

# ECONOMIC IMPACT OF VISITORS IN TORONTO – 2023

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# CONTENTS

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<b>Introduction</b>	<b>03</b>
Methodology & data sources	

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<b>Economic Impact Methodology</b>	<b>04</b>
Impact model framework	

---

<b>The city of Toronto Visitor Economy</b>	<b>06</b>
Trends in visitor volumes, visitor spending, and economic impacts in the city of Toronto	

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<b>The GTA Visitor Economy</b>	<b>20</b>
Trends in visitor volumes, visitor spending, and economic impacts in the Greater Toronto Area (GTA)	

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<b>Other Ontario Impacts (2023)</b>	<b>33</b>
Spending and economic impacts that Toronto visitors have outside the GTA in 2023	

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<b>Impact of Visitors Attending Major Conferences and Events (2023)</b>	<b>37</b>
Spending and economic impacts from visitors attending major conferences and events in the city of Toronto	

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<b>Appendix</b>	<b>46</b>
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## INTRODUCTION

# PROJECT BACKGROUND

The travel sector is an integral part of the Toronto economy. Visitors generate significant economic benefits to households, businesses, and government alike, representing a critical driver of Toronto's future. In 2023, visitors supported \$20.3 billion in total business sales in the Greater Toronto Area (GTA), including indirect and induced impacts.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. This is particularly true for Toronto as it builds upon its visitor economy.

To quantify the significance of the visitor economy, Tourism Economics developed a comprehensive model for both the city of Toronto and the GTA, detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy. Impacts, excluding the number of jobs, are quantified in Canadian dollars.

## METHODOLOGY AND DATA SOURCES

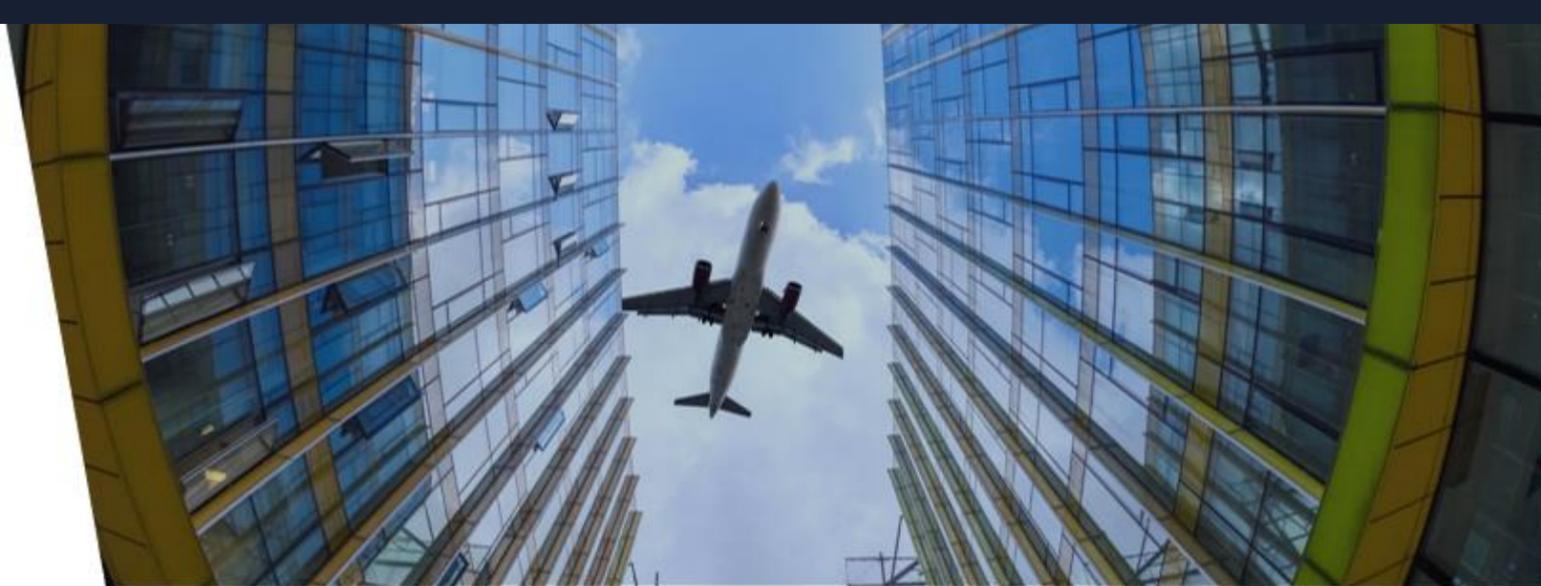
An input-output model was constructed for the city of Toronto and the GTA. The models trace the flow of visitor-related expenditures through the respective economies and their effects on employment, wages, and taxes. The model also quantifies the indirect (supplier) and induced (income) impacts of the visitor economy. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings were within reasonable ranges.

Visitors included those who stayed overnight or travelled more than 50 miles to the destination.

The analysis draws on the following data sources:

- STR: lodging performance data, including room demand, room rates, occupancy, and room revenue for hotels
- AirDNA: short-term rental performance data, including room demand, room rates, and room revenue

- City of Toronto: activity metrics related to the visitor economy from annual budget notes, and employment by industry data
- Statistics Canada (StatCan): Survey data on visitor behaviours and volumes in Toronto, the broader region, and Ontario, as well as employment, wage, business counts, and consumer price index data, by industry
- Ontario Ministry of Tourism, Culture and Sport: regional tourism profiles
- The Conference Board of Canada: tourism profiles
- Oxford Economics: consumer spending data, by industry
- OAG: Air traffic data
- Toronto Pearson International Airport and Billy Bishop Toronto City Airport: financial and passenger information
- Destination Toronto: conferences and events data with more than 1,000 delegates composed primarily of visitors, facilitated by Destination Toronto



## ECONOMIC IMPACT METHODOLOGY

Our analysis of the visitor economy begins with direct visitor spending for the city of Toronto and the GTA and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into models for the city of Toronto and GTA economies, constructed using an input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

- Spending
- GDP
- Employment
- Incomes
- Federal Taxes
- Provincial Taxes
- Municipal Taxes

## ECONOMIC IMPACT FRAMEWORK

### DIRECT IMPACTS

Visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



TRANSPORTATION



LODGING

### INDIRECT IMPACTS

Purchases of inputs from suppliers



SUPPLY  
CHAIN  
EFFECTS



B2B GOODS &  
SERVICES  
PURCHASED

### INDUCED IMPACTS

New consumption generated by household income impacts



INCOME  
EFFECT



HOUSEHOLD  
CONSUMPTION

### TOTAL IMPACTS

Direct, indirect, and induced impacts



SALES



GDP



JOBS



INCOME



TAXES

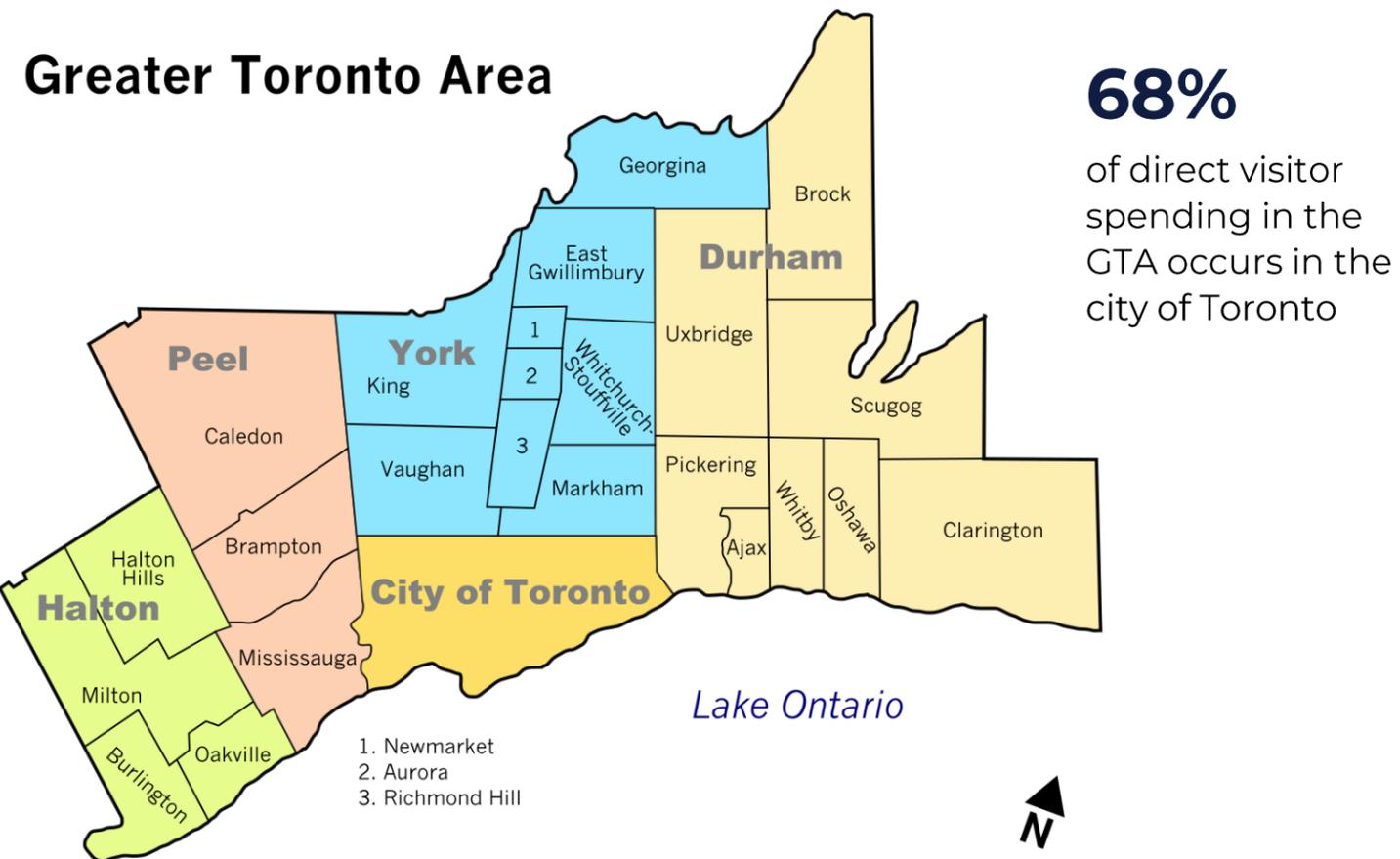
## GEOGRAPHIC REACH CITY VERSUS THE GTA

This report focuses on the visitor economy for the city of Toronto as well as the Greater Toronto Area (GTA). The city of Toronto is defined by the boundaries of the municipality itself, while the GTA is a larger region including the city of Toronto and the municipalities of Durham, Halton, Peel, and York.

The Greater Toronto Area, which is an economic area defined by the Government of Ontario, includes communities that are not included in the CMA as defined by Statistics Canada.

The city of Toronto results are comparable to the prior study conducted in 2018. However, the results for the GTA are not comparable to the prior study which analysed the Toronto Census Metro Area (CMA). The CMA extends from Oakville in the Southwest and Georgina in the Northeast.

While the city of Toronto represents only one of 26 subdivisions within the GTA, the city hosts a majority of the region's tourism sector. The city of Toronto accounts for 58% of all visitors and 68% of direct visitor spending in the GTA.





# THE CITY OF TORONTO VISITOR ECONOMY

# ECONOMIC IMPACTS

## KEY FINDINGS

### VISITOR VOLUME AND DIRECT SPENDING

In 2023, visitor volume in the city of Toronto – which includes domestic and international visitors – increased 15% year-over-year to 26.5 million, recovering to within 5% of 2019 levels. The combined effect of stronger domestic visitor recovery and rising prices propelled visitor spending to \$8.4 billion, registering 2% above 2019 levels.



**26.5 MILLION**

Total Visitors



**\$8.4 BILLION**

Direct Visitor Spending

### TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$8.4 billion generated a total economic impact of \$12.6 billion in the city of Toronto in 2023, including indirect and induced impacts. This total economic impact sustained nearly 67,000 jobs and generated approximately \$2.1 billion in total tax revenues in 2023.



**\$12.6B**

Total  
Economic  
Impact



**67,000**

Total  
Jobs  
Supported

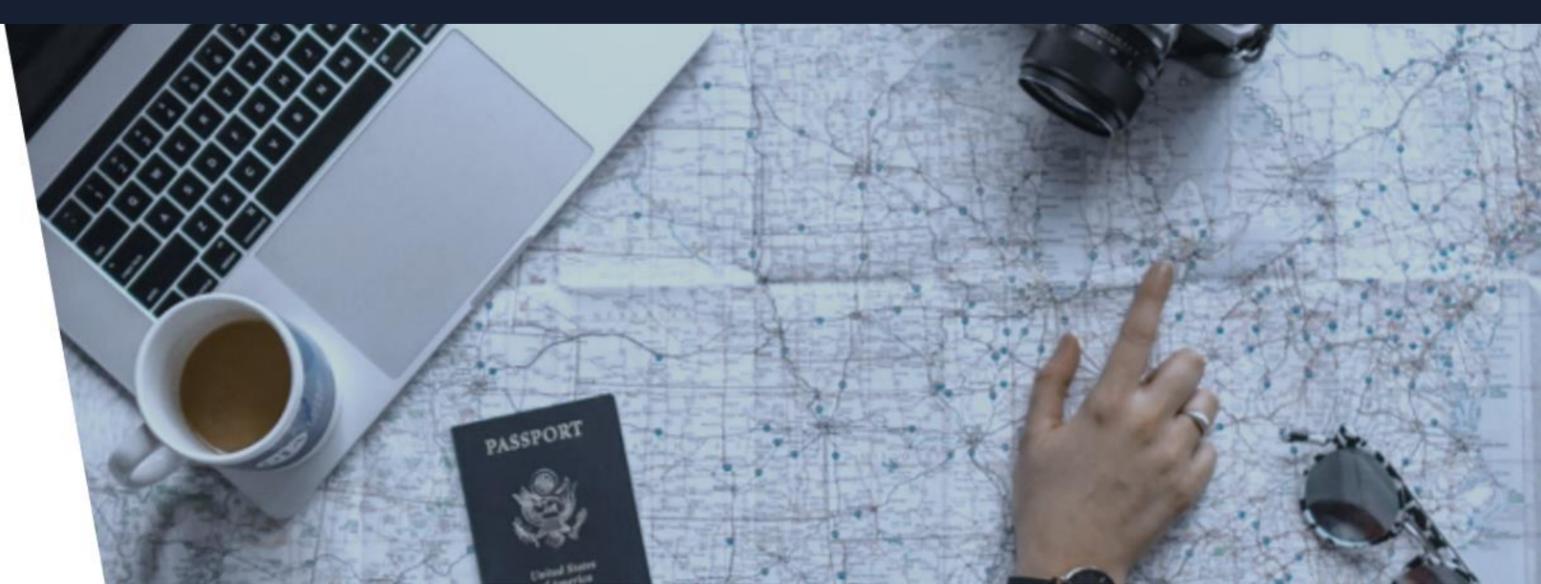


**\$2.1B**

Total Taxes  
Generated



† Spending and impacts quantified in Canadian dollars.



## VISITOR VOLUME & VISITOR SPENDING

Visitor volume in the city of Toronto increased 15% year-over-year to 26.5 million visitors in 2023, recovering to within 5% of 2019 levels. Meanwhile, visitor spending grew 21% versus 2022 to \$8.4 billion. The combined effect of stronger domestic visitor recovery – in both day and overnight segments – and rising prices, propelled visitor spending to 2% above 2019 levels.

### VISITOR VOLUME

**Heightened travel demand brought visitor volumes within 5% of 2019 levels**

Travel demand continued on its path to recovery in 2023 with visitor volume in the city of Toronto up 3.4 million versus the prior year. The 26.5 million visitors in 2023 was 5% below 2019 levels.

**City of Toronto visitor volume**

Amounts in millions



Source: Tourism Economics

### VISITOR SPENDING

**Visitors to the city of Toronto spent \$8.4 billion across a range of sectors in 2023**

Visitor spending expanded 21% in 2023, recovering to 2% above 2019 levels.

Of the \$8.4 billion spent in the city of Toronto in 2023 by visitors, lodging spending, including short-term rentals, contributed \$2.1 billion in sales – representing 26% of total visitor spending.

