

THE ECONOMIC DIMENSION OF THE TORINO INTERNATIONAL BOOK FAIR

FINAL RESULTS



1.959 interviews with the Fair's visitors

Focus on Schools: : **867** students and teachers

THE AIMS:

Interviews with exhibitors: **80**

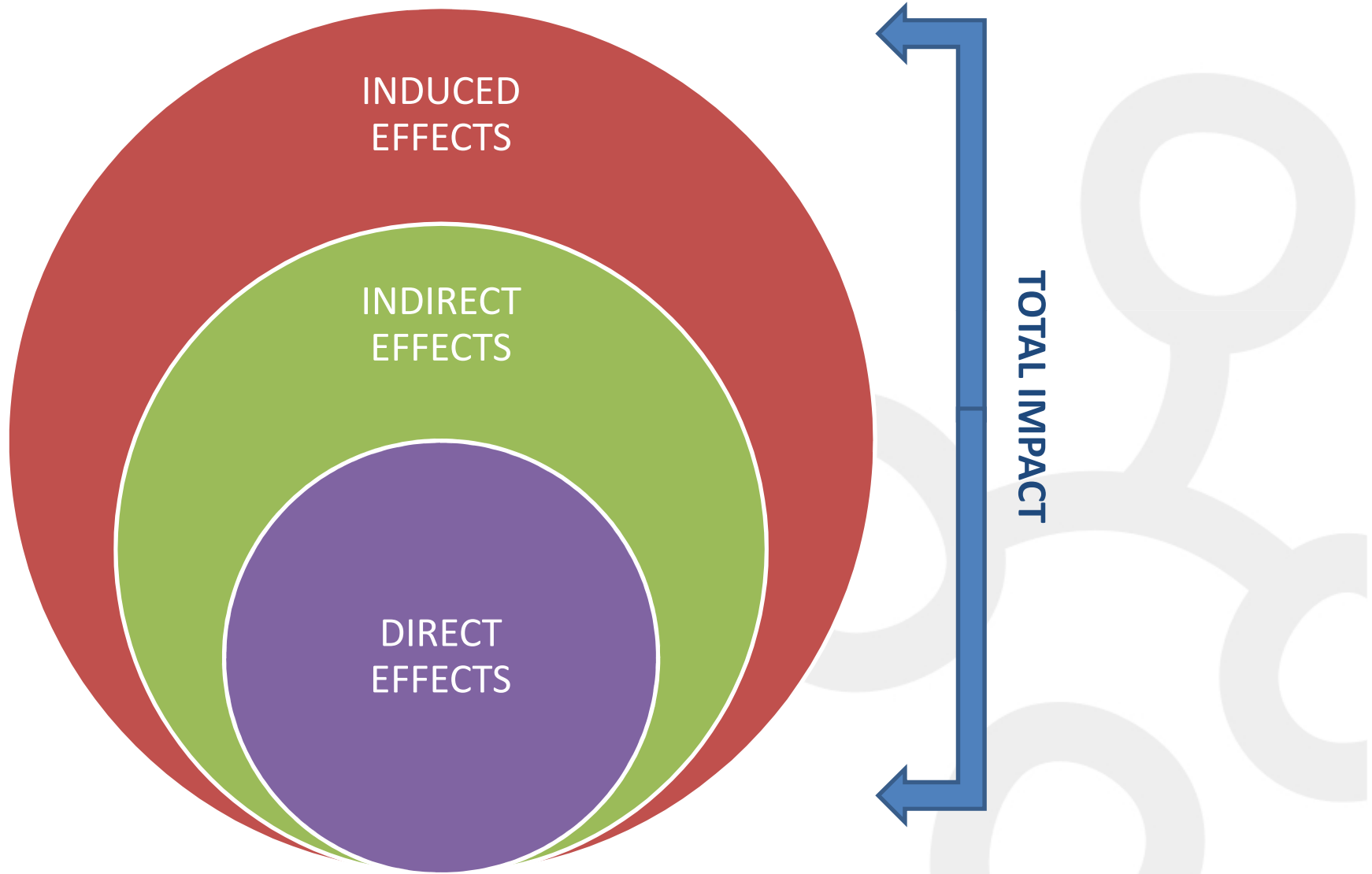


