Roll Credits on TIFF 2026

Visa Canada data shows TIFF 2026 boosted spending across Toronto and supported small businesses

Global Festival, Global Spending

+12%

year-over-year spending by international visitors

~40%

higher on average than domestic Visa cardholders

Top 5 Visitor Markets: United States, China, United Kingdom, Germany and France

Culture drives commerce across Toronto

Visa card spending across the City of Toronto rose **~5%** year-over-year

Small businesses at the heart of the festival

Small businesses accounted for **~15%** of total festival spending

All comparisons are between TIFF 2026 and TIFF 2025 to control for seasonality and capture the spending lift during the TIFF days.

Small Business in VisaNet data is defined as a merchant with consistent transaction activity over a rolling time period and a cumulative payment volume under Visa Canada's SMB threshold. The Small Business classification was done based on data received at the end of August.

Data Source

VisaNet Data; Identified by analyzing in-person transactions made by Visa cardholders in Toronto during the specified festival periods.
All comparisons are between TIFF 2026 (September 10–20, 2026) and TIFF 2025 (September 4–14, 2025).

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