

# INTERNATIONAL PLOWING MATCH & RURAL EXPO



**KAWARTHA LAKES 2024**

**October 1 to 5**



# The International Plowing Match and Rural Expo

- \* The IPM is the largest show of its kind in North America



# Lindsay, Kawartha Lakes

Tented City  
will be at the  
Lindsay  
Exhibition  
Grounds



*Shelley James  
Photography*





# Sights and Sounds of the IPM

- \* Tented city features hundreds of vendors and exhibitors
  - \* From agriculture equipment to food vendors and from the Quilting competition display to antiques – there is something for everyone



# Entertainment at the IPM





# Plowing Competition



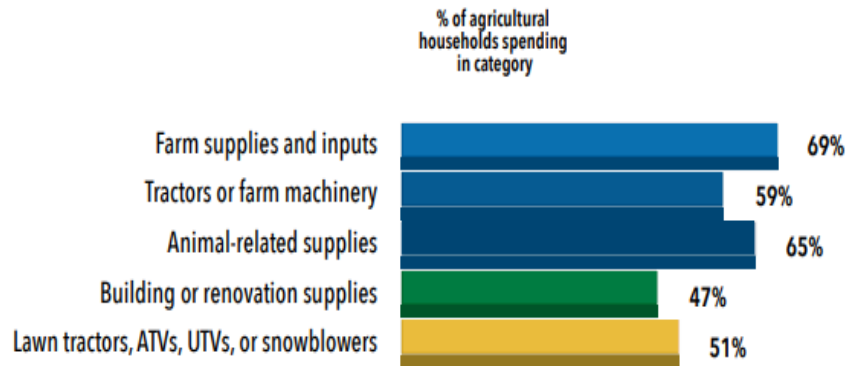
# IPM – Economic Impact Study Results

- \* The IPM generates regional tourism
  - \* Typically, the event will have an average of 80,000 visitors. Half of those visitors travel more than 40km to the IPM location.
  - \* In 2022, the first event post Covid, had 67,128 visitors with 55% traveling beyond 40km



# IPM – Economic Impact Study Results

- \* The buying power of IPM 2022 visitors is significant
  - \* For farm supplies alone, visitors report annual expenditures of \$72M



Average annual spend per household (category spenders, agricultural households)	Average annual spend per household (all agricultural respondents)	Annual buying power*
\$29,030	\$20,030	\$72M
\$28,800	\$16,990	\$61M
\$16,850	\$10,950	\$40M
\$22,300	\$10,480	\$38M
\$12,780	\$6,520	\$24M

\*based upon 3,615 agricultural households represented at event  
(29,780 attendees @ 2.6 attendees per household, 32% agricultural households)





# IPM – Economic Impact Study Results

- \* International Plowing Match and Rural Expo is highly rated by attendees
- \* Vast majority of attendees gave the IPM positive ratings

EVENT RATINGS

