

# 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



\$22 M

#### **Popular Activities**

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

## **Visitor Spending by Category**







\$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** 395

Food & Beverage 2,927

**Recreation/Entertainment** 1,212

**Transportation** 1,456

**Travel Services** 197

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