GUELPH **TOURISM IN REVIEW**

YEAR 2017

KEY PERFORMANCE INDICATORS DURING 2017

TOTAL NUMBER OF VISITORS IN 2017 MILLION



FAMILY & FRIENDS



OTHER PLEASURE



LEISURE &



BUSINESS



722,000

VISITORS

AVERAGE SPEND

415,900

VISITORS

AVERAGE SPEND \$148 PER VISIT

312,700

VISITORS

AVERAGE SPEND

287,000

VISITORS

AVERAGE SPEND

TRACKED ACTIVITY



SPORTING EVENTS

163,205 VISITORS

CONFERENCES



38,202 VISITORS

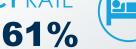


FESTIVALS ..

49,757 VISITORS

··· HOTELS OCCUPANCY RATE







MUSEUMS

29,241 VISITORS

TOURISTS' SPENDING

Supports the equivalent of **FULLTIME**

2,100 Jobs

tourism



TOURISTS' SPENDING Stimulates over

\$155 MILLION in economic output









