

Tourism Receipts Economic Impact Model (TREIM)

How to Complete a Report to Estimate Revenue from your Partnership Project

TREIM is the Ontario Government provided tool that It helps organizations and people who are interested in tourism to learn more about the economic impact of tourism in Ontario.

Introduction

One of the main goals of the Partnership Program is to grow the visitor economy. Having locals attend your programming is excellent for placemaking and community spirit, but not relevant to the mandate of Central Counties Tourism. We want people who don't live in your community to visit because of your event or programming, spend their discretionary dollars in your community, and keep coming back; better yet, they decide to move there!

Prior to making an application, we want you to understand what we look for in evaluating your application. Completing a TREIM report based on the anticipated number of visitors – those that travel more than 40km to your programming – provides both of us with some crucial data on impact and ROI.

Calculating Visitors

The easiest way to do this is through past data. If you have done your program before and have information on the total amount of visitors and the percent of those that traveled more than 40km one way, you can make a decent educated guess. For example:

2023 Attendance: 5,000 people, with 10% from more than 40km away - you had 500 "visitors".

In 2024, you hope to grow total attendance by 20%, which means a total of 6,000 people. In 2023, you know you had 10% that travelled more than 40km so you can safely assume that you will get 20% more visitors in 2024 bringing your total visitors to 600.

If this is the first time doing your programming, you still must have an attendance goal in mind. You will also know who you are targeting and where, geographically, you are targeting them. Based on that, you will be able to estimate how many attendees will travel more than 40km one way for your project. That number is the number of "visitors" you use for TREIMs.

Step-by-Step Instructions

- 1) Go to <https://www.ontario.ca/page/tourism-regional-economic-impact-model>
- 2) Click "USE TREIM" which is in the Overview Section
- 3) Read and accept the Terms and Conditions
- 4) Click "Visitor Spending" under Options
- 5) Click "Only the Number of Visitors is Known" under Visitor Spending

- 6) Enter a Report Title
- 7) Click "Travel Region"
- 8) Select "York Durham Headwaters"
- 9) Select "No" for Household Spending
- 10) Select "No" for Business Improvement
- 11) Select "No" for Property Tax
- 12) Click Next Screen


- 13) Select the type of activity from the dropdown menu. If you don't know the activity, click "I don't know" box
- 14) Write in your estimated visitor numbers. Remember that only people that travel more than 40km one way count as a visitor. (See below for example breakdown)

- 15) Write in your estimated day vs overnight visitor
- 16) Write in the average length of stay
- 17) Click Next Screen
- 18) Click Submit for Calculation
- 19) Download the Report
- 20) Report the "Total Visitor Spending", which with this example was \$53,418

Estimating Visitors

For the purposes of your estimates, start with the total number of people you expect for the duration of your programming or one year if your programming will drive visitation

for more than one year. Then, determine what % of those will be traveling more than 40km each way and where they will be coming from. In the example above, I estimated that for the duration of the project we will see a total of 2,500 guests, of which 20% (500) will travel more than 40km. I estimated that 10% will come from the rest of Canada and 1% will be from the USA (visiting friends/relatives and people that are interested in my project). Unless you know otherwise, please say that 2% of Ontario visitors are overnight and 100% of Rest of Canada and USA are Overnight. Use 1 night for Ontario, 3 for Rest of Canada and 5 for USA.


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MINISTRY OF TOURISM, CULTURE AND SPORT

TOURISM REGIONAL ECONOMIC IMPACT MODEL

Step 2 of 4

Enter Report Title*

Activity takes place at this geographical area

Ontario

Census Division Click below to view maps

Census Metropolitan Area

Travel Region Northern Regions
Southern Regions

Activity takes place in this year

Induced Impact

Household Spending

Business Investment

Property Tax

Choose "No" if the activity/event is not expected to result in additional business investment.

Choose "No" if the activity/event is not expected to result in additional property tax.

Denotes required field* Do not use the browser back button, use the Previous or Next screen buttons below.

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Activity (or Event) I don't know the Activity

Visitors' Origin	Number of Visitors	Same Day		Overnight	
		Percent of Visitors' Origin	Percent of Visitors' Origin	Percent of Visitors' Origin	Average Length of Stay (nights) - Optional
Ontario**	<input type="text" value="445"/>	<input type="text" value="98.00%"/>	<input type="text" value="2.00%"/>	<input type="text" value="1"/>	
Rest of Canada	<input type="text" value="50"/>	<input type="text" value="0.00%"/>	<input type="text" value="100.00%"/>	<input type="text" value="3"/>	
USA	<input type="text" value="5"/>	<input type="text" value="0.00%"/>	<input type="text" value="100.00%"/>	<input type="text" value="5"/>	
Overseas	<input type="text" value="0"/>	<input type="text" value="0.00%"/>	<input type="text" value="0.00%"/>	<input type="text" value="0"/>	
TOTAL	<input type="text" value="500"/>				

esidents should not be included

: required field Do not use the browser back button, use the Previous or Next screen buttons belc

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What data will you need for the application and final report?

The expectation is that you complete a TREIM upon applying for the partnership and then do another after your project is completed that has more accurate numbers. There are five numbers you will have to enter for both application and final report.

- 1) The total number of people you expect to come because of your project. For this report, we used 2,500.
- 2) The total number of visitors
- 3) The total economic impact
- 4) The total number of jobs created
- 5) The total tax generated

The total number of visitors can be found on Page 1 of the report.

Total Number of Visitors

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	445	98.00%	2.00%	1
Rest of Canada	50	0.00%	100.00%	3
USA	5	0.00%	100.00%	5
Overseas	0	0.00%	0.00%	0
Total	500			

The other three numbers are on the second page of the report. There will be corresponding fields on the application to capture these numbers.

It is more important to be as accurate as possible with your estimates rather than to bolster them in the application stage and then fall short in the reporting stage. One of the things that the reviewing committee will be looking as is the amount of CCT funds you are hoping to leverage through our partnership versus the total economic impact from visitors.

This provides us with a better sense of the Return on Investment realized by partnering with your organization. As a government-funded organization, we have to show them that the money we are charged with is an investment, not an expense.

Based on this example, it is easy to see how quickly the impact adds up. If, for this example project, the ask of CCT was \$15,000, the ROI from that investment is more than 3.5X.

	York Durham and the Hills of Headwaters (RTO 6)	Rest of Province
Total Visitors' Spending	\$53,418	
Gross Domestic Product (GDP)		
Direct	\$27,657	\$0
Indirect	\$5,845	\$2,570
Induced	\$0	\$0
Total	\$33,502	\$2,570
Labour Income		
Direct	\$14,085	\$0
Indirect	\$3,895	\$1,645
Induced	\$0	\$0
Total	\$17,981	\$1,645
Employment (Jobs)		
Direct	0	0
Indirect	0	0
Induced	0	0
Total	0	0
Direct Taxes		
Federal	\$5,004	\$0
Provincial	\$8,043	\$0
Municipal	\$116	\$0
Total	\$13,163	\$0
Total Taxes		
Federal	\$6,257	\$389
Provincial	\$8,606	\$253
Municipal	\$152	\$13
Total	\$15,014	\$654