



Region 9 – South Eastern Ontario 2019

Economic Impact

- Visitor Spending = \$1.1 B, 3.9% of Visitor Spending in Ontario
- Total* GDP = \$0.8 B
- Total* employment = 10,000 jobs
- Total* tax revenues = \$341 M; \$141 M Federal, \$162 M Provincial and \$37 M Municipal

Visitor Spending by Origin

Origin	Visitor Spending	\$/Trip
Ontario	\$743 M	\$126
Other Canada	\$183 M	\$214
US	\$117 M	n/a
Overseas	\$96 M	\$469
Total	\$1.1 B	\$146



Popular Activities

- Visit Friends/Relatives
- Shopping
- Any Outdoor/Sports Activity
- Historic Sites

Visitor Spending by Category



\$275 M
24%

Accommodations



\$390 M
34%

Food & Beverage



\$113 M
10%

Recreation/
Entertainment



\$239 M
21%

Transportation



\$121 M
11%

Retail/Other

Accommodations

Hotel



Occupancy 61%
Average Daily Rate \$134
Revenue per Available Room \$82

Short Term Rental



Occupancy 54%
Average Daily Rate \$299
Available Listings 3,006

Establishments

Tourism related establishments represented 5% of all establishments

Accommodations 401	Food & Beverage 1,086	Recreation/Entertainment 527	Transportation 332	Travel Services 73
-----------------------	--------------------------	---------------------------------	-----------------------	-----------------------