



April 10, 2024

# Tourism Economic Impact Summary

Owner      Tourism Kingston CS

Controls  
& Filters      Year contains 2023



# Tourism Economic Impact Summary

This report provides an estimate of the economic impact that Kingston, Ontario is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on provided inputs to the MHSTCI Tourism Regional Economic Impact Model.

Date Range  
2023 to 2023

Data Source  
Economic Impact

Year

## Performance Summary

Insights into latest reported year compared to previous years

Traveler Spend

\$543.99M ↗ 10.4%

Labor Income

\$244.94M ↗ 14.55%

Jobs - Total

4.53K ↗ 7.64%

Direct Taxes

\$105.27M ↘ -4.84%

Total Taxes

\$174.77M ↗ 4.43%

Indirect Taxes

\$43.04M ↗ 9.82%

## Spend Analysis

Insights into Traveler spend over the years

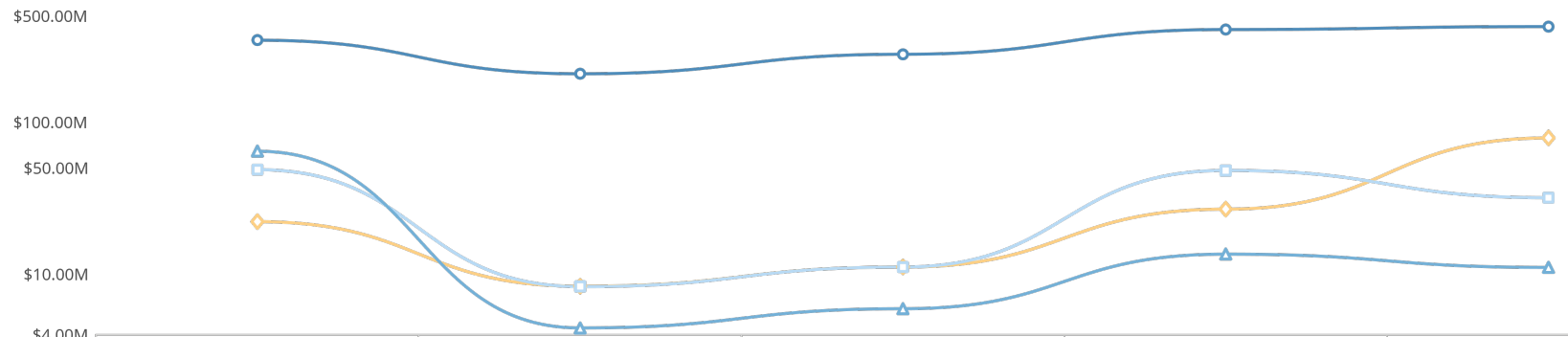
### Spend by Year

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



### Spend by Traveler Origin

\$2.05B Total Spend

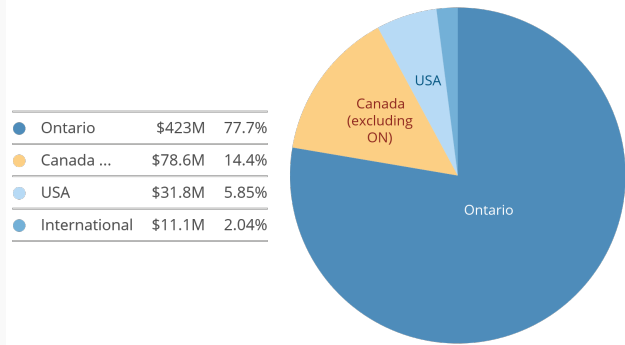


	2019	2020	2021	2022	2023
○ Ontario	\$344.88M	\$207.25M	\$277.83M	\$404.55M	\$422.52M
△ International	\$64.33M	\$4.43M	\$5.93M	\$13.56M	\$11.08M
□ USA	\$48.55M	\$8.31M	\$11.14M	\$47.89M	\$31.82M
◇ Canada (excluding ON)	\$22.13M	\$8.32M	\$11.15M	\$26.74M	\$78.56M

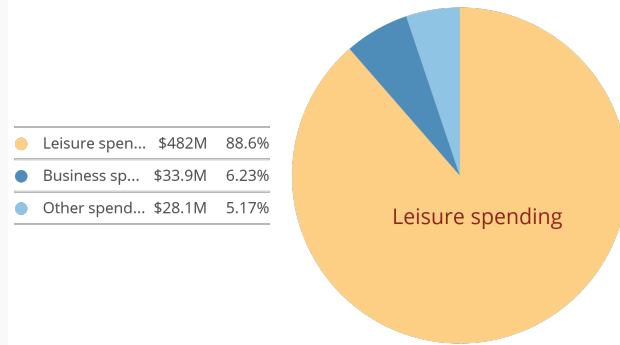
Spend % by Visitor Origin

Origin	2019	2020	2021	2022	2023
Ontario	71.86%	90.78%	90.78%	82.10%	77.67%
Rest of Canada	4.61%	3.65%	3.64%	5.43%	14.44%
USA	10.12%	3.63%	3.64%	9.72%	5.85%
Overseas	13.41%	1.94%	1.94%	2.75%	2.04%

