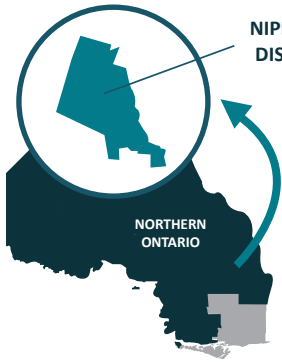



DID YOU KNOW ...

TOURISM & HOSPITALITY



NIPISSING DISTRICT

THERE WERE **3,070 TOURISM RELATED JOBS** IN NIPISSING DISTRICT IN 2016



1.2 MILLION PEOPLE VISIT NIPISSING DISTRICT EVERY YEAR

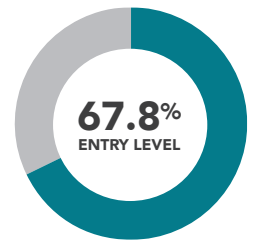
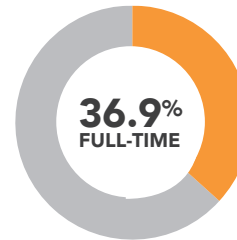
THERE WERE **408 VACANT TOURISM RELATED JOBS** IN NIPISSING DISTRICT IN 2016



AVERAGE STARTING HOURLY WAGE \$11.83/HR

TOURISM JOBS ACCOUNT FOR 8.5% OF JOBS IN NIPISSING DISTRICT

THE MAJORITY OF TOURISM JOBS ARE FOUND IN **SALES & SERVICE OCCUPATIONS**



THE TOP TOURISM JOBS IN NIPISSING DISTRICT IN 2016 WERE:

- 1 Bartenders
- 2 Food & Beverage Servers
- 3 Cooks
- 4 Restaurant & Food Service Managers

TOURISM NORTH BAY IS AN ORGANIZATION DEDICATED TO PROMOTING TOURISM IN NORTH BAY

TOURISM
NORTH BAY

www.tourismnorthbay.com

THERE ARE OVER 400 JOBS IN TOURISM INCLUDING:

- Chefs
- Servers
- Corporate Relations
- Event Planners
- Catering Managers
- Guides
- Outdoor Outfitters
- Hotel Managers
- Front Desk Staff

TOP VISITOR ACTIVITIES:

- 43% **OUTDOOR ACTIVITIES**
- 17% **NATURE PARKS**
- 8% **MUSEUMS /ART GALLERIES**
- 7% **HISTORIC SITES**



1 OF EVERY 5 BUSINESSES IN NORTHERN ONTARIO IS TOURISM RELATED

TOURISM CONTRIBUTES \$1.3 MILLION TO NIPISSING DISTRICT'S ECONOMY



OVER 50% OF VISITORS TO THE NORTH COME TO ENJOY THE OUTDOORS



41% OF TRIPS TO NORTHERN ONTARIO ARE FOR PLEASURE

50% OF TRIPS TO NORTHERN ONTARIO ARE DAY TRIPS

VISITORS SPEND AN AVERAGE OF \$182 PER TRIP



TOURISM-RELATED OCCUPATIONS ACCOUNT FOR 40% OF TOTAL LABOUR FORCE IN NORTHERN ONTARIO



\$1.5 BILLION IN TOURISM RECEIPTS PER YEAR IN NORTHERN ONTARIO

8.2 MILLION TOURIST VISITS PER YEAR IN NORTHERN ONTARIO



NORTHERN ONTARIO

TOURISM CONTRIBUTES MORE TO ONTARIO'S GDP THAN MINING & FORESTRY COMBINED



NORTHEASTERN ONTARIO ATTRACTS HIGH-YIELD ANGLERS AT 4X THE RATE OF ANYWHERE ELSE IN ONTARIO



AMERICANS ACCOUNT FOR 74% OF ALL ANGLING VISITORS

TO THE REGION & SPEND MORE THAN DOUBLE THAT OF CANADIAN ANGLERS



NORTHERN ONTARIO IS THE #1 ANGLING DESTINATION IN ALL OF CANADA

TOURISM NORTHERN ONTARIO



RTO 13A

NORTH BAY

Tourism Northern Ontario (TNO)

Is 1 of 13 Regional Tourism Organizations (RTOs) funded by the Ministry of Tourism, Culture & Sport. RTO 13 is the largest region geographically in Ontario with sub-regions with A, B & C. North Bay is in sub-region 13A.

www.tourismnorthernontario.com
www.northeasternontario.com



RTO 13 SEES AN AVERAGE OF 4.6 MILLION VISITORS PER YEAR



\$755,324 AVERAGE VISITOR SPENDING IN REGION 13A EVERY YEAR