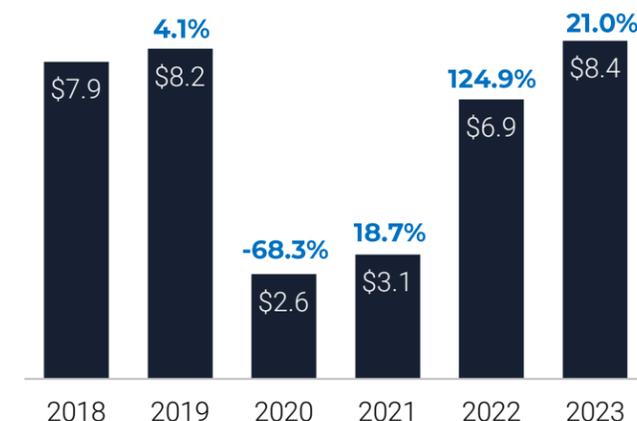
Food and beverage spending, accounted for 24% of visitor spending, totaling \$2.0 billion.

Visitors spent a similar share (13%) on retail and local transport, each approximating \$1.1 billion in spending. The value of air transportation also totalled \$1.1 billion.

Meanwhile, spending on recreation and entertainment represented 10% of visitor spending.

**City of Toronto visitor spending**

Amounts in \$ billions



Source: Tourism Economics

**\$8.4 BILLION**

Visitor Spending in 2023



Source: Tourism Economics

Note: Lodging spending is calculated as an industry and includes hotel and short-term rental spending. Air transport is the value of visitor activity at Pearson International Airport and Billy Bishop Airport.

## VISITOR VOLUME TRENDS

In 2023, visitor volumes in the city of Toronto increased 15% year-over-year to 26.5 million visitors.

The recovery in overall visitor volumes relative to 2019 was led by domestic visitors, as year-over-year growth in international visits picked up pace in 2022 after travel restrictions were gradually lifted. Domestic visitors to the city of Toronto grew 12% year-over-year to 23.4 million in 2023, to within 2% of pre-pandemic levels. In comparison, US and overseas visitors reached 23% and 25% below 2019 levels, respectively.

By trip type, overnight visitors totalled 8.6 million after growing faster (20% year-over-year) than day visitors (12% year-over-year) who reached 17.9 million in 2023. Compared to 2019, however, day visitors were more recovered at 3% below, than overnight visitors at 10% below. This is driven by domestic day visitors since US and overseas day visitors have not recovered as quickly as their overnight counterparts.

### City of Toronto visitor volume, by segment

Amounts in millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitors</b>	<b>27.5</b>	<b>28.0</b>	<b>11.4</b>	<b>14.6</b>	<b>23.2</b>	<b>26.5</b>	<b>14.5%</b>	<b>94.7%</b>
Domestic	23.5	24.0	10.7	14.0	20.9	23.4	12.1%	97.8%
US	2.3	2.4	0.4	0.4	1.3	1.8	35.9%	77.3%
Overseas	1.7	1.7	0.3	0.3	0.9	1.2	40.9%	75.2%
<b>Day visitors</b>	<b>18.1</b>	<b>18.4</b>	<b>8.2</b>	<b>10.9</b>	<b>16.0</b>	<b>17.9</b>	<b>12.3%</b>	<b>97.3%</b>
Domestic	17.3	17.6	8.0	10.8	15.6	17.4	11.1%	98.6%
US	0.5	0.5	0.1	0.1	0.2	0.3	65.8%	72.4%
Overseas	0.3	0.3	0.1	0.0	0.1	0.2	69.0%	67.2%
<b>Overnight visitors</b>	<b>9.5</b>	<b>9.6</b>	<b>3.2</b>	<b>3.7</b>	<b>7.2</b>	<b>8.6</b>	<b>19.6%</b>	<b>89.6%</b>
Domestic	6.3	6.4	2.7	3.2	5.3	6.1	14.9%	95.5%
US	1.9	1.9	0.3	0.3	1.1	1.5	30.6%	78.5%
Overseas	1.3	1.3	0.2	0.2	0.7	1.0	35.7%	77.2%

Source: Tourism Economics

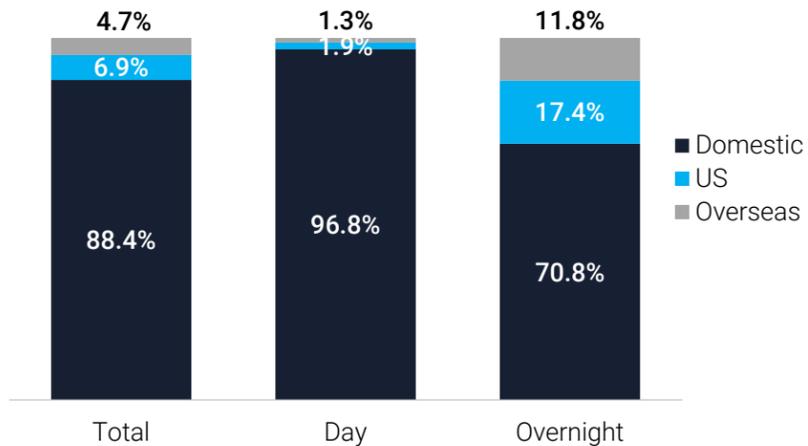
## VISITOR VOLUME SHARES

Among visitors to the city of Toronto in 2023, domestic travellers represented 88%, compared to 7% from the US and 5% from overseas. Day visitors are comprised mostly of Canadians (97%), while overnight Canadian visitors to Toronto make up 71% of overnight visitor volume.

By trip type, day visitors accounted for 68% of total trips in 2023, compared to 32% for overnight visitors. The share of overnight travellers is nearing its pre-pandemic level of 34%, after falling to 25% in 2021. While most domestic visitors (74%) stayed for the day, the majority of US and overseas visitors stayed overnight, each accounting for 82% of their total visitor volumes.

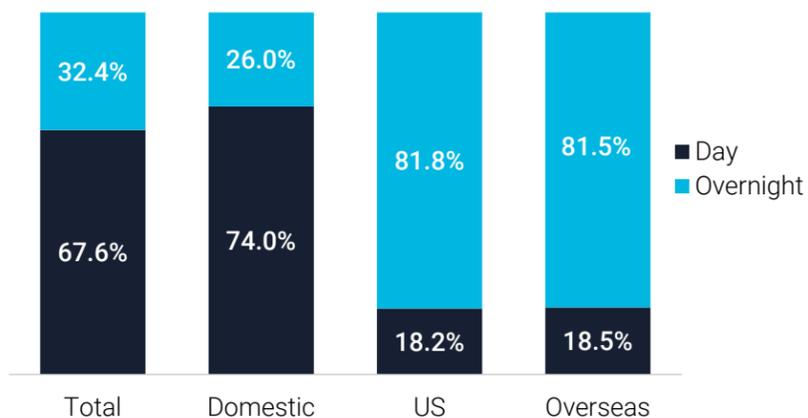
### City of Toronto visitor volume shares, by source (2023)

Share of visitor volume in 2023



### City of Toronto visitor volume shares, by trip type (2023)

Share of visitor volume in 2023



Source: Tourism Economics

## VISITOR SPENDING TRENDS

Visitor spending in the city of Toronto increased 21% year-over-year to \$8.4 billion in 2023 – 2% above 2019 levels. Spending grew across all sectors, driven by solid demand growth, as well as increases in prices of key services and commodities.

By category, the value of air transportation grew fastest at 30% year-over-year, reaching 94% of 2019 levels. Meanwhile, lodging spending, including short-term rentals, has witnessed the greatest increase above pre-pandemic levels (at 9%) after growing 24% relative to 2022, driven by solid overnight demand and higher room rates. Short-term rental spending represented 16% of total lodging spending in 2023.

Strong year-over-year spending growth was also witnessed in the recreation category, growing 23% to reach 1% above 2019 levels. Spending on food and beverages increased 19% versus 2022 to 5% above 2019 levels.

Retail spending nearly reached pre-pandemic levels after increasing 17% in 2023. Lower gas prices in 2023 caused local transportation spending to grow at a relatively slower pace of 13% versus the prior year to 1% above 2019 levels.

### City of Toronto visitor spending

Amounts in \$ millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$7,863</b>	<b>\$8,189</b>	<b>\$2,598</b>	<b>\$3,084</b>	<b>\$6,934</b>	<b>\$8,389</b>	<b>21.0%</b>	<b>102.4%</b>
Lodging*	\$1,908	\$1,971	\$562	\$617	\$1,728	\$2,140	23.9%	108.6%
Hotels	\$1,575	\$1,570	\$376	\$494	\$1,458	\$1,804	23.7%	114.9%
Short-term rentals	\$333	\$401	\$185	\$124	\$270	\$337	24.5%	84.0%
Food & beverages	\$1,846	\$1,946	\$672	\$863	\$1,714	\$2,043	19.2%	105.0%
Retail	\$1,108	\$1,140	\$419	\$509	\$958	\$1,122	17.1%	98.4%
Air**	\$1,157	\$1,180	\$302	\$301	\$856	\$1,112	29.9%	94.2%
Transportation	\$1,026	\$1,083	\$394	\$480	\$965	\$1,095	13.4%	101.1%
Recreation	\$818	\$869	\$250	\$312	\$713	\$877	23.0%	100.9%

Source: Tourism Economics

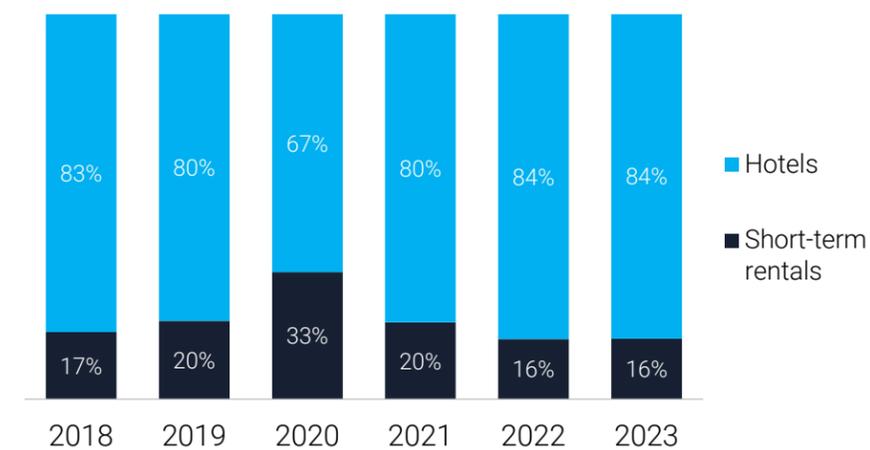
\* Lodging includes short-term rental spending

\*\* Air transport is the value of visitor activity at Pearson International Airport and Billy Bishop Airport.



### City of Toronto lodging spending

Percent of total lodging spending



Source: Tourism Economics, STR, AirDNA

## VISITOR SPENDING TRENDS

Spending has recovered faster than volumes, in part, due to higher prices for key services and commodities.

With international visits yet to recover to 2019 levels, international spending growth outpaced domestic spending growth, which had already recovered (16%) above pre-pandemic levels. Spending by US and international visitors registered 13% and 16% below 2019 levels, respectively.

Led by the full recovery of domestic visitor spending and the continued rebound of international spending, overnight visitor spending in 2023 was 2% below 2019 levels and grew faster (23% year-over-year) than day visitor spending (18% year-over-year) which reached 15% above pre-pandemic levels.

### City of Toronto visitor spending, by segment

Amounts in millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$7,863</b>	<b>\$8,189</b>	<b>\$2,598</b>	<b>\$3,084</b>	<b>\$6,934</b>	<b>\$8,389</b>	<b>21.0%</b>	<b>102.4%</b>
Domestic	\$4,294	\$4,535	\$2,066	\$2,534	\$4,487	\$5,277	17.6%	116.4%
US	\$1,689	\$1,748	\$272	\$276	\$1,189	\$1,511	27.1%	86.5%
Overseas	\$1,880	\$1,906	\$260	\$274	\$1,258	\$1,601	27.2%	84.0%
<b>Day visitor spending</b>	<b>\$2,178</b>	<b>\$2,277</b>	<b>\$1,043</b>	<b>\$1,237</b>	<b>\$2,212</b>	<b>\$2,607</b>	<b>17.9%</b>	<b>114.5%</b>
Domestic	\$2,005	\$2,098	\$996	\$1,189	\$2,117	\$2,476	16.9%	118.0%
US	\$86	\$90	\$26	\$26	\$50	\$68	36.7%	75.5%
Overseas	\$87	\$88	\$22	\$22	\$46	\$63	39.4%	71.8%
<b>Overnight visitor spending</b>	<b>\$5,686</b>	<b>\$5,912</b>	<b>\$1,555</b>	<b>\$1,847</b>	<b>\$4,721</b>	<b>\$5,781</b>	<b>22.5%</b>	<b>97.8%</b>
Domestic	\$2,289	\$2,437	\$1,070	\$1,345	\$2,370	\$2,801	18.2%	115.0%
US	\$1,603	\$1,658	\$246	\$250	\$1,139	\$1,443	26.7%	87.1%
Overseas	\$1,793	\$1,818	\$239	\$251	\$1,213	\$1,537	26.7%	84.6%

Source: Tourism Economics

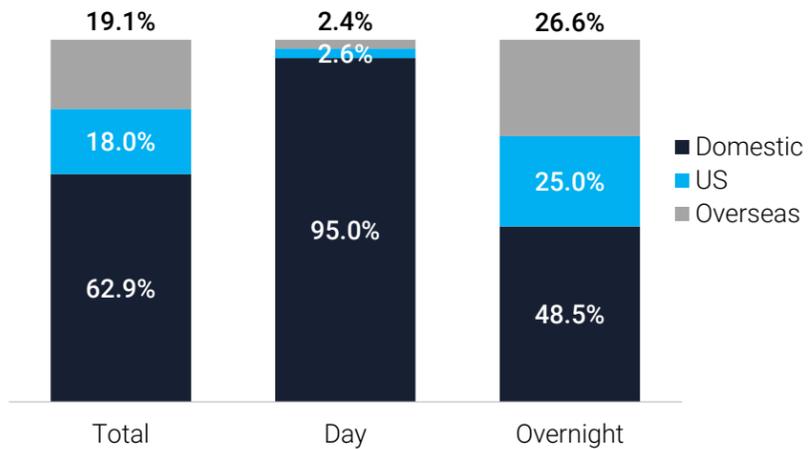
## VISITOR SPENDING SHARES

International visitors tend to stay longer and spend more than their domestic counterparts, resulting in their spending share being higher than their visitor volume share. International visitor spending represents only 5% of day visitor spending, yet it accounts for 51% of overnight visitor spending and 37% of all spending.

By trip type, overnight visitors account for 32% of all visitors to the city of Toronto while accounting for 69% of visitor spending. Even overnight domestic visitors, who make up 26% of all domestic visitors, account for the majority of spending (53%).

