



# **Economic Impact Analysis of Tourism in the City of London (Internal Report)**

Prepared for:  
Tourism London

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May 20, 2024





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## Preface

This research was undertaken by The Conference Board of Canada's Economic Research Division with funding and support from Tourism London. In keeping with the Conference Board's guidelines for financed research, the design and method of research, as well as the content of this study, were determined solely by the Conference Board.

The following members of The Conference Board contributed to this research: Tony Bonen, Executive Director; Gregory Hermus, Principal Economist; Alan Chaffe, Associate Director; and Alishba Rasheed, Economist.

## About The Conference Board of Canada

The Conference Board, established in 1954, is Canada's foremost independent, not-for-profit research organization. We provide unbiased, highly focused research and analyses to help build leadership capacity for a better Canada by creating and sharing insights on economic trends, public policy issues, and organizational performance. The Conference Board's Economic Research Division employs over 25 professional economists with decades of research experience who combine their knowledge to produce custom economic forecasts and research. The Economic Research team studies complex issues from multiple perspectives, applying proprietary economic models and cutting-edge methodologies—supported by a deep understanding of the market, political, and social context in which they occur. These integrated insights empower leaders within Canadian organizations and industries to cut through the noise and make informed decisions that drive meaningful impact.



## Key Findings

- In 2024, tourism spending in London was an estimated \$1,129.1 million, an increase of 3.7 per cent relative to 2023.
- Purchases of food and beverages totalled \$435.6 million (39 per cent of total tourism spending). Of this total, \$323.7 million was spent in restaurants while the remaining \$111.9 million was spent in stores.
- Year-over-year, spending on rental cars (6.0 per cent), recreation and entertainment (5.6 per cent), and food and beverages at stores (5.2 per cent) showed the strongest growth.
- The City of London was host to roughly 2.2 million overnight visitors in 2024, an increase of almost 2.9 per cent relative to 2023. This total included 140,000 visitors from the United States, 28,000 from other international countries, and nearly 2.0 million domestic tourists.
- Tourism activity in London helped generate a total of \$1,090.3 million in GDP for the province and nearly \$638.6 million for the local economy of London.
- In 2024, tourism activity in London supported 10,412 full-year jobs in Ontario, 8,028 of which were in London.
- London's tourism sector contributed an estimated \$521.1 million in tax revenues across all levels of government. Of this total, \$242.4 million accrued to the federal government, \$207.4 million to the provincial government, and \$71.3 million to municipal governments.



# Introduction

The purpose of the study was to assess the economic impact of London, Ontario's tourism sector 2024. Tourism spending in London increased by nearly 3.7 per cent (\$40.2 million) in 2024 compared to 2023, marking a return to steady year-over-year growth after the sharp rebound seen in the immediate post-pandemic period. Economic impact estimates are based on 2024 visitor volumes in the City of London and accommodation data collected by Tourism London, as well as other indicators regularly monitored by the Conference Board. The final economic impact estimates in this study were produced using the Conference Board's Conference Board's Tourism Economic Assessment Model.

## Overnight Visits to London

In 2024, the City of London was host to nearly 2.2 million overnight visitors, a 2.9 per cent increase from 2023. The number of overnight visitors to London included 140,000 visitors from the United States, 28,000 visitors from other international countries, and over 2.0 million domestic tourists. (See Table 1.)

As a share of total visitors, the percentage of overnight visitors coming to London from the United States remained unchanged at 6.4 per cent in 2024, while the share of other international visitors rose from 1.2 per cent in 2023 to 1.3 per cent in 2024. Despite a 2.8 per cent year-over-year increase in overnight domestic tourists to London from 2023 to 2024, their share of total overnight tourists remained largely unchanged—92.3 per cent in 2024 compared to 92.4 per cent in 2023. (See Table 2.)

**Table 1**  
**Overnight Visitors to London**  
(Person-trips)

Visitor Origin	2023e	2024e	Percentage Change (2024 vs. 2023)
Canada	1,956,000	2,010,000	2.8%
United States	136,000	140,000	2.9%
Other International	25,000	28,000	12.0%
<b>Total</b>	<b>2,117,000</b>	<b>2,178,000</b>	<b>2.9%</b>

Source: The Conference Board of Canada.



