

Workforce Focus

From the Elgin, Middlesex, Oxford, Local Training Board.

**In this Issue:
Sector Profile:**

- **Tourism Patterns and Employment**

The Economic Impact of Visitors Spending in Southwestern Ontario, 2003

Number of Jobs: Direct	12,178
Indirect	1,165
Induced	1,624
Total	14,968

Source: Ontario Ministry of Tourism and Recreation, 2005

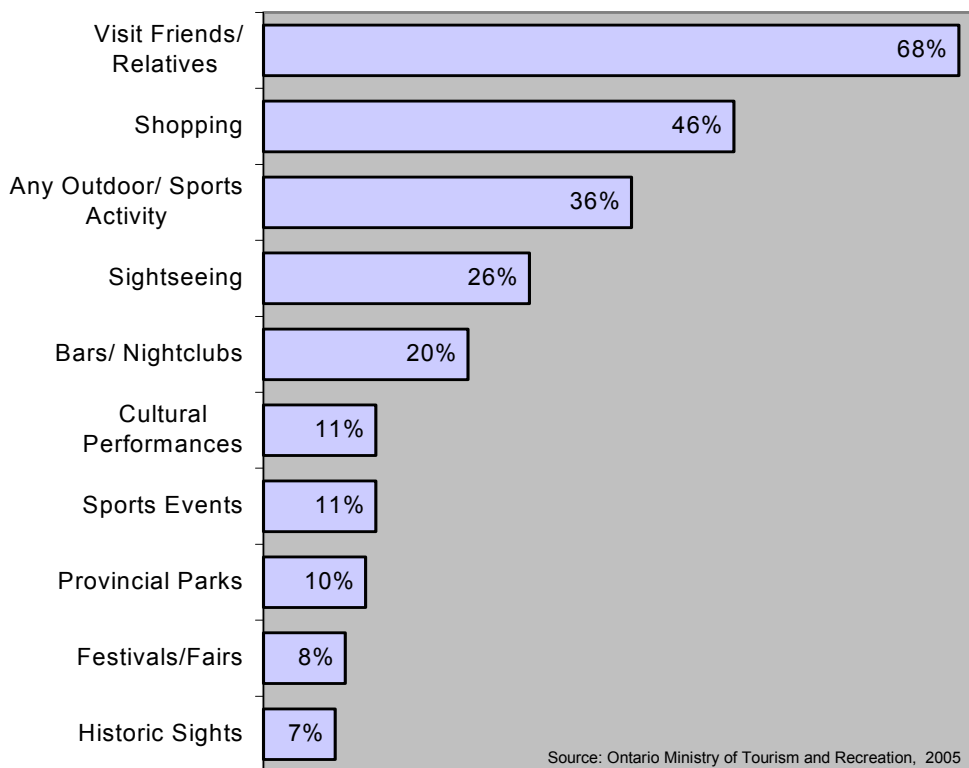
A Big Boost

The \$1,177,425,475 in spending by all visitors to Southwestern Ontario generated \$826,391,000 in direct, indirect and induced contributions to gross domestic product.



The area of Southwestern Ontario as referred to in some of the following figures.

Activities of Overnight Visitors to Southwestern Ontario, 2003



Source: Ontario Ministry of Tourism and Recreation, 2005

Visits by Type to Southwestern Ontario, 2003

	# of Visitors	Share of Visitors to Ontario
Total Visits	13,825,842	12%
Same Day Visits	9,392,828	13%
Overnight Pleasure Visits	1,857,201	9%
Overnight Visits to Friends or Relatives	2,016,787	13%
Overnight Business Visits	239,134	6%

Source: Ontario Ministry of Tourism and Recreation, 2005

Travel Service Establishments Southwestern Ontario, 2003

	# of Establishments	No Employees	1 to 19	20 to 49	50 to 99	100+
Travel Agencies	143	40	100	1	1	1
Tour Operators	19	6	12	1	0	0
Other Travel Arrangement & Reservation Services	11	2	6	2	0	1

Source: Ontario Ministry of Tourism and Recreation, 2005



For more information please contact The Local Training Board at:
705 Consortium Court, London ON N6E 2S8 (519) 672-3499 info@localboard.on.ca.