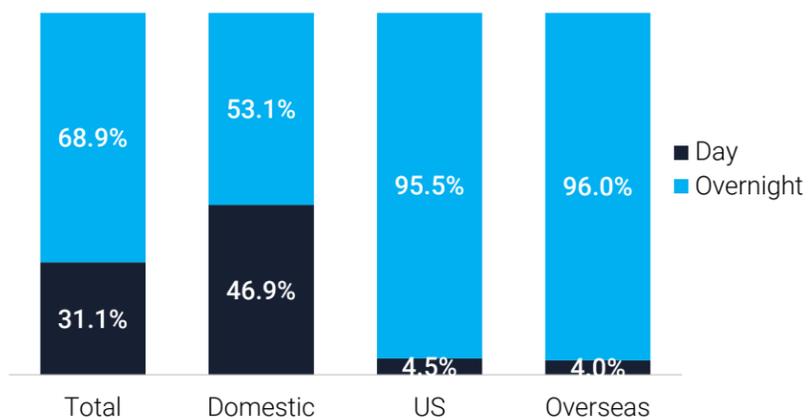
### City of Toronto visitor spending shares, by source (2023)

Share of visitor volume in 2023



### City of Toronto visitor spending shares, by trip type (2023)

Share of visitor volume in 2023



Source: Tourism Economics

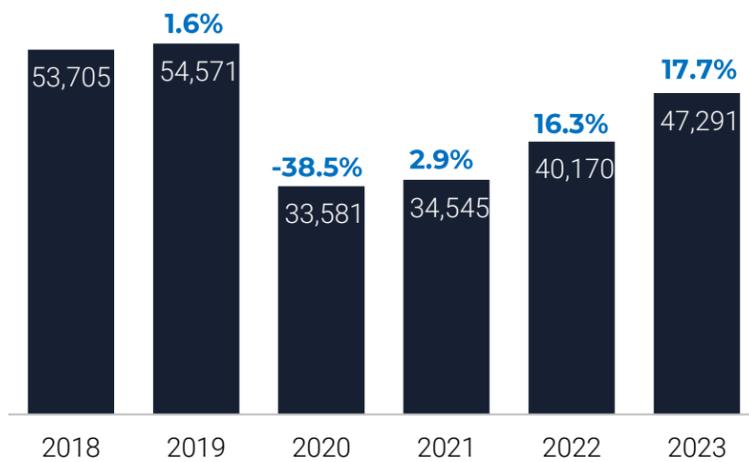
# ECONOMIC IMPACT FINDINGS

## DIRECT IMPACTS

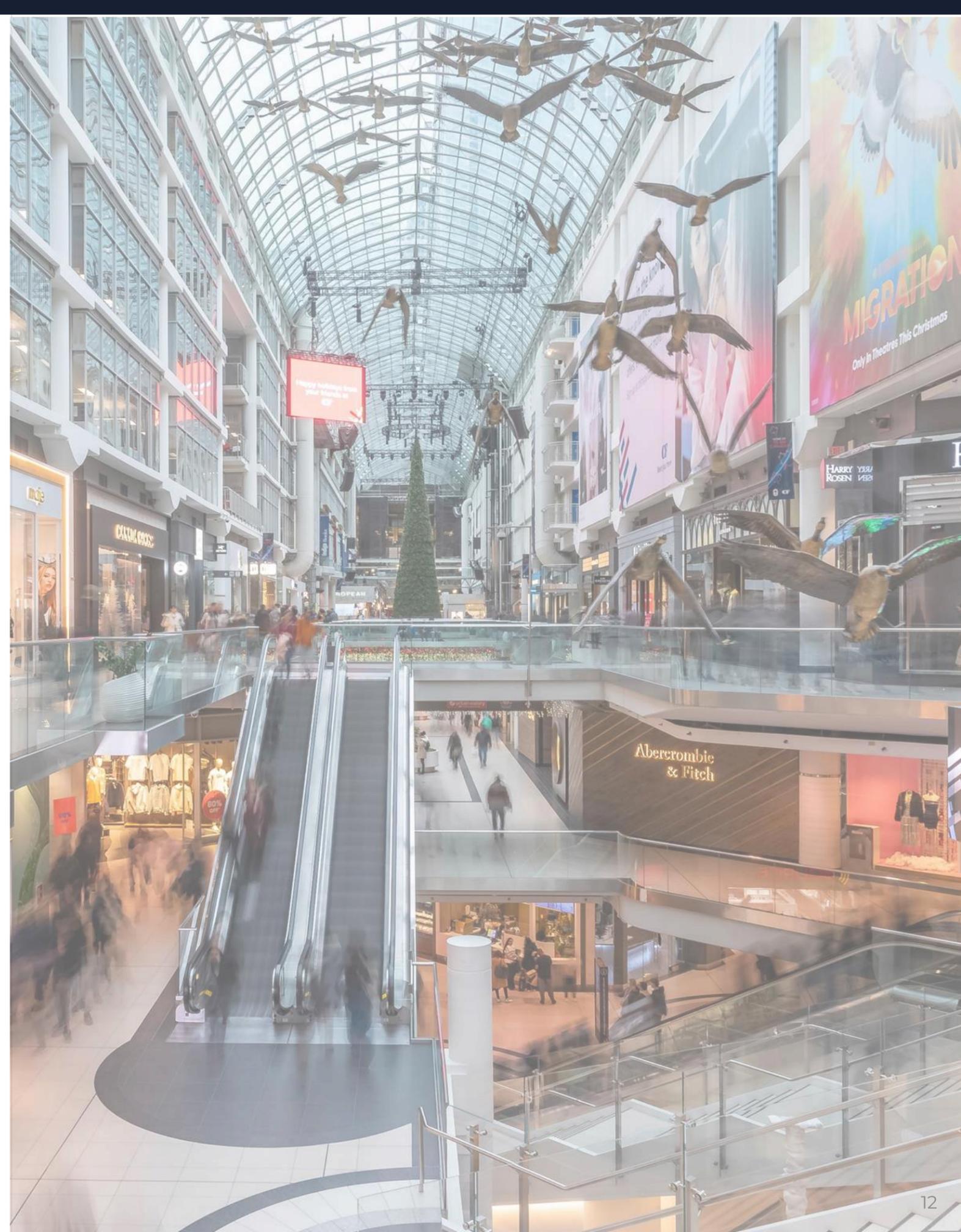
Employment directly supported by visitor activity increased 18% in 2023, rebounding to nearly 47,300 jobs – within 7,300 jobs of pre-pandemic levels in 2023 (13% below 2019 levels). In comparison, visitor spending was 2% above 2019 levels. Employment growth is lagging the spending recovery as businesses initially proceeded cautiously and face ongoing labour shortages.

### Direct visitor supported employment in the city of Toronto

Amounts in number of jobs



Source: Tourism Economics





# ECONOMIC IMPACT FINDINGS

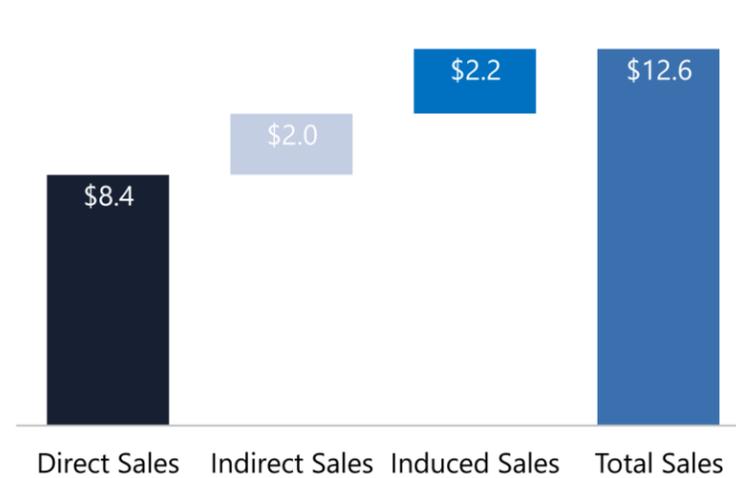
## BUSINESS SALES IMPACTS

Visitors contributed a direct impact of \$8.4 billion in 2023. This direct impact generated \$4.2 billion in indirect and induced impacts, resulting in a total economic impact of \$12.6 billion in the city of Toronto economy.

Outside of direct impacts, significant benefits accrue in sectors like finance, insurance, and real estate, and construction and utilities.

### Summary business sales impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

### Business sales impacts by industry (2023)

Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$8,389</b>	<b>\$2,044</b>	<b>\$2,170</b>	<b>\$12,604</b>
Retail Trade*	\$1,953	\$133	\$178	\$2,264
Accommodations	\$1,982	\$1	\$0	\$1,983
Food services	\$1,617	\$34	\$85	\$1,736
Finance, Insurance and Real Estate	\$159	\$595	\$830	\$1,584
Air Transportation**	\$1,112	\$53	\$42	\$1,207
Attractions and Recreation	\$877	\$24	\$35	\$935
Construction and Utilities		\$506	\$381	\$887
Other Transportation	\$690	\$107	\$61	\$858
Business and personal services		\$298	\$194	\$492
Wholesale Trade		\$105	\$115	\$220
Communications		\$110	\$79	\$190
Education and Health Care		\$13	\$89	\$102
Government		\$39	\$45	\$83
Agriculture, Fishing, Mining		\$21	\$15	\$37
Non-profit organizations		\$5	\$20	\$26

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

### Business sales impacts by industry (2023)

Amounts in \$ millions



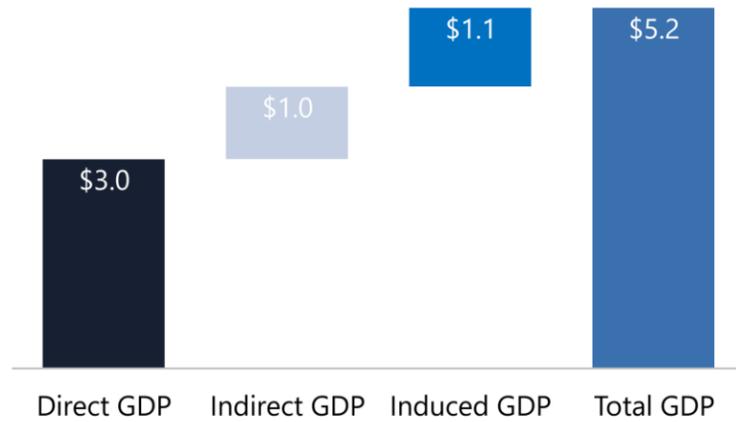
Source: Tourism Economics

## VALUE-ADDED (GDP) IMPACTS

The value of all visitor-associated goods and services produced in the city of Toronto was \$5.2 billion in 2023, of which \$3.0 billion was attributed to direct GDP impacts from visitor spending.

### Summary value-added impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

In the city of Toronto, the food services industry had the largest economic contribution when accounting for indirect and induced impacts.

### Value-added impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



### Value-added impacts by industry (2023)

Amounts in \$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
<b>Total, all industries</b>	<b>\$3,020</b>	<b>\$1,042</b>	<b>\$1,137</b>	<b>\$5,200</b>
Food services	\$765	\$17	\$42	\$823
Accommodations	\$809	\$0	\$0	\$810
Finance, Insurance and Real Estate	\$61	\$298	\$418	\$776
Retail Trade*	\$359	\$94	\$125	\$578
Attractions and Recreation	\$387	\$11	\$16	\$414
Other Transportation	\$307	\$49	\$28	\$384
Air Transportation**	\$331	\$16	\$12	\$359
Construction and Utilities		\$197	\$148	\$345
Business and personal services		\$175	\$113	\$289
Wholesale Trade		\$75	\$82	\$157
Communications		\$69	\$49	\$118
Education and Health Care		\$9	\$61	\$70
Government		\$24	\$28	\$51
Non-profit organizations		\$3	\$10	\$13
Agriculture, Fishing, Mining		\$7	\$5	\$13

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

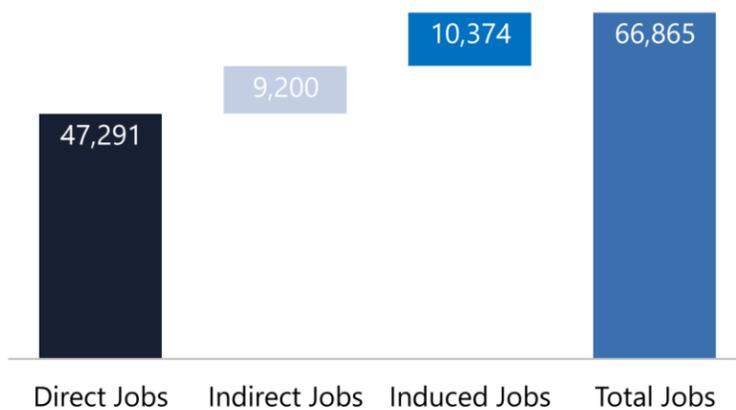
\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## EMPLOYMENT IMPACTS

Visitor activity sustained 47,291 direct jobs in 2023, with an additional 19,574 jobs supported by the indirect and induced impacts of visitor activity. The total employment impact in 2023 was 66,865 jobs, equivalent to 4.4% of total employment in the city.

### Summary employment impacts (2023)

Amounts in number of jobs



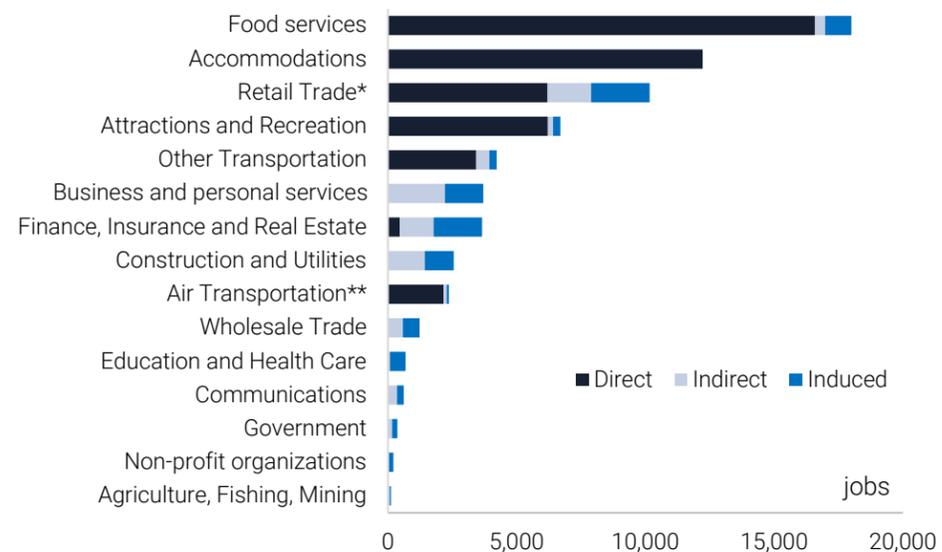
Source: Tourism Economics

Visitor spending supported the largest number of jobs in the food services industry (18,005).

Spending by businesses directly impacted by visitor spending supported 2,218 jobs in the business & personal services industry – in areas like accounting, advertising, laundry cleaning, and beauty services.

### Employment impacts by industry (2023)

Amounts in number of jobs



Source: Tourism Economics



### Employment impacts by industry (2023)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
<b>Total, all industries</b>	<b>47,291</b>	<b>9,200</b>	<b>10,374</b>	<b>66,865</b>
Food services	16,584	398	1,023	18,005
Accommodations	12,227	11	0	12,238
Retail Trade*	6,203	1,695	2,276	10,174
Attractions and Recreation	6,216	195	291	6,702
Other Transportation	3,438	500	288	4,226
Business and personal services	2,218	0	1,490	3,708
Finance, Insurance and Real Estate	459	1,318	1,883	3,660
Construction and Utilities	0	1,437	1,118	2,555
Air Transportation**	2,164	120	82	2,366
Wholesale Trade	0	575	656	1,231
Education and Health Care	0	88	594	682
Communications	0	358	259	617
Government	0	165	197	362
Non-profit organizations	0	48	166	214
Agriculture, Fishing, Mining	0	74	51	125

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

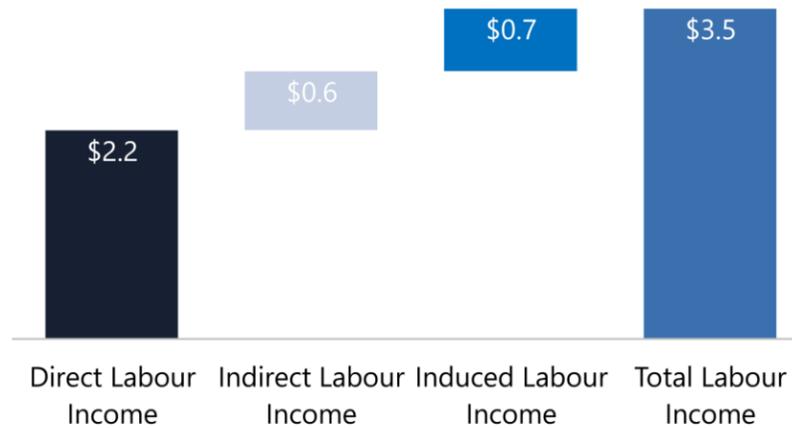
\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## LABOR INCOME IMPACTS

Visitor activity generated \$2.2 billion in direct labour income and a total of \$3.5 billion when including indirect and induced impacts.

