

# Workforce Focus

From the Waterloo-Wellington Training & Adjustment Board  
 "Guiding today's workforce for tomorrow's workplace"

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## Visits by Type

to Waterloo Municipality and Wellington County, 2004

	# of Visitors	% of Ontario Visitors
Total Visits	5,828,215	5%
Same Day	3,879,672	5%
Overnight Pleasure	646,754	3%
Overnight Friends / Relatives	1,066,465	7%
Overnight Business	120,441	3%

Source: Ontario Ministry of Tourism and Recreation, 2005

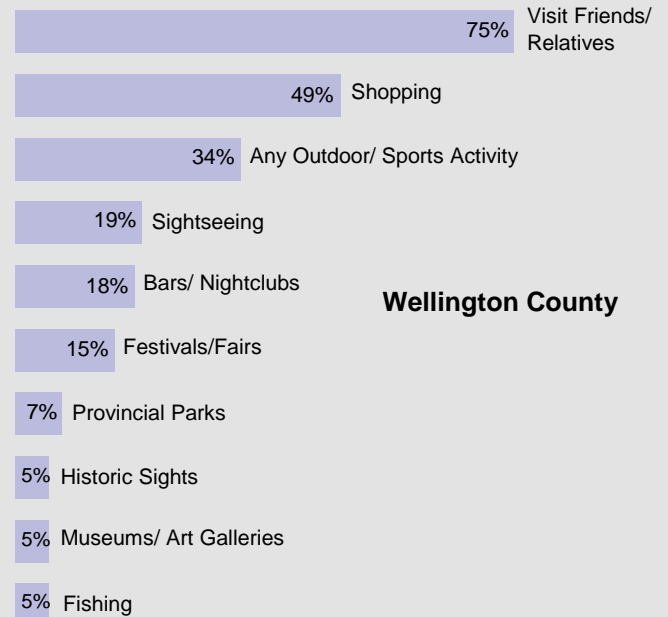
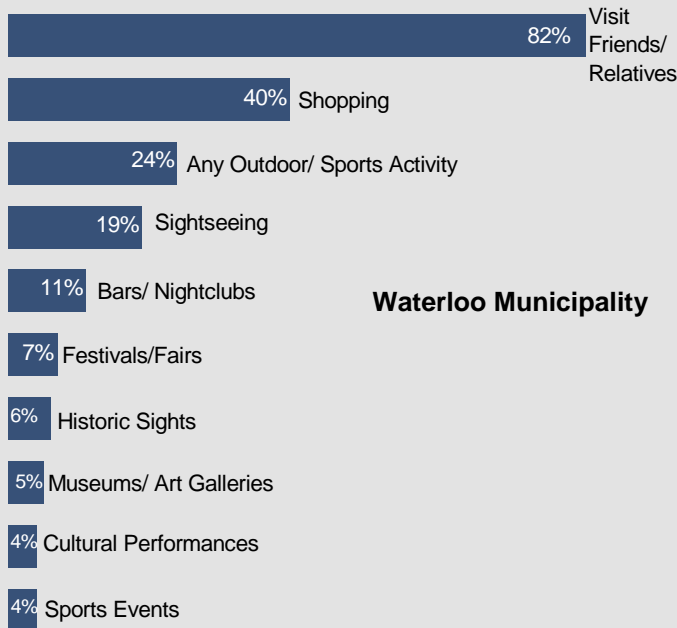
## Employment Impact

of Visitors Spending, 2004

	Waterloo Municipality	Wellington County
# of Jobs: Direct	2,778	1,439
Indirect	253	127
Induced	381	178
Total	3,413	1,745

Source: Ontario Ministry of Tourism and Recreation, 2005

## Activities of Overnight Visitors, 2004



Source: Ontario Ministry of Tourism and Recreation, 2005

## Economic Impacts

Visitors spent \$280,696,968 in Waterloo Municipality and \$137,287,268 in Wellington County in 2004. This generated \$192,090,000 and \$96,070,000 respectively, in direct, indirect and induced contributions to gross domestic product.

### Staying the Night

Regional Hotel Trends

	Waterloo	Wellington
Hotel Occupancy Rate	58%	64%
Revenue Per Room	\$52	\$67
Average Daily Room Rate	\$90	\$105

