

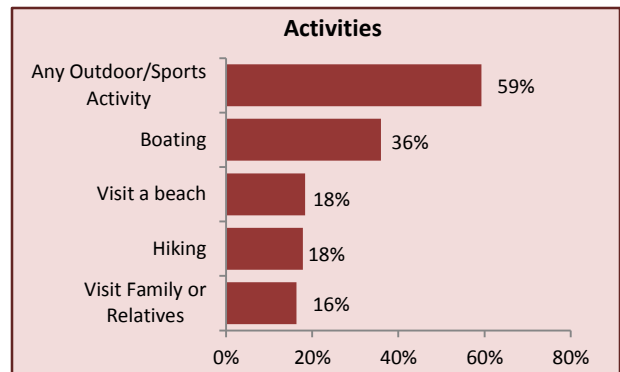
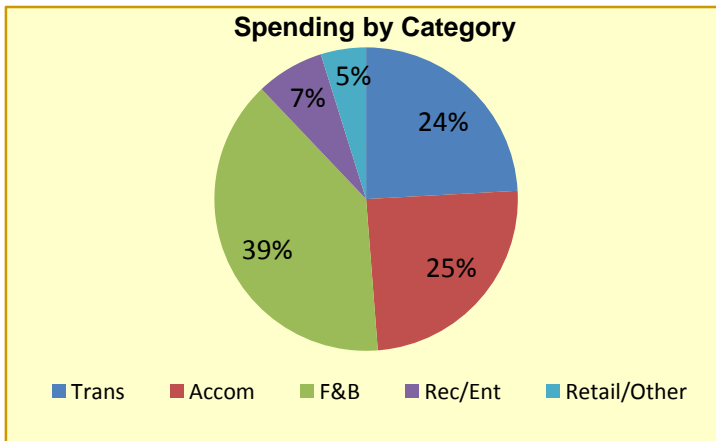
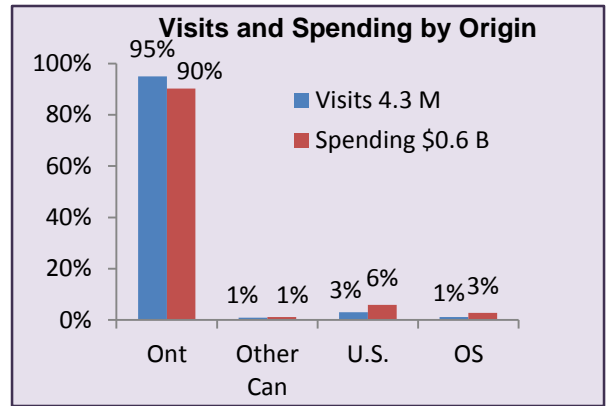
# Region 12 – Muskoka, Parry Sound and Algonquin Park 2014

## Economic Impact of Tourism

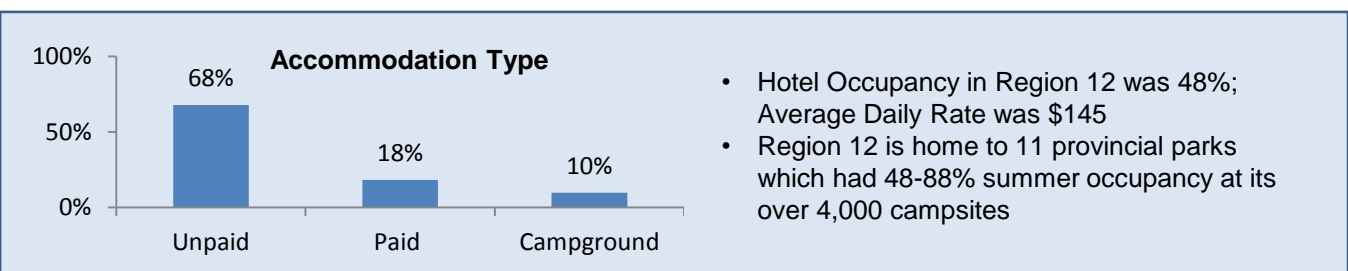
- Visitor Spending = \$589 M
- Total GDP = \$353 M, 8.0% of Region 12's GDP
- Total employment = 5,700 jobs, 12.0% of Region 12's employment
- Total tax revenues = \$186 M; \$93 M federal, \$77 M provincial and \$16 M municipal

Region	Visits (millions)	Visitor Spending (\$ billions)
Region 12	4.3	0.6
Region 12 % of Ontario	3.1%	2.5%

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%)
- 72% of trips are overnight; overnight visitors stay an average of 3.1 nights
- Visitors spend an average of \$138/trip (same-day \$80/trip, overnight \$160/trip)
- 55% of visits occur in Jul-Sep, 22% in Apr-Jun



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