

Ontario's Overseas Travel Markets, 2004

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 | 2,049 | 1,742 | 307 |
| Traditional Markets | 894 | 774 | 120 |
| U.K. | 429 | 382 | 46 |
| Germany | 141 | 115 | 26 |
| France | 118 | 101 | 17 |
| Japan | 207 | 175 | 32 |
| Other Europe | 396 | 334 | 62 |
| Other Asia | 376 | 307 | 69 |
| All Other | 383 | 328 | 56 |

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 | 714 | 654 | 278 | 96 | 133 | 95 | 45 | 34 |
| Traditional Markets | 382 | 250 | 105 | 35 | 58 | 31 | 16 | 15 |
| U.K. | 173 | 148 | 38 | 23 | 20 | 14 | 5 | 6 |
| Germany | 50 | 34 | 25 | 6 | 9 | 6 | 4 | 6 |
| France | 54 | 28 | 15 | 3 | 9 | 7 | 1 | 1 |
| Japan | 105 | 40 | 28 | 3 | 21 | 4 | 5 | 2 |
| Other Europe | 121 | 136 | 53 | 24 | 29 | 18 | 11 | 4 |
| Other Asia | 87 | 144 | 58 | 18 | 30 | 24 | 8 | 6 |
| All Other | 123 | 124 | 62 | 19 | 16 | 21 | 10 | 9 |

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 | 183 | 482 | 737 | 341 | 38 | 73 | 129 | 67 |
| Traditional Markets | 74 | 212 | 336 | 152 | 13 | 31 | 47 | 28 |
| U.K. | 37 | 108 | 162 | 75 | 6 | 17 | 13 | 11 |
| Germany | 11 | 29 | 54 | 21 | 2 | 7 | 13 | 3 |
| France | 11 | 21 | 48 | 20 | 2 | 4 | 8 | 3 |
| Japan | 15 | 53 | 71 | 36 | 3 | 4 | 13 | 12 |
| Other Europe | 35 | 91 | 147 | 62 | 7 | 13 | 32 | 10 |
| Other Asia | 39 | 92 | 124 | 52 | 6 | 15 | 31 | 17 |
| All Other | 35 | 87 | 130 | 75 | 11 | 14 | 19 | 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 | 1.62 | 96% | 4% | 1.62 | 97% | 3% |
| Traditional Markets | 1.64 | 97% | 3% | 1.86 | 97% | 3% |
| U.K. | 1.74 | 97% | 3% | 1.87 | 94% | 6% |
| Germany | 1.61 | 97% | 3% | 1.57 | 99% | 1% |
| France | 1.67 | 97% | 3% | 1.61 | 95% | 5% |
| Japan | 1.46 | 98% | 2% | 2.38 | 100% | 0% |
| Other Europe | 1.59 | 95% | 5% | 1.66 | 99% | 1% |
| Other Asia | 1.59 | 97% | 3% | 1.42 | 98% | 2% |
| All Other | 1.61 | 94% | 6% | 1.43 | 96% | 4% |

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 | 19,997 | 11.48 |
| Traditional Markets | 6,828 | 8.83 |
| U.K. | 3,628 | 9.49 |
| Germany | 1,299 | 11.29 |
| France | 705 | 6.99 |
| Japan | 1,196 | 6.83 |
| Other Europe | 4,414 | 13.21 |
| Other Asia | 4,708 | 15.33 |
| All Other | 4,047 | 12.36 |

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

| Type of Accommodation | Total Overseas | Traditional Markets | Other Overseas |
|---------------------------------|----------------|---------------------|----------------|
| Total Person Nights | 19,997 | 6,828 | 13,169 |
| Roofed Commercial Accommodation | 4,482 | 2,128 | 2,355 |
| Hotel | 3,779 | 1,795 | 1,984 |
| Motel | 348 | 146 | 202 |
| Commercial Cottage | 355 | 187 | 169 |
| Camping/Trailer Park | 171 | 86 | 85 |
| Home of Friend/Relative | 12,385 | 3,560 | 8,824 |
| Private Cottage | 53 | 33 | 19 |
| Other Accommodation | 2,907 | 1,021 | 1,886 |