Source: Ontario Ministry of Tourism and Recreation, 2005

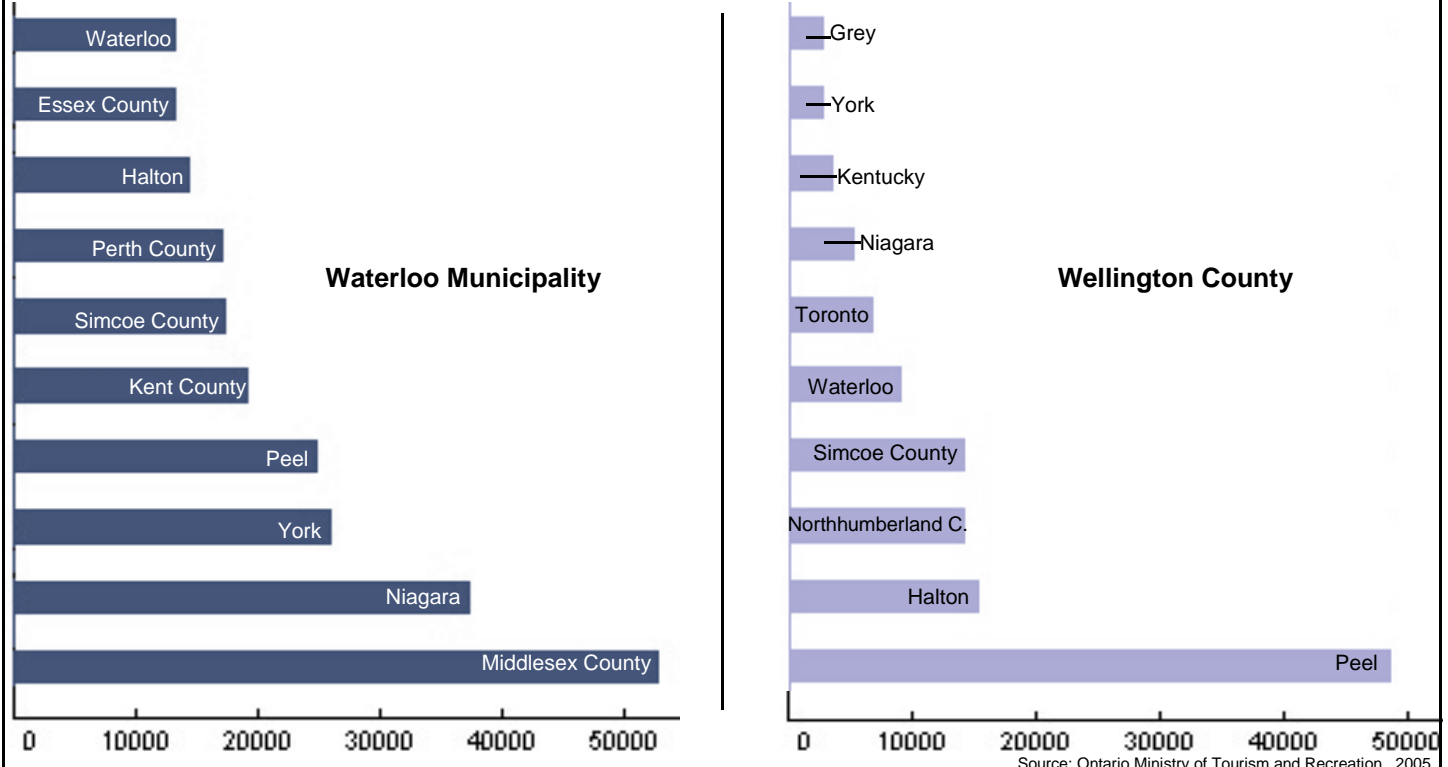
### Visitor Countries of Origin

Number of visitors in 2004 with (% that stayed overnight)

Place of Origin	Waterloo	Wellington
Canada	3,670,595 (30%)	1,831,515 (36%)
U.S.	141,029 (64%)	99,625 (74%)
Other Countries	90,534 (61%)	26,242 (68%)

Source: Ontario Ministry of Tourism and Recreation, 2005

### Over Night Pleasure Trips by Place of Residence, 2004



### Travel Service Establishments

Waterloo Municipality and Wellington County, 2004

	# of Establishments	No Employees	1 to 19	20 to 49	50 to 99	100+
Travel Agencies	96	30	61	3	1	1
Tour Operators	16	9	5	1	1	0
Other Travel Arrangement & Reservation Services	2	1	1	0	0	0

Source: Ontario Ministry of Tourism and Recreation, 2005

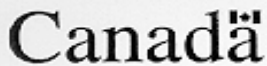
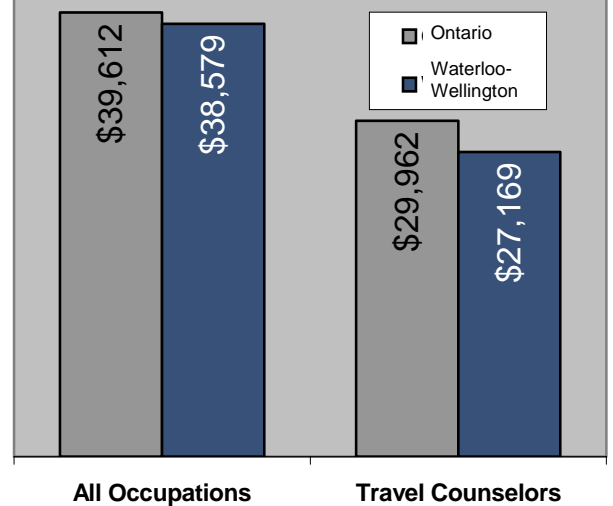
### Travel Counselors Educational Attainments

% distributions by select highest education level obtained Waterloo-Wellington, and Ontario 2001

	All Occupations	Travel Counselors NOC: 6431
* The first number is for this region; the number in brackets represents Ontario.		
Less than Grade 9	4% (3)	2% (0)
Secondary School Graduation	16% (15)	8% (9)
Trades Certificate	3% (4)	4% (4)
College Diploma	23% (25)	49% (43)
University Degree or Higher	19% (24)	6% (18)

Source: 2001 Census Data, Statistics Canada

### Median Incomes



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