



Visa Consulting & Analytics (VCA)

From track to till:

Visa data reveals Montreal race weekend drove spending into high gear



Montreal's race weekend is a prestigious event for participants and a popular attraction for fans from around the world. As one of the city's premier annual events, it draws hundreds of thousands of attendees from both near and far, creating a vibrant atmosphere.

Spending in Montreal surged during race weekend and small businesses came out ahead, seeing impressive gains.

Montreal's annual weekend is a big draw for both tourists and locals, consistently driving up spending, as seen in the prior year.

Visa insights indicate that **spending increased by ~10%** during race weekend compared to last year.¹ This growth exceeds typical spending trends and is bolstered by consumer activity during race weekend.

Even though small businesses represent a smaller share of the market, their rapid growth is making a significant contribution to the overall market.¹ This momentum extended across Montreal, with particularly strong growth in the areas near the race circuit, downtown core and Old Montreal.

Data insights gathered from the race weekend highlight potential opportunities for small businesses to grow by reaching both Canadian and international visitors. Offering unique products, setting up pop-ups, and tailoring promotions to visitor preferences can help attract new customers and boost visibility during this busy season.



Small businesses in Montreal saw spending go up by

~20%
during the event.¹

Areas near the race circuit saw small business spending surge by up to ~40%.¹

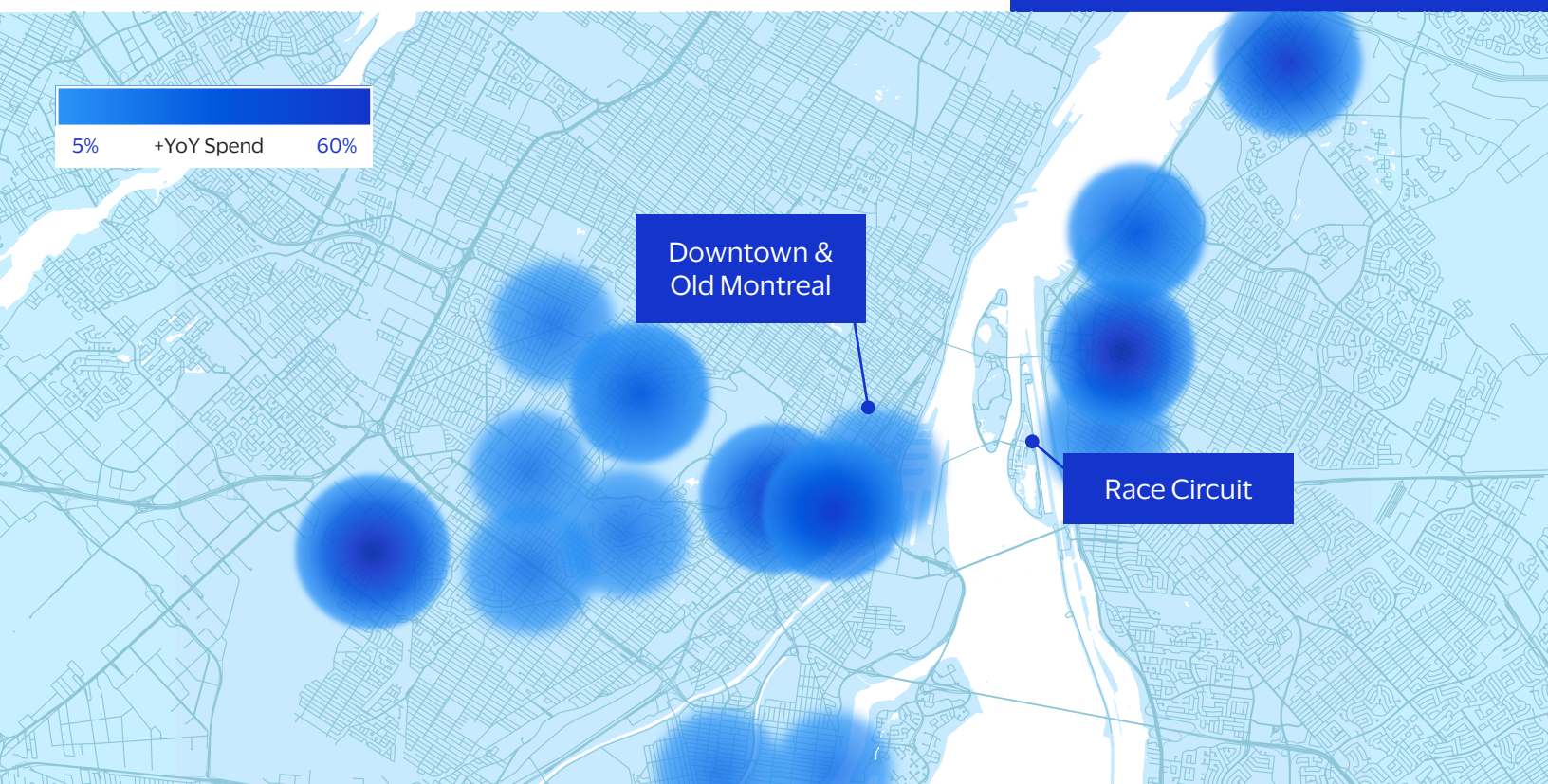


Image illustrates the year-over-year increase in small business spending across Montreal, with a focus on areas near the race circuit. For illustrative purposes only.

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.

1. All comparisons are between race weekend 2025 and the same weekend (non-race) in 2024 to control for seasonality and isolate the spending lift attributable to the race.

Source: VisaNet Data; Identified by analyzing in-person transactions made by Visa cardholders in Montreal from June 13 to June 15, 2025, May 30 to June 1, 2025, June 14 to June 16, 2024, May 24 to May 26, 2024.



Canadians were in the driver's seat, though international cardholders accelerated their presence

25%

increase in international spending year-over-year¹



International travellers spent more, with U.S. spending staying strong. Food, fashion, and finds remained visitor favourites.

