



Planning and Development Services
Economic Development Branch

MEMORANDUM

TO: The Chair and Members of the Planning and Economic Development Committee

FROM: Bryan Tuckey, Commissioner of Planning and Development Services

DATE: May 30, 2007

RE: **Response to Long Term Regional Tourism Strategy - Phase One Question**
“To provide details regarding York Region having less than its proportionate share of several key tourism industry sectors, under 4.5 of the report.”

At the May 2, 2007 Planning and Economic Development Committee, staff were directed to provide details regarding York Region having less than its proportionate share of several key tourism industry sectors, in reference to 4.5 of the Long Term Tourism Strategy – Phase One report.

In September 2006, Regional Council approved a report that presented the findings from the Industry Cluster Analysis Phase 1. The report data was a result of a research study by an external consultant that provided a quantitative analysis of industry concentration and growth of enterprises in York Region. The report findings calculated Location Quotients (LQ) from enterprise data broken down by the North American Industry Classification System (NAICS). This data is provided by Statistics Canada’s *Canadian Business Patterns*, which identifies the number of enterprises by employee range within an industry. The Canadian Business Patterns database is derived from Canada Revenue Agency business numbers and from payroll remittance.

A Location Quotient (LQ) is an index that indicates the relative presence of a specific economic activity in York Region relative to the Province of Ontario. A LQ great than 1.0 indicates that the Region has a higher concentration of a given industry compared to Ontario. If the LQ is equal or close to 1.0, York Region has the same of similar concentration as that of the Province and a LQ of less than 1.0 suggests York Region has a less than its proportionate share of an industry sector compared to the Province.

The following tourism industry sectors have experienced above average Provincial growth but have a Location Quotient of less than 1.0 suggesting York Region has a less than its proportionate share of an industry sector compared to the Province. However, within York Region these industries have experienced high growth indicating that their products or services are in demand and have the potential to develop a strong market presence.

Industry Sector	York Region Enterprises June 2005	Location Quotient Values	York Region Enterprise Growth 1999-2005	Ontario Enterprise Growth 1999-2005
<i>Performing Arts, Spectator Sports & Related Industries</i>	549	0.57	105.60%	100.5%
<i>Heritage Institutions</i>	15	0.32	50.00%	48.1%
<i>Amusement, Gambling & Recreation Industries</i>	506	0.79	42.50%	27.5%
<i>Accommodation Services</i>	114	0.23	7.50%	1.1%
<i>Food Services and Drinking Places</i>	3151	0.89	38.30%	13.1%

Based on these findings, the Long Term Tourism Strategy will assess York Region's potential and capacity from an infrastructure, land use planning and competitive perspective as it relates to the ability to attract these industries and meet the sustainable development themes outlined in the York Region Official Plan.

A complete Location Quotient and enterprise growth analysis, together with a breakdown by employee size ranges and industry classification are available for further perusal in the Planning and Development Services Department.

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