

## The Economic Impact of Tourism in Ontario 2015

### Ontario's Tourism Performance:

- In 2015, there were 142 million (+1.7%) visits in Ontario and these visitors spent \$25.4 billion (+6.4%).
- Tourism receipts reached \$32.3 billion (+8.4%); generated \$30.9 billion (+9.1%) for Ontario's GDP, contributed \$4.9 billion (+6.8%) in provincial taxes and supported 388,954 jobs (+5.4%).
- Tourism is Ontario's 7th largest international export (unchanged), bringing to the province \$9.1 billion in foreign exchange.
- Ontario is the largest travel destination in Canada. Ontario received 40.4% of all visitors to Canada and 37.1% of the country's total visitor spending in 2015.

### Employment:

- Tourism receipts generated 388,954 jobs in Ontario, accounting for 5.5% of the total provincial employment, while the tourism industry ranked as the 13th largest employer out of 21 industries.
- In 2015, tourism generated \$18.8 billion of labour income, accounting for 4.4% of Ontario's total labour income.
- Almost a quarter of the province's employees aged 15-24 work in tourism-related industries.
- Compared to other industries, the tourism industry employs a higher than average proportion of females and young people.
- Tourism also employs 12% of Ontario's summer students and 8% of the province's working immigrants.
- The industry has a smaller proportion of self-employed people than the overall economy.

### GDP:

- In 2015, tourism generated \$30.9 billion of GDP, accounting for 4.0% of Ontario's total GDP. Of this, \$16.5 billion were produced by Ontario's tourism industry, accounting for 2.2% of the provincial GDP.
- The GDP produced by the tourism industry (2.3%) exceeded that of mining, oil and gas extraction, agriculture, forestry, fishing & hunting sectors combined. The industry ranked 14th among 21 industries in Ontario.

### Taxes:

- In 2015, tourism generated \$11.3 billion of taxes for all levels of government, of which \$4.9 billion went to the provincial government.

- Tourism accounted for 3.8% of the total provincial government revenues and 2.5% of the total municipal revenues (including provincial transfers).

#### Exports:

- Ontario exports 36.8% of its travel products (tourism receipts) to non-Ontario residents. Tourism accounted for 2.9% of Ontario's total exports and was the province's 7th largest international merchandise export industry after computer and electronic product manufacturing and above food manufacturing.

#### Tourism Establishments:

- Tourism-related industries accounted for 13.1% of all businesses in Ontario in 2015. Over 91% of tourism-related businesses employed fewer than 20 employees.

#### How Important is Tourism to Ontarians?

- Tourism was the 5th largest spending item for Ontario households at \$34.3 billion, just behind food expenditures (on restaurants as well as on grocery and liquor stores).