TO ANALYSE THE VISITORS AND THEIR EXPENSES

TO QUANTIFY DIRECT EXPENSES LINKED TO THE FAIR

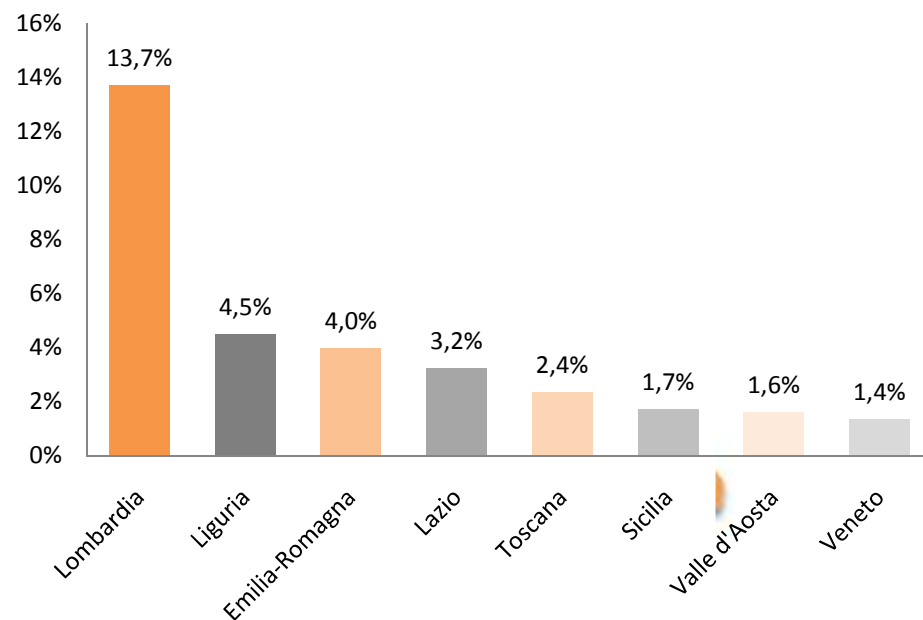
TO ESTIMATE THE TOTAL ECONOMIC IMPACT



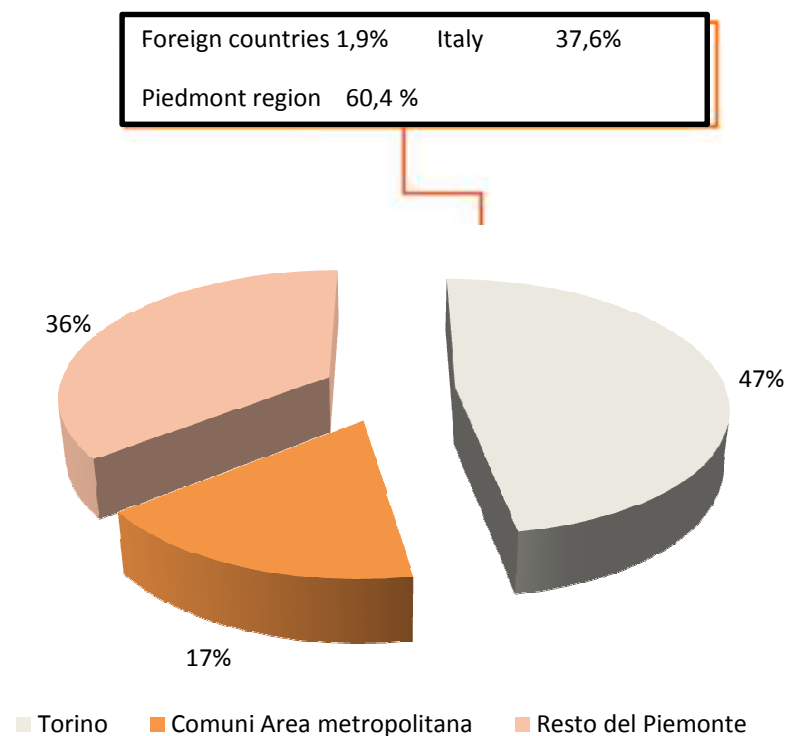


Over 300.000 visits in five days,
of which 29.500 are school visits.

