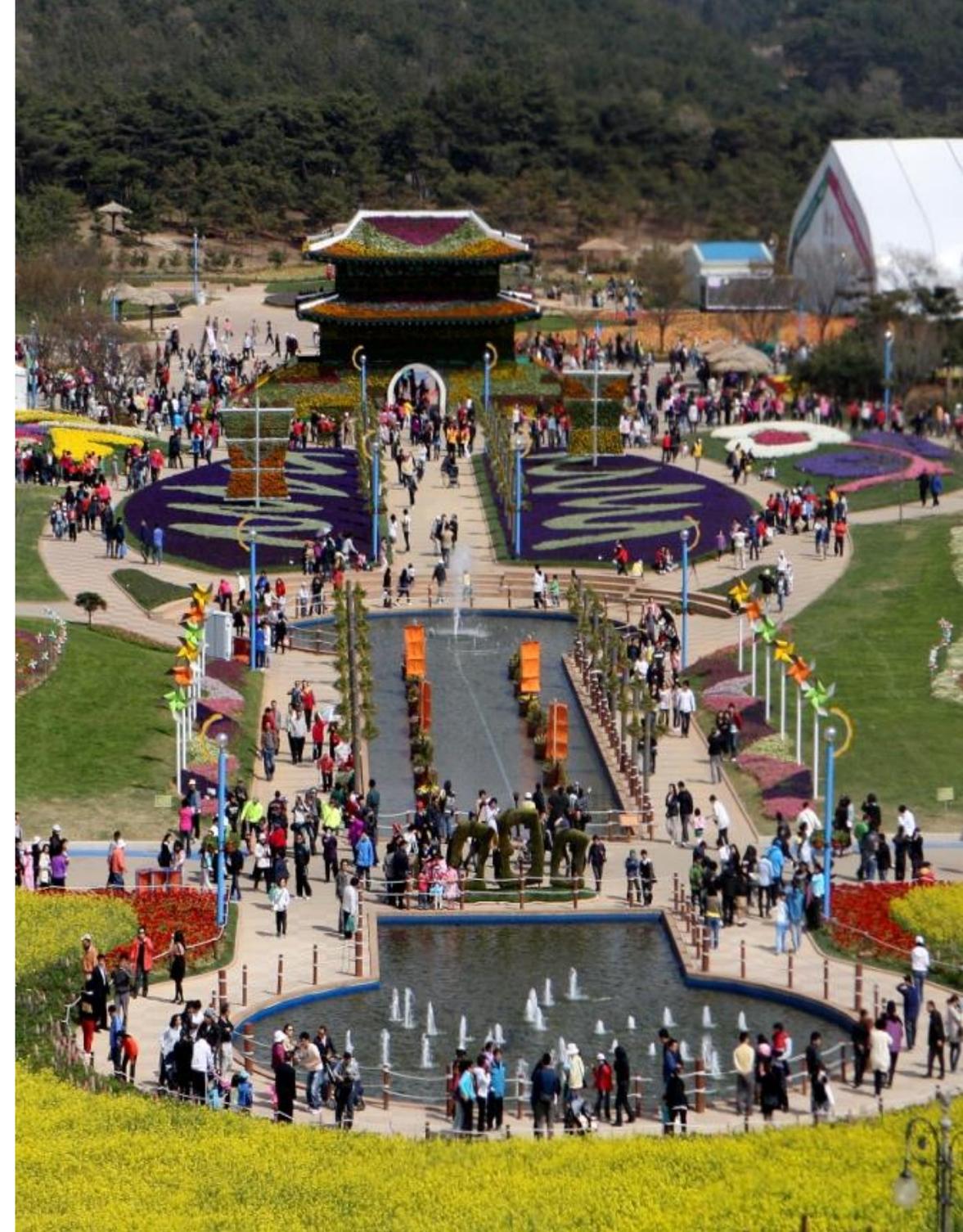
2004 – Japan
Pacific Flora
5.4m attendees
4.1m unique

¹ Average days attended calculated based on reported figures from previous reports on AIPH expo outcomes.

AIPH Expo Attendance

A1 and B Expos

AIPH expos generally last for more than five months, attracting millions of visitors from all over the country and across the world. As can be seen below, previous AIPH expos have recorded high attendances and visitation:



¹ Average AIPH A1 and B Expos attendance range between 2m-15.7m. ² Average daily attendees to AIPH A1 and B Expos range between 11k-88k. ³ Average visitor nights calculated based on reported figures from similar events.

AIPH Expo Attendee Profile¹

AIPH expos attract a large number of attendees which display a reasonably consistent profile across different markets. They tend to skew towards females, two thirds tend to be over 55 years old and leisure tends to be the main purpose for attending AIPH expos.



59% Females



65% 55+ Years Old



89% Leisure



41% Males



7-10% Children



11% Business



¹Based on previous reports on AIPH expo outcomes.



Economic Impact

Direct Economic Impact

Hosting an Expo requires a significant investment, but its economic impact is often much higher.

