

SECTOR PROFILE

TOURISM

Peterborough Lift Lock



\$365
MILLION

\$365 million in tourism receipts annually

SOURCE: Travel Survey*



3
MILLION

Over **3 million** visitors annually

SOURCE: Travel Survey*



1/10

1 out of every 10 jobs are related to tourism

SOURCE: EMSI Analyst 2020



97%

Visitors are primarily local, **97% from within Ontario**

SOURCE: mtc.gov.on.ca



73%

73% of visitor spend was on overnight stays

SOURCE: MetroEconomics



\$665
MILLION

\$665 million GDP - forecasted to **grow** by **30%** by 2030

SOURCE: MetroEconomics

Attractively located in proximity to major markets in the Greater Golden Horseshoe, Canada and the Northeastern United States. The destination is located just **90 minutes** northeast of Toronto and **3.5 hours** from our nation's capital in Ottawa.

Over 14 million people in the GTA and Eastern Ontario and over 142 million people in the Northern USA within a days drive.

Coming soon, high-frequency passenger train service from Toronto to Quebec City - estimated to triple visitor numbers.



ACCOLADES

Ranked 12th of Canada's growing cities

SOURCE: newswire.ca, 2020

Ranked 12th Friendliest City in Canada

SOURCE: Expedia, 2018

Ranked 21st Most Active Cities in Canada

SOURCE: Expedia.ca

Ranked 4th Best Cottage Region in Canada

SOURCE: 10best.com

Highest percentage of Immigrant Entrepreneurs in Canada - **36% of New Canadians** in the region own and operate a business.

SOURCE: investptbo.ca

TOURISM INVESTMENT

5-Year Destination Development Strategy & Action Plan

guides the direction of sustainable tourism growth.

Agritourism Report

identifies agritourism and on-farm experiences as a growth area for the destination.

Future Ready Regional Economic Development Strategy

outlines the direction and actions to be recognized as a destination of choice

Culinary Tourism Strategy

aims to grow food & drink related businesses and experiences within the region.

INVEST

Peterborough & THE KAWARTHAS

For more info visit investptbo.ca/tourism

705.743.0777



YEAR-ROUND REGIONAL VISITOR CENTRE

PKED operates the region's year-round visitor centre in downtown Peterborough. Travel counsellors serve visitors in-person and virtually to promote business, local experiences and encourage higher spending and overnight stays



Peterborough & THE KAWARTHAS

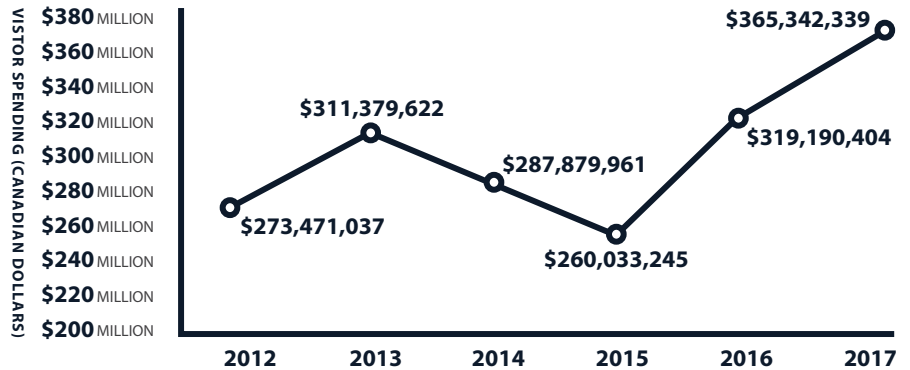
TOURISM



VISITOR SNAPSHOT

Tourism visitation increased by **7% between 2015 and 2017**. During the same period visitor spending **increased 41%**.

72% of total spending comes from overnight visitors



PETERBOROUGH'S GROWING BUSINESS

CHANGE ALL

Leveraging a diversity of culinary and cultural assets to grow a diverse business offering.

AGRITOURISM

The region is home to an abundance of local farms, including urban agricultural spaces, that grow good quality local produce.

SUSTAINABLE TOURISM

Commitment from community stakeholders to become the most sustainable and innovative economy in Ontario.

INDIGENOUS TOURISM

The region's two First Nations communities are investing in tourism development.

FOUR SEASON DEVELOPMENT

Investment in winter and shoulder season product development is a growth opportunity.

PETERBOROUGH & THE KAWARTHAS

is a large area at over **4200 km²**

Regional population of **141,423** swells significantly during the summer months. Projected **41% increase** of residents in City of Peterborough alone by **2031**.

SOURCE: Future Ready Plan 2020-24

1. Municipality of Trent Lakes
2. Township of North Kawartha
3. Township of Havelock-Belmont-Methuen
4. Curve Lake First Nation
5. Township of Selwyn
6. Township of Douro-Dummer
7. City of Peterborough
8. Township of Cavan Monaghan
9. Hiawatha First Nation
10. Otonabee-South Monaghan Township
11. Township of Asphodel-Norwood

PETERBOROUGH IS HOME TO:

The Peterborough Airport, an emerging rural charter travel hub with customs and immigration clearance for US visitors. Conveniently located within a **90-minute drive** of Pearson International Airport

Three outstanding post-secondary institutions, **Trent University**, **Fleming College** and **Seneca College's School of Aviation**. Peterborough & the Kawarthas is a magnetic community for young, eager talent. More than **16,000** undergrads/year available to support tourism and hospitality businesses.

NOTABLE ATTRACTIONS

Canadian Canoe Museum

Largest collection of paddled watercrafts in the world

Peterborough Lift Lock

The highest hydraulic lift lock in the world

Wutai Shan Buddhist Garden

When fully developed, this will be the largest single Buddhist complex outside China

Petroglyphs Provincial Park

Largest known concentration of Indigenous rock carvings in Canada

Kawartha Highlands

Ontario's 2nd largest Provincial Park south of Algonquin Park

The Trent-Severn Waterway

National Historic Site of Canada