

The Economic Impact of Tourism in Saugeen Shores in Bruce (3541) in 2024

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

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Note: The Ministry of Tourism, Culture and Gaming 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 Saugeen Shores Economic Impact of Tourism 2024 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 MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Unknown

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	239,100	0.00%	0.00%	3
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
Total	239,100			

The user also has selected the following parameters:

- The visits take place in Bruce (3541) in 2024
- The impact is to be shown for Bruce (3541)
- 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 Saugeen Shores Economic Impact of Tourism 2024 in Bruce (3541) in 2024 (in dollars)

	Bruce (3541)	Rest of Province
Total Visitors' Spending	\$33,291,823	
Gross Domestic Product (GDP)		
Direct	\$14,977,896	\$0
Indirect	\$2,039,103	\$2,160,398
Induced	\$3,268,873	\$2,418,128
Total	\$20,285,872	\$4,578,526
Labour Income		
Direct	\$7,594,164	\$0
Indirect	\$1,295,076	\$1,334,567
Induced	\$1,943,076	\$1,600,229
Total	\$10,832,315	\$2,934,796
Employment (Jobs)		
Direct	191	0
Indirect	15	15
Induced	18	19
Total	224	35
Direct Taxes		
Federal	\$2,935,789	\$0
Provincial	\$3,963,097	\$0
Municipal	\$160,834	\$0
Total	\$7,059,721	\$0
Total Taxes		
Federal	\$3,938,001	\$632,863
Provincial	\$4,692,950	\$432,473
Municipal	\$692,229	\$184,321
Total	\$9,323,180	\$1,249,656

Table 2. Economic Impacts of Saugeen Shores Economic Impact of Tourism 2024 in Bruce (3541) on GDP by industry (in dollars)

Industry	Impact on Bruce (3541)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$28,991	\$0	\$99,543
Forestry, Fishing and Hunting	\$0	\$5,043	\$0	\$8,611
Mining and Oil and Gas Extraction	\$0	\$52,815	\$0	\$61,882
Utilities	\$0	\$124,391	\$0	\$88,349
Construction	\$0	\$309,588	\$0	\$301,016
Manufacturing	\$308,885	\$638,587	\$0	\$714,962
Wholesale Trade	\$0	\$140,065	\$0	\$940,496
Retail Trade	\$2,662,859	\$3,045,359	\$0	\$253,901
Other Transportation and Warehousing	\$55,074	\$165,222	\$0	\$281,372
Ground Passenger Transportation (excl. Rail)	\$73,854	\$86,583	\$0	\$43,648
Information and Cultural Industries	\$0	\$88,532	\$0	\$230,783
Other Finance, Insurance, Real Estate and Renting and Leasing	\$19	\$1,176,833	\$0	\$650,664
Car Renting and Leasing	\$132,159	\$163,269	\$0	\$10,997
Owner Occupied Housing	\$0	\$743,049	\$0	\$105,809
Professional, Scientific and Technical Services	\$0	\$281,594	\$0	\$252,894
Other Administrative and Other Support Services	\$0	\$122,734	\$0	\$111,405
Travel Agencies	\$0	\$21,475	\$0	\$8,351
Education Services	\$86,412	\$219,843	\$0	\$40,447
Health Care and Social Assistance	\$16,868	\$192,021	\$0	\$43,172
Arts, Entertainment and Recreation	\$958,522	\$1,008,718	\$0	\$35,787
Accommodation Services	\$2,054,359	\$2,064,890	\$0	\$5,900
Food & Beverage Services	\$2,695,285	\$2,801,702	\$0	\$77,102
Other Services (Except Public Administration)	\$669,146	\$780,976	\$0	\$63,682
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	\$150,965	\$208,299	\$0	\$13,892
Government Sector	\$99,185	\$237,773	\$0	\$52,870
Net Indirect Taxes on Production	\$5,014,304	\$5,577,518	\$0	\$80,988
Total	\$14,977,896	\$20,285,872	\$0	\$4,578,526

Appendix:

The Economic Impact of Visits in Bruce (3541) 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 Bruce (3541) 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.