



AT WORK IN

Simcoe County, Barrie & Orillia

Tourism



Featuring a strong domestic visitor market, key travel demand generators and a skilled workforce, our four-season tourism industry is investment ready.

Less than an hour's drive from Toronto, with unparalleled natural assets, unique tourism offerings and special events that drive visitation year round, Simcoe County's tourism sector is positioned for exponential growth.

Visitor Profile

Access to a thriving market of professionals and families seeking relaxation through day trips and extended stays

9M

Visitors per year

2.7 Nights

Average length of stay

Labour Force

Skilled multicultural industry ready workforce eager to deliver a great brand experience, as well as partnership opportunities with Lakehead University and Georgian College

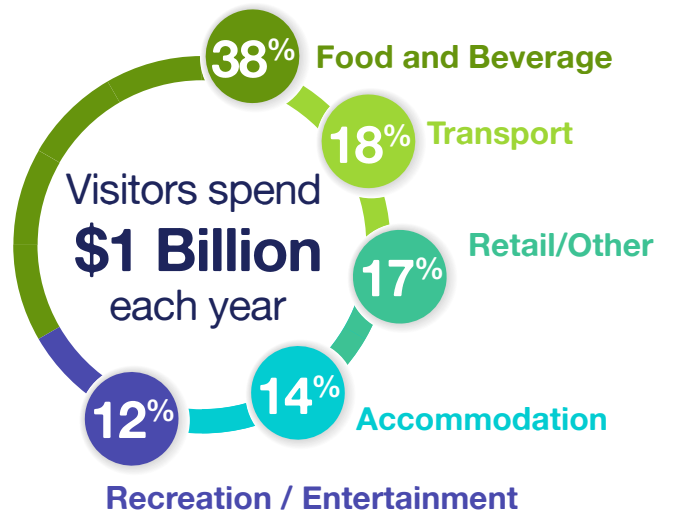
25,000

Workers employed within the tourism industry

390,000+

People in the regional labour force

Tourist Spending



\$34 Billion

Annual tourism receipts in Ontario

\$149

Average visitor expenditure

6,300

Tourism-related businesses

130M people live within a one-day drive

STRATEGIC LOCATION



“This region is experiencing a boom in both tourism and new residents who are permanently relocating from the GTA. These conditions create exceptional opportunities for local businesses and significant job creation.”

Jonathan Reid

General Manager Horseshoe Resort



Horseshoe Resort

Sector Leaders



Contact

Let us tell you how Simcoe County, Orillia and Barrie will benefit your business.

Call: 1-866-893-9300 ext. 1686

Visit: edo.simcoe.ca