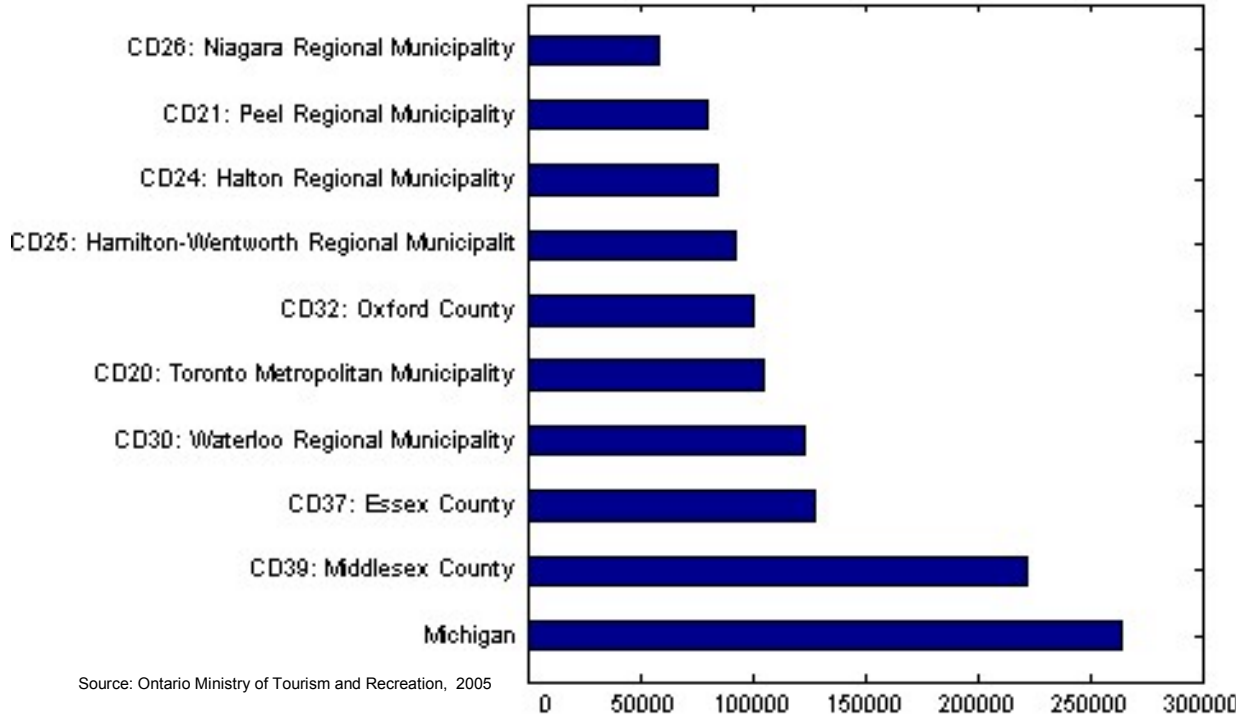
Staying the night Southwestern ON, 2003	
Hotel Occupancy Rate (%)	53
Revenue Per Room (\$)	49
Average Daily Room Rate (\$)	92

Source: Ontario Ministry of Tourism and Recreation, 2005

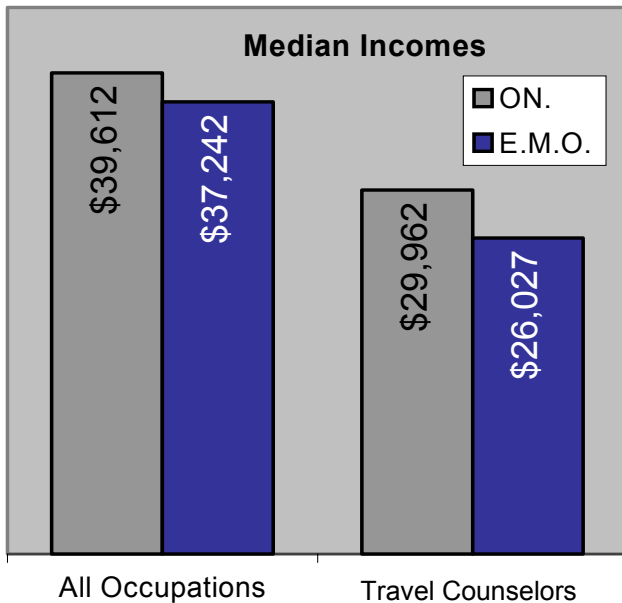
Country of Origin Travelers to Southwestern ON, 2003		
Place of Origin	#	% that stayed overnight
Canada	11,035,587	33%
U.S.	2,706,904	25%
Other Countries	83,349	74%

Source: Ontario Ministry of Tourism and Recreation, 2005

Over Night Pleasure Trips to Southwestern Ontario by Place of Residence, 2003



Source: Ontario Ministry of Tourism and Recreation, 2005

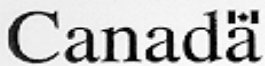


Source: 2001 Census Data, Statistics Canada

Travel Counselors Educational Attainments

% distributions by select highest education level obtained
Elgin, Middlesex, Oxford, and Ontario 2001

	All Occupations	Travel Counselors NOC: 6431
* The first number is for this region; the number in brackets represents Ontario.		
Less than Grade 9	3% (3)	0% (0)
Secondary School Graduation	17% (15)	2% (9)
Trades Certificate	4% (4)	4% (4)
College Diploma	29% (25)	59% (43)
University Degree or Higher	18% (24)	15% (18)



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