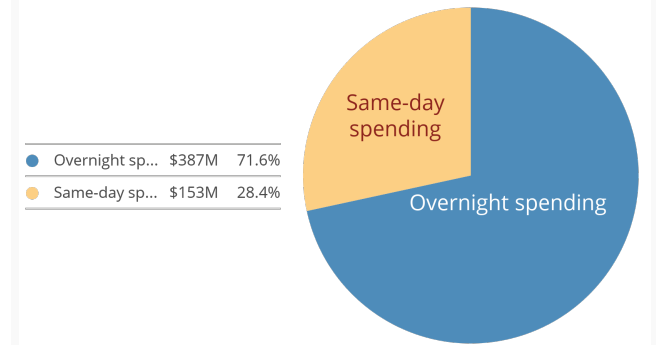
Spend by Traveler Origin 2023



Leisure vs Business visitor spending 2023



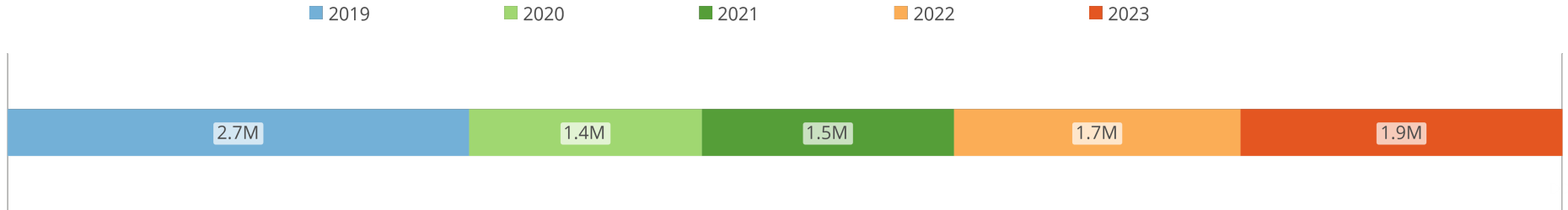
Same-day vs Overnight spend 2023



## Visitation & Room Night Analysis

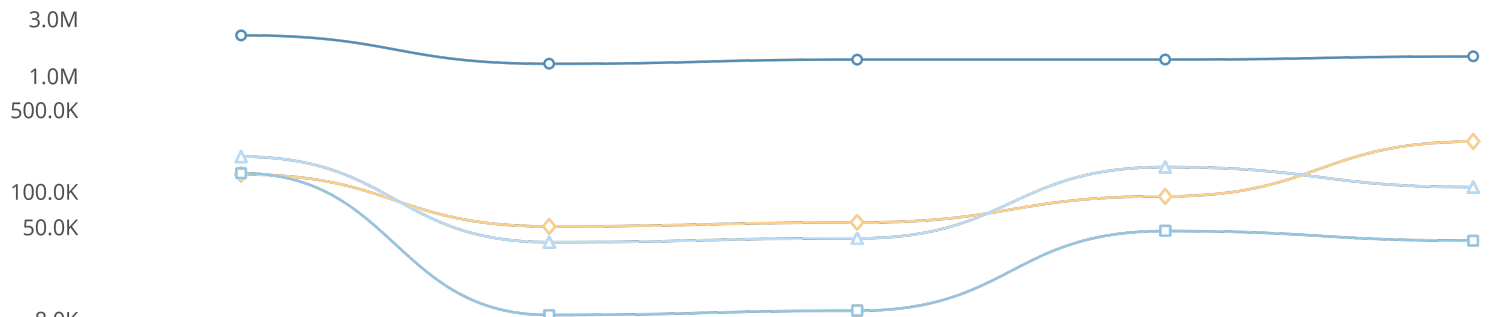
Insights into Traveler visitation & room nights over the years

