



BRYAN W. TUCKEY

Commissioner

Planning and Development Services Department

MEMORANDUM

TO: Committee Chair Frank Scarpitti and
Members of the Planning & Economic Development Committee

FROM: Bryan W. Tuckey, Commissioner of Planning and Development Services

DATE: April 20, 2004

RE: **Overview of the 2002 Tourism Economic Research**

Attached please find the travel analysis and statistical research data demonstrating the economic impact of tourism in York Region for the year 2002. This research compiled by Research Resolutions and Consulting Ltd., provides the York Region perspective of the market, economic impact and characteristics of tourism visits based on the most recent information available through Statistics Canada and the Ontario Ministry of Tourism and Recreation. More recent data are not yet available.

Research findings include:

- In 2002, there were 2.8 million visitors to York Region spending \$172 million dollars (these estimates represent a 26% growth rate in overnight tourists and a 13% increase in visitor spending from 2001)
- \$172 million in spending generated \$118 million in GDP, 3,500 jobs in York Region representing \$80 million in wages and salaries, \$6.5 million in municipal taxes and approximately \$224 million in industry output (sales)
- The research confirms that the tactics and strategic direction of the Region's tourism program are targeted and the findings provide market intelligence to increase future tourism revenues and market potential

Although this data is from 2002, it will form a benchmark against which the performance and impact of the Region's tourism program can be measured. The 2003 Statistics Canada research data should be available from the Province for analysis later this year and an update will be provided.

This research was shared with the York Region Tourism Industry at the Annual Tourism Conference in February. The complete report is posted on the tourism website and hard copies are available through the tourism office.

A handwritten signature in black ink, appearing to read 'Bryan W. Tuckey'.

BWT/bm

Attachment: An Overview of Tourism in York Region - 2002

002 - Planning Committee/200405 - May Overview of 2002 Tourism Economic Research Sent to all

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