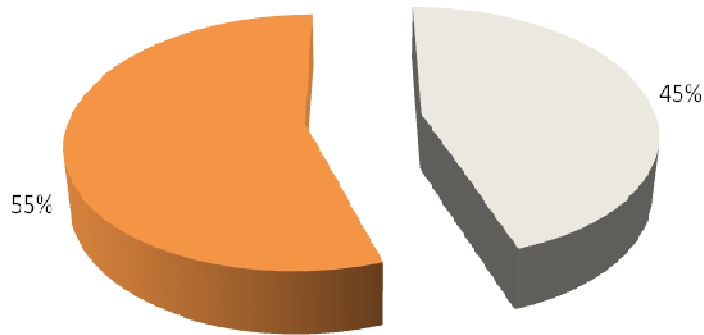
The non-local visitors share is significant:



VISITORS

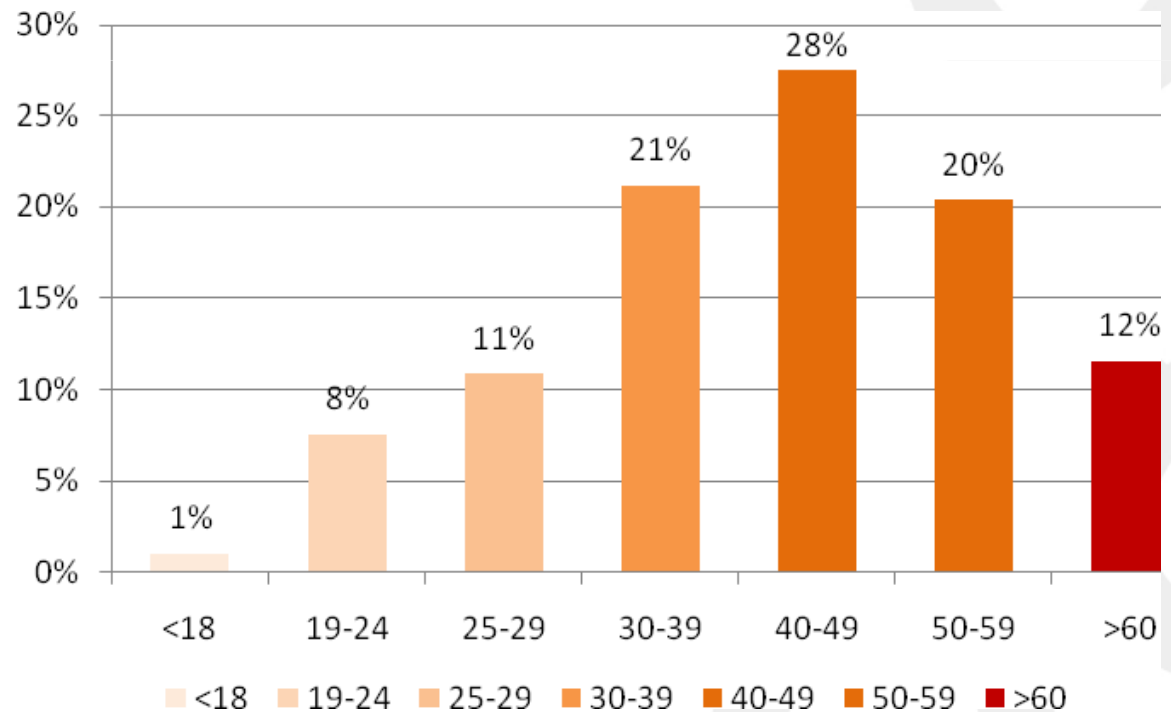


VISITORS



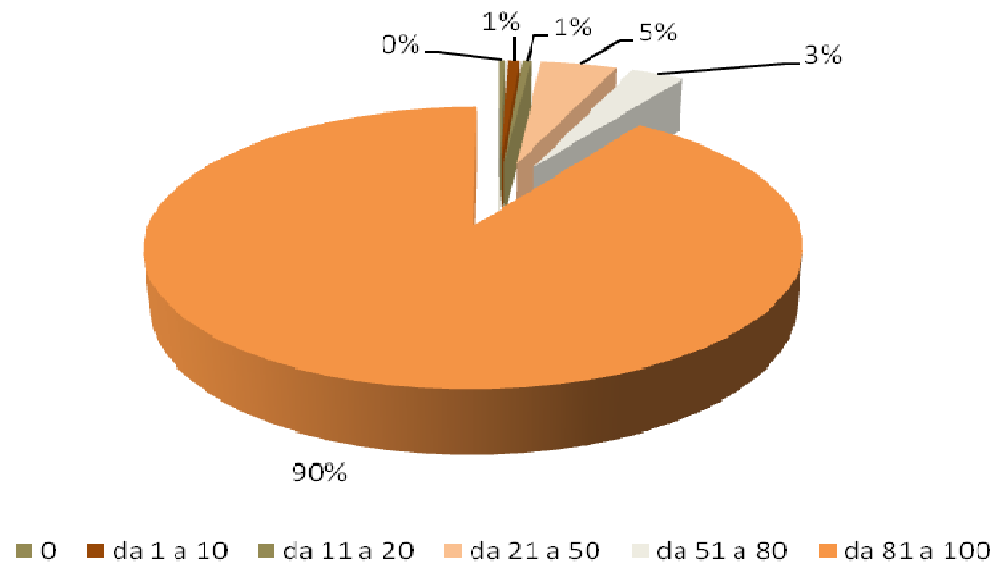
maschio femmina

About one visitor out of two is from 30 to 50 years old.
Slight prevalence of female visitors (55%).



VISITORS

Visitors are strongly motivated: more than 90% of non-local visitors stated to have come to Turin in order to visit the Fair

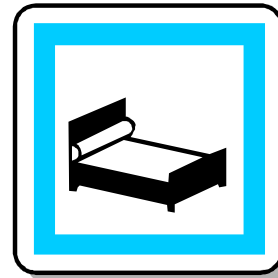


Great reading public. It has been estimated that the Fair's visitors read about **4 million books** per year!

VISITORS' EXPENSES



14.305.000 €



4.154.000 €



5.475.000 €



1.534.00 €



1.740.000 €



650.000 €



The **total expenditure** of the visitors has been
27.850.000 €

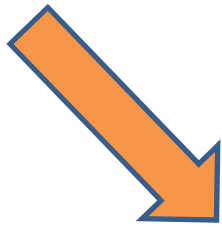
Tabella 4 – Total expenditure of all the public's segments for each expense item.

	Hotel expenses	Food expenses	Travel expenses	Shopping	Leisure	Book purchases in the Fair	TOTAL
pubblico scuole	-	103.250	14.750	-	-	250.750	368.750
Area metropolitana	-	892.001	335.812	73.459	-	4.879.770	6.181.042
Piemonte (escl. area metropolitana)	-	497.935	153.684	67.621	-	2.723.276	3.442.516
fuori Piemonte non pernottanti	-	608.880	292.952	143.604	-	2.843.357	3.888.793
fuori Piemonte pernottanti	4.154.338	3.373.046	737.364	1.066.824	392.215	3.608.375	13.332.160
totale	4.154.338	5.475.113	1.534.561	1.351.507	392.215	14.305.528	27.213.262

