

Ontario's Overseas Travel Markets, 2002

Table 1: Person Visits from Overseas Countries to Ontario: by Length of Stay

| Origin | Total Visits (000s) | Overnight Visits (000s) | Same-day Visits (000s) |
|---------------------|------------------------|-------------------------------|---------------------------|
| All Overseas | 2,014 | 1,704 | 309 |
| Traditional Markets | 883 | 752 | 130 |
| U.K. | 406 | 358 | 48 |
| Germany | 145 | 115 | 30 |
| France | 135 | 113 | 22 |
| Japan | 197 | 166 | 30 |
| Other Europe | 391 | 318 | 73 |
| Other Asia | 381 | 322 | 59 |
| All Other | 358 | 312 | 46 |

Table 2: Person Visits from Overseas Countries to Ontario: by Main Purpose of Trip

| Origin | Overnight Visits (000s) | | | | Same-day Visits (000s) | | | |
|---------------------|-------------------------|------------|------------|-----------|------------------------|-----------|-----------|-----------|
| | Pleasure | VFR | Business | Personal | Pleasure | VFR | Business | Personal |
| All Overseas | 738 | 573 | 302 | 92 | 143 | 80 | 47 | 39 |
| Traditional Markets | 386 | 235 | 99 | 32 | 64 | 26 | 15 | 25 |
| U.K. | 153 | 145 | 42 | 17 | 29 | 7 | 4 | 8 |
| Germany | 51 | 35 | 24 | 5 | 11 | 6 | 3 | 10 |
| France | 71 | 25 | 13 | 3 | 8 | 9 | 3 | 2 |
| Japan | 111 | 30 | 19 | 7 | 17 | 4 | 5 | 5 |
| Other Europe | 123 | 103 | 66 | 26 | 31 | 21 | 15 | 6 |
| Other Asia | 98 | 128 | 77 | 20 | 32 | 16 | 8 | 4 |
| All Other | 131 | 107 | 60 | 14 | 15 | 17 | 9 | 5 |

Table 3: Person Visits from Overseas Countries to Ontario: by Calendar Quarter

| Origin | Overnight Visits (000s) | | | | Same-day Visits (000s) | | | |
|---------------------|-------------------------|------------|------------|------------|------------------------|-----------|------------|-----------|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| All Overseas | 184 | 451 | 734 | 336 | 42 | 74 | 133 | 60 |
| Traditional Markets | 77 | 197 | 325 | 154 | 18 | 32 | 52 | 28 |
| U.K. | 45 | 97 | 146 | 70 | 8 | 8 | 22 | 10 |
| Germany | 12 | 30 | 52 | 21 | 3 | 9 | 13 | 4 |
| France | 11 | 25 | 59 | 18 | 4 | 7 | 7 | 4 |
| Japan | 8 | 45 | 68 | 45 | 3 | 8 | 9 | 10 |
| Other Europe | 31 | 87 | 139 | 60 | 7 | 14 | 40 | 12 |
| Other Asia | 43 | 95 | 124 | 60 | 8 | 16 | 26 | 10 |
| All Other | 33 | 72 | 146 | 61 | 9 | 12 | 16 | 9 |

Table 4: Average Party Size and Composition of Overseas Visitors to Ontario

| Origin | Overnight Visits | | | Same-day Visits | | |
|---------------------|--------------------|-------------------|-----------|--------------------|-------------------|-----------|
| | Average Party Size | Party Composition | | Average Party Size | Party Composition | |
| | | Adults Only | w/ Kids | | Adults Only | w/ Kids |
| All Overseas | 1.67 | 96% | 4% | 1.62 | 97% | 3% |
| Traditional Markets | 1.74 | 96% | 4% | 1.68 | 97% | 3% |
| U.K. | 1.76 | 95% | 5% | 1.81 | 97% | 3% |
| Germany | 1.62 | 96% | 4% | 1.45 | 95% | 5% |
| France | 1.75 | 96% | 4% | 1.53 | 96% | 4% |
| Japan | 1.78 | 99% | 1% | 1.87 | 100% | 0% |
| Other Europe | 1.62 | 97% | 3% | 1.73 | 97% | 3% |
| Other Asia | 1.66 | 97% | 3% | 1.47 | 98% | 2% |
| All Other | 1.58 | 94% | 6% | 1.51 | 95% | 5% |