**Table 2**  
**Overnight Visitors to London**  
(As a share of total visitors)

Visitor Origin	2023e	2024e
Canada	92.4%	92.3%
United States	6.4%	6.4%
Other International	1.2%	1.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: The Conference Board of Canada.

## Tourism Spending in London

In 2024, spending by both same-day and overnight visitors to London was estimated to be roughly \$1,129.1 million, 3.7 per cent greater than in 2023. As in 2024, the largest share of tourism spending in London was driven by purchases of food and beverages. Overall, spending on food and beverages totaled \$435.6 million in 2024, representing 38.6 per cent of total tourism spending. About three-quarters of this amount (\$323.7 million) was spent in restaurants, with the remaining \$111.9 million spent in stores. (See Table 3.)

Tourists spent \$235.9 million (20.9 per cent of the total) on retail spending—nearly two-thirds of which (\$156.9 million) was spent on clothing while the remaining third (\$79.0 million) on other goods. In addition, tourists spent \$ 216.0 million on private transportation (19.1 per cent of the total), namely the use of personal vehicles, including vehicle parts and maintenance. Accommodation spending by visitors amounted to \$113.5 million (10.1 per cent of the total). Tourists also spent \$36.5 million (3.2 per cent of the total) on public transportation, which includes ticket fares for intercity trains and buses. (See Table 3.)

Year-over-year, tourism spending on rental cars (6.0 per cent), recreation and entertainment (5.6 per cent), and food and beverages at stores (5.2 per cent) experienced the greatest. (See Table 4.)



**Table 3**  
**Purchases of Food and Beverages Account for Largest Share of Tourism Spending**  
(\$000's)

<b>Expenditure Category</b>	<b>2024e</b>	<b>Share of Total</b>
Food & Beverages	\$435,603	38.6%
Food & Beverages – Restaurants	\$323,741	28.7%
Food & Beverages – Stores	\$111,862	9.9%
Retail Spending	\$235,889	20.9%
Retail Spending – Clothing	\$156,883	13.9%
Retail Spending – Other Goods	\$79,006	7.0%
Private Transportation	\$216,004	19.1%
Accommodation	\$113,494	10.1%
Recreation & Entertainment	\$72,926	6.5%
Public Transport	\$36,451	3.2%
Rental Cars	\$11,632	1.0%
Local Transport	\$7,139	0.6%
<b>Total</b>	<b>\$1,129,138</b>	<b>100.0%</b>

Source: The Conference Board of Canada.

**Table 4**  
**Tourism Spending in London, Year-Over-Year**  
(\$000's)

<b>Expenditure Category</b>	<b>2023e</b>	<b>2024e</b>	<b>Percentage Change (2024 vs. 2023)</b>
Food & Beverages	\$417,338	\$435,603	4.4%
Food & Beverages – Restaurants	\$311,051	\$323,741	4.1%
Food & Beverages – Stores	\$106,287	\$111,862	5.2%
Retail Spending	\$229,046	\$235,889	3.0%
Retail Spending – Clothing	\$151,553	\$156,883	3.5%
Retail Spending – Other Goods	\$77,493	\$79,006	2.0%
Private Transportation	\$207,744	\$216,004	4.0%
Accommodation	\$112,746	\$113,494	0.7%
Recreation & Entertainment	\$69,032	\$72,926	5.6%
Public Transport	\$35,143	\$36,451	3.7%
Rental Cars	\$10,977	\$11,632	6.0%
Local Transport	\$6,893	\$7,139	3.6%
<b>Total</b>	<b>\$1,088,921</b>	<b>\$1,129,138</b>	<b>3.7%</b>

Source: The Conference Board of Canada.



# Economic Impact of Tourism in London

The Conference Board's Tourism Economic Assessment Model results estimate that tourism in London supported 10,412 full-year jobs in Ontario in 2024, with most of these jobs (8,028) in London. (See Table 5.) Given that overall employment in the London metropolitan region was 321,500 in 2024, our analysis suggests that tourism supported 2.5 per cent of the region's employment.<sup>1</sup> Tourism activity in London contributed an estimated \$1,090.3 million to provincial GDP and about \$638.6 million to the economy of London. (See Table 6.)