### Summary labour income impacts (2023)

Amounts in \$ billions

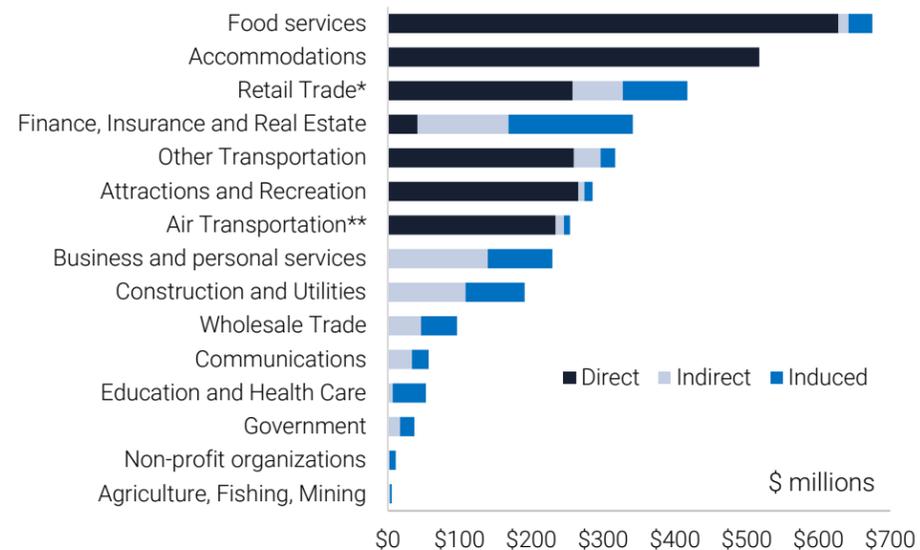


Source: Tourism Economics

There are eight industries in which visitor activity supports more than \$200 million in personal income. These range from the obvious—food services and recreation, to the less obvious—business & personal services.

### Labour income impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



### Labour income impacts by industry (2023)

Amounts in \$ millions

	Direct Labour Income	Indirect Labour Income	Induced Labour Income	Total Labour Income
<b>Total, all industries</b>	<b>\$2,204</b>	<b>\$625</b>	<b>\$660</b>	<b>\$3,489</b>
Food services	\$628	\$14	\$33	\$675
Accommodations	\$518	\$0	\$0	\$518
Retail Trade*	\$257	\$70	\$90	\$417
Finance, Insurance and Real Estate	\$42	\$126	\$173	\$342
Other Transportation	\$259	\$37	\$20	\$317
Attractions and Recreation	\$266	\$8	\$12	\$285
Air Transportation**	\$234	\$12	\$8	\$254
Business and personal services		\$139	\$90	\$229
Construction and Utilities		\$108	\$82	\$191
Wholesale Trade		\$46	\$50	\$97
Communications		\$34	\$23	\$57
Education and Health Care		\$7	\$46	\$53
Government		\$17	\$20	\$37
Non-profit organizations		\$2	\$9	\$11
Agriculture, Fishing, Mining		\$3	\$2	\$6

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## ECONOMIC IMPACT FINDINGS

### FISCAL (TAX) IMPACTS

Visitor spending, visitor-supported jobs, and business sales generated \$2.1 billion in government revenues. Provincial and municipal taxes alone tallied \$1.3 billion in 2023. Each household in the city of Toronto would need to be taxed an additional \$1,800 to replace total visitor-generated taxes in the city of Toronto in 2023.

#### Fiscal (tax) impacts

Amounts in \$ millions

	Direct	Indirect/ Induced	Total
<b>TOTAL</b>	<b>\$1,545</b>	<b>\$558</b>	<b>\$2,103</b>
<b>Federal</b>	<b>\$583</b>	<b>\$222</b>	<b>\$806</b>
HST	\$317	\$69	\$386
Personal income	\$184	\$106	\$291
Other	\$82	\$47	\$129
<b>Provincial</b>	<b>\$714</b>	<b>\$247</b>	<b>\$961</b>
HST	\$508	\$110	\$618
Personal income	\$96	\$56	\$152
Corporate income	\$51	\$30	\$81
Other	\$60	\$51	\$111
<b>Municipal</b>	<b>\$247</b>	<b>\$88</b>	<b>\$335</b>
Property taxes	\$77	\$50	\$127
User fees	\$26	\$15	\$42
Hotel taxes	\$118	\$0	\$118
Other	\$26	\$22	\$49

Source: Tourism Economics



# ECONOMIC IMPACTS IN CONTEXT

## IMPORTANCE OF VISITOR ECONOMY JOBS

The visitor economy is a key employer in the city of Toronto. Visitor economy jobs span across sectors and when considered as a group can be compared to other industries. Total *direct* employment from the visitor economy in 2023 amounted to 47,291 jobs and ranked as the 10th largest employer by industry in the city.

### Employment in the city of Toronto, by major industry

Amounts in thousands of jobs, 2023 estimates



Source: Tourism Economics, City of Toronto



# ECONOMIC IMPACTS IN CONTEXT



## **\$8.4B** VISITOR SPENDING

The \$8.4 billion in visitor spending means that approximately \$23 million was spent EVERY DAY by visitors in the city of Toronto.



## **\$3.5B** LABOUR INCOME

The \$3.5 billion in total income generated by the visitor economy is the equivalent of \$3,000 for every occupied household in the city of Toronto.



## **66,865** TOTAL JOBS

The number of jobs sustained by the visitor economy (66,865) supports 4.4% of all jobs in the city of Toronto.



## **\$2.1B** TOTAL TAXES

The \$2.1 billion in total taxes generated by the visitor economy would cover the average salary of 33,000 public school teachers in the city of Toronto.



**THE GEATER TORONTO AREA (GTA)  
VISITOR ECONOMY**

# ECONOMIC IMPACTS

## KEY FINDINGS

### VISITOR VOLUME AND DIRECT SPENDING

In 2023, visitor volume in the Greater Toronto Area (GTA) – which includes domestic and international visitors – increased 12% year-over-year to 45.9 million, recovering to within 3% of 2019 levels. The combined effect of the more recovered domestic segment – which has bounced back at a slightly faster pace than the city – and rising prices propelled GTA visitor spending to \$12.3 billion, registering 6% above 2019 levels.



**45.9 MILLION**

Total Visitors



**\$12.3 BILLION**

Direct Visitor Spending

### TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$12.3 billion generated a total economic impact of \$20.3 billion in the GTA in 2023, including indirect and induced impacts. This total economic impact sustained nearly 120,000 jobs and generated approximately \$3.7 billion in total tax revenues in 2023.



**\$20.3B**

Total  
Economic  
Impact



**120,000**

Total  
Jobs  
Supported



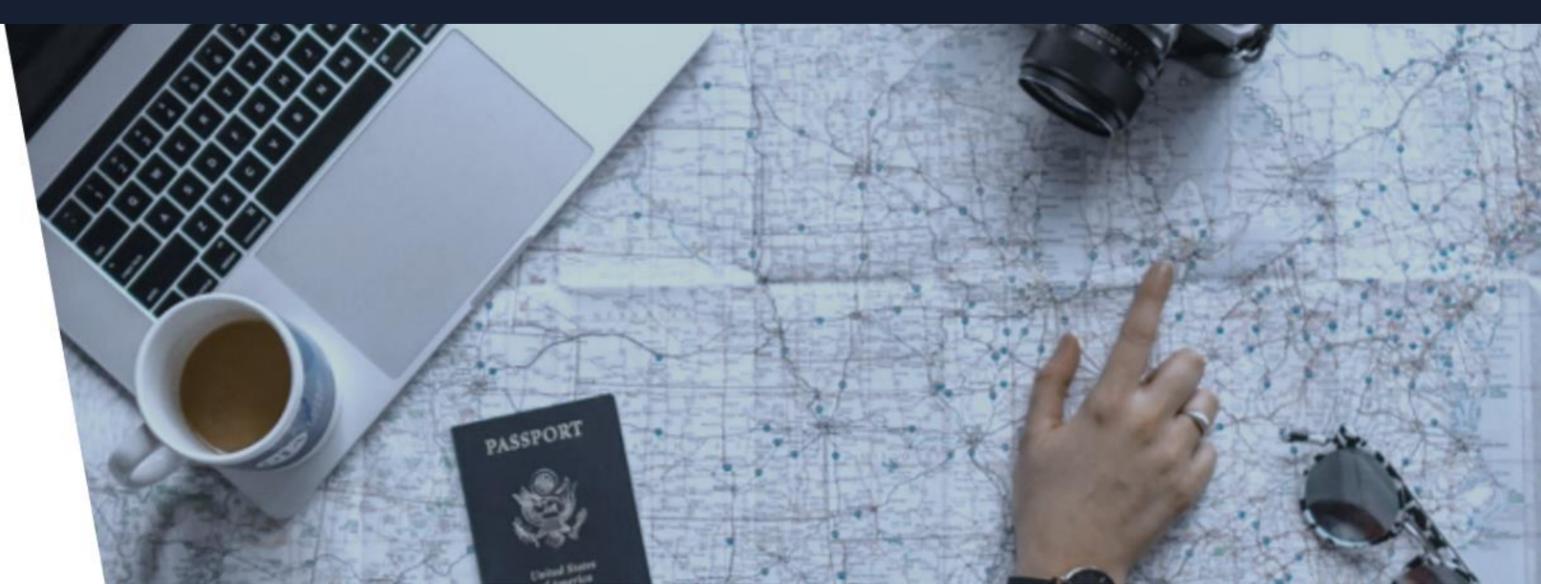
**\$3.7B**

Total Taxes  
Generated

† Spending and impacts quantified in Canadian dollars.

The results for the GTA are not comparable to the prior study conducted in 2018 which instead analysed the Toronto Census Metro Area (CMA).





## VISITOR VOLUME & VISITOR SPENDING

Visitor volume in the GTA increased 12% year-over-year to 45.9 million visitors in 2023, recovering to within 3% of 2019 levels. Meanwhile, visitor spending grew 16% versus 2022 to \$12.3 billion. The combined effect of stronger domestic visitor recovery – at a slightly faster pace than the city in both day and overnight segments – and rising prices, propelled visitor spending to 6% above 2019 levels.

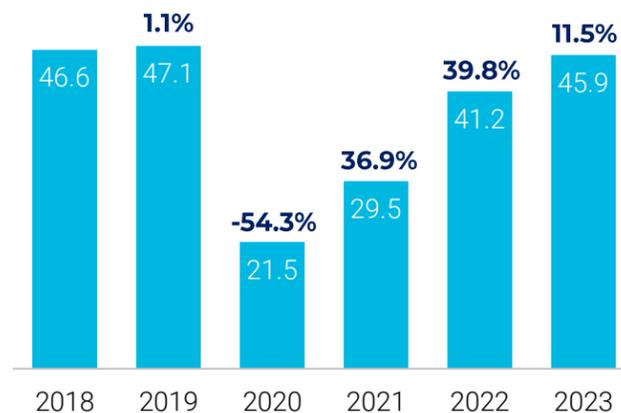
### VISITOR VOLUME

**Heightened travel demand brought visitor volumes within 3% of 2019 levels**

Travel demand continued on its path to recovery in 2023 with visitor volume in the GTA, up 4.7 million versus the prior year. The 45.9 million visitors in 2023 were 3% below 2019 levels.

**Greater Toronto Area visitor volume**

Amounts in millions



Source: Tourism Economics

## VISITOR SPENDING

**Visitors to the GTA spent \$12.3 billion across a range of sectors in 2023**

Visitor spending expanded 16% in 2023, recovering to 6% above 2019 levels.

Of the \$12.3 billion spent in the GTA in 2023 by visitors, food and beverages contributed \$3.2 billion in sales – representing 26% of total visitor spending.

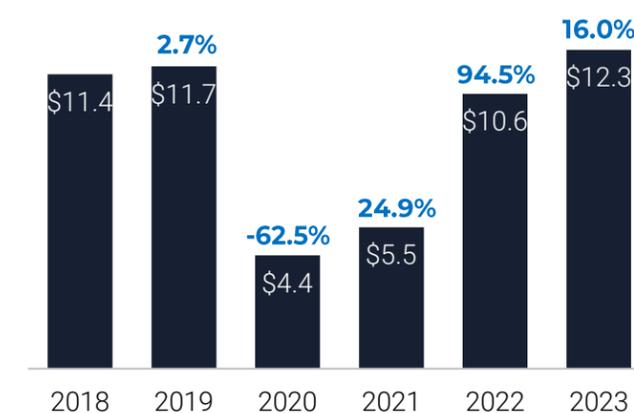
Lodging spending, including short-term rentals, accounted for 25% of visitor spending, totalling \$3.1 billion.

Visitors spent 15% on local transportation, 14% on retail, and 11% on recreation and entertainment.

The value of air transportation totalled \$1.1 billion.

**Greater Toronto Area visitor spending**

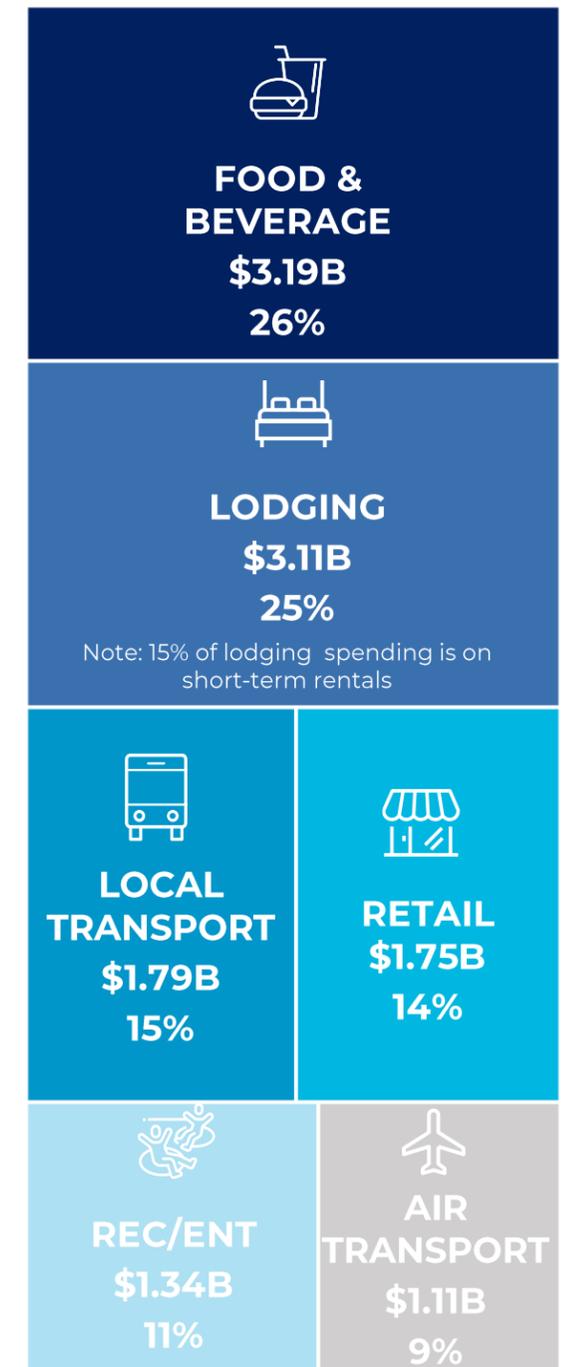
Amounts in \$ billions



Source: Tourism Economics

**\$12.3 BILLION**

Visitor Spending in 2023



Source: Tourism Economics

Note: Lodging spending is calculated as an industry and includes hotel and short-term rental spending. Air transport is the value of visitor activity at Pearson International Airport and Billy Bishop Airport.

## VISITOR VOLUME TRENDS

Distancing requirements due to the Covid-19 pandemic had a greater effect on visitor activity in the city, as the broader region experienced less severe declines and a faster recovery.

In 2023, visitor volumes in the GTA increased 12% year-over-year to 45.9 million visitors. The recovery in overall visitor volumes relative to 2019 was led by domestic visitors, as year-over-year growth in international visits picked up pace in 2022 after travel restrictions were gradually lifted. Domestic visitors to the GTA grew 10% year-over-year to 40.7 million in 2023, registering 1% above pre-pandemic levels. In comparison, US and overseas visitors reached 21% and 24% below 2019 levels, respectively.

By trip type, overnight visitors totalled 14.8 million after growing faster (16% year-over-year) than day visitors (9% year-over-year) who reached 31.1 million in 2023. Compared to 2019, however, day visitors fully recovered in 2023 while overnight visitors were 8% below. This is driven by domestic day visitors since US and overseas day visitors have not recovered as quickly as their overnight counterparts.

