

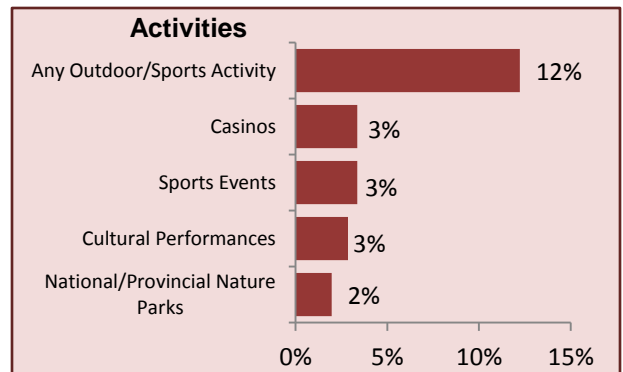
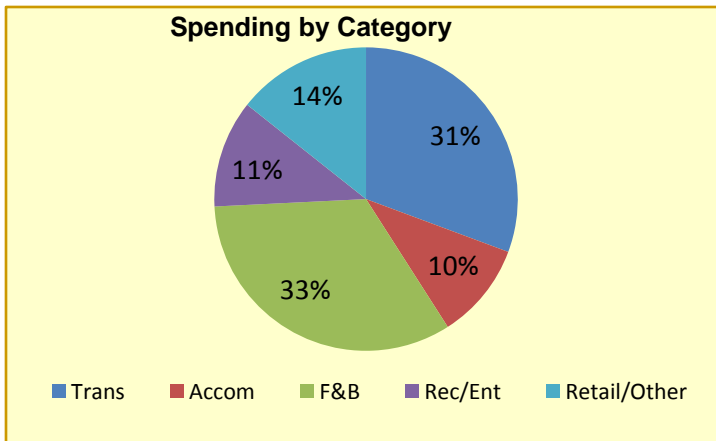
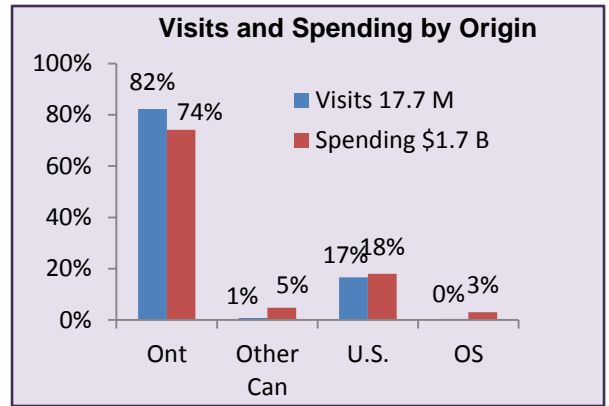
Region 1 – Southwest Ontario 2012

Economic Impact of Tourism

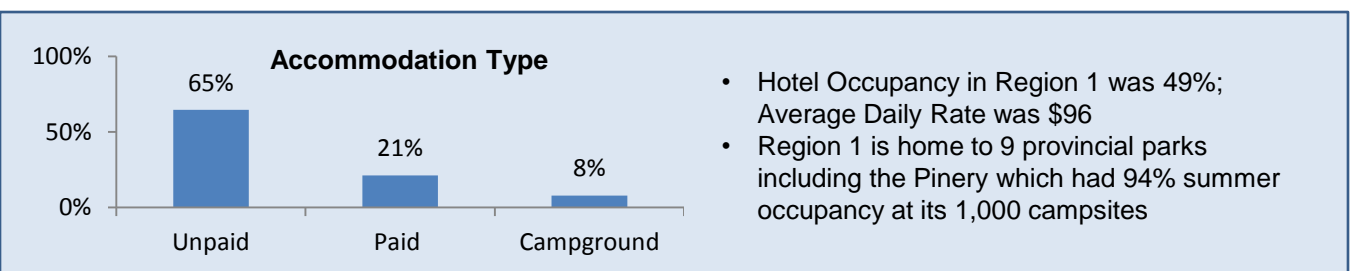
- Visitor Spending = \$1.7 B
- Total GDP = \$1.05 B, 1.7% of Region 1's GDP
- Total employment = 17,800 jobs, 2.6% of Region 1's employment
- Total tax revenues = \$570 M; \$283 M federal, \$239 M provincial and \$47 M municipal

Region	Visits (millions)	Visitor Spending (\$ billions)
Region 1	17.7	1.7
Region 1 % of Ontario	12.5%	7.7%

Region 1 is the 2nd largest Region in terms of visits and 4th largest in terms of spending



- Most trips are to visit friends and relatives (50%) or for pleasure (28%)
- 72% of trips are same-day; overnight visitors stay an average of 2.4 nights
- Visitors spend an average of \$97/trip (same-day \$66/trip, overnight \$176/trip)
- 30% of visits occur in Jul-Sep, 25% in Apr-Jun



Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey; PKF Consulting, MTCS