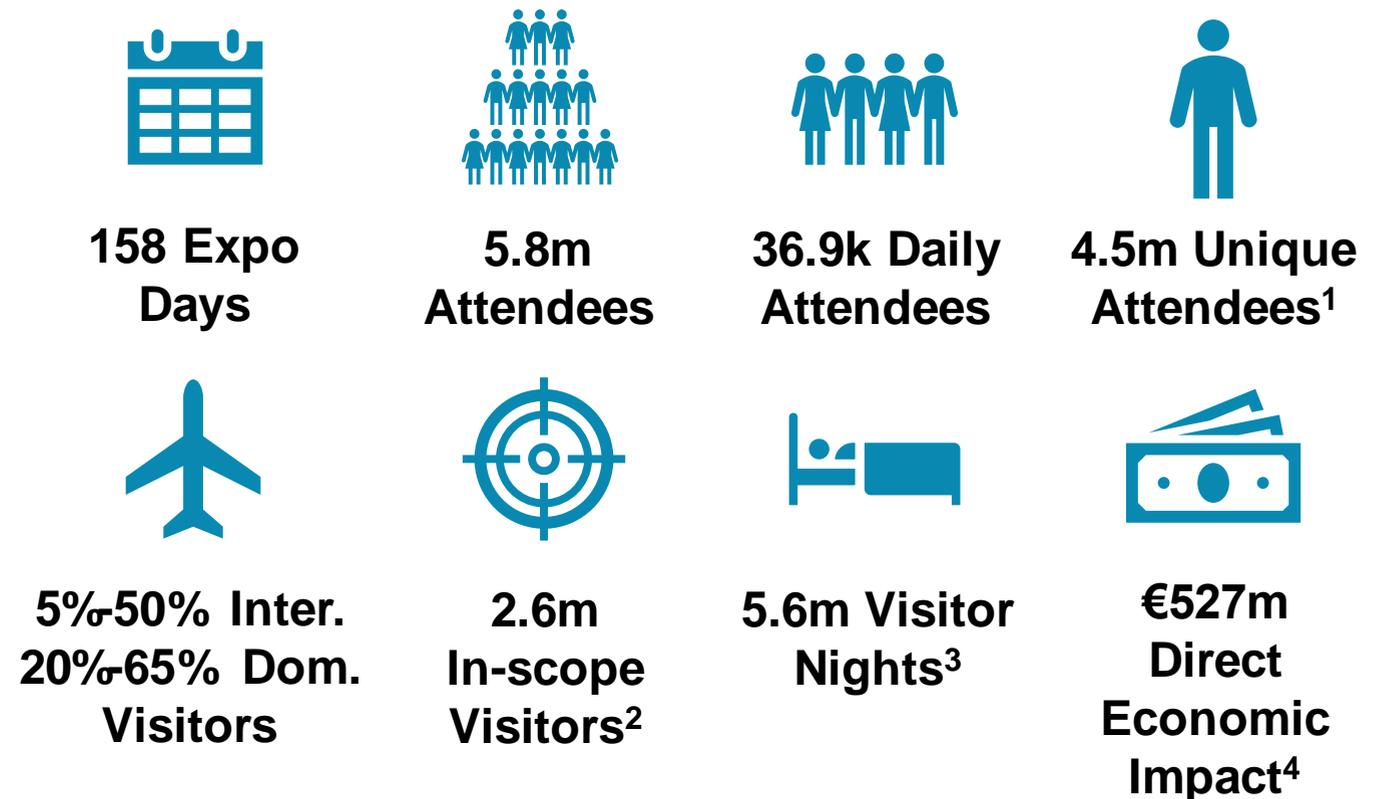
We have conducted a study to estimate the **direct economic impact**, based on **visitor spend in the host city while visiting the Expo** solely.

The following projected attendance, visitation and economic impact is based on average AIPH expo days and attendees **across different expos**, typically consisting of 30% local residents and 70% visitors. The split of international/domestic visitors will vary based on location and ease of access to nearby countries.

Not included in this study are **indirect economic benefits** such as creation of new jobs, delivering a positive economic impact across sectors; revenues from infrastructure use and increase of land cost, increased investment, growth of workforce skills – all the impacts creating a positive economic dynamics for decades after the Expo.

Average projected attendance, visitation and direct economic impact across different Expos

*Appendix A

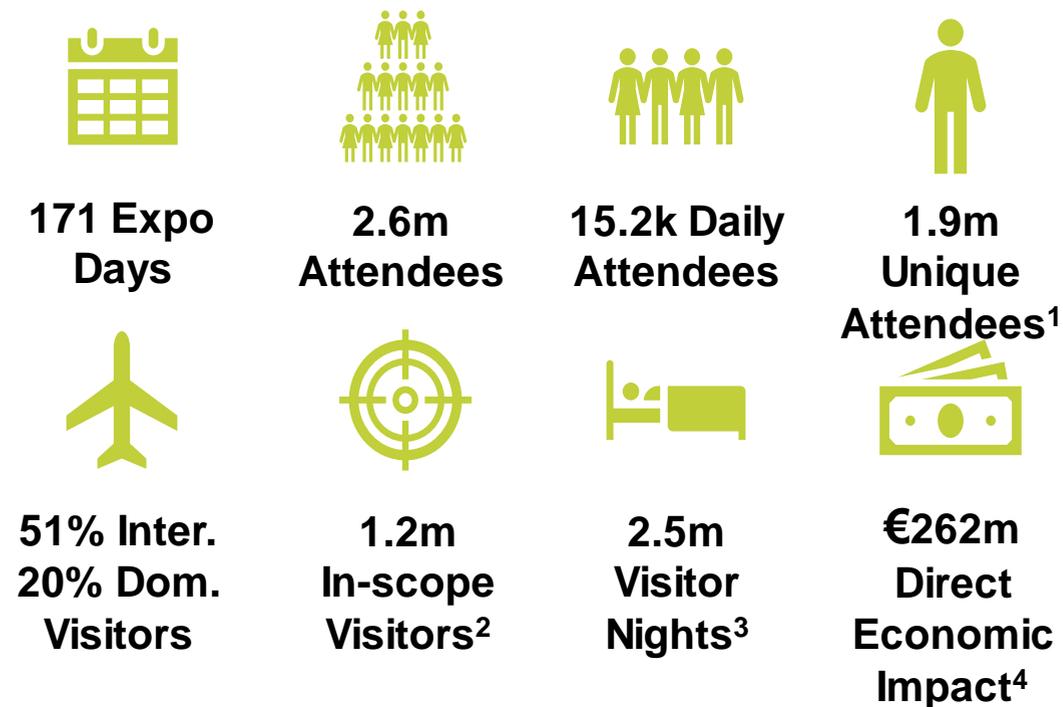


¹ Assuming 1.3 average days attended. ² 100% in-scope day trippers and 80% in-scope overnight visitors. ³ Estimated 2.65 average nights for overnight visitors. ⁴ Assuming 15% day trippers, 85% overnight visitors; €90 daily spend per overnight visitor and €38 per day tripper.

