

# HAL-CON 2017 INFOGRAPHICS

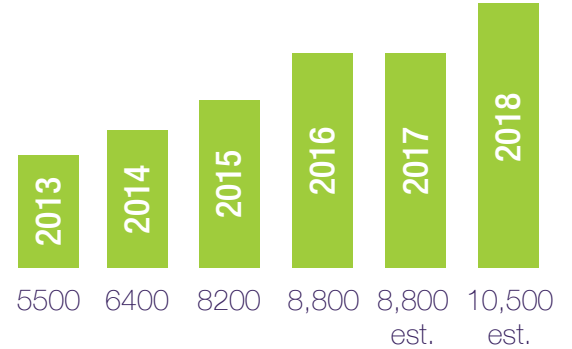
## First Ticket Day Sales

19% sale increase over 2016 first day sales

First 7 minutes sold more tickets than there were 2011 attendees



## Attendance



## Age of audience:

0-12: 11%  
 13-18: 16%  
 19-25: 21%  
 26-35: 24%  
 36-45: 15%  
 46-55: 10%  
 56-65: 2%  
 66+: 1%



## Who did they attend with:

Solo: 16%  
 Partner: 24%  
 Friends: 24%  
 Family: 36%

## Identify as:

Female: 56%  
 Male: 39%  
 Other Gender: 3%  
 Prefer not to say: 2%

## Going to return:

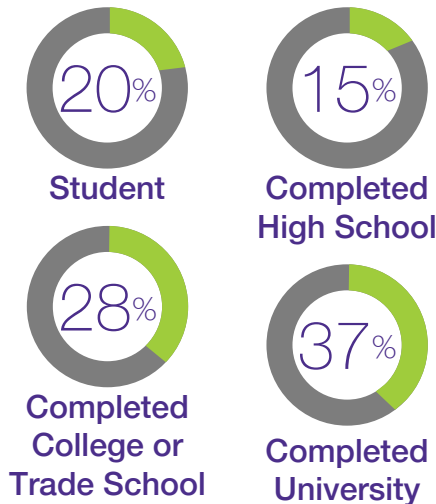
Yes: 75%  
 Probably: 15%  
 Not Sure: 9%  
 No: 1%

## Where are they from:

Nova Scotia - From HRM: 62.8%  
 Nova Scotia - Outside HRM: 23.93%  
 Outside Nova Scotia: 12.72%  
 International: 0.54%



## Education:



## Transportation

49% Drive  
 27% take public transit  
 24% walk or cycle



## What do they spend their time doing:

Guest Q&A's - 51%  
 Writing or Comic Workshops - 20%  
 Fan run panels - 32%  
 Video Games - 30%  
 Arcade - 29%  
 Board/Card games - 38%  
 RPGs - 12%  
 Dance - 9%  
 Auction - 14%  
 Autographs/Photographs - 29%  
 Exhibitor Floor - 55%  
 Live Demos - 34%  
 Costume Contest - 27%



51%  
Guest Q&A's



38%  
Board / Card Games

## Hal-Con is good for the city



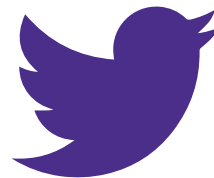
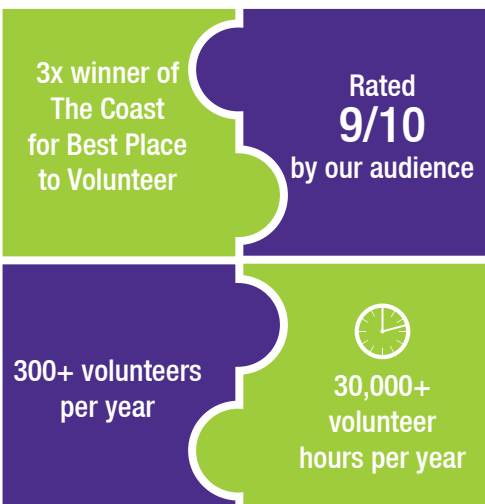
Direct expenditures & economic impact  
 for the city is estimated at **\$2.4M** by  
 attendees of Hal-Con in 2015, up from  
**\$1.7M** in 2014.



**89%** of our attendees dined  
 out in the city, with **32%** of  
 those dining out at least 4x



**44%** of our attendees spent at least  
**\$200** or more with our vendors



**Hal-Con**  
 trends on twitter  
 during weekend

## Fun Facts from 2017



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



**99%** of our  
 audience find the  
 con a safe space

