

GUELPH TOURISM IN REVIEW

YEAR
2017

KEY PERFORMANCE INDICATORS DURING 2017

TOTAL NUMBER OF VISITORS IN 2017

1.7 MILLION

TOTAL SPENDING

\$283 MILLION

FAMILY & FRIENDS



722,000
VISITORS

AVERAGE SPEND
\$124 PER VISIT

OTHER PLEASURE



415,900
VISITORS

AVERAGE SPEND
\$148 PER VISIT

LEISURE & RECREATION



312,700
VISITORS

AVERAGE SPEND
\$201 PER VISIT

BUSINESS



287,000
VISITORS

AVERAGE SPEND
\$240 PER VISIT

TRACKED ACTIVITY



SPORTING EVENTS

163,205 VISITORS

CONFERENCES

38,202 VISITORS



FESTIVALS

49,757 VISITORS

HOTELS OCCUPANCY RATE

61%



MUSEUMS

29,241 VISITORS

GDP

TOURISTS' SPENDING

Stimulates over

\$155 MILLION

in economic output

TOURISTS' SPENDING
Supports the equivalent of

FULLTIME
2,100 JOBS

