

# 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



## MEETINGS MEAN BUSINESS

- MAJOR CONVENTIONS (1,000+ DELEGATES) BRING 400,000 PEOPLE TO TORONTO, GENERATING \$858 MILLION IN ECONOMIC IMPACT
- ATTRACTING MAJOR EVENTS AND CONVENTIONS TO TORONTO DRIVES DIRECT SPENDING BY DELEGATES AND MEETING ORGANIZERS AND SUPPORTS KEY ECONOMIC SECTORS LIKE:



FINANCE



HEALTHCARE



EDUCATION



TECH



TORONTO  
REGION  
BOARD OF TRADE

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TOURISM  
TORONTO

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