International cardholders, though fewer in number, contributed significantly, with the U.S., U.K., and France among the leading countries represented. **These visitors spent 1.3x more per person** than Canadians, on average, creating a positive economic impact for local businesses in Montreal. In particular, **American visitors spent 1.5x more per person** and showed up in greater numbers, with visits and spend up by ~30% compared to last year.¹ Despite global uncertainties, the race continues to gain momentum with U.S. fans.

International visitors splurged most on restaurants, apparel, and accessories during race weekend, with Americans leading the way by spending **about 70% more on restaurants and nearly 200% more on apparel** compared to last year¹ as they shopped and dined throughout Montreal.

Montreal's race weekend is a celebration of speed and skill that helps catalyze the local economy. Visa's data insights offer a clearer understanding of the drivers behind this growth, providing valuable insights for businesses and the city.

SPENDING PER PERSON

1.3x 
International visitors

1.5x 
American visitors

¹ All comparisons are between race weekend 2025 and the same weekend (non-race) in 2024 to control for seasonality and isolate the spending lift attributable to the race.

Source: VisaNet Data; Identified by analyzing small business spend data in Montreal from June 13 to June 15, 2025 and June 14 to June 16, 2024.



Visa brings you exclusive insights from Montreal's race weekend, highlighting consumer spending, travel behaviours, and the event's impact on the local economy.



About Visa Consulting & Analytics

VCA is a team of 1,300+ payments consultants, digital marketing specialists, data scientists and economists across six continents.

The combination of our deep payments consulting expertise, our economic intelligence and our breadth of data allows us to identify actionable insights and recommendations that drive better business decisions.

- Our consultants are experts in strategy, product, portfolio management, risk, digital and more with decades of experience in the payments industry.
- Our data scientists are experts in statistics, advanced analytics and machine learning, with exclusive access to insights from VisaNet, one of the largest payment networks in the world.



For more information, please contact your Visa Account Executive, email Visa Consulting & Analytics at VCA@Visa.com or visit us at Visa.com/VCA.

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