

Tourism

NORTHERN ONTARIO'S ECONOMIC ANTIDOTE

A **PROVEN** GROWTH ENGINE.
A **SMART** INVESTMENT.
AN **IMMEDIATE** RETURN.



THE OPPORTUNITY AT HAND

\$3.0 billion projected tourism spend in 2025 — +50% over 2019

\$2.8 billion in visitor spending (2024) with **+9.6% year-over-year growth**

Over \$900 million in annual tax revenues generated for municipal, provincial, and federal governments

Canadian tourism projected to hit a whopping **\$183 billion in 2025**

91% of tourism revenues **stay in Northern Ontario**, supporting local businesses and communities

Northern Ontario border crossings show the **least decline in U.S. visitation** compared to other regions

WHY NORTHERN ONTARIO WINS

Northern Ontario outperforms other rural regions because it:



Is not constrained by airlift or capacity limitations



Offers iconic, experience-driven tourism aligned with global travel trends (nature, outdoor adventure, culture, wellness)



Retains more tourism dollars locally than most regions in Canada



Attracts and sustains visitation year-round, not just peak seasons



Tourism demand is rising across all seasons, and Northern Ontario is uniquely positioned to capture this growth.



A CRITICAL ECONOMIC DRIVER

Tourism is not a side economy, it is foundational.

- 1 in 4 Northern Ontario businesses is **tourism-related**
- Up to 40% of regional **jobs are tied to tourism** (direct + indirect)
- **Largest employer of young workers** in Northern Ontario – a major employer of women, youth, and newcomers
- 1,300+ of 1,400 accommodators are **independent small businesses**

Tourism strengthens local supply chains, supports entrepreneurship, and keeps communities viable.

GROWING DOMESTIC & INTERNATIONAL DEMAND

- 71% of tourism revenues come from **Ontario residents**, keeping Ontarians at home
- **Strong growth** from the rest of **Canada**
- **International tourism is surging:** **\$7 million** (2018) | **\$48 million** (2023) | **\$81 million** (2024)

Canada-wide, tourism is **forecast to reach \$183 billion** in economic contribution in 2025, supporting **1.8 million jobs** with record domestic and international performance.

Northern Ontario is **well positioned to capture a larger share of this growth.**

THE ROI IS CLEAR

Every additional \$1 billion in tourism receipts delivers:



Immediate return on investment



\$300 million in new tax revenues



14,000 new jobs in local economies



Long-term regional **resilience & diversification**



Few sectors deliver this level of economic impact **this quickly.**

