Economic Impact Analysis

MANDATE
Preserving and promoting the natural and cultural heritage along the Niagara River corridor.

THE STUDY
The Niagara Parks Commission has retained urbanMetrics Inc. to conduct a study to evaluate the organization’s contributions to the economies of the Niagara region as well as to Ontario and Canada. This study has involved an assessment of direct, indirect and induced economic impacts derived from recent spending by the NPC (i.e., based on operating expenditures for the 2016-2017 fiscal period), as well as through the significant visitor spending resulting from attendance at numerous key attractions and other related tourism facilities operated by the NPC and its providers.

ECONOMIC IMPACTS (2016-2017)

Visitor Spending: ($1.2 Billion)
- $1.0B Gross Domestic Product (GDP)
- 15,900 Employment (Jobs)
- $682.4M Labour Income
- $458.1M Total Taxes

Operating Expenditures: ($109.2 Million)
- $123.8M Value Added to the Economy
- 1,460 Person Years of Employment
- $75.8M Labour Income
- $48.5M Government Revenues
TOTAL ATTENDANCE: 8.2 MILLION
Unique Visitors: 3.8 Million

Hornblower Cruise 2,148,000 Visitors
Journey Behind the Falls 838,000 Visitors
Niagara’s Fury 332,000 Visitors
Butterfly Conservatory 292,000 Visitors
White Water Walk 216,000 Visitors
Whirlpool Aero Car 124,000 Visitors
Golf Courses 74,000 Visitors
Zipline to the Falls 70,000 Visitors
Floral Showhouse 40,000 Visitors
Heritage Sites 25,000 Visitors

Plus: WEGO, Falls Incline Railway, Restaurants & Retail (4,051,000 Visitors)

$1.2 BILLION
Annual Visitor Spending

The operation of various attractions by the NPC, and other third party providers on their behalf, drives significant visitation to the Niagara region, which generates substantial spin-off benefit to the economies of Ontario and Canada.

$109.2 MILLION
Annual Operating Expenditures

The NPC’s core activities generate significant investment through the purchase of goods, labour, and other inputs as part of their day-to-day operations. This includes expenditures within a number of key business segments, such as the operation of gift shops, restaurants and golf courses; hosting events; as well as operating a number of notable tourist attractions. The NPC is also responsible for providing a range of parking and transportation-related facilities.