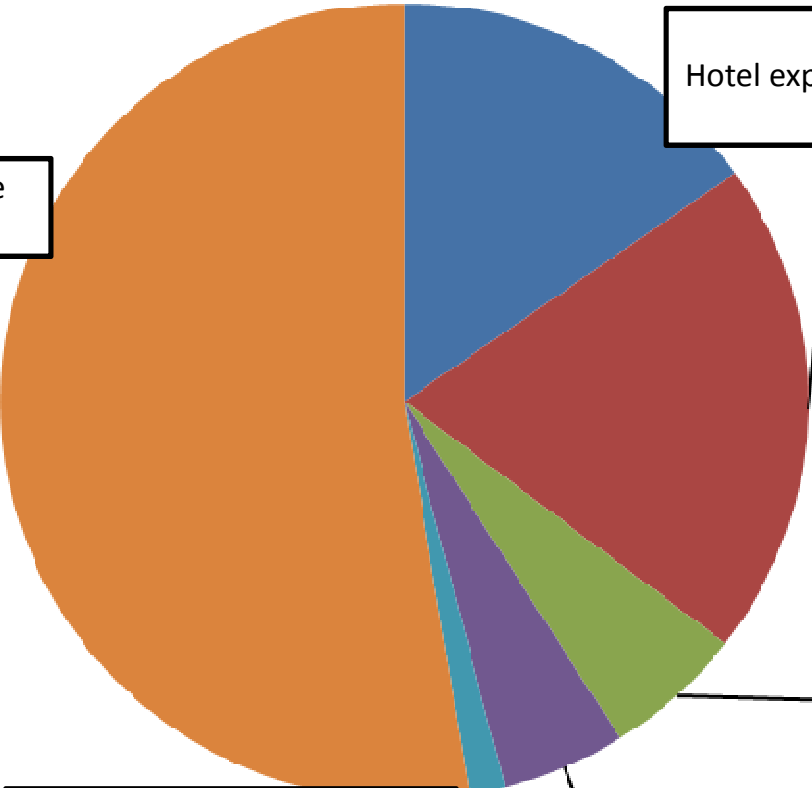
	numerical incidence	expenses incidence
School visitors	9,8%	1,4%
Metropolitan area	35,0%	22,7%
Piedmont (metropolitan area excluded)	19,3%	12,7%
Non Piedmont visitors – non overnight stay	19,1%	14,3%
Non Piedmont visitors – overnight stay	16,7%	49,0%



VISITORS



Book purchases in the fair 52,6%



Hotel expenses
15,3 %

Food expenses
21,1%

Travel expenses
5,6%

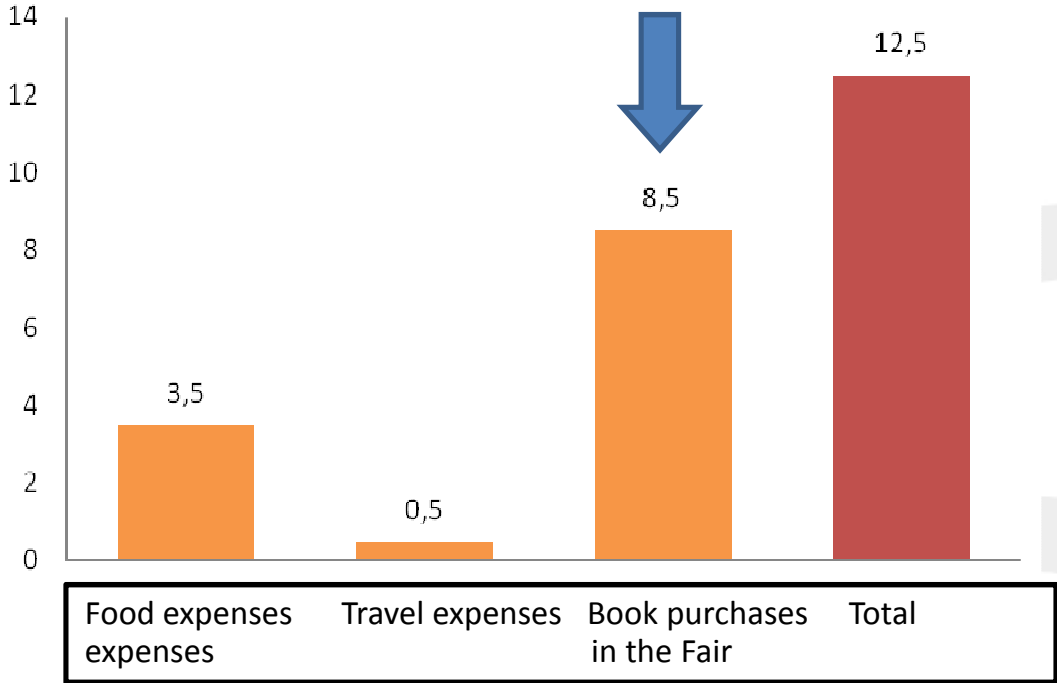
Leisure expenses,
1,4%

Shopping
5,9%

SCHOOLS

The average expenditure is 12,5 €;
One student out of four spends less than 7,3 €;
One student out of four spends more than 18 €

