

The Economic Impact of Festival of Wizardry in Huron County in 2017

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

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Note: The Ministry of Tourism, Culture and Sport 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 Festival of Wizardry 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 Festivals/Fairs

Origin	Same Day		Overnight	
	Total Number of Visitors	Percent of Visitors' Origin	Percent of Visitors' Origin	Average Length of Stay (nights)
Ontario	7,400	80.00%	20.00%	1
Rest of Canada	1,700	60.00%	40.00%	2
USA	250	40.00%	60.00%	2
Overseas	50	20.00%	80.00%	2
Total	9,400			

Given that the detailed breakdown of spending by the above visitors on category, such as transportation, accommodation, etc. is not available from the user, the TREIM utilized the average expenditure of visitors in Huron County with characteristics closest to those provided by the user from Statistics Canada's Travel Survey of Residents of Canada and the International Travel Survey to generate the detailed spending as followings (in dollars):

Travel Services	\$0
Public Transportation	\$372,466
Private Transportation - Rental	\$7,938
Private Transportation - Operation	\$145,939
Local Transportation	\$4,045
Accommodation	\$48,096
Food & Beverage - At Stores	\$152,672
Food & Beverage - At Restaurants/Bars	\$230,711
Recreation & Entertainment	\$193,182
Retail - Clothing	\$50,198
Retail - Other	\$13,636
Total	\$1,218,883

The user also has selected the following parameters:

- The visits take place in Huron County in 2017
- The impact is to be shown for Huron County and for Rest of Ontario
- Induced impacts of household spending are excluded
- Induced impacts of business investment are included
- The economic environment is as follows:

Baseline	2013	2014	2015	2016	2017
Ontario Real GDP (%change)	2.25%	1.81%	2.14%	2.46%	2.39%
Ontario CPI (%change)	1.69%	2.10%	2.01%	1.83%	2.10%
Ontario Population (%change)	0.73%	0.69%	0.77%	0.96%	1.00%
Ontario Unemployment Rate	7.35%	7.24%	6.89%	6.63%	6.51%
Government of Canada 3 month T-Bill Rate	1.10%	2.52%	2.91%	3.80%	4.13%

2. Summary of Findings

**Table 1. Economic Impacts of Festival of Wizardry in Huron County in 2017
(in dollars)**

	Huron County	Rest of Ontario
Total Visitors' Spending	\$ 1,218,883	
Gross Domestic Product (GDP)		
Direct	\$ 492,371	\$ 0
Indirect	\$ 149,534	\$ 111,113
Induced	\$ 16,352	\$ 10,601
Total	\$ 658,257	\$ 121,715
Labour Income		
Direct	\$ 336,277	\$ 0
Indirect	\$ 107,596	\$ 80,771
Induced	\$ 12,730	\$ 8,087
Total	\$ 456,603	\$ 88,858
Employment (Jobs)		
Direct	8	0
Indirect	2	1
Induced	0	0
Total	10	1
Direct Taxes		
Federal	\$ 116,890	\$ 0
Provincial	\$ 118,590	\$ 0
Municipal	\$ 794	\$ 0
Total	\$ 236,274	\$ 0
Total Taxes		
Federal	\$ 178,959	\$ 23,260
Provincial	\$ 143,010	\$ 17,702
Municipal	\$ 1,662	\$ 323
Total	\$ 323,631	\$ 41,286

Table 2. Economic Impacts of Festival of Wizardry in Huron County on GDP by industry (in dollars)

Industry	Impact on Huron County		Impact on Rest of Ontario	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$ 0	\$ 4,033	\$ 0	\$ 3,538
Forestry, Fishing and Hunting	\$ 0	\$ 514	\$ 0	\$ 551
Mining and Oil and Gas Extraction	\$ 0	\$ 800	\$ 0	\$ 834
Utilities	\$ 0	\$ 6,156	\$ 0	\$ 2,682
Construction	\$ 0	\$ 11,749	\$ 0	\$ 2,832
Manufacturing	\$ 0	\$ 17,656	\$ 0	\$ 31,062
Wholesale Trade	\$ 0	\$ 18,896	\$ 0	\$ 10,862
Retail Trade	\$ 35,567	\$ 47,631	\$ 0	\$ 4,383
Other Transportation and Warehousing	\$ 152,439	\$ 172,822	\$ 0	\$ 13,720
Ground Passenger Transportation (excl. Rail)	\$ 11,919	\$ 12,780	\$ 0	\$ 472
Information and Cultural Industries	\$ 3,631	\$ 12,734	\$ 0	\$ 6,500
Other Finance, Insurance, Real Estate and Renting and Leasing	\$ 0	\$ 26,046	\$ 0	\$ 14,214
Car Renting and Leasing	\$ 4,374	\$ 5,426	\$ 0	\$ 898
Owner Occupied Housing	\$ 0	\$ 0	\$ 0	\$ 0
Professional, Scientific and Technical Services	\$ 0	\$ 11,820	\$ 0	\$ 9,330
Other Administrative and Other Support Services	\$ 0	\$ 6,790	\$ 0	\$ 4,380
Travel Agencies	\$ 0	\$ 0	\$ 0	\$ 0
Education Services	\$ 0	\$ 515	\$ 0	\$ 72
Health Care and Social Assistance	\$ 0	\$ 1,321	\$ 0	\$ 626
Arts, Entertainment and Recreation	\$ 72,191	\$ 74,605	\$ 0	\$ 1,824
Accommodation Services	\$ 48,683	\$ 49,236	\$ 0	\$ 3,052
Food & Beverage Services	\$ 67,064	\$ 69,245	\$ 0	\$ 4,847
Other Services (Except Public Administration)	\$ 144	\$ 5,389	\$ 0	\$ 2,345
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	\$ 5,457	\$ 6,261	\$ 0	\$ 379
Government Sector	\$ 6,480	\$ 10,638	\$ 0	\$ 2,185
Net Indirect Taxes on Production	\$ 0	\$ 543	\$ 0	\$ 93
Total	\$ 492,371	\$ 658,257	\$ 0	\$ 121,715

Appendix:

The Economic Impact of Visits in Huron County and other Ontario regions: 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 Huron County will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Huron County does not trade with that region.

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. This GDP is measured at market prices. 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, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

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 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 collected by Ontario provincial government.

Municipal tax revenues: include business and personal property taxes that 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.