

# **The Economic Impact of Brantford OHL Economic Impact Calculation in Brantford (543) in 2024**

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

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Note: The Ministry of Heritage, Sport, Tourism and Culture Industries 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 Brantford OHL Economic Impact Calculation 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 MHSTCI Tourism Regional Economic Impact Model:

### Number of Visitors for Activity (or Event) of Type Sporting Events

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	90,210	95.50%	4.50%	1
Rest of Canada	0	0.00%	0.00%	0
USA	210	0.00%	100.00%	1
Overseas	0	0.00%	0.00%	0
<b>Total</b>	<b>90,420</b>			

The user also has selected the following parameters:

- The visits take place in Brantford (543) in 2024
- The impact is to be shown for Brantford (543)
- 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 Brantford OHL Economic Impact Calculation in Brantford (543) in 2024 (in dollars)**

	<b>Brantford (543)</b>	<b>Rest of Province</b>
<b>Total Visitors' Spending</b>	\$6,879,379	
<b>Gross Domestic Product (GDP)</b>		
Direct	\$3,206,485	\$0
Indirect	\$533,525	\$357,295
Induced	\$759,610	\$439,275
Total	\$4,499,620	\$796,570
<b>Labour Income</b>		
Direct	\$1,605,979	\$0
Indirect	\$351,183	\$220,379
Induced	\$455,994	\$288,318
Total	\$2,413,157	\$508,697
<b>Employment (Jobs)</b>		
Direct	46	0
Indirect	5	2
Induced	5	4
Total	56	6
<b>Direct Taxes</b>		
Federal	\$639,246	\$0
Provincial	\$930,545	\$0
Municipal	\$54,328	\$0
Total	\$1,624,118	\$0
<b>Total Taxes</b>		
Federal	\$882,680	\$110,161
Provincial	\$1,105,759	\$75,800
Municipal	\$132,050	\$31,936
Total	\$2,120,489	\$217,897

**Table 2. Economic Impacts of Brantford OHL Economic Impact Calculation in Brantford (543) on GDP by industry (in dollars)**

Industry	Impact on Brantford (543)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$5,049	\$0	\$15,932
Forestry, Fishing and Hunting	\$19	\$1,169	\$0	\$2,416
Mining and Oil and Gas Extraction	\$0	\$9,749	\$0	\$11,478
Utilities	\$0	\$38,245	\$0	\$13,552
Construction	\$0	\$58,412	\$0	\$62,046
Manufacturing	\$59,514	\$132,936	\$0	\$128,876
Wholesale Trade	\$0	\$26,101	\$0	\$156,357
Retail Trade	\$413,254	\$545,708	\$0	\$35,365
Other Transportation and Warehousing	\$7,756	\$26,188	\$0	\$42,933
Ground Passenger Transportation (excl. Rail)	\$8,657	\$14,332	\$0	\$6,910
Information and Cultural Industries	\$2,768	\$29,608	\$0	\$45,184
Other Finance, Insurance, Real Estate and Renting and Leasing	\$7	\$264,754	\$0	\$123,248
Car Renting and Leasing	\$13,473	\$20,611	\$0	\$1,898
Owner Occupied Housing	\$0	\$165,733	\$0	\$17,460
Professional, Scientific and Technical Services	\$0	\$89,345	\$0	\$40,188
Other Administrative and Other Support Services	\$0	\$56,577	\$0	\$18,327
Travel Agencies	\$0	\$4,050	\$0	\$1,392
Education Services	\$14,294	\$43,892	\$0	\$7,167
Health Care and Social Assistance	\$5,486	\$45,952	\$0	\$8,216
Arts, Entertainment and Recreation	\$312,303	\$327,032	\$0	\$6,231
Accommodation Services	\$53,857	\$56,961	\$0	\$1,009
Food & Beverage Services	\$872,391	\$900,100	\$0	\$12,397
Other Services (Except Public Administration)	\$179,989	\$205,005	\$0	\$12,303
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$40,191	\$53,528	\$0	\$2,457
Government Sector	\$32,499	\$63,227	\$0	\$9,861
Net Indirect Taxes on Production	\$1,190,027	\$1,315,357	\$0	\$13,366
<b>Total</b>	<b>\$3,206,485</b>	<b>\$4,499,620</b>	<b>\$0</b>	<b>\$796,570</b>

## **Appendix:**

**The Economic Impact of Visits in Brantford (543)** 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 Brantford (543) 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.