TORONTO’S VISITOR ECONOMY
A powerful economic catalyst for the city and the regional economy

27.5 MILLION VISITORS TO TORONTO
44.5 MILLION ACROSS THE REGION

$6.5 BILLION IN VISITOR SPENDING IN TORONTO
$10.6 BILLION ACROSS THE REGION

$10.3 BILLION IN ECONOMIC IMPACT FOR TORONTO
$17.6 BILLION ACROSS THE REGION

AN EXPORT BUSINESS
BRINGING NEW SPENDING
INTO OUR ECONOMY

DIRECT SPENDING BY VISITORS
GENERATES FURTHER ECONOMIC
ACTIVITY OVER DIVERSE SECTORS

THE VISITOR ECONOMY BENEFITS EVERYONE IN TORONTO
DRIVING BENEFITS FOR LOCAL RESIDENTS AND COMMUNITIES

70,000 JOBS SUPPORTED BY VISITOR SPENDING
10,000 NET-NEW JOBS IN 5 YEARS

$3.1 BILLION IN WAGES

$1,020 IN TAXES SAVED BY EVERY HOUSEHOLD IN TORONTO
HELPING TO FUND ESSENTIAL SERVICES

$1.8 BILLION IN TAXES GENERATED

$3.1 BILLION IN WAGES

MEETINGS MEAN BUSINESS

MAJOR CONVENTIONS (1,000+ DELEGATES) BRING 400,000 PEOPLE TO TORONTO, GENERATING $858 MILLION IN ECONOMIC IMPACT

ATTRACTION OF MAJOR EVENTS AND CONVENTIONS TO TORONTO DRIVES DIRECT SPENDING BY DELEGATES AND MEETING ORGANIZERS AND SUPPORTS KEY ECONOMIC SECTORS LIKE:

$ FINANCE
+ HEALTHCARE
帽 EDUCATION
# SeeTorontoNow
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