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

| Origin | Person Nights (000s) | Average length of stay (nights) – Total Overnight Visitors |
|---------------------|----------------------|--|
| All Overseas | 18,273 | 10.72 |
| Traditional Markets | 6,251 | 8.31 |
| U.K. | 3,547 | 9.92 |
| Germany | 1,095 | 9.53 |
| France | 646 | 5.70 |
| Japan | 963 | 5.79 |
| Other Europe | 3,629 | 11.42 |
| Other Asia | 4,516 | 14.02 |
| All Other | 3,877 | 12.42 |

Table 6: Overseas Visitors Accommodation in Ontario (000s)

| Type of Accommodation | Total Overseas | Traditional Markets | Other Overseas |
|---------------------------------|----------------|---------------------|----------------|
| Total Person Nights | 18,273 | 6,251 | 12,022 |
| Roofed Commercial Accommodation | 4,590 | 1,989 | 2,602 |
| Hotel | 3,869 | 1,689 | 2,180 |
| Motel | 438 | 161 | 278 |
| Commercial Cottage | 283 | 139 | 144 |
| Camping/Trailer Park | 200 | 88 | 112 |
| Home of Friend/Relative | 10,286 | 3,193 | 7,093 |
| Private Cottage | 152 | 32 | 120 |
| Other Accommodation | 3,044 | 950 | 2,095 |

Table 7: Person Visits from Overseas Countries to Ontario: Locations Visited

| Tourism Region | Overnight Visits (000s) | | | Same-day Visits (000s) | | |
|-----------------------------|-------------------------|---------------------|----------------|------------------------|---------------------|----------------|
| | Total Overseas | Traditional Markets | Other Overseas | Total Overseas | Traditional Markets | Other Overseas |
| Total Person Visits | 1,704 | 752 | 952 | 309 | 130 | 179 |
| Essex | 14 | 4 | 11 | 5 | 1 | 4 |
| Southwestern Ontario | 101 | 46 | 55 | 3 | * | 3 |
| Niagara Region | 650 | 330 | 321 | 53 | 19 | 33 |
| South-Central Ontario | 164 | 75 | 89 | | * | * |
| Toronto and Region | 1,326 | 573 | 753 | 219 | 99 | 120 |
| Central Ontario | 196 | 108 | 89 | | | |
| St. Lawrence River Corridor | 168 | 79 | 90 | 4 | 1 | 3 |
| Ottawa Region | 419 | 202 | 217 | 16 | 8 | 8 |
| Eastern Ontario | 32 | 16 | 15 | * | * | 1 |
| North-Central | 24 | 14 | 10 | 5 | | 5 |
| North-East | 32 | 14 | 18 | 2 | | 2 |
| North-West | 14 | 5 | 10 | 3 | 1 | 2 |
| Region not Specified | 3 | 1 | 2 | * | | * |

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

* Less than 1,000.

Table 8: Person Visits from Overseas Countries to Ontario: Activities

| Activity | Overnight Visits (000s) | | | Same-day Visits (000s) | | |
|-------------------------------|-------------------------|---------------------|----------------|------------------------|---------------------|----------------|
| | Total Overseas | Traditional Markets | Other Overseas | Total Overseas | Traditional Markets | Other Overseas |
| VFR | 1,066 | 404 | 662 | 119 | 47 | 72 |
| Festival/fair | 210 | 87 | 123 | 32 | 12 | 20 |
| Cultural performance | 246 | 93 | 153 | 38 | 12 | 26 |
| Museum/art gallery | 645 | 315 | 329 | 92 | 36 | 57 |
| Historical site | 695 | 341 | 354 | 102 | 45 | 57 |
| zoo/aquarium/botanical garden | 372 | 167 | 206 | 42 | 19 | 23 |
| Sports event | 170 | 74 | 96 | 38 | 11 | 27 |
| Go shopping | 1,473 | 663 | 810 | 217 | 92 | 125 |
| Go sightseeing | 1,313 | 602 | 711 | 193 | 81 | 112 |
| Bar/nightclub | 498 | 237 | 261 | 62 | 30 | 32 |
| Casino | 178 | 67 | 110 | 19 | 7 | 12 |
| Theme Park | 245 | 87 | 158 | 29 | 7 | 23 |
| Nature park | 761 | 370 | 391 | 113 | 50 | 63 |
| Any sports/outdoor activities | 355 | 172 | 183 | 66 | 26 | 40 |
| Boating | 148 | 79 | 70 | 23 | 10 | 13 |
| Golfing | 53 | 27 | 25 | 7 | 1 | 6 |
| Skiing /snowboarding | 34 | 11 | 22 | 13 | 5 | 7 |
| Hunting | 3 | 3 | 1 | 1 | | 1 |
| Fishing | 59 | 27 | 31 | 5 | 2 | 3 |

