

Ontario's Overseas Travel Markets, 2003

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

Origin	Total Visits	Overnight Visits	Same-day Visits
	(000s)	(000s)	(000s)
All Overseas	1,559	1,300	259
Traditional Markets	647	558	89
U.K.	343	302	41
Germany	112	89	23
France	107	90	16
Japan	86	77	9
Other Europe	320	254	66
Other Asia	306	255	51
All Other	285	232	53

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	464	524	238	74	111	80	46	22
Traditional Markets	254	201	80	24	45	25	11	8
U.K.	127	126	32	17	22	12	3	4
Germany	39	26	20	3	10	5	5	4
France	51	25	12	2	7	6	2	0
Japan	36	23	15	2	6	2	1	1
Other Europe	74	113	54	13	28	17	16	5
Other Asia	44	138	52	21	20	21	6	3
All Other	92	73	52	16	17	17	13	6

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	178	311	532	279	43	63	103	49
Traditional Markets	72	132	239	116	16	22	28	23
U.K.	40	83	120	58	4	10	13	14
Germany	9	20	43	16	5	6	8	4
France	11	20	47	13	3	2	7	4
Japan	11	9	29	28	4	4		1
Other Europe	37	65	101	52	8	13	37	8
Other Asia	40	48	109	59	7	15	22	7
All Other	30	66	84	53	11	13	17	12

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	1.57	96%	4%	1.57	97%	3%
Traditional Markets	1.68	96%	4%	1.64	99%	1%
U.K.	1.78	95%	5%	1.79	99%	1%
Germany	1.68	97%	3%	1.59	99%	1%
France	1.67	97%	3%	1.45	97%	3%
Japan	1.41	99%	1%	1.59	100%	0%
Other Europe	1.57	95%	5%	1.61	97%	3%
Other Asia	1.47	95%	5%	1.52	99%	1%
All Other	1.44	96%	4%	1.46	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	15,407	11.85
Traditional Markets	5,153	9.23
U.K.	3,085	10.21
Germany	841	9.47
France	696	7.71
Japan	530	6.89
Other Europe	3,322	13.07
Other Asia	4,143	16.24
All Other	2,790	12.00

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

Type of Accommodation	Total Overseas	Traditional Markets	Other Overseas
Total Person Nights	15,407	5,153	10,255
Roofed Commercial Accommodation	3,404	1,458	1,946
Hotel	2,730	1,197	1,533
Motel	444	162	282
Commercial Cottage	231	99	132
Camping/Trailer Park	207	73	135
Home of Friend/Relative	9,524	2,788	6,735
Private Cottage	35	18	16
Other Accommodation	2,237	815	1,422

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	1,300	558	742	259	89	170
Essex	19	4	15	3		3
Southwestern Ontario	81	30	51	2		2
Niagara Region	481	247	234	33	6	27
South-Central Ontario	150	70	80			*
Toronto and Region	1,030	424	606	190	76	114
Central Ontario	164	88	77			
St. Lawrence River Corridor	107	59	48	2	*	2
Ottawa Region	290	135	155	23	8	15
Eastern Ontario	23	12	11	*	*	*
North-Central	16	10	6	5		5
North-East	23	11	12	2		2
North-West	15	8	7	1	*	1
Region not Specified	1	1	1	*	1	1

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	874	341	534	124	47	77
Festival/fair	162	66	96	30	10	20
Cultural performance	188	82	106	46	19	27
Museum/art gallery	453	227	227	90	34	56
Historical site	501	251	250	91	34	57
zoo/aquarium/botanical garden	266	123	143	53	23	30
Sports event	123	60	62	33	10	23
Go shopping	1,125	493	631	195	69	126
Go sightseeing	961	442	520	169	64	104
Bar/nightclub	408	201	207	58	27	31
Casino	133	65	69	13	4	9
Theme Park	169	56	113	24	7	17
Nature park	511	249	262	110	48	63
Any sports/outdoor activities	297	152	145	69	30	39
Boating	123	68	55	23	10	13
Golfing	58	26	32	8	4	5
Skiing /snowboarding	31	8	23	8	4	5
Hunting	3	1	2	*	*	
Fishing	52	26	26	11	6	5

* Less than 1,000.

Table 9: Overseas Visitors Spending in Ontario (millions)

Origin	Overnight Visits	Same-day Visits
All Overseas	\$1,661	\$136
Traditional Markets	\$702	\$57
U.K.	\$404	\$31
Germany	\$111	\$14
France	\$88	\$7
Japan	\$100	\$5
Other Europe	\$321	\$38
Other Asia	\$324	\$16
All Other	\$314	\$25

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	1,660	701	959	136,090	57,293	78,797
Essex	11	3	9	\$2,119	1,673	447
Southwestern Ontario	43	12	32	\$1,185	901	285
Niagara Region	113	63	50	\$3,837	2,507	1,330
South-Central Ontario	67	27	40	\$4	**	4
Toronto and Region	1,121	460	662	\$126,066	51,176	74,890
Central Ontario	74	38	35	**	**	**
St. Lawrence River Corridor	28	15	13	\$249	8	242
Ottawa Region	171	70	101	\$2,267	980	1,287
Eastern Ontario	7	3	3	\$3	2	1
North-Central	5	3	2	\$37	**	37
North-East	13	5	9	\$184	**	184
North-West	7	3	4	\$77	1	76
Region not Specified	0	*	*	\$62	46	16
* 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	\$1,661	\$702	\$959	\$136,090	\$57,293	\$78,797
Accommodation	\$313	\$138	\$175			
Food and Beverage	\$258	\$104	\$155	\$4,742	\$1,586	\$3,156
Recreation and Entertainment	\$107	\$47	\$60	\$1,832	\$658	\$1,174
Retail	\$325	\$110	\$215	\$5,351	\$1,732	\$3,619
Canadian Carrier Fares	\$502	\$240	\$262	\$123,897	\$53,241	\$70,656
Private Transportation	\$87	\$35	\$52	\$152	\$49	\$103
Public/local transportation	\$68	\$28	\$40	\$116	\$26	\$90

Source: International Travel Survey, Statistics Canada