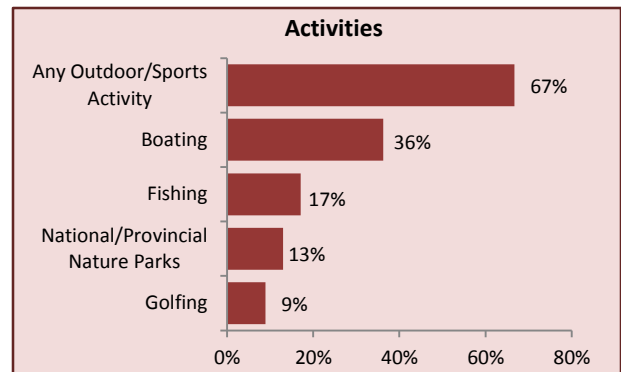
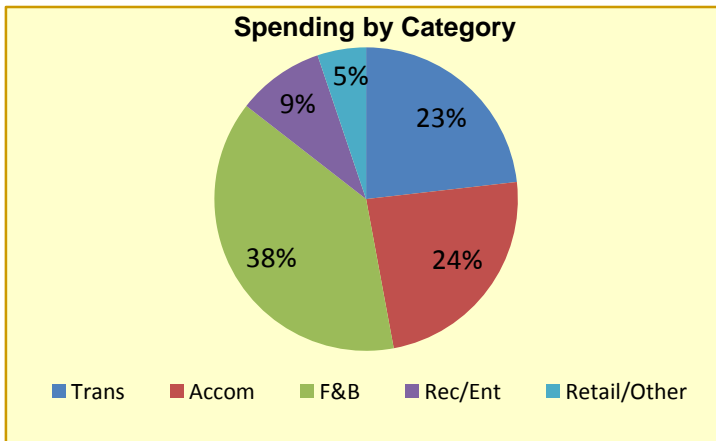
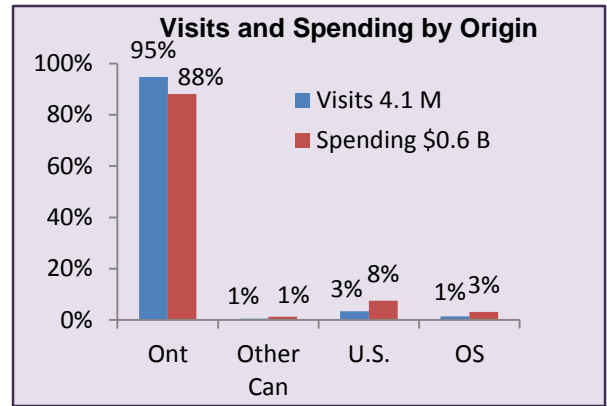


**Region 12 – Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound 2012**
**Economic Impact of Tourism**

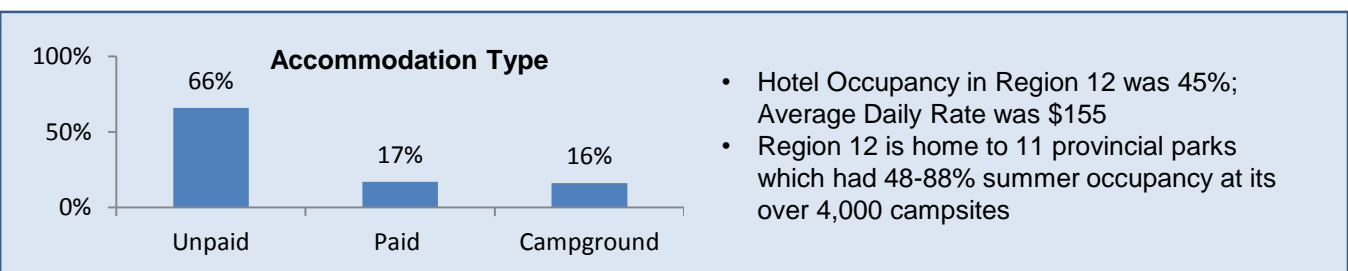
- Visitor Spending = \$596 M
- Total GDP = \$366 M, 9.0% of Region 12's GDP
- Total employment = 6,200 jobs, 13.0% of Region 12's employment
- Total tax revenues = \$194 M; \$96 M federal, \$81 M provincial and \$17 M municipal

Region	Visits (millions)	Visitor Spending (\$ billions)
Region 12	4.1	0.6
Region 12 % of Ontario	2.9%	2.7%

Region 12 is the 13th largest Region in terms of visits and 12th largest in terms of spending



- Most trips are for pleasure (70%) or to visit friends and relatives (24%)
- 70% of trips are overnight; overnight visitors stay an average of 3.0 nights
- Visitors spend an average of \$144/trip (same-day \$83/trip, overnight \$170/trip)
- 54% of visits occur in Jul-Sep, 30% in Apr-Jun



Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey; PKF Consulting, MTCS