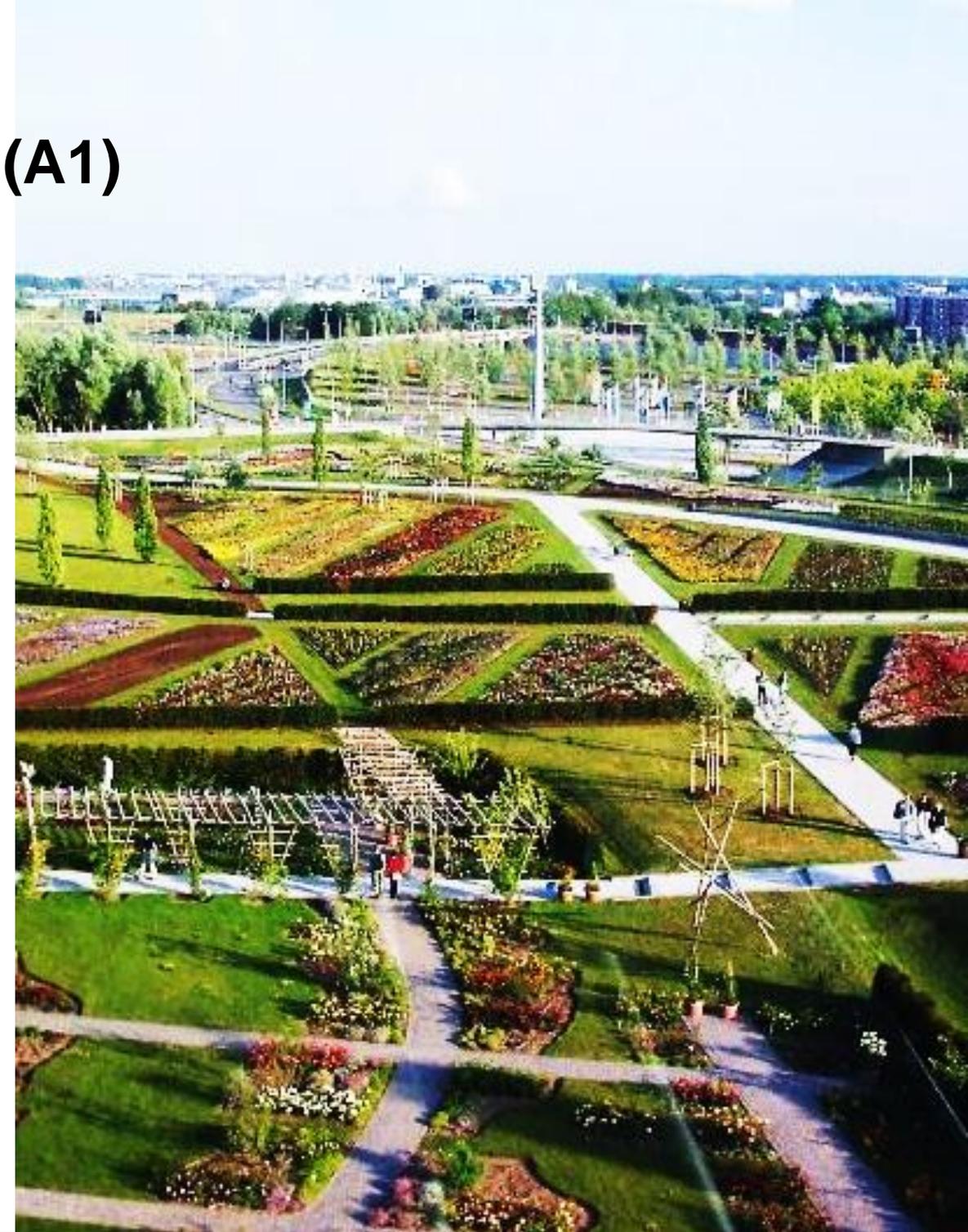
Case study: 2003 IGA, Rostock, Germany (A1)

Budget: € 88,2 m (state subsidies)

Attendance, visitation and direct economic impact:



The post-expo reports for 2003 IGA did not include all data required to undertake economic impact calculations. As such, assumptions from other global events have been used in relation to average visitor nights, daily spend, day trippers, overnight and in-scope visitors.

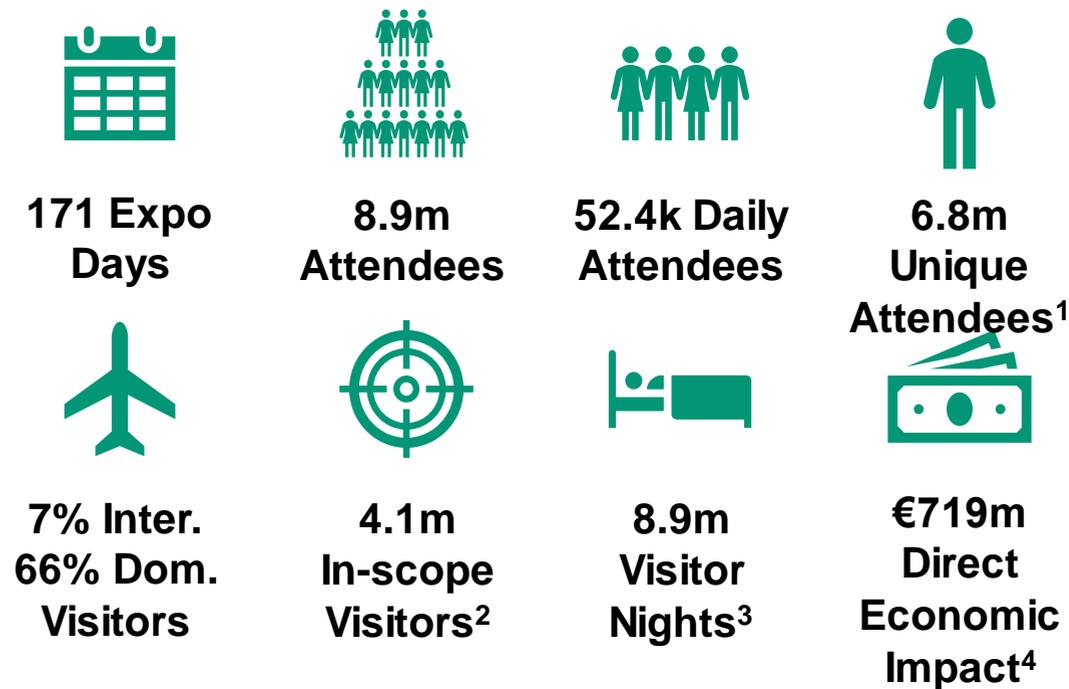


¹ Assuming 1.3 average days attended. ² 100% in-scope day trippers and 80% in-scope overnight visitors. ³ Estimated 2.65 average nights for overnight visitors. ⁴ Assuming 15% day trippers, 85% overnight visitors; €100 daily spend per overnight visitor and €46 per day tripper.

Case study: 2010 Taipei International Flora Expo, Chinese Taipei (B)

Budget: € 283,8 m

Attendance, visitation and direct economic impact:



The post-expo reports for the 2010 Taipei IFE did not include all data required to undertake economic impact calculations. As such, assumptions from other global events have been used in relation to average visitor nights, daily spend, day trippers, overnight and in-scope visitors.



¹ Assuming 1.3 average days attended. ² 100% in-scope day trippers and 80% in-scope overnight visitors. ³ Estimated 2.65 average nights for overnight visitors. ⁴ Assuming 15% day trippers, 85% overnight visitors; €78 daily spend per overnight visitor and €31 per day tripper.

The image features a solid green background. In the upper-left quadrant, there is a white sunburst or starburst pattern composed of numerous thin, radiating lines. The word "Sustainability" is written in a bold, black, sans-serif font, centered horizontally and positioned slightly below the sunburst pattern.

Sustainability



Sustainability

Sustainability is an integral element of AIPH Horticultural Expos and part of AIPH philosophy.

Expo planning and preparation requires the Expo organizer to think of the Expo legacy and find sustainable solutions for the further use of the Expo park, infrastructure and support of the created immaterial legacies.

