

MEMORANDUM

TO: Members of the Planning & Economic Development Committee

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

DATE: November 5, 2008

RE: **Overview of Tourism In York Region - 2006 Economic Research**

Attached please find the travel analysis and statistical research data demonstrating the economic impact of tourism in York Region for the year 2006. Prepared by Research Resolutions and Consulting Ltd., the research provides a 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.

Research findings include:

- In 2006 there were 2.7 million visitors to York Region spending \$248.4 million dollars (these estimates represent a 20% growth rate in U.S. overnight tourists and a 65% increase in Overseas overnight tourists and just over a 1% increase in spending from 2004)
- \$248.4 million in spending generated \$168.5 million in GDP, 2849 direct and indirect jobs in York Region representing \$92 million in wages and salaries
- Ontario is the primary source of tourism for York Region
- 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

This research data provides a benchmark against which the performance and impact of the Region's tourism program can be measured. The 2007 Statistics Canada research data should be available from the Province for analysis in 2009.

The research will be shared with the York Region Tourism Industry in report form at the Annual Tourism Conference November 6. The complete report will be posted on the tourism website and hard copies will be available by calling Brenda McGowan Program Manager, Tourism Development (905) 830 4444 ext 1553.

BWT/bm

Attachment: An Overview of Tourism in York Region - 2006