

LUMINATO BY THE NUMBERS

3.5 million Festival-goers experienced Luminato throughout the past 3 years

44 events premiered at Luminato over its first four years, including: **22 world, 6 North American,** and **16 Canadian premieres**

5,834 artists participated in Luminato over its first four years, including **4,875 Canadian artists** and **959 international artists**

Over 150 events will take place over **10 days in June** in 2010

15 countries will be represented in the 2010 Festival including: Australia, Syria, Germany, USA, Kenya, South Africa, UK, New Zealand, Iran, Japan, and Spain

\$193 million in visitor expenditure was generated as a result of Luminato 2009¹

97% of 2009 Festival-goers experienced Luminato by attending one of the **131 free events**²

29 arts venues in downtown Toronto were showcased during the 2009 Festival

Over 500 volunteers enhance Festival-goers' experiences each Festival year

10 creative genres, including theatre, literature, music, food, dance, celebrations, visual arts, fashion, film, and magic will be featured in the 2010 Festival

8 new works have been **commissioned or co-commissioned** by Luminato for 2010 including Rufus Wainwright's *Prima Donna* and Volcano's *The Africa Trilogy*

June 11-20, 2010

¹ Using the Province of Ontario's Tourism Regional Economic Impact Model (TREIM)

² Based on Ticketing Sales Records and attendance figures supervised by the Boston Consulting Group