



Uxbridge and the Visitor Economy

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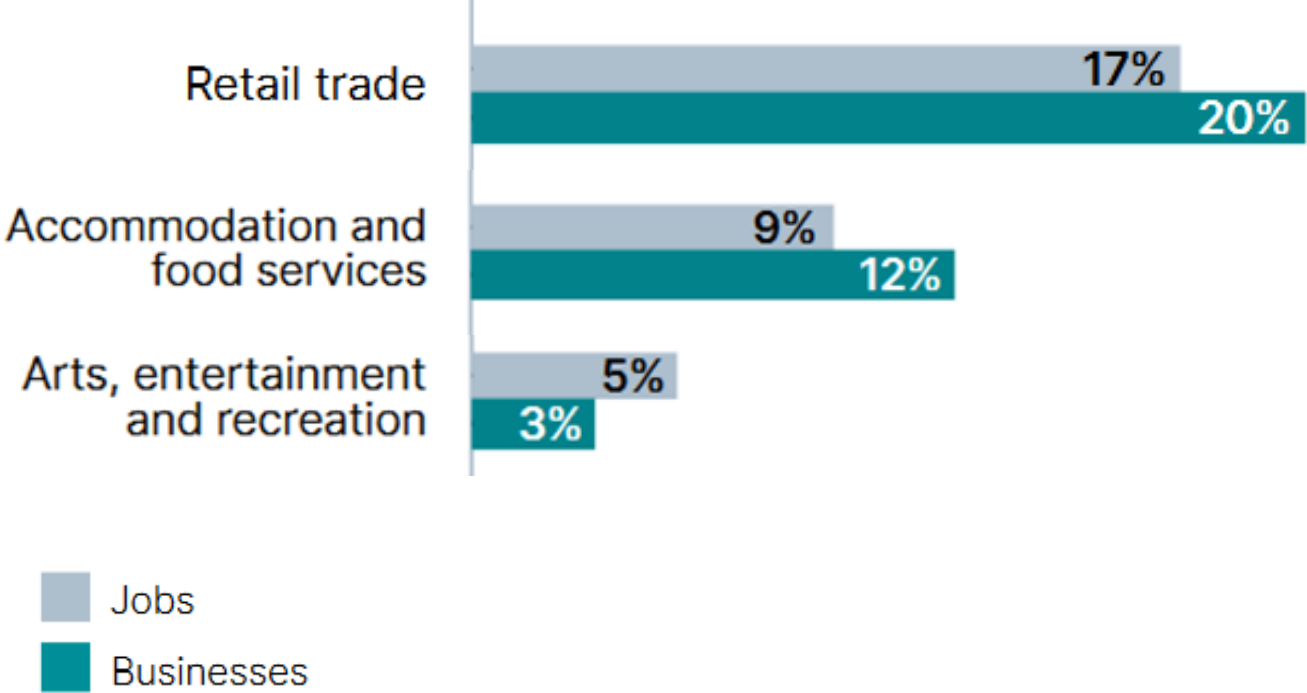
Tourist Defined



A person who spends some of their hard-earned disposable income within a municipality where they neither live nor work.

Let's just call them Visitors!

2023 Durham Region Business Count Highlights.



35% of all Businesses and 31% of all Employment in Durham Region Supports and is Supported by the Visitor Economy

Source: 2023 Business Count Highlights, Durham Region Planning and Economic Development Dept.