These requirements are reflected in our [Expo Regulations](#) and supported by our Green City research. Through our Green City initiative, we promote the essential role of plants in creating vibrant urban areas in which people and businesses can thrive. Our environment, human wellbeing, social cohesion and economies are all improved by intelligently designed green space.

These developments support AIPH's commitment to encourage the Expo organizers and **contribute to the implementation of the United Nations 2030 Sustainable Development Goals.**

Amongst Sustainability impacts of AIPH Expos are:

- Better access to green areas per capita
- Increased water, air and soil quality
- Protection of biodiversity and threatened species
- Land regeneration
- Increased number of protected sites
- Catalyzing climate action through hard and soft infrastructure



Explore our Green City Guidelines [here](#).



Access to Green Areas

AIPH expo sites increase the amount of green and public space, often becoming permanent green legacies for host cities. These new green areas enliven the lives of local residents and can attract new tourists from all over the world, often for many years after the AIPH expo is over.

Most AIPH expo hosts have proudly kept their expo sites as public parks, gardens or event venues for recreational use and future events.

Visiting former AIPH expo sites have become cultural attractions in many cities and have positively impacted people's habit of participating in outdoor activities, **increasing the overall liveability for all local residents.**

In Hamamatsu, Japan, 2004 Pacific Flora Expo site became the Hamanako Garden Park, with a **total area of 56 ha** available to the public. It has significantly increased the population access to green areas in Shizuoka-Hamamatsu, the fifth prefecture of Japan by number of inhabitants (population in 2020 is 2,92 m people)

Some of the host cities which have kept the Expo sites for recreational use:

- **2018 World Flora Expo, Chinese Taipei:** *Houli Forest Park*
- **2013 Garden of the Earth, Korea:** *Suncheon Bay National Garden*
- **2010 International Flora Expo, Chinese Taipei:** *Taipei Expo Park*
- **2004 Pacific Flora, Japan:** *Hamanako Garden Park*
- **2003 IGA, Germany:** *IGA Park*



Enhancing Reputation

Enhancing Reputation

AIPH Expos contribute to increasing the host city's reputation and improving its image worldwide. While preparing an Expo, cities sharpen their own vision for the future to create compelling communications, a transformative effect for city reputation locally, in their country and internationally.

The city of **Suncheon, South Korea**, became known as the city spreading the new values in Korea. Its Suncheonman park, making part of the **2013 Expo site**, was **recognized as the first National Garden in Korea**; with 15 more parks across Korea now applying for this distinction. The 2013 Expo motivated progressive health policies, sustainability initiatives, species preservation and raised the city profile internationally.

Given the Expos' extensive visitation and international participation, they also attract businesses, foreign organizations, new citizens and investment in the long run as "the place to be".

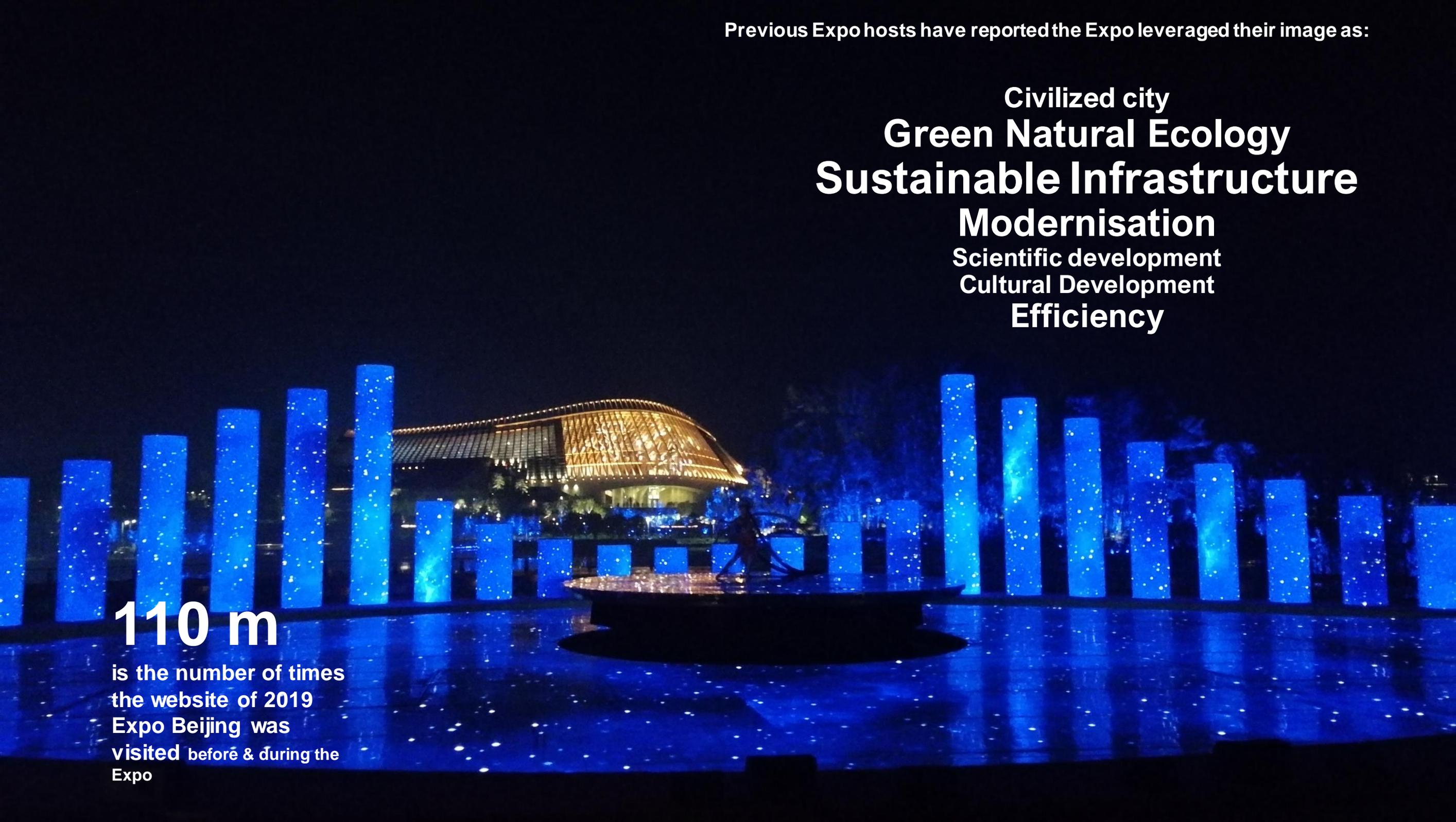
Some of the reported benefits include:

- Promoted the city, region and country as eco-friendly and eco-conscious
- Encouraged foreign trade and direct foreign investment
- Increased numbers of international organizations established in Expo city and region
- Facilitated diplomatic relationships and trade with other countries
- Increased future hosting of international events



Previous Expo hosts have reported the Expo leveraged their image as:

Civilized city
Green Natural Ecology
Sustainable Infrastructure
Modernisation
Scientific development
Cultural Development
Efficiency



110 m

is the number of times
the website of 2019
Expo Beijing was
visited before & during the
Expo

Diplomatic and Trade relationships

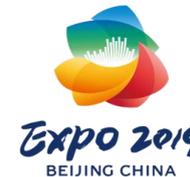
Hosting AIPH horticultural Expos can help facilitate unique opportunities for increasing trade and building and strengthening diplomatic relationships with countries from around the world.

