

The Economic Impact of Coboconk 2022 in Kawarthas Northumberland (RTO 8) in 2022

**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 Coboconk 2022 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 Unknown

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	472,241	0.00%	0.00%	0
Rest of Canada	4,307	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
Total	476,548			

The user also has selected the following parameters:

- The visits take place in Kawarthas Northumberland (RTO 8) in 2022
- The impact is to be shown for Kawarthas Northumberland (RTO 8)
- Induced impacts of household spending are excluded
- Induced impacts of business investment are excluded
- Local government property tax revenue impacts are excluded

2. Summary of Findings

Table 1. Economic Impacts of Coboconk 2022 in Kawarthas Northumberland (RTO 8) in 2022 (in dollars)

	Kawarthas Northumberland (RTO 8)	Rest of Province
Total Visitors' Spending	\$54,393,153	
Gross Domestic Product (GDP)		
Direct	\$24,552,991	\$0
Indirect	\$3,923,618	\$3,478,602
Induced	\$0	\$0
Total	\$28,476,609	\$3,478,602
Labour Income		
Direct	\$12,463,775	\$0
Indirect	\$2,556,260	\$2,157,913
Induced	\$0	\$0
Total	\$15,020,035	\$2,157,913
Employment (Jobs)		
Direct	331	0
Indirect	34	26
Induced	0	0
Total	365	26
Direct Taxes		
Federal	\$5,050,168	\$0
Provincial	\$6,606,773	\$0
Municipal	\$59,517	\$0
Total	\$11,716,458	\$0
Total Taxes		
Federal	\$5,972,835	\$522,033
Provincial	\$7,003,165	\$319,236
Municipal	\$90,030	\$11,881
Total	\$13,066,030	\$853,150

Table 2. Economic Impacts of Coboconk 2022 in Kawarthas Northumberland (RTO 8) on GDP by industry (in dollars)

Industry	Impact on Kawarthas Northumberland (RTO 8)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$32,930	\$0	\$131,139
Forestry, Fishing and Hunting	\$0	\$6,083	\$0	\$13,128
Mining and Oil and Gas Extraction	\$0	\$54,636	\$0	\$57,567
Utilities	\$0	\$115,100	\$0	\$40,085
Construction	\$0	\$73,868	\$0	\$24,032
Manufacturing	\$634,008	\$1,015,548	\$0	\$748,878
Wholesale Trade	\$0	\$103,787	\$0	\$1,167,005
Retail Trade	\$4,299,128	\$4,677,443	\$0	\$36,295
Other Transportation and Warehousing	\$129,926	\$273,717	\$0	\$498,690
Ground Passenger Transportation (excl. Rail)	\$127,673	\$135,033	\$0	\$3,771
Information and Cultural Industries	\$2,861	\$78,634	\$0	\$139,058
Other Finance, Insurance, Real Estate and Renting and Leasing	\$34	\$1,284,142	\$0	\$267,570
Car Renting and Leasing	\$275,324	\$310,754	\$0	\$9,695
Owner Occupied Housing	\$0	\$0	\$0	\$0
Professional, Scientific and Technical Services	\$0	\$435,584	\$0	\$134,920
Other Administrative and Other Support Services	\$0	\$280,526	\$0	\$80,805
Travel Agencies	\$0	\$27,903	\$0	\$8,837
Education Services	\$141,329	\$200,580	\$0	\$8,431
Health Care and Social Assistance	\$27,389	\$99,596	\$0	\$11,107
Arts, Entertainment and Recreation	\$1,547,793	\$1,581,236	\$0	\$6,830
Accommodation Services	\$3,381,189	\$3,397,939	\$0	\$5,419
Food & Beverage Services	\$4,376,605	\$4,417,954	\$0	\$11,982
Other Services (Except Public Administration)	\$1,076,866	\$1,180,449	\$0	\$19,445
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	\$239,955	\$271,241	\$0	\$14,004
Government Sector	\$159,889	\$288,905	\$0	\$39,909
Net Indirect Taxes on Production	\$8,133,020	\$8,133,020	\$0	\$0
Total	\$24,552,991	\$28,476,609	\$0	\$3,478,602

Appendix:

The Economic Impact of Visits in Kawarthas Northumberland (RTO 8) 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 Kawarthas Northumberland (RTO 8) 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.