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 | 1,742 | 774 | 969 | 307 | 120 | 187 |
| Essex | 24 | 8 | 16 | 13 | 3 | 10 |
| Southwestern Ontario | 101 | 50 | 51 | 2 | | 2 |
| Niagara Region | 740 | 367 | 373 | 62 | 21 | 41 |
| South-Central Ontario | 200 | 88 | 112 | | | |
| Toronto and Region | 1,395 | 575 | 820 | 196 | 74 | 123 |
| Central Ontario | 201 | 100 | 100 | | | |
| St. Lawrence River Corridor | 127 | 58 | 69 | 14 | 10 | 4 |
| Ottawa Region | 368 | 164 | 204 | 14 | 8 | 6 |
| Eastern Ontario | 43 | 20 | 23 | * | * | |
| North-Central | 19 | 14 | 5 | 4 | | 4 |
| North-East | 34 | 20 | 14 | 2 | | 2 |
| North-West | 22 | 10 | 12 | 5 | 5 | * |
| Region not Specified | 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 | 1,108 | 421 | 687 | 129 | 56 | 73 |
| Festival/fair | 236 | 106 | 130 | 25 | 7 | 18 |
| Cultural performance | 259 | 113 | 146 | 48 | 11 | 37 |
| Museum/art gallery | 614 | 279 | 335 | 79 | 33 | 45 |
| Historical site | 670 | 329 | 341 | 91 | 41 | 50 |
| zoo/aquarium/botanical garden | 407 | 187 | 220 | 48 | 22 | 26 |
| Sports event | 176 | 83 | 93 | 43 | 14 | 29 |
| Go shopping | 1,526 | 678 | 848 | 210 | 83 | 127 |
| Go sightseeing | 1,292 | 617 | 675 | 184 | 78 | 106 |
| Bar/nightclub | 517 | 245 | 272 | 65 | 26 | 39 |
| Casino | 193 | 79 | 114 | 10 | 2 | 8 |
| Theme Park | 235 | 89 | 146 | 20 | 8 | 12 |
| Nature park | 747 | 370 | 377 | 119 | 57 | 62 |
| Any sports/outdoor activities | 348 | 175 | 173 | 64 | 29 | 34 |
| Boating | 142 | 82 | 61 | 18 | 9 | 10 |
| Golfing | 58 | 31 | 27 | 7 | 4 | 2 |
| Skiing /snowboarding | 24 | 11 | 13 | 11 | 6 | 5 |
| Hunting | 1 | * | * | * | | * |
| Fishing | 52 | 24 | 28 | 6 | 1 | 5 |

* Less than 1,000.

Table 9: Overseas Visitors Spending in Ontario (millions)

| Origin | Overnight Visits | Same-day Visits |
|---------------------|------------------|-----------------|
| All Overseas | \$2,199 | \$143 |
| Traditional Markets | \$1,001 | \$52 |
| U.K. | \$511 | \$22 |
| Germany | \$153 | \$11 |
| France | \$99 | \$6 |
| Japan | \$237 | \$13 |
| Other Europe | \$379 | \$27 |
| Other Asia | \$386 | \$28 |
| All Other | \$433 | \$36 |

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 | 2,198 | 1,001 | 1,198 | 142,761 | 51,749 | 91,012 |
| Essex | 10 | 3 | 7 | \$1,726 | 1,309 | 418 |
| Southwestern Ontario | 47 | 23 | 24 | \$302 | ** | 302 |
| Niagara Region | 183 | 107 | 76 | \$11,370 | 7,428 | 3,942 |
| South-Central Ontario | 95 | 46 | 48 | ** | ** | ** |
| Toronto and Region | 1,515 | 652 | 863 | \$124,461 | 40,029 | 84,432 |
| Central Ontario | 84 | 47 | 37 | ** | ** | ** |
| St. Lawrence River Corridor | 36 | 19 | 17 | \$1,061 | 283 | 778 |
| Ottawa Region | 185 | 80 | 105 | \$3,523 | 2,642 | 881 |
| Eastern Ontario | 12 | 6 | 6 | \$7 | 7 | ** |
| North-Central | 7 | 5 | 2 | \$28 | ** | 28 |
| North-East | 14 | 9 | 5 | \$221 | ** | 221 |
| North-West | 10 | 5 | 6 | \$53 | 44 | 9 |
| Region not Specified | 1 | * | 1 | \$9 | 8 | 1 |
| * 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 | \$2,199 | \$1,001 | \$1,198 | \$142,761 | \$51,749 | \$91,012 |
| Accommodation | \$428 | \$214 | \$214 | | | |
| Food and Beverage | \$324 | \$139 | \$186 | \$6,085 | \$2,345 | \$3,740 |
| Recreation and Entertainment | \$138 | \$57 | \$81 | \$2,116 | \$781 | \$1,335 |
| Retail | \$415 | \$151 | \$264 | \$5,861 | \$2,399 | \$3,461 |
| Canadian Carrier Fares | \$703 | \$360 | \$342 | \$128,201 | \$46,096 | \$82,105 |
| Private Transportation | \$106 | \$45 | \$61 | \$205 | \$30 | \$174 |
| Public/local transportation | \$85 | \$36 | \$49 | \$295 | \$97 | \$197 |

Source: International Travel Survey, Statistics Canada