Previous host cities have reported their AIPH expos had participation from **between 23 and 83 countries from all over the world**, who all gathered for the Expo and fostered strong and long-lasting diplomatic and trade relationships.

Previous host cities have reported the Expo played an essential role in:

- **Boosting business and trade exports:** Not only garden and horticultural products, but also products from other key industries.
- **Increasing interest from foreign horticultural groups:** Promoting exchange of experiences, legacy plans, partnerships and collaboration.
- **Building and maintaining great relationships:** Hosts have held meetings and donated Expo items to foreign governments in order to encourage positive diplomatic and trade relations.
- **Promoting the host city to other countries:** To showcase their country's attractiveness to invest as well as its key products and services
- **Celebrating important dates:** commemorating national independence years, etc. The 2011 Expo in Thailand celebrated the birthdays of the King, Queen and Prince, and had participation from 31 countries.

A1 Expos



83 Countries-
Official
Participants

21
International
Organisations



54 Countries-
Official
Participants

23
International
Organisations,
cities and
regions

10 sponsors &
37 partners &
universities

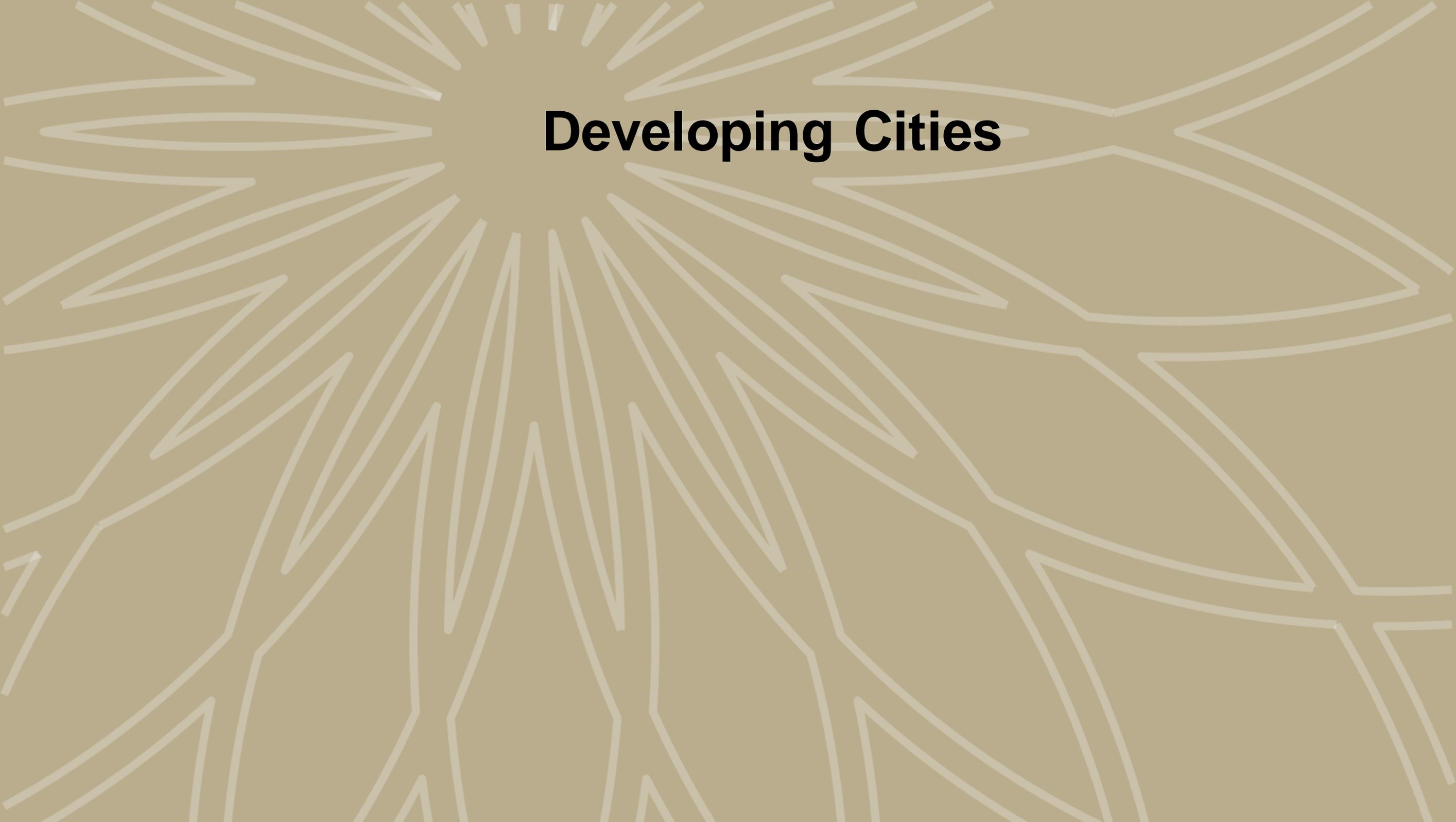
B Expos



2010 Taipei
International
Gardening and
Horticulture
Exhibition

92
Participants from
60 cities from
30 countries

900+
sponsors & partners with
€ 42 m
contribution



Developing Cities

Developing Cities

One of the primary requirements for a successful Expo project is its **integration with the city and region** and the positive impact it can have on **city development, mobility, land regeneration**.

Previous expo hosts have reported the expo motivated afforestation and ecological initiatives, and their **residents enjoy the new addition to their city**.

Xi'an 2011 Expo in China increased wetlands by **9.8%**, **446 ha** new afforestation area, **+1933 ha** forest land, **15% forest coverage rate**.

Benefits in Developing Cities reported by previous Expo organizers include:

- Long-term investment in previously underdeveloped areas
- New mobility solutions and infrastructure
- Significantly increasing green space and lowering emissions
- Making best use of disused, empty or degraded land
- Enhanced quality of life for local residents
- Increasing appeal as a tourist destination
- Showcases key sustainability initiatives
- Promoting a positive image worldwide



New Infrastructure

Large-scale events such as AIPH horticultural expos **encourage investment in new infrastructure**, which becomes a **permanent addition to the city** and **improves quality of life for local residents**.