Tourism Businesses- Uxbridge



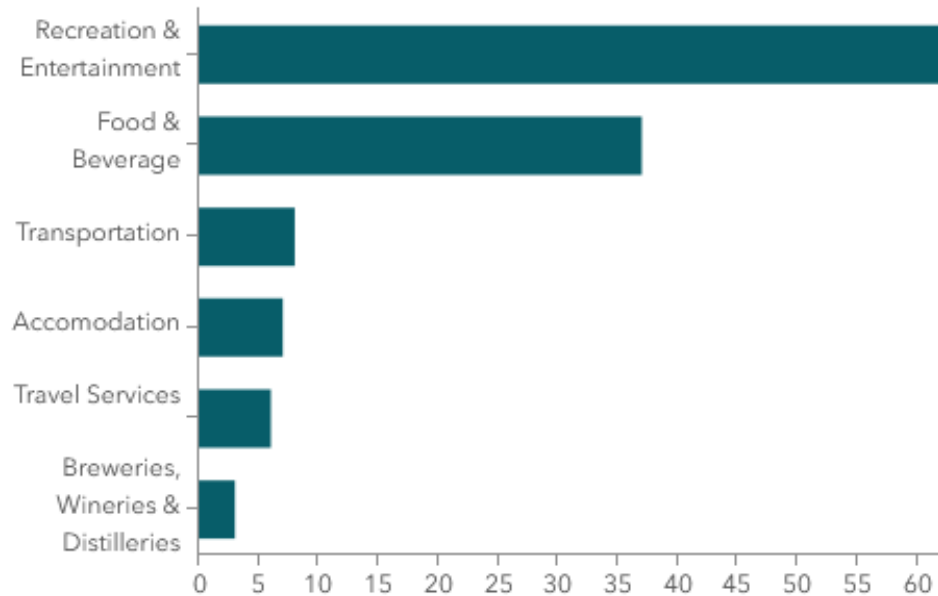
Tourism Businesses in the Uxbridge Census Subdivision

Greater diversity in tourism businesses may indicate greater capacity for hosting visitors.

Total Tourism Businesses

120

Tourism Businesses by Industry Aggregation



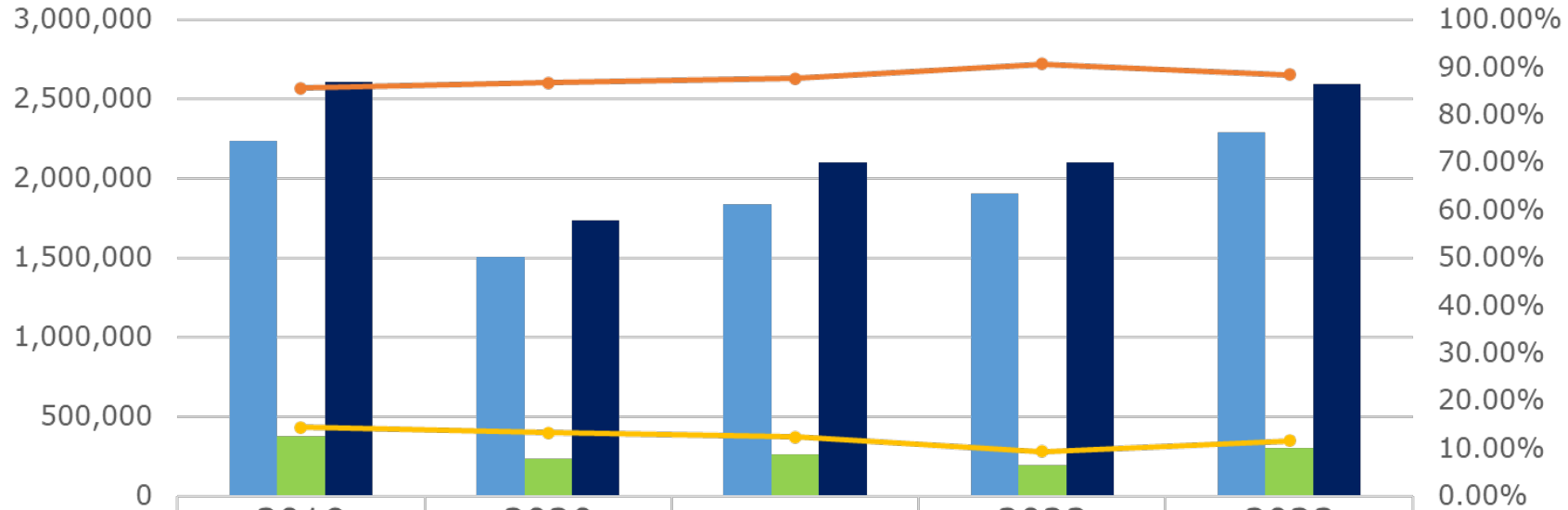
Top 10 Employers in Uxbridge are:	
Company	Jobs
Lakeridge Resort Limited	250 - 499
Durham District School Board (DDSB)	250 - 499
Dagmar Ski Resort	250 - 499
Heritage Restoration Inc	100 - 249
Township of Uxbridge	100 - 249
Loblaw Companies Ltd	100 - 249
Stanmore Load Lifter Manufacturing Ltd.	100 - 249
Stanmore Equipment Ltd	100 - 249
Castool Tooling Systems	100 - 249
Mill Run Golf Club	100 - 249

