

# **The Economic Impact of City of Barrie 2019 Visitor Spend in Barrie (568) in 2019**

**This report was generated by  
the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model**

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Note: The Ministry of Heritage, Sport, Tourism and Culture Industries does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

## 1. Introduction

This report provides an estimate of the economic impact that City of Barrie 2019 Visitor Spend is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MHSTCI Tourism Regional Economic Impact Model:

### Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	399,659	0.00%	100.00%	1
Rest of Canada	0	0.00%	100.00%	0
USA	72,709	0.00%	0.00%	1
Overseas	12,361	0.00%	100.00%	1
<b>Total</b>	<b>484,729</b>			

The user also has selected the following parameters:

- The visits take place in Barrie (568) in 2019
- The impact is to be shown for Barrie (568)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

## 2. Summary of Findings

**Table 1. Economic Impacts of City of Barrie 2019 Visitor Spend in Barrie (568) in 2019 (in dollars)**

	<b>Barrie (568)</b>	<b>Rest of Province</b>
<b>Total Visitors' Spending</b>	\$141,567,785	
<b>Gross Domestic Product (GDP)</b>		
Direct	\$67,381,191	\$0
Indirect	\$11,545,894	\$7,972,843
Induced	\$17,124,676	\$9,746,349
Total	\$96,051,762	\$17,719,192
<b>Labour Income</b>		
Direct	\$35,783,046	\$0
Indirect	\$7,586,901	\$4,965,238
Induced	\$10,337,877	\$6,399,730
Total	\$53,707,824	\$11,364,968
<b>Employment (Jobs)</b>		
Direct	992	0
Indirect	111	65
Induced	119	86
Total	1,223	152
<b>Direct Taxes</b>		
Federal	\$11,863,711	\$0
Provincial	\$16,729,557	\$0
Municipal	\$1,292,590	\$0
Total	\$29,885,857	\$0
<b>Total Taxes</b>		
Federal	\$17,300,235	\$2,461,333
Provincial	\$20,633,395	\$1,697,120
Municipal	\$2,797,118	\$708,273
Total	\$40,730,748	\$4,866,726

**Table 2. Economic Impacts of City of Barrie 2019 Visitor Spend in Barrie (568) on GDP by industry (in dollars)**

Industry	Impact on Barrie (568)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$43,443	\$178,750	\$0	\$377,300
Forestry, Fishing and Hunting	\$4,389	\$45,405	\$0	\$35,617
Mining and Oil and Gas Extraction	\$0	\$177,478	\$0	\$210,898
Utilities	\$0	\$738,914	\$0	\$330,314
Construction	\$0	\$1,523,347	\$0	\$1,367,039
Manufacturing	\$1,333,171	\$3,091,479	\$0	\$2,054,028
Wholesale Trade	\$22,425	\$591,582	\$0	\$3,485,663
Retail Trade	\$9,776,539	\$12,319,770	\$0	\$867,540
Other Transportation and Warehousing	\$438,788	\$937,823	\$0	\$1,759,968
Ground Passenger Transportation (excl. Rail)	\$506,326	\$634,799	\$0	\$148,655
Information and Cultural Industries	\$82,148	\$788,880	\$0	\$913,957
Other Finance, Insurance, Real Estate and Renting and Leasing	\$137	\$5,940,036	\$0	\$2,734,380
Car Renting and Leasing	\$956,032	\$1,115,403	\$0	\$47,246
Owner Occupied Housing	\$0	\$3,622,309	\$0	\$394,795
Professional, Scientific and Technical Services	\$0	\$2,050,677	\$0	\$912,998
Other Administrative and Other Support Services	\$0	\$1,080,707	\$0	\$419,321
Travel Agencies	\$0	\$102,483	\$0	\$34,665
Education Services	\$477,244	\$1,142,899	\$0	\$156,101
Health Care and Social Assistance	\$74,380	\$958,385	\$0	\$178,420
Arts, Entertainment and Recreation	\$5,975,376	\$6,273,654	\$0	\$144,551
Accommodation Services	\$13,338,835	\$13,408,154	\$0	\$23,163
Food & Beverage Services	\$11,913,696	\$12,531,038	\$0	\$267,430
Other Services (Except Public Administration)	\$1,381,490	\$2,011,933	\$0	\$271,617
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$855,480	\$1,142,928	\$0	\$59,616
Government Sector	\$610,763	\$1,306,359	\$0	\$221,891
Net Indirect Taxes on Production	\$19,590,530	\$22,336,568	\$0	\$302,019
<b>Total</b>	<b>\$67,381,191</b>	<b>\$96,051,762</b>	<b>\$0</b>	<b>\$17,719,192</b>

## **Appendix:**

**The Economic Impact of Visits in Barrie (568)** 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 Barrie (568) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

**Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour 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 labour income and /or profits earned in the industries that serve travelers directly and indirectly.

**Employment:** refers to number of jobs, it include 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.