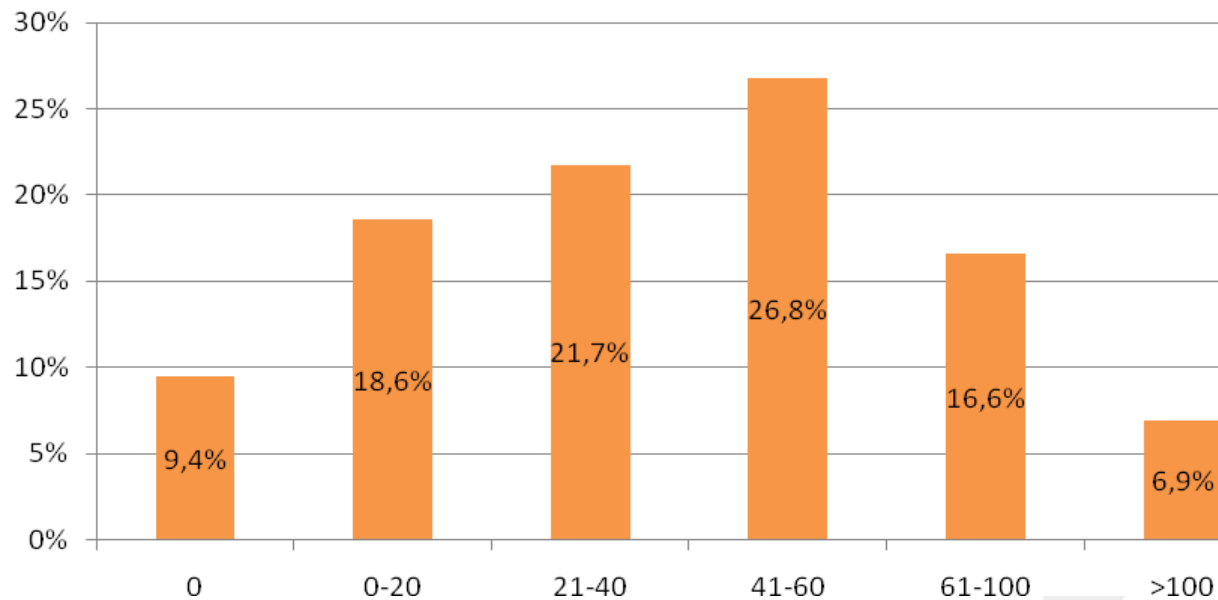
THE STUDENT'S AVERAGE EXPENDITURE



The average expenditure per person ranges from **50 € to 55€**.

One person out of four spends from 40 € to 60€,
6,9% spends more than 100 €,
9,4% spends no money.

The visitors' expenses in the Fair per range of expenditure (€)



The expenses for the organisation of the Fair amount to
4.598.500 €.

