

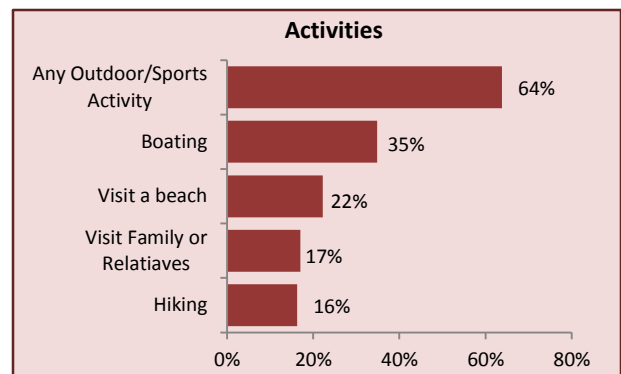
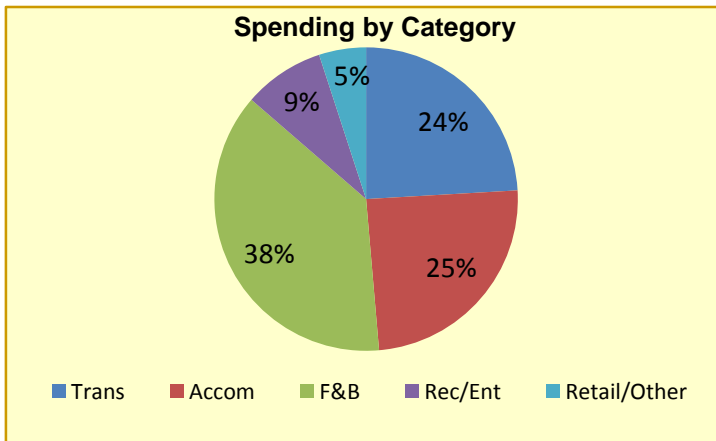
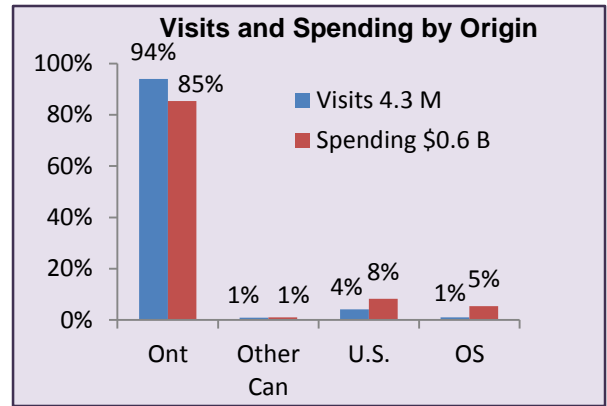
Region 12 – Muskoka, Parry Sound and Algonquin Park 2013

Economic Impact of Tourism

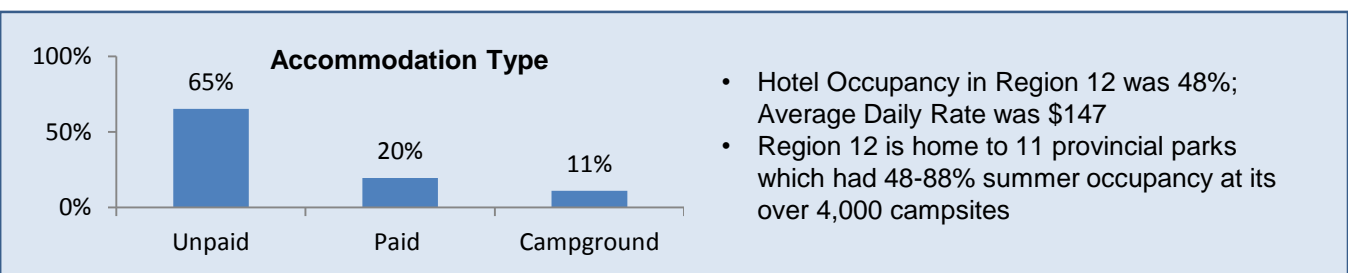
- Visitor Spending = \$614 M
- Total GDP = \$371 M, 8.4% of Region 12's GDP
- Total employment = 6,200 jobs, 13.0% of Region 12's employment
- Total tax revenues = \$195 M; \$97 M federal, \$81 M provincial and \$17 M municipal

Region	Visits (millions)	Visitor Spending (\$ billions)
Region 12	4.3	0.6
Region 12 % of Ontario	3.0%	2.7%

Region 12 is the 13th largest Region in terms of visits and 11th largest in terms of spending



- Most trips are for pleasure (69%) or to visit friends and relatives (26%)
- 69% of trips are overnight; overnight visitors stay an average of 3.1 nights
- Visitors spend an average of \$144/trip (same-day \$87/trip, overnight \$170/trip)
- 54% of visits occur in Jul-Sep, 28% in Apr-Jun



Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey; [CBRE](#), [MTCS](#)