- **2018 World Flora Expo, Chinese Taipei:** The site was a model of urban development for the city as many areas are under development. 2018 Expo saved 2,486 tons of CO2 emissions by investing in electric buses which were kept and used regularly after the expo.
- **2013 Garden of the Earth, Korea:** Motivated construction of Ecograd Hotel Suncheon, a high-tech IT garden and eco-friendly energy facilities. The city implemented an innovative Carbon Level Monitoring System which reduced the city's overall carbon levels.
- **2010 International Flora Expo, Chinese Taipei:** Flora Tunnel was created to connect Fine Art Park Area with Xinsheng Park, as well as pedestrian bridges to connect Yuanshan Park with the Fine Art Park Area. Dajia Blue Highway was also built specifically for the expo.
- **2003 IGA, Germany:** Facilitated construction of Warnow Tunnel, reconstruction of the main train station, the urban railway station Lutten Klein and improvements to residential areas nearby. 2003 IGA GmbH refurbished the ship 'Dresden', which is now one of the most popular attractions in the Shipbuilding and Maritime Museum Rostock.





Driving Tourism

Driving Tourism

Major events can become catalysts of tourism, according to OECD study which provides selected country approaches and guidance on:

- Aligning tourism and major events strategies to promote tourism growth
- Measuring the potential impacts of major events on the visitor economy

One of the benefits of hosting ALPH expos is the opportunity it creates to drive future visitation. The city will attract visitors who might not have come to the region otherwise, increasing their likelihood of visiting again in the future and recommending the destination to others.

ALPH Expos offer a **special asset** created to showcase beauty and creativity – the Expo park, which impacts greatly a visitor experience in a new destination. Appreciation for gardens and horticultural tourism is a growing trend worldwide, and ornamental horticulture attracts millions of visitors from all over the world to gardens and parks each year.

In the UK alone, horticultural tourism has been increasing dramatically since 2014. In 2017, the sector accounted for £2.2 billion tourist spend, £2.9 billion GDP impact and 60,500 jobs.*

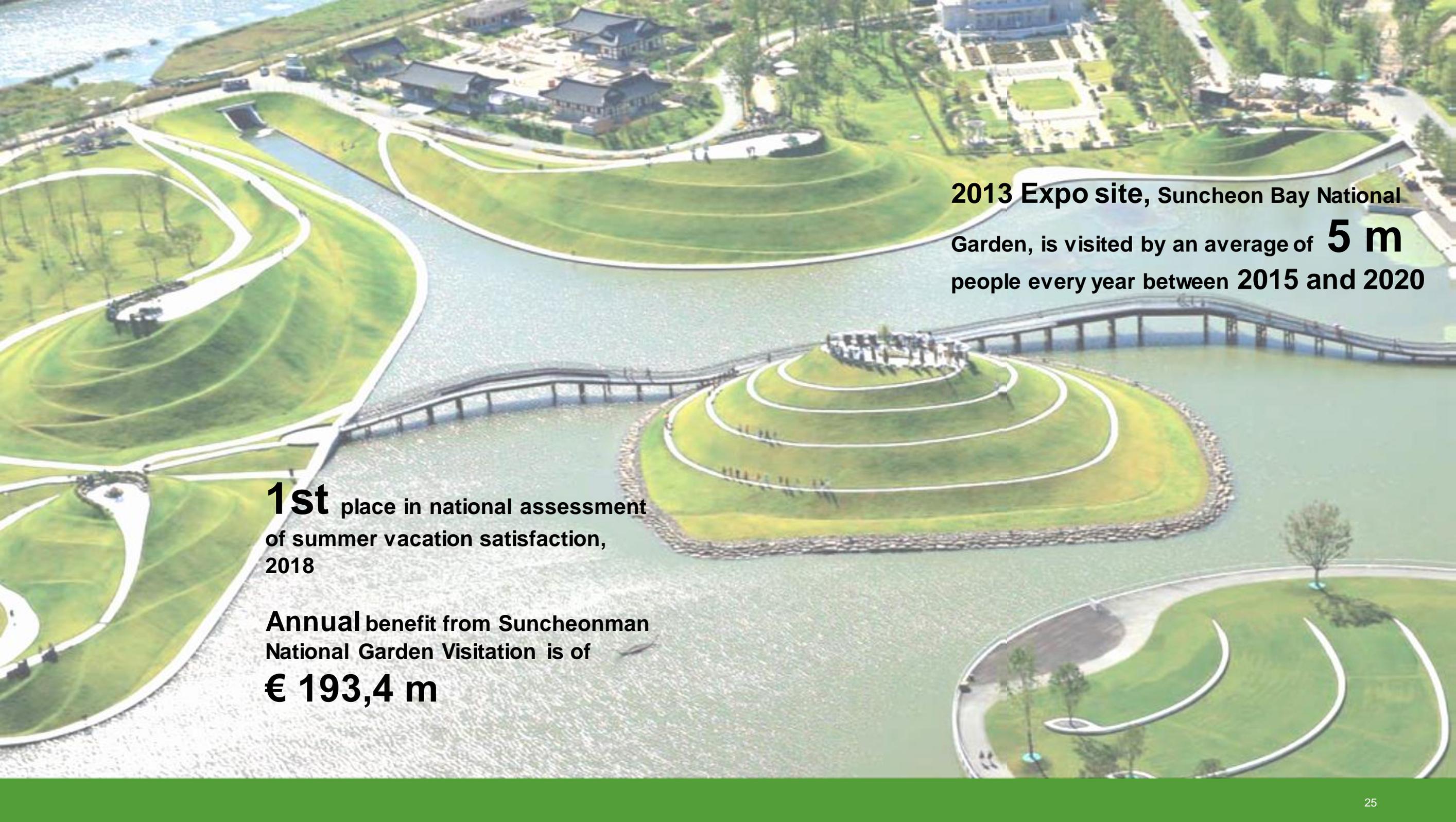
*“Events are an **increasingly important motivator for tourism**, figuring prominently in the **development and marketing** of most destinations and playing a growing role in **destination competitiveness**”*



Read the full study [here](#).

Previous Expo host cities have reported:

- **Positively promoting the host region to potential visitors**
- **Showcases to visitors everything the city has to offer**
- **Encourages future visitation by driving a positive experience**
- **Using the expo site afterwards maintains the tourism boost as it can become a permanent tourist attraction**
- **Expo infrastructure can be used for future events**



2013 Expo site, Suncheon Bay National Garden, is visited by an average of **5 m people every year between 2015 and 2020**

1st place in national assessment of summer vacation satisfaction, 2018

Annual benefit from Suncheonman National Garden Visitation is of **€ 193,4 m**



Education and Inspiration

Education and inspiration

International Expos were envisioned to be source of inspiration and education for the world.

