

## Ontario's Overseas Travel Markets, 2005

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

	Total Visits (000s)	Overnight Visits (000s)	Same-day Visits (000s)
<b>All Overseas</b>	<b>2,172</b>	<b>1,910</b>	<b>262</b>
Traditional Markets	916	819	97
U.K.	454	427	27
Germany	143	122	21
France	123	106	18
Japan	195	164	32
Other Europe	433	374	59
Other Asia	420	364	56
All Other	404	354	50

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
<b>All Overseas</b>	<b>734</b>	<b>728</b>	<b>344</b>	<b>105</b>	<b>109</b>	<b>75</b>	<b>55</b>	<b>24</b>
Traditional Markets	399	272	113	35	50	23	18	6
U.K.	201	164	44	19	10	11	4	2
Germany	42	47	27	7	9	4	7	0
France	54	30	18	3	12	2	3	1
Japan	102	31	25	6	19	5	4	4
Other Europe	140	152	61	21	21	15	12	11
Other Asia	69	171	95	29	26	21	7	4
All Other	126	133	75	21	13	16	18	3

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
<b>All Overseas</b>	<b>213</b>	<b>532</b>	<b>799</b>	<b>366</b>	<b>41</b>	<b>72</b>	<b>97</b>	<b>51</b>
Traditional Markets	83	228	352	157	21	25	29	21
U.K.	44	119	181	83	7	5	11	4
Germany	10	31	57	24	5	8	7	1
France	7	25	53	20	4	5	5	3
Japan	21	53	60	29	6	7	6	13
Other Europe	39	92	168	74	6	22	25	7
Other Asia	46	110	141	67	5	16	23	13
All Other	45	102	138	68	9	10	20	10

**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
<b>All Overseas</b>	<b>1.56</b>	<b>96%</b>	<b>4%</b>	<b>1.57</b>	<b>97%</b>	<b>3%</b>
Traditional Markets	1.61	96%	4%	1.50	98%	2%
U.K.	1.71	96%	4%	1.49	99%	1%
Germany	1.52	97%	3%	1.35	100%	0%
France	1.52	96%	4%	1.36	100%	0%
Japan	1.51	97%	3%	1.74	95%	5%
Other Europe	1.65	96%	4%	1.71	99%	1%
Other Asia	1.43	96%	4%	1.73	92%	8%
All Other	1.51	97%	3%	1.40	98%	2%

**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
<b>All Overseas</b>	<b>20,482</b>	<b>10.72</b>
Traditional Markets	6,679	8.15
U.K.	4,096	9.58
Germany	1,060	8.67
France	702	6.65
Japan	820	5.01
Other Europe	4,353	11.65
Other Asia	5,542	15.24
All Other	3,908	11.04

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

Type of Accommodation	Total Overseas	Traditional Markets	Other Overseas
<b>Total Person Nights</b>	<b>20,482</b>	<b>6,679</b>	<b>13,803</b>
Roofed Commercial Accommodation	4,645	1,991	2,654
Hotel	3,973	1,673	2,300
Motel	343	136	207
Commercial Cottage	329	182	147
Camping/Trailer Park	173	68	104
Home of Friend/Relative	12,895	3,729	9,166
Private Cottage	21	13	8
Other Accommodation	2,749	879	1,870

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

Tourism Region	Overnight Visits			Same-day Visits		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
<b>Total Person Visits (000s)</b>	<b>3,603</b>	<b>1,594</b>	<b>2,010</b>	<b>271</b>	<b>100</b>	<b>171</b>
Essex	33	14	19	4	2	2
Southwestern Ontario	135	60	75	1		1
Niagara Region	792	395	397	47	16	31
South-Central Ontario	241	107	134	*	*	*
Toronto and Region	1,563	638	925	188	71	117
Central Ontario	228	120	107	0	0	
St. Lawrence River Corridor	133	61	71	4	1	3
Ottawa Region	374	151	223	19	10	9
Eastern Ontario	26	13	13	*	*	*
North-Central	33	16	16	6	*	6
North-East	31	12	19	2	*	2
North-West	15	6	9			
Region not Specified	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 1000.