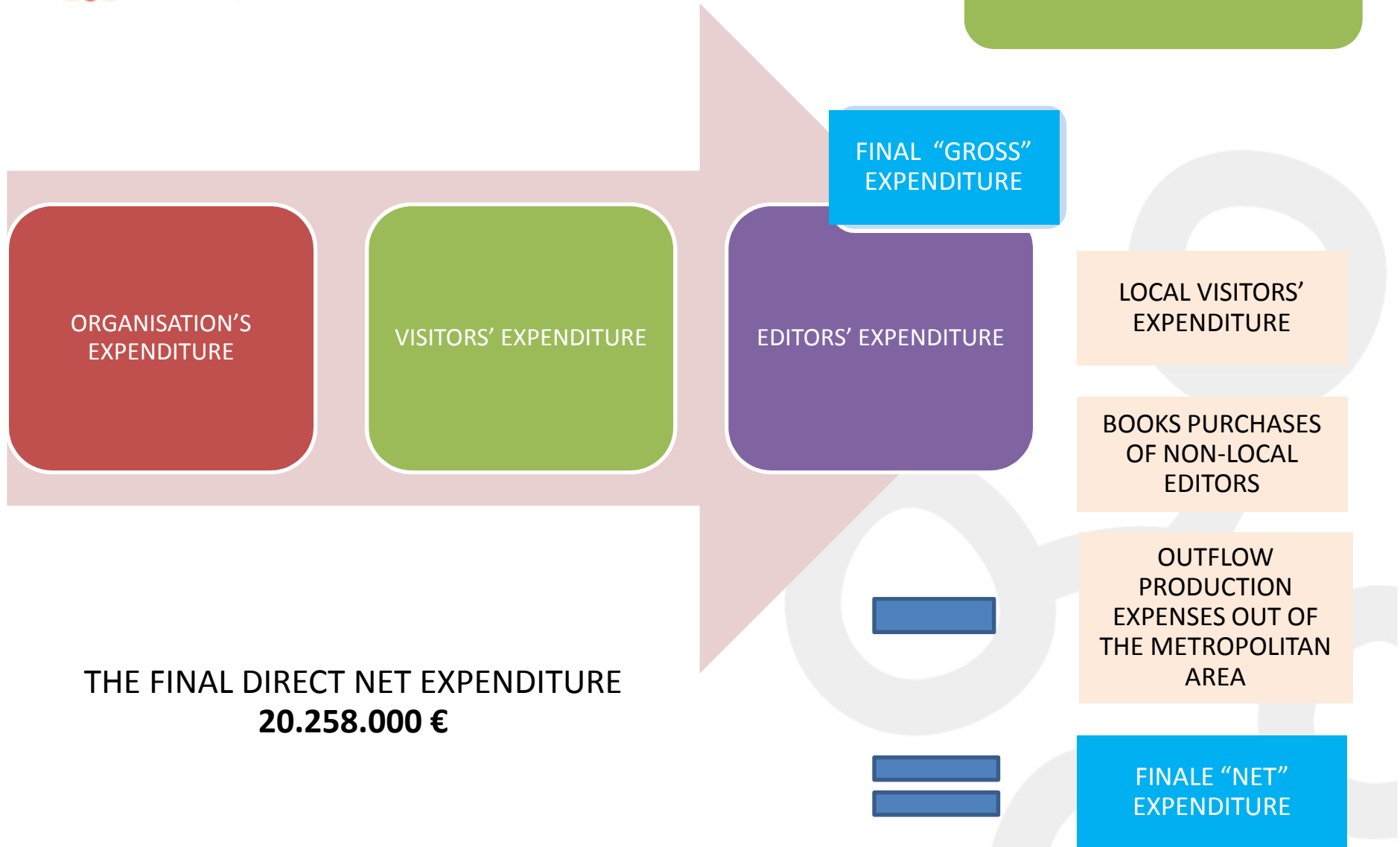
Display, production and organisation costs	€
Rent for Fair building (Biella I.)	700.000
Electricity/Consumptions/other services (Biella I.)	350.000
Fair Basic display (Biella I.)	183.000
Pre-fitted modules assembly (Biella I.)	160.000
Display Bookstock Area (Biella I. e Fond. Libro)	253.000
Scientific planning and Organisation Bookstock Area (Fond. Libro)	81.200
Fair Planning and Organisation (Fond. Libro)	190.670
Fair Cultural Program (Fond. Libro)	139.000
Schools Activities (Fond. Libro)	42.365
Special Projects (Caffè let., Piccoli ed., Lingua Madre's contests, etc) (Fond. Libro)	280.500
Staff costs	
Service Staff at the Fair (Biella I.)	100.000
Staff with organisation and management duties at the Fair (Biella I.)	15.000
Secretary, functioning and administration over the year (Biella I.)	490.000
Technicians and Logistic Staff (Biella I.)	90.000
Fondazione Libro's Staff for the general management of the Fair (Fond. Libro)	373.350
Communication costs	
Communication costs (Fond. Libro)	350.500
International Book Fair implementation costs	
Hospitality costs (Biella I.)	250.000
Organisation, Staff, Planning (Biella I.)	550.000
Total	4.598.585