### Greater Toronto Area visitor volume, by segment

Amounts in millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitors</b>	<b>46.6</b>	<b>47.1</b>	<b>21.5</b>	<b>29.5</b>	<b>41.2</b>	<b>45.9</b>	<b>11.5%</b>	<b>97.4%</b>
Domestic	39.9	40.4	20.0	27.9	37.2	40.7	9.5%	100.8%
US	3.8	3.8	0.9	0.9	2.3	3.0	28.7%	78.7%
Overseas	2.8	2.8	0.7	0.7	1.6	2.2	32.6%	75.7%
<b>Day visitors</b>	<b>30.6</b>	<b>31.0</b>	<b>15.2</b>	<b>21.9</b>	<b>28.4</b>	<b>31.1</b>	<b>9.4%</b>	<b>100.4%</b>
Domestic	29.2	29.6	14.9	21.6	27.8	30.1	8.5%	101.8%
US	0.8	0.8	0.2	0.2	0.4	0.6	50.1%	73.1%
Overseas	0.6	0.6	0.1	0.1	0.3	0.4	52.5%	68.9%
<b>Overnight visitors</b>	<b>16.0</b>	<b>16.1</b>	<b>6.3</b>	<b>7.6</b>	<b>12.8</b>	<b>14.8</b>	<b>16.0%</b>	<b>91.7%</b>
Domestic	10.7	10.9	5.1	6.3	9.5	10.6	12.5%	97.9%
US	3.0	3.1	0.7	0.7	2.0	2.4	24.6%	80.1%
Overseas	2.2	2.2	0.5	0.5	1.3	1.7	28.5%	77.5%

Source: Tourism Economics

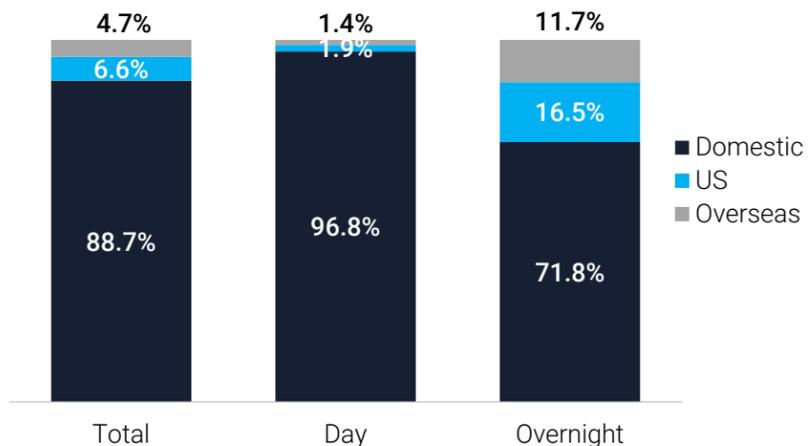
## VISITOR VOLUME SHARES

The makeup of visitors to the GTA is similar to the city of Toronto whose visitors account for 58% of the GTA total in 2023. Domestic travellers represented 89%, compared to 7% from the US and 5% from overseas. Day visitors are comprised mostly of Canadians (97%), while overnight Canadian visitors to Toronto make up 72% of overnight visitor volume.

By trip type, day visitors accounted for 68% of total trips in 2023, compared to 32% for overnight visitors. The share of overnight travellers is nearing its pre-pandemic level of 34%, after falling to 26% in 2021. While most domestic visitors (74%) stayed for the day, the majority of US and overseas visitors stayed overnight, accounting for 81% and 80% of their total visitor volumes, respectively.

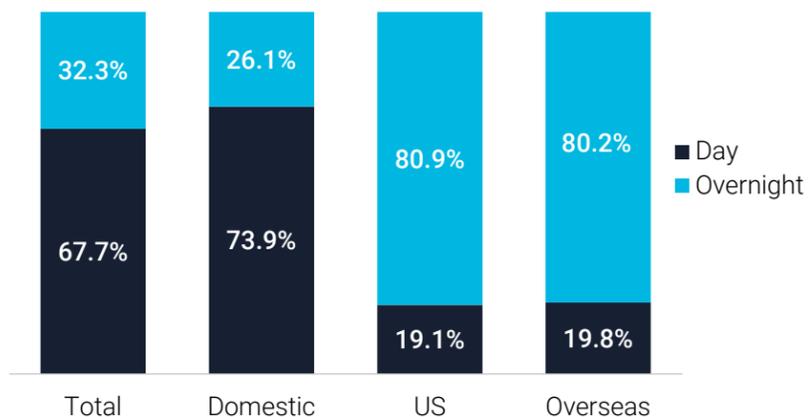
### Greater Toronto Area visitor volume shares, by source (2023)

Share of visitor volume in 2023



### Greater Toronto Area visitor volume shares, by trip type (2023)

Share of visitor volume in 2023



Source: Tourism Economics

## VISITOR SPENDING TRENDS

Visitor spending in the GTA increased 16% year-over-year to \$12.3 billion in 2023 – 6% above of 2019 levels. Spending grew across all sectors, driven by solid demand growth, as well as increases in prices of key services and commodities.

By category, the value of air transportation grew fastest at 30% year-over-year, reaching 94% of 2019 levels. Meanwhile, lodging spending, including short-term rentals, has witnessed the greatest increase above pre-pandemic levels (at 12%) after growing 18% relative to 2022, driven by solid overnight demand and higher room rates. Short-term rental spending represented 15% of total lodging spending in 2023.

Strong year-over-year spending growth was also witnessed in the recreation category, growing 17% to reach 1% above 2019 levels. Spending on food and beverages increased 15% versus 2022 to 8% above 2019 levels.

Retail spending nearly reached pre-pandemic levels after increasing 13% in 2023. Lower gas prices in 2023 caused local transportation spending to grow at a relatively slower pace of 9% versus the prior year to 8% above 2019 levels.

### Greater Toronto Area visitor spending

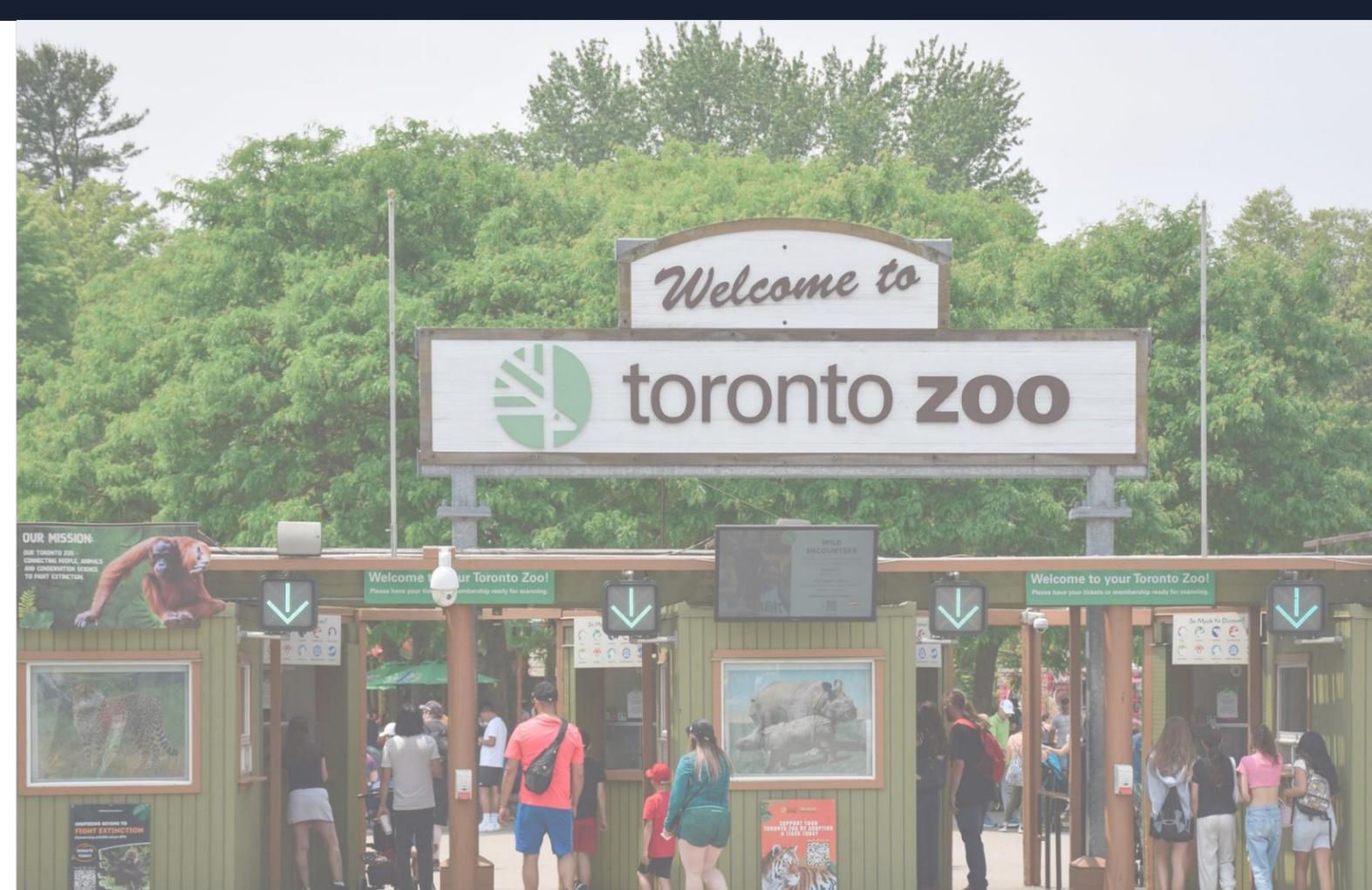
Amounts in \$ millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$11,360</b>	<b>\$11,665</b>	<b>\$4,370</b>	<b>\$5,456</b>	<b>\$10,609</b>	<b>\$12,305</b>	<b>16.0%</b>	<b>105.5%</b>
Food & beverages	\$2,875	\$2,960	\$1,199	\$1,590	\$2,780	\$3,192	14.8%	107.8%
Lodging*	\$2,680	\$2,770	\$913	\$1,071	\$2,630	\$3,110	18.2%	112.3%
Hotels	\$2,269	\$2,270	\$658	\$890	\$2,261	\$2,647	17.0%	116.6%
Short-term rentals	\$411	\$500	\$255	\$181	\$369	\$463	25.6%	92.6%
Transportation	\$1,620	\$1,659	\$723	\$922	\$1,646	\$1,794	9.0%	108.2%
Retail	\$1,731	\$1,764	\$756	\$951	\$1,550	\$1,754	13.2%	99.4%
Recreation	\$1,297	\$1,332	\$477	\$620	\$1,147	\$1,343	17.0%	100.8%
Air**	\$1,157	\$1,180	\$302	\$301	\$856	\$1,112	29.9%	94.2%

Source: Tourism Economics

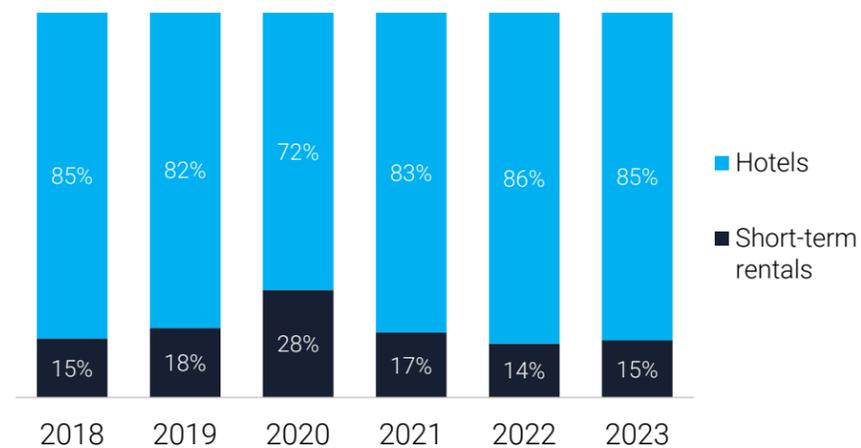
\* Lodging includes short-term rental spending

\*\* Air transport is the value of visitor activity at Pearson International Airport and Billy Bishop Airport.



### Greater Toronto Area lodging spending

Percent of total lodging spending



Source: Tourism Economics, STR, AirDNA

## VISITOR SPENDING TRENDS

Spending has recovered faster than volumes, in part, due to higher prices for key services and commodities.

With international visits yet to recover to 2019 levels, international spending growth outpaced domestic spending growth, which had already recovered (22%) above pre-pandemic levels. Spending by US and international visitors registered 13% and 15% below 2019 levels, respectively.

Led by the full recovery of domestic visitor spending and the continued rebound of international spending, overnight visitor spending in 2023 registered 1% above 2019 levels and grew faster (17% year-over-year) than day visitor spending (14% year-over-year) which reached 20% above pre-pandemic levels.

### Greater Toronto Area visitor spending, by segment

Amounts in millions, 2023 percent change, and percent recovered relative to 2019

	2018	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$11,360</b>	<b>\$11,665</b>	<b>\$4,370</b>	<b>\$5,456</b>	<b>\$10,609</b>	<b>\$12,305</b>	<b>16.0%</b>	<b>105.5%</b>
Domestic	\$5,954	\$6,246	\$3,140	\$4,142	\$6,715	\$7,638	13.7%	122.3%
US	\$2,441	\$2,512	\$563	\$577	\$1,836	\$2,189	19.3%	87.1%
Overseas	\$2,966	\$2,907	\$667	\$737	\$2,059	\$2,478	20.4%	85.2%
<b>Day visitor spending</b>	<b>\$2,763</b>	<b>\$2,862</b>	<b>\$1,463</b>	<b>\$1,853</b>	<b>\$3,002</b>	<b>\$3,421</b>	<b>14.0%</b>	<b>119.5%</b>
Domestic	\$2,513	\$2,607	\$1,358	\$1,741	\$2,841	\$3,219	13.3%	123.4%
US	\$119	\$126	\$54	\$54	\$80	\$100	24.2%	79.4%
Overseas	\$130	\$129	\$52	\$58	\$80	\$102	27.2%	79.3%
<b>Overnight visitor spending</b>	<b>\$8,597</b>	<b>\$8,804</b>	<b>\$2,907</b>	<b>\$3,602</b>	<b>\$7,608</b>	<b>\$8,885</b>	<b>16.8%</b>	<b>100.9%</b>
Domestic	\$3,440	\$3,639	\$1,782	\$2,401	\$3,874	\$4,419	14.1%	121.5%
US	\$2,321	\$2,386	\$509	\$523	\$1,755	\$2,089	19.0%	87.5%
Overseas	\$2,836	\$2,779	\$615	\$679	\$1,978	\$2,376	20.1%	85.5%

Source: Tourism Economics

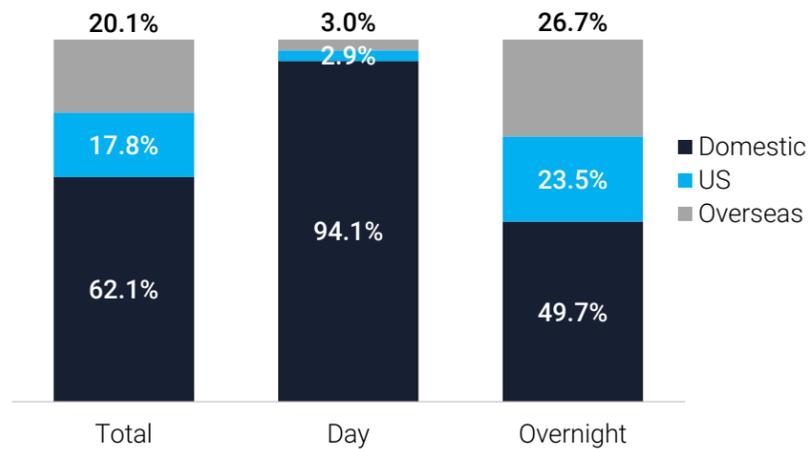
## VISITOR SPENDING SHARES

International visitors tend to stay longer and spend more than their domestic counterparts, resulting in their spending share being higher than their visitor volume share. International visitor spending represents only 6% of day visitor spending, yet it accounts for 50% of overnight visitor spending and 38% of all spending.

By trip type, overnight visitors account for 32% of all visitors to the GTA while accounting for 72% of visitor spending. Even overnight domestic visitors, who make up 26% of all domestic visitors, account for the majority of spending (58%).

