

# Tourism

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

## NORTHERN ONTARIO'S ECONOMIC ANTIDOTE



DESTINATION  
**NORTHERN  
ONTARIO**



### 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.**

**Destination Northern Ontario** / destinationnorthernontario.ca

**Tourism Excellence North** / tourismexcellencenorth.ca

**Domestic Marketing** / northernontario.travel

**International Travel Trade** / northernontarioitt.com

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