

Table 1. Person Visits from Canada to Ontario: by Length of Stay, 2007

Origin	Total Visits (000s)	Overnight Visits (000s)	Same-day Visits (000s)
All Canada	87,531	34,444	53,087
Ontario	82,679	30,928	51,750
Quebec	3,144	1,896	1,248
Manitoba	452	384	67
Western Canada	912	895	17
Atlantic Canada	344	341	4

Table 2: Person Visits from Canada to Ontario: by Main Purpose of Trip, 2007

Origin	Total Visits (000s)				Overnight Visits (000s)			
	Pleasure	VFR	Business	Personal	Pleasure	VFR	Business	Personal
All Canada	37,183	40,037	5,388	4,923	15,376	15,626	2,167	1,274
Ontario	35,538	37,949	4,525	4,667	14,194	14,131	1,507	1,096
Quebec	1,013	1,490	465	175	617	907	272	100
Manitoba	287	104	46	15	231	98	43	13
Western Canada	247	349	274	42	238	346	269	42
Atlantic Canada	98	144	78	24	96	144	76	24

Table 3: Person Visits from Canada to Ontario: by Calendar Quarter, 2007

Origin	Total Visits (000s)				Overnight Visits (000s)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
All Canada	17,617	21,228	27,833	20,853	5,520	8,570	12,882	7,472
Ontario	16,659	20,045	26,249	19,726	4,889	7,769	11,664	6,607
Quebec	674	795	975	700	357	437	647	454
Manitoba	66	116	204	65	61	95	175	54
Western Canada	162	191	290	268	157	188	285	264
Atlantic Canada	56	80	114	94	56	80	111	93

Table 4: Average Household Party Size and Composition of Canadian Visitors to Ontario, 2007

Origin	Total Visits			Overnight Visits		
	Average Party Size	Party Composition		Average Party Size	Party Composition	
		Adults Only	w/ Kids		Adults Only	w/ Kids
All Canada	1.9	79%	21%	1.9	79%	21%
Ontario	1.9	78%	22%	1.9	79%	21%
Quebec	1.8	84%	16%	1.8	84%	16%
Manitoba	1.9	80%	20%	1.9	81%	19%
Western Canada	1.7	85%	15%	1.7	85%	15%
Atlantic Canada	1.6	90%	10%	1.6	90%	10%

Table 5: Person Nights spent by Canadian Travellers in Ontario and Avg. Length of Stay, 2007

Origin	Person Nights (000s)	Average length of stay (nights) - Total Overnight Visitors
All Canada	91,021	2.64
Ontario	76,090	2.46
Quebec	5,456	2.88
Manitoba	1,447	3.76
Western Canada	5,774	6.45
Atlantic Canada	2,254	6.62

Table 6: Canadian Visitors Accommodation in Ontario, 2007

Type of Accommodation	Total Canada	Ontario	Other Canada
Total Person Nights (000s)	91,021	76,090	14,930
Roofed Commercial Accommodation	24,641	20,512	4,129
Hotel	11,398	8,238	3,160
Motel	2,401	2,110	291
Other Commercial	10,842	10,165	678
Camping/Trailer Park	6,552	5,870	681
Home of Friend/Relative	45,113	35,577	9,536
Private Cottage	11,351	11,042	309
Other Accommodation	3,363	3,088	275

Table 7: Person Visits from Canada to Ontario: Travel Region Visited, 2007

Tourism Region	Total Visits			Overnight Visits		
	Total Canada	Ontario	Other Canada	Total Canada	Ontario	Other Canada
Total Person Visits (000s)	87,531	82,679	4,852	34,444	30,928	3,515
Essex	1,445	1,412	33	582	549	33
Southwestern Ontario	10,263	10,189	74	3,366	3,293	73
Niagara Region	5,305	5,181	124	2,396	2,274	121
South-Central Ontario	11,199	11,076	123	2,940	2,831	109
Toronto and Region	19,916	18,532	1,384	6,246	4,966	1,279
Central Ontario	19,214	19,097	118	8,965	8,850	115
St. Lawrence River Corridor	4,730	4,234	496	1,928	1,688	240
Ottawa Region	5,233	3,760	1,472	2,431	1,575	856
Eastern Ontario	3,362	3,008	353	1,410	1,247	163
North-Central	2,098	1,988	110	1,479	1,439	39
North-East	2,701	2,602	99	1,431	1,339	92
North-West	1,113	749	364	723	421	302
Region not Specified	951	849	102	547	455	92

Note: The sum of each column can exceed the total since multiple locations may be visited in a given trip.