2019-2023 Visitation to Downtown Uxbridge

Based on the # of TOTAL DAILY VISITS



■ # of Locals (0-40km) ■ # of Tourists (40+km) ■ Total Count — % of Locals — % of Tourists



	2019 Total Daily Visits	2020 Total Daily Visits	2021 Total Dai ly Visits	2022 Total Daily Visits	2023 Total Daily Visits
■ # of Locals (0-40km)	2,233,228	1,506,576	1,839,231	1,904,532	2,290,200
■ # of Tourists (40+km)	376,060	231,279	259,897	194,842	300,637
■ Total Count	2,609,288	1,737,855	2,099,128	2,099,374	2,590,837
— % of Locals	85.59%	86.69%	87.62%	90.72%	88.40%
— % of Tourists	14.41%	13.31%	12.38%	9.28%	11.60%

Mobility data for Uxbridge

(Excluding drive-through traffic)



2023 Uxbridge Downtown	% of Locals (0-40 KM)	% of Tourists (40+ KM)	# of Tourists (40+ KM)	Total Count
Total Daily Visits	88%	12%	301 K	2.59 M
From Uxbridge	55%	NA	NA	1.43 M

The 301k Daily Visits from Tourists to Downtown Uxbridge in 2023 resulted in approximately

\$25.8 M* in Visitor Spend!

An average of \$86 per Tourist!



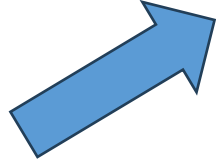
*Calculated using the TREIM (Tourism Regional Economic Impact Model) assuming 100% same-day visitors

The Visitor Economy is Driving the Vibrancy of the Community



Direct Taxes	2023	Employment (Jobs)	2023	GDP	2023
Federal	\$2,532,250	Direct	149	Direct	\$11,588,067
Provincial	\$4,664,735	Indirect	18	Indirect	\$2,127,674
Municipal	\$400,844	Induced	0	Induced	\$0
Total	\$7,597,829	Total	167	Total	\$13,715,741

This report demonstrates the bare minimum impact from visitors to Uxbridge as it represents visitation to the Downtown and Elgin Park only.



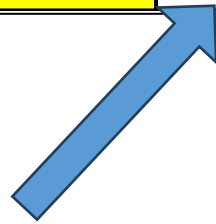
Assumptions for Comparisons:

- 100% of visitors were same-day
- The visits took place in Uxbridge
- The impact is to be shown for Durham (3518)
- Induced impacts of household spending are excluded
- Induced impacts of business investment are excluded
- Local government property tax revenue impacts are included

