

# **The Economic Impact of Open Air 2024 in Ontario in 2024**

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

**November 14,2024**

Note: The Ministry of Tourism, Culture and Gaming 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 Open Air 2024 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

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	13,079	90.00%	10.00%	0
Rest of Canada	730	90.00%	10.00%	0
USA	4,585	90.00%	10.00%	0
Overseas	1,146	90.00%	10.00%	0
<b>Total</b>	<b>19,540</b>			

The user also has selected the following parameters:

- The visits take place in Ontario in 2024
- The impact is to be shown for Ontario
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

## 2. Summary of Findings

**Table 1. Economic Impacts of Open Air 2024 in Ontario in 2024 (in dollars)**

	<b>Ontario</b>
<b>Total Visitors' Spending</b>	\$4,286,991
<b>Gross Domestic Product (GDP)</b>	
Direct	\$2,206,978
Indirect	\$893,953
Induced	\$1,003,549
Total	\$4,104,480
<b>Labour Income</b>	
Direct	\$1,223,644
Indirect	\$575,992
Induced	\$625,794
Total	\$2,425,430
<b>Employment (Jobs)</b>	
Direct	28
Indirect	7
Induced	7
Total	43
<b>Direct Taxes</b>	
Federal	\$361,177
Provincial	\$499,434
Municipal	\$55,459
Total	\$916,070
<b>Total Taxes</b>	
Federal	\$672,533
Provincial	\$723,772
Municipal	\$159,793
Total	\$1,556,098

**Table 2. Economic Impacts of Open Air 2024 in Ontario on GDP by industry (in dollars)**

Industry	Impact on Ontario	
	Direct GDP	Total GDP
Crop and Animal Production	\$2,757	\$14,635
Forestry, Fishing and Hunting	\$79	\$2,444
Mining and Oil and Gas Extraction	\$0	\$17,633
Utilities	\$0	\$45,379
Construction	\$0	\$121,973
Manufacturing	\$40,442	\$168,703
Wholesale Trade	\$37,616	\$140,371
Retail Trade	\$164,073	\$301,991
Other Transportation and Warehousing	\$600,028	\$726,813
Ground Passenger Transportation (excl. Rail)	\$25,931	\$37,244
Information and Cultural Industries	\$12,303	\$88,846
Other Finance, Insurance, Real Estate and Renting and Leasing	\$11	\$406,147
Car Renting and Leasing	\$15,530	\$27,490
Owner Occupied Housing	\$0	\$148,941
Professional, Scientific and Technical Services	\$0	\$129,287
Other Administrative and Other Support Services	\$0	\$73,828
Travel Agencies	\$0	\$7,418
Education Services	\$7,393	\$38,661
Health Care and Social Assistance	\$1,891	\$42,919
Arts, Entertainment and Recreation	\$244,936	\$264,940
Accommodation Services	\$128,217	\$132,880
Food & Beverage Services	\$301,505	\$337,808
Other Services (Except Public Administration)	\$31,158	\$75,840
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0
Transportation Margins	\$0	\$0
Non-Profit Institutions Serving Households	\$27,524	\$39,792
Government Sector	\$26,556	\$60,372
Net Indirect Taxes on Production	\$539,027	\$652,125
<b>Total</b>	<b>\$2,206,978</b>	<b>\$4,104,480</b>

## **Appendix:**

**The Economic Impact of Visits in Ontario 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 Ontario 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.