Guelph Tourism in Review 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

**Tracker Activity**
- Sporting Events: 163,205 Visitors
- Festivals: 49,757 Visitors
- Museums: 29,241 Visitors

**Conferences**
- 38,202 Visitors

**Hotels Occupancy Rate**
- 61%

**Tourists’ Spending**
- Stimulates over $155 million in economic output
- Supports the equivalent of 2,100 full-time jobs