According to the historical BIE convention of 1928,

“An exhibition is a display which, whatever its title, has as its principal purpose the education of the public”.

Even more so today are Horticultural Expos, with subjects they raise that affect our planet. The impact of AIPH Expos on **citizen education, knowledge exchange, generation of ideas and development of a knowledge economy** is huge particularly in:

- Reinforcing awareness of sustainability and environmental issues
- Informing citizens on the use of plants and their benefits for their health and well-being
- Promoting industrial progress in the field of horticulture and landscaping through an exchange of horticultural knowledge
- Promoting innovation in the horticultural sector
- Sharing ideas and cooperating internationally and across sectors
- Inspiring community-led initiatives, social cohesion and a beautiful green legacy

Case of: Floriade Dialogue



In 2009 the Floriade 2012 started the **Floriade Dialogue program**.

The Floriade Dialogue is the knowledge exchange program and an international platform, bringing together international professionals within the field of **science, business and government**.

The **Floriade 2022, Amsterdam-Almere**, continues the Floriade Dialogue with the topics revolving around its central theme: ‘Growing Green Cities’, and its four subthemes: ‘Green, Food, Health or Energy’. One of the Expo subthemes becomes the leading theme for each Dialogue. The Dialogue programme consists of 5 editions a year.

Following the Floriade Dialogues and Floriade 2012, some countries took Greenport Venlo as an example in the development of their own food production. Knowledge exchange created by the Expo provided for new business opportunities and forms of cooperation for local companies, internationally.

1000+experts

including representatives of

knowledge institutes, governments and companies

from **75** countries





1500
was the number of
educational activities
for children held at
2012 Floriade, Venlo



Institutional Capacity Legacy



Institutional capacity legacy

Preparing, planning and hosting AIPH Expos brings together experts from different industries, often from outside the host city, to build together an institutional capacity that will deliver benefits before, during and after the Expo.

Planning for reuse of Expo site and its buildings, integrating clean and green infrastructure and developing future economic models are not the only legacy plans of each Expo. Long-term success for the city also comes from the institutional capacity legacy: expertise in mega event hosting, fundraising; improved strategy, communications and marketing, as well as political cohesion and experience in mega-projects handover.

Organisers of **Royal Flora Ratchaphruek, Thailand**, started in **2006 with the A1 expo** and continued for the second time in **2011 with the B category Expo**. They increased their capability to organize a World-Class exhibition in Thailand, creating the world's leading Tropical Horticultural Exhibition with a significant trading ground for agricultural technology and unique international plant specimens by promoting the potential of Thai garden plants.

Organising the Deaflympics, in **Taipei 2009**, was an invaluable chance to begin a dialogue with the world of sport. An **Horticultural Expo followed in 2010**.

The **2019 Expo project in Taichung** was initiated by a mayor from a different political party than the current one, who successfully continued and delivered the project.

“ Taichung City Government team
had enjoyed a creative
international event and acquired
experience of cohesion.

We will move on with **remarkable experience** learned from the
Expo and shine on an **international stage again.”**

Lu Shioh-Yen
Mayor of Taichung, April 2019

Methodology

AIPH contracted *MI Associates* for an event asset valuation of Category A1 and B Expos through a combination of research, economic modelling and strategic input.

MI Associates is an Australia-based global business with offices in Sydney and Melbourne. Their work over the past 19 years has spanned 26 countries across five continents.

They integrate a range of services across all stages of the major event lifecycle, including:

- Event Evaluation
- Event Strategy
- Planning & Delivery
- Evaluation & Research



Research included assessment of information provided by AIPH, specifically reports from previous expos; and desktop research of reliable sources to fill in data gaps with information from similar events, to establish a foundation for developing key assumptions in the economic impact models.

AIPH reports provided crucial data around expo attendance.

MI employed the direct expenditure methodology to calculate the projected expo economic impact.

The following metrics were used to create these projections:

- Attendance
- Visitors
- Visitor spend
- Visitor nights
- Valuation

In addition, MI identified and performed an evaluation of the non-economic and legacy benefits provided by these expos based on AIPH reports and thorough desktop research.

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The current valuation was enhanced with a combination of case studies, statistical data and external academic research, brought together by Elena Terekhova, AIPH International Relations Manager since 2019, working in the office of Secretary General.

Expo Final Reports since 2006 were analyzed to produce case studies.

Methodology for further Expo Valuation was developed to enable the collection of more effective data from all future Expos and create a consistent benchmark. This methodology will allow to further measure the Expo benefits in the most accurate way possible, while taking into account local specificities and the individual nature of each Expo; and this report may be reissued to reflect new data.



Image credits:

- p. 2 China, Expo Beijing 2019, photo taken by AIPH
- p. 7 Korea Floritopia 2009, Final report
- p. 8 Thailand Royal Flora Ratchaphruek 2011, Final report
- p. 11 Germany IGA Rostock 2003, [https://commons.wikimedia.org/wiki/File:IGA_2003_06_\(62\).jpg](https://commons.wikimedia.org/wiki/File:IGA_2003_06_(62).jpg)
- p. 12 Chinese Taipei International Flora Expo 2010, Final report
- p. 14 Chinese Taipei, Taichung Expo 2019, photo taken by AIPH
- p. 15 The Netherlands Floriade Venlo 2012, Final Report
- p. 17 Turkey Expo 2016 Antalya, Final Report
- p. 18 China, Expo Beijing 2019, photo taken by AIPH
- p. 21 Turkey Expo 2016 Antalya, Final Report
- p. 22 China, Expo Beijing 2019, Report & Chinese Taipei, Taichung Expo 2019, Final Report
- p. 25 Korea Suncheon 2013, Final report
- p. 28 The Netherlands Floriade Venlo 2012, Final Report
- p. 30 Thailand Royal Flora Ratchaphruek 2006, Final report
- p. 31 Chinese Taipei, Taichung Expo 2019, Final report

