

## Ontario's Overseas Travel Markets, 2006

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>2,198</b>	<b>1,964</b>	<b>234</b>
Traditional Markets	864	783	82
U.K.	422	402	20
Germany	131	119	11
France	130	103	27
Japan	182	158	24
Other Europe	430	376	55
Other Asia	472	423	49
All Other	431	382	49

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>747</b>	<b>753</b>	<b>358</b>	<b>105</b>	<b>95</b>	<b>72</b>	<b>41</b>	<b>27</b>
Traditional Markets	378	245	124	35	40	25	8	9
U.K.	178	151	53	20	9	7	1	3
Germany	54	39	20	7	3	5	2	0
France	51	28	20	5	14	9	1	3
Japan	96	28	31	4	15	4	3	2
Other Europe	126	166	63	20	18	15	15	6
Other Asia	99	205	89	29	22	15	5	8
All Other	143	137	82	20	14	17	14	4

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>246</b>	<b>544</b>	<b>790</b>	<b>383</b>	<b>36</b>	<b>58</b>	<b>105</b>	<b>36</b>
Traditional Markets	96	210	329	147	14	19	33	15
U.K.	45	110	166	80	6	5	9	1
Germany	14	28	55	22	1	4	2	4
France	9	25	54	15	3	6	14	4
Japan	27	47	55	30	4	5	8	6
Other Europe	40	96	170	70	8	17	25	4
Other Asia	56	131	148	88	5	11	25	8
All Other	55	107	143	78	9	10	21	8

**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>1.58</b>	<b>96%</b>	<b>4%</b>	<b>1.53</b>	<b>96%</b>	<b>4%</b>
Traditional Markets	1.64	96%	4%	1.56	97%	3%
U.K.	1.72	96%	4%	1.41	98%	2%
Germany	1.62	97%	3%	1.27	100%	0%
France	1.57	96%	4%	1.52	96%	4%
Japan	1.51	96%	4%	2.04	92%	8%
Other Europe	1.58	95%	5%	1.50	96%	4%
Other Asia	1.56	96%	4%	1.65	93%	7%
All Other	1.48	96%	4%	1.40	97%	3%

**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>21,663</b>	<b>11.03</b>
Traditional Markets	6,839	8.74
U.K.	3,866	9.63
Germany	1,251	10.47
France	771	7.45
Japan	951	6.01
Other Europe	4,345	11.57
Other Asia	6,061	14.33
All Other	4,418	11.56

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

Type of Accommodation	Total Overseas	Traditional Markets	Other Overseas
<b>Total Person Nights</b>	<b>21,663</b>	<b>6,839</b>	<b>14,824</b>
Roofed Commercial Accommodation	4,897	2,115	2,781
Hotel	4,134	1,805	2,330
Motel	322	114	208
Commercial Cottage	440	196	244
Camping/Trailer Park	194	128	66
Home of Friend/Relative	13,662	3,659	10,004
Private Cottage	55	30	25
Other Accommodation	2,855	908	1,947

**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>3,552</b>	<b>1,476</b>	<b>2,076</b>	<b>240</b>	<b>82</b>	<b>159</b>
Essex	30	7	23	4	1	3
Southwestern Ontario	123	55	68	2		2
Niagara Region	782	350	432	39	14	25
South-Central Ontario	218	92	126	*	0	*
Toronto and Region	1,547	583	964	153	45	108
Central Ontario	237	121	116	*	*	*
St. Lawrence River Corridor	134	64	70	6	3	3
Ottawa Region	387	151	237	29	16	13
Eastern Ontario	23	17	6	*	*	*
North-Central	28	13	15	3	*	3
North-East	34	18	15	2	*	2
North-West	8	5	3	1	1	0
Region not Specified	0	0	0	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	1,287	443	845	125	45	80
Attend a festival or fair	237	90	147	29	9	20
Attend a cultural performance	297	115	182	27	10	17
Visit a museum or art gallery	646	269	376	68	29	39
Visit a historic site	830	345	486	76	29	47
Visit a zoo/aquarium/botanical garden	431	153	277	37	16	21
Attend a sports event	198	97	101	22	7	15
Go shopping	1,736	697	1,039	174	64	111
Go sightseeing	1,450	608	842	153	58	95
Go to a bar or night club	573	260	313	52	19	32
Go to a casino	251	99	152	10	3	8
Visit a theme/amusement park	224	69	156	17	7	10
Visit a national/provincial nature park	872	363	509	96	38	59
Participate in sports/outdoor act.	320	144	175	45	18	27
Boating	154	79	75	13	5	8
Golfing	50	17	33	4	1	3
Down hill skiing or snowboarding	17	5	11	9	4	6
Hunting	0	0	0	*	0	*
Fishing	34	18	17	2	2	1

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>\$2,519</b>	<b>\$127</b>
Traditional Markets	\$1,008	\$36
U.K.	\$519	\$11
Germany	\$145	\$6
France	\$105	\$7
Japan	\$238	\$12
Other Europe	\$411	\$29
Other Asia	\$567	\$25
All Other	\$533	\$37

**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>\$2,519</b>	<b>\$1,008</b>	<b>\$1,511</b>	<b>\$127</b>	<b>\$36</b>	<b>\$91</b>
Essex	\$11	\$2	\$9	\$0	\$0	\$0
Southwestern Ontario	\$55	\$28	\$26	\$0	\$0	\$0
Niagara Region	\$201	\$101	\$100	\$8	\$4	\$5
South-Central Ontario	\$104	\$47	\$57	\$0	\$0	\$0
Toronto and Region	\$1,781	\$667	\$1,114	\$115	\$31	\$84
Central Ontario	\$101	\$50	\$51	\$0	\$0	\$0
St. Lawrence River Corridor	\$46	\$24	\$21	\$1	\$0	\$0
Ottawa Region	\$178	\$65	\$113	\$2	\$1	\$1
Eastern Ontario	\$8	\$7	\$1	\$0	\$0	\$0
North-Central	\$9	\$4	\$6	\$0	\$0	\$0
North-East	\$22	\$12	\$10	\$0	\$0	\$0
North-West	\$3	\$2	\$1	\$0	\$0	\$0
Region not Specified	\$0	\$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>\$2,519</b>	<b>\$1,008</b>	<b>\$1,511</b>	<b>\$127</b>	<b>\$36</b>	<b>\$91</b>
Accommodation	\$512	\$226	\$286			
Food and Beverage	\$393	\$155	\$238	\$5	\$2	\$3
Recreation and Entertainment	\$165	\$64	\$101	\$2	\$1	\$1
Retail	\$485	\$157	\$328	\$6	\$3	\$3
Canadian Carrier Fares	\$758	\$324	\$434	\$114	\$30	\$83
Private Transportation	\$108	\$43	\$64	\$0	\$0	\$0
Public/local transportation	\$98	\$39	\$60	\$0	\$0	\$0

\$0 - Less than 1 million

Source: International Travel Survey, Statistics Canada