

North Bay Tourism Sector

Industry Background

Tourism is a significant contributor to the North Bay region's economy. Each year, the North Bay region attracts an estimated 1.35 million visitors, spending over \$200 million.

There are approximately 1,300 businesses in the tourism industry in the region, including:

- + 250 accommodation operators
- + 600 retail locations
- + 330 restaurants and bars
- + 100 recreation and entertainment businesses

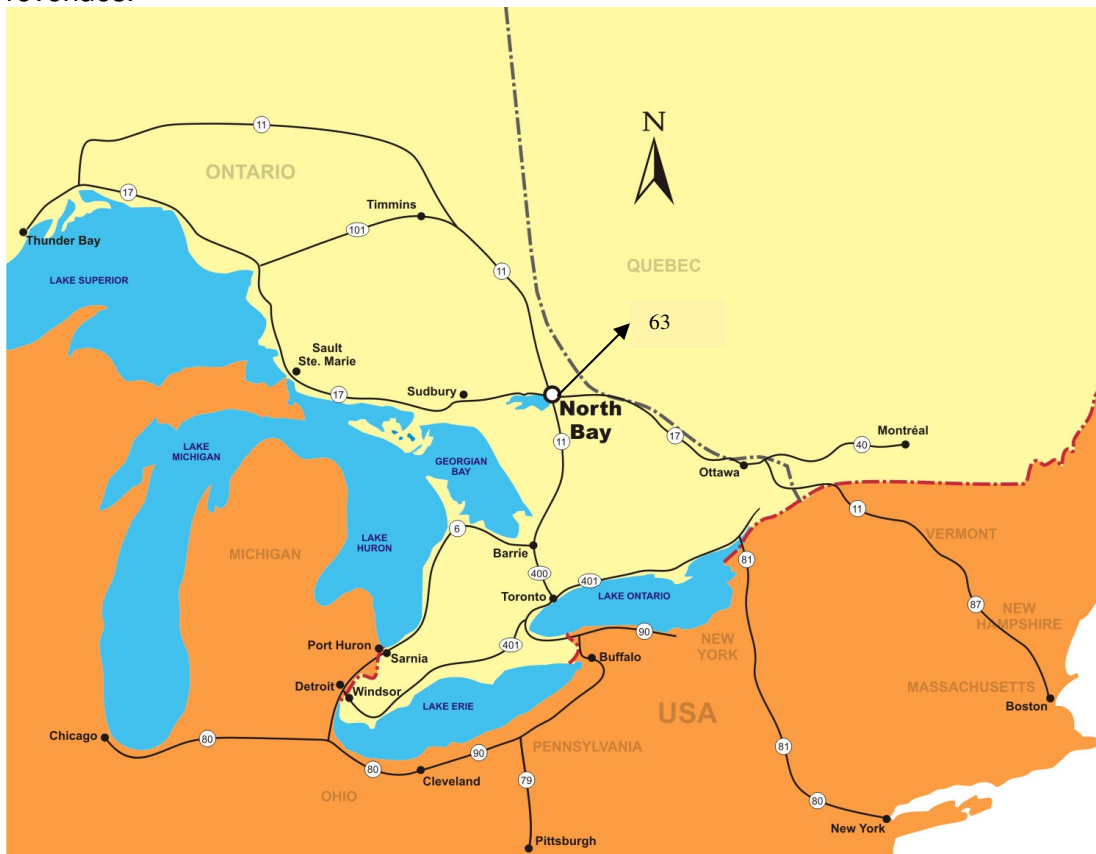
These four sectors share almost 90% of all tourism revenues and account for 80% of all jobs created by the tourism industry. This infrastructure supports the business clientele of all other sectors of the region.

Many visitors perceive the area as an outdoor activity vacation destination. While they are here, they engage in water-based outdoor activities such as fishing, boating, canoeing, sailing, and trail-based outdoor activities such as cross-country skiing, snowshoeing, snowmobiling (in the winter months), hiking, bird watching, ATV riding and cycling (in the summer months).

In addition to the many recreational activities available, North Bay has many other attractions to be visited, including the Dionne Quints Museum, Chief Commanda II Lake Nipissing cruises, the North Bay Waterfront, the Heritage Railway Company's Mini-Train, Carousels, the Capitol Performing Arts Centre, and other attractions.