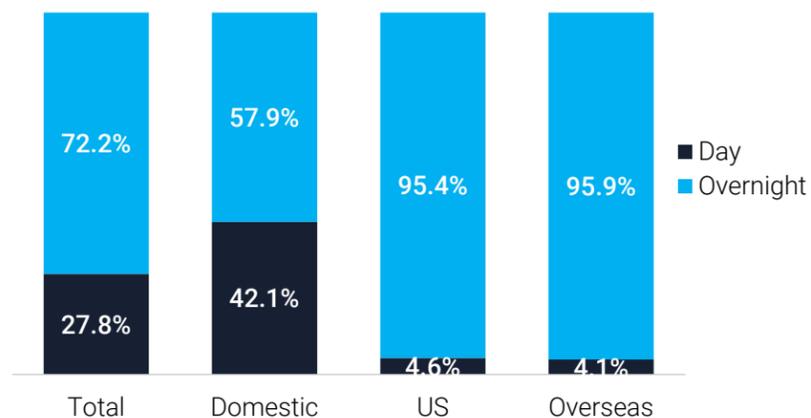
### Greater Toronto Area visitor spending shares, by source (2023)

Share of visitor volume in 2023



### Greater Toronto Area visitor spending shares, by trip type (2023)

Share of visitor volume in 2023



Source: Tourism Economics

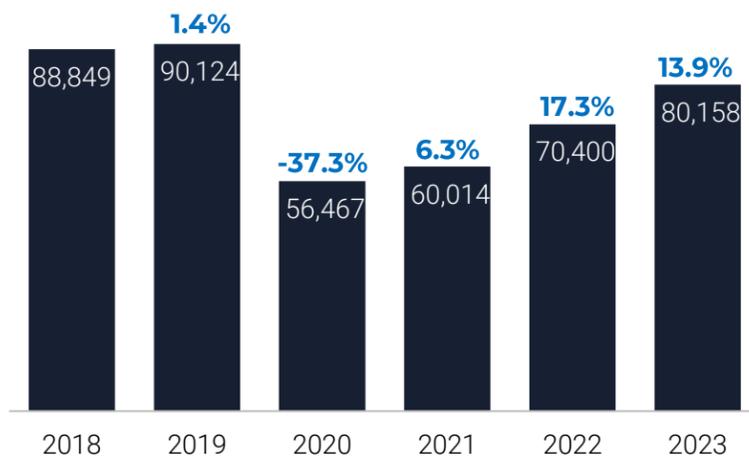
# ECONOMIC IMPACT FINDINGS

## DIRECT IMPACTS

Employment directly supported by visitor activity increased 14% in 2023, rebounding to nearly 80,200 jobs – within 10,000 jobs of pre-pandemic levels in 2023 (11% below 2019 levels). In comparison, visitor spending was 6% above 2019 levels. Employment growth is lagging the spending recovery as businesses initially proceeded cautiously and face ongoing labour shortages.

### Direct visitor supported employment in the Greater Toronto Area

Amounts in number of jobs



Source: Tourism Economics





# ECONOMIC IMPACT FINDINGS

## BUSINESS SALES IMPACTS

Visitors contributed a direct impact of \$12.3 billion in 2023. This direct impact generated \$8.0 billion in indirect and induced impacts, resulting in a total economic impact of \$20.3 billion in the GTA economy.

Outside of direct impacts, significant benefits accrue in sectors like finance, insurance, and real estate, and construction and utilities.

### Summary business sales impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

### Business sales impacts by industry (2023)

Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$12,305</b>	<b>\$4,028</b>	<b>\$3,934</b>	<b>\$20,267</b>
Retail Trade*	\$3,131	\$239	\$343	\$3,714
Accommodations	\$2,880	\$2	\$1	\$2,882
Food services	\$2,479	\$79	\$164	\$2,722
Finance, Insurance and Real Estate	\$230	\$1,007	\$1,346	\$2,584
Construction and Utilities		\$1,124	\$758	\$1,882
Other Transportation	\$1,130	\$304	\$120	\$1,554
Attractions and Recreation	\$1,343	\$42	\$66	\$1,451
Air Transportation**	\$1,112	\$72	\$55	\$1,239
Business and personal services		\$582	\$368	\$950
Wholesale Trade		\$205	\$228	\$433
Communications		\$218	\$153	\$371
Education and Health Care		\$25	\$173	\$198
Government		\$80	\$88	\$168
Agriculture, Fishing, Mining		\$39	\$30	\$68
Non-profit organizations		\$10	\$39	\$49

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

### Business sales impacts by industry (2023)

Amounts in \$ millions



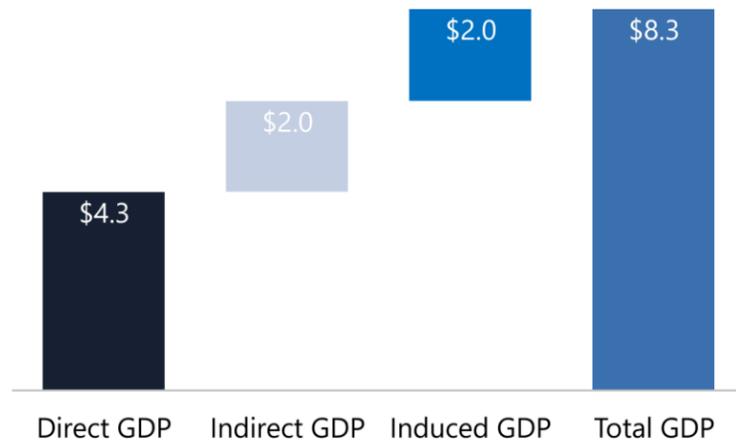
Source: Tourism Economics

## VALUE-ADDED (GDP) IMPACTS

The value of all visitor-associated goods and services produced in the GTA was \$8.3 billion in 2023, of which \$4.3 billion was attributed to direct GDP impacts from visitor spending.

### Summary value-added impacts (2023)

Amounts in \$ billions

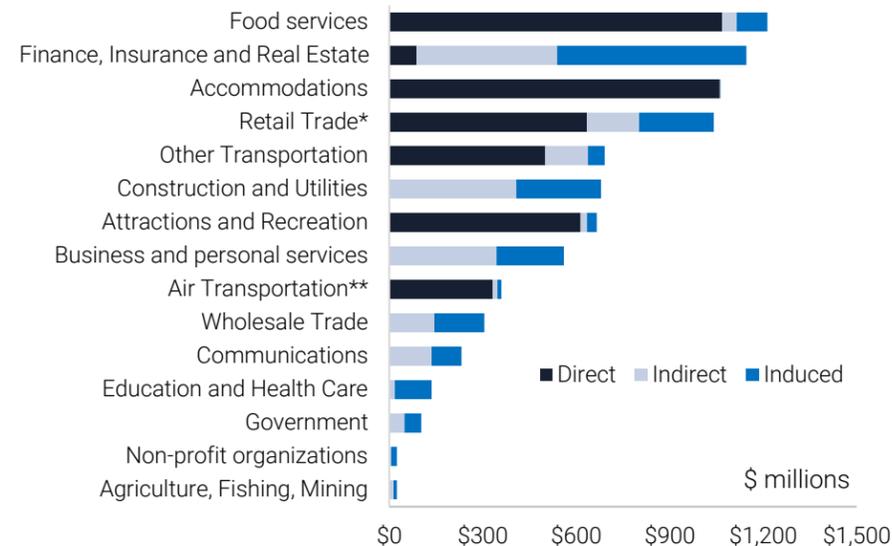


Source: Tourism Economics

In the GTA, the food services industry had the largest economic contribution when accounting for indirect and induced impacts.

### Value-added impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



### Value-added impacts by industry (2023)

Amounts in \$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
<b>Total, all industries</b>	<b>\$4,296</b>	<b>\$1,962</b>	<b>\$1,992</b>	<b>\$8,250</b>
Food services	\$1,068	\$47	\$98	\$1,213
Finance, Insurance and Real Estate	\$88	\$451	\$607	\$1,146
Accommodations	\$1,061	\$1	\$0	\$1,062
Retail Trade*	\$635	\$167	\$240	\$1,042
Other Transportation	\$500	\$137	\$54	\$691
Construction and Utilities		\$407	\$272	\$679
Attractions and Recreation	\$614	\$20	\$32	\$666
Business and personal services		\$344	\$216	\$560
Air Transportation**	\$331	\$21	\$16	\$368
Wholesale Trade		\$145	\$160	\$305
Communications		\$136	\$95	\$231
Education and Health Care		\$17	\$118	\$136
Government		\$49	\$53	\$102
Non-profit organizations		\$5	\$19	\$25
Agriculture, Fishing, Mining		\$14	\$10	\$24

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

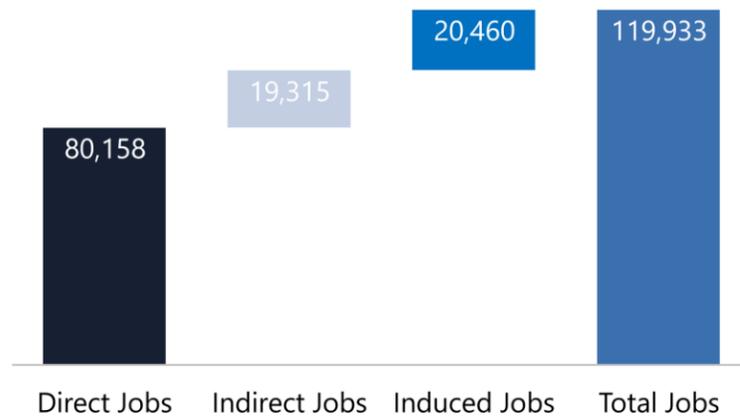
\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## EMPLOYMENT IMPACTS

Visitor activity sustained 80,158 direct jobs in 2023, with an additional 39,775 jobs supported by the indirect and induced impacts of visitor activity. The total jobs impact in 2023 was 119,933 jobs, equivalent to 3.1% of total employment in the GTA.

### Summary employment impacts (2023)

Amounts in number of jobs



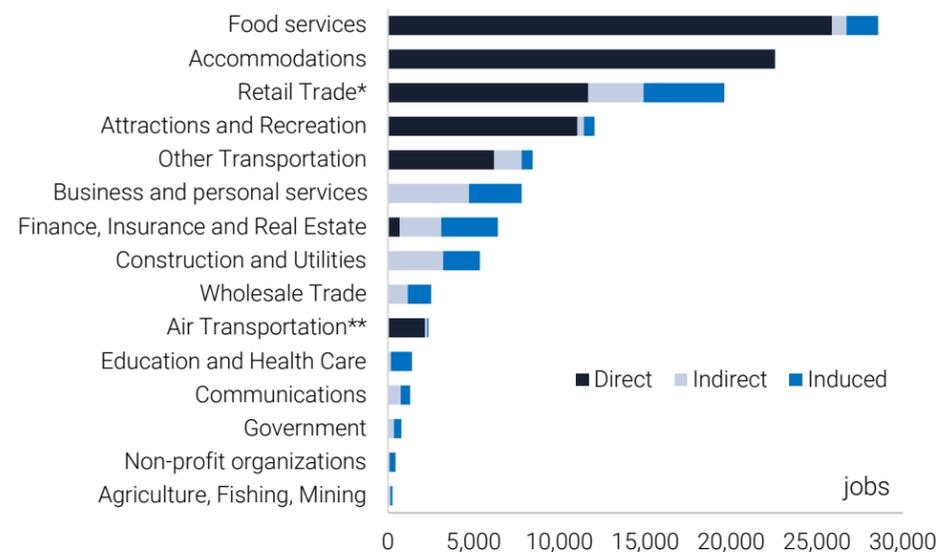
Source: Tourism Economics

Visitor spending supported the largest number of jobs in the food services industry (28,567).

Spending by businesses directly impacted by visitor spending supported 4,727 jobs in the business & personal services industry – in areas like accounting, advertising, laundry cleaning, and beauty services.

### Employment impacts by industry (2023)

Amounts in number of jobs



Source: Tourism Economics



### Employment impacts by industry (2023)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
<b>Total, all industries</b>	<b>80,158</b>	<b>19,315</b>	<b>20,460</b>	<b>119,933</b>
Food services	25,864	863	1,840	28,567
Accommodations	22,544	20	10	22,574
Retail Trade*	11,661	3,237	4,700	19,598
Attractions and Recreation	11,042	382	620	12,044
Other Transportation	6,195	1,604	641	8,440
Business and personal services	4,727	3,071	779	7,798
Finance, Insurance and Real Estate	688	2,422	3,304	6,414
Construction and Utilities	3,208	2,152	5,360	5,360
Wholesale Trade	1,162	1,353	2,515	2,515
Air Transportation**	2,164	160	106	2,430
Education and Health Care	179	1,230	1,409	1,409
Communications	745	544	1,289	1,289
Government	364	411	775	775
Non-profit organizations	92	356	448	448
Agriculture, Fishing, Mining	150	122	272	272

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## LABOUR INCOME IMPACTS

Visitor activity generated \$3.4 billion in direct labour income and a total of \$5.8 billion when including indirect and induced impacts.

### Summary labour income impacts (2023)

Amounts in \$ billions

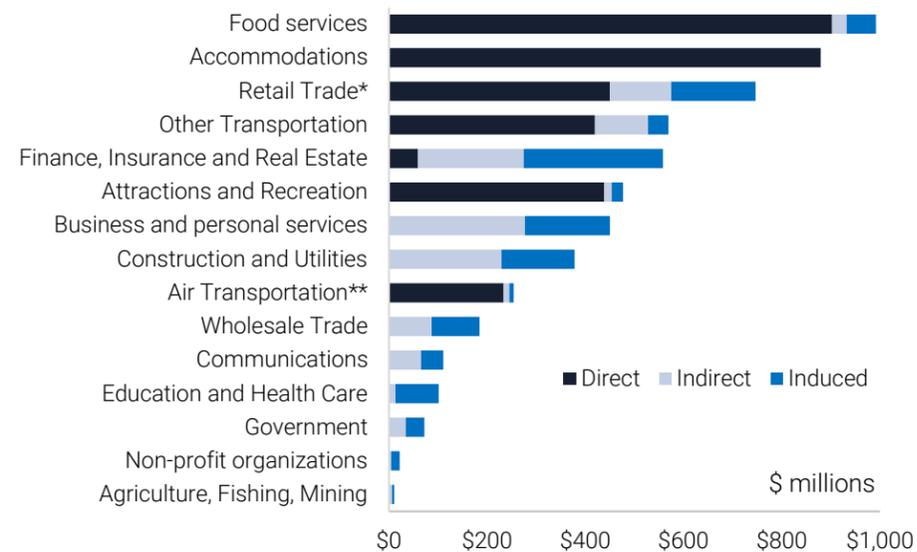


Source: Tourism Economics

There are eight industries in which visitor activity supports more than \$350 million in personal income. These range from the obvious—food services and recreation, to the less obvious—business & personal services and construction & utilities.

### Labour income impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



### Labour income impacts by industry (2023)

Amounts in \$ millions

	Direct Labour Income	Indirect Labour Income	Induced Labour Income	Total Labour Income
<b>Total, all industries</b>	<b>\$3,384</b>	<b>\$1,228</b>	<b>\$1,202</b>	<b>\$5,814</b>
Food services	\$903	\$30	\$59	\$992
Accommodations	\$880	\$1	\$0	\$880
Retail Trade*	\$450	\$125	\$172	\$747
Other Transportation	\$420	\$108	\$41	\$569
Finance, Insurance and Real Estate	\$59	\$215	\$284	\$559
Attractions and Recreation	\$439	\$15	\$23	\$477
Business and personal services		\$277	\$173	\$451
Construction and Utilities		\$229	\$149	\$378
Air Transportation**	\$234	\$16	\$11	\$260
Wholesale Trade		\$87	\$97	\$184
Communications		\$66	\$45	\$111
Education and Health Care		\$13	\$88	\$102
Government		\$34	\$38	\$72
Non-profit organizations		\$5	\$17	\$22
Agriculture, Fishing, Mining		\$6	\$5	\$11

Source: Tourism Economics

\*Retail trade includes gas stations and grocery stores

\*\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## ECONOMIC IMPACT FINDINGS

### FISCAL (TAX) IMPACTS

Visitor spending, visitor-supported jobs, and business sales generated \$3.7 billion in government revenues. Provincial and municipal taxes alone tallied \$2.4 billion in 2023. Each household in the GTA would need to be taxed an additional \$1,500 to replace the visitor-generated taxes received by the GTA in 2023.

