



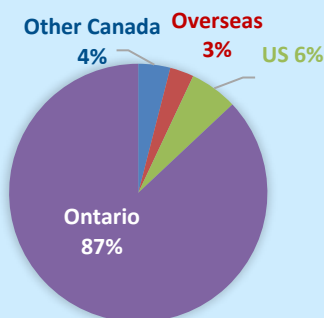
Region 8 – Kawartha Northumberland 2019

Economic Impact

- Visitor Spending = \$0.7 B, 2.4% of Visitor Spending in Ontario
- Total* GDP = \$0.4 B
- Total* employment = 5,500 jobs
- Total* tax revenues = \$190 M; \$81 M Federal, \$90 M Provincial and \$19 M Municipal

Visitor Spending by Origin

Origin	Visitor Spending	\$/Trip
Ontario	\$606 M	\$132
Other Canada	\$25 M	\$272
US	\$41 M	n/a
Overseas	\$22 M	\$421
Total	\$693 M	\$138



Popular Activities

- Visit Friends/Relatives
- Any Outdoor/Sports Activity
- Shopping
- Canoeing/Boating
- Sports Events

Visitor Spending by Category



\$144 M
21%

Accommodations



\$219 M
32%

Food & Beverage



\$49 M
7%

Recreation/
Entertainment



\$166 M
24%

Transportation



\$116 M
17%

Retail/Other

Accommodations

Hotel



Occupancy 62%
Average Daily Rate \$120
Revenue per Available Room \$74

Short Term Rental



Occupancy 48%
Average Daily Rate \$296
Available Listings 1,784

Establishments

Tourism related establishments represented 5% of all establishments

Accommodations	Food & Beverage	Recreation/Entertainment	Transportation	Travel Services
259	633	423	99	41