North Bay's Strategic Location

North Bay is a three-hour drive north of Canada's largest city, Toronto, and also a three hour drive west of Ottawa, our nation's capital. The North Bay region's proximity to Southern Ontario makes it an appealing tourism destination choice to residents from that area, as well as residents in Northwestern Quebec, the United States and international visitors. Ontario residents account for 85% of all visits and 76% of all tourism revenues.



Average Wage Rates for the Tourism Industry

The following chart highlights the wages for various general occupations within the tourism sector.

NOC Code	Description	Average Wage Rate
0631	Restaurant and Food Service managers	\$13.58*
0632	Accommodation Service Managers	\$11.10
6671	Operators & Attendants in Amusement, Recreation & Sport	\$9.55
6212	Food Service Supervisors	\$9.35
6242	Cooks	\$9.30
6451	Maîtres d'hôtel and hosts/hostesses	Minimum Wage**
6421	Retail Salespersons & Sales Clerks	\$9.90
6452	Bartenders	\$7.35
6453	Food & Beverage Servers	\$6.95***
6435	Hotel Front Desk Clerks	Minimum wage**

*Derived from Statistics Canada, October 22, 2003. 2001 Census of Canada. Catalogue number 97F0019XCB2001060

* **Minimum wage \$10.25/hr, effective March 31, 2010**

*** This rate applies to employees who serve liquor directly to customers or guests in licensed premises as a regular part of their work

Source: Local Labour Market Data from Service Canada

Key Reasons for Tourism Sector Businesses to Locate in North Bay

#1. Location

- North Bay is well connected to major US and Canadian markets via a network of transportation options that include a system of highways, railways and an airport.
- Trans-Canada Highway 17; Canada's east/west artery passes through North Bay and connects it with the Highway 11 link to Toronto, making transportation quick and affordable to many urban centres in both the United States and Canada.

#2. Active, Growing Tourism Industry

- Each year the North Bay region attracts an estimated 1.35 million visitors.
- Visitors to the area contribute over \$95 million to the economy through the retail sector each year.
- The North Bay region's proximity to Southern Ontario makes it an appealing choice of destination for residents from that area, as well as residents in Northwestern Quebec, the United States, and international visitors.

#3. Investment in Sector Infrastructure

- As a result of the Downtown Community Improvement Plan (DCIP), over \$44 million in public and private funding has been invested into the revitalization of the downtown core and the establishment of many unique stores and restaurants.

The City of North Bay has a number of sizeable and strategically significant sites in the Downtown and surrounding areas that are classified as a Brownfield. A number of investments by the City of North Bay has created a unique opportunity to redevelop these Brownfield sites. Most notably, the City of North Bay is in the process of redeveloping over 20 acres of Brownfield site into a Community Waterfront Park - \$29 million has been budgeted for the waterfront development.

- The Northgate Regional Shopping Centre is committed to providing shoppers with the same level of quality shopping that can be found in larger metropolitan areas like Toronto. Through investment in renovations and aggressive marketing campaigns, this regional centre has grown to become home to over 100 retailers and service providers.

#4. Availability of a Trained and Skilled Workforce

- North Bay's Canadore College has a wide range of hospitality and tourism programs. The College is home to a new \$2.5 million Hospitality/Tourism Centre. The centre features modern classrooms, experimental and production kitchens, and a dining room facility. Courses are available in a variety of subject disciplines including; hotel, resort and restaurant management, culinary administration and ecotourism, and a cook apprenticeship program.
- Over 75% of North Bay's workforce has completed high school and over 50% have graduated from a trade school, technical college or university.

#5. Quality of Life

- A large portion of our health care costs are publicly funded and North Bay is on the forefront of technology in the health care field and is home to the successful completion of the first telerobotic surgery performed. A \$500 million regional health care facility is under construction with completion expected in the fall of 2010.
- Situated on a beautiful 720-acre campus, Nipissing University is ranked #1 among students by *MacLean's Magazine*, and Canadore College is the fastest growing college in Ontario.
- From condo-by-the-lake living, to modern executive-style dwellings, to old-world Victorian housing, living in North Bay is both safe and affordable.
- North Bay's waterfront, on Lake Nipissing, is the heartbeat of the city, featuring a magnificent walkway, beautiful gardens, a museum, and a public marina.