About **1.400** exhibitors, both owners and guests

The considered expenses: total **3.120.457 €**

	(€)
Display customization and additional services costs	1.961.990
Hotel, food and travel costs	1.158.467
total	3.120.457

FROM EXPENSES
TO IMPACTS



Given a direct expenditure of **20.258.000 €**

The indirect and induced effects are of **32.174.457 €**

The final total economic impact generated by the Fair amounts to **52.432.570 €**

	Direct expenditure	Indirect and induced effects	total
visitors	13.303.098	21.582.523	34.885.621
organisations	4.396.239	7.188.018	11.584.257
exhibitors	2.558.774	3.403.915	5.962.690
totale	20.258.112	32.174.457	52.432.569



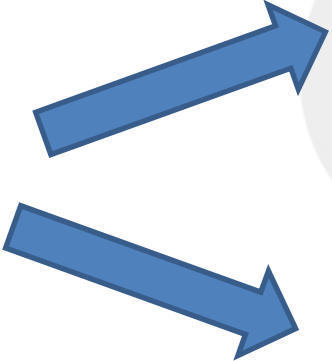
The Full Time Equivalent Units generated by the Fair have
been estimated



IN TOTAL 384 Full Time Equivalent Units HAVE BEEN GENERATED

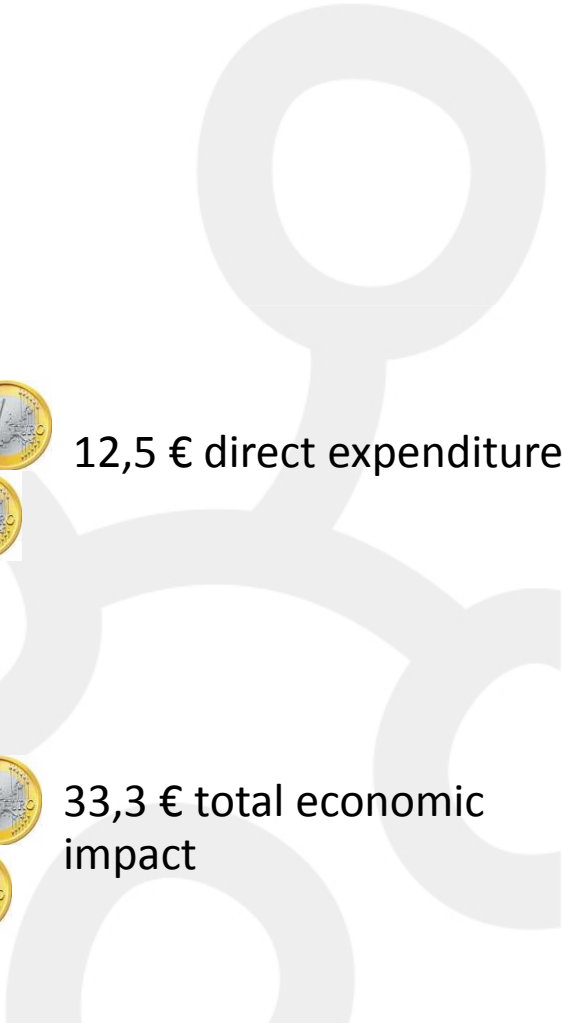
SPONSORS

Sponsors	(€)
Piedmont Region	376.900,00
Province of Turin	95.000,00
Municipality of Turin	342.500,00
CCIAA	41.667
Banking foundations	705.833
total	1.611.900



12,5 € direct expenditure

33,3 € total economic impact



Thank you for you attention

Alessandro Bollo
Fondazione Fitzcarraldo
Head of the Research Area
alessandro.bollo@fitzcarraldo.it