#### Fiscal (tax) impacts

Amounts in \$ millions

	Direct	Indirect/ Induced	Total
<b>TOTAL</b>	<b>\$2,627</b>	<b>\$1,054</b>	<b>\$3,681</b>
<b>Federal</b>	<b>\$856</b>	<b>\$420</b>	<b>\$1,276</b>
HST	\$678	\$130	\$808
Personal income	\$124	\$201	\$324
Other	\$55	\$89	\$144
<b>Provincial</b>	<b>\$1,401</b>	<b>\$468</b>	<b>\$1,869</b>
HST	\$1,084	\$209	\$1,293
Personal income	\$147	\$106	\$253
Corporate income	\$78	\$56	\$135
Other	\$92	\$97	\$189
<b>Municipal</b>	<b>\$370</b>	<b>\$166</b>	<b>\$536</b>
Property taxes	\$118	\$95	\$213
User fees	\$41	\$29	\$70
Hotel taxes	\$171	\$0	\$171
Other	\$40	\$43	\$83

Source: Tourism Economics



# ECONOMIC IMPACTS IN CONTEXT



## **\$12.3B VISITOR SPENDING**

The \$12.3 billion in visitor spending means that approximately \$33.7 million was spent EVERY DAY by visitors in the GTA.



## **\$5.8B LABOUR INCOME**

The \$5.8 billion in total income generated by the visitor economy is the equivalent of \$2,400 for every occupied household in the GTA.



## **119,933 TOTAL JOBS**

The number of jobs sustained by the visitor economy (119,933) supports 3.1% of all jobs in the GTA.



## **\$3.7B TOTAL TAXES**

The \$3.7 billion in total taxes generated by the visitor economy would cover the average salary of 58,000 public school teachers in the GTA.

A night-time photograph of the Toronto skyline, featuring the CN Tower and various skyscrapers, reflected in the water. The image is overlaid with a semi-transparent dark blue horizontal band.

# OTHER ONTARIO IMPACTS (2023)

# OTHER ONTARIO SPENDING

**In 2023, visitors to the Greater Toronto Area (GTA) spent \$2.1 billion on other travel activities within Ontario but outside of the GTA**

While on trips to the GTA, many visitors spend money in other parts of Ontario. This represents a major source of additional impact for the province.

We analysed data sources such as StatCan and updated estimates from a survey of travellers at Pearson International Airport to determine the potential extent of this spending. The two areas analysed included visits to other major Ontario destinations and spending by visitors motivated by outdoors activities that appear very unlikely to have occurred in the GTA (e.g. downhill skiing and hunting).

## Other Ontario spending by GTA visitors (2023)

Category	Spending (millions)	Sources	See note
Domestic visitors, outdoor activities	\$244	StatCan data on spending and Ontario Ministry of Tourism, Culture and Sport visitor profile data on outdoor activities participated in during overnight trip to Toronto. Tourism Economics estimates made for 2023.	1
Domestic visitors, other city visits	\$159	StatCan data on domestic visitors to Toronto that also visit Niagara and/or Ottawa; Toronto Pearson Airport Survey data on domestic visitors to Toronto that also visit Niagara and/or Ottawa; StatCan and Ontario Ministry of Tourism, Culture and Sport data on average visitor spending in Niagara and Ottawa. Tourism Economics estimates made for 2023.	2
International visitors, outdoor activities	\$441	StatCan data on spending and Ontario Ministry of Tourism, Culture and Sport visitor profile data on other activities participated in during overnight trip to Toronto. Tourism Economics estimates made for 2023.	1
International visitors, other city visits	\$1,267	StatCan data on international visitors to Toronto that also visit Niagara and/or Ottawa; Toronto Pearson Airport Survey data on international visitors to Toronto that also visit Niagara and/or Ottawa; StatCan and Ontario Ministry of Tourism, Culture and Sport data on average visitor spending in Niagara and Ottawa. Tourism Economics estimates made for 2023.	2
<b>Total</b>	<b>\$2,112</b>		

Source: Tourism Economics, StatCan, Ontario Ministry of Tourism, Culture and Sport

1) Includes spending by GTA visitors on these activities: national, provincial or nature park, camping, hiking or backpacking, hunting, snowmobiling, and downhill skiing or snowboarding. Assumes 50% of spending occurs in other parts of Ontario and 50% in GTA or in other provinces or countries.

2) Does not include spending on transportation between cities. There are reasons to expect that this is an underestimation as there is no data available for other cities or regions such as London, Kingston, etc.





## OTHER ONTARIO SPENDING

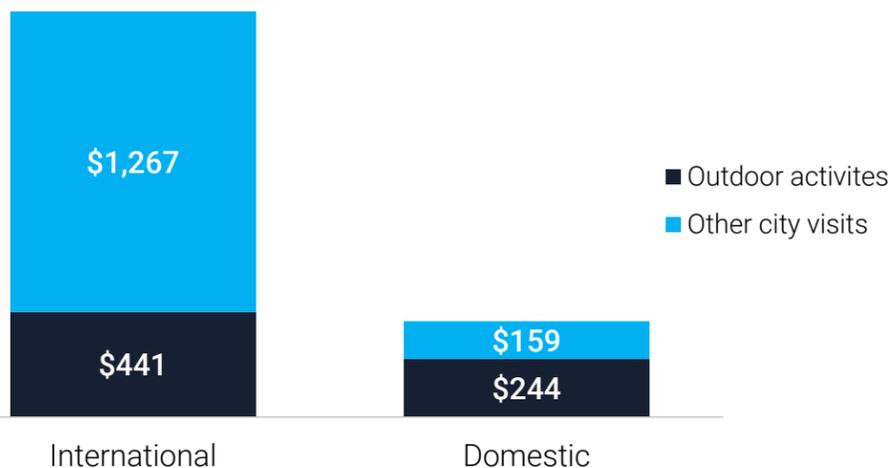
### Spending by international visitors to the GTA in other Ontario cities drive additional impact

International visitors take longer trips on average and are therefore more likely to visit multiple destinations and/or participate in more types of activities during their trip. They also have higher per-day spending than domestic visitors.

A very high proportion of US and overseas visitors to the GTA also visit the Niagara region, which accounts for a large share of the additional impacts.

#### Other Ontario spending by GTA visitor segment (2023)

Amounts \$ millions

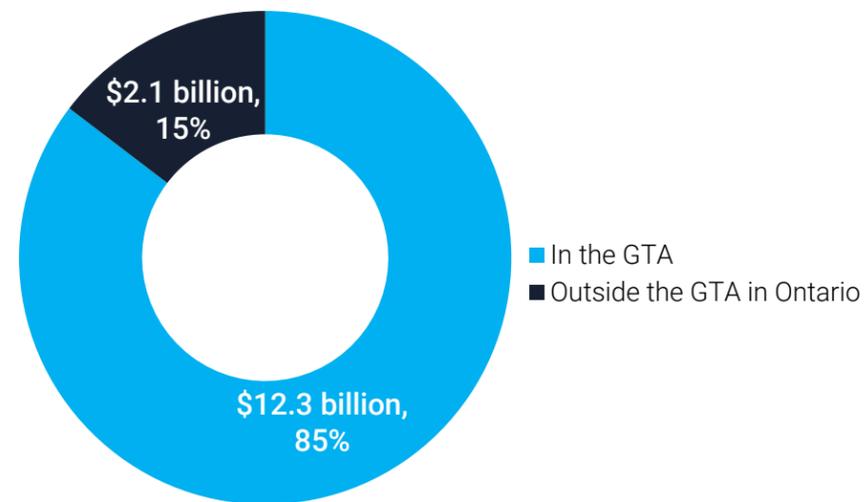


**81%** of other Ontario spending by GTA visitors is from international visitors

Source: Tourism Economics, StatCan, Ontario Ministry of Tourism, Culture and Sport

#### Ontario spending by GTA visitors (2023)

Amounts \$ billions



**15%** of all spending in Ontario by GTA visitors occurs outside of the GTA

Source: Tourism Economics, StatCan, Ontario Ministry of Tourism, Culture and Sport



## OTHER ONTARIO IMPACTS

### TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$2.1 billion from visitors to the GTA in other parts of the province generated a total economic impact of \$4.5 billion in 2023, including indirect and induced impacts. This total economic impact sustained more than 26,100 jobs and generated \$763 million in total tax revenues in 2023.



**\$2.1B**

Direct Visitor  
Spending



**\$4.5B**

Total  
Economic  
Impact



**26,100**

Total  
Jobs  
Supported



**\$763M**

Total Taxes  
Generated

### Economic impact of GTA visitors on the rest of Ontario (2023)

Amounts in \$ millions and number of jobs

	2023
<b>Total business sales</b>	<b>\$4,467</b>
Direct sales (visitor spending)	\$2,112
Indirect and induced sales	\$2,355
<b>Total GDP</b>	<b>\$2,058</b>
Direct GDP	\$805
Indirect and induced GDP	\$1,253
<b>Total income</b>	<b>\$1,314</b>
Direct income	\$614
Indirect and induced income	\$699
<b>Total jobs</b>	<b>26,093</b>
Direct jobs	14,463
Indirect and induced jobs	11,630
<b>Total government revenue</b>	<b>\$763</b>
Federal	\$271
Provincial	\$378
Municipal	\$113

Source: Tourism Economics, StatCan, Ontario Ministry of Tourism, Culture and Sport



**ECONOMIC IMPACT OF VISITORS  
ATTENDING MAJOR EVENTS (2023)**



## ECONOMIC IMPACT OF VISITORS ATTENDING MAJOR EVENTS

Visitors to the city of Toronto consist of travellers on leisure, business, or both. An important segment of business travellers are those who attend conferences and business events.

In the city of Toronto, major conferences and events are held at the Metro Toronto Convention Centre, and Beanfield Centre and Enercare Centre at Exhibition Place. In 2023, 71 major conferences and events were facilitated by Destination Toronto, attracting nearly 290,000 business delegates, many of whom are visitors to the city.

Visitors attending these conferences and events generate significant economic impact by spending money while at their event, and also at off site establishments in the local economy, including local restaurants, hotels, retailers, and entertainment venues. In addition, exhibitors and venue operators spend money in the local economy to sustain event operations.

This study quantifies direct spending generated by visitors attending major conferences and events in the city of Toronto, as well as total economic impacts, including business sales, employment, household income, and fiscal (tax) impacts.<sup>1</sup>

### METHODOLOGY AND DATA SOURCES

Tourism Economics prepared a comprehensive model using primary and secondary data sources to quantify the impacts arising from visitor spending generated by event attendees in the Toronto economy.

Impact modelling utilised Destination International's Event Impact Calculator for Toronto business meetings in conjunction with the input-output (I-O) model from the broader Toronto visitor economy to estimate impacts by industry.

The analysis draws on data for conferences and events with more than 1,000 business delegates composed primarily of visitors, facilitated by Destination Toronto in 2023.

The analysis also utilised data from the following sources:

- STR: group lodging performance data, including room demand, room rates, occupancy, and room revenue for hotels.
- Statistics Canada (StatCan): Survey data on visitor behaviours and volumes in Toronto, the broader region, and Ontario, as well as employment, wage, business counts, and consumer price index data, by industry.
- Ontario Ministry of Tourism, Culture and Sport: regional tourism profiles.
- Destination International: Economic Impact Calculator input-output model drivers for business events in Toronto.

<sup>1</sup> Spending and economic impact is not available for all events and includes only meeting contracts facilitated by Destination Toronto.

# ECONOMIC IMPACT FINDINGS

## DIRECT ACTIVITY

In 2023, the city of Toronto hosted 71 major conferences and events, attracting 289,624 business delegates. Among delegates visiting the city of Toronto, their spending in the local economy totalled \$470 million in 2023.<sup>1</sup>



**71**

Major Conferences and Events



**289,624**

Total Business Delegates



**\$470M**

Conferences and Events Direct Visitor Spending

versus 2018

70%

71%

82%

**Major conferences and events continue to lag pre-pandemic levels**

## TOTAL ECONOMIC IMPACT

The direct event visitor spending impact of \$470 million generated a total economic impact of \$1.0 billion in the city of Toronto in 2023, including indirect and induced impacts.<sup>2</sup>



**\$1.0B**

Total Economic Impact

**82%**

Relative to 2018 total economic impact of \$1.2B



**6,400**

Total Jobs Supported



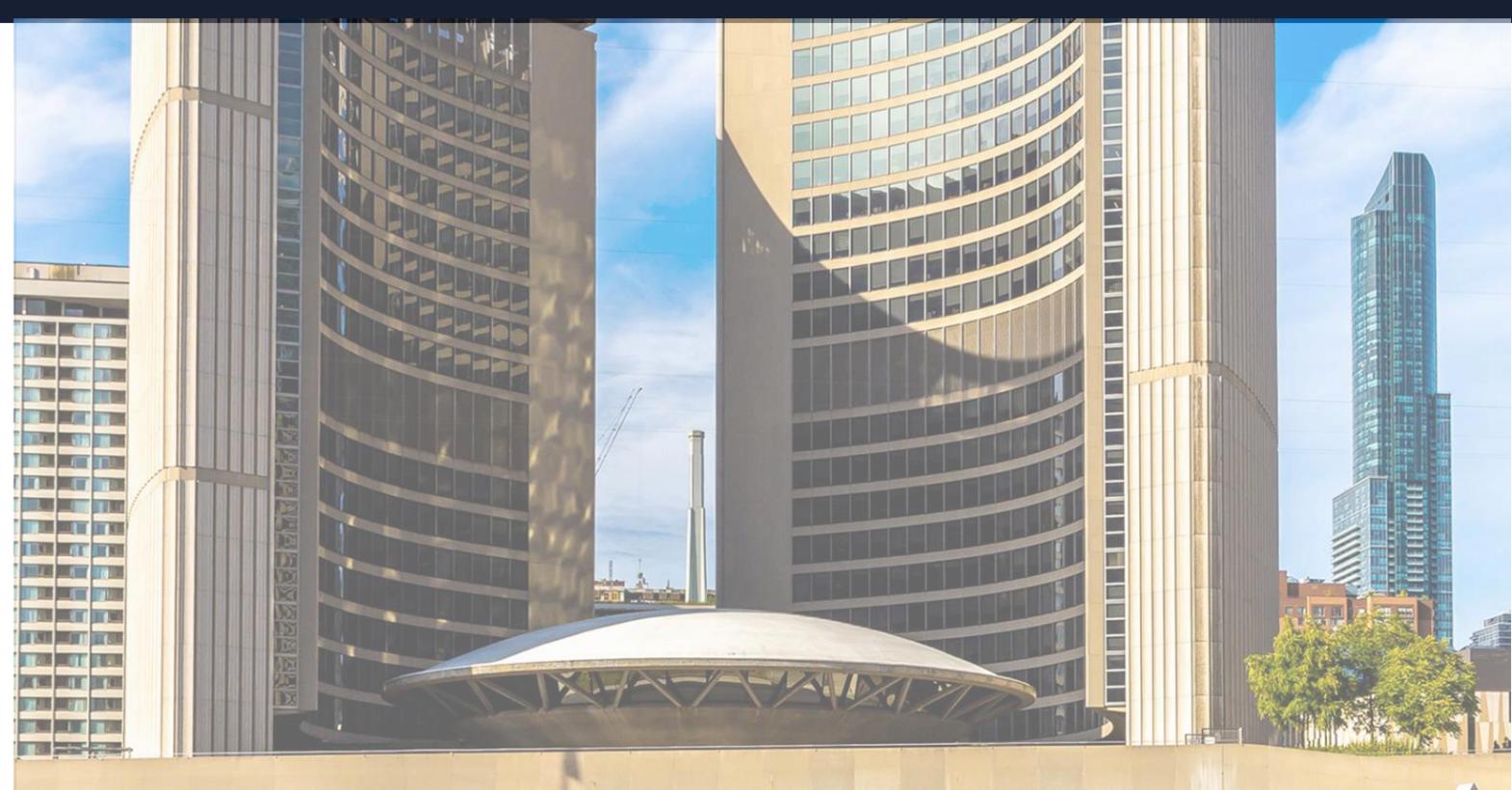
**\$330M**

Total Incomes Supported



**\$172M**

Total Taxes Generated



## OTHER ECONOMIC IMPACTS

The total economic impact of \$1.0 billion sustained more than 6,400 jobs, \$330 million in total incomes, and generated approximately \$172 million in total tax revenues in 2023.