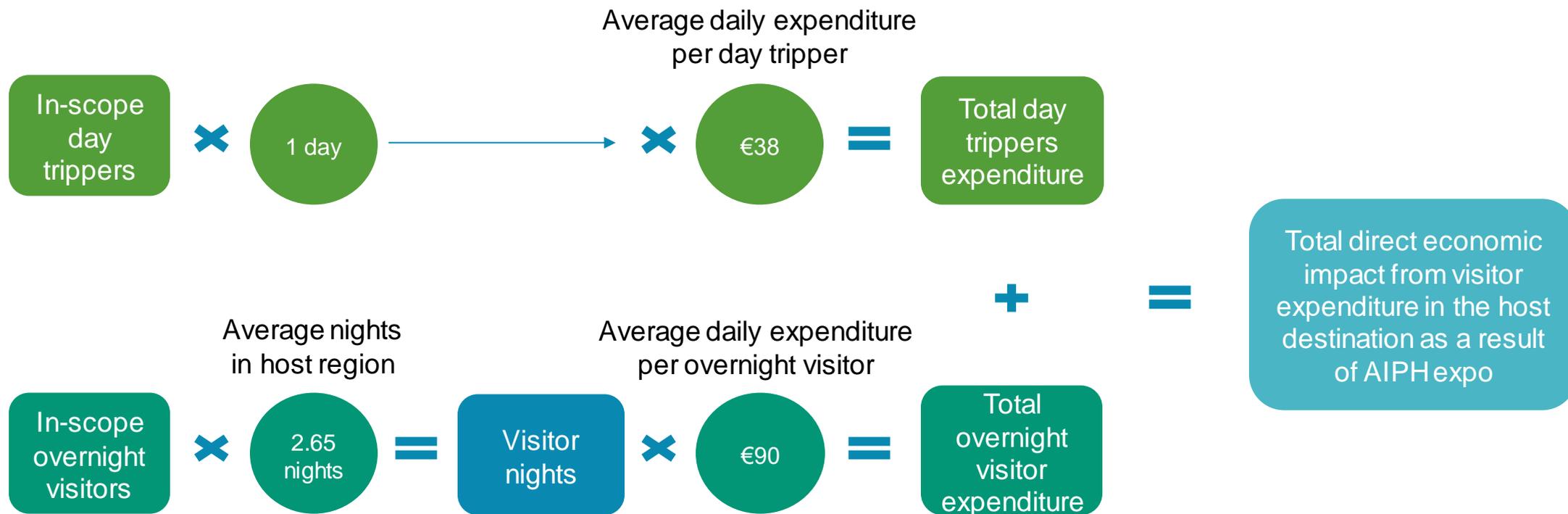


Links:

- p.14 <http://aiph.org/events/exhibitions/>
- p.14 <http://aiph.org/wp-content/uploads/2015/04/Green-City-Guidelines.pdf>
- p. 24 https://www.oecd-ilibrary.org/industry-and-services/major-events-as-catalysts-for-tourism_a0e8a96f-en
- p. 24 <https://hta.org.uk/uploads/assets/uploaded/05dbd413-7e05-459b-968cd44dbb066aee.pdf>
- P.27 https://www.bie-paris.org/site/images/stories/files/BIE_Convention_eng.pdf

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Appendix A – Economic Impact Projection Calculations



¹Domestic and international visitors combined.

Appendix B – Glossary

Terminology	Description	Data Source
Attendees	Total expo attendance, including multiple visits from the same attendees.	AIPH Expo Reports
Daily attendees	Average number of attendees for each expo day, including multiple visits. Calculated dividing total attendees by total number of expo days.	AIPH Expo Reports
Average visits	Average number of days people attended the expo. The figure 1.3 days used for economic impact calculations was sourced from reports provided by Korea for <i>Suncheon Bay Garden Expo 2013</i> , and was consistent with figures from other similar events.	Suncheon Bay Garden Expo 2013 Report; Floriade, Canberra, Australia Reports
Unique attendees	Total number of people who attended the expo, excluding multiple visits. Calculated dividing total attendees by 1.3 days average days attended.	AIPH Expo Reports; Suncheon Bay Garden Expo 2013 Report; Floriade, Canberra, Australia Reports
Local residents	People who attended the expo and who live near the expo site. Usually considered those who live in the city or surrounding areas where the expo was held. Based on data from AIPH expo reports and other similar events, locals were estimated to be 30% of all unique attendees.	AIPH Expo Reports; Floriade, Canberra, Australia Reports
Domestic visitors¹	People who attended the expo and who live in other parts of the host country. Usually considered those who live outside of the host city or over 40km away from the expo site. Based on data from AIPH expo reports and other similar events, domestic visitors were estimated to range between 20%-65% of all unique attendees, depending on the location where the expo was held.	AIPH Expo Reports; Floriade, Canberra, Australia Reports
International visitors¹	People who attended the expo and who live in other countries, regardless of whether they share borders with the host country or if located overseas. Based on data from AIPH expo reports and other similar events, international visitors were estimated to range between 5%-50% of all unique attendees, depending on the location where the expo was held.	AIPH Expo Reports; Floriade, Canberra, Australia Reports

¹ For the purpose of this study, Domestic and International visitors were estimated to total 70% of all unique attendees and were treated the same in terms of nights and money spent.

Appendix B – Glossary (2)

Terminology	Description	Data Source
Day tripper visitors	People who only travelled for the day to attend the expo. Day trippers are mostly domestic visitors, but also potentially a few international visitors. Day trippers estimated to be 15% of all domestic and international visitors.	Floriade, Canberra, Australia Reports; MI experience from similar projects
Overnight visitors	Domestic and international visitors who attended the expo and spent at least one night in the host region. Overnight visitors estimated to be 85% of all domestic and international visitors.	Floriade, Canberra, Australia Reports; MI experience from similar projects
In-scope visitors	Domestic and international visitors who visited the region with the main purpose of attending the expo. Excludes local residents by default, as their spend is not considered inflow to the region. In-scope visitors estimated to be 100% of all day trippers and 80% of all overnight visitors.	Floriade, Canberra, Australia Reports; MI experience from similar projects
Average visitor nights	Average number of nights domestic and international overnight visitors spent in the region, considering they would have stayed for longer before or after attending the expo. The figure 2.65 nights was considered for overnight visitors. Day trippers were considered to have stayed 1 day in the region.	Floriade, Canberra, Australia Reports
Visitor nights	Total nights spent in the region by all in-scope overnight domestic and international visitors. Calculated by multiplying the total number of in-scope overnight domestic and international visitors by 2.65 average visitor nights. Does not include days spent by day trippers in the region.	AIPH Expo Reports; Floriade, Canberra, Australia Reports; MI experience from similar projects
Daily spend	Average money spent per person each day by in-scope day tripper and overnight visitors in the host region. Different daily spend figures were estimated for overnight and day trippers, considering day trippers would not spend money on accommodation. Excludes money spent on expo tickets and airfare.	Travel budgeting tools which indicate average amounts spent daily in different countries
Direct economic impact¹	Economic impact the expo directly generated to the host region through money spent by all in-scope visitors outside of the expo. Calculated by multiplying total number of in-scope overnight and day tripper visitors by their respective average visitor nights and daily spend.	AIPH Expo Reports; Floriade, Canberra, Australia Reports; MI experience from similar projects; Travel budgeting tools

¹ Excludes money spent on expo tickets and airfare. Excludes money spent by expo organisers and any budget-related expenses.