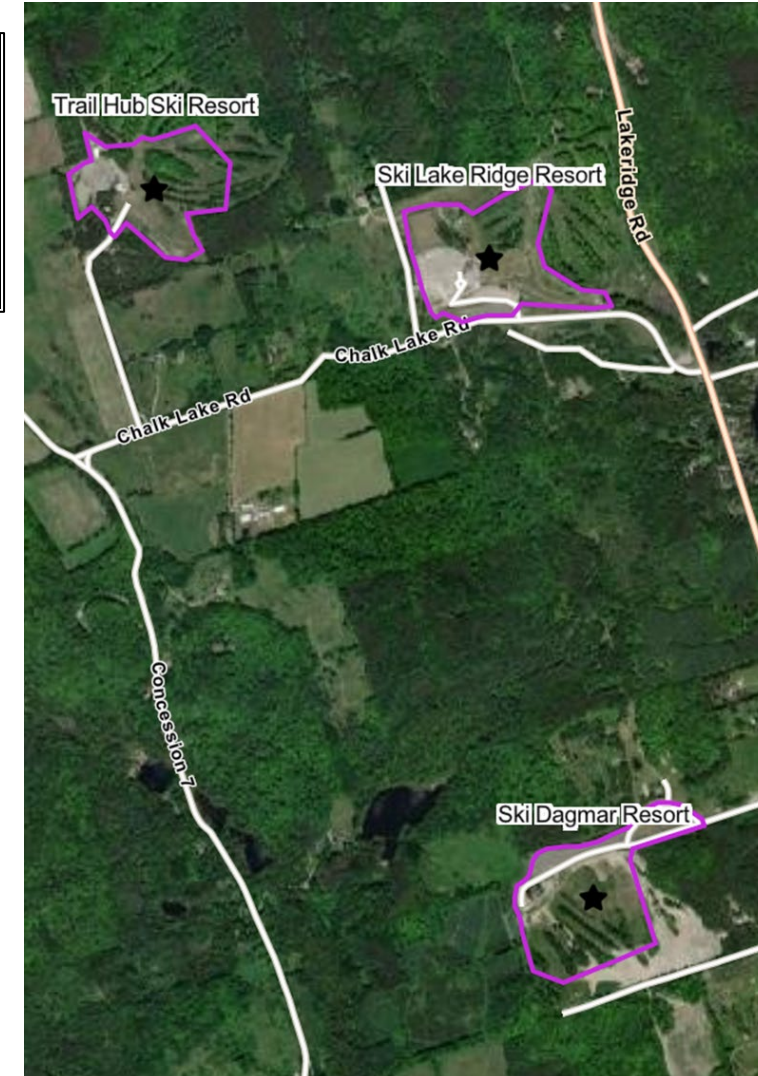
A Few Key Attractions – 2023 Annual Data (Dagmar, Lakeridge & Trail Hub)



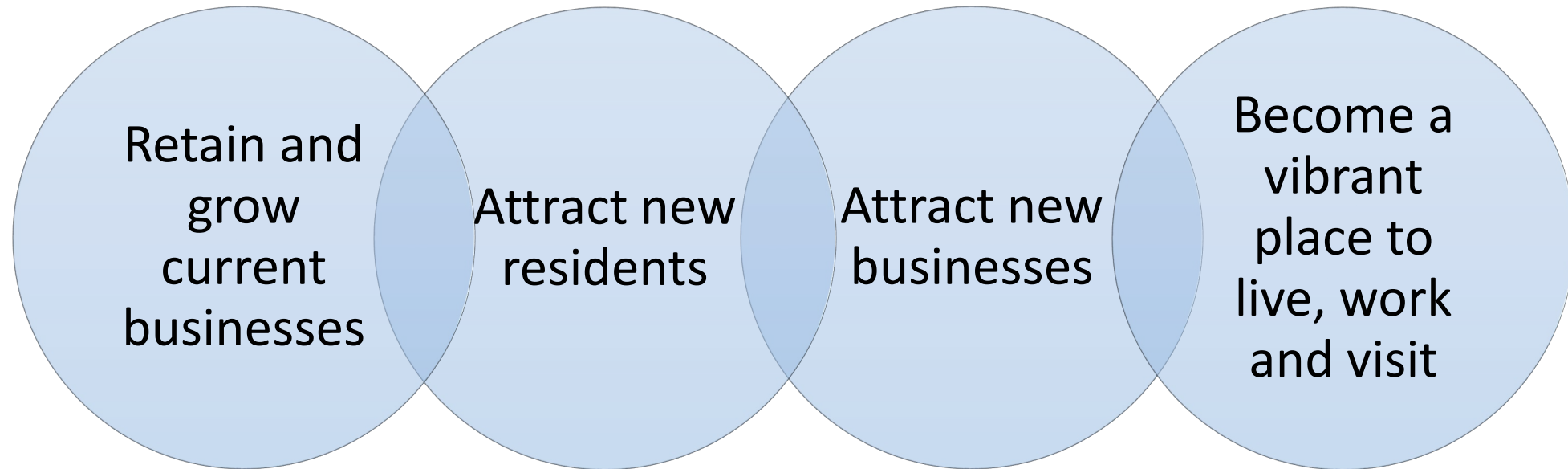
	# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count
Unique Visitors	26,067	72.27%	10,002	27.73%	36,069
Total Visits	378,385	80.39%	92,323	19.61%	470,708



There is an excellent opportunity to invite more of these visitors into downtown Uxbridge.



Embracing Tourism Helps Your Community...





**Uxbridge has the framework to grow the visitor economy.
Continue to invest in your Tourism Plan deliverables!**