Table 8. Person Visits from Canada to Ontario: Activities, 2007

Activity	Total Visits (000s)			Overnight Visits (000s)		
	Total Canada	Ontario	Other Canada	Total Canada	Ontario	Other Canada
Attend a festival or fair	1,336	1,154	182	1,141	977	164
Attend a cultural performance	2,915	2,683	232	2,068	1,847	221
Visit a museum or art gallery	1,881	1,418	463	1,679	1,259	420
Visit a historic site	1,945	1,626	318	1,921	1,618	302
Visit a zoo/aquarium	540	458	82	352	270	82
Attend a sports event	2,750	2,538	212	1,415	1,218	197
Go to a casino	2,080	1,967	113	1,545	1,437	107
Visit a theme/amusement park	1,052	887	165	802	640	162
Visit a national/provincial nature park	2,861	2,521	339	2,818	2,479	339
Participate in sports/outdoor activities	19,257	18,171	1,086	12,680	11,740	939
Boating	5,609	5,281	329	5,206	4,879	327
Golfing	1,984	1,854	130	1,411	1,287	124
Down hill skiing or snowboarding	1,192	1,163	29	821	794	27
Hunting	283	277	6	188	182	6
Fishing	4,021	3,837	184	3,342	3,168	174

Table 9: Canadian Visitors Spending in Ontario, 2007

Origin	Total	Overnight Visits	Same-day Visits
All Canada (millions)	\$11,161	\$7,392	\$3,769
Ontario	\$9,530	\$5,892	\$3,639
Quebec	\$576	\$456	\$120
Manitoba	\$128	\$122	\$5
Western Canada	\$707	\$703	\$4
Atlantic Canada	\$220	\$219	\$1

Table 10: Canadian Visitors Spending in Ontario: by Locations Visited, 2007

Locations Visited	Total Visitors			Overnight Visitors		
	Total Canada	Ontario	Other Canada	Total Canada	Ontario	Other Canada
Total Spending (millions)	\$11,161	\$9,530	\$1,631	\$7,392	\$5,892	1,500
Essex	\$211	\$203	\$8	\$149	140	\$8
Southwestern Ontario	\$965	\$914	\$51	\$528	477	\$51
Niagara Region	\$862	\$782	\$80	\$664	584	\$80
South-Central Ontario	\$902	\$859	\$43	\$423	383	\$40
Toronto and Region	\$3,037	\$2,270	\$767	\$1,909	1,173	\$736
Central Ontario	\$2,192	\$2,142	\$50	\$1,530	1,481	\$49
St. Lawrence River Corridor	\$544	\$471	\$73	\$360	302	\$58
Ottawa Region	\$950	\$605	\$345	\$705	404	\$300
Eastern Ontario	\$318	\$286	\$32	\$187	170	\$17
North-Central	\$301	\$273	\$28	\$241	228	\$12
North-East	\$513	\$466	\$47	\$388	342	\$46
North-West	\$199	\$130	\$69	\$163	99	\$65
Region not Specified	\$166	\$129	\$37	\$146	109	\$37

Table 11 Canadian Visitors Spending in Ontario: by Expense Category, 2007

Spending Category	Total Visits			Overnight Visits		
	Total Canada	Ontario	Other Canada	Total Canada	Ontario	Other Canada
Total Spending (millions)	\$11,161	\$9,530	\$1,631	\$7,392	\$5,892	\$1,500
Accommodation	\$1,588	\$1,260	\$328	\$1,588	\$1,260	\$328
Food and Beverage	\$3,358	\$2,950	\$408	\$2,256	\$1,886	\$370
Recreation and Entertainment	\$927	\$837	\$90	\$509	\$429	\$80
Retail	\$1,661	\$1,475	\$185	\$745	\$604	\$141
Public Transportation	\$761	\$369	\$392	\$696	\$319	\$377
Private Transportation	\$2,769	\$2,570	\$199	\$1,524	\$1,346	\$178
Local transportation	\$98	\$69	\$29	\$75	\$48	\$27