**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
Visit friends or relatives	1,240	475	765	111	39	72
Attend a festival or fair	225	85	139	31	14	17
Attend a cultural performance	281	127	153	48	20	28
Visit a museum or art gallery	624	272	352	78	28	49
Visit a historic site	738	344	394	95	44	51
Visit a zoo/aquarium/botanical garden	414	169	245	36	12	25
Attend a sports event	165	68	97	28	6	22
Go shopping	1,659	706	953	194	73	121
Go sightseeing	1,420	641	780	178	71	107
Go to a bar or night club	552	256	296	51	19	32
Go to a casino	209	89	120	8	2	6
Visit a theme/amusement park	212	76	136	19	9	10
Visit a national/provincial nature park	847	389	459	110	47	63
Participate in sports/outdoor activities	344	155	189	55	26	28
Boating	151	76	75	15	7	8
Golfing	55	26	29	11	3	8
Down hill skiing or snowboarding	34	10	24	7	3	3
Hunting	*		*	1	1	
Fishing	43	19	24	3	1	2

Note: Only the activities of overnight travellers from Overseas Countries are known.  
 \* Less than 1000.

**Table 9: Overseas Visitors Spending in Ontario**

Origin	Overnight Visits	Same-day Visits
<b>All Overseas</b>	<b>\$2,370</b>	<b>\$118</b>
Traditional Markets	\$984	\$46
U.K.	\$548	\$17
Germany	\$126	\$8
France	\$106	\$7
Japan	\$204	\$13
Other Europe	\$414	\$22
Other Asia	\$485	\$19
All Other	\$487	\$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
<b>Total Spending</b>	<b>\$2,370</b>	<b>\$984</b>	<b>\$1,386</b>	<b>\$118</b>	<b>\$46</b>	<b>\$73</b>
Essex	\$16	\$5	\$11	\$1	\$1	\$0
Southwestern Ontario	\$51	\$20	\$30	\$0		\$0
Niagara Region	\$187	\$107	\$80	\$10	\$4	\$6
South-Central Ontario	\$94	\$42	\$52			
Toronto and Region	\$1,703	\$669	\$1,033	\$105	\$40	\$66
Central Ontario	\$88	\$50	\$38	\$0	\$0	
St. Lawrence River Corridor	\$43	\$17	\$26	\$0	\$0	\$0
Ottawa Region	\$156	\$59	\$97	\$2	\$1	\$1
Eastern Ontario	\$8	\$5	\$4	\$0		
North-Central	\$9	\$4	\$5	\$0		\$0
North-East	\$10	\$3	\$7	\$0		\$0
North-West	\$6	\$3	\$3	\$0		\$0
Region not Specified	\$0	\$0	\$0	\$0		\$0

\$0 - Less than 1 million

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

Spending Category	Overnight Visits			Same-day Visits		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
<b>Total Spending</b>	<b>\$2,370</b>	<b>\$984</b>	<b>\$1,386</b>	<b>\$118</b>	<b>\$46</b>	<b>\$73</b>
Accommodation	\$463	\$214	\$249			
Food and Beverage	\$365	\$145	\$220	\$5	\$2	\$3
Recreation and Entertainment	\$149	\$61	\$88	\$2	\$1	\$1
Retail	\$459	\$148	\$311	\$6	\$3	\$3
Canadian Carrier Fares	\$745	\$338	\$407	\$106	\$40	\$65
Private Transportation	\$106	\$44	\$62	\$0	\$0	\$0
Public/local transportation	\$84	\$35	\$49	\$1	\$1	\$0

\$0 - Less than 1 million

Source: International Travel Survey, Statistics Canada