### Visitation by Year



### Visitation by Traveler Origin

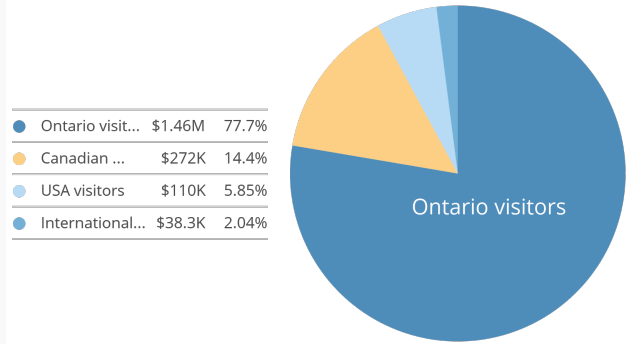
9.1M Total Visitation



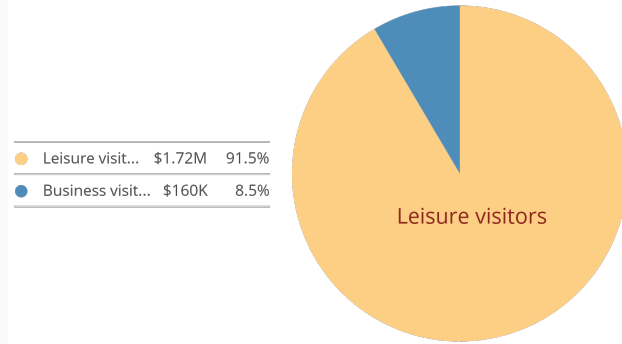
	2019	2020	2021	2022	2023
○ Ontario visitors	2.2M	1.3M	1.4M	1.4M	1.5M
△ USA visitors	201.0K	37.0K	40.0K	163.9K	110.0K
□ International visitors	145.0K	8.8K	9.6K	46.4K	38.3K
◇ Canadian visitors (excluding ON)	141.7K	50.7K	54.9K	91.6K	271.6K

Tourism Economic Impact Summary

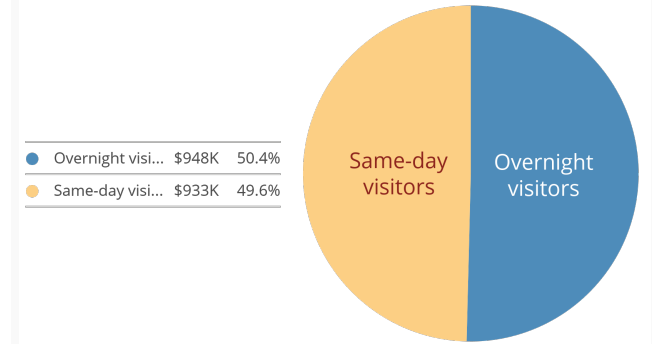
Visitation by Traveler Origin 2023



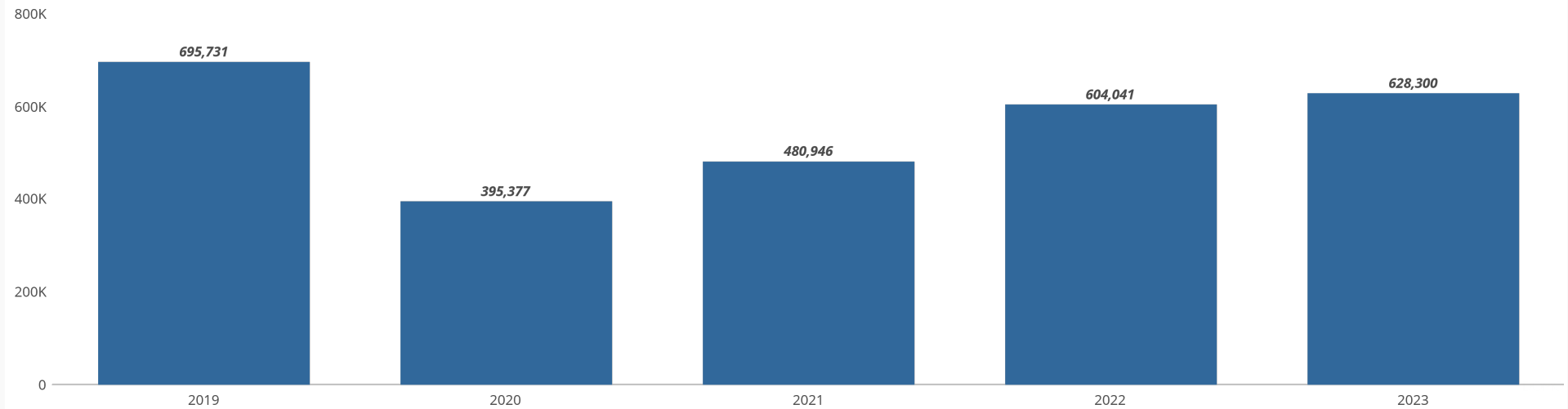
Leisure vs Business visitation 2023



Same-day vs Overnight Visitation 2023



Room Nights



## Appendix

The Economic Impact of Visits in Frontenac (3510) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Frontenac (3510) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

\* Induced impacts of household spending, business investment, local government property tax revenue impacts are included

### **Gross Domestic Product (GDP):**

Value of goods and services produced by labor and capital located within a country (or region), regardless of nationality of labor or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

### **Direct Impact:**

Refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

### **Indirect Impact:**

Refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

### **Induced Impact:**

refers to the impact associated with the re-spending of labor income and /or profits earned in the industries that serve travelers directly and indirectly.

### **Employment:**

Refers to number of jobs, it includes full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

### **Federal Tax Revenues:**

Include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

### **Provincial Tax Revenues:**

Include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

### **Municipal Tax Revenues:**

Include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

### **Industry:**

The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.