* Less than 1,000.

Table 9: Overseas Visitors Spending in Ontario (millions)

| Origin | Overnight Visits | Same-day Visits |
|---------------------|------------------|-----------------|
| All Overseas | \$2,292 | \$191 |
| Traditional Markets | \$988 | \$88 |
| U.K. | \$525 | \$36 |
| Germany | \$140 | \$23 |
| France | \$94 | \$11 |
| Japan | \$229 | \$19 |
| Other Europe | \$414 | \$46 |
| Other Asia | \$401 | \$25 |
| All Other | \$489 | \$32 |

Table 10: Overseas Visitors Spending in Ontario: by Locations Visited

| Locations Visited | Overnight Visitors (millions) | | | Same-day Visitors (000s) | | |
|-----------------------------|-------------------------------|---------------------|----------------|--------------------------|---------------------|----------------|
| | Total Overseas | Traditional Markets | Other Overseas | Total Overseas | Traditional Markets | Other Overseas |
| Total Spending | 2,291 | 988 | 1,303 | 191,093 | 88,210 | 102,882 |
| Essex | 8 | 2 | 6 | \$227 | 22 | 204 |
| Southwestern Ontario | 51 | 17 | 35 | \$1,336 | 1,267 | 69 |
| Niagara Region | 173 | 98 | 75 | \$6,509 | 4,923 | 1,587 |
| South-Central Ontario | 72 | 27 | 44 | \$6 | 4 | 2 |
| Toronto and Region | 1,582 | 651 | 931 | \$179,113 | 80,490 | 98,623 |
| Central Ontario | 81 | 50 | 31 | ** | ** | ** |
| St. Lawrence River Corridor | 52 | 21 | 31 | \$57 | 14 | 43 |
| Ottawa Region | 236 | 103 | 133 | \$3,378 | 1,468 | 1,909 |
| Eastern Ontario | 8 | 6 | 2 | \$28 | 4 | 25 |
| North-Central | 8 | 4 | 4 | \$37 | ** | 37 |
| North-East | 14 | 7 | 7 | \$152 | ** | 152 |
| North-West | 6 | 2 | 4 | \$244 | 18 | 226 |
| Region not Specified | 0 | * | * | \$4 | ** | 4 |
| * Less than 1 million. | | | | | | |
| ** Less than 1,000. | | | | | | |

Table 11: Overseas Visitors Spending in Ontario: by Expense Category

| Spending Category | Overnight Visits (millions) | | | Same-day Visits (000s) | | |
|------------------------------|-----------------------------|---------------------|----------------|------------------------|---------------------|------------------|
| | Total Overseas | Traditional Markets | Other Overseas | Total Overseas | Traditional Markets | Other Overseas |
| Total Spending | \$2,292 | \$988 | \$1,303 | \$191,093 | \$88,210 | \$102,882 |
| Accommodation | \$423 | \$210 | \$213 | | | |
| Food and Beverage | \$329 | \$133 | \$195 | \$5,565 | \$2,623 | \$2,943 |
| Recreation and Entertainment | \$141 | \$59 | \$82 | \$2,030 | \$867 | \$1,164 |
| Retail | \$416 | \$131 | \$285 | \$5,555 | \$2,484 | \$3,071 |
| Canadian Carrier Fares | \$784 | \$377 | \$406 | \$177,549 | \$82,135 | \$95,414 |
| Private Transportation | \$114 | \$42 | \$72 | \$136 | \$6 | \$130 |
| Public/local transportation | \$86 | \$36 | \$50 | \$258 | \$96 | \$161 |

Source: International Travel Survey, Statistics Canada