



Region 1 – Southwest Ontario 2019

Economic Impact

- Visitor Spending = \$2.0 B, 6.7% of Visitor Spending in Ontario
- Total* GDP = \$1.5 B
- Total* employment = 17,700 jobs
- Total* tax revenues = \$613 M; \$260 M Federal, \$306 M Provincial and \$48 M Municipal

Visitor Spending by Origin

Origin	Visitor Spending	\$/Trip
Ontario	\$1.3 B	\$119
Other Canada	\$90 M	\$464
US	\$452 M	n/a
Overseas	\$102 M	\$817
Total	\$2.0 B	\$132



Popular Activities

- Visit Friends/Relatives
- Shopping
- Any Outdoor/Sports Activity
- Visit a beach

Visitor Spending by Category



\$348 M
18%

Accommodations



\$582 M
30%

Food & Beverage



\$288 M
15%

Recreation/
Entertainment



\$454 M
23%

Transportation



\$301 M
15%

Retail/Other

Accommodations

Hotel



Occupancy 62%
Average Daily Rate \$119
Revenue per Available Room \$74

Short Term Rental



Occupancy 57%
Average Daily Rate \$171
Available Listings 2,349

Establishments

Tourism related establishments represented 5% of all establishments

Accommodations	Food & Beverage	Recreation/Entertainment	Transportation	Travel Services
395	2,927	1,212	1,456	197