**Table 5**  
**Impact of Tourism in London on Employment, 2024**  
(Full-year jobs)

Impact Phase	Employment in Ontario	Employment in London
Direct	5,618	5,518
Indirect	2,612	1,180
Induced	2,182	1,330
<b>Total</b>	<b>10,412</b>	<b>8,028</b>

Source: The Conference Board of Canada.

**Table 6**  
**Impact of Tourism in London on Gross Domestic Product (GDP), 2024**  
(\$000's)

Impact Phase	GDP in Ontario	GDP in London
Direct	\$382,875	\$369,188
Indirect	\$426,711	\$140,563
Induced	\$280,752	\$128,887
<b>Total</b>	<b>\$1,090,338</b>	<b>\$638,638</b>

Source: The Conference Board of Canada.

In addition, London's tourism sector contributed an estimated \$521.1 million in tax revenues across all levels of government. Of this total, almost \$242.4 million accrued to the federal government, \$207.4 million to the provincial government, and \$71.3 million to municipal governments. In the City of London, it is estimated that \$52.0 million was paid by London businesses and citizens in municipal taxes. (See Table 7.)

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<sup>1</sup> Based on Statistics Canada, Labour Force Survey for London Census Metropolitan Area, 2024. The London CMA includes the following cities, municipalities, and townships: Adelaide-Metcalf, Central Elgin, London, Middlesex Centre, Southwold, St. Thomas, Strathroy-Caradoc, and Thames Centre.





**Table 7**  
**Impact of Tourism in London on Taxes, 2024**  
(\$000's)

<b>Level of Government</b>	<b>Taxes in Ontario</b>	<b>Taxes in London</b>
Federal	\$242,396	\$160,671
Provincial	\$207,398	\$150,016
Municipal	\$71,290	\$52,009
<b>Total</b>	<b>\$521,084</b>	<b>\$362,696</b>

Source: The Conference Board of Canada.

## Conclusion

This study leveraged projections on locally collected accommodation data as well as a broad range of economic indicators to estimate visitor volumes and spending on tourism activity within London, Ontario. Based on these sources, tourism activity generated an impressive \$1,129.1 million in spending during 2024, which marked an increase of approximately \$40.2 million or 3.7 per cent relative to 2023. This increased activity elevated tourism's role in driving economic growth, employment, and revenue generation for the local economy. Policymakers, businesses, and stakeholders in the tourism sector may leverage this valuable information to make informed decisions, allocate resources efficiently, and develop strategies that capitalize on the City of London's tourism potential.



## Appendix A: Glossary of Terms

**Gross Domestic Product (GDP):** the value of goods and services produced by labour and capital located within a country (or region), regardless of the nationality of labour or ownership. GDP in this report is measured at market prices. Tourism GDP refers to the GDP generated by those businesses that directly produce or provide goods and services for travellers.

**Employment:** refers to the number of representative full-year jobs, including both full-time and part-time jobs, as well as workers employed by businesses or self-employed. Seasonal employment is also included, however, it only accounts for a fractional share of a full-year job, proportional to the duration of employment.

**Federal tax revenues:** include personal income tax, corporate income tax, commodity tax (i.e., the federal share of HST, gas tax, excise tax, excise duty, air tax, and trading profits), and payroll deductions that are collected by the federal government.

**Provincial tax revenues:** include personal income tax, corporate income tax, commodity tax (i.e., the provincial share of HST, gas tax, liquor gallonage tax, amusement tax, and trading profits), and employer health tax collected by the Ontario provincial government.

**Municipal tax revenues:** include business and personal property taxes that are collected by municipalities. It should be noted that the taxes reported are based on the share of the total property taxes collected by a municipality based on the share of revenues (or earnings) attributed to tourism.

**Direct impact:** measures the value added to the economy from businesses in the tourism sector (e.g., accommodations, restaurants, recreation centres, travel agents, transportation, and retail enterprises) that are attributed directly to the sector's employees, wages earned, and firms' profits.

**Indirect impact:** measures the value added that the "direct impact" firms generate within the economy through their demand for intermediate inputs or other support services. For example, hotel owners purchase linen from suppliers.

**Induced impacts:** are derived when employees of the tourism sector spend their income and owners spend their profits on food, clothing, shelter, and other consumer goods and services within the region. These purchases lead to more employment, higher wages, and increased income and tax revenues, and can be felt across a wide range of industries.



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