<sup>1</sup> Spending and economic impact is not available for all events and includes only meeting contracts facilitated by Destination Toronto with more than 1,000 delegates, composed primarily of visitors.

<sup>2</sup> The methodology used to analyse the impact of visitors attending major conferences and events was revised from the prior study to utilise modelling from Destination International's Event Impact Calculator. In 2018, the total economic impact has been revised to \$1,247 million.

## MAJOR CONFERENCES & EVENTS VISITOR SPENDING

Visitors attending major conferences and events in the city of Toronto spent \$470 million across a range of sectors in 2023

Of the \$470 million spent in the city of Toronto in 2023 by visitors attending major conferences and events, lodging contributed \$178 million in sales – representing 38% of total visitor spending.

Food and beverage spending accounted for 26% of event visitor spending, totalling \$122 million.

Visitors at major conferences and events spent 14% of their total budget on local transportation, 8% on retail, and 6% on recreation and entertainment.

The value of air transportation totalled \$41 million.

### Visitor attendee spending in the city of Toronto (2023)

Amounts in \$ millions and % of total spending

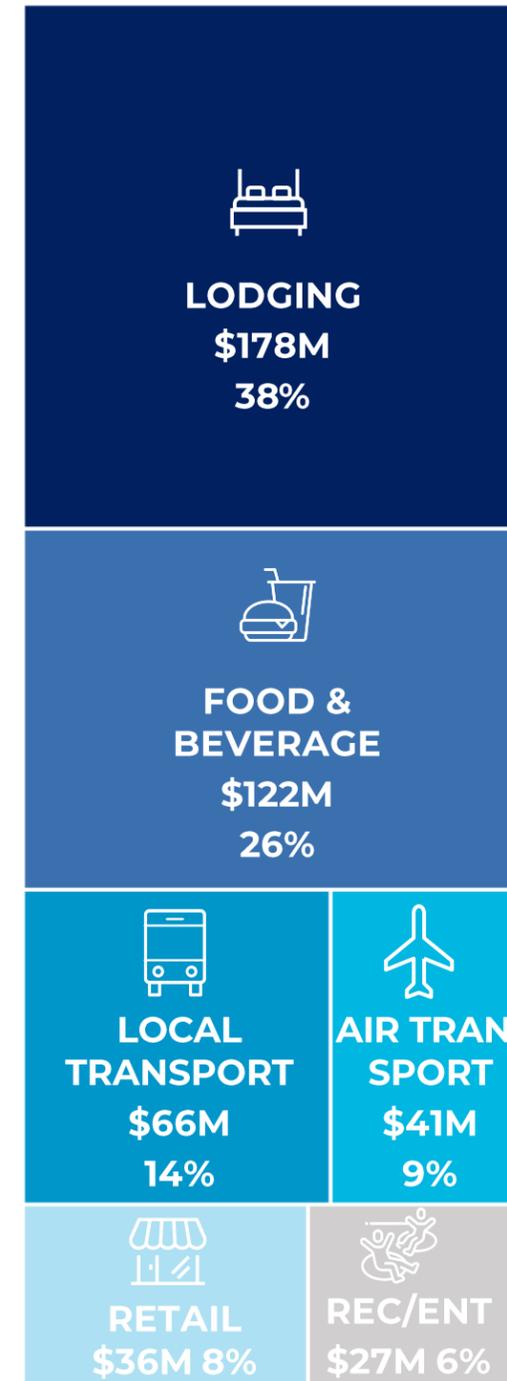
	\$ millions	% of total
<b>Total event visitor spending</b>	<b>\$470.2</b>	
Lodging	\$177.8	37.8%
Food & beverages	\$122.1	26.0%
Local Transport	\$65.8	14.0%
Air	\$40.8	8.7%
Retail	\$36.4	7.7%
Recreation	\$27.2	5.8%

Source: Tourism Economics

Note: Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport.

## \$470 MILLION

Major Conferences and Events Visitor Spending in 2023



Source: Tourism Economics

Note: Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport.





# ECONOMIC IMPACT FINDINGS

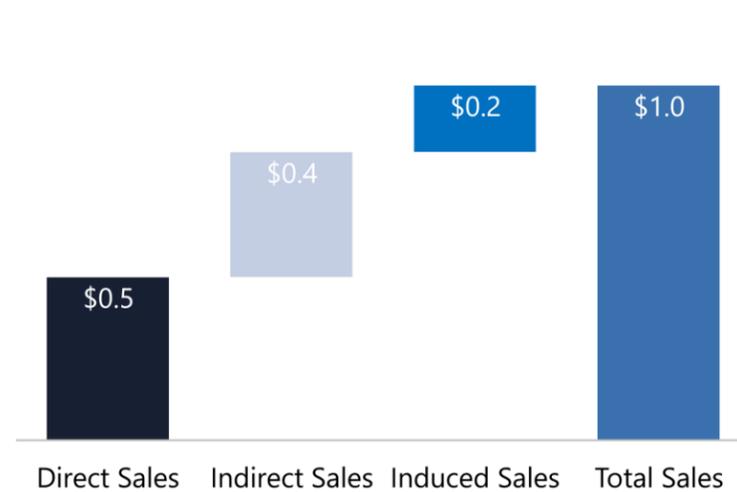
## BUSINESS SALES IMPACTS

Visitors at major conferences and events contributed a direct impact on business sales of \$470 million in 2023. This direct impact generated \$553 million in indirect and induced impacts, resulting in a total economic impact of \$1.0 billion in the city of Toronto economy.

Outside of direct impacts, significant benefits accrue in sectors like finance, insurance, and real estate, and business and personal services. Much of these indirect impacts are attributed to spending by organisers and/or exhibitors

### Summary business sales impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

### Business sales impacts by industry (2023)

Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$470</b>	<b>\$361</b>	<b>\$192</b>	<b>\$1,023</b>
Food services	\$122	\$81	\$26	\$229
Accommodations	\$178	\$7	\$0	\$185
Finance, Insurance and Real Estate		\$113	\$68	\$181
Business and personal services		\$86	\$39	\$125
Other Transportation	\$66	\$14	\$7	\$86
Retail Trade	\$36	\$5	\$4	\$46
Air Transportation*	\$41	\$2	\$2	\$44
Attractions and Recreation	\$27	\$1	\$1	\$29
Construction and Utilities		\$15	\$11	\$26
Wholesale Trade		\$12	\$13	\$24
Communications		\$16	\$2	\$19
Education and Health Care		\$1	\$10	\$11
Government		\$4	\$5	\$9
Agriculture, Fishing, Mining		\$2	\$2	\$4
Non-profit organizations		\$1	\$2	\$3

Source: Tourism Economics

\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

### Business sales impacts by industry (2023)

Amounts in \$ millions



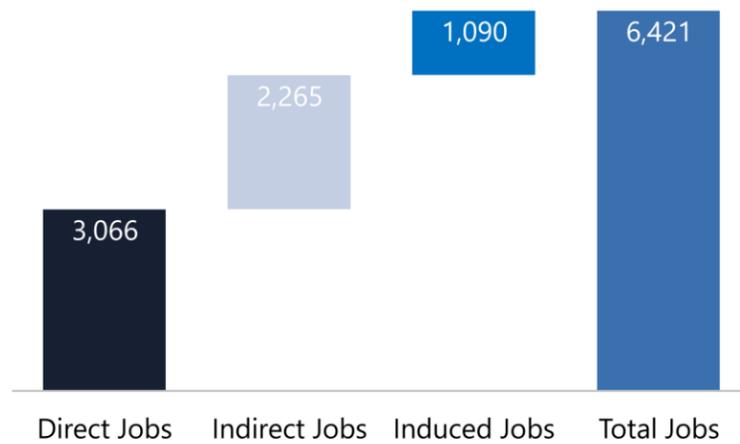
Source: Tourism Economics

## EMPLOYMENT IMPACTS

Visitor activity at major conferences and events sustained 3,066 direct jobs in 2023, with an additional 3,355 jobs supported by the indirect and induced impacts of event visitor activity. The total employment impact in 2023 was 6,421 jobs, equivalent to 9.6% of total visitor economy employment in the city of 66,865.

### Summary employment impacts (2023)

Amounts in number of jobs



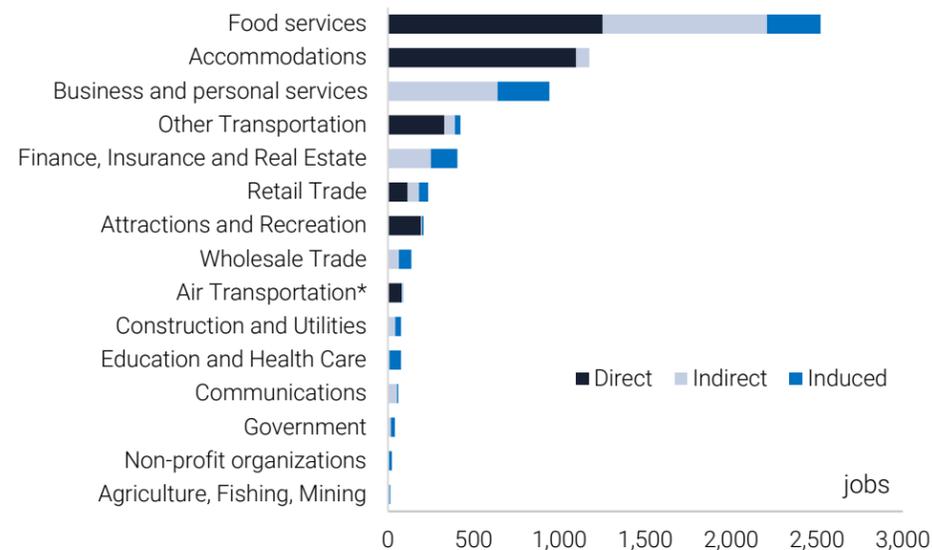
Source: Tourism Economics

Conference and event visitor spending supported the largest number of jobs in the food services industry (2,522).

Spending by businesses directly impacted by conference and event visitor spending supported 640 jobs in the business & personal services industry – in areas like accounting, advertising, equipment rental, and event support services.

### Employment impacts by industry (2023)

Amounts in number of jobs



Source: Tourism Economics



### Employment impacts by industry (2023)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
<b>Total, all industries</b>	<b>3,066</b>	<b>2,265</b>	<b>1,090</b>	<b>6,421</b>
Food services	1,253	957	313	2,522
Accommodations	1,097	77	0	1,174
Business and personal services	640	0	301	941
Other Transportation	328	63	31	423
Finance, Insurance and Real Estate	250	0	155	405
Retail Trade	115	66	53	235
Attractions and Recreation	193	6	9	208
Wholesale Trade	79	4	3	87
Air Transportation*	0	43	33	76
Construction and Utilities	0	10	66	76
Education and Health Care	0	53	8	61
Communications	0	18	22	40
Government	0	5	18	24
Non-profit organizations	0	8	6	14
Agriculture, Fishing, Mining	0	0	0	0

Source: Tourism Economics

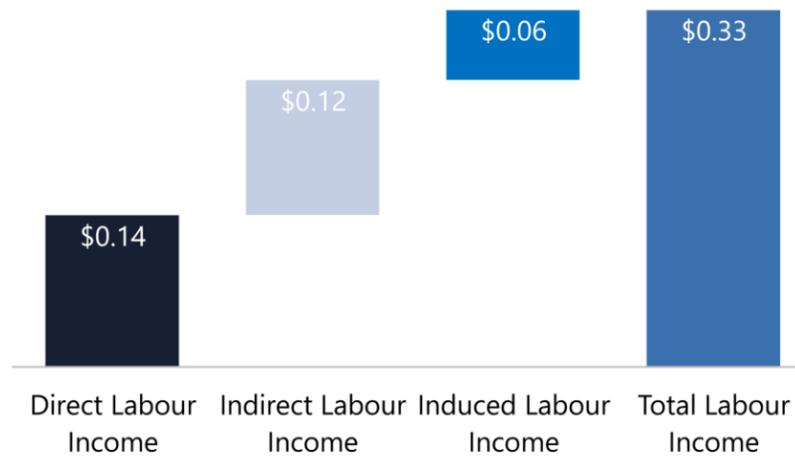
\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## LABOUR INCOME IMPACTS

Conference and event visitor activity generated \$140 million in direct labour income and a total of \$330 million when including indirect and induced impacts.

### Summary labour income impacts (2023)

Amounts in \$ billions



Source: Tourism Economics

There are seven industries in which conference and event visitor activity supports more than \$10 million in personal income.

### Labour income impacts by industry (2023)

Amounts in \$ millions



Source: Tourism Economics



### Labour income impacts by industry (2023)

Amounts in \$ millions

	Direct Labour Income	Indirect Labour Income	Induced Labour Income	Total Labour Income
<b>Total, all industries</b>	<b>\$140</b>	<b>\$125</b>	<b>\$65</b>	<b>\$330</b>
Food services	\$47	\$34	\$10	\$91
Business and personal services		\$40	\$18	\$58
Accommodations	\$46	\$2		\$49
Finance, Insurance and Real Estate		\$24	\$14	\$38
Other Transportation	\$25	\$5	\$2	\$32
Wholesale Trade		\$5	\$6	\$11
Retail Trade	\$5	\$3	\$2	\$10
Air Transportation*	\$9	\$0	\$0	\$9
Attractions and Recreation	\$8	\$0	\$0	\$9
Education and Health Care		\$1	\$5	\$6
Communications		\$5	\$1	\$6
Construction and Utilities		\$3	\$2	\$6
Government		\$2	\$2	\$4
Non-profit organizations		\$0	\$1	\$1
Agriculture, Fishing, Mining		\$0	\$0	\$1

Source: Tourism Economics

\* Air transportation is the value of visitor activity at Billy Bishop Airport and Pearson International Airport to the local economy.

## ECONOMIC IMPACT FINDINGS

### FISCAL (TAX) IMPACTS

Conference and event visitor spending, jobs supported, and business sales generated \$172 million in government revenues. Provincial and municipal taxes alone tallied \$110 million in 2023.

The \$172 million in total taxes generated by conference and event visitors covers more than one-third of the 2024 operating budget for fire rescue and emergency response (\$501 million) in the city.

#### Fiscal (tax) impacts

Amounts in \$ millions

	Direct	Indirect/ Induced	Total
<b>TOTAL</b>	<b>\$93</b>	<b>\$79</b>	<b>\$172</b>
<b>Federal</b>	<b>\$33</b>	<b>\$29</b>	<b>\$62</b>
HST	\$18	\$10	\$28
Personal income	\$10	\$13	\$23
Other	\$5	\$6	\$10
<b>Provincial</b>	<b>\$42</b>	<b>\$37</b>	<b>\$78</b>
HST	\$28	\$16	\$45
Personal income	\$6	\$8	\$14
Corporate income	\$3	\$4	\$8
Other	\$4	\$8	\$11
<b>Municipal</b>	<b>\$19</b>	<b>\$13</b>	<b>\$32</b>
Property taxes	\$5	\$7	\$12
User fees	\$2	\$2	\$4
Hotel taxes	\$11	\$0	\$11
Other	\$2	\$3	\$5

Source: Tourism Economics



# ECONOMIC IMPACTS IN CONTEXT



## **\$470M** EVENT VISITOR SPENDING

The \$470 million in major conference and event visitor spending means that approximately \$1.3 million was spent EVERY DAY by these visitors in the city of Toronto.



## **\$1.0B** TOTAL ECONOMIC IMPACT

The total business sales of \$1.0 billion supported by 71 major events in 2023 represents 8.1% of total business sales from visitor activity in the city of Toronto.



## **6,421** TOTAL JOBS

The number of jobs sustained by major conference and event visitors (6,421) represent 9.6% of all jobs supported by the city of Toronto's visitor economy.



## **\$172M** TOTAL TAXES

The \$172 million in total taxes generated by major conference and event visitors is enough to cover the 2024 operating budget for almost Exhibition Place (\$66 million) three-times over.

## Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and gasoline.

## Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of visitor economy-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from the purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Labour income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Municipal Taxes	City taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
Provincial Taxes	Provincial tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of provincial governments.

# ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centres in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 600 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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