Ontario 📆

Region 8 - Kawarthas 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





Establishments

Tourism related establishments represented 5% of all establishments

Accommodations 259

Food & Beverage 633

Recreation/Entertainment 423

Transportation 99

Travel Services 41

Source: Statistics Canada's National Travel Survey and Visitor Travel Survey 2019; CBRE Hotels Trends in the Hotel Industry National Market Report, AirDNA, Statistics Canada's Business Register 2019, MHSTCI *includes direct, indirect and induced impacts www.ontario.ca/tourismresearch