

Hal-Con 2016 Info Graphs

VIP Sell-Out

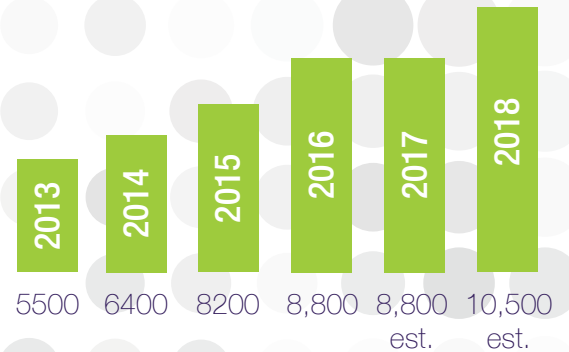
2015 vs 2016
 under a minute • under 30 seconds

24 hours from launch

2015 vs 2016
 25% of all tickets • 38% of all tickets



Attendance



Ticket data

Sold more tickets in the first 24 hours than there were attendees in 2011 total.
 Day one sales were 1.5 times 2015
 72% returning attendees, with 40% of those attending 4 or more years

Age of audience:

0-12: 10.39%
 13-18: 17.87%
 19-25: 22.19%
 26-35: 22.54%
 36-45: 14.56%
 46-65: 13%

Children: 850 children under 12
 72% of audience is 19+



Identify as:

Male: 39%
 Female: 57%
 Other or Prefer not to Say: 4.5%

Who did they attend with:

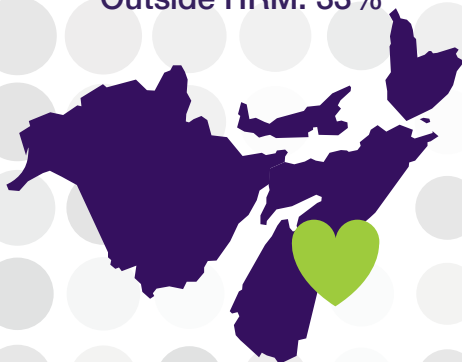
Solo: 14%
 Partner: 23%
 Friends: 38%
 Family: 25%

Going to return:

Absolutely: 73.20%
 Probably: 16.56%

Where are they from:

From Atlantic Canada: 98%
 From HRM: 65%
 Outside HRM: 33%



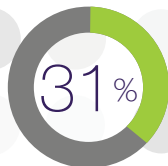
Education:



Student



Completed High School



Completed College or Trade School



Completed University

Transportation

60% drive
 27% take public transit
 13% walk or cycle



What do they spend their time doing:

- Guest Q&A's - 54.24%
- Writing or Comic Workshops - 22%
- Fan run panels - 33.84%
- Video Games - 34.64%
- Arcade - 40.32%
- Board/Card games - 39.68%
- Autographs/Photographs - 44.32%
- Exhibitor Floor - 61.52%
- Live Demos - 48.64%
- Costume Contest - 26.48%

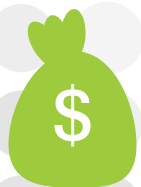


44.32%
Autographs/Photographs



34.64%
Video Games

Hal-Con is good for the city



Direct expenditures & economic impact for the city is estimated at **\$2.4M** by attendees of Hal-Con in 2015, up from **\$1.7M** in 2014.



89% of our attendees dined out in the city, with **30%** of those dining out at least 4x



45% of our attendees spent at least **\$200** or more with our vendors



Hal-Con trends on twitter during weekend

Fun Facts from 2016



2/3 of attendees would love to hear about special offers/perks from sponsors



98% of our audience find the con a safe